



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, January 28, 2021 at 1:00 P.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. Introduction of New TDC Members:
 - County Commissioner Brian Welch and City Commissioner Curtis Richardson
- IV. Public Comment
- V. Items for Consent Approval – **Bo Schmitz**
 - November 12, 2020 Meeting Minutes (T1)
 - Financial Reports: FY21 Q1, Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports(T3)
- VI. General Business – **Bo Schmitz**
 - Q2-Q4 Marketing Plan Presentation – Katie Kole & Andy Jorishie (T4)
 - Tallahassee Clean Energy Plan Presentation – Jamie Van Pelt (T5)
 - Tallahassee Sports Council Update – Mike Collins
 - Cross-Country & Football Championships Recap & Upcoming XC Events
 - COCA Update – Kathleen Spehar
- VII. Executive Director's Report – **Kerri Post**
 - Recap January 26, 2021 BOCC Agenda Items (T6)
 - Tourism Event Grants Funding and Choose Tallahassee Contract
 - Request to Adjust Time of March & May TDC Meetings
- VIII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next TDC Meeting:
March 11, 2021 at 9:00 a.m.
County Commission Chambers



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**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
Thursday, November 12, 2020**

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, Michelle Personette, Sharon Priester, Matt Thompson, and City Commissioner Dianne Williams-Cox. Kathleen Spehar and Dr. Amanda Stringer joined the meeting virtually.

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

Guests present: Dr. Joseph St. Germain representing Downs & St. Germain Research.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m. Ms. Post provided procedural comments regarding Leon County meetings per the Governor's Executive Order as of November 1, 2020 and for public comments.
- II. **Special Recognition for TDC Members County Commissioner Bryan Desloge and City Commissioner Elaine Bryant**
Outgoing Leon County Commissioner Bryan Desloge and City Commissioner Elaine Bryant were each presented a plaque and thanked for their outstanding service on the TDC.
- III. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- IV. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no public comments submitted online and none in chambers.
- V. **ITEMS FOR CONSENT APPROVAL:**
 - Sept. 17, 2020 Meeting Minutes
 - Financial Reports: Division Budget September 2020 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 Williams-Cox moved, duly seconded by Commissioner Desloge, approval of the Items for Consent. The motion passed unanimously.

VI. GENERAL BUSINESS

Research Presentation – 4th Quarter Visitor Study & Year-End Report

Joseph St. Germain, Ph.D., representing Downs & St. Germain Research presented to the Council the research results for July – September 2020 Visitor Tracking Report and FY2019/20 Year-End Report. He provided an overview of economic impact, direct spending year-over-year and provided an explanation of the visitor journey. Dr. St. Germain also provided an overview of FY2019/20 and noted the drastic effects of the COVID-19 Pandemic on the tourism industry overall and reviewed the Economic Impact, Visitation, Jobs and Direct Spending. Commissioner Williams-Cox noted that local governments provided funding assistance through local economic resources as well as federal funding to support local businesses during the pandemic.

Year-in-Review Presentation

Ms. Katie Kole shared the Division of Tourism/Visit Tallahassee's FY2019/20 Year-in-Review highlighting marketing, advertising, media coverage, the launch of the new website and mobile app, and the new grant management system. She further shared a summary of Sports, Meetings and Group, and Leisure Sales team activities. Kerri Post noted the year was one of tremendous change and challenge as well as a year of tremendous accomplishment. She also recognized the receipt and allocation of C.A.R.E.S. Act funding to assist in marketing efforts and the positive difference the funding has made in marketing the destination. Ms. Post further commented that she would consider recommending an overall budget adjustment in January based on the 2021 1st quarter Tourist Development Tax collections for additional marketing funding for the destination.

Sports Events Update

Ms. Amanda Heidecker presented a brief summary of the cross-country events held in Leon County at Apalachee Regional Park in October 2020 and a look forward to upcoming scheduled events through spring, summer, and the fall of 2021. Ms. Heidecker shared an update regarding the potential International Mountain Bike Association (IMBA) as a Bronze Ride Center® Designation. Ms. Heidecker relayed that the Florida High School Athletic Association 1A-8A High School Football Championships approved by the County Commission would be held in Leon County from Dec. 16-19, 2020 and shared the success of the marketing partnership with *Tallahassee Foodies* for dining discounts to drive visitors to local restaurants for all sports events.

Discussion on Development of New Tourism Strategic Plan

Kerri Post shared that the Division of Tourism is currently in the last year of the current FY19-21 three-year Tourism Strategic Plan. She stated that an RFQ would typically need to be issued at this time but recommended postponing the issuance until at least February 2021. Brief discussion ensued regarding the duration and timing of the new plan and RFQ. There was consensus to develop another three-year plan and Commissioner Bryant suggested an annual review of the new Strategic Plan to reflect what is going in the market at that time.

Proposed 2021 TDC Meeting Dates

Kerri Post shared the proposed dates for 2021 TDC meeting dates:

- Thursday, January 21, 2021
- Thursday, March 11, 2021
- Thursday, May 6, 2021
- Thursday, July 15, 2021
- Thursday, September 9, 2021
- Thursday, November 4, 2021

Sharon Priester moved, duly seconded by Michelle Personette, to accept the 2021 TDC Meeting Dates as proposed. The motion passed unanimously.

Tallahassee Sports Council Update

Mike Collins, Tallahassee Sports Council Chairman provided updates on the Tallahassee Sports Council. He praised Amanda Heidecker and Joe Piotrowski for rising to the challenges of 2020, executing safe and socially distanced events while also continuing to look forward to potential future events by submitting bids for the 2022 USA Junior Olympic Cross-Country events and others.

He shared that the Council continues to communicate with the industry and local community partners regarding health and safety protocols and best practices for operations. Mr. Collins stated that he has a high level of confidence in what is happening in the sports industry in Leon County.

COCA Update

Kathleen Spehar shared COCA highlights stating that the community is holding select live events both indoors and outdoors as well as virtual events. She noted the Arts, Culture, History and Heritage partners continue to be innovative and create both online, live combination experiences such as the exhibits at the Airport Gallery. She shared that the COCA end of year report is available online.

Ms. Spehar presented the FY21 COCA Grants recommendations for approval. Sharon Priester shared that she enjoyed serving on COCA's grants review panel and stated that she would like to see a clearer focus in the process and communication to applicants regarding tourism as the funding source and to incorporate the approved uses of TDT dollars. Ms. Spehar noted one application, CF2021-13 The Tallahassee Writer's Association (TWA) needs additional discussion and review and COCA will work with Kerri Post and the County to bring back a recommendation on or before the next TDC meeting regarding this application. Ms. Spehar shared the TWA applicant does understand that further compliance review is needed. Kerri Post confirmed the signed five-year contract between the County and COCA had been received from COCA November 15, 2020, and that moving forward, based on requirements in the new contract the TDC would not receive any grant funding recommendations that had not been reviewed prior by Division of Tourism staff for statutory compliance. Ms. Post shared that initial review of the cultural grant applications did not occur during this grant review process. She relayed that after her assessment of the TWA application she sent it to the County Attorney's Office for review and it was determined the application and project in its current form it is not a permissible use of TDT and does not comply with statute.

Commissioner Desloge moved, duly seconded by Commissioner Bryant, to accept the FY 2021 COCA Cultural grant recommendations as proposed, with the exception of the application number CG2021-13 Tallahassee Writer's Association. The motion passed 7-0 with Dr. Amanda Stringer and Michelle Personette recusals from the vote.

Commissioner Williams-Cox confirmed that the Tallahassee Writer's Association grant application can be funded by COCA using funding other than TDT. She requested that COCA continue its efforts soliciting grant applicants as it relates to diversity and inclusion to make certain everyone in the community feels included in the process. Kerri Post also noted that grantees will be provided digital assets by Visit Tallahassee that are co-branded in order to make virtual events an eligible use of TDT. Ms. Post relayed that the digital assets include both still images as well as a 30 second spot with a call to action for virtual attendees to visit Tallahassee.

VII. **EXECUTIVE DIRECTOR'S REPORT**

Ms. Post provided an update on the Amphitheater support space at North American Properties Cascades Development as well remote Visitor Information Center/ticket office. Ms. Post noted the project has been in the works for nearly four years and the Amphitheater support space will be available for public rental when the space is not being used for back-of-the-house support for the Amphitheater. She also highlighted the great working relationship with the City, North American Properties and the CRA for the collaborative efforts in creating this functional space.

VIII. **ADDITIONAL BUSINESS: "FOR THE GOOD OF THE CAUSE" – Bo Schmitz**

ADJOURN:

There being no further business to come before the Council, the meeting was adjourned at 10:37 a.m.

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending December 31, 2020

4-Cents Collections

Acct # REVENUES	YTD	December	FY 2020/21	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 718,413.98	\$ 222,309.14	\$ 3,509,387	20%	(2,790,973)
361320 Tax Collector FS 219.075	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ -	-	84,962		
365000 Merchandise Sales	\$ 288.69	288.69	5,730		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	-		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ -	-	30,481		
399900 Appropriated Fund Balance	\$ -	-	-		
Total Estimated Receipts			3,643,060		
			-		
			\$ 718,702.67	\$ 222,597.83	

Acct # EXPENDITURES	YTD	December	FY 2020/21	FY 2020/21	% Budget	Under/
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 58,432.54	\$ 21,976.40	\$ 231,157	\$ 231,157	25%	\$ 172,724
51250 Regular OPS Salaries & Wages	\$ 3,794.51	1,331.41	16,878	16,878	22%	13,083
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 4,624.50	1,726.96	19,255	19,255	24%	14,631
52200 Retirement Contributions	\$ 12,442.88	4,576.22	49,284	49,284	25%	36,841
52210 Deferred Compensation	\$ 108.73	38.84	766	766	14%	657
52300 Life & Health Insurance	\$ 6,582.63	2,813.94	35,533	35,533	19%	28,950
52400 Workers Compensation	\$ 112.00	41.95	535	535	21%	423
53400 Other Contractual Services	\$ 14,000.00	7,000.00	136,000	136,000	10%	122,000
54000 Travel & Per Diem	\$ -	-	5,000	5,000	0%	5,000
54100 Communications Services	\$ -	-	480	480	0%	480
54101 Communications - Phone System	\$ -	-	1,450	1,450	0%	1,450
54400 Rental & Leases	\$ 939.79	407.60	8,275	8,275	11%	7,335
54505 Vehicle Coverage	\$ -	-	416	416	0%	416
54600 Repair & Maintenance	\$ -	-	5,000	5,000	0%	5,000
54601 Vehicle Repair	\$ -	-	840	840	0%	840
54900 Other Current Charges	\$ -	-	1,971	1,971	0%	1,971
55100 Office Supplies	\$ 12.78	12.78	1,000	1,000	1%	987
55200 Operating Supplies	\$ 224.90	-	3,000	3,000	7%	2,775
55210 Fuel & Oil	\$ -	-	345	345	0%	345
55400 Publications, Memberships	\$ -	-	2,000	2,000	0%	2,000
55401 Training	\$ -	-	2,000	2,000	0%	2,000
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ -	-	\$ 840,710	\$ 840,710	0%	\$ 840,710
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 112,092.61	\$ 40,205.48	\$ 483,941	\$ 483,941	23%	\$ 371,848
51210 Regular OPS Salaries & Wages	\$ 3,794.55	1,331.42	16,878	16,878	22%	13,083
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 8,683.10	3,101.23	39,970	39,970	22%	31,287
52200 Retirement Contributions	\$ 11,182.24	4,011.06	50,394	50,394	22%	39,212
52210 Deferred Compensation	\$ 110.80	55.40	-	-		(111)
52300 Life & Health Insurance	\$ 7,206.58	3,138.64	56,832	56,832	13%	49,625
52400 Workers Compensation	\$ 385.72	138.66	1,933	1,933	20%	1,547
53400 Other Contractual Services	\$ 19,690.00	8,045.00	65,200	65,200	30%	45,510
54000 Travel & Per Diem	\$ -	-	31,558	31,558	0%	31,558
54100 Communications Services	\$ 1,006.22	430.99	6,623	6,623	15%	5,617
54101 Communications - Phone system	\$ -	-	1,090	1,090	0%	1,090
54200 Postage	\$ -	-	6,700	6,700	0%	6,700
54400 Rental & Leases	\$ 308.38	154.19	8,420	8,420	4%	8,112
54700 Printing	\$ -	-	5,000	5,000	0%	5,000
54800 Promotional Activities	\$ 135.40	-	26,557	26,557	1%	26,422
54860 TDC Direct Sales Promotions	\$ -	-	30,000	30,000	0%	30,000
54861 TDC Community Relations	\$ -	-	15,000	15,000	0%	15,000

54862	TDC Merchandise	\$	-	-	6,000	6,000	0%	6,000
54900	Other Current Charges	\$	292,724.93	208,123.84	413,029	413,029	71%	120,304
54948	Other Current Chrg - Amphitheater	\$	26,661.18	-	215,000	215,000	12%	188,339
55100	Office Supplies	\$	-	-	3,000	3,000	0%	3,000
55200	Operating Supplies	\$	-	-	4,000	4,000	0%	4,000
52250	Uniforms	\$	-	-	3,500	3,500	0%	3,500

Acct #	EXPENDITURES		YTD Actuals	December Actuals	FY 2020/21 Adopt. Budget	FY 2019/20 Adj. Budget	% Budget Spent	Under/ (Over)
Administration (303)(Continued)								
55400	Publications, Memberships	\$	519.98	\$ -	\$ 13,000	\$ 13,000	4%	12,480
55401	Training	\$	-	-	3,000	3,000	0%	3,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	-	-	1,500	1,500	0%	1,500
58320	Sponsorship & Contributions	\$	-	-	30,000	30,000	0%	30,000
Special Events/Grants (304)								
58300	Grants & Aids	\$	-	-	450,000	450,000	0%	450,000
Welcome Center CIP (086065)								
56200	Building	\$	-	-	-	-	-	-
Countywide Automation (470)								
54110	Com-net Communications	\$	-	-	5,368	5,368	0%	5,368
54600	Repairs and Maintenance	\$	-	-	3,087	3,087	0%	3,087
Risk Allocations (495)								
54500	Insurance	\$	-	-	5,485	5,485	0%	5,485
Indirect Cost (499)								
54900	Indirect Cost Charges	\$	-	-	276,000	276,000	0%	276,000
Line Item Funding - (888)								
58214	Cultural Facilities Grant Program	\$	-	-	-	-	-	-
58215	Local Arts Agency Program	\$	-	-	877,347	877,347	0%	877,347
Transfers (950)								
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	-	-	0%	-
Salary Contingency (990)								
59900	Other Non-operating Uses	\$	-	-	-	-	-	-
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	Total Expenditures	\$	585,776.95	\$ 308,662.01	\$ 4,520,407	\$ 4,520,407		

1-Cent Collections

Acct #	REVENUES		YTD Actuals	December Actuals	FY 2020/21 Adopt. Budget	FY 2020/21 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent)	\$	179,603.49	\$ 55,577.28	\$ 877,347	\$ 877,347	20%	697,744
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues		179,603.49	55,577.28	\$ 877,347	\$ 877,347		

Acct #	EXPENDITURES		YTD Actuals	December Actuals	FY 2020/21 Adopt. Budget	FY 2019/20 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$	-	\$ -	\$ 5,232,298	\$ 5,232,298	0%	5,232,298
	Total Expenditures	\$	-	\$ -	\$ 5,232,298	\$ 5,232,298	0%	5,232,298

NOTES TO THE FINANCIAL STATEMENT As of December 31, 2020

REVENUES

- 1- Revenue for the 4-cent collections \$ 222,309.14
2- Revenue for the 1-cent collections \$ 55,577.28

EXPENSES

- 3-FY21 C.A.R.E.S. Act marketing expenditures - \$ 178,929.00 during this period.

Date Created: Jan 15, 2021

Visit Tallahassee

For the Month of December 2020



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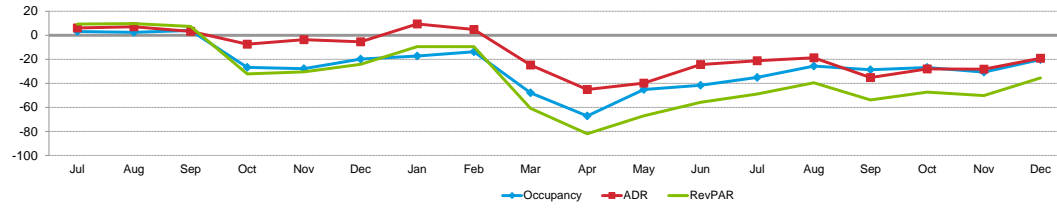
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Tab 2 - Trend Leon County, FL

Currency: USD - US Dollar

Visit Tallahassee
For the Month of December 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	66.4	69.5	64.0	63.2	60.7	53.4	60.5	70.1	43.3	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.6
Last Year	64.4	67.8	61.6	86.3	84.1	66.5	73.1	81.2	83.2	72.2	65.3	70.5	66.4	69.5	64.0	63.2	60.7	53.4
Percent Change	3.1	2.5	4.1	-26.7	-27.8	-19.8	-17.2	-13.7	-47.9	-67.1	-45.1	-41.6	-35.1	-25.7	-28.6	-26.8	-30.7	-20.2

Year To Date	2018	2019	2020
	This Year	70.4	68.4
Last Year	67.4	70.4	68.4
Percent Change	4.5	-2.7	-33.7

Running 12 Months	2018	2019	2020
	This Year	70.4	68.4
Last Year	67.4	70.4	68.4
Percent Change	4.5	-2.7	-33.7

ADR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	92.05	106.90	123.45	119.19	116.59	95.72	116.12	120.05	94.12	66.47	69.44	72.14	72.52	86.92	79.99	85.85	83.78	77.41
Last Year	86.77	99.80	119.59	128.68	121.01	101.19	106.07	114.47	125.12	121.11	115.35	95.35	92.05	106.90	123.45	119.19	116.59	95.72
Percent Change	6.1	7.1	3.2	-7.4	-3.7	-5.4	9.5	4.9	-24.8	-45.1	-39.8	-24.3	-21.2	-18.7	-35.2	-28.0	-28.1	-19.1

Year To Date	2018	2019	2020
	This Year	106.27	111.30
Last Year	100.74	106.27	111.30
Percent Change	5.5	4.7	-20.4

Running 12 Months	2018	2019	2020
	This Year	106.27	111.30
Last Year	100.74	106.27	111.30
Percent Change	5.5	4.7	-20.4

RevPAR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	61.10	74.31	79.07	75.38	70.80	51.07	70.24	84.17	40.80	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.27	32.96
Last Year	55.85	67.72	73.61	111.03	101.74	67.34	77.52	93.00	104.04	87.42	75.34	67.19	61.10	74.31	79.07	75.38	70.80	51.07
Percent Change	9.4	9.7	7.4	-32.1	-30.4	-24.2	-9.4	-9.5	-60.8	-82.0	-67.0	-55.8	-48.9	-39.6	-53.8	-47.3	-50.2	-35.5

Year To Date	2018	2019	2020
	This Year	74.79	76.18
Last Year	67.86	74.79	76.18
Percent Change	10.2	1.9	-47.3

Running 12 Months	2018	2019	2020
	This Year	74.79	76.18
Last Year	67.86	74.79	76.18
Percent Change	10.2	1.9	-47.3

Supply	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	179,645	179,645	173,850	179,645	176,490	182,373	182,373	164,724	184,388	178,440	179,645	184,388	178,440	184,388	188,821	182,730	188,821	182,730
Last Year	175,150	175,150	169,500	175,150	170,820	179,707	179,707	162,288	179,676	173,850	179,645	173,850	179,645	179,645	173,850	179,645	176,490	182,373
Percent Change	2.6	2.6	2.6	2.6	3.3	1.5	1.5	1.5	2.6	2.6	2.6	2.6	2.6	5.1	5.1	5.1	3.5	5.7

Year To Date	2018	2019	2020
	This Year	2,048,227	2,120,664
Last Year	1,979,410	2,048,227	2,120,664
Percent Change	3.5	3.5	3.4

Running 12 Months	2018	2019	2020
	This Year	2,048,227	2,120,664
Last Year	1,979,410	2,048,227	2,120,664
Percent Change	3.5	3.5	3.4

Demand	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	119,253	124,878	111,348	113,621	107,179	97,311	110,312	115,494	79,022	42,331	66,079	73,490	79,414	97,579	83,521	87,410	76,935	82,092
Last Year	112,732	118,837	104,329	151,121	143,626	119,588	131,336	131,837	149,406	125,493	117,330	122,504	119,253	124,878	111,348	113,621	107,179	97,311
Percent Change	5.8	5.1	6.7	-24.8	-25.4	-18.6	-16.0	-12.4	-46.5	-66.3	-43.7	-40.0	-33.4	-21.9	-25.0	-23.1	-28.2	-15.6

Year To Date	2018	2019	2020
	This Year	1,441,406	1,451,496
Last Year	1,333,461	1,441,406	1,451,496
Percent Change	8.1	0.7	-31.5

Running 12 Months	2018	2019	2020
	This Year	1,441,406	1,451,496
Last Year	1,333,461	1,441,406	1,451,496
Percent Change	8.1	0.7	-31.5

Revenue	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	10,977,198	13,349,516	13,745,655	13,542,517	12,495,788	9,314,425	12,808,969	13,865,112	7,522,614	2,813,614	4,588,754	5,301,809	5,758,883	8,481,807	6,680,444	7,504,312	6,445,721	6,354,458
Last Year	9,781,267	11,860,346	12,476,360	19,446,911	17,379,803	12,101,143	13,931,203	15,092,007	18,693,647	15,198,642	13,533,942	11,680,279	10,977,198	13,349,516	13,745,655	13,542,517	12,495,788	9,314,425
Percent Change	12.2	12.6	10.2	-30.4	-28.1	-23.0	-8.1	-8.1	-59.8	-81.5	-66.1	-54.6	-47.5	-36.5	-51.4	-44.6	-48.4	-31.8

Year To Date	2018	2019	2020
	This Year	153,181,536	161,554,819
Last Year	134,332,438	153,181,536	161,554,819
Percent Change	14.0	5.5	-45.5

Running 12 Months	2018	2019	2020
	This Year	153,181,536	161,554,819
Last Year	134,332,438	153,181,536	161,554,819
Percent Change	14.0	5.5	-45.5

Census %	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	61	61	61	61	61	61	61	61	62	62	62	62	62	63	63	63	63	64
Census Rooms	5795	5795	5795	5795	5883	5883	5883	5883	5948	5948	5948	5948	5948	6091	6091	6091	6091	6219
% Rooms Participants	89.5	89.5	89.5	89.5	90.9	90.9	90.9	90.9	91.0	91.0	91.0	91.0	91.0	91.2	91.2	91.2	91.2	89.4

A blank row indicates insufficient data.

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OCT - DEC 2020 **Highlights**

Visit Tallahassee is working towards a better and brighter 2021, and throughout the beginning of the fiscal year, thanks to CARES Act Funding, has started to lay the groundwork for success with optimism for safe travel in the coming year.

Materials for this time period were based on the “That’s the Beautiful Thing About Tallahassee” campaign, which ran from April-December of 2020, highlighting outdoor activities and our 700+ miles of trails.

Visit Tallahassee received coverage on **“Let’s Make a Deal,” CBS’s no. 1 game show reaching 4.3+ million viewers**, as the Grand Prize Trip on December 14, 2020.

Trailahassee.com went through a review process. Based on discovery, Trailahassee is getting a refresh in Q2 to enhance the user experience.

In November, VT ran the “That’s the Beautiful Thing about Tallahassee” Sweepstakes with promotion from paid social ads and 2 emails. The Sweepstakes garnered 850 entries which were added to our email database.

Below is a breakdown of the new FY 2021 KPI’s and where we are currently pacing year to date, note these began in October 2020 and go through September 2021.

FY2021 KPIs	% REACHED	Q1 GROWTH	YTD TOTAL
Increase traffic to VisitTallahassee.com by 7% (241,497)	11.5% of goal	20,999	20,999 Visitors
Increase page views on VisitTallahassee.com by 7% (506,966)	10.46% of goal	48,456	48,456 Page Views
Increase traffic to Trailahassee.com by 5% (40,908)	27.3% of goal	11,171	11,171 Visitors
Increase page views on Trailahassee.com by 5% (77,125)	25.6% of goal	19,790	19,790 Page Views
Increase open rate for emails to 17%	53% of goal	10.5%	10.5% Open Rate
Improve click rate to 2%	133% of goal	2.6%	2.6% Click Rate
Increase total app users to 6,500	20% of goal	+ 1,303	1,303 Users
Increase avg. app session duration time to 4 min	53% of goal	2m 6s	2m 6s
Increase total app sessions to 5,000	26% of goal	1,318	1,318 Sessions
Increase app page views to 30,000	19% of goal	5,704	5,704 Page Views
Increase IOS app downloads to 1000	19% of goal	189	189 Downloads
Increase Android app downloads to 300	10.3% of goal	31	31 Downloads
Increase Instagram engagements by 15% (209,000)	81.98% of goal	171,343	171,343 Engagements
Increase Instagram followers by 15% (19,900)	28.77% of goal	+758	18,023 Followers
Increase Facebook engagements by 50% (257,600)	61.6% of goal	158,680	158,680 Engagements
Increase Facebook impressions by 100% (8.7M)	66.21% of goal	5,759,864	5,759,864 Impressions
Increase Twitter engagements by 15% (45,200)	26.17% of goal	11,828	11,828 Engagements
Increase Twitter followers by 5% (14,850)	5.77% of goal	+41	14,181 Followers
Increase #iHeartTally impressions by 15% (57,958,700)	19.26% of goal	11,162,076	11,162,076 Impressions
Increase PR earned media placements to 375	.9% of goal	34	34 Media Placements
Increase PR impressions to 505MM	3.6% of goal	18.5 M	18.5 M Impressions



OCT - DEC 2020 PUBLIC RELATIONS *Highlights*



- Visit Tallahassee secured national broadcast TV coverage with Let's Make a Deal - CBS's no. 1 game show, reaching **4.3+** million viewers and provided a vacation package totaling \$9k.
- **34** earned media placements were secured highlighting Tallahassee within key outlets including The Toronto Sun, The Local Palate, Orlando Sentinel, Okra Magazine, Black Southern Belle and more.
- Promoted Visit Tallahassee as a must-visit meetings and groups destination within key industry publications including Meetings Today and Small Market Meetings Magazine.
- Pitched, secured and/or coordinated media and influencer stays with Family Beautiful, Carmen's Luxury Travel, Ocala Style, Charleston Blonde, Happily Hughes and My Boys & Their Toys.
- Shared coverage for five radio promotions with Jacksonville's WQIK-FM, Palm Beach's WRMF-FM & WEAT-FM, Tampa Bay's WRBQ-FM and Greenville, SC's WSPA-FM.
- Planned and executed the Tallahassee itinerary for the North Florida Outdoor Media Tour in collaboration with Visit Florida.
- Began coordinating / planning for upcoming Spring Group Media FAM - currently scheduled for May 20-23, 2021.

TORONTO SUN

Black Southern Belle

SOUTHERN BRED, SOUL INFUSED





OCT- DEC 2020 VT WEBSITE **Highlights**

- Traffic remained pretty consistent throughout the period, but saw its highest tick in visits after the Fall Sweepstakes announcement. Around mid-December, visits started to dip due to the holiday season as expected.

Top Pages:

Things To Do
Events
Things To Do - Outdoors
Eat & Drink
Eat & Drink - Nightlife

SESSIONS: **21,000**

AVERAGE PAGES VISITED: **2**

AVERAGE SESSION DURATION: **2:20**

OCT- DEC 2020 VT APP **Highlights**

Visit Widget & App Performance

Total users: **1,303** (up 68%)
Avg. Session: **2m 6s** (up 24%)
Total Sessions: **1,318** (up 81%)
Page views: **5,704** (up 108%)
iOS Downloads: **189** (up 28%)
Android Downloads: **31** (up 19%)

Top 10 Most Popular Items

1. Curbside Brewery Tour
2. Social Distancer Intinerary
3. Alfred B .Maclay Gardens
4. Black Culture Experience Itinerary
5. Wakulla Springs State Park
6. Arts & Culture
7. With the Family
8. The Adventure Seeker
9. Beat The Heat Ice Cream Tour
10. The Adventure Seeker

OCT- DEC 2020 TRAILAHASSEE.COM **Highlights**

- Traffic was consistent up until December indicating outdoor activities as one of the top consumer choices for holiday break adventures.

Top Viewed Trails:

Miccosukee Greenway Trail
JR Alford Greenway Trails
Lafayette Heritage Trail

SESSIONS: **11,000**

AVERAGE PAGES VISITED: **1**

AVERAGE SESSION DURATION: **1:15**



OCT - DEC 2020 EMAIL **Highlights**

- After cleansing the full consumer database, the average open rate improved from 2% to 12% and click through rate improved to nearly 3%
- Featured Trail emails received a 10.45% open rate, 2% higher than FY2020



- Average Open Rate: **10.5%**
- Average Click Rate: **2.6%**

OCT - DEC 2020 SOCIAL MEDIA **Highlights**

- As a combined effort with the larger team, Visit Tallahassee hosted a “That’s The Beautiful Thing About Tallahassee” sweepstakes in November, which included:
 - Paid social ads launched to critical drive markets, (Atlanta, Jacksonville, Valdosta, Mobile and more) that directed users to enter the sweepstakes.
 - These ads utilized new photography while earning over 4,800 clicks, over 500,000 impressions and a reach over 251,000. The Sweepstakes garnered 850 entries which were added to our email database.

OCT- DEC 2020 SOCIAL MEDIA

Snapshot

Total Followers	Total Reached	Total Engagements	Total Impressions	Total #iHeartTally
99,032	4,372,914	341,851	10,372,381	11,162,076



OCT-DEC 2020 *Instagram*

- Visit Tallahassee's Instagram account continues to be a top social asset, growing steadily and garnering notable engagement on our posts.



- **NEW FOLLOWERS:**
758
- **TOTAL FOLLOWERS:**
18,032
- **ENGAGEMENTS:**
171,343

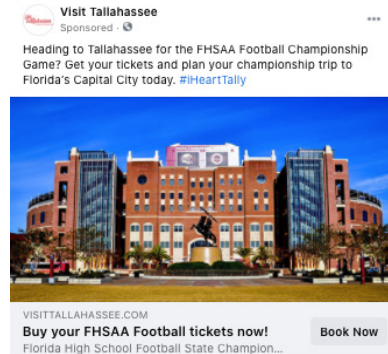
OCT-DEC 2020 *Facebook*

- Facebook saw a noticeable number of impressions and reach in December, which can be attributed to our FSHAA Football ads. These ads encouraged fans to purchase tickets to support their hometown team, and they were launched to the specific markets that had teams competing in the championship.

- One of the most engaged with posts was a boosted blog post that was created by our partners at ESP Media. This blog post celebrated the young, black and gifted culinary creators in Tallahassee. With over 70,000 impressions, a reach of over 28,000 and 3,000 engagements, this was our most successful piece of content from October-December.



- **NEW FOLLOWERS:**
-106*
- **TOTAL PAGE LIKES:**
66,828
- **ENGAGEMENTS:**
158,680



- *77.31% of the users who unliked our page came from Deactivated or Memorialized Account Removals.



OCT-DEC 2020 *Twitter* HIGHLIGHTS

For the first time since January of 2020, Visit Tallahassee ran paid social via Twitter. As a part of our combined efforts to promote the FSHAA Football Championship, promoted tweets were launched directly to the markets that had teams competing in the championship. These ads garnered a notable 2,800 engagements and 211,200 impressions.



- **NEW FOLLOWERS:**
41
- **TOTAL FOLLOWERS:**
14,181
- **ENGAGEMENTS:**
11,828

OCT-DEC 2020 DIGITAL MEDIA *Highlights*

- **14,060,000+** total digital media impressions delivered.
- Digital media accounted for **25%** of website click-through traffic.
 - *Paid Search continued to be the strongest performing medium in terms of click-through traffic, generating almost 14% of VisitTallahassee.com's web traffic alone (8% Native, 4% Display).*
- The digital display ads operated at an average of **0.37% CTR**, an improvement of 16% QoQ and even larger improvement YoY.
 - *The display campaign also garnered an additional 1,729 view-through sessions mostly attributed to programmatic native and display banners.*
- Paid search campaigns garnered a **12.33% CTR**, a 6% increase QoQ and well above the industry average of 9.87%.
 - *Paid Search also garnered a total of 1,770 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a good 21% conversion rate.*
 - *Activated Facebook campaigns, 4 custom trip guides of content and display banners with a direct buy through RoadTrippers.*



GOAL AT A GLANCE

FY2020

Room Nights Goal:
6,280

(Due to the current Phase 2 restrictions we haven't hosted any meetings during October-December)

OUT & ABOUT



Special thanks to Pam Monnier and the team at the University Center Club/Champions Club at FSU for finding creative ways to implement safety protocols and make meeting attendees feel safe enough to hold a face to face meeting again. While hosting the Florida Society of Association Executives (FSAE) Meeting Planner Roundtable (the first in person meeting for the organization since March 2020) the UCC utilized a colored wristband system where attendees could inform others about how comfortable they were with person to person contact.

- **GREEN** – Bring it on, give me a hug!
- **YELLOW** – Prefer to be approach with a mask or be socially distanced
- **RED** - Make sure you are socially distanced, and we're both wearing a mask



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

- Collaborated with the Zimmerman Agency to provide content and quotes for a four-page spread in *Small Market Meetings Magazine* highlighting some of the destination's open-air options for socially distanced events.
- Attended and networked at the Florida Society of Association Executives (FSAE) Women's Summit held at the newly renovated Moon. This hybrid meeting featured in person as well as virtual attendees interacting in real time.
- Completed Emergency Preparedness for Events Certificate that included techniques for being able to effectively plan for and respond to a crisis as well as critical components and tactics utilized in the emergency planning process.
- Assisted with execution of Visit Tallahassee hosted sporting events; the Florida High School Athletic Association (FHSAA) Cross Country, Amateur Athletic Union (AAU) Cross Country and FHSAA Football Championships including implementation of health and safety protocols, crowd control, managing VIPs and onsite event management.
- Continuing to assist groups to book future business including:
 - Bridge Hospitality Group
 - Equity Florida
 - FAMU National Alumni Association
 - Florida Free Will Baptists
 - Florida Independent Automobile Dealers
 - Southern Off-Road Bicycle Association
 - US Trail Running Association



GOAL AT A GLANCE

**FY2021
Room Nights Goal:
6,733**

(Due to the current Phase 2 restrictions we haven't hosted any leisure groups during October-December)

ON THE HORIZON

Working on being a host city for the International Swim League in 2022.

OUT & ABOUT



Assisting the Sports Department with packet pick up for the FHSAA XC State Championships in November.

MISSION STATEMENT

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

HIGHLIGHTS

- Compiled and distributed the monthly "What's Happening" to partners.
- Managed registration and packet pick-up for the FSU Invite/Pre-State Cross Country meet and Florida High School State Association Cross Country Championships and assisted with the AAU Cross Country National Championships.
- Attended the 2020 virtual National Tour Association Travel Exchange.
- Completed the University of South Florida Post-Crisis Hospitality Management Certificate Course.
- Worked with the Donald L. Tucker Civic Center as a potential host city for the International Swim League in 2022.
- Met with Seminole Experience to discuss Top Golf Live at Doak Campbell Stadium and doTerra Wellness Retreat for 2021.
- Assisted the Sports Department with the Florida High School State Association Football State Championships Classes 1A – 8A.
- Continuing to approve the calendar of events listings and manage the virtual events category on VisitTallahassee.com.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- doTerra Wellness Retreat – with an estimated 1,300 room nights and 400 out of town visitors.
- Nelson Wedding – with an estimated 50 room nights and 100 out of town visitors.



MARKETING COMMUNICATIONS

OCTOBER/NOVEMBER/DECEMBER 2020

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

AT A GLANCE



FY2021 Media Stories

Goal: 375

FY2021 Media Stories: 43

Media Stories

Oct., Nov. & Dec. = **43**



FY2021 Media Value

Goal: \$2 Million

YTD Media Value

\$431,800

Media Value for

Oct., Nov. & Dec. = **\$431,800**



YTD Social Media

Engagements: 188,531



Pinkbike Shares Their Perfect Mountain Biking Trip to Tallahassee

Pinkbike, the largest mountain biking community in the world, recent visit to Tallahassee resulted in an online feature, video content and new imagery.

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 monthly industry conference calls / Zoom Meetings with partners to discuss COVID-19 and the status of the tourism industry featuring virtual breakout rooms for small-group discussion and idea sharing.
- Welcomed South Florida blogger/influencer Carmen's Luxury Travel to experience the destinations outdoor beauty, upscale shopping and fine dining.
- Supported the Tallahassee Symphony Orchestra with the production of a promotional video for the virtual performance of cellist Joshua Roman.
- Partnered with Tallahassee Foodies to offer dining deals & discounts to participants in the FHSAA and AAU Cross Country Championships as well as the FHSAA Football State Championships supporting over 20 area restaurants.
- Hosted writer from Ocala Style Magazine for a media stay, resulting in a four-page feature in their December issue with a \$5,000 media value and reaching an important drive market of over 145,000 potential visitors.
- Generated 12 new website articles including dedicated content promoting bike shops, award winning restaurants, African American businesses, fishing and retail shops.
- Participated in a virtual media mission with VISIT FLORIDA that allowed direct conversations with leading media outlets from around the country including National Geographic, U.S. News & World Report and Fodor's.
- Visit Tallahassee was featured on the December 14 episode of *Let's Make a Deal* gameshow that aired on CBS nationally. The prize pack included a trip to Tallahassee including hotel stay, attractions, dining and transportation. Unfortunately, the prize was not won as the contestant took what was behind another door.



HIGHLIGHTS - CONTINUED

- Executed a digital sweepstakes partner promotion featuring a weekend getaway to Tallahassee with hotel, dining and entertainment for a lucky winner. Over 850 people entered to win.
- Executed partner promotion with radio stations in Tampa (WRBQ-FM) and West Palm Beach (WRMF and WEAT-FM), leveraging a combined publicity value of \$190,000+ and 35: 1 ROI.
- Hosted visiting media influencer Charleston Blonde for a family-focused media stay. Her experience included Tallahassee Museum Tree-to-Tree Adventures, dining at Table 23 and The Edison and taking a jungle cruise at Wakulla Springs.
- Working with Christmas Connection the Division of Tourism staff helped one family have a brighter Christmas this year.



ON THE HORIZON

- 2021-22 Visitor Guide Magazine RFP is to be released in early 2021 with advertising opportunities for industry partners.
- Refreshed Tallahassee website initiative to enhance visitor exploration of the 700 miles of biking, hiking, paddling and equestrian trails.

OUT & ABOUT

Working with VISIT FLORIDA, Visit St. Augustine and Visit Panama City Beach, six journalists from around the country visited Tallahassee for a Women's Outdoor Adventure FAM trip in November. The group experienced zip-lining, kayaking and mountain biking on some of Leon County's 700+ miles of trails. Thank you to the tourism partners who helped make this visit a success including Hotel Indigo, Madison Social, Tallahassee Museum, Table 23, Uptown Café, Railroad Square Craffthouse, Il Lusso, Harry Smith Outdoors and the Great Bicycle Shop.





AT A GLANCE

FY2021 Grant Contracts Distributed

Signature = 3

Emerging Signature = 2

Special = 20

Sports = 43



Visitor Information Center

Closed to Public in
October and November

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

Visitor Guide Requests: 387

Group Services and Welcome Bags: 5

Calls Received: 174

HIGHLIGHTS

- Developed and hosted a virtual grant implementation workshop for FY21 Tourism grant recipients.
- Prepared and distributed grant contracts for Signature, Emerging Signature, Special and Sports awarded events.
- Served as a panelist for mock job interviews via Zoom for FSU Recreation, Tourism and Events Senior Seminar students.
- Assisted with COVID-19 health screening temperature checks during AAU Cross Country National Championships December 4th-5th at Apalachee Regional Park
- Ordered additional merchandise to bolster inventory in anticipation of holiday shopping and launch of the online Visit Tallahassee Gift Shop.
- Coordinated with Visit Florida Welcome Centers and Florida Turnpike Service Plazas to renew contracts for distribution and display of Visit Tallahassee Visitor Guides and rack cards.

ON THE HORIZON

- Continue to plan and coordinate move to new satellite Visitor Information Center at the North American Property location adjacent to Cascades Park. Focusing on layout and design of interior space.

OUT & ABOUT

Due to popular demand, we have started selling new color selection for TLH hats, t-shirts and infant onesies.





GOAL AT A GLANCE

FY 2021

Room Nights Goal:
39,520

YTD Room Nights: 8,100

ON THE HORIZON

In partnership with FSU Athletics, Visit Tallahassee will host two FSU Winter Cross Country meets on February 4th & March 5th. Over 80 teams are expected for the meets including the top 25 teams in the country!



OUT & ABOUT



Visit Tallahassee sales team getting ready for the 1A-8A FHSAA Football State Championships at Doak Campbell Stadium.

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

- Planned and coordinated the 2020 Florida State University Invitational Cross-Country Meet. The event brought 2,000 visitors, 1,200 room nights and over \$500,000 in economic impact. This event was the first to include enhanced COVID-19 health and safety protocols such as drive through packet pickup, masks requirements, enforced social distancing, limited spectators and extra races to reduce the overall number of runners on the course at any time.



- Hosted a virtual Zoom Tallahassee Sports Council Meeting.
- Hosted members of the International Mountain Bike Association (IMBA) as they completed the ride center designation review for our community
- Continued to serve on the Sports ETA Awards Committee by participating in monthly Awards Committee Zoom meetings.
- Awarded grants from the Florida Sports Foundation for the FSU Pre State Cross Country meet, FHSAA State Cross Country meet, AAU Cross Country National Championships, and the FHSAA State Football Championships for a total of \$25,000.
- Attended the American Junior Golf Association Visit Tallahassee Open Championships at the new Seminole Legacy Golf Course as the tournament sponsor representative.

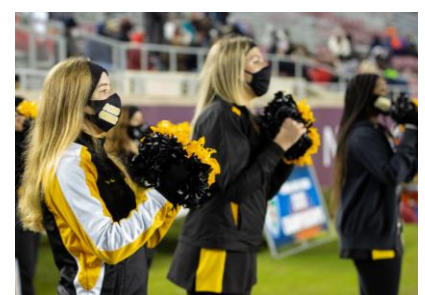


HIGHLIGHTS CONTINUED

- Submitted a bid for the 2022 USATF Junior Olympic Cross Country Championships. If selected, this event could bring in an estimated 6,000 visitors, 3,500 room nights and a \$2.2 million economic impact to the community.
- Met with Leon County Parks staff and trail building consultants about the upcoming construction of the single-track trails at Apalachee Regional Park.
- Hosted the 2020 FHSAA State Cross Country Championships on November 13th- 14th. As the largest Cross-Country event held annually at ARP, an estimated 2,500 athletes, coaches and families came to Tallahassee generating approximately 1,200 room nights and an estimated \$1 million in economic impact for the community.
- Planned and hosted the AAU Cross Country National Championships December 4th – 5th. Athletes, coaches and families from all over the country came to Tallahassee for the races. These races had the largest attendance in the history of the event with over 2,300 runner, 5,000 visitors and \$2 million in economic impact!
- The AAU chose Tallahassee as the location for their first-ever AAU Racewalking National Championship held at Apalachee Regional Park.

2020 FHSAA FOOTBALL STATE CHAMPIONSHIPS

- Thanks in part to the overwhelming success of the 2019 Football Championships held at Gene Cox Stadium, Tallahassee was selected to host all eight championship football games for the 2020 FHSAA State Football Championships from December 16th – 19th at Doak Campbell Stadium. This 4-day event brought thousands of athletes, coaches and spectators to the Capital City generating an estimated \$2.2 million economic boost right before the Holidays. Before the Class 3A Championship, Governor DeSantis performed the coin toss alongside Tallahassee Sports Council and TDC Member, Mike Collins.





Visit
Tallahassee
A Division of Leon County

FY 2021 MARKETING COMMUNICATIONS PLAN
November 16, 2020

THE **Z!MMERMAN** AGENCY



FY 2021 MARKETING COMMUNICATIONS PLAN

- Consumer Travel Trends & Insights
- FY2021 Strategic & Marketing Goals
- Key Performance Indicators
- Digital Ecosystem
- Media/Digital Media
- Public Relations
- Social Media
- Budget
- Appendix



CONSUMER TRAVEL TRENDS & INSIGHTS



NATIONAL CONSUMER TRAVEL SENTIMENT

- 80% of American travelers have tentative travel plans now and 25% will prioritize travel.
- More Americans are now open to discounting as a travel motivator.
- There's a 10% increase in the number of American travelers who see travel ads that "make them happy".
- Nearly 70% feel positive about seeing travelers with facemasks in travel ads.
- Traveling Americans are listening and trusting official tourism organizations for information on how to travel safely.

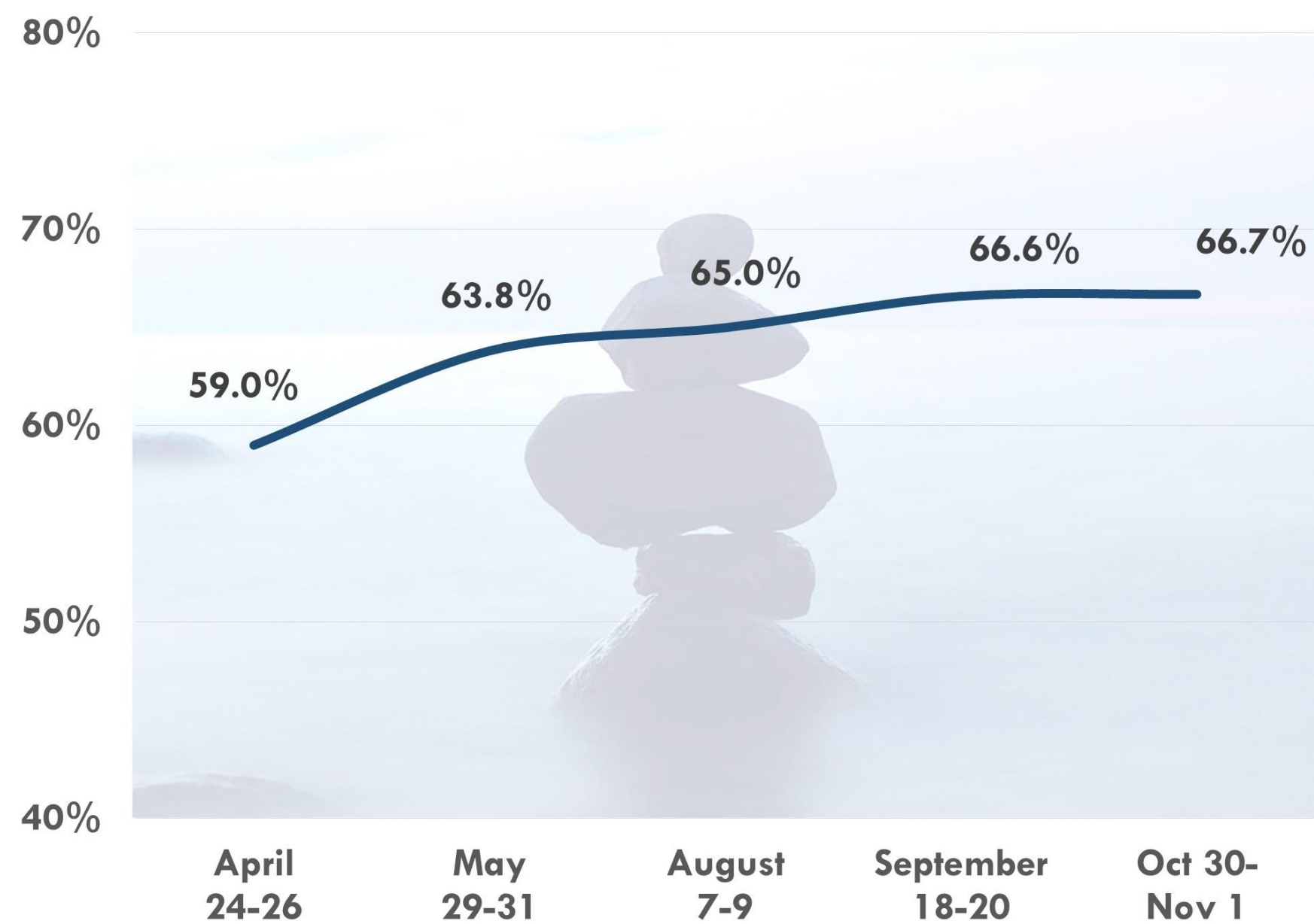
Source: Destination Analysts, October 12, 2020



AN ANXIOUS NATION LOOKS TO PRIORITIZE RELAXATION

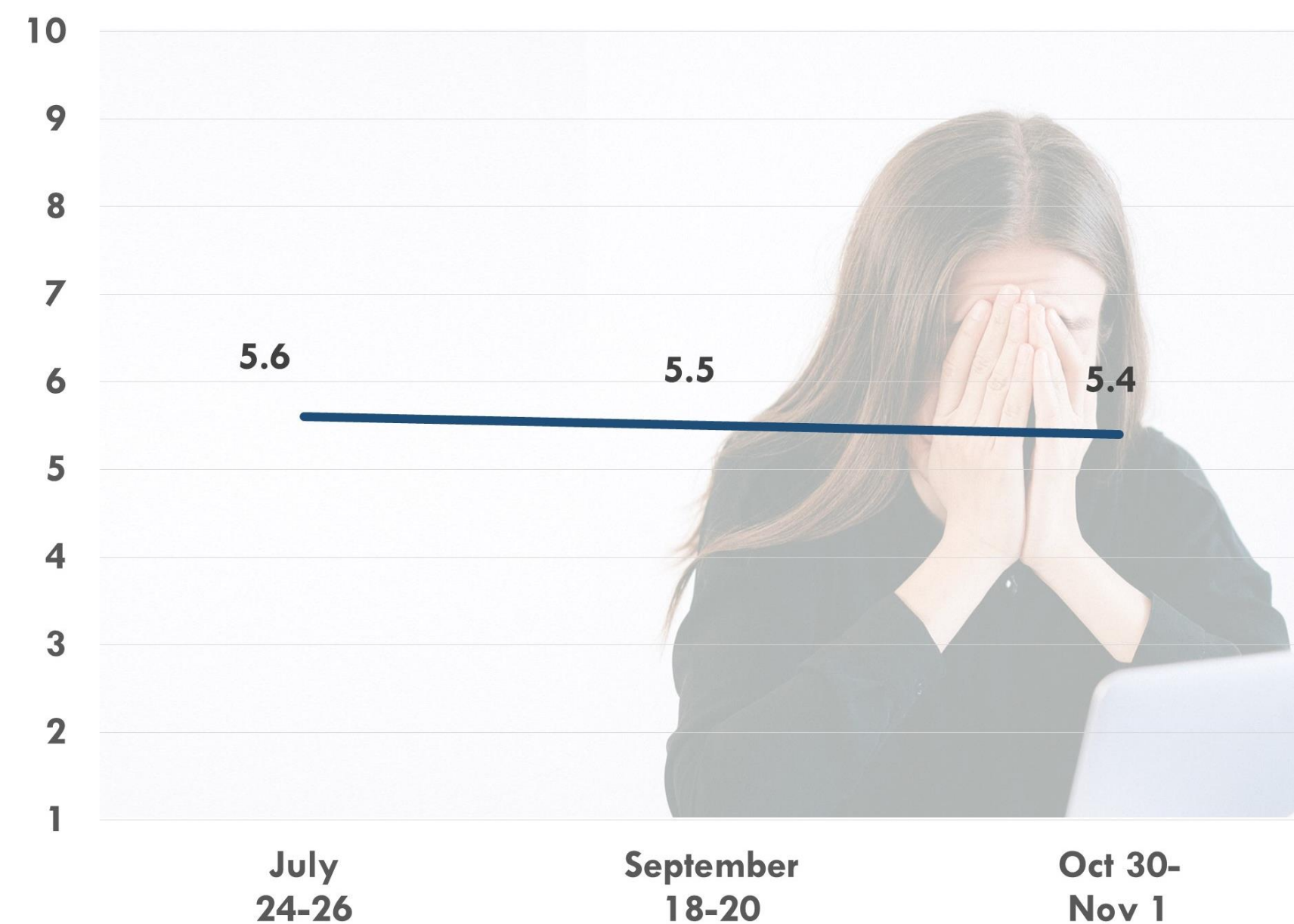
- The economy, the election, the pandemic have all contributed to anxiety.

PRIORITIZING RELAXATION IN THEIR LIFESTYLE IN THE NEXT 6 MONTHS



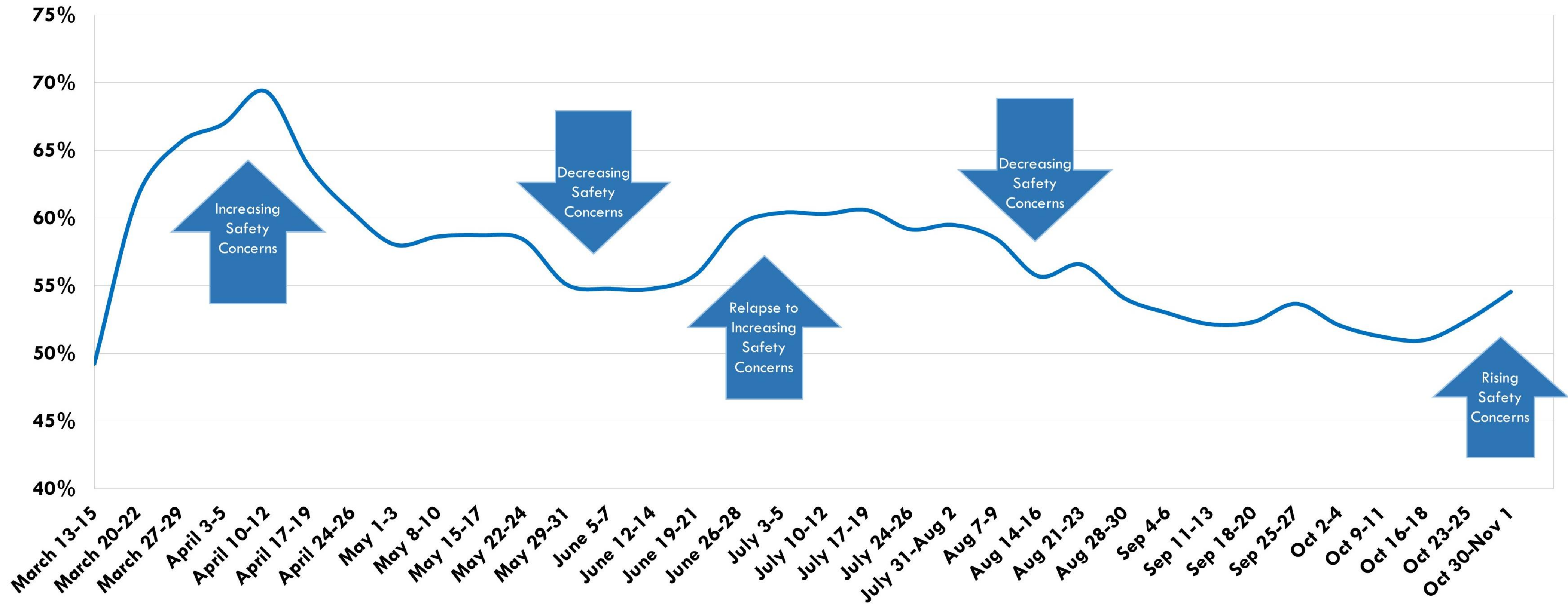
AVERAGE DAILY STRESS LEVEL 10-POINT SCALE

(10 = SEVERE, FREQUENT STRESS AND 1 = NO STRESS)



PERCEIVED DANGER OF TRAVEL ACTIVITIES

- The rollercoaster ride has been wild, and is currently trending back up.



OUTLOOK FOR NEXT TWO YEARS

- The current trends will likely be sustained, at least initially.



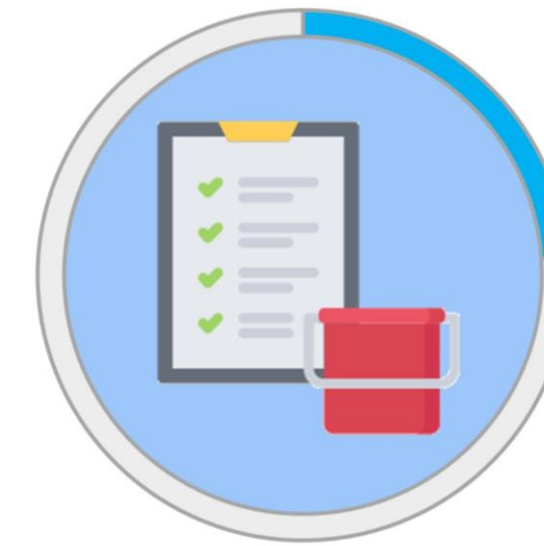
TRAVELING MORE DOMESTICALLY
(33.4%)



TRAVELING MORE WITH MY FAMILY
(31.2%)



VISITING MORE NATIONAL PARKS AND PUBLIC LANDS
(26.4%)



VISITING MORE DESTINATIONS ON MY BUCKET LIST
(23.9%)



BEING MORE OPEN TO NEW TRAVEL IDEAS
(23.6%)



TRAVELING MORE INTERNATIONALLY
(19.5%)



TRAVELING MORE WITH FRIENDS
(19.2%)



VISITING ICONIC AMERICAN CITIES
(16.7%)



2021 GOALS



2019-2021 TOURISM STRATEGIC GOALS



Visit
Tallahassee
A Division of Leon County

1

Advocate for destination enhancing development.

2

Enhance the awareness, interest and support of Leon County's visitor economy.

3

Analyze opportunities to increase budgetary resources of the Leon County Division of Tourism / Visit Tallahassee.

4

Work to enhance the visitor experience throughout Leon County.



Visit
Tallahassee
A Division of Leon County



RECOVERY MARKETING FRAMEWORK

	RESPOND	ENGAGE	REBOUND	EXPAND	“NEW” NORMAL
THRESHOLD	Travel restrictions imposed	Cancellations and postponements stabilized	Destination reopens and consumer travel resumes	Consumers continue to travel regionally, staying close to home	Consumer travel expands in direct flight markets
PURPOSE	Provide accurate information to partners	Proactively strengthen stakeholder relationships and drive engagement with potential visitors	Drive travel demand and interest in key Florida markets (Orlando & Tampa Bay Area)	Drive travel intent in Florida and regional Southeast markets (Atlanta / Birmingham)	Drive Visit Tallahassee travel intent and booking across all key markets
KEY ACTIVITIES	<ul style="list-style-type: none"> Weekly Partner Calls Pause marketing and sales efforts Cancel special events & activities Connect with grantees on event cancellations and rebooks with hotel partners Work through budget cuts & stabilization Close Visitor Information Center Remote working Consistently outline health and safety 	<ul style="list-style-type: none"> Partner outreach & support, event cancellations Shift bookings & event dates Plan market re-entry & recovery Engage travelers on social media Promote restaurants offering takeout, Rally for Tally Open for Takeout COVID-19 Industry Partner & Consumer pages highlighting virtual events Added Virtual Events category to VisitTallahassee.com calendar Video greeting for future visitors was created Activated Trail of the Month across email and social 	<ul style="list-style-type: none"> Promote safety of the destinations, restaurants, museums and parks Reboot Marketing & Social Media efforts Activate Public Relations campaign Promote Virtual Events Develop content and suggested itineraries that speak to target audiences Introduce creative platform showcasing the safety of the destination Created media plan utilizing CARES Act funding and focusing on key markets and target audiences 	<ul style="list-style-type: none"> Reboot FAMS & Individual media stays Implement email marketing outreach to sports, leisure, and meetings and groups Visitor Center Online Gift Shop Activate Virtual Deskside Media Appointments Activate FSU Athletics partnership Introduce new COVID-19 Seasoned Local List Execute photo shoot focusing on the safety of the destination Initiate partnership with FSU and FAMU 	<ul style="list-style-type: none"> Based on research and data collection through rebound and expand, launch adapted and nimble marketing and sales strategies to ensure flexibility in reaching our core audiences Redefine KPIs



FY2021 MARKETING GOALS

- Drive awareness, consideration, preference and travel intent for Tallahassee as an ideal destination for the very best in ***safe, outdoor activities for the family and couples.***
- Maximize the efficiency of our marketing and sales strategy as we rebound into the "New Normal".
- Position Tallahassee as a top outdoor/open spaces destination in the U.S. for trails, biking and birdwatching.
- Communicate the importance of tourism and its contributions to the local economy and educate residents about the area's offerings and events.
- Reach new niche audiences, gain greater exposure for partners and elevate positioning as a desirable travel destination.
- Emphasize destination experiences and increase partner exposure with audiences in key geographic markets through integrated promotions.
- Engage industry partners and increase community involvement and awareness of the destination's tourism offerings.



2020-2021 MARKETING PRIORITIES

Digital Overhaul

Expand and grow the new digital ecosystem:

- Website
- Mobile App
- Marketing Automation
- Lead Nurturing/Re-engagement

Update UX and continue to promote Trailhassee.com as a valuable resource for trails and nature-based activities across our destination.

Develop website content specifically for meeting planners, sporting event coordinators, group tours and niche travelers.

Pretty. Unexpected.

Re-boot new brand campaign across all segments and audiences, featuring the many dimensions of Tallahassee captured in our Fall 2020 photoshoot.

Launch new seasonal promotions to provide inspiration and engagement among potential visitors year-round.

Launch new "locals" marketing effort to drive local participation in everything Tallahassee has to offer.

Segmented Growth

Activate full-funnel media strategy, reaching new niche segments and emerging markets.

- Target a diverse mix of potential visitors across demographics, interests and geography.
- Drive targeted leads and custom emails across key markets and interest segments.

Continue to work with industry partners, host regular industry meetings/calls and provide cooperative opportunities across our marketing efforts.



2021 KEY PERFORMANCE INDICATORS

PUBLIC RELATIONS

Reach 375 Earned Media Placements

Reach 505 Million Earned Impressions

Achieve Publicity Value of \$2 Million

Secure 18 Media Experiences

Secure 8 Broadcast Promotions

Secure 1 Co-op Promotion

WEBSITE

Increase Traffic to VisitTallahassee.com by 7% to 251,000 Users

Increase Page Views on VisitTallahassee.com by 7% to 510,000 Views

Increase Traffic to Trailahassee.com by 5% to 33,600 Users

Increase Page Views on Trailahassee.com by 5% to 77,000 Views

Improve Email Open Rate to 17%

Acheive Email Marketing Click Through Rate to 2%

MOBILE APP / WIDGET

Increase Use of Mobile App / Widget by 100% to 6,500 Users

Increase Session Duration of Mobile App / Widget by 25% to 4 Minutes

Increase Total Sessions of Mobile App / Widget by 50% to 5,000

Increase Mobile App Page Views by 65% to 30,000

Increase Mobile App Downloads by 55% to 1,300

SOCIAL MEDIA

Increase Instagram Engagements by 15% to 209,000 Engagements

Increase Instagram Followers by 15% to 19,900 Followers

Increase Facebook Engagements by 15% to 257,600 Engagements

Increase Facebook Impressions by 15% to 5,024,900 Impressions

Increase Twitter Engagements by 15% to 45,200 Engagements

Increase Twitter Followers by 7% to 15,515 Followers

Increase #IHeartTally Impressions by 15% to 58 Million Impressions

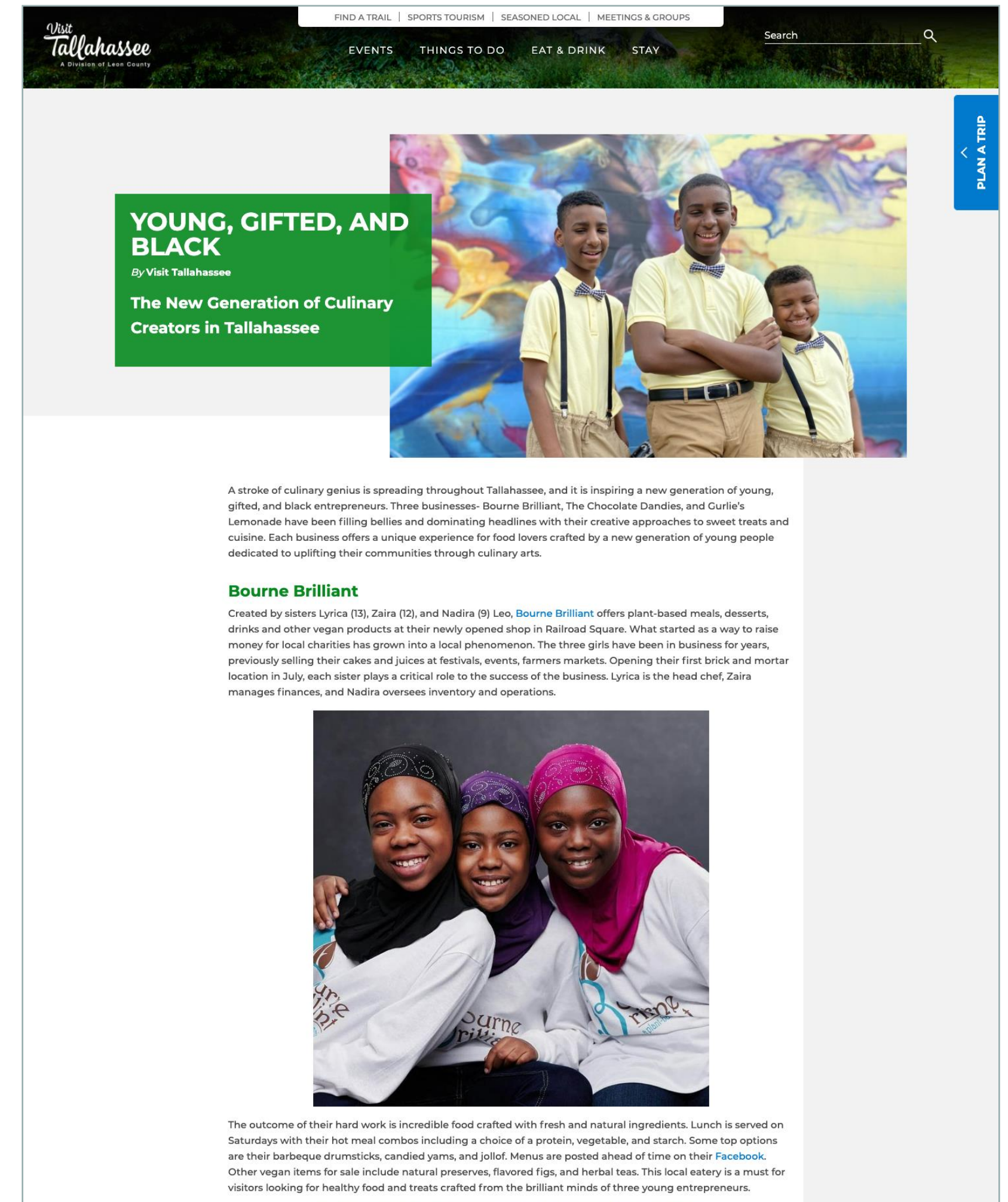


DIGITAL ECOSYSTEM



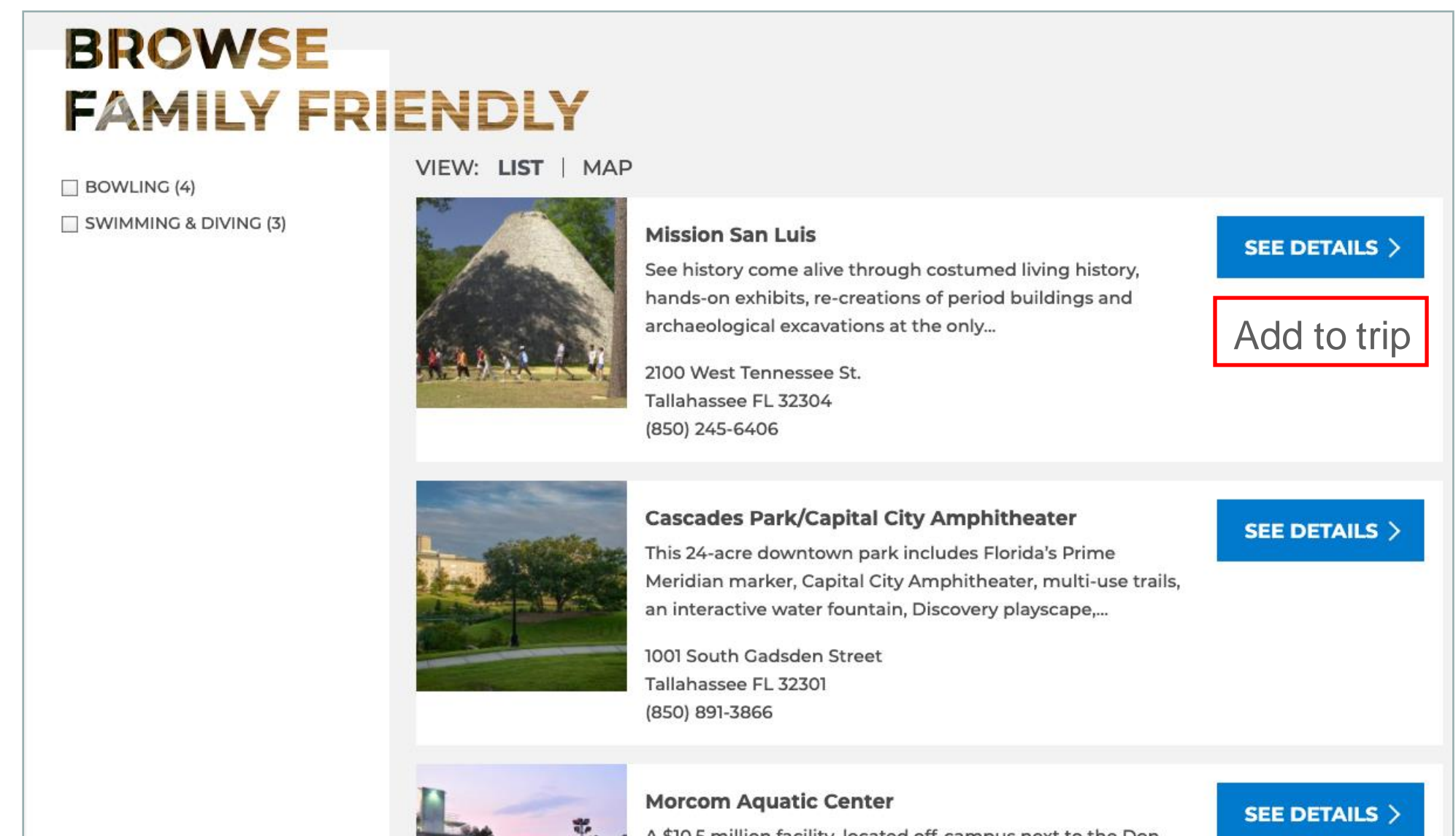
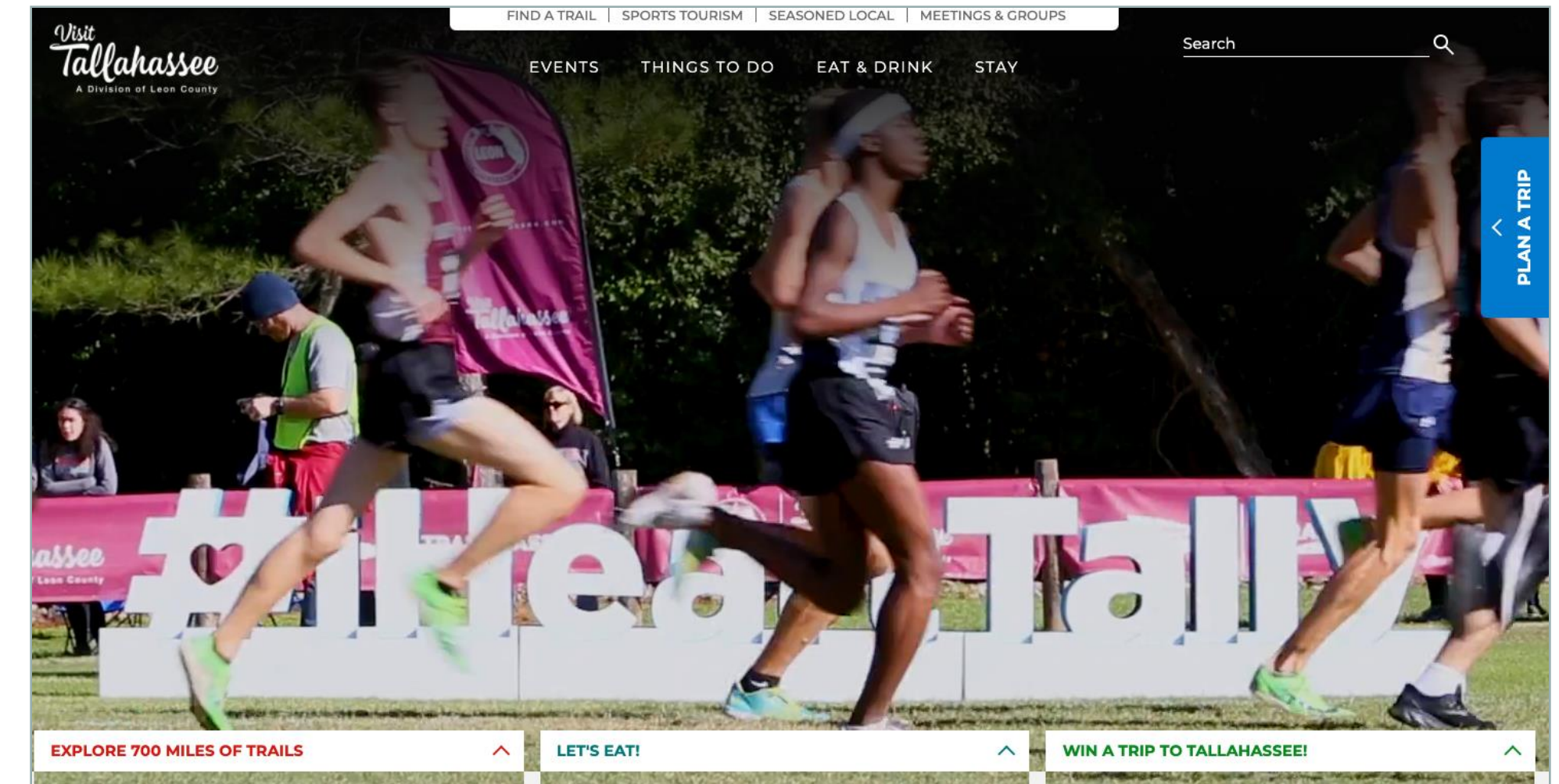
VISITTALLAHASSEE.COM STRATEGIC INITIATIVES

- Enhanced content strategy.
 - Blogs really drove engagement on the site, not only with great content, more sessions, but ultra-low bounce rates.
 - Keep creating great content!
- Enhance the visibility of the mobile app/widget (covered in detail in the Visit Widget section).
- Prioritize lead capture (covered in detail in the Email Marketing section).



VISIT WIDGET APP STRATEGIC INITIATIVES

- Widget button adjustments:
 - Experiment with button design make it more prominent.
 - Make the button persistent while scrolling across the site.
- Leverage VW API for deeper integration within the site:
 - Allow users to “add to plan” while they’re exploring the site to drive itinerary usage.
- Add audio/video content:
 - Audio and/or video content drives engagement and session duration
 - Create targeted audio tours to enhance itineraries



VISIT WIDGET APP STRATEGIC INITIATIVES

- Possibly use the new “challenges” feature:
 - Create scavenger-hunt type feature and encourage users to check-in at various places (e.g., brewery tour).
 - Create a “Challenge Map.”
- Create an email onboarding sequence for those who download the app:
 - Tips, how-tos, example itineraries to check out, etc.
- Social Media contest:
 - Download the app to be entered into a sweepstakes or some other prize structure.



TRAILHASSEE STRATEGIC INITIATIVES

- Enhance User Experience (UX) to drive engagement and usage:
 - Homepage layout/design refresh.
 - Improve information architecture.
 - Improve site performance (site-speed, etc).
 - Improve Partners and Resources filtering.
 - Revisit the user-dashboard.
- Improve the “Find A Trail” feature by utilizing Visit Widget (mobile app integration):
- Enhance trails itineraries with audio/video.

The screenshot shows the Trailhassee website interface. At the top, there are three filter menus: 'Surface' (Any), 'Skill Level' (All), and 'Activities' (All). A 'GPS' toggle is set to 'OFF'. A search bar is located below the filters. The main content area features a map of Tallahassee with various trails highlighted in green. Below the map is a table listing trails with their respective details.

Trail	Distance	Skill Level	Surface
AJ Henry Trail		Beginner	Paved, Unpaved
ANF Motorcycle Trail		Beginner	Unpaved
ANF OHV Trail		Beginner	Unpaved
Alfred B. Maclay Gardens State Park Trail		Beginner	Unpaved
Apalachee Regional Park Trails		Beginner	Paved, Unpaved
Aucilla River		Hard	Water
Aucilla Sinks Trail North		Intermediate	Unpaved
Aucilla Sinks Trail South		Intermediate	Unpaved
Barnette Allen Shared Use Trail		Beginner	Unpaved
Bear Creek Trail		Beginner	Unpaved
Betton Nature Center Trail		Beginner	Unpaved



EMAIL MARKETING



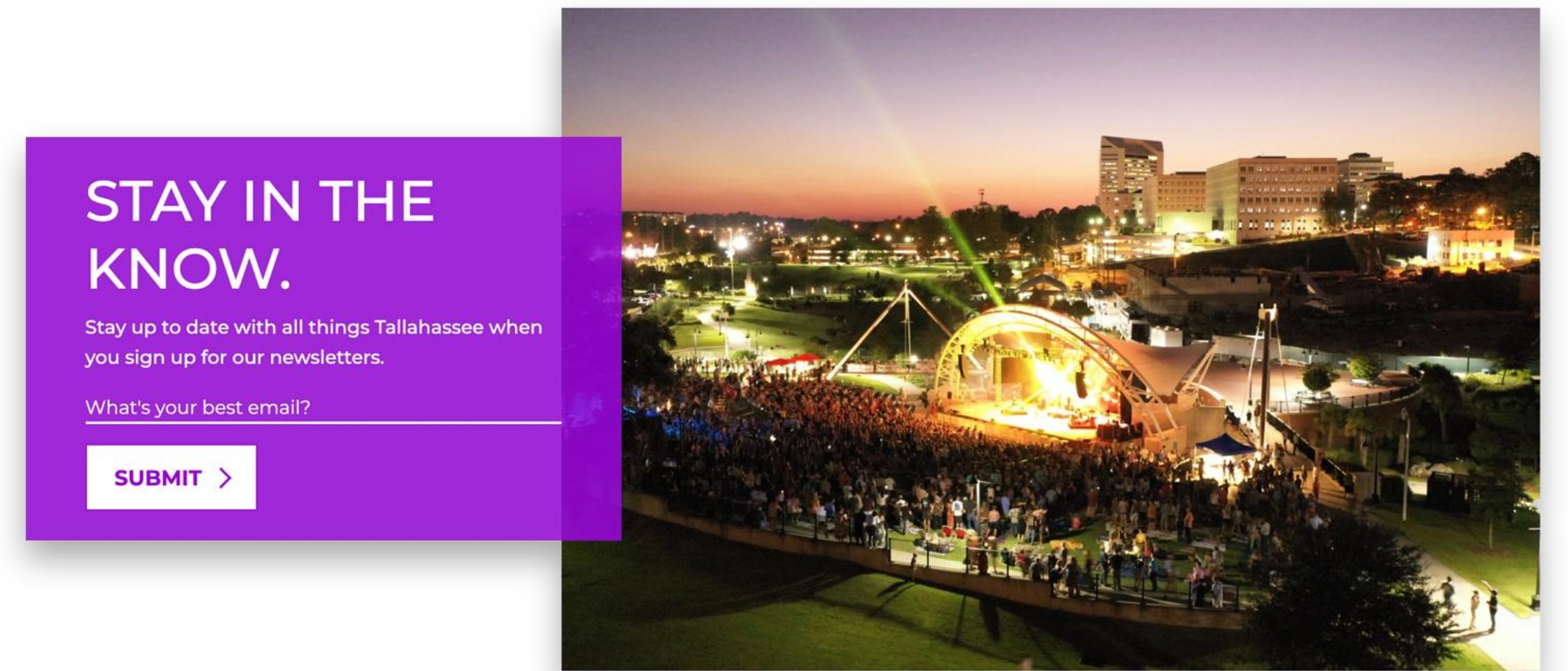
EMAIL MARKETING STRATEGIC INITIATIVES

- Prioritize lead capture on all sites.
- Prioritize first-party data gathering across all sites and email for segmentation and dynamic content.
- Improve the health of our current contact database.



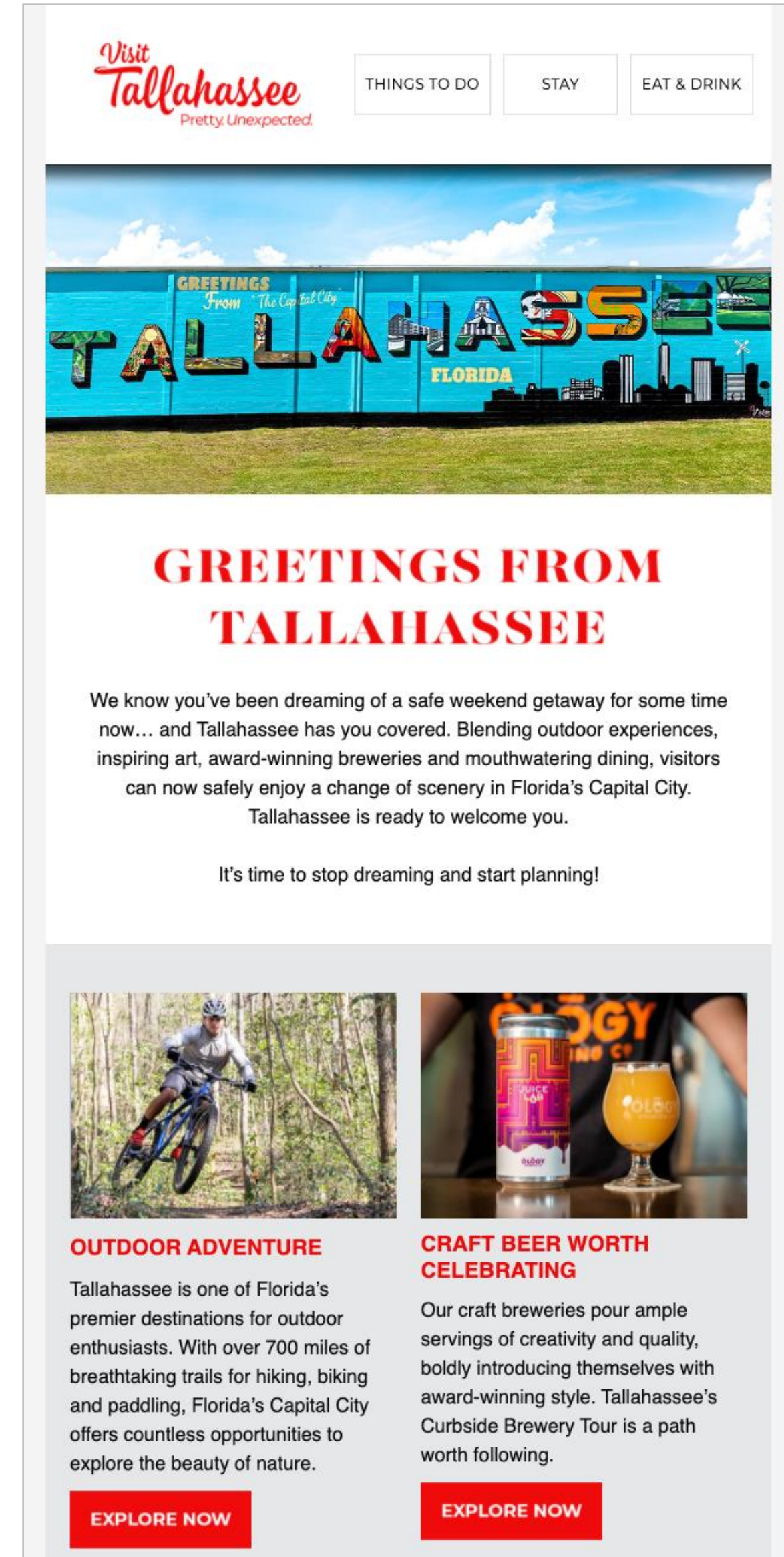
STRATEGIC INITIATIVE: LEAD CAPTURE STRATEGY

- In addition to our passive lead capture elements on the site, add active ones:
 - A/B test a homepage pop-up in terms of creative and timing.
 - Leverage a slide-in lead capture element for those reading our blog content.
- With the addition of our Welcome Email, we have the beginning of a nurturing sequence in place.



STRATEGIC INITIATIVE: SEGMENTATION

- Data gathering begins with our welcome email:
 - Blog content choices allows for self-segmentation.
 - We'll monitor and switch up welcome-email content offerings.
- We've created a custom tagging taxonomy to gather actionable intelligence on our users
- Deploy dynamic content to those who we have interest data on and track engagement results

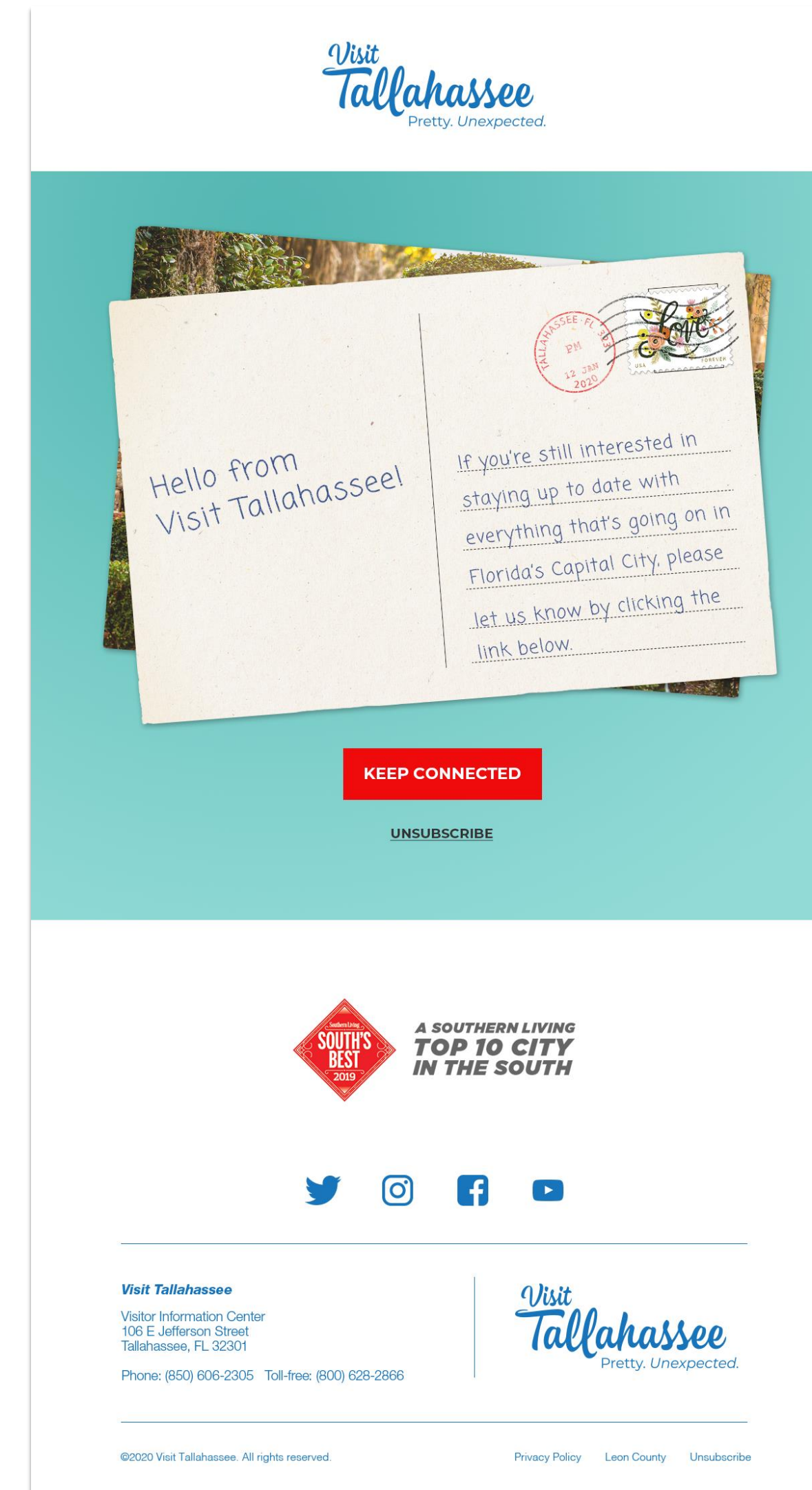


The screenshot shows the top of the Visit Tallahassee website with the logo and navigation buttons for 'THINGS TO DO', 'STAY', and 'EAT & DRINK'. Below is a large banner image of a 'Greetings from Tallahassee' sign. The main heading of the email is 'GREETINGS FROM TALLAHASSEE'. The body text reads: 'We know you've been dreaming of a safe weekend getaway for some time now... and Tallahassee has you covered. Blending outdoor experiences, inspiring art, award-winning breweries and mouthwatering dining, visitors can now safely enjoy a change of scenery in Florida's Capital City. Tallahassee is ready to welcome you. It's time to stop dreaming and start planning!'. There are two featured sections: 'OUTDOOR ADVENTURE' with a photo of a cyclist and 'CRAFT BEER WORTH CELEBRATING' with a photo of craft beer. Both sections include an 'EXPLORE NOW' button.



STRATEGIC INITIATIVE: LIST HYGIENE

- Current database clean-up:
 - Our most engaged segment is 13,043 people who have opened/clicked an email since 10/01/2019.
 - The other 94,507 are not engaged and dragging down our performance significantly, and negatively affecting deliverability.
 - The agency recommends removing these dead contacts.
- To maintain list health, we have an evergreen campaign that is triggered when a contact doesn't engage for 60 days:
 - If they engage, the 60 day threshold begins again.
 - If they don't engage, they are removed from our database.



MEDIA/DIGITAL MEDIA



MEDIA OVERVIEW

- Activate an integrated, full-funnel media strategy to reach our target audiences with efficient frequency to increase visitor intent.
 - Consistent presence with targeted flights to increase consideration during need periods and support market activations.
- Primary channel efforts are through digital activations with a mix of targeted print, outdoor, and sports partnerships that provide upper-funnel awareness support



MEDIA OVERVIEW

- Maintain or re-engage efforts with key partnerships/audiences.
 - FSU/FAMU
 - Outdoors/Mountain Biking/Birding (Trailhassee)
 - Families
 - African American
 - Arts & Culture
 - Locals Marketing
- Expand our reach with concerted efforts against niche/trade audiences.
 - Meeting Planners
 - Sports Event Planners



STRATEGIC OVERVIEW: DIGITAL

- Maintain our current digital footprint via key digital partnerships throughout the remainder fiscal year
 - Targeted Experience Seekers:
 - Trails / Outdoor enthusiasts (45%)
 - Leisure travelers (30%)
 - Families (15%)
 - Arts/Culture/Entertainment (10%)
 - Geo-targeted throughout VT key source market areas.
 - Until further notice, limited to 5 hour driving radius around Leon County (60% emphasis on Tampa & Orlando)
 - Gradual expansion to Atlanta & Birmingham with eventual mirroring of top markets from visitor research once pandemic has been slowed
 - Year-round efforts to promote seasonal events/offerings



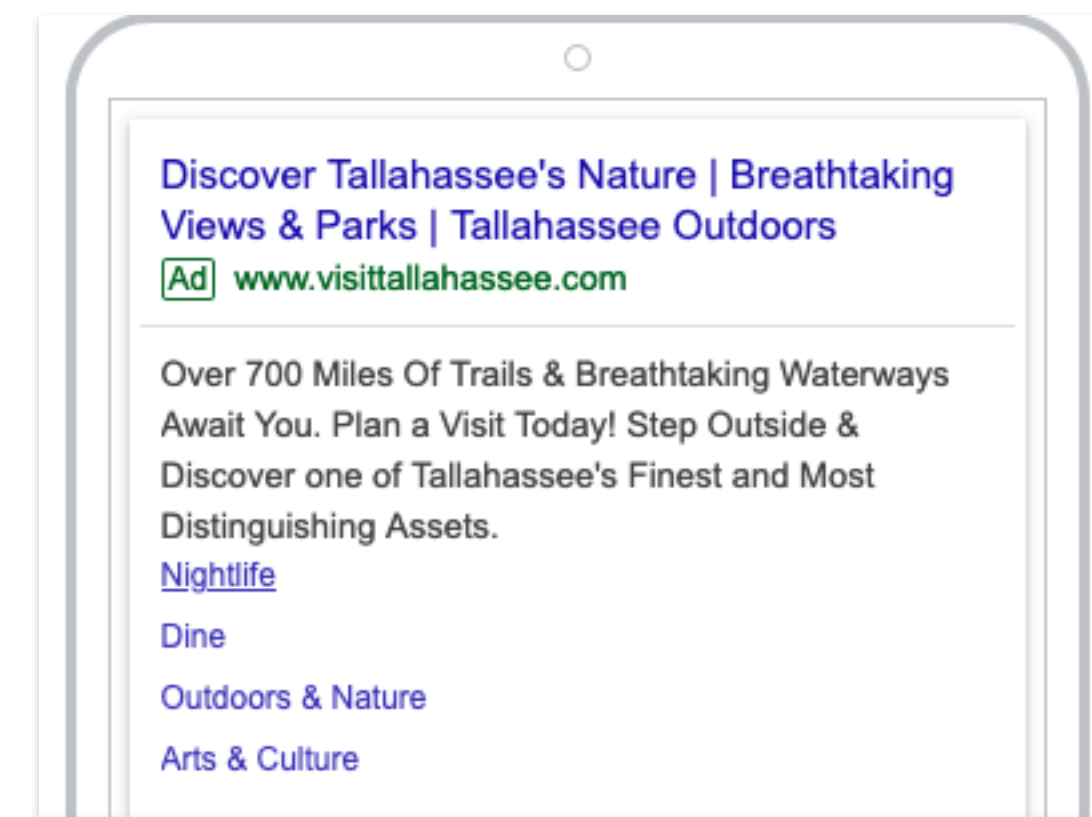
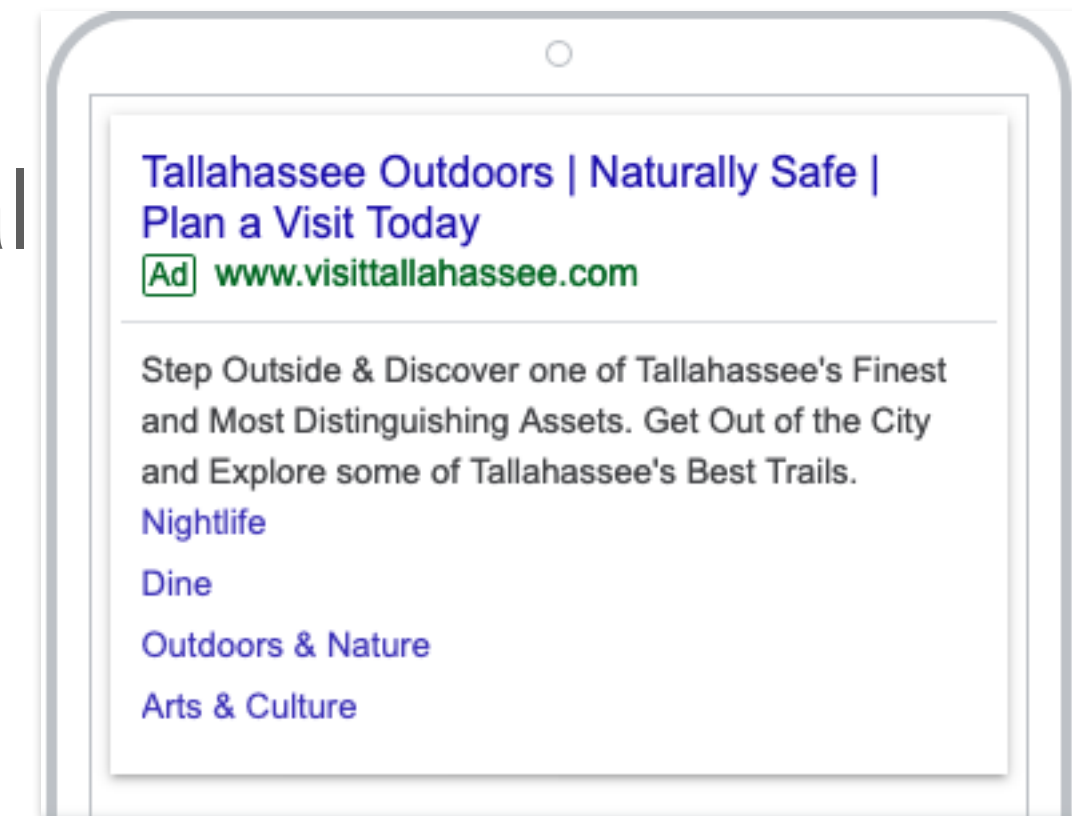
STRATEGIC OVERVIEW: DIGITAL

- Given Native being the current top performing digital medium, utilize a mix of several Native digital partners to help entice travelers in a less intrusive format
 - StackAdapt
 - Travel Spike
- Utilize Digital Display Banners & Pre-Roll / In-stream video to programmatically reach travelers across the web through various targeting tactics including contextual, keyword, behavioral, and retargeting



SEARCH ENGINE MARKETING - GOOGLE ADWORDS

- Maintained an always on, consistent presence for remainder of fiscal year a with updated ad copy as the climate changes
- Continue currently active campaigns with potential to relaunch past fiscal year campaigns that were put on hold due to the pandemic
 - Brand
 - Things To Do
 - Accommodations
 - Events (Hold)
 - Meeting / Event Planning (Hold)
- Continued optimization toward clicks on specific buttons of the site
- Leave audience and device targeting open allowing for Google's algorithm due to the heavy lifting of campaign optimization
 - Mobile spending has continued to increase in spend through this system
 - Continue to bid higher on top performing markets of Orlando & Tampa



STRATEGIC OVERVIEW: PRINT

- Reduce print activation to include only the following partnerships:
 - Emerald Coast Magazine: April/May Visit Tallahassee section
 - Visit Florida Vacation Guide 2021
 - Photolisting w/lead generation



STRATEGIC OVERVIEW: OUT-OF-HOME

- Continue to reach I-10 travelers via strategic billboard placements east and west of Tallahassee.
 - Renewed 2 total billboards (1x east, 1x west)
 - Annual presence
- Maintain a local presence via a digital billboard partnership with Lamar.
 - Budgeted for April start



SEGMENT BREAKDOWN



AFRICAN AMERICAN TRAVELERS

- Activate a focused effort to drive higher visitation of diverse travelers to the Tallahassee area.
 - African American travelers
 - Families, young professionals and seniors
- Currently reflective of 11% of tracked visitors,
- Drive targeted awareness and destination engagement.
 - Target markets: Mobile, Montgomery, Columbus, Atlanta, Macon, Valdosta, Pensacola, Panama City, Jacksonville, Gainesville, Ocala, Orlando, Tampa, WPB, Miami, Ft. Lauderdale, Ft. Myers/Naples
 - 5 month program April-August
 - Pandora streaming audio (:30 radio ads)
 - Mobile first digital buy with desktop display support through Sojern programmatic buy to mirror flight of online audio



OUTDOORS

- Position Tallahassee as a top outdoor destination in the US, aggressively promoting Trailahassee.com and our upcoming IMBA designation.
 - Reach niche and adventure seekers through new photography, video and targeted media, focused on mountain biking, bird watching, kayaking and hiking.
- Allocate media support to promote Tallahassee to outdoor and adventure travelers through media targeting mountain biking, bird watching, hiking and kayaking enthusiasts.
 - Last visitor study showed a combined 16% of visitors note nature/environment/bird watching/biking/hiking as activities they participated in when visiting
 - These #'s are growing based on pandemic trends



OUTDOORS

- Targeted channels include:
 - Blue Ridge Outdoors (print/digital banners)
 - Atlanta/Alabama zone
 - OutdoorProject.com
 - Geo-targeted banners in Southeast zones
 - PinkBike.com
 - CVB Package to amplify our Travel feature story and video through the Spring
 - Outdoor Photographer Magazine - Nature Lovers Guide to FL.
 - Bird Watchers Digest
 - Print (North Florida editorial), digital banners and BirdWire custom e-blast to 29k enthusiasts
 - Birding Magazine - Birder's Guide to Travel
 - BirdWatching Magazine - Spring Guide
 - Programmatic Digital Support via Sojern
 - BikeMag/Men's Journal - Direct to publisher digital banner targeting



CULTURAL TARGETED MEDIA

- A Cultural Co-Op Program will continue to develop highlighting partnership with COCA.
- Incorporate NPR activity in Tallahassee and Panama City DMA's
 - Flight during key periods throughout the year
- Continue partnership with Orlando Arts magazine
 - Reaching a primary key market
- Reach potential visitors through Sojern paid digital audience targeting.
 - Target Experience Seekers: Leisure travelers interested in Arts/Culture, Entertainment, Food/Dining, and History
 - Geo-targeted throughout VT key source market areas.
 - Target markets: Mobile, Montgomery, Columbus, Atlanta, Macon, Valdosta, Pensacola, Panama City, Jacksonville, Gainesville, Ocala, Orlando, Tampa, WPB, Miami, Ft. Lauderdale, FM/Naples
 - Year-round effort to promote seasonal events/offerings



SPORTS MARKETING

- Educate sports rights holders of our world class venues and facilities
 - Use a mix of print and digital executions including enhanced listings and advertorials with publications and organizations that reach sporting event decision makers and provide trackability
 - Sports Destination Management
 - Custom email campaigns
 - Sports Events
 - Print - Florida Spotlight (Jan) w/bonus e-newsletter



MEETING PLANNER TARGETED MEDIA

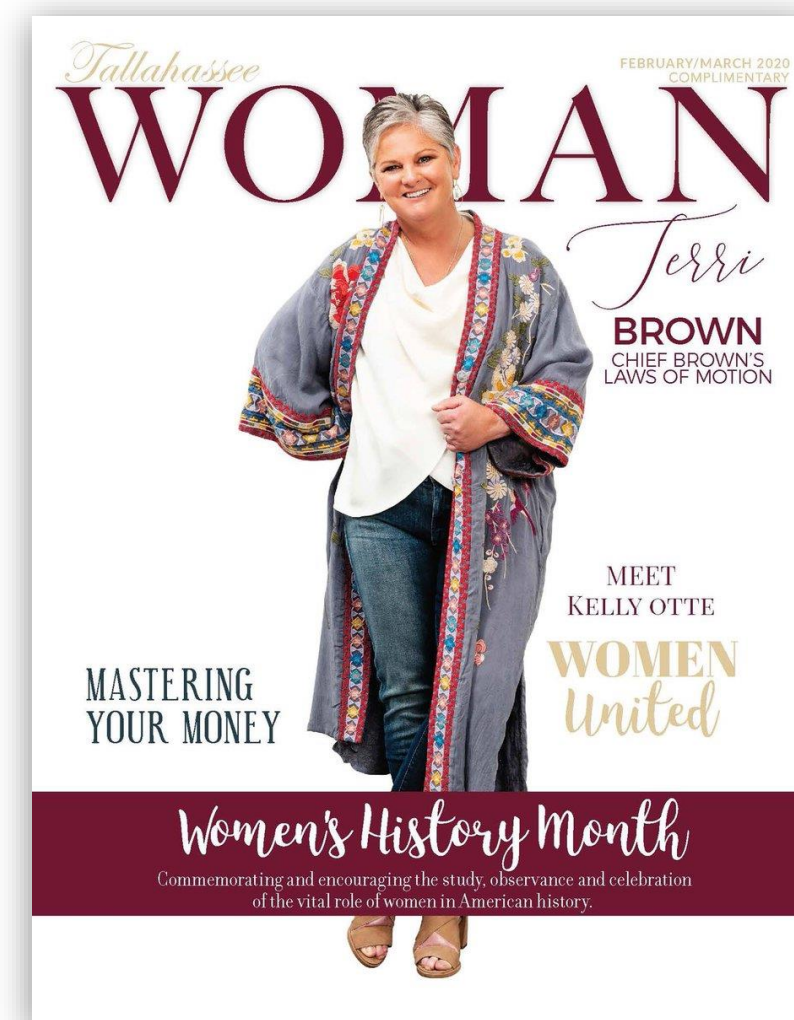
- Promote Tallahassee's meeting experiences and team building adventures to meeting planners and other meeting influencers through digital channels that offer the ability to download the Visit Tallahassee Meeting Planner Guide
 - Custom E-blasts
 - Epro Direct - Corporate/Association planners
 - FL, GA, AL
 - 4x - Ability to co-op with partners wishing to promote meetings facilities
 - Partner with FSAE with year-round coverage via the FSAE weekly newsletter
 - Sponsor Spotlight banner position 52x/year
 - Co-op with local partners to promote their facilities
 - Rationale:
 - Reaching targeted planners in key source regions
 - Trackability we can share with stake holders
 - MPG download functionality



LOCAL MEDIA

- When applicable, have a consistent presence using programmatic digital media to reach the local audience with custom messaging that drives engagement for the Local program
- Continue partnership with Tallahassee Woman Magazine to promote a “Women in Tourism” editorial profile
 - April/May
- Local digital billboard to promote seasonal events
 - Partnership with Lamar

Tallahassee Democrat.
PART OF THE USA TODAY NETWORK



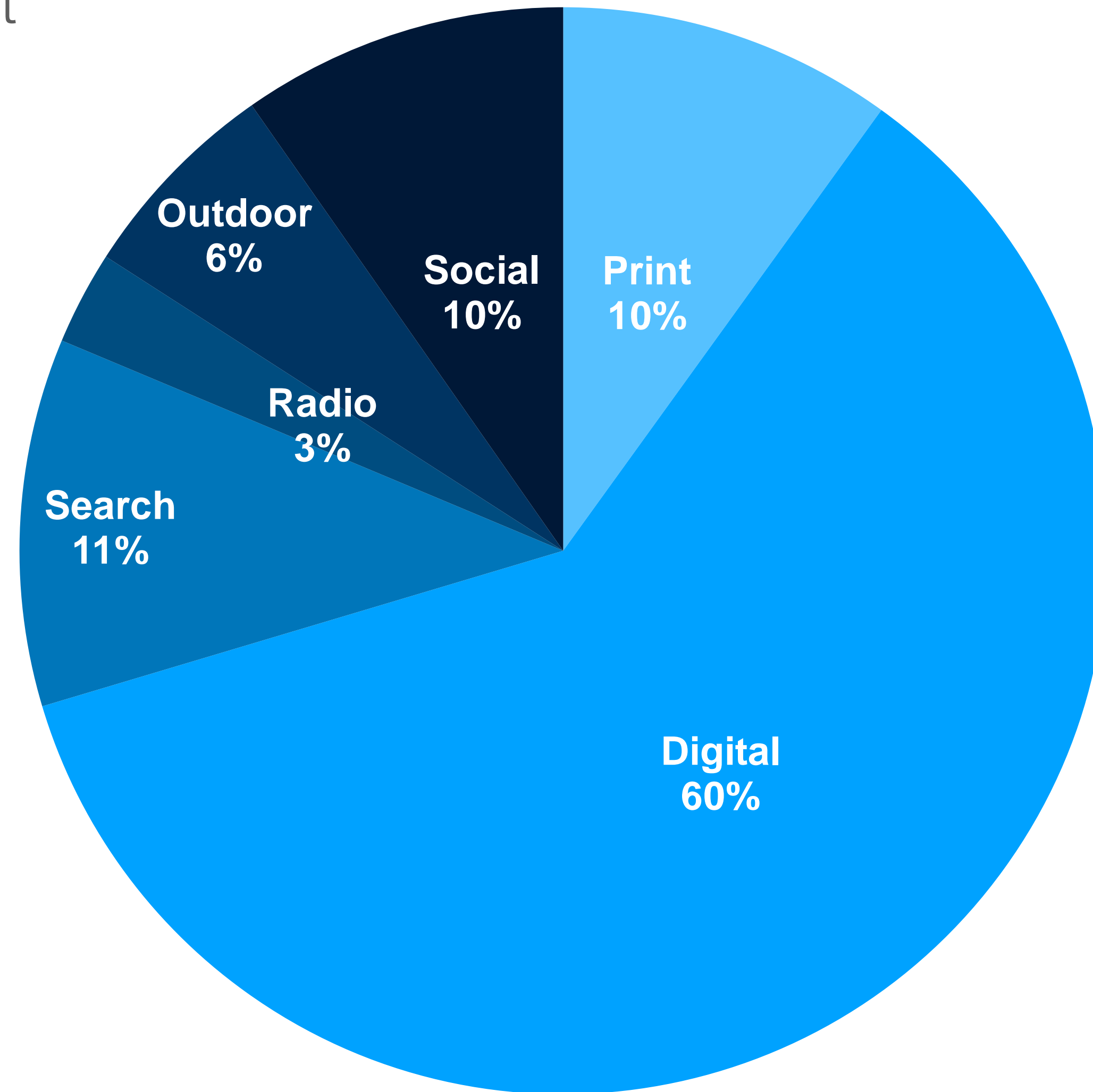
Visit
Tallahassee
A Division of Leon County



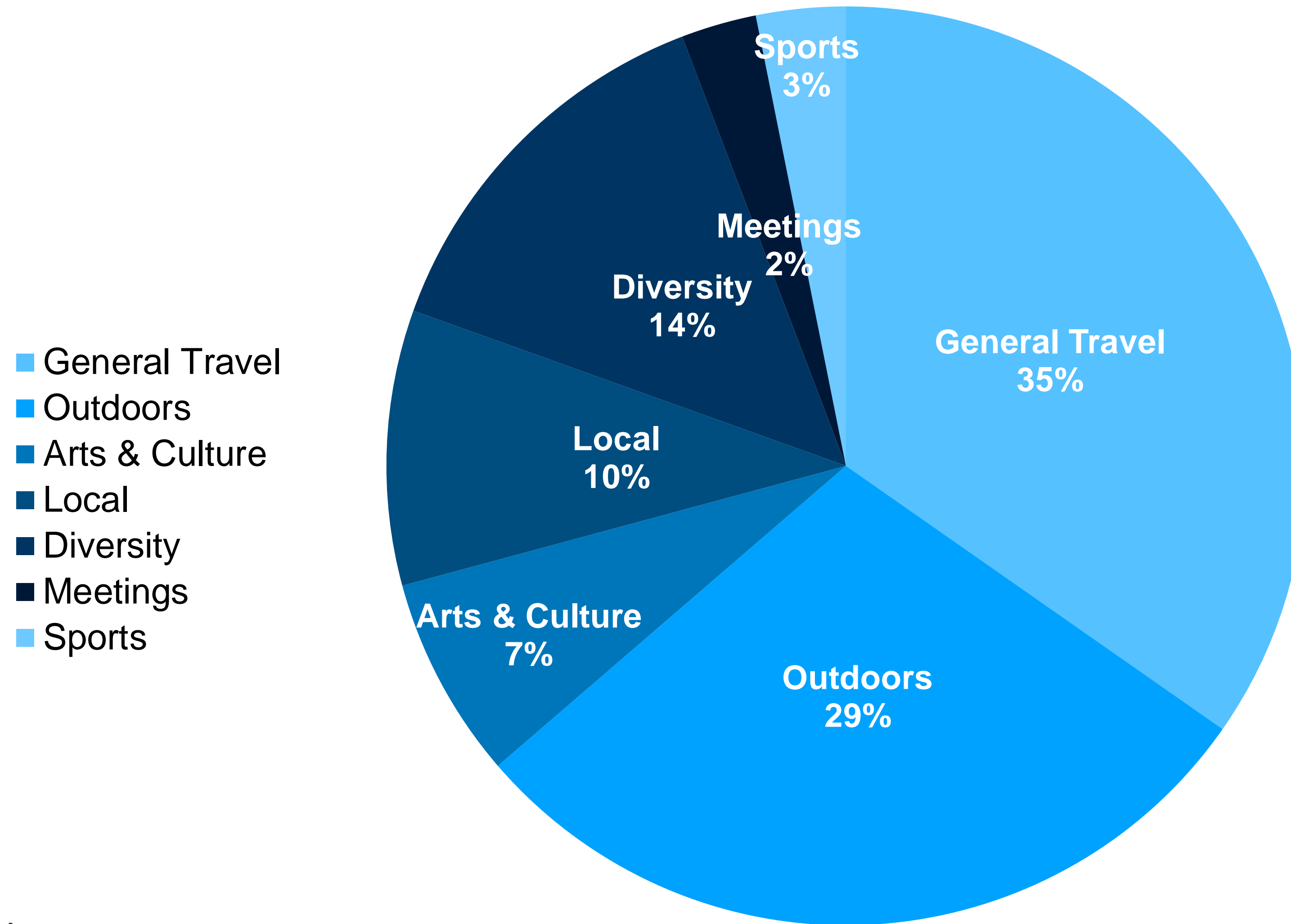
JAN - SEPT 2021 MEDIA ALLOCATION BY CHANNEL

■ \$349,500 Investment

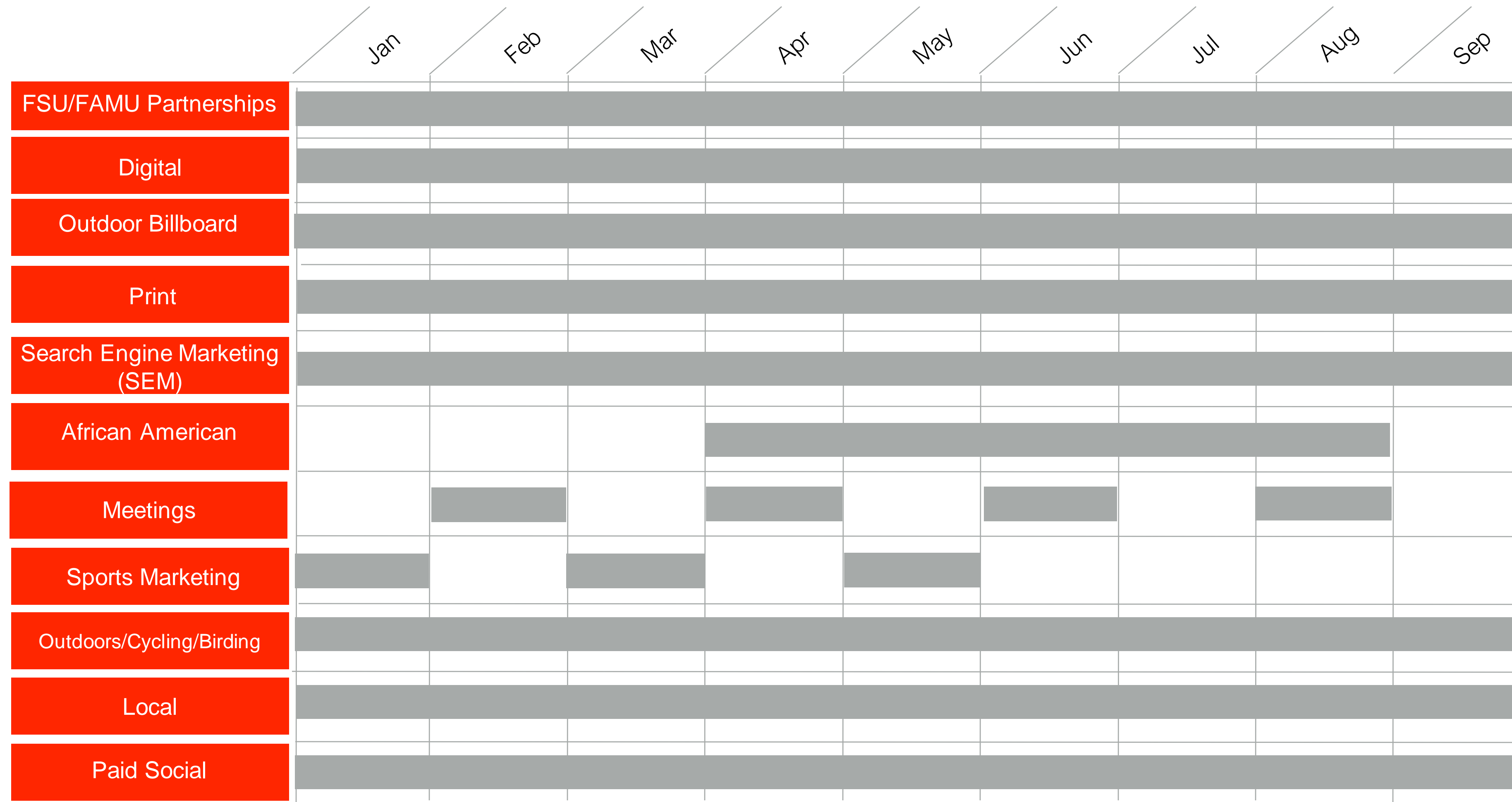
- Print
- Digital
- Search
- Radio
- Outdoor
- Social



JAN - SEPT 2021 MEDIA ALLOCATION BY SEGMENT*



JAN - SEPT 2021 MEDIA FLIGHT SCHEDULE



PUBLIC RELATIONS



DESIRED OUTCOME

- Generate positive publicity and brand awareness for Visit Tallahassee through strategic editorial opportunities, in an effort to drive interest, excitement and travel, while ensuring a successful reputation revival, with long-term results.



EDITORIAL TACTICS

- SPINS® - Strategic • Personalized • Intriguing • Newsworthy • Smart
 - Core
 - Outdoor / Wellness
 - Diversity
 - F&B
 - Group
 - Meetings
 - Weddings
 - Pretty.Unexpected.
 - History / Culture



EDITORIAL TACTICS

- SPINS® - Strategic • Personalized • Intriguing • Newsworthy • Smart
 - Seasonal
 - New Years {Over-The-Top Celebration to Kiss 2020 Goodbye}
 - Valentines Day {Romantic Travel, Drivable Suggestions}
 - Black History Month {Culture/History}
 - Emancipation
 - April 16 (National)
 - May 20th (Tallahassee)
 - June 19 (Juneteenth Celebration)
 - Halloween {Spirits of Tallahassee, F&B angle}
 - Thanksgiving {New Outdoor Family Traditions etc.}
 - Christmas / Hanukkah / Kwanzaa {Gift Guides, Travel Ideas etc.}



EDITORIAL TACTICS

- SPINS® - Strategic • Personalized • Intriguing • Newsworthy • Smart
 - Opportunistic
 - Destination News
 - Hotel Openings
 - Events + Happenings **Subject to cancellation or date change. Sampling including, but not limited to:*
 - FAMU Harambee Festival - Feb. 26-27
 - Tallahassee Wine Mixer - March 6
 - Red Hills International Horse Trials - March 11-14
 - Springtime Tallahassee - March 26-27
 - Word of South - April 9-11
 - LeMoyne Chain of Parks Art Festival - April 15-18
 - Civil Rights: Soul of a Movement - May 29



VIRTUAL MEDIA MISSION

- Create impactful virtual interviews with key media among top tier publications to build relationships and expedite publicity saturation.
- Targets: *Southern Living*, *South Magazine*, *Taste of the South* etc.
 - Goal: 1 per month
- Experiential Extras
 - Personalized Questionnaire
 - Tally Treats Box
 - Hype Video Intro
 - Visual Support



MEDIA EXPERIENCES

- Conduct media tours and personal visits for high-impact journalists and influencers to drive awareness and definition through story placements and exposure.



INDIVIDUAL STAYS

- Media & Influencer Visits
 - Targets:
 - National, flight market and drive market publications
 - Drive market and select flight market influencers
 - Goal: 14 stays per year



GROUP MEDIA TOUR

- “Socially Distanced in the South” Group Media Tour
 - Marry Tallahassee’s storied culture and outdoor offerings with vibrant personalities and curated experiences, delivering an unexpected take Florida’s Capital City - at a distance.
 - Timing: May 2021
 - Target: Host group of drive market metro publications.
 - Sample Experiences
 - Soulful Stories - Storyteller Series + Locally Curated Shopping Experience at Hearth & Soul
 - From Zoom to Zen - Meditation + Sound Bath at Maclay Gardens
 - Uncorked Canvas - Under the Oaks Painting Class at Table 23 + Artist Quia Z Atkinson
 - Sky High Sweets - Tallahassee Museum Tree to Tree Adventure + Gurlies Lemonade & Sweets ‘Pop Up’
 - Goal: 4-6 journalists



IN-BOOK PROMOTIONS

- Execute multi-channel promotions in-book and online with key national or regional publications.
 - Goal: 1-2 per year



BROADCAST TV PROMOTIONS

- Pursue inclusion on national talk + game shows to garner widespread awareness.
 - Goal: 1-2 per year



BROADCAST RADIO PROMOTIONS

- Drive awareness and excitement for future travel through key regional broadcast radio promotions.
- Targets: Atlanta, Birmingham, Orlando, Jacksonville, Miami, Tampa
 - Goal: 7 per year



SOCIAL MEDIA



SOCIAL MEDIA OBJECTIVES

- Refine content strategy, embracing platform-specific content for a more personalized consumer experience
 - Focus more on providing useful content vs. engaging content as consumer look for information during COVID
- Activate social media listening to optimize content strategy
 - Identify trending themes to apply to calendar development and messaging touchpoints
- Develop a highly strategic paid social media plan to extend the allocated dollars to reach both out-of-market visitors and locals alike
 - Test psychographic, demographic and geographic targeting to reach and activate quality leads
 - Make use of targeted seasonal campaigns to further segment paid media efforts and audiences
- Collaborate with public relations to activate a highly effective, data-driven influencer program
- Identify new social media content opportunities and known algorithm drivers to increase engagement and impressions



SOCIAL MEDIA TACTICS

- Adopt a highly conversational tone to bring a more human element to the social media channels with the goal of increasing consumer conversations
 - Utilize the four C's of communication in regards to COVID messaging, when appropriate
 - Community, Cleanliness, Contactless, Compassionate
- Use content tagging to measure and adjust content strategy to develop calendars that resonate with audiences
- Evaluate effectiveness of platforms via reporting to ensure efforts and emphasis are placed on the most engaged channels
 - 2020 saw a decline in Twitter usage beyond sports, news and politics, primarily due to the election cycle
- Uncover opportunities to remix trending content making it relevant to the destination to enable more organic connections between the brand and younger audiences
 - Consider developing a toolkit of digital elements for creators/influencers to access to generate their own remixed content
- Expand community management efforts to further build relationships with key audiences
 - Utilize the social CRM tools to assist in personalized automation



SOCIAL MEDIA TACTICS

- Reimagine “Your Weekend Itinerary” to further support local businesses during recovery phases
- Develop an Instagram Reels series to showcase unique destination offerings and further increase algorithm placement within the platform
 - Particularly regarding attracting visitors in the sports and adventure segments
- Amplify timely earned/owned media placements to increase clout in key markets and further solidifying the Tallahassee as a premiere destination regionally and nationally
- Optimize paid media efforts to align with best practices to extend the dollars
 - Activate audience liquidity versus heavily focusing on segmentation
 - Automated campaigns tools increase the performance of campaigns by putting ads in front of a person where they’ll be most receptive to it
 - Increase/maintain traffic to key websites and landing pages
- Continue to incorporate promotions and giveaways via Instagram to increase audience loyalty and engagement

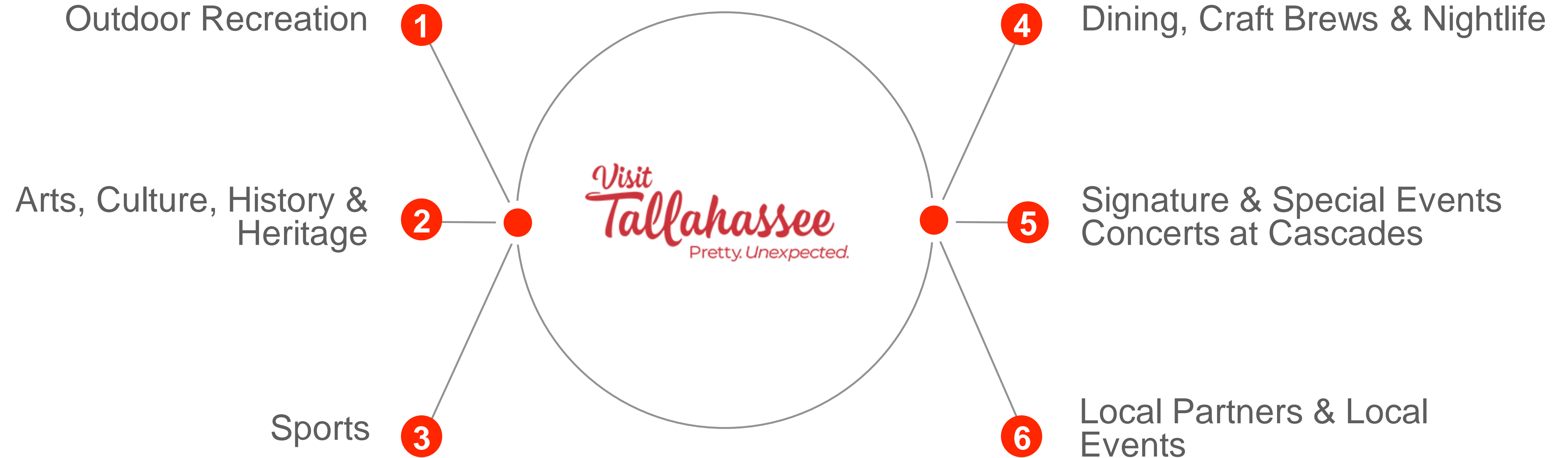


REDEFINE SOCIAL MEDIA AUDIENCES



CONTENT TOUCHPOINTS

- Family friendly and diversity will be interwoven into the main content themes



FOCUS ON FACEBOOK FAMILY OF APPS

- Reaching audiences on both mobile (primary) and desktop (increasing since Work From Home)



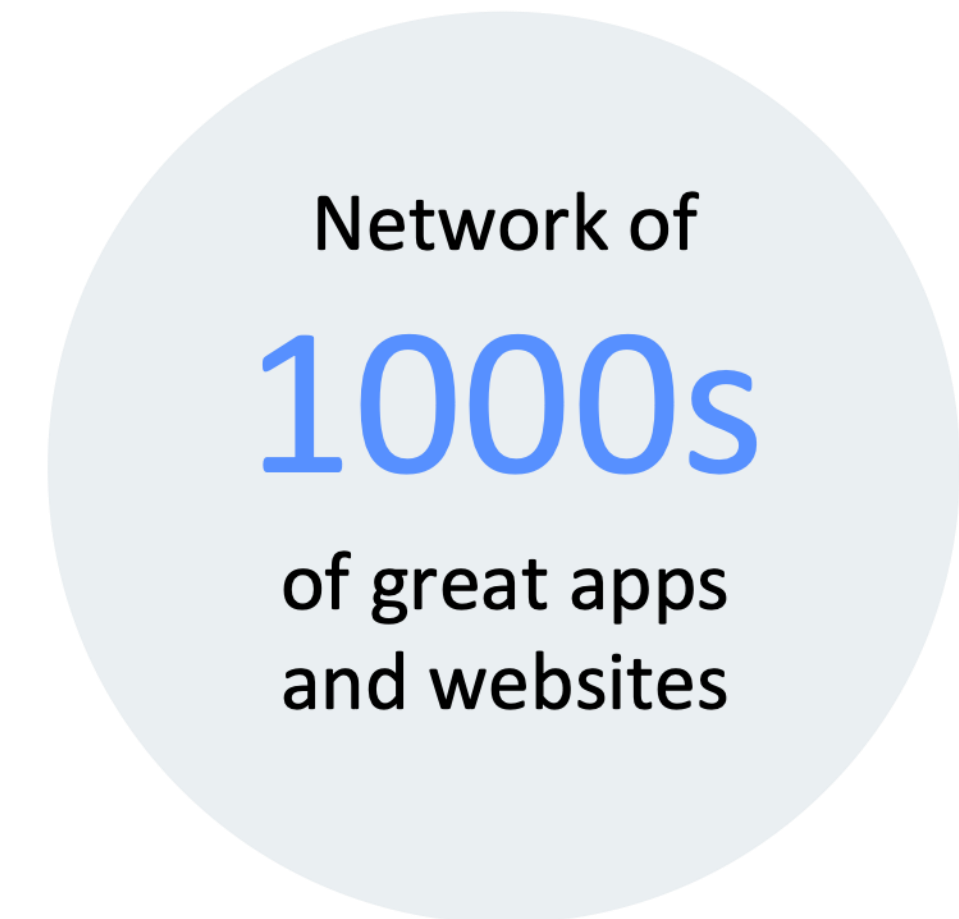
facebook



Instagram



Messenger

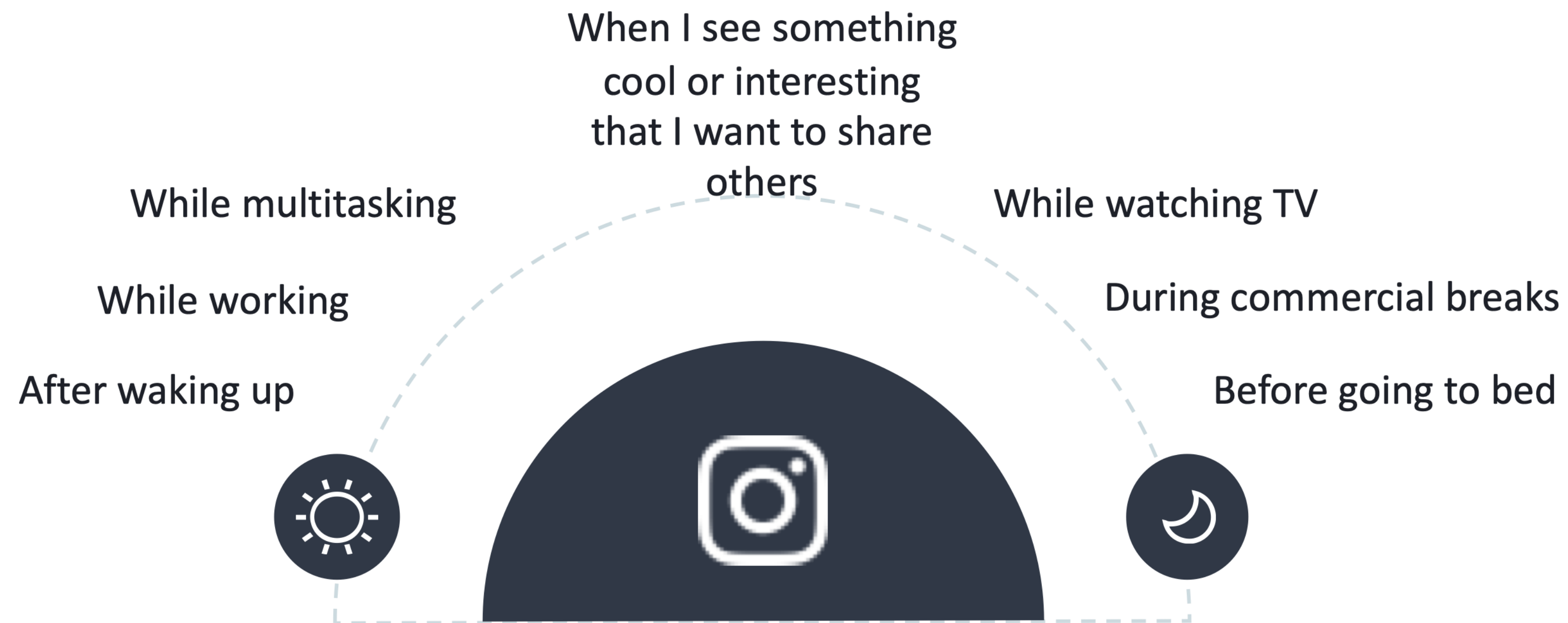


audience
network



INSTAGRAM FOR INSPIRATION

- As the most visual of all platforms, Instagram will continue to be the source for wanderlust
 - 62% of US travel users choose Instagram over magazines when looking for inspiration
- How are Instagram users engaging on the app?



VIDEO CONTENT CONTINUES TO DRIVE ALGORITHMS

- There are a variety of options to engage with users via video

On The Go



Stories

Making ephemeral video fun



Messaging

Making conversations personal



Feed

Making video interactive with AR and music partnerships

Long Format



Watch

A space to enjoy longer videos and shows



Original content

Drives connection and community via show content



Watch Party

Digital video viewing becomes a together experience



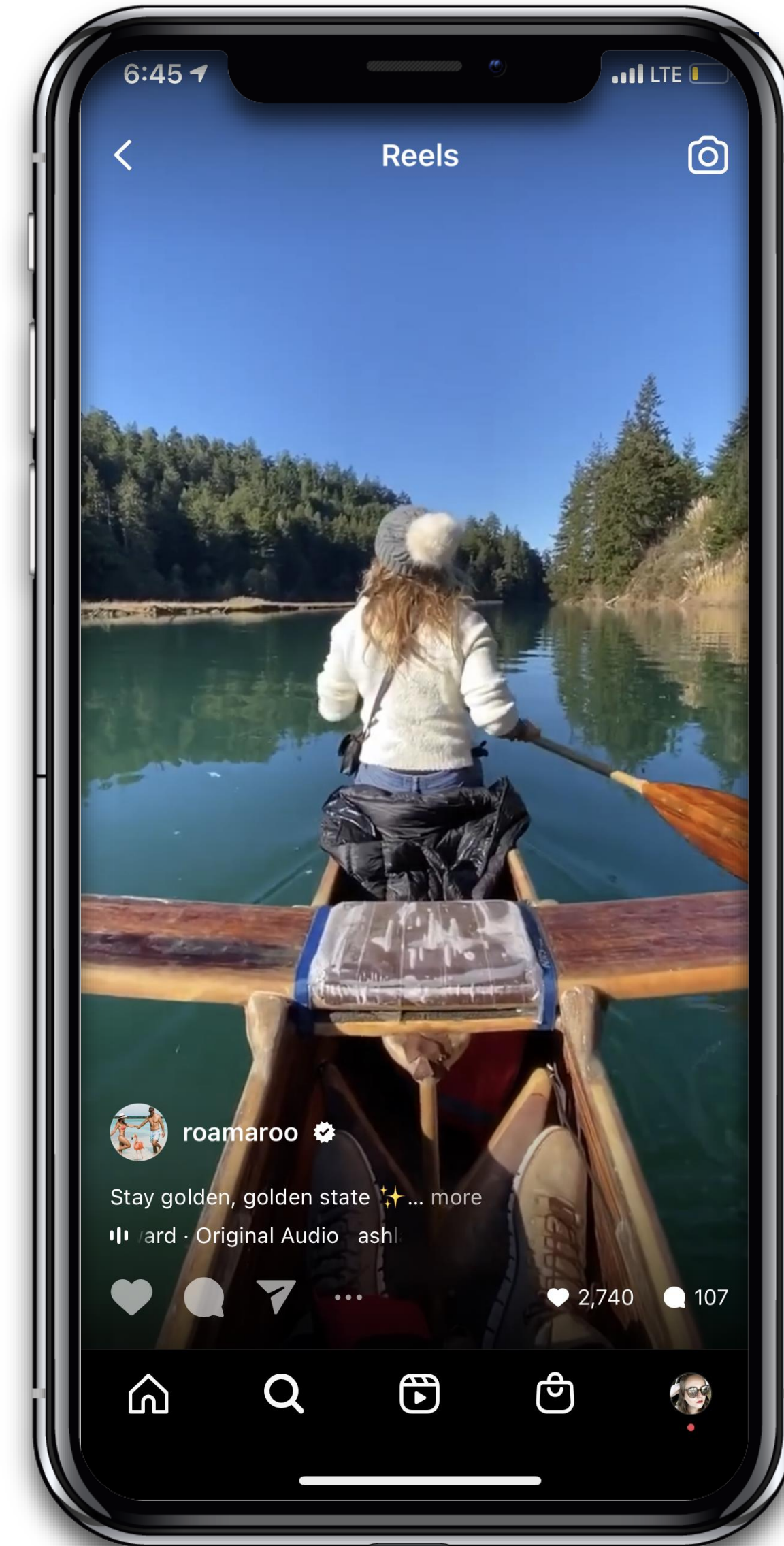
IGTV

Introducing longer videos in vertical format



INSTAGRAM REELS

- Develop an Instagram Reels series to showcase unique destination offerings
- Work with local partners and influencers to assist with content generation
- Content thought starters:
 - Kayaking down river
 - Mountain biking on trail
 - Tree-to-tree adventures
 - Dog exploring a park
 - Meal creation start to finish
 - Hotel tours



YOUR WEEKEND ITINERARY - REIMAGINED

- When is the right time to reactive a reimagined Your Weekend Itinerary?
 - Continue to closely monitor the COVID situation and user sentiment
- What should the content focus on?
 - Due to COVID-19, content (for the foreseeable future) should continue to focus on safety, social distancing and outdoor options for visitors and residents
- Looks and feel?
 - There have been three creative iterations of the YWI initiative
 - The most recent being fully created within the app



POSTING OPTIMIZATIONS

■ Facebook

- Tuesday is the most engaging day
- Wednesdays and Mondays see the least amount of engagement
- The best time to post dramatically changes day by day

■ Instagram

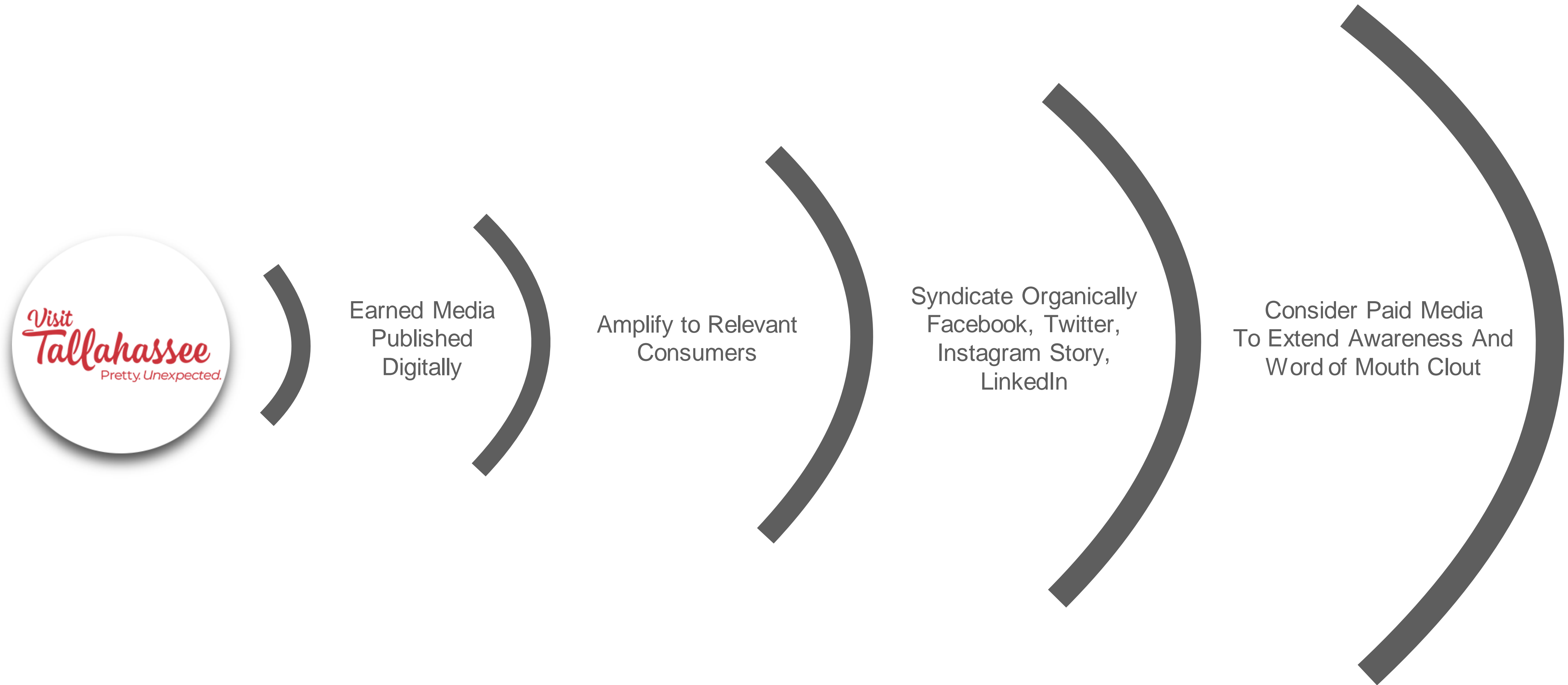
- Afternoons generate the most engagement
- The best content is to be released on Wednesdays
- Monday-Thursday are highly engaged days
- Friday-Sunday generate the least amount of engagement

■ Twitter

- Twitter is the least engaged with channel
- Sunday-Tuesday see lower engagement than the later day in the week
- Wednesday mid-morning is the best time to post



EARNED MEDIA AMPLIFICATION STRATEGY



PAID SOCIAL MEDIA OBJECTIVES AND TACTICS

- Activate the three key audiences via a highly tactical, always-on paid social media approach
- Maximize the allocated budget by focusing efforts to Facebook and Instagram
- Audiences will be activated through a variety of ad formats and placements in order to prevent audience ad fatigue
 - Facebook:
 - Video and static link click, carousel, in-stream video, Facebook stories, messenger
 - Instagram:
 - Video and static link click, carousel, Instagram stories, Instagram Explore
- Visitors in-market will be targeted to use the itinerary builder via mobile app install ads
- Geotarget key drive markets as outlined by the research
 - Until further notice, limited to 5 hour driving radius around Leon County (60% emphasis on Tampa & Orlando)
 - Gradual expansion to Atlanta & Birmingham with eventual mirroring of top markets from visitor research once pandemic has been slowed



TOTAL JAN - SEPT BUDGET:
\$840,710.00



FY2021 BUDGET

CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	TOTAL BUDGET
ADVERTISING										
Services	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$267,750
Production	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$18,000
MEDIA										
Online/Offline	\$48,833	\$23,095	\$20,223	\$50,385	\$32,246	\$23,648	\$21,773	\$20,635	\$20,224	\$261,062
Search	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$36,000
Social	\$3,550	\$3,550	\$3,550	\$3,550	\$3,550	\$3,550	\$3,550	\$3,550	\$3,555	\$31,955
DIGITAL										
Maintenance and Hosting	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$38,250
SEO Activation	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$13,500
Production			\$2,250		\$2,500			\$2,500		\$6,750
Email Platform	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$13,500
PUBLIC RELATIONS										
Services	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$84,375
Publicity Monitoring	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,350
<i>Broadcast Monitoring</i>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250
<i>Promotional Partnerships</i>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,000
<i>Individual FAM</i>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$26,000
<i>Group FAM</i>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,000
<i>Out of Pocket</i>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500
Totals	\$96,525	\$97,025	\$99,275	\$97,025	\$99,025	\$86,525	\$80,525	\$83,025	\$80,525	\$840,710



Tallahassee Clean Energy Plan

On February 20, 2019, our City Commission took the step of committing to transition Tallahassee to a **100% clean, renewable energy future by 2050.**

?

What is my role?

As the City works to develop the plan, **your feedback is needed** on issues including affordability, equity, local job creation, access to local power, opportunities for public health, benefits to the environment and more.

2035

Achieve 100% clean, renewable energy in City Operations

- Operate all City facilities using 100% clean, renewable energy
- Shift City light-duty vehicles to 100% electric
- Shift StarMetro fixed-route buses to 100% electric

2050

Achieve 100% clean, renewable energy community-wide

- Shift all public and private uses of energy in Tallahassee to 100% clean, renewable energy sources

\$

HOW MUCH WILL THIS COST?

This will be determined through the clean energy study and process of developing the plan to transition to 100% clean, renewable energy. We want to reach our energy goals without creating unnecessary financial burden on our residents and businesses.

🔍

WHAT COUNTS AS CLEAN ENERGY?

The list of “clean, renewable energy” includes solar, wind, hydroelectric (water flow), geothermal (heat released from the Earth), biomass waste, biogas, energy efficiency and conservation and other technologies still being explored.

✍️

HOW CAN I GET INVOLVED?

You can start by completing our survey, sign up to receive city news, follow @CityofTLH on social media, or email us at [CleanEnergy@Tal.gov.com](mailto:CleanEnergy@Tal.gov).

Leon County Board of County Commissioners

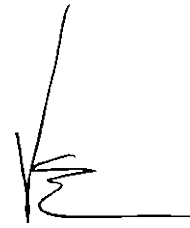
Agenda Item #25

January 26, 2021

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator

Title: Use of County Parks During COVID-19 and the County's Sponsorship of Visitor-Generating Community and Athletic Events



Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator
Lead Staff/ Project Team:	Ken Morris, Assistant County Administrator Maggie Theriot, Director, Office of Resource Stewardship Leigh Davis, Director, Parks & Recreation Kerri L. Post, Director, Division of Tourism Amanda Heidecker, Senior Tourism Sales and Sports Manager Terri Messler, Manager, Tourism Grants & Visitor Services

Statement of Issue:

This item provides an updated report on the current COVID-19 restrictions related to the use of County parks and amenities and provides recommendations in seeking the Board's direction on County Tourism grant sponsored community and athletic events for FY 2021 as we continue to mitigate the spread of the virus. As directed by the Board, this item includes public health guidance, local health metrics, and policy options for the County to sponsor tourism events based upon their relative risk to spread COVID-19.

Fiscal Impact:

This item has a fiscal impact. Funding for the Division of Tourism's FY 2021 event grant programs were adopted in the County's budget. As the County remains in Phase 2 of the *Leon County COVID-19 Response and Re-opening Plan*, most of the FY 2021 grant funds have not been awarded. The County's Re-opening Plan anticipates that the County's event grants would resume under Phase 3, however, the Board has the discretion to adjust current re-opening policies and practices based on local conditions.

Staff Recommendation:

Option #1: Accept the report on the use of County Parks during COVID-19 and the County's sponsorship of visitor-generating community and athletic events.

Report and Discussion

Background:

This item provides a status report on the use of County parks and amenities during COVID-19 as youth sports leagues prepare for their spring seasons and the County receives requests from other organizations to use outdoor athletic fields. This item also seeks Board guidance related to the disbursement of County Tourism event grants which is not anticipated to resume until Phase 3 of the County's Re-opening Plan, however, the Board has the discretion to adjust current re-opening policies and practices to sponsor these upcoming events. In anticipation of the robust spring calendar of large and small community events, this item was initially considered on the December 8, 2020 (Attachment #1). At that time, the Board accepted the status report to maintain the status quo on the use of County parks and the County's sponsorship of Tourism event grants, and directed staff bring an item back for consideration on January 26, 2021 to include the latest public health guidance and local health metrics as well as options for the County to sponsor individual events which may pose less of a threat to spread COVID-19.

The *Leon County COVID-19 Response and Re-opening Plan* provides a framework and guidance for the community to both navigate and plan for the phases of re-opening in a manner that minimizes the risk of resurgence and protects the most vulnerable from COVID-19 (Attachment #1). While the Governor's Re-opening Plan details the operational restrictions for private businesses, each phase of the County's Re-opening Plan provides specific guidelines for individuals, employers, and Leon County Government within the parameters outlined by the state. The County's Re-opening Plan also outlines its strategy for the planned restoration of County services, operations and facilities for public use in three sequential phases based upon the public health-related gating criteria developed by the CDC to advance from one phase to the next. Designed to ensure the vital health, welfare, and safety of County employees and general public, the County's phased Re-opening Plan is a public document that facilitates clear expectations and communications during the pandemic.

The County's response to COVID-19 represents the longest and most extensive emergency activation in the history of our community. Since the beginning of the pandemic, Leon County has focused its COVID-19 efforts to protect the public by distributing more than 1.4 million pieces of personal protective equipment (PPE), coordinating with public health officials to ensure hospital capacity, providing PPE and financial support to affected local businesses, and continuously communicate public health guidance to mitigate the transmission of the virus.

Leon County is currently in Phase 2 of the *Leon County COVID-19 Response and Re-opening Plan* (Re-opening Plan) which allows for passive recreation (use of Greenways and trails, dog parks, playgrounds, and campgrounds), prohibits the use of community centers and pavilions, and limits the use of recreation fields for organized team sports activities to County-licensed youth sports providers. The County's Re-opening Plan anticipates that these prohibited and restricted activities *may re-open* under Phase 3, however, the Board has the discretion to adjust current re-opening policies and practices based on local conditions. Phase 3 also anticipates the County *may* hold concerts and events with restrictions. The Board has exercised its discretion with recent decisions

Title: Use of County Parks During COVID-19 and the County's Sponsorship of Visitor-Generating Community and Athletic Events

January 26, 2021

Page 3

to allow organized youth sports at County parks and the hosting of large cross country races at Apalachee Regional Park.

On September 15, 2020 the Board received a comprehensive update on the use of County Parks for organized outdoor sports and athletic events during COVID-19 (Attachment #2). The Board approved allowing organized cross country activities to take place at County facilities during Phase 2 of the County's COVID-19 Response and Re-opening Plan with strict protocols to mitigate the spread of the virus. The Board also directed staff to bring back a status report on October 13th related to the implementation of the COVID-19 established protocols at the FSU Invitational/Pre-State Cross Country Meet scheduled for October 2nd and 3rd. At that time, the Board did not approve re-opening County facilities for organized youth sports (Pop Warner, Babe Ruth, Little League, Cheerleading), playgrounds or community centers.

On September 25, 2020, Governor DeSantis issued an executive order moving the State of Florida into Phase 3 of the *Safe. Smart. Step-by-Step Plan for Florida's Recovery* and re-opening plan. As a result, an agenda item was presented to the Board for consideration at the September 29, 2020 meeting to revisit Leon County's COVID-19 Response and Re-Opening Plan with regard to County operations, programs, and services. At that time, the Board directed the County Administrator to maintain Phase 2 of the County's Re-opening Plan with several modifications including the reopening of playgrounds and allowance of fall youth sports at County facilities. The Board required youth sports leagues to submit safety mitigation plans and enter into agreements with the County to include penalties and enforcement for adherence to the safety plans. The Board also modified the protocols for large cross country races by eliminating testing requirements and allowing one parent/spectator per cross country athlete for races at County facilities.

On October 13, 2020, the Board accepted a status report on the implementation of the COVID-19 protocols for the FSU Invitational/ Pre-State Cross Country Meet held on October 2nd and 3rd at Apalachee Regional Park (Attachment #3). Later that night, the Board requested staff to bring back an item for the County to host an expanded Florida High School Athletic Association state football championship event if a budget amendment providing additional funds was needed to support the larger event. In partnership with Leon County Schools and Florida State University, the expanded state football championship did not require a budget amendment or additional County funds and took place on December 16-19 at Doak Campbell Stadium.

Since the Board's direction on December 8th to prepare this agenda item for consideration, the City Commission held its Annual Retreat on January 13, 2021 and approved resuming special events, facility rentals, and indoor programming at its facilities starting March 1st with precautions to promote safety.

Our community traditionally hosts many leisure and athletic events during the spring months, however, consistent with the Leon County Re-opening Plan, all Tourism grant sponsorships for these events are currently suspended in Phase 2 and are not recommended to resume until Phase 3 prompted by community health data indicating significant reduction to the spread of COVID-19 across the gating criteria. This item seeks Board direction related to the County's sponsorship of

upcoming visitor-generating community and athletic events funded through the Division of Tourism. Based on public health guidance at this time, this item does not recommend any changes to the use of County parks or the disbursement of Tourism event grant funds to sponsor upcoming community events. This item recommends the Board accept the report provided herein and continue to follow the guidance provided in Phase 2 of the County's Re-opening Plan (Option #1).

Analysis:

This item provides an updated status report on the current COVID-19 restrictions related to the use of County parks and amenities and seeks the Board's guidance on County Tourism sponsored community and athletic events for FY 2021 as we continue to mitigate the spread of the virus.

The COVID-19 pandemic and the sustained global economic disruption surrounding the public health emergency has impacted governments, businesses, and individuals across the world. As the economic and social impacts of COVID-19 continue to rapidly evolve across the United States, federal, state, and local governments have taken actions to provide aid to individuals and businesses affected by the virus. The implementation of the County's phased Re-opening Plan outlines the strategy for the planned restoration of County services, operations and facilities for public use in three sequential phases based upon the public health-related gating criteria developed by the CDC to advance from one phase to the next. Once the County achieves the health-related gating criteria for Phase 3, an agenda item will be prepared for the Board's consideration for the progressive relaxation of restrictions for social gatherings in support of the safe re-opening of businesses and resuming of activities.

While the pandemic has altered our daily routines, public interactions, and the appearance of workplaces and employees, much of the public whom are less vulnerable to the adverse health risks associated with COVID-19 seek to resume their daily activities by utilizing the latest public health guidance to adapt the activities to mitigate the spread of the virus. Efforts to return to normalcy include mitigated social gatherings, physical fitness routines, participation in community and cultural events, and athletic competitions for children and adults. The public and private sectors have implemented many public health mitigation protocols to safely re-open the economy and facilitate the types of commerce and activities that were strictly prohibited during the recent shutdown. For these reasons, and as people continue to adapt to navigating their lives during the pandemic to resume activities, the Board has the discretion to adjust its Re-opening Plan and policies based on local conditions.

On December 8, 2020, the Board provided direction for this analysis to include the latest public health guidance and local health metrics to inform policy options related to the use of County parks and the County's sponsorship of visitor generating events based on their individual relative threat to spread COVID-19. Since that time, Leon County has experienced an increase in local cases and positivity rates. As detailed in a later section of the analysis, the average number of new cases was 190 per day this week which is twice as high as the average number reported in December.

At the federal level, a new administration will commence on January 20, 2021 with an opportunity to evaluate and shape public health guidance and protocols related to COVID-19. However, CDC guidance and risk assessment techniques for communities seeking to host community events and gatherings remains unchanged since the December 8th status report and considers large visitor-generating events to be of 'higher or the highest risk' as described in the next section.

CDC Guidance on Community Events and Gatherings

The CDC defines a gathering as a planned or spontaneous event, indoors or outdoors, with a small number of people participating, or a large number of people in attendance. Examples of gatherings, small or large, include a community event, concert, festival, conference, parade, wedding, or sporting event. The more people an individual interacts with at a gathering and the longer that interaction lasts, the higher the individual's potential risk of becoming infected with COVID-19 and then spreading COVID-19 to others. The higher the level of community transmission in the area where the gathering is held, the higher the risk of COVID-19 spreading at the gathering. The CDC defers to state and local governments to determine the appropriate size (attendance) and crowd density of an event or gathering but offers the following risk assessment:

- Lowest risk: Virtual-only activities, events, and gatherings.
- More risk: Smaller outdoor gatherings in which individuals from different households remain spaced at least six feet apart, wear cloth face coverings, do not share objects, and come from the same local area (e.g., a community, town, city, or county).
- Higher risk: Medium-sized in-person gatherings that are organized/laid out to allow individuals to remain spaced at least six feet apart, some wear cloth face coverings and come from outside the local area (e.g., a community, town, city, or county).
- Highest risk: Large in-person gatherings where it is difficult for individuals to remain spaced at least six feet apart, do not wear cloth face coverings and travel from outside the local area.

Based on these guidelines, every event funded through the Division of Tourism is inherently a 'higher or highest risk' event due to the size of the event and the fact that the attendance is made up of people from outside the community. Further, many events are indoors which poses a greater risk of transmission for the virus. The CDC guidelines for community gatherings and events are broad and open for interpretation as they do not define basic terms such as small, medium, or large or take in consideration the capacity of the venue or other health and safety protocols implemented at the event. The ambiguity of the risk level descriptions hinders an easily discernable assessment as there are numerous other factors that must be considered to more accurately assess risk levels such as:

- Venue size (to mitigate crowd density)
- Social distancing capability (depending on event activity, venue size, and layout, ingress and egress, staggering schedules to limit the convergence of large groups of people, etc.)
- The requirement of face coverings for events of all sizes

Many of the events hosted in our community are attended by both local residents and visitors. The origin of attendees/participants can factor into the mitigation equation as well. This includes whether the attendees arrived from a location with a higher rate of community spread and possibly their mode of transportation. Most visitors to Leon County tend to drive short to intermediate distances which reduces the number of touchpoints and interactions with others along the trip compared to flying. In FY 2020, 82% of visitors drove to Leon County, a figure that is expected to increase among leisure travelers for community events and athletics until a vaccine is widely available.

As presented to the Board on September 15th, the CDC and other leading epidemiological organizations have separate guidance specifically related to competitive youth team sports. The CDC and its peer organizations still consider full competition between teams of different geographical areas to be of the highest risk. While most visitor-generating events have been canceled or postponed indefinitely since the start of the pandemic and competitive sports have been restricted at County and City facilities, sporting events continue to occur at other venues throughout the community.

Community events and competitive sports are not prohibited by any state or local public welfare restrictions. The Board's previous actions related to organized team sports were specific to the use of Leon County facilities and withholding financial support for community gatherings based on public health guidance. Should the Board wish to maintain this policy to withhold financial support for visitor-generating events, no further action is needed at this time (Option #1).

Once the County achieves the health-related gating criteria for Phase 3, an agenda item will be prepared for the Board's consideration for the progressive relaxation of restrictions for social gatherings in support of the safe re-opening of businesses and resuming of activities.

The remainder of the analysis provides a status report on the use of County parks and amenities and seeks guidance on the County's role in sponsoring upcoming community and athletic events for the remainder of the fiscal year. For each of the activities described herein, the latest public health guidance from the CDC is provided for the Board's consideration. This item also provides options for consideration should the Board wish to modify the County's Re-opening Plan to allow for the disbursement of grant funds for FY 2021 events at this time.

Update on County Parks

The Leon County Division of Parks and Recreation administers license agreements for the provision of youth sports leagues at County parks, books 'special events' for the one-time or short-term use of County parks and facilities, and maintains all of the amenities at each park including playgrounds, basketball and tennis courts, boat landings, campgrounds, pavilions, community centers, etc. Based on the Board's direction from September 15th and September 29th, the use of County parks for organized outdoor activities has been limited to the County's licensed sports providers.

Little League opted not to play fall sports at two locations (Canopy Oaks and Ft. Braden Parks) while Big Bend Pop Warner ran its cheerleading program but did not host a tackle football

program. New agreements were executed with Little League District 20 and Big Bend Pop Warner to include COVID-19 mitigation measures including safety mitigation plans. A similar agreement will be executed with Babe Ruth Baseball for the spring season when they resume play at County facilities.

Athletic fields remain open for individuals, family units, and groups of no more than 10 people to use for recreation. Participants are encouraged to follow CDC recommendations for social distancing and hygiene. Special event bookings have been suspended during the COVID-19 pandemic and some park amenities remain closed (pavilions and community centers) to prevent gatherings at County facilities. Special events generally include a birthday parties, athletic fundraisers, and private organizations seeking to host tournaments or limited league play (travel sports competition or private school league). Reservations for the use and scheduling of special events at County parks and recreation facilities are governed by Policy No. 06-1. As approved by the Board, cross country special events have been limited to organized athletic competitions as opposed to local community events, fundraisers, etc. This includes Leon County Schools' middle and high school cross country meets as well as large visitor-generating races booked through and/or coordinated by the Division of Tourism.

County community centers remain closed at this time and no reservations are being accepted for the use of pavilions or special events at County facilities. The following Parks and Recreation facilities and amenities are currently available to the public:

- Greenways – hiking, biking, and equestrian use (never closed)
- Boat landings (never closed)
- Outdoor tennis courts (never closed)
- Outdoor basketball courts (never closed; only discouraged groups over 10)
- Dog parks (re-opened June 5)
- Campgrounds (re-opened August 15)
- Playgrounds (re-opened September 29). “COVID-19 Advisory” and “Social Distancing” signs have been erected.
- Organized youth sports by the County's licensed sports providers (authorized for return to play Sept 28; Agreements were executed on Oct. 16).

As previously indicated, the County will be executing a new agreement with Babe Ruth baseball in preparation for their season which begins in May. The Babe Ruth regular and post seasons include opponents and spectators from outside the four County region (Leon, Jefferson, Gadsden, and Wakulla) who must abide by the safety mitigation plan and agreement to be approved by the County.

Policy Considerations for the Use of County Parks

Leon County utilizes license agreements for the provision of seasonal youth sports leagues at County parks. All of the league activity is outdoors (baseball, football, and cheerleading) as the

County does not offer indoor athletic venues. Since the Board's decision on September 29th to allow organized youth sports at County parks, the CDC updated its guidelines for youth sports on October 29th to provide additional guidance on maintaining healthy operations and preparing for when someone gets sick. However, the Guiding Principles which assign risk levels based on the type of sports and activities remain unchanged.

Leon County Parks and Recreation anticipates all of the organized youth sports and locations to return this spring including baseball provided by Little League and the Babe Ruth League, as well as Big Bend Pop Warner flag football. As the current federal, state, and public health guidance continues to recommend social distancing, the County's Re-opening Plan has sought to balance public recreational needs by re-opening passive amenities such as campgrounds and playgrounds while keeping community centers and picnic pavilions closed to the public. As a passive recreation amenity, campgrounds were re-opened to support use by 'family units' with responsible protocols including a reservation requirement and prohibition against group camping and special events. Consistent with public health guidance, facilities such as community centers and picnic pavilions which promote gatherings of people indoors and/or in close proximity to one another remain closed to the public in Phase 2 of the County's Re-opening Plan.

When the licensed youth sports leagues are not actively using County parks, the use of County athletic fields are limited to groups of no more than 10 people to encourage social distancing. In addition, special event bookings of County facilities including the outdoor athletic fields have been suspended during the COVID-19 pandemic. Special events may include birthday parties at community centers or pavilions, athletic fundraisers, and private organizations seeking to host tournaments or limited league play (travel sports competition or private school league). Consistent with previous staff recommendations and public health guidance, this item does not recommend resuming special events at County parks.

Should the Board wish to resume special event reservations for athletic competitions and fundraisers on outdoor athletic fields, staff would update the registration form to include mitigation protocols and strengthen the liability provisions related to COVID-19 consistent with the agreements executed with the licensed sports providers (Option #2). Alternatively, the Board may wish to proceed as previously directed under Phase 2 of the Re-opening Plan by only allowing the County's licensed youth sports providers to host athletic competitions at County parks given the inability to directly enforce social distancing and other mitigation protocols for special events. If no action is taken, consistent with previous Board direction, youth baseball and football leagues will commence their spring seasons at County parks and athletic fields will remain open for individuals, family units, and groups of no more than 10 people to use for recreation.

Overview of Visitor-Generating Events

Tourism in Leon County was a \$1 billion a year industry employing 16,150 people in FY 2019 and bolstered year-round by a variety of festivals, cultural activities, and athletic competitions. Until the COVID-19 global pandemic, Leon County had enjoyed ten years of consecutive, record-breaking growth in visitation, visitor spending, job creation and Tourist Development Tax (TDT) revenue paid by visitors. The Leon County Division of Tourism (Visit Tallahassee) is the official destination marketing organization in our community and is charged with marketing Tallahassee-

Leon County nationally as a premier leisure, business and sports destination through direct sales, advertising, public relations, sports and visitor services. Named as one of *Southern Living's* top 10 Cities of the South in 2019 and 2020, the destination attracts leisure travelers (the largest audience segment) with a variety of offerings including outdoor recreation, history and heritage, arts and culture, adult and youth sports activities, fans attending college athletic events, major events and festivals and growing culinary and craft brew segments. The Florida Legislature, higher education, and relatively smaller meetings, and conferences are all key drivers for business travel.

With exception to collegiate sports, cross country events at ARP, and the high school football state championships, very few visitor-generating athletic or community events have been held locally since the start of the pandemic. Recipients of the County's tourism event grants have been greatly impacted by the pandemic. The Division of Tourism manages the County's event grant programs which provide TDT funding for events large and small that attract visitors to our community. As a result of the initial spring 2020 closures associated with the pandemic and subsequent public health guidance, over 50 of the County's FY 2020 co-sponsored events, festivals and sporting competitions were canceled or indefinitely postponed due to travel restrictions, venue closures, lack of sponsorships, and decisions made by event organizers.

For example, some of the largest events in our community take place at City-owned venues including Cascades Park, Kleman Plaza, and parades along Monroe Street. The City has prohibited most community events at their facilities since March 2020. On September 23, 2020, the City Commission canceled the remainder of community events scheduled at their facilities through December 31, 2020 which included the Veterans Day Parade, Sundown Concert Series and New Year's Eve events at Cascades Park. Holiday events such as the Winter Festival, Soul Santa, Elf Night, etc.

On January 13th, 2021 the City Commission voted to resume special events, facility rentals, and indoor programming at its facilities starting March 1st with precautions to promote safety. Precautions will vary by event but will include limits on the amount of people gathered, mask requirements, and socially distancing whenever possible. All special events and facility rentals will be required to submit their COVID-19 protocols plans to City staff for approval, however, larger events co-sponsored by the City such as Springtime Tallahassee, LeMoyne's Chain of Parks Art Festival, Word of South, and the Southern Shakespeare Festival will be required to submit COVID-19 protocol plans to the City Commission for approval on January 27th. These large community events and festivals scheduled in the spring are also anticipating sponsorship support by the County through the Tourism event grant programs.

FY 2021 Tourism Event Grants

Given the FY 2020 event cancelations and the impact of COVID-19 on TDT revenues, the County's FY 2021 event grant application cycle was intentionally delayed over the summer to gather additional revenue forecasts and to align grant guidelines with the County's Re-opening Plan. After careful consideration, the County proceeded with the FY 2021 event grants application cycle in anticipation of better future conditions that would allow these events to occur. The FY 2021 event grant cycle opened on July 27, 2020 during Phase 2 of the County's Re-opening Plan.

The decision to initiate the application cycle was designed to position the community to host events by the start of Phase 3 rather than wait until Phase 3 to initiate the grant cycle.

The COVID-19 global pandemic led to changes in the FY 2021 Tourism event grants process as well as the way organizations plan to host the civic, historical, and athletic event in our community. Organization leaders and planners understand that community events can no longer operate the way they had historically. Due to the uncertainty with COVID-19, many event organizers scheduled their events to take place in spring 2021 with the expectation that public health conditions would improve by that time.

This year's event grant guidelines informed applicants that the County did not intend to award funding to support these events until Phase 3 of the Re-opening Plan. With limited exceptions, the disbursement of grant funding has been withheld while the County remains in Phase 2 of Re-opening. New grant requirements were put in place requiring events to have a Public Health and Safety Plan. The plan was incorporated into the grant scoring rubric to ensure compliance with CDC guidelines and that they were realistic and reasonable to provide a safe event. The following requirements were incorporated into the FY 2021 Tourism event grants:

- The Public Health and Safety Plan must include strategies to maintain healthy environments and operations for all event staff and attendees. Events must comply with allowable crowd size and public gathering regulations as outlined by state and local government and implement social distancing and hygiene practices consistent with CDC guidance, including the use of masks.
- A 75-day notification of cancellation: If health conditions warrant and the County is in Phase 3 allowing sponsorships of events, an event must be cancelled at least 75 days prior to the event's originally scheduled date in order to receive reimburse of allowable expenses expended prior to that date. In FY 2020, the COVID-19 pandemic impact on events was sudden and severe, causing many events to cancel sometimes days before the event was scheduled to take place. Spring is "festival and event season" and many expenses to hold the event had already been expended in good faith and the County chose to continue to reimburse the event organizers for allowable expenses. More than \$100,000 was paid out for canceled events and this requirement was added for FY 2021 to mitigate the County's reimbursement of funds for an event that does not take place.
- Applicants were required to attend Grant Workshop for the FY 2021 due to revisions related to COVID-19. Three live virtual workshops were offered via Zoom and recorded versions of each workshop were made available on the Tourism Grants webpage. During the workshops, staff emphasized the grant funding support for events was predicated on implementation of CDC guidelines and in accordance with *Leon County's Response and Re-Opening Plan*. Tourism staff also held numerous one-on-one phone consultations with applicants regarding the new requirements and procedures.

The priority was to promote safe visitation to the area events that support the local economy and implement CDC guidelines in accordance with Leon County's Response and Reopening Plan. Throughout the grant application and award process, applicants/grantees have been continuously

reminded they must be vigilant and aware of the current State and County response and re-opening phases to adapt accordingly. On September 17, 2020, all grant award recommendations were reviewed and approved by the Tourist Development Council, but the disbursement of funds have been withheld while the County is still in Phase 2 of its Re-opening Plan.

Thus far in FY 2021, six events have been canceled, three have been rescheduled for later in the year, and 79 events still plan to take place. Of those 79 events, three will be fully virtual and seven will be a hybrid combination of in-person and either virtual or livestreaming.

Policy Considerations for Sponsoring Tourism Events

Over the last ten years, Leon County has grown into a year-round tourist destination attracting leisure travelers with a variety of offerings including outdoor recreation, history and heritage, arts and culture, adult and youth sports activities, and growing culinary and craft brew segments. The spring climate attracts some of the largest outdoor festivals along with approximately 50 indoor and outdoor sporting events, all of which are sponsored in part through the County's Tourism event grants/funding (Attachment #4). Following the City's decision to resume special events, facility rentals, and indoor programming at its facilities starting March 1st, only a few event organizers continue to await confirmation of their venue status for use this spring. Most of the events sponsored by the County, large and small, are dependent upon the receipt of County event grant funds to be successful.

For example, Leon County is one of the largest financial sponsors for the Springtime Tallahassee festival and parade and the Red Hills International Horse Trials. Despite the City's decision to allow these events to proceed at their facilities in the spring, the County is unable to disburse the FY 2021 grant funds for these festivals under the current phase of the County's Re-opening Plan. Sporting events include small indoor martial arts competitions (approximately 50 attendees) at private studios to large indoor basketball tournaments (generally more than 500 attendees and several over 1,000 attendees) at private schools and public universities. Outdoor sporting events vary from several hundred to several thousand attendees. The largest outdoor sporting events tend to be held on public properties such as track invitationals, soccer tournaments, softball tournaments, and swimming/diving meets.

The Board's previous actions related to organized team sports were specific to the use of Leon County facilities and the County's indirect oversight to enforce social distancing and other mitigation protocols under the existing license agreements with youth sports providers at that time. Following the sections on the COVID-19 health metrics, event planning during a pandemic, and the rise of hybrid and virtual events, this item will provide the policy options should the Board wish to modify the County's Re-opening Plan to sponsor festivals and athletic events at facilities throughout the community.

Local COVID-19 Trend Data

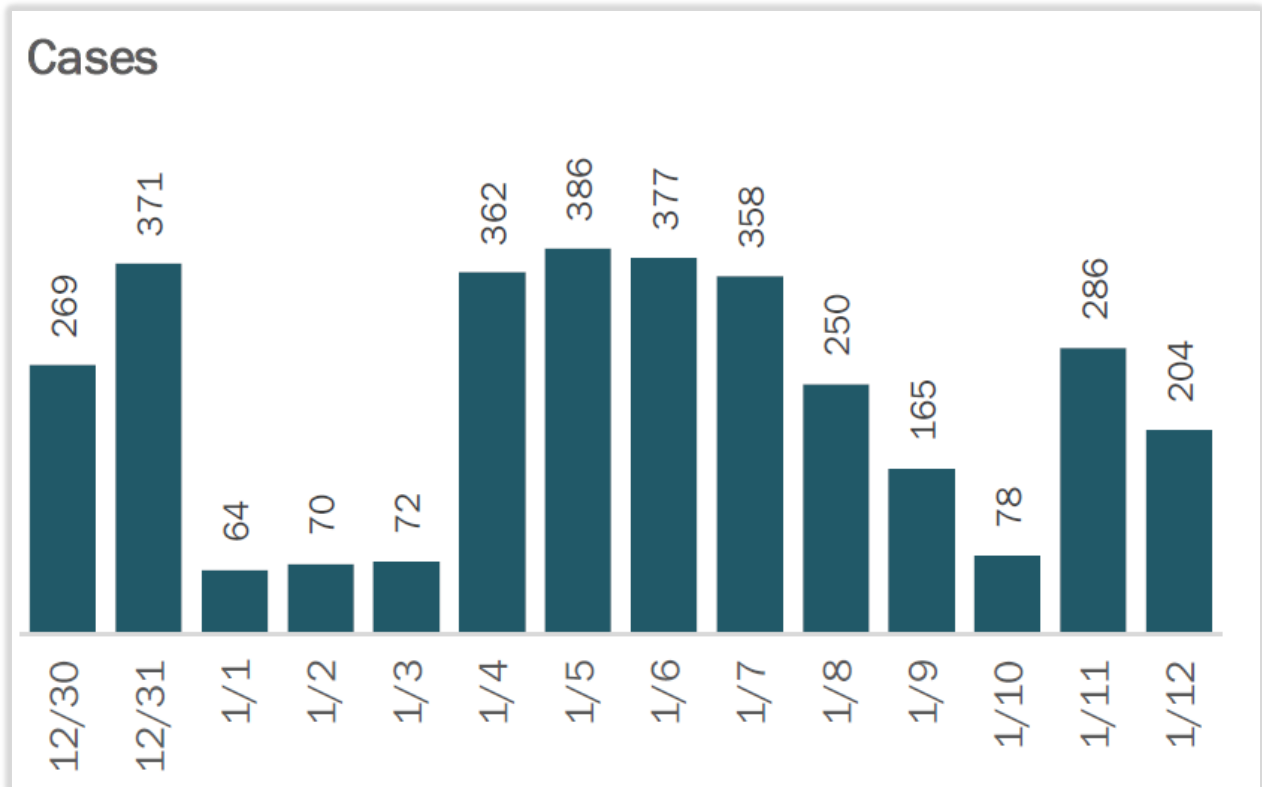
As of January 14, 2021, the Florida Department of Health (FDOH) reports that Leon County had a total of 22,735 cases and 190 deaths (Florida residents) since the beginning of the pandemic. Over the past two weeks (Dec. 30 - Jan. 12) there were an average of 2,427 tests administered per day. The average number of new cases was 190 per day this week, twice as high as the new case

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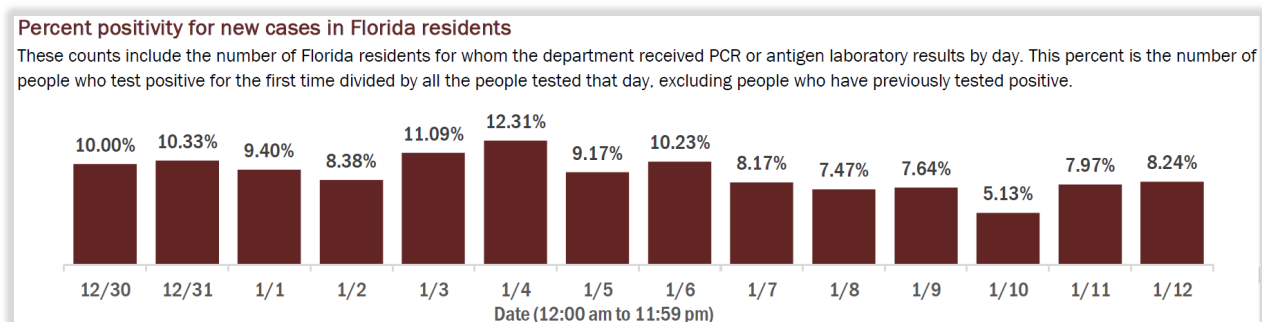
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average collected for the last week in November as reported in the December 8th agenda item. Most days over the last two-week period exceeded 200 new cases per day as shown in the following graph.



On average, the positivity rate in Leon County has decreased from 10.34% to 9.22% over the past two weeks. For comparison, the State of Florida has established a target range for weekly positivity rate of new cases below 10%. Whereas, John Hopkins and the World Health Organization both recommend a 5% or below positivity rate for 14 consecutive days for communities to safely reopen. For the past two weeks (Dec. 30 - Jan. 12) people in the 25-34 years of age demographic presented the greatest share of new cases (18%), closely followed by the 18-24 years of age demographic (17%). The graph below shows the positivity rate for new cases among Florida residents in Leon County each day over the last two weeks.



While Leon County has not experienced the quick and compounding growth in cases associated with the 'fall wave' that has impacted other parts of the country, there was a spike in local cases and positivity rates following the New Year's holiday. As reflected in the graphs above, these rates have begun to decrease from last week's reporting; however, the local average of cases remains significantly higher than the local case data reported in December.

Event Planning in a Pandemic

The COVID-19 global pandemic necessitated changes throughout every sector of business but no industries have been impacted greater than the hospitality and event planning sectors. Venue managers, organization leaders, and meeting planners understand that their events can no longer operate the way they had historically. Every element of event planning has been significantly adapted and event organizers have implemented major structural and procedural changes across every aspect of their operations to comply with CDC guidelines and mitigate the risk of exposure for participants, attendees, vendors, volunteers, and officials, etc. Public safety has become the main priority in decision-making among responsible organizations and many event organizers and sanctioning bodies have their own respective public health and safety plans guiding their event operations in addition to state and county regulations.

Both sides of the event booking relationship, organizers and venues, take safety efforts very seriously and there is much more detailed open dialogue on event planning than ever before. When planning any event, the facility representatives and event organizers engage in dialogue leading to an agreement on the required protocols specific to the event needs, purpose and integrity of the event/activity while also preserving the health and safety of participants. In addition to the minimum protocols of providing hand sanitizer stations, promoting social distancing, and requiring masks while indoors or unable to socially distance, other common examples of event adaptations include:

- Relocating meetings and trainings from inside venues to outside venues
- Conducting health and safety checkpoints throughout the meeting or event
- Splitting large single-day events into several smaller events over several days
- Capping the number of attendees or participants
- Marked social distanced locations and/or taping off seating/floor areas
- Utilizing overhead coverage/tarps instead of tents to allow more air flow
- Rescheduling their event date multiple times to allow for attendees to receive vaccinations

It is also important to keep in mind that due to the ongoing uncertainty with COVID-19, in-person events are continually being rescheduled, postponed or canceled which is leading to a rise in hybrid and fully virtual events.

Hybrid and Fully Virtual Events

There has also been a proliferation of "hybrid" and fully virtual events being used in every event sector including business meetings, conferences, sports, performing arts, festivals, weddings, and funerals to promote safety and further increase access and participation while connecting face-to-

face participants with virtual participants. Meeting Professionals International defines a hybrid meeting as follows:

Hybrid meetings integrate technology with traditional event practices to create new types of attendee experiences and content delivery tools. They include any meeting or event with at least one group of face-to-face participants that digitally connects with participants in another or multiple locations.

Due to the COVID-19 pandemic, in-person events/meetings often employ a capacity limit due to CDC guidelines and/or venue restrictions. Utilizing a hybrid meeting model allows an event to proceed with a modified format providing the following benefits to event organizers:

- Reaching more participants than exclusively face-to-face events including global attendees, busy executives, and people unable to travel long distances.
- Allowing virtual attendees to participate alone or in small groups
- Providing new content delivery and communication options
- Connecting multiple events that occur concurrently or at different times or locations
- Extending the reach of your message by repurposing event content

Traditionally utilized in business settings and training opportunities, hybrid events offer an opportunity for festivals and leisure events to remain active, continue to bring visitors to the community, and potentially reach new patrons. It is too soon to determine the real economic impact of the displaced in-person visitation resulting from virtual and hybrid events during the COVID pandemic, however it will be a significant economic loss for the community and local businesses who rely on visitor spending. Hybrid events allow area hotels, restaurants, and hospitality partners to realize some revenue generating activities and visitor spending in the short-term compared to a canceled event. The same applies to the County's collection of TDT revenues which relies upon the taxes paid for overnight stays to fund the Division of Tourism and cultural programming in our community.

Another advantage of hybrid events is that they allow meeting professionals to reconfigure the building blocks of an event. For example, instead of having a single venue, there may be four or five regional sites. Instead of flying attendees to a single city for a half-day conference, attendees can be invited to a two-hour conference at restaurants in their cities. Technology enables hybrid events to work across time and space.

There are multiple ways to utilize technology for hybrid meetings with the goal of connecting face-to-face participants with virtual participants. The Florida Senate and House chambers are utilizing hybrid meetings during the interim committee weeks. The Senate protocols for Interim Committee Weeks establish three off-site committee viewing rooms at the Civic Center for the public to view the meetings, provide testimony, or virtually address members of the Senate in a safe, socially distanced manner. The House protocols include:

- Designating three of the larger rooms in the Capitol to host all House committee meetings and live-streaming all meetings on <https://thefloridachannel.org/>.
- On issues deemed to be of great public significance, and when scheduling allows, the 'seating capacity' will be extended for on-site virtual testimony in an additional room at the Capitol. Seating will be available via electronic reservation on a first-come, first-served basis.
- When feasible, agency and expert presentations will be carried out by video conference.

In both cases, the interim committee week protocols benefit the local hospitality market in that they compel public testimony, including virtual testimony, to physically occur within Leon County. This practice for hybrid events, while beneficial to the local economy, will be the exception to the rule as most organizations that seeks to move their events and festivals online will result in fewer visitors to the destination.

Many event organizers are opting to shift their event to a completely virtual experience to maintain their programming and communication with customers and given the human and financial resource constraints posed by the pandemic. Local examples of this shifting trend to fully virtual or digital events include many of COCA's Cultural Grant Program recipients which are funded with TDT. Conjuring "The Show Must Go ON-LINE" approach, the Division of Tourism and County Attorney's Office worked extensively with COCA to outline specific steps for these digital events and programming to be produced for a virtual audience in compliance with the statutory requirements for TDT funding. Specifically, the virtual events are required to include one of the following branding assets promoting tourism and visitation to Leon County. These assets have been produced by the County and provided to COCA to disseminate to their grantees.

- A 30 second video (promotional commercial)
- A still-image title screen (static graphic)
- A 30 second promotional voice-over (radio script) in their virtual programming.

Florida Statutes requires TDT to be spent promoting visitation to Leon County/Tallahassee resulting in overnight commercial lodging (i.e., hotels and home-sharing platforms such as AirBnB) in order to regenerate the TDT. It is important to keep in mind that TDT fully funds the Division of Tourism budget and 20% of TDT collections is provided to COCA annually to support and fund arts & cultural programs. Supporting virtual events with TDT grant funding temporarily with the necessary steps to ensure it remains in compliance with Florida Statutes helps the event organizations continue producing programming to generate additional visibility and potential income generation during the pandemic. Without this funding support it is anticipated many of these local organizations would not be able to sustain operations.

Many consumers may be reluctant to travel at this point of the pandemic yet, as a destination marketing organization, the Division of Tourism recognizes that there is immediate and potential short-term value in supporting virtual programming, images, and messages to remain visible with consumers during the pandemic. Any consideration to utilize TDT to support hybrid and virtual events should be limited to the duration of the pandemic as the County's investment is unlikely to

regenerate and sustain TDT collections over the long term. Option #4a is provided should the Board wish to sponsor fully virtual events in FY 2021. This option would provide sponsorship funding to those events that have voluntarily chosen to implement a fully virtual platform as a result of COVID-19.

Modifying the County's Re-opening Plan to Financially Support Tourism Events

Leon County is currently in Phase 2 of the County's Re-opening Plan which allows for passive recreation (use of Greenways and trails, dog parks, playgrounds, and campgrounds), prohibits the use of community centers and pavilions, and limits the use of recreation fields for organized team sports activities to County-licensed youth sports providers. The County's Re-opening Plan anticipates that these prohibited and restricted activities *may re-open* under Phase 3, however, the Board has the discretion to adjust current re-opening policies and practices based on local conditions. Phase 3 also anticipates the County *may* hold concerts and events with restrictions. The Board has the discretion to adjust the current policies and practices enumerated in the County's Re-opening Plan so long as there is not a conflict with Executive Orders by the Governor. The Board exercised its discretion with recent decisions to allow organized youth sports at County parks and the hosting of large cross country races at Apalachee Regional Park.

A spreadsheet of the remaining FY 2021 events is provided in Attachment #4. The only event sponsorships authorized for payment at this time are the remaining cross country races at ARP. Consistent with the analysis presented to the Board on December 8th based on public health guidance discouraging large community events, indoor gatherings, and events which attract visitors, this item does not support the disbursement of Tourism event grant funds at this time to sponsor upcoming community events. However, several broad policy options were presented for consideration at the time for consideration should the Board have sought to modify the Re-opening Plan to financially support these events. The broad options would have authorized the disbursement of funds for events as follows:

- All indoor and outdoor events
- All outdoor events only
- Outdoor events which anticipate less than 1,000 attendees
- Select indoor events related to associations, the Florida Capitol, and institutions of higher learning.

As part of its guidance to staff on December 8th, the Board requested additional options for funding individual events including support for hybrid events due to the pandemic. Attachment #4 presents the list of visitor-generating events scheduled (some tentatively) for the remainder of the fiscal year. For closer examination and analysis, the events are divided into three categories and detail the type of activity to occur, whether it would be held indoor versus outdoors, whether the planned venue is willing to host events during the pandemic (venue status), and identifies which events are shifting to a hybrid or fully virtual format in response to the pandemic. The three categories are:

- Business and Higher Education Events
- Festival and Leisure Events
- Sports Bid Pool and Events

Drawn to our market for the State Capitol, universities, and association meetings, Business and Higher Education Events are generally professional and civic meetings held indoors and in controlled environments. The host venue and organization work together to ensure safety protocols are adhered to by attendees including social distancing and the wearing of face covers. Only four of these events remain on the FY 2021 calendar including one that has moved to a virtual format and two that will not be held until May 2021. While the CDC recommends avoiding large gatherings of people, especially indoors, Business and Higher Education Events are relatively controlled environments that allow for social distancing, face coverings, frequently maintained hand washing and sanitizing stations, and other mitigation measures in order to maintain a healthy environment. This item recommends the Board continue to follow the guidance provided by the CDC as reflected in Phase 2 of the County's Re-opening Plan, however, the Board has the discretion to authorize Tourism event grant funds for Business and Higher Education Events given the few number of events scheduled for funding and the relatively controlled indoor environments which host these meetings.

Festival and Leisure Events are a major contributor to economic and social fabric of any community, and especially our community during the spring months. There are 20 Festivals and Leisure Events scheduled for the remainder of the fiscal year and they are most unique in their activities. While they do draw large crowds, most Festivals and Leisure Events take place outdoors and seven of these events plan to offer a hybrid or virtual component this year to reduce or minimize the size of in-person gatherings. For both the new and more traditional festivals, spring is the peak season for these 'signature' and 'legacy' events which have become synonymous with our community. The largest events and festivals tend to occur at publicly-owned outdoor venues such as Cascades Park, the Park Avenue Chain of Parks, and the Fairgrounds which provides an additional level of scrutiny and oversight to ensure these events are following approved safety plans.

Festivals are traditionally designed to be interactive and social, but each Festival and Leisure Event submitted safety plans outlining strategies to maximize their floorplan and minimize traditional collision points and public gathering spaces. Outdoor Festival and Leisure Events are considered safer than indoor events for spreading the virus because there is a greater ability to modify the layout of their floorplan, entrances and exits, and no concern for ventilation systems, however, this item does not find Festival and Leisure Events to be consistent with public health guidance at this time to limit the spread of COVID-19.

By design, the field of athletic competition is never a controlled environment and there are many variables to consider for the 54 Sports Bid Pool and Events scheduled to be held in our community this year. Upon review of the volume of scheduled competitions, the Sports Bid Pool and Events were subdivided into three groups in Attachment #4 showing whether the competition will be held indoors, outdoors, or a combination of both. Leading public health epidemiologists advise that COVID-19 transmission is more likely in enclosed spaces than outdoor spaces as people tend to be closer together indoors. High risk sports which require physical, close, and repetitive contacts among players increases the risk of transmission of COVID-19. High risk sports include both individual and team contact sports but lower risk sports, where physical distancing is possible, tend to be individual sports.

On September 15, 2020, an agenda item was provided to the Board which included a literature review of the foremost authorities on playing organized sports and hosting large athletic events during the pandemic (Attachment #2). The publications and organizations cited in the literature review included the World Health Organization, the U.S. Centers for Disease Control and Prevention, the Johns Hopkins University Center for Health Security, and the US Olympic and Paralympic Committee. The literature review affirmed the following universally accepted principles should be taken into consideration in determining risk levels for resuming organized sports and athletic events:

- Indoor versus outdoor activities
- Individual versus team sports
- Contact versus noncontact sports
- The size of the sporting event including the number of spectators.
- The level of community spread where the participants and spectators originate from.

The U.S. Olympic and Paralympic Committee (USOPC) published a report in the spring 2020 which largely follows public health guidance established by WHO and includes tailored information intended for sports event planning organizations and national governing bodies to assist with planning a sports event in the context of COVID-19 (Attachment #5). The USOPC report emphasizes the importance of planning and mitigation efforts specific to the sport, location of the event, and rules or regulations set forth by local public health authorities. The USOPC advises that some the recommendations in the report may not be practical for junior or lower level amateur events such as testing frequency and self-quarantine periods prior to competitions.

The USOPC Risk Assessment Tool accounts for the events to be large and categorizes the risk of COVID-19 transmission in sports using three risk levels and provides examples of Olympic sports for each category.

- Level 1 (Highest Risk) sports – Football, Wrestling & Martial Arts
- Level 2 (Moderate Risk) sports – Tennis, Soccer and Cross Country
- Level 3 (Lowest Risk) sports – Track & Field, Golf and Cycling

The USOPC recommends that Levels 1 and 2 events should be avoided until risk mitigation measures can be performed or modifications/protocols can be established that lower the risk of transmission. It also acknowledges that some of the needed mitigation measures may not be practical for youth and amateur sports as they would not have the same level of resources, medical and support staff, testing availability, or self-quarantine protocols prior to competitions. Mitigation measures include limited or not spectators, screenings and temperature checks, sanitation of shared equipment, and mandatory face covers for attendees and participants while not actively competing.

Any community or mass gathering event that hosts a few hundred or a few thousand people will significantly increase the risk of transmission particularly if attendees live in areas with a high degree of community spread (cases with unknown origin of transmissions). That is why so much of the community gathering and sports-related COVID-19 guidance focus on limiting out-of-town visitors for leisure events and restricting the number sports spectators as currently practiced at the

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professional and collegiate levels. Further, athletic participants are a known group that is easier to test/screen for symptoms, advise, support, and follow up if needed.

Again, the application of the USOPC risk assessment scale is intended for highly skilled professional organizations that host large high-caliber athletic events (Olympic, professional, collegiate, etc.). The risk assessments provided in Attachment #4 do not account for indoor sports which pose a higher threat for the spread of COVID-19. All events pose a risk for contacting COVID-19, however, the risk can be mitigated in outdoor competitive sports deemed to be 'lowest' and 'moderate risk' Sports and Bid Pool Events.

Conclusion:

This item provides an updated status report on the current COVID-19 restrictions related to the use of County parks and amenities through the spring months and seeks the Board's guidance on County Tourism sponsored community and athletic events for FY 2021 as we continue to mitigate the spread of the virus.

Leon County is currently in Phase 2 of the *Leon County COVID-19 Response and Re-opening Plan* (Re-opening Plan) which allows for passive recreation (use of Greenways and trails, dog parks, playgrounds, and campgrounds), prohibits the use of community centers and pavilions, and limits the use of recreation fields for organized team sports activities to County-licensed youth sports providers. The County's Re-opening Plan anticipates that these prohibited and restricted activities *may re-open* under Phase 3, however, the Board has the discretion to adjust current re-opening policies and practices based on local conditions. Phase 3 also anticipates the County *may* hold concerts and events with restrictions. The Board has the discretion to adjust the current policies and practices enumerated in the County's Re-opening Plan so long as there is not a conflict with recent Executive Orders by the Governor. The Board exercised its discretion with recent decisions to allow organized youth sports at County parks and the hosting of large cross country races at Apalachee Regional Park.

Based on CDC guidelines, every event funded through the Division of Tourism is inherently a 'higher or highest risk' event due to the size of the event and the fact that the attendance is made up of people from outside the community. This item does not recommend any changes to the use of County parks or the disbursement of Tourism event grant funds to sponsor upcoming community events. It recommends the Board accept the report provided herein, continue to follow the guidance provided in Phase 2 of the County's Re-opening Plan (Option #1). Since the previous status report in December, many organizations planning spring events that were awaiting guidance from the Board related to sponsorships are now within the **75-day cancellation** notice stipulated in the Tourism grant guidelines. The notice stipulates that if an event is cancelled 75 days before the scheduled date, the County will reimburse the event organization for allowable expenses paid up to that date. For spring events scheduled through April 30th, the County Administrator will adjust the cancellation notice requirement to 30 days so these organizations can make informed decisions about hosting their events following the Board's consideration of this status report.

In accordance with previous Board direction, youth sports leagues were authorized to use County parks this fall for baseball, football, and cheerleading. When the licensed youth sports leagues are

not actively using the parks, the use of County athletic fields are limited to groups of no more than 10 people to encourage social distancing. Special event bookings of County facilities by private organizations or individuals have been suspended during the COVID-19 pandemic under the County's Re-opening Plan. Consistent with previous recommendations and public health guidance, this item does not recommend resuming special events at County parks. If no action is taken, consistent with previous Board direction, youth baseball and football leagues will commence their spring seasons at County parks, and athletic fields will remain open for individuals, family units, and groups of no more than 10 people to use for recreation.

Should the Board wish to resume special event reservations for athletic competitions and fundraisers on outdoor athletic fields, staff would update the registration form to include mitigation protocols and strengthen the liability provisions related to COVID-19 consistent with the agreements executed with the licensed sports providers (Option #2).

The Division of Tourism manages the County's event grant programs which provide TDT funding for events large and small that attract visitors to our community. As a result of the initial spring 2020 closures resulting from the pandemic and subsequent public health guidance, over 40 of the County's FY 2020 co-sponsored events, festivals and sporting competitions were canceled or indefinitely postponed due to travel restrictions, venue closures, lack of sponsorships, and decisions made by event organizers. The FY 2021 Tourism event grant guidelines informed applicants that the County did not intend to award funding to support these events until Phase 3 of the Re-opening Plan. The grant application cycle proceeded to position the community to host events by the start of Phase 3 rather than wait until Phase 3 to initiate the grant cycle.

Our community traditionally hosts many leisure and athletic events during the spring months, but staff is not authorized to disburse payment to sponsor these events in Phase 2 of the County's Re-opening Plan. The only event sponsorships authorized for payment under Phase 2 of the County's Re-opening Plan at this time are cross country races at ARP. While most of the events are dependent upon the receipt of County event grant funds to be successful, these events and competitive sports are not prohibited by any state or local public welfare restrictions, but they are contrary to CDC guidance. Based on CDC guidance specific to community events and gatherings, every event funded through the Division of Tourism is inherently a 'higher or highest risk' event due to the size of the event and the fact that the attendance is made up of people from outside the community. The CDC has separate guidance specifically related to competitive youth team sports which considers full competition between teams of different geographical areas to be of the highest risk. Further, many of the Tourism events and athletic competitions are indoors which poses a greater risk of transmission for the virus.

Over a prolonged period of time, the cancelation of these events will impact the hospitality industry, retailers, and TDT revenues collected by the County. While this item does not recommend modifying the Re-opening Plan to sponsor upcoming community events, the Board has the discretion to adjust current re-opening policies and practices based on local conditions. Should the Board wish to resume the County's sponsorship of all FY 2021 Tourism event grant recipients, Option #3 would direct staff to modify Phase 2 of the County's Response and Re-opening Plan. Should the Board wish to provide specific guidance to modify the Re-opening Plan

to financially support the Tourism events prior to achieving the gating criteria for Phase 3, several approaches are provided for the Board's consideration in Option #4. Each approach relies upon the event organizers to abide by the Public Health and Safety Plans submitted to the County as part of their event grant application as well as the venue host to ensure proper mitigation protocols are being enforced.

The public and private sectors have implemented many public health mitigation protocols to safely re-open the economy and facilitate the types of commerce and activities that were strictly prohibited during the recent shutdown. As detailed throughout this item, many venues have adapted their facility operations and leases to pandemic conditions and have been taking reservations to host events. The re-opening of City facilities to host some of the largest events and festivals in our community provides an additional level of scrutiny and oversight to ensure these events are following approved safety plans.

The re-opening of venues to host events combined with the County's financial support may not result in the event taking place due to other considerations. For example, large civic and historic events require many sponsors to be successful and there may not be a market to financially support such activities at this time. Event organizers will also have to take into consideration the pandemic conditions leading up to their event date, whether the event appeals to more vulnerable demographics, and the financial viability of their event if it requires ticket sales. For these reasons and as the host of the Leon County Concert Series at the Capital City Amphitheater, the County is not seeking to resume Amphitheater concerts at this time.

Health Summary

As a county government we are in a unique position of seeking to foster economic development and commerce while also being charged with the foremost responsibility to protect the whole community, including the most vulnerable, by mitigating the spread of this virus for which the vaccine is slowly becoming available. The local health metrics indicate that the number of new cases each day, testing positivity rate, and active spread in the community are greater today than when the County adopted the Re-opening plan in May 2020. While Leon County's COVID-19 positive-test rate is following a downward trend and remains lower than the statewide average, Leon County maintained an average of 190 new cases per day this week, which is twice as high of the weekly average reported in the December 8th agenda item.

Should the County achieve the health-related gating criteria at any time for Phase 3, an agenda item will be prepared for the Board's consideration for the progressive relaxation of restrictions for social gatherings in support of the safe re-opening and resuming of activities. The Board may also provide direction at any time to bring back a status report for its consideration.

Options:

1. Accept the report on the use of County Parks during COVID-19 and the County's sponsorship of visitor-generating community and athletic events.
2. Authorize the use of special event reservations at County parks for athletic competitions and fundraisers on outdoor athletic fields to include mitigation protocols and liability provisions related to COVID-19 consistent with the agreements executed with the licensed sports providers, subject to legal review by the County Attorney.
3. Modify Phase 2 of the County's Response and Re-opening Plan to resume the County's sponsorship of all FY 2021 Tourism event grant recipients.
4. Modify Phase 2 of the County's Response and Re-opening Plan to narrowly tailor the County's sponsorship of FY 2021 Tourism event grant recipients based upon the relative risk to spread COVID-19 as follows:
 - a. Virtual events
And/Or
 - b. Sports and Bid Pool Events played outdoors and deemed to be 'lowest and moderate risk' (no indoor sports)
And/Or
 - c. Festival and Leisure Events hosted outdoors (no indoor events)
And/Or
 - d. Business and Higher Education Events
And/Or
 - e. Any outdoor events which project no more than 1,000 attendees congregating at one time and have adequate space for social distancing
And/Or
 - f. All outdoor events regardless of type, size, or risk assessment
5. Board direction.

Recommendation:

Option #1

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Attachments:

1. December 8, 2020 status report on the use of County Parks during COVID-19 and the County's sponsorship of Visitor-generating community and athletic events
2. September 15, 2020 status report on the use of County Parks for organized outdoor sports and athletic events during COVID-19
3. October 13, 2020 status report on the implementation of the COVID-19 protocols for the FSU Invitational/ Pre-State Cross Country Meet held on October 2nd and 3rd at Apalachee Regional Park
4. Remaining FY 2021 Tourism Events
5. US Olympic and Paralympic Committee's COVID-19 Sports Event Planning Considerations

Sports Bid Pool & Events								
Event Name	Event Dates	Type Of Event	Indoor vs Outdoor	Host Venue	Venue Status	Total Attendance	US Olympic and Paralympic Committee Risk Assessment*	Total Out of Town Visitors
Indoor/ Outdoor								
Tallahassee Senior Games	3/2/2021-3/13/2021	Multi-Sports	Indoor/ Outdoor	Varies	Pending	150	Varies	50
							Archery - Lowest Bag Toss - Lowest Basketball - Moderate Bowling - Lowest Cycling - Lowest Golf -Lowest Horseshoes - Lowest Pickleball -Moderate Powerlifting - Lowest Racquetball - Moderate Swimming - Lowest Table Tennis - Moderate Tennis - Moderate Track And Field - Lowest Water Aerobics - Moderate	
SportsAbility	4/8/2021-4/10/2021	Various Sports	Indoor/Outdoor	Various Locations	Confirmed	1200	Varies	330
							SCUBA - Lowest Golf - Lowest Tennis - Moderate Target Shooting - Lowest Disc Golf - Lowest Sit Water -Lowest Skiing - Lowest Fishing - Lowest Archery - Lowest Horseback Riding - Lowest	

Business & Higher Education Events							
Event Name	Event Dates	Type Of Event	Indoor vs Outdoor	Host Venue	Venue Status	Total Attendance	Total Out of Town Visitors
Advocate '21 ²	1/25/2021-1/26/2021	Meeting	Indoor	City Hall/Capitol Building/Hotel	Confirmed/Hybrid	255	100
Seminole 100 ¹	2/18/2021	Meeting/Expo	Indoor	Donald L. Tucker Civic Center	Virtual	465	160
Southern Off- Road Mountain Bike Association Summit	5/18/2021-5/21/2021	Conference	Indoor/Outdoor	Apalachee Regional Park	Pending	100-150	150
Florida A&M Alumni Convention	5/28/2021-5/29/2021	Convention	Indoor/Outdoor	FAMU & Hotel	Pending	300-350	300
Festival and Leisure Events							
Event Name	Event Dates	Type Of Event	Indoor vs Outdoor	Host Venue	Venue Status	Total Attendance	Total Out of Town Visitors
Loco for Love Festival ¹	2/19/2021-2/22/2021	Festival	Outdoor	Railroad Square Art District	Virtual	1,275	350
AKC Dog Show - 2021 North Florida Classic Cluster	2/23/2021-2/28/2021	Dog Show	Indoor/Outdoor	North Florida Fair Grounds	Confirmed	11,045	5,000
Second Annual Sankofa Concert at Cascades	2/20/2021-2/20/2021	Concert	Outdoor	Cascades Park/Capital City Amphitheater	Pending	1,254	250
2021 Tallahassee Wine Mixer	3/6/2021-3/6/2021	Festival	Outdoor	CollegeTown	Confirmed	701	200
Springtime Tallahassee ²	3/26/2021-3/27/2021	Festival and Parade	Outdoor	Downtown Tallahassee	Pending/ Hybrid	62,500	19,400
FSU Circus 74th Annual Home Show Series COSMIC	4/2/2021-4/8/2021	Showcase	Indoor/Outdoor	Haskin Circus Complex at FSU	Pending	11,500	5,500
3rd Annual Cool Breeze Art and Smooth Jazz Festival	4/2/2021-4/3/2021	Festival	Outdoor	Railroad Square Art Park/Hotel	Confirmed	450	150
Word of South Festival of Literature & Music ²	4/9/2021-4/11/2021	Festival	Outdoor	Cascades Park/Capital City Amphitheater	Pending/Hybrid	12,000	1,750
LeMoyné Chain of Parks Art Festival ²	4/15/2021-4/18/2021	Art Festival	Outdoor	Park Avenue Chain of Parks	Pending/Hybrid	42,000	6,720
Doak After Dark	4/17/2021	Music Event	Outdoor	Doak Campbell Stadium	Confirmed	30,000	18,000
Florida History Day ¹	5/2/2021-5/4/2021	Trade Show/ Competition	Indoor	Tallahassee Community College	Virtual	2,000	750
Emancipation Day in Florida	5/10/2021-5/21/2021	Reading/Festival	Outdoor	Knott House Museum & Riley House Museum	Pending/Confirmed	3,500	150
Free Shakespeare in the Park Festival ²	5/6/2021-5/9/2021	Festival	Outdoor	Cascades Park/Capital City Amphitheater	Pending/Hybrid	6,500	1,800
Maclay Tour of Gardens	5/14/2021-5/15/2021	Walking Tour	Outdoor	Alfred B. Maclay Gardens State Park	Confirmed	325	75
Concert: Civil Rights: Soul of a Movement (A Musical Tribute to the Civil Rights Movement, 1954-1968)	5/29/2021-5/29/2021	Concert	Outdoor	Cascades Park/Capital City Amphitheater	Pending	1,000	250
Infinity Con Tally	6/5/2021-6/6/2021	Convention	Indoor	Donald L. Tucker Civic Center	Confirmed	5,300	2,500
"Talk That Talk": An African Story-Telling Concert	7/10/2021-7/10/2021	Concert	Outdoor	Cascades Park/Capital City Amphitheater	Pending	1,254	250
Kiddie Karnival--SunDay FunDay	8/8/2021-8/8/2021	Carnival	Outdoor	Cascades Park/Capital City Amphitheater	Pending	2,270	250
3rd Annual Tallahassee Beer Festival	8/28/2021-8/28/2021	Festival	Indoor	Donald L. Tucker Civic Center	Confirmed	1,785	250
Experience Asia XVII - 2021 ²	9/25/2021-9/25/2021	Festival	Outdoor	Bloxham and Lewis Parks	Pending/Hybrid	30,115	5,050

Sports Bid Pool & Events								
Event Name	Event Dates	Type Of Event	Indoor vs Outdoor	Host Venue	Venue Status	Total Attendance	US Olympic and Paralympic Committee Risk Assessment*	Total Out of Town Visitors
Outdoor								
FSU Cross Country Winter Invitational	2/5/2021	Cross Country	Outdoor	ARP	Confirmed	2000	Moderate	1250
FSU Western Home Show	2/7/2021	Equestrian	Outdoor	Bart Corrington Reining Horses	Confirmed	160	Lowest	160
Travel Ball USA / Opening Day Blast	2/15/2021-2/16/2021	Baseball	Outdoor	Messer	Pending	350	Moderate	300
NCAA Men's Golf Regionals	3/1/2021	Golf	Outdoor	Seminole Legacy	Confirmed	500	Lowest	450
FSU Last Chance Cross Country Meet	3/5/2021	Cross Country	Outdoor	ARP	Confirmed	1000	Moderate	750
Red Bull World Pump Track Qualifier	3/6/2021	Mountain Biking	Outdoor	Tom Brown	Pending	250	Lowest	225
Fear the Spear Invitational hosted by Swim Club at FSU	3/6/2021	Swimming	Outdoor	Morcom	Pending	400	Lowest	400
Tomahawk Diving Invitational	3/10/2021	Diving	Outdoor	Morcom	Pending	1000	Lowest	500
Red Hills International Horse Trials ²	3/11/2021-3/14/2021	Equestrian	Outdoor	Elinor Klapp-Phipps Park	Pending/Hybrid	9,800	Lowest	3,890
Tally Classic Men's	3/12/2021-3/14/2021	Ultimate Frisbee	Outdoor	FSU Rec Plex	Confirmed	1045	Moderate	1040
Tally Classic Women's	3/13/2021-3/14/2021	Ultimate Frisbee	Outdoor	FSU Rec Plex	Confirmed	795	Moderate	795
FSU Relays	3/25/2021	Track & Field	Outdoor	Mike Long Track	Pending	5000	Lowest	2500
Capital City Classic	3/26/2021-3/27/2021	Flag Football	Outdoor	FSU Rec Plex	Confirmed	4000	Highest	2200
Florida State Invitational 2021	3/26/2021-3/28/2021	Soccer Tournament	Outdoor	FSU RecSportsPlex	Confirmed	6,000	Moderate	6,000
The Open at Tallahassee	4/2/2021-4/4/2021	Disc Golf	Outdoor	Tom Brown	Pending	901	Lowest	550
Travel Ball USA / Easter Bash	4/11/2021	Baseball	Outdoor	Messer	Pending	750	Moderate	700
Tallahassee Tennis Challenger	4/17/2021-4/25/2021	Tennis	Outdoor	Forest Meadows	Pending	675	Moderate	500
DCB Elite Showcase	4/21/2021-4/23/2021	Softball	Outdoor	FSU Rec Plex/Messer	Confirmed / Pending	1500	Moderate	1000
ASG President's Day Invitational	5/21/2021-5/23/2021	Soccer Tournament	Outdoor	FSU RecSportsPlex	Confirmed	4,095	Moderate	3,900
FSU Men's Ultimate Frisbee	5/7/2021-5/9/2021	Ultimate Frisbee	Outdoor	FSU Rec Plex	Confirmed	645	Moderate	640
Maggie Coffey Memorial Tournament 2021	5/15/2021-5/16/2021	Tennis	Outdoor	Forest Meadows	Pending	182	Moderate	110
Florida State Championship	5/21/2021-5/30/2021	RC Car Racing	Outdoor	Tom Brown	Pending	108	Lowest	105
AAU District Qualifier	6/5/2021	Track & Field	Outdoor	Chiles H.S.	Confirmed	550	Lowest	350
Jacksonville Storm	6/11/2021-6/14/2021	Softball	Outdoor	FSU Rec Plex/Messer	Confirmed / Pending	2200	Moderate	1750
Gold Star Elite Invitational	6/19/2021-6/21/2021	Softball	Outdoor	FSU Rec Plex/Messer	Confirmed / Pending	2000	Moderate	1585
AAU T&F Regional Qualifier	6/26/2021-6/28/2021	Track & Field	Outdoor	Mike Long Track	Confirmed	2000	Lowest	1750
Babe Ruth Regional Championship	7/1/2021-7/6/2021	Baseball	Outdoor	FSU Rec Plex/Messer	Confirmed / Pending	750	Moderate	650
Ernie Sims Track Invitational	7/10/2021	Track & Field	Outdoor	Mike Long Track	Confirmed	550	Lowest	350
2021 North Florida Junior Designated Tennis Championships	7/17/2021-7/19/2021	Tennis	Outdoor	Forest Meadows	Pending	1556	Moderate	800
Indoor								
FSU Club Basketball Home Tournament	2/13/2021-2/14/2021	Basketball	Indoor	Tully Gymnasium	Pending	290	Moderate	200
Volleyball Men's Volleyball Home Tournament	2/20/2021	Volleyball	Indoor	Tully Gymnasium	Pending	150	Moderate	130
FHSAA 2A Regional 1 Wrestling Tournament	2/25/2021-2/27/2021	Wrestling	Indoor	Chiles H.S.	Confirmed	1700	Highest	1700
Seminole Showdown - FSU Women's Club Volleyball Tournament	2/27/2021-2/28/2021	Volleyball	Indoor	Tully Gymnasium	Pending	506	Moderate	506
Capital City Challenge	3/6/2021-3/7/2021	Basketball	Indoor	TCC & Maclay	Confirmed	1200	Moderate	845
Comets Round Robin	3/13/2021-3/14/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	800	Moderate	662
William Gleason Shihan Seminar	3/26/2021-3/28/2021	Martial Arts	Indoor	N FI School of Aikido	Confirmed	50	Highest	20
2021 Capital City Classic	4/9/2021-4/11/2021	Racquetball	Indoor	Leach Center	Pending	198	Moderate	125
FSU's 5th Annual Garnet and Gold Tournament	4/10/2021-4/11/2021	Fencing	Indoor	Leach Center	Pending	83	Highest	58
Take Charge Against Breast Cancer	4/10/2021-4/11/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	936	Moderate	780
Comets Spring Shootout - YBOA	4/17/2021-4/18/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	1404	Moderate	1170
YBOA-Super Regional	4/28/2021-4/30/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	1250	Moderate	1100
Summer Xplosion	5/8/2021-5/9/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	1170	Moderate	954
Capital Challenge	5/15/2021-5/16/2021	Basketball	Indoor	TCC, Maclay	Confirmed	1300	Moderate	1084
Capital City Challenge Series II	5/29/2021-5/30/2021	Basketball	Indoor	TCC, Maclay	Confirmed	1292	Moderate	845

Sports Bid Pool & Events								
Event Name	Event Dates	Type Of Event	Indoor vs Outdoor	Host Venue	Venue Status	Total Attendance	US Olympic and Paralympic Committee Risk Assessment*	Total Out of Town Visitors
Jamboree	6/5/2021-6/6/2021	Basketball	Indoor	TCC, Maclay Bethel	Confirmed	696	Moderate	600
Seminar with Melissa Bell Sensei	6/11/2021-6/13/2021	Martial Arts	Indoor	N FI School of Aikido	Confirmed	50	Highest	50
Nationals Tune-Up	6/19/2021-6/20/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	1040	Moderate	867
Capital City Challenge Series III	7/17/2021-7/18/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	1292	Moderate	845
Big Bend Showdown	7/24/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	1560	Moderate	1300
Tournament of Champions	8/14/2021-8/15/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	696	Moderate	600
Hoopfest Showcase	9/11/2021	Basketball	Indoor	TCC, Maclay, Bethel	Confirmed	430	Moderate	335

Leon County Board of County Commissioners


Agenda Item #18

January 26, 2021

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator

Title: Status Update and Approval of the Continuation of the Joint Project Services Agreement with Choose Tallahassee



Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
Lead Staff/ Project Team:	Kerri L. Post, Director, Division of Tourism Katie Kole, Senior Marketing Manager, Division of Tourism

Statement of Issue:

This item provides a status update and seeks Board approval of a three-year continuation of the Joint Project Services Agreement with Choose Tallahassee.

Fiscal Impact:

This item has a fiscal impact. The Division of Tourism will continue to allocate \$10,000 annually from its marketing budget to support this initiative.

Staff Recommendation:

Option #1: Accept the status update for the continuation of the Joint Project Services Agreement with Choose Tallahassee and authorize the County Administrator to finalize and execute subject to legal review by the County Attorney (Attachment #1).

Report and Discussion

Background:

This item provides a status update and seeks Board approval of a three-year continuation of the Joint Project Services Agreement (JPSA) with Choose Tallahassee through FY 2023.

The County's continued support of this Joint Project Services Agreement advances the following FY2017-FY2021 Strategic Initiative and Bold Goal:

- *Continue to serve our seniors through programs and partnerships, including to continue to support Choose Tallahassee's efforts to market our community as a retirement destination. (2016-29C)*
- *Grow the five-year tourism economy to \$5 billion. (BG1)*

This particular Bold Goal aligns with the Board's Economy Strategic Priority:

- *(EC4) Grow our tourism economy, its diversity, competitiveness and economic impact.*

Choose Tallahassee was originally formed in 2011, in response to Capital Health Plan being ranked as one of the top HMO Medicare providers in the Nation. As a result, several community leaders decided to leverage this positive ranking and attract people to retire to Tallahassee.

On January 24, 2012, the Board approved a funding request from Choose Tallahassee to support its marketing efforts promoting Leon County as a retirement destination and encouraging retirees considering relocation to visit and explore the destination.

On December 8, 2015 the Board approved a JPSA to formally partner with Choose Tallahassee to promote the community as a retirement destination. The JPSA outlined both the Division of Tourism staff responsibilities as well as Choose Tallahassee responsibilities at that time. It was determined that Tourism would provide a physical address, telephone support, and fulfill consumer inquiries generated from various marketing programs. Staff also provided notices to Choose Tallahassee Board members, kept minutes of meetings, updated the Choose Tallahassee Magazine, maintained a database, distributed marketing materials at select consumer and travel trade shows, marketed programs through VisitTallahassee.com, public relations, and social media efforts promoting Leon County and Tallahassee as a retirement location.

In 2017, Choose Tallahassee underwent a reorganization with new leadership, restructuring its volunteer governing board, directly contracting with a professional marketing agency and hiring an executive director to oversee the day-to-day operations. With this reorganization, the JPSA was revised and Choose Tallahassee took on the responsibilities to provide all administrative support, provide notices to Choose Tallahassee Board members, keep all minutes of meetings, maintain a consumer database, respond to consumer inquiries and maintain and manage the Choose Tallahassee website, social media channels and promotional activities. The Division of Tourism in turn would serve on the executive committee, provide insight, collaboration and technical support on marketing, public relations, social and advertising efforts and provide an annual update to the Tourist Development Council.

On December 12, 2017, the Board approved revisions to the JSPA to reflect a renewed marketing and staffing approach desired by Choose Tallahassee. Under the revised three-year agreement, the County continued its funding commitment to Choose Tallahassee but no longer provided administrative support as provided in the original agreement.

Analysis:

In 2018 Choose Tallahassee contracted with a local marketing firm and began a successful new marketing campaign resulting in significant state and national media visibility for relocating to Tallahassee/Leon County. During the first two years of the new campaign, Choose Tallahassee garnered more than 40,000 website visitors on the Choose Tallahassee website and responded to nearly 500 consumer inquiries requesting additional community information and relocation support.

As a result of their efforts since 2018, Choose Tallahassee and the promotion of retiring in Tallahassee has been featured in more than 50 national media outlets including The New York Times, Las Vegas Sun, AARP Magazine, Where to Retire, and many more, reaching more than 56 million readers. In February 2020, the Choose Tallahassee organization and local community were highlighted and selected by Southern Living magazine as one of the “smartest” places to retire in the South.

In FY 2019, with support from the Division of Tourism and OEV, Choose Tallahassee began pivoting from exclusively targeting retirees to provide a broader message to a larger audience since the community has much to offer young professionals and entrepreneurs. Today, Choose Tallahassee’s mission is to attract and retain a diverse population of young professionals, entrepreneurs, creative talent, retirees, and students to the area. The County’s partnership with Choose Tallahassee continues to be beneficial for the destination given that people considering relocating to Leon County will first become visitors when conducting research about the community. It is estimated people considering relocation will make at least two research trips, typically for a period of 2-5 days each, to examine local housing, neighborhoods, cost of living, quality of life, recreation options, job/volunteer opportunities, access to airports/transportation, etc. before deciding to relocate to the area.

In FY 2020, Choose Tallahassee launched a new website offering information on healthcare, education, and quality of life for anyone interested in relocating to Leon County. Tourism staff played an integral role in the development of the new site. Additionally, Choose Tallahassee engaged Blaze Digital Services to develop a robust marketing and public relations plan for FY 2020/2021 with the goal of expanding their extensive online engagement and targeted media placements. Throughout FY 2020 which included the COVID-19 global pandemic, consumer inquiries to the County’s Visitor Information Center phone line experienced a significant increase in requests for relocation information. The County’s partnership with Choose Tallahassee has been mutually beneficial in promoting the destination to people considering relocation and assisting with relocation needs or questions they may have about the community. The County’s financial

Title: Status Update and Approval of the Continuation of the Joint Project Services Agreement with Choose Tallahassee

January 26, 2021

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support and collaboration with Choose Tallahassee, through the Division of Tourism, seeks to further the economic impact of visitors by encouraging them to become permanent residents.

Mirroring the existing agreement terms, staff is recommending a three-year extension of the current JPSA with responsibilities and conditions as described herein. Funding support for Choose Tallahassee is already included in the Division of Tourism marketing budget and funds are to be expended exclusively for marketing and promotion to increase visitation to Leon County in accordance with Florida Statute 125.0104. Choose Tallahassee would also continue to provide a written annual report to the County to be placed on the Leon County Tourist Development Council's agenda for consideration.

Consistent with previous agreements, to access the \$10,000 in financial support each year Choose Tallahassee is required to annually submit a marketing plan to the Division of Tourism for approval which details the planned activities, expenses, and metrics. Specific metrics to be reported throughout the year may include website traffic, social media following, earned media, room nights generated, number of events/attendees, etc. A year-end report on expenditures and metrics is due no later than 45 days after the conclusion of the fiscal year.

The Agreement proposes to continue the services the Division of Tourism staff currently provides including serving as an Ex-Officio member of the Choose Tallahassee Board of Directors and on and the Marketing Committee, in addition to continuing to provide insight, collaboration and technical support on marketing, public relations, social and advertising efforts. The Office of Economic Vitality (OEV) staff also serves as an Ex-Officio member of the Board and participates on the Choose Tallahassee Marketing Committee. OEV is entering its second year of collaboration with Choose Tallahassee as a talent recruitment and community branding partner to further its strategic initiatives.

Should the Board approve of the continuation of the partnership, staff will finalize the JPSA subject to legal review by the County Attorney and executed by the County Administrator. Division of Tourism staff and the Tourist Development Council will continue its involvement and collaboration with Choose Tallahassee for this important community initiative.

Options:

1. Accept the status update for the continuation of the Joint Project Services Agreement with Choose Tallahassee and authorize the County Administrator to finalize and execute subject to legal review by the County Attorney (Attachment #1).
2. Do not accept the status update and do not approve the continuation of the Joint Project Service Agreement with Choose Tallahassee.
3. Board direction.

Recommendation:

Option #1

Title: Status Update and Approval of the Continuation of the Joint Project Services Agreement
with Choose Tallahassee

January 26, 2021

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Attachment:

1. Draft Agreement with Choose Tallahassee

JOINT PROJECT SERVICES AGREEMENT

THIS JOINT PROJECT SERVICES AGREEMENT (hereinafter “Agreement”) dated this first day of February, 2021, is by and between Leon County, Florida, a charter county and political subdivision of the State of Florida (hereinafter the “County”) and Choose Tallahassee, Inc., a 501(3)(c) Not-for-Profit Corporation (hereinafter the “Contractor” or “Choose Tallahassee”), collectively, the “Parties”.

RECITALS

WHEREAS, the County and Contractor wish to enter into an agreement that will ensure the creation of a joint partnership for the purposes of promoting Leon County and the City of Tallahassee as a retirement destination and an ideal place to relocate for young professionals, entrepreneurs, creative talent and students; and

WHEREAS, the Leon County Division of Tourism (“Division of Tourism”) is charged with leading the Board of County Commissioners strategic goal of increasing economic development through tourism and whose marketing efforts in fiscal year 2020, despite a global pandemic helped generate 1.68 million visitors to Leon County, \$485 million in direct visitor spending and \$766 million in total economic impact; and

WHEREAS, with 10,000 members of the “Baby Boomer” generation retiring daily, and thousands of individuals seeking to relocate for business or educational pursuits, represents a tremendous economic, social and civic growth opportunity for the County due to the economic benefits realized; and

WHEREAS, many people looking to relocate will spend time visiting and exploring different locations before making a final decision on relocating; and

WHEREAS, the Board of County Commissioners recognized the direct relationship between those wishing to relocate to the City of Tallahassee and Leon County and the goals of the Division of Tourism, and decided to provide financial support to the Contractor, and

WHEREAS, the Parties recognize that this Joint Project Services Agreement may need to be revised to take into consideration future developments and recommendations.

WHEREAS funding support for Choose Tallahassee is included in the Division of Tourism marketing budget and funds are to be expended exclusively for marketing and promotion in increase visitation to Leon County in accordance with the Florida Statute 125.0104

NOW, THEREFORE, in consideration of the following mutual covenants and promises contained herein and other good and valuable consideration, the receipt and sufficiency of which being acknowledged, the Parties do hereby covenant and agree as follows:

1. INCORPORATION OF RECITALS

The Recitals set forth above are hereby incorporated into this Agreement and made a part hereof as if set forth below.

2. EFFECTIVE DATE; TERM; RENEWAL

- a. This Agreement shall be effective commencing February 1, 2020 and shall continue until September 30, 2021, hereinafter “Initial Term”.
- b. After the Initial Term, this Agreement shall be extended automatically for additional Two (2) one-year Term(s) upon the same terms and conditions as herein set forth, provided either Party may provide notice to the other of its intent to not renew the Agreement not less than ninety (90) days before the expiration of the then current Term.

3. SCOPE OF SERVICES PROVIDED BY COUNTY

- a. Leon County Division of Tourism shall:
 1. Provide funding to Choose Tallahassee \$10,000 annually to support various marketing initiatives that position Tallahassee/Leon County as a visitor designation in accordance with Florida Statute 125.0104 restrictions for tourism funds.
 2. Provide insight, collaboration and technical support on marketing, PR, social media and advertising efforts as appropriate.
 3. Serve as an Ex-Officio member of the Choose Tallahassee Board of Directors.
 4. Serve on the Choose Tallahassee Marketing Committee.
 5. Forward all relocation inquires to Choose Tallahassee in a timely manner.
 6. Promote Choose Tallahassee through the Visit Tallahassee website, visitor inquiries, public relations efforts and email.

b. Coordination of Activities:

The Tourism Director, or designee, shall manage the relationship between the Parties.

4. RESPONSIBILITIES OF CHOOSE TALLAHASSEE

- a. In order to access the \$10,000 each year, Choose Tallahassee is required to submit a marketing plan to the Division of Tourism for approval which

details the planned activities, expenses and metrics. Specific metrics to be reported may include website traffic, social media following, earned media, room nights generated, number of events/attendees, etc.

- b. Provide all administrative support including telephone and email support, physical address and fulfillment of consumer inquiries.
- c. Maintain and manage the Choose Tallahassee website, social media channels and promotional activities including lead generation and hosted visits by relocation prospects through Choose Tallahassee Programs.
- d. Maintain a computer database generated by Contractor for promotional activities of persons interested in retiring/relocating to the County (available to the County upon request).
- e. Appoint the Director of the Division of Tourism as an Ex Officio Member of the Choose Tallahassee Board of Directors. Forward a copy of the minutes to Division of Tourism of the Choose Tallahassee Board of Directors meetings.
- f. Appoint a Division of Tourism Staff member on the Choose Tallahassee Marketing Committee.
- g. Select its Executive Director and an appointed member of the Choose Tallahassee Board of Directors to act as the liaisons to Division of Tourism.
- h. Respond to consumer inquiries from marketing efforts providing information on relocation and the advantages of the quality of life in this area.
- i. Provide an annual report to the Tourist Development Council.
- j. Submit a year-end report on expenditures and metrics no later than 45 days after the conclusion of the County's fiscal year (September 30).

5. USE OF EXPENES

- a. The following are permissible expenses for the use of the amount of \$10,000:
 1. Promotion marketing and paid advertising/media buys that reach outside of Leon County with the potential to drive overnight visitation. Activities many include digital and social media buys, Graphic design services for ad production and website development and enhancement is allowed.

2. Special Event production, marketing, and technical expenses, site fees/costs (rentals, insurance, etc.), bib-monetary awards and travel expenses including lodging for media.
- b. Unallowable expenses – the following are not allowable expenses
1. General, overhead and administrative, including salaries
 2. Building, remodeling or equipment expenses
 3. Advertising that only reaches Leon County
 4. Hospitality (food and beverage)
 5. Lodging expenses for event attendees other than media

6. PUBLIC RECORDS

- a. Choose Tallahassee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with this Agreement. a. Choose Tallahassee shall use an accounting system that meets generally accepted accounting principles. Choose Tallahassee shall be required to establish and maintain books, records, and documents (including electronic storage media) sufficient to reflect all income and expenditures of funds provided by the County under this Agreement. This includes the retention of all records, financial records, supporting documents, statistical records, and any other documents (including electronic storage media) pertinent to this Agreement for a period of six (6) years after completion of the Agreement. If an audit has been initiated, and audit findings have not been resolved at the end of six (6) year period, the records shall be retained until resolution of the audit findings or any litigation which may be based on the terms of this Agreement, at no additional cost to the County. Records shall be retained for longer periods when the retention period required by law exceeds the time frames required by this Agreement.
- b. Keep and maintain those records that ordinarily and necessarily would be required by the County in order to perform the Services under this Agreement, hereinafter “public records”.
- c. Provide the public with access to public records and at a cost to the public as set forth in Chapter 119, Florida Statutes, or as otherwise provided by law.
- d. Ensure that the public records that are exempt or confidential and exempt from public records disclosure requirements, are not disclosed, except as authorized by law.

- e. Meet all requirements for retaining public records and transfer, at no cost, to the County all public records in possession of Choose Tallahassee upon termination of this Agreement 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 County in a format that is compatible with the information technology systems of the County.

- f. **IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS PROGRAM FUNDING AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:**

Kerri Post
315 South Calhoun Street, Suite 540
Tallahassee, FL 32301
850-606-2300
postk@leoncountyfl.gov

7. TERMINATION

Either Party may terminate this Agreement for cause by giving the other Party hereto not less than thirty (30) days prior written notice of its intent to terminate. The County shall not be required to give Contractor such thirty (30) days written notice if, in the opinion of the County, the Contractor is unable to perform its obligations hereunder, or if in the opinion of the County, the services being provided are not satisfactory. In such case, the County may immediately terminate the Agreement by providing a notice of termination to the Contractor.

Termination of this Agreement for any reason under this Section will not affect (i) any liabilities or obligations of either Party arising before such termination or as a result of the events causing such termination, or (ii) any damages or other remedies to which a Party may be entitled to under this Agreement, at law or in equity, arising out of a breach of this Agreement.

8. INDEMNIFICATION

The Contractor 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 Contractor, its delegates, employees and agents, arising out of or under this Agreement, including reasonable attorney's fees and costs. The County may, at its sole option, defend itself or require the Contractor to provide the defense. The Contractor acknowledges that ten dollars (\$10.00) of the amount paid to the Contractor is sufficient consideration of the Contractor's indemnification of the County.

9. NOTICE

All notices required hereunder shall be in writing sent by 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 Contractor: Name: Gregg Patterson, Executive Director
Address: 2601 Capital Medical Blvd
Tallahassee, FL 32308

Notice to the County: Name: Kerri Post, Division of Tourism
Address: 315 South Calhoun St., Suite 540
Tallahassee, FL 32301

10. CONTRACT MANAGEMENT

The Director of Division of Tourism shall be and is hereby authorized as the representative of the County, responsible for the day-to-day operational management of the provisions of the Agreement, including all matters related to the payment rendered by the Contractor hereunder, unless or until a written notice is provided to the Contractor stating otherwise.

11. MISCELLANEOUS PROVISIONS

- a. Status. The Contractor at all times relevant to this Agreement shall be an independent contractor and in no event shall the Contractor nor any employees or subcontractors under it be considered to be employees of the County.
- b. Assignments. This Agreement shall not be assigned as a whole or in part to any third Party without the prior express written consent of the County nor shall the Contractor assign any monies due or to become due to it hereunder without the prior written consent of the County.
- c. Modifications. This Agreement constitutes the entire understanding of the Parties. Any modifications to this Agreement must be in writing.
- d. 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.
- e. 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.

- 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. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Venue for all actions arising out of this Agreement shall lie in Leon County, Florida.
- i. 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.
- j. Civil Rights Requirements. Choose Tallahassee 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. Choose Tallahassee 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. Choose Tallahassee 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, Choose Tallahassee 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.
- k. 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 of this Agreement is held by a court of competent jurisdiction to be

invalid or unenforceable, that this Agreement, including all of the remaining Sections, shall remain in full force and effect.

- l. Force Majeure. If either Party is prevented from or delayed from performing any obligations under this Agreement (except payment or financial obligations) by circumstances beyond its control, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, the Party shall be excused from performance, to the extent and only to the extent, that such performance is affected by a “Force Majeure Event”. “Force Majeure Event” shall include, but not be limited to fires, hurricanes, severe weather, floods, pandemics, epidemics, quarantines, war, civil disturbances, acts of terrorism, strike or lockout, acts of God, or any laws, rules, regulations, orders, or acts of any local, state, or federal government. The party claiming Force Majeure shall promptly notify the other party in writing upon learning of the existence of a Force Majeure Event, and when the Force Majeure Event has terminated. Notwithstanding anything in this Agreement to the contrary, the term “Force Majeure” does not include or excuse performance under this Agreement for events relating to increased costs or expenses associated with carrying out the Party’s obligations under this Agreement.
- m. Survival of Obligations. Cancellation, expiration, or earlier termination of this Agreement shall not relieve the Parties of obligations that by their nature should survive such cancellation, expiration, or termination.
- n. Sovereign Immunity. Nothing herein shall be construed as a waiver of any rights and privileges afforded the County, as a political subdivision of the State of Florida, under section 768.28, Florida Statutes, as amended.
- o. Counterparts. This Agreement may be executed in one or more counterparts, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.

THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK.

WHERETO, the Parties have set their hands and seals and executed this Agreement the date set forth below.

LEON COUNTY, FLOIRDA

CHOOSE TALLAHASSEE

BY: _____
Vincent S. Long, County Administrator

BY: _____
Gregg Patterson, Executive Director

Date: _____

Date: _____

ATTEST:
Gwen Marshall, Clerk of the Court &
Comptroller, Leon County, Florida

BY: _____

Approved as to Legal Sufficiency:
Chasity H. O'Steen, County Attorney
Leon County Attorney's Office

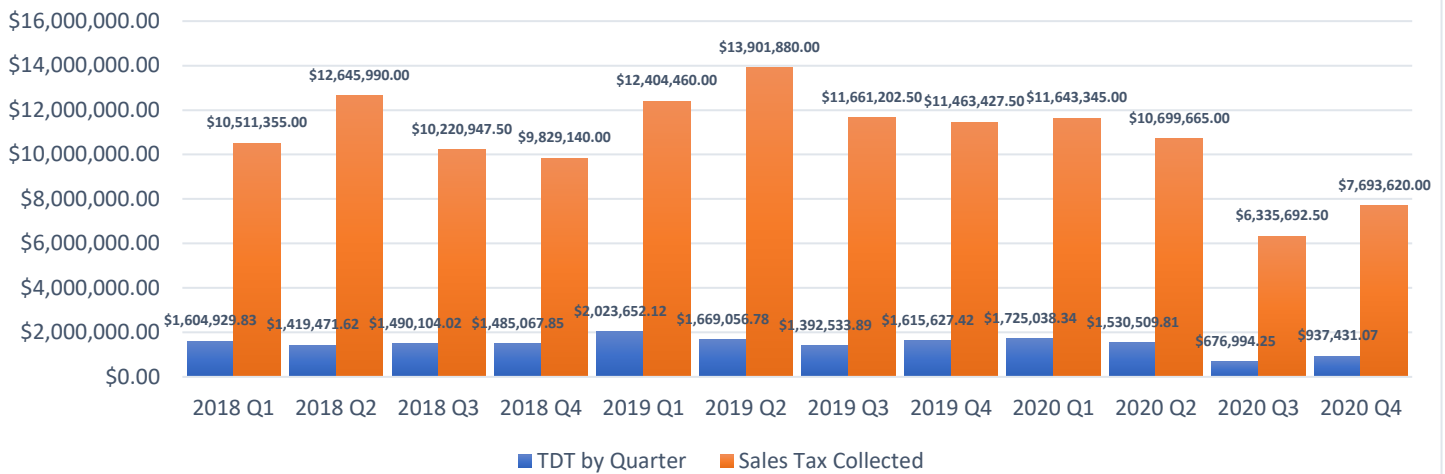
BY: _____



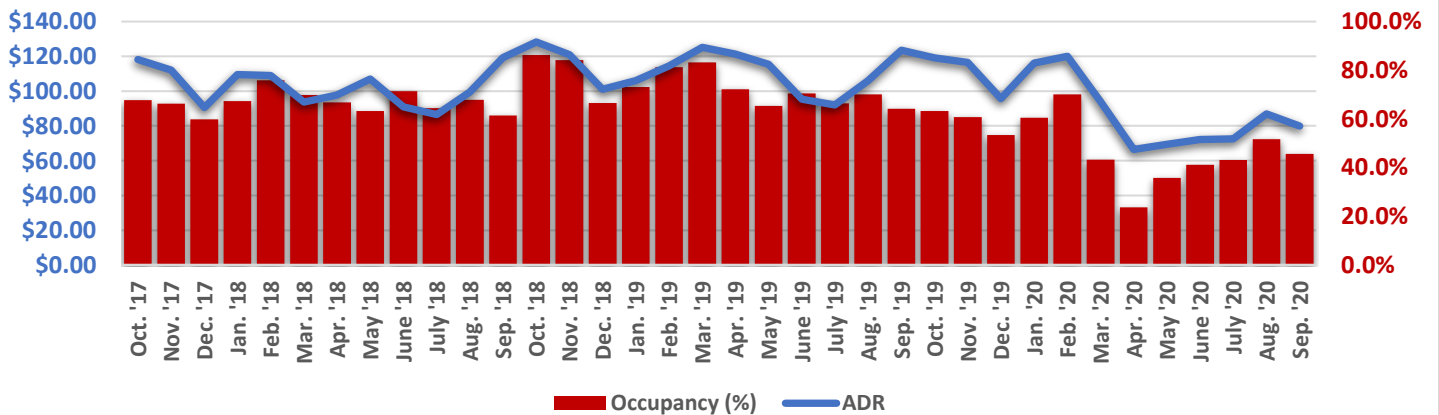
Tourism Impact for Leon County (2018 – 2020)

	Visitors to Leon County	Tourism Related Jobs	Lodging Occupancy Rate	Average Daily Rate (ADR)	Tourism Development Tax (TDT) Collections	Sales Tax Generated from Tourism Direct Spending	Economic Impact to Leon County
2018	2.33M	14,573	66.8%	\$102.83	\$5.99M	\$43.2M	\$910M
2019	2.44M	16,150	73.6%	\$112.48	\$7.25M	\$49.4M	\$1.04B
2020	1.68M	11,943	49.4%	\$92.43	\$4.86M	\$36.3M	\$766M

Tourism Development Tax (TDT) & Sales Tax Collected



Lodging Occupancy and ADR 2018 to 2020



Tourism Budget Impact Forecast (5-Cent)

Montly \$	FY21 Actuals YTD	OMB FY21 TDT Revenue Projections
October	306,710	223,397
November	346,059	256,907
December	292,512	282,598
January	-	
February	-	
March	-	
April	-	
May	-	
June	-	
July	-	
August	-	
September	-	
Total:	945,282	762,902
@ 95%	898,017	724,757
Visit Tallahassee	718,414	579,805
COCA 1-Cent	179,603	144,951

Actual vs. Budget Variance

24%

