



# **LEON COUNTY**

## *Tourist Development Council*

Thursday, March 7, 2019 9:00 a.m.  
County Commission Chambers - Leon County Courthouse, Fifth Floor  
301 South Monroe Street, Tallahassee FL 32301

### **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
  - November 8, 2018 Meeting Minutes
  - Financial Reports: October 2018/November 2018/December 2018; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
  - Research Presentation: FY18 Annual Economic Impact Report and FY19 First Quarter Visitor Tracking Report – Dr. Phillip Downs
  - New Legacy Event Grant Program Outline
  - Marketing/Advertising, Public Relations, and Research RFPs Update
  - Scott Carswell Presents Update – Scott Carswell
  - FY2020 Budget Schedule
  - COCA Updates – Amanda Thompson
- VI. Executive Director's Report – **Kerri Post**
  - Staffing Update
  - Florida Tourism Day - March 13, 2019
  - National Travel & Tourism Week – May 5 – 11, 2019
  - 106 E. Jefferson Street Building Update
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

**Next TDC Meeting – May 2, 2019**

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



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
NOVEMBER 8, 2018**

The Leon County Tourist Development Council met at 9:00 a.m. with Chairman Bo Schmitz presiding. Present were Council members Mike Collins, City Commissioner Scott Maddox, City Commissioner Nancy Miller, Michelle Personette, Dr. Audra Pittman, Sharon Priester, and Matt Thompson. Absent were County Commissioner Bryan Desloge, Mandy Stringer, and Sam Patel.

Also present were Tourism Staff: Executive Director Kerri Post, Administrative Assistant Aundra Bryant, Senior Operations Manager Andi Ratliff, Meetings and Conventions Director Janet Roach, Senior Marketing Director Gary Stogner, Director of Sports Amanda Heidecker, Assistant Director of Sports Joseph Piotrowski, and Leisure Sales Director Katie Gardocki.

Guests Present included: Dr. Phillip Downs representing Downs & St. Germain Research, Mr. Scott Carswell representing Scott Carswell Productions, and Ms. Mallory Hartline representing Zimmerman Agency.

- I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:04 a.m.
  - Welcome New TDC Members

Chairman Schmitz welcomed new TDC member Mike Collins and asked that he introduce himself. Mr. Collins gave a brief introduction to the Council.

- Recognition of Service for TDC Members

Chairman Schmitz then asked Executive Director Post to recognize TDC members for their years of service on the Council.

Ms. Post recognized Mr. Russell Daws for 14 years of service on the Tourist Development Council. She thanked Mr. Daws for his leadership throughout the years. Mr. Daws spoke of his time on the TDC and reminisced of the great changes over the years in Tallahassee as the destination has experienced record growth.

Ms. Post recognized and thanked Commissioner Nancy Miller for 8 years of service on the Tourist Development Council. Commissioner Miller spoke of her time on the council and how much she enjoyed it.

Ms. Post then recognized Ms. Leigh Davis for her 3 years of service on the Tourist Development Council representing the Tallahassee Sports Council.

- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS-** Chairman Schmitz confirmed there were no requests for additional agenda items added to this meeting.
- III. **PUBLIC COMMENT-** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **ITEMS FOR CONSENT APPROVAL**
  - September 6, 2018 and Revised July 19, 2018 Meeting Minutes
  - Financial Reports: August 2018/September 2018; Year-to-Date Tourism Development Tax Collections; Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, and Sports Staff Reports

*Commissioner Miller moved, duly seconded by Councilwoman Personette to approve the consent items. The motion carried unanimously.*

V. **GENERAL BUSINESS**

**Research Presentation: Logo and Tagline Focus Groups Report-Phillip Downs (Downs & St. Germain Research)**

Dr. Downs gave a brief presentation on the Logo and Tagline Focus Groups Report. Dr. Downs relayed that the purpose on the focus groups was to look at five (5) logos and five (5) taglines developed by the Zimmerman Agency. He conveyed that he inquired of the focus groups if the logo and tagline convey their perceptions associated with Tallahassee. He reported on the focus group's reactions to the different logos and taglines. Dr. Downs advised there was a clear winner on the logo. He articulated various taglines had different strengths but that there was no clear favorite. The Zimmerman Agency will continue working on taglines. Commissioner Miller remarked that she would like the TDC to work with the different organizations, especially the City of Tallahassee in establishing a tagline for Tallahassee.

**Advertising Agency RFP Review and Next Steps-Kerri Post-**

Ms. Post presented draft RFPs for Public Relations and Advertising/Marketing. She noted that historically these services have been combined into one RFP and have required all services be conducted under one roof. Ms. Post stated that while one agency could still bid on both services, she is proposing that these services be separated into two as the nature of business has changed and this will open the field for exposure to additional talent and provide a broader range of service in the search. She recommended that TDC members review the draft RFPs and she will schedule a meeting with each of them over the next few weeks. TDC members concurred. Councilmember Thompson confirmed with Ms. Post that the Marketing RFP includes language that addresses agency representation in-market at events during non-traditional business hours.

Ms. Post reported that there is existing language that speaks to Councilmember Thompson's concerns, but she would ensure it is strengthened.

**New "Legacy Events" Update and Next Steps-**

Ms. Post informed the TDC that this item went before the Board of County Commissioners (BOCC) at its regular meeting on October 23, 2018. She shared the BOCC approved the TDC's recommendation to award *Springtime Tallahassee* a Signature Event Grant in the amount of \$62,600, award *Red Hills Horse Trials* a Signature Event Grant in the amount of \$75,000, and the creation of a new designation in grants called "Legacy Events". Ms. Post articulated that Legacy Events are identified as three top-producing events in the Signature Events category that far exceed the Signature Events standards and places them into their own category. She commented this allows for a multi-year contract with deliverables that would allow up to \$100,000 with justification. Ms. Post emphasized the BOCC approved the concept of this new category and reported staff will work on it and bring back before the TDC in the spring for their review. She also stated that during the BOCC's budget process staff will analyze how this will impact the grants budget. Ms. Post reflected on previous discussions whereby the TDC proposed raising the budget allocation for Signature Events Grants. She noted this item will come back to the TDC to define parameters of the Legacy Events and to review the contracts. Commissioner Miller requested that the "*Table #1: Economic Impact and Room Nights Generated County-Funded Signature/Emerging Events*" chart be included in the minutes. Ms. Post responded there also will be a column added to the chart to include Return on Investment (ROI).

**Proposed 2019 TDC Meeting Dates-** Ms. Post presented the proposed 2019 TDC meeting dates. She relayed the July and September meeting dates were adjusted from the standard 1<sup>st</sup> Thursday format due holidays and other Commission meetings.

*Commissioner Miller moved, duly seconded by Commissioner Maddox approval of the following 2019 TDC Meeting dates: January 10, March 7, May 2, July 18, September 12, and November 7. The motion carried unanimously.*

**International Mountain Bike Association (IMBA) Designation-**Joe Piotrowski, Assistant Director of Sports

Ms. Post introduced the item and reported that staff from Leon County Division of Tourism/Visit Tallahassee Sports, Leon County Parks and Recreation, and the City of Tallahassee Parks and Recreation attended the IMBA Trail Lab workshop to review a model community and assess the steps needed to achieve this kind of trail system resulting destination. She noted this designation would elevate the visibility of the destination not only with trails, but specifically with mountain biking. Mr. Piotrowski gave a brief presentation on IMBA, IMBA Trail Lab, and "The Ride Center" designation. He professed IMBA is the preeminent umbrella organization for mountain-biking throughout the United States. Mr. Piotrowski also noted that the Tallahassee International Mountain Bike Association (TIMBA) is a member of IMBA. He reported there is Gold, Silver, and Bronze level Ride Center designations. Our goal is to secure the Bronze Ride Center designation. He reported that there are 15 Bronze Ride Center designation cities throughout the United States. Chairman Schmitz asked Mr. Piotrowski for more clarification on the Self-Assessment Gap



Analysis and connecting trails. Mr. Piotrowski responded that connecting trails would include bringing partners together with the intent to have consensus and a holistic view of the community. Mr. Piotrowski reported the IMBA is a 4-year designation. Commissioner Miller recommended staff communicate with City of Tallahassee staff as well Jefferson County staff so that there could be a larger scope of offerings to the bicycle community. Commissioner Miller also noted Blueprint2000 may be able to partner and provide needed financial support in this endeavor.

#### **CO-OP Marketing Opportunities**-Mallory Hartline (Zimmerman Agency)

Ms. Post introduced the item and reported that staff worked hard this year to offer diverse and affordable cooperative advertising opportunities. Ms. Hartline gave a presentation on the CO-OP Plan and conveyed there are both paid and in-kind opportunities which are affordable and cost-effective reaching consumers in key drive markets and customizable opportunities. Ms. Post noted that each opportunity has a limited number of available partnerships and they are on a first come first served basis.

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

Mr. Carswell gave an overview of the Train Concert held at the Capital City Amphitheater. He noted that there are more shows coming, including a show with Word of South. Mr. Carswell professed that he hopes to be able to announce the name of the act in the coming weeks. He reported there are several shows he has worked on in the past few months that have not worked for various reasons. Mr. Carswell shared the challenges presented by the construction on the North American Properties property which affect productions until its completion in 2020. Commissioner Miller asked Mr. Carswell if the construction is hindering his ability to attract talent and if once the construction is complete if that will assist in attracting talent. He responded that it will help with having facilities on-site. He opined upon completion of the space will help attract and retain quality shows.

#### **COCA Updates**-Dr. Audra Pittman

Dr. Pittman provided numerous updates to the TDC including funding recommendations for COCA Cultural Tourism Grant Program and noted that these represent grant funds from Tourist Development Tax. She noted the recommendations are later this year as there have been challenges with the grant process as she declared this year was very competitive. Dr. Pittman relayed some of the challenges included the guidelines, eligibility, and the appeals process. She explained that the guidelines have been reviewed by an attorney to assist the COCA board in understanding their limitations. Dr. Pittman noted the attorney confirmed that they would aid COCA with the appeals process going forward and assist implementing any changes that need to be made. She reported that COCA held a community-wide cultural grant review meeting wherein attendees emphasized the need to streamline the application process. Dr. Pittman shared that COCA would be working with the Leon County Division of Tourism/Visit Tallahassee staff to find ways to update their processes. Dr. Pittman acknowledged that COCA would be going back to the City of Tallahassee and other to advocate for additional funding. She also noted for consideration of the TDC the upcoming 200<sup>th</sup> Anniversary of the City of Tallahassee and spoke to the need to

think about planning for this event. Dr. Pittman also asked that the Cultural Tourism Marketing Grant recommendations to be recognized by the TDC so that COCA can disburse the funds to organizations.

Chairman Schmitz suggested Dr. Pittman consider during revisions to the guidelines awarding more applicants that generate room nights as a large portion of funds are from TDT. Ms. Post asked Dr. Pittman which Cultural Grant Program recommendations are funded from TDT, which are funded from General Operating, and if the funds are City or County. Dr. Pittman stated Kevin Carr, COCA's Grants and Strategic Partnerships Manager would provide Ms. Post the exact breakdown of specific funding sources. Commissioner Maddox asked Ms. Post if the TDC approves the COCA grants with TDT funding requests and what is the role of the TDC. Ms. Post responded that based on the contract with COCA the only grants that require TDC approval are the Capital Facilities Matching Grants. Ms. Post confirmed there is no language in the contract that specifically states the TDC is required to approve funds related to other cultural grants. TDC members asked that the process and the current role the TDC plays in oversight of COCA funds be made clear and this role be reviewed and adjusted as the contract is renewed in 2020. Ms. Post clarified the TDC has the authority and statutory charge to review expenditures with TDT. Discussion ensued concerning specific suggestions on considerations in the grant process. Commissioner Miller suggested that the COCA representative on the TDC and the City Commission be the same person for continuity of discussion. Discussion ensued on the TDC's role in approving funds related to expenditures with TDT funds.

**VI. EXECUTIVE DIRECTOR'S REPORT**

- Ms. Post clarified the statute governing the use of TDT funds and the TDC's ability and authorization to entertain and host media. She pointed out that under the Florida Statute 125.0104 these are allowable expenses and are expressly authorized. TDC members expressed a desire to educate the local community on the authorized uses and subsequent return on investment of the Tourist Development Tax.
- Ms. Post announced the Holiday Industry Meeting on December 4<sup>th</sup>, 2018 from 5:30 p.m.-7:30 p.m. at 1105 Bistro, a new restaurant in the community adjacent to The Moon Nightclub. She noted it would also include a holiday toy drive.
- Ms. Post also provided a staffing update including the three vacancies she reported at the last meeting. She advised that the vacancies still existed, but progress is being made to get them filled. Ms. Post also indicated that two additional staff would be leaving: Gary Stogner, Senior Marketing Director; and Andi Ratliff, Senior Operations Manager.
- Ms. Post gave an update on the 106 E. Jefferson St. Building sale. She reported the current office is under contract and staff anticipates an interim move for up to 1.5 years to the Leon County Government Annex Building (aka Bank of America Building) on South Calhoun Street as renovations are made to the Amtrak Building. Ms. Post articulated she is in the process of evaluating options for a potential new home for the Visitor's Center.

**VII. ADDITIONAL BUSINESS: "For the Good of the Cause": Chairman Schmitz confirmed there was no additional business.**

**ADJOURN:**

There being no further business to come before the Council, the meeting was adjourned at 10:51 a.m.

  
\_\_\_\_\_  
Attest: Bo Schmitz, Chairman

  
\_\_\_\_\_  
Attest: Dionte Gavin, Sr. Operations Manager

Table #1: Economic Impact and Room Nights Generated County-Funded Signature/Emerging Events

	2016 Grant Award	2016 Room Nights	2016 Economic Impact	2017 Grant Request	2017 Grant Award	2017 Room Nights	2017 Economic Impact	2018 Grant Request	2018 Grant Award	2018 Room Nights	2018 Economic Impact	2019 Grant Request	2019 Grant Award Recommended by TDC	+/- Since FY 2017
<i>Signature Events</i>														
Springtime Tallahassee	\$60,088*	8,500*	\$9,119,900*	\$60,000	\$60,000	6,690	\$6,940,000	\$60,000	\$57,600	3,564	\$2,439,200	\$70,000	\$62,600	+\$2,600 or +4%
Red Hills Horse Trials	\$134,000*	4,035*	\$3,296,900*	\$60,000	\$60,000	5,980	\$4,442,200	\$80,000	\$50,622	3,320	\$3,336,700	\$75,000	\$50,622	-\$9,378 or -16%
Market Days	\$25,000	3,650	\$4,657,800	\$50,000	\$50,000	5,674	\$5,017,400	\$60,000	\$44,000	4,193	\$3,882,700	\$60,000	\$46,000	-\$4,000 or -8%
LeMoyne Chain of Parks Art Festival	\$4,667	1,080	\$913,700	\$20,000	\$14,500	1,522	\$1,034,100	\$35,000	\$30,000	2,250	\$1,306,800	\$59,000	\$34,306	+\$19,806 or +137%
Word of South Festival	\$50,000	650	\$871,700	\$50,000	\$45,000	1,970	\$990,700	\$50,000	\$42,778	2,170	\$1,104,100	\$60,000	\$42,778	-\$2,222 or -6%
Doak After Dark (Fall)	\$50,000	1,000	N/A	N/A	N/A	N/A	N/A	\$40,000	\$36,000	486	\$10,840	\$60,000	\$33,422	N/A
Doak After Dark (Spring)	N/A	N/A	N/A	\$40,000	\$40,000	500	N/A	N/A	N/A	N/A	N/A	\$60,000	\$30,667	-\$9,333 or -23%
Florida State Invitational Soccer Tournament	\$12,000	2,305	N/A	\$20,000	\$20,000	1,293	N/A	\$25,000	\$22,167	1,533	\$795,300	\$27,500	\$22,667	+\$2,667 or +13%
<i>Emerging Events</i>														
ASG Presidents' Day Soccer Invitational	\$6,000	1,854	N/A	\$10,000	\$8,000	681	N/A	\$7,500	\$7,500	1,040	N/A	\$20,000	\$13,167	+\$5,167 or +65%
Southern Shakespeare	\$8,400	581	\$346,800	\$16,500	\$13,500	208	N/A	\$51,200	\$25,000	790	\$474,300	\$59,500	\$25,000	+\$11,500 or +85%
Florida Jazz & Blues Festival	\$42,500	342	\$196,100	\$50,000	\$45,000	106	48,500	\$60,000	N/A*	N/A	N/A	\$60,000	\$28,771	-\$16,229 or -36%

\*event economic impact numbers were not estimated in 2016; 2015 numbers are shown here.

Events that did not receive economic impact reports are noted above, for these events room night numbers are reported from post event reports.

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending December 31, 2018

**3 3/4-Cents Collections**

Acct # REVENUES	YTD	December	FY 2018/19	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (3 3/4-cents)	\$ 1,472,206.93	\$ 469,434.92	\$ 4,267,875	34%	(2,795,668)
361320 Tax Collector FS 125.315	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ -	-	52,250		
362000 Rents & Royalties	\$ -	-	10,200		(10,200)
365000 Merchandise Sales	\$ 1,118.21	-	3,200		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	2,400		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ -	-	94,341		
399900 Appropriated Fund Balance	\$ -	-	720,000		
<b>Total Estimated Receipts</b>			<b>5,162,766</b>		
	<b>\$ 1,473,325.14</b>	<b>\$ 469,434.92</b>			

Acct # EXPENDITURES	YTD	December	FY 2018/19	FY 2018/19	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (301)</b>						
51200 Salaries & Wages	\$ 56,649.01	\$ 16,642.69	\$ 209,782	\$ 209,782	27%	\$ 153,133
51250 Regular OPS Salaries & Wages	\$ 3,956.77	1,273.99	16,020	16,020	25%	12,063
51500 Special Pay	\$ 45.39	-	-	1,130	4%	1,085
52100 FICA	\$ 4,504.17	1,353.07	17,554	17,554	26%	13,050
52200 Retirement Contributions	\$ 9,730.50	3,357.29	37,910	37,910	26%	28,180
52210 Deferred Compensation	\$ 109.63	36.30	766	766	14%	656
52300 Life & Health Insurance	\$ 6,895.77	1,897.38	42,998	42,998	16%	36,102
52400 Workers Compensation	\$ 190.22	47.36	345	345	55%	155
53400 Other Contractual Services	\$ 19,166.66	9,583.33	135,500	135,500	14%	116,333
54000 Travel & Per Diem	\$ 818.62	276.07	7,500	7,500	11%	6,681
54101 Communications - Phone System	\$ -	-	380	380	0%	380
54300 Utilities-160-950-591001-552	\$ -	-	12,270	12,270	0%	12,270
54400 Rental & Leases	\$ 540.00	180.00	8,420	8,420	6%	7,880
54505 Vehicle Coverage	\$ -	-	384	384	0%	384
54600 Repair & Maintenance	\$ 40.00	-	34,000	34,000	0%	33,960
54601 Vehicle Repair	\$ 79.90	39.95	410	410	19%	330
54900 Other Current Charges	\$ 486.68	352.78	1,971	1,971	25%	1,484
55100 Office Supplies	\$ -	-	1,000	1,000	0%	1,000
55200 Operating Supplies	\$ -	-	3,000	3,000	0%	3,000
55210 Fuel & Oil	\$ 18.28	-	415	415	4%	397
55400 Publications, Memberships	\$ 699.26	69.77	2,300	2,300	30%	1,601
55401 Training	\$ -	-	3,000	3,000	0%	3,000
<b>Advertising/Public Relations (302)</b>						
53400 Other Contractual Services	\$ 86,422.31	\$ -	\$ 1,566,473	\$ 1,566,473	6%	\$ 1,480,051
<b>Marketing (303)</b>						
51200 Salaries & Wages	\$ 79,643.44	\$ 30,039.16	\$ 451,397	\$ 451,397	18%	\$ 371,754
51210 Regular OPS Salaries & Wages	\$ 3,956.77	1,273.99	16,020	16,020	0%	12,063
51500 Special Pay	\$ -	-	-	2,120	100%	2,120
52100 FICA	\$ 6,280.54	2,351.38	37,140	37,140	17%	30,859
52200 Retirement Contributions	\$ 6,666.07	2,507.91	38,864	38,864	17%	32,198
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 5,138.43	2,146.58	75,901	75,901	7%	70,763
52400 Workers Compensation	\$ 370.07	135.49	1,222	1,222	30%	852
53400 Other Contractual Services	\$ 2,655.00	-	125,500	125,500	2%	122,845
54000 Travel & Per Diem	\$ 9,562.88	363.90	64,128	64,128	15%	54,565
54100 Communications Services	\$ 835.67	-	7,823	7,823	11%	6,987
54101 Communications - Phone system	\$ -	-	1,225	1,225	0%	1,225
54200 Postage	\$ 373.13	-	38,000	38,000	1%	37,627
54400 Rental & Leases	\$ 293.70	-	8,420	8,420	3%	8,126
54700 Printing	\$ 2,023.62	-	6,400	6,400	32%	4,376
54800 Promotional Activities	\$ 6,748.12	2,058.22	53,575	103,575	7%	96,827
54860 TDC Direct Sales Promotions	\$ 5,594.55	-	49,662	49,662	11%	44,067

54861	TDC Community Relations	\$ -	-	13,300	15,800	0%	15,800
54862	TDC Merchandise	\$ 611.20	-	5,000	5,000	12%	4,389
54900	Other Current Charges	\$ 115,342.88	25,447.56	523,000	562,875	20%	447,532
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	145,000	0%	145,000
55100	Office Supplies	\$ 553.32	-	3,700	3,700	15%	3,147
55200	Operating Supplies	\$ 79.28	-	5,000	5,000	2%	4,921
52250	Uniforms	\$ 406.22	-	4,000	4,000	10%	3,594

Acct #	EXPENDITURES	YTD Actuals	December Actuals	FY 2018/19 Adopt. Budget	FY 2018/19 Adj. Budget	% Budget Spent	Under/ (Over)
	<b>Administration (303)(Continued)</b>						
55400	Publications, Memberships	\$ 259.99	\$ -	\$ 21,253	\$ 21,253	1%	20,993
55401	Training	\$ -	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	\$ -	-	-	-	-	-
58160	TDC Local T&E	\$ -	-	1,500	1,500	0%	1,500
58320	Sponsorship & Contributions	\$ 342.00	-	26,900	36,900	1%	36,558
	<b>Special Events/Grants (304)</b>						
58300	Grants & Aids	\$ 1,938.02	1,938.02	615,000	666,462	0%	664,524
	<b>Welcome Center CIP (086065)</b>						
56200	Building	\$ -	-	100,000	100,000	0%	100,000
	<b>Countywide Automation (470)</b>						
54110	Com-net Communications	\$ -	-	8,560	8,650	0%	8,650
54600	Repairs and Maintenance	\$ -	-	2,600	2,600	0%	2,600
	<b>Risk Allocations (495)</b>						
54500	Insurance	\$ -	-	7,538	7,538	0%	7,538
	<b>Indirect Cost (499)</b>						
54900	Indirect Cost Charges	\$ -	-	235,000	235,000	0%	235,000
	<b>Line Item Funding - (888)</b>						
58214	Cultural Facilities Grant Program	\$ -	-	284,525	802,305	0%	802,305
58215	Local Arts Agency Program	\$ -	-	1,138,100	1,138,100	0%	1,138,100
	<b>Transfers (950)</b>						
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	\$ -	-	-	-	0%	-
	<b>Salary Contingency (990)</b>						
59900	Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	\$ -	-	-	-	-	-
	<b>Total Expenditures</b>	<b>\$ 440,028.07</b>	<b>\$ 103,372.19</b>	<b>\$ 6,229,651</b>	<b>\$ 6,949,608</b>		

### 1 1/4-Cents Collections

Acct #	REVENUES	YTD Actuals	December Actuals	FY 2018/19 Adopt. Budget	FY 2018/19 Adj. Budget	% Revenue Received	Variance
312110	Local Option Tax (1 1/4-cents)	\$ 490,735.64	\$ 156,478.31	\$ 1,422,625	\$ 1,422,625	34%	931,889
361111	Pooled Interest	\$ -	-	-	-	-	-
361320	Tax Collector FS 125.315	\$ -	-	-	-	-	-
366930	Refund from Prior Years	\$ -	-	-	-	-	-
	<b>Total Revenues</b>	<b>\$ 490,735.64</b>	<b>156,478.31</b>	<b>\$ 1,422,625</b>	<b>\$ 1,422,625</b>		

Acct #	EXPENDITURES	YTD Actuals	December Actuals	FY 2018/19 Adopt. Budget	FY 2017/18 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 5,159,196	\$ 5,159,196	0%	5,159,196
	<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,159,196</b>	<b>\$ 5,159,196</b>	<b>0%</b>	<b>5,159,196</b>

### NOTES TO THE FINANCIAL STATEMENT As of December 31, 2018

#### REVENUES

<sup>1</sup>- Revenue for the 3 3/4-cent collections \$469,434.92

<sup>2</sup> - Revenue for the 1 1/4 -cent collections \$156,478.31

#### EXPENSES

Grant program payments for FY19 - \$1938.02 during this period.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
<b>FY2013/2014 (3-cents)</b>	<b>196,254.46</b>	<b>287,207.31</b>	<b>265,286.16</b>	<b>167,686.13</b>	<b>183,137.77</b>	<b>227,704.36</b>	<b>264,192.29</b>	<b>259,057.28</b>	<b>224,205.35</b>	<b>224,941.50</b>	<b>208,286.19</b>	<b>226,966.81</b>	<b>2,734,925.62</b>
<b>(1-cent - 4th Penny)</b>	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
<b>(1-cent - 5th Penny)</b>	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
<b>FY2014/2015 (3-cents)</b>	<b>235,483.93</b>	<b>311,616.83</b>	<b>288,190.11</b>	<b>173,577.30</b>	<b>198,900.49</b>	<b>254,369.92</b>	<b>320,647.85</b>	<b>266,966.41</b>	<b>274,611.29</b>	<b>261,235.88</b>	<b>226,314.73</b>	<b>272,939.44</b>	<b>3,084,854.17</b>
<b>(1-cent - 4th Penny)</b>	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
<b>(1-cent - 5th Penny)</b>	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73	3,084,854.17	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
<b>FY2015/2016 (3-cents)</b>	<b>228,332.36</b>	<b>362,035.48</b>	<b>250,128.83</b>	<b>201,511.55</b>	<b>258,206.32</b>	<b>298,807.96</b>	<b>257,975.77</b>	<b>292,428.16</b>	<b>227,755.66</b>	<b>246,658.44</b>	<b>234,636.94</b>	<b>283,649.73</b>	<b>3,142,127.20</b>
<b>(1-cent - 4th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
<b>(1-cent - 5th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27	379,592.76	411,097.40	391,061.57	472,749.55	5,236,878.66
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%	(17%)	(6%)	4%	4%	
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%	2%	2%	
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1,856,998.27	2,149,426.43	2,377,182.08	2,623,840.52	2,858,477.47	3,142,127.20	
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
<b>FY2016/2017 (3-cents)</b>	<b>279,350.57</b>	<b>402,675.76</b>	<b>286,875.89</b>	<b>220,992.43</b>	<b>229,301.07</b>	<b>268,643.22</b>	<b>352,496.71</b>	<b>312,977.43</b>	<b>305,523.32</b>	<b>266,100.52</b>	<b>247,835.77</b>	<b>297,206.39</b>	<b>3,469,979.07</b>
<b>(1-cent - 4th Penny)</b>	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
<b>(1-cent - 5th Penny)</b>	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	413,059.61	495,343.99	5,783,298.45
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	10%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,469,979.07	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
<b>FY2017/2018 (3-cents)</b>	<b>306,604.91</b>	<b>346,998.29</b>	<b>309,354.70</b>	<b>239,200.84</b>	<b>304,608.86</b>	<b>307,873.28</b>	<b>296,026.60</b>	<b>286,577.45</b>	<b>311,458.36</b>	<b>294,109.70</b>	<b>264,301.21</b>	<b>332,629.80</b>	<b>3,599,743.99</b>
<b>(1-cent - 4th Penny)</b>	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
<b>(1-cent - 5th Penny)</b>	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	490,182.83	440,502.02	554,383.00	5,999,573.32
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	11%	7%	12%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	3%	3%	4%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	3,002,812.98	3,267,114.19	3,599,743.99	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
<b>FY2018/2019 (3-cents)</b>	<b>331,953.51</b>	<b>495,074.97</b>	<b>387,162.79</b>	<b>307,162.79</b>	-	-	-	-	-	-	-	-	<b>1,522,071.05</b>
<b>(1-cent - 4th Penny)</b>	110,651.17	165,024.99	129,054.26	102,626.59	-	-	-	-	-	-	-	-	507,357.02
<b>(1-cent - 5th Penny)</b>	110,651.17	165,024.99	129,054.26	102,626.59	-	-	-	-	-	-	-	-	507,357.02
Total	553,255.85	825,124.95	645,271.32	513,132.96	-	-	-	-	-	-	-	-	2,536,785.08
Gain/Loss - Month: 3 cent	8%	43%	29%	-100%	-100%	(100%)	-100%	(100%)	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	1%	-16%	-28%	-37%	-44%	-49%	-53%	-58%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,522,071.05	1,522,071.05	1,522,071.05	1,522,071.05	1,522,071.05	1,522,071.05	1,522,071.05	1,522,071.05	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	507,357.02	

**Notes:**

(1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.

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



Date Created: Feb 19, 2019

# Visit Tallahassee

For the Month of January 2019



Table Of Contents  
Trend: Leon County, FL  
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Help

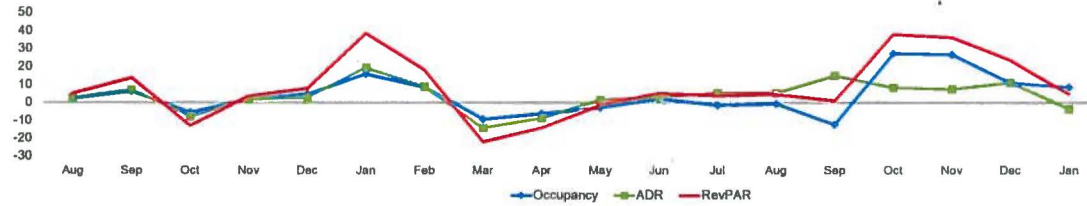
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T : +1 615 824 8664  
destinfo@str.com    www.str.com

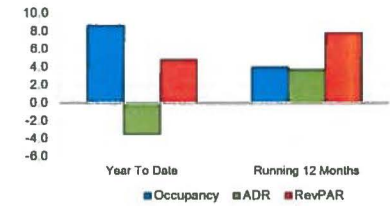
Blue Fin Building, 110 Southwark Street, London SE1 0TA  
T : +44 (0)20 7922 1930  
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Monthly Percent Change



Overall Percent Change



	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
<b>Occupancy (%)</b>																		
This Year	88.3	70.2	67.8	60.3	58.9	67.3	76.0	69.8	68.8	83.3	71.5	64.4	67.9	61.6	66.3	84.1	66.5	73.1
Last Year	86.7	66.0	71.8	65.2	57.2	56.0	69.9	76.8	71.1	85.2	70.0	85.4	68.3	70.2	67.8	66.3	59.9	67.3
Percent Change	2.3	6.3	-5.6	1.8	4.8	16.0	8.7	-9.1	-8.0	-2.8	2.1	-1.6	-0.6	-12.2	27.4	26.7	11.1	8.7
<b>ADR</b>																		
This Year	94.74	103.81	118.57	112.40	90.84	109.98	100.35	84.07	98.14	107.20	91.27	86.78	99.89	119.61	128.60	120.94	101.15	106.10
Last Year	92.02	90.75	128.41	110.30	88.17	91.98	100.41	100.35	107.20	105.52	88.57	82.24	94.74	103.81	118.57	112.40	90.84	109.98
Percent Change	3.0	7.3	-7.7	1.6	3.0	19.5	8.9	-14.0	-8.5	1.8	3.1	5.5	5.3	15.2	8.5	7.8	11.3	-3.5
<b>RevPAR</b>																		
This Year	64.70	72.84	80.33	74.58	54.43	73.95	83.08	85.66	65.90	67.00	65.23	55.64	67.72	73.65	110.97	101.70	67.31	77.53
Last Year	61.41	63.87	92.14	71.94	50.41	53.33	70.17	84.00	76.23	86.77	61.87	53.77	64.70	72.84	80.33	74.58	54.43	73.95
Percent Change	5.4	14.0	-12.6	3.7	8.0	38.7	18.4	-21.8	-13.9	-1.3	5.3	3.8	4.7	1.1	38.1	36.4	23.7	4.8
<b>Supply</b>																		
This Year	167,710	160,800	160,100	160,800	166,160	166,160	150,080	172,360	169,500	175,150	169,500	175,150	175,150	169,500	175,150	170,820	179,707	179,707
Last Year	169,094	164,220	169,804	164,100	169,570	169,570	153,160	169,570	164,100	169,570	164,100	167,710	167,710	169,500	166,160	160,800	166,160	166,160
Percent Change	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0	-2.0	1.6	3.3	3.3	3.3	4.4	4.4	5.4	5.4	6.2	6.2	6.2
<b>Demand</b>																		
This Year	114,528	112,831	112,578	100,886	99,561	111,751	114,022	120,299	113,305	110,935	121,138	112,740	118,844	104,371	151,144	143,839	119,583	131,317
Last Year	113,242	106,416	121,757	100,945	96,950	96,312	107,027	130,268	116,694	110,503	114,818	109,850	114,528	112,831	112,578	106,886	96,561	111,751
Percent Change	1.1	4.1	-7.5	-0.2	2.7	13.7	6.5	-7.7	-2.9	0.4	5.5	2.8	3.8	-7.5	34.3	34.6	20.1	17.5
<b>Revenue</b>																		
This Year	10,850,290	11,712,685	13,348,245	11,991,910	9,044,550	12,288,056	12,468,805	11,316,668	11,119,466	11,891,825	11,056,293	9,781,028	11,800,601	12,483,850	19,436,994	17,371,916	12,000,103	13,932,552
Last Year	10,420,712	10,486,708	15,834,766	11,806,866	8,546,348	8,943,136	10,746,877	14,244,683	12,509,733	11,660,711	10,169,215	9,018,536	10,850,290	11,712,885	13,348,245	11,991,910	9,044,550	12,288,056
Percent Change	4.1	11.7	-14.6	1.6	5.8	35.9	16.0	-20.6	-11.1	2.0	8.7	8.5	8.3	6.6	45.6	44.9	33.7	13.4
<b>Census %</b>																		
Census Props	58	57	57	57	57	57	57	59	60	60	60	60	60	60	60	60	61	61
Census Rooms	5410	5380	5380	5360	5380	5360	5300	5560	5650	5650	5650	5650	5650	5650	5650	5694	5797	5797
% Rooms Participants	92.5	87.6	90.4	90.4	90.4	90.4	90.4	90.7	90.9	90.9	90.9	90.9	90.9	89.3	89.3	88.4	89.5	89.5

	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
<b>Occupancy (%)</b>	58.0	67.3	73.1	64.8	68.2	70.9
Last Year	58.9	58.0	67.3	62.2	64.8	68.2
Percent Change	-1.6	16.0	8.7	4.2	5.2	4.0
<b>ADR</b>	81.96	109.96	106.10	87.27	102.15	105.94
Last Year	102.43	81.96	100.90	96.90	97.27	102.15
Percent Change	-19.2	31.9	5.9	10.3	5.0	3.7
<b>RevPAR</b>	53.33	73.95	77.53	63.01	69.63	75.08
Last Year	60.35	53.33	73.95	60.28	63.01	66.83
Percent Change	-11.6	38.7	4.8	4.5	10.5	7.8
<b>Supply</b>	169,570	166,160	179,707	1,997,642	1,078,000	2,061,774
Last Year	169,725	169,570	166,160	1,988,070	1,997,642	1,976,000
Percent Change	-0.1	-2.0	8.2	0.5	-1.1	4.3
<b>Demand</b>	96,312	111,751	131,317	1,294,193	1,346,899	1,461,337
Last Year	100,002	96,312	111,751	1,236,700	1,294,193	1,346,899
Percent Change	-1.7	13.7	17.5	4.7	4.1	8.5
<b>Revenue</b>	9,043,136	12,288,056	13,932,552	125,879,870	137,585,749	154,816,167
Last Year	10,243,105	8,943,136	12,288,056	110,834,674	125,879,878	137,585,748
Percent Change	-11.7	35.9	13.4	5.0	9.3	12.5

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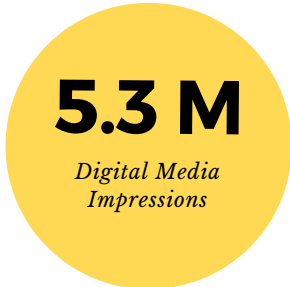
## DECEMBER 2018 - JANUARY 2019 HIGHLIGHTS

- Coming out of January, website traffic increased 9.5% month over month.
- Social media followers are approximately 90,000 and 2,000+ #iHeartTally mentions were garnered (or 8M impressions).
- A national partnership with an audience of over 7.3M was launched in just one secured publication which also leveraged a 40:1 ROI.

2018 - 2019 KPIS:	% TO GOAL (AS OF JAN 2019)	
Increase website traffic by 20% (Goal: 756,606 sessions)	183,318 sessions (24% to goal)	↑
Increase average time on the website to exceed three minutes.	02:05 (20% to goal)	→
Increase story placements in national, regional, niche magazines, newspapers, online and broadcast in identified DMAs by 10% (158 Y2D)	19 placements (12.03% to goal)	↑
Achieve 20% in Trailahassee.com website traffic (30,428 sessions)	10,285 sessions (34% to goal)	↑
Increase Facebook engagement by 15% (Goal: 451,970)	23,225 engagements (5% to goal)	→
Increase Twitter engagement by 15% (Goal: 42,560)	12,647 engagements (30% to goal)	↑
Increase Instagram engagement by 15% (Goal: 94,041)	15,799 engagements (17% to goal)	↑
Increase the use of #iHeartTally by 15% across social platforms.	20,093 mentions (26% to goal)	→
20% increase in the consumer database opt-ins.	152,391 (93% to goal)	↑
Public Relations Impressions (Goal: 85M)	46,830,608 (55.09% to goal)	→
Public Relations Publicity Value (Goal: \$475,000)	\$190,189 (40.04% to goal)	↑
Public Relations Media Experiences (Goal: 16-24)	3 (18.75% to goal)	→
Public Relations Radio Promotions (Goal: 8)	2 (25% to goal)	↑
Public Relations Co-op Promotions (Goal: 2)	1 (50% to goal)	↑

## MEDIA HIGHLIGHTS: DEC 2018 - JAN 2019

- 5,344,260 total digital media impressions
- Digital media optimizations have continued to decrease our cost per click, driving over 23,087 quality site visits.
- Paid search made up 13.95% of site traffic, a 2.4% increase year over year.
- Paid search conversions totaled over 9,000 across the two months





## WEBSITE: DEC 2018 - JAN 2019

- 96,507 total website visits over Dec and Jan, which is a 10% increase from last year.
- Trailahassee.com saw 4,665 visits over Dec and Jan, which is a 121% increase from last year.

**10%**

*growth in traffic YOY*

**37%**

*bounce rate*

## SOCIAL MEDIA: DEC 2018 - JAN 2019

- Garnered 1,200+ new followers
- Over 8M new #iHeartTally impressions



**7,800+**

Engagements as  
of Jan 2019



**2,000+**

Engagements as  
of Jan 2019



**13,000**

Engagements as  
of Jan 2019



## PR HIGHLIGHTS: DEC 2018 - JAN 2019

- Supporting Trailahassee.com, a national partnership with Bicycling Magazine, the world's leading cycling magazine impacting 7.3+ million outdoor enthusiasts, was launched. Valued at \$60,000+ with ROI of 40:1, Tallahassee received full-page promotion in the Jan./Feb. issue, inclusion on Bicycling's website and email blast to the Hearst database.
- AAA Go Magazine featured Tallahassee's many treasures to 1.9 million AAA members with a high propensity for travel from the Carolinas.
- Seasonal messaging highlighted winter offerings and African-American heritage.





## OCTOBER - NOVEMBER 2018 HIGHLIGHTS

- Coming out of November, website traffic was slightly down 4% month over month however average time spent on the site was up 11.5%.
- Social media followers are now over 88,000 out of November, and 8,000+ #iHeartTally mentions were garnered (or 24 million impressions).
- In just two months, publicity reached over 4.3 million potential visitors and 6 story placements.

2018 - 2019 KPIS:	% TO GOAL (AS OF NOV 2018)	
Increase website traffic by 20% (Goal: 756,606 sessions)	110,567 sessions (15% to goal)	↑
Increase average time on the website to exceed three minutes.	02:05 (20% to goal)	→
Increase story placements in national, regional, niche magazines, newspapers, online and broadcast in identified DMAs by 10% (158 Y2D)	8 placements (5.06% to goal)	→
Achieve 20% in Trailahassee.com website traffic (30,428 sessions)	5,620 sessions (18.50% to goal)	↑
Increase Facebook engagement by 15% (Goal: 451,970)	10,002 engagements (2% to goal)	→
Increase Twitter engagement by 15% (Goal: 42,560)	2,579 engagements (6% to goal)	→
Increase Instagram engagement by 15% (Goal: 94,041)	7,810 engagements (8% to goal)	→
Increase the use of #iHeartTally by 15% across social platforms.	8,439 mentions (11% to goal)	↑
20% increase in the consumer database opt-ins.	135,073 (82% to goal)	↑
Public Relations Impressions (Goal: 85M)	2,635,231 (3.10% to goal)	→
Public Relations Publicity Value (Goal: \$475,000)	\$97,985 (20.63 % to goal)	→
Public Relations Media Experiences (Goal: 16-24)	3 (18.75% to goal)	→
Public Relations Radio Promotions (Goal: 8)	2 (25% to goal)	→
Public Relations Co-op Promotions (Goal: 2)	0 (0% to goal)	→

## MEDIA HIGHLIGHTS: OCT-NOV 2018

- 4,192,723 total digital media impressions
- Digital media optimizations have continued to decrease our cost per click, driving over 12.8k quality site visits.
- Paid search made up 12.5% of site traffic, another 13% increase year over year.
- Paid search conversions totaled over 7,000 across the two months

**4.2 M**

*Digital Media Impressions*

**+13%**

*Site traffic from paid search year over year*





## WEBSITE: OCT-NOV 2018

- 110,567 total website visits over Oct and Nov, with an 11.5% increase in average time spent year over year and +16.5% compared to Aug - Sep.
- Trailahassee.com saw 5,620 visits over Oct and Nov, 54% of which was attributed to email and social as part of the new Trail of the Month series.

**+11.5%**

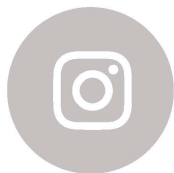
*in pages per visit YOY*

**38%**

*bounce rate*

## SOCIAL MEDIA: OCT-NOV 2018

- Garnered 800+ new followers
- Over 8,000 new #iHeartTally mentions



**7,800+**

Engagements as of  
Nov 2018



**10,000+**

Engagements as of  
Nov 2018



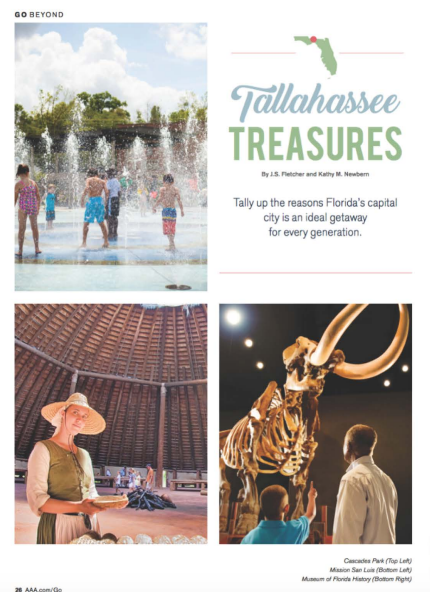
**2,500+**

Engagements as of  
Nov 2018



## PR HIGHLIGHTS: OCT-NOV 2018

- To support running niche, hosted national publication Competitor Running, reaching nearly 400,000 running enthusiasts. Positioning Tallahassee as an ideal destination for runners and outdoor adventurers, the piece highlights the Apalachee Regional Park cross country course, Gulf Winds Track Club and the abundance of scenic trails from the capital to the coast.
- Supporting Tallahassee's new D.C. direct flight, executed a media experience with Posh Seven – a Washington D.C. based magazine with an editorial focus on family, travel and food.
- Geo-targeted radio promotions supporting seasonal messaging and signature events impacted over 300,000 potential visitors in two primary markets, Jacksonville, FL and Dothan, AL.





**Visit Tallahassee**  
PROGRAM HIGHLIGHTS  
*December 2018/January 2019*

**I. Marketing Communications**

**Development Activities:**

- Relocated the marketing department to our new location in the Leon County Government Annex (Bank of America building)
- Filled the vacant marketing department positions:
  - Marketing Communications Director (Scott Lindeman)
  - Visitor Services Director (Terri Messler)
  - PR & Marketing Specialist (Renee Jones)
- Hosted the December Holiday Tourism Industry Forum and toy drive at 1105 Bistro. Received positive first-hand feedback regarding ongoing marketing efforts from over 30 industry partners.
- Finalized and launched a holiday candy-cane making video at Lofty Pursuits for promotional and PR use.
- Developed web site updates to promote spring Signature Events, Romantic Weekend give-away promotion and Black History Month attractions and events.
- Finalized Spring print ad campaign for insertion into publications in targeted markets.
- Launched Spring co-op advertising program with participation from local industry partners. Publications targeted markets: Atlanta, Tampa, Destin, and Jacksonville.
- Edited and reviewed feature stories for VisitTallahassee.com regarding Top Pizzerias, Romantic Weekend Itinerary, Girls Weekend Itinerary, Evolving Districts, Native Wildlife, Historic Sites and Parks and Trails.
- Edited and coordinated distribution of news releases for USA Track & Field (USATF) Cross Country Championships at Apalachee Regional Park.
- Coordinated four media visits for social media influencer Kelly Hill and international travel blogger Hofit Kim Cohen, for a story “Girlfriend’s Weekend”; Brazilian travel influencers Lucas Estevam and Thais Towersey for a story called “Top Three Florida” sites outside of Miami and Orlando. @visit\_tally and #iHeartTally was featured in several Instagram, Facebook, YouTube and blog posts to over 688k Instagram followers, 46k Facebook followers, and 400k YouTube followers.

- Finalized consumer emails promoting destination highlights and upcoming springtime Signature Events (Red Hills Horse Trials, Springtime Tallahassee, Word of South and LeMoyné Chain of Parks Art Festival).

### **Performance Measures:**

- Produced and distributed the 2019 Visitor Guide to the Visitor Service Center, local hotels and attractions, Visit Florida Welcome Centers, and AAA locations statewide.
- Reviewed, edited and approved social media posts (Facebook, Twitter and Instagram) and analytics
- Updated content on VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com.
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news.

## **II. Meetings & Conventions**

### **Development Activities:**

- Held meetings and assisted HVS Consulting & Valuation with the Convention Center Feasibility Study by providing contact information of meeting planners that have hosted meetings in Tallahassee and those that are considered lost business due to the lack of adequate meeting space in Tallahassee.
- Provided room night estimates for groups hosted at the Donald L. Tucker Civic Center for the Convention Center Feasibility Study.
- Attended and represented the Tallahassee meeting industry at the monthly meetings for Florida Society of Association (FSAE) and Society of Government Meeting Professional (SGMP).
- Secured sponsorships with Meeting Professionals International (MPI) for Plan Your Meetings-Atlanta, February 28 and the North Florida Chapter for 2019. Benefits include exhibition opportunities, dedicated email blast, logo inclusion, e-newsletter spotlight and banner ad.
- Provided feedback to Randi Rogers with Miles Media about the role of Visit Florida as it pertains to meetings on a state-wide level.
- Assisted the sports department with the coordination of the USA Track & Field (USATF) Cross Country Championships at Apalachee Regional Park.
- Conducted site visits at the Donald L. Tucker Civic Center, FSU Conference Center and University Center Club at FSU in preparation for Survivors Speak

conference scheduled for April 2, 2019. The meeting anticipates 250 attendees.

- Coordinated a site visit at Four Points by Sheraton for Vanguard Solution Consulting-Educational Experts on Tour for their June 2019 event for educators with an expected attendance of 200+ attendees.
- Executed staff site visits at industry partners; Bricks & Brass and Holiday Inn Tallahassee East Capitol – University.
- Assisted in the relocation of offices to the Leon County Government Annex (Bank of America building).
- Held meeting with Scott Lindeman and event organizers; Dr. Rosalind Tompkins and Sharon Durham of the April National Month of Hope Celebration to be held at Cascades Park on April 21, 2019 with an expected 1,500 attendees and up to 500 visitors to discuss marketing and promotion.

#### **Performance Measures:**

- Sent three leads with 2,810 visitors, 1,250 room nights and an estimated \$1,159,380 in direct spending.
- Booked three groups with 2,700 visitors, 1,510 room nights and an estimated \$1,166,423 in direct spending.

#### **Events Hosted (Anticipated numbers):**

- FSU/National High Field Magnetic Field Laboratory - Theory Winter School 2019 (January 6-12, 2019) with 88 visitors, 214 sleeping rooms and an estimated \$47,154 in direct spending.
- Multicultural Leadership Summit (January 25-26, 2019) with 50 visitors, 10 sleeping rooms and an estimated \$11,000 in direct spending.
- Florida Association of School Administrators - Advocate '19 (January 27-29, 2019) with 90 visitors, 90 room nights and an estimated \$48,078 in direct spending.

### **III. Leisure Sales**

#### **Development Activities:**

- Maintained VisitTallahassee.com calendar of events and updated partner listings.
- Compiled and distributed bi-weekly "Happenings ALL Around Town" to partners.

- Participated in a site visit to 1105 Bistro for the Visit Tallahassee Industry Forum.
- Updated and maintained the dining options listed on VisitTallahassee.com.
- Met with Tony Lombardo on Havana Hills Ride.
- Participated in weekly status calls with Zimmerman about marketing activations in Tampa and Atlanta.
- Attended the Florida Greenway and Trail Association meeting.
- Met with the Tallahassee Corvette Club to assist with hotel and sponsorship options for their Tallahassee Corvette car show planned for April 2019.
- Participated in a site visit for the new Four Points by Sheraton Downtown event space Bricks and Brass.
- Met with Bryan Smith from Proof Brewing to discuss the Florida Brewers Guild Festival being held in Tampa on March 2<sup>nd</sup>.
- Met with Jordan Engelke with the Tallahassee Roller Derby Club.
- Participated in a site visit of the new Holiday Inn East Capitol – University.
- Assisted Margaret Fontaine with meeting space or restaurant options for an engagement party.
- Assisted Eileen Bosch with Trips Unlimited on a tour group coming to Tallahassee in May 2019.
- Assisted the Sabo/McCartney wedding with booking a host hotel for out of town guests in June 2019.
- Met with Wanda Graves, the new Director of Sales at the Wyndham Garden Tallahassee.
- Supported the Sports Department during the 2019 USA Track & Field (USATF) Cross Country National Championship with setting up room blocks for USATF Officials and room layout for participant packet pick up.

### **Performance Measures:**

- Sent two leads and booked two groups with 150 visitors and 80 room nights.

### **Events Hosted (Anticipated Numbers)**

- Winter Solstice (December 14, 2018) – with 400 visitors and 225 room nights.
- Sunshine State Ball (January 11, 2019) with 250 visitors, 200 room nights and an estimated \$15,900 in direct spending.
- Ministry Development Summit (January 25, 2019) with 20 visitors and 15 room nights.

## **IV Sports Marketing**

### **Development Activities:**

- Planned the USA Track & Field Club Cross Country National Championships to be held at Apalachee Regional Park by conducting several conference calls with USATF staff and committee members to discuss registration costs, timing company specifics, hotel needs, and award presentation ideas.
- Opened and advertised the Leon County Sports Event Grant Program 2nd cycle for events being hosted March 7 – September 30, 2019.
- Conducted a conference call with James O'Brien with the American Junior Golf Association (AJGA) to discuss the upcoming golf tournament at Southwood.
- Booked and managed logistics for the nine softball and baseball tournaments being hosted this spring and summer at City of Tallahassee and Florida State Rec facilities.
- Prepared a presentation for 2020 USA Track & Field (USATF) Junior Olympic National Cross Country Championship to be presented at the USATF Annual Meeting.
- Traveled to Columbus, OH with Leigh Davis to conduct a bid presentation for the 2020 USA Track & Field Junior Olympic National Cross Country Championship.
- Discussed marketing and logistics for the Tallahassee Marathon expo with David Yon of the Gulf Winds Track Club.
- Prepared and submitted a bid for the 2019-2021 Florida High School Athletic Association (FHSAA) Cross Country State Championships.
- Met with Florida State Athletics (Bernie Waxman & Cindy Hartmann) to discuss their interest in hosting a USA Softball exhibition game against FSU Women's Softball team in the spring of 2020.
- Took part in a CHSP grant portal discuss to better understand how we can utilize it for our grant programs and post-event reports.

## **Performance Measures:**

### **Leads Distributed (Anticipated numbers)**

- Sent three leads 2,982 visitors, 1,252 room nights and an estimated \$518,284 in direct spending.

### **Events Booked (Anticipated numbers)**

- Booked 3 groups with 2050 visitors, 1,387 room nights and an estimated \$854,230 in direct spending.

### **Events Hosted (Anticipated numbers):**

- Capital City Classic (Wrestling), (December 13-15, 2018) with 182 room nights, 1802 visitors and an estimated direct visitor spending of \$569,144.
- North Florida School of Aikido Annual Seminar, (December 7-9, 2018) with 20 room nights, 15 visitors and an estimated direct visitor spending of \$6,528.
- Capital City Classic (basketball), (December 19-20, 2018) with 110 room nights, 200 visitors and an estimated direct visitor spending of \$59,207.
- Tallahassee Community College Men's Holiday Classic, (December 7-8, 2018), with 50 room nights, 100 visitors and an estimated direct visitor spending of \$26,827.
- Maclay Soccer Invitational, (December 28-29, 2018), with 120 room nights, 275 visitors and an estimated direct visitor spending of \$86,856.
- Trojan Invitational (wrestling), (January 19, 2019) with 85 room nights, 380 visitors and an estimated direct visitor spending of \$80,219.
- ATAC Mac Crutchfield Short Course Invitational Swim Meet, (January 18-20, 2019) with 295 room night, 900 visitors and an estimated direct visitor spending of \$397,610.
- AAU Gymnastics Girls North Florida Qualifier, (January 12-13, 2019) with 500 room nights 2,500 visitors and an estimated direct visitor spending of \$1,104,472.
- FSU Spring Invitational (Men's Tennis), (January 12-13, 2019) with 120 room nights, 100 visitors and an estimated direct visitor spending of \$32,531.

## **IV. Visitor Services**

### **Development Activities**

- Supervised winter visitor services intern.
- Coordinated assembly and distribution of group service request items.
- Communicated with grantees concerning fiscal year 2019 post event reports, and managed review and processing of completed post event reports.
- Worked with Marketing and Sports departments in designing and ordering promotional items.
- Assisted Sales department by ordering promotional items for upcoming groups and events.
- Completed monthly sales report and deposits for Visitor Information Center (VIC) Gift Shop.
- Monitored and responded to contact requests through VisitTallahassee.com.
- Oversaw distribution of the 2019 Visitor Guide and Local Maps to area partners and out-of-market distribution centers.
- Oversaw daily operations of the VIC and staff.
- Provided ongoing training for VIC staff members.

### **Performance Measures:**

#### Downtown Visitor Center Walk-In Traffic

- December: Provided services to 47 walk-in visitors ( 35 domestic and 12 international)
- January: Provided services to 158 walk-in visitors (122 domestic and 36 international)

#### Telephone Visitor Services

- December: Fulfilled 40 telephone inquiries
- January: Fulfilled 143 telephone inquiries

#### Visitor Gift Store Sales

- December: \$311.77 in total sales
- January: \$200.18 in total sales

## **V. Group Services (Visitor Inquiries/Fulfillment)**

### **Performance Measures:**

#### Visitor Guide Fulfillment

- Phone and mail requests: December = 2 January = 4
- Website requests for visitor guides: December = 8 January = 73
- Provided to Visitor Center guests: December = 15 January = 98
- Distributed to area partners: December = 7 January = 2
- In-Market: December = 65 January = 185
- Out of Market: December = 0 January = 6,360

#### Group Services Requests:

- Distributed 1,217 Visitor Guides and other material to the following groups & events:

FAMU	Orientation
Ryan Zornes	Zornes Wedding
FSU	Counseling Center
FSU College of Engineering	New Employees
Hope Gaines (Realtor)	Prospective New Residents
The Crum Box Gastgarden	Visitors
Dickinson Family	Harrison/Dickinson Wedding
FSU College of Medicine	Graduate Student Recruitment
FSU College of Music	Festival of New Music
Leadership Florida	Connect 1X Session III
FSU College of Medicine	Candidate Interviews.
USA Track & Field	



Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*October/November 2018*

**I. Marketing Communications**

Development Activities:

- Finalized short versions of videos for Tallahassee Museum and Bradfordville Blues Club for promotional and PR use.
- Developed web site updates for seasonal promotions
- Finalized print ads for fall and early winter insertions
- Approved script and creative direction for a video about candy cane making at Lofty Pursuits
- Finalized consumer emails that promoted destination highlights and major upcoming events
- Provided marketing support for and participated in site visit by USA Track & Field and the Florida High School Athletic Association Cross Country Championships
- Worked with Leon County Human Resources in finalizing details for filling the Marketing Communications Director, Visitor Services Director and PR & Marketing Specialists positions
- Finalized email notifications/invitations and arrangements for the Holiday Tourism Industry Forum at 1105 Bistro
- Provided edits and revisions to the 2019 visitor guide to Rowland Publishing

Performance Measures:

- Reviewed, edited and approved social media posts (Facebook, Twitter and Instagram) and analytics
- Updated content on VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com.
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news.

**II. Meetings & Conventions/Customer Service**

Development Activities:

- Hosted 37 local meeting planners at the Florida Society of Association Executives (FSAE) Meeting Planner Roundtable and presented as part of the panel about Custom & Creative Gift Ideas for VIPs at partner restaurant Au Peche Mignon.
- Exhibited at the Florida Society of Association Executives (FSAE) Education Expo with partners; Challenger Learning Center and Springhill Suites by Marriott.

- Coordinated packet pick up for the Florida High School Athletic Association (FHSA) State Championships and welcome bags for the NCAA Cross Country Championships.
- Attended and conducted 15 face to face meetings with meeting planners at Florida Encounter.
- Assisted sports department with coordination of the USA Track & Field ((USATF) Junior Olympic Cross Country Championships site visit for 2020.
- Conducted a site visit with key decision makers from the FIRST Florida Robotics for 2019 Regional Completion and the 2020 State Competition.
- Served as the event coordinator for the 2018 Marketing Launch at The Gathering and the December Holiday Tourism Forum at the 1105 Bistro that included coordinating the venue, menu, and event details aside the Visit Tallahassee marketing team and the Zimmerman Agency.
- Served on the interview committee for the Public Relations Specialists position and conducted 7 candidate interviews.
- Provided Hurricane Michael support by gathering hotel vacancy information for prior to the storm and surveying hotels for operational and vacancy status after via GroupMe.

#### Performance Measures:

- Sent seven leads with 1,967 visitors, 2,248 room nights and an estimated \$970,732 in direct spending.

### **III. Leisure Sales**

#### Development Activities:

- Maintained VisitTallahassee.com calendar of events and updated partner listing as necessary.
- Compiled and distributed bi-weekly “Happenings ALL Around Town” to partners.
- Participated in a Grant signing workshops.
- Represented Visit Tallahassee at the Florida Panhandle National Heritage Area Feasibility Studying Meeting.
- Attended two meetings with Zimmerman for the Marketing Activations in Tampa for the Florida Brewers Guild Beer Festival and Atlanta for the Dogwood Festival.
- Contacted Restaurant Partners for catering for the County Emergency Operation Center during Hurricane Michael.
- Assisted Department of Children and Families in locating 307 rooms for 7 nights to assist those that were affected by Hurricane Michael.
- Attended the Outdoor Expo at Goodwood Museum and Gardens and distributed destination information including visitor guides, Trailahassee rack cards and other material.

- Assisted Sweet Magnolia Tours with hotel options for a group tour from Norway. For October 2019.
- Assisted the Sports Department with the 2020 USA Track & Field (USATF) Cross Country Junior Olympic National Championships site visit.
- Participated in an online training session for iDSS.
- Assisted the Rho Mu Omega chapter of Alpha Kappa Alpha Sorority, Inc. in locating a host hotel for their visit to Florida A&M University in November 2018.
- Met with Zimmerman to finalize details on Seasoned Local.
- Supported the Sports Department during the 2018 NCAA South Region Champions and the 2018 Florida High School Athletic Association State Championships, by assisting with packet pick up and Coaches VIP tent.
- Updated and maintained the dining options listed on Visit Tallahassee.com
- Delivered Visitor Guides, maps, and Happenings ALL Around Town to Hotel Partners.

#### Performance Measures:

- Sent three leads and booked three groups with 500 visitors and 2,200 room nights.

#### Events Hosted (Anticipated Numbers)

- Experience Asia (October 6, 2018) – with 2,300 visitors and 210 room nights.
- Moon Over Maclay (November 4, 2018) – with 100 visitors and 100 room nights.

### **IV Sports Marketing**

#### Development Activities:

- Attended the TEAMS Conference in Louisville Kentucky. Facilitated 25 meetings with prospective rights holders and industry peers.
- Hosted the Florida High School Athletics Associations 2018 Cross Country State Championships at Apalachee Regional Park.
- Planned and hosted the November Tallahassee Sports Council meeting at Apalachee Regional Park cross country course.
- Attended the IMBA Trail labs in Bentonville Arkansas to further explore the process of applying for an IMBA Ride Center designation for Leon County.
- Attended the Leon County Employee Recognition and Awards Breakfast.
- Continued assisting the American Junior Golf Association (AJGA) in the development of the Visit Tallahassee Preview golf tournament.

- Hosted the United States Track and Field (USATF) site committee in preparation for bidding on the 2020 USATF Junior Olympic Cross Country National Championships.
- Attended the USATF Annual Meeting in Columbus Ohio to present our bid for the 2020 USATF Junior Olympic Cross Country National Championships.
- Worked with numerous baseball and softball tournament organizers to secure their 2019 dates.
- Participated in the Tourism Development Council meeting at the County Commission Chambers.
- In partnership with Florida State Athletics we hosted the 2018 NCAA Cross Country Regionals at Apalachee Regional Park

#### Performance Measures:

##### Events Hosted (Anticipated numbers)

- Florida State Wrestling Club Rattler Rumble, (October 27, 2018) with 72 room nights, 110 visitors and estimated direct spending of \$29,509.
- 2018 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 23-24, 2018) with 20 room night, 100 visitors and estimated direct spending \$27,689.
- Capital Courtyard Classic, (November 08-10, 2018) with 50 room nights, 100 visitors and an estimated direct spending of \$35,743.
- Seals Financial Tip-Off Classic, (November 02-03, 2018) with 40 room nights, 120 visitors and an estimated direct spending of \$32,191.
- FastBreak Invitational Tournament, (November 16-17, 2018) with 20 room nights, 40 visitors and estimated direct spending of \$13,148.
- Brewtallaty Duathlon, (November 10, 2018) with 15 room nights, 25 visitors and an estimated direct spending of \$7,429

##### Leads Distributed (Anticipated numbers)

- Capital City Classic Wrestling Tournament, (December 7-8, 2019) with 300 room 1,400 visitors and estimated direct spending \$ \$311,224.
- FSU Relays 2019. (March 22-23, 2019) with 1000 rooms nights, 4000 visitors and an estimated direct spending of \$914,126
- Tallahassee Tottenham Hotspurs Tournament 2019, (April 7-9, 2019) with 1500 rooms nights, 6500 visitors and an estimated direct spending of \$1,080,451
- FHSAA Cross Country State Finals 2018, (November 8-10, 2018) with 1500 room nights, 3200 visitors and an estimated direct spending of \$588,384

#### **IV. Visitor Services**

##### Development Activities

##### *Performance Measures:*

##### Downtown Visitor Center Walk-In Traffic

- October: Provided services to 115 walk-in visitors ( 92 domestic and 23 international)
- November: Provided services to 141 walk-in visitors (105 domestic and 36 international)

##### Telephone Visitor Services

- October: Fulfilled 145 telephone inquiries
- November: Fulfilled 121 telephone inquiries

##### Visitor Gift Store Sales

- October: \$691.26 in total sales
- November: \$510.81 in total sales

#### **V. Group Services (Visitor Inquiries/Fulfillment)**

##### Performance Measures:

##### Visitor Guide Fulfillment

- Phone and mail requests: October - 5 November - 7
- Website requests for visitor guides: October - 60 November - 38
- Provided to Visitor Center guests: October - 6 November - 43
- Distributed to area partners: October - 8 November - 7

##### Group Services Requests:

- Distributed 508 visitor guides and other material to the following:

North Florida Literacy Festival 2018
Zorn Wedding
Tallahassee Memorial Healthcare Medical Residents
College Football Letterman's Association
Fine Arts at Florida State University
Zingales Nine Ball Amateur Pool Tournament
Tallahassee Community College Workforce Welcome
Jonathan Ferrell Kick Off Classic
Fountain Family Reunion
North American Butterfly Association 13th Biennial Members

Meeting
Florida A&M University Orientation
Florida Dobson Class Reunion '78
League of Southeast Credit Unions Staff Retreat
Capital Medical Society Alliance New Physicians
Florida State Board of Administration Enterprise Risk Management Forum
Williams Taylor Family Reunion
Event Name
Local Love Fest
Forston Reunion K-Day 2018
Leon County Schools New Teacher Welcome Reception
Florida State University Alumni Association Emeritus Alumni Society Reunion
Brooks Family Reunion
Florida State University College of Law Candidates
Balboa Golf Invitational
Tallahassee Memorial Healthcare General Surgery Residents



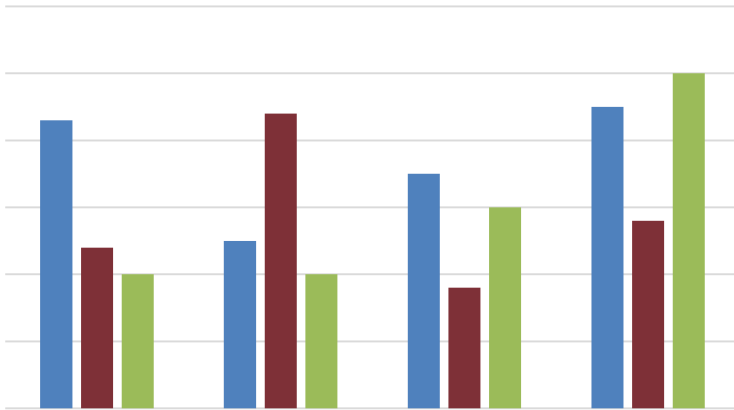
# Leon County Division of Tourism/ Visit Tallahassee

Economic Impact of Tourism Report  
Fiscal Year 2018 (October 2017 – September 2018)



# Purpose of Economic Impact Research

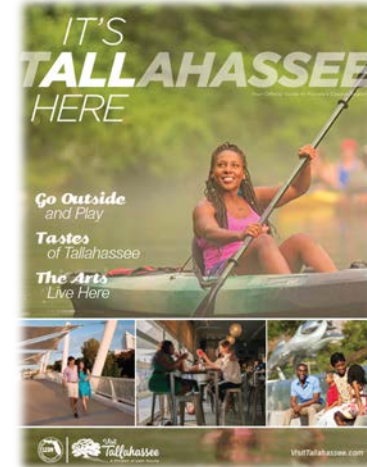
Document



Inspire



Inform Marketing

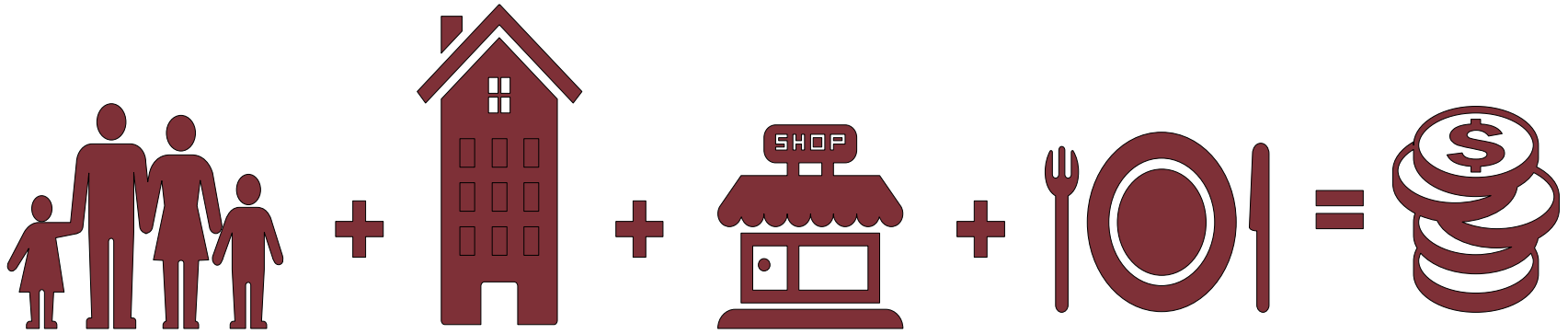


Communicate





# Tourism Matters to Leon County



**\$910,236,600**

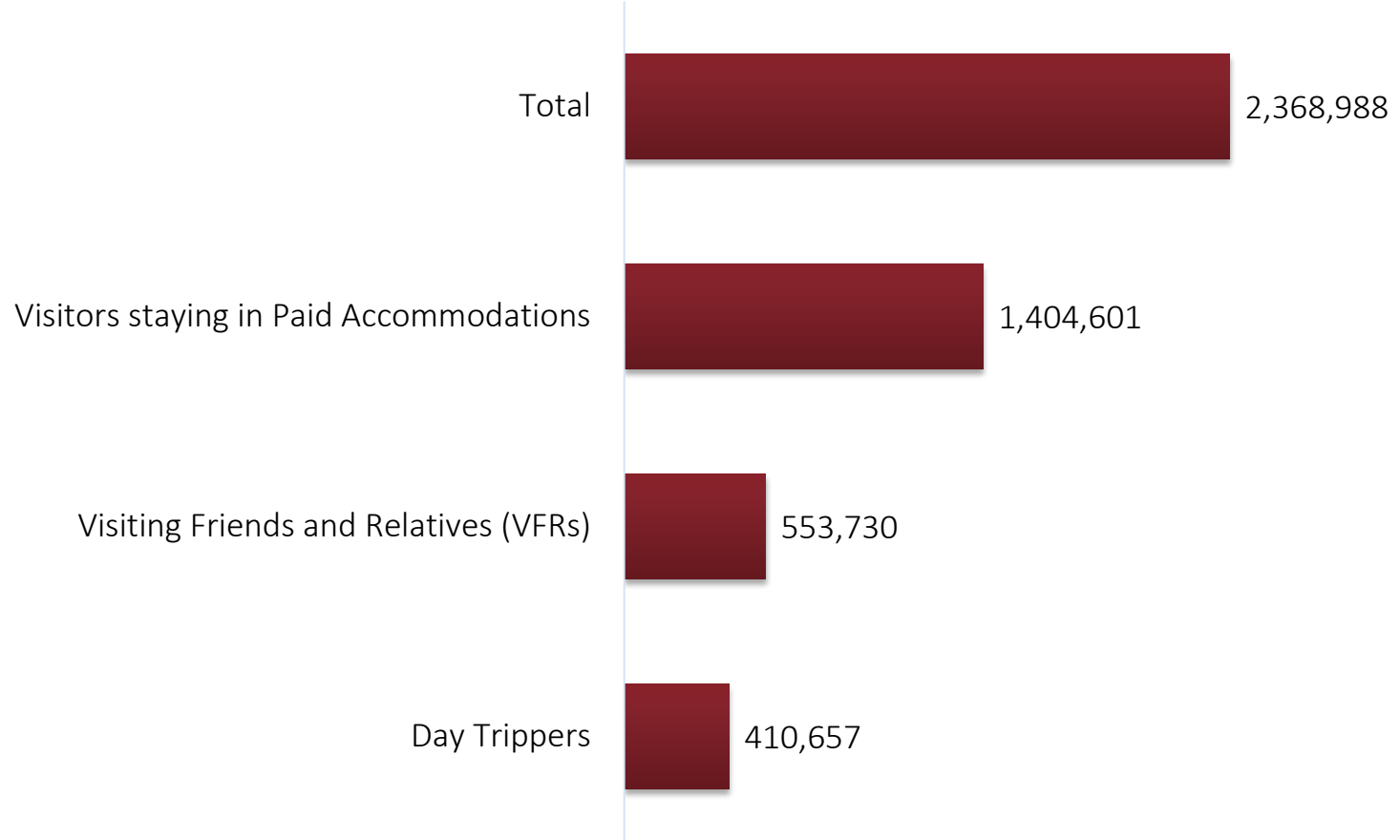
Economic Impact

2,368,988  
visitors



# Visitors to Leon County

6 in 10 visitors stay in paid accommodations



# Top Visitor Origin Markets

68% of visitors come from 15 markets

	FY 2018
Miami-Ft. Lauderdale	16%
Atlanta	9%
Orlando	7%
Tampa-Clearwater-St. Petersburg	7%
Jacksonville	6%
Surrounding counties*	4%
Pensacola-Mobile	3%
Sarasota-Bradenton	2%
Naples-Ft. Myers	2%
Panama City-Destin	2%
Washington DC-Baltimore	2%
Gainesville	2%
Lakeland FL	2%
New York City	2%
Charlotte	2%



\*Gadsden, Liberty, Wakulla, & Jefferson Counties



# 14,573 jobs

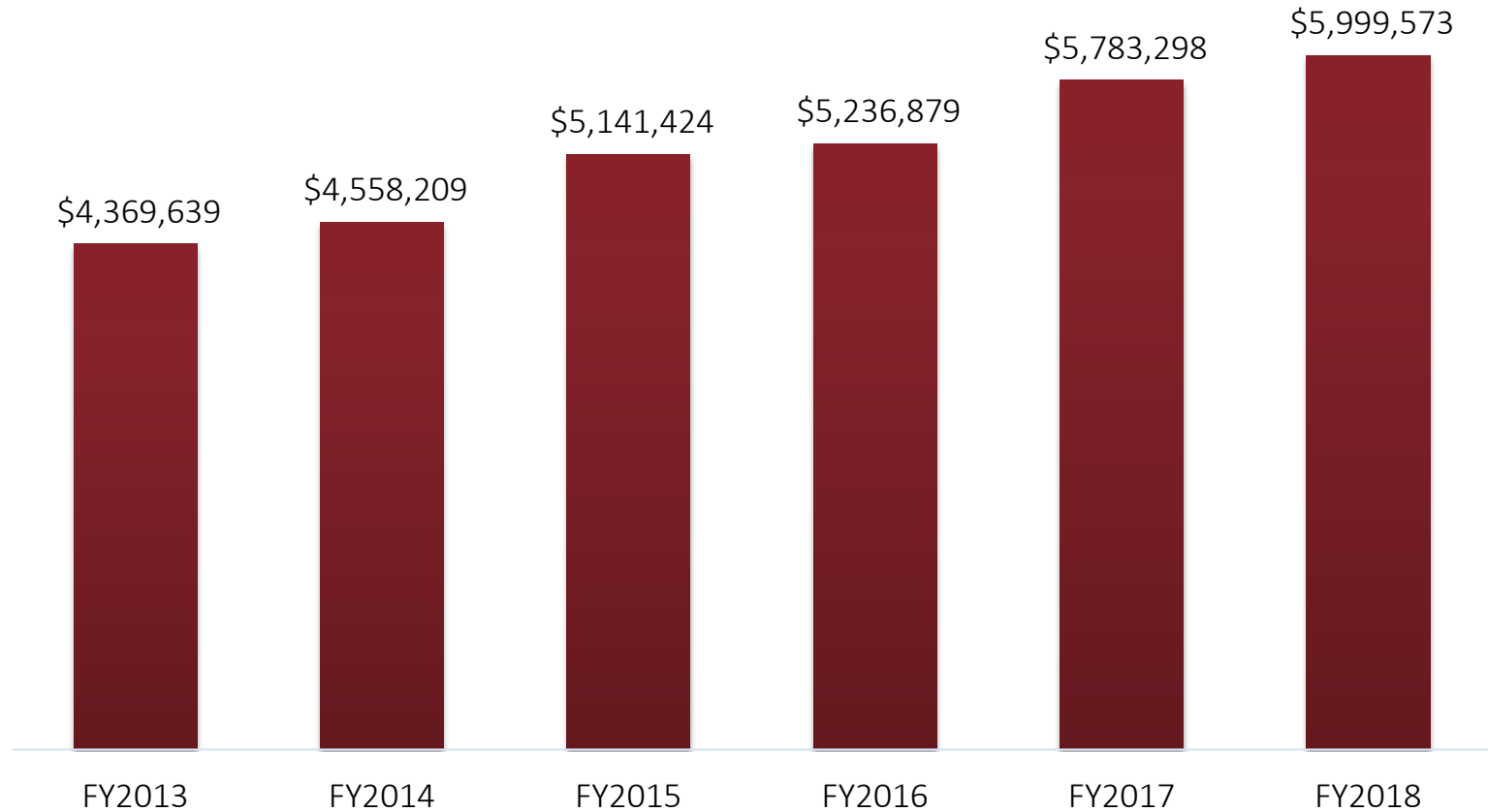


# \$366,161,200 in wages



# TDT Collections FY2013 – FY2018

TDT collections increased 3.7% due to slight increases in ADR and room inventory



# Yearly Comparisons

Economic Indicators	FY 2017	FY 2018	% Change
Visitors	2,358,833	2,368,988	+0.4%
Direct expenditures	\$566,982,300	\$576,099,100	+1.6%
Total economic impact	\$895,832,000	\$910,236,600	+1.6%
Room nights generated	1,368,160	1,369,756	+0.1%
Jobs created	14,354	14,573	+1.5%
Tourist Development Tax	\$5,783,298	\$5,999,573	+3.7%
Occupancy	67.4%	66.9%	-0.7%
Room Rates	\$101.30	\$102.96	+1.6%
RevPAR	\$68.28	\$68.90	+0.9%







# Detailed Findings





# Key Performance Indicators

Economic Indicators	FY 2018
Visitors	2,368,988
Direct expenditures	\$576,099,100
Total economic impact	\$910,236,600
Room nights generated	1,369,756
Jobs created	14,573
Wages paid	\$366,161,200
Taxes paid <sup>1</sup>	\$60,894,800
Tourist Development Tax	\$5,999,574

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



# Key Performance Indicators

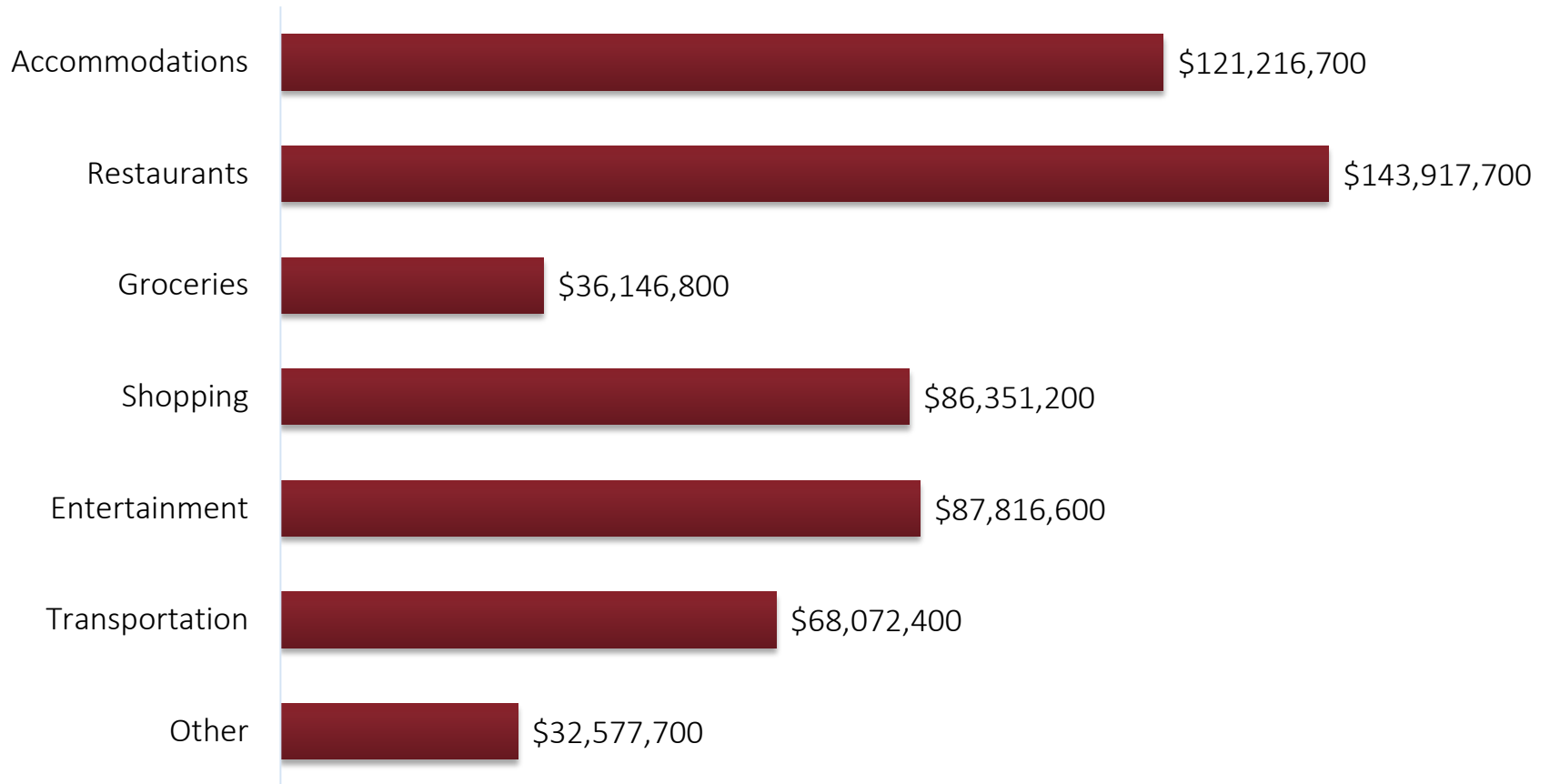
Visitor Profile	FY 2018
Visitors	2,368,988
Occupancy	66.9%
Room rates	\$102.96
RevPAR	\$68.90
Travel party size	2.8
Nights spent	3.1
Will return	83%
Rating of experience	8.1 <sup>1</sup>

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



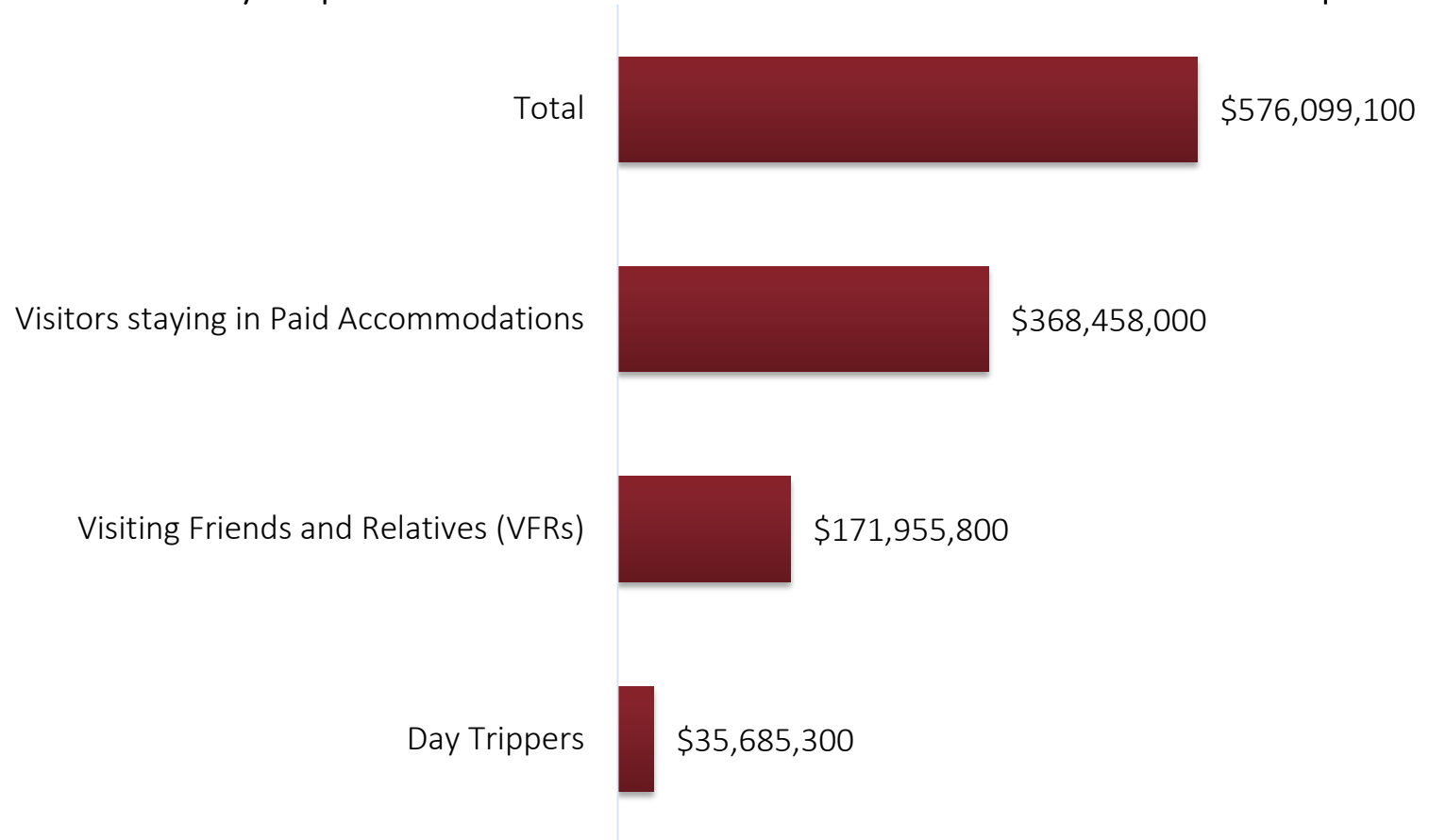
# Visitors' Direct Spending

Leon County Visitors Spent **\$576,099,100** in FY 2018



# Direct Spending by Visitor Type

Visitors who stay in paid accommodations account for 64% of visitor spending



# KPIs– Oct-Dec 2017 (Q1)

Visitor Profile	Oct-Dec 2017 (Q1)
Visitors	529,474
Direct Expenditures	\$140,151,400
Economic Impact	\$221,439,200
Occupancy	64.8%
Room Rates	\$107.16
RevPAR	\$69.44
Travel party size	2.9
Nights spent	2.6
Will return	86%
Rating of experience	8.3 <sup>1</sup>

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



# KPIs – Jan-Mar 2018 (Q2)

Visitor Profile	Jan-Mar 2018 (Q2)
Visitors	700,206
Direct Expenditures	\$168,613,200
Economic Impact	\$266,408,900
Occupancy	71.1%
Room Rates	\$104.36
RevPAR	\$74.20
Travel party size	2.8
Nights spent	3.5
Will return	86%
Rating of experience	7.9 <sup>1</sup>

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



# KPIs – Apr-Jun 2018 (Q3)

Visitor Profile	Apr-Jun 2018 (Q3)
Visitors	613,312
Direct Expenditures	\$136,279,300
Economic Impact	\$215,321,300
Occupancy	67.2%
Room Rates	\$98.56
RevPAR	\$66.23
Travel party size	2.6
Nights spent	2.7
Will return	86%
Rating of experience	8.1 <sup>1</sup>

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



# KPIs – July-Sept 2018 (Q4)

Visitor Profile	July-Sept 2018 (Q4)
Visitors	525,996
Direct Expenditures	\$131,055,200
Economic Impact	\$207,067,200
Occupancy	64.6%
Room Rates	\$101.74
RevPAR	\$65.72
Travel party size	2.9
Nights spent	3.3
Will return	76%
Rating of experience	7.8 <sup>1</sup>

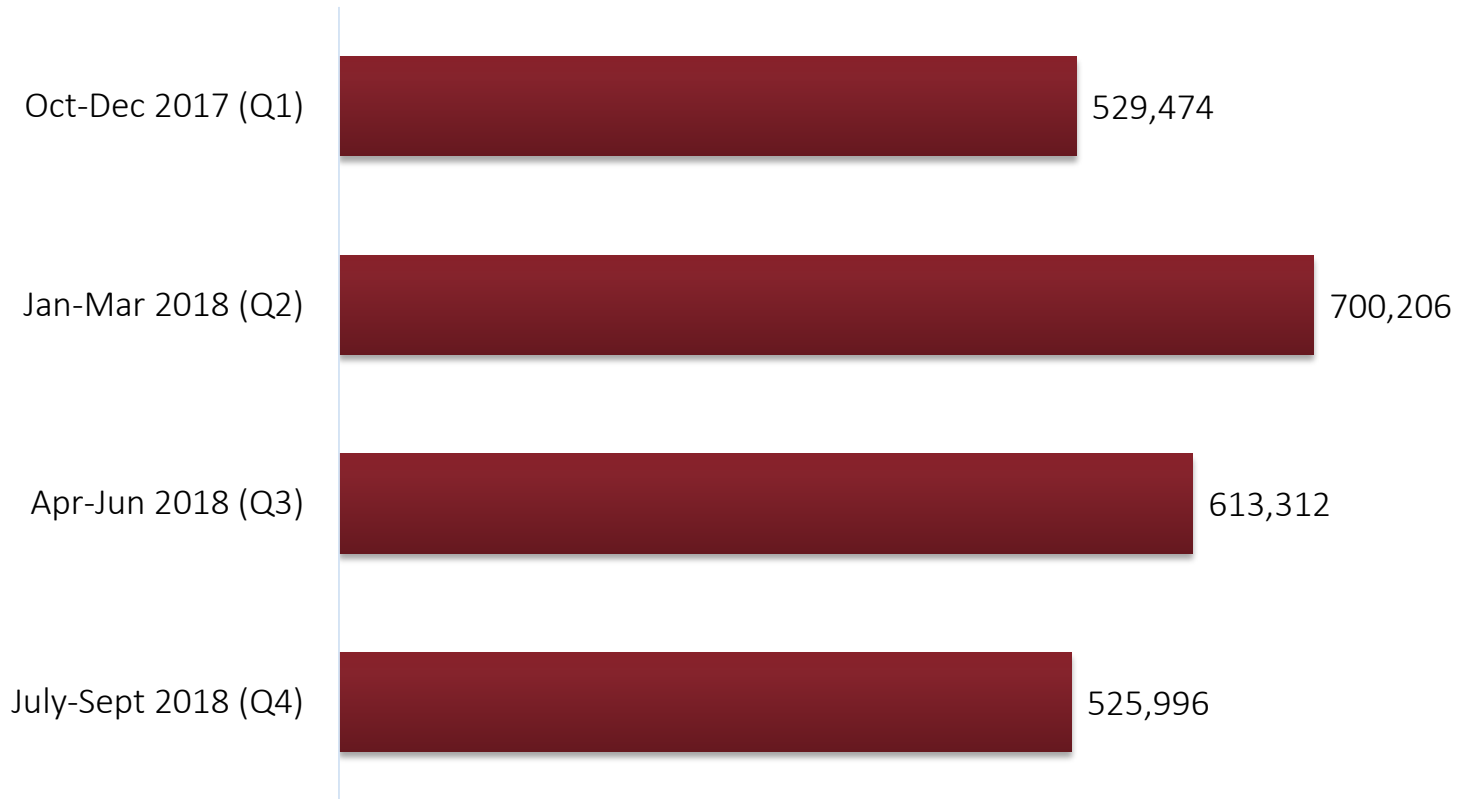
<sup>1</sup>On a 10-point scale.





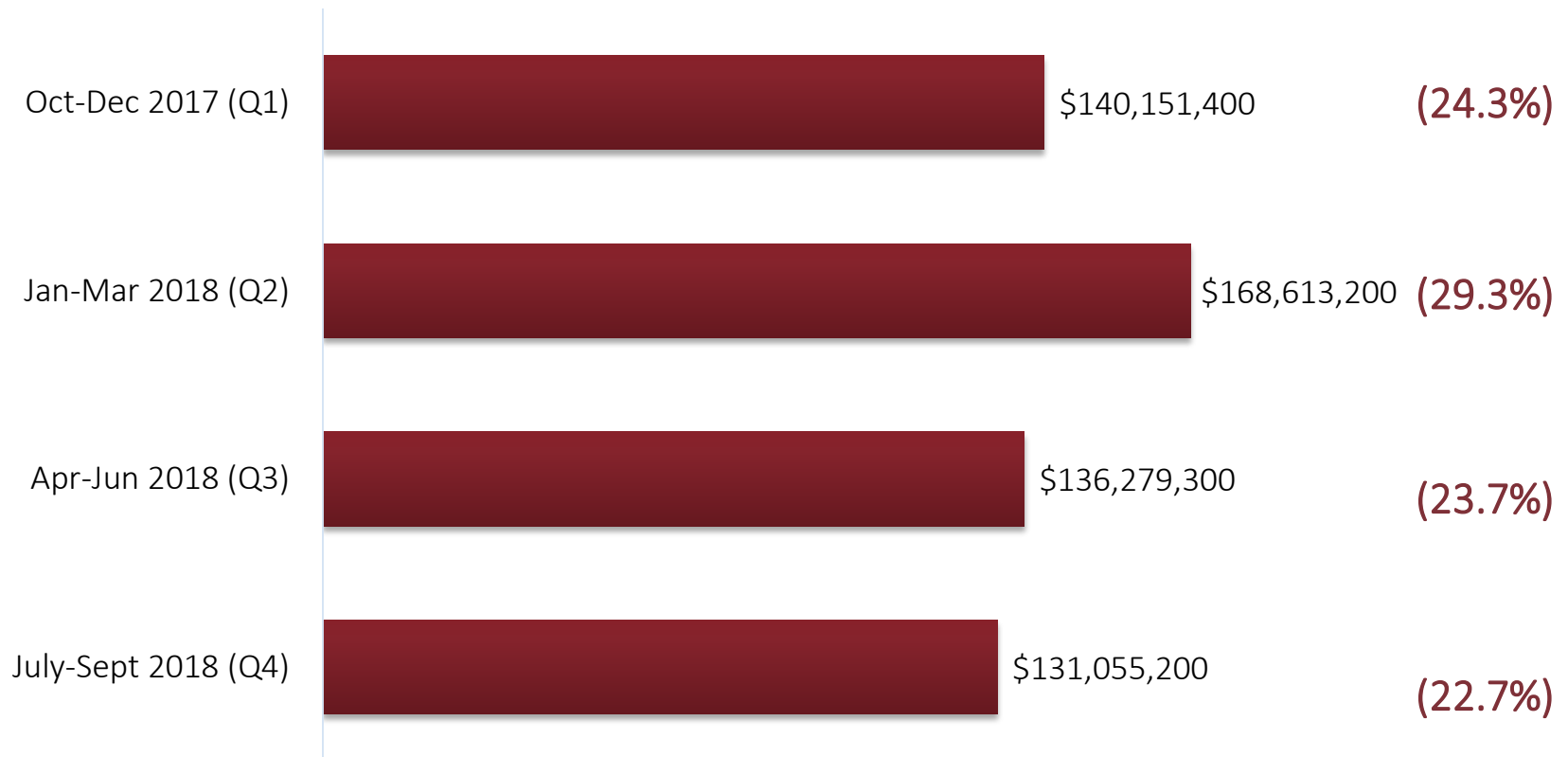
# Visitors by Quarter

Total: **2,368,988**



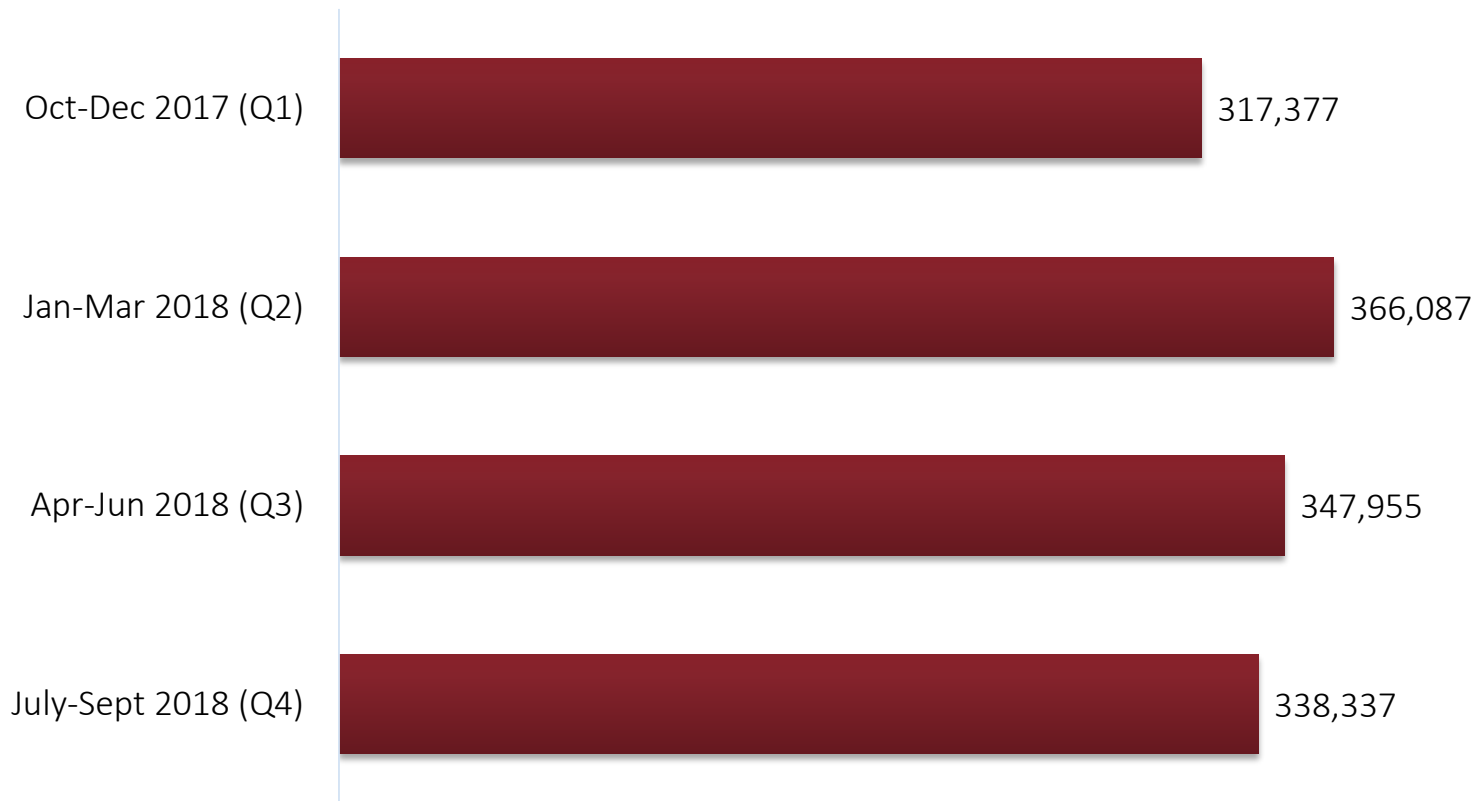
# Visitors' Direct Spending by Quarter

Total: **\$576,099,100**



# Room Nights by Quarter

Total: **1,369,756**





# Quarterly Comparisons



# Quarterly Comparisons:

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Visitors*	529,474	700,206	613,312	525,996
Occupancy	64.8%	71.1%	67.2%	64.6%
Median age	44	51	41	42
Median household income	\$100,200	\$102,000	\$99,100	\$92,700
From Southeast	82%	75%	82%	87%
From Florida	59%	52%	57%	63%
Travel party size	2.9	2.8	2.6	2.9
Drove	72%	76%	94%	89%
Length of stay	2.6	3.5	2.7	3.3
1 <sup>st</sup> time visitor	22%	28%	32%	31%

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



# Quarterly Comparisons

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Rating of Leon County*	8.3	7.9	8.1	7.8
Likelihood of returning	86%	86%	86%	76%
Spending per travel party	\$822	\$1,169	\$654	\$1,068
Used VisitTallahassee.com	2%	6%	14%	5%
Used hotel website	24%	38%	19%	14%
Used smartphone on trip	70%	76%	85%	74%
Married	70%	69%	70%	64%
Has college degree	75%	75%	70%	68%

\* 10 point scale





# GIS Maps



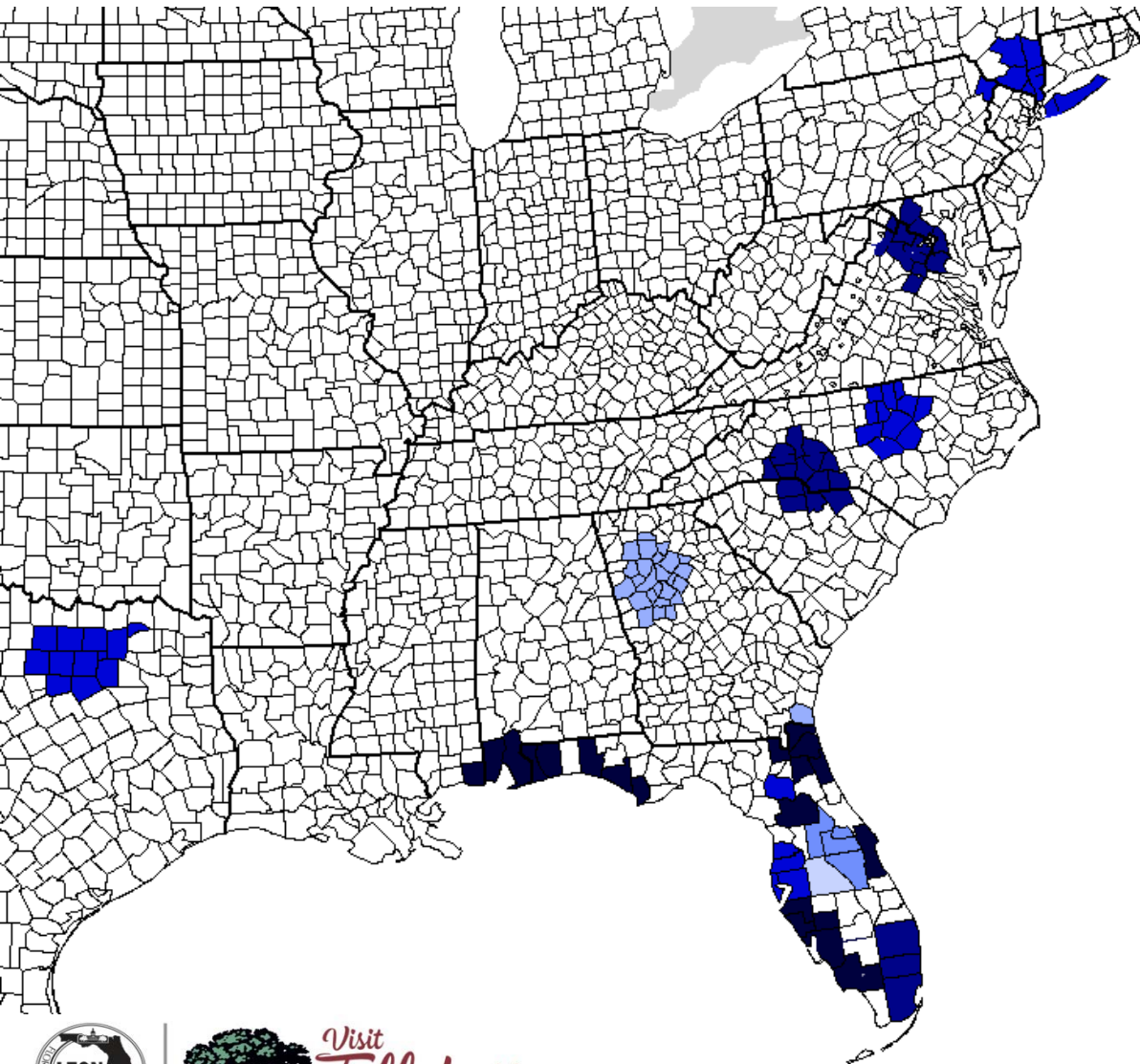
# GIS Maps

- Utilizing self-report data from 1,890 visitors to Leon County from October 2017 through September 2018, Downs & St. Germain Research created GIS Maps displaying the following data by market:
  - Spending per party
  - First time visitation
  - Traveled with children
  - Income
  - Flew to destination
- The number of markets displayed for each map vary due to sample size. All markets displayed in each map have a sufficient sample size for comparison of data.





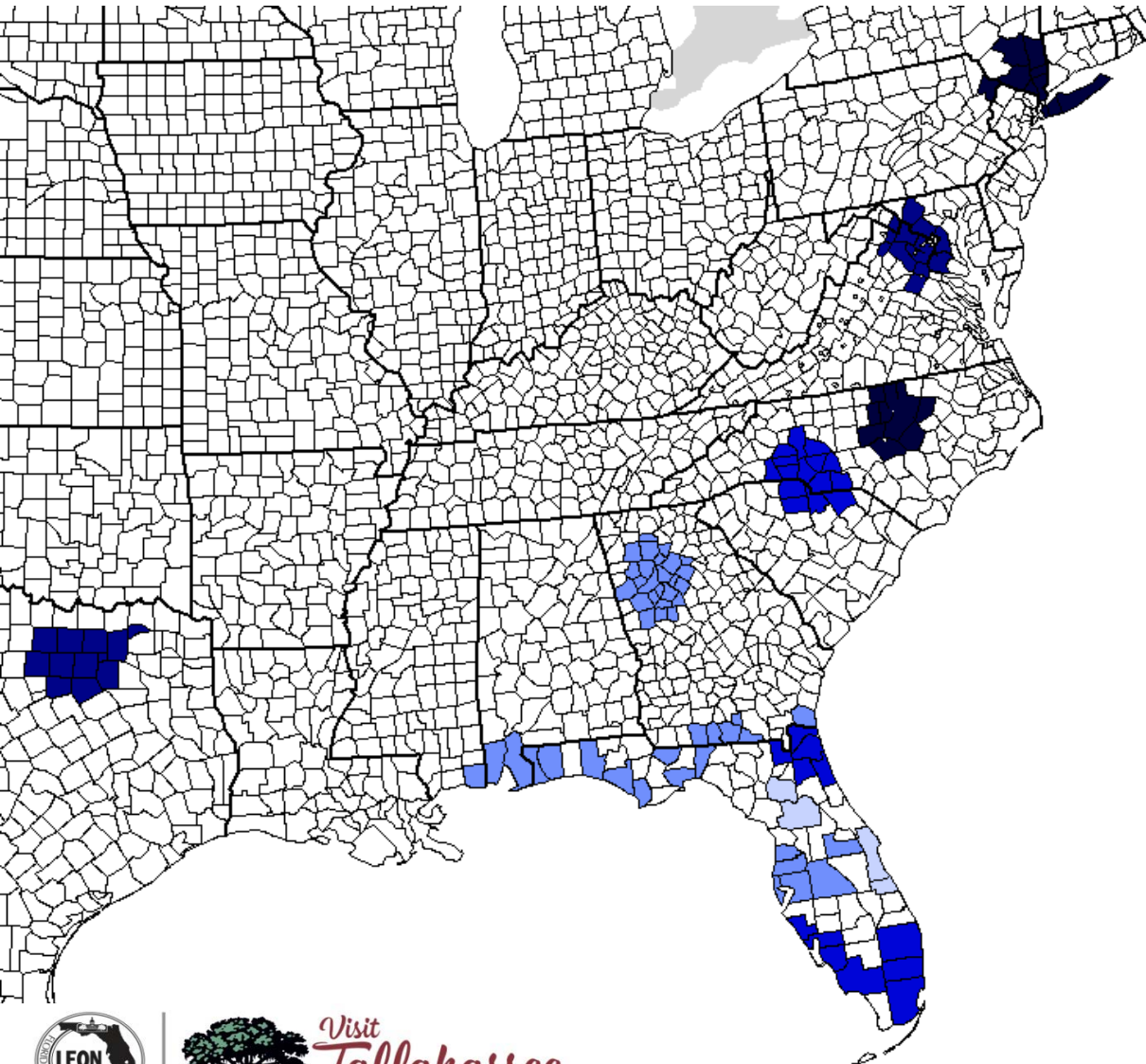
# Spending per Party by Market



Market	Mean
Melbourne-Vero Beach	\$1,518
Naples-Ft. Myers	\$1,397
Ocala	\$1,387
Pensacola-Mobile	\$1,197
Sarasota-Bradenton	\$1,148
Jacksonville	\$1,129
Panama City-Destin	\$1,120
Miami-Ft. Lauderdale	\$1,098
Washington DC-Baltimore	\$1,014
Charlotte	\$929
Tampa-Clearwater-St. Petersburg	\$883
New York City	\$876
Raleigh-Durham	\$848
Gainesville	\$809
Dallas-Ft. Worth	\$807
Orlando	\$722
Atlanta	\$619
Lakeland	\$592
Surrounding areas	\$524



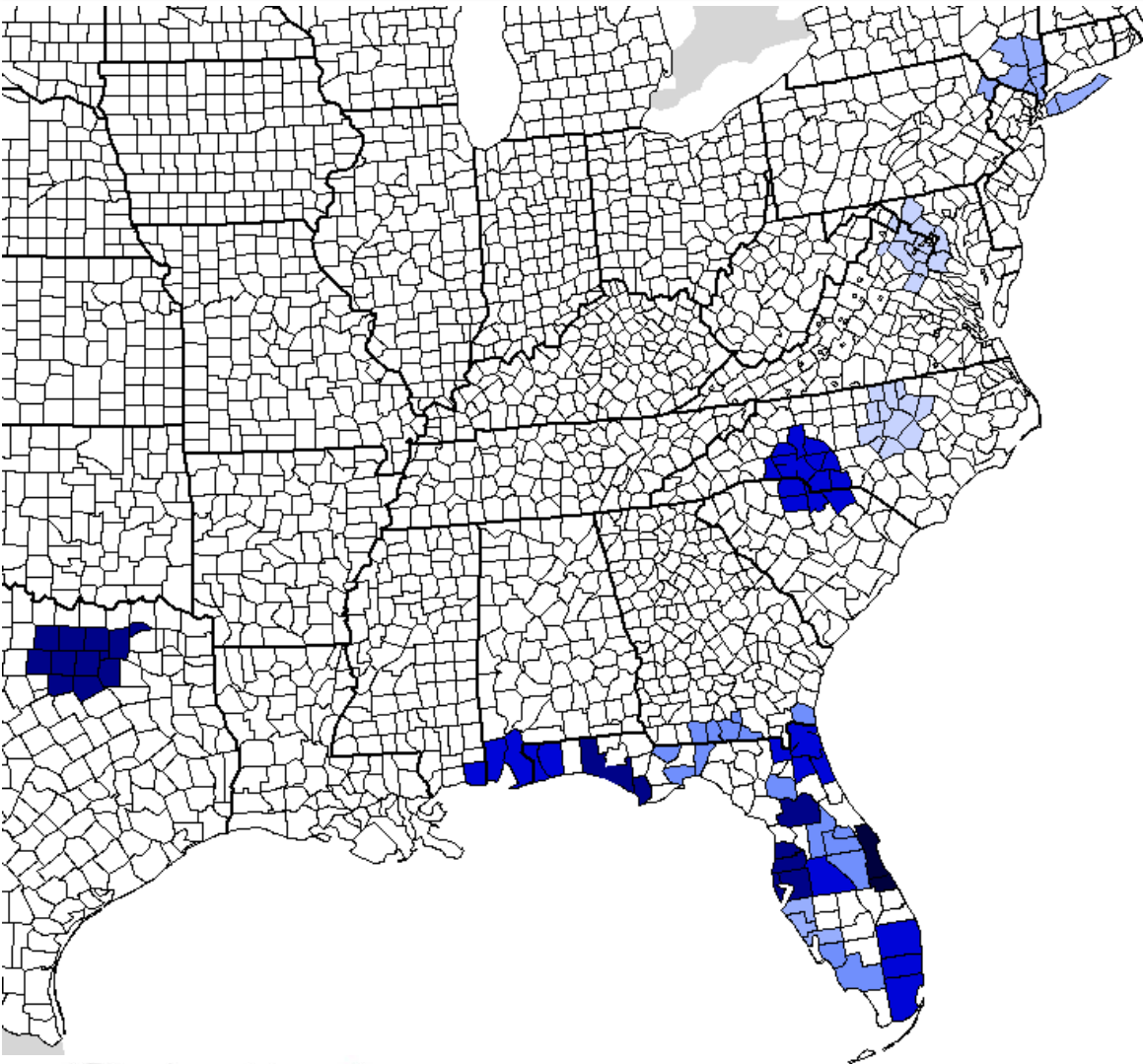
# First Time Visitors by Market



Market	1st Time Visitors
Raleigh-Durham	83%
New York City	72%
Washington DC-Baltimore	57%
Dallas-Ft. Worth	40%
Charlotte	33%
Naples-Ft. Myers	33%
Sarasota-Bradenton	25%
Miami-Ft. Lauderdale	23%
Jacksonville	22%
Lakeland	17%
Tampa-Clearwater-St. Petersburg	14%
Atlanta	13%
Panama City-Destin	9%
Orlando	7%
Pensacola-Mobile	7%
Surrounding areas	6%
Gainesville	0%
Melbourne-Vero Beach	0%
Ocala	0%



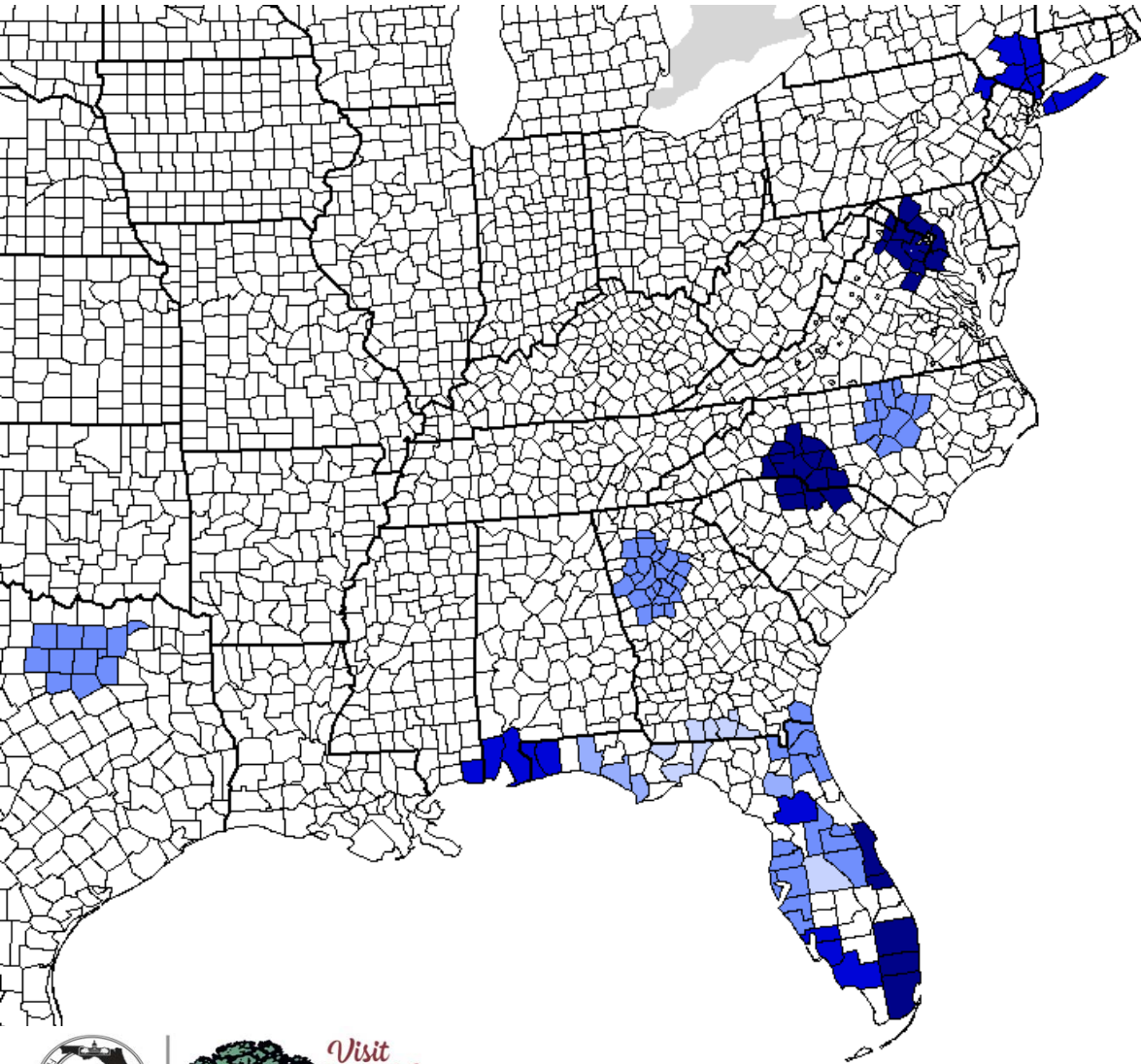
# Traveled with Children by Market



Market	% Traveling with Children
Melbourne-Vero Beach	80%
Dallas-Ft. Worth	67%
Ocala	67%
Tampa-Clearwater-St. Petersburg	63%
Panama City-Destin	60%
Jacksonville	59%
Charlotte	57%
Lakeland	56%
Miami-Ft. Lauderdale	56%
Pensacola-Mobile	50%
Orlando	48%
Naples-Ft. Myers	45%
Atlanta	44%
Gainesville	36%
Surrounding areas	35%
Sarasota-Bradenton	22%
New York City	17%
Raleigh-Durham	0%
Washington DC-Baltimore	0%



# Median Income by Market

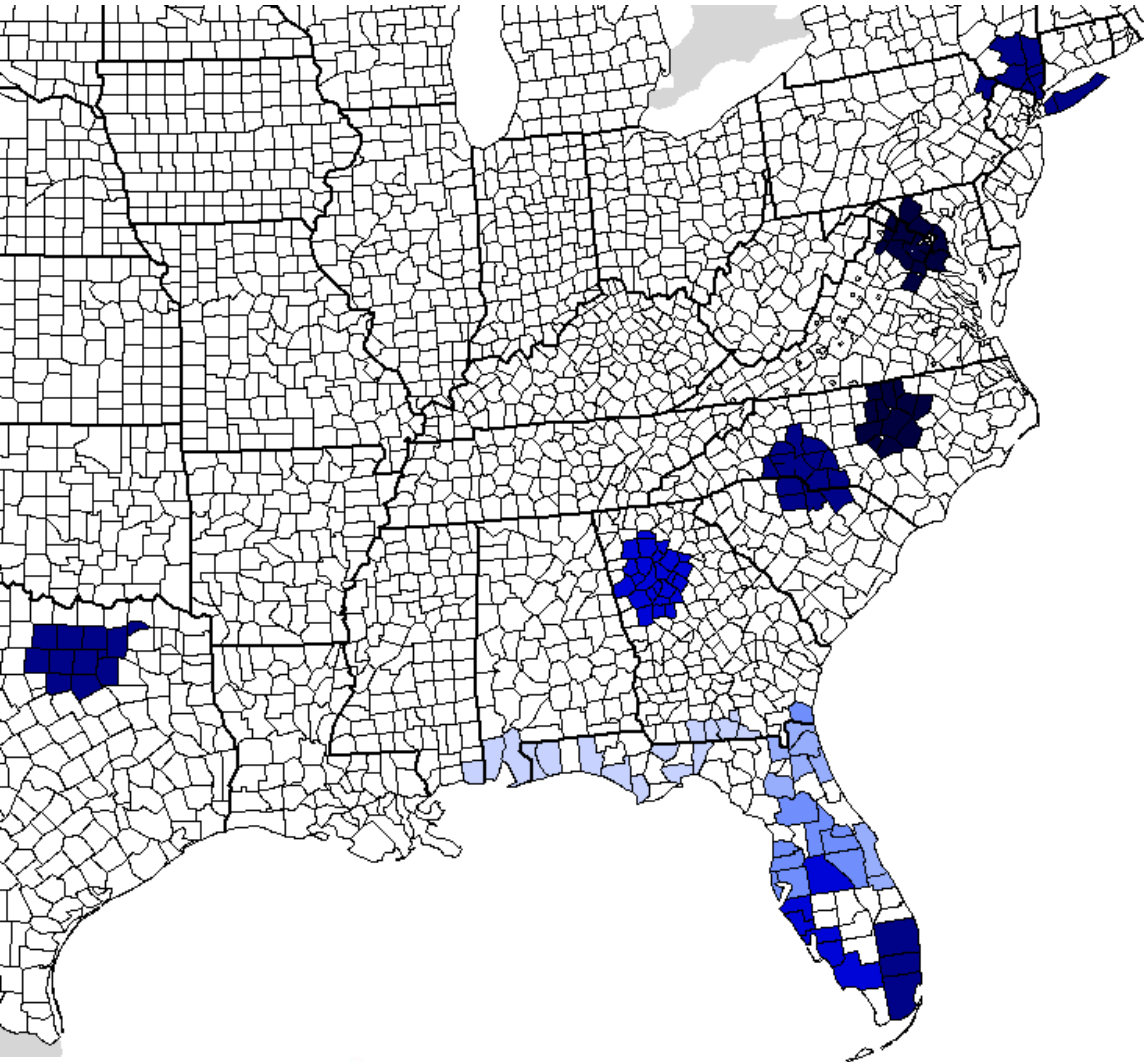


Market	Median
Washington DC-Baltimore	\$125,900
Melbourne-Vero Beach	\$119,000
Charlotte	\$115,400
Miami-Ft. Lauderdale	\$113,000
Pensacola-Mobile	\$109,100
Naples-Ft. Myers	\$106,800
New York City	\$103,900
Ocala	\$101,500
Orlando	\$97,600
Jacksonville	\$96,900
Atlanta	\$95,500
Tampa-Clearwater-St. Petersburg	\$94,600
Sarasota-Bradenton	\$92,700
Raleigh-Durham	\$91,700
Dallas-Ft. Worth	\$91,000
Gainesville	\$88,500
Panama City-Destin	\$81,800
Lakeland	\$77,100
Surrounding areas	\$74,200





# Percent who Flew by Market



Market	Fly %
Raleigh-Durham	100%
Washington DC-Baltimore	92%
Charlotte	78%
New York City	69%
Miami-Ft. Lauderdale	63%
Dallas-Ft. Worth	57%
Sarasota-Bradenton	46%
Lakeland	36%
Atlanta	34%
Naples-Ft. Myers	30%
Orlando	22%
Tampa-Clearwater-St. Petersburg	20%
Ocala	14%
Gainesville	9%
Melbourne-Vero Beach	8%
Jacksonville	4%
Panama City-Destin	0%
Pensacola-Mobile	0%
Surrounding areas	0%



# Study Methods

- Economic impact of tourism for Leon County Division of Tourism Development/Visit Tallahassee was based on data from the following sources:
  - 1,890 interviews conducted by Downs & St. Germain Research with visitors to Leon County
  - Twelve (12) monthly STR Reports
  - Downs & St. Germain Research's tourism database
  - Various government agencies and data sources
  - IMPLAN Online Economic Impact Modeling software
  - TDT Collections provided by Leon County



# Economic Impact of Tourism Study Fiscal Year 2018

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

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com

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

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

Downs & St. Germain Research

850-906-3111: [www.dsg-research.com](http://www.dsg-research.com)





# Leon County Division of Tourism/ Visit Tallahassee

1<sup>st</sup> Quarter Visitor Tracking Report  
October – December 2018





# Study Objectives

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- Estimate direct spending and total economic impact of visitors
- Estimate room nights generated by visitors
- Develop a profile of travel parties to Tallahassee
  - Size, length of stay, number of times visited
- Assess motivation for visiting Tallahassee
- Determine likelihood of returning
- Define mode of transportation
- Assess importance and evaluation of vacation attributes
- Investigate trip planning information
- Assess use of Tallahassee Visitors Guide & Visitors Center
- Create a demographic profile of visitors



# Executive Summary



# Tourism Snapshot: Oct - Dec 2018\*

Visitor Statistics	1 <sup>st</sup> Qtr 2018	1 <sup>st</sup> Qtr 2019	% Change
Visitors	529,474	567,245	7.1%
Direct Expenditures**	\$140,151,400	\$165,392,800	18.0%
Total Economic Impact	\$221,439,200	\$261,320,600	18.0%
Lodging Statistics	1 <sup>st</sup> Qtr 2018	1 <sup>st</sup> Qtr 2019	% Change
Occupancy***	64.8%	79.0%	21.9%
Room Rates***	\$107.16	\$116.89	9.1%
RevPAR***	\$69.44	\$92.34	34.4%
Room Nights****	317,377	394,940	24.4%
TDT Collections*****	\$1,604,930	\$2,023,652	26.1%

\* Significant year-over-year differences may be due to Hurricane Michael and the subsequent recovery effort

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

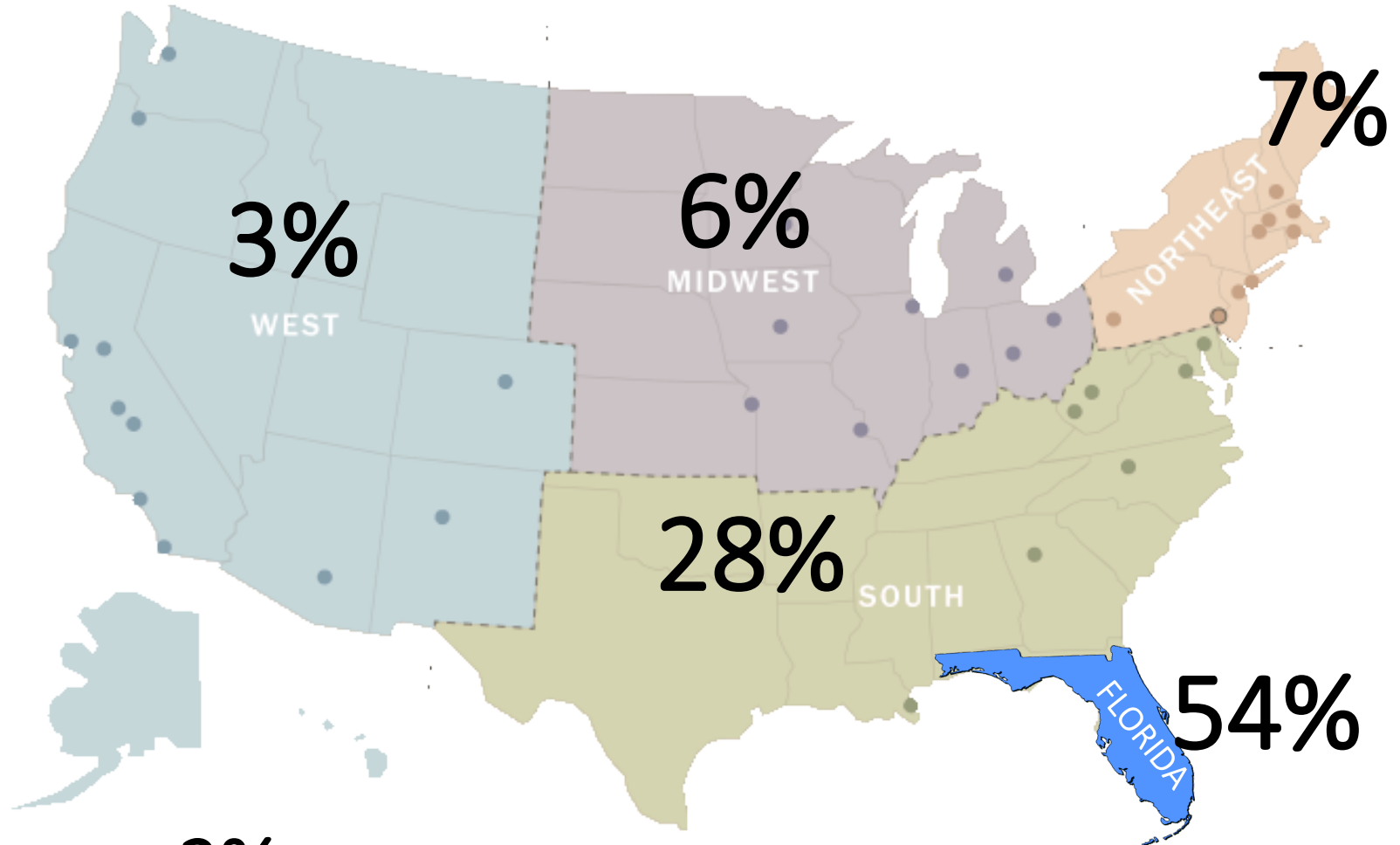
\*\*\* From STR Report

\*\*\*\* Reflects a 4.6% year-over-year increase in hotel inventory

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



# Origin of Visitors

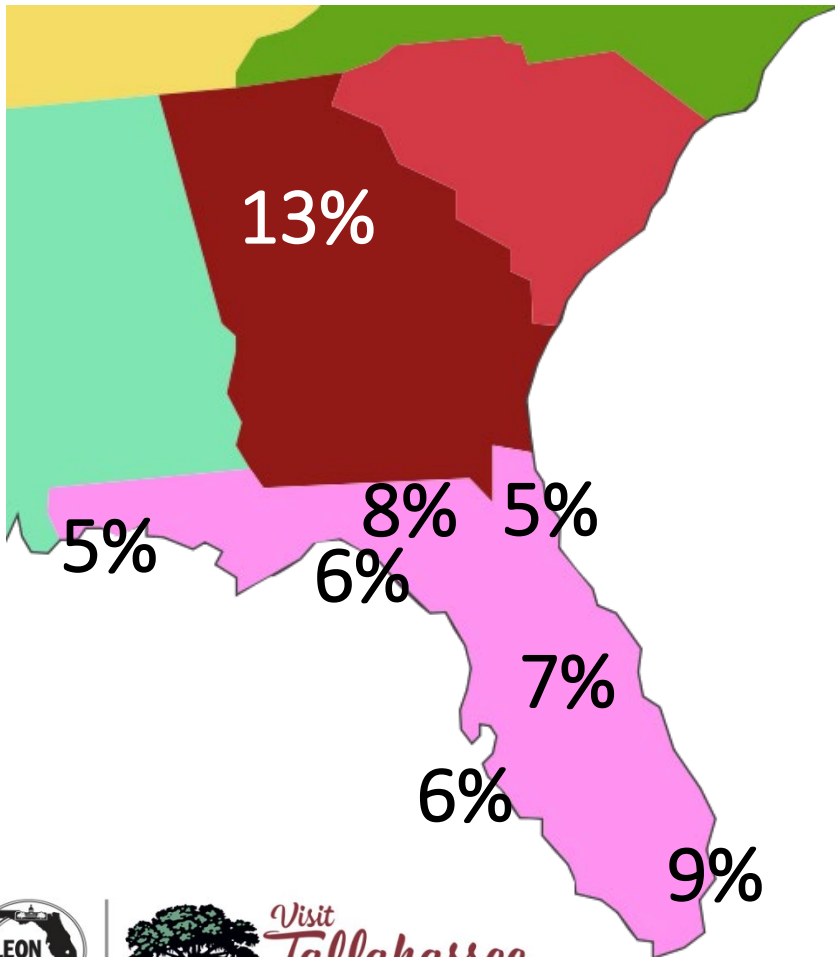


2% of visitors were from areas outside the U.S.



# Origin of Visitors

**59%** of visitors were from 8 U.S. markets



Top 8 Markets
Atlanta
Miami-Ft. Lauderdale
Surrounding areas
Orlando
Tampa-Clearwater-St. Pete
Panama City-Destin
Jacksonville
Pensacola-Mobile

# Travel Parties

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

**16%** traveled with at least one person under the age of 20 in their travel party





# Length of Stay

- Visitors spent **3.0** nights in Leon County
- **69%** of visitors who stayed overnight booked a hotel



# Transportation

- **73%** of visitors drove to Leon County





# Visitation

➤ 19% were first time visitors



# Visitor Satisfaction

- Visitors gave Leon County a rating of **8.7 out of 10<sup>1</sup>** as a place to visit
- **85%** of visitors will return to Leon County



<sup>1</sup> 10 = Excellent; 1 = Poor





# Top Reasons for Visiting

Watch a sporting event



Business



Visit friends & relatives



Participate in a sporting event



Education-related



Special event





# Top Activities During Visit

Restaurants



Watch a sporting event



Business



Visit friends & relatives



Relax & unwind



Bars, nightclubs



Family time



# Visitor Spending

- Visitors spent **\$343** a day
- Visitors spent **\$1,029** on their trip





# Trip Planning

- **58%** of visitors planned their trip within a month of travel
- Top trip planning sources:  
Search on Google, etc.



Go to a hotel website



Talking to friends



Use on flight/hotel website



# Finding Their Way Around

- 98% of visitors have smartphones/tablets
- 77% use their smartphone to plan their trip or learn how to get around while they are here.



# Perceptions of Leon County



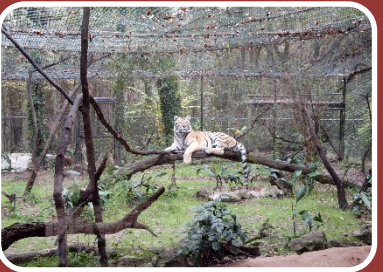
## College town

“It’s a big college town, and there is a good mix of bars, restaurants, and natural things to do.”



## Good atmosphere

“Tallahassee is a great city with great people and energy.”



## Lots of attractions & activities

“Intelligent small town with a large amount of activities to do, both indoors and outdoors.”



# Demographics

- The typical Leon County Visitor:
  - Is **44** years old
  - Has a household income of **\$98,800**
  - Is Caucasian (**76%**)
  - Is a college graduate (**72%**)
  - Is married (**68%**)
  - Is female (**55%**)



# Detailed Findings



# Visitors' Expenditures

- Visiting parties spent **\$343** a day and **\$1,029** on their trip.

	Average Daily Expenditure Q1 2018	Total Trip Expenditure Q1 2018	Average Daily Expenditure Q1 2019	Total Trip Expenditure Q1 2019
Accommodations	\$120	\$312	\$133	\$399
Restaurants	\$72	\$187	\$66	\$198
Groceries	\$11	\$29	\$14	\$42
Shopping	\$33	\$86	\$55	\$165
Entertainment	\$36	\$94	\$28	\$84
Transportation	\$32	\$83	\$34	\$102
Other	\$12	\$31	\$13	\$39
<b>Total</b>	<b>\$316</b>	<b>\$822</b>	<b>\$343</b>	<b>\$1,029</b>



# 2018 – 2019 Comparisons

	Oct – Dec FY 2018	Oct – Dec FY 2019
Age	44	44
Gender (Female)	55%	55%
Household income	\$100,200	\$98,800
From Florida	59%	54%
From the Southeast	82%	82%
Travel party	2.9 people	2.9 people
Drove to Tallahassee	72%	73%
Nights spent	2.6	3.0
Stayed hotel/motel	69%	69%



# 2018 – 2019 Comparisons

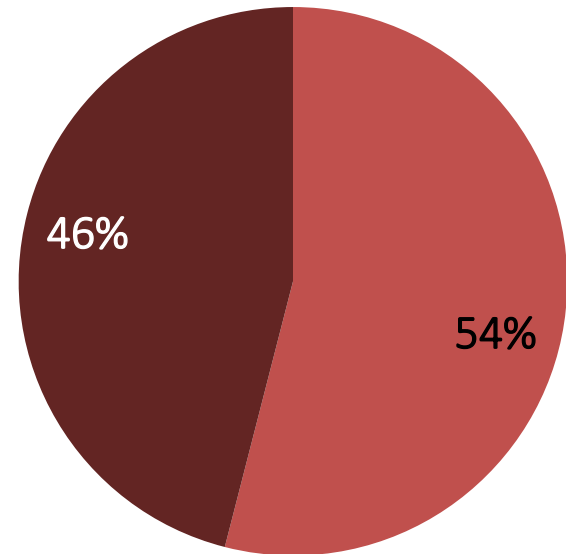
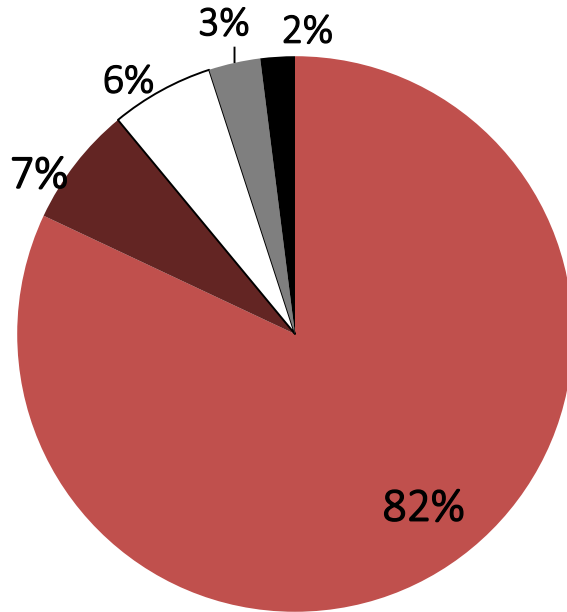
	Oct – Dec FY 2018	Oct – Dec FY 2019
Traveled with at least 1 other person	75%	68%
Traveled with people under the age of 20	27%	16%
Tallahassee was primary destination	92%	91%
Definitely/probably will return	86%	85%
Rating of their experience <sup>1</sup>	8.3 <sup>1</sup>	8.7 <sup>1</sup>
Spending per trip	\$822	\$1,029
1st time visitors	22%	19%
Visited Tallahassee more than 10 times	30%	26%

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



# Origin of Tallahassee Visitors

6 out of 10 visitors were from Florida.



- Southeast
- Northeast
- Midwest
- West
- Outside of U.S.

- Florida
- Other

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

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 Visitor Origin Markets

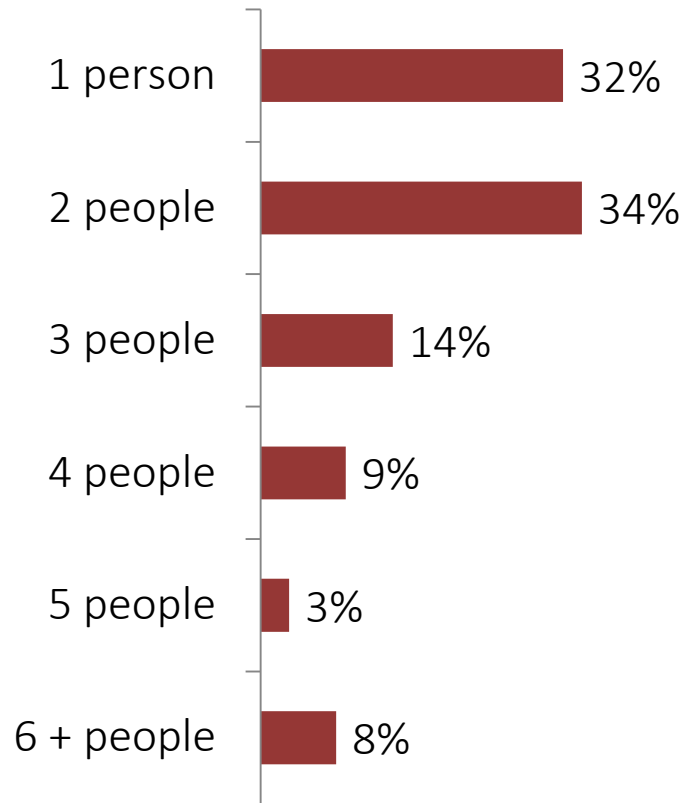
	Oct– Dec FY 2018	Oct– Dec FY 2019
Atlanta	9%	13%
Miami-Ft. Lauderdale	11%	9%
Surrounding areas*	5%	8%
Orlando	10%	7%
Tampa-Clearwater-St. Petersburg	8%	6%
Panama City-Destin	2%	6%
Jacksonville	6%	5%
Pensacola-Mobile	3%	5%
Gainesville	2%	3%
Naples-Ft. Myers	2%	2%
Dallas-Ft. Worth	2%	2%
Ocala	2%	2%
Sarasota-Bradenton	2%	2%
Thomasville	<1%	2%
Charlotte	1%	2%

\*Gadsden, Liberty, Wakulla, & Jefferson Counties



# Travel Party

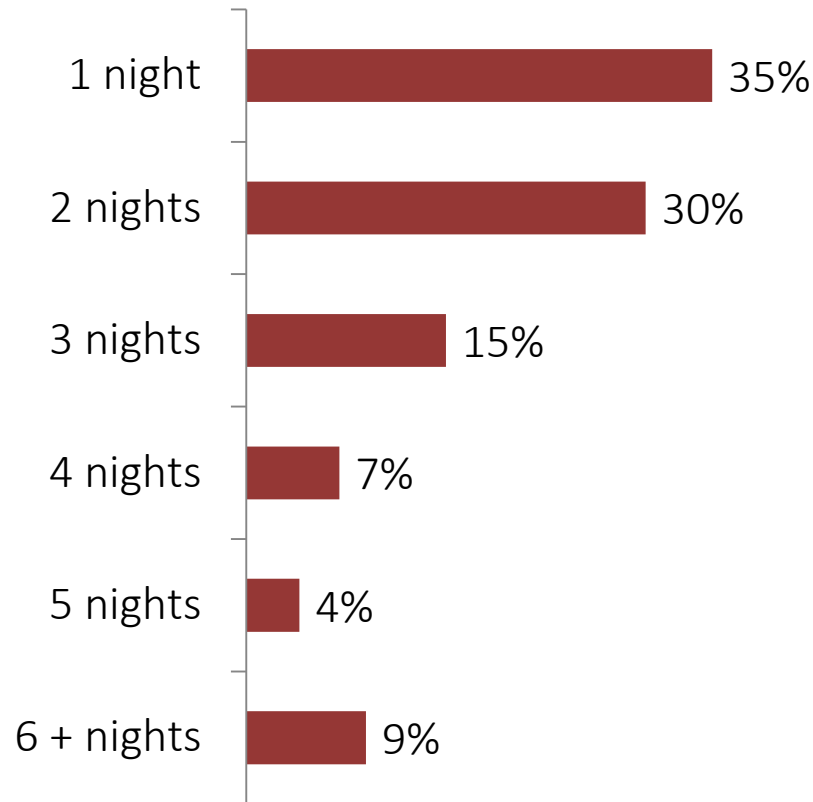
- Traveled in a party composed of **2.9** people.
- **16%** traveled with people under the age of 20.
- **68%** traveled with at least one other person.





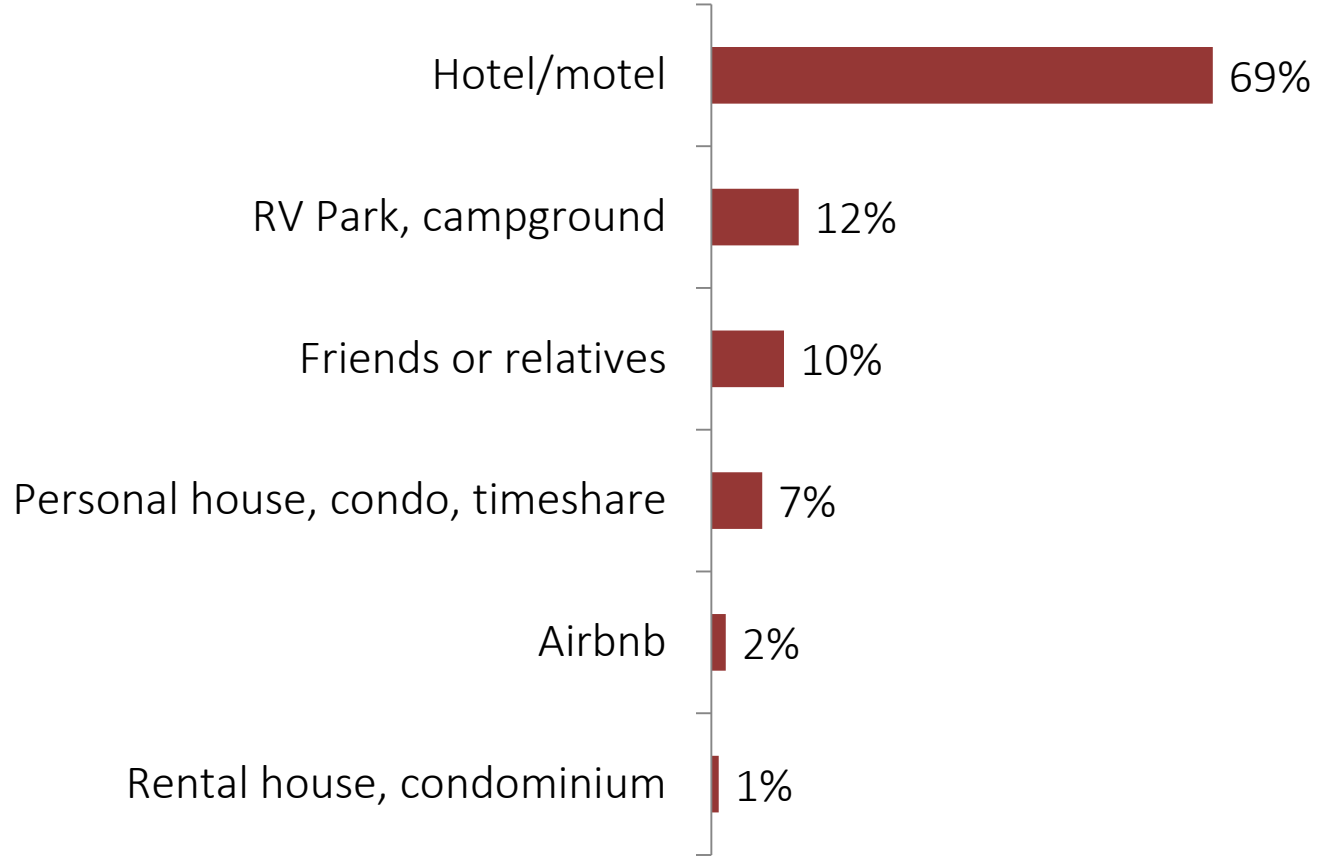
# Length of Stay

- Spent **3.0** nights in Leon County.
- **65%** stayed 2 nights or more:



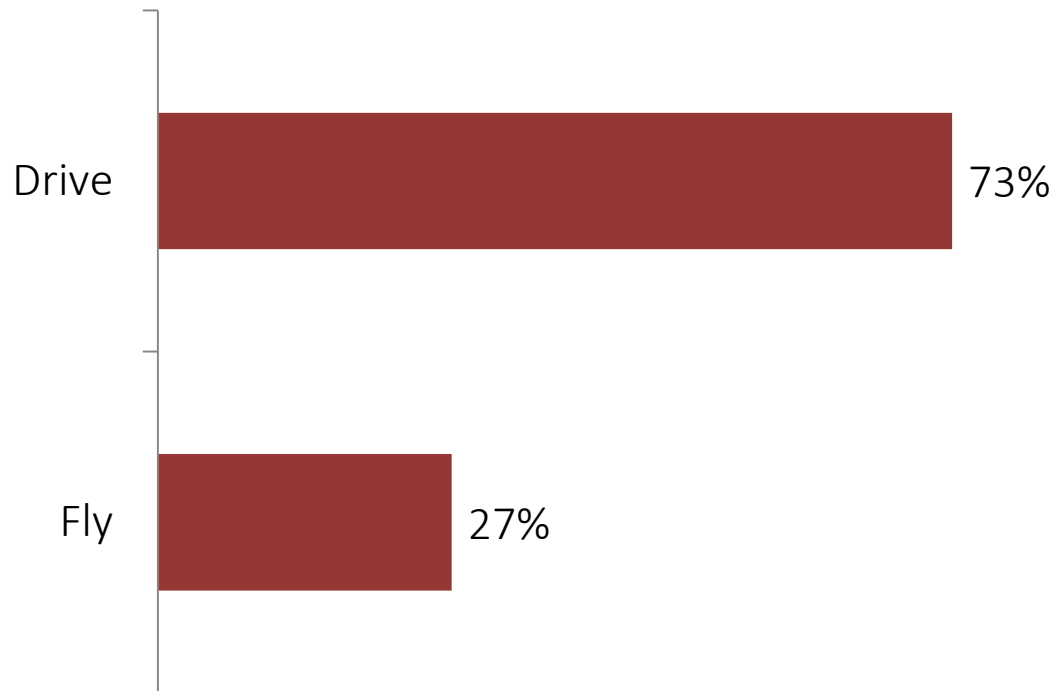
# Accommodations for Overnight Visitors

•69% who stayed overnight booked a hotel.



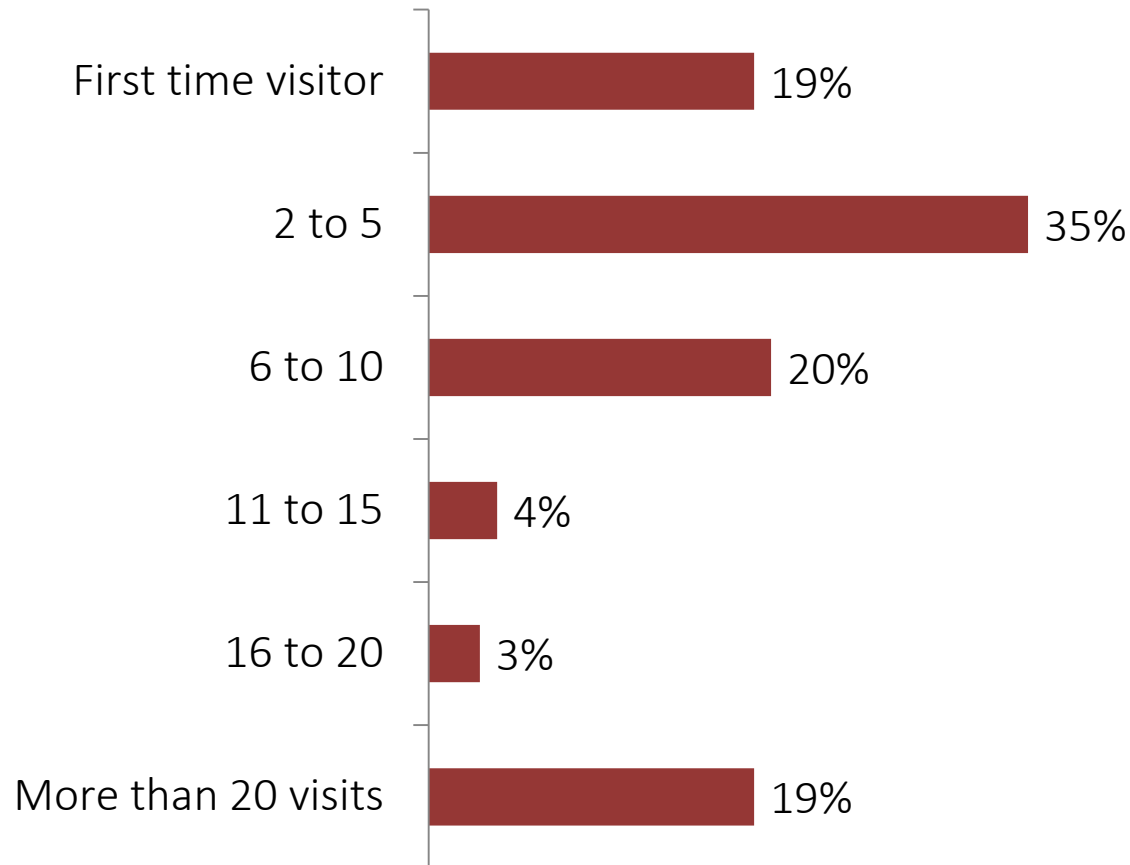
# Trip to Tallahassee

- **91%** indicated that Leon County was the primary destination for their trip.
- **73%** drove to Leon County.



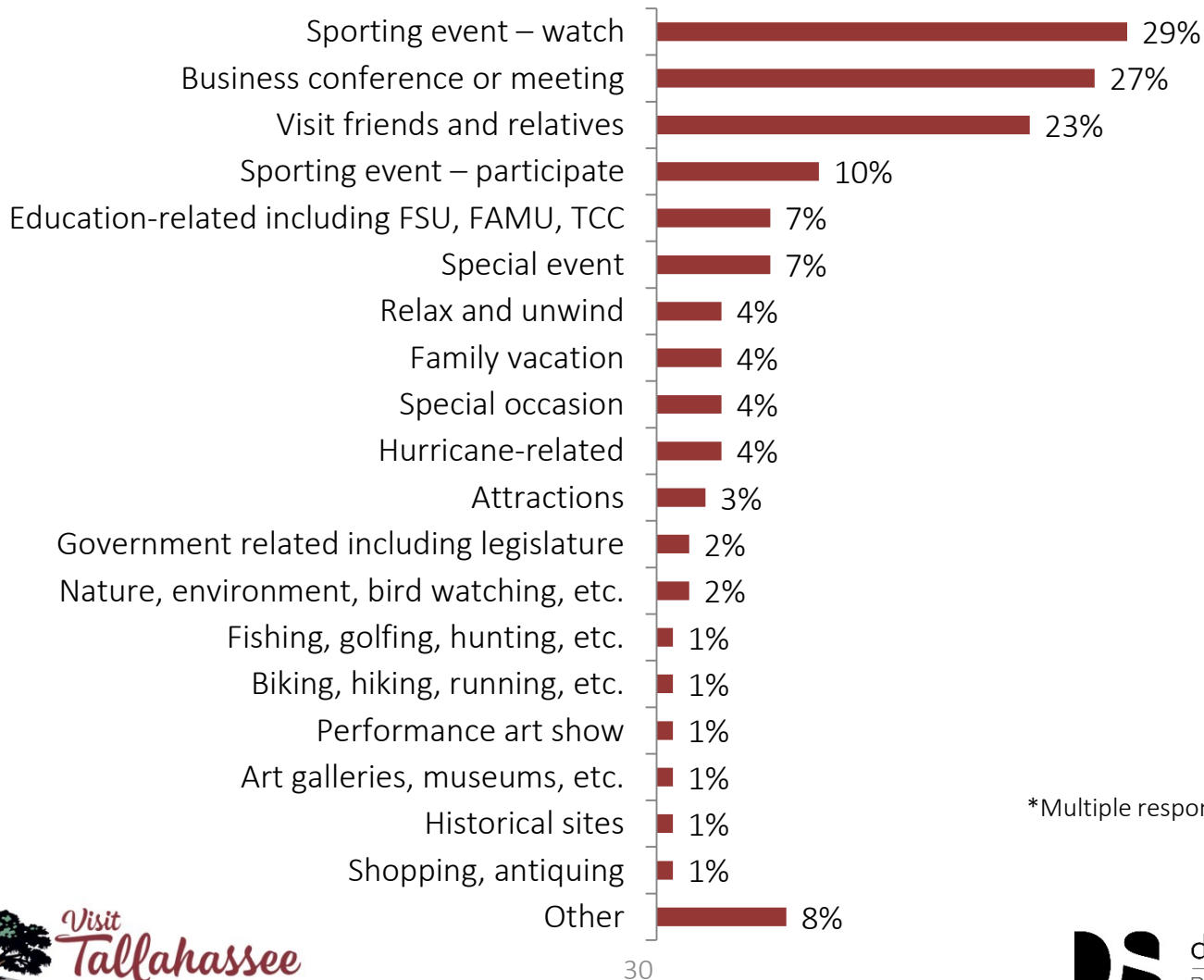
# Experience with Tallahassee

- **19%** were first time visitors.
- **26%** have visited Tallahassee more than 10 times.



# Reasons for Visiting

- 3 in 10 visitors (29%) came to watch a sporting event.\*

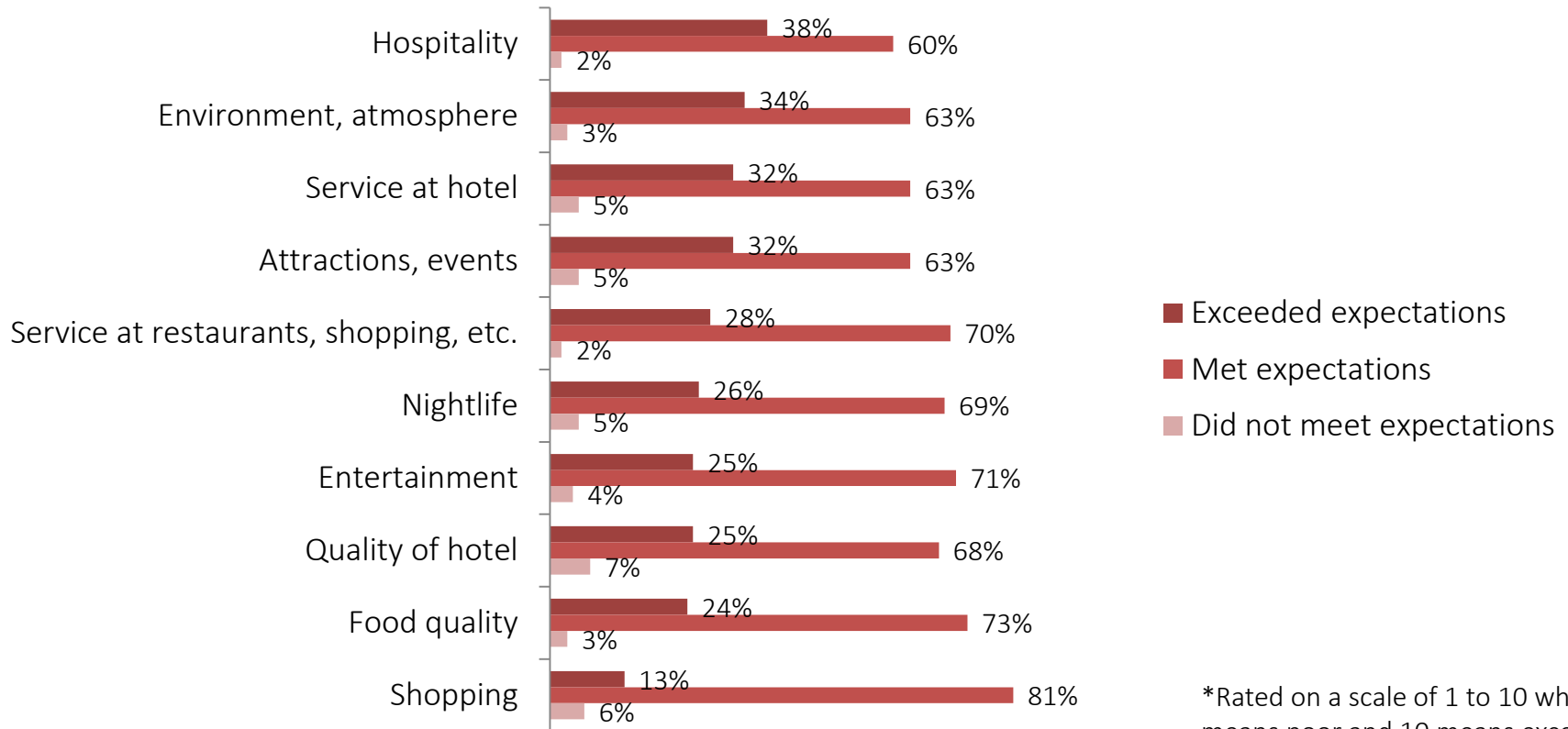


\*Multiple responses permitted



# Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.7 out of 10** as a place to visit.\*
- Visitors' ratings of their stay along various attributes:

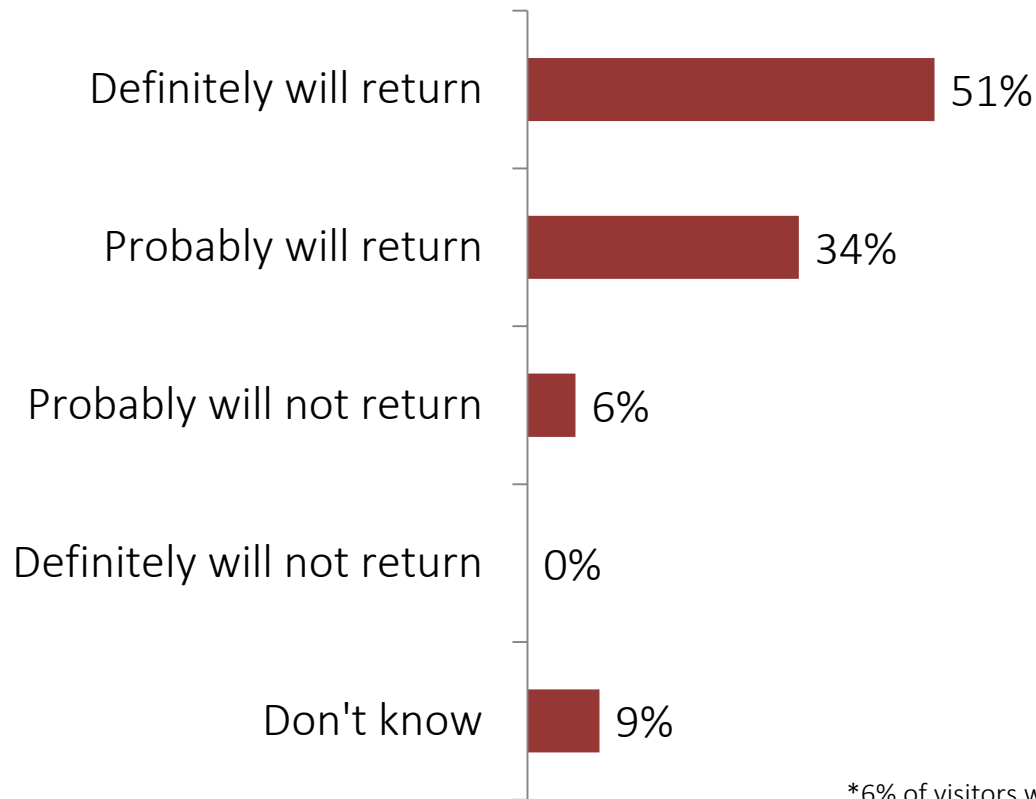


\*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



# Likelihood of Returning

•85% of visitors will return to Leon County.\*

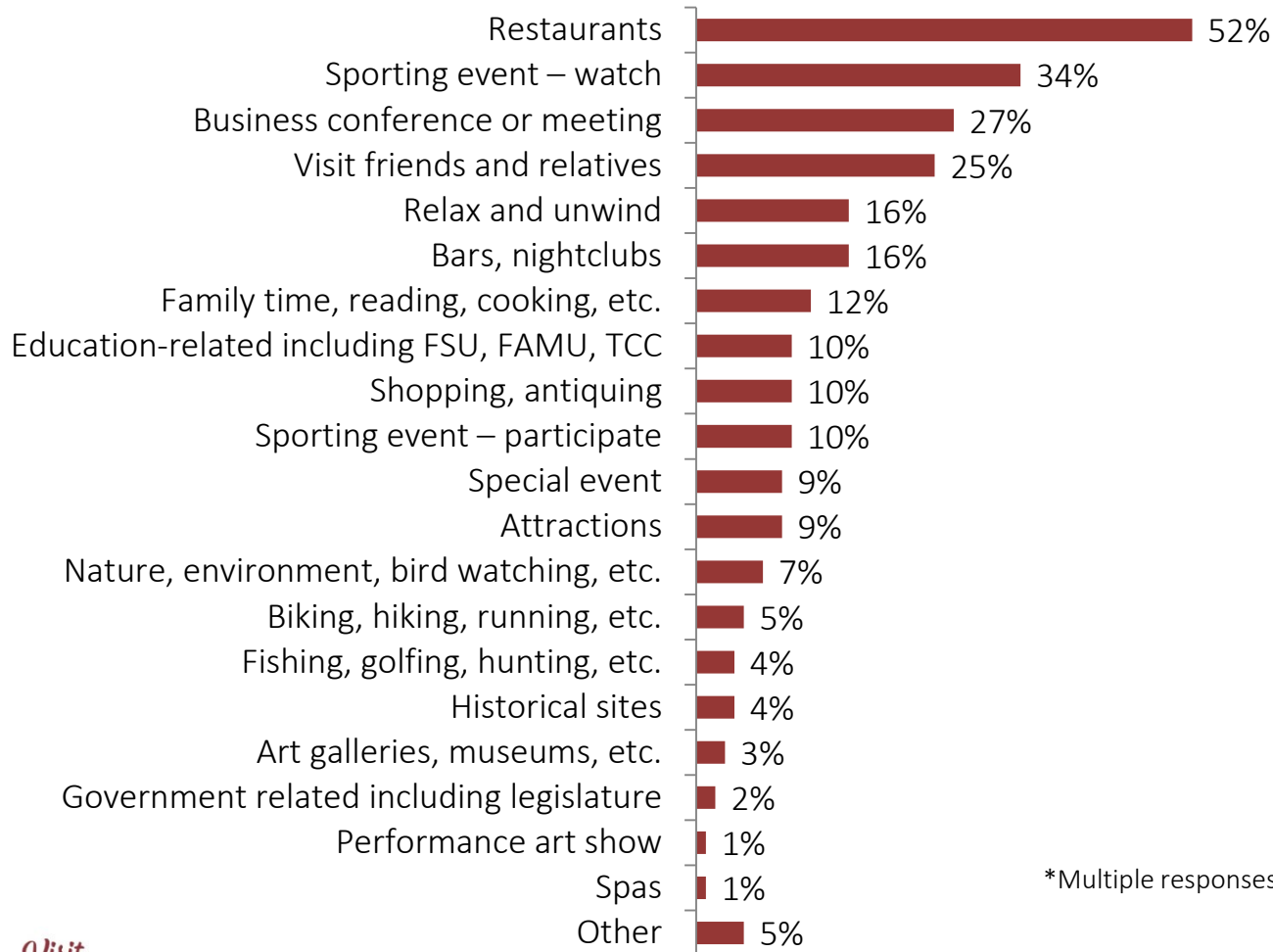


\*6% of visitors will not return for the following reasons:  
1. Event/occasion for visit is over; 2. Prefer other areas



# Visitors' Activities

- Over half of visitors (**52%**) ate in area restaurants:\*

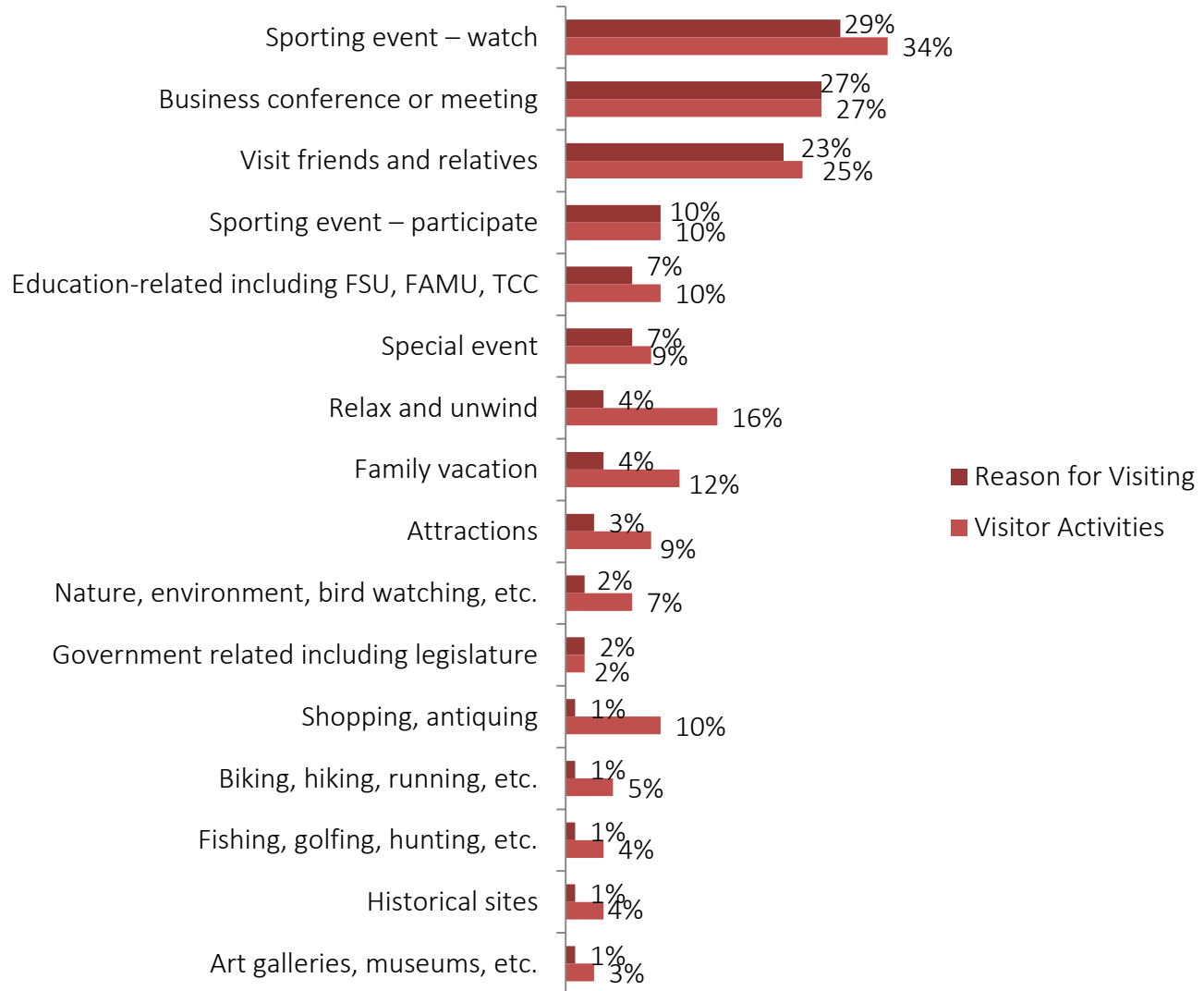


\*Multiple responses permitted



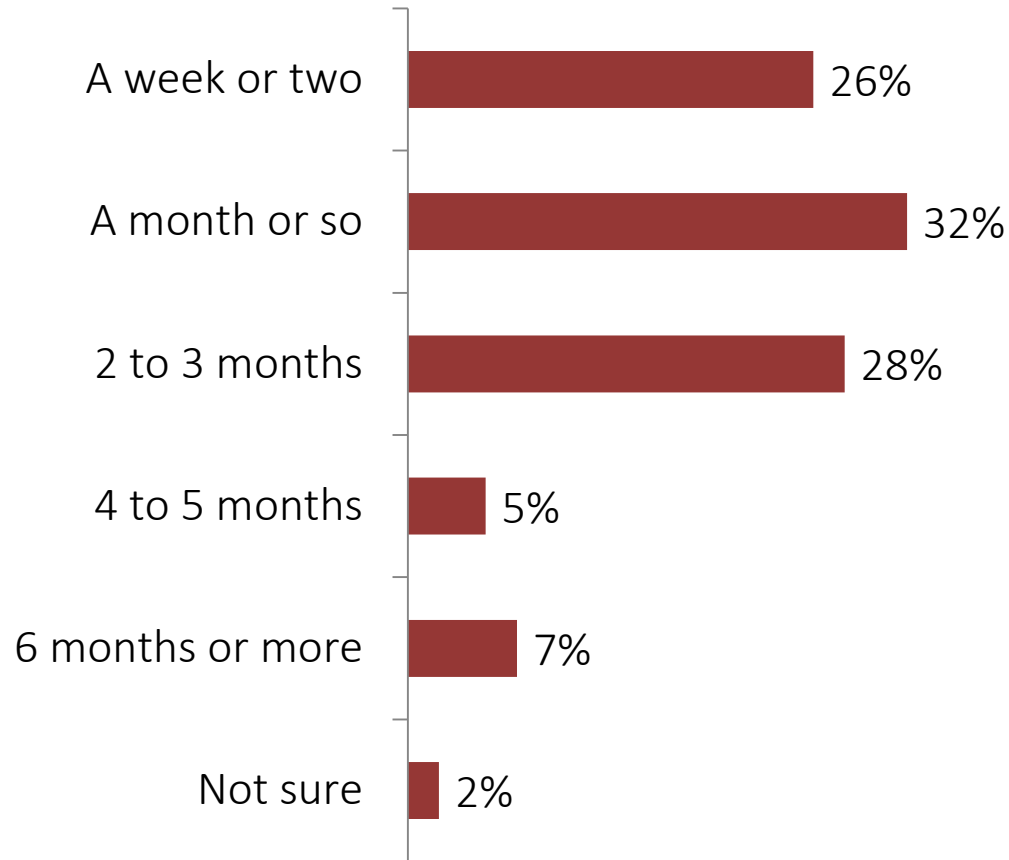


# Reasons for Visiting vs. Visitor Activities



# Trip Planning

- Six in ten visitors (58%) planned their trip within a month of travel.



# Sources of Information

- Internet searches were used most frequently to plan trips to Tallahassee.\*



\*Multiple responses permitted



# Finding Their Way Around

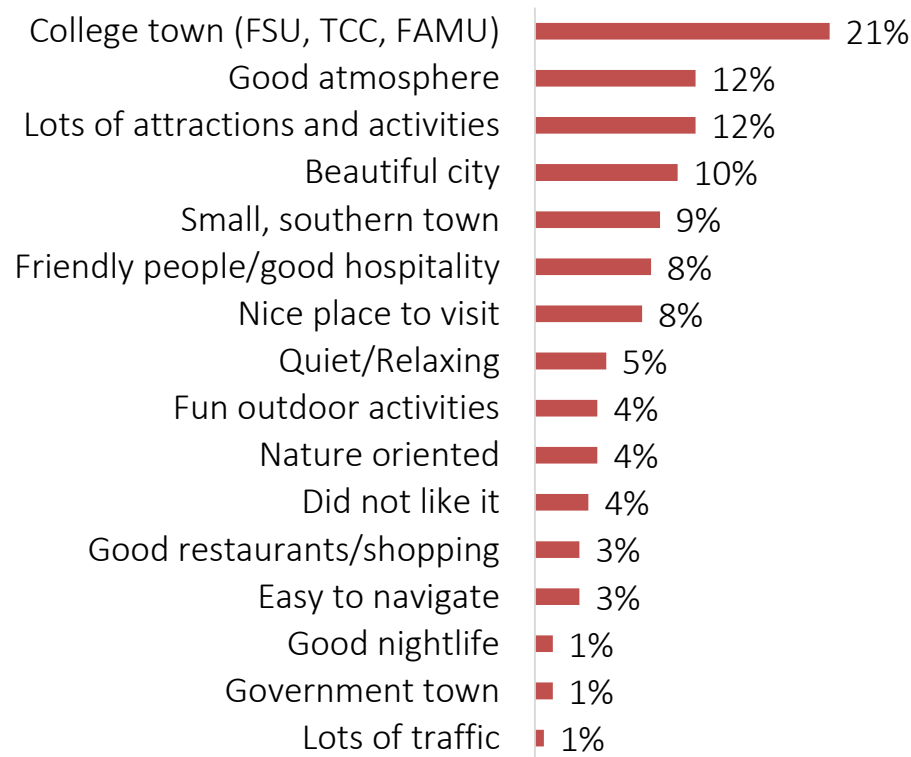
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- Nearly all visitors have smartphones/tablets (98%).
- 77% use their smartphone to plan their trip or to learn how to get around while they are in Leon County.
- 2% of visitors requested a Visitors Guide prior to their visit to Leon County.
- 3% of visitors stopped at the Visitors Center during their visit to Leon County.



# Perceptions of Leon County\*

- Visitors describe Leon County as a nice place to visit and a beautiful area with friendly people.



\*Open-ended responses, multiple responses permitted



# Comments from Visitors

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- From visitors who describe Leon County as a **college town**:

“It’s a fun college town with lots to do and eclectic places to eat.”

“It’s a big college town, and there is a good mix of bars, restaurants, and natural things to do.”

“College town, lots of shopping. The wildlife refuge was great.”

“College town with vibrant neighborhoods.”

“It is a college town, but there is still stuff to do.”



# Comments from Visitors

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- From visitors who describe Leon County as having a **good atmosphere**:

“Tallahassee is a great city with great people and energy.”

“It’s very cool, I wish I could have spent more time here.”

“Lively and full of culture.”

“Full of life and beauty.”

“Enticing spot.”

“It’s just like home.”





# Comments from Visitors

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- From visitors who describe Leon County as having **lots of attractions and activities**:

“Intelligent small town with a large amount of activities to do, both indoors and outdoors.”

“Fun environment with a ton of things to do.”

“Big, entertaining. A lot to do here.”

“Leon County is fun with plenty to offer.”

“It’s a great place to visit, friendly, lots to do.”



# Comments from Visitors

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- From visitors who describe Leon County as a **beautiful city**:

“Really pretty trees with lots of things to do. Good restaurants and weather.”

“It’s South Georgia, gorgeous, area with rolling hills and beautiful trees. Not like the rest of Florida.”

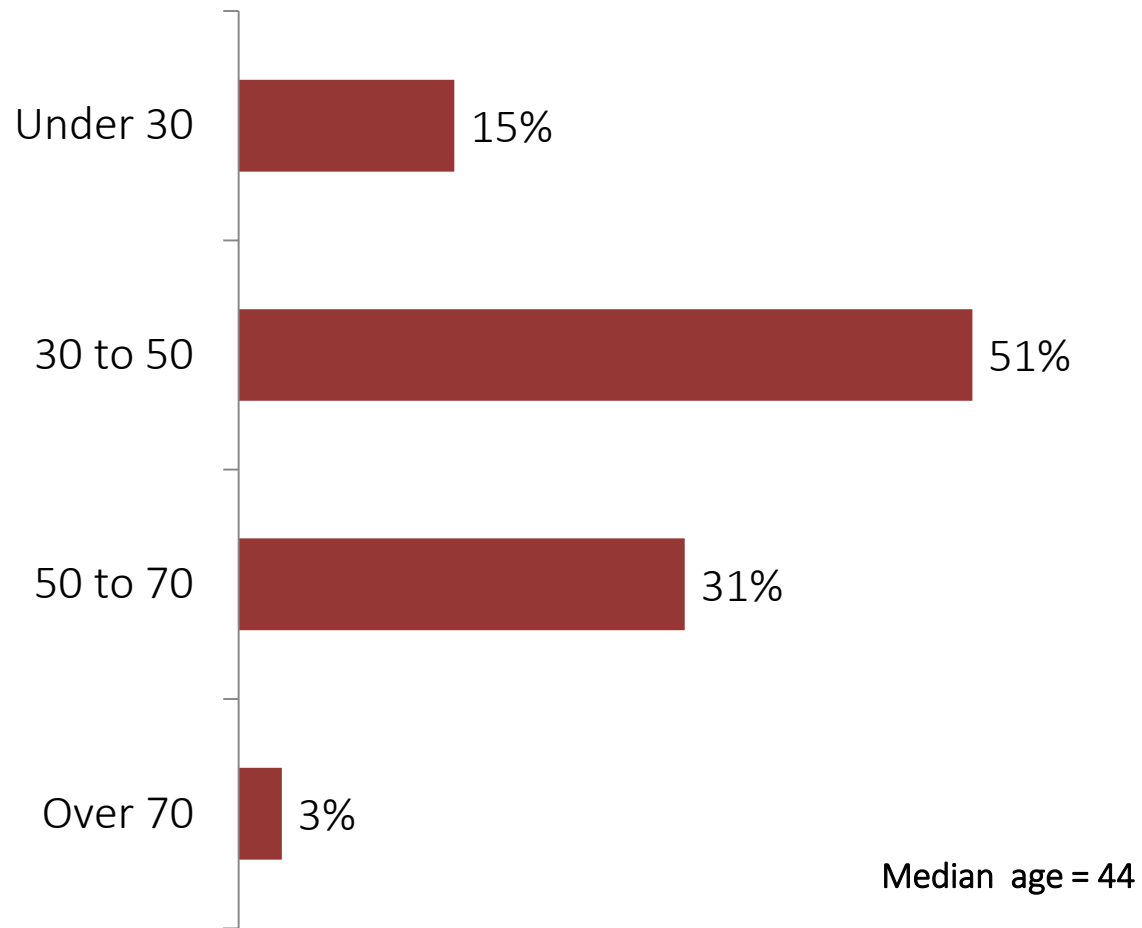
“It’s beautiful and rural with nice places to stay.”

“Cooler than I thought, but beautiful.”

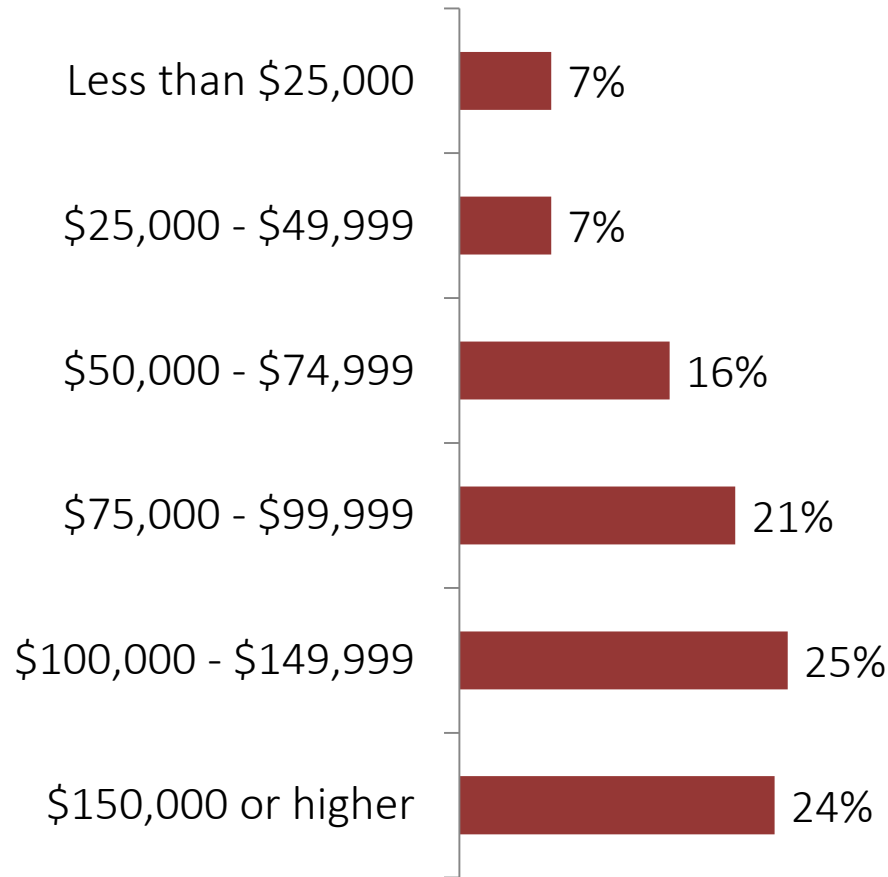
“Beautiful and exciting.”



# Age of Visitors



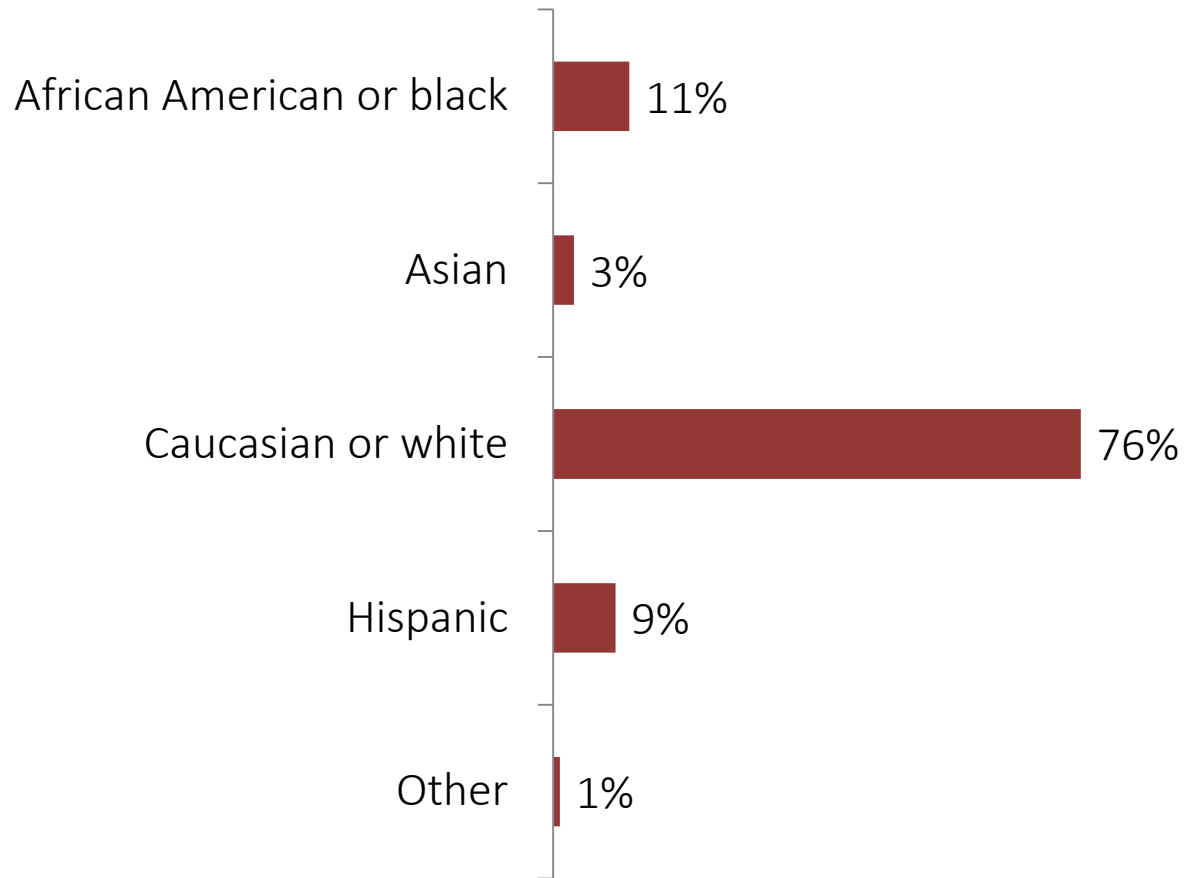
# Visitors' Total Household Income



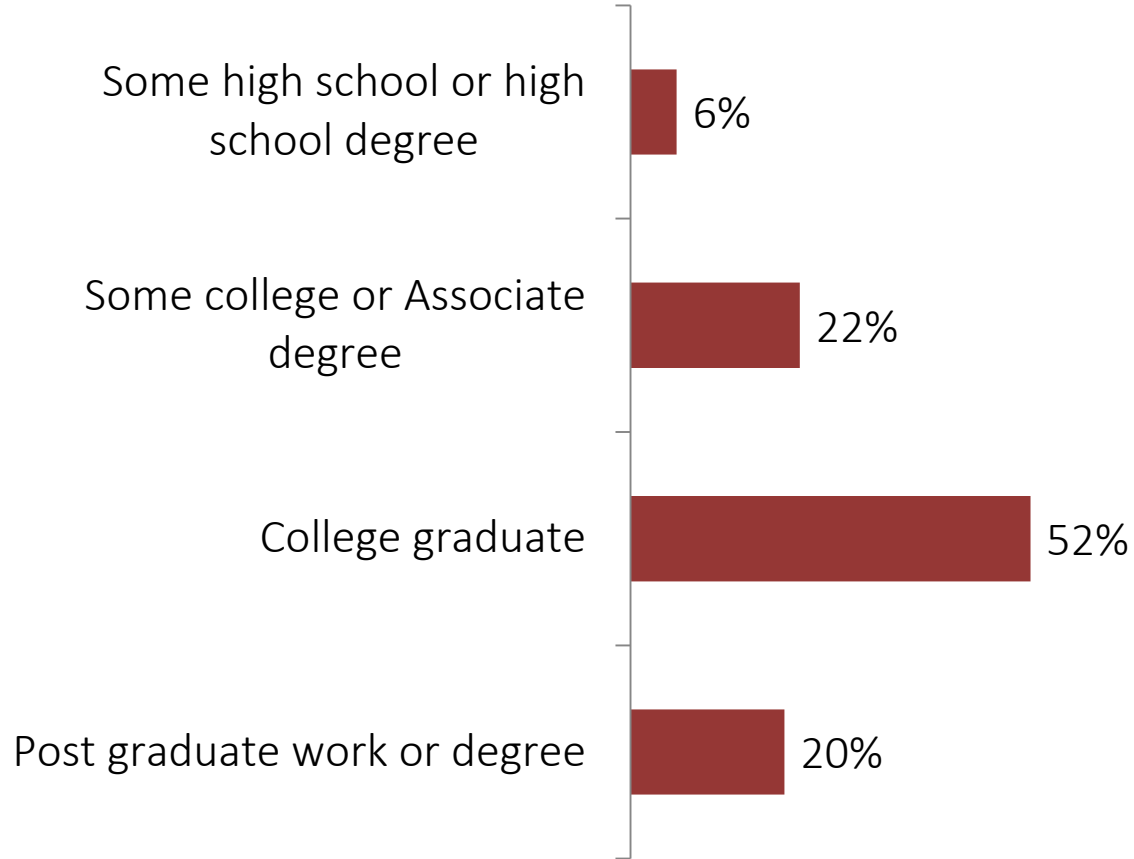
Median HHI = \$98,800



# Race/Ethnicity of Visitors

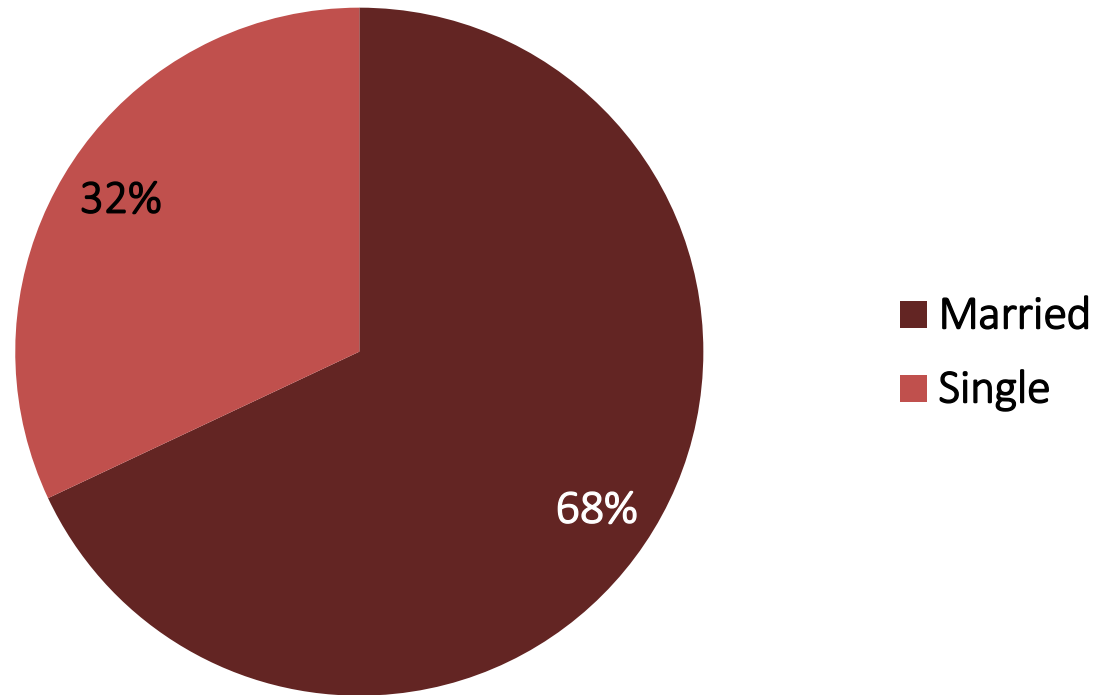


# Education



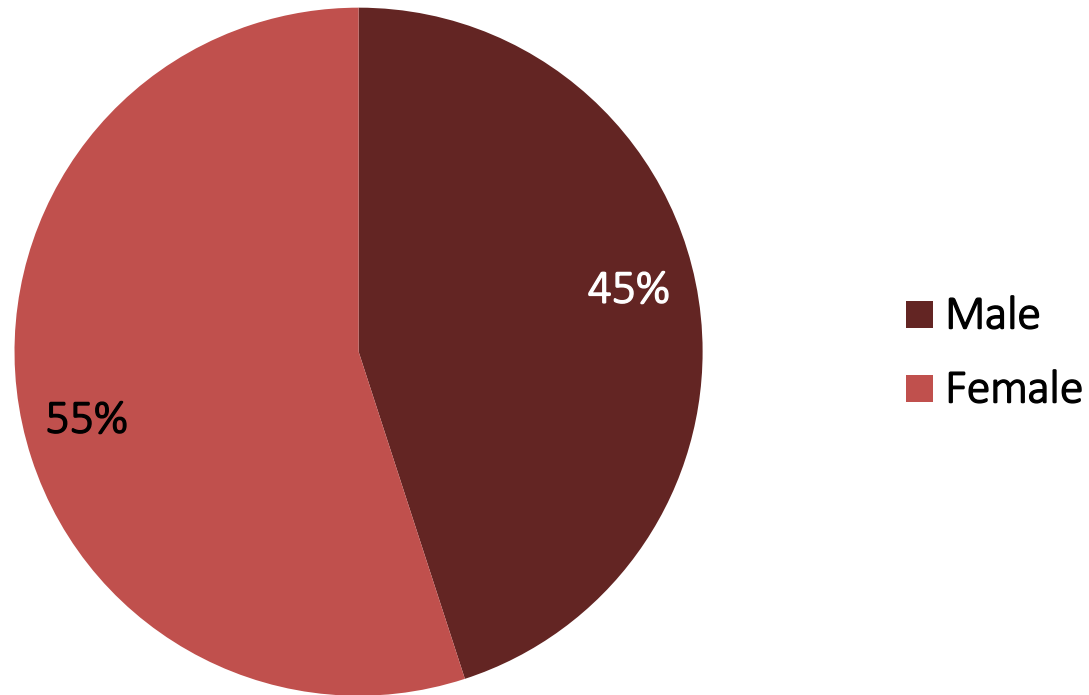
# Marital Status

Over 2 in 3 visitors were married.





# Gender



# Methodology

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- Internet survey and in-person interviews
- Sample size – 511 completed surveys
- First quarter\* FY 2019 visitors to Tallahassee
- Data collection: October 2018 – November 2018

\*October, November, & December 2018



# Oct – Dec FY 2019 Visitor Tracking Report

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

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





# Leon County Division of Tourism/ Visit Tallahassee

1<sup>st</sup> Quarter Visitor Tracking Report  
October - December 2018





## MEMORANDUM

DATE: March 7, 2019

TO: Leon County Tourist Development Council Members

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

SUBJECT: Creation of New Legacy Event Grant Category

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### **Background**

Leon County utilizes Tourist Development Tax (TDT) revenues to offer grant opportunities to local organizations that put on events to attract visitors to the destination and provide programming and activities which enhance the market for both visitors and residents. From cultural activities to athletic competitions, as these events grow in participation and stature, they provide a greater return on investment by generating additional hotel room nights and spending in the community which enhances TDT collections.

For the FY 2019 cycle, the Division of Tourism received 11 Signature/Emerging Event Grant applications. Following the Grants Review Committee's scoring of the applications, the TDC approved 10 of the 11 funding requests for Signature/Emerging Event Grants at its meeting on September 6, 2018. The remaining funding request, by Springtime Tallahassee in the amount of \$70,000, was recommended by the TDC for a \$62,600 Signature Event Grant. The TDC's recommendation requires Board approval as it is above the \$60,000 limit established by the Board of County Commissioners. For informational purposes, the table on the following page provides the 11 Signature/Emerging Event Grant awards and recommendations by the TDC for FY 2019.

**Table #1: FY 2019 Signature/Emerging Event Grant Awards and Recommendations by the TDC**

<b>Events</b>	<b>Grant Requested</b>	<b>Awarded/ Recommended by TDC</b>
<i>Signature Events</i>		
Springtime Tallahassee	\$70,000	\$62,600 <sup>1</sup>
Red Hills Horse Trials	\$75,000	\$50,622 <sup>2</sup> (\$75,000)
Market Days	\$60,000	\$46,000
LeMoyne Chain of Parks Art Festival	\$59,000	\$34,306
Word of South Festival	\$60,000	\$42,778
Doak After Dark (Fall)	\$60,000	\$33,422
Doak After Dark (Spring)	\$60,000	\$30,667
Florida State Invitational Soccer Tournament	\$27,500	\$22,667
<i>Emerging Events</i>		
ASG Presidents' Day Soccer Invitational	\$20,000	\$13,167
Southern Shakespeare	\$59,500	\$25,000
Florida Jazz & Blues Festival	\$60,000	\$28,771
<sup>1</sup> Springtime Tallahassee requires Board approval because it exceeds \$60,000. <sup>2</sup> The Board of County Commissioners awarded Red Hills Horse Trials a \$75,000 Signature Event Grant at their October 9, 2018 meeting.		

*Review of Tourism Signature Event Grant Program*

The Division of Tourism budgeted \$390,000 in FY 2019 for Signature Event Grants due to a \$41,000 carry forward and a budget increase of \$50,000 since the implementation of the Emerging Events Grant commencing with the FY 2018 grant cycle. The County received 11 funding requests during the FY 2019 grant cycle totaling \$611,000, two more than requested in the prior year, and 157% of the amount budgeted for this grant program.

The creation of the Emerging Event Grant has led to additional funding requests for the TDC's consideration in competition with community events that have a long-standing track record of producing overnight visitation. In addition, nearly all of the FY 2019 applicants requested more funding than in previous years, citing the reduction and/or elimination of other funding sources such as the State of Florida and the Downtown Community Redevelopment Agency (CRA). It should be noted that the CRA restored large event grant funding in the FY 2019 Downtown CRA budget on September 12, 2018, long after these applications were submitted to the County.

On the following page, Table #2 shows the 11 Signature/Emerging Event Grants awards and recommendations for FY 2019 compared to the prior two funding cycles.

As previously explained, the Emerging Event Grants were implemented as a subcategory of Signature Events in FY 2018 to support select events to reach their growth potential. The shaded cells in Table #2 indicate events which had previously been funded by other Tourism grants but have grown in recent years and subsequently qualified for the Signature/Emerging Event Grant Program. This demonstrates the success of working with event organizers and providing the necessary resources to grow their events.

**Table #2: Tourism Signature Event Grant Awards, FY 2017 – FY 2019, with Emerging Signature Events Commencing in FY 2018.**

Events	FY 2017 Grant Awards	FY 2018 Grant Awards	FY 2019 Grant Awards/ Recommendations	+/- Since FY 2017
<i>Signature Events</i>				
Springtime Tallahassee	\$60,000	\$57,600	\$62,600 <sup>1</sup>	+\$2,600 or +4%
Red Hills Horse Trials	\$60,000	\$50,622	\$50,622 <sup>2</sup>	-\$9,378 or -16%
Market Days	\$50,000	\$44,000	\$46,000	-\$4,000 or -8%
LeMoyne Chain of Parks Art Festival	\$14,500	\$30,000	\$34,306	+\$19,806 or +137%
Word of South Festival	\$45,000	\$42,778	\$42,778	-\$2,222 or -5%
Doak After Dark (Fall)	N/A	\$36,000	\$33,422	N/A
Doak After Dark (Spring)	\$40,000	N/A	\$30,667	-\$9,333 or -23%
Florida State Invitational Soccer Tournament	\$20,000	\$22,167	\$22,667	+\$2,667 or +13%
<i>Emerging Events</i>				
ASG Presidents' Day Soccer Invitational	\$8,000	\$7,500	\$13,167	+\$5,167 or +65%
Southern Shakespeare	\$13,500	\$25,000	\$25,000	+\$11,500 or +85%
Florida Jazz & Blues Festival <sup>3</sup>	\$45,000	2018 Event Canceled	\$28,771	-\$16,229 or -36%
<sup>1</sup> Springtime Tallahassee requires Board approval because it exceeds \$60,000. <sup>2</sup> The Board of County Commissioners awarded Red Hills Horse Trials a \$75,000 Signature Event Grant. <sup>3</sup> The Florida Jazz and Blues Festival was funded through the Signature Event Program in FY 2017 prior to the creation of the Emerging Event Grant. In FY 2018, the Florida Jazz and Blues Festival was awarded \$41,156 but the event was canceled. The funding was carried forward to the FY 2019 grant cycle.				

Examples of these growing events include:

- The Southern Shakespeare Festival was funded by the Special Event Grant until the implementation of the Emerging Event Grant in FY 2018 and generated nearly 800 room nights last year.
- The Florida State Invitational Soccer Tournament sanctioned by the Florida Youth Soccer Association was funded through the Sports Events Grant Program in FY 2017 but met the thresholds for Signature Event funding in FY 2018 and generated over 1,500 room nights last year with an economic impact of nearly \$800,000.
- The LeMoyne Chain of Parks Art Festival has continuously increased hotel room nights in recent years having received funds from the Special Event Grant in FY 2017, the Emerging Event Grant in FY 2018, and the Signature Event Grant in FY 2019. LeMoyne's room nights grew by 48% in FY 2018 totaling 2,250 with an economic impact of more than \$1.3 million.

The success of these growing festivals and sports tournaments present ongoing challenges as the County's financial resources are unlikely to keep pace with the exponential growth of these events, the funding requests by new applicants, or a greater dependence on County grants as other organizations reduce and/or eliminate cultural grant funding. These changing conditions require continuous monitoring and evaluation to best position the County to serve the community.

While an additional \$50,000 was added to the Signature Event Grant budget to accommodate the inclusion of Emerging Signature Events, Table #2 shows that \$66,938 was awarded to Emerging Events for FY 2019, effectively reducing the available funds for established Signature Events as an unintended consequence. Emerging Events were awarded nearly twice that amount in FY 2018, two of which met the thresholds to apply as a Signature Event in FY 2019 (LeMoyne and FSU Invitational Soccer). As shown in Table #2, three of the top five Signature Events (in terms of room nights and economic impact) have been awarded less funding since FY 2017. In the case of RHHT, its funding has been reduced by \$9,378 (16%) since the FY 2017 despite a strong performance record of generating more than 3,000 room nights each year with an economic impact of over \$3 million. Another example of Emerging Events negatively impacting one of the community's largest Signature Events is the 8% reduction to Market Days as shown in Table #2. Market Days generated nearly 4,200 room nights last year and an economic impact of almost \$3.9 million.



The findings from this analysis on the Signature/Emerging Event Grant Program call for a solution that continues to encourage and financially support growing festivals and events without negatively, or unexpectedly, impacting community events that have a long-standing track record of generating significant amounts of overnight visitation. As a result, the next section outlines the parameters for a new Legacy Event Grant for the TDC's consideration to address the issues identified herein. Input from the TDC's discussion will be incorporated into the Board of County Commissioners budget discussion item at their upcoming FY 2020 County Budget Workshop to finalize and approve this new grant program for it to be implemented in time for the FY 2020 grant cycle.

### **Creation of a New Legacy Event Grant Category**

On October 9, 2018 the Board of County Commissioners approved the creation of a new Tourism grant category for 'Legacy Events' to ensure the continued success of long-standing community events and facilitate their regional and national growth through multi-year funding agreements with the County.

Organizations that hold Legacy Events will have the opportunity to enter into three-year funding agreements with the County, approved by the Board and subject to annual appropriation, thereby ensuring the continuity and reliability of financial support from the County in order to focus on the event. While the funding for Legacy Events would be a designated amount annually, these organizations would no longer have to compete through the annual grant process with much smaller and less established events. They would still be required to provide pre- and post-event documentation to ensure the County's ongoing return on investment.

The criteria to qualify for a Legacy Grant include:

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

At this time, only the three largest visitor events meet this criteria: Springtime Tallahassee, RHHT, and Market Days. It is anticipated and appropriate for the current Signature/Emerging Events to evolve, as some Special Events may advance to Emerging Signature Event status, some Emerging Signature Events will advance to Signature Events, some Signature events may advance to become Legacy Events, and others may attrition naturally in an event's life cycle. Based on their recent and projected turnout, Word of South and the LeMoyne Chain of Parks Art Festival are expected to meet these criteria in the next year or two.

To further develop this concept and balance the needs of the other Tourism grant programs, the Board of County Commissioners approved a preliminary award ceiling of \$100,000 in annual financial support for this new grant but will bring back the final TDC recommendations in a budget discussion item. For the initial round of agreements to commence in FY 2020, staff anticipates the funding levels to be consistent with the FY 2019 funding requests (less than \$100,000) assuming that there are no changes to the event programming or duration. The three-year grant agreements benefit the County because they give staff the opportunity to adjust the remaining Tourism grant budgets each year as needed, knowing that the largest funding requests will not be part of the regular grant cycle competing with smaller events for limited resources.



## TIMELINE FOR THE TOURISM MARKETING/ADVERTISING SERVICES RFP AND TOURISM PUBLIC RELATIONS SERVICES RFP

Table 1 - Schedule of Events	
Date and Time (all eastern time)	Event
<b>February 22, 2019</b>	<b>Release of the RFP</b>
March 6, 2019 @ 10:30 AM	<b>PRE-PROPOSAL MEETING:</b> Date and time the <b>NON-MANDATORY</b> Pre-Proposal Meeting will be held in the Leon County Purchasing Division, located at 1800-3 North Blair Stone Road, Tallahassee, FL 32308. This will be a public meeting that the public is invited to attend.
March 13, 2019 - Not later than: 5:00 PM	<b>QUESTIONS/INQUIRIES DEADLINE:</b> Date and time by which written questions and inquiries regarding the RFP must be received by the Leon County Purchasing Division via e-mail submittal to Shelly Kelley at <a href="mailto:kelleys@leoncountyfl.gov">kelleys@leoncountyfl.gov</a> and Geri Forslund at <a href="mailto:forslundg@leoncountyfl.gov">forslundg@leoncountyfl.gov</a> Respondents are requested to send the e-mail to both representatives.
April 11, 2019 - Not later than: 2:00 PM	<b>OPENING DATE:</b> Date and time by which <b>Proposals</b> must be received by the Leon County Purchasing Division, located at 1800-3 North Blair Stone Road, Tallahassee, FL 32308
May 6, 2019	<b>Anticipated Posting of Short Listed Vendors</b>
Week of June 3, 2019	<b>Anticipated Date of Presentations</b>
Week of June 10, 2019	<b>Anticipated Posting of Intended Decision</b>
July 9, 2019	<b>Anticipated BOCC Meeting for Award Approval</b>
August 1 – September 30, 2019	<b>Anticipated Contract Execution /Implementation/Transition</b>
October 1, 2019	<b>Contract Start Date</b>

See next page for timeline for Tourism Research Services RFP.

## TIMELINE FOR THE TOURISM RESEARCH SERVICES RFP

<b>Table 1 - Schedule of Events</b>	
<b>Date and Time (all eastern time)</b>	<b>Event</b>
<b>February 22, 2019</b>	<b>Release of the RFP</b>
March 6, 2019 @ 10:00 AM	<b>PRE-PROPOSAL MEETING (NON-MANDATORY):</b> Date and time the <b>NON-MANDATORY</b> Pre-Proposal Meeting will be held in the Leon County Purchasing Division, located at 1800-3 North Blair Stone Road, Tallahassee, FL 32308. This will be a public meeting that the public is invited to attend.
March 13, 2019 - Not later than: 5:00 PM	<b>QUESTIONS/INQUIRIES DEADLINE:</b> Date and time by which written questions and inquiries regarding the RFP must be received by the Leon County Purchasing Division via e-mail submittal to Shelly Kelley at <a href="mailto:kelleys@leoncountyfl.gov">kelleys@leoncountyfl.gov</a> and Geri Forslund at <a href="mailto:forslundg@leoncountyfl.gov">forslundg@leoncountyfl.gov</a> Respondents are requested to send the e-mail to both representatives.
April 4, 2019 - Not later than: 2:00 PM	<b>OPENING DATE:</b> Date and time by which <b>Proposals</b> must be received by the Leon County Purchasing Division, located at 1800-3 North Blair Stone Road, Tallahassee, FL 32308
May 6, 2019	<b>Anticipated Posting of Intended Decision</b>
July 9, 2019	<b>Anticipated BOCC Meeting for Award Approval</b>
August 1 – September 30, 2019	<b>Anticipated Contract Execution /Implementation/Transition</b>
October 1, 2019	<b>Contract Start Date</b>



## Leon County Board of County Commissioner's Detailed FY20 Budget Schedule

Activity	Date
GovMax*/Budget open to Departments	Friday, February 15, 2019
Department Narrative and Business Plans sent to Departments	Friday, March 8, 2019
GovMax/Budget submissions closes	Friday, March 15, 2019
Department Narrative Sheets and Business Plans due	Friday, March 29, 2019
Executive Administrative Hearings (if necessary): Department Directors will meet with County Administrator and Office of Management and Budget to present their preliminary budgets	Thursday, April, 4, 2019
Preliminary Policy Workshop	Tuesday, April 23, 2019
TDC Approval of Budget and Sales Plans	May 2, 2019
Budget Workshop	Tuesday, June, 18, 2019
Budget Workshop (if necessary)	Tuesday, July 9, 2019
Two statutorily required Public Hearings held adopting FY 2020 budget and millage rates	Tuesday, September 17, 2019 Tuesday, September 24, 2019

\*GovMax is governmental budget system used by the County in development of its budget.