



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Friday, September 16, 2022

County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Michelle Personette, Chairperson**
- II. Welcome New TDC Member Russell Daws & Farewell to Sharon Priester– **Michelle Personette**
- III. Request for Additional Agenda Items – **Michelle Personette**
- IV. Public Comment
- V. Items for Consent Approval – **Michelle Personette**
 - May 5, 2022 Meeting Minutes (T1)
 - Financial Reports: Division Budget 2022 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- VI. General Business – **Michelle Personette**
 - Downs & St. Germain Research – Spring Events & 3rd Quarter Visitor Report (T4)
 - FY23 Advertising/Marketing/PR Plan Presentation (T5)
 - FY23 Tourism Event Grant Recommendations (T6)
 - Appointment of TDC Representative to CRA/TDT Arts Grants Review Committee (T7)
 - Concert Update
 - Tallahassee Sports Council – Sports Grant Recommendations and Update
 - COCA FY23 Cultural & Marketing Grants Recommendations and Update (T8)
- VII. Executive Director's Report – **Kerri Post**
 - 2024 Tallahassee/Leon County Bicentennial Update
 - 2026 World Athletics Cross Country Championships Bid Award Victory Lap
 - Update on Amtrak Building Construction Timeline
- VIII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
Thursday, November 3, 2022
County Commission Chambers



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
May 5, 2022**

The Leon County Tourist Development Council met for a regular meeting with Chairperson Michelle Personette presiding. Council members present were County Commissioner Bill Proctor, City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Matt Thompson, Carolanne Savage, Sharon Priester and Kathleen Spehar. Council members absent were Amanda Heidecker, Russell Daws, and Sam Patel.

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

Guests present: Ms. Rachel Eglin and Mr. Isiah Lewis representing Downs & St. Germain Research.

- I. **CALL TO ORDER:** Chairperson Michelle Personette called the meeting to order 9:05 a.m.
- II. **Welcome New Council Members:** Chairperson Michelle Personette welcomed new council members Commissioner Bill Proctor, Caroline Savage and announced Russell Daws had also been appointed but was out of the Country.
- III. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairperson Michelle Personette confirmed there were no requests for additional agenda items.
- IV. **PUBLIC COMMENT:** Chairperson Michelle Personette confirmed there were no public comments submitted.
- V. **ITEMS FOR CONSENT APPROVAL:**
 - Feb. 7, 2022 Meeting Minutes
 - Financial Reports: Division Budget 2022 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports

Commissioner Richardson moved, duly seconded by Commissioner Dianne Williams-Cox, approval of the Items for Consent. The motion passed 7-0, with Commissioner Proctor out of chambers and Russell Daws absent.

VI. GENERAL BUSINESS

Presentation on Amtrak Building Construction Update – Stephen Kelly, Public Works

Kerri Post reported Stephen Kelly was unable to attend the meeting due to a conflict and would present at a later date. Ms. Post shared her enthusiasm about the Division of Tourism staff and Welcome Center moving to the Historic Amtrak Building. She noted the cost of construction had significantly risen and the use of American Rescue Plan Act (ARPA) funds would fill the gap. She relayed the building would be restored to the historical 1920s period

with a late 2022 anticipated completion.

Downs & St. Germain Research (DSG) – Second Quarter Visitor Study

Rachel Anglin and Isiah Thomas of Downs and St. Germain Research presented the FY 2022 2nd Quarter Visitor Tracking Study highlighting visitation, total economic impact, and key metrics. A robust discussion ensued regarding the need for a meeting venue in the destination that would allow for growth in the meetings and conventions travel sector with the ability to accommodate larger groups.

Ms. Post commented that there is a definite need for meeting space in the market. She shared that without a large meeting venue in Leon County growth in the meetings sector is stunted noting that having large conference/meeting space would be a game changer in this area. Ms. Post noted that according to DSG research attending a business, conference or meeting is the reason for visiting 15-30% each quarter.

Commissioner Proctor moved, duly seconded by Commissioner Williams-Cox to have staff craft language for a County Resolution that speaks to the need for meeting space in the destination with the ability to serve the community's need for larger indoor gathering and meeting spaces.

Chairperson Personette suggested that prior to moving to a resolution, that data be obtained showing Leon County's current inventory of meeting space compared to its potential needs for growth. She suggested presenting past research and current inventory of meeting space prior to asking the BOOC for a resolution. Discussion ensued regarding the need for a resolution. ***Commissioner Proctor withdrew his motion.***

Commissioner Proctor moved, duly seconded by Commissioner Williams-Cox to have staff prepare a presentation utilizing previous studies regarding the need for meeting space, the current inventory, and the need to additional meeting space to accommodate larger groups in the community along with a copy of the 2022 Meeting Planners Guide. The motion passed 7-0, with Russell Daws and Sam Patel absent.

Proposed FY23 Tourism Budget

Kerri Post presented highlights from the FY 2022/23 proposed Division of Tourism/Visit Tallahassee budget. She shared the proposed addition of two new full time staff members, one in sales and one and one in marketing as Tourism's staffing levels have remained the same for over 13 years while the Division's programs and services have increased exponentially, restoration of contractual services to pre-pandemic levels, a proposed increase in grant funding budget, and funding allocated to prepare for the 2024 Tallahassee-Leon County Bicentennial.

Commissioner Proctor moved, duly seconded by Commissioner Richardson approval of the FY 2022/23 Division of Tourism/Visit Tallahassee budget. The motion passed 7-0, with Russell Daws and Sam Patel absent.

Proposed FY 2023 Division Marketing and Sales Plans

Kerri Post shared that the FY 2023 Marketing and Sales Plans directly align with the new FY2022-FY2026 Tourism Strategic Plan. Senior Marketing Director Katie Kole then provided highlights of the FY 2023 staff Marketing Plan noting that the overarching goal across both Sales and Marketing Plans are aligned with the Tourism Bold Goal of growing the tourism economy by generating \$5 billion in economic impact over the next five years in Leon County.

A brief discussion ensued regarding the Bicentennial and historic families from the area. Ms. Kole shared that she is on the Mayor's Bicentennial Committee. Ms. Kole also highlighted plans for Visitor Services/Grant Programs Director, Visitor Center/Gift Shop that will include a consignment option, and the E-Commerce site for online sales. Senior Sales Director Ryan Zornes presented the FY 2023 Sales Plan including Sports, Meetings and Conventions, and Group Sales and Business Development. A brief discussion ensued regarding potential partnerships with

corporate entities such as SWAC, ACC, Amazon, Delta, etc. Commissioner Proctor noted that he would like to see the Black Softball Championships return to Leon County in the future, as well as partnerships with neighboring counties. Kerri Post shared that we communicate and partner with our bordering counties, however Visit Tallahassee remains focused on generating overnight stays in Tallahassee-Leon County hotels.

Commissioner Richardson moved, duly seconded by Commissioner Proctor approval of the FY 2023 Tourism Division Marketing and Sales Plans. The motion passed 7-0, with Russell Daws and Sam Patel absent.

Proposed FY 2023 Tourism Event Grant Program – Funding, Guidelines & Updates

Kerri Post provided an overview of the FY 2023 Tourism Grant Program and Guidelines for events that motivate visitors to travel and the total proposed grant budget allocation of \$700,000, a 25% increase over FY 2022. Ms. Post then presented the proposed FY 2023 funding levels allocated to the respective tourism event grant programs.

Commissioner Williams-Cox moved, duly seconded by Sharon Priester approval of the FY 2023 Tourism Grant funding allocations as presented. The motion passes 7-0, with Russell Daws and Sam Patel absent.

Proposed Modifications to Tourism Grant Policy per BOCC Request

Kerri Post presented for the TDC's input and guidance potential revisions to Policy No. 21-6: *County Tourism Event Grant Programs* as requested by the Board of County Commissioners on March 8, 2022 at its regular meeting. The three considerations for potential revisions are as follows: 1) documenting the existing procedure for out-of-cycle funding requests; 2) adjusting grant award funding levels for newly expanded programming and/or duration for the events; and 3) adding a second cycle for non-sporting events. Considerable discussion ensued regarding the current grant processes and the potential impact of changes to the policy.

1) Documenting Existing Procedure for Out-of-Cycle Funding Requests

Kerri Post introduced the proposed revision provides additional clarification for of out-of-cycle funding requests for newly created events that arise after the completion of the existing year's Tourism Grants cycle and will take place that fiscal year. She noted the event organizers must present an event proposal to the Tourism Director who will review it for eligibility to be funded with TDT and also meet the same requirements as grant applicants. Much discussion ensued regarding this proposed revision.

Commissioner Richardson moved, seconded by Commissioner Williams-Cox to add the following clarification language to the existing section F.11 in Policy No. 21-6 to read as follows: "The Board authorizes the TDC to consider and award event grants consistent with this policy and its procedures outside of the established grant application cycle provided Tourism Event Grant funds are available. Funding requests must be for new events that are eligible to receive TDT funding. Event organizers must present a proposal to the Tourism Director for review who will determine if it warrants advancement to the TDC for funding consideration and if so, staff will provide a recommended funding level based upon event details and the estimated room nights generated for the event. For all Tourism Grant Programs, the TDC is authorized to approve up to \$60,000 in grant funding for a single applicant. Funding requests of \$60,000 or more require both the TDC and the Board approval. Any out-of-cycle event funding request requiring the use of the Tourism Fund Balance requires both the TDC and Board approval. Organizations awarded out-of-cycle funding who wish to receive funding in subsequent years must apply during the annual Tourism Event Grant cycle."
The motion passed 6-0, with Russell Daws and Sam Patel absent and Commissioner Proctor out of chambers.

2) Adjusting Grant Award Funding Levels for Newly Expanded Programming and/or duration for the Events

Kerri Post then introduced the proposed revision of adjusting grant award levels in special circumstances. She noted that newer events may continue to evolve each year and there may be a circumstance where events seize a new opportunity to expand programming/activities and/or increase the duration of the event after all of the grants have been reviewed and scored, and their grant award has been approved. She stated this highly unusual circumstance is not currently addressed in policy as the need has not yet arisen. Discussion ensued regarding this proposed revision.

Sharon Priester moved, duly seconded by Commissioner Williams-Cox to not adjust previously awarded grant levels in special circumstances. The motion passed 6-0, with Russell Daws and Sam Patel absent and Commissioner Proctor out of chambers.

3) Adding a Second Cycle for Non-Sporting Events

Kerri Post gave overview of non-sporting events (Signature/Emerging Signature Events and Special Events). She noted Tourism consistently operates two Sports Events grant cycles per year reviewed by the Tallahassee Sports Council who presents their recommendations to the TDC for approval following each cycle. Ms. Post shared that the vast majority of other non-sporting events however are held annually at a regularly scheduled time of year so there has not been a demonstrated need for a second-cycle application process. Discussion ensued regarding the TDC designating available grant funding to allow for a second-cycle process to be conducted for non-sporting events. Ms. Post stated this result in lower grant funding levels being awarded for existing events and to date there has not been a demonstrated need for a second cycle grant for existing non-sporting events.

Matt Thomson moved, duly seconded by Sharon Priester to not conduct a Second Grant Cycle for non-sporting events.

Considerable discussion continued regarding the out-of-cycle grants process, procedure, and sustainability of accepting out of cycle grants and the difference in conducting a second grant cycle for non-sporting events, and the use of fund balance. Ms. Post confirmed that any use of fund balance must be approved by the BOCC. The TDC revisited its first motion that approved new language facilitating out-of-cycle grants.

Commissioner Williams-Cox moved, duly seconded by Matt Thompson to not allow out-of-cycle funding requests, not adjust previously awarded grant levels in special circumstances, and to not allow a second grant cycle for non-sporting events. The motion passed 6-0 with Russell Daws and Sam Patel absent and Commissioner Proctor out of chambers.

Definition of “Peak Visitor Periods”

Chairperson Personette introduced the current definition of “peak visitor periods” as stated in Policy No. 21-6. Brief discussion ensued regarding methodology of hotels determining peak periods and consideration for additional events that should be considered when determining peak weekends such as graduation, parents’ weekend, and specific home football games.

Commissioner Richardson moved, duly seconded by Matt Thompson to revise the “peak visitor periods” definition to events on dates that are anticipated to sell out hotel rooms and that these dates will be presented to the TDC on annual basis prior to being published in the Grant Programs. The motion passed 6-0, with Russell Daws and Sam Patel absent and Commissioner Proctor out of chambers.

Concert Update

Scott Carswell representing Scott Carswell Presents LLC provided a summary of recent shows and shared his enthusiasm for the use of the Parkview at Cascades Amphitheater Support Space. Mr. Carswell then highlighted concerts scheduled for fall 2022.

Tallahassee Sports Council (TSC) Update & FY2023 2nd Cycle Grant Recommendations

Ryan Zornes provided a TSC update and presented the FY 2023 2nd Cycle Sports Grant Tallahassee Sport Council recommendations.

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson to accept the FY 2023 2nd Cycle Sports Grants recommendations as proposed. The motion passes 6-0, with Russell Daws and Sam Patel absent and Commissioner Proctor out of chambers.

COCA Update

Kathleen Spehar provided an update on the area’s arts and events over the past quarter. Ms. Spehar shared that COCA will be part of the National Economic Impact Study on Arts, Culture, History and Heritage Non-profit organizations.

VII. Executive Director’s Report – Kerri Post

- The Division of Tourism is hosting an event with the Office of Economic Vitality for National Travel and Tourism Week/Economic Development Week Luncheon on Monday May 9, 2022 at Parkview at Cascades
- The Division has launched the 2022 Summer Backyard Bucket List
- Highlighted the Florida Emancipation Day brochure the Division provided for distribution to museums, events, and Visitor Information Center
- Highlighted numerous marketing and PR achievements from the last quarter

VII. Additional Business: “For the Good of the Cause” – Michelle Personette

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 11:45 a.m.

Attest: Michelle Personette,
Chairperson

Attest: Renee Jones,
Public Relations & Marketing Specialist

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending July 31, 2022

4-Cents Collections		YTD	July	FY 2021/22	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Tax (4-cents)	\$ 5,069,428.31	\$ 464,738.48	\$ 4,060,129	125%	1,009,299	
361320	Tax Collector FS 219.075	\$ 1,538.06	\$ -	\$ -		1,538	
361111	Pooled Interest Allocation	\$ 21,361.00	\$ -	\$ 56,973			
365000	Merchandise Sales	\$ 5,658.00	\$ 603.50	\$ 5,730			
366500	Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500			
366930	Other Contributions/Partnerships	\$ -	\$ -	\$ -			
361300	Interest Inc/FMV Adjustment	\$ -	\$ -	\$ -			
369900	Miscellaneous Revenue	\$ 40,615.18	\$ 3,288.33	\$ 31,396			
399900	Appropriated Fund Balance	\$ -	\$ -	\$ 172,657			
Total Estimated Receipts				4,339,385			
		\$ 5,138,600.55	\$ 468,630.31				
Acct #	EXPENDITURES	YTD	July	FY 2021/22	FY 2021/22	% Budget	Under/
	<i>Administration (301)/Marketing (303)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 530,386.76	\$ 75,974.31	\$ 733,627	\$ 733,627	72%	\$ 203,240
51250	Regular OPS Salaries & Wages	\$ 31,848.88	\$ 5,318.60	\$ 34,694	\$ 34,694	92%	2,845
51500	Special Pay	\$ -	\$ -	\$ 3,100	\$ 3,100	0%	3,100
52100	FICA	\$ 46,743.25	\$ 5,963.37	\$ 60,643	\$ 60,643	77%	13,900
52200	Retirement Contributions	\$ 90,807.48	\$ 12,405.93	\$ 109,239	\$ 109,239	83%	18,432
52210	Deferred Compensation	\$ 1,014.49	\$ 140.91	\$ 766	\$ 766	132%	(248)
52300	Life & Health Insurance	\$ 91,055.76	\$ 11,582.85	\$ 96,582	\$ 96,582	94%	5,526
52400	Workers Compensation	\$ 1,443.37	\$ 170.86	\$ 3,395	\$ 3,395	43%	1,952
53400	Other Contractual Services	\$ 167,071.05	\$ 12,379.71	\$ 289,000	\$ 289,000	58%	121,929
54000	Travel & Per Diem	\$ 39,642.26	\$ (61.80)	\$ 52,500	\$ 52,500	76%	12,858
54100	Communications Services	\$ 3,934.62	\$ 505.50	\$ 9,600	\$ 9,600	41%	5,665
54101	Communications - Phone System	\$ -	\$ -	\$ 1,455	\$ 1,455	0%	1,455
54400	Rental & Leases	\$ 7,456.41	\$ 1,005.41	\$ 20,950	\$ 20,950	36%	13,494
54505	Vehicle Coverage	\$ 492.00	\$ -	\$ 492	\$ 492	100%	-
54600	Repair & Maintenance	\$ 5,000.00	\$ -	\$ 15,000	\$ 15,000	33%	10,000
54601	Vehicle Repair	\$ -	\$ -	\$ 720	\$ 720	0%	720
54700	Printing	\$ 847.15	\$ 318.85	\$ 5,000	\$ 5,000	17%	4,153
54800	Promotional Activities	\$ 2,003.70	\$ -	\$ 20,000	\$ 20,000	10%	17,996
54860	TDC Direct Sales Promotions	\$ 116.74	\$ -	\$ 31,000	\$ 31,000	0%	30,883
54861	TDC Community Relations	\$ 75.26	\$ 137.75	\$ 15,000	\$ 15,000	1%	14,925
54862	TDC Merchandise	\$ 1,109.95	\$ -	\$ 8,500	\$ 8,500	13%	7,390
54900	Other Current Charges	\$ 424,483.99	\$ 19,059.28	\$ 537,000	\$ 947,000	45%	522,516
55100	Office Supplies	\$ 223.35	\$ -	\$ 6,700	\$ 6,700	3%	6,477
55200	Operating Supplies	\$ 2,271.53	\$ 233.62	\$ 8,000	\$ 8,000	28%	5,728
55210	Fuel & Oil	\$ 75.26	\$ 30.50	\$ 345	\$ 345	22%	270
55250	Uniforms	\$ 1,748.20	\$ 22.00	\$ 3,500	\$ 3,500	50%	1,752
55400	Publications, Memberships	\$ 8,114.67	\$ 13,469.99	\$ 27,000	\$ 27,000	30%	18,885
55401	Training	\$ 610.00	\$ 3,559.00	\$ 13,000	\$ 13,000	5%	12,390
56400	Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160	TDC Local T&E	\$ 640.13	\$ -	\$ 2,000	\$ 2,000	32%	1,360
58320	Sponsorship & Contributions	\$ 21,750.00	\$ -	\$ 32,155	\$ 32,155	68%	10,405
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 867,755.37	\$ 114,131.56	\$ 965,865	\$ 1,485,865	58%	\$ 618,110
<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$ 233,437.14	\$ 59,693.00	600,000	600,000	39%	366,563
<i>Welcome Center CIP (086065)</i>							
56200	Building	\$ -	\$ -	-	-		-
<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$ -	\$ -	5,940	5,940	0%	5,940
54600	Repairs and Maintenance	\$ -	\$ -	2,620	2,620	0%	2,620

Risk Allocations (495)									
54500	Insurance	\$	-	\$	-	6,432	6,432	0%	6,432
Indirect Cost (499)									
54900	Indirect Cost Charges	\$	-	\$	-	238,000	238,000	0%	238,000
Line Item Funding - (888)									
58214	Cultural Facilities Grant Program	\$	-	\$	22.00	-	-		-
58215	Local Arts Agency Program	\$	-	\$	345,872.74	1,014,572	1,014,572	0%	1,014,572
Transfers (950)									
591220	Transfer to Fund 220	\$	-		-	-	-	0%	-
591220	Transfer to Fund 305	\$	187,499.97		20,833.33	250,000	250,000	0%	62,500
Salary Contingency (990)									
59900	Other Non-operating Uses	\$	-		-	-	-		-
	Reserve for Fund Balance	\$	-		-	-	-		-
Total Expenditures		\$	2,769,658.74	\$	702,769.27	\$	5,224,392	\$	6,154,392

1-Cent Collections

Acct #	REVENUES		YTD	July	FY 2021/22	FY 2021/22	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1-cent)	²	\$ 1,151,190.46	\$ 116,184.62	\$ 1,014,572	\$ 1,014,572	125%	(252,803)
361111	Pooled Interest		\$ -	-	-	-		
361320	Tax Collector FS 219.075		\$ -	-	-	-		
366930	Refund from Prior Years		\$ -	-	-	-		
Total Revenues			1,151,190.46	116,184.62	\$ 1,014,572	\$ 1,014,572		

Acct #	EXPENDITURES (305)	YTD	July	FY 2021/22	FY 2020/21	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 1,982,298	\$ 2,049,072	0%	2,049,072
Total Expenditures		\$ -	\$ -	\$ 1,982,298	\$ 2,049,072	0%	2,049,072

NOTES TO THE FINANCIAL STATEMENT As of July 31, 2022

REVENUES

- 1 - Revenue for the 4-cent collections \$ 464,738.48
- 2 - Revenue for the 1-cent collections \$ 116,184.62
- 3 - Tourism/OEV Team UP Lucheon Registration Fees

EXPENSES

- 4 - Expenses related to Crossfit Competition held at Apalachee Regional Park and Leon Babe Ruth Baseball Championships hosted at Chiles High School

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2017/2018 (3-cents)	306,604.91	346,998.29	309,354.70	239,200.84	304,608.86	307,873.28	296,026.60	286,577.45	311,458.36	294,109.70	264,301.21	332,629.80	3,599,743.99
(1-cent - 4th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
(1-cent - 5th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	490,182.83	440,502.02	554,383.00	5,999,573.32
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	11%	7%	12%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	3%	3%	4%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	3,002,812.98	3,267,114.19	3,599,743.99	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	-17%	1%	-9%	(56%)	-76%	(67%)	(50%)	-42%	-35%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	-15%	-12%	-12%	-19%	-26%	-30%	-32%	-33%	-33%	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
(1-cent - 5th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	-32%	-45%	-33%	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	-43%	-43%	-41%	-33%	-20%	-12%	-4%	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	349,360.01	359,333.87	-	-	3,919,661.06
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	-	-	1,306,553.69
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	-	-	1,306,553.69
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	-	-	6,532,768.44
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	-100%	-100%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	42%	23%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	3,919,661.06	3,919,661.06	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,306,553.69	1,306,553.69	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,306,553.69	1,306,553.69	

Notes:

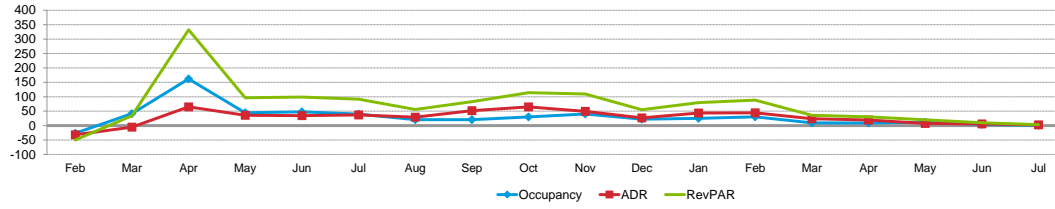
- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
- (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
- (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.
- (4) The collection of the 4th Penny Bed Tax began November, 2004.
- (5) Collection of 5th Penny began May, 2009.

Tab 2 - Trend Leon County, FL

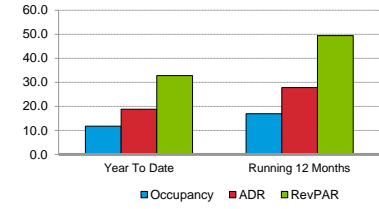
Currency: USD - US Dollar

Visit Tallahassee
For the Month of July 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	51.4	61.4	62.1	51.8	60.9	60.2	62.3	55.1	60.1	59.1	51.8	56.4	67.0	67.1	67.7	58.0	63.3	60.7
Last Year	69.9	43.3	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.3	45.1	51.4	61.4	62.1	51.8	60.9	60.2
Percent Change	-26.4	41.8	161.9	44.5	47.9	39.8	20.6	20.5	29.9	40.3	22.4	25.3	30.3	9.4	9.0	12.0	4.0	0.8

Year To Date		
2020	2021	2022
45.1	56.2	62.8
73.0	45.1	56.2
-38.3	24.7	11.8

Running 12 Months		
2020	2021	2022
52.2	51.9	60.7
73.1	52.2	51.9
-28.7	-0.5	16.9

ADR	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	82.17	89.04	109.75	94.41	97.04	99.42	112.36	121.36	141.61	125.19	98.15	112.70	118.78	110.47	131.17	101.42	102.62	102.14
Last Year	120.42	94.17	66.47	69.44	72.18	72.54	86.93	79.94	85.85	83.80	77.50	78.49	82.17	89.04	109.75	94.41	97.04	99.42
Percent Change	-31.8	-5.4	65.1	35.9	34.4	37.1	29.3	51.8	65.0	49.4	26.7	43.6	44.5	24.1	19.5	7.4	5.8	2.7

Year To Date		
2020	2021	2022
92.93	93.90	111.57
110.33	92.93	93.90
-15.8	1.0	18.8

Running 12 Months		
2020	2021	2022
102.63	89.98	115.02
112.18	102.63	89.98
-8.5	-12.3	27.8

RevPAR	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	42.25	54.66	68.19	48.89	59.08	59.85	70.00	66.89	85.18	74.01	50.84	63.61	79.58	74.17	88.85	58.82	65.00	61.96
Last Year	84.15	40.77	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.31	32.80	35.37	42.25	54.66	68.19	48.89	59.08	59.85
Percent Change	-49.8	34.1	332.5	96.4	98.9	91.6	55.8	83.0	114.3	109.6	55.0	79.8	88.4	35.7	30.3	20.3	10.0	3.5

Year To Date		
2020	2021	2022
41.87	52.77	70.09
80.54	41.87	52.77
-48.0	26.0	32.8

Running 12 Months		
2020	2021	2022
53.53	46.70	69.79
82.01	53.53	46.70
-34.7	-12.8	49.4

Supply	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	177,492	196,416	191,820	202,988	196,440	202,988	202,988	193,920	200,415	193,950	200,415	200,415	180,992	200,384	193,920	200,384	193,920	200,384
Last Year	164,724	184,388	178,440	184,388	178,440	184,388	188,821	182,730	188,821	182,730	192,789	192,789	177,492	196,416	191,820	202,988	196,440	202,988
Percent Change	7.8	6.5	7.5	10.1	10.1	10.1	7.5	6.1	6.1	6.1	4.0	4.0	2.0	2.0	1.1	-1.3	-1.3	-1.3

Year To Date		
2020	2021	2022
1,257,668	1,360,933	1,370,399
1,232,265	1,257,668	1,360,933
2.1	8.2	0.7

Running 12 Months		
2020	2021	2022
2,152,272	2,296,824	2,362,087
2,105,193	2,152,272	2,296,824
2.2	6.7	2.8

Demand	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	91,255	120,573	119,175	105,118	119,605	122,194	126,457	106,892	120,542	114,669	103,798	113,108	121,262	134,527	131,356	116,221	122,824	121,547
Last Year	115,108	79,839	42,327	66,093	73,448	79,393	97,574	83,564	87,415	77,006	81,598	86,869	91,255	120,573	119,175	105,118	119,605	122,194
Percent Change	-20.7	51.0	181.6	59.1	62.8	53.9	29.6	27.9	37.9	48.9	27.2	30.2	32.9	11.6	10.2	10.6	2.7	-0.5

Year To Date		
2020	2021	2022
566,711	764,789	860,845
899,588	566,711	764,789
-37.0	35.0	12.6

Running 12 Months		
2020	2021	2022
1,122,503	1,191,936	1,433,203
1,538,962	1,122,503	1,191,936
-27.1	6.2	20.2

Revenue	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	7,498,464	10,736,037	13,079,855	9,923,821	11,606,372	12,148,252	14,208,292	12,972,120	17,070,496	14,355,035	10,188,265	12,747,507	14,403,054	14,861,621	17,229,709	11,786,692	12,604,311	12,414,960
Last Year	13,861,762	7,518,039	2,813,550	4,589,094	5,301,229	5,758,874	8,481,764	6,680,449	7,504,229	6,452,972	6,322,673	6,818,562	7,498,464	10,736,037	13,079,855	9,923,821	11,606,372	12,148,252
Percent Change	-45.9	42.8	364.9	116.2	118.9	110.9	67.5	94.2	127.5	122.5	61.1	87.0	92.1	38.4	31.7	18.8	8.6	2.2

Year To Date		
2020	2021	2022
52,662,299	71,811,362	96,047,853
99,251,581	52,662,299	71,811,362
-46.9	36.4	33.8

Running 12 Months		
2020	2021	2022
115,201,577	107,253,448	164,842,061
172,640,508	115,201,577	107,253,448
-33.3	-6.9	53.7

Census %	2021												2022					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	65	65	66	67	67	67	67	66	66	66	66	66	66	66	66	66	66	66
Census Rooms	6339	6336	6394	6548	6548	6548	6548	6464	6465	6465	6465	6465	6464	6464	6464	6464	6464	6464
% Rooms Participants	91.6	91.6	91.6	91.8	91.8	91.8	91.8	94.7	94.7	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3

A blank row indicates insufficient data.

2022 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2022 STR, LLC / STR Global, Ltd. trading as "STR".



JULY–SEPTEMBER 2022 *Highlights*

- The 2022 Summer Backyard Bucket List Challenge took place over a 3 month period, May–July, and boasted a total of 87 partners! Multiple partners opted to participate for multiple months as well.
- Through a number of PR initiatives, Visit Tallahassee received a total of 73 million+ earned impressions, equating to \$241,000+ at \$0-cost.
- Visit Tallahassee’s Twitter account reached a milestone of 15,000 followers showing continued growth through Q4.
- Paid social campaigns generated 4M impressions, 27,777 engagements, and 14,426 link clicks driving traffic and conversions to VisitTallahassee.com.
- Three original Instagram Reels were posted in July as part of our Summer Backyard Bucket List efforts, reaching 17,736 people and garnering 659 engagements.
- Users are spending more time on the site compared to the last quarter (+2 seconds) and there is a consistent growth in the number of users per month.
- We have seen a significant increase in traffic coming from upper-state users. This is likely because the site is being promoted as a family-friendly summer destination and, specifically, New York’s population is so great that the traffic is being driven primarily from there.
- Visit Widget and the App have shown a continued growth of 23% in app users, and 20% on app sessions.

2022 GOALS	% REACHED	GROWTH	OVERALL GROWTH
Increase Traffic to VisitTallahassee.com by 14% (132,808)	94.2% of goal	27,105	125,138 Visitors
Increase Pageviews on VisitTallahassee.com by 10% (308,382)	122.6% of goal	58,739	377,980 Pageviews
Improve Email Open Rate by 6% (28%)	94.3% of goal	39%	26.4% Total Open Rate
Improve total click rate by 10%	45.5% of goal	7.88%	4.55% Total Click Rate
Increase total app users by 3,432	220% of goal	1,576	7,557 Total Users
Increase total app session by 3,469	226% of goal	1,682	7,846 Total Sessions
Increase total app pageviews by 28,161	217% of goal	12,630	61,046 Total Pageviews
Increase mobile app downloads by 10% to 1,404	136% of goal	271	1,904 Total Downloads
Increase Instagram engagements by 10% (128,220)	64% of goal	7,526	82,398 Engagements
Increase Instagram followers by 15% (24,197)	94% of goal	298	22,815 Followers
Increase Facebook engagements by 50% (707,784)	17% of goal	30,866	120,015 Engagements
Increase Facebook Impressions by 50% (34,857,243)	36% of goal	627,209	12,651,626 Impressions
Increase Twitter engagements by 10% (24,289)	37% of goal	1,088	8,988 Engagements
Increase Twitter followers by 5% (14,954)	100% of goal	135	15,020 Followers
Increase #iHeartTally impressions by 10% (45,600,000)	88% of goal	10,597,614	40,033,642 Impressions
Host 18 media and influencer experiences	100% of goal	6	18 Experiences
Secure 6 large-scale dedicated regional features in top two-tier markets	83% of goal	1	5 Regional Features
Land 5 radio promotions	100% of goal	1	5 Radio Promotions
Secure 3 articles within niche outlets	100% of goal	1	3 Niche Articles
Secure 3 large-scale dedicated national features	100% of goal	1	3 National Features
Lock in 2 in-book promotions	50% of goal	1	1 In-book Promotions
Land 1 national TV promotion	0% of goal	0	0 National TV Promotions



PUBLIC RELATIONS *Highlights*

- Visit Tallahassee received a total of **73 million+** impressions, equating to **\$241,000+** at \$0-cost.
- Earned 9+ media placements this quarter highlighting Tallahassee within *MSN*, *DRIFT Travel Magazine*, *Emerald Coast*, *Thomasville Times* and more.
- Executed a successful media mission in Birmingham—securing a total of six appointments with *Southern Living*, *Garden & Gun*, *Veranda*, *Taste of the South*, *Southern Lady* and *Birmingham Home & Garden*.
- Hosted Cooking with *Paula Deen Magazine* and landed a dedicated four-page spread slated for the January 2023 issue.
- Secured an individual visit opportunity with *New Mobility Magazine* - the award-winning lifestyle publication encouraging the integration of active wheelchair users into mainstream society, reaching nearly 50K readers.
- Executed a promotional opportunity with *WYND-FM Gainesville/Ocala* driving excitement for the Earth, Wind & Fire concert to thousands of listeners in a key drive market.
- Landed an upcoming in-book promotion with *Blue Ridge Outdoors*—promoting Tallahassee’s many outdoor offerings, resulting in a 10:1 ROI.



Southern Living

GARDEN & GUN

taste OF THE south

VERANDA

Southern Lady



VISITTALLAHASSEE.COM Highlights

- Most of the traffic to the site came from Organic Searches (SEO), followed by Direct Searches.
 - › Last quarter 56.1% of the traffic came from SEO and from July 1st until August 21st, 66.6% of the traffic came from Organic searches (a 10% increase).
- The bounce rate on the site is at 19.92% while the average industry site is between 55% and 65%.

Top Pages:

1. Things To Do
2. Homepage
3. Events
4. Eat & Drink
5. Stay

Top Markets:

1. New York
2. Tallahassee
3. Atlanta
4. Chicago
5. Orlando

SESSIONS: **27,105**

AVERAGE PAGES VISITED: **2.17**

AVERAGE SESSION DURATION: **3:15**

TRAILAHASSEE.COM Highlights

- In Q4 we saw an average session duration of 2:33, 1 minute above the industry average.
- The most visited page under Trailahassee in the past 3 months was the main page, followed by Parks & Gardens, and the Walk-Run-Hike page.
- Most of the traffic came from Direct Searches (44.4%), followed by Organic Searches (40.7%), and Email Marketing (7.6%).

Top Viewed Trails:

1. Parks & Gardens
2. Lake Hall Trail
3. Dorothy B. Oven Garden Path

Top Markets:

1. Tallahassee
2. Atlanta
3. New York
4. Orlando
5. Jacksonville

SESSIONS: **275**

AVERAGE PAGES VISITED: **1.80**

AVERAGE SESSION DURATION: **2:33**

DIGITAL MEDIA Highlights

- 1,658,116 total digital media impressions delivered.
- Paid Search continued to be the strongest performing medium in terms of click-through traffic generating just over 6% of VisitTallahassee.com's web traffic alone.
- The digital display ads operated at an average of 0.13% CTR, just above the industry average.
 - › Top-performing creative included *Pretty Spirited*, *Pretty Historic* with both achieving a .15% CTR.
 - » *Pretty Crafty*, *Pretty Unexpected*, and *Pretty Thrilling* were second best performing group of creative in terms of CTR.
- Paid search campaigns garnered a 11.27% CTR, which is well above the industry average of 4.68%.
 - › Paid Search also garnered a total of 891 conversions (clicks to secondary pages on the site i.e., *Stay*, *Events*, *Seasonal*, and *Email sign-up* pages), decrease of 22% QoQ.
- The Brand campaign was the top-performing in terms of average cost per click, achieving efficiencies well below the industry average.
 - › The Brand campaign achieved an average cost per click of \$1.05, 33% below average, allowing the campaign to drive higher clicks for the budget.
- Sojern was the top-performing programmatic partner in terms of CTR, delivering 30% above the industry average.



VISIT WIDGET & MOBILE APP **Highlights**

- This quarter we continue seeing strong usage of the Visit Widget application.
- Over 57% of users this quarter are returning visitors, which shows a loyal user base who are getting value from the app. The top locations are Tallahassee, Orlando, and Miami.
- Most of the popular items are things to do around Tallahassee. This behavior shows users leveraging the app as a resource and discovery tool.
- The ad units have also driven awareness and actions. The Earth, Wind & Fire and the JJ Grey ad units saw 168 and 209 impressions, respectively, with a CTR close to 5%. Visit Widget shows to be a source of engaged users and quality traffic.

TOTAL USERS:
220% of our yearly goal

TOTAL APP SESSIONS:
226% of our yearly goal

APP PAGEVIEWS:
217% of our yearly goal

Top 10 Most Popular Items

1. Shape Shifting: 35 Years of Late Modernist Prints
2. Dinosaur Adventure
3. Edward Ball Wakulla Springs State Park
4. Luke Bryan in Concert
5. Earth Wind & Fire
6. Caribé – Palance in the Park
7. Downtown Heritage Trail
8. Banditos with Two Foot Level
9. The Grill & Chill Festival
10. First Fridays @ Railroad Square Art District

Visit Widget & App Performance

- Total Users: **1,576**
- Avg. Session: **2m 49s**
- Total Sessions: **1,628**
- Pageviews: **12,630**
- iOS Downloads: **221**
- Android Downloads: **50**

EMAIL **Highlights**

EMAIL MARKETING KPIS

AVERAGE TOTAL OPEN RATE	39%
AVERAGE TOTAL CLICK RATE	7.88%
AVERAGE BOUNCE RATE	0.19%
AVERAGE UNSUBSCRIBE RATE	0.32%
AVERAGE SPAM COMPLAINT	0.01%

- This quarter’s email performance is very strong, buoyed by a well-performing Trails email. The Average Unsubscribe, Bounce, and Spam Complaint rates remain low, showing overall database health.
- The re-introduction of the Trails email was well received. The July Trails Email had a total open rate of 64%, almost triple the industry average. It also saw a total click rate above 11%, showing solid content.
- The updated layout was successful in that the primary CTA was the most clicked on link with a click rate of 19.5%. This link drove traffic to the Trailahassee section of the website and provided a strong traffic source.



SOCIAL MEDIA *Highlights*

- Visit Tallahassee’s social media across Facebook, Twitter, and Instagram gained 931 followers.
- The July 8th IG Reel promoting our Summer Backyard Bucket List reached 9,958 people and earned 471 engagements.
- Paid social campaigns reached 213,587 people, gained 28,656 engagements, and earned 1,780 link clicks to VisitTallahassee.com.
- Top performing paid efforts included the July “cool down” campaign, the July Summer Backyard Bucket List campaigns, and the August “campus guides” campaign.

Snapshot

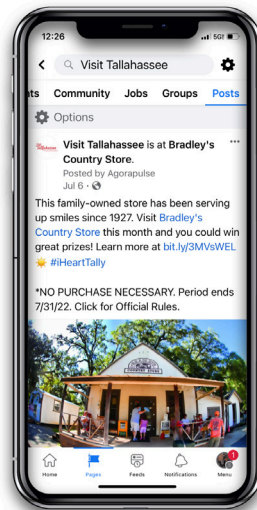
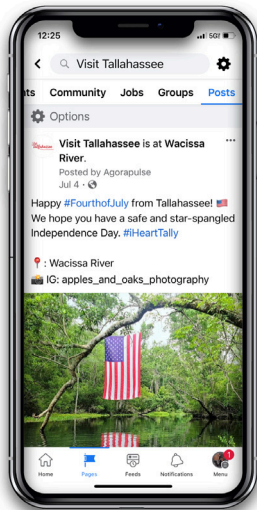
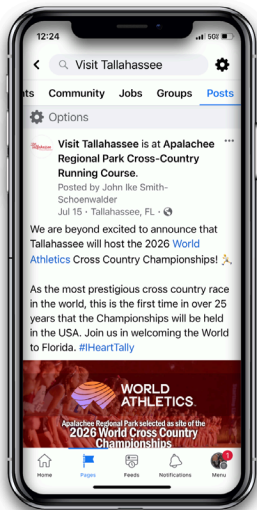
TOTAL FOLLOWERS	TOTAL REACHED	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL #IHEARTTALLY
106,926	301,328	39,480	810,413	10,597,614

Facebook HIGHLIGHTS



- Top performing content featured 4th of July on the Wacissa River, the announcement of the 2026 World Athletics Cross Country Championships, and Bradley’s Country Store as part of our Summer Backyard Bucket List efforts.
- Paid and organic Facebook efforts earned 627,209 impressions, 30,866 engagements and 498 new page likes.

- TOTAL PAGE LIKES:
69,091
- ENGAGEMENTS:
30,866



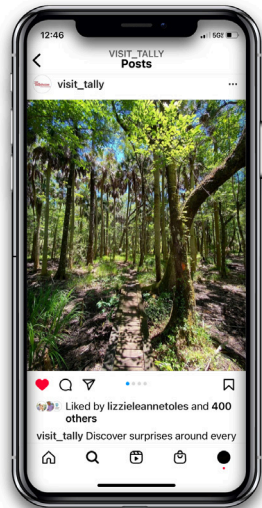
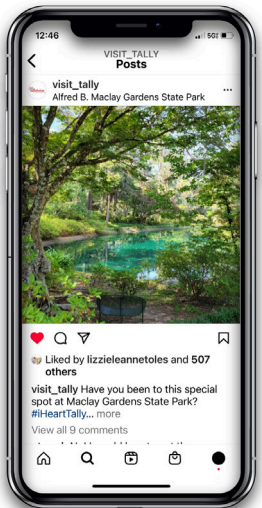


Instagram HIGHLIGHTS



- In Q4, the Instagram account gained 298 followers, over 7,500 engagements, and 183,204 impressions.
- Top performing content highlighted 4th of July on the Wacissa River, Maclay Gardens, and exploring St. Marks NWR with Harry Smith Outdoors as part of our Summer Backyard Bucket List efforts.

- NEW FOLLOWERS:
298
- TOTAL FOLLOWERS:
22,815
- ENGAGEMENTS:
7,526

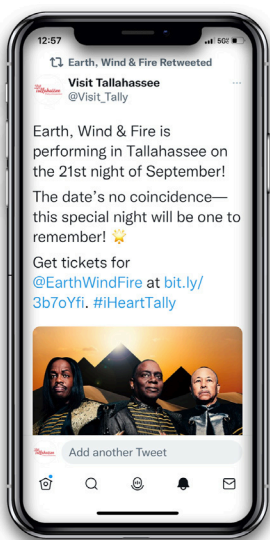
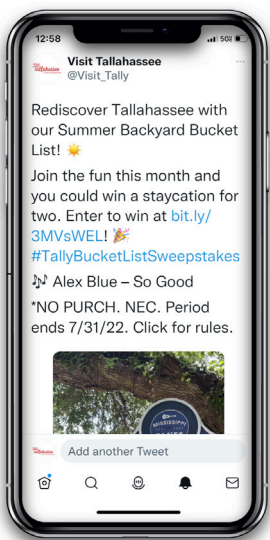


Twitter HIGHLIGHTS



- Top performing content featured the Earth, Wind & Fire concert, one of our July Reel videos as a tweet, and the announcement of the 2026 World Athletics Cross Country Championships.
- The July 21st tweet highlighting the September Earth, Wind & Fire concert was retweeted by the official Earth, Wind & Fire Twitter account to its audience of nearly 110,000 followers.

- NEW FOLLOWERS:
135
- TOTAL FOLLOWERS:
15,020
- ENGAGEMENTS:
1,088





MARKETING COMMUNICATIONS

JULY/AUGUST/SEPTEMBER 2022

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

AT A GLANCE



FY2022 Media Value
Goal: \$2 Million
\$1.2 Million
Media Value for
July/Aug/Sept = **\$306,000**



FY2022 Earned Media
Stories
123
Media Stories
July/Aug/Sept = **18**



FY2022 Social Media
Engagements
168,887



Mountain Bike Tallahassee

As part of Tourism's continued commitment to showcase mountain biking in the region, the MBTallahassee.com website and branded merchandise will launch in the fall, targeting biking enthusiasts.

This initiative is produced in collaboration with TMBA (Tallahassee Mountain Bike Association).

HIGHLIGHTS

- Completed the Summer Backyard Bucket List program in partnership with the Capital City Chamber of Commerce and Tallahassee Foodies. Over the three-month campaign, 87 different local businesses participated generating over 1.3 million social media impressions.
- Hosted **Happy Travels 305**, known for curating family, LGBTQ+ and pet-friendly itineraries. Hosted food writer **Mary Lou Janson** for a Taste of Tallahassee food tour, as well as **Cooking with Paula Deen** writer **Morgan Crawford Scott** and **Men's Journal** writer **Tom Lorenzo**.
- Assisted Visit Florida with a media visit for German journalist Ulrike Wirtz and Brazilian Influencer Thais Towersey.
- Successfully managed the administration of the tourism event grant program including hosting workshops, processing new applications, and reviewing post-event reports to facilitate payments to partners.
- Attended the Destinations International Annual Conference in Toronto, ON, Canada. Programs included discussions about diversity & inclusion, consumer confidence, underserved travelers, and trends within the industry.
- Attended the US Travel Association ESTO conference, the premier annual learning and knowledge-sharing forum for destination marketing professionals.
- Announced the upcoming concerts at Capital City Amphitheater for Gov't Mule and Trombone Shorty with Big Freedia in October as well as Ben Folds with the Tallahassee Symphony Orchestra kicking off the 2023 Word of South Festival.
- Ongoing progress for hiring and onboarding new staff, including Visitor Services & Grants Director, Digital Marketing Manager and Visitor Center staff.

ON THE HORIZON

Working with The Zimmerman Agency to launch in October a comprehensive marketing plan and annual media plan for FY23.

OUT & ABOUT

In July, Renee Jones and Janie Henker from Zimmerman PR held face-to-face meetings in Birmingham with some of the most influential media outlets in the south including **Southern Living**, **Veranda**, **Southern Lady**, **Taste of the South**, and many more.

Renee Jones and Lauren Wicks, journalist with *Veranda Magazine*.





Visit
Tallahassee
Pretty. Unexpected.

MEETINGS & CONVENTIONS/LEISURE

JULY/AUGUST/SEPTEMBER 2022

Ryan Zornes, Senior Sales & Sports Director

Janet Roach, Meetings Director

Taylor Walker, Group Sales & Business Development Director

GOAL AT A GLANCE

Meetings FY2022
Room Nights Goal:
6,280

Meetings YTD Room
Nights: 7,512

WELCOME TO THE TEAM



We are pleased to welcome **Taylor Walker** to the sales department as the Group Sales & Business Development Director. He brings over 10 years of hotel hospitality experience in Tallahassee to our organization.

MISSION STATEMENT

Meetings & Conventions: 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.

Groups Sales & Business Development: Increase visibility to specific audience segments, i.e., reunions or affinity groups, to generate visitation from leisure groups and assist industry partners with experiences for group customers.

HIGHLIGHTS

- Attended the **Florida Society of Association Executives (FSAE) Annual Conference** where Janet and Ryan made great connections with decision makers and participated in education sessions.
- Supported and sponsored the **Rock the Roost-Luke Bryan Concert presented by TCC.**
- Supported the **FY23 Grant Program** in preparation for the upcoming year.
- Planning support events and experiences for the busiest Cross County season to date at Apalachee Regional Park.
- Submitted a **Trail Accelerator Grant Application** with IMBA in pursuit of the IMBA ride center designation master plan.

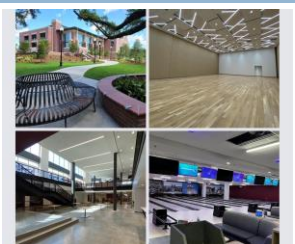
ON THE HORIZON

- The sales team will be on the road in September exhibiting and attending a number of conferences and tradeshows including the **Southeast Tourism Society-Connections, Destination Southeast, and Meeting Professionals International North Florida EDUCon.**



OUT AND ABOUT

- Tourism staff toured the newly-reconstructed **FSU Student Union** with a 14,000 square foot ballroom, bowling alley, and other gathering spaces that expand the event spaces in Tallahassee for groups.





GOAL AT A GLANCE

FY 2022

**Room Nights Goal:
40,705**

YTD Room Nights: 29,409

ON THE HORIZON

Visit Tallahassee Sports kicked off the 2022 cross country season Labor Day weekend with the TCC Open and NJCAA Pre-National Meets.

OUT & ABOUT



The Sports Department proudly supported the AJGA Junior Championships as the title sponsor. The event saw a field of 78 of the best youth golfers compete at Southwood Golf Course.

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

Awarded the 2026 World Athletics Cross Country Championships



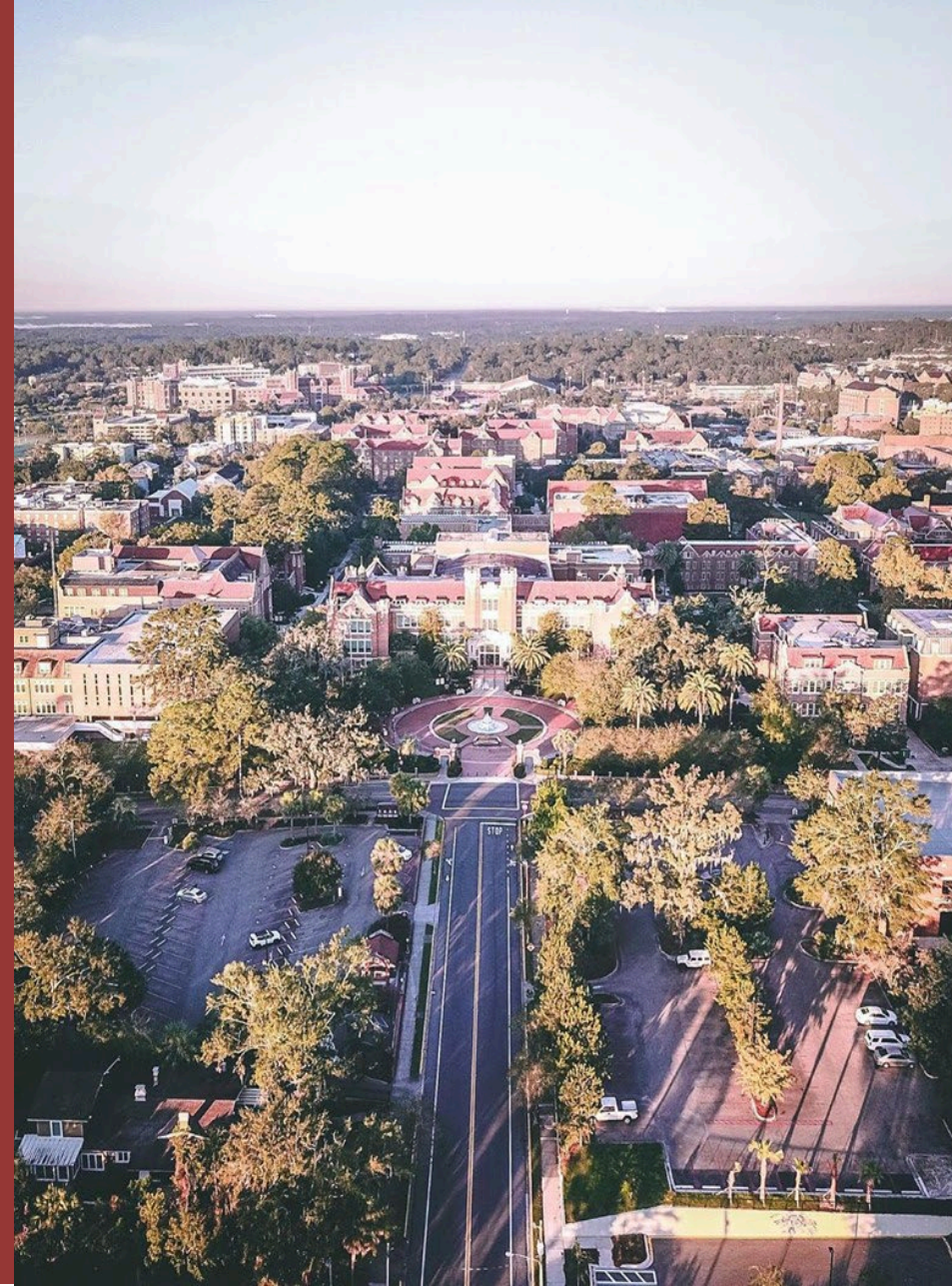
- Hosted the first cross fit games at Apalachee Regional Park.
- Submitted a grant application for an IMBA Trail Accelerator Grant.
- Met representatives from FHSAA to discuss the upcoming State Football Championships.
- Participated in the Sports ETA College Town Community meeting.
- Hosted quarterly Tallahassee Sports Council Meeting in person at Tookes Recreation Complex on FAMU's main campus
- Met with new coordinator for FSU Club Sports.
- Took part in a division wide professional development training.
- Began final preparations for the upcoming NJCAA and NAIA XC National Championships.
- Hired and onboarded the new Sports Department Intern.
- Worked through final contract negotiations and began planning of the 2022 SWAC XC Conference Championships.

EVENTS HOSTED

- Cross Fit Games
- AJGA Junior Championships
- Babe Ruth Baseball Regional Championships
- FHSAA State Beach Volleyball Championships
- 11th Annual Capital City Classic Flag Football Tournament

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April – June 2022 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



- Planning cycle
- Planning sources
- Reasons for visiting
- Exposure to Visitor Guide
- Mode of transportation

- Visitor origin
- Party size
- Party composition
- Demographics

- Accommodations
- Length of stay
- Number of times in destination
- Exposure to Visitor Center
- Activities in destination
- Visitor spending
- Mobile phone usage

- Rating Leon County
- Likelihood of returning
- Evaluation of destination attributes
- Painting a picture for others

- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR, RevPAR



METHODOLOGY



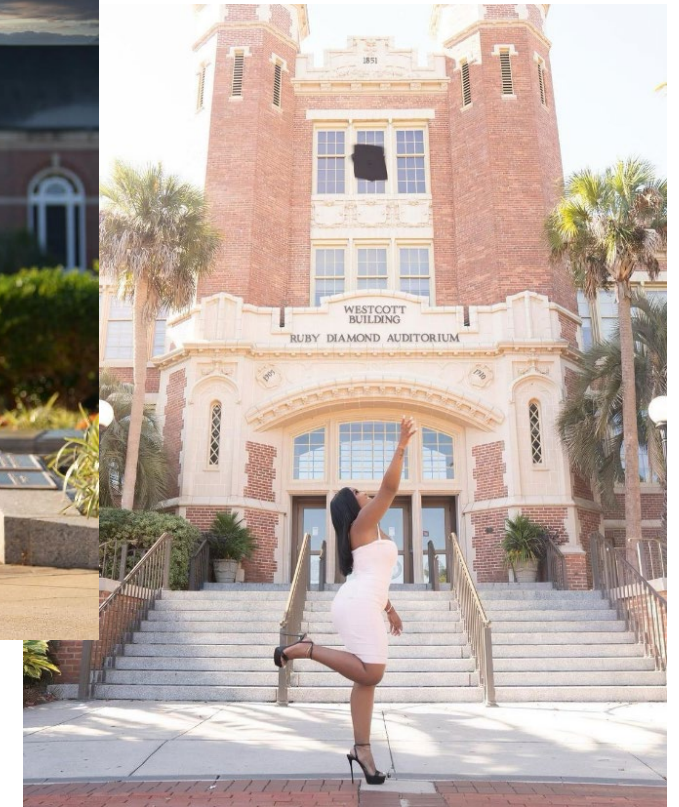
Visitor Tracking Study

- » Interviews were completed in person and online with **515 visitors** at local hotels, the Tallahassee International Airport, parks, attractions, and events between **April 1st 2022 and June 30th 2022**



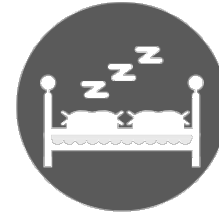
WHAT HAPPENED IN TALLAHASSEE: APR-JUN 2022

- » University Spring Graduations
- » Springtime Tallahassee
- » Word of South Festival of Literature & Music
- » Doak after Dark
- » Lemoyne Chain of Parks Festival
- » Soul of Southside Arts and Humanities Festival
- » ASG Capital Cup



QUARTERLY SNAPSHOT

- » The visitor percentage increase exceeds occupancy due to an increase in travel party size, a decrease in length of stay, an increase in the number of rental units, and an increase in day trippers
- » Spring events brought a higher number of day trippers to Leon County
- » Visitors to Leon County had a longer trip planning cycle compared to 2021
- » More visitors traveled with children compared to 2021



63.1%

**OCCUPANCY
RATE**



\$111.40

**AVERAGE DAILY
RATE**



\$70.29

**REVENUE PER
ROOM**

Vs. 2021

↑ 8.2%

↑ 11.0%

↑ 20.1%



EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2022 vs 2021

	Apr-Jun 2021	Apr-Jun 2022	Percent Change
Visitors*	519,972	665,900	+28.2%
Direct Expenditures**	\$156,174,500	\$188,602,900	+20.8%
Total Economic Impact	\$246,755,800	\$297,992,600	+20.8%

	Apr-Jun 2021	Apr-Jun 2022	Percent Change
Occupancy***	58.3%	63.1%	+8.2%
Room Rates***	\$100.39	\$111.40	+11.0%
RevPAR***	\$58.53	\$70.29	+20.1%
Room Nights***	344,204	370,900	+7.8%
TDT Collections****	\$1,568,576	\$2,091,561	+33.3%

* Visitor percentage increase exceeds occupancy due to an increase in travel party size, a decrease in length of stay, an increase in the number of rental units, and an increase in day trippers

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

***From STR Report

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



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY22 3rd Quarter)

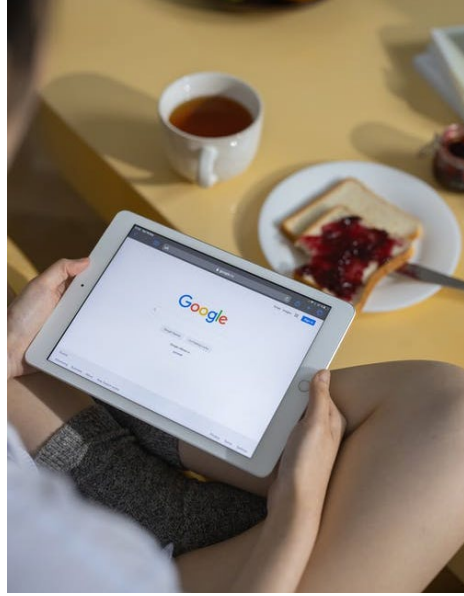
- » **61%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **79%** of visitors' primary destination



TOP TRIP PLANNING SOURCES* (FY22 3rd Quarter)



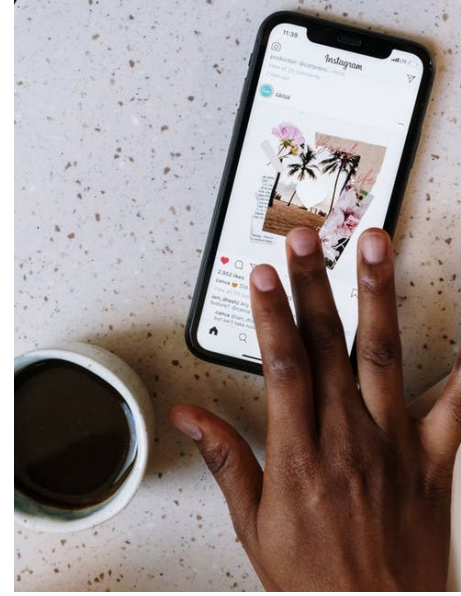
33% Talk to Friends/Family



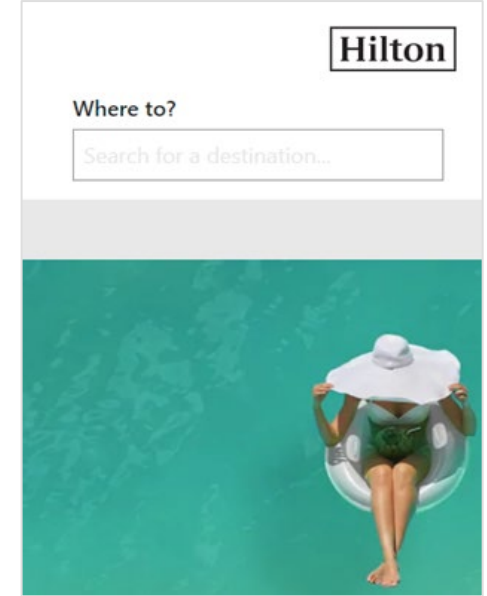
32% Search on Google



24% Airline Website



23% Social media



18% Hotel/Resort Website



TOP REASONS FOR VISITING* (FY22 3rd Quarter)



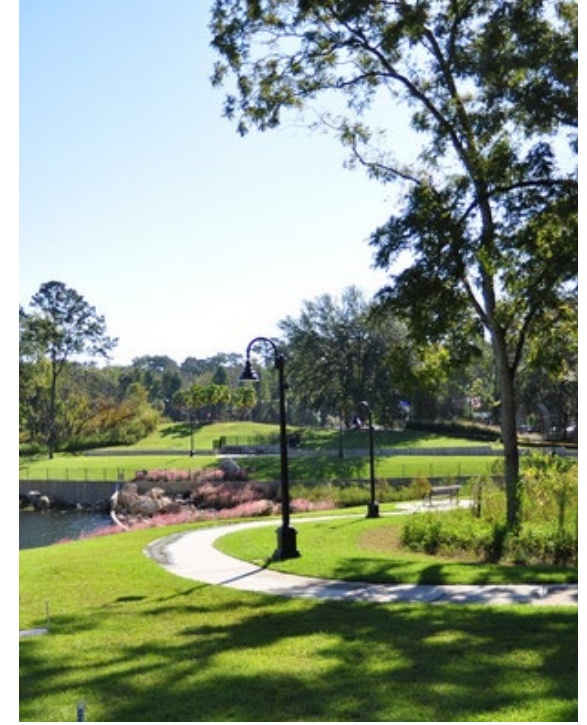
39% Visit Friends/Family



19% Special event/festival



18% Family vacation



17% Relax and unwind



TRANSPORTATION (FY22 3rd Quarter)

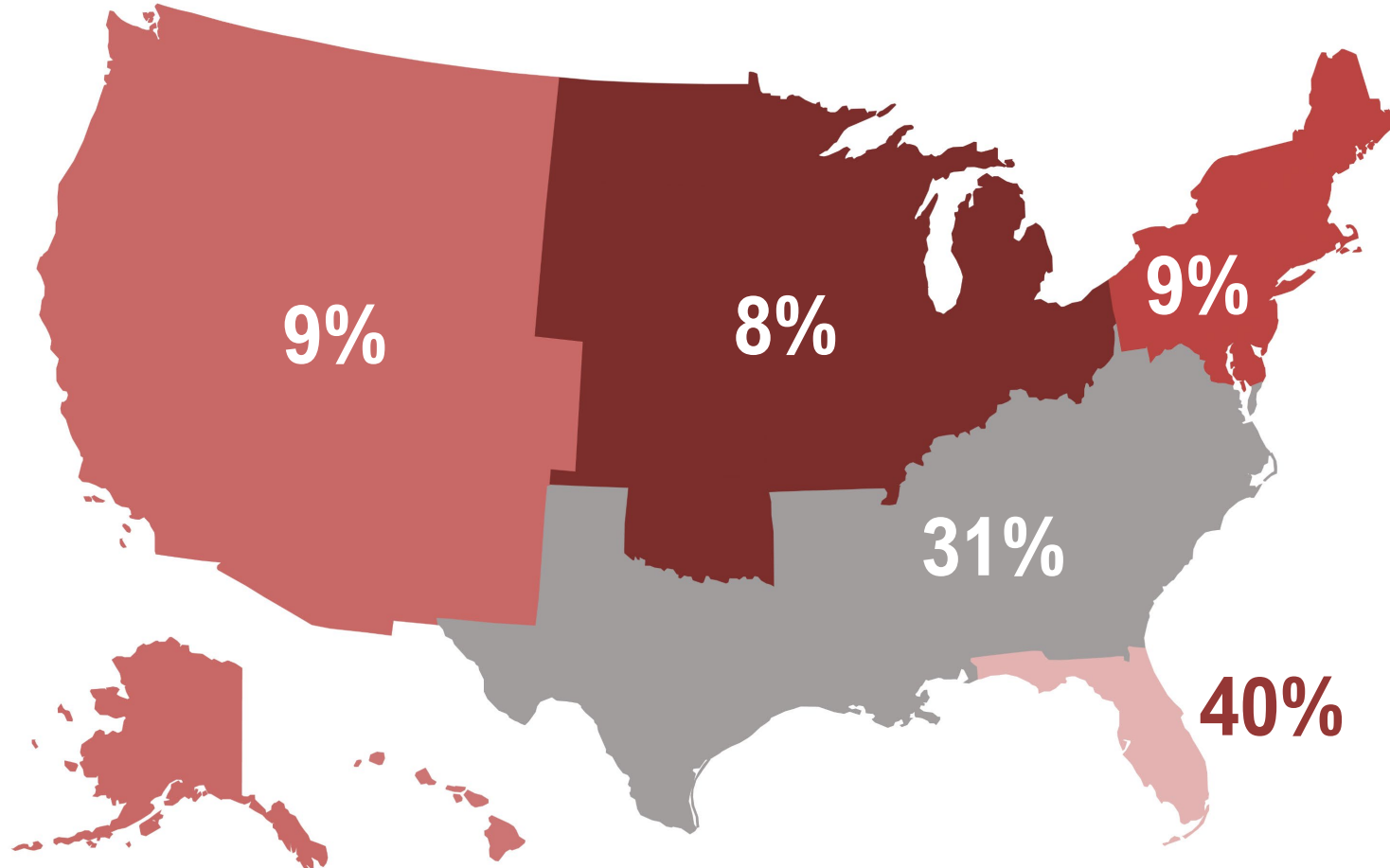
- » **76%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY22 3rd Quarter)



3% of visitors were from areas outside the U.S.



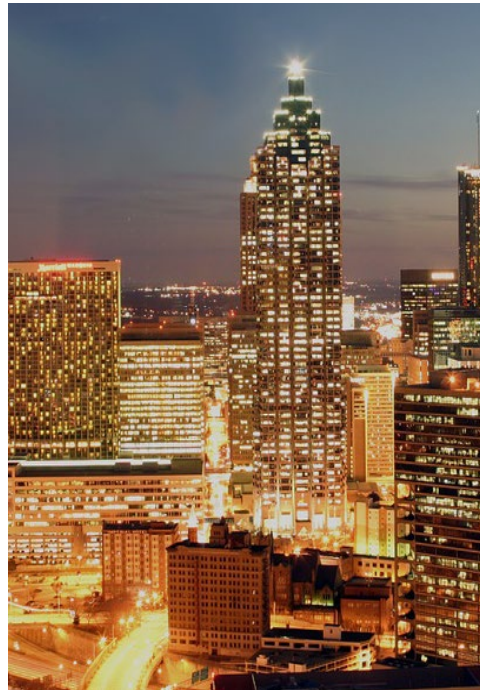
TOP MARKETS OF ORIGIN (FY22 3rd Quarter)



8% Surrounding areas



8% Miami – Ft. Lauderdale



7% Atlanta



7% Tampa Bay area



5% Jacksonville



TRAVEL PARTIES (FY22 3rd Quarter)

The typical visitor traveled in a party composed of **2.9** people



30% traveled with at least one person under the age of 20, while **17%** traveled with children aged 12 or younger



VISITOR PROFILE (FY22 3rd Quarter)

» Leon County Visitor Profile:

- » Is **43** years old
- » Has a median household income of **\$83,300** per year
- » Gender breakdown
 - » Female **(56%)**
 - » Male **(43%)**
 - » Transgender/non-binary **(1%)**
- » Has a college degree **(61%)**
- » Is married **(60%)**
- » Racial breakdown
 - » Caucasian **(66%)**
 - » African American **(21%)**
 - » Hispanic **(9%)**
 - » Asian **(2%)**
 - » Other race/ethnicity **(2%)**



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS (FY22 3rd Quarter)



45% Hotel/Motel



25% Friends'/Family home



18% Day Tripper

OVERNIGHT VISITORS (FY22 3rd Quarter)

- » Typical visitors spent **3.1** nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY (FY22 3rd Quarter)

- » **21%** were first time-visitors to Leon County
- » **23%** had previously visited more than 10 times



TOP ACTIVITIES DURING VISIT* (FY22 3rd Quarter)



68% Restaurants



46% Visit Friends/Family



42% Relax and Unwind



33% Family time



23% Shopping



TRAVEL PARTY SPENDING (FY22 3rd Quarter)

- » Travel parties spent **\$302** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$936** over the course of their trip



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY22 3rd Quarter)

- » Visitors gave Leon County a rating of **8.2** out of 10* as a place to visit
- » **90%** of visitors will return to Leon County (**62%** will definitely return)



*Rated on a scale of 1 to 10, where 1 is the worst and 10 is the best.



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

NICE PLACE TO VISIT

“A very nice place to vacation and restore smiles!”

COLLEGE TOWN

“Tallahassee is a college town. It has a small town feel but offers much more than a typical small town.”

Friendly People

“I would say that Tallahassee is a really nice and welcoming area.”



DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



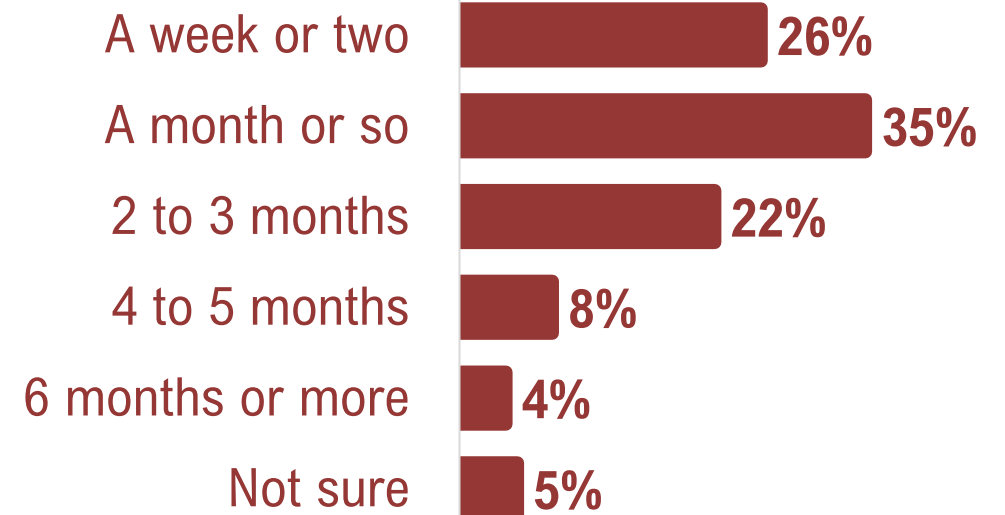
TRIP PLANNING CYCLE (FY22 3rd Quarter)



Visitors to Tallahassee have a short planning window as **over 3 in 5** visitors plan their trip **less than a month in advance**



Nearly 1 in 8 visitors take **4 months or longer** to plan their trips to Tallahassee



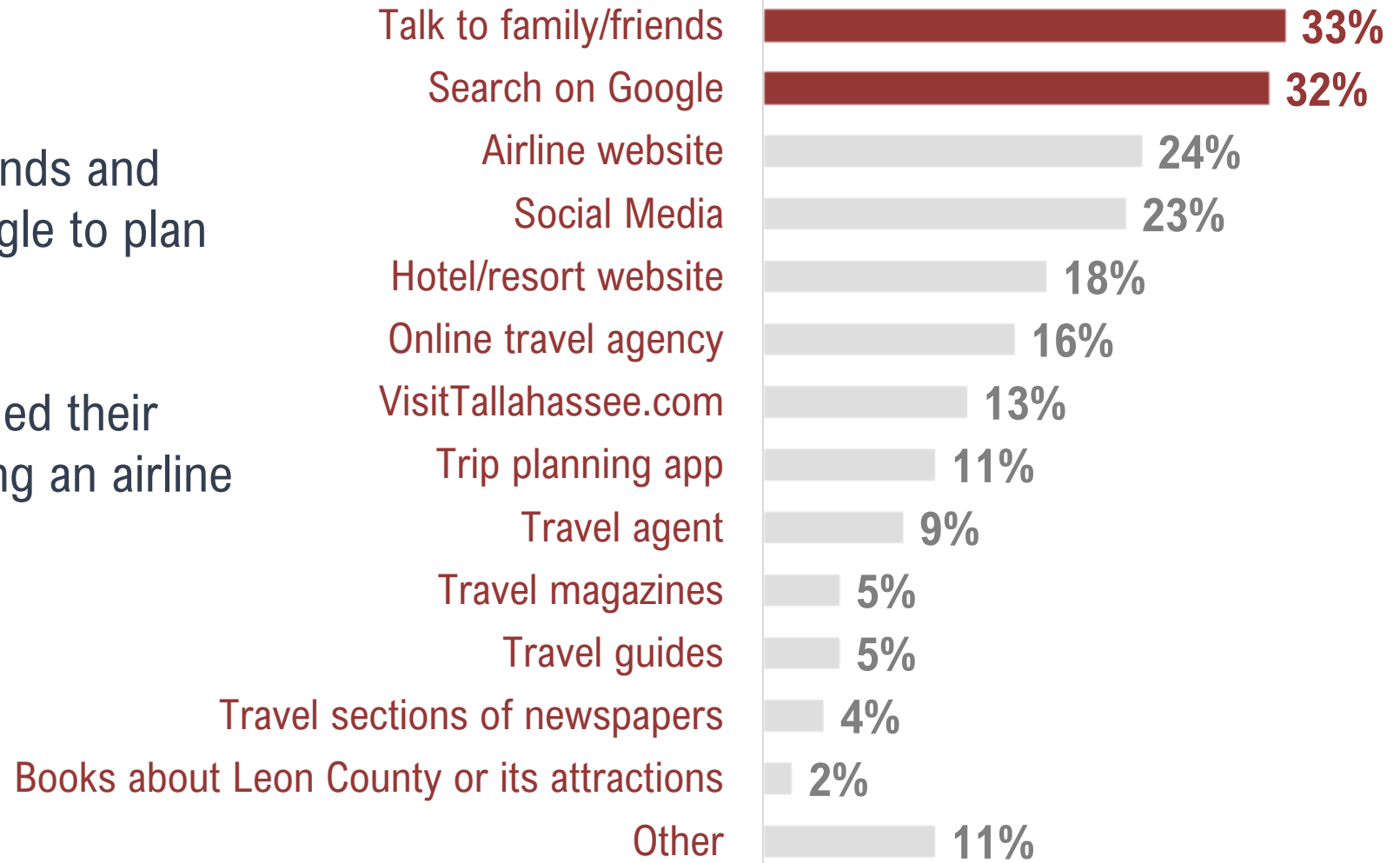
TRIP PLANNING SOURCES* (FY22 3rd Quarter)



1 in 3 visitors talked to friends and family or searched on Google to plan their trip



Nearly 1 in 4 visitors planned their trip to Leon County by using an airline website or social media



REASONS FOR VISITING* (FY22 3rd Quarter)



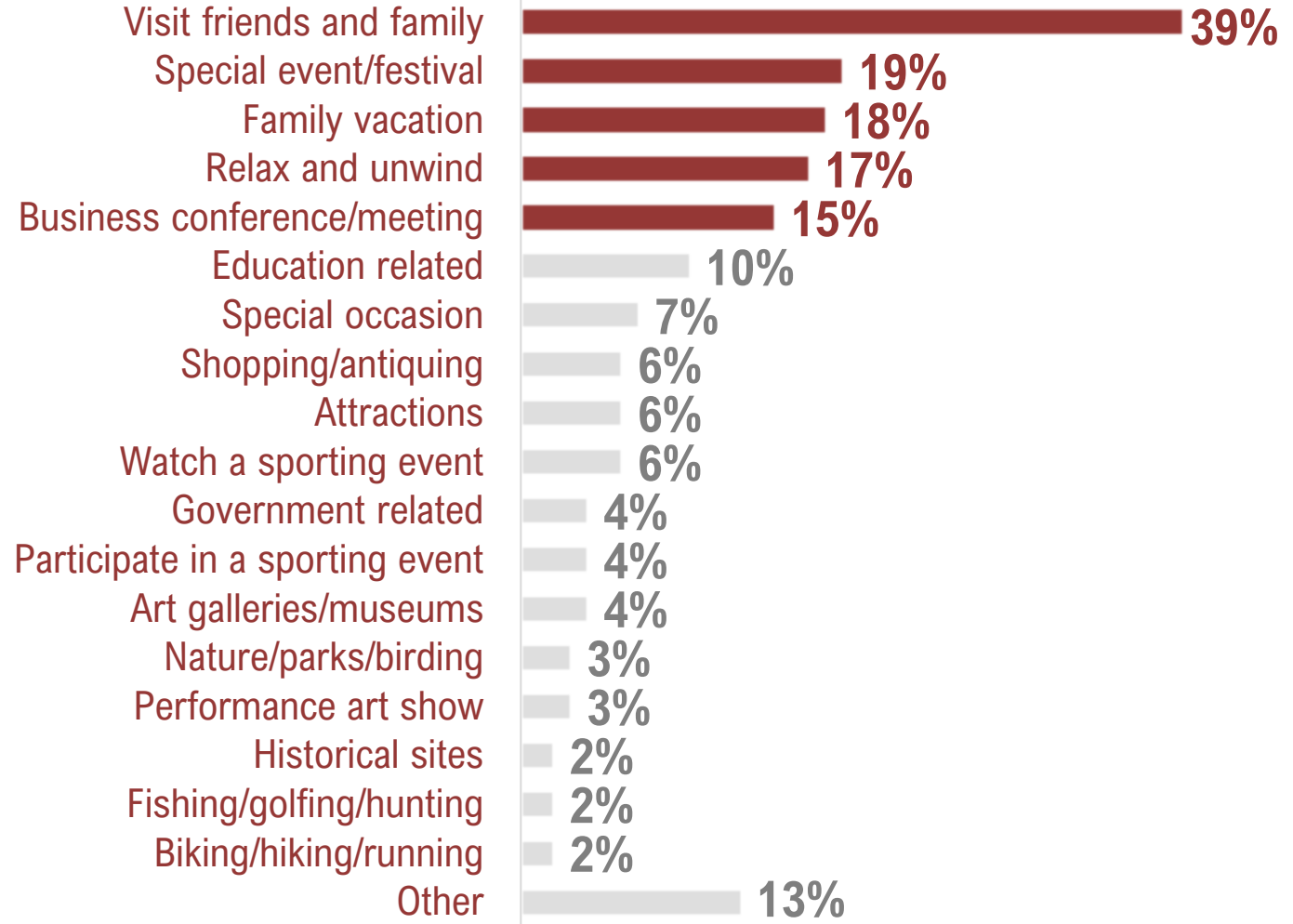
Nearly **2 in 5** visitors came to Leon County to visit friends and family



The portion of Tallahassee visitors coming to attend a special event or festival increased in 2022



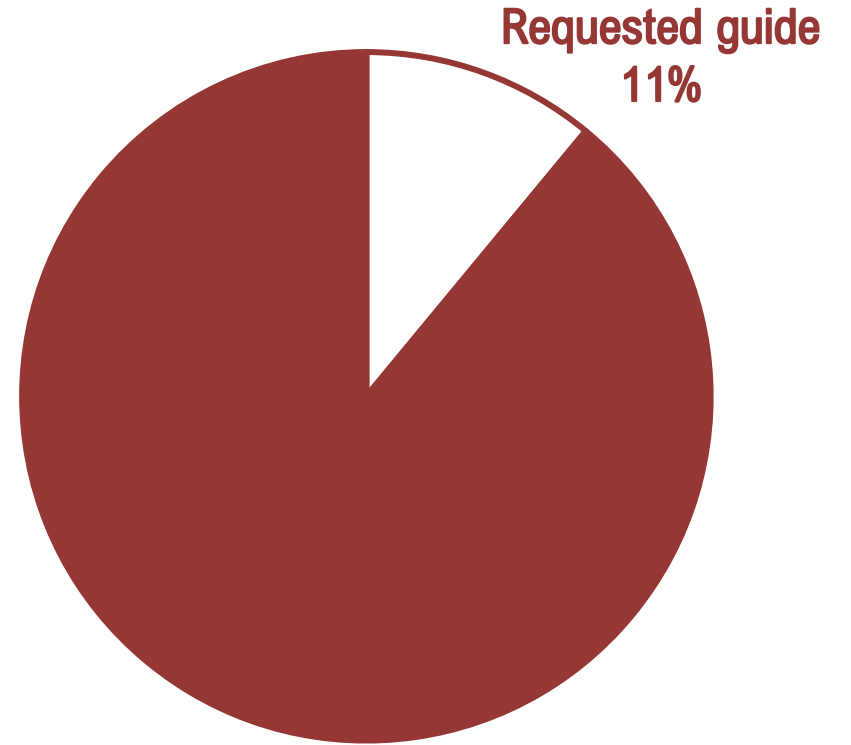
Visitors coming for educational purposes were **equally likely** to cite FSU and FAMU



VISITORS GUIDE (FY22 3rd Quarter)



11% of visitors requested a Visitors Guide prior to their trip to Leon County

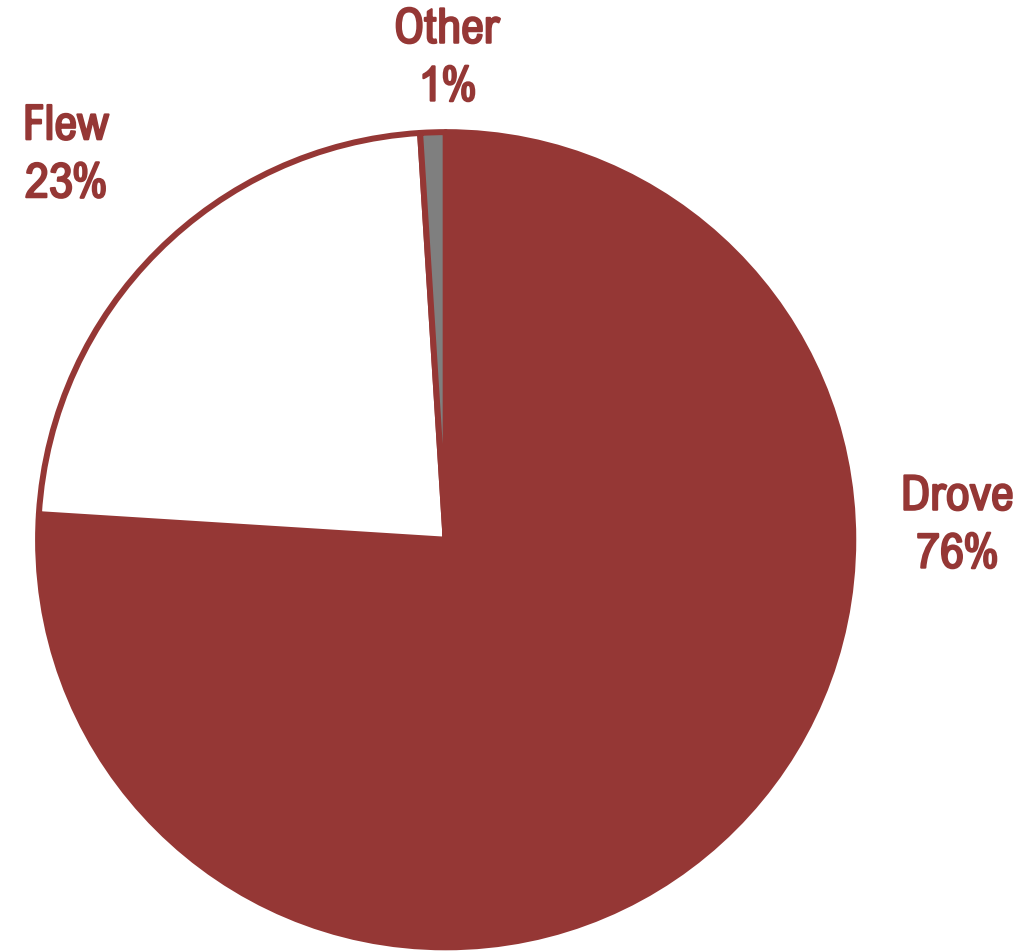


Did not request guide
89%

TRANSPORTATION (FY22 3rd Quarter)

➤➤➤ **79%** of visitors indicated that Leon County was the primary destination for their trip

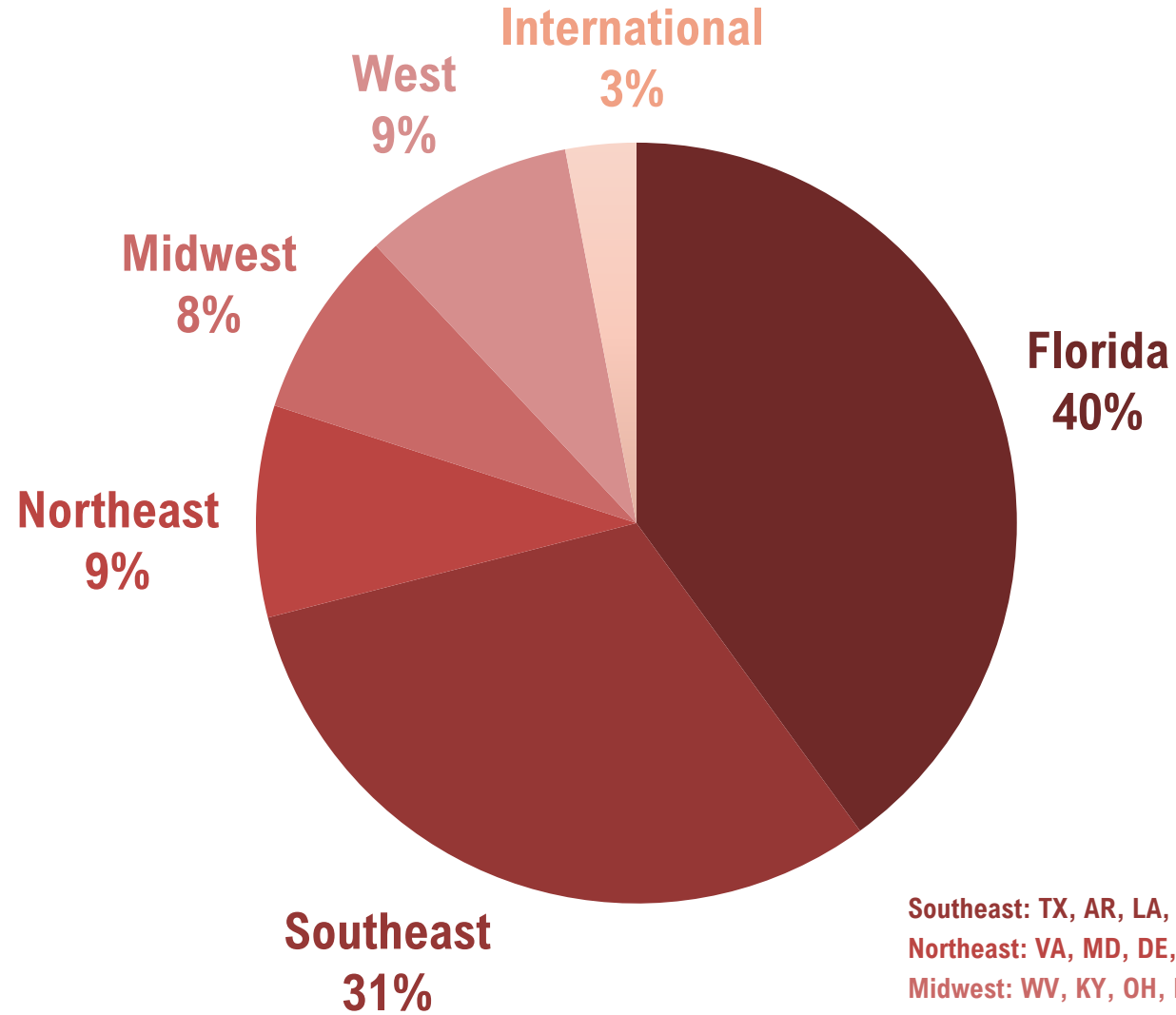
➤➤➤ **76%** of visitors drove to Leon County for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY22 3rd Quarter)



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

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

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

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



TOP MARKETS OF ORIGIN (FY22 3rd Quarter)



45% of Leon County visitors lived in **8** markets

Market	Apr-Jun 2021	Apr-Jun 2022
Surrounding areas	4%	8%
Miami - Ft. Lauderdale	6%	8%
Atlanta	5%	7%
Tampa Bay area	5%	7%
Jacksonville	3%	5%
Orlando area	3%	4%
New York	2%	3%
Panama City - Destin	1%	3%



TRAVEL PARTIES (FY22 3rd Quarter)

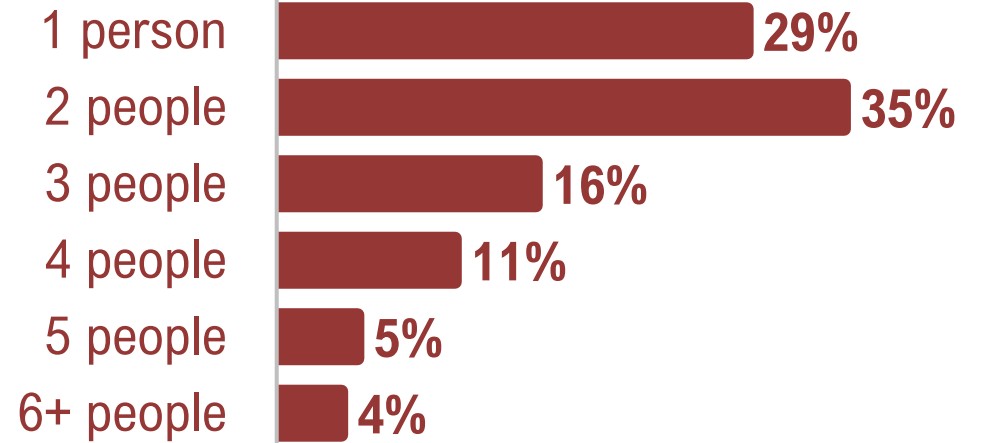


Typical visitors traveled in a party of **2.9** people



30% of visitors traveled with children aged 20 or younger, while **17%** traveled with children aged 12 or younger

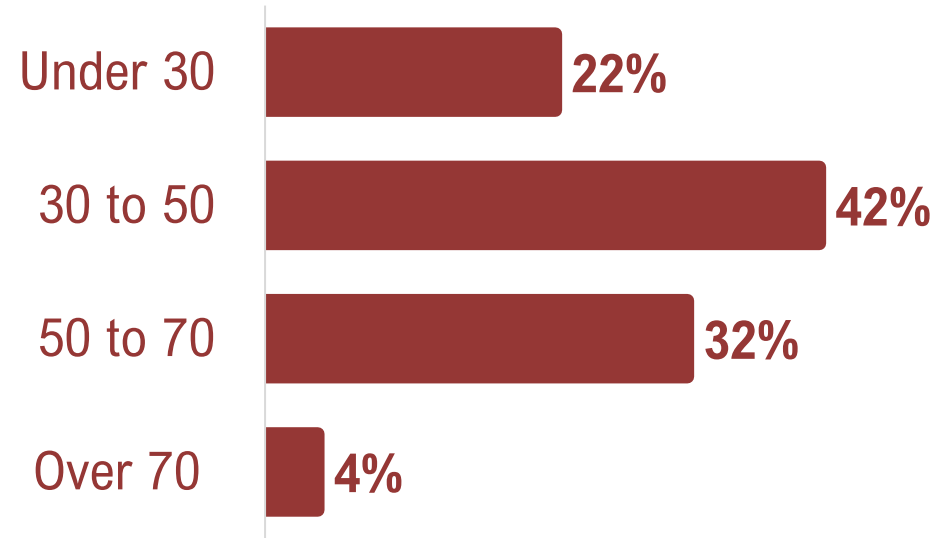
Travel Party Size



AGE OF VISITORS (FY22 3rd Quarter)



Typical visitors to Leon County were **43** years old



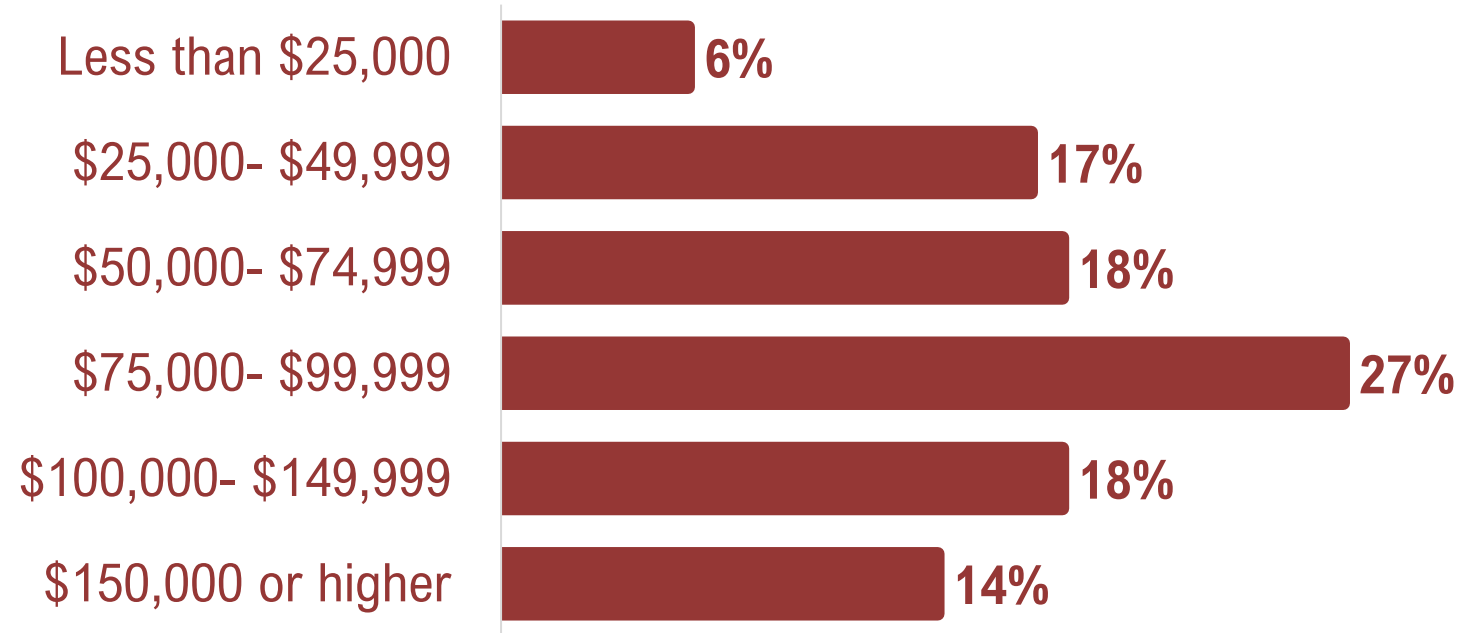
HOUSEHOLD INCOME OF VISITORS (FY22 3rd Quarter)



Typical visitors to Leon County had a median household income of **\$83,300** per year

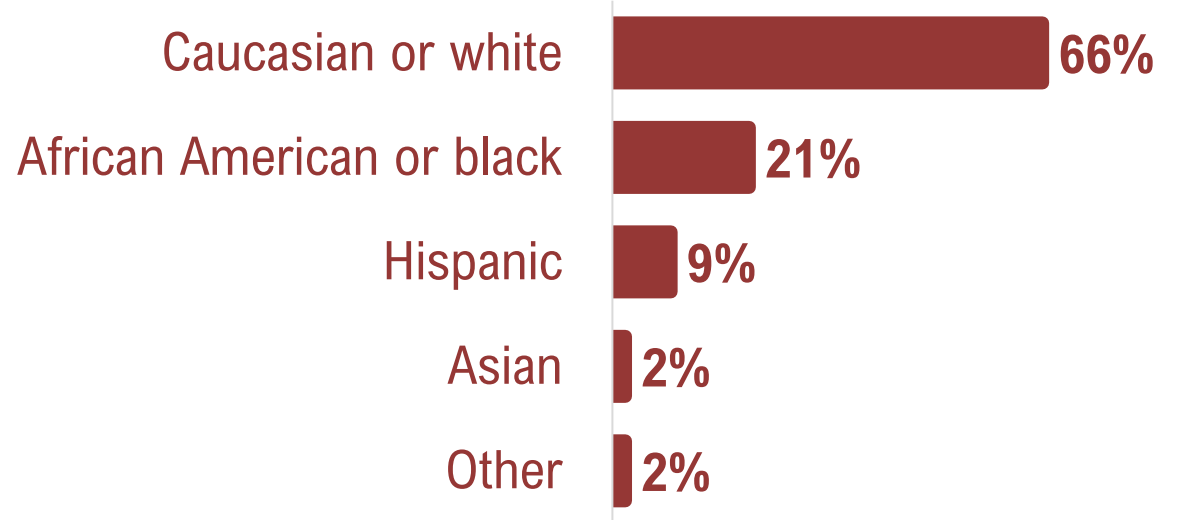


Nearly 1 in 7 visitors earn over \$150,000



RACE/ETHNICITY OF VISITORS (FY22 3rd Quarter)

 **Nearly 2 in 3** visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS (FY22 3rd Quarter)

Some high school/high school degree

10%

Some college/associate degree

29%

College graduate

37%

Post graduate work or degree

24%



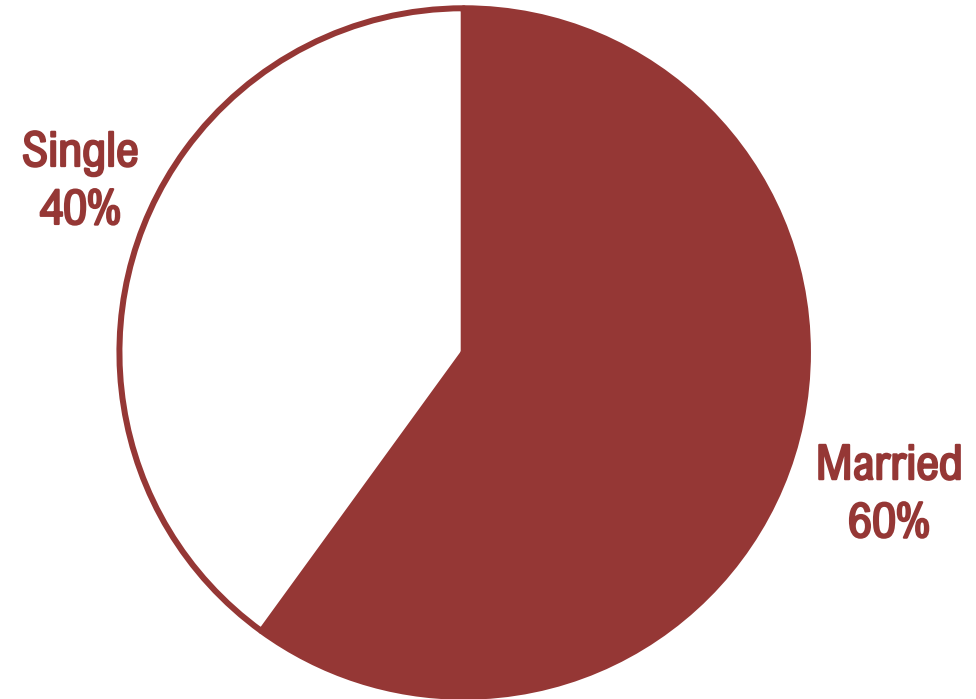
Nearly 3 in 5 visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS (FY22 3rd Quarter)



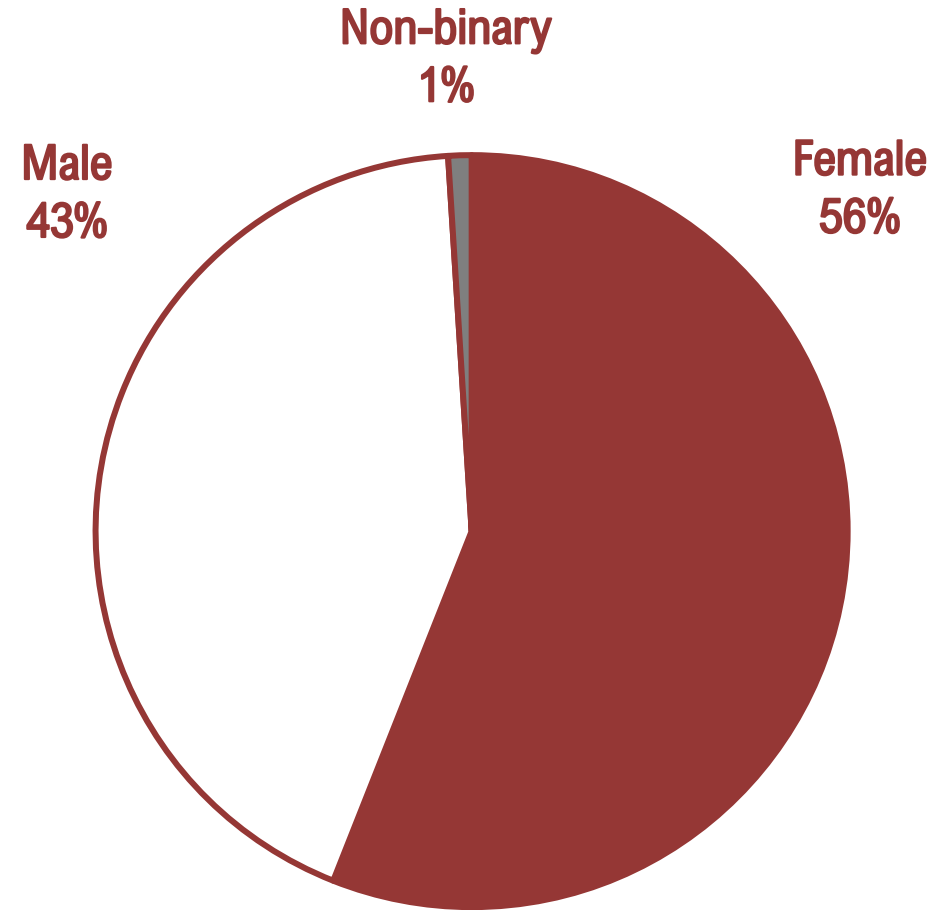
3 in 5 visitors to Leon County were married



GENDER OF VISITORS (FY22 3rd Quarter)



56% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY

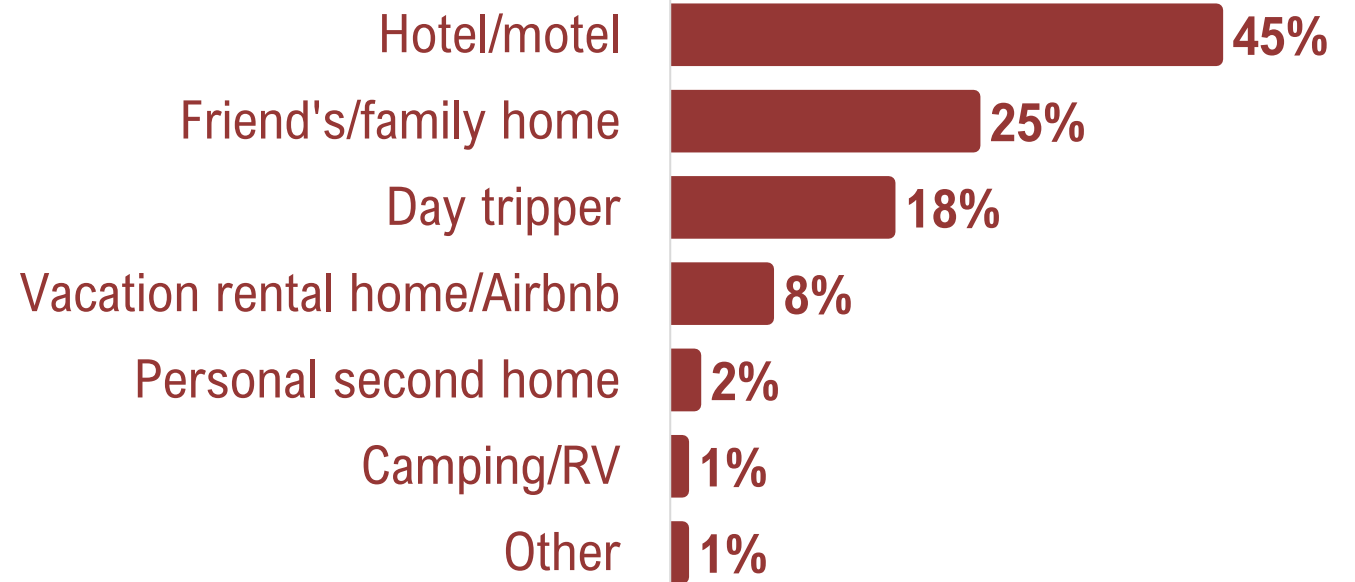


ACCOMMODATIONS (FY22 3rd Quarter)



Over 2 in 5 visitors stayed in a hotel/motel

Airbnb, VRBO, and other vacation rentals, which have a significant presence in other Florida destinations, have a smaller presence in Tallahassee



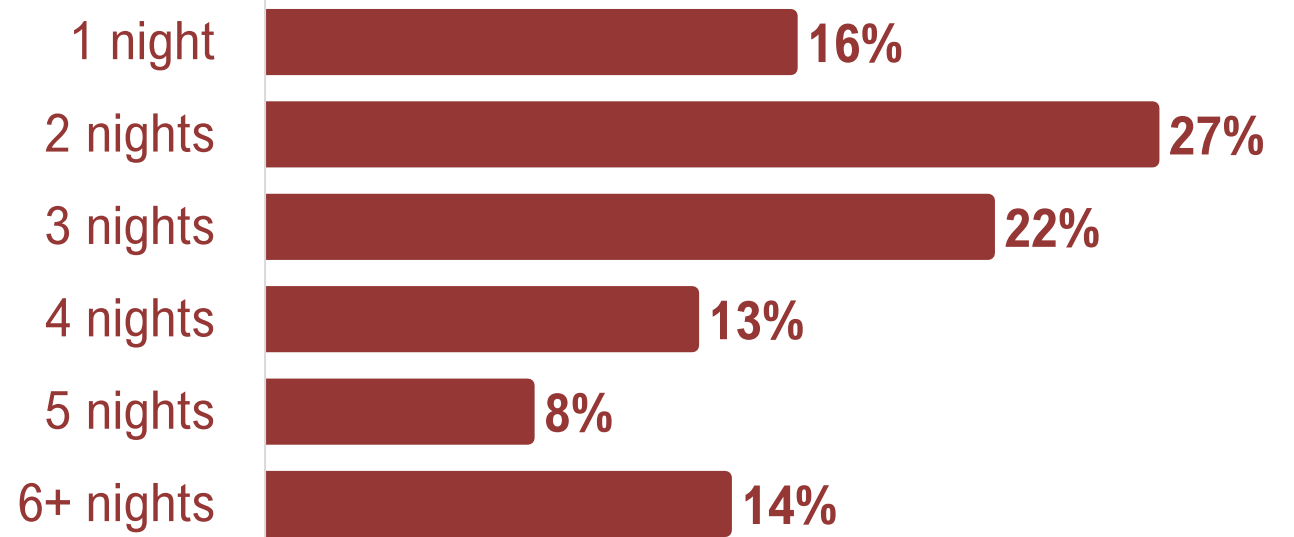
OVERNIGHT VISITORS (FY22 3rd Quarter)



Typical visitors stayed **3.1** nights in Leon County

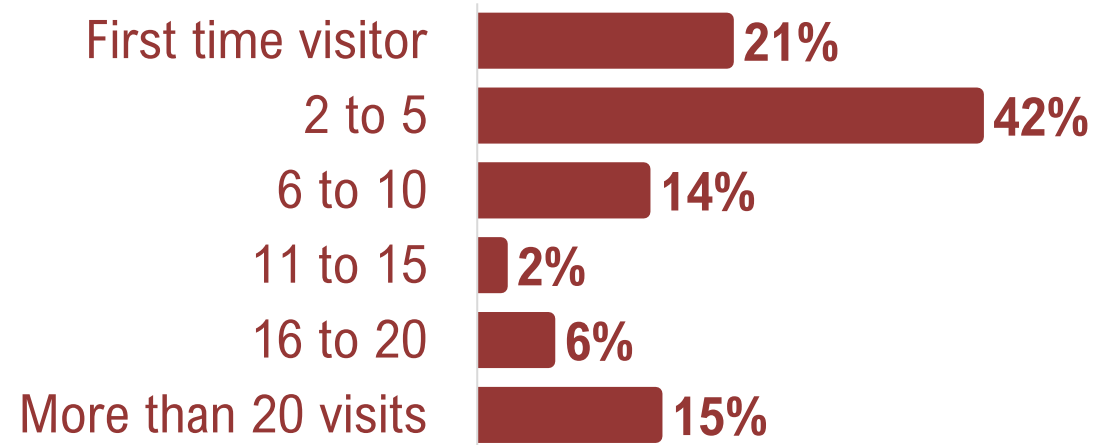


43% of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY (FY22 3rd Quarter)

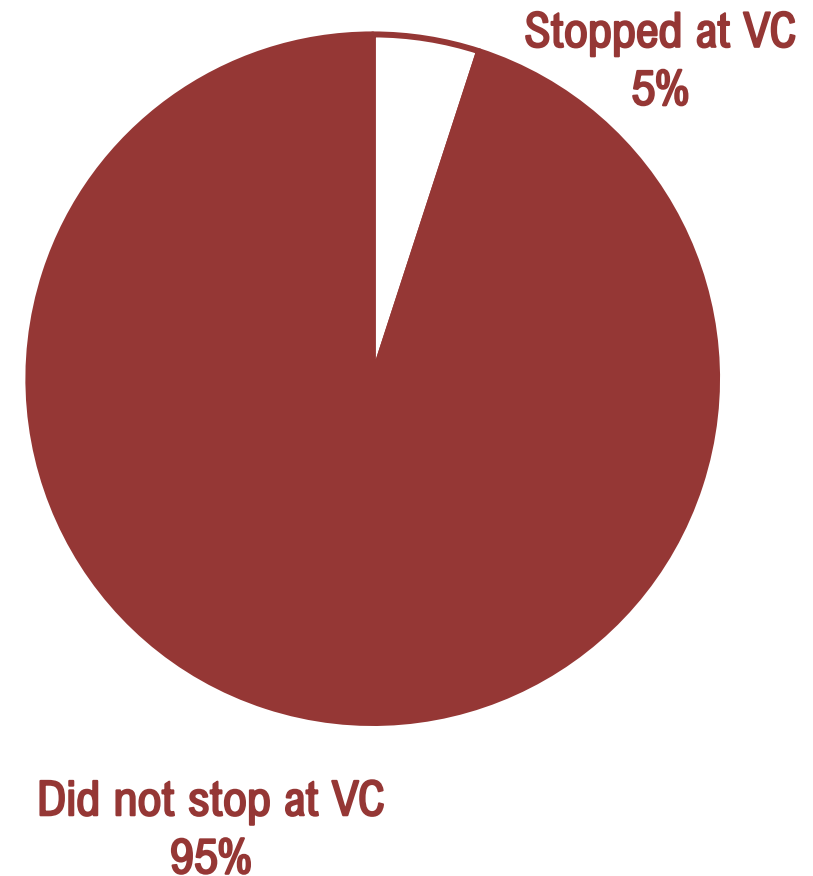
- Over 1 in 5 visitors were visiting Leon County for the first time
- Nearly 1 in 4 visitors had previously visited Leon County more than ten times



VISITORS CENTER AND VISITOR GUIDE (FY22 3rd Quarter)



5% of visitors stopped at the Visitors Center



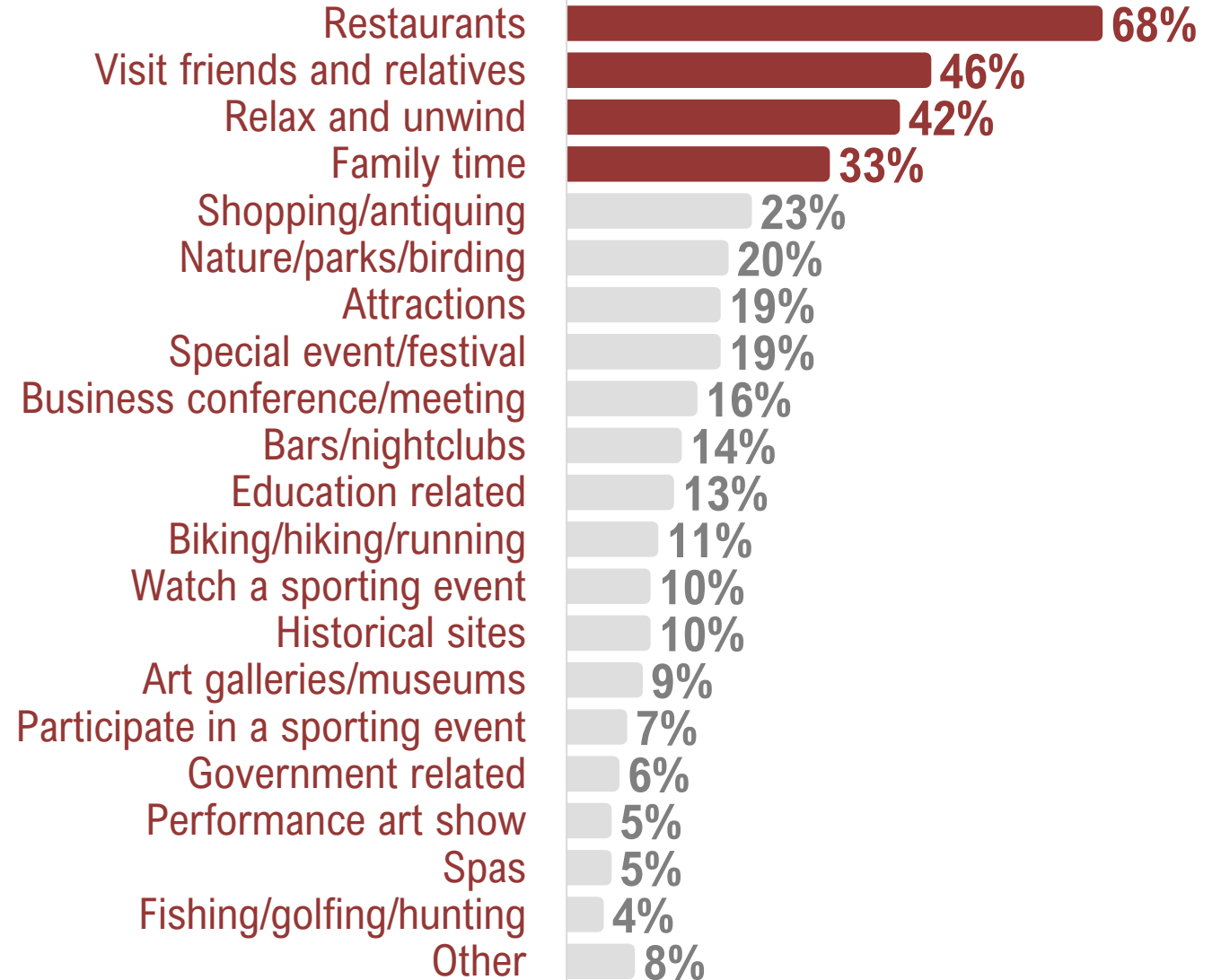
ACTIVITIES DURING VISIT* (FY22 3rd Quarter)



Over 2 in 3 visitors dined out at restaurants during their trip



About 4 in 9 visitors saw friends and family and relaxed while on their trip to Tallahassee

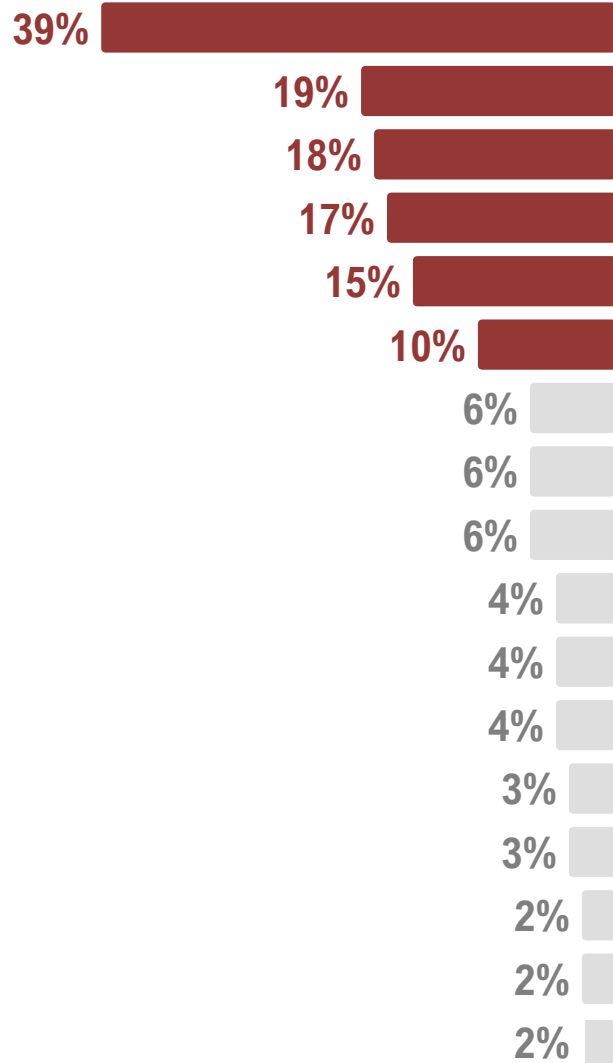


*Multiple responses permitted.

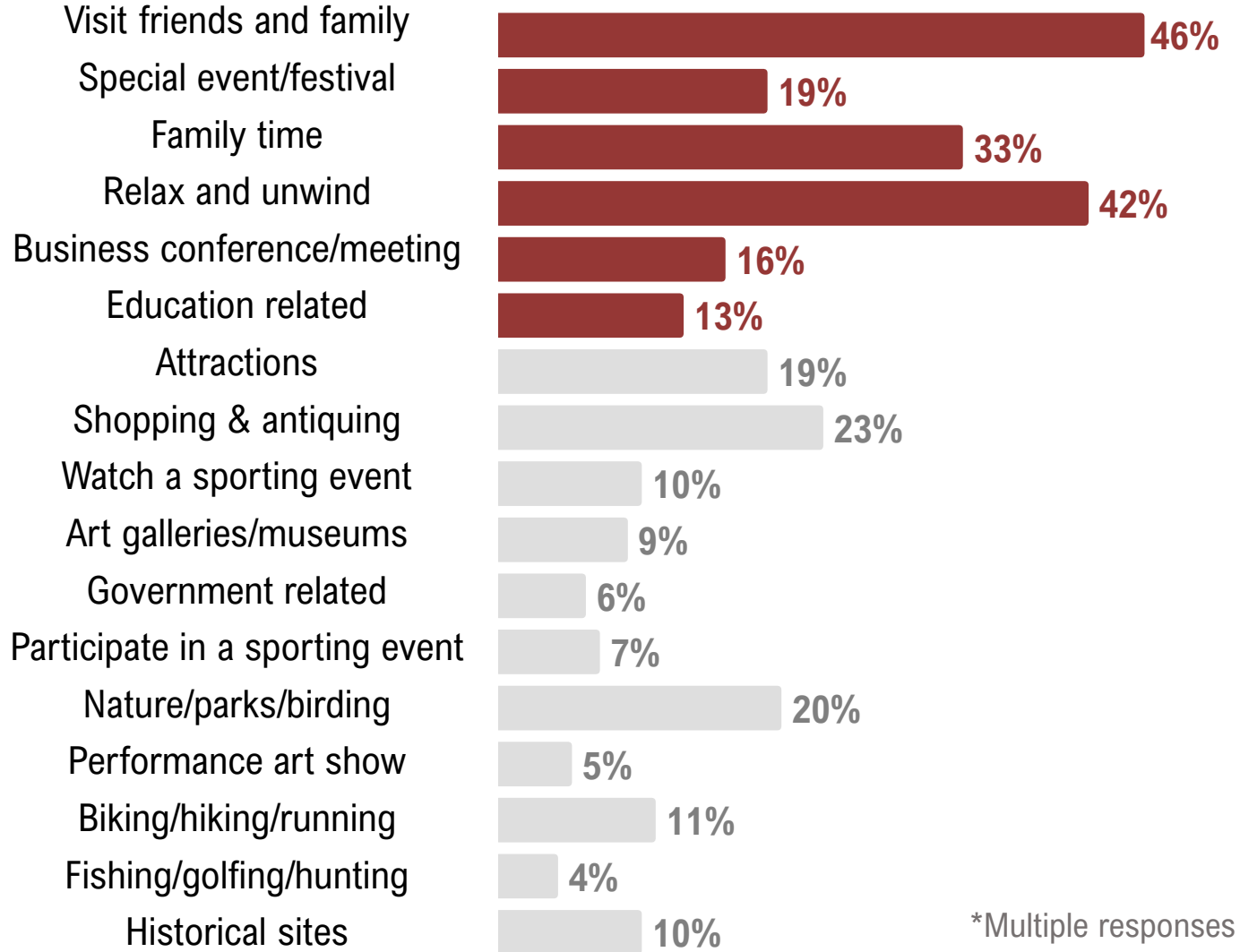


REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY22 3rd Quarter)

Reasons for Visiting*



Visitor Activities*



VISITOR SPENDING (FY22 3rd Quarter)

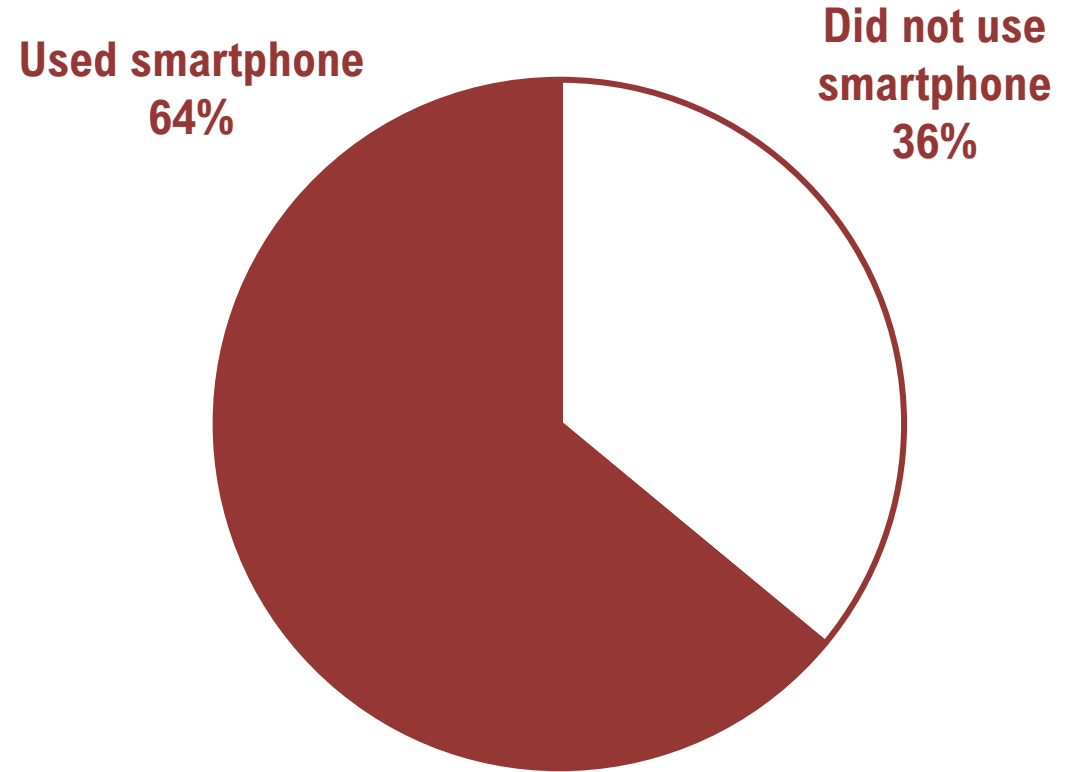
	Spending per Day	Spending per Trip
Lodging	\$111	\$344
Restaurants	\$53	\$164
Groceries	\$21	\$65
Shopping	\$45	\$140
Entertainment	\$26	\$81
Transportation	\$34	\$105
Other	\$12	\$37
Total	\$302	\$936



FINDING THEIR WAY AROUND (FY22 3rd Quarter)



Nearly 2 in 3 visitors used their smartphone while in Tallahassee to learn what to do or where to go



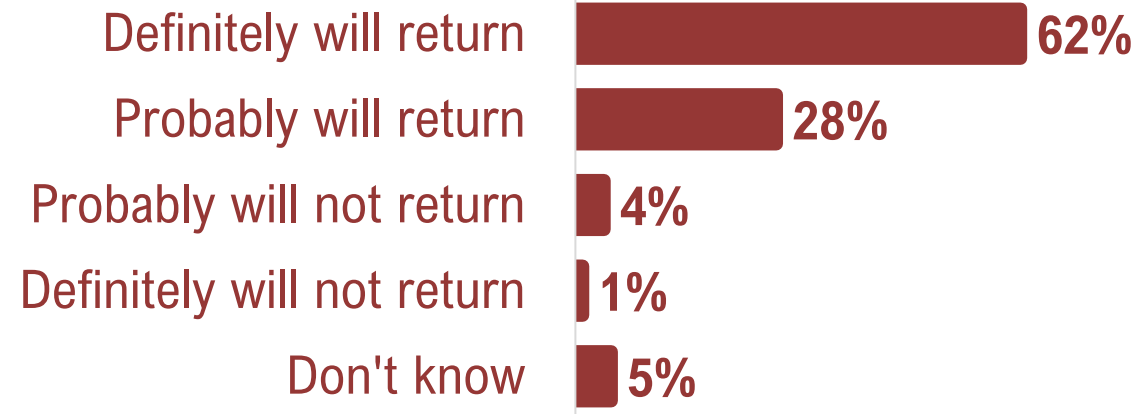
STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY22 3rd Quarter)

▶▶▶ Visitors gave Leon County an average rating of **8.2**¹ as a place to visit

▶▶▶ **90%** of visitors will return (**62%** will definitely return) to Leon County for a future visit or vacation*



*5% of visitors will not return for the following reasons:

- 1) Event/occasion for visit is over
- 2) Prefer other areas
- 3) Prefer variety in vacation spots
- 4) Not enough to do during the day



RATING EXPERIENCES IN TALLAHASSEE (FY22 3rd Quarter)



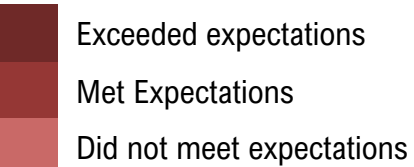
Leon County's hospitality exceeded the expectations of **nearly 3 in 5** visitors



Hospitality, environment and attractions in Leon County were more likely than other experiences to exceed expectations



Nightlife was most likely not to meet expectations



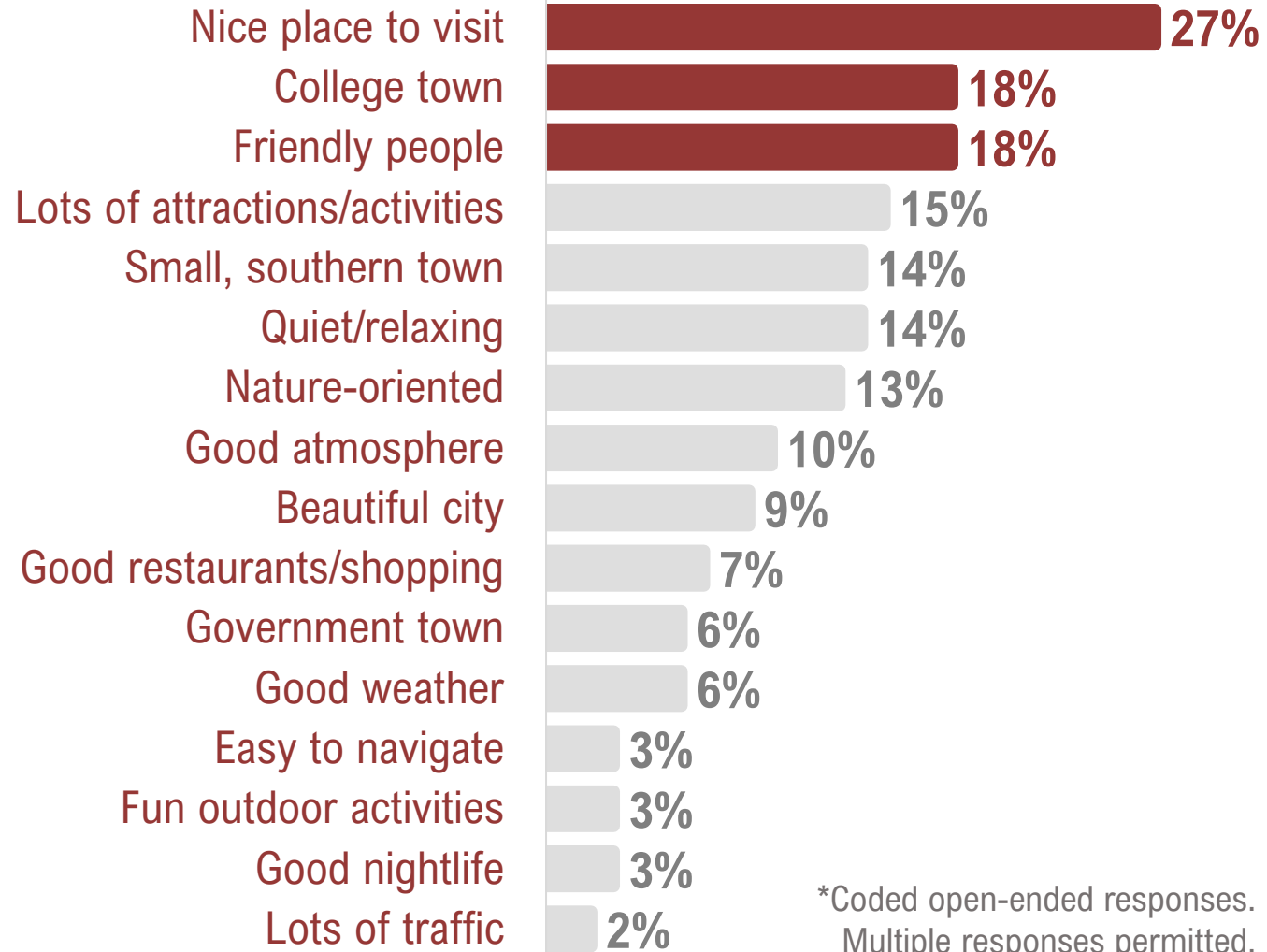
PERCEPTIONS OF TALLAHASSEE – LEON COUNTY* (FY22 3rd Quarter)



A plurality of visitors describe Leon County as a **“Nice place to visit”** and a **“College town”**



Almost all **descriptors** of Tallahassee as a destination were **positive**



*Coded open-ended responses.
Multiple responses permitted.



PERCEPTIONS: “NICE PLACE TO VISIT” (FY22 3rd Quarter)



“Tallahassee is a wonderful attractive destination.”



“A very exciting place to vacation and restore smiles!”



“Fun town, cool art district, very good food.”



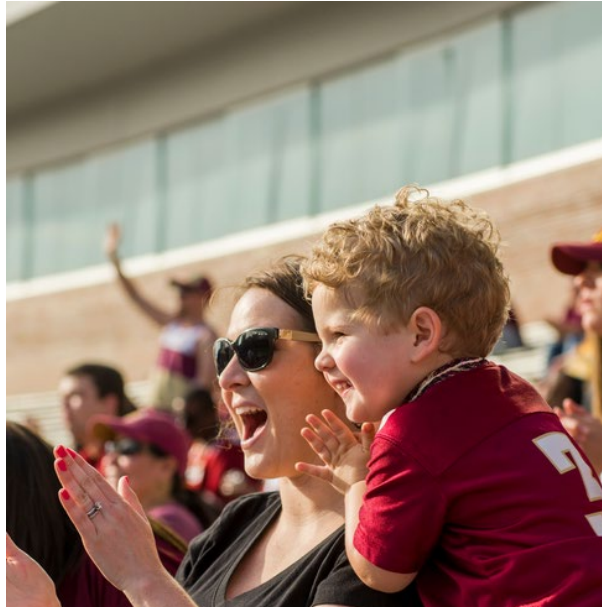
“I will tell them to visit Tallahassee for unforgettable experiences!”



PERCEPTIONS: “COLLEGE TOWN” (FY22 3rd Quarter)



“Tallahassee is a college town. It has a small town feel but offers much more than a typical small town.”



“Fun college town that is quiet unless you know where to look.”



“I've only visited FSU but am looking forward to seeing what Tallahassee has to offer.”



“It's an amazing city with lots to offer through its culture, sports teams, and educational institutions.”

PERCEPTIONS: “FRIENDLY PEOPLE” (FY22 3rd Quarter)



“A place with a beautiful environment and the best service.”



“I would say that Tallahassee is a really nice and welcoming area!”



“A perfect place with special hospitality to their customers.”



“A place to find delicious food with quality service.”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Trip Planning Cycle	Apr – Jun 2021	Apr – Jun 2022
Tallahassee was Primary Destination	83%	79%
A week or two in advance	39%	26%
A month or so in advance	36%	35%
2 to 3 months in advance	16%	22%
4 to 5 months in advance	4%	8%
6 months of more in advance	4%	4%

Top Trip Planning Sources	Apr – Jun 2021	Apr – Jun 2022
Talk to Family/Friends	31%	33%
Search on Google	31%	32%
Airline Website	20%	24%
Social Media	31%	23%



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Top Reasons for Visiting	Apr – Jun 2021	Apr – Jun 2022
Visit friends and family	44%	39%
Special event/festival	16%	19%
Family vacation	19%	18%
Relax and unwind	10%	17%
Business conference/meeting	21%	15%
Education related	18%	10%

Pre-Visit	Apr – Jun 2021	Apr – Jun 2022
Requested a Visitors Guide	7%	11%
Drove to Leon County	78%	76%
Flew to Leon County	21%	23%



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Market of Origin	Apr – Jun 2021	Apr – Jun 2022
Surrounding areas	4%	8%
Miami - Ft. Lauderdale	6%	8%
Atlanta	5%	7%
Tampa Bay area	5%	7%
Jacksonville	3%	5%

Region of Origin	Apr – Jun 2021	Apr – Jun 2022
Southeast	83%	71%
Northeast	6%	9%
Midwest	9%	8%
West	2%	9%
International	0%	3%



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Travel Parties	Apr – Jun 2021	Apr – Jun 2022
Travel Party Size	2.4	2.9
Traveled with Other Visitors	57%	71%
Traveled with Children under 20	26%	30%
Traveled with Children under 12	14%	17%

Visitor Profile	Apr – Jun 2021	Apr – Jun 2022
Median Age	45	43
Gender (Female)	52%	56%
Median Household Income	\$93,100	\$83,300
College Degree or Higher	75%	61%
White/Caucasian	70%	66%
African American	18%	21%
Married	55%	60%



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Accommodations	Apr – Jun 2021	Apr – Jun 2022
Hotel/Motel	53%	45%
Friends/Family Home	27%	25%
Day Tripper	10%	18%
Vacation Rental Home/Airbnb	6%	8%
Personal Second Home	2%	2%
Camping/RV	1%	1%

Trips Experience	Apr – Jun 2021	Apr – Jun 2022
Average nights stayed	3.3	3.1
1 st Time Visitor	25%	21%
10+ Prior Visits to Leon County	31%	23%
Stopped at Visitor Center*	0%	5%
Used a smartphone to learn what to do	80%	64%

*The Visitor Center was closed due to COVID-19 in 2021.



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Top Activities	Apr – Jun 2021	Apr – Jun 2022
Restaurants	76%	68%
Visit friends and relatives	55%	46%
Relax and unwind	60%	42%
Family time	42%	33%
Shopping/antiquing	29%	23%
Nature/parks/birding	20%	20%
Attractions	15%	19%
Special event/festival	19%	19%
Business conference/meeting	24%	16%
Bars/nightclubs	22%	14%
Education related	23%	13%



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Average Daily Spending	Apr – Jun 2021	Apr – Jun 2022
Accommodations	\$106*	\$111
Restaurants	\$47	\$53
Groceries	\$17	\$21
Shopping	\$40	\$45
Entertainment	\$19	\$26
Transportation	\$26	\$34
Other	\$14	\$12
Total	\$269	\$302

Average Total Trip Spending	Apr – Jun 2021	Apr – Jun 2022
Accommodations	\$350	\$344
Restaurants	\$155	\$164
Groceries	\$56	\$65
Shopping	\$132	\$140
Entertainment	\$63	\$81
Transportation	\$86	\$105
Other	\$46	\$37
Total	\$888	\$936

*Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR-TO-YEAR COMPARISONS (FY22 3rd Quarter)

Post Trip Evaluation	Apr – Jun 2021	Apr – Jun 2022
Overall Rating	8.0	8.2
Will return to Leon County	91%	90%
Exceed + Met Expectations: Service at hotel	96%	93%
Exceed + Met Expectations: Environment/atmosphere	97%	92%
Exceed + Met Expectations: Quality of hotel	93%	92%
Exceed + Met Expectations: Hospitality	98%	91%
Exceed + Met Expectations: Attractions/events	98%	90%
Exceed + Met Expectations: Entertainment	93%	90%
Exceed + Met Expectations: Food quality	97%	88%
Exceed + Met Expectations: Customer service	96%	87%
Exceed + Met Expectations: Shopping	93%	87%
Exceed + Met Expectations: Nightlife	94%	84%



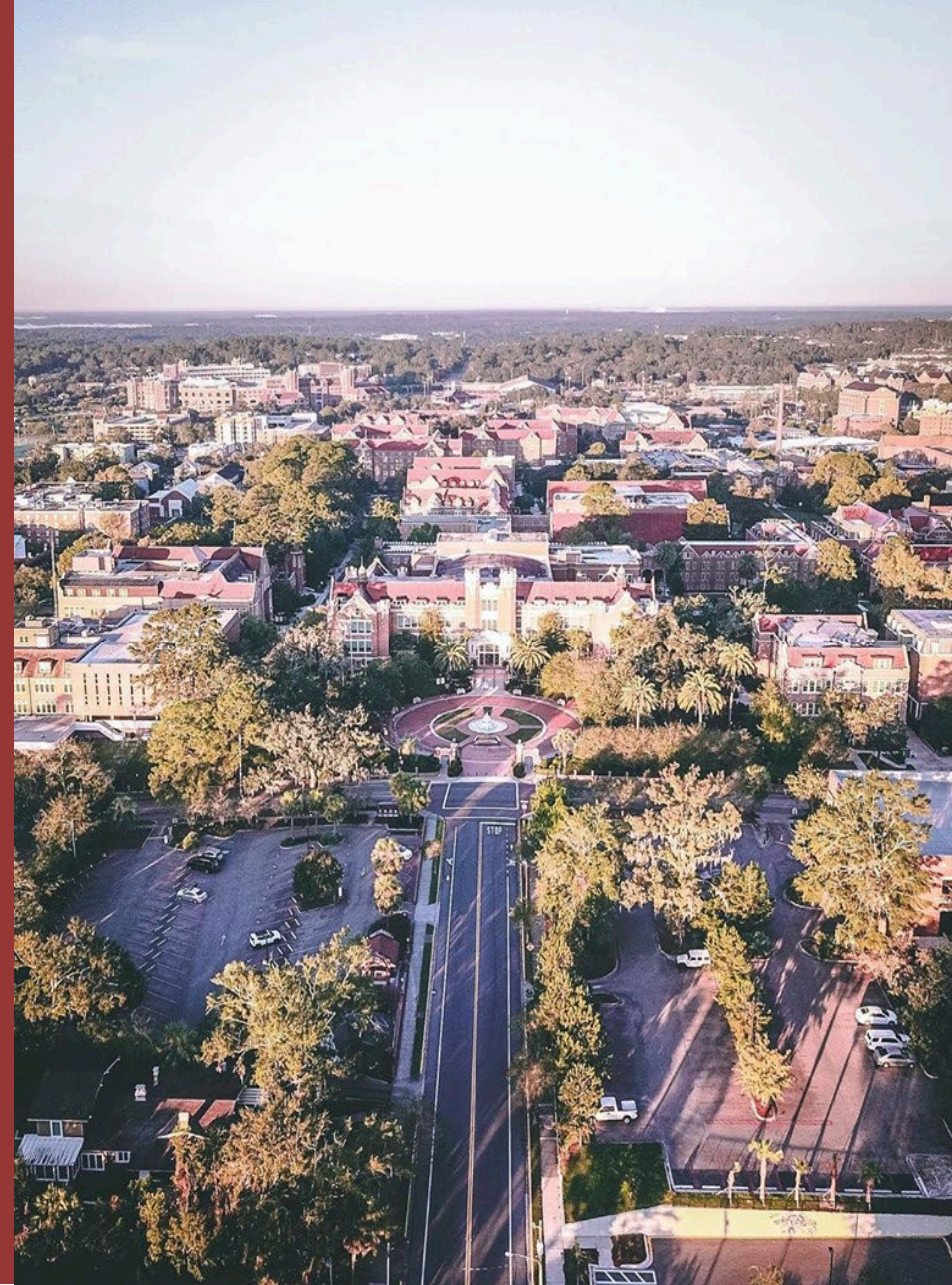
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Apr – Jun 2022 Visitor Tracking Study

Kerri Post

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

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
2022 Spring Events
March 10th - May 22nd 2022



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

WHAT HAPPENED IN TALLAHASSEE: SPRING EVENTS

This report presents the aggregated economic impact in Leon County of the following events:

- » Red Hills Horse Trials – March 10th – March 13th
- » Florida State Invitational – March 25th – March 27th
- » Springtime Tallahassee – April 1st – 2nd
- » Word of South – April 8th – April 10th
- » Doak After Dark – April 9th
- » Lemoyne Chain of Parks – April 23rd – April 24th
- » Southern Shakespeare – May 5th – May 8th
- » ASG Presidents Day Invitational – May 20th – May 22nd



Demographics

2022 Spring Events	Direct Spending	Economic Impact	Out-of-town visitors	Room Nights
Red Hills Horse Trials	\$1,122,100	\$1,772,900	1,469	3,734
Florida State Invitational	\$546,100	\$862,900	3,952	1,790
Springtime Tallahassee	\$876,800	\$1,385,400	3,534	1,218
Word of South	\$334,900	\$529,100	1,578	643
Doak After Dark	\$369,600	\$584,000	8,073	550
Lemoyne Chain of Parks	\$748,700	\$1,182,900	3,057	1,754
Southern Shakespeare	\$80,200	\$126,800	267	165
ASG Presidents Day Invitational	\$409,800	\$647,500	2,359	2,706
Total	\$4,488,200	\$7,091,500	24,289	12,560



Total Economic Impact

\$7,091,500

When including indirect and induced effects¹ of direct spending, the total economic impact of people who attended a 2022 spring event who **live outside** of Leon County was \$7,091,500.²

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

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



Direct Spending

\$4,488,200¹

People who **live outside** of Leon County spent \$4,488,200¹ during 2022 spring events.

¹For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.



Out-of-County Visitors

24,289¹

Including overnight visitors and day trippers, there were 24,289 individuals from outside Leon County who attended a 2021 spring event.

¹An attendance figure of 108,689 attendees was used for this report. 24,289 visitors resided outside of Leon County.



12,560 room nights

Attendees who live outside of Leon County spent
12,560 nights in hotels, motels, etc. while
attending 2022 spring events.



Methodology

- The economic impact was based on data from the following sources:
 - 1,504 in person interviews with attendees to 2022 spring events
 - Attendance figures and ticket sales were provided by organizers of 2022 spring events and by an independent estimate by Downs & St. Germain Research
 - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



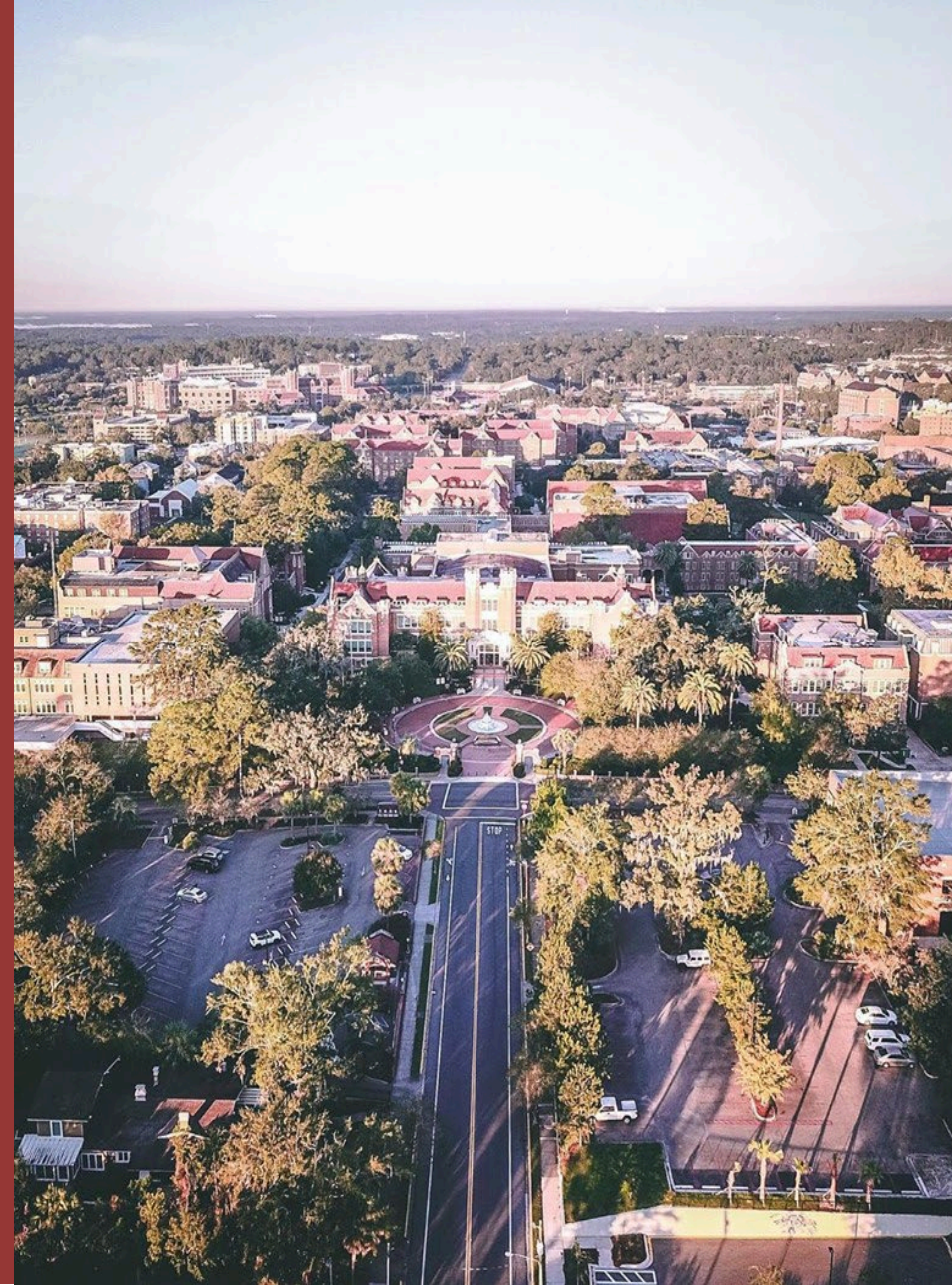
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Study of
2022 Spring Events

Kerri Post

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

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH



Visit Tallahassee

Pretty. Unexpected.

**THE
ZIMMERMAN
AGENCY**

2022/23 MARKETING & PR PLAN



CURRENT SITUATION

Visitation and associated TDT collections increased dramatically in 21/22. Live events including sports, concerts and festivals returned to help pace record numbers.



[MBTallahassee.com](https://www.mbtallahassee.com) has launched and is supported by a redesigned and reactivated Trail of the Month emails, targeted social posts & SEO content.

Events and activations are back! Visit Tallahassee was a sponsor and attended Atlanta Dogwood Festival, Tampa Craft Beer Festival & FAMU Homecoming.

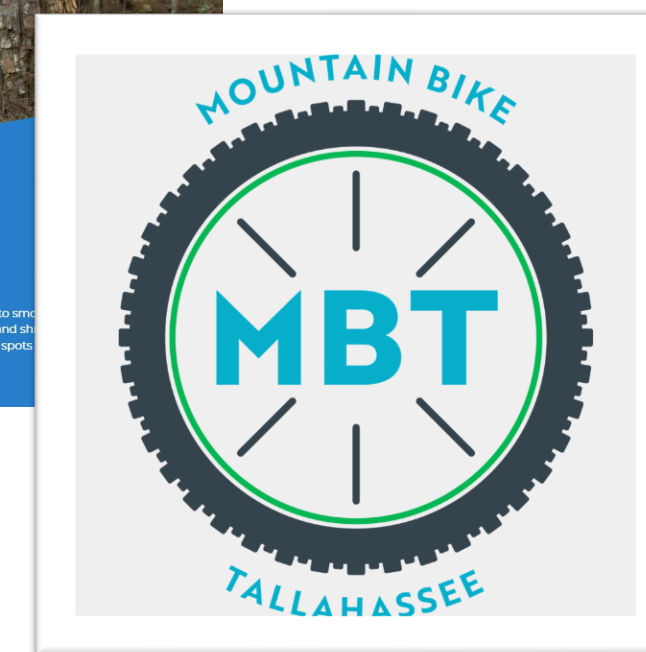
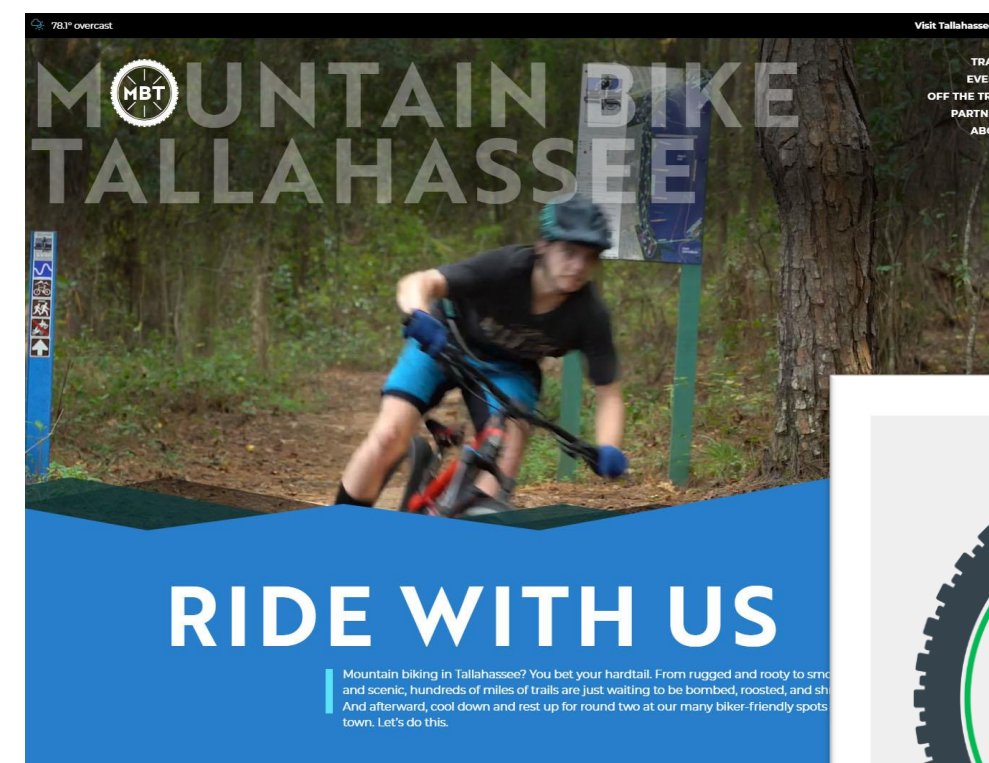


The Summer Backyard Bucket List campaign outperformed previous years efforts with even more local partners each month!



22/23 Top Level Initiatives.

- Restaurant Week/Bite of Brown
- Refresh Creative Campaign
- Springtime Event Marketing Campaign
- Taste of Tallahassee Foodies FAM
- Mobile App Challenge Games
- MBT – Mountain Bike Tallahassee
- Retargeting In-Market Visitors
- FAMU Homecoming Video and Research
- Events/Onsite Activations
 - FAMU Homecoming
 - Dogwood Festival, Atlanta
 - Tampa Beerfest, Tampa
- Worlds XC Multi-year Content and Promotional Plan
- Google Destination Optimization Program
- Summer Backyard Bucket List



Media Strategy

Objective

Optimize available media dollars to make the greatest impact on potential visitors to Tallahassee.

Media Strategy

Activate mix of targeted media with an emphasis on digital to generate awareness of Visit Tallahassee as the trusted resource for travel planning information to ultimately drive higher web traffic and accommodations revenue.

Media Tactics

Establish Key Digital Media Partnerships to leverage and track effectiveness of our efforts.

Layer in offline media options to ensure we are reaching potential visitors throughout their journey.

Partner with Visit Florida to take advantage of cooperative advertising



Media Segments.

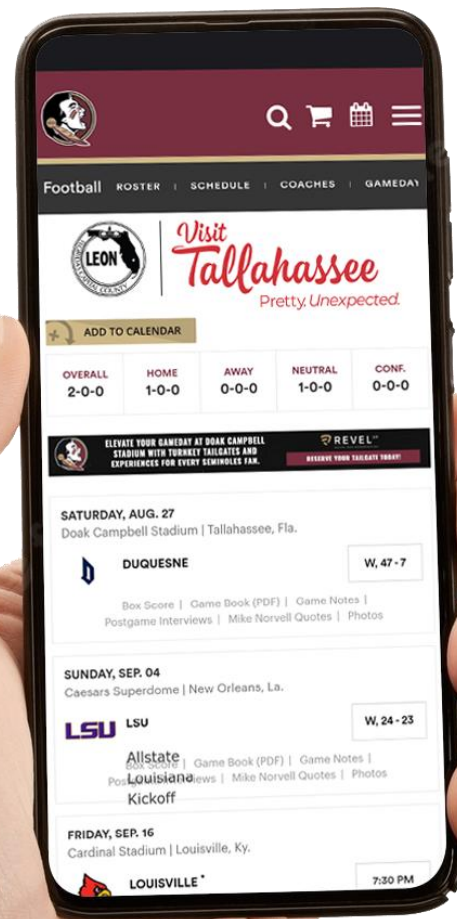


- **Inclusive Travelers**
(African American, LGBTQI+, Accessibility)
- **Outdoors**
(Biking, Hiking, Birding, Paddling)
- **Arts & Culture**
- **Sports**
- **Group/Meeting Planners**
- **Local**
(Concerts, Spring Events, Backyard Bucket List)



Paid Media Initiatives

Sports Partnerships



Consumer Print



Birding Magazine

Meetings Sponsorships



Billboards



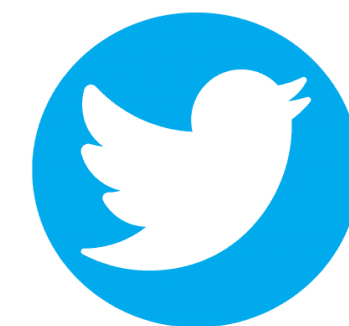
Paid Media Initiatives.

Programmatic Display
Native/Video

Paid Search/Social

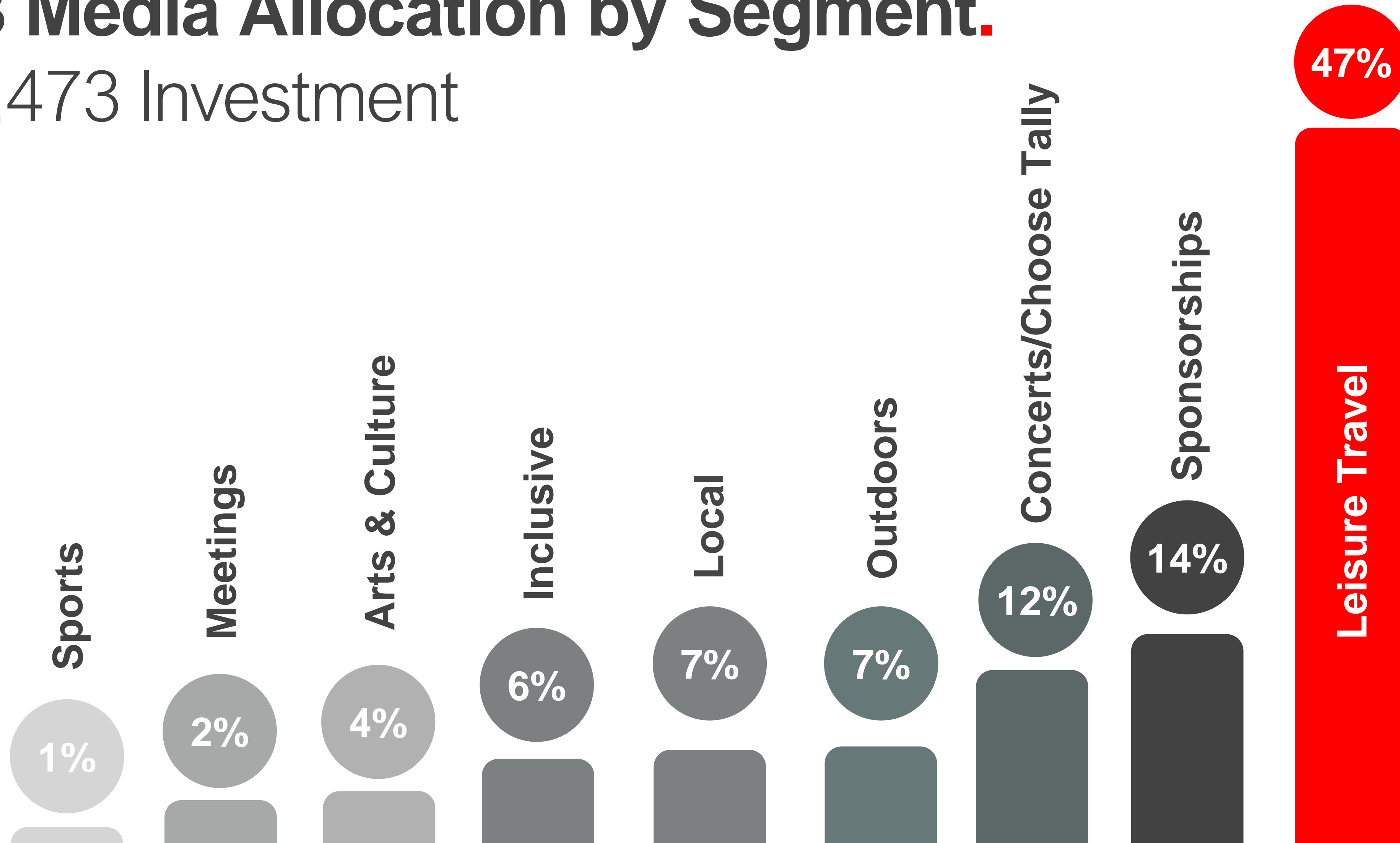
Radio

Publisher Direct Digital



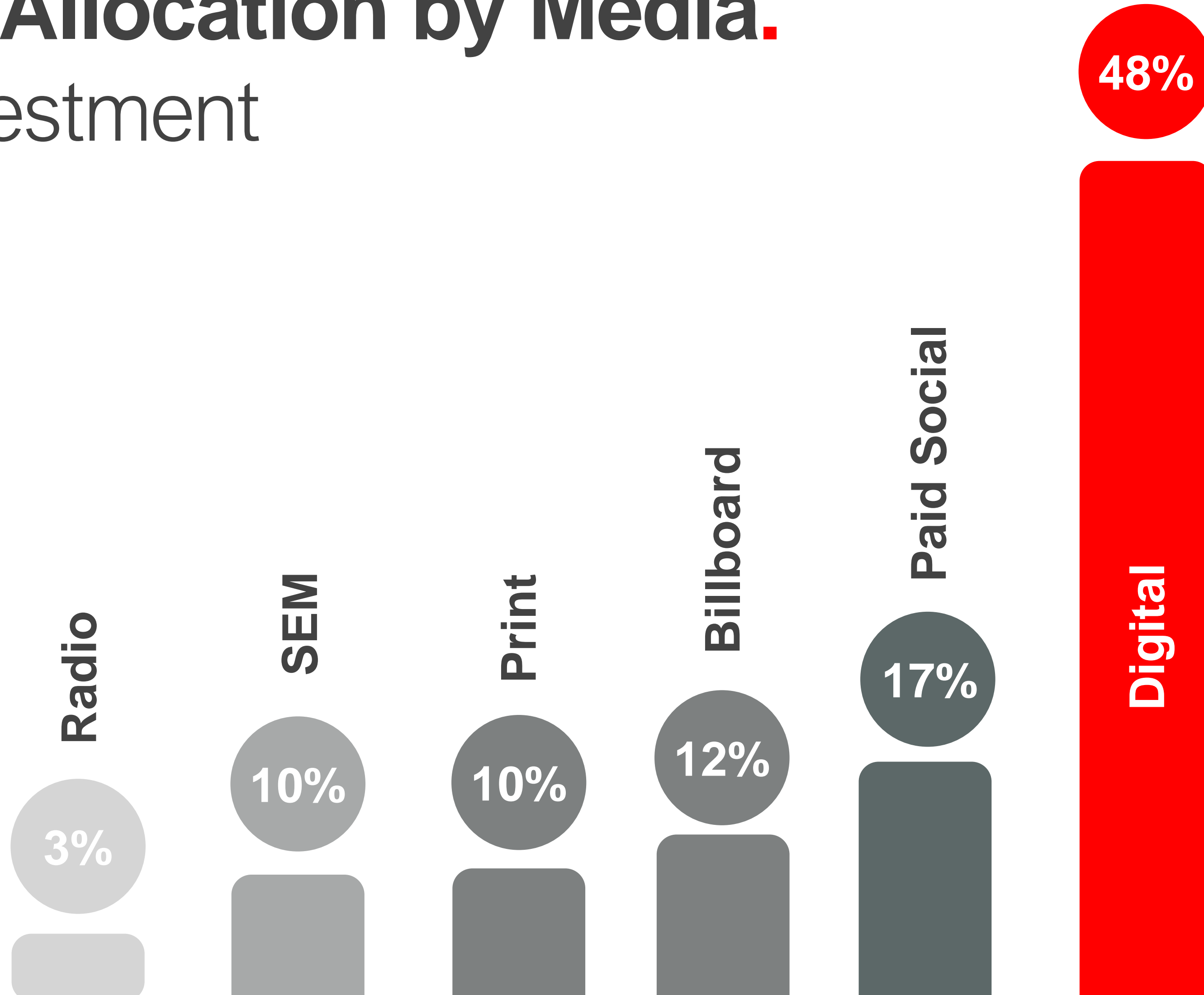
22/23 Media Allocation by Segment.

\$521,473 Investment



22/23 Media Allocation by Media.

\$521,473 Investment



Public Relations.

21/22 PR
Performance.

76

Total Features

15

Media Experiences

5

Broadcast Radio Partnerships

148 Million

Impressions

\$864,000

Publicity Value

11:1

ROI



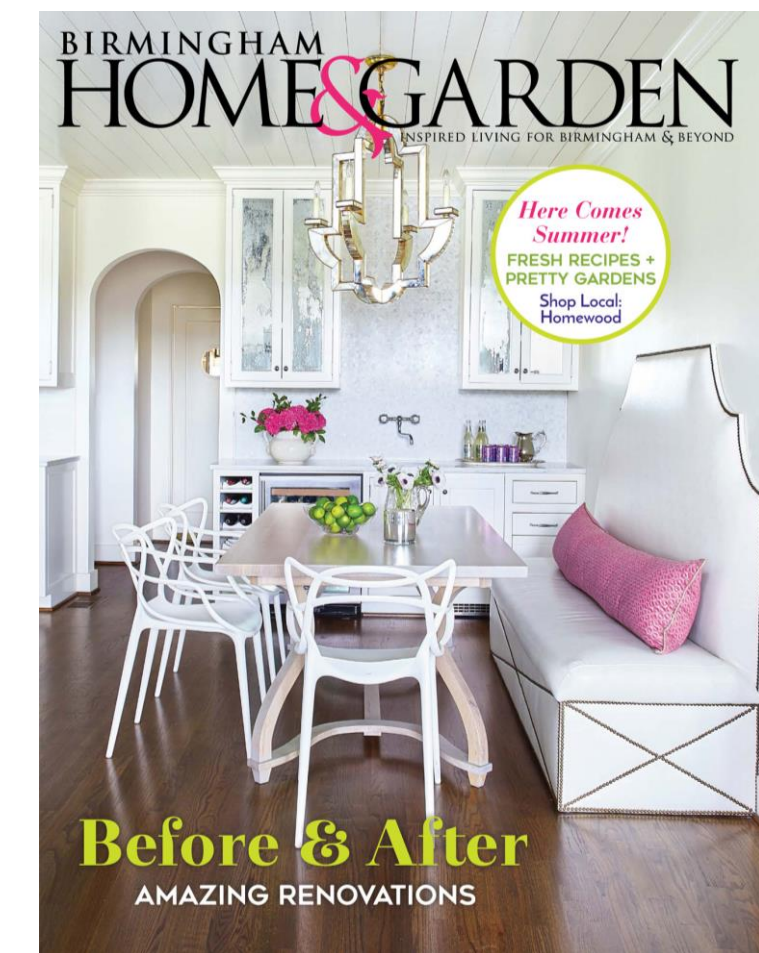
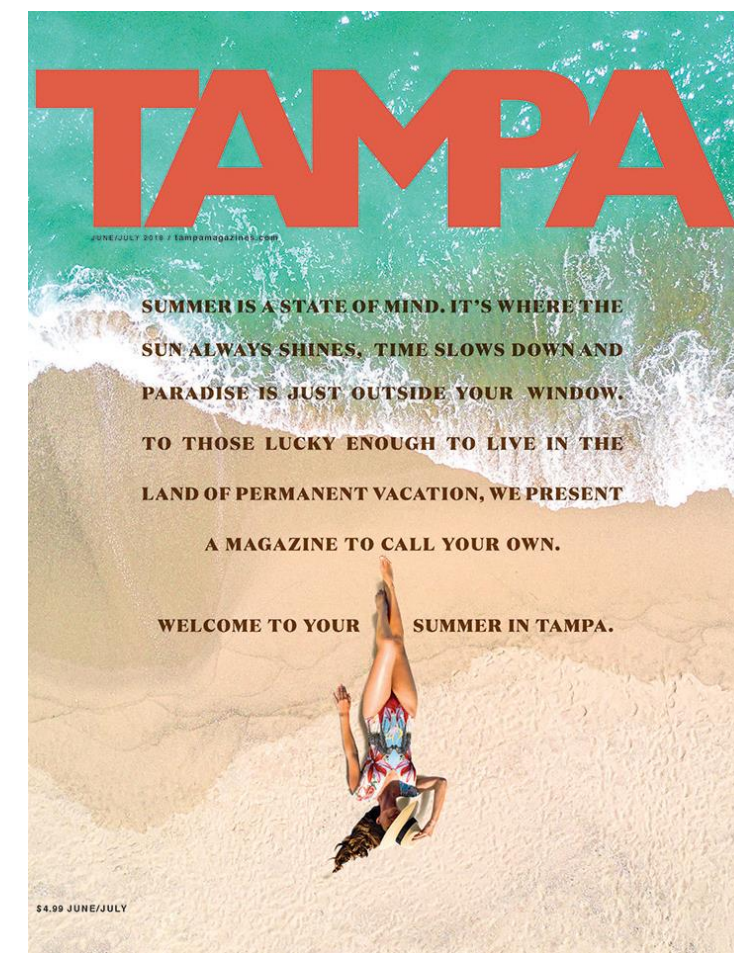
22/23 Goals.

- 18 media and influencer experiences
- 6 metro features
- 4 radio promotions
- 4 articles within niche outlets - Birding, biking, outdoor
- 3 national features
- 1 in-book promotion - Targets: National (outdoor, birding, biking, women's interest and lifestyle outlets); Metro
- Backyard Bucket List
 - Earn 3-5 Local Media Features
 - Earn 2-3 Local Media Interviews
 - Partner with 2-4 Local Influencers



Media Experiences.

- Execute a 'Taste of Tallahassee' foodies group media FAM of 4-5 journalists - promoting Tallahassee as a must-experience southern dining destination.
 - Targets: Taste of Home, OKRA, Food & Wine etc.
- Conduct media tours and personal visits for high-impact journalists and influencers to drive awareness and definition through story placements and exposure.



Media Immersions.

- Choreograph face-to-face interviews with key media in major markets to expedite publicity saturation.
 - Atlanta (before Dogwood), Jacksonville or Tampa - Date TBD - Budget / KPI Discussion



Promotions.

- Broadcast TV: Secure national talk show and game show coverage.



- In-book Promotions: Negotiate multi-channel promotions with key national and regional publications.



- Leverage broadcast radio promotions in key drive markets to build awareness and excitement for Tallahassee.



Digital

21/22 Digital Performance.

80% of goal

Improve Email Open rate by 6% (28%)

39% of goal

Improve total click rate to 10%

215% of goal

Increase total app users to 3,432

219% of goal

Increase total app session to 3,469

210% of goal

Increase total app page views to 28,161

133% of goal

Increase mobile app downloads by 10% (1,404)



22/23 Goals.

- Website
 - 122,160 website visitors
 - 350,287 page views
 - 2.3% newsletter conversion rate
- SEO
 - 80,000 organic searches
 - 15% clicks from Google searches
 - 20,000 organic keyword rankings
 - 60 website authority score
- Visit Widget (app and desktop users combined)
 - 13,200 total app users
 - 14,400 total sessions
 - 96,000 page views
 - 2,300 app downloads
- Email Marketing
 - 3.9% total click rate
 - 26% total open rate



Social Media

21/22 Social Media Performance.

64% of goal

Increase Instagram engagements by 10% (128,220)

68% of goal

Increase Instagram followers by 15% (24,197)

17% of goal

Increase Facebook engagements by 50% (707,784)

36% of goal

Increase Facebook impressions by 50% (34,857,243)

37% of goal

Increase Twitter engagements by 10% (24,289)

100% of goal

Increase Twitter followers by 5% (14,954)

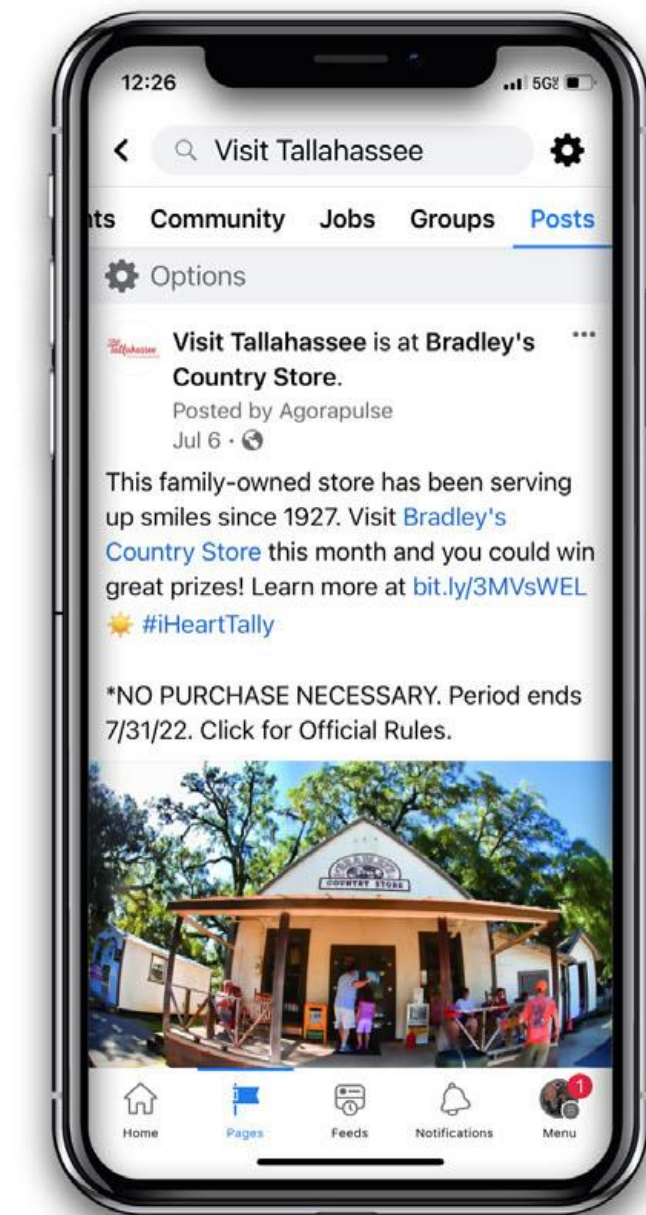
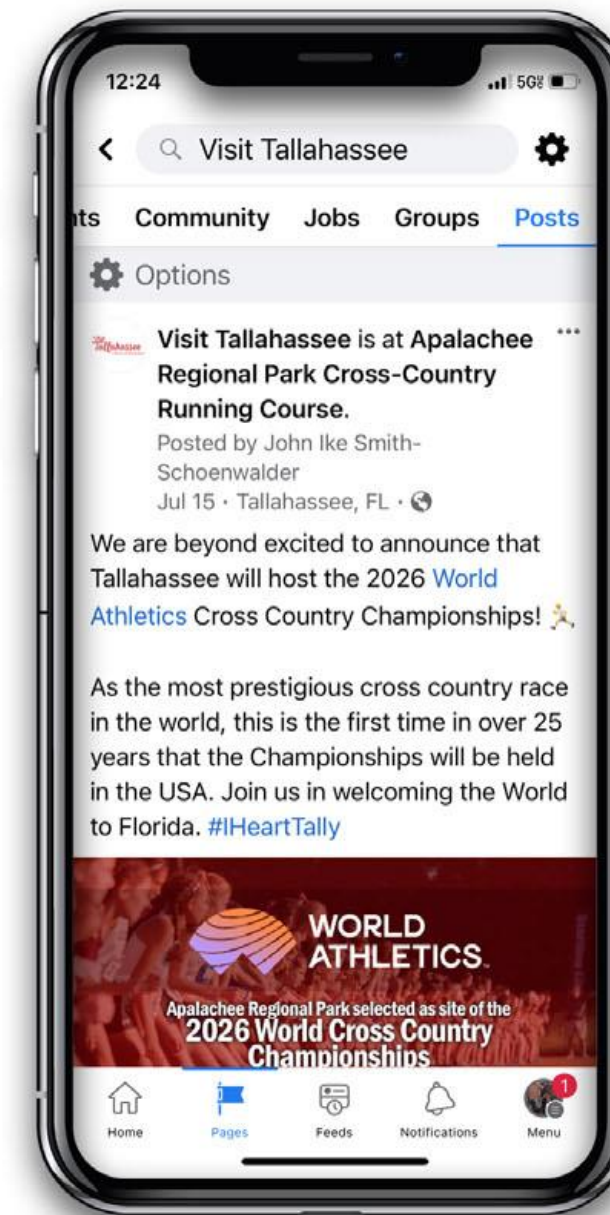
88% of goal

Increase #iHeartTally impressions by 10% (45.6M)



22/23 Goals.

- Primary goal
 - Net audience growth (+5%)
- Platform goals
 - Instagram impressions (+10%)
 - Instagram engagements (+10%)
 - Facebook impressions (+5%)
 - Facebook engagements (+10%)
 - Twitter impressions (+5%)
 - Twitter engagements (+5%)
 - #iHeartTally impressions (+10%)



Thank You. ■



*Visit
Tallahassee*
Pretty. Unexpected.





MEMORANDUM

DATE: September 16, 2022

TO: Leon County Tourist Development Council

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

SUBJECT: FY 2023 Special Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) comprised of Matt Thompson (Chair) - For The Table Hospitality, Russell Daws – Tallahassee Museum, and Carolanne Savage - Hyatt House respectfully presents the funding recommendation for thirty (30) Special Events.

The TDCGRC conducted their meeting on September 8, 2022. The meeting was well attended by the Special Events grant applicants. After carefully considering 30 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 30 events for a total amount of \$131,493 which includes the \$110,000 allocated in the Special Event Grant budget plus the remaining \$21,493 reallocated from the Signature/Emerging Signature grants budget. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



Visit
Tallahassee
Pretty. Unexpected.

FY 2023 TOURIST DEVELOPMENT COUNCIL • Special Event Grants

	Event Name	Event Dates	Requested Amount	Final Score	Recommended Funding
1	Charlie Park 2nd Annual Tallahassee Tiki Fest	7/22/2023	\$3,000	71	\$1,201
2	Charlie Park Tallahassee Harvest	11/12/2022	\$10,000	85	\$4,344
3	CollegeTown BBQ and Blues Festival	4/22/2023	\$3,500	89	\$1,005
4	CollegeTown Chili Cookoff	11/5/2022	\$3,500	89	\$1,005
5	CollegeTown Oktoberfest	10/22/2022	\$3,500	88	\$994
6	CollegeTown Friday Night Block Party	11/18/2022	\$5,000	85	\$4,344
7	Cool Breeze Art and Smooth Jazz Festival	4/13-15/23	\$10,000	90	\$2,907
8	The Cotton Colors Company Warehouse Sale	10/18-22/22	\$5,000	82	\$1,762
9	First Robotics, The Tallahassee Regional	3/10-12/23	\$14,999	91	\$12,000
10	Florida History Day State Competition	5/7-9-23	\$8,000	94	\$7,320
11	PeaceJam Southeast 2023	4/14-16/23	\$5,000	83	\$2,997
12	FSU Flying High Circus 2023 Homeshow Series	4/7-22/23	\$7,500	92	\$5,942
13	First Annual Caribbean Heritage Praise Festival and Creative Arts Expo	11/11/2022	\$7,000	94	\$4,194
14	Leadership Florida Connect Class 12 Program	11/14-16/22	\$5,900	94	\$4,092
15	Infinity Con	7/8-9/23	\$9,999	91	\$4,805
16	The 7th Annual Tallahassee Wine Mixer	3/25/2023	\$6,000	91	\$2,325
17	Tallahassee Highland Games and Scottish Festival	2/11-12/23	\$59,999	98	\$18,548
18	Frenchtown Rising	11/4/22-9/29/23	\$25,000	74	\$4,762
19	12th National Civil Rights Conference	6/18-20-23	\$26,000	81	\$1,533
20	46th Annual Reenactment of the Battle of Natural Bridge	3/3-5/23	\$1,000	85	\$724
21	AKC Dog Show 2023 North Florida Classic	2/19-26/23	\$15,000	93	\$10,561

22	AMCIFL AMC CE Event	10/5-6/22	\$1,200	90	\$800
23	Society for Microscale Separation and Bioanalysis MSB 2023	5/21-24/23	\$9,500	90	\$5,813
24	Soul of the Southside Arts & Humanities Festival	5/18-20/23	\$10,000	96	\$4,708
25	Tallahassee Bike Fest	4/14-16/23	\$5,999	93	\$5,300
26	Countdown Downtown	12/31/2022	\$9,999	95	\$6,676
27	Tallahassee Pridefest Pride in the Plaza	4/15/2023	\$6,000	90	\$5,125
28	The 4th Annual Sankofa Concert	2/25/2023	\$2,999	95	\$2,200
29	Loco for Love Festival 2023 Step in and Savor Territorial Florida	3/3-5/23	\$2,999	95	\$2,007
30	5th Annual Tallahassee Beer Festival	9/9-10/23	\$1,499	91	\$1,499
				TOTAL	\$131,493



MEMORANDUM

DATE: September 16, 2022

TO: Leon County Tourist Development Council

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

SUBJECT: FY2023 Signature/Emerging Signature Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) comprised Matt Thompson (Chair) - For The Table Hospitality, Russell Daws – Tallahassee Museum, and Carolanne Savage - Hyatt House respectfully presents the funding recommendation for five (5) Signature Events and Emerging Signature Events.

The TDCGRC conducted their meeting on September 8, 2022. The meeting was well attended by the Signature Events grant applicants. After carefully considering five event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TDCGRC is recommending funding for all five events.

The TDCGRC recommend a total amount of \$118,507 of the \$140,000 allocated in the Signature Event / Emerging Signature Event Grant budget. The remaining \$21,493 was reallocated to Special Event Grant Funding. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



Visit
Tallahassee
Pretty. Unexpected.

FY 2023 TOURIST DEVELOPMENT COUNCIL • Emerging and Signature Event Grants

	Event Name	Event Dates	Requested Amount	Final Score	Recommended Funding
1	Florida State Invitational 2022	3/24-26/23	\$37,500	97	\$34,758
2	Word of South Festival of Literature & Music	4/21-23/23	\$30,000	95.6	\$23,917
3	Free Shakespeare in the Park Festival	5/11-14/23	\$25,000	95.6	\$10,204
4	ASG Capital Cup	5/19-21/23	\$25,000	99.6	\$24,917
5	Doak After Dark	4/8/2023	\$50,000	92.6	\$24,711
				TOTAL	\$118,507



Agenda Item Details

Meeting	Sep 08, 2022 - CRA Board Meeting (5:00 Public Hearing)
Category	9. Both Districts Policy Formation and Direction
Subject	9.01 Tourist Development Tax Funding for Arts & Culture – Stephen Cox, CRA ED
Type	Action, Discussion
Preferred Date	Sep 08, 2022
Fiscal Impact	Yes
Dollar Amount	2,000,000.00
Budgeted	Yes
Budget Source	CRA-Managed TDT Arts Funds
Recommended Action	Option 1: Approve framework and guidelines for TDT arts and culture funding.

For more information, contact K. Stephen Cox, II, Executive Director, 850-891-8359.

Statement of the Issue

This item requests Board approval for a proposed process for application and award of tourist development tax (TDT) funds in support of art and culture.

Under an interlocal agreement (as amended December 11, 2014 and subsequently May 24, 2018), the CRA administers the TDT funds. The fund balance is currently \$2,000,000.

The TDT funds are subject to the following criteria:

- must be used in support of culture, visual arts, and heritage programs; performing arts space, as part of the convention center project; or other performing arts projects;
- must be for projects, programs and expenses authorized under section 125.0104 of the Florida Statutes; and
- must be utilized in the Downtown District Community Redevelopment Area or the Greater Frenchtown/Southside Community Redevelopment Area.

Staff propose an application process with the application window opening October 1 and closing November 30, 2022. Staff propose an evaluation process based on the attached guidelines (Attachment 1).

The review process will include an initial staff review for eligibility, evaluation and scoring by an Arts & Culture Review Committee, and review and comment by the Tourist Development Council. Projects recommended for funding will be forwarded to the CRA Board. Any project receiving funding must be approved by the CRA Board and subsequently the Leon County Board of Commissioners and the Tallahassee City Commission.

Staff propose that the minimum grant award be no less than \$500,000. The funds may be awarded to a single grant recipient or distributed to multiple projects.

Recommended Action:

Option 1: Approve framework and guidelines for TDT arts and culture funding.

Fiscal Impact:

The TDT fund balance is currently \$2,000,000 and the entirety of the funds may be awarded through the process described in this agenda item.

Supplemental Material/Analysis

History, Facts & Issues

The CRA has previously received applications for and recommended awards of grants for use of TDT funds. See May 25, 2017 CRA agenda no. 5.02 (approval of grant process and guidelines). Under the prior process, approximately \$1,189,000 in TDT funds were distributed as grant awards. See Jan 28, 2021 CRA agenda no. 9.01 (revised award to LeMoyne Art Foundation); July 9, 2018 CRA agenda no. 6.03 (award to John Gilmore Riley House Museum, "Soul Voices" project).

Proposed Schedule

Staff proposed the following schedule:

Application Window Opens - October 1, 2022
 Mandatory* Application Workshop(s) – October 3 & 10, 2022
 Application Deadline - November 30, 2022
 Initial Eligibility Screening - completed by December 30, 2022
 Arts & Culture Review Committee - January 2023
 Tourists Development Council - January 2023
 CRA Board Review - February 2023
 Leon County and City Commission Review - April 2023

* Note: Potential applicants must have a representative attend at least one of the two mandatory workshops, in order to apply for funding.

Arts and Culture Review Committee

After initial eligibility screening, applications will be reviewed by an Arts & Culture Committee. It is proposed that the committee be comprised of representatives from the Downtown Improvement Authority, Tourist Development Council, Leon County, Knight Creative Community Initiative, the CRA GFS Citizen Advisory Committee and the CRA Downtown Redevelopment Commission.

Review Criteria and Scoring

It is proposed that applications be evaluated under the following review criteria and scoring structure:

1. Compliance with the Capital Area Cultural Plan goal for Funding and Facilities. (15 Points)
2. Compliance with the Capital Area Cultural Plan goal for Economic Development. (15 Points)
3. Cultural Impact. (20 Points)
4. Costs and Feasibility. (20 Points)
5. Sustainability. (15 Points)
6. Project Readiness. (15 Points)

Total points possible 100 Points

Compliance with § 125.0104(5)(a), Florida Statutes

To receive funding, a project must be an authorized use of TDT revenue as set out in Section 125.0104(5)(a) of the Florida Statutes. Authorized uses of funding include the following:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote local tourism where one of the main purposes of the activity, service, venue, or event is the attraction of tourists; or
4. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities needed to increase tourist-related business activities, if recommended by the Tourist Development Council.

Compliance with Interlocal Agreement

In addition to constituting a use authorized in section 125.0104, to receive funding, projects, programs, and expenses must be used for the following:

- related to culture, visual arts, and heritage programs;
- performing arts space, as part of the convention center project; or
- other performing arts projects.

Location within CRA District

To receive funding, the proposed use, activity or project must be located in one of Tallahassee's two Community Redevelopment Districts.

Tourist Development Council Review

The Tourist Development Council will provide review and comment on applications recommended for funding by the Arts & Culture Review Committee.

CRA Board Review and Recommendations

Following review by the Arts & Culture Review Committee and Tourist Development Council, the Community Redevelopment Agency Board will conduct its' review and recommend projects for funding.

Approval of Funding

Final approval for funding shall be by the Leon County Board of County Commissioners and the Tallahassee City Commission. Any project receiving funding must be approved by both the Board of County Commissioners and Tallahassee City Commission.

Options

1. Approve framework and guidelines for TDT arts and culture funding.
2. Do not approve framework and guidelines for TDT arts and culture funding and provide staff with direction.

Attachment

1. Proposed TDT Funding Guidelines

Attachment 1-TDT Guidelines - 09 01 2022.pdf (739 KB)



Tourist Development Tax
Art, Heritage, and Culture Funding

Grant Application Guidelines

We are seeking projects that will build and support culture, heritage, and arts in our community, and attract tourists to Tallahassee and Leon County.

Available Funding

The available funding is Two Million Dollars (\$2,000,000) which may be awarded to a single or multiple proposals. The minimum award amount is \$500,000. The reviewing entities reserve the right to allocate those funds in the manner that best meets the stated program criteria.

What Projects Are Eligible?

A. Compliance with § 125.0104(5)(a), Florida Statutes

To receive funding, a project must be an authorized use of TDT revenue as set out in Section 125.0104(5)(a) of the Florida Statutes. The statute can be accessed at the following link:
[§ 125.0104, Fla. Stat.](#)

Authorized uses of funding include the following:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
2. To promote zoological parks that are publicly owned and operated or owned and operated by

not-for-profit organizations and open to the public;

3. To promote and advertise tourism in this state, nationally and internationally; however, if tax revenues are expended for an activity, service, venue or event, the activity service, venue or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
4. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities needed to increase tourist-related business activities, if recommended by the Tourist Development Council.

B. Compliance with Interlocal Agreement

In addition to constituting a use authorized in section 125.0104, to receive funding, projects, programs, and expenses must be:

- related to culture, visual arts, and heritage programs;
- performing arts space, as part of the convention center project;
- or other performing arts projects.

C. Location within CRA District

To receive funding, the proposed use, activity or project must be located in one of Tallahassee's two Community Redevelopment Districts. Maps showing the CRA redevelopment districts are at the following link: [CRA Map](#)

Who May Apply?

Public entities and nonprofit organizations located within the City of Tallahassee and Leon County.

A nonprofit must meet the following qualifications:

- Be incorporated in and qualified to do business in the state of Florida.
- Tax-exempt under § 501(c) (3), (4), (5), (6) or (7) of the Internal Revenue Code. Tax-exempt status must be demonstrated at time of application.
- Have a governing board (2 or more members) which meets regularly and operates under a set of Bylaws with at least fifty percent (50%) of the governing board members residing in Leon County.
- Must have a bank checking account confirmed at the time of application.
- Principal office address on record with the Secretary of State in Leon County.

Opening and Application Deadline

Applications Available: Saturday, October 1, 2022

Applications may be obtained by visiting the CRA webpage at www.talgov.com\CRA

Application Deadline: 4:00 PM, Wednesday, November 30, 2022

Applications must be emailed to CRA@talgov.com.

Mandatory Workshops

Applicant Workshop #1: 2:00 PM, Mon., October 3, 2022

Applicant Workshop #2: 6:00 PM, Mon., October 10, 2022

Each applicant must have a representative attend one of the mandatory workshops. Failure to participate in one of the mandatory workshops will render an applicant ineligible.

Initial Determination of Eligibility

After with application deadline closes, staff will evaluate applications for eligibility, i.e., compliance with § 125.0104, Fla. Stat., compliance with the interlocal agreement, location within a CRA district and eligible entity. Applications meeting the eligibility requirements will be further evaluated as follows;

Review Criteria and Scoring

The review criteria and scoring structure are as follows:

1. Compliance with the Capital Area Cultural Plan goal for Funding and Facilities. The Cultural Plan goal for Funding and Facilities provides: "Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations, and experiences." The Capital Area Cultural Plan is available at the following link: [CapitalAreaCulturalPlan.pdf \(leoncountyfl.gov\)](#) (15 Points)
2. Compliance with the Capital Area Cultural Plan goal for Economic Development. The Cultural Plan goal for Economic Development provides: "Position and market the arts, culture, and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets." (15 Points)
3. Cultural Impact. The project will be evaluated for its contribution to cultural programming and services for Tallahassee-Leon County. (20 Points)
4. Costs and Feasibility. Applicant must demonstrate the cost of the project, feasibility, financial need and proposed utilization of grant funding. Applicant must identify the source of all funding including applicant's investment or contribution (land, capital or other assets). Applicants shall

identify the grant funding requested, an explanation of how the funds will be utilized, the total project budget with itemization of anticipated costs. For any physical facility, the applicant must demonstrate site control of the proposed site. (20 Points)

5. Sustainability. Projects will be evaluated for ability to generate revenue to pay continuing costs of staffing, operations, and maintenance and administrative costs. A five-year forecast operating budget must be submitted for each project. The application is encouraged to submit additional documentation concerning revenue sources and expenses and other documents demonstrating the organization's capacity and financial stability. (15 Points)

6. Project Readiness. Projects will be evaluated on the following scale:

- a. Less than 12 months (15 Points)
- b. 12 -18 months (12 Points)
- c. 19-24 months (10 Points)
- d. 25 months or more (5 Points)

Arts Culture Review Committee

Applications will be evaluated and scored by an Arts Culture Review Committee comprised of representatives from the Downtown Improvement Authority, Tourist Development Council, Knight Creative Community Initiative, and the CRA GFS Citizen Advisory Committee and CRA Downtown Redevelopment Commission.

Meetings of the Arts Culture Review Committee will be open to the public and applicants are encouraged to attend.

Tourist Development Council Review

The Tourist Development Council will provide review and comment on applications recommended for funding by the Arts Culture Review Committee.

CRA Board Review and Recommendations

Following review by the Arts Culture Review Committee and Tourist Development Council, the Community Redevelopment Agency Board will conduct its' review and recommend projects for funding.

Approval of Funding

Final approval for funding shall be by the Leon County Board of County Commissioners and the City of Tallahassee City Commission. All three bodies (CRA, Board of County Commissioners and Tallahassee City Commission) must all agree for a project to receive funding.

Funding Restrictions

To receive funding, an applicant must not be in default on any grants, loans or any other obligation owed to the City of Tallahassee, Leon County or the Tallahassee CRA.

Any project receiving grant funding shall comply with all applicable local, state and federal law.

Additional Terms and Conditions

Additional terms and conditions concerning the grant funding will be set out in a grant agreement with any applicant receiving grant funding.

Questions?

Contact the CRA Staff at CRA@talgov.com or call (850) 891-8357.



MEMORANDUM

DATE: Friday, September 9, 2022

TO: Kerri L. Post, Executive Director, Leon County Division of Tourism Leon County Tourism Development Council Members

FROM: Kathleen Spehar, Executive Director, Council on Culture & Arts (COCA)

SUBJECT: FY23 COCA Grant Programs recommendations

FY23 COCA GRANT PROGRAMS

Prior to the grant round launch date in March 2022, an extensive review occurred with the programs, involving COCA staff, board and legal; the Director of Tourism and the County Attorney's office; and grant program constituents. Guidelines, applications, reports, and panel review materials were reviewed and updated as necessary to align with County contract requirements.

Twenty-nine (29) Cultural Grant applications were submitted. Of those applicants, four organizations, were deemed ineligible to receive tourism development tax (TDT) as per County review. A panel of five (5) qualified experts from the community discussed, evaluated, and scored the twenty-five (25) tourism-eligible Cultural Grant applications on June 30, 2022. Funding was assigned based on the formula from the guidelines.

Twenty-three (23) Cultural Tourism Marketing Grant applications were submitted. All applicants were deemed eligible per County review. A panel of two (2) qualified experts from the community discussed, evaluated, and scored the twenty-three (23) Cultural Tourism Marketing Grant applications on August 25, 2022. Funding was assigned based on the formula from the guidelines.

Recommendations from both panels were forwarded to the COCA Board of Directors for discussion and approved at their September 8, 2022, meeting.

On behalf of the COCA Board of Directors, I respectfully present the twenty-five (25) Cultural Grant and twenty-three (23) Cultural Tourism Marketing Grant recommendations for the FY23 Grant program.



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY23 GRANT AWARDS

Grant programs: Cultural Grant (CG) and Cultural Tourism Marketing Grant (CTMG)

Cultural Grant Program - Program Purpose

The mission of COCA's Cultural Grant Program is to serve and support the community of non-profit arts and cultural organizations within Tallahassee and Leon County through program funding which enhances the quality of life as well as the tourism and economic development of our community. An applicant's programming must contribute to the tourism development of Leon County in accordance with Florida Statute 125.0104.

The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; programs that bring arts, cultural and historic exhibits, or events to underserved areas; programs which engage members of the community in the creative and/or artistic process.

Application Summary

29 applications received

All applications reviewed by COCA Grants Manager

Eligibility verified by Director of Tourism

4 applications deemed ineligible for TDT funds

25 eligible applications reviewed by panel

Award Summary		% of Funds
Group 1 – 1 award	\$160,000	20%
Group 2 – 5 awards	\$324,250	39%
Group 3 – 11 awards	\$271,576	33%
Group 4 – 8 awards	\$66,812	8%
25 awards totaling	\$822,638	

Grant #	Organization	Program Name	Group	Award
FY23CG-01	Arts and Cultural Experiences at Railroad Square, Inc.	First Fridays at Railroad Square	4	\$5,400
FY23CG-02	Asian Coalition of Tallahassee, Inc.	Experience Asia 2023	4	\$9,000
FY23CG-04	Choice Impact Community Development Corporation dba Javacya Arts Conservatory	Arts-In-The-Heart Concert Series	4	\$9,000
FY23CG-06	Florida Litfest, Inc. dba Word of South	Florida Litfest Author Series	4	\$10,000
FY23CG-07	Irish Repertory Theater, Inc.	"The Freedom of the City"	4	\$7,040
FY23CG-09	Tallahassee Chapter SPEBSQSA	Capital Chordsmen's 2023 Season of Performances	4	\$9,000
FY23CG-10	Tallahassee Civic Chorale, Inc.	Tallahassee Civic Chorale 2022/23 Season	4	\$7,372
FY23CG-11	Theater with a Mission Inc	A New Flag for Florida GRAND FINALE	4	\$10,000
FY23CG-13	Florida State University Challenger Learning Center of Tallahassee	"Edu-taining" Programming - Full S.T.E.A.M. Ahead	3	\$33,000
FY23CG-14	Florida State University FSU Museum of Fine Arts	FSU MoFA Exhibitions & Public Programming Support	3	\$13,500
FY23CG-15	John Gilmore Riley Center/Museum for African American History and Culture Inc.	African Americans in Leon County Part II: From the Civil War to Reconstruction	3	\$31,788
FY23CG-16	Making Light Productions, Inc.	Making Light Mainstage	3	\$29,700
FY23CG-17	Mickee Faust Alternative Performance Club, Inc.	35 Years of Mickee Faust - Spring, Summer and Fall	3	\$18,540
FY23CG-18	Southern Shakespeare Company dba Southern Shakespeare Festival	Julius Caesar Weekend	3	\$33,000
FY23CG-19	Tallahassee Little Theatre, Inc dba Theatre Tallahassee	2022-2023 Production Season	3	\$29,700
FY23CG-20	Tallahassee Youth Orchestras, Inc.	Tallahassee Youth Orchestras 2022-23 Concert Season	3	\$22,275
FY23CG-21	The Artist Series of Tallahassee, Inc.	The Artist Series 2022-23 Concert Season	3	\$19,663
FY23CG-22	The Tallahassee Bach Parley, Inc.	Bach Parley Concert Series	3	\$26,410
FY23CG-23	The Tallahassee Community Chorus, Inc.	2022-2023 Concert Season	3	\$14,000
FY23CG-24	Goodwood Museum and Gardens, Inc.	A Museum Without Walls	2	\$70,000
FY23CG-25	LeMoynes Art Foundation, Inc. dba LeMoynes Arts	Programs and Exhibits 2022-2023	2	\$64,250
FY23CG-26	Tallahassee Symphony Orchestra	Tallahassee Symphony Orchestra 2022-23 Season Concert Series	2	\$70,000
FY23CG-27	The Tallahassee Ballet, Inc.	2022-2023 Season Performances and Programming	2	\$70,000
FY23CG-28	Young Actors Theatre of Tallahassee Inc	2022-2023 Performance Season	2	\$50,000
FY23CG-29	Tallahassee Museum of History and Natural Science, Inc. dba Tallahassee Museum	Tallahassee Museum Programming	1	\$160,000
TOTAL (25 grants)				\$822,638



Cultural Tourism Marketing Grant Program - Program Purpose

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of Leon County's arts and cultural organizations and their programming, to those outside of the County. Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors. For the purposes of this grant, organizations will need to specify marketing and promotional initiatives which use media outlets or strategies that are not primarily focused on the local Tallahassee/Leon County market. Use of these grant funds should raise the overall awareness of Leon County as a desirable place to visit.

Application Summary

23 applications received

All applications reviewed by COCA Grants Manager

Eligibility verified by Director of Tourism

23 eligible applications reviewed by panel

Award Summary

10 applicants funded at 100%

12 applicants funded at 90%

1 applicant funded by 85%

23 award totaling \$60,250

Grant #	Organization	Program Name	Award
FY23CTMG-01	621 Gallery Inc	621 Gallery	\$3,000
FY23CTMG-02	Anchor Recovery Foundation, Inc	Demp Week	\$3,000
FY23CTMG-03	Asian Coalition of Tallahassee, Inc	Experience Asia 2023	\$3,000
FY23CTMG-04	Ayoka Afrikan Drum and Dance, Inc.	Ayoka Festival of Afrikan Drum and Dance	\$2,700
FY23CTMG-05	Cool Breeze Art and Smooth Jazz Festival Foundation - Railroad Square, Inc.	5th Annual Cool Breeze Art and Smooth Jazz Festival	\$1,800
FY23CTMG-06	Florida State University - Challenger Learning Center of Tallahassee	S.T.E.A.M EdVentures for families and schools	\$3,000
FY23CTMG-07	Goodwood Museum & Gardens, Inc.	Goodwood Museum - Racking It Up	\$3,000
FY23CTMG-08	John Gilmore Riley Center/Museum for African American History and Culture, Inc.	African Americans in Tallahassee, Exhibition Series	\$2,600
FY23CTMG-09	LeMoyne Art Foundation Inc. dba LeMoyne Arts	LeMoyne's Exhibits and Events Oct 2022-Sept 2023	\$3,000
FY23CTMG-10	Southern Shakespeare Company	Julius Caesar Dinner Theater & The Sonnet Contest	\$2,000
FY23CTMG-11	Tallahassee Chapter, SPEBSQSA	Capital Chordsmen Performance Season	\$2,700
FY23CTMG-12	Tallahassee Civic Chorale, Inc.	2022/23 Concert Season	\$2,550
FY23CTMG-13	Tallahassee Hispanic Theater	6th Annual Micro Theater Festival	\$1,800
FY23CTMG-14	Tallahassee Little Theatre, Inc dba Theatre Tallahassee	Theatre Tallahassee - Broadway in Your Backyard	\$2,700
FY23CTMG-15	Tallahassee Museum of History and Natural Science, Inc	Tallahassee Jazz and Blues Festival 2023	\$3,000
FY23CTMG-16	Tallahassee Symphony Orchestra	The Tallahassee Symphony Orchestra Presents Cirque de Noel!	\$3,000
FY23CTMG-17	Tallahassee Youth Orchestras	Tallahassee Youth Orchestras	\$2,700
FY23CTMG-18	The Artist Series of Tallahassee, Inc.	Concert Season 2022-23	\$2,700
FY23CTMG-19	The Tallahassee Bach Parley, Inc.	Bach Parley Concert Series	\$2,700
FY23CTMG-20	The Tallahassee Ballet, Inc.	Marketing - The Next Level	\$1,800
FY23CTMG-21	The Tallahassee Community Chorus, Inc.	2022-2023 Concert Season	\$2,700
FY23CTMG-22	Theater with a Mission Inc	A New Flag for Florida GRAND FINALE	\$3,000
FY23CTMG-23	Young Actors Theatre of Tallahassee Inc	Young Actors Theatre FY23	\$1,800
TOTAL (23 grants)			\$60,250