

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

1. Call to Older — Do Schillitz, Cha ll in	Call to Order – Bo Schmitz, Chairman
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- 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.

Attest: Bo Schmitz, Ch	nairman		_
Attest: Renee Jones. I	Public Relatio	ns and Marketing	_ Snecialist

Tourist Development Council

Statement of Cash Flow Period Ending November 30, 2019

4-Cents Collections	YTD		November	F	Y 2019/20	% Revenue		
Acct # REVENUES			Actuals	Actuals		Budget	Received	Variance
312100 Local Option Tax (4-cents)	1	\$	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	3	\$	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		
						-		

\$ 924,762.09 \$ 450,814.5	,,

					•	:						
Acct #	EXPENDITURES		YTD		November	F	Y 2019/20	I	FY 2019/20	% Budget		Under/
	Administration (301)		Actuals		Actuals	Ac	lopt. Budget	A	Adj. Budget	Spent		(Over)
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
	Training	\$			_		3,000		3,000	0%		3,000
33401	Advertising/Public Relations (302)	Ţ			_		3,000		3,000	070		3,000
53400	Other Contractual Services	\$		\$		\$	1,616,473	\$	1,616,473	0%	\$	1,616,473
33400	Marketing (303)	ڔ		ڔ	_	۲	1,010,473	ڔ	1,010,473	076	ڔ	1,010,473
51200	Salaries & Wages	\$	73,637.46	\$	37,762.78	\$	456,399	\$	456,399	16%	\$	382,762
51210	Regular OPS Salaries & Wages	\$	2,498.13	ڔ	1,284.00	ڔ	16,386	ڔ	16,386	0%	ڔ	13,888
	•		2,496.13		1,264.00							
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
J-001	The community relations	7	•				30,000		30,000	070		30,000

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/
	Administration (303)(Continued)	Actuals	Actuals	Ado	pt. 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
	Special Events/Grants (304)	\$ -							
58300	Grants & Aids	\$ 6,391.80	6,391.80		765,000		765,000	1%	758,608
	Welcome Center CIP (086065)	\$ · -							
56200	Building	\$ -	-		-		-		-
	Countywide Automation (470)	\$ _							
54110	Com-net Communications	\$ -	-		4,735		4,735	0%	4,735
54600	Repairs and Maintenance	\$ -	-		3,087		3,087	0%	3,087
	Risk Allocations (495)	\$ -							
54500	Insurance	\$ _			5,364		5,364	0%	5,364
	Indirect Cost (499)	\$ -			-,		-,		-,
54900	Indirect Cost Charges	\$ -	-		221,000		221,000	0%	221,000
	Line Item Funding - (888)	\$ -							
58214	Cultural Facilities Grant Program	\$ -	-		-		-		-
58215	Local Arts Agency Program	\$ -	-		1,168,462		1,168,462	0%	1,168,462
	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	\$ 365,839.85	\$ 229,554.75	\$	6,449,019	\$	6,449,019		

1-Cent Collections			YTD		November	F	Y 2019/20]	FY 2019/20	% Revenue	
Acct # REVENUES			Actuals		Actuals	Ad	lopt. Budget		Adj. Budget	Received	Variance
312110 Local Option Resort (1 -cent)	2	\$	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		\$	-		-		-		-		
Total Revenues		\$	230,001.08		112,560.66	\$	1,168,462	\$	1,168,462	•	
			YTD		November	F	Y 2019/20]	FY 2019/20	% Budget	Under/
Acct # EXPENDITURES			Actuals		Actuals	Ad	lopt. Budget		Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	='	\$	-	\$	-	\$	4,970,196	\$	4,970,196	0%	4,970,196
Total Expenditures		ς	_	ς	_	ς	4 970 196	ς	4 970 196	0%	4 970 196

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.

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
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent Gain/Loss - YTD: 3 cent	(12%)	19%	16%	(1%)	1% 5%	12%	4%	13%	(6%) 5%	(1%)	9%	(2%)	
	(12%)	4%	8%	6%		6%	6%	7%		5%	5%	4.3%	
Year to date: 3-cent Year to date: 1-cent (4th)	196,254.46 65,418.15	483,461.77 161,153.92	748,747.93 249,582.64	916,434.05 305,478.02	1,099,571.83 366,523.94	1,327,276.19 442,425.40	1,591,468.48 530,489.49	1,850,525.77 616,841.92	2,074,731.12 691,577.04	2,299,672.62 766,557.54	2,507,958.81 835,986.27	2,734,925.62 911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	254,369.92	320,647.85	266,966.41	274,611.29	261,235.88	226,314.73	272,939.44	3,084,854.17
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73	3,084,854.17	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
FY2015/2016 (3-cents)	228,332.36	362,035.48	250,128.83	201,511.55	258,206.32	298,807.96	257,975.77	292,428.16	227,755.66	246,658.44	234,636.94	283,649.73	3,142,127.20
(1-cent - 4th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
(1-cent - 5th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27	379,592.76	411,097.40	391,061.57	472,749.55	5,236,878.66
Gain/Loss - Month: 3 cent Gain/Loss - YTD: 3 cent	(3%)	16% 8%	(13%) 1%	16% 3%	30% 8%	17% 9%	(20%) 4%	10% 5%	(17%) 2%	(6%) 1%	4% 2%	4% 2%	
Year to date: 3-cent	228,332.36	590,367.83	1% 840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1.856,998.27	2,149,426.43	2,377,182.08	2,623,840.52	2,858,477.47	3,142,127.20	
Year to date: 3-cent Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347.336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	2,623,840.52 874,613.51	952,825.82	1,047,375.73	
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
FY2016/2017 (3-cents)	279,350.57	402,675.76	286,875.89	220,992.43	229,301.07	268,643.22	352,496,71	312,977.43	305,523.32	266,100.52	247,835.77	297,206.39	3,469,979.07
(1-cent - 4th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
(1-cent - 5th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	413,059.61	495,343.99	5,783,298.45
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	10%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,469,979.07	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
FY2017/2018 (3-cents)	306,604.91	346,998.29	309,354.70	239,200.84	304,608.86	307,873.28	296,026.60	286,577.45	311,458.36	294,109.70	264,301.21	332,629.80	3,599,743.99
(1-cent - 4th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
(1-cent - 5th Penny) Total	102,201.64 511,008.18	115,666.10	103,118.23 515,591.16	79,733.61 398,668.06	101,536.29 507,681.43	102,624.43 513,122.13	98,675.53 493,377.66	95,525.82 477,629.09	103,819.45 519,097.27	98,036.57 490,182.83	88,100.40 440,502.02	110,876.60 554,383.00	1,199,914.66
Gain/Loss - Month: 3 cent	10%	578,330.49 (14%)	313,391.16	398,008.00	33%	15%	(16%)	-8%	2%	490,182.83	440,302.02 7%	12%	5,999,573.32
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	3%	3%	4%	
			· · · · · · · · · · · · · · · · · · ·										
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	3,002,812.98	3,267,114.19	3,599,743.99	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29 365,775.19	703,555.82	799,081.64	902,901.09 352,707.77	1,000,937.66	1,089,038.06 291,044.54	1,199,914.66	4 353 530 53
FY2018/2019 (3-cents) (1-cent - 4th Penny)	331,953.51 110.651.17	495,074.97 165,024.99	387,162.79 129,054.26	307,879.78 102,626.59	327,779.10 109,259.70	365,775.19 121.925.06	445,899.80 148,633.27	369,126.76 123,042.25	352,707.77 117,569.26	312,656.20 104,218.73	291,044.54 97,014.85	365,660.11 121,886.70	4,352,720.53 1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
V	221 052 51	927 020 40	1 214 101 25	1 522 071 05	1 940 050 15	2 215 525 21	2 661 525 11	2 020 551 00	2 202 250 55	2 (06 015 00	2.007.000.41	4 252 720 52	
Year to date: 3-cent Year to date: 1-cent (4th)	331,953.51 110,651.17	827,028.48 275,676.16	1,214,191.27 404,730.42	1,522,071.05 507,357.02	1,849,850.15 616,616.72	2,215,625.34 738,541.78	2,661,525.14 887,175.05	3,030,651.90 1,010,217.30	3,383,359.67 1,127,786.56	3,696,015.88 1,232,005.29	3,987,060.41 1,329,020.14	4,352,720.53 1,450,906.84	
Year to date: 1-cent (4th) Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05 887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	-	-	-	730,541.70	-	-	1,127,760.50	1,232,003.27	-	1,430,700.04	711,343.64
(1-cent - 4th Penny)	121,072.63	116,041.92	-	-	-	-	-	-	-	-	-	-	237,114.55
(1-cent - 5th Penny)	121,072.63	116,041.92	- [-	-		-	-	- 1	-	-	-	237,114.55
Total	605,363.13	580,209.61		-	-		-	-			-	-	1,185,572.74
Gain/Loss - Month: 3 cent	9%	(30%)	(100%)	-100%	-100%	-100%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(41%)	-53%	-62%	-68%	-73%	-77%	-79%	-81%	-82%	-84%	
Year to date: 3-cent	363,217.88	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	711,343.64	
	121,072.63	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	237,114.55	
Year to date: 1-cent (4th)	121,072.03												

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





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

126,007,350 133,836,316 150,127,689

6.2

12.2

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Visit Tallahassee

For the Month of November 2019



13.348.577 11.991.475 9.044.556

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Overall Percent Change



118,534,912 125,287,970 141,083,133

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8.0

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							Оообре	anoy = 712													oupanoy =	21011711		
Occupancy (%)				2018									2019							Year To Date		Ru	ınning 12 Months	
Occupancy (70)	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
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	68.1	70.8	70.0	67.1	69.9	69.7
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	65.6	68.1	70.8	64.3	67.1	69.9
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	3.8	4.0	-1.1	4.5	4.1	-0.2
ADR				2018									2019							Year To Date		Ru	ınning 12 Months	
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
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	101.54	106.73	112.33	100.56	105.62	111.42
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	98.86	101.54	106.73	97.98	100.56	105.62
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	2.7	5.1	5.2	2.6	5.0	5.5
RevPAR				2018									2019							Year To Date			inning 12 Months	
T1: 1/	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
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	69.11	75.52	78.62	67.51	73.80	77.66
Last Year Percent Change	61.98 5.3	53.79 3.8	64.71 4.7	72.86 1.1	80.35 38.2	74.59 36.4	54.44 23.7	73.97 4.8	83.09 12.0	65.65 58.6	65.60 33.4	67.91 11.0	65.24 3.1	55.86 9.4	67.73 9.7	73.62 7.6	111.05 -32.0	101.76 -30.3	64.85	69.11 9.3	75.52 4.1	62.97 7.2	67.51 9.3	73.80
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	0.0	9.3	4.1	1.2	9.3	5.2
				2018									2019							Year To Date		D.	ınning 12 Months	
Supply	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
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	1,812,916	1,868,186	1,937,957	1,982,455	2,034,315	2,117,633
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	1,827,893	1,812,916	1,868,186	2,001,183	1,982,455	2,034,315
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	-0.8	3.0	3.7	-0.9	2.6	4.1
																						,		
Demand				2018									2019							Year To Date		Ru	inning 12 Months	
Demana	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
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	1,233,902	1,321,852	1,356,382	1,330,852	1,421,413	1,475,965
Last Year	114,820	109,674	114,543	112,838	112,595	106,695	99,561	111,751	114,013	120,241	113,121	110,932	121,132	112,736	118,841	104,331	151,124	143,630	1,198,976	1,233,902	1,321,852	1,286,003	1,330,852	1,421,413
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	2.9	7.1	2.6	3.5	6.8	3.8
Revenue				2018									2019							Year To Date			inning 12 Months	
T1: 1/	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
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	125,287,970	141,083,133	152,359,841	133,836,316	150,127,689	164,455,943

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Census Rooms % Rooms Participants A blank row indicates insufficient data.

Percent Change

Census Props

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Last Year 10.168.737 9.019.039 10.850.314 11.712.931

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Tab 3 - Response Leon County, FL

Visit Tallahassee

For the Month of November 2019

						00		Cha: !:	2017	,	-		-		_	-	2018				,				2019	9			4	بجا	4	4
STR Code	Name of Establishment	City	& State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	JF		, ,	ا ا			o N			NA		١		s	0 1		١.١	_ ,,		NA	'		ء ا د	, N
		Tallahassee,			Aug 2009	Aug 2009	162	KIIIS	JF	IVI	AIN	VI J	JA	3	ON	ים	JF	IVI	A IVI	3	JA	3	0 1	1 0	J	F IV	I A	IVI .	, ,	Α .	3 0	IN I
	Autograph Collection Hotel Duval	Tallahassee,			Jul 2010	Jun 1986	117																									
		Tallahassee,			Apr 2014	Jul 1986	134																									
		Tallahassee,		32301	Jan 1989	Jan 1989	74			•		•						•		•		•		•			•			• •		•
31254	Closed - Independent Dutch Inn	Tallahassee,	FL :	32301	Sep 2010		0																									
60613	Closed - Independent Tallahassee Center Condos & Hotel	Tallahassee,	FL :		Mar 2012	Jun 2006	0																									
		Tallahassee,			Apr 1997	Sep 1959	0																									
		Tallahassee,			Sep 2000	Jun 1959	0																							\perp	\perp	
		Tallahassee,			Sep 2002		0																						-			
	Comfort Suites Tallahassee Downtown	Tallahassee,			Nov 1999	Nov 1999	64		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	• •	•	•
		Tallahassee, Tallahassee,			Aug 1987 Feb 1997	Aug 1987 May 1971	154 242		•	• •	•	•	•	•	• •	•	• •	• (•	•	• •	•	• •	•	•	•	•	• •	•	•	•	•
		Tallahassee,			May 2006	May 1971	40					•	•		•					•		•	•	•			•	•				•
		Tallahassee,			Dec 2011	Dec 2011	97																									
		Tallahassee.			Jun 2012	Jun 1960	164																									
		Tallahassee.			Jun 1984	Jun 1984	41																-	1								
		Tallahassee,			Aug 1999	Aug 1999	78					•		•						•		•		•			•					•
		Tallahassee,			Mar 2006	Mar 2006	85			•		•						•		•		•		•			•		•	• (•
		Tallahassee,			Dec 2018	Dec 2018	103																	•	•	•	•		•	• (•
64547	Home2 Suites by Hilton Tallahassee State Capitol	Tallahassee,	FL :	32301	Oct 2015	Oct 2015	132		• •	•	• •	•	• •	•	• •		• •	•	•	•	• •	•	• •	•	•	•	•		•	• •		•
		Tallahassee,			Jun 2002	Jun 2002	94		• •	•	•	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Jul 1991	May 1965	100		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Sep 1993	May 1985	90		• •	•	• •	•	• •		• •	•	• •	•	•	•	• •											
		Tallahassee,			Oct 2008	Oct 2008	88		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Apr 2018	Apr 2018	90												•	•	•	•	• •	•	•	•	•	• •	•	• •		•
	,	Tallahassee,			Feb 2015	Sep 1969	147	Υ	• •	• (• •	•	• •		• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •	•	•
	.,	Tallahassee,			Sep 2008	Apr 1993	93		•	•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Mar 2014	Jun 1993	96		• •	• (•	•	• •	•	• •	•	• •	• (•	•	•	•	• •	•	•	•	•	• •	•	•	•	•
		Tallahassee, Tallahassee.			Sep 2018	Nov 1965 Jun 1984	28																									
		Tallahassee,			May 2014 Mar 2013	Jun 1984 Jun 1974	0																						-		-	
		Tallahassee,			Sep 2017	Apr 1988	0	Υ																					-		-	
		Tallahassee,			Jul 1994	Api 1900	0	,	•	•	•	•	•																		-	
		Tallahassee,			Nov 2000	Jun 1985	0																						_			
		Tallahassee.			Dec 2008	Dec 2008	65																									
		Tallahassee.			Mar 2018	Jun 1985	120	Υ	- -				- -		- -		- -	0														
		Tallahassee,			Feb 1988	Feb 1988	82					•							•	•		•		•			•			• (•
40207	Fairfield Inn Tallahassee North I 10	Tallahassee,	FL :	32303	Jun 2000	Jun 2000	79			•		•					• •	•	•	•		•	• •	•	•		•		•	• (•
53623	Holiday Inn & Suites Tallahassee Conference Center North	Tallahassee,	FL :	32303	Oct 2005	Oct 2005	132					•	• •		• •		• •	•	•	•	• •	•	• •	•	•	•	•		•	• •		•
29183	Howard Johnson Express Inn Tallahassee	Tallahassee,			Feb 1997	Jun 1989	51		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Dec 1979	Dec 1979	154		• •	•	• •	•	• •	•	• •		• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• (•
		Tallahassee,			Mar 1998	Mar 1998	89		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Apr 1991	Oct 1986	101		• •	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	• •	•	•
		Tallahassee,			Dec 2003	Jun 1985	73		• •	• (• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •	•	•
		Tallahassee,			Mar 1985	Mar 1985	108	Υ	• •	•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	• •	•	•
		Tallahassee, Tallahassee.			Dec 2015 Jan 1992	Jan 1985 Jan 1992	160 78	Y												_		-										•
	Suburban Extended Stay Hotel Tallahassee Near Universit			32303	Jan 1992 Jan 2004	Jun 1983	120		•			•	•		•	•	•	•		•	•	•	•	•	•		•	•				•
		Tallahassee,			Sep 2017	May 1978	108								•		•				•		•	•	•			•	·	ij		i i
		Tallahassee,			Jun 1966	Jun 1966	32		•		_	•	•																			
		Tallahassee,		32304	Juli 1000	Guii 1000	15																									
		Tallahassee,			Apr 2013	Jun 1973	0											П				П										
		Tallahassee,			Jun 2015	Feb 1977	0																									
		Tallahassee,			Jun 2001		0									П		П				П										
20001	Closed Skyline Motor Lodge	Tallahassee,	FL :	32304	Dec 2003		0																									
4066	Closed Tallahassee Inn	Tallahassee,	FL :	32304	Jun 2008	Jun 1958	0																									
2997	Days Inn Tallahassee University Center	Tallahassee,	FL (32304	Feb 1993	Jun 1964	47		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •	• •	•
	Holiday Inn Express Tallahassee West	Tallahassee,		32304		U/C	65																									
		Tallahassee,		32304		U/C	143																									
		Tallahassee,				Dec 2006	135		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •		•
		Tallahassee,			Nov 2000	Jun 1960	56																									
		Tallahassee,				Aug 2007	121		•	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•
		Tallahassee,			Aug 1960	Aug 1960	27																									
		Tallahassee,			Oct 2000	Oct 2000	93 58		•	• •	•		•	•	•	•	•	• (•	•	•	•	•	•	•	•	•	•	•		•
		Tallahassee, Tallahassee,			Feb 2013 Sep 2004	Jan 1998					•	•			•		•		•	•		•	•	•		•	•				•	
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		Tallahassee,			Sep 2014	Jun 1991	134	Υ																-								
	HUNGER HILLENDICOO LANGUADOCCE EASL	i alialiassee.	- I	J_JUU	JUCP 2014	Juli 1991	134	1			- •		- 1	T- 1	- -	10 1	- -	1 - 10			- 1										, I.	I

Tab 3 - Response Leon County, FL

Visit Tallahassee

For the Month of November 2019

								2017 20			2018	8				2019															
					Open		Chg in	$\neg \vdash$	П	Т		$\neg \vdash$	\Box	\neg	\Box	Т	\Box		Т		Т	П			П	\top	П	\top	\Box	\top	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Date	Rooms	Rms	JF	M	AIN	/I J	J	A S	0 1	D	JF	M	AN	ΛJ	J.	A S	0	N	J	F	M A	M	JJ	A	s o	N D
20000	Quality Inn & Suites Tallahassee East I-10	Tallahassee, FL	32308	Apr 2016	Aug 1984	59		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	• •	• •		•
31447	Residence Inn Tallahassee North I 10 Capital Circle	Tallahassee, FL	32308	May 1996	May 1996	78		• •		• •	•	• •	• •	• •		• •		• •	•	•	•	•	• •	•	•	• •	•	• •		, •	•
57072	Tallahassee Inn	Tallahassee, FL	32308	Oct 2015	Mar 2008	100																									
36928	TownePlace Suites Tallahassee North/Capital Circle	Tallahassee, FL	32308	Oct 1998	Oct 1998	93		• •		• •	•	• •	• •	• •	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	• •			•
66760	Hampton Inn & Suites Tallahassee Capitol University	Tallahassee, FL	32310	Mar 2018	Mar 2018	124												• •	•	•	•	•	• •	•	•	•	•	• •		, •	•
6984	Days Inn Tallahassee Government Center	Tallahassee, FL	32311	Oct 1974	Oct 1974	80		• •		• •	•	• •	• •	• •		• •		• •	•	•	•	•	• •	•	•	• •	•	• •		, •	•
57074	WoodSpring Suites Tallahassee East	Tallahassee, FL	32311	Nov 2016	Dec 2007	121		• •		• •	•	• •	•	• •		• •		• •	•	•	•	•	• •	•	•	•	•	• •		, •	•
59942	Candlewood Suites Tallahassee	Tallahassee, FL	32312	Mar 2010	Mar 2010	114		• •		• •	•	• •	• •	• •		• •		• •	•	•	•	•	• •	•	•	• •	•	• •		, •	•
6387	Closed - Motel 6 Tallahassee North	Tallahassee, FL	32312	Oct 2011	Jul 1983	0																									
44444	Closed - Wingate by Wyndham Tallahassee FSU	Tallahassee, FL	32312	Jan 2016	Apr 2002	0																									
56269	Closed - Country Inn & Suites Tallahassee I 10 East	Tallahassee, FL	32317	Jul 2017	May 2008	0	Υ	• •		• •	•																				
54808	Staybridge Suites Tallahassee I-10 East	Tallahassee, FL	32317	Feb 2007	Feb 2007	104		• •		• •	•	• •	• •	• •		• •		• •	•	•	•	•	• •	•	•	• •	•	• •		, •	•
	Total Properties: 81 6090 o - Monthly data received by STR																														

A blank row indicates insufficient data.

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 ⁻ Monthly data received by STR
 - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

VISIT TALLAHASSEE DECEMBER BOARD REPORT OCTOBER 2019 - NOVEMBER 2019



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)

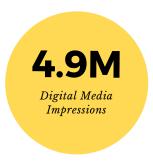
^{*}The email open rate and click rate KPI's will fluctuate monthly depending on how many emails were released and number of recipients.



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

Trau a workerful opportunity or activit a piess or go to viola. Learnandese wan a ever outer incorps innoverse and of the Visto Tallandese et the capital of Priorisa did in the largest col for the states partnather region. It's also a obj that is is known for a witcard codlege community with PSU, Ronda AMM and a few other states school, Wis specific the vertex of checking out vision or stantains. Makilla Signific, bot all obports a of course the nightifie scene. I'll break out each section by day below with lost of photos and a short received in the control of the control of such classes.



MARKETING COMMUNICATIONS

OCTOBER/NOVEMBER 2019

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

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.

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.



MEETINGS & CONVENTIONS

OCTOBER/NOVEMBER 2019

Janet Roach, Director

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.



LEISURE SALES

OCTOBER/NOVEMBER 2019

Katie Gardocki, Director

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.



SPORTS MARKETING

OCTOBER/NOVEMBER 2019

Amanda Heidecker, Director

Joseph Piotrowski, Assistant Director

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.



VISITOR SERVICES & GRANT MANAGEMENT

OCTOBER/NOVEMBER 2019

Terri Messler, Director

AT A GLANCE

FY2020 2nd 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 29th – Oct 5th, 2019







DIRECT SPENDING

\$2,333,300

People who **live outside** of Leon County spent \$2,333,300¹ during FAMU Homecoming events.

¹ 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.

¹ 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 effects¹ of direct spending, the total economic impact of people attending FAMU Homecoming events who **live** outside of Leon County was \$3,686,600.²

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





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

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.



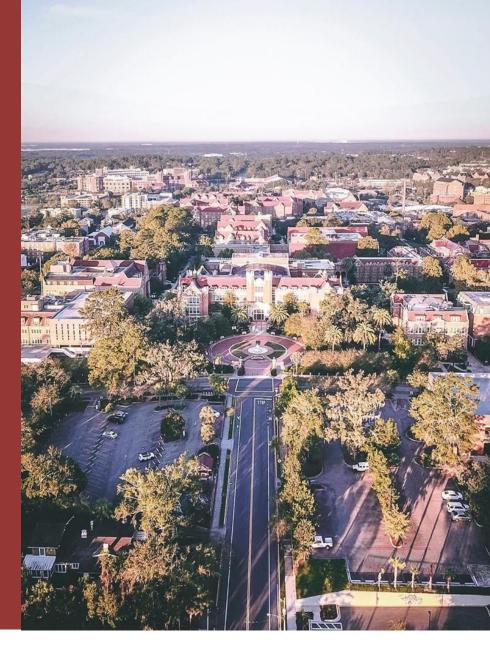


LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

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







LEON COUNTY DIVISION OF TOURISM — VISIT TALLAHASSEE

Spending Estimate for Frenchtown "Rising" during FAMU Homecoming Week Oct 4th, 2019







FRENCHTOWN "RISING" DIRECT SPENDING¹

\$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.²

¹Direct 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.

²Total spending during Frenchtown "Rising" includes both locals and out-of-town visitors



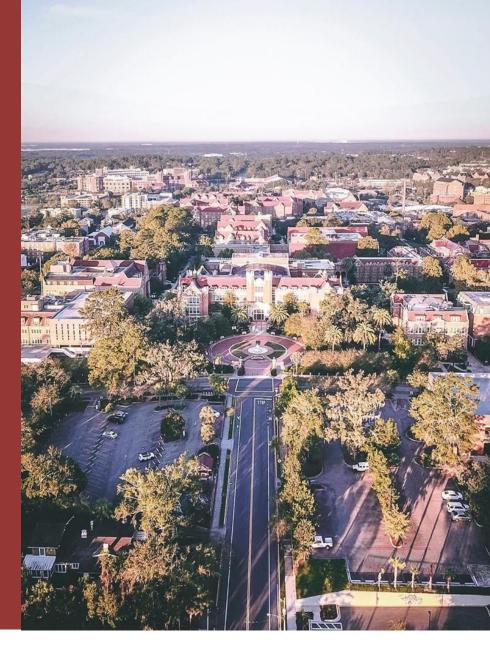


LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate for FAMU Homecoming Week

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









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

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.

106 E. Jefferson Street • Tallahassee, FL 32301 • PH: (850) 606-2300 • FAX: (850) 606-2304

Organization	Event	Amount Requested	Final Recommendation					
Tallahassee Communitty College Men's Basketball	Courtyard Tallahassee Downtown Classic	\$1,499	\$1,499					
Tallahassee Communitty 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					