



Visit  
Tallahassee

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

Thursday, November 21, 2019 9:00 a.m.  
County Commission Chambers - Leon County Courthouse, Fifth Floor  
301 South Monroe Street, Tallahassee FL 32301

### **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
  - 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
- V. General Business – **Bo Schmitz**
  - Research Presentation: FY19 Year-End Economic Impact of Tourism Report
  - 2020 Proposed TDC Meeting Dates
  - Out-of-Cycle Special Grant Review
  - Legacy Event Grants Contracts
  - Destination Differentiators Review
  - Scott Carswell Presents Update
  - COCA Update, Cultural Marketing Grants & Cultural Facilities Grants Review
  - Tallahassee Sports Council Update and Sports Grants Review
- VI. Executive Director's Report – **Kerri Post**
  - Holiday Tourism Industry Event & Toy Drive – Monday, Dec. 16 at Hangar 38
  - Florida Trend Feature – January 2020
  - Amtrak Building Update
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

<b>NEXT TDC MEETING – January 9, 2020 <i>Tentative</i></b>
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**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING MINUTES  
September 12, 2019**

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

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

Guests present: Dr. Joseph St. Germain and Isiah Lewis representing Downs & St. Germain Research, Scott Carswell representing Scott Carswell Productions, and Curtis Zimmerman, Mallory Hartline, Christina Lata, Amanda Lewis, and Annemarie Raskin representing Zimmerman Agency, Althemese Barnes and Charity Myers representing the Riley House Museum.

- I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:05 a.m.
  - Chairman Schmitz turned the meeting over to Leon County Division of Tourism/Visit Tallahassee Executive Director Kerri Post, who, along with TDC members and Leon County Division of Tourism/Visit Tallahassee staff, recognized Bernie Waxman for 45 years of service to FSU, his service on the Tallahassee Sports Council, as well as for his support of tourism and community programs.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS-** Chairman Schmitz confirmed there were no requests for additional agenda items added to this meeting.
- III. **PUBLIC COMMENT-** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **ITEMS FOR CONSENT APPROVAL**
  - July 18, 2019 Meeting Minutes

- Financial Reports: Division Budget July 2019 Year-to Date, Tourism Development Tax Collections and Smith Travel Report Year-to-Date Tourism Development Tax Collections and Smith Travel Report
- Advertising/PR Activity Report/Digital Activity
- Direct Sales, Communications, Visitor Services, and Sports Staff Reports

***Commissioner Desloge moved, seconded by Commissioner Bryant approval of the Items for Consent. The motion carried 8-0.***

## **V. GENERAL BUSINESS**

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

Scott Carswell gave a brief report regarding recent and future shows at the Capital City Amphitheater (CCA) at Cascades Park. Mr. Carswell reported on an outstanding Sept. 6<sup>th</sup> JJ Grey & Mofro concert. He noted a sold-out crowd and that he would address future staffing needs to accommodate the need for additional services before the next event. Upcoming shows include Third Eye Blind on November 15<sup>th</sup>, Harambee Festival in February, and Word of South in April.

### **Research Presentation: Spring Events Report-**

Joseph St. Germain, Ph.D., representing Downs and St. Germain Research presented to the Council the research results for April – June 2019 Visitor Tracking Report. He provided an overview of economic impact, direct spending year-over-year and provided an explanation of the visitor journey. Commissioner Williams-Cox encouraged Downs and St. Germain to conduct research related to Florida A & M University's (FAMU) entire football season.

### **CRA/TDT Arts Grants Update – CRA Reports**

Kerri Post provided a follow-up to the CRA/TDT discussion from the July 18, 2019 meeting regarding the CRA/TDT grants. She highlighted the letters sent by Interim CRA Director Wayne Tedder to both TLH Arts and LeMoyne Arts requesting a status report on the projects. Ms. Post confirmed of the three projects awarded grants, only one is currently in progress: Riley House Soul Voices. Commissioner Williams-Cox provided an update from Mr. Tedder on the LeMoyne Arts Foundation. Commissioner Williams-Cox relayed the CRA's letter sent to TLH Arts was sent to the wrong individual and has since been forwarded to the appropriate persons who will respond accordingly. Ms. Post noted the CRA did not include hard deadlines at the time the funds were awarded and highlighted Mr. Tedder's letter to both organizations states the CRA will ask staff to direct funding agreements for those projects that can begin construction within two years of the original funding approval.

Considerable discussion ensued clarifying the TDC's role as a funding source for these projects. Commissioner Desloge requested a letter be drafted stating the TDC serves as a catalyst and not the primary funding source, express the TDC's hope for success and excitement for each project, and reiterate the expectation of each organization's responsibility for raising the remaining funds needed for their respective project. Ms. Post noted the TDC sent a letter to the CRA Board in June of 2018 addressing the importance for the CRA to include accountability in the fundraising goals and timelines for construction. There was then considerable discussion related to the content of the letter.

***Commissioner Desloge moved, seconded by Sam Patel to direct staff to draft a letter to the CRA reiterating the TDC's position as the catalyst and not the overall project financier, express the TDC's excitement for each project, and its expectation that each organization uphold their fundraising commitment. The motion passed 8-0.***

#### **Presentation on Frenchtown Heritage Markers – Althemese Barnes**

Althemese Barnes provided a brief background on the Frenchtown Heritage Markers Project. Ms. Barnes then introduced the project chair, Charity Myers, who provided specific insight on the progress of the project. Ms. Myers noted the project is a model and first of its kind to use recordings of individuals and not actors, who recorded their own personal oral history. Ms. Myers also shared a snippet of the project recordings and marker locator map.

#### **FY20 Grant Recommendation – Matt Thompson**

Matt Thompson reviewed recommendations for FY20 Signature Event Grants and Special Event Grants. He thanked fellow Grant Review Committee members Sharon Priester and Michelle Personette for their service. Mr. Thompson requested that the TDC members support the recommended funding levels that were presented.

***Commissioner Williams-Cox moved, seconded by Sharon Priester, approval of the FY20 Special Event Grant funding recommendations as presented by the Grant Review Committee. The motion passed 7-0 with Matt Thompson abstaining from the vote due to conflict of interest.***

Matt Thompson then presented the FY20 Emerging and Signature Event Grants recommendations for approval.

***Matt Thompson moved, seconded by Sharon Priester approval of the FY20 Emerging and Signature Event Grants recommendations as presented by the Grant Review Committee. The motions passed 8-0.***

#### **COCA Updates - Kathleen Spehar**

Kathleen Spehar provided a summary of her background in the Arts as the new Director of COCA. Ms. Spehar reported having several meetings with Kerri Post regarding the new COCA contract and strategic partnership between Leon County Division of Tourism/Visit Tallahassee and COCA. Ms. Spehar mentioned her review of operations and strategy of COCA as an organization with a focus on the future and COCA Connects. She thanked Sam Patel for serving on the Arts Grants Review Panel and informed the TDC that the Cultural Programming Grant recommendations will be presented for approval at the October TDC meeting.

Ms. Spehar stated COCA's Marketing Grant recommendations and Cultural Facilities Grant recommendations would be presented for approval at the November TDC meeting. Commissioner Desloge noted COCA has a seat on the TDC and asked if a member of the TDC currently serves on the COCA Board. Kathleen Spehar confirmed Kerri Post will be invited to join the COCA Board this fall for enhanced grant stewardship and communication.

### **Tallahassee Sports Council (TSC) Update and FY20 Grant Recommendations – Mike Collins**

Mike Collins, Tallahassee Sports Council Chairman provided updates on the Tallahassee Sports Council. Mr. Collins noted and presented a total of 53 grants recommended by the Sports Grants Review Committee for funding.

***Commissioner Williams-Cox moved, seconded by Commissioner Desloge, approval of the FY20 Sports Event 1<sup>st</sup> Cycle Grant Funding recommendations. The motion passed 8-0.***

Mr. Collins provided update on the submittal of the application for designation as a Bronze International Mountain Biking Association Destination. He also stated the TSC continues to work with university, city, and sports partners to gather information on recreation and sports facilities currently being planned in the destination.

#### **VI. EXECUTIVE DIRECTOR'S REPORT**

- Asked for consideration of a special TDC Meeting to present the FY20 Marketing Plan on October 10, 2019. Chairman Schmitz and the TDC supported the request for the meeting to be held at 9:00 a.m. on October 10, 2019.
- An update timeline for the Amtrak Building – Future Home of Visitor Information Center/Tourism Office Update was provided.
- The NAP/Cascades project and Amphitheater Support Space will be open November or December 2020.
- The deadline to vote for Tallahassee in *Southern Living* in the three nominated categories of Best City, Garden Shop, and College Town is approaching. It was also noted Sid Evans, Editor-in-Chief of *Southern Living* magazine, would be in town for his first time and Visit Tallahassee staff is hosting his visit.
- The JJ Grey & Mofro concert is sold out and we are looking forward to a great show with Third Eye Blind in November.

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

Chairman Schmitz confirmed there was no additional business.

**VIII. ADJOURN:**

There being no further business to come before the Council, the meeting was adjourned at 10:39 a.m.

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Attest: Bo Schmitz, Chairman

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Attest: Dionte Gavin, Sr. Operations Manager

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**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
SPECIAL MEETING MINUTES  
October 10, 2019**

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

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

Guests present: Curtis Zimmerman, Mallory Hartline, Christina Lata, Jessica Murray, Annemarie Raskin and Hannah Young representing Zimmerman Agency.

- I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:20 a.m. due to room change for the meeting.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS-** Chairman Schmitz confirmed there were no requests for additional agenda items added to this meeting.
- III. **PUBLIC COMMENT-** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **GENERAL BUSINESS**
  - FY2020 Marketing Plan Presentation – Katie Kole / Curtis Zimmerman
  - FY2020 COCA Cultural Program Grant Recommendations – Kathleen Spehar

## **Leon County Division of Tourism/Visit Tallahassee FY2020 Marketing Plan Presentation – Katie Kole / Curtis Zimmerman**

Katie Kole introduced the 2020 Marketing Plan and Curtis Zimmerman presented an overview of the Leon County Division of Tourism/Visit Tallahassee FY2019-20 marketing plan.

Commissioner Bryant requested the marketing plan overview presentation be modified to include all of the target audiences. Commissioner Desloge and Matt Thompson requested staff provide a list of destination differentiators as talking points that speak to what makes Tallahassee unique, such as “over 700 miles of trails.” Discussion ensued regarding the need for additional live social media coverage of events on nights and weekends for a “what’s happening now” feature as well as video testimonials of locals to help tell the all-inclusive “Pretty. Unexpected.” story of Tallahassee to potential visitors. Ms. Post shared Tourism and the Office of Economic Vitality are working together to capture local stories for the Visitor Guide as well as video content to help promote the story of businesses in Tallahassee. Mr. Zimmerman concluded the presentation by affirming his enthusiasm and excitement about the 2020 marketing plan and its focus on getting visitors to come to Tallahassee through telling the story of “Pretty. Unexpected.”

***Michelle Personette moved, seconded by Commissioner Bryant to approve the 2020 marketing plan. The motion passed 6-0. Commissioner Williams-Cox was out of chambers.***

## **FY2020 COCA Cultural Program Grant Recommendations – Kathleen Spehar**

Kathleen Spehar presented the FY2020 COCA Cultural Grant Program Recommendations for approval. Commissioner Williams-Cox asked what changes had been made to better the 2020 grant cycle review and also inquired as to the rationale and the amount of funding a grantee could request. Michelle Personette clarified with Ms. Spehar the funding could only reach up to 10% of Operational Budget.

***Commissioner Bryan Desloge moved, seconded by Matt Thompson to approve the 2020 COCA Cultural Program Grant recommendations. The motion passed 6-0. Michelle Personette recused herself from the vote.***

Ms. Spehar then provided a follow-up to the September 12, 2019 meeting regarding a TDC representative be appointed as an Ex-Officio member of the COCA board. She stated there is a need to conduct legal research and review COCA’s bylaws to determine if a revision may be required. Commissioner Desloge requested a timeline for placing the TDC representative on the COCA board and requested a response from COCA by the end of the year. He stressed the importance of this position as the Tourist Development Tax is the primary funding source for COCA. Commissioner Williams Cox requested a formal letter of request be sent to the board noting the TDC’s position.



***Commissioner Williams-Cox moved, seconded by Commissioner Desloge that a letter be prepared and sent to the COCA board regarding the importance of having a TDC representative as an Ex-Officio member. The motion passed 7-0.***

Commissioner Desloge further stated the goal is to have Tourism represented on the COCA board by Dec. 31, 2019.

**V. ADDITIONAL BUSINESS: "For the Good of the Cause":**

Kerri Post noted the upcoming FSU Cross Country Invitational meet held at Apalachee Regional Park on October 11 and 12, 2019. The event will bring 7,000 people and 3,500 college, middle, and high school athletes and generate over \$1 million in economic impact for the community. She extended an invitation for TDC members to come to the event and get a behind the scenes tour.

**VI. ADJOURN:**

There being no further business to come before the Council, the meeting was adjourned at 10:40 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 September 30, 2019

**3 3/4-Cents Collections**

Acct # REVENUES	YTD	September	FY 2018/19	% Revenue	Variance
	Actuals	Actuals	Budget	Received	
312100 Local Option Tax (3 3/4-cents)	\$ 5,277,673.64	\$ 443,362.88	\$ 4,267,875	124%	1,009,799
361320 Tax Collector FS 125.315	\$ 6,173.41	-	-		6,173
361111 Pooled Interest Allocation	\$ 209,699.00	60,900.00	52,250		
362000 Rents & Royalties	\$ -	-	10,200		(10,200)
365000 Merchandise Sales	\$ 10,230.26	1,180.26	3,200		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ 1,340.00	300.00	2,400		
361300 Interest Inc/FMV Adjustment	\$ 2,077,500.00	-	-		
369900 Miscellaneous Revenue	\$ 11,965.00	1,940.00	94,341		
399900 Appropriated Fund Balance	\$ -	-	720,000		
<b>Total Estimated Receipts</b>			<b>5,162,766</b>		
	<b>\$ 7,594,581.31</b>	<b>\$ 507,683.14</b>			

Acct # EXPENDITURES	YTD	September	FY 2018/19	FY 2018/19	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (301)</b>						
51200 Salaries & Wages	\$ 213,008.90	\$ 18,141.21	\$ 209,782	\$ 209,782	102%	\$ (3,227)
51250 Regular OPS Salaries & Wages	\$ 15,192.86	1,350.18	16,020	16,020	95%	827
51500 Special Pay	\$ 45.39	-	-	1,130	4%	1,085
52100 FICA	\$ 16,847.28	1,432.70	17,554	17,554	96%	707
52200 Retirement Contributions	\$ 37,493.84	3,315.05	37,910	37,910	99%	416
52210 Deferred Compensation	\$ 440.88	38.12	766	766	58%	325
52300 Life & Health Insurance	\$ 30,249.45	2,831.65	42,998	42,998	70%	12,749
52400 Workers Compensation	\$ 528.94	35.09	345	345	153%	(184)
53400 Other Contractual Services	\$ 119,749.96	23,916.66	135,500	135,500	88%	15,750
54000 Travel & Per Diem	\$ 5,611.02	(408.59)	7,500	7,500	75%	1,889
54101 Communications - Phone System	\$ 280.00	-	380	380	74%	100
54300 Utilities-160-950-591001-552	\$ -	-	12,270	12,270	0%	12,270
54400 Rental & Leases	\$ 7,114.87	575.46	8,420	8,420	84%	1,305
54505 Vehicle Coverage	\$ 384.00	-	384	384	100%	-
54600 Repair & Maintenance	\$ 200.00	-	34,000	34,000	1%	33,800
54601 Vehicle Repair	\$ 157.30	-	410	410	38%	253
54900 Other Current Charges	\$ 1,422.98	139.20	1,971	1,971	72%	548
55100 Office Supplies	\$ 473.45	-	1,000	1,000	47%	527
55200 Operating Supplies	\$ 408.11	307.98	3,000	3,000	14%	2,592
55210 Fuel & Oil	\$ 98.65	-	415	415	24%	316
55400 Publications, Memberships	\$ 2,854.75	910.72	2,300	2,300	124%	(555)
55401 Training	\$ 645.64	-	3,000	3,000	22%	2,354
<b>Advertising/Public Relations (302)</b>						
53400 Other Contractual Services	\$ 1,351,221.77	\$ 326,218.31	\$ 1,566,473	\$ 1,566,473	86%	\$ 215,251
<b>Marketing (303)</b>						
51200 Salaries & Wages	\$ 393,531.32	\$ 38,608.47	\$ 451,397	\$ 451,397	87%	\$ 57,866
51210 Regular OPS Salaries & Wages	\$ 15,192.59	1,350.21	16,020	16,020	0%	827
51500 Special Pay	\$ -	-	-	2,120	100%	2,120
52100 FICA	\$ 30,404.84	2,958.78	37,140	37,140	82%	6,735
52200 Retirement Contributions	\$ 32,213.46	3,248.06	38,864	38,864	83%	6,651
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 33,031.55	3,425.92	75,901	75,901	44%	42,869
52400 Workers Compensation	\$ 1,413.15	132.76	1,222	1,222	116%	(191)
53400 Other Contractual Services	\$ 115,848.58	43,204.38	125,500	125,500	92%	9,651
54000 Travel & Per Diem	\$ 36,467.15	5,664.36	64,128	64,128	57%	27,661
54100 Communications Services	\$ 3,345.82	438.34	7,823	7,823	43%	4,477
54101 Communications - Phone system	\$ 1,225.00	-	1,225	1,225	100%	-
54200 Postage	\$ 2,919.81	507.87	38,000	38,000	8%	35,080
54400 Rental & Leases	\$ 1,633.03	154.19	8,420	8,420	19%	6,787
54700 Printing	\$ 10,002.73	782.05	6,400	6,400	156%	(3,603)
54800 Promotional Activities	\$ 91,616.56	53,564.17	53,575	103,575	88%	11,958
54860 TDC Direct Sales Promotions	\$ 26,181.45	4,170.03	49,662	49,662	53%	23,481

54861	TDC Community Relations	\$	10,277.34	377.00	13,300	15,800	65%	5,523
54862	TDC Merchandise	\$	4,294.68	-	5,000	5,000	86%	705
54900	Other Current Charges	\$	373,732.25	28,709.40	523,000	562,875	66%	189,143
54948	Other Current Chrg - Amphitheater	\$	70,000.00	-	100,000	145,000	48%	75,000
55100	Office Supplies	\$	2,694.87	1,216.97	3,700	3,700	73%	1,005
55200	Operating Supplies	\$	1,862.34	44.00	5,000	5,000	37%	3,138
52250	Uniforms	\$	1,359.49	554.42	4,000	4,000	34%	2,641

Acct #	EXPENDITURES		YTD	September	FY 2018/19	FY 2018/19	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	15,611.29	\$ 2,107.00	\$ 21,253	\$ 21,253	73%	5,642
55401	Training	\$	1,879.00	-	7,000	7,000	27%	5,121
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	693.88	-	1,500	1,500	46%	806
58320	Sponsorship & Contributions	\$	14,042.00	4,000.00	26,900	36,900	38%	22,858
	<i>Special Events/Grants (304)</i>	\$	-	-	-	-	-	-
58300	Grants & Aids	\$	490,603.02	56,621.00	615,000	666,462	74%	175,859
	<i>Welcome Center CIP (086065)</i>	\$	-	-	-	-	-	-
56200	Building	\$	59,236.33	280.00	100,000	100,000	59%	40,764
	<i>Countywide Automation (470)</i>	\$	-	-	-	-	-	-
54110	Com-net Communications	\$	8,650.00	-	8,560	8,650	100%	-
54600	Repairs and Maintenance	\$	2,600.00	-	2,600	2,600	100%	-
	<i>Risk Allocations (495)</i>	\$	-	-	-	-	-	-
54500	Insurance	\$	7,538.00	-	7,538	7,538	100%	-
	<i>Indirect Cost (499)</i>	\$	-	-	-	-	-	-
54900	Indirect Cost Charges	\$	-	-	235,000	235,000	0%	235,000
	<i>Line Item Funding - (888)</i>	\$	-	-	-	-	-	-
58214	Cultural Facilities Grant Program	\$	660,801.41	290,979	284,525	802,305	82%	141,504
58215	Local Arts Agency Program	\$	1,382,056.12	377,567.44	1,138,100	1,138,100	121%	(243,956)
	<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	\$	-	-	-	-	-	-
	Total Expenditures	\$	5,707,389.10	\$ 1,299,469.87	\$ 6,229,651	\$ 6,949,608		

### 1 1/4-Cents Collections

Acct #	REVENUES		YTD	September	FY 2018/19	FY 2018/19	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Tax (1 1/4-cents)	\$	1,759,224.55	\$ 147,787.63	\$ 1,422,625	\$ 1,422,625	124%	336,600
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 125.315	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues	\$	1,579,006.70	147,787.63	\$ 1,422,625	\$ 1,422,625		

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

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

#### REVENUES

- 1- Revenue for the 3 3/4-cent collections \$ 443, 362.88
- 2 -Revenue for the 1 1/4 -cent collections \$ 147,787.63
- 3- FSU Invitational Cross Country Meet Registration Fees
- 4- Proceeds from the Sale of the 106 E. Jefferson Building

#### EXPENSES

Grant program payments continue through FY19.

**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
<b>FY2013/2014 (3-cents)</b>	<b>196,254.46</b>	<b>287,207.31</b>	<b>265,286.16</b>	<b>167,686.13</b>	<b>183,137.77</b>	<b>227,704.36</b>	<b>264,192.29</b>	<b>259,057.28</b>	<b>224,205.35</b>	<b>224,941.50</b>	<b>208,286.19</b>	<b>226,966.81</b>	<b>2,734,925.62</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	4%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	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	
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	
<b>FY2014/2015 (3-cents)</b>	<b>235,483.93</b>	<b>311,616.83</b>	<b>288,190.11</b>	<b>173,577.30</b>	<b>198,900.49</b>	<b>254,369.92</b>	<b>320,647.85</b>	<b>266,966.41</b>	<b>274,611.29</b>	<b>261,235.88</b>	<b>226,314.73</b>	<b>272,939.44</b>	<b>3,084,854.17</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2015/2016 (3-cents)</b>	<b>228,332.36</b>	<b>362,035.48</b>	<b>250,128.83</b>	<b>201,511.55</b>	<b>258,206.32</b>	<b>298,807.96</b>	<b>257,975.77</b>	<b>292,428.16</b>	<b>227,755.66</b>	<b>246,658.44</b>	<b>234,636.94</b>	<b>283,649.73</b>	<b>3,142,127.20</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%	(17%)	(6%)	4%	4%	
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%	2%	2%	
Year to date: 3-cent	228,332.36	590,367.83	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: 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	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	
<b>FY2016/2017 (3-cents)</b>	<b>279,350.57</b>	<b>402,675.76</b>	<b>286,875.89</b>	<b>220,992.43</b>	<b>229,301.07</b>	<b>268,643.22</b>	<b>352,496.71</b>	<b>312,977.43</b>	<b>305,523.32</b>	<b>266,100.52</b>	<b>247,835.77</b>	<b>297,206.39</b>	<b>3,469,979.07</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2017/2018 (3-cents)</b>	<b>306,604.91</b>	<b>346,998.29</b>	<b>309,354.70</b>	<b>239,200.84</b>	<b>304,608.86</b>	<b>307,873.28</b>	<b>296,026.60</b>	<b>286,577.45</b>	<b>311,458.36</b>	<b>294,109.70</b>	<b>264,301.21</b>	<b>332,629.80</b>	<b>3,599,743.99</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	490,182.83	440,502.02	554,383.00	5,999,573.32
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	11%	7%	12%	
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	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
<b>FY2018/2019 (3-cents)</b>	<b>331,953.51</b>	<b>495,074.97</b>	<b>387,162.79</b>	<b>307,879.78</b>	<b>327,779.10</b>	<b>365,775.19</b>	<b>445,899.80</b>	<b>369,126.76</b>	<b>352,707.77</b>	<b>312,656.20</b>	<b>291,044.54</b>	<b>365,660.11</b>	<b>4,352,720.53</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
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	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
<b>FY2019/2020 (3-cents)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>(1-cent - 4th Penny)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>(1-cent - 5th Penny)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-	-	-	-
Gain/Loss - Month: 3 cent	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
Gain/Loss - YTD: 3 cent	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
Year to date: 3-cent	-	-	-	-	-	-	-	-	-	-	-	-	-
Year to date: 1-cent (4th)	-	-											

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
--	---------	----------	----------	---------	----------	-------	-------	-----	------	------	--------	-----------	--------

**Notes:**

- (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: Oct 17, 2019

# Visit Tallahassee

For the Month of September 2019



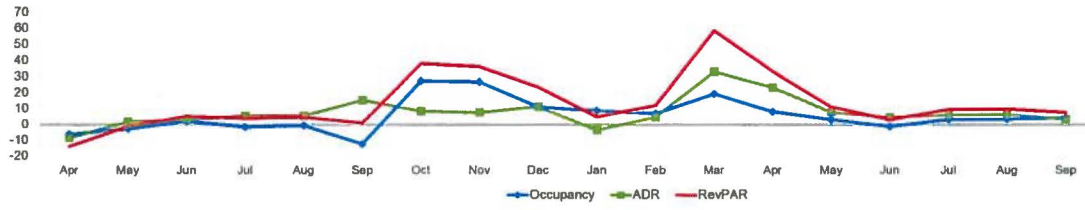
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735 East Main Street, Hendersonville, TN 37075 USA  
T : +1 615 824 8664  
destininfo@str.com    www.str.com

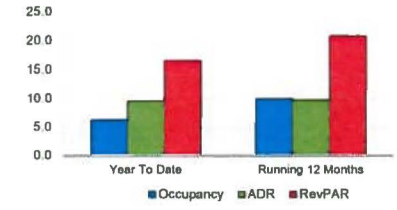
Blue Fin Building, 110 Southwark Street, London SE1 0TA  
T : +44 (0)20 7922 1930  
industryinfo@str.com    www.str.com

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

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018	2019
This Year	87.9	85.3
Last Year	88.3	86.4
Percent Change	-0.5	-1.2

ADR	2018	2019
This Year	\$99.80	\$106.04
Last Year	\$94.73	\$99.80
Percent Change	5.4	6.3

RevPAR	2018	2019
This Year	\$87.73	\$91.13
Last Year	\$84.71	\$86.73
Percent Change	3.5	4.9

Supply	2018	2019
This Year	175,119	179,814
Last Year	167,879	169,470
Percent Change	4.4	5.8

Demand	2018	2019
This Year	118,841	122,510
Last Year	114,543	113,121
Percent Change	3.8	8.3

Revenue	2018	2019
This Year	\$11,880,661	\$13,530,849
Last Year	\$11,712,831	\$11,882,133
Percent Change	1.5	13.9

Census %	2018	2019
Census Props	60	61
Census Rooms	5649	5795
% Rooms Participants	90.9	89.5

Year To Date			Running 12 Months		
2017	2018	2019	2017	2018	2019
88.3	87.5	85.3	87.4	88.5	85.3
84.9	88.3	86.4	82.9	87.4	86.8
5.1	-1.2	-1.2	7.2	-0.9	-1.2

Year To Date			Running 12 Months		
2017	2018	2019	2017	2018	2019
98.28	101.51	111.30	101.43	103.01	113.10
107.20	105.52	101.51	98.98	101.43	103.01
-8.3	-3.0	-9.8	4.7	1.6	9.6

Year To Date			Running 12 Months		
2017	2018	2019	2017	2018	2019
85.60	87.91	86.73	86.33	88.79	83.13
78.23	88.77	81.98	80.89	88.33	88.79
-13.9	-1.3	5.3	12.2	0.7	20.8

Year To Date			Running 12 Months		
2017	2018	2019	2017	2018	2019
1,486,017	1,522,277	1,561,883	1,989,289	2,015,305	2,107,468
1,494,160	1,486,017	1,522,277	2,004,948	1,989,289	2,015,305
-0.5	2.4	3.9	-0.7	1.3	4.6

Year To Date			Running 12 Months		
2017	2018	2019	2017	2018	2019
1,014,812	1,027,068	1,134,672	1,340,264	1,345,921	1,540,038
970,231	1,014,812	1,027,068	1,250,820	1,340,264	1,345,921
4.6	1.2	10.5	6.4	0.4	15.1

Year To Date			Running 12 Months		
2017	2018	2019	2017	2018	2019
99,947,918	104,255,649	128,285,614	135,936,697	138,840,360	175,100,629
91,091,068	99,947,918	104,255,649	122,031,673	135,936,697	138,840,360
0.7	4.3	21.1	11.4	2.0	26.4

A blank row indicates insufficient data.









## FISCAL YEAR 2019 HIGHLIGHTS (OCT 2018 - SEP 2019)

- Tallahassee was named one of Southern Living Magazine's Top 10 Cities in the South.
- Successfully executed in-market activations in Atlanta and Tampa for the second year, including sponsorship of the Atlanta Dogwood Festival Kids Village and Tampa Brewers Guild.
  - Onsite activities were implemented to engage event attendees (i.e. a photo booth and coloring station in Atlanta and pretzel necklaces in Tampa). Market activations also included event signage, promotional giveaways, social media coverage, media appointments and paid media in each market.
  - Additionally this year, media missions were executed in Orlando and Birmingham.
- In May 2019, the Seasoned Local Bucket List Adventure was launched and supported through paid, earned owned properties, including social media, email marketing, print and outdoor billboards.
  - These combined efforts garnered the program over 1,666,000 impressions in the local market.
- Launched the weekly "Your Weekend Itinerary" Instagram stories, which garnered nearly 495,000 impressions in total this year.
- In September 2019, hosted four social media influencers from direct-flight markets which resulted in more than 11 million impressions on social media throughout their stay.
- VisitTallahassee.com garnered 637,962 visits and 1.25 million page views this year.
- #iHeartTally had 57,355,037 impressions across all social media platforms.
- Reached over 896,386,089 earned media impressions.

2018 - 2019 KPIS:	FY 2019 YEAR END	
Increase website traffic by 20% (Goal: 756,606 sessions)	Reached 84% to goal (637,962)	✘
Increase average time on the website to exceed three minutes	Reached 64% to goal (1:55)	✘
Increase story placements in national, regional, niche magazines, newspapers, online and broadcast in identified DMAs by 10% (158 YTD)	Goal Surpassed by 21% (191 placements)	✔
Achieve 20% in Trailahassee.com website traffic (30,428 sessions)	Goal Surpassed by 8% (33,019)	✔
Increase Facebook engagement by 15% (Goal: 451,970)	Reached 66% to goal (298,547)	✘
Increase Twitter engagement by 15% (Goal: 94,041)	Reached 41% to goal (17,474)	✘
Increase Instagram engagement by 15% (Goal: 94,041)	Goal Surpassed by 162% (246,898)	✔
Increase the use of #iHeartTally by 15% across social platforms	Reached 19% to goal (57,355,037)	✘
20% increase in the consumer database opt-ins (Goal: 163,449)	Goal Surpassed by 4% (169,987)	✔
Public Relations Impressions (Goal: 85M)	Goal Surpassed by 66% (140,919,607)	✔
Public Relations Publicity Value (Goal: \$475,000)	Goal Surpassed by 210% (\$1,469,276)	✔
Public Relations Media Experiences (Goal: 16-24)	Reached 63% to goal (10)	✘
Public Relations Radio Promotions (Goal: 8)	Reached 88% to goal (7)	✘
Public Relations Co-op Promotions (Goal: 2)	Reached 50% to goal (1)	✘



## FY 2019 VISITTALLAHASSEE.COM HIGHLIGHTS

- The VisitTallahassee.com bounce rate has significantly decreased 18% YoY.
- 63% of users visited the website via a mobile device.
- The most viewed pages on the site include:
  1. Home Page
  2. Event Page
  3. Explore Page
- The top markets for website traffic include:
  - Jacksonville, which increased 68.19% YoY
  - Atlanta, which increased 55.28% YoY
  - Washington D.C., which increased 71.87% YoY

**1,245,969**

*Total Pageviews*

---

**1.95**

*Average Pages Visited*

---

**1:55**

*Average Session Duration*

## FY 2019 TRAILAHASSEE.COM HIGHLIGHTS

- The Trailahassee.com site traffic is up 30% year over year.
- The sites top viewed trails include:
  1. Lafayette Heritage Trail
  2. St. Marks Trail
  3. Phipps Hiking Trail
  4. Apalachee Regional Park Trail
- The top markets for website traffic include:
  - Atlanta, which increased 138.51% YoY
  - Jacksonville, which increased 180.65% YoY
  - Washington D.C., which increased 83.84% YOY

**60,490**

*Total Pageviews*

---

**1.83**

*Average Pages Visited*

---

**1:17**

*Average Session Duration*



## FY 2019 DIGITAL MEDIA HIGHLIGHTS

- 45,785,000+ total digital media impressions.
- Digital media accounted for 40% of website traffic.
  - Native ads were one of the strongest performing digital mediums this year, accounting for 17% of VisitTallahassee.com's website traffic alone (13% Search, 10% Display).
- Digital ads saw an average click through rate of 0.51%, which is slightly above the industry average of 0.47%.
  - Top performing creative featured mountain biking and history & heritage.
- Paid search campaigns garnered a 9.60% click through rate, which is significantly above the industry average of 2.18% and a 16% increase year over year.
  - Paid search garnered a total of 55,768 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal and Email sign-up pages), operating at a high 73% conversion rate.

## FY 2019 EMAIL MARKETING HIGHLIGHTS

- Email marketing successfully drove website traffic this year.
  - Accounting for 11.03% of Trailahassee.com's website traffic and 3.44% of VisitTallahassee.com's website traffic for the year.
- Email opens were slightly higher on desktop at 36.7%, compared to mobile (32.8%) and tablet (15.17%),
- Greatest areas of interest from email subscribers:
  - Events
  - Dining
  - Arts & Culture
  - Outdoors & Trails



**14.65%**

Average Open  
Rate



**5.96%**

Average Click  
Rate



## FY 2019 SOCIAL MEDIA HIGHLIGHTS

- Overall, our followers were most engaged with content that featured outdoors, animals, murals and local accolades.
- The top markets that engaged with Visit Tallahassee's social media platforms include Atlanta, Jacksonville, Tampa and Orlando.
- Across all platforms, paid social efforts generated more than 5.1M impressions, 245,000 engagements and 39,600 clicks to the website.

## SOCIAL MEDIA SNAPSHOT



**94,089**

Total Fans /  
Followers



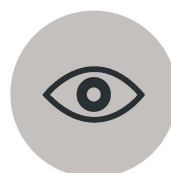
**4,162,340**

Total Reached in  
FY2019



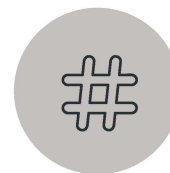
**562,919**

Total Engagements  
in FY2019



**9,046,519**

Total Impressions  
in FY2019



**57,355,037**

Total #iHeartTally  
Impressions in FY2019

## FY 2019 FACEBOOK HIGHLIGHTS

- Visit Tallahassee's Facebook page garnered an average 99K+ impressions and reached 74K+ potential visitors per week.
- The top videos based on engagement featured the Wacissa River Trail of the Month (organic post & paid ad) and Paw Patrol content.
  - Videos on Facebook have 4,587 views which equals 32h 59m of view time.
  - 98% of viewers watched video content on auto-play vs click to play.
- Followers are primarily women between 45 and 54 years old, located in Florida.
  - 70% women vs. 28% men.

**4,838**

*FY19 New Followers*

**66,209**

*Total Page Likes*

**298,547**

*FY19 Engagements*



## FY 2019 INSTAGRAM HIGHLIGHTS

- Weekly, Visit Tallahassee's Instagram reached an average of 80,000 potential visitors and garnered an average of 107,000 impressions.
- Top performing posts included outdoor scenery (adventures & trees) with an average of 9,500 impressions per post.
- Followers on Instagram are also primarily women between 25 and 45, located in Florida.
  - 71% women vs. 29% men.

**1,877**

*FY19 New Followers*

**14,280**

*Total Followers*

**246,898**

*FY19 Engagements*

## FY 2019 TWITTER HIGHLIGHTS

- There have been over 8,400 #iHeartTally mentions YTD.
- Top users interests include:
  - Dogs
  - Weather
  - Science
  - Technology
  - News
- Followers are slightly less skewed women between 25 and 45, located in Florida.
  - 62% women vs. 38% men.

**1,559**

*FY19 New Followers*

**13,600**

*Total Followers*

**17,474**

*FY19 Engagements*



## FY 2019 PUBLIC RELATIONS HIGHLIGHTS

- Tallahassee was featured in a total of 191 story placements, 7 promotions and hosted 10 writers and influencers throughout the US.
- Resulting from ZPR's direct efforts, 140,919,607 of impressions were made, a publicity value of \$1,469,276. This includes features in Southern Living Magazine, Bicycling Magazine, Upscale Magazine and more.
- Visit Tallahassee hosted four influencers from direct-flight markets in September, resulting in more than 11 million impressions on social media throughout their stay.
- In Emerald Coast Magazine's October issue, Tallahassee was featured in a three-page spread detailing its vast outdoor activities.
- Bicycling Magazine ran a bicycling sweepstakes in its January issue, promoting Tallahassee's many trails.
- Posh Seven featured a four page spread about Tallahassee's outdoor adventures, history, and culinary scene.
- Resulting from Nina Reeder's individual stay, Tallahassee was featured in Upscale Magazine's June 2019 issue.
- Bradley's Country Store was named Tallahassee's delicious secret that "everyone needs to try" on SouthernLiving.com.





# MARKETING COMMUNICATIONS

AUGUST/SEPTEMBER 2019

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

## AT A GLANCE



**FY2019 Media Stories**

**Goal: 158**

**Year-End Media Stories: 191**

Media Stories

Aug. & Sept. = **92**



**FY2019 Media Value**

**Goal: \$475,000**

**Year-End Media Value**

**\$1,469,276**

Media Value for

Aug. & Sept. = **\$597,496**



**Year-End Social Media**

**Engagements: 562,919**

Facebook Followers: 66,209

Instagram Followers: 14,280

Twitter Followers: 13,600



**"First & Ten" Sweepstakes**

Entries: 3,581

Emails Sent: 269,000

Social Media Impressions:

214,432

## 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

- Hosted four social media influencers located in direct fly markets for a three day tour of Tallahassee, who shared images and stories of their trip with over 830,000 Instagram followers.
- Hosted Sid Evans, Editor in Chief of *Southern Living* for an overnight stay and showcased some key industry partners.
- Hosted Eric Barton, writer for *Flamingo Magazine* on assignment for a feature article on the biking trails in Tallahassee.
- Hosted Christiana Roussel, freelancer for *Garden & Gun*, doing research for a piece about the Red Hills Region including a behind-the-scenes look at the Red Hills Horse Trials.
- Executed the "First & Ten" sweepstakes with a giveaway of a trip for two to Tallahassee including FSU football tickets, hotel, meals and experiences.
- Rolled out the Fall edition of the "Seasoned Local" Bucket List adventure.
- Promoted and supported three concerts at Capital City Amphitheater including Drivin' N Cryin', Royce Lovett and a sold-out JJ Grey & Mofro show, totaling more than 7,000 attendees.
- Attended the Travel Bloggers Exchange conference and met with over 30 national travel blog writers.

## ON THE HORIZON

- Continuing promotion of the Third Eye Blind concert to take place at Capital City Amphitheater on Nov. 15.
- Attending the Visit Florida Media Reception in NYC to include meetings with national media writers and top social influencers.

## OUT & ABOUT



Sid Evans, Editor in Chief of *Southern Living* visits Tallahassee and tours the Grove Museum with Kerri Post and John Grandage, Executive Director of the Grove.





### GOAL AT A GLANCE

**FY2019**

**Room Nights Goal:  
8,702**

**Year-End Room Nights: 8,728**

**Room Nights for  
August & September: 570**

### ON THE HORIZON

- Visit Tallahassee will sponsor the Florida Society of Association Executives (FSAE) Meeting Planner Roundtable on November 6 at John Gandy Events Warehouse discussing Meetings Beyond the Board Room.

### OUT & ABOUT

#### ON THE ROAD



#### CONNECT



Director of Meetings Janet Roach, along with Director of Sports, Amanda Heidecker and Joseph Piotrowski, Assistant Director of Sports, attended the Connect Conference in Louisville, Kentucky.

### 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

- Attended the Association track at Connect Marketplace in Louisville, KY and held 41 pre-qualified appointments with meeting planners to promote Tallahassee as a vibrant city for association meetings.
- Continuing to work with MagCorp and Motor & Drive Systems to possibly host future conferences, including an Emerging Commercial Magnetism meeting in June 2020.

### EVENTS HOSTED (ANTICIPATED NUMBERS)

- National Legislative Services and Security Association (August 24-31, 2019) with 80 visitors, 415 room nights and an estimated \$91,701 in direct spending.
- The Holidays Incorporated (August 29-September 1, 2019) with 100 visitors, 155 room nights and an estimated \$80,007 in direct spending.

### LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Wedgeworth Leadership Institute Meeting for Agriculture and Natural Resources Seminar (January 28-29, 2020) with 33 visitors, 38 room nights and an estimated \$20,697 in direct spending.
- Americans for Prosperity (February 2020) with 15 visitors, 30 room nights and an estimated \$23,633 in direct spending.
- Florida Coordinating Council for the Deaf and Hard of Hearing (February 5-6, 2020) with 16 visitors, 32 room nights and an estimated \$10,034 in direct spending.
- Survivors Speak Florida 2020 (February 8-11, 2020) with 500 visitors, 350 room nights and an estimated \$479,347 in direct spending.



Visit  
**Tallahassee**  
A Division of Leon County

**LEISURE SALES**  
**AUGUST/SEPTEMBER**  
Katie Gardocki, Director

## **GOAL AT A GLANCE**

**FY2019**  
**Room Nights Goal:**  
**9,613**

**Year-End Room Nights: 9,625**

**Room Nights for**  
**Aug. & Sept.: 580**

## **ON THE HORIZON**

Preparing materials to showcase at the Travel and Adventure Show in Atlanta in early 2020.

## **OUT & ABOUT**

Leisure Sales Director, Katie Gardocki and staff toured the Historic Capitol Museum, Apollo 11 exhibit and meeting spaces.

Toured Havana Springs Resort with 3,300 square feet of event space, in the former Nicholson Farmhouse restaurant location, as a possible retreat or meeting venue.

## **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 the registration and information distribution for 2019 Florida State Invitational/Pre-State Cross Country Meet.
- Assisted Office of Economic Vitality staff with securing the Hampton Inn & Suites Capitol-University as the host hotel for the 2019 Hemp Seminar.
- Met with Infinity Con Director to review plans for the expansion of the 2020 Infinity Con Tallahassee to a multi-day event.
- Developed content for the Wedding and Reunions Planner Guides.
- Reviewed the final IMBA Ride Center application with the Sports Department.
- Provided Stetson University Law School venue options for their Holiday party in Tallahassee.
- Secured hotel rooms block at the Hampton Inn & Suites Capitol-University for 2019 FHSAA Football 1A, 2A, and 3A State Championships.

## **LEADS DISTRIBUTED (ANTICIPATED NUMBERS)**

- Infinity Con Tallahassee – with an estimated 150 room nights and 400 out of town visitors.
- Isenhour International School Group – with an estimated 16 room nights and 40 out of town visitors.



GOAL AT A GLANCE

FY2019

Room Nights Goal: 38,370

Year-End Room Nights: 39,241

Room Nights for August/ September: 3,927

ON THE HORIZON

The 2019 FHSAA State Cross Country Championships on November 9, hosted for the ninth consecutive year at Apalachee Regional Park.

OUT & ABOUT



Getting ready for the 2019 cross country season at Apalachee Regional Park is a team effort as Meeting Conventions Director, Janet Roach and Katie Gardocki, Director of Leisure Sales hang nearly a half mile of banners.

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

- Worked with Florida State Athletics and Leon County Parks & Recreation on the event planning for 3,500 athletes participating in the Florida State Cross Country Invitational & Pre-State Meet.
• Hosted the Tallahassee Sports Council grants review committee who formalized the recommendation to the TDC of \$95,397 for 54 sports events bringing an anticipated 21,414 visitors to Tallahassee and a projected 6,943 room nights.
• Worked with numerous baseball and softball tournament organizers to secure 2020 dates.
• Assisted with the development of the final site plans for the future Apalachee Regional Park operations building, finish line and awards stage.
• Met with FSU Tennis Coach, Dwayne Hulquist to discuss future events planned for Leon County.
• Attended the Connect Sports Marketplace in Louisville, KY and S.P.O.R.T.S Relationship Conference in Panama City, FL, participating in more than 50 appointments with potential sports planners.

EVENTS HOSTED (ANTICIPATED NUMBERS)

- Comets Tournament of Champions (August 9-11), with 312 visitors, 28 room nights and estimated direct spending \$137,838.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent four leads accounting for 4,682 visitors, 1,532 room nights and an estimated \$1,143,510 in direct spending.



**AT A GLANCE**

**FY2020 Grant Contracts  
Processed**

Signature = **3 of 3**  
Emerging Signature = **2 of 2**  
Special = **23 of 23**  
Sports = **53 of 53 (1<sup>st</sup> Cycle)**

**FY2019 Post Event Reports  
Processed**

Signature = **8 of 8**  
Emerging Signature = **2 of 2**  
Special = **23 of 23**  
Sports = **47 of 54**



**Year-End Welcome Packs  
Distributed: 31,008**

Welcome Packs Distributed  
August & September: **4,425**



**Year-End Walk-Ins at  
Visitor Center: 2,382**

Visitors for  
August & September: **415**



**Year-End Gift Shop Sales:  
\$9,854.66**

Gift Shop Sales  
August & Sept: **\$1,731.37**

**MISSION STATEMENT**

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

**HIGHLIGHTS**

- Hosted 2019/20 Leon County Tourism Signature, Emerging Signature and Special Event Grants Review Public Meeting on August 21 at the Office of Resource Stewardship Gathering Room.
- Participated in the review and scoring process for Leon County Tourism Sports Grants with the Tallahassee Sports Council.
- Presented a session on August 28 on the relationship between Tourism and Parks & Recreation at the Florida Recreation and Park Association Annual State Conference in Orlando.
- Welcomed Joan Nolte and Donna Trafford as new Gift Shop and Visitor Information Center volunteers.
- Updated décor for Visitor Center Gift Shop for Fall and Football Season to keep a fresh and enticing look to attract passers-by.
- Worked with Marketing Department to distribute items to participants of the Seasoned Local Campaign.

**ON THE HORIZON**

- Grant agreements have been distributed for grantees to begin submitting post event reports for reimbursement.

**OUT & ABOUT**

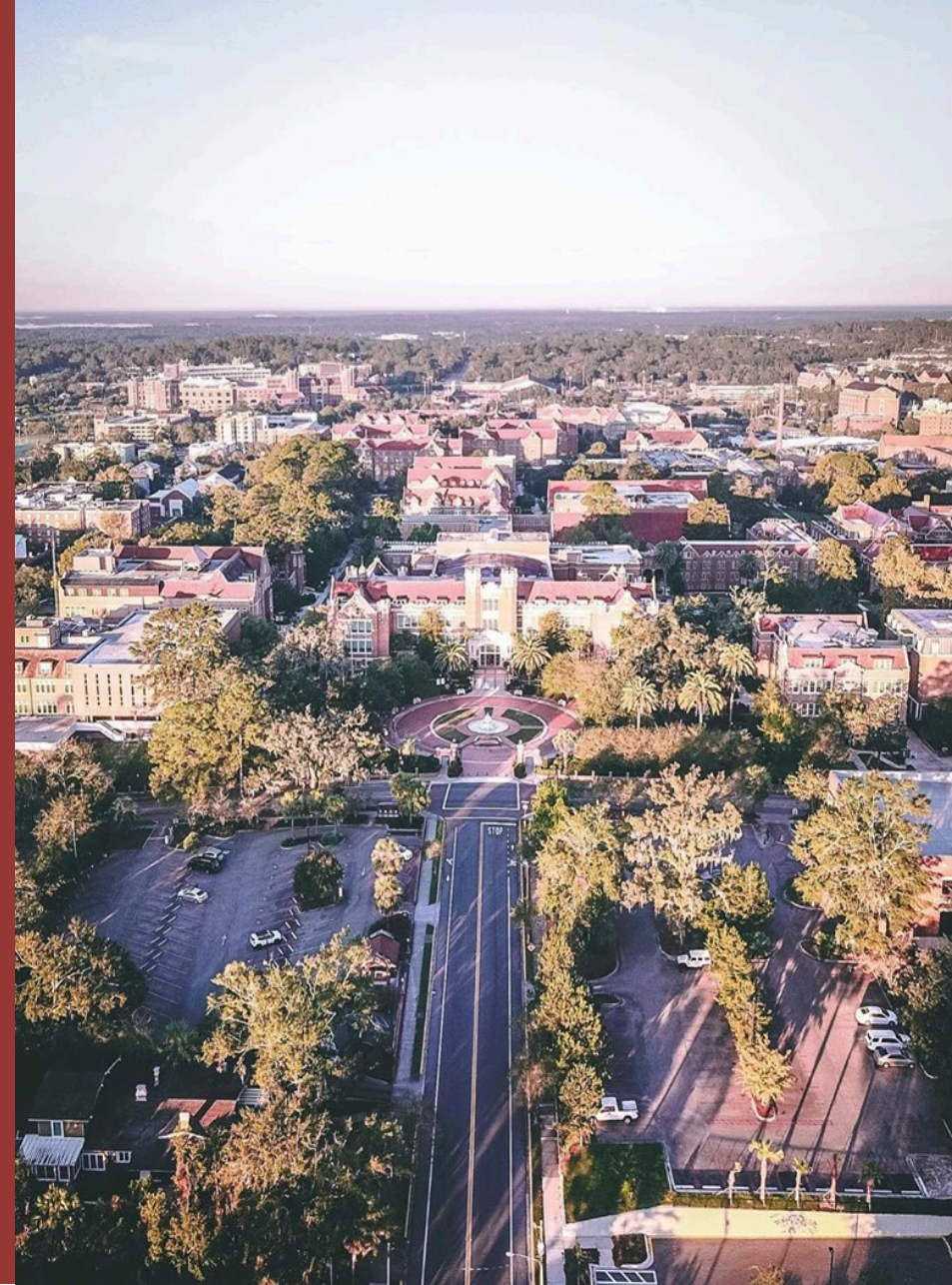


TLH camp mugs in fall colors for sale at the Visitor Information Center Gift Shop.

# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report

Fiscal Year 2019 (October 2018 – September 2019)



Visit  
*Tallahassee*  
A Division of Leon County

DS downs & st. germain  
RESEARCH

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# STUDY METHODOLOGY



# STUDY METHODS

## Visitor Tracking Study

- » Economic impact of tourism for Leon County Division of Tourism Development/Visit Tallahassee was based on data from the following sources:
  - » 2,293 interviews conducted by Downs & St. Germain Research with visitors to Leon County
  - » Twelve (12) monthly STR Reports
  - » Downs & St. Germain Research's tourism database
  - » Various government agencies and data sources
  - » IMPLAN Online Economic Impact Modeling software
  - » TDT Collections provided by Leon County





# EXECUTIVE SUMMARY



# TOTAL ECONOMIC IMPACT



**\$1,041,345,800**

**Economic Impact**

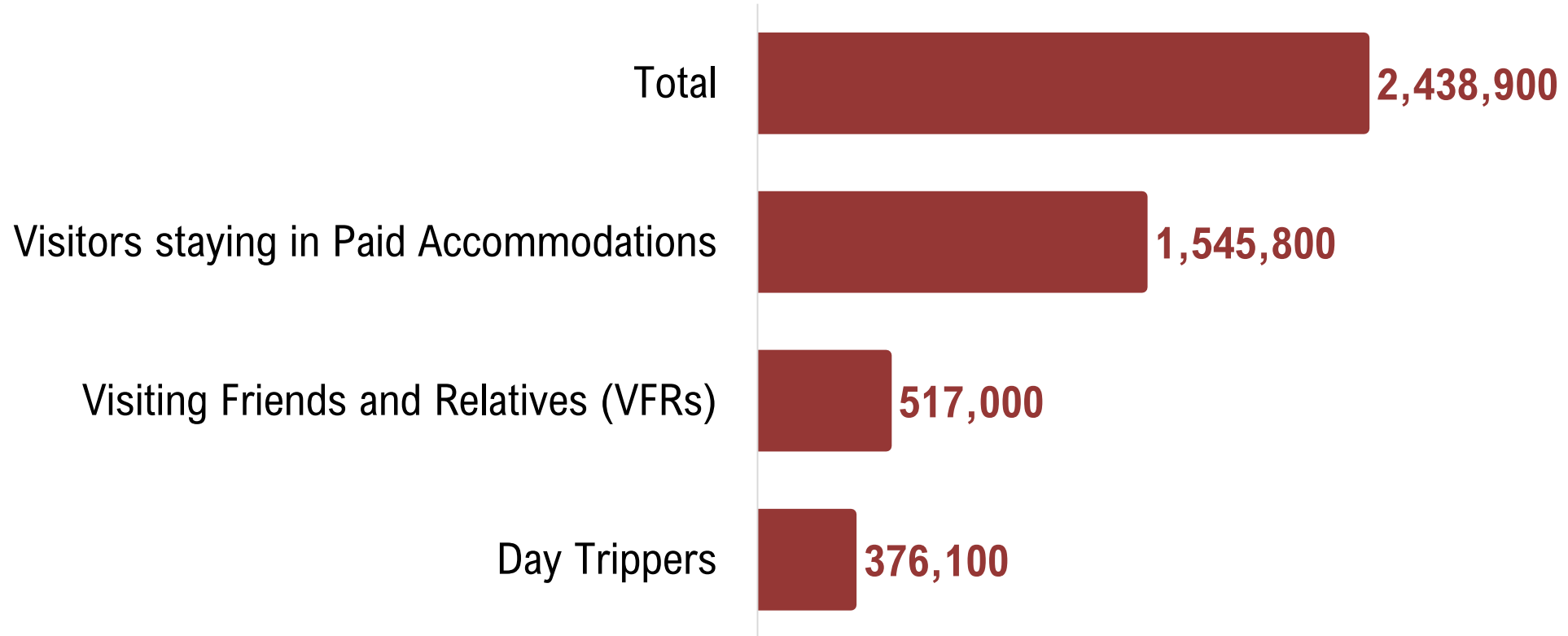
# VISITORS

2,438,900  
Visitors



# VISITORS TO LEON COUNTY

» **3 in 5** visitors stayed in Paid Accommodations



# TOP MARKETS OF ORIGIN

 **60%** of Leon County visitors lived in **11** markets

Market	FY 2019
Miami – Ft. Lauderdale	11%
Atlanta	11%
Orlando	6%
Surrounding areas	6%
Jacksonville	6%
Tampa Bay area	5%
Panama City – Destin	4%
Pensacola – Mobile	4%
Dallas – Ft. Worth	3%
New York City	2%
Gainesville	2%



# JOB CREATION

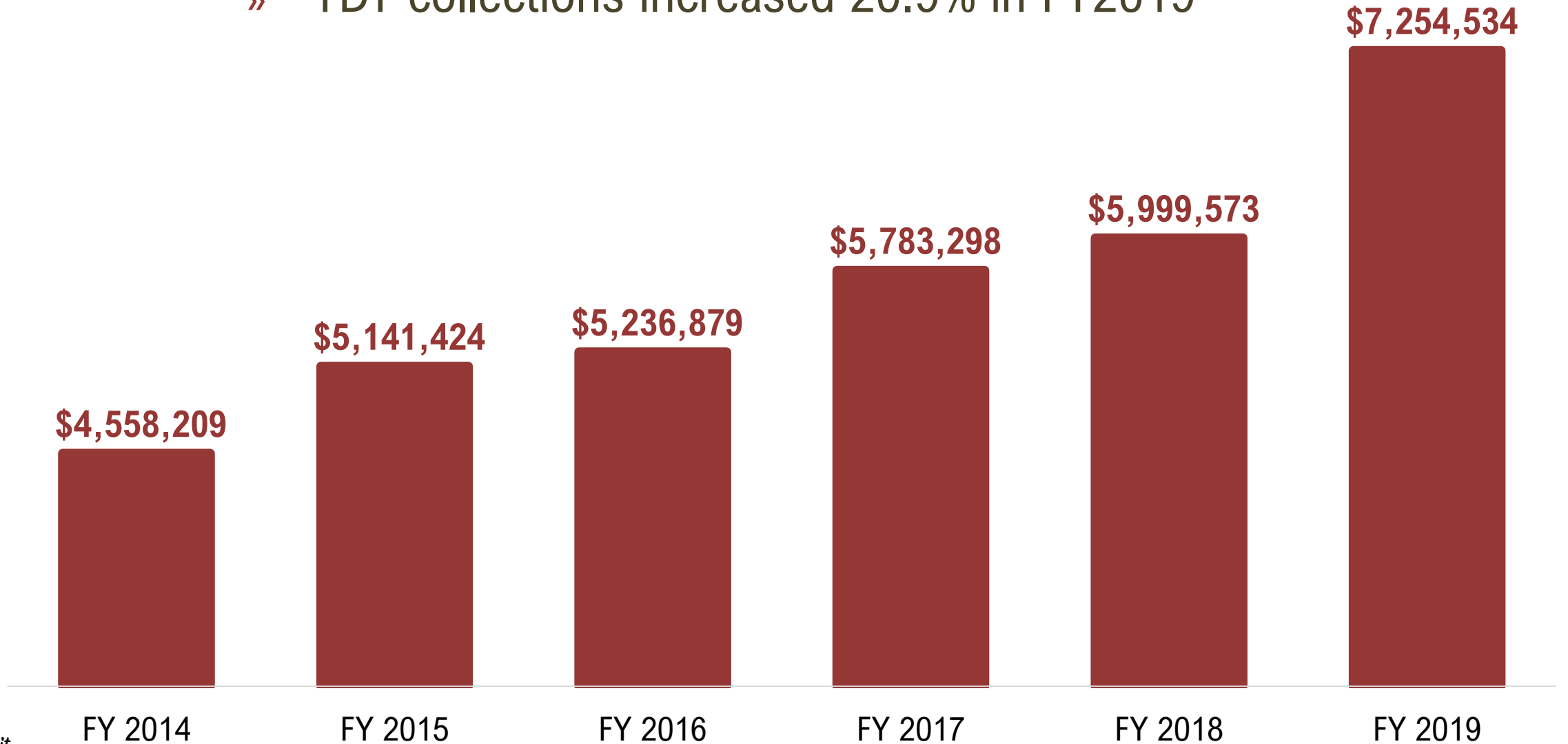
16,150 Jobs

\$414,448,400 in wages



# TDT COLLECTIONS FY2014 – FY2019

» TDT collections increased 20.9% in FY2019



# YEAR – TO – YEAR COMPARISONS





# ECONOMIC COMPARISONS

Economic Indicators	FY2018	FY 2019	% Change
Visitors	2,369,000	2,438,900	+3.0%
Direct expenditures	\$576,099,100	\$659,079,600	+14.4%
Total economic impact	\$910,236,600	\$1,041,345,800	+14.4%
Room nights generated	1,369,756	1,555,469	+13.6%
Jobs created	14,573	16,150	+10.8%
Wages paid	\$366,161,200	\$414,448,400	+13.2%
Tourist Development Tax	\$5,999,573	\$7,254,534	+20.9%
Occupancy	66.9%	73.5%	+9.9%
Room Rates	\$102.96	\$113.10	+9.9%
RevPAR	\$68.88	\$83.13	+20.7%



# DETAILED FINDINGS



# KEY PERFORMANCE INDICATORS

Economic Indicators	FY 2019
Visitors	2,438,900
Direct expenditures	\$659,079,600
Total economic impact	\$1,041,345,800
Room nights generated	1,555,469
Jobs created	16,150
Wages paid	\$414,448,400
Taxes paid <sup>1</sup>	\$68,747,500
Tourist Development Tax	\$7,254,534

<sup>1</sup>Sales, use, and property taxes.

# KEY PERFORMANCE INDICATORS

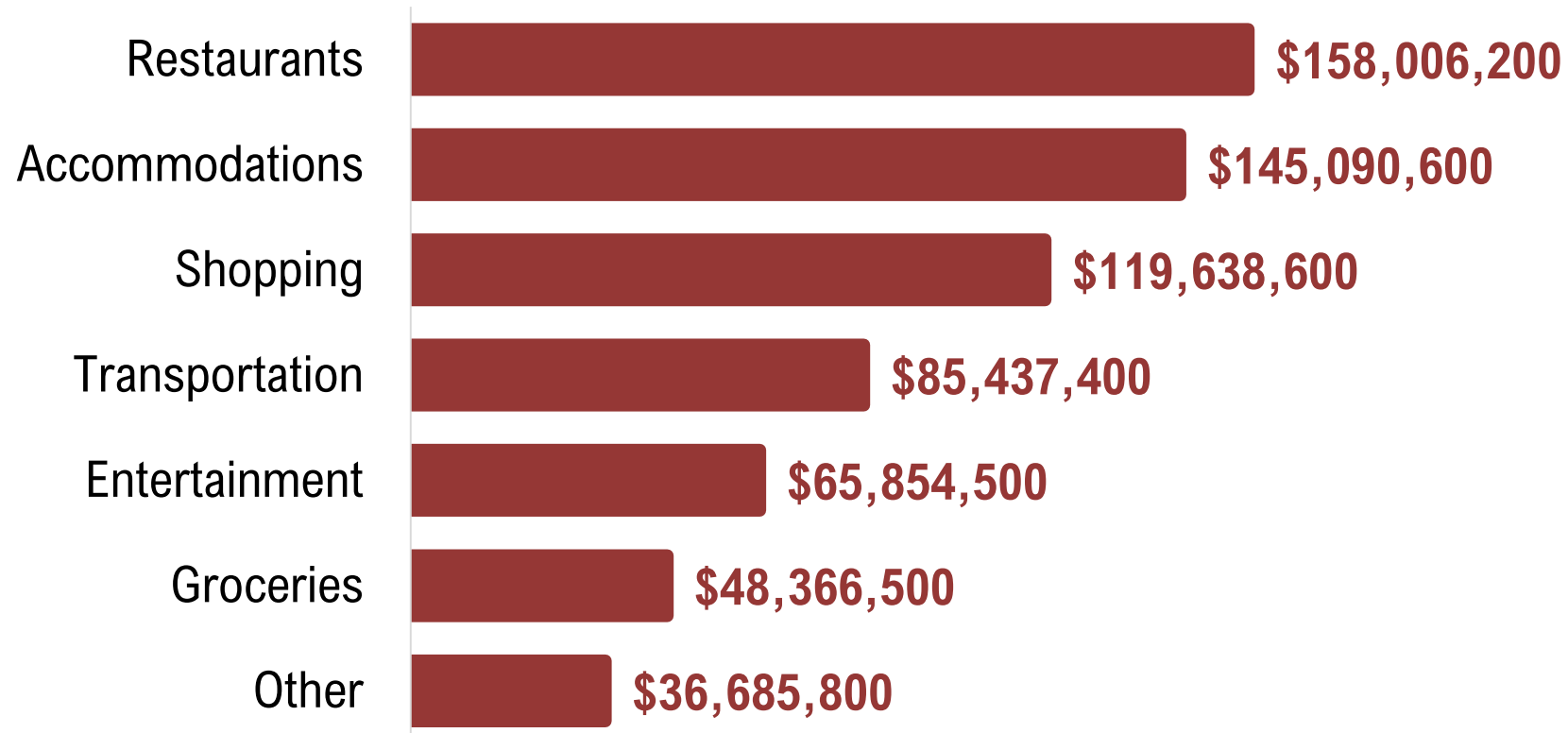
Economic Indicators	FY 2019
Visitors	2,438,900
Occupancy	73.5%
Room rates	\$113.10
RevPAR	\$83.13
Travel party size	2.5
Nights spent	3.3
Will return	82%
Rating of experience	7.8 <sup>1</sup>

<sup>1</sup>On a 10-point scale.



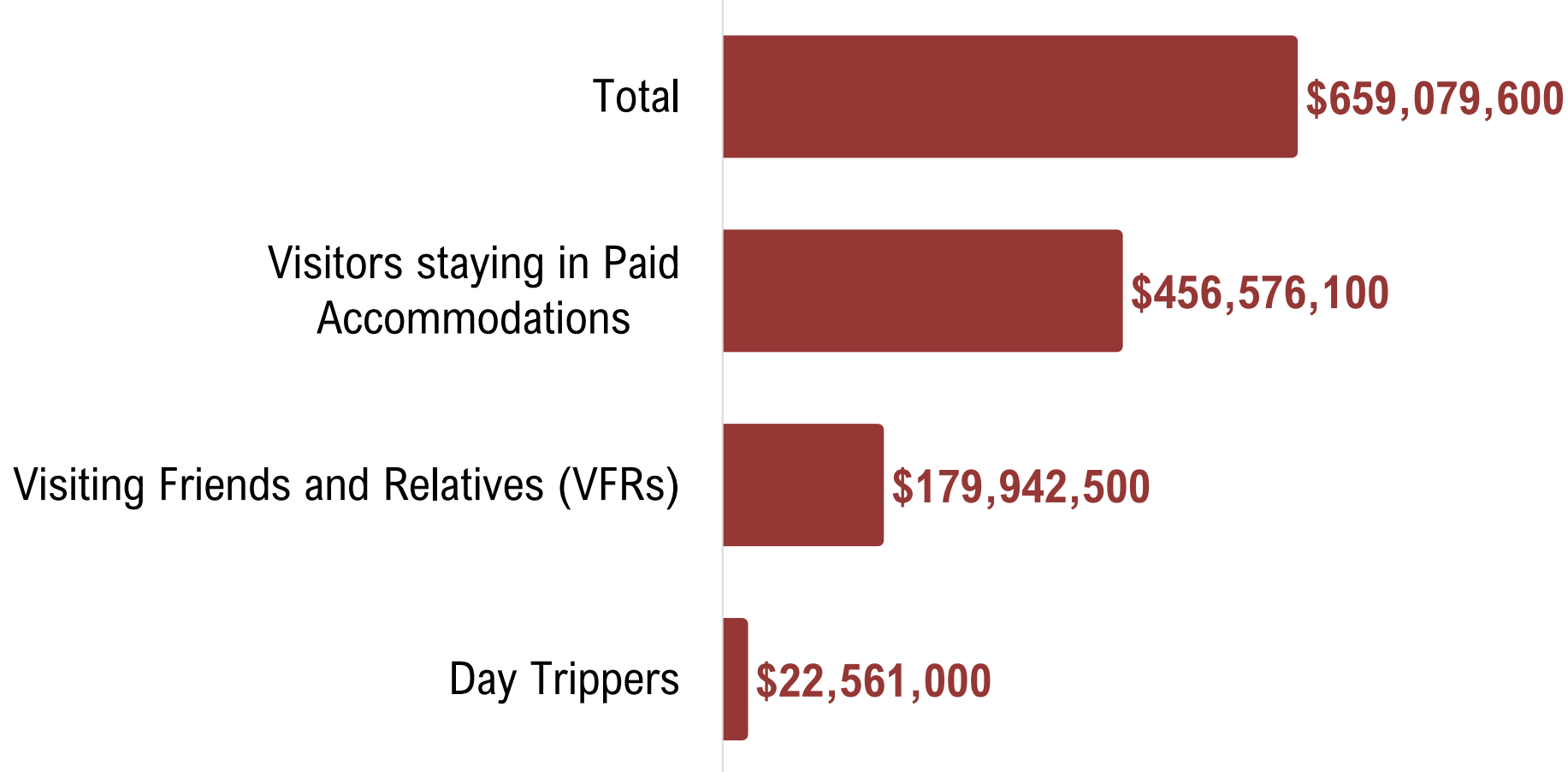
# VISITORS DIRECT SPENDING

» Leon County Visitors spent **\$659,079,600** in FY2019



# DIRECT SPENDING BY VISITOR TYPE

- » Visitors who stay in paid accommodations account for **69%** of visitor spending



# KPIs – OCT-DEC 2018 (Q1)

Economic Indicators	Oct-Dec 2018 (Q1)
Visitors	567,200
Direct Expenditures	\$165,392,800
Economic Impact	\$261,320,600
Occupancy	79.0%
Room Rates	\$116.89
RevPAR	\$92.34
Travel party size	2.9
Nights spent	3.0
Will return	85%
Rating of experience	8.7 <sup>1</sup>

<sup>1</sup>On a 10-point scale.



# KPIs – JAN-MAR 2019 (Q2)

Economic Indicators	Jan-Mar 2019 (Q2)
Visitors	713,200
Direct Expenditures	\$185,358,400
Economic Impact	\$292,866,300
Occupancy	79.2%
Room Rates	\$115.27
RevPAR	\$91.29
Travel party size	3.1
Nights spent	3.3
Will return	88%
Rating of experience	8.0 <sup>1</sup>

<sup>1</sup>On a 10-point scale.





# KPIs – APR-JUN 2019 (Q3)

Economic Indicators	Apr-Jun 2019 (Q3)
Visitors	629,600
Direct Expenditures	\$155,482,700
Economic Impact	\$245,662,700
Occupancy	69.3%
Room Rates	\$110.68
RevPAR	\$76.70
Travel party size	2.5
Nights spent	3.1
Will return	88%
Rating of experience	7.8 <sup>1</sup>

<sup>1</sup>On a 10-point scale.



# KPIs – JULY-SEPT 2019 (Q4)

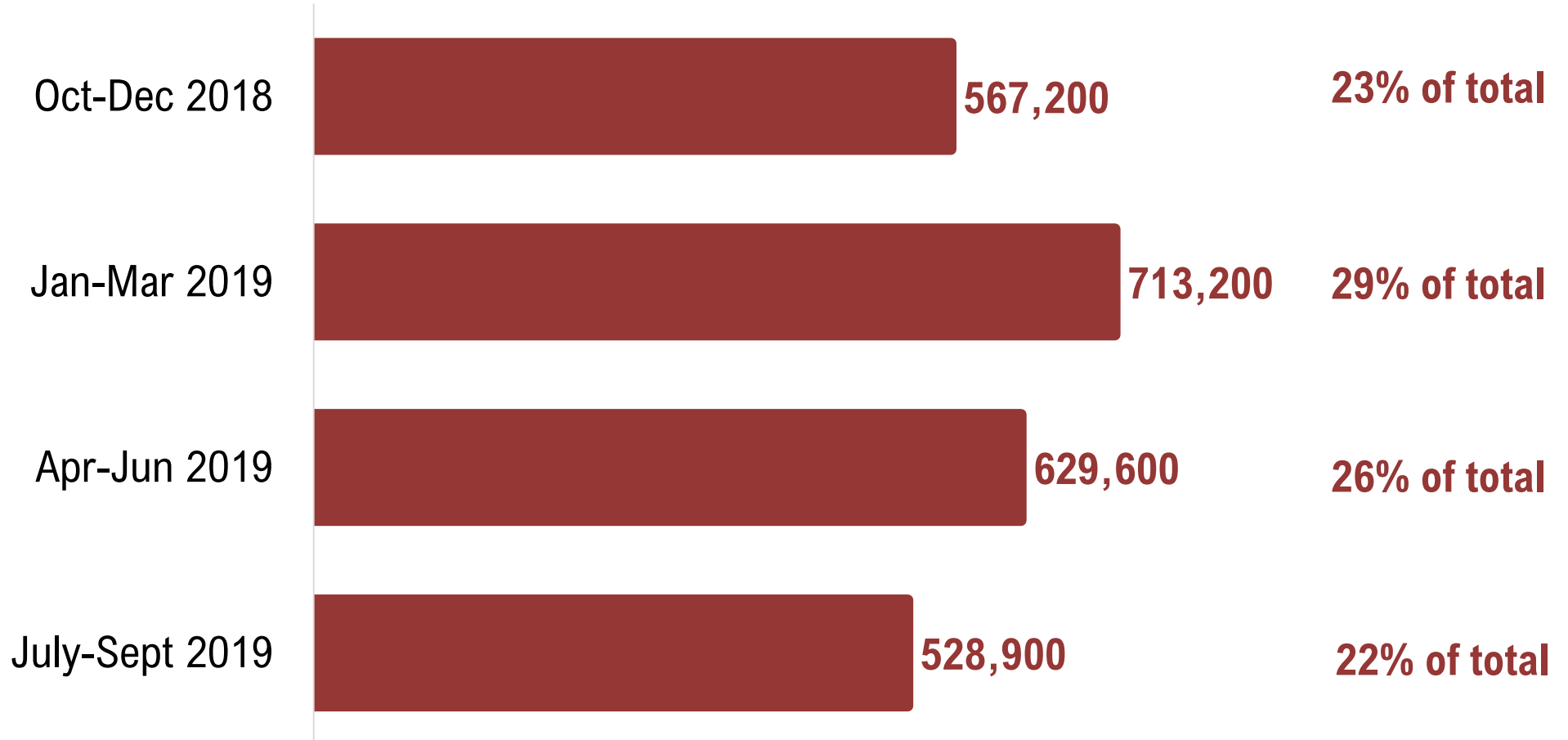
Economic Indicators	July-Sept 2019 (Q4)
Visitors	528,900
Direct Expenditures	\$152,845,700
Economic Impact	\$241,496,200
Occupancy	66.9%
Room Rates	\$107.19
RevPAR	\$71.70
Travel party size	2.5
Nights spent	3.5
Will return	87%
Rating of experience	7.9 <sup>1</sup>

<sup>1</sup>On a 10-point scale.



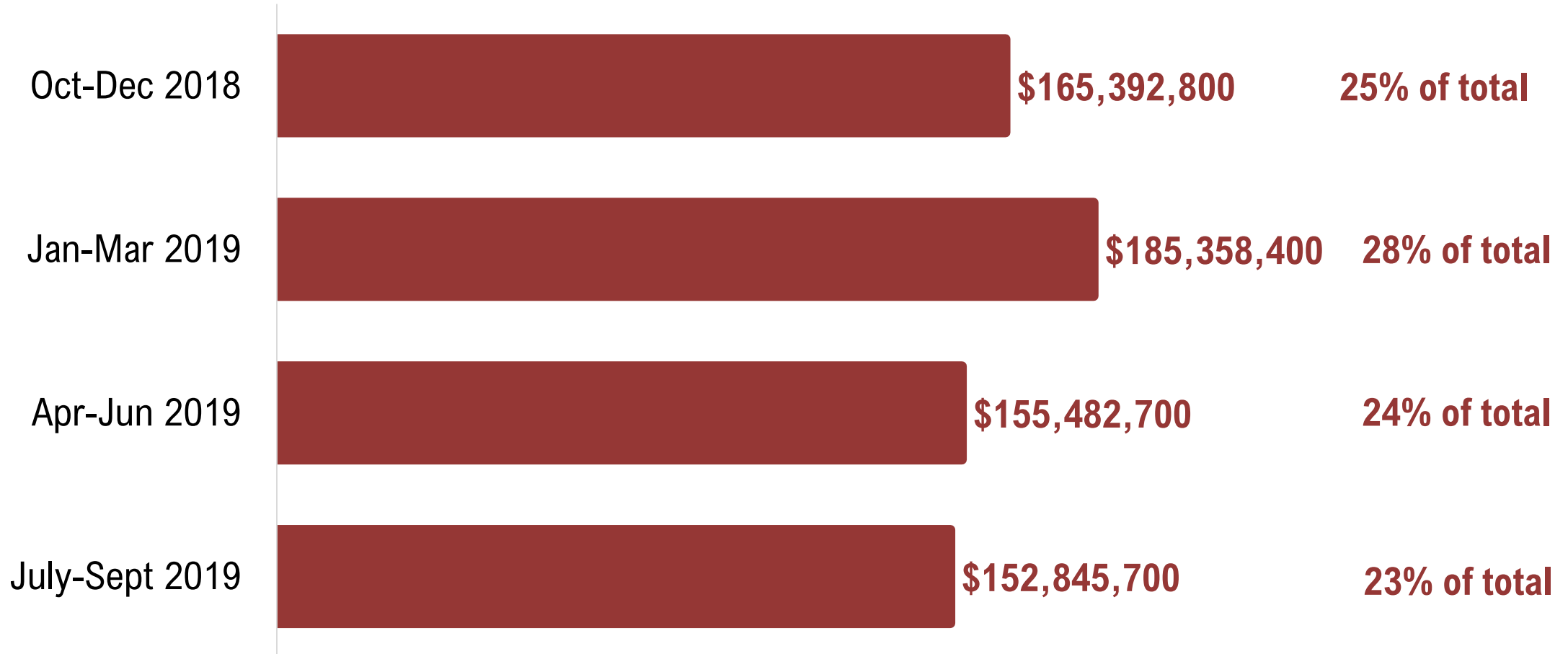
# VISITORS BY QUARTER

Total Visitors: **2,438,900**



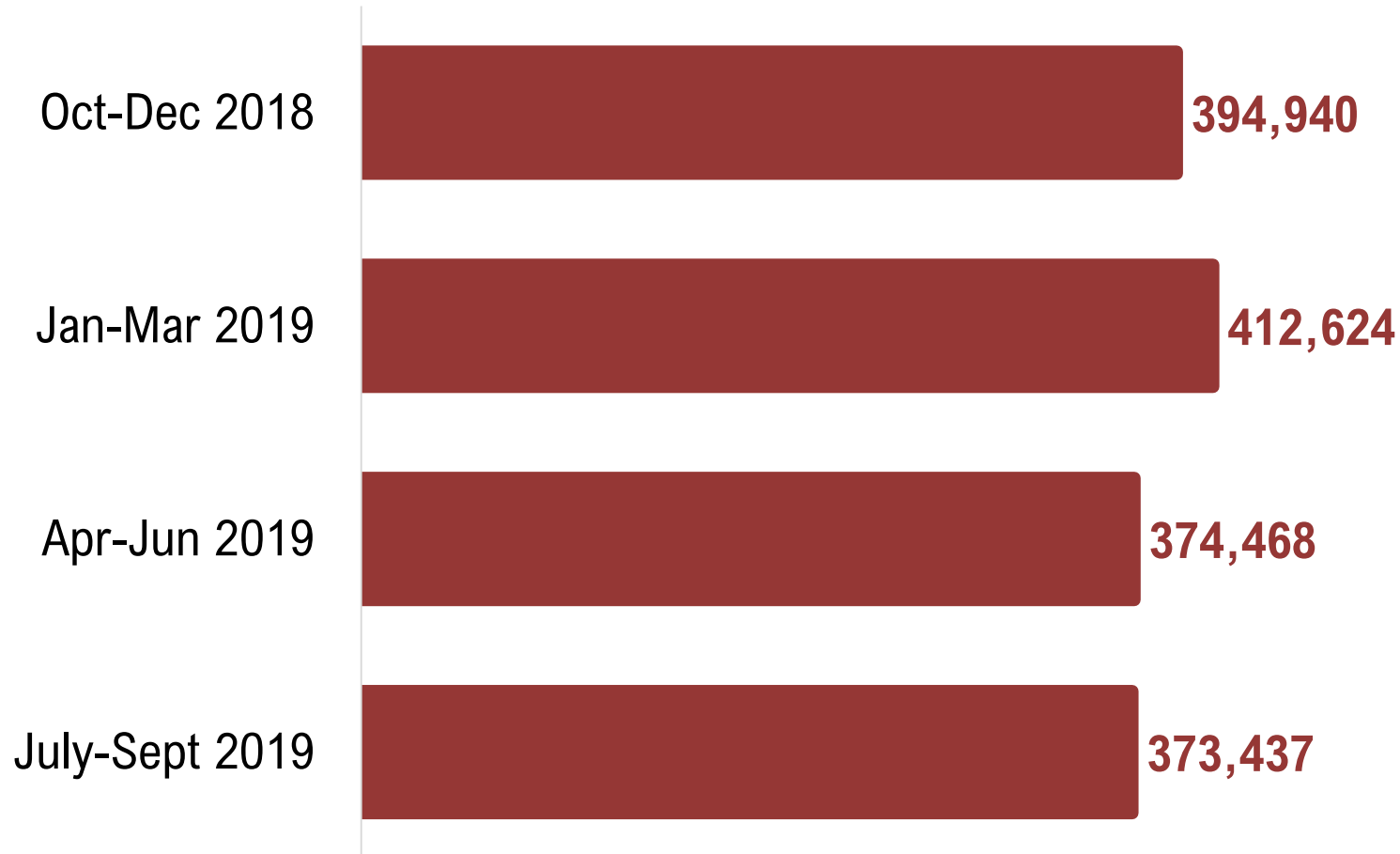
# VISITORS DIRECT SPENDING BY QUARTER

Total Direct Spend: **\$659,079,600**



# ROOM NIGHTS BY QUARTER

Total Room Nights: **1,555,469**



# QUARTERLY COMPARISONS: VISITOR TRACKING



# QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2018 (Q1)	Jan-Mar 2019 (Q2)	Apr-Jun 2019 (Q3)	July-Sept 2019 (Q4)
Visitors*	567,200	713,200	629,600	528,900
Occupancy	79.0%	79.2%	69.3%	66.9%
Median age	44	44	44	48
Median HH income	\$98,800	\$88,100	\$91,000	\$110,400
From Southeast	82%	80%	80%	75%
From Florida	54%	54%	54%	50%
Travel party size	2.9	3.1	2.5	2.5
Drove	73%	78%	82%	83%
Length of stay	3.0	3.3	3.1	3.5
1st time visitor	19%	27%	25%	29%

\* Includes day trippers and visitors staying with friends and relatives (VFRs)



# QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2018 (Q1)	Jan-Mar 2019 (Q2)	Apr-Jun 2019 (Q3)	July-Sept 2019 (Q4)
Rating of Leon County*	8.7	8.0	7.8	7.9
Likelihood of returning	85%	88%	88%	87%
Spending per travel party	\$1,029	\$1,079	\$778	\$1,166
Used VisitTallahassee.com	3%	7%	9%	4%
Used hotel website	20%	21%	23%	25%
Used smartphone on trip	77%	41%	66%	82%
Married	68%	62%	66%	64%
Has college degree	72%	69%	77%	76%

\* Using a 10-point scale





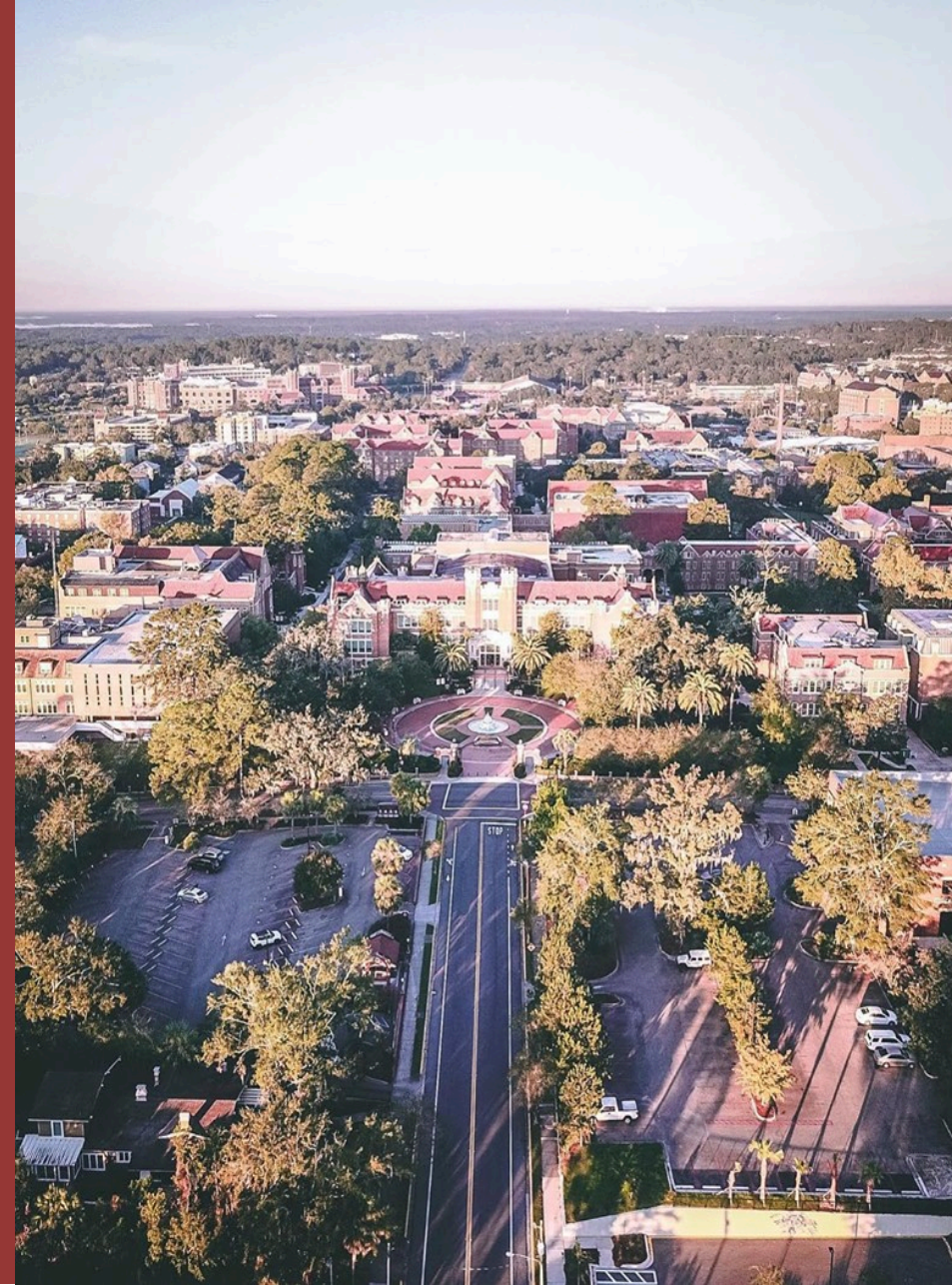
# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report  
Fiscal Year 2019 (October 2018 – September 2019)

Kerri Post

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

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



Visit  
*Tallahassee*  
A Division of Leon County

**DS** downs & st. germain  
RESEARCH



Visit  
Tallahassee

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

**2020 PROPOSED MEETING SCHEDULE**

Thursday, January 9, 2020

Thursday, March 5, 2020

Thursday, May 7, 2020

Thursday, July 9, 2020

Thursday, September 3 or 10, 2020  
*(Labor Day is Monday, September 7, 2020)*

Thursday, November 5, 2020

Form Status: **submitted**

Thank you for submitting your Grant Request Form. Please retain this page for your records.

Page 1 - Contact Information

<b>First Name</b>	Britney
<b>Last Name</b>	Smith
<b>Email</b>	britney.smith@famu.edu
<b>Contact Phone</b>	8504125211
<b>Grant Type</b>	Special
<b>Agreed to Terms</b>	True

Page 2 - Organization Information

<b>Organization Name</b>	Florida A&M University
<b>Organization Contact</b>	Britney Smith
<b>Contact Title</b>	Assistant Director, Publications and Events
<b>Address</b>	1601 S. Martin Luther King Jr. Blvd
<b>City</b>	Tallahassee
<b>State</b>	FL
<b>Zip</b>	32307
<b>Non-Profit</b>	False
<b>Tax ID</b>	17171717
<b>Insurance Provider</b>	unknown
<b>Insurance Document</b>	<a href="#">(/media/)</a>

Page 3 - Event Information

<b>Event Name</b>	Harambee Fesitval
<b>Event Director</b>	Vernon Bryant

<b>Event Email</b>	vernon.bryant@famuedu
<b>Event Phone</b>	(850) 599-3413
<b>Event Start Date</b>	Feb. 22, 2020
<b>Event End Date</b>	02/22/2020
<b>First Hotel Date</b>	02/22/2020
<b>Last Hotel Date</b>	02/23/2020
<b>Number of Rooms Per Night</b>	250
<b>Event Website</b>	www.famuedu/harambee
<b>Event Organization Facebook</b>	Florida A&M University
<b>Event Organization Twitter</b>	famu_1887
<b>Event Spectator Admission Cost</b>	Free

**Schedule of Events**

The lineup is still being determined for Harambee Festival 2020. Here is a look at last year's lineup <http://www.famunews.com/harambee-festival-2019/>

**Statement of Need**

Florida A&M University's (FAMU) Harambee Festival is an event for the entire family. It is a festival of culture, history, and art and displays a variety and plenty of music, dance, poetry, food, rare merchandise and art. The full day of events features color booths and displays of African designs and designers, cultural art, and other rare merchandise; live performances which included music, dance, singing, and poetry; and displays by some of FAMU's colleges and departments. As we prepare to celebrate the fifth year of the Harambee Festival, we intend to build upon the success of previous years and continue to attract vendors and attendees from all over the region. With our plans to attract people on a larger scale, additional funds are needed to ensure the event is a safe and memorable event for those that attend. Additional funds will allow the Harambee Festival to attract talent that will be attractive to residents outside of Leon County.

**Event Description**

The Harambee Festival, a free community-wide event that exemplifies the spirit of Harambee, a Swahili word meaning, "let's pull together!" The Harambee Festival helps to inspire, educate and heal our community by honoring and educating the public on the dynamic contributions of African Americans throughout history. The festival will attract 5,000 – 7,000 patrons, students, and alumni to Tallahassee-Leon County. The festival inspires and educates the community through a plethora of exciting events from musical performances, cultural art, spoken word, fashion, African drumming, dance, eclectic designs, poetry, inspiring seminars and health screenings.

Page 4 - Facility Information

<b>Venue Facility Secured?</b>	True
<b>Within Leon County?</b>	True
<b>Venue Name</b>	Cascades Park or FAMU
<b>Venue Address</b>	
<b>Venue City</b>	
<b>Venue State</b>	FL
<b>Venue Zip Code</b>	
<b>Venue Contact</b>	
<b>Venue Contact Email</b>	
<b>Venue Phone</b>	

Page 5 - Hotel Information

<b>Hotel Secured?</b>	False
<b>Can Hotels Contact?</b>	False
<b>Hotel Name #1</b>	
<b>Hotel Contact Name #1</b>	
<b>Hotel Contact Phone #1</b>	
<b>Hotel Name #2</b>	
<b>Hotel Contact Name #2</b>	

**Hotel Contact Phone #2**

**Hotel Name #3**

**Hotel Contact Name #3**

**Hotel Contact Phone #3**

Page 6 - Event Details

**Estimated Total Number of Teams (Sports Only)**

**Estimated Total Overnight Visitors** 1000

**Estimated Total Room Nights** 250

Page 7 - Event Details

**Amount Requested** \$10,000

**Budget Documentation** [uploads/grants/2019/10/31/Harambee2020Budget.docx \(/media/uploads/grants/2019/10/31/Harambee2020Budget.docx\)](#)

**Grant Purpose** Funds will be spent to secure talent that will bring crowds from all over the region and to promote the event in markets outside of Tallahassee-Leon County. We feel that a well-known name is what is needed to attract out-of-towners.

**Receiving Funding** False

**Funding Provider(s)** Funding providers are still being considered. We have not secured any additional funding.

**Marketing Plan** Marketing for the Harambee Festival will aggressively pursue paid and earned media. Marketing/Public Relations efforts will include: -Television Broadcast (TV Interview, earned media) - Radio Advertisement (local and regional radio stations through contents and ads, Sirius XM) - Banners/Posters/Handbills (printed and distributed locally through alumni associations throughout the state and region) - Electronic media (social media, digital/online ads, email/newsletter blasts)

**Statement of Stability** This is the fifth year of the Harambee Festival and it continues to be a much-anticipated event that draws a larger crowd each year. In 2019, approximately 4,000 people attended. In 2020, we anticipate 5,000 – 7,000 attendees.

**Marketing Expenses Outside of Leon County** \$4,000

**Certified True** True

## Budget

### Revenue

Estimated Revenue \$19,500 – Each vendor fee will be \$300 Goal (65 Vendors)  
Office of President - \$10,000 (Sponsor)

### Expenses

Entertainment - \$30,000 – Cost for all entertainment/Travel & Hotel  
PSG - \$1,800  
JLG Sound & Entertainment - \$3,000 – Stage Manager & LED Stage Backdrop  
Photography - \$600  
TV & Radio Ads –\$5,000  
Decorations - \$1,500  
Events & Moving Department - \$2,000 (Possible we will need a tents)  
Social Media - \$1,000  
DJ - \$600  
Website - \$900  
Print Shop - \$700 – Fliers and posters  
Campus Safety and Security - \$1,500 (If Needed)  
Event Host - \$500  
Metz Culinary - \$1,000 (Guest Artist Meals)



Visit  
Tallahassee

## MEMORANDUM

DATE: November 4, 2019

TO: Leon County Tourist Development Council

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

SUBJECT: Legacy Event Grant Contracts

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This agenda item seeks TDC approval of staff recommendations for FY2020 Legacy Event Grant awards and three-year funding agreements to be executed with Springtime Tallahassee Festival, Chain of Parks Art Festival, and Market Days and authorize to the Tourist Development Council (TDC) and the County Administrator or his designee to execute additional annual addendums for increase up to 20% not to exceed \$100,000 award ceiling. Requested increases above 20% will also require BOCC approval. Staff recommendation for a three-year funding agreement for Red Hills Horse Trials is anticipated to come before the TDC for approval at the January 2020 meeting.

### **Background**

Currently, the Division of Tourism annually administers five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community.

As approved by the TDC and Board of County Commissioners (BOCC), an applicant must meet all of the following criteria in the Guidelines to qualify for a Legacy Event Grant (Attachment#1):

- An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average of 2,000 room nights for at least three of the last five years.
- An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
- An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

Under this structure, four eligible Legacy Events were identified: (1) Springtime Tallahassee Festival, (2) Chain of Parks Art Festival, (3) Market Days, and (4) Red Hills International



Horse Trials and staff began coordinating with each to ascertain their plans for the FY 2020 event and gather required supporting documentation including the Application, Marketing Plan, and Budget related to the development of the funding agreement terms to be presented for TDC and Board of County Commissioners approval. Event organizations are required to provide both pre- and post-event documentation to ensure the TDC/County's ongoing return on investment. The three-year funding agreements are presented to the TDC with the expectation the event will continue to increase room nights and economic impact will be reviewed annually by the Division of Tourism and the TDC.

The initial implementation of this new Legacy Event grant program is as follows:

- **Springtime Tallahassee** (Attachment #2) has indicated they will not be requesting additional funding for 2020 event;
- **Chain of Parks Art Festival** (Attachment #3) Staff is recommending additional funding to support a new program enhancement.
- **Market Days** (Attachment #4) – Staff is recommending two years of funding requests in this item - for the December 2019 event (FY2020) Market Days has indicated they will not be requesting additional funding, however being proactive they are requesting approval for additional funding for their December 2020 event (FY2021) to support a new program enhancement.
- **Red Hills International Horse Trials** is still in development and is anticipated to come before the Board in January for approval.

Each organization requesting additional funding was required to provide cost estimates/documentation illustrating the new programming's anticipated additional visibility and new out-of-market audiences to their respective events. Event organizers understand that requests for additional funding support require increased scrutiny and anticipated generated ROI.

#### *Springtime Tallahassee Festival*

Springtime Tallahassee Festival will remain at the FY 2019 grant funded amount of \$62,600 for FY 2020. Springtime Tallahassee Festival will take place on March 28, 2020 and is a community and regional event attracting vendors and parade entries from as many as 30 states. The festival has a proven product to offer visitors and vendors from around the country. The 2020 festival and grand parade will be its 52<sup>nd</sup> annual event. For the past three years, Springtime Tallahassee has averaged 5918 room nights, \$4.4 million in economic impact, and 18,000 in out of town visitors.

#### *Chain of Parks Art Festival*

Staff is recommending an increase in funding for LeMoyne Chain of Parks Art Festival from the FY 2019 amount of \$34,306 to \$56,295 for FY 2020 to add a 3-D Chalk Art Exhibit. The Chain of Parks Art Festival will be held on April 19, 2020 and is a long-standing fine arts event that has been nationally ranked in the Top 5. LeMoyne has identified an additional program element that will feature a new program for its 20<sup>th</sup> anniversary, showcasing renowned 3-D chalk artists from around the nation. The proposed exhibition will feature four artists stationed throughout the parks. They will create unique 3-D works of arts centered around a Florida theme. For the past three years, Chain of Parks Art Festival has averaged 2309 room nights and more than \$1.4 million annual economic impact and qualifies as a Legacy Event.

#### *Market Days*

Two years of funding requests are in this item: Market Days will remain at the FY 2019 grant funded amount of \$46,000 for the December 2019 event (FY 2020). However, being

proactive, staff is also recommending an increase in funding for Market Days for the December 2020 event (FY2021) in amount of \$46,000 to \$81,400 to add a Celebrity Chef showcase as a new program element. The Tallahassee Museum's annual Market Days will be held December 8, 2019 and has been a regional holiday shopping tradition for over 50 years. The Tallahassee Museum seeks to add a new program element to Market Days in 2020 to further diversify its core audience, increase attendance, number of bed nights, and give added incentives for past Market Days shoppers to return again. The proposed program in 2020 (FY2021), in partnership with the Florida Restaurant and Lodging Association, will feature the culinary expertise of 8-10 top chefs from throughout Florida, the Southeast, and Tallahassee region. The top chefs will showcase their cooking skills every hour throughout the Market Days with 30-minute cooking demonstrations and 15-minute conversations with Market Days shoppers. For the past three years, Market Days has averaged 5200 room nights, and \$4.1 million in economic impact annually.

It is envisioned that the three-year contract for each event will remain at the FY 2020 funding level and a new addendum may be added each year to reflect any changes in additional programming elements for each event. This item gives the TDC and the County Administrator or his designee the authority to execute additional addendums for increases up to 20%. Proposed funding increases above that amount will require the BOCC's approval.

## **GRANT FUNDING AGREEMENT**

This Agreement is made and entered into this \_\_\_\_\_ day of November, 2019, by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, aka Visit Tallahassee, (hereinafter referred to as “Tourism”) and Springtime Tallahassee Festival, Inc., (hereinafter referred to as “Grantee”).

### **RECITALS**

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council (TDC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

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

**WHEREAS**, the Grantee is either a governmental, civic, private, or not-for-profit organization; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

**I. Services to be Provided – Scope of Work (SOW)**

- A. Grantee shall provide an Application, Marketing Plan and Budget outlining those activities and scope of work (SOW) for the\_Springtime Tallahassee Festival event identified in the Grant Funding Request Application submitted on October 11, 2019, in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below. An updated or new Application, Marketing Plan and Budget is required to be submitted each year and attached each subsequent year as an addendum. Additional documentation may also be requested.
- B. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- C. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- D. Grantee acknowledges Tourism will direct the County’s marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

**II. Budget and Grant Funds Distribution**

- A. Tourism agrees to provide grant support funding (level determined and approved by the Leon County Tourist Development Council (TDC) and the Leon County Board of County Commissioners (BOCC) award ceiling up to the amount of \$100,00.00 for those activities provided by Grantee under this Agreement.
- B. Annual funding requests remaining at FY2020 level will be reviewed and approved by the TDC and addendums will be executed by Tourism staff. Annual funding requests above the awarded above FY2020 amount shall be reviewed as approved as follows:
  - 1. For a requested funding increase up to 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and the County Administrator or his designee to execute annual addendums.

2. For a requested funding increase over 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and BOCC to execute annual addendums.
- C. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission of a post-event report by the Grantee.
- D. Upon completion of the event and submission of the complete post-event report, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- E. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause.

### **III. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

### **IV. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo must be included on printed, broadcast, social and/or digital online advertisements, including all promotional materials, developed for the event, and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by Tourism **PRIOR** to distribution to ensure that the combined Leon County/Visit Tallahassee logo appears properly. Logos can be accessed at: [www.visittallahassee.com/industry/visit-tallahassee-logos/](http://www.visittallahassee.com/industry/visit-tallahassee-logos/)



- C. All applications and post-event reports, as required hereunder, shall be submitted electronically via the online grant system at [www.visittallahassee.com/grants](http://www.visittallahassee.com/grants). For grant system concerns or questions please contact Terri Messler at 850-606-2331 or [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee: Jennifer Shafer, Executive Director  
Springtime Tallahassee, Inc.  
Address: 501 East Tennessee St., Suite A  
Tallahassee, FL 32308  
Phone: 850-224-5012  
Email: [director@springtimetallahassee.com](mailto:director@springtimetallahassee.com)

Notice to Tourism : Terri Messler  
Leon County Division of Tourism  
Address: 106 E. Jefferson Street  
Tallahassee, FL 32301  
Phone: 850-606-2331  
Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a post-event report to Tourism of all activities provided and estimated room nights and in accordance to the published Guidelines of the Legacy Grant Program (Exhibit B Attached).

**V. Termination**

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section IV. C. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon

not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section IV.C. hereof. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed.

- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

## **VI. Audits and Records**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.
- B. Prior to the end of the Agreement Term, September 30, 2020, the Grantee shall submit a post-event report of expenditures to Tourism for the entire contract period, documenting the details of each expenditure made and Service provided hereunder.
- C. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- D. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- E. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- F. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- G. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel,

financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of three (3) years from the date of Termination or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**VII. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.
- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds.

**VIII. Term**

The Effective date of this Agreement shall commence on October 1, 2019, or on the date on which the Agreement is signed by the last Party, and shall terminate on September 30, 2023. An updated or new Application, Marketing Plan and Budget is required to be submitted each year. Additional documentation may also be requested. These documents are included in Exhibit A attached to this Agreement.

**IX. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.



- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.
- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a “Force Majeure Event” which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney’s fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.
- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism , in each

instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.

- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for a period of 36 months from the date of being placed on the convicted vendor list.
  
- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, handicap, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
  
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
  
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.

- S. Indemnity. The Grantee agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of the County.
- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Public Records. The Grantee shall:
1. Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service.
  2. Provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
  3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
  4. Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.
- V. Comply with public records access requirements set forth in section 119.0701(2), Florida Statutes, including the obligation to:
1. Keep and maintain public records required by the County to perform the Services required under this Agreement.

2. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Term of this Agreement and following termination of the Agreement if the Grantee does not transfer the records to the County.
4. Upon termination of the Agreement, transfer, at no cost, to the County all public records in possession of the Grantee or keep and maintain public records required by the County to perform the Services required hereunder. If the Grantee transfers all public records to the County upon termination of the Agreement, the Grantee shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Grantee keeps and maintains public records upon termination of the Agreement, the Grantee shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County, upon request from the County's custodian of public records, in a format that is compatible with the information technology systems of the County.
5. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS at 850-606-2300, [postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov), 106 East Jefferson Street Tallahassee, FL 32301.**

W. Sovereign Immunity

Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.



# FY 2019/20 LEGACY EVENT GRANT APPLICATION

## A. Contact Information

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## B. Organization Information

ORGANIZATION NAME: \_\_\_\_\_  
 ORGANIZATION CONTACT: \_\_\_\_\_  
 CONTACT TITLE: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 NON-PROFIT: YES NO TAX ID: \_\_\_\_\_  
 INSURANCE PROVIDER: \_\_\_\_\_

## C. Event Information

EVENT NAME: \_\_\_\_\_  
 EVENT DIRECTOR: \_\_\_\_\_  
 EVENT LOCATION: \_\_\_\_\_  
 EVENT EMAIL: \_\_\_\_\_ EVENT PHONE: \_\_\_\_\_  
 EVENT START DATE: \_\_\_\_\_ EVENT END DATE: \_\_\_\_\_  
 EVENT WEBSITE: \_\_\_\_\_

## D. Amount Requested \_\_\_\_\_

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation.*

## E. Please Attach Event Budget & Marketing Plan

*PDF or Microsoft Word Document format*

\_\_\_\_\_  
 SIGNATURE PRINT NAME DATE



WHERETO, the Parties have set their hands and seals effective the date whereon the last Party executes this Agreement.

LEON COUNTY, FLORIDA

GRANTEE

BY: \_\_\_\_\_  
Vincent S. Long, County Administrator

By: \_\_\_\_\_  
Title: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_

DATE: \_\_\_\_\_

Print Name: \_\_\_\_\_

ATTEST:  
Gwendolyn Marshall, Clerk of Court  
and Comptroller, Leon County, Florida

By: \_\_\_\_\_

APPROVED AS TO FORM:  
Leon County Attorney's Office

By: \_\_\_\_\_  
Herbert W. A. Thiele  
County Attorney



## SPRINGTIME TALLAHASSEE FESTIVAL MARKETING PLAN

### **Mission**

Springtime Tallahassee is a civic organization dedicated to the promotion and preservation of our capital's history through the production of an annual community festival.

### **Target Market**

The Springtime Festival is a community event as well as a regional event that attracts visitors, vendors, and parade entries from as many as 30 other states! Our marketing targets the entire southeastern United States for festival participation.

### **Marketing Strategy**

Springtime Tallahassee has a proven product to offer visitors and vendors from around the country. Annual attendance is estimated to be over 150,000. The 2020 festival and grand parade will be our **52<sup>nd</sup> annual event**. There is no attendance fee charged for the festival. This is to encourage local and out-of-town guests to attend and enjoy what our community has to offer. The festival is held in downtown Tallahassee in the Chain of Parks and Kleman Plaza to showcase the beauty of our city and help promote local merchants, restaurants, and hotels.

Our marketing focuses on four areas: vendors/parade participants, local businesses' participation, southeastern festival krewes' participation, and festival attendees.

### **Event Promotion**

- **Tallahassee Magazine** produces a 13-24 page festival guide which reaches approximately 20,000 homes and businesses in the Tallahassee area. The guide is placed inside the Magazine and will run in the February 2020 issue of Tallahassee Magazine. Tallahassee Magazine is direct-mailed to selected upper income (\$100,000+) homes, professional offices, government officials, civic leaders, local businesses, and frequently visited reception and waiting areas. The magazine is sold on newsstands, including Borders, Barnes & Noble, and Books-a-Million, and reaches thousands of tourists and visitors through an extensive network organized by Visit Tallahassee. *Tallahassee Magazine* is also distributed to high-end and executive hotels that host business and state personnel who visit the Capitol district.
- **The Five iHeart Media** radio stations supporting Springtime Tallahassee boast a combined weekly, "tuned in" audience of 200,000+ regional listeners. The Springtime Tallahassee message will be unmistakable and pervasive across all available platforms. By combining traditional on-air announcements with website reach, streaming audio, targeted email, social media, and "once in a lifetime" type promotional contest

## 2020 Proposed Budget for Springtime Tallahassee Music Festival

Expenses				Revenue	
	Estimated Expense	Estimated In-Kind Expense	Total Expense		Estimated
<b>Rentals</b>					
Facilities	\$500		\$500	Admissions	
Production (Audio/Visual)	\$26,000		\$26,000	Totals	\$0
Stage Rental	\$5,000		\$5,000	<b>Exhibitors/Vendors</b>	
Portalets	\$4,500		\$4,500	Vendors	\$42,000
Tents Tables Chairs	\$8,000		\$8,000	Parade Entries	\$5,000
Totals	\$44,000	\$0	\$44,000	Totals	\$47,000
<b>Entertainment</b>					
Artists	\$45,000		\$45,000	<b>Sale of Items</b>	
Stage Staff	\$3,000		\$3,000	Concessions Sales	\$25,000
Lodging for Artists	\$0	\$1,000	\$1,000	Fundraisers	\$20,000
Totals	\$48,000	\$1,000	\$49,000	Totals	\$45,000
<b>Miscellaneous</b>					
Permits	\$25		\$25	<b>Sponsorship</b>	
Security/City Services	\$1,600	\$15,000	\$16,600	Corporate Sponsors	\$110,000
Insurance	\$20,900		\$20,900	Other Support	\$45,000
Marketing Plan/Promotions	\$4,000	\$15,000	\$19,000	Totals	\$155,000
Signage	\$6,000		\$6,000	<b>Grant Income</b>	
Concessions	\$15,000		\$14,000	Visit Tallahassee	\$62,600
General Operating Costs	\$183,000		\$185,000	CRA	\$25,000
Totals	\$230,525	\$30,000	\$260,525	DOS Cultural	\$24,400
				Totals	\$112,000
Total Estimated Expenses	\$322,525	\$31,000	\$353,525	Total Estimated Revenue	\$359,000

Any profit gained from the event will be used for event sustainability  
for the Springtime Tallahassee Festival



Leon County Division of Tourism



Visit  
*Tallahassee*  
A Division of Leon County

2020 Legacy Event  
Grant Program  
(Policies & Procedures)

June 18, 2019

## **Table of Contents**

- I. Introduction
- II. Definition
- III. Statement of Policies
- IV. Procedures
- V. Anticipated Award Timeline
- VI. Post-Event Report
- VII. Conclusion

## Leon County Legacy Event Grant Program

### I. INTRODUCTION

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

Currently, the Division of Tourism annually administers and budgets funds for five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community. Funding will be consistent with 2019 grant award amounts, with an award ceiling of \$100,000 in annual support for each event. Award funding above the 2019 grant amount, up to \$100,000, may be considered with demonstration of significant new/additional program elements or increased event duration. Negotiation for increased award funding will take place during contract development. Three-year contracts for each Legacy Event will be implemented with mutually agreed upon goals and deliverables that will be reviewed annually. The contract will have financial consequences for not obtaining event goals and deliverables and will allow for variances as a result of acts of God (i.e. weather). Contracts will be presented to the TDC and the Board of County Commissioners for approval.

For clarification, Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) and are designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

### II. DEFINITION

A Legacy Event is:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.

2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. A large-scale event or tournament that increases the visibility of Tallahassee/Leon County in state, national, and international media and elevates awareness of tourism's contribution to the local economy with the local media.
5. A large-scale event, festival or tournament that is recognized as synonymous with Tallahassee/Leon County.

### **III. STATEMENT OF POLICIES**

1. Grant funds are intended to supplement the organization's budget.
2. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Hotels secured for the event must be located within Leon County.
4. Grantee's budget must reflect at least a 25% dollar-for-dollar cash match (donated in-kind services will not be allowed) to the requested grant amount. Grantees will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Leon County Tourism staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. Each year's performance will be evaluated against the established criteria and historic precedent.
8. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
9. Any funds granted will be subject to audit by the Leon County Auditor.
10. Event must take place between October 1 and September 30, of the

upcoming fiscal year.

11. Grantee must provide a marketing/promotions plan.
12. Grantee must provide a detailed event budget indicating matching funds.
13. Indemnification: Grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:

(a) Except as otherwise provided herein below, the Grantee shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the grantee is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (a) above shall apply to such Grantee only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such Grantee's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the Grantee shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the Grantee has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

14. The combined Leon County/Visit Tallahassee logo must be included on all

printed and online advertisements and promotional materials for the event. For example: banners, signs, t-shirts, programs, brochures, event website or social media page, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

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



15. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism.
16. Allowable expenses shall include:
  - Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast, at a minimum, with potential to drive overnight visitation.
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Grantees are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Tourism office and will not

be allowed without written approval from staff PRIOR to the event.

17. Unallowable expenses include:

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

#### IV. PROCEDURES

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

#### V. ANTICIPATED LEGACY EVENT GRANT TIMELINE

**July 19, 2019** – Legacy application and supporting documents due to Tourism

**August 16, 2019** – Staff to conduct meeting with each event organizer to review/discuss elements of draft contract

**September 12, 2019** - TDC Meeting to review deliverables in contracts

**September 24, 2019** – BOCC Meeting to approve Legacy Events contracts

## **VI. POST-EVENT REPORT**

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

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

1. The names of contracted hotels used for participants and spectators.
2. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
3. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
4. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
5. A post-event budget showing revenues and expenses.
6. Upon receipt of the post-event report, Leon County Tourism will process the check request for the approved grant amount.

## **VII. CONCLUSION**

For questions or more information regarding the application process, contract, and post-event reporting please contact Terri Messler, Grant Manager at (850) 606-2331 or [messlert@leoncountyfl.gov](mailto:messlert@leoncountyfl.gov)



## **GRANT FUNDING AGREEMENT**

This Agreement is made and entered into this \_\_\_\_\_ day of November, 2019, by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, aka Visit Tallahassee, (hereinafter referred to as “Tourism”) and the Tallahassee Museum., (hereinafter referred to as “Grantee”).

### **RECITALS**

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council (TDC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

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

**WHEREAS**, the Grantee is either a governmental, civic, private, or not-for-profit organization; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

**I. Services to be Provided – Scope of Work (SOW)**

- A. Grantee shall provide an Application, Marketing Plan and Budget outlining those activities and scope of work (SOW) for the\_Springtime Tallahassee Festival event identified in the Grant Funding Request Application submitted on October 8, 2019, in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below. An updated or new Application, Marketing Plan and Budget is required to be submitted each year and attached each subsequent year as an addendum. Additional documentation may also be requested.
- B. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- C. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- D. Grantee acknowledges Tourism will direct the County’s marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

**II. Budget and Grant Funds Distribution**

- A. Tourism agrees to provide grant support funding (level determined and approved by the Leon County Tourist Development Council (TDC) and the Leon County Board of County Commissioners (BOCC) award ceiling up to the amount of \$100,00.00 for those activities provided by Grantee under this Agreement.
- B. Annual funding requests remaining at FY2020 level will be reviewed and approved by the TDC and addendums will be executed by Tourism staff. Annual funding requests above the awarded above FY2020 amount shall be reviewed as approved as follows:
  - 1. For a requested funding increase up to 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and the County Administrator or his designee to execute annual addendums.

2. For a requested funding increase over 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and BOCC to execute annual addendums.
- C. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission of a post-event report by the Grantee.
- D. Upon completion of the event and submission of the complete post-event report, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- E. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause.

### **III. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

### **IV. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo must be included on printed, broadcast, social and/or digital online advertisements, including all promotional materials, developed for the event, and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by Tourism **PRIOR** to distribution to ensure that the combined Leon County/Visit Tallahassee logo appears properly. Logos can be accessed at: [www.visittallahassee.com/industry/visit-tallahassee-logos/](http://www.visittallahassee.com/industry/visit-tallahassee-logos/)



- C. All applications and post-event reports, as required hereunder, shall be submitted electronically via the online grant system at [www.visittallahassee.com/grants](http://www.visittallahassee.com/grants). For grant system concerns or questions please contact Terri Messler at 850-606-2331 or [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee: Russell Daws, President & CEO  
Tallahassee Museum  
Address: 3945 Museum Drive  
Tallahassee, FL 32310  
Phone: 850-524-1695  
Email: [pr@tallahasseemuseum.org](mailto:pr@tallahasseemuseum.org)

Notice to Tourism : Terri Messler  
Leon County Division of Tourism  
Address: 106 E. Jefferson Street  
Tallahassee, FL 32301  
Phone: 850-606-2331  
Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a post-event report to Tourism of all activities provided and estimated room nights and in accordance to the published Guidelines of the Legacy Grant Program (Exhibit B Attached).

## V. Termination

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section IV. C. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon

not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section IV.C. hereof. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed.

- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

## **VI. Audits and Records**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.
- B. Prior to the end of the Agreement Term, September 30, 2020, the Grantee shall submit a post-event report of expenditures to Tourism for the entire contract period, documenting the details of each expenditure made and Service provided hereunder.
- C. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- D. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- E. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- F. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- G. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel,

financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of three (3) years from the date of Termination or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**VII. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.
- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds.

**VIII. Term**

The Effective date of this Agreement shall commence on October 1, 2019, or on the date on which the Agreement is signed by the last Party, and shall terminate on September 30, 2023. An updated or new Application, Marketing Plan and Budget is required to be submitted each year. Additional documentation may also be requested. These documents are included in Exhibit A attached to this Agreement.

**IX. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.

- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.
- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a “Force Majeure Event” which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney’s fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.
- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism , in each

instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.

- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for a period of 36 months from the date of being placed on the convicted vendor list.
  
- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, handicap, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
  
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
  
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.



- S. Indemnity. The Grantee agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of the County.
- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Public Records. The Grantee shall:
1. Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service.
  2. Provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
  3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
  4. Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.
- V. Comply with public records access requirements set forth in section 119.0701(2), Florida Statutes, including the obligation to:
1. Keep and maintain public records required by the County to perform the Services required under this Agreement.

2. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Term of this Agreement and following termination of the Agreement if the Grantee does not transfer the records to the County.
4. Upon termination of the Agreement, transfer, at no cost, to the County all public records in possession of the Grantee or keep and maintain public records required by the County to perform the Services required hereunder. If the Grantee transfers all public records to the County upon termination of the Agreement, the Grantee shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Grantee keeps and maintains public records upon termination of the Agreement, the Grantee shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County, upon request from the County's custodian of public records, in a format that is compatible with the information technology systems of the County.
5. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS at 850-606-2300, [postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov), 106 East Jefferson Street Tallahassee, FL 32301.**

W. Sovereign Immunity

Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.

WHERETO, the Parties have set their hands and seals effective the date whereon the last Party executes this Agreement.

LEON COUNTY, FLORIDA

GRANTEE

BY: \_\_\_\_\_  
Vincent S. Long, County Administrator

By: \_\_\_\_\_  
Title: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_

DATE: \_\_\_\_\_

Print Name: \_\_\_\_\_

ATTEST:  
Gwendolyn Marshall, Clerk of Court  
and Comptroller, Leon County, Florida

By: \_\_\_\_\_

APPROVED AS TO FORM:  
Leon County Attorney's Office

By: \_\_\_\_\_  
Herbert W. A. Thiele  
County Attorney



Visit  
Tallahassee

# FY 2019/20 LEGACY EVENT GRANT APPLICATION

## A. Contact Information

FIRST NAME: Kerri LAST NAME: Whitfield  
 EMAIL: kwhitfield@tallahasseeemuseum.org PHONE: (850) 575-8684

## B. Organization Information

ORGANIZATION NAME: Tallahassee Museum  
 ORGANIZATION CONTACT: Kerri Whitfield  
 CONTACT TITLE: Director of Marketing and Membership  
 PHONE: (850) 575-8684  
 ADDRESS: 3945 Museum Drive  
 CITY: Tallahassee STATE: FL ZIP: 32310  
 NON-PROFIT: YES  NO  TAX ID: 590838924  
 INSURANCE PROVIDER: K&K Insurance Group, Inc.

## C. Event Information

EVENT NAME: Market Days  
 EVENT DIRECTOR: \_\_\_\_\_  
 EVENT LOCATION: North Florida Fairgrounds  
 EVENT EMAIL: \_\_\_\_\_ EVENT PHONE: (850) 576-1636  
 EVENT START DATE: December 7, 2019 EVENT END DATE: December 8, 2019  
 EVENT WEBSITE: https://tallahasseeemuseum.org/marketdays/

## D. Amount Requested \$ 46,000.00

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation.*

## E. Please Attach Event Budget & Marketing Plan

*PDF or Microsoft Word Document format*

Russell S. Daws  
Digitally signed by Russell S. Daws  
 DN: cn=Russell S. Daws, o=Tallahassee Museum, ou=President/CEO,  
 email=rdaws@tallahasseeemuseum.org, c=US  
 Date: 2019.10.08 13:09:21 -0400  
 SIGNATURE

Russell S. Daws  
 PRINT NAME

10/08/2019  
 DATE



**Market Days: The Region's Most Treasured Holiday Shopping Tradition**  
December 7 - 8, 2019. Juried Arts & Crafts Show, for the Tallahassee Museum

**Marketing Plan**

Target Markets	<ol style="list-style-type: none"> <li>1) Holiday and home-décor shoppers of lower-middle and upper incomes in and near Tallahassee</li> <li>2) Driving shoppers from neighboring regions that include but are not limited to: Albany, Bainbridge, Beachton, Cairo, Cypress Creek, Destin, Dothan, Gainesville, Fort Walton Beach/Shalimar, Gadsden County, Grand Ridge, Gulf Breeze, Jacksonville, Miramar Beach, Niceville/ Bluewater Bay, Ocala, Panama City, Pensacola, Santa Rosa Beach, Tallahassee, The Villages, Tampa, Thomasville, Valdosta, Vernon, Wakulla</li> <li>3) Shoppers from areas of Florida, Georgia, Alabama and parts of Southeast</li> </ol>
Positioning Statement	<p>For over 52 years, Market Days has been Tallahassee's most treasured holiday shopping tradition, offering high-value, handmade pieces for all budgets, from fine arts to charming stocking stuffers. This is the only juried holiday show of this size in the area.</p>
Offering to Customers	<p>Approximately 300 juried artists and crafts makers, including many new vendors not seen at previous shows. Proceeds benefit the area's well-loved Tallahassee Museum.</p>
Price Strategy	<ul style="list-style-type: none"> <li>● Low general admission (\$6 adults)</li> <li>● Early Bird premium pass (\$25) for two hours of pre-show shopping and other benefits.</li> </ul>
Sales Strategy	<p>Entice return shoppers with new vendors and old favorites. Earn new shoppers with a focus on quality, holiday gift values, diversity of artists, fun shopping experience, fun group outing, one-stop gift shopping, and added value of benefitting a well-loved museum. Encourage tour groups.</p>
Promotion Strategy	<p>Coordinate a consistent message across print, direct mail, social media, internet, website, email, broadcast, digital and outdoor advertising in Tallahassee DMA, and other regional/state target markets listed above.</p>

Partner with TDC, Visit Tallahassee and Visit Florida on advertising and PR that targets drive markets in Florida, Georgia and Alabama.

Garner earned media through local and regional magazines (fall issues) focused on arts and holiday activities.

Develop content campaigns on Market Days website and Museum website, in Museum email blasts (90,000 subscribers), on Market Days Facebook event page, Museum Facebook page (44,000+ followers), Museum Twitter Page (5,725+ followers), Museum Instagram (5,672 followers) and with printed materials, including an eye-catching brochure placed in hotels and relevant local and regional businesses.

Submit event listings on significant sites based in Florida, Georgia and Alabama.

Spread awareness through e-news and online postings made available by organizations who partner with the Museum, such as Network of Young Professionals, Live in Tallahassee, COCA, Southwood *Front Porch News*, and others.

Other

Maximize marketing budget by gaining added value in advertising through media partnerships, including print, TV, radio, outdoor, and online advertisers.

### **Market Days 2019: Advertising Schedule & PR Plan**

The Market Days 2019 marketing plan includes earned media through traditional and social media partnerships that extend the value of our advertising budget by securing complementary advertising in conjunction with media buys. The 2019 strategies also include paid advertisements.

#### **Public relations**

The public relations plan includes news and feature articles in local and regional newspapers, magazines, broadcasts, radio and online publications.

Angles for the public relations strategy include holiday shopping, handmade arts and crafts, profiles of the artists and crafts makers, profiles of Market Days veterans and volunteers, the economic impact on the area, and the event's benefit to the Tallahassee Museum.

Social media campaigns encompass multiple platforms, such as the Tallahassee Museum's website and Market Days site, Twitter, Instagram and Facebook. Layering in digital media tactics, including targeted websites, geofencing, the Museum's E-Newsletter, press releases to the Museum media list and email blasts. Market Days has its own Facebook event page and an updated website. These two entities expand the event's online presence and appeal, its value as a place for finding frequently refreshed marketing information, product photos, and sponsor logos posted in exchange for monetary sponsorships and in-kind support.

## Paid advertising

Anticipated placement of paid advertising for Market Days 2019 features but not limited to the following:

- *Tallahassee Democrat* digital and print ads November 10 - December 6th, promoting Early Bird tickets and main event. Color ads, featuring a highlighted piece of art, plus information about event and sponsors.
- Billboards (November), six in Leon County, six regional, such as Crawfordville, Monticello, Thomasville, Valdosta, Macon, Albany, Cairo, Gainesville, Jacksonville, Dothan, Ocala, the Villages and Panama City.
- Printed brochure distributed to area lodgings, and to culture-and-arts outlets in the region. Features images of selected arts and craft, index of vendors, site map and related information.
- Televisions ads, regional (November).
- WFSU-FM radio ads, regional (November).
- Tallahassee.com online ads (late November through event date).
- USA TODAY targeted digital (mid-November until event).
- Commercial radio ads, Live radio remote on morning of opening day.
- Regional magazines (fall): *Thomasville* magazine. *Dothan Wiregrass*. *Wakulla Area Times*. Possibly Gainesville and Jacksonville, *Emerald Coast*, *South GA Living*..
- Local magazines (fall): *Tallahassee*. *Tallahassee Woman*.
- Posters, banners, signs (September until event).
- Newspaper ads (late November) in: *Albany Herald*, *Bainbridge Post-Searchlight*, *Cairo Messenger*, *Camilla Enterprise*, *Macon Telegraph*, *Madison County Carrier*, *Monticello News*, *Moultrie Observer*, *Northeast/Eastside Chronicles*, *Panama City News Herald*, *Thomasville Times-Enterprise*, *Tifton Gazette*, *Valdosta Daily Times*, *Wakulla News*.
- Facebook sponsored posts and ads (early October until event).
- Internet advertising via Yahoo, Google and others
- Fun4TallyKids

## Market Days 2019: Media Plan Detail

### Print/Local

*Tallahassee Democrat* features – Limelight, Best Bets, Hot Tickets, Living & Arts, *TLH*, *Eastside Chronicles* and *Northeast Chronicles*

*Tallahassee Democrat* display ads – Fall ads in Limelight, Main, and Chronicles. Ad sizes typically will be 16 column inches, in color, promoting Early Bird tickets, products, and main event

*Tallahassee Democrat* tabloid insertion (45,000) – eight-page tabloid to be inserted Wednesday, Nov. 28, throughout circulation area. Over-run of 5,000 to be distributed to local hotels and visitor centers.

*Tallahassee Democrat* one-page insert (50,000) -- color, two sides, distribute on Friday after Thanksgiving and another date

*Tallahassee* magazine

*Home & Design* magazine

*SouthWood Front Porch News*

*Tallahassee Woman* magazine

**Print/Regional**

*Albany Herald (Ga.)*  
*Bainbridge (Ga.) Post-Searchlight*  
*Cairo (Ga.) Messenger*  
*Camilla Enterprise (Ga.)*  
*Florida Monthly magazine*  
*Gadsden County Times (Fla.)*  
*Macon (Ga.) Telegraph*  
*Madison County (Fla.) Carrier*  
*Marketplace, Florida Motorcoach magazine*  
*Monticello (Fla.) News*  
*Moultrie (Ga.) Observer*  
*Panama City (Fla.) News Herald*  
*Pelham Journal (Ga.)*  
*Southwest Georgia Living (Ga.)*  
*Sunday North – Americus and Cordele (Ga.)*  
*Thomasville (Ga.) magazine*  
*Thomasville (Ga.) Times Enterprise*  
*Valdosta (Ga.) Daily Times*  
*Wakulla (Fla.) News*  
*Wiregrass Living magazine (Ga.)*

**Electronic**

[www.tallahassee.com](http://www.tallahassee.com), online ads, including home-page sliding billboard  
[www.marketdays.org](http://www.marketdays.org)  
[www.tallahasseeemuseum.org](http://www.tallahasseeemuseum.org)  
[www.morethanyouthought.com](http://www.morethanyouthought.com)  
[www.visitflorida.com](http://www.visitflorida.com)  
[www.visittallahassee.com](http://www.visittallahassee.com)  
[www.thomasvillega.com](http://www.thomasvillega.com)  
[www.wakulla.com](http://www.wakulla.com)  
[www.tallyvillager.com](http://www.tallyvillager.com)  
[www.tallylife.com](http://www.tallylife.com)  
[www.tallyconnection.com](http://www.tallyconnection.com)

*Museum E-News*

Facebook: Market Days  
 Facebook: Tallahassee Museum  
 Twitter  
 Pinterest  
 E-flyers distributed by Market Days committee members and staff  
 Museum e-blast to nearly 100,000 members and friends  
 COCA e-news  
 Out & About e-news  
 Network of Young Professionals e-news  
 Various other online community calendars throughout the region



**Television (Local/Regional)**

WCTV - Paid schedule and free schedule under terms of partnership

WTHL - Paid schedule

WCTV - In The Spotlight -- Free

WFSU Dimensions – Free

WTVL midday show – Free

WTWC - Paid schedule and free schedule under terms of partnership

ETWC - Paid schedule and free schedule under terms of partnership

WCTV - Moms Everyday

**Radio (Local/Regional)**

Cumulus Broadcasting – Paid schedule, free interview and PSAs, live remote opening day

Clear Channel Broadcasting – Paid schedule and free PSAs

Opus Broadcasting – Paid schedule and free PSAs

WFSU-FM 88.9 (PBS) – Paid schedule and free PSAs

**Radio (Out of Market)**

Dothan, Ala. -- WOOF

Panama City, Fla. – WKGC, WFSY

Valdosta, Ga. – WQPW, WKAA

**Billboards, outdoor advertising**

Regional – Six billboards, in Monticello, Fla., Quincy, Fla., Panama City, Fla., St. George Island, Fla., Thomasville, Ga., Valdosta, Ga.

Local – Six or more boards in Tallahassee/Leon County, including two digital

**Brochures**

Distributed in North Florida, Florida Panhandle, West Florida, and South Georgia

**Flyers and Direct Mail Pieces**

Thousands of printed flyers distributed in North Florida and South Georgia

**Press Releases**

Press releases sent to 80+ media outlets and organizations throughout the state and region

**Marquees**

Free publicity from area businesses and organizations, including Tallahassee Community College and North Florida Fairgrounds

**Market Days 2019 Budget**

<b>Income:</b>	<b>Amount</b>
Gate Admission	\$120,000
Booth Fees	\$115,000
Misc. Museum Sales	\$13,000
Sponsorship	\$10,000
Proposed TDC Special Event Grant	\$46,000
<b>Total Income</b>	<b>\$304,000</b>
<b>Expenses:</b>	
Fairgrounds Rent/Services	\$25,000
Grounds/Tents	\$5,600
Hospitality/Misc.	\$3,400
Security/Traffic Control	\$10,000
Ticket/Sign Printing	\$2,000
Marketing and Publicity	\$73,000
Cost of Misc. Sales	\$2,000
Salaries	\$9,000
<b>Total Expenses</b>	<b>\$130,000</b>
<b>Net Profit/(Loss)</b>	<b>\$174,000</b>

<b>Vendor</b>	<b>Type</b>	<b>Total</b>
Albany Herald	OOM Print	\$1,000
Black Crow Valdosta	OOM Radio	\$1,000
Cumulous Star 98	Radio	\$1,500
Emerald Coast Magazine	Print	\$1,555
Facebook (both In and out of market)	Social Media	\$20,000
Gadsden Co Times	Print/Digital	\$800
Graphic Design		\$200
Lamar (in market) Billboard	Billboard	\$4,000
Lamar (out of market) Billboard	OOM Billboard	\$4,000
Lamar Digital Campaign	Digital	\$4,000
Monticello News	OOM Print	\$605
NBC/WTWC-40	OOM ONLINE	\$500
Panama City News Herald	OOM PRINT	\$1,000
Photographer	Photos	\$300
Postcard mail prep	Direct Mail/Print	\$400
Postcard Flyer Print (OOM & IM)	Direct Mail/Print	\$500
Postcard Postage (In market)	Postage	\$250
Postcard postage (out of market)	Postage	\$500
Rose City Outdoor	Billboard	\$2,500
Southwest GA Living	OOM Print	\$1,516
Tallahassee Democrat	Tabloid	\$5,500
Tallahassee Magazine	Print/Online	\$1,555
Tallahassee Woman Magazine	Print/Online	\$1,905
Thomasville/Valdosta Times	OOM Print	\$1,620
Wakulla News	OOM print	\$500
WCTV	TV/Digital	\$3,000
WCTV ALBANY WSWG	OOM TV	\$1,940
WFSU and PC	RADIO/TV	\$2,000
WSWG Moultrie	TV/Digital	\$500
Wiregrass Living	OOM Print	\$1,190
WQPW, WKAA and WXHT Valdosta	Broadcast	\$1,800
WTLH	TV	\$1,000
WTVY-FM, No.1 country in Dothan	OOM RADIO	\$1,500
WTWC/ETWC	TV/Digital	\$2,000
WTXL	TV/Digital	\$1,800
<b>TOTAL</b>		<b>\$73,936</b>

Leon County Division of Tourism



Visit  
*Tallahassee*  
A Division of Leon County

2020 Legacy Event  
Grant Program  
(Policies & Procedures)

June 18, 2019

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- I. Introduction
- II. Definition
- III. Statement of Policies
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- V. Anticipated Award Timeline
- VI. Post-Event Report
- VII. Conclusion

## Leon County Legacy Event Grant Program

### I. INTRODUCTION

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

Currently, the Division of Tourism annually administers and budgets funds for five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community. Funding will be consistent with 2019 grant award amounts, with an award ceiling of \$100,000 in annual support for each event. Award funding above the 2019 grant amount, up to \$100,000, may be considered with demonstration of significant new/additional program elements or increased event duration. Negotiation for increased award funding will take place during contract development. Three-year contracts for each Legacy Event will be implemented with mutually agreed upon goals and deliverables that will be reviewed annually. The contract will have financial consequences for not obtaining event goals and deliverables and will allow for variances as a result of acts of God (i.e. weather). Contracts will be presented to the TDC and the Board of County Commissioners for approval.

For clarification, Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) and are designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

### II. DEFINITION

A Legacy Event is:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.

2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. A large-scale event or tournament that increases the visibility of Tallahassee/Leon County in state, national, and international media and elevates awareness of tourism's contribution to the local economy with the local media.
5. A large-scale event, festival or tournament that is recognized as synonymous with Tallahassee/Leon County.

### **III. STATEMENT OF POLICIES**

1. Grant funds are intended to supplement the organization's budget.
2. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Hotels secured for the event must be located within Leon County.
4. Grantee's budget must reflect at least a 25% dollar-for-dollar cash match (donated in-kind services will not be allowed) to the requested grant amount. Grantees will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Leon County Tourism staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. Each year's performance will be evaluated against the established criteria and historic precedent.
8. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
9. Any funds granted will be subject to audit by the Leon County Auditor.
10. Event must take place between October 1 and September 30, of the

upcoming fiscal year.

11. Grantee must provide a marketing/promotions plan.
12. Grantee must provide a detailed event budget indicating matching funds.
13. Indemnification: Grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:

(a) Except as otherwise provided herein below, the Grantee shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the grantee is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (a) above shall apply to such Grantee only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such Grantee's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the Grantee shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the Grantee has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

14. The combined Leon County/Visit Tallahassee logo must be included on all



printed and online advertisements and promotional materials for the event. For example: banners, signs, t-shirts, programs, brochures, event website or social media page, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

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



15. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism.
16. Allowable expenses shall include:
  - Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast, at a minimum, with potential to drive overnight visitation.
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Grantees are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Tourism office and will not

be allowed without written approval from staff PRIOR to the event.

17. Unallowable expenses include:

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

#### IV. PROCEDURES

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

#### V. ANTICIPATED LEGACY EVENT GRANT TIMELINE

**July 19, 2019** – Legacy application and supporting documents due to Tourism

**August 16, 2019** – Staff to conduct meeting with each event organizer to review/discuss elements of draft contract

**September 12, 2019** - TDC Meeting to review deliverables in contracts

**September 24, 2019** – BOCC Meeting to approve Legacy Events contracts

## **VI. POST-EVENT REPORT**

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

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

1. The names of contracted hotels used for participants and spectators.
2. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
3. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
4. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
5. A post-event budget showing revenues and expenses.
6. Upon receipt of the post-event report, Leon County Tourism will process the check request for the approved grant amount.

## **VII. CONCLUSION**

For questions or more information regarding the application process, contract, and post-event reporting please contact Terri Messler, Grant Manager at (850) 606-2331 or [messlert@leoncountyfl.gov](mailto:messlert@leoncountyfl.gov)

## **GRANT FUNDING AGREEMENT**

This Agreement is made and entered into this \_\_\_\_\_ day of November, 2019, by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, aka Visit Tallahassee, (hereinafter referred to as “Tourism”) and the Tallahassee Museum., (hereinafter referred to as “Grantee”).

### **RECITALS**

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council (TDC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

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

**WHEREAS**, the Grantee is either a governmental, civic, private, or not-for-profit organization; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

**I. Services to be Provided – Scope of Work (SOW)**

- A. Grantee shall provide an Application, Marketing Plan and Budget outlining those activities and scope of work (SOW) for the Springtime Tallahassee Festival event identified in the Grant Funding Request Application submitted on October 8, 2019, in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below. An updated or new Application, Marketing Plan and Budget is required to be submitted each year and attached each subsequent year as an addendum. Additional documentation may also be requested.
- B. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- C. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- D. Grantee acknowledges Tourism will direct the County’s marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

**II. Budget and Grant Funds Distribution**

- A. Tourism agrees to provide grant support funding (level determined and approved by the Leon County Tourist Development Council (TDC) and the Leon County Board of County Commissioners (BOCC) award ceiling up to the amount of \$100,00.00 for those activities provided by Grantee under this Agreement.
- B. Annual funding requests remaining at FY2020 level will be reviewed and approved by the TDC and addendums will be executed by Tourism staff. Annual funding requests above the awarded above FY2020 amount shall be reviewed as approved as follows:
  - 1. For a requested funding increase up to 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and the County Administrator or his designee to execute annual addendums.

2. For a requested funding increase over 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and BOCC to execute annual addendums.
- C. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission of a post-event report by the Grantee.
- D. Upon completion of the event and submission of the complete post-event report, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- E. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause.

### **III. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

### **IV. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo must be included on printed, broadcast, social and/or digital online advertisements, including all promotional materials, developed for the event, and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by Tourism **PRIOR** to distribution to ensure that the combined Leon County/Visit Tallahassee logo appears properly. Logos can be accessed at: [www.visittallahassee.com/industry/visit-tallahassee-logos/](http://www.visittallahassee.com/industry/visit-tallahassee-logos/)



- C. All applications and post-event reports, as required hereunder, shall be submitted electronically via the online grant system at [www.visittallahassee.com/grants](http://www.visittallahassee.com/grants). For grant system concerns or questions please contact Terri Messler at 850-606-2331 or [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee: Russell Daws, President & CEO  
Tallahassee Museum  
Address: 3945 Museum Drive  
Tallahassee, FL 32310  
Phone: 850-524-1695  
Email: [pr@tallahasseemuseum.org](mailto:pr@tallahasseemuseum.org)

Notice to Tourism : Terri Messler  
Leon County Division of Tourism  
Address: 106 E. Jefferson Street  
Tallahassee, FL 32301  
Phone: 850-606-2331  
Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a post-event report to Tourism of all activities provided and estimated room nights and in accordance to the published Guidelines of the Legacy Grant Program (Exhibit B Attached).

## V. Termination

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section IV. C. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon

not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section IV.C. hereof. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed.

- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

## **VI. Audits and Records**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.
- B. Prior to the end of the Agreement Term, September 30, 2020, the Grantee shall submit a post-event report of expenditures to Tourism for the entire contract period, documenting the details of each expenditure made and Service provided hereunder.
- C. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- D. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- E. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- F. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- G. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel,



financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of three (3) years from the date of Termination or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**VII. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.
- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds.

**VIII. Term**

The Effective date of this Agreement shall commence on October 1, 2019, or on the date on which the Agreement is signed by the last Party, and shall terminate on September 30, 2023. An updated or new Application, Marketing Plan and Budget is required to be submitted each year. Additional documentation may also be requested. These documents are included in Exhibit A attached to this Agreement.

**IX. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.

- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.
- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a “Force Majeure Event” which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney’s fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.
- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism , in each

instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.

- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for a period of 36 months from the date of being placed on the convicted vendor list.
  
- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, handicap, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
  
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
  
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.

- S. Indemnity. The Grantee agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of the County.
- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Public Records. The Grantee shall:
1. Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service.
  2. Provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
  3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
  4. Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.
- V. Comply with public records access requirements set forth in section 119.0701(2), Florida Statutes, including the obligation to:
1. Keep and maintain public records required by the County to perform the Services required under this Agreement.

2. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Term of this Agreement and following termination of the Agreement if the Grantee does not transfer the records to the County.
4. Upon termination of the Agreement, transfer, at no cost, to the County all public records in possession of the Grantee or keep and maintain public records required by the County to perform the Services required hereunder. If the Grantee transfers all public records to the County upon termination of the Agreement, the Grantee shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Grantee keeps and maintains public records upon termination of the Agreement, the Grantee shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County, upon request from the County's custodian of public records, in a format that is compatible with the information technology systems of the County.
5. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS at 850-606-2300, [postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov), 106 East Jefferson Street Tallahassee, FL 32301.**

W. Sovereign Immunity

Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.

WHERETO, the Parties have set their hands and seals effective the date whereon the last Party executes this Agreement.

LEON COUNTY, FLORIDA

GRANTEE

BY: \_\_\_\_\_  
Vincent S. Long, County Administrator

By: \_\_\_\_\_  
Title: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Date: \_\_\_\_\_

DATE: \_\_\_\_\_

Witness: \_\_\_\_\_  
Print Name: \_\_\_\_\_

ATTEST:  
Gwendolyn Marshall, Clerk of Court  
and Comptroller, Leon County, Florida

By: \_\_\_\_\_

APPROVED AS TO FORM:  
Leon County Attorney's Office

By: \_\_\_\_\_  
Herbert W. A. Thiele  
County Attorney



Visit  
Tallahassee

# FY 2020/21 LEGACY EVENT GRANT APPLICATION

## A. Contact Information

FIRST NAME: Kerri LAST NAME: Whitfield  
 EMAIL: kwhitfield@tallahasseeemuseum.org PHONE: (850) 575-8684

## B. Organization Information

ORGANIZATION NAME: Tallahassee Museum  
 ORGANIZATION CONTACT: Kerri Whitfield  
 CONTACT TITLE: Director of Marketing and Membership  
 PHONE: (850) 575-8684  
 ADDRESS: 3945 Museum Drive  
 CITY: Tallahassee STATE: FL ZIP: 32310  
 NON-PROFIT: YES  NO  TAX ID: 590838924  
 INSURANCE PROVIDER: K&K Insurance Group, Inc.

## C. Event Information

EVENT NAME: Market Days  
 EVENT DIRECTOR: Russell S. Daws  
 EVENT LOCATION: North Florida Fairgrounds  
 EVENT EMAIL: Russell S. Daws EVENT PHONE: (850) 576-1636  
 EVENT START DATE: December 5, 2020 EVENT END DATE: December 6, 2020  
 EVENT WEBSITE: https://tallahasseeemuseum.org/marketdays/

## D. Amount Requested

\$ 81,800.00

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation.*

See Addendum regarding new program, Prime Chefs at Market Days along with the program's budget and marketing plan.

## E. Please Attach Event Budget & Marketing Plan

*PDF or Microsoft Word Document format*

Russell S. Daws  
Digitally signed by Russell S. Daws  
 DN: cn=Russell S. Daws, o=Tallahassee Museum, ou=President/CEO,  
 email=rldaws@tallahasseeemuseum.org, c=US  
 Date: 2019.11.01 14:37:54 -0400  
 SIGNATURE

Russell S. Daws  
 PRINT NAME

11/01/2019  
 DATE



### Market Days 2020 Budget

<b>Income:</b>	<b>Amount</b>
Gate Admission	\$120,000
Booth Fees	\$115,000
Misc. Museum Sales	\$13,000
Sponsorship	\$10,000
Proposed TDC Legacy Event Grant	\$46,000
<b>Total Income</b>	<b>\$304,000</b>

<b>Expenses:</b>	
Fairgrounds Rent/Services	\$25,000
Grounds/Tents	\$5,600
Hospitality/Misc.	\$3,400
Security/Traffic Control	\$10,000
Ticket/Sign Printing	\$2,000
Marketing and Publicity	\$73,936
Cost of Misc. Sales	\$2,000
Salaries	\$9,000
<b>Total Expenses</b>	<b>\$130,936</b>

<b>Net Profit/(Loss)</b>	<b>\$173,064</b>
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## Market Days: The Region's Most Treasured Holiday Shopping Tradition

December 5 - 6, 2020. Juried Arts & Crafts Show, for the Tallahassee Museum

### Marketing Plan

#### Target Markets

- 1) Holiday and home-décor shoppers of lower-middle and upper incomes in and near Tallahassee
- 2) Driving shoppers from neighboring regions that include but are not limited to: Albany, Bainbridge, Beachton, Cairo, Cypress Creek, Destin, Dothan, Gainesville, Fort Walton Beach/Shalimar, Gadsden County, Grand Ridge, Gulf Breeze, Jacksonville, Miramar Beach, Niceville/ Bluewater Bay, Ocala, Panama City, Pensacola, Santa Rosa Beach, Tallahassee, The Villages, Tampa, Thomasville, Valdosta, Vernon, Wakulla
- 3) Shoppers from areas of Florida, Georgia, Alabama and parts of Southeast

#### Positioning Statement

For over 52 years, Market Days has been Tallahassee's most treasured holiday shopping tradition, offering high-value, handmade pieces for all budgets, from fine arts to charming stocking stuffers. This is the only juried holiday show of this size in the area.

#### Offering to Customers

Approximately 300 juried artists and crafts makers, including many new vendors not seen at previous shows. Proceeds benefit the area's well-loved Tallahassee Museum.

#### Price Strategy

- Low general admission (\$6 adults)
- Early Bird premium pass (\$25) for two hours of pre-show shopping and other benefits.

#### Sales Strategy

Entice return shoppers with new vendors and old favorites. Earn new shoppers with a focus on quality, holiday gift values, diversity of artists, fun shopping experience, fun group outing, one-stop gift shopping, and added value of benefitting a well-loved museum. Encourage tour groups.

#### Promotion Strategy

Coordinate a consistent message across print, direct mail, social media, internet, website, email, broadcast, digital and outdoor advertising in Tallahassee DMA, and other regional/state target markets listed above.

Partner with TDC, Visit Tallahassee and Visit Florida on advertising and PR that targets drive markets in Florida, Georgia and Alabama.

Garner earned media through local and regional magazines (fall issues) focused on arts and holiday activities.

Develop content campaigns on Market Days website and Museum website, in Museum email blasts (90,000 subscribers), on Market Days Facebook event page, Museum Facebook page (44,000+ followers), Museum Twitter Page (5,725+ followers), Museum Instagram (5,672 followers) and with printed materials, including an eye-catching brochure placed in hotels and relevant local and regional businesses.

Submit event listings on significant sites based in Florida, Georgia and Alabama.

Spread awareness through e-news and online postings made available by organizations who partner with the Museum, such as Network of Young Professionals, Live in Tallahassee, COCA, Southwood *Front Porch News*, and others.

Other

Maximize marketing budget by gaining added value in advertising through media partnerships, including print, TV, radio, outdoor, and online advertisers.

### **Market Days 2020: Advertising Schedule & PR Plan**

The Market Days 2020 marketing plan includes earned media through traditional and social media partnerships that extend the value of our advertising budget by securing complementary advertising in conjunction with media buys. The 2020 strategies also include paid advertisements.

#### **Public relations**

The public relations plan includes news and feature articles in local and regional newspapers, magazines, broadcasts, radio and online publications.

Angles for the public relations strategy include holiday shopping, handmade arts and crafts, profiles of the artists and crafts makers, profiles of Market Days veterans and volunteers, the economic impact on the area, and the event's benefit to the Tallahassee Museum.

Social media campaigns encompass multiple platforms, such as the Tallahassee Museum's website and Market Days site, Twitter, Instagram and Facebook. Layering in digital media tactics, including targeted websites, geofencing, the Museum's E-Newsletter, press releases to the Museum media list and email blasts. Market Days has its own Facebook event page and an updated website. These two entities expand the event's online presence and appeal, its value as a place for finding frequently refreshed marketing information, product photos, and sponsor logos posted in exchange for monetary sponsorships and in-kind support.

## Paid advertising

Anticipated placement of paid advertising for Market Days 2020 features but not limited to the following:

- *Tallahassee Democrat* digital and print ads November 10 - December 5th, promoting Early Bird tickets and main event. Color ads, featuring a highlighted piece of art, plus information about event and sponsors.
- Billboards (November), six in Leon County, six regional, such as Crawfordville, Monticello, Thomasville, Valdosta, Macon, Albany, Cairo, Gainesville, Jacksonville, Dothan, Ocala, the Villages and Panama City.
- Printed brochure distributed to area lodgings, and to culture-and-arts outlets in the region. Features images of selected arts and craft, index of vendors, site map and related information.
- Televisions ads, regional (November).
- WFSU-FM radio ads, regional (November).
- Tallahassee.com online ads (late November through event date).
- USA TODAY targeted digital (mid-November until event).
- Commercial radio ads, Live radio remote on morning of opening day.
- Regional magazines (fall): *Thomasville* magazine. *Dothan Wiregrass*. *Wakulla Area Times*. Possibly Gainesville and Jacksonville, *Emerald Coast*, *South GA Living*..
- Local magazines (fall): *Tallahassee*. *Tallahassee Woman*.
- Posters, banners, signs (September until event).
- Newspaper ads (late November) in: *Albany Herald*, *Bainbridge Post-Searchlight*, *Cairo Messenger*, *Camilla Enterprise*, *Macon Telegraph*, *Madison County Carrier*, *Monticello News*, *Moultrie Observer*, *Northeast/Eastside Chronicles*, *Panama City News Herald*, *Thomasville Times-Enterprise*, *Tifton Gazette*, *Valdosta Daily Times*, *Wakulla News*.
- Facebook sponsored posts and ads (early October until event).
- Internet advertising via Yahoo, Google and others
- Fun4TallyKids

## Market Days 2020: Media Plan Detail

### Print/Local

*Tallahassee Democrat* features – Limelight, Best Bets, Hot Tickets, Living & Arts, *TLH*, *Eastside Chronicles* and *Northeast Chronicles*

*Tallahassee Democrat* display ads –Fall ads in Limelight, Main, and Chronicles. Ad sizes typically will be 16 column inches, in color, promoting Early Bird tickets, products, and main event

*Tallahassee Democrat* tabloid insertion (45,000) – eight-page tabloid to be inserted Wednesday, Nov. 28, throughout circulation area. Over-run of 5,000 to be distributed to local hotels and visitor centers.

*Tallahassee Democrat* one-page insert (50,000) -- color, two sides, distribute on Friday after Thanksgiving and another date

*Tallahassee* magazine

*Home & Design* magazine

*SouthWood Front Porch News*

*Tallahassee Woman* magazine

**Print/Regional**

*Albany Herald (Ga.)*  
*Bainbridge (Ga.) Post-Searchlight*  
*Cairo (Ga.) Messenger*  
*Camilla Enterprise (Ga.)*  
*Florida Monthly magazine*  
*Gadsden County Times (Fla.)*  
*Macon (Ga.) Telegraph*  
*Madison County (Fla.) Carrier*  
*Marketplace, Florida Motorcoach magazine*  
*Monticello (Fla.) News*  
*Moultrie (Ga.) Observer*  
*Panama City (Fla.) News Herald*  
*Pelham Journal (Ga.)*  
*Southwest Georgia Living (Ga.)*  
*Sunday North – Americus and Cordele (Ga.)*  
*Thomasville (Ga.) magazine*  
*Thomasville (Ga.) Times Enterprise*  
*Valdosta (Ga.) Daily Times*  
*Wakulla (Fla.) News*  
*Wiregrass Living magazine (Ga.)*

**Electronic**

[www.tallahassee.com](http://www.tallahassee.com), online ads, including home-page sliding billboard  
[www.marketdays.org](http://www.marketdays.org)  
[www.tallahasseeemuseum.org](http://www.tallahasseeemuseum.org)  
[www.morethananyouthought.com](http://www.morethananyouthought.com)  
[www.visitflorida.com](http://www.visitflorida.com)  
[www.visittallahassee.com](http://www.visittallahassee.com)  
[www.thomasvillega.com](http://www.thomasvillega.com)  
[www.wakulla.com](http://www.wakulla.com)  
[www.tallyvillager.com](http://www.tallyvillager.com)  
[www.tallylife.com](http://www.tallylife.com)  
[www.tallyconnection.com](http://www.tallyconnection.com)

**Museum E-News**

Facebook: Market Days  
 Facebook: Tallahassee Museum  
 Twitter  
 Pinterest  
 E-flyers distributed by Market Days committee members and staff  
 Museum e-blast to nearly 100,000 members and friends  
 COCA e-news  
 Out & About e-news  
 Network of Young Professionals e-news  
 Various other online community calendars throughout the region

**Television (Local/Regional)**

WCTV - Paid schedule and free schedule under terms of partnership

WTHL - Paid schedule

WCTV - In The Spotlight -- Free

WFSU Dimensions – Free

WTXL midday show – Free

WTWC - Paid schedule and free schedule under terms of partnership

ETWC - Paid schedule and free schedule under terms of partnership

WCTV - Moms Everyday

**Radio (Local/Regional)**

Cumulus Broadcasting – Paid schedule, free interview and PSAs, live remote opening day

Clear Channel Broadcasting – Paid schedule and free PSAs

Opus Broadcasting – Paid schedule and free PSAs

WFSU-FM 88.9 (PBS) – Paid schedule and free PSAs

**Radio (Out of Market)**

Dothan, Ala. -- WOOF

Panama City, Fla. – WKGC, WFSY

Valdosta, Ga. – WQPW, WKAA

**Billboards, outdoor advertising**

Regional – Six billboards, in Monticello, Fla., Quincy, Fla., Panama City, Fla., St. George Island, Fla., Thomasville, Ga., Valdosta, Ga.

Local – Six or more boards in Tallahassee/Leon County, including two digital

**Brochures**

Distributed in North Florida, Florida Panhandle, West Florida, and South Georgia

**Flyers and Direct Mail Pieces**

Thousands of printed flyers distributed in North Florida and South Georgia

**Press Releases**

Press releases sent to 80+ media outlets and organizations throughout the state and region

**Marquees**

Free publicity from area businesses and organizations, including Tallahassee Community College and North Florida Fairgrounds

<b>Vendor</b>	<b>Type</b>	<b>Total</b>
Albany Herald	OOM Print	\$1,000
Black Crow Valdosta	OOM Radio	\$1,000
Cumulous Star 98	Radio	\$1,500
Emerald Coast Magazine	Print	\$1,555
Facebook (both In and out of market)	Social Media	\$20,000
Gadsden Co Times	Print/Digital	\$800
Graphic Design		\$200
Lamar (in market) Billboard	Billboard	\$4,000
Lamar (out of market) Billboard	OOM Billboard	\$4,000
Lamar Digital Campaign	Digital	\$4,000
Monticello News	OOM Print	\$605
NBC/WTWC-40	OOM ONLINE	\$500
Panama City News Herald	OOM PRINT	\$1,000
Photographer	Photos	\$300
Postcard mail prep	Direct Mail/Print	\$400
Postcard Flyer Print (OOM & IM)	Direct Mail/Print	\$500
Postcard Postage (In market)	Postage	\$250
Postcard postage (out of market)	Postage	\$500
Rose City Outdoor	Billboard	\$2,500
Southwest GA Living	OOM Print	\$1,516
Tallahassee Democrat	Tabloid	\$5,500
Tallahassee Magazine	Print/Online	\$1,555
Tallahassee Woman Magazine	Print/Online	\$1,905
Thomasville/Valdosta Times	OOM Print	\$1,620
Wakulla News	OOM print	\$500
WCTV	TV/Digital	\$3,000
WCTV ALBANY WSWG	OOM TV	\$1,940
WFSU and PC	RADIO/TV	\$2,000
WSWG Moultrie	TV/Digital	\$500
Wiregrass Living	OOM Print	\$1,190
WQPW, WKAA and WXHT Valdosta	Broadcast	\$1,800
WTLH	TV	\$1,000
WTVY-FM, No.1 country in Dothan	OOM RADIO	\$1,500
WTWC/ETWC	TV/Digital	\$2,000
WTXL	TV/Digital	\$1,800
<b>TOTAL</b>		<b>\$73,936</b>

## Prime Chefs Add New Spice to Market Days

An addendum to the Tallahassee Museum's 2020 Market Days Legacy Grant Application

The Tallahassee Museum's annual Market Days has been a community holiday shopping tradition for over 50 years. Recognized as one of the Southeast's largest and finest arts and crafts shows, Market Days annually attracts 15,000 – 20,000 visitors each year with approximately 30% of these visitors originating from outside of Leon County. Market Days annually contributes over \$3 million dollars in economic impact and \$2 million dollars of direct spend to Leon County.

The Tallahassee Museum seeks to add a new program element to Market Days 2020 in an effort to further diversify its core audience, increase its attendance and number of bed nights, and give added incentives for past Market Days shoppers to return once again.

Given that the majority of Market Days shoppers are women, the new proposed program seeks to appeal to the additional interests of our shoppers as well as be compatible with Market Days' mission and the types of arts and crafts featured.

The proposed program, in partnership with the Florida Restaurant and Lodging Association, will feature the culinary expertise of 8-10 top chefs from the Tallahassee region, parts of Florida and the Southeast. These top chefs will showcase their cooking skills and knowledge every hour throughout Market Days with 30 minute cooking demonstrations and 15 minute conversations with Market Days shoppers. Chefs with cookbooks may also allow time for book sales and autographs.

Examples of the chefs that will be under consideration include:

Art Smith: celebrity chef for former Florida governors Bob Graham and Jeb Bush and until 2007 was personal chef to Oprah Winfrey. His expertise is Southern cuisine.

Chef A: Jason Schiess: owner and chef at Great Southern Café in Seaside, Florida and former private chef to FSU President and First Lady Wetherell and catering director for the 2008 Beijing Olympics in China.

Chef B: Jason Bruner: Executive Chef of 1801 Grille in Columbia, SC and Food Network star, Jason Bruner developed his passion for cooking at a young age, dating back to his years growing up in Plaquemines Parish just outside of New Orleans, Louisiana.

Chef C: Jim Shirley: In 1995, Jim opened his first restaurant in Pensacola, Madison's Diner (named after his daughter Madison), the Screaming Coyote in 1997, and The Fish House in 1998. Following these successes, he launched Seaside's Great Southern Café, The Meltdown on 30A, The Bay, 45 Central Wine & Sushi, and Baytowne Provisions. His style of cooking is one that he calls Modern Southern Cuisine.

Chef D: Nick Murray: Sous Chef at Beaker & Gray, Miami/Fort Lauderdale Area

Chef E: Frank Taylor: Celebrity Chef and owner, Frank Taylor of Global Grill in Pensacola, FL is dedicated to working with fresh Gulf seafood, from snapper to tripletail.

Chef F: Irv Miller: Author and Founding Executive Chef at Jackson's Steakhouse, Pensacola, Florida, Chef Miller's recipes and articles have been included in CNN's On the Menu, Bon Appetit, Food Arts, Food and Wine, Florida Trend, Florida Living; Birmingham's Portico, Southern Living, Atlanta magazines and Emeril's Florida cooking show.

Chef G: Brian Knepper: Executive Chef at Savour Restaurant, Chef Knepper got his start at the famous Commander's Palace in New Orleans and has since worked at Tallahassee's Cypress Restaurant, Governor's Inn and Table 23.

Chef H: David Gwynn: Chef Gwynn, owner and chef at Tallahassee's Cypress Restaurant graduated from the prestigious Culinary Institute of America, during which time he apprenticed at regionally acclaimed Criolla's in Grayton Beach. Two days after graduation, David began working through the ranks of nationally recognized Chef Dean Fearing's kitchen at the Mansion on Turtle Creek in Dallas, Texas. Chef Gwynn and his wife, Elizabeth, are also owners of the acclaimed new restaurant, Il Lusso.

Chef I: Katie Spetman: Executive Chef at The Florida Governor's Mansion and formerly chef at Table 23, the Front Porch and Sous Chef at Cafe Zuzu at Hotel Valley Ho, Scottsdale, AZ. and holds a Culinary Arts degree from Le Cordon Bleu.

In addition to promoting the new Prime Chef's program as part of Market Days normal promotional effort (see 2020 Market Days Legacy Grant Marketing Plan), the Prime Chefs program will also be independently promoted through media channels appealing specifically to those with culinary and food interests as well as promotional efforts within each of the chef's home communities. Supplementing the Museum's own marketing efforts, the Florida Restaurant and Lodging Association will promote the Prime Chefs program and Market Days through their own marketing channels.



## 2020 Market Days Legacy Grant Addendum

### Prime Chefs Budget

#### INCOME

Additional Market Days Gate Admission Revenue**	\$12,000.00
Additional Cash Sponsorship Support**	\$ 5,000.00
Proposed TDC Legacy Event Grant	\$35,400.00
<b>TOTAL</b>	<b>\$52,400.00</b>

\*\* Income in addition to the income contained within the Market Days 2020 Legacy Grant Application

#### EXPENSES

Chef Talent (including talent fees, travel and accommodations)	\$11,500.00
Stage:	\$ 500.00
Decorations:	\$ 500.00
Cooking Equipment:	\$ 2,500.00
AV/Production:	\$ 2,500.00
FRLA Professional Services Fee (recruitment, selection contracting and coordination with talent, all set-up and coordination of brunch and cooking demonstrations, equipment coordination and securement):	\$ 8,000.00
Ice:	\$ 500.00
Electricity:	\$ 1,000.00
Marketing	\$ 5,800.00
Contingency	\$ 3,000.00
<b>Total</b>	<b>\$35,800.00*</b>

\*The Museum will allocate \$8,950 of the Gate Admission Revenue from this program for its 25% cash match for this Legacy Grant Addendum.

## 2020 Market Days Legacy Grant Addendum

### Prime Chefs Marketing Plan

One of the major benefits of adding the new Prime Chefs program element is the opportunity to expose Market Days to a new, extended audience. It begins by marketing to food/culinary fans who share a commonality in this affinity/interest category and then offers room for Market Days brand growth and awareness.

The Prime Chefs promotional strategy aligns and intersects with, but also extends the overall Market Days marketing plan (See Market Days 2020 Marketing Plan in Legacy Grant Application). It will carry a consistent, concise message across multiple platforms, including social media, internet, website, email, broadcast, digital and outdoor advertising in regional/state targeted market.

The Prime Chefs portion of our marketing plan includes earned media through traditional and social media partnerships that extend the value of our advertising budget by securing complementary advertising in conjunction with media buys. The 2020 strategies also include paid advertisements.

Anticipated placement of paid advertising for the Prime Chefs addendum to the Market Days 2020 Legacy Grant Application features but are not limited to, the following:

- I HeartMedia digital and radio campaigns
- Xfinity Cable television ads as well as digital targeting, I.E. Food Network
- Sinclair Media television ads as well as digital targeting
- Social Media paid content campaigns across all platforms

The public relations plan includes news, on-air Chef segments and feature articles in regional newspapers, magazines, broadcasts, radio and online publications. Promoting participating Chefs in their DMA as well as utilizing their video content and social media channels.

We will maximize event exposure with existing media partners by developing content campaigns via the Market Days website, leveraging relationships such as FRLA and WFSU and utilizing Museum and partner email blasts. Additionally, we will cross-promoting on social media platforms, event calendars, e-news and online postings through organizations that partner with and support the Museum. These tactics will maximize our budget by gaining added value in advertising through media partnerships.

Social media campaigns encompass multiple platforms, such as the Tallahassee Museum's website and Market Days site, Twitter, Instagram and Facebook. Layering in digital media tactics, including targeted websites, geo-fencing, the Museum's E-Newsletter, press releases to the Museum media list and email blasts. Market Days has its own Facebook event page and an updated website. These two entities expand the event's online presence, reach, frequency and appeal, its value as a place for finding frequently refreshed marketing information, product photos, and sponsor logos posted in exchange for monetary sponsorships and in-kind support.

#### Prime Chef's Marketing Budget

Xfinity Cable - Broadcast and Digital	\$2,000.00
Sinclair Media - Broadcast and Digital	\$2,000.00
Social Media	\$ 800.00
I HeartMedia - Radio and Digital	\$1,000.00
<b>TOTAL</b>	<b>\$5,800.00</b>

Leon County Division of Tourism



2020 Legacy Event  
Grant Program  
(Policies & Procedures)

June 18, 2019

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- I. Introduction
- II. Definition
- III. Statement of Policies
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- V. Anticipated Award Timeline
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## Leon County Legacy Event Grant Program

### I. INTRODUCTION

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

Currently, the Division of Tourism annually administers and budgets funds for five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community. Funding will be consistent with 2019 grant award amounts, with an award ceiling of \$100,000 in annual support for each event. Award funding above the 2019 grant amount, up to \$100,000, may be considered with demonstration of significant new/additional program elements or increased event duration. Negotiation for increased award funding will take place during contract development. Three-year contracts for each Legacy Event will be implemented with mutually agreed upon goals and deliverables that will be reviewed annually. The contract will have financial consequences for not obtaining event goals and deliverables and will allow for variances as a result of acts of God (i.e. weather). Contracts will be presented to the TDC and the Board of County Commissioners for approval.

For clarification, Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) and are designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

### II. DEFINITION

A Legacy Event is:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.

2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. A large-scale event or tournament that increases the visibility of Tallahassee/Leon County in state, national, and international media and elevates awareness of tourism's contribution to the local economy with the local media.
5. A large-scale event, festival or tournament that is recognized as synonymous with Tallahassee/Leon County.

### **III. STATEMENT OF POLICIES**

1. Grant funds are intended to supplement the organization's budget.
2. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Hotels secured for the event must be located within Leon County.
4. Grantee's budget must reflect at least a 25% dollar-for-dollar cash match (donated in-kind services will not be allowed) to the requested grant amount. Grantees will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Leon County Tourism staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. Each year's performance will be evaluated against the established criteria and historic precedent.
8. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
9. Any funds granted will be subject to audit by the Leon County Auditor.
10. Event must take place between October 1 and September 30, of the

upcoming fiscal year.

11. Grantee must provide a marketing/promotions plan.
12. Grantee must provide a detailed event budget indicating matching funds.
13. Indemnification: Grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:

(a) Except as otherwise provided herein below, the Grantee shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the grantee is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (a) above shall apply to such Grantee only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such Grantee's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the Grantee shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the Grantee has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

14. The combined Leon County/Visit Tallahassee logo must be included on all

printed and online advertisements and promotional materials for the event. For example: banners, signs, t-shirts, programs, brochures, event website or social media page, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

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



15. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism.
16. Allowable expenses shall include:
  - Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast, at a minimum, with potential to drive overnight visitation.
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Grantees are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Tourism office and will not



be allowed without written approval from staff PRIOR to the event.

17. Unallowable expenses include:

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

#### IV. PROCEDURES

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

#### V. ANTICIPATED LEGACY EVENT GRANT TIMELINE

**July 19, 2019** – Legacy application and supporting documents due to Tourism

**August 16, 2019** – Staff to conduct meeting with each event organizer to review/discuss elements of draft contract

**September 12, 2019** - TDC Meeting to review deliverables in contracts

**September 24, 2019** – BOCC Meeting to approve Legacy Events contracts

## **VI. POST-EVENT REPORT**

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

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

1. The names of contracted hotels used for participants and spectators.
2. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
3. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
4. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
5. A post-event budget showing revenues and expenses.
6. Upon receipt of the post-event report, Leon County Tourism will process the check request for the approved grant amount.

## **VII. CONCLUSION**

For questions or more information regarding the application process, contract, and post-event reporting please contact Terri Messler, Grant Manager at (850) 606-2331 or [messlert@leoncountyfl.gov](mailto:messlert@leoncountyfl.gov)

## GRANT FUNDING AGREEMENT

This Agreement is made and entered into this \_\_\_\_\_ day of November, 2019, by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, aka Visit Tallahassee, (hereinafter referred to as “Tourism”) and LeMoyne Art Foundation, Inc., (hereinafter referred to as “Grantee”).

### RECITALS

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council (TDC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

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

**WHEREAS**, the Grantee is either a governmental, civic, private, or not-for-profit organization; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

**I. Services to be Provided – Scope of Work (SOW)**

- A. Grantee shall provide an Application, Marketing Plan and Budget outlining those activities and scope of work (SOW) for the Springtime Tallahassee Festival event identified in the Grant Funding Request Application submitted on October 20, 2019, in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below. An updated or new Application, Marketing Plan and Budget is required to be submitted each year and attached each subsequent year as an addendum. Additional documentation may also be requested.
- B. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- C. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- D. Grantee acknowledges Tourism will direct the County’s marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

**II. Budget and Grant Funds Distribution**

- A. Tourism agrees to provide grant support funding (level determined and approved by the Leon County Tourist Development Council (TDC) and the Leon County Board of County Commissioners (BOCC) award ceiling up to the amount of \$100,00.00 for those activities provided by Grantee under this Agreement.
- B. Annual funding requests remaining at FY2020 level will be reviewed and approved by the TDC and addendums will be executed by Tourism staff. Annual funding requests above the awarded above FY2020 amount shall be reviewed as approved as follows:
  - 1. For a requested funding increase up to 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and the County Administrator or his designee to execute annual addendums.

2. For a requested funding increase over 20% above FY 2020 funding level (not to exceed the \$100,000 award ceiling), proposals require review and approval by the TDC and BOCC to execute annual addendums.
- C. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission of a post-event report by the Grantee.
- D. Upon completion of the event and submission of the complete post-event report, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- E. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause.

### **III. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

### **IV. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo must be included on printed, broadcast, social and/or digital online advertisements, including all promotional materials, developed for the event, and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by Tourism **PRIOR** to distribution to ensure that the combined Leon County/Visit Tallahassee logo appears properly. Logos can be accessed at: [www.visittallahassee.com/industry/visit-tallahassee-logos/](http://www.visittallahassee.com/industry/visit-tallahassee-logos/)



- C. All applications and post-event reports, as required hereunder, shall be submitted electronically via the online grant system at [www.visittallahassee.com/grants](http://www.visittallahassee.com/grants). For grant system concerns or questions please contact Terri Messler at 850-606-2331 or [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee: Kelly Dozier, President  
LeMoyne Art Foundation, Inc.  
Address: 125 North Gadsden Street  
Tallahassee, FL 32301  
Phone: 850-544-6399  
Email: [kelly@morethanbuildings.com](mailto:kelly@morethanbuildings.com)

Notice to Tourism : Terri Messler  
Leon County Division of Tourism  
Address: 106 E. Jefferson Street  
Tallahassee, FL 32301  
Phone: 850-606-2331  
Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a post-event report to Tourism of all activities provided and estimated room nights and in accordance to the published Guidelines of the Legacy Grant Program (Exhibit B Attached).

**V. Termination**

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section IV. C. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon

not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section IV.C. hereof. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed.

- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

## **VI. Audits and Records**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.
- B. Prior to the end of the Agreement Term, September 30, 2020, the Grantee shall submit a post-event report of expenditures to Tourism for the entire contract period, documenting the details of each expenditure made and Service provided hereunder.
- C. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- D. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- E. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- F. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- G. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel,

financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of three (3) years from the date of Termination or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**VII. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.
- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds.

**VIII. Term**

The Effective date of this Agreement shall commence on October 1, 2019, or on the date on which the Agreement is signed by the last Party, and shall terminate on September 30, 2023. An updated or new Application, Marketing Plan and Budget is required to be submitted each year. Additional documentation may also be requested. These documents are included in Exhibit A attached to this Agreement.

**IX. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.



- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.
- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a "Force Majeure Event" which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney's fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.
- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism, in each

instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.

- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for a period of 36 months from the date of being placed on the convicted vendor list.
- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, handicap, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.

- S. Indemnity. The Grantee agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of the County.
- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Public Records. The Grantee shall:
1. Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service.
  2. Provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
  3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
  4. Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.
- V. Comply with public records access requirements set forth in section 119.0701(2), Florida Statutes, including the obligation to:
1. Keep and maintain public records required by the County to perform the Services required under this Agreement.

2. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Term of this Agreement and following termination of the Agreement if the Grantee does not transfer the records to the County.
4. Upon termination of the Agreement, transfer, at no cost, to the County all public records in possession of the Grantee or keep and maintain public records required by the County to perform the Services required hereunder. If the Grantee transfers all public records to the County upon termination of the Agreement, the Grantee shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Grantee keeps and maintains public records upon termination of the Agreement, the Grantee shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County, upon request from the County's custodian of public records, in a format that is compatible with the information technology systems of the County.
5. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS at 850-606-2300, [postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov), 106 East Jefferson Street Tallahassee, FL 32301.**

W. Sovereign Immunity

Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.

WHERETO, the Parties have set their hands and seals effective the date whereon the last Party executes this Agreement.

LEON COUNTY, FLORIDA

GRANTEE

BY: \_\_\_\_\_  
Vincent S. Long, County Administrator

By: \_\_\_\_\_  
Title: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_

DATE: \_\_\_\_\_

Print Name: \_\_\_\_\_

ATTEST:  
Gwendolyn Marshall, Clerk of Court  
and Comptroller, Leon County, Florida

By: \_\_\_\_\_

APPROVED AS TO FORM:  
Leon County Attorney's Office

By: \_\_\_\_\_  
Herbert W. A. Thiele  
County Attorney



Visit  
Tallahassee

# FY 2019/20 LEGACY EVENT GRANT APPLICATION

## A. Contact Information

FIRST NAME: Powell  
 LAST NAME: Kreis  
 EMAIL: powell@lemoyne.org  
 PHONE: 850-445-6367

## B. Organization Information

ORGANIZATION NAME: LeMoyné Art Foundation Inc  
 ORGANIZATION CONTACT: Powell Kreis  
 CONTACT TITLE: Festival Manager  
 PHONE: 850-445-6367  
 ADDRESS: 125 N Gadsden St.  
 CITY: Tallahassee STATE: FL ZIP: 32301  
 NON-PROFIT: YES  NO  TAX ID: 59-6166275  
 INSURANCE PROVIDER: Earl Bacon Agency

## C. Event Information

EVENT NAME: Chain of Parks Art Festival  
 EVENT DIRECTOR: Kelly Dozier  
 EVENT LOCATION: Downtown Tallahassee Chain of Parks  
 EVENT EMAIL: chainofparks@lemoyne.org EVENT PHONE: 850-445-6367  
 EVENT START DATE: 4/18/20 EVENT END DATE: 4/19/20  
 EVENT WEBSITE: https://chainofparks.org/

## D. Amount Requested 56,295

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation.*

34,000 + 22,295 for Chalk Art Program

## E. Please Attach Event Budget & Marketing Plan

PDF or Microsoft Word Document format

SIGNATURE

Powell Kreis

PRINT NAME

10/29/19

DATE





**Chain of Parks**  
**ART FESTIVAL**



*Visit*  
**Tallahassee**  
A Division of Leon County

*April 18th & 19th*

# Chain of Parks Chalk Art Proposal



# Proposal:

The Chain of Parks Art Festival (CoP) would like to feature a new program for our 20th anniversary, April 18th & 19th, 2020, showcasing talented chalk artists from around the nation. Our goal is to have 4 artists stationed throughout the park to create unique works of art centered around a Florida theme (nature, historical figures, etc).

The artists will have all weekend to create their pieces, allowing visitors of the festival to watch them work. This is a fun, interactive artistic experience that will draw a crowd and make for some post-worthy photos. This chalk art initiative will add a new colorful landscape to the park and bring in out of town visitors to see these noteworthy artists.

Chalk art festivals have gained in popularity over the last few years – over 50 festivals occurred around the nation in 2019, 19 of which were in Florida. Our research shows that these chalk art festival can range from 35,000-100k+ visitors. Arthaus Street Painting Festival (Port Orange, FL) has over 35,000 visitors, while the Lake Worth Street Painting Festival (Lake Worth, FL) & the Chalktoberfest (Marietta, GA) boast attendance of 100,000 visitors each year.

The CoP currently has an average of 42,000 visitors during the festival weekend. We believe we can increase our out-of-town attendance by 3-5% with exciting marketing around this new chalk art program.

The CoP is focusing on artists that have social media followers of 1,500+ that have relevant experience and a strong portfolio of work. These artists will be coming from all over the country so they will require travel and lodging expenses, materials and hourly compensation for their work.

The following document includes a proposed budget, a map with ideal chalk art locations, and six artists we have identified as candidates, four will be selected. Once we have an approved budget, we can invite four artists and secure their involvement.



# Budget: updated 10/9/19

Artist Fee:	Travel expenses:	Materials:	CoP Expenses:	Total =
\$7,000	\$8,000	\$800	\$6,495	<b>\$22,295</b>
<i>-4 artists total</i>	<ul style="list-style-type: none"> <li><i>-Flights</i></li> <li><i>-Lodging</i></li> <li><i>-Food</i></li> <li><i>-Transportation</i></li> </ul>	<ul style="list-style-type: none"> <li><i>-Chalk/ Pastels</i></li> <li><i>-Blending tools &amp; tape</i></li> <li><i>-Tent with additional supplies</i></li> </ul>	<ul style="list-style-type: none"> <li><i>-Marketing to get the word out</i></li> <li><i>-See marketing agreement with Rowland Publishing on the next page.</i></li> </ul>	



2020 Media Sponsorship Proposal - Revised  
**Lemoyne Art Chain of Parks Art Festival**  
 Event Date: April 2020

October 14, 2019

	Size	Value	Cost
<b>Tallahassee Magazine</b>			
March/April '20	Best Bet	\$1,095	
July/Aug '20	Social Studies	\$1,665	
<b>Emerald Coast Magazine</b>			
Feb/Mar '20	Full page Native	\$2,705	\$2,640
Feb/Mar '20	Regional Best Bet	\$1,095	
<b>850 Business Magazine</b>			
Spring 2020	Full page Native	\$3,555	\$3,555
<b>EmeraldCoastMagazine.com</b>			
Feb 2020 published date	Native Digital	\$3,995	
<b>850BusinessMagazine.com</b>			
March 2020 published date	Native Digital	\$3,995	

**Chalk Artist Campaign** \$5,000  
 Round trip flight in the continental USA to Tallahassee  
 Incorporate Chalk Artist into special campaign  
 Rowland Publishing, Inc. to cover this experience and art through online article  
 Article shared through our digital and social platforms  
 TBD- Incorporate Tallahassee Magazine Cover into a chalk experience for community to participate in

Digital/Social/online:	Cost
• Best Bet Calendar Listing on TallahasseeMagazine.com for issued months	\$2,190
• Best Bet Calendar Listing on EmeraldCoastMagazine.com for issued months	\$2,190
• Online advertisement on TallahasseeMagazine.com from February-April	\$3,300
• Online advertisements on EmeraldCoastMagazine.com from February-April	\$3,300
• Two Facebook announcements on Tallahassee Magazine page	\$700
• Two Twitter announcements on Tallahassee Magazine page	\$160
• Two Instagram announcements on Tallahassee Magazine page	\$160

Total Value: \$35,105

**TOTAL COST TO LEMOYNE ART: \$6,495**

Total Trade Advertising from RPI: \$28,610

- Tallahassee Magazine to receive:**
- Benefits deemed appropriate for sponsorship level
  - Exclusive coverage and incorporation with Chalk Artist campaign- details TBD

**CONTACT for Lemoyne Art**  
 Kelly Dozier  
 Kelly@morethanbuildings.com  
 (850) 544-6399

**CONTACT for Rowland Publishing**  
 Jarvis Ogden, Integrated Marketing Coordinator  
 jogden@rowlandpublishing.com  
 (850) 878-0554

Dan Parisi, Dir. Of New Business-Eastern Division  
[Dparisi@rowlandpublishing.com](mailto:Dparisi@rowlandpublishing.com)  
 (850) 510-5841

McKenzie Burleigh- VP/Corp. Dev.  
[mburleigh@rowlandpublishing.com](mailto:mburleigh@rowlandpublishing.com)  
 (801) 859-7173

Blue circles can be chalk art locations



# Chalk art festival research images:



# Artist: Adry Del Rocio

<https://www.instagram.com/adrydelrocio/>

21.1k Instagram followers

<https://www.adrydelrocio.art/>

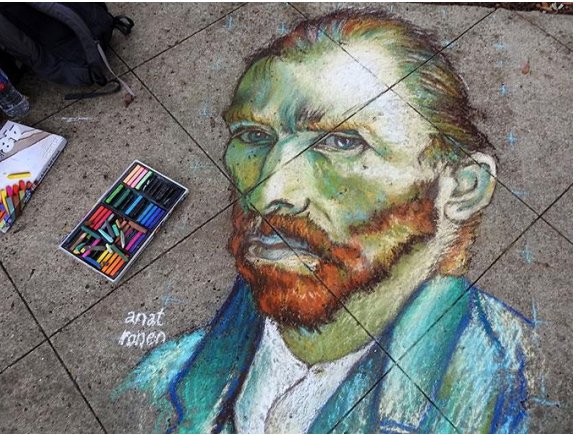


# Artist: Anat Ronen

<https://www.instagram.com/anatronen1971/>

[12.9k Instagram followers](https://www.instagram.com/anatronen1971/)

<http://www.anatronen.com/>



# Artist: Ever Galvez:

<https://www.instagram.com/evergalvez/>

[2,672 Instagram followers](#)

[www.evergalvez.com](http://www.evergalvez.com)



# Artist: Jolene Russell

<https://www.instagram.com/joleneroserussell/>

[3,215 followers](#)

[www.jolenerussell.com](http://www.jolenerussell.com)



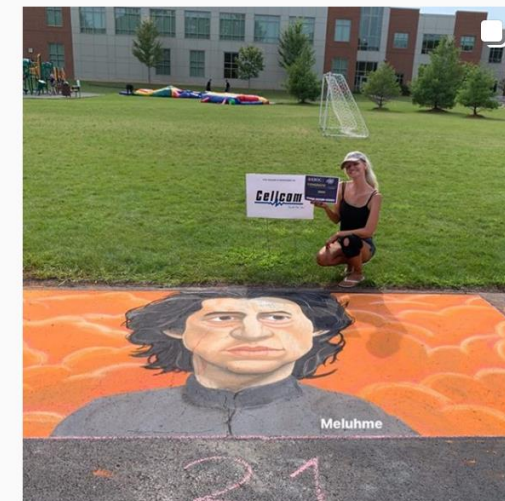


# Artist: Samantha

<https://www.instagram.com/meluhme/>

[37.8k followers](#)

<https://www.meluhme.com/>



# Artist: Jeff Pilkinton

<https://www.instagram.com/jeffpilkinton/>

[1,555 followers](#)

<https://jeffpilkinton.com/>





## LeMoyne's 2020 Chain of Parks Art Festival PR & Marketing Plan

### **Goal:**

- A. Chain of Parks Art Festival known as North Florida and South Georgia's premier art festival.

### **Target Audiences:**

- A. **Primary Target Audiences**
  - Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama
- B. **Secondary Target Audiences**
  - Potential Donors/Sponsors
  - Regional Art Lovers
  - Media
  - Social Media

### **Objectives:**

#### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. To increase attendance of Chain of Parks Art Festival to 45,000 attendees by April 2020;
- B. To increase attendance from outside counties in Florida, Georgia, and Alabama by 5 percent by April 2020; and
- C. To maximize the exposure of our ranking in Sunshine Artist Magazine's Top 100 Fine Art Festivals for 5 years running.

#### **Potential Donors/Sponsors**

- A. Retain 90 percent of last year's sponsors;
- B. Fill all available sponsorship opportunities by February 2020; and
- C. Raise \$5,000 more than last year by April 2020 to support LeMoyne exhibitions and art education.

#### **Regional Art Lovers**

- A. Same objectives as Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama

#### **Media**

- A. To increase media coverage of the Chain of Parks Art Festival by April 2020 to include:
  1. Three (3) articles in one local major newspaper;
  2. Two (2) articles in one local small/minority newspaper;
  3. Four (4) mentions in surrounding county newspapers;
  4. Interview on two (2) local television stations;
  5. Interview on two (2) local radio stations;



## Chain of Parks ART FESTIVAL

6. Online postings on twelve (12) or more community calendars;
7. Event information on twenty-five (25) or more marquees/digital signs in Tallahassee;
8. An article in two (2) magazines;
9. Eight (8) magazine or program ads targeted at Tallahassee residents; and
10. Ads and PSAs run on seven (7) radio stations and two (2) TV stations.
11. NEW: feature chalk artist with interview, sample video and overall promotions.

### **Social Media**

- A. Increase Facebook “likes” to over 5,000 through activity and promotions by April 2020;
- B. Increase reach to 25-40 age demographic by April 2020;
- C. Increase focus with four (4) posts on minority artists, vendors, or entertainers and with posts about activities in The Village by April 2020;
- D. Post at least twenty (20) artist videos on our social media page(s) by April 2020; and,
- E. Post at least five (5) postings to promote the Saturday Evening Concert.
- F. Feature chalk artists that have large social media followings.

### **Key Messages:**

- A. Chain of Parks Art Festival is ranked in Sunshine Artist Magazine’s Top 100 fine art festivals the nation for five years running, including #1 in 2017 and #5 in 2018;
- B. Chain of Parks Art Festival is North Florida and South Georgia’s premier outdoor fine art festival;
- C. Visitors can view and purchase unique creations from more than 170 fine artists from throughout the country;
- D. Enjoy live musical performances from the area’s finest musicians;
- E. Saturday Evening concert from 5pm – 7pm with live music under the century-old trees of downtown Tallahassee;
- F. Jacques LeMoyne History Experience at the festival;
- G. Partnership with FSU’s Opening Nights to present a Thursday evening visual arts educational program providing opportunities to expand the perceptions of the power of the visual arts through engaging and entertaining speakers and presenters;
- H. Chain of Parks Art Festival continues to “Go Green” for the 5<sup>th</sup> year in 2020; and
- I. Chain of Parks Art Festival introduces new Chalk Art program.
- J. There is something for everyone at Chain of Parks Art Festival. You may be surprised how affordable an original piece of artwork can be!

### **Planning-Strategy:**

#### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. Educate the community about LeMoyne Arts and Chain of Parks Art Festival; and
- B. Continue an online/social media presence with information on LeMoyne and Chain of Parks Art Festival.



### **Potential Donors/Sponsors**

- A. Inform our sponsors of the level of promotion for Chain of Parks Art Festival and their return on investment (ROI); and
- B. Share our appreciation to our sponsors for their support.

### **Regional Art Lovers**

- A. Increase awareness about LeMoyne and Chain of Parks Art Festival as a Fine Art Festival focused on Quality Art and Educational Opportunities; and
- B. Continue an online/social media presence with information on LeMoyne and Chain of Parks Art Festival.

### **Media**

- A. Build relationships with the local and surrounding area media outlets, with a particular focus on North Florida, South Georgia, and Alabama.

### **Social Media**

- A. Increase awareness, posts, ads and demographic reach via social media.

### **Implementation-Tactics:**

#### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. Reach out to Visit Tallahassee and Visit Florida marketing teams to assist in marketing the festival;
- B. Update Chain of Parks Art Festival website;
- C. Post a link and information about Chain of Parks Art Festival on LeMoyne's website;
- D. Update Chain of Parks Art Festival Facebook, Instagram and Twitter pages;
- E. Post Chain of Parks Art Festival videos on website and social media platforms;
- F. Post festival photos on the website and festival's social media platforms;
- G. Begin a social media countdown two weeks before the festival;
- H. Work with FSU's Opening Nights to promote the festival and the new Thursday evening educational event through their channels;
- I. Ask all Chain of Parks committee members and LeMoyne board members to "like" the Chain of Parks Facebook, Instagram and Twitter pages and encourage them to write a review;
- J. Run a Facebook "Sponsored Story" to help increase traffic to the page;
- K. Engage past participants by asking them to write about their favorite artists from past events, post photos of art they have purchased, etc. on Facebook;
- L. Ask all Chain of Parks committee members and LeMoyne board members to "follow" the Chain of Parks Twitter page and encourage them to retweet;
- M. Create Flyers/Posters/Save the Date postcards about Chain of Parks Art Festival that can be emailed and mailed to members, interested participants and dropped off at local businesses;
- N. Use LeMoyne's email list serve to promote Chain of Parks Art Festival;



## Chain of Parks ART FESTIVAL

- O. Create a list of local businesses and have volunteers post the Chain of Parks Art Festival save the date postcards/posters;
- P. Distribute Chain of Parks Art Festival postcards during Springtime Tallahassee;
- Q. Distribute Chain of Parks Art Festival postcards during Food Truck Thursdays in March and April;
- R. Update Marquee list and contact business owners to promote Chain of Parks Art Festival on their marquees/digital boards;
- S. Include information about Chain of Parks Art Festival in First Friday announcements and events;
- T. Include information about Chain of Parks Art Festival in LeMoyne's 2020 first quarter issue of the newsletter;
- U. Post Chain of Parks Art Festival event on local online event/community calendars;
- V. Hang up to 40 light post banners in downtown Tallahassee 30 days prior to the festival; and,
- W. Create human interest stories about artists, planning committee and long-time supporters of the festival to post on social media or in local media.

### Potential Donors/Sponsors

- A. Have a dedicated page on the website that lists all the sponsors and levels, along with their logo and link to their website;
- B. Promote main sponsor(s) on all printed materials;
- C. Prominently display sponsors in Chain of Parks Art Festival magazine and throughout the festival;
- D. Have sponsor logos on television ads; and
- E. Each time we get a new sponsor, announce and tag them on Facebook and Twitter (as a thank you).

### Regional Art Lovers

- A. Create a list of art, seafood, jazz and other types of festivals in March and April in surrounding counties that are within an hour driving distance;
- B. Distribute Chain of Parks Art Festival postcards to participants at art, seafood, jazz and other types of festivals in surrounding counties that are within an hour driving distance; and
- C. Identify Urban Areas within 5 hours drive of Tallahassee and promote the festival through cultural outlets in those areas.

### Media

- A. Update media contact list;
- B. Create a press kit: press release, media advisory, fact sheet, bios of the feature artist(s), artist headshot, feature story and editorial ideas one-pager, contact us sheet, etc.;
- C. Set-up ad and billboard placements;
- D. Set-up television and radio PSAs;
- E. Set-up television interviews with WCTV, WTXL and WFSU (Local Routes);



## Chain of Parks ART FESTIVAL

- F. Set-up radio and television PSAs with WCTV, WFSU radio, WFSG and Cumulus Broadcasting;
- G. Set-up radio interviews with WFSU, Cumulus and 97.9 “Tallahassee Talks”;
- H. Renew agreement with Georgia Public Broadcasting for the 2020 festival;
- I. Research costs and/or free PSA airings with Alabama’s Public Access television stations;
- J. Contact marquee/digital board list of businesses to request having Chain of Parks Art Festival information posted again;
- K. Send articles and editorial ideas on Chain of Parks Art Festival to media contact list and featured artists to the newspapers in the Big Bend Area and surrounding counties; and
- L. Post Chain of Parks Art Festival information on all “Community Calendars” (WCTV, WTXL, FOX, Capital Outlook, COCA, Tallahassee Democrat, FAMUAN, FSView, Tallahassee Grapevine, Visit Tallahassee, Tallahassee Magazine, 850 Magazine, Greater Tallahassee Chamber of Commerce, Access Tallahassee, etc.).

### Social Media

- A. Promote “Jacques Le Moyne” encampment (costumed interpreters demonstrating experiences of the first known European artist to sketch native Florida, Jacques Le Moyne) by having young professionals use our hashtag and post photos;
- B. Promote “BeTheArt” photo opportunities by having young professionals use our hashtag and post photos;
- C. Promote the Saturday Evening Concert and other entertainers performing throughout the weekend;
- D. Promote the Thursday evening event, presented in partnership with FSU’s Opening Nights, providing opportunities to expand the perceptions of the power of the visual arts through engaging and entertaining speakers and presenters who represent the visual arts industry;
- E. Promote “Going Green” initiative by having young professionals use our hashtag and post photos;
- F. Post on Facebook 4 times a week;
- G. Post on Instagram 3 times a week;
- H. Post on Twitter daily;
- I. Highlight ten (10) or more artist videos identifying themselves and their art;
- J. Highlight “The Village,” children’s art programs and activities, Community Partners, and photos from last year;
- K. Highlight minority artists;
- L. Highlight returning award winners;
- M. Highlight first time participating artists;
- N. Report any media opportunities, such as interviews or print media accessible online;
- O. Announce judges and their bios (link to blog article);
- P. Announce when participating artists are online to view;
- Q. Highlight each medium and the corresponding artists (possibly link a blog article);
- R. Photograph and post during/after planning meetings;
- S. Highlight sponsors, link directly to their pages;
- T. Link to program once it is available online;



## Chain of Parks ART FESTIVAL

- U. Highlight each sponsor host separately and the specific portion of the festival they are hosting (i.e., Aloft as Bar Host);
- V. Discuss and/or list food vendors; and
- W. Blog about artwork on budget.

### **Evaluation:**

#### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. The total number of attendees at Chain of Parks Art Festival derived from clicker counts of attendees conducted at 3 intervals each day of the festival by festival volunteers and confirmed by estimates by Downs & St. Germain Research;
- B. The total number of attendees from surrounding counties at Chain of Parks Art Festival from 100+ survey results; and,
- C. The reported sales by artists.

#### **Potential Donors/Sponsors**

- A. The total number of donors/sponsors for this year's Chain of Parks Art Festival; and
- B. The amount of money that was raised during Chain of Parks Art Festival for LeMoyne and art education.

#### **Regional Art Lovers**

- A. Same as Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama

#### **Media**

- A. The total number of businesses that had Chain of Parks Art Festival on their marquees/digital boards;
- B. Review news clippings to find out how many media outlets wrote about Chain of Parks Art Festival; and
- C. Online analytics showing number of hits per posting.

#### **Social Media**

- A. Total number of "Likes" on Facebook page;
- B. Determine if the 25-40 age demographic increased through analysis of social media pages; and
- C. Total number of artist videos (vignettes) posted.



## Chain of Parks Art Festival - Event Budget

Expenses			Income	
	Estimated	In-Kind	Estimated	
<b>Rentals</b>				
Rentals: Tents, tables, chairs, fencing	\$5,500.00	\$500.00		
Portalets - Howdy's	\$3,500.00	\$500.00		
Rental Facility - Chamber	\$750.00	\$750.00		
Mad Dog Tent, Moon Tent, AMWAT, Marpan	\$3,300.00	\$3,300.00		
<b>Totals</b>	<b>\$13,050.00</b>	<b>\$5,050.00</b>		
<b>Publicity/Marketing</b>				
Promotional Items	\$5,000.00	\$500.00		
Advertising/Marketing: Media	\$53,000.00	\$30,155.00		
Advertising/Marketing: Targeted Online	\$5,000.00	\$1,500.00		
Artist Recruiting	\$3,500.00			
Programs/Printing	\$6,000.00			
Signage - General	\$4,000.00	\$1,500.00		
Banner Hanging (COT)	\$1,000.00	\$1,000.00		
Printing & Postage for Postcards (new)	\$750.00			
Social Media Promotions	\$1,000.00			
Graphic Design Services	\$5,500.00	\$3,500.00		
<b>Totals</b>	<b>\$84,750.00</b>	<b>\$38,155.00</b>		
<b>Refreshments</b>				
Meals/VIP & Artist Refreshments	\$6,000.00	\$4,000.00		
Bar Supplies	\$7,000.00	\$5,000.00		
<b>Totals</b>	<b>\$13,000.00</b>	<b>\$9,000.00</b>		
<b>Entertainment &amp; Professional Fees</b>				
Entertainment (Sat. Eve. Concert & Soiree)	\$3,000.00			
Judges (3 Festival Judges & 3 Patron Judges)	\$2,000.00			
Theater with a Mission Performers	\$2,500.00			
Photography/videography	\$2,000.00			
Audio Services (COT)	\$2,000.00	\$2,000.00		
Security (COT)	\$17,000.00	\$17,000.00		
Contract Labor - Assistant	\$5,000.00			
Contract Labor - Artist Management	\$20,000.00			
<b>Totals</b>	<b>\$53,500.00</b>	<b>\$19,000.00</b>		
<b>Other/Miscellaneous</b>				
Merchandise	\$5,500.00	\$1,000.00		
Artist Application Software - ZAPP	\$2,500.00			
Merchant Fees	\$2,100.00			
Awards/Gifts	\$14,000.00			
Permits and Licenses	\$50.00			
Liability Insurance	\$4,000.00			
Festival Supplies	\$2,000.00	\$500.00		
Art Supplies for Kids Activities/Vendor Badges	\$1,500.00			
Payroll Expenses	\$70,000.00	\$15,000.00		
<b>Totals</b>	<b>\$101,650.00</b>	<b>\$16,500.00</b>		
<b>Admissions - N/A as CoP is free</b>				
Adults			Free	
Children			Free	
Other			Free	
<b>Totals</b>				<b>\$0.00</b>
<b>Exhibitors/Vendors</b>				
Artist Application Fees			\$10,000.00	
Artist Participation Fees			\$53,000.00	
Vendor Fees - Other			\$8,000.00	
<b>Totals</b>				<b>\$71,000.00</b>
<b>Sale of Items</b>				
Retail Sales - Souvenirs*			\$8,300.00	
Beverage Sales, Concessions*			\$12,000.00	
Ice Sales			\$300.00	
<b>Totals</b>				<b>\$20,600.00</b>
<small>*Note: These estimates are largely dependent on weather and attendance.</small>				
<b>Co-Sponsors/Partners/Donations</b>				
Cash Sponsorships			\$80,000.00	
Donations at Festival			\$300.00	
<b>Totals</b>				<b>\$80,300.00</b>
<b>Grant Income</b>				
Visit Tallahassee/CRA			\$81,295.00	
<b>Totals</b>				<b>\$81,295.00</b>
<b>In-Kind Donations/Services</b>				
City of Tallahassee Co-Sponsor			\$20,000.00	
In-Kind Sponsorships - Other			\$87,705.00	
<b>Totals</b>				<b>\$107,705.00</b>
<b>Estimated</b>				
<b>Total Income</b>				<b>\$360,900.00</b>
<b>Matching Funds</b>				
				<b>\$0.00</b>
<b>Estimated      In-Kind      VT</b>				
<b>Total Expenses</b>	<b>\$265,950.00</b>	<b>\$87,705.00</b>		<b>\$0.00</b>
<b>Proceeds*</b>	<b>\$94,950.00</b>			

**\*Use of Proceeds:** Chain of Parks Art Festival (CoP) is the largest annual fundraiser for LeMoyne Arts. CoP brings in valuable funding to allow LeMoyne to present exhibits and art education programs throughout the year. Proceeds are also used to secure the future of the festival, with a current focus on building regional awareness.

Leon County Division of Tourism



Visit  
*Tallahassee*  
A Division of Leon County

2020 Legacy Event  
Grant Program  
(Policies & Procedures)

June 18, 2019

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- I. Introduction
- II. Definition
- III. Statement of Policies
- IV. Procedures
- V. Anticipated Award Timeline
- VI. Post-Event Report
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## Leon County Legacy Event Grant Program

### I. INTRODUCTION

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

Currently, the Division of Tourism annually administers and budgets funds for five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community. Funding will be consistent with 2019 grant award amounts, with an award ceiling of \$100,000 in annual support for each event. Award funding above the 2019 grant amount, up to \$100,000, may be considered with demonstration of significant new/additional program elements or increased event duration. Negotiation for increased award funding will take place during contract development. Three-year contracts for each Legacy Event will be implemented with mutually agreed upon goals and deliverables that will be reviewed annually. The contract will have financial consequences for not obtaining event goals and deliverables and will allow for variances as a result of acts of God (i.e. weather). Contracts will be presented to the TDC and the Board of County Commissioners for approval.

For clarification, Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) and are designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

### II. DEFINITION

A Legacy Event is:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.

2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. A large-scale event or tournament that increases the visibility of Tallahassee/Leon County in state, national, and international media and elevates awareness of tourism's contribution to the local economy with the local media.
5. A large-scale event, festival or tournament that is recognized as synonymous with Tallahassee/Leon County.

### **III. STATEMENT OF POLICIES**

1. Grant funds are intended to supplement the organization's budget.
2. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Hotels secured for the event must be located within Leon County.
4. Grantee's budget must reflect at least a 25% dollar-for-dollar cash match (donated in-kind services will not be allowed) to the requested grant amount. Grantees will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Leon County Tourism staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. Each year's performance will be evaluated against the established criteria and historic precedent.
8. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
9. Any funds granted will be subject to audit by the Leon County Auditor.
10. Event must take place between October 1 and September 30, of the

upcoming fiscal year.

11. Grantee must provide a marketing/promotions plan.
12. Grantee must provide a detailed event budget indicating matching funds.
13. Indemnification: Grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:

(a) Except as otherwise provided herein below, the Grantee shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the grantee is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (a) above shall apply to such Grantee only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such Grantee's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the Grantee shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the Grantee has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

14. The combined Leon County/Visit Tallahassee logo must be included on all

printed and online advertisements and promotional materials for the event. For example: banners, signs, t-shirts, programs, brochures, event website or social media page, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

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



15. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism.
16. Allowable expenses shall include:
  - Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast, at a minimum, with potential to drive overnight visitation.
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Grantees are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Tourism office and will not

be allowed without written approval from staff PRIOR to the event.

17. Unallowable expenses include:

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

#### IV. PROCEDURES

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

#### V. ANTICIPATED LEGACY EVENT GRANT TIMELINE

**July 19, 2019** – Legacy application and supporting documents due to Tourism

**August 16, 2019** – Staff to conduct meeting with each event organizer to review/discuss elements of draft contract



**September 12, 2019** - TDC Meeting to review deliverables in contracts

**September 24, 2019** – BOCC Meeting to approve Legacy Events contracts

## **VI. POST-EVENT REPORT**

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

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

1. The names of contracted hotels used for participants and spectators.
2. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
3. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
4. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
5. A post-event budget showing revenues and expenses.
6. Upon receipt of the post-event report, Leon County Tourism will process the check request for the approved grant amount.

## **VII. CONCLUSION**

For questions or more information regarding the application process, contract, and post-event reporting please contact Terri Messler, Grant Manager at (850) 606-2331 or [messlert@leoncountyfl.gov](mailto:messlert@leoncountyfl.gov)



Visit  
Tallahassee

## Tallahassee/Leon County Defining Statements

### 1. Trails and Outdoors

- Tallahassee and the surrounding area offer more than 700 miles of running, hiking, biking, paddling and equestrian trails. To help connect outdoor enthusiasts, Visit Tallahassee developed Trailahassee.com, offering interactive mapping, GPS technology and details on outfitters and trail associations.
- Tallahassee is home to some of the best mountain biking in Florida with 100+ miles of trails offering varying terrain, trail connectivity and extensive tree canopy, providing a riding experience that is unmatched anywhere else in Florida.
- The Tallahassee area is located on two migratory pathways and is one of the top birding locations in the country. Visitors can spot 372 of 497 species of birds residing in or visiting Florida.
- Tallahassee's scenic 78 miles of canopy roads provide a towering canopy over roads that were once paths traveled by native tribes.

### 2. Apalachee Regional Park and Cross-Country

- Leon County's Apalachee Regional Park is one of the nation's few venues designed for championship cross country running meets. Built specifically to host world-class cross-country running events, Apalachee Regional Park is as respected in the cross-country running world as Augusta National is in golf.
- In 2020 over \$2 million dollars will be invested in Apalachee Regional Park for extensive upgrades to the course facilities. In 2021, Apalachee Regional Park will host the NCAA Cross-Country National Championship. This is the first time this event will be held in Florida.

### 3. On the Horizon – Community Growth + Accolades

- Reflecting investor confidence in the area's growing tourism industry, seven new hotels are under construction and slated to be open by late 2020, bringing over 900 hotel rooms and increasing hotel room inventory by 20%. Projects in development include Loews Washington Square, Hotel Indigo, Hyatt House and AC Hotel by Marriott at Cascades.
- In 2020, Florida State University will reopen the Don Veller Seminole Golf Course after undergoing an extensive \$8 million dollar renovation. The new course will be the first Jack Nicklaus Legacy Course in North America.
- In 2019, Tallahassee was recognized by the readers of Southern Living as a "Top 10 City in the South" (No. 9). Tallahassee was the only Florida city to be featured as a Top City in the South.

#### **4. A Capital City for Thousands of Years**

- Tallahassee has been a capital city for thousands of years and was once the principal village of the Apalachee people, from the 1200s through the 1500s when Europeans began to arrive.
- Tallahassee served as the capital of the western missions from 1656 to 1704 and Mission San Luis populated more than 1,500 residents including Apalachee people and Spaniards.
- In 1824, Tallahassee was chosen as the capital of Florida, primarily because it was the midway point between St. Augustine and Pensacola.

#### **5. Educated/Innovative**

- Home to three institutes for higher learning, including FAMU, one of the nation's largest historically black university, Tallahassee is one of the most educated cities in America.
- The National High Magnetic Field Laboratory at Florida State University is the largest and highest-powered magnet lab in the world. Each year, more than 2,000 scientists from across the world visit Tallahassee to use this facility.
- Tallahassee was a leader in the Civil Rights Movement. Five months after Rosa Parks refused to give up her seat to a white passenger in Alabama, two FAMU students acted in Tallahassee, leading to a seven-month standoff and bus boycott. Tallahassee witnessed several sit-ins in the early 1960's at Woolworth lunch counter, which led to arrests and the first jail-in of the civil rights movement, when eight students opted for jail time rather than pay their fines.

#### **6. A bit of strange 😊:**

- In 1539, Hernando de Soto and his troops made their winter encampment in Tallahassee and believed to have celebrated North America's first Christmas mass.
- Frank Lloyd Wright's Spring House, built in 1954 for the Lewis family, is the only Frank Lloyd Wright-designed private residence in Florida. It has a unique "hemicircle" design of concentric and intersecting circles that resemble a boat.
- Florida State University houses one of only two collegiate circuses in the nation.
- The Bradfordville Blues Club is Florida's only site on the Mississippi Blues Trail. This historic, one-room cinder block "juke joint" is the site of performances by an impressive list of nationally renowned blues acts.

## FY20 Cultural Tourism Marketing Grant Recommendations

10.24.19

Organization	Request Amount	Eligible Amount	Project	Average Score	Funding Balance	Available Funding 113,196.30
FSU Museum of Fine Arts (MoFA)	\$4,000	\$4,000	Produce custom digital content and media placement to promote ongoing Museum programming.	24.3	\$109,196.30	
Southern Shakespeare Company	\$4,000	\$4,000	Use broadcast media to promote Festival to regional audience.	24.0	\$105,196.30	
Tallahassee Bach Parley	\$4,000	\$4,000	Promote concert series using a variety of media and email marketing; enhance promotional	23.7	\$101,196.30	
Javacya Arts Conservatory	\$4,000	\$4,000	Expand regional advertising for guest artist concert using a variety of mediums.	23.3	\$97,196.30	
Young Actors Theatre	\$4,000	\$4,000	Promote performance season using a variety of media strategies.	23.0	\$93,196.30	
Cross-Cultural Coalition of South Side Tallahassee, Inc.	\$4,000	\$4,000	Promote three festival events using a variety of mediums.	22.7	\$89,196.30	
Goodwood Museum and Gardens, Inc.	\$4,000	\$4,000	Implement tactics from marketing plan to increase overnight visitation to Tallahassee; increase use of venue rental for weddings.	22.7	\$85,196.30	
The Tallahassee Community Chorus	\$4,000	\$4,000	Promote concert series using broadcast and online strategies.	22.7	\$81,196.30	
Theater With a Mission (TWAM)	\$4,000	\$4,000	Promote signature event using a variety of marketing strategies.	22.7	\$77,196.30	
Tallahassee Chapter SPEBSQSA	\$4,000	\$4,000	Promote events using a variety of marketing strategies to promote events and outreach.	22.3	\$73,196.30	

Theatre Tallahassee	\$4,000	\$4,000	Promote special weekend event using various media platforms.	22.0	\$69,196.30	
The Artist Series of Tallahassee	\$4,000	\$4,000	Promote Artist-In-Residence program and concert series using various media strategies	21.7	\$65,196.30	
John Gilmore Riley Center/Museum	\$4,000	\$4,000	Enhance promotions using broadcast networks and improve website	21.7	\$61,196.30	
The Tallahassee Ballet, Inc.	\$4,000	\$4,000	Promote performance season using targeting mailers and broadcast media.	21.7	\$57,196.30	
USA Dance 6010	\$4,000	\$4,000	Promote ongoing programming through social media and movie theatre commercials.	21.3	\$53,196.30	
LeMoyne Art Foundation DBA LeMoyne Arts	\$4,000	\$4,000	Raise awareness outside of Leon county using a variety of mediums.	21.0	\$49,196.30	
Mickee Faust Alternative Performance Club, Inc.	\$4,000	\$4,000	Draw regional LGBTQ visitors to attend season performances using broadcast media and other strategies.	21.0	\$45,196.30	
Pas De Vie Ballet	\$4,000	\$4,000	Broaden community and regional base using various targeted strategies.	21.0	\$41,196.30	
Asian Coalition of Tallahassee	\$4,000	\$4,000	Promote festival through website and social media strategies.	20.7	\$37,196.30	
Tallahassee Film Society (TFS)	\$4,000	\$4,000	Promote ongoing film showings using broadcast media.	20.7	\$33,196.30	
Tallahassee Symphony Orchestra	\$4,000	\$4,000	Promote concert season with multi-media campaign managed by marketing agency.	20.7	\$29,196.30	
Florida Litfest dba Word of South	\$4,000	\$4,000	Promote festival using social media placed by marketing firm.	20.3	\$25,196.30	

Tallahassee Museum	\$4,000	\$4,000	Promote festival using a variety of print and broadcast media.	20.3	\$21,196.30	
Tallahassee Youth Orchestras	\$4,000	\$4,000	Promote concert season using a variety of marketing mediums.	20.3	\$17,196.30	
Mary's Visions Folk Art Museum and Gallery, Inc.	\$4,000	\$4,000	Promote Art and Jazz Festival using various strategies to promote event to visitors.	20.0	\$13,196.30	
Tallahassee Civic Chorale, Inc.	\$4,000	\$4,000	Promote concert series through multiple media channels.	20.0	\$9,196.30	
621 Gallery	\$4,000	\$3,600	Promote several projects using various media outlets.	19.3	\$5,596.30	
Tallahassee Hispanic Theatre	\$4,000	\$3,600	Promote festival using a variety of media outlets and strategies.	19.3	\$1,996.30	
Challenger Learning Center of Tallahassee *partially funded	\$4,000	\$1,996	Promote programming with digital marketing campaigns and place SEM ads with marketing consultant.	19.0	\$0	
Spring House Institute, Inc.	\$2,025	\$1,823	Participate in Frank Lloyd Wright Public Sites Brochure Exchange Program.	18.7	\$0	
Making Light Productions	\$4,000	\$3,600	Promote season programming using multiple mediums and upgrade graphic design and website functions.	18.3	\$0	
The Sharing Tree	\$4,000	\$3,600	Promote organization and visitation using multiple media outlets and activities.	18.3	\$0	
The Holistic Cannabis Community	\$4,000	\$0	Promote the historic prohibition of Cannabis using a variety of mediums to create engagement and education.	9.3	\$0	
<b>Total Requests</b>	<b>\$130,025</b>	<b>\$122,219</b>				

# FROM THE CULTURAL TOURISM MARKETING GRANT PROGRAM GUIDELINES

## **PURPOSE:**

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of arts and cultural organizations and their programming in Leon County. Marketing initiatives should highlight our vibrant and diverse cultural community and attract visitors as part of an overall promotional plan. Marketing and promotional initiatives should use media outlets and strategies that are not primarily focused on the local Tallahassee/Leon County market and should raise the overall awareness of Leon County as a branded destination. Applicants must establish quantifiable objectives and conduct a program evaluation to assess the effectiveness of the program.

## **How will funding be allocated?**

Applicants will be recommended for funding based on their score.

Below is the funding formula used to determine the recommended maximum funding for requests. These formulas are guidelines, not guarantees and may require adjustment at the discretion of COCA's Board of Directors in response to changes such as local government funding of the grant program.

- Applicants who receive an average score of 20-25 will be recommended for 100% funding.
- An average score of 15-19 will be recommended for 90% funding.
- An average score of 10-14 will be recommended for 85% funding.
- Applications which receive an average score below 10 will not be recommended for funding.

Available funding will be awarded beginning with the highest average score and continue, from highest to lowest average score, until it is no longer possible to fund the next highest-scoring proposal at the formula level due to exhaustion of funds. The remaining funds will be allocated to the next highest scoring proposal. (If this amount is insufficient to carry out the proposal, the applicant may decline the funding, and the remaining funds will be given to the next applicant on the ranked list of funding proposals).

In the case of a tied score, the organizations with identical scores will be awarded the full amount of their recommended funding until all available funding runs out. In the case of a tie when available funding runs out, then the organizations with an identical score will share the remaining funds evenly.

### FY19 Cultural Facilities Matching Grant - Scores & Ranking

Number	Organization	Project Name	Request Amount	Average Panel Score (excluding highest and lowest)	+	Bonus points based on years of	=	Total Weighted Score	Recommended %	Recommended Funding per Panel
CF2019-02	Goodwood Museum and Gardens, Inc.	Goodwood's Water Tower	\$133,000	88.67	+	5	=	93.67	94.44%	\$125,605.40
CF2019-03	Tallahassee Community College Foundation	Tallahassee Community College Hurst Museum and Learning Center and Art Studio Classroom Renovation	\$203,478	87.50	+	5	=	92.50	80%	\$162,782.60
CF2019-04	Tallahassee Museum of History and Natural Science, Inc.	Securing the Future	\$223,500	85.33	+	5	=	90.33	80%	\$178,800
CF2019-05	Challenger Learning Center	IMAX Theatre Renovation	\$275,000	87.00	+	3	=	90.00	80%	\$0
CF2019-01	LeMoyne Arts	LeMoyne Renovations	\$40,000	73.67	+	5	=	78.67	80%	\$0

Total Recommended Funding \$467,188

Available Funding \$467,188

From the Guidelines: The grant panel will have the flexibility to offer partial funding but not less than 80% of the Applicant's request. However, the goal of the program is to fully fund organizations' requests.

Shortage

<b>\$0</b>
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# Summary of FY19 Cultural Facilities Matching Grant Program Panel Review Meeting

On Friday, Oct. 11, 2019, the grant panelists assembled and reviewed the grant applications. At the time, the total funding amount was unknown and the panelists made funding recommendations based on an estimated amount provided by Kerri Post at Visit Tallahassee. On Oct. 18, 2019, COCA received the official collections report and calculated the amount available to allocate to grantees. There was a shortage when the panelists' original funding recommendation was applied.

The panel was notified and reconvened for a public meeting on Oct. 21, 2019 to recommend revised funding amounts. They have recommended the following projects be funded, in this order reflected by the ranked scores, at the request amounts listed below. Panelists understand that the funding is exhausted after the third ranked applicant.

- Name of Applicant:** Goodwood Museum and Gardens, Inc.  
**Name of Project:** Goodwood's Water Tower  
**Project Description:** Rebuild the upper story of the Water Tower, restore its exterior, reactivate its deep water well, and rehabilitate the interior for interpretation.  
**Funding Recommendation:** \$125,605.40
- Name of Applicant:** Tallahassee Community College Foundation  
**Name of Project:** Tallahassee Community College Hurst Museum and Learning Center and Art Studio Classroom Renovation  
**Project Description:** Renovations to the Hurst Museum and Learning Center and Art Studio Classroom.  
**Funding Recommendation:** \$162,782.60
- Name of Applicant:** Tallahassee Museum of History and Natural Science, Inc.  
**Name of Project:** Securing the Future  
**Project Description:** Purchase of approximately 69.03 +/- acres of property directly adjacent to and north of the Museum.  
**Funding Recommendation:** \$178,800.00
- Name of Applicant:** Challenger Learning Center of Tallahassee  
**Name of Project:** IMAX Theatre Renovation  
**Project Description:** Updating the theatre per IMAX branding and standards.  
**Funding Recommendation:** \$220,000.00
- Name of Applicant:** LeMoyne Art Foundation, DBA LeMoyne  
**Name of Project:** LeMoyne Renovations  
**Project Description:** Renovation of LeMoyne Arts' Meginnis-Monroe house and create a children's art-making space.  
**Funding Recommendation:** \$32,000.00

**TOTAL FY19 Funding Recommended: \$719,134.00**  
**TOTAL FY19 Funding Available: \$467,188.00**

**FY19 Cultural Facilities Matching Grant Program Panelists**

**Kenneth Taite, President, Haggai Construction**

**Erika Hagan, Architect and Principal, HoyStarkHagan Architects**

**George Johnson, Jr., Project Manager, Barkley Consulting Engineers, Inc.**

**Aaron Milner, President, Johnson and Milner, Inc.**

**Maxim Nasab, Founder and Principal, Apexx Architecture**

**Beth LaCivita, COCA Board Representative**

**Kathleen Spehar, COCA Executive Director**

# FROM THE CULTURAL FACILITIES MATCHING GRANT PROGRAM GUIDELINES

## PURPOSE OF THE PROGRAM:

To offer support and funding for renovation, new construction, or acquisition or equipping of cultural facilities located in Leon County or the City of Tallahassee. A Cultural Facility is a building that shall be used primarily for the programming, production, presentation, exhibition, or any combination of the above functions of any of the arts and cultural disciplines including, but perhaps not limited to: music, dance, theater, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, programs of museums, historical sites, and historical/heritage facilities. The intent of this grant program is capital improvement that, for the purpose of this application, is defined as an addition or renovation of a permanent structural improvement or the restoration of some aspect of a property that will either enhance the property's overall value or increases its useful life.

## SCORING, RANKING, AND FUNDING

**Scoring.** The total possible number of points for a grant application is 105. The grant panel's evaluation will be based on the information contained in the application and required attachments. The panel members' individual ratings will be averaged to determine a final score for each application. Applications receiving a score of 75 or higher will be considered for funding.

Bonus points will be added to the Applicant's average score based on the length of the Applicant's length of operation. Such length and points shall be determined from the date of incorporation to the date of the application deadline, according to the following rubric:

10 to 15 years – 2 points

15 to 20 years – 3 points

More than 20 years – 5 points

Scoring will be Olympic-style, meaning that the high and low score will be dropped and the remaining scores will be averaged together. Scores will be calculated to the thousandths of a point (example: 85.437). For funding consideration, a final score of 75 or greater is required.

**Ranking.** A priority list is determined by the rank order of all proposed projects based on the Olympic average score of each application. The number of Applicants funded will depend on the amount of the funding pool available, awarding funding to the highest scoring applications, until the pool is depleted. Any remaining partial request amount will be taken into consideration by the panel as they decide the funding recommendation by consensus.

Final approval of ranking and funding recommendations. COCA's Board of Directors and Leon County's Tourist Development Council (TDC) reviews and approves the funding recommendations of the grant panel. The grant panel will have the flexibility to offer partial funding but not less than 80% of the Applicant's request. However, the goal of the program is to fully fund organizations' requests.



CANOPY TREES



LIVE OAK SYCAMORE BALD CYPRESS

UNDERSTORY TREES

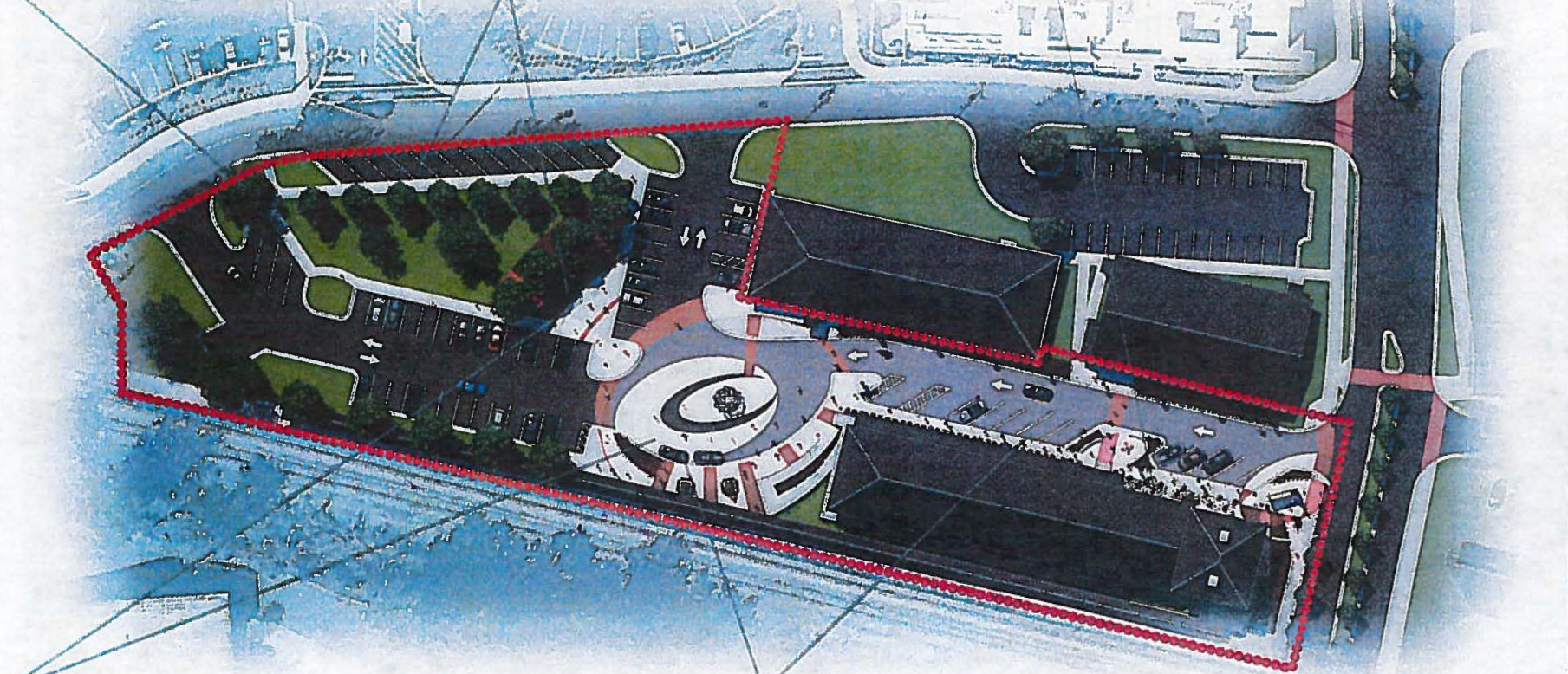


CABBAGE PALM CREPE MYRTLE EASTERN RED BUD

GROUNDCOVER



JUNIPER BLUE PACIFIC DAY LILY AFRICAN IRIS



GRASSES



PURPLE MUHLY GRASS SAND CORDGRASS MAIDEN GRASS

SHRUBS



CAMELLIA AZALEA DW. WALTER'S VIBURNUM DW. YAUPON HOLLY



LEON COUNTY  
AMTRAK STATION

10820 Design By JMB  
Project Date Checked By DS  
17 OCTOBER 2019  
Date  
SCHEMATIC DESIGN

Revisions


PROPOSED SITE PLAN

Titleblock

**A0.1**

2675 Cassin Pkwy Blvd, Suite 402B, Tallahassee, FL 32304  
Phone 904 224 4302 Fax 904 981 6528

1 PROPOSED SITE PLAN

A0 1 1" = 20'-0"

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# VISITOR INFORMATION CENTER

LEON COUNTY DIVISION OF TOURISM  
RENOVATION ILLUSTRATION | 10.17.2019

BARNETT  
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# VISITOR INFORMATION CENTER

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ARCHITECTS



# VISITOR INFORMATION CENTER

LEON COUNTY DIVISION OF TOURISM  
RENOVATION ILLUSTRATION | 10.17.2019



# The truth behind pricier hotel reservations on game days in the Capital City



By Sophia Hernandez | Posted: Wed 11:33 PM, Oct 30, 2019 | Updated: Thu 9:27 AM, Oct 31, 2019

**By: Sophia Hernandez | WCTV Eyewitness News**  
October 30, 2019

TALLAHASSEE, Fla. (WCTV) – Four weeks ago, Commissioner Bill Proctor asked for an investigation into what he believes to be 'price gouging' of local hotels during big football weekends.

On Wednesday, Proctor says he has reached out to Governor Ron DeSantis hoping to take legislative action to prohibit the raising of prices.

Proctor also states he hopes to meet with representatives of FAMU, FSU and the heads of hotels in Tallahassee, as well as the Attorney General and Commissioner of Agriculture to find ways to find fair prices.

His last step in working towards eliminating price raising was reaching out to USA Today and Sports Illustrated to have them do investigative research.

"The prices are going up all over America when NCAA schools are having games. This is crisis," Proctor expresses.

But local hotels, like the Quality Inn off Mahan Drive, define what they, and the other 60 hotels in Tallahassee and across the nation do, as simple supply and demand.

Price gouging is illegal in Florida, and it is defined as when businesses exceed their average prices during state of emergencies.



The Florida Lodging Association released this statement, "We see an increase in hotel prices everywhere when there is an event that would attract visitors to an area, and this is an example of the basic supply-and-demand principle. Such events are not limited to collegiate activities but also include concerts, festivals, conferences, sporting events and even holidays." ⊗

Commissioner Proctor states that it can be a crisis for families when hotel rooms for a state college game can be more expensive than those for pro ball, "I believe people are beginning to awaken to the injustice of it, the cruelty of it the exploitation of it."

But hotel owner Rick Bhula explains why hotels have to raise their prices on busy weekends like this one, saying, "We are in the hospitality business we are here to serve them, there is a value to be paid for the prices that they pay."

Proctor states it simply, "The factor on whether or not you attend the game should not rest upon or be determined by the hotel room in Tallahassee."

He calls the raising of hotel prices 'bullying', adding, "I am not against nobody making money, they deserve to make money, that's what you go into business for, money. But you don't go in to take advantage of people attending graduation, attending a convocation or a football event."

But Bhula, who owns a Quality Inn, says they are not taking advantage of anyone, but rather following a principle called revenue management,

"All of the hotels including Hilton's and Marriott's and Quality Inn's, we check each others rates on a daily basis, so if there is a stronger football team coming to town then depending on how many rooms are reserved we raise our rates up and down depending on the occupancy."

For the FSU/Miami game, they are about 60% to capacity, a lower number than recent years.

"Obviously FSU is not were it used to be so we are suffering a little bit because during November and December when there is not a whole lot of activity happening we save money in order to pay the payroll for the down months," he said.

Nevertheless he explains the price breakdown, depending on what teams are coming to play, and the other activities happening in the Capital City, "A regular night is anywhere from \$50 to \$70 and that is pretty much standard for our size of the hotel. Our weekend rate is about five or seven dollars more, especially for the interstate hotels. And this weekend, our rates are at \$149 to \$169."



## The truth behind pricier hotel reservations on gamedays in the Capital City

[READ MORE >>](#)

Although the 'up' in prices is not illegal, Proctor says it is unethical, "At some point the legislature is going to have to grab the reigns and tell them to 'woah woah' instead of saying nothing which means 'giddy up giddy up'. These prices don't need to 'giddy up giddy up' they need to like 'woah woah'."

Bhula responds, "I don't think we are here to have our guests pay more than what they have to we are here to service them we work day and night sometimes when the employees don't show up, we are here management is here. We are here to take care of them."

"When the name Tallahassee goes up people don't rebuff it and say 'I ain't going to Tallahassee, them people kill you there on prices no no. Anywhere but Tallahassee.' That is what we are allowing to occur to ourselves," states Proctor, "People are developing an attitude 'Anywhere but Tallahassee.'"

However Bhula shares it is all business, "When you fly in an airplane you pay one price and the person sitting next to you pays another price so that is called supply and demand. Depending on when you make the reservation and when you are flying out. Why does FSU charge \$10 for one game and \$150 for the other, and FAMU does the same thing. I think the business principle is very simple."

He gives another example, "So I mean we are in the travel industry the airlines the car rental agencies. You might have a better rate at Budget Rental Car ad you might have a different price at Enterprise Rental Car for the same thing."

He hopes guests see the truth behind their pricier reservations, "We are here to help not hurt people."

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# Do Tallahassee hotels gouge Seminole fans?



Seminole fans pack the stadium Sept. 28 to cheer on FSU. Tallahassee's hotels are ready to take advantage of the increased number of people flocking to the capital city for upcoming games. ALICIA DEVINE/TALLAHASSEE DEMOCRAT

## Many variables, but other college towns jack up rates more

**Wayne McGahee III**  
Tallahassee Democrat  
USA TODAY NETWORK - FLORIDA

Trying to attend a Florida State football game but don't want to pay an arm and a leg?

You're in the same boat as many FSU fans, who have been vocal for years about the price of attending games due to the hotel crunch in Tallahassee during football season.

Tallahassee's hotel price debate reached a boiling point earlier this month when Leon County Commissioner Bill Proctor submitted a formal complaint to Florida Attorney General Ashley Moody and Florida Department of Agriculture Commissioner Nikki Fried about hotel prices during FSU and FAMU events.

"What is it about FAMU and FSU that when they have an event, everybody goes crazy and the prices go through the roof?" Proctor said.

Proctor called for a seven-year review of hotel pricing associated with

### Average hotel pricings in NCAA school cities

City	School	Game avg.	No game avg.	Difference
Knoxville, TN	Tennessee	\$208	\$144	\$64
Columbia, SC	South Carolina	\$230	\$115	\$115
Baton Rouge, LA	LSU	\$240	\$104	\$137
Tallahassee, FL	Florida State	\$335	\$152	\$183
Gainesville, FL	Florida	\$372	\$160	\$212
Clemson, SC	Clemson	\$346	\$118	\$228
Auburn, AL	Auburn	\$392	\$159	\$233
Athens, GA	Georgia	\$387	\$98	\$289

**"What is it about FAMU and FSU that when they have an event, everybody goes crazy and the prices go through the roof?"**

**Bill Proctor** Leon County Commissioner

See **HOTELS**, Page 6A



Clemson fans kept supporting their team all the way till the end of the game against FSU on Oct. 12.

MITCHELL MARTIN/FSVIEW

## Hotels

Continued from Page 1A

university events, such as graduations, sporting events and special occasions, and prosecute "all cases that are warranted."

With homecoming against Syracuse Saturday at 3:30 p.m. and the annual in-state rivalry match-up with Miami the week after, Tallahassee's hotels are ready to take advantage of the increased number of people flocking to the capital city.

While the equation will always focus on supply and demand, how much of a difference is there really between hotel prices during a game weekend and a weekend where there isn't a game?

The Democrat took a deep dive into the hotel prices in college towns in the South during football season to see how Tallahassee stacks up.

### The methodology

The Democrat picked five hotels that each city was likely to have and looked up their prices for every weekend from Oct. 18 through Dec. 1. Data was obtained between Oct. 14-15.

The other college towns outside of Tallahassee that are included are Gainesville; Athens, Georgia; Auburn, Alabama; Knoxville, Tennessee; Clemson, South Carolina; Columbia, South Carolina; and Baton Rouge, Louisiana.

Tuscaloosa, Alabama, was originally included, but hotels with rooms available were almost non-existent during Alabama home-game weekends.

The hotels included in the breakdown are Hampton Inn, Courtyard Marriott, Holiday Inn, Hilton Doubletree and Comfort Inn. In the event that a hotel was not in one of the towns or it was completely booked on multiple weeks, a replacement hotel was found.

This happened in Athens, Clemson, Knoxville and

Baton Rouge, and a comparable hotel was substituted.

### Tallahassee breakdown

As expected, hotel prices in Tallahassee went up significantly during game weekends.

The average price for the five hotels listed came out to \$335 a night for game weekends. The average price for non-game weekends came out to \$152 a night. That's a difference of \$183 and a 120% increase.

Three of the five hotels have dropped their rates for this Saturday's game against Syracuse. One hotel had the same rate and another had a slight increase. This could be in response to cancellations or the effects of the Seminoles losing to Wake Forest last Saturday.

That comes despite a remaining lackluster home slate that consists of Syracuse (3-4), Miami (3-4) and FCS Alabama State (3-3). Fans are already attending games at the lowest rate in over 30 years.

FSU's average attendance through the first four home games puts FSU on pace for the worst attended season since 1983 (50,671), when Doak Campbell Stadium's capacity was listed at 55,246. The Seminoles have averaged 52,692 fans per game this season, and a crowd around that mark is expected for Saturday's homecoming game.

It's also no surprise that the highest average for any weekend over the stretch comes when UM comes to town. The average hotel price for the hotels that weekend comes out to \$439 a night.

The weekend of the ASU game is significantly lower than the game-week average, but still more than a non-game week. The average nightly rate for the hotels that weekend was \$223.

### How does Tallahassee compare?

Of the eight college towns that were compared, FSU's hotel prices for game weekends, non-game weekends, and the difference between game weekend and non-game weekends were fourth.

Tallahassee finished behind Knoxville, Columbia, and Baton Rouge in all three categories.

Knoxville had the smallest difference between game weekends and non-game weekends at just \$64. That could be due to the remaining home slate, which consists of South Carolina (3-4), UAB (6-1), and Vanderbilt (2-5). The average nightly rate for a game weekend was \$208.

Columbia is second, and is more of a direct comparison than any other city on the list because it is the capital city of South Carolina. The difference was \$115 with a home slate of No. 8 UF (6-1), Vanderbilt, and No. 2 Clemson (7-0). The average nightly rate for a game weekend was \$230.

Baton Rouge's hotel prices for game weekends are surprising. The average hotel for a game weekend at No. 3 LSU costs fans \$240 with a difference of \$137.

UT (2-5), FSU (3-4), and USC (3-4) all have losing records, but FSU's numbers are closer to the teams that are winning than other two teams with losing records.

Tallahassee's average nightly rate for home games come in more than \$90 higher than all three of the cities ahead of it.

The other four teams remaining on the list are all ranked inside the top 10 of the Amway Coaches Poll. All four cities have a difference of more than \$200 between game weekends and non-game weekends.

Gainesville comes in at the third highest average cost for game weekends (\$372), but has the fourth highest difference (\$212).

No. 8 UF's numbers are somewhat skewed due to only having two home games remaining against Vanderbilt and FSU. But the average cost of both weekends were similar enough to assume there wouldn't be much difference for another game.

The average nightly rate for a Clemson home game comes out to \$346. The average nightly rate for a non-game weekend is \$118, which is the fourth lowest of all of the cities behind Athens, Baton Rouge, and Columbia.

Auburn has the highest average nightly rate of any of the cities listed at \$392. Home games against Ole Miss, No. 9 UGA and No. 1 Alabama are pushing that number up. No. 9 Auburn has the toughest home slate remaining of any team in the comparison.

Athens is the only city on the list that averages under \$100 for non-game weekends. Couple that with a \$387 game-weekend nightly rate and it makes for the largest difference between game weekends and non-game weekends (\$289) by a significant margin.

Reach Wayne McGahee III at [wmcgahee@tallahassee.com](mailto:wmcgahee@tallahassee.com).