



Visit  
Tallahassee

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

Thursday September 14, 2023, 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 – **Michelle Personette, Chairperson**
- II. Request for Additional Agenda Items – **Michelle Personette**
- III. Public Comment
- IV. Items for Consent Approval – **Michelle Personette**
  - May 4, 2023 Meeting Minutes (T1)
  - Financial Reports: Division Budget FY 2023 YTD and the Tourism Development Tax Collections and Smith Travel Report (T2)
  - Advertising/PR Activity Report/Digital Activity (T3)
  - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- V. General Business – **Michelle Personette**
  - Downs & St. Germain Research Presentation – 3rd Quarter Visitor Study and Fall/Spring Events Highlights (T4)
  - FY24 Tourism Event Grant Recommendations (T5)
  - FY24 Agency Advertising/PR Plan Presentation
  - Bicentennial Update and Marketing Plan Presentation
  - Concert Update
  - Tallahassee Sports Council Update and Event Grant Recommendations
  - COCA FY24 Grant Recommendations and Update (T6)
- VI. Executive Director's Report – **Kerri Post**
  - Staff Update
  - FY22-26 Tourism Strategic Plan Update at November TDC Meeting
  - Pickle Ball Overview (T7)
  - Cross Country Season Preview (T8)
- VII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:  
**Thursday, November 2, 2023**  
**County Commission Chambers**



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**May 4, 2023**

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

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

Tourism Staff present: Kerri Post, Jon LaBarre, Katie Kole, Ryan Zornes, Wendy Halleck, Aundra Bryant, Renee Jones, Taylor Wheaton, Alyssa Losauero, Vel Johnson, Janet Roach and Shelby Bishop.

- I. **Call to Order** – Chairperson, Michelle Personette called the meeting to order at 9:01 a.m.
- II. **Request for Additional Agenda Items** – Chairperson Personette confirmed there were no request for additional agenda items.
- III. **Public Comment** – Chairperson Personette confirmed there were no request for public comment.
- IV. **Items for Consent Approval**
  - Approval of the February 2, 2023 Meeting Minutes
  - Approval of the Financial Reports: Division Budget FY 2023 Year-to-Date  
Tourism Development Tax Collections and Smith Travel Report
  - Approval of the Advertising/PR Activity Report/Digital Activity
  - Approval of the Marketing Communications, Visitor Services, Sales & Sports Staff Reports

***Russell Daws moved, duly seconded by Curtis Richardson, approval of the Items for Consent. The motion passed unanimously 9-0.***

V. **General Business:**

**Downs & St. Germain Research Presentation** – 2<sup>nd</sup> Quarter Visitor Study - Mr. Isiah Lewis presented FY 2023 2nd Quarter Visitor Tracking Report. The presentation included an overview of Cross Country Season Events and January-March 2023 Economics Metrics vs 2022. Ms. Post noted that Visit Tallahassee has hosted FHSAA Cross Country Championships for the last 13 years. Discussion ensued.

**Proposed FY24 Tourism Budget** - Ms. Post presented the proposed FY 2024 Division of Tourism Budget (Visit Tallahassee). This Budget Proposes a 19% budget increase for a total of \$8,488,201 for the year. Discussion ensued on the 2024 Bicentennial budget regarding City, County and State collaborative efforts and potential funding sources.

**Russell Daws moved, duly seconded by Curtis Richardson, approval of the proposed FY2024 Tourism Budget. The motion passed unanimously 9-0.**

**Proposed FY24 Tourism Marketing and Sales Plans –**

Ms. Post presented the FY24 Tourism Marketing and Sales Plans in alignment with the FY22-26 Tourism Strategic Plan goals for marketing, visitor services, sales and sports. Chairperson Personette thanked staff for all their hard work. Matt Thompson requested the Visit Tallahassee team promote their accomplishments more to make the public aware. Discussion ensued.

**Commissioner Dianne Williams-Cox moved, duly seconded by Curtis Richardson, approval of the proposed FY24 Tourism Marketing and Sales Plans. The motion passed unanimously 9-0.**

**Proposed FY24 Tourism Event Grant Program** – Ms. Post presented the proposed funding allocations, updated guidelines and blackout dates for the FY 2024 Tourism Event Grant Program. The Proposed total funding budget allocation is \$700,000, the same amount as FY22 only redistributing the \$100,000 originally allocated for the Legacy Event - Red Hills International Horse Trials (now terminated) across the other three grant programs; FY 2024 funding levels allocated to the respective grant programs are as follows:

| FY 2023 Proposed Grant Budget Allocation |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|
| Program Type                             | FY2019/20        | FY2020/21        | FY2021/22        | FY2022/23        | FY2023/24        |
| Legacy                                   | \$300,000        | \$240,000        | \$280,000        | \$340,000        | \$255,500        |
| Signature/Emerging Signature             | \$235,000        | \$110,000        | \$130,000        | \$130,000        | \$130,000        |
| Special                                  | \$100,000        | \$40,000         | \$60,000         | \$120,000        | \$184,500        |
| Sports                                   | \$130,000        | \$60,000         | \$90,000         | \$110,000        | \$130,000        |
| <b>Total</b>                             | <b>\$765,000</b> | <b>\$450,000</b> | <b>\$560,000</b> | <b>\$700,000</b> | <b>\$700,000</b> |

The following dates were recommended as peak visitor periods for FY 2023/2024:

- October 6-7, 2023                      FSU Football Game (Parents Weekend)
- October 27-28, 2023                  FAMU Football Game (Homecoming)
- November 10-11, 2023                FSU and FAMU Football Game
- December 15, 2023                    FSU/FAMU/TCC Graduation
- January 9 – March 11, 2024        Florida Legislative Session (Monday – Thursday)
- May 3-4, 2024                          FSU/FAMU/TCC Graduation

**Commissioner Dianne Williams-Cox moved, duly seconded by Curtis Richardson, approval the Proposed FY24 Tourism Event Grant Program. The motion passed unanimously 9-0.**

**Naming TDC Grant Review Committee Members** - Commissioner Diane Williams-Cox recommended Matt Thompson to again Chair the Grant Review Committee, with Russell Daws and Carolanne Savage to serve as members on the Grant Review Committee.

**Commissioner Dianne Williams-Cox moved, duly seconded by Commissioner Curtis Richardson, approval of Naming the TDC Grant Review Committee Members. The motion passed unanimously 9-0.**

Ms. Post also added, this year language was added pertaining to the Tallahassee/Leon County Bicentennial commemoration and celebration to encourage grant applicants to incorporate the Bicentennial anniversary into their events throughout 2024, and noted that including Bicentennial elements will comprise 5% of the total scoring/rating criteria. Commissioner Proctor recommended that the hotel industry create a Family Reunion package for the summer months, (May, June, July, and August) also a Bicentennial Birthday special incentive to bring people to Tallahassee. Ms. Post confirmed that creating a Bicentennial Family Renunions campaign is in the Group Sales Team targeted strategy for FY 2024. Discussion ensued.

**Tallahassee Sports Council Update** – Amanda Heidecker presented the Sports Council Updates, and opened with a thank you to the City Parks and Rec’s for their hospitality during their last meeting at Jack McClain Community Center. The Pepsi Youth Bowling Championship was hosted over 5 different weekends at Capital City Lanes with more than 2,700 bowlers. Visit Tallahassee will be hosting for the second year the Florida High School Athletic Association Beach Volleyball Championship. The Visit Tallahassee team is finalizing the fall cross country schedule, installing LED boards, and adding more trails at Apalachee Regional Park to bring in biking events as well as archery.

**COCA Update** - Kathleen Spehar gave a brief overview of past and upcoming events, In March COCA held a chalk walk which started as a local initiative but is now expanded to other high schools. Ms. Spehar announced two new COCA employees Sam Joslin, Public Art & Exhibitions Manager and Summer Callahan, Grants Manager.

VI.

**Executive Director’s Report**

**Staffing Update** – Ms. Post recognized new additions to the Visit Tallahassee Team: Senior Operations Director, Jon LaBarre; also, Taylor Wheaton, Sports Events & Grant Manager; Wendy Halleck, Visitor Service Director; Vel Johnson, Bicentennial Coordinator; and Bryan Smith, Digital Content Manager.

**Grand Opening of New Visitor Center & Tourism Staff Office at Amtrak**

Staff has moved in the building and are still getting settled therefore it is not yet open to the public. The building is located within two blocks of 400+ hotel rooms. The “Grand Opening” event is scheduled May 10, 2023. Ms. Post gave a shout out to Ryan Zornes for his leadership coordinating the move.

**National Travel & Tourism Week**

Ms. Post announced that National Travel & Tourism Week will coincide with the opening of the brand new Visitor Information Center & Tourism staff offices.

**Bicentennial Update** – Ms. Vel Johnson

Ms. Johnson presented an update on the 2024 Bicentennial noting that this year is the planning and development year. There are six Task Forces that meet regularly. Chairperson Personette suggested that not only hotels and attraction be involved but restaurants needed to be included, Commissioner Richardson noted the history of Tallahassee needed to include native American’s and African Americans. Commissioner Dianne Williams-Cox, spoke of the importance of the accuracy of the history and encouraged the creation of a focused task force for this purpose. Discussion ensued.



## Tallahassee-Leon County Bicentennial Steering Committee Members, & Task Forces

Ms. Johnson listed the members of the Bicentennial Steering Committee as follows:

- Antonio Jefferson, Big Bend Minority Chamber of Commerce
- Katrina Tuggerson, Capital City Chamber of Commerce
- Kathleen Spehar, Council on Culture and Arts
- Dr. Shawnta Friday-Stroud, FAMU
- Tiffany Baker, Florida Historic Capitol Museum
- Jimmy Cole, FSU
- Samantha Rivers, Greater Tallahassee Chamber of Commerce
- Betsy Couch, Knight Creative Communities Institute
- Eric Clark, Leon County Schools
- Dionte Gavin, Office of the Mayor
- Courtney Thomas, Office of the Mayor
- Aron Myers, The Riley House
- Candice Grause, TCC
- Elizabeth Emmanuel, Tallahassee Downtown Improvement Authority
- Bob Halladay, Tallahassee Historical Society

Ms. Johnson continued on the Task Forces and their purposes:

**Programming/Events/Activities** – to communicate and coordinate with existing or planned events to incorporate Bicentennial elements/themes and stimulate/encourage new Bicentennial events

**Marketing** – to develop and implement the 2024 Marketing Communications and Media Plan and build community-wide awareness and planning throughout 2023. Also, develop short-term and long-term marketing communications and promotional plan for the 2024 Bicentennial year, in addition to developing and produce the year-end Bicentennial recap/report document

**Education** – to communicate and coordinate with local educational institutions and platforms to share Bicentennial information, materials, suggested readings, events, activities, etc., to seek broader participation from the universities, with an opportunity athletic and student engagement. Also, included will be involvement with colleges, Leon County Schools, and private/home schools.

**Community Outreach & Inclusion** – to communicate and coordinate with community groups such as churches, civic organizations (i.e., Rotary Clubs, Junior League), local business community, professional organizations, and non-profits to inspire and encourage inclusion and participation in any way they see fit in the year-long celebration and commemoration.

**Faith-Based** – to communicate and coordinate with faith-based organizations and to encourage their participation in the community anniversary celebration.

**Legislative/State Government** – to communicate and coordinate with local state delegates, state government agencies, and the Executive Office of the Governor, etc. for their collaboration and support.

**Legislative Updates**

Ms. Post highlighted some of the twists and turns this Legislative Session and considerations to modify 125.0104 F.S. and thankfully it ended with no significant changes. Commissioner Richardson asked about the status of the vacation rentals and Air B & B taxes. Commissioner Dianne Williams-Cox gave a shout out to staff for helping to bid on a major conference of 10,000 people and bring it to Tallahassee. Ms. Post announced the Visit Tallahassee was partnering with the TSO on May 19, 2023, for a concert at the Adderley in Cascades Park, called “Freedoms Eve” for Emancipation Day in Florida.

**Additional Business:** “For the Good of the Cause” – chairperson Personette confirmed there was no additional business.

***Commissioner Richardson moved, duly seconded by Commissioner Williams-Cox, adjournment of the TDC meeting. The motion passed unanimously 9-0***

**ADJOURN**

**There being no further business to come before the Council, the meeting was adjourned at 11:05 a.m.**

\_\_\_\_\_  
Attest: Michelle Personette,  
Chairperson

\_\_\_\_\_  
Attest: Shelby Bishop  
Visitor Services Specialist

**Leon County Tourist Development Council**  
Statement of Cash Flow  
Period Ending July 31, 2023

**4-Cents Collections**

| Acct # REVENUES                                | YTD             | July          | FY 2022/23       | % Revenue     |             |
|--|-----------------|---------------|------------------|---------------|-------------|
|  | Actuals         | Actuals       | Budget           | Received      | Variance    |
| 312100 Local Option Tax (4-cents) <sup>1</sup> | \$ 5,566,945.13 | \$ 480,426.67 | \$ 5,230,434.00  | 97%           | (2,042,187) |
| 361320 Tax Collector FS 219.075                | \$ 9,769.13     | \$ -          | \$ -             |               | 9,769       |
| 361111 Pooled Interest Allocation              | \$ -            | \$ -          | \$ 56,753.00     |               |             |
| 365000 Merchandise Sales                       | \$ 10,650.95    | \$ 2,475.28   | \$ 5,730.00      |               |             |
| 366500 Special Event Grant Reimbursements      | \$ -            | \$ -          | \$ 12,500.00     |               |             |
| 366930 Other Contributions/Partnerships        | \$ -            | \$ -          | \$ -             |               |             |
| 361300 Interest Inc/FMV Adjustment             | \$ -            | \$ -          | \$ -             |               |             |
| 369900 Miscellaneous Revenue <sup>3</sup>      | \$ 110,694.25   | \$ 2,120.00   | \$ 33,533.00     |               |             |
| 399900 Appropriated Fund Balance               | \$ 5,989,029.00 | \$ -          | \$ 253,645.00    |               |             |
| Total Estimated Receipts                       |                 |               | 5,592,595        |               |             |
|  |                 |               | -                |               |             |
|  |                 |               | \$ 11,687,088.46 | \$ 485,021.95 |             |

| Acct # EXPENDITURES                         | YTD           | July         | FY 2022/23    | FY 2022/23      | % Budget | Under/     |
|---|---------------|--------------|---------------|-----------------|----------|------------|
|   | Actuals       | Actuals      | Adopt. Budget | Adj. Budget     | Spent    | (Over)     |
| <i>Administration (301)/Marketing (303)</i> |               |              |               |                 |          |            |
| 51200 Salaries & Wages                      | \$ 606,980.23 | \$ 57,824.78 | \$ 866,998.00 | \$ 866,998.00   | 70%      | \$ 260,018 |
| 51250 Regular OPS Salaries & Wages          | \$ 83,018.16  | \$ 14,623.00 | \$ 79,212.00  | \$ 79,212.00    | 105%     | (3,806)    |
| 51500 Special Pay                           | \$ -          | \$ -         | \$ 3,255.00   | \$ 3,255.00     | 0%       | 3,255      |
| 52100 FICA                                  | \$ 49,390.55  | \$ 5,237.33  | \$ 71,826.00  | \$ 71,826.00    | 69%      | 22,435     |
| 52200 Retirement Contributions              | \$ 104,139.58 | \$ 12,142.57 | \$ 136,721.00 | \$ 136,721.00   | 76%      | 32,581     |
| 52210 Deferred Compensation                 | \$ 1,010.91   | \$ 99.16     | \$ 1,566.00   | \$ 1,566.00     | 65%      | 555        |
| 52300 Life & Health Insurance               | \$ 99,553.43  | \$ 14,599.98 | \$ 184,297.00 | \$ 184,297.00   | 54%      | 84,744     |
| 52400 Workers Compensation                  | \$ 1,373.25   | \$ 139.12    | \$ 4,446.00   | \$ 4,446.00     | 31%      | 3,073      |
| 53400 Other Contractual Services            | \$ 133,932.19 | \$ 9,682.01  | \$ 425,000.00 | \$ 515,000.00   | 26%      | 381,068    |
| 54000 Travel & Per Diem                     | \$ 38,619.78  | \$ 2,942.53  | \$ 79,500.00  | \$ 79,500.00    | 49%      | 40,880     |
| 54100 Communications Services               | \$ 4,317.55   | \$ -         | \$ 9,600.00   | \$ 9,600.00     | 45%      | 5,282      |
| 54101 Communications - Phone System         | \$ -          | \$ -         | \$ 1,445.00   | \$ 1,445.00     | 0%       | 1,445      |
| 54200 Postage                               | \$ 7,106.48   | \$ 674.16    | \$ 7,500.00   | \$ 7,500.00     | 95%      | 394        |
| 54400 Rental & Leases                       | \$ 6,108.82   | \$ 524.00    | \$ 27,000.00  | \$ 27,000.00    | 23%      | 20,891     |
| 54505 Vehicle Coverage                      | \$ 557.00     | \$ -         | \$ 557.00     | \$ 557.00       | 100%     | -          |
| 54600 Repair & Maintenance                  | \$ 799.06     | \$ 460.41    | \$ 15,000.00  | \$ 15,000.00    | 5%       | 14,201     |
| 54601 Vehicle Repair                        | \$ 332.87     | \$ 110.24    | \$ 731.00     | \$ 731.00       | 46%      | 398        |
| 54700 Printing                              | \$ 6,922.45   | \$ 334.71    | \$ 10,000.00  | \$ 19,818.00    | 35%      | 12,896     |
| 54800 Promotional Activities                | \$ 33,958.14  | \$ 7,772.56  | \$ 40,000.00  | \$ 80,000.00    | 42%      | 46,042     |
| 54860 TDC Direct Sales Promotions           | \$ 25,988.99  | \$ 5,000.00  | \$ 55,000.00  | \$ 75,000.00    | 35%      | 49,011     |
| 54861 TDC Community Relations               | \$ 35,049.12  | \$ 8,811.92  | \$ 35,000.00  | \$ 65,000.00    | 54%      | 29,951     |
| 54862 TDC Merchandise                       | \$ 9,470.19   | \$ 6,178.88  | \$ 15,000.00  | \$ 15,000.00    | 63%      | 5,530      |
| 54900 Other Current Charges                 | \$ 924,203.97 | \$ 20,863.61 | \$ 679,500.00 | \$ 1,287,500.00 | 72%      | 363,296    |
| 55100 Office Supplies                       | \$ 212,116.70 | \$ 968.71    | \$ 456,500.00 | \$ 791,500.00   | 27%      | 579,383    |
| 55200 Operating Supplies                    | \$ 1,542.52   | \$ 83.40     | \$ 15,000.00  | \$ 15,000.00    | 10%      | 13,457     |
| 55210 Fuel & Oil                            | \$ -          | \$ -         | \$ 340.00     | \$ 340.00       | 0%       | 340        |
| 52250 Uniforms                              | \$ 1,058.91   | \$ -         | \$ 4,500.00   | \$ 11,000.00    | 10%      | 9,941      |
| 55400 Publications, Memberships             | \$ 13,522.71  | \$ 7,321.98  | \$ 33,500.00  | \$ 33,500.00    | 40%      | 19,977     |
| 55401 Training                              | \$ -          | \$ -         | \$ 3,000.00   | \$ 15,000.00    | 0%       | 15,000     |
| 56400 Machinery & Equipment                 | \$ 3,016.00   | \$ 3,016.00  | \$ 12,000.00  | \$ 12,000.00    |          | 8,984      |
| 58160 TDC Local T&E                         | \$ 2,362.66   | \$ 359.92    | \$ 3,500.00   | \$ 5,500.00     | 43%      | 3,137      |
| 58320 Sponsorship & Contributions           | \$ 20,336.27  | \$ -         | \$ 35,000.00  | \$ 35,000.00    | 58%      | 14,664     |

|   |                                   |                        |                      |                     |                      |      |            |
|---|-----------------------------------|------------------------|----------------------|---------------------|----------------------|------|------------|
| <u>Advertising/Public Relations (302)</u> |                                   |                        |                      |                     |                      |      |            |
| 53400                                     | Other Contractual Services        | \$ 1,009,062.03        | \$ 92,049.79         | \$ 1,170,000.00     | \$ 1,402,000.00      | 72%  | \$ 392,938 |
| <u>Special Events/Grants (304)</u>        |                                   |                        |                      |                     |                      |      |            |
| 58300                                     | Grants & Aids                     | \$ 260,998.00          | \$ 4,000.00          | \$ 700,000.00       | \$ 700,000.00        | 37%  | 439,002    |
| <u>Welcome Center CIP (086065)</u>        |                                   |                        |                      |                     |                      |      |            |
| 56200                                     | Building                          | \$ 1,950,764.68        | \$ 6,578.62          | \$ 2,604,312.00     | \$ 2,604,312.00      |      | 653,547    |
| <u>Countywide Automation (470)</u>        |                                   |                        |                      |                     |                      |      |            |
| 54110                                     | Com-net Communications            | \$ -                   | \$ -                 | \$ 6,320.00         | \$ 6,320.00          | 0%   | 6,320      |
| 54600                                     | Repairs and Maintenance           | \$ -                   | \$ -                 | \$ 2,615.00         | \$ 2,615.00          | 0%   | 2,615      |
| <u>Risk Allocations (495)</u>             |                                   |                        |                      |                     |                      |      |            |
| 54500                                     | Insurance                         | \$ 6,666.00            | \$ (71,656.00)       | \$ 6,666.00         | \$ 6,666.00          | 100% | -          |
| <u>Indirect Cost (499)</u>                |                                   |                        |                      |                     |                      |      |            |
| 54900                                     | Indirect Cost Charges             | \$ 274,000.00          | \$ -                 | \$ 274,000.00       | \$ 274,000.00        | 100% | -          |
| <u>Line Item Funding - (888)</u>          |                                   |                        |                      |                     |                      |      |            |
| 58214                                     | Cultural Facilities Grant Program | \$ -                   | \$ -                 | \$ -                | \$ -                 |      | -          |
| 58215                                     | Local Arts Agency Program         | \$ 797,061.12          | \$ -                 | \$ 1,307,609.00     | \$ 1,307,609.00      | 61%  | 510,548    |
| <u>Transfers (950)</u>                    |                                   |                        |                      |                     |                      |      |            |
| 591220                                    | Transfer to Fund 220              | \$ -                   | \$ -                 | \$ -                | \$ -                 | 0%   | -          |
| 591220                                    | Transfer to Fund 305              | \$ -                   | \$ -                 | \$ -                | \$ -                 | 0%   | -          |
| <u>Salary Contingency (990)</u>           |                                   |                        |                      |                     |                      |      |            |
| 59900                                     | Other Non-operating Uses          | \$ -                   | \$ -                 | \$ -                | \$ -                 |      | -          |
|   | Reserve for Fund Balance          | \$ -                   | \$ -                 | \$ -                | \$ -                 |      | -          |
|   | <b>Total Expenditures</b>         | <b>\$ 6,725,340.32</b> | <b>\$ 210,743.39</b> | <b>\$ 9,384,016</b> | <b>\$ 10,769,334</b> |      |            |

**1-Cent Collections**

| Acct # | REVENUES                      | YTD Actuals         | July Actuals      | FY 2022/23 Adopt. Budget | FY 2022/23 Adj. Budget | % Revenue Received | Variance |
|--------|-------------------------------|---------------------|-------------------|--------------------------|------------------------|--------------------|----------|
| 312110 | Local Option Resort (1 -cent) | \$ 1,391,490.06     | \$ 120,106.62     | \$ 1,307,609.00          | \$ 1,307,609.00        | 106%               | 83,881   |
| 361111 | Pooled Interest               | \$ -                | \$ -              | \$ -                     | \$ -                   |                    |          |
| 361320 | Tax Collector FS 219.075      | \$ -                | \$ -              | \$ -                     | \$ -                   |                    |          |
| 366930 | Refund from Prior Years       | \$ -                | \$ -              | \$ -                     | \$ -                   |                    |          |
|        | <b>Total Revenues</b>         | <b>1,391,490.06</b> | <b>120,106.62</b> | <b>\$ 1,307,609</b>      | <b>\$ 1,307,609</b>    |                    |          |

| Acct # | EXPENDITURES (305)          | YTD Actuals | July Actuals | FY 2022/23 Adopt. Budget | FY 2020/21 Adj. Budget | % Budget Spent | Under/(Over)     |
|--------|-----------------------------|-------------|--------------|--------------------------|------------------------|----------------|------------------|
| 58100  | Aids to Government Agencies | \$ -        | \$ -         | \$ 2,049,072.00          | \$ 2,049,072.18        | 0%             | 2,049,072        |
|        | <b>Total Expenditures</b>   | <b>\$ -</b> | <b>\$ -</b>  | <b>\$ 2,049,072.00</b>   | <b>\$ 2,049,072.18</b> | <b>0%</b>      | <b>2,049,072</b> |

**NOTES TO THE FINANCIAL STATEMENT  
As of July 31, 2023**

**REVENUES**

- <sup>1</sup> - Revenue for the 4-cent collections \$ 480,426.67
- <sup>2</sup> - Revenue for the 1-cent collections \$ 120,106.62
- <sup>3</sup> -

**EXPENSES**

- <sup>4</sup> -

#####

**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>FY2018/2019 (3-cents)</b> | <b>331,953.51</b> | <b>495,074.97</b> | <b>387,162.79</b> | <b>307,879.78</b> | <b>327,779.10</b> | <b>365,775.19</b> | <b>445,899.80</b> | <b>369,126.76</b> | <b>352,707.77</b> | <b>312,656.20</b> | <b>291,044.54</b> | <b>365,660.11</b> | <b>4,352,720.53</b> |
| <b>(1-cent - 4th Penny)</b>  | 110,651.17        | 165,024.99        | 129,054.26        | 102,626.59        | 109,259.70        | 121,925.06        | 148,633.27        | 123,042.25        | 117,569.26        | 104,218.73        | 97,014.85         | 121,886.70        | 1,450,906.84        |
| <b>(1-cent - 5th Penny)</b>  | 110,651.17        | 165,024.99        | 129,054.26        | 102,626.59        | 109,259.70        | 121,925.06        | 148,633.27        | 123,042.25        | 117,569.26        | 104,218.73        | 97,014.85         | 121,886.70        | 1,450,906.84        |
| Total                        | 553,255.85        | 825,124.95        | 645,271.32        | 513,132.96        | 546,298.50        | 609,625.32        | 743,166.34        | 615,211.26        | 587,846.29        | 521,093.67        | 485,074.23        | 609,433.52        | 7,254,534.21        |
| Gain/Loss - Month: 3 cent    | 8%                | 43%               | 25%               | 29%               | 8%                | 19%               | 51%               | 29%               | 13%               | 6%                | 10%               | 10%               |                     |
| Gain/Loss - YTD: 3 cent      | 8%                | 27%               | 26%               | 27%               | 23%               | 22%               | 26%               | 26%               | 25%               | 23%               | 22%               | 21%               |                     |
| Year to date: 3-cent         | 331,953.51        | 827,028.48        | 1,214,191.27      | 1,522,071.05      | 1,849,850.15      | 2,215,625.34      | 2,661,525.14      | 3,030,651.90      | 3,383,359.67      | 3,696,015.88      | 3,987,060.41      | 4,352,720.53      |                     |
| Year to date: 1-cent (4th)   | 110,651.17        | 275,676.16        | 404,730.42        | 507,357.02        | 616,616.72        | 738,541.78        | 887,175.05        | 1,010,217.30      | 1,127,786.56      | 1,232,005.29      | 1,329,020.14      | 1,450,906.84      |                     |
| Year to date: 1-cent (5th)   | 110,651.17        | 275,676.16        | 404,730.42        | 507,357.02        | 616,616.72        | 738,541.78        | 887,175.05        | 1,010,217.30      | 1,127,786.56      | 1,232,005.29      | 1,329,020.14      | 1,450,906.84      |                     |
| <b>FY2019/2020 (3-cents)</b> | <b>363,217.88</b> | <b>348,125.77</b> | <b>323,679.36</b> | <b>255,150.76</b> | <b>331,287.48</b> | <b>331,867.65</b> | <b>198,333.52</b> | <b>90,098.91</b>  | <b>117,764.12</b> | <b>156,843.67</b> | <b>168,940.46</b> | <b>236,674.52</b> | <b>2,921,984.08</b> |
| <b>(1-cent - 4th Penny)</b>  | 121,072.63        | 116,041.92        | 107,893.12        | 85,050.25         | 110,429.16        | 110,622.55        | 66,111.17         | 30,032.97         | 39,254.71         | 52,281.22         | 56,313.49         | 78,891.51         | 973,994.69          |
| <b>(1-cent - 5th Penny)</b>  | 121,072.63        | 116,041.92        | 107,893.12        | 85,050.25         | 110,429.16        | 110,622.55        | 66,111.17         | 30,032.97         | 39,254.71         | 52,281.22         | 56,313.49         | 78,891.51         | 973,994.69          |
| Total                        | 605,363.13        | 580,209.61        | 539,465.60        | 425,251.26        | 552,145.80        | 553,112.75        | 330,555.87        | 150,164.85        | 196,273.53        | 261,406.11        | 281,567.43        | 394,457.53        | 4,869,973.47        |
| Gain/Loss - Month: 3 cent    | 9%                | (30%)             | (16%)             | (17%)             | 1%                | (9%)              | (56%)             | (76%)             | (67%)             | (42%)             | (50%)             | (42%)             | (35%)               |
| Gain/Loss - YTD: 3 cent      | 9%                | (14%)             | (15%)             | (15%)             | (12%)             | (12%)             | (19%)             | (26%)             | (30%)             | (32%)             | (33%)             | (33%)             |                     |
| Year to date: 3-cent         | 363,217.88        | 711,343.64        | 1,035,023.00      | 1,290,173.76      | 1,621,461.24      | 1,953,328.89      | 2,151,662.41      | 2,241,761.32      | 2,359,525.44      | 2,516,369.11      | 2,685,309.56      | 2,921,984.08      |                     |
| Year to date: 1-cent (4th)   | 121,072.63        | 237,114.55        | 345,007.67        | 430,057.92        | 540,487.08        | 651,109.63        | 717,220.80        | 747,253.77        | 786,508.48        | 838,789.70        | 895,103.19        | 973,994.69        |                     |
| Year to date: 1-cent (5th)   | 121,072.63        | 237,114.55        | 345,007.67        | 430,057.92        | 540,487.08        | 651,109.63        | 717,220.80        | 747,253.77        | 786,508.48        | 838,789.70        | 895,103.19        | 973,994.69        |                     |
| <b>FY2020/2021 (3-cents)</b> | <b>184,026.11</b> | <b>207,635.60</b> | <b>175,507.21</b> | <b>172,333.69</b> | <b>182,644.87</b> | <b>221,694.54</b> | <b>294,363.06</b> | <b>364,179.31</b> | <b>282,604.19</b> | <b>332,719.16</b> | <b>348,411.70</b> | <b>419,988.48</b> | <b>3,186,107.92</b> |
| <b>(1-cent - 4th Penny)</b>  | 61,342.04         | 69,211.87         | 58,502.40         | 57,444.56         | 60,881.62         | 73,898.18         | 98,121.02         | 121,393.10        | 94,201.40         | 110,906.39        | 116,137.23        | 139,996.16        | 1,062,035.97        |
| <b>(1-cent - 5th Penny)</b>  | 61,342.04         | 69,211.87         | 58,502.40         | 57,444.56         | 60,881.62         | 73,898.18         | 98,121.02         | 121,393.10        | 94,201.40         | 110,906.39        | 116,137.23        | 139,996.16        | 1,062,035.97        |
| Total                        | 306,710.19        | 346,059.34        | 292,512.02        | 287,222.82        | 304,408.11        | 369,490.90        | 490,605.10        | 606,965.52        | 471,006.98        | 554,531.93        | 580,686.16        | 699,980.80        | 5,310,179.87        |
| Gain/Loss - Month: 3 cent    | (49%)             | (40%)             | (46%)             | (32%)             | (45%)             | (33%)             | 48%               | 304%              | 140%              | 112%              | 106%              | 77%               |                     |
| Gain/Loss - YTD: 3 cent      | (49%)             | (45%)             | (45%)             | (43%)             | (43%)             | (41%)             | (33%)             | (20%)             | (12%)             | (4%)              | 3%                | 9%                |                     |
| Year to date: 3-cent         | 184,026.11        | 391,661.72        | 567,168.93        | 739,502.62        | 922,147.49        | 1,143,842.03      | 1,438,205.09      | 1,802,384.40      | 2,084,988.59      | 2,417,707.75      | 2,766,119.44      | 3,186,107.92      |                     |
| Year to date: 1-cent (4th)   | 61,342.04         | 130,553.91        | 189,056.31        | 246,500.87        | 307,382.50        | 381,280.68        | 479,401.70        | 600,794.80        | 694,996.20        | 805,902.58        | 922,039.81        | 1,062,035.97      |                     |
| Year to date: 1-cent (5th)   | 61,342.04         | 130,553.91        | 189,056.31        | 246,500.87        | 307,382.50        | 381,280.68        | 479,401.70        | 600,794.80        | 694,996.20        | 805,902.58        | 922,039.81        | 1,062,035.97      |                     |
| <b>FY2021/2022 (3-cents)</b> | <b>369,226.11</b> | <b>476,937.04</b> | <b>389,494.17</b> | <b>296,423.63</b> | <b>364,996.61</b> | <b>408,289.23</b> | <b>424,815.31</b> | <b>480,785.08</b> | <b>349,360.01</b> | <b>359,333.87</b> | <b>369,813.17</b> | <b>442,474.54</b> | <b>4,731,948.78</b> |
| <b>(1-cent - 4th Penny)</b>  | 123,075.37        | 158,979.01        | 129,831.39        | 98,807.88         | 121,665.54        | 136,096.41        | 141,605.10        | 160,261.69        | 116,453.34        | 119,777.96        | 123,271.06        | 147,491.51        | 1,577,316.26        |
| <b>(1-cent - 5th Penny)</b>  | 123,075.37        | 158,979.01        | 129,831.39        | 98,807.88         | 121,665.54        | 136,096.41        | 141,605.10        | 160,261.69        | 116,453.34        | 119,777.96        | 123,271.06        | 147,491.51        | 1,577,316.26        |
| Total                        | 615,376.85        | 794,895.07        | 649,156.95        | 494,039.39        | 608,327.68        | 680,482.05        | 708,025.51        | 801,308.46        | 582,266.69        | 598,889.79        | 616,355.29        | 737,457.57        | 7,886,581.30        |
| Gain/Loss - Month: 3 cent    | 101%              | 130%              | 122%              | 72%               | 100%              | 84%               | 44%               | 32%               | 24%               | 8%                | 6%                | 5%                |                     |
| Gain/Loss - YTD: 3 cent      | 101%              | 116%              | 118%              | 107%              | 106%              | 102%              | 90%               | 78%               | 71%               | 62%               | 55%               | 49%               |                     |
| Year to date: 3-cent         | 369,226.11        | 846,163.15        | 1,235,657.32      | 1,532,080.96      | 1,897,077.56      | 2,305,366.79      | 2,730,182.10      | 3,210,967.18      | 3,560,327.19      | 3,919,661.06      | 4,289,474.24      | 4,731,948.78      |                     |
| Year to date: 1-cent (4th)   | 123,075.37        | 282,054.38        | 411,885.77        | 510,693.65        | 632,359.19        | 768,455.60        | 910,060.70        | 1,070,322.39      | 1,186,775.73      | 1,306,553.69      | 1,429,824.75      | 1,577,316.26      |                     |
| Year to date: 1-cent (5th)   | 123,075.37        | 282,054.38        | 411,885.77        | 510,693.65        | 632,359.19        | 768,455.60        | 910,060.70        | 1,070,322.39      | 1,186,775.73      | 1,306,553.69      | 1,429,824.75      | 1,577,316.26      |                     |
| <b>FY2022/2023 (3-cents)</b> | <b>453,134.99</b> | <b>526,249.19</b> | <b>436,616.96</b> | <b>292,669.34</b> | <b>366,445.39</b> | <b>390,021.67</b> | <b>554,820.97</b> | <b>442,251.68</b> | <b>469,912.57</b> | <b>371,463.79</b> | -                 | -                 | <b>4,303,586.53</b> |
| <b>(1-cent - 4th Penny)</b>  | 151,045.00        | 175,416.40        | 145,538.99        | 97,556.45         | 122,148.47        | 130,007.22        | 184,940.32        | 147,417.23        | 156,637.52        | 123,821.26        | -                 | -                 | 1,434,528.85        |
| <b>(1-cent - 5th Penny)</b>  | 151,045.00        | 175,416.40        | 145,538.99        | 97,556.45         | 122,148.47        | 130,007.22        | 184,940.32        | 147,417.23        | 156,637.52        | 123,821.26        | -                 | -                 | 1,434,528.85        |
| Total                        | 755,224.98        | 877,081.98        | 727,694.93        | 487,782.24        | 610,742.33        | 650,036.12        | 924,701.61        | 737,086.13        | 783,187.61        | 619,106.31        | -                 | -                 | 7,172,644.23        |
| Gain/Loss - Month: 3 cent    | 23%               | 10%               | 12%               | (1%)              | 0%                | (4%)              | 31%               | (8%)              | 35%               | 3%                | (100%)            | (100%)            |                     |
| Gain/Loss - YTD: 3 cent      | 23%               | 16%               | 15%               | 12%               | 9%                | 7%                | 11%               | 8%                | 10%               | 10%               | 0%                | (9%)              |                     |
| Year to date: 3-cent         | 453,134.99        | 979,384.18        | 1,416,001.13      | 1,708,670.47      | 2,075,115.86      | 2,465,137.54      | 3,019,958.50      | 3,462,210.18      | 3,932,122.75      | 4,303,586.53      | 4,303,586.53      | 4,303,586.53      |                     |
| Year to date: 1-cent (4th)   | 151,045.00        | 326,461.39        | 472,000.38        | 569,556.83        | 691,705.29        | 821,712.52        | 1,006,652.84      | 1,154,070.06      | 1,310,707.59      | 1,434,528.85      | 1,434,528.85      | 1,434,528.85      |                     |
| Year to date: 1-cent (5th)   | 151,045.00        | 326,461.39        | 472,000.38        | 569,556.83        | 691,705.29        | 821,712.52        | 1,006,652.84      | 1,154,070.06      | 1,310,707.59      | 1,434,528.85      | 1,434,528.85      | 1,434,528.85      |                     |

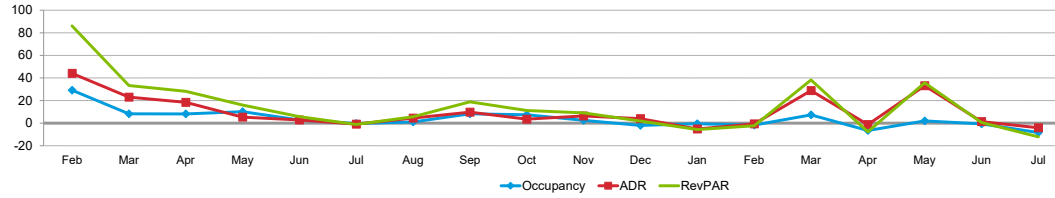
- Notes:
- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
  - (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
  - (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the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

Tab 2 - Trend Leon County, FL

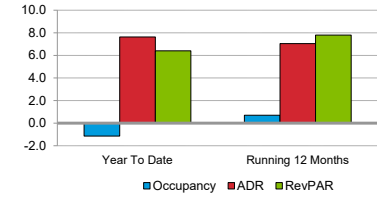
Currency: USD - US Dollar

Visit Tallahassee  
For the Month of July 2023

Monthly Percent Change



Overall Percent Change



| Occupancy (%)  | 2022 |      |      |      |      |      |      |      |      |      |      |      | 2023 |      |      |      |      |      |  |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|
|                | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  |  |
| This Year      | 66.4 | 66.0 | 67.6 | 58.1 | 63.3 | 60.6 | 62.6 | 59.6 | 64.4 | 60.2 | 50.4 | 55.7 | 65.3 | 71.7 | 63.2 | 59.3 | 62.9 | 55.6 |  |
| Last Year      | 51.4 | 61.7 | 62.5 | 52.8 | 61.6 | 60.8 | 62.0 | 55.0 | 60.0 | 58.7 | 51.5 | 56.0 | 66.4 | 66.9 | 67.6 | 58.1 | 63.3 | 60.6 |  |
| Percent Change | 29.2 | 8.3  | 8.2  | 10.1 | 2.9  | -0.4 | 1.1  | 8.3  | 7.4  | 2.5  | -2.0 | -0.5 | -1.7 | 7.3  | -6.5 | 2.0  | -0.7 | -8.3 |  |

| ADR            | 2022   |        |        |        |        |        |        |        |        |        |        |        | 2023   |        |        |        |        |        |  |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|
|                | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    |  |
| This Year      | 117.88 | 110.24 | 130.22 | 101.82 | 103.67 | 103.71 | 117.53 | 132.54 | 145.26 | 132.01 | 101.52 | 106.03 | 117.10 | 142.02 | 128.54 | 135.49 | 105.02 | 99.42  |  |
| Last Year      | 81.82  | 89.58  | 109.93 | 96.63  | 100.82 | 104.56 | 112.44 | 120.75 | 140.30 | 124.06 | 97.63  | 111.83 | 117.88 | 110.24 | 130.22 | 101.82 | 103.67 | 103.71 |  |
| Percent Change | 44.1   | 23.1   | 18.5   | 5.4    | 2.8    | -0.8   | 4.5    | 9.8    | 3.5    | 6.4    | 4.0    | -5.2   | -0.7   | 28.8   | -1.3   | 33.1   | 1.3    | -4.1   |  |

| RevPAR         | 2022  |       |       |       |       |       |       |       |       |       |       |       | 2023  |        |       |       |       |       |  |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|--|
|                | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar    | Apr   | May   | Jun   | Jul   |  |
| This Year      | 78.27 | 73.72 | 88.06 | 59.18 | 65.67 | 62.86 | 73.60 | 78.98 | 93.58 | 79.41 | 51.21 | 59.09 | 76.44 | 101.89 | 81.26 | 80.33 | 66.08 | 55.25 |  |
| Last Year      | 42.06 | 55.30 | 68.73 | 50.99 | 62.09 | 63.61 | 69.68 | 66.46 | 84.18 | 72.81 | 50.25 | 62.64 | 78.27 | 73.72  | 88.06 | 59.18 | 65.67 | 62.86 |  |
| Percent Change | 86.1  | 33.3  | 28.1  | 16.1  | 5.8   | -1.2  | 5.6   | 18.8  | 11.2  | 9.1   | 1.9   | -5.7  | -1.2  | 38.2   | -7.7  | 35.7  | 0.6   | -12.1 |  |

| Supply         | 2022    |         |         |         |         |         |         |         |         |         |         |         | 2023    |         |         |         |         |         |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|
|                | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     |  |
| This Year      | 181,020 | 200,415 | 193,950 | 200,415 | 193,950 | 200,415 | 200,415 | 193,980 | 200,415 | 191,250 | 197,625 | 197,625 | 178,500 | 197,625 | 191,250 | 197,625 | 191,250 | 194,494 |  |
| Last Year      | 177,520 | 196,447 | 191,850 | 203,019 | 196,470 | 203,019 | 203,019 | 193,950 | 200,446 | 193,980 | 200,446 | 200,446 | 181,020 | 200,415 | 193,950 | 200,415 | 193,950 | 200,415 |  |
| Percent Change | 2.0     | 2.0     | 1.1     | -1.3    | -1.3    | -1.3    | -1.3    | 0.0     | 0.0     | -1.4    | -1.4    | -1.4    | -1.4    | -1.4    | -1.4    | -1.4    | -1.4    | -3.0    |  |

| Demand         | 2022    |         |         |         |         |         |         |         |         |         |         |         | 2023    |         |         |         |         |         |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|
|                | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     |  |
| This Year      | 120,198 | 134,013 | 131,165 | 116,488 | 122,866 | 121,482 | 125,515 | 115,598 | 129,111 | 115,037 | 99,682  | 110,133 | 116,523 | 141,783 | 120,906 | 117,172 | 120,337 | 108,063 |  |
| Last Year      | 91,250  | 121,278 | 119,948 | 107,135 | 121,002 | 123,513 | 125,806 | 106,753 | 120,261 | 113,847 | 103,175 | 112,278 | 120,198 | 134,013 | 131,165 | 116,488 | 122,866 | 121,482 |  |
| Percent Change | 31.7    | 10.5    | 9.4     | 8.7     | 1.5     | -1.6    | -0.2    | 8.3     | 7.4     | 1.0     | -3.4    | -1.9    | -3.1    | 5.8     | -7.8    | 0.6     | -2.1    | -11.0   |  |

| Revenue        | 2022       |            |            |            |            |            |            |            |            |            |            |            | 2023       |            |            |            |            |            |  |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--|
|                | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        |  |
| This Year      | 14,168,526 | 14,774,230 | 17,079,937 | 11,860,627 | 12,737,191 | 12,598,678 | 14,751,266 | 15,321,039 | 18,754,145 | 15,186,251 | 10,120,115 | 11,677,811 | 13,644,353 | 20,135,821 | 15,541,715 | 15,875,181 | 12,637,808 | 10,745,278 |  |
| Last Year      | 7,465,959  | 10,863,565 | 13,185,378 | 10,352,711 | 12,199,311 | 12,914,750 | 14,145,719 | 12,889,958 | 16,872,961 | 14,123,551 | 10,072,954 | 12,556,360 | 14,168,526 | 14,774,230 | 17,079,937 | 11,860,627 | 12,737,191 | 12,598,678 |  |
| Percent Change | 89.8       | 36.0       | 29.5       | 14.6       | 4.4        | -2.4       | 4.3        | 18.9       | 11.1       | 7.5        | 0.5        | -7.0       | -3.7       | 36.3       | -9.0       | 33.8       | -0.8       | -14.7      |  |

| Census %             | 2022 |      |      |      |      |      |      |      |      |      |      |      | 2023 |      |      |      |      |      |  |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|
|                      | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  |  |
| Census Props         | 66   | 66   | 66   | 66   | 66   | 66   | 66   | 66   | 66   | 65   | 65   | 65   | 65   | 65   | 65   | 65   | 65   | 64   |  |
| Census Rooms         | 6465 | 6465 | 6465 | 6465 | 6465 | 6465 | 6465 | 6466 | 6465 | 6375 | 6375 | 6375 | 6375 | 6375 | 6375 | 6375 | 6375 | 6274 |  |
| % Rooms Participants | 93.3 | 93.3 | 93.3 | 93.3 | 93.3 | 93.3 | 93.3 | 93.3 | 93.3 | 94.6 | 94.6 | 93.0 | 94.6 | 95.0 | 95.0 | 95.0 | 95.0 | 95.0 |  |

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# MARKETING COMMUNICATIONS

APRIL - AUGUST 2023

Katie Kole, Senior Marketing Director  
Bryan Smith, Digital Content Manager  
Renee Jones, PR/Marketing Specialist

## AT A GLANCE



**FY2023 Media Value**  
Goal: \$2 Million  
**\$ 2.46 Million**  
Media Value for  
Apr-August = **\$ 1.9 million**



**FY2023 Earned Media Stories**  
**107**  
Media Stories  
Apr-August = 30

## Summer Backyard Bucket List

In May Visit Tallahassee launched the 2023 "Summer Backyard Bucket List" challenge encouraging residents to explore their backyard and become local ambassadors. The program featured more than 100 local businesses and boosted Visit Widget with 2064 mobile app downloads, 11,351 total widget users, 188,410 total widget views, and 6,058 website views.

## 2024 Visitor Guide

The 2024 Visitor Guide will hit the streets in late December. The 84-page guide provides helpful information for visitors planning a trip to Tallahassee. The free guides are distributed to area hotels, attractions, and museums as well as VISIT FLORIDA Welcome Centers and AAA offices throughout the state.

## HIGHLIGHTS

- Hosted four journalists representing national and regional media outlets for a Foodie FAM that highlighted Leon County's food scene. The tour highlighted area restaurants, farms, and chefs and has resulted in a feature article in Tampa Magazine with more articles to come in the coming months.
- In honor of National Travel & Tourism Week, held a Grand Opening for the Leon County Division of Tourism Visitor Information Center with over 300 attendees.
- Katie Kole attended the Destinations Florida Marketing Summit and US Travel Association ESTO Marketing Conference.
- In July, Renee Jones attended the Travel Bloggers Exchange (TBEX) in Eau Claire, Wisconsin and held deskside meetings with 40 travel bloggers.
- Announced Gypsy Kings in partnership with Opening Nights and Travis Tritt and Kenny Wayne Shepherd Band to perform at the Adderley Amphitheater at Cascades Park in October.
- Bryan Smith attended ZartiCon, a training summit with industry partners for the Zartico Research Platform.
- As part of ongoing marketing efforts to attract families to visit the Capital City, Visit Tallahassee staff and members of the Zimmerman team staffed the "Kids Village presented by Visit Tallahassee" at the 87<sup>th</sup> Annual Dogwood Festival in Atlanta.
- Continued to develop creative and engaging social media content including:
  - Instagram Reel highlighting North Florida Wildlife Center generating over 22,000 organic impressions
  - Instagram Reel highlighting new restaurants generating over 14,000 organic impressions
  - Instagram Reel highlighting Momo's Pizza generating 12,000 organic impressions with a 5.2% engagement rate (per impression)
  - Facebook UGC content highlighting Summer Backyard Bucket List generating 12,000 organic impressions with a 10% engagement rate (per impression)
  - In celebration of Pride month, highlighted digital content showcasing some of Tallahassee's LGBTQ+ events.
- Sent monthly consumer and industry email campaigns with average 41% open rate and 840 new subscribers. Sent seven targeted tourism grant emails informing partners about applications and workshops.





Visit  
**Tallahassee**  
Pretty. Unexpected.

## VISITOR SERVICES & GRANT MANAGEMENT

APRIL-AUGUST 2023

Wendy Halleck, Director

### AT A GLANCE

#### 2022-2023 Grant Program

Granted Events Held – 78

Post-Event Reports  
Processed - 42



#### Visitor Services

**Visitor Guides Distributed:**  
YTD- 52,340

**YTD Group Services and  
Welcome Bags:** 54 requests  
serving 7,753 visitors

**April-August 2023**  
Calls Received: 457  
Walk-ins: 1453



**FYTD Gift Shop Sales:**  
\$12,794

**Gift Shop Sales**  
April– Aug 2023  
\$8494

### MISSION STATEMENT

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

### HIGHLIGHTS

- Celebrated the Grand Opening of the Historic Amtrak Station with Leon County officials, community partners, residents, and local makers. Unveiled the new gift shop with biographies and photos of each local maker to reflect the diversity of talent in our community. Collaborated with the FSU and FAMU bookstores to add FSU and FAMU merchandise to the gift shop.
- Reached out to local Tourist destinations to replenish and add new information rack cards.
- Contacted industry partners and distributed 2023 Visitor Guides to area hotels and attractions. Shipped Visitor Guides to Visitor Centers across the state.
- Hired and trained two new Visitor Center Representatives.
- Redesigned the Cascades Park Satellite Visitor Center, added new fixtures and stocked new locally made products.
- Reviewed and improved the FY23-24 Tourism Grant Workshops and facilitated three in person and zoom meetings with potential grantees.
- Processed 2023 Post Event Reports for Legacy, Signature/ Emerging Signature and Special Events

### ON THE HORIZON

- Add new locally produced and branded Tallahassee/Leon County products to the gift shops at both Visitor Centers.
- Interview and hire two additional Visitor Services Representatives to accommodate operation of two Visitor Centers. Provide additional training to new and current staff to increase knowledge of places of interest to tourists.
- Continue to collaborate with retail and food business owners in various geographical sectors of the community to identify strategies to encourage greater traffic to local shopping and dining districts and to increase distribution points of Visitor Guides.



GOAL AT A GLANCE

FY 2022-2023

Room Nights Goal:

40,705

YTD Room Nights: 26,637

ON THE HORIZON

This will be the first year hosting the Hoka Nights of Thunder Cross Country Festival at Apalachee Regional Park on Labor Day weekend.



OUT & ABOUT



Ryan Zornes and Joe Piotrowski accepting the Mid-Market Event of the Year award from the Florida Sports Foundation CEO Angela Suggs

MISSION STATEMENT

Maximize sporting events and business that have a positive impact on Leon County by supporting and strengthening existing events and expanding our capacity to host additional events.

HIGHLIGHTS

- Concluded The 2023 Pepsi USBC Youth Bowling Championships over 5 weekends for over 2600 bowlers ages 4-18.
- Attended Sports ETA Symposium in Kansas City, MO where we met with over 20 rights holders about prospective events in Leon County
- Attended Florida Sports Foundation Summit in West Palm Beach, FL where we furthered our education, networked with our peers, and met with rights holders.
- Awarded Mid-Market event of the year by the Florida Sports Foundation for the 2021 Division 1 Cross Country National Championship
- Submitted a bid to host the 2025 Pepsi Youth Bowling Championship
- Hosted the quarterly Tallahassee Sports Council meeting at Jack McLean Community Center
- Hosted the FHSAA Beach Volleyball State Championship for the 2nd year in a row at the FSU Beach Volleyball Facility
- Participated in a sight visit at Tom Brown Park's Disc Golf Course investigating opportunities to host additional disc golf events
- Continuing preparations for another full schedule of Cross-Country events for the fall Season



EVENTS HOSTED

- DC Elite Softball Showcase
- Tallahassee Tennis Challenger
- Go Nuts Mountain Bike Race
- Alice Sims Track Invitational
- Gold Star Elite Softball
- AJGA Junior Championship
- Pepsi Youth Bowling Championship



### GOAL AT A GLANCE

**FY 2022-2023**  
**Room Nights Goal:**  
**40,705**

**YTD Room Nights: 26,709**

### ON THE HORIZON

For the 12<sup>th</sup> consecutive year, Visit Tallahassee will be hosting the FSU Invite/Pre-State invitational at Apalachee Regional Park with FSU Athletics. This event is expected to bring over 7,000 people into the park.

### OUT & ABOUT

The Hoka Nights of Thunder cross country festival is a new cross country event for all ages and skill sets. With races open to the public, the slate of races will offer some of the best middle school, high school, collegiate, open, and master runners in the area



### MISSION STATEMENT

Maximize sporting events and business that have a positive impact on Leon County by supporting and strengthening existing events and expanding our capacity to host additional events.

### HIGHLIGHTS

- Submitted a bid for the Div. I, II, and III NJCAA Cross Country and Half Marathon National Championships
- Announced as a finalist for the 2025 USBC Youth Bowling Championships
- Assisted with FY '24 grant program by attending workshops, assisting applicants, and reviewing applications
- Met with rights holders for all major upcoming cross country meets
- Met with FSU Athletics on a NCAA Division I bid strategy
- Conducted a preseason cross country planning meeting with all stakeholders
- Participated in the ACC cross country site visit.
- Hosted the August Gulf Winds Track Club board meeting at the Tourism offices
- Met with multiples rights holders planning future event opportunities in our community
- Began work on preparing Apalachee Regional Park for cross country season
- Began conversations with the Southern States Athletic Conference on years to host their Cross Country Conference Championships

### EVENTS HOSTED

- Tallahassee Comets Big Bend Showdown
- Seminar with William Gleason Shihan





# MEETINGS & GROUP SALES

APRIL/MAY/JUNE 2023

Ryan Zornes, Senior Sales & Sports Director

Janet Roach, Meetings Director

Taylor Walker, Group Sales & Business Development Director

## GOAL AT A GLANCE

Meetings & Group FY2023

Room Nights Goal:

13,700

Meetings & Group YTD

Room Nights: 10,850

## ON THE HORIZON



**Infinity Con 2023** is taking place on July 8th & 9th. This is the 3rd year this event is being held. It is an all-encompassing comic book, video game and entertainment convention that attracts thousands of attendees every year.

## HIGHLIGHTS

- Supported the **2<sup>nd</sup> Annual Tallahassee Bike fest** at Apalachee Regional Park. A two-day festival celebrating all things Motorcycles with food and merchandise vendors, live music, and beautiful motorcycles on display.
- Hosted the **Big Bend Scenic Byway** meeting at our new visitor center to discuss updates for the byway and events taking place in the communities the byway touches.
- Collaborated with several community partners to submit a bid and provide key decision makers at a site visit for the **2025 Alpha Kappa Alpha Sorority- South Atlantic Region Conference**. If awarded this would be the largest conference ever hosted in our community, with over 7,000 attendees.



## OUT AND ABOUT

Congratulations to **Janet Roach**, Meetings & Conventions Director who was **inducted into the Society of Government Meeting Professionals (SGMP)- Florida Capital Chapter Board of Directors** as the Second Vice President for the 2023-2025 term.



Members of the Visit Tallahassee Team attended the grand opening of the newest hotel brand to join our community, **TRYP by Wyndham Tallahassee North 1-10**.





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# MEETINGS & GROUP SALES

JULY/AUGUST 2023

Ryan Zornes, Senior Sales & Sports Director

Janet Roach, Meetings Director

Taylor Walker, Group Sales & Business Development Director

## GOAL AT A GLANCE

Meetings & Group FY2023  
Room Nights Goal:  
13,700

Meetings & Group YTD  
Room Nights: 12,728

## NEW HOTELS ON THE HORIZON

- **Governors Inn- Re-opening Soon**



- **Drury Plaza Hotel**



## OUT AND ABOUT



## MISSION STATEMENT

**Meetings & Conventions:** Promote meetings, conferences, and conventions for Leon County through direct contact with meeting planners, decision makers and coordinating efforts with the local industry to positively impact the local economy.

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

## HIGHLIGHTS

- The 2023 Beer Fest was held on August 26<sup>th</sup> with a completely sold-out crowd. Beer Fest receives a grant from Visit Tallahassee and has consistently been one of the best attended events over the last five years.
- Conducted one on one appointments with more than 50 meetings planners at **Connect Marketplace** and **Destination Southeast** with pre-qualified meeting planners.
- Submitted a bid to host the **Sunshine Sports Council Innovation Think Tank**
- Provided support to the FY24 Special Event Grantees and assisted the grants manager prepare for the upcoming public meeting.



## ON THE HORIZON

- **Hotel Roundtable**- First meeting in September at Hyatt House. We will meet with Hotel General and Sales Managers from around Tallahassee
- Exhibiting at **First Day Bikes** on October 1<sup>st</sup> to promote mountain biking in Tallahassee

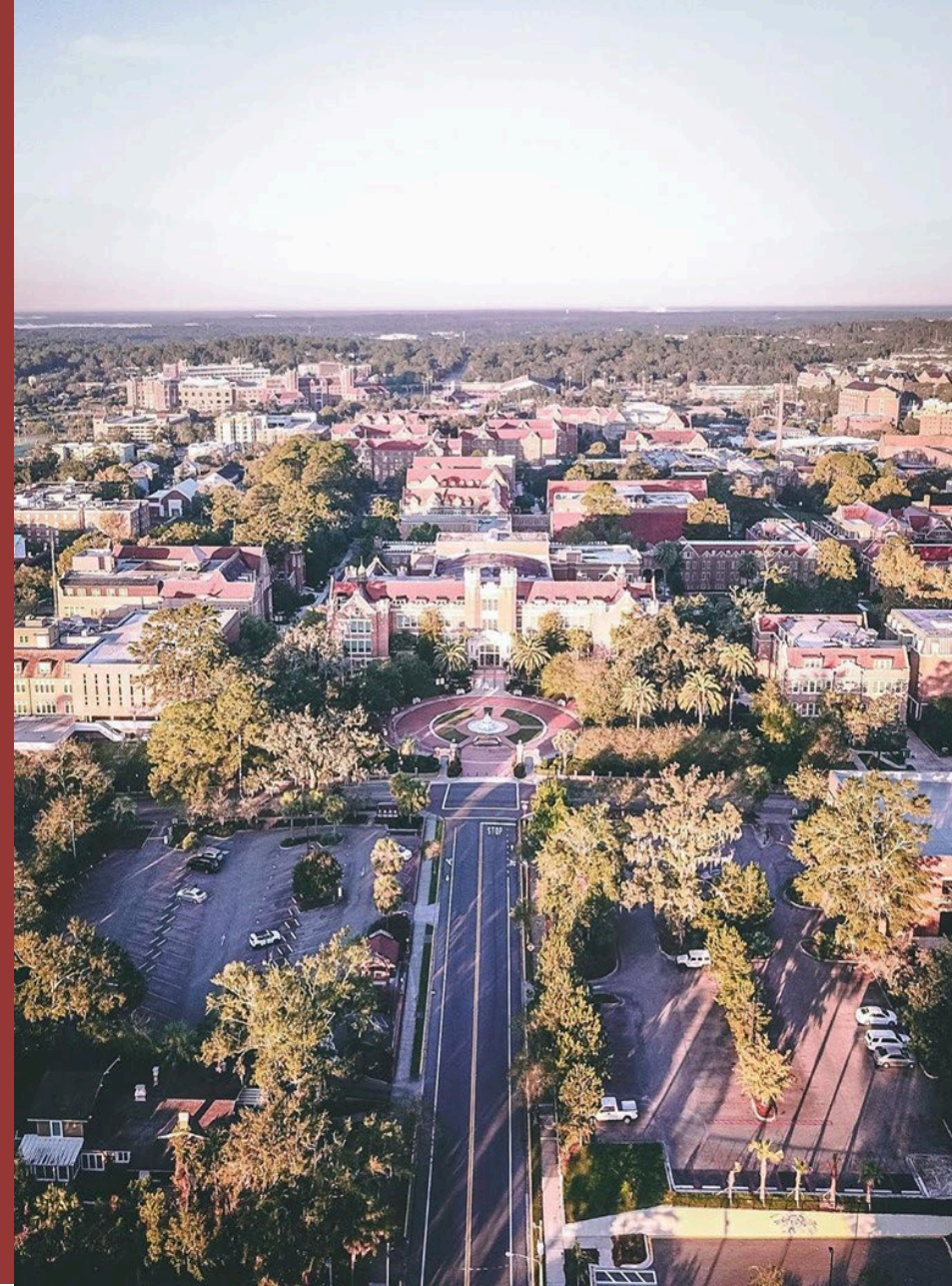
## OUT AND ABOUT

- Tourism staff continue to strengthen and build relationships with local hospitality partners and conducted meetings with new team members at the **Drury Plaza Hotel**, **Four Points by Sheraton**, **Doubletree by Hilton**, and **Holiday Inn & Suites Capitol-Universities** to discuss ways collaborate and bring more groups business to our community.



# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2023 Visitor Tracking Study



Visit  
**Tallahassee**  
Pretty. Unexpected.

**DS** downs & st. germain  
RESEARCH

# STUDY OBJECTIVES: VISITOR JOURNEY



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

- Visitor origin
- Party size
- Party composition
- Demographics

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

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

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







## Visitor Tracking Study

- » Interviews were completed in person and online with **523 visitors** at local hotels, the Tallahassee International Airport, parks, attractions, and events between **April 1<sup>st</sup>, 2023, and June 31<sup>st</sup>, 2023**

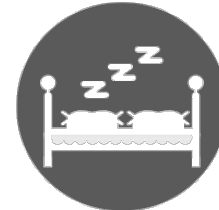
# WHAT HAPPENED IN TALLAHASSEE: Apr-June 2023

- » Partial Legislative Session (April-May 2023)
- » Springtime Tallahassee
- » Chain of Parks
- » Word of South
- » Universities Graduation
- » Southern Shakespeare
- » ASG Capital Cup
- » FAMU Spring Game
- » FSU Spring Game



# QUARTERLY SNAPSHOT

- » More than 1 in 4 visitors came to the area for business or government
- » Average nights stayed increased compared to 2022 (+0.2 nights)
- » Number of first-time visitors increased compared to 2022 (+7% points)
- » Travel party size decreased compared to 2022 (-0.4 people)
- » Nearly all trip aspects were more likely to exceed or meet expectations compared to 2022 (+4.5% on average)



**61.8%**

OCCUPANCY  
RATE

Vs. 2022

↓ 2.1%



**\$123.00**

AVERAGE DAILY  
RATE

↑ 10.4%



**\$76.00**

REVENUE PER  
ROOM

↑ 8.1%





# EXECUTIVE SUMMARY



# STUDY OBJECTIVES: VISITOR JOURNEY



# TOURISM SNAPSHOT: KEY METRICS 2023 vs 2022

|                       | Apr-Jun 2022  | Apr-Jun 2023  | Percent Change |
|-----------------------|---------------|---------------|----------------|
| Visitors*             | 665,900       | 614,900       | -7.7%          |
| Direct Expenditures** | \$188,602,900 | \$186,719,000 | -1.0%          |
| Total Economic Impact | \$297,989,600 | \$308,566,200 | +3.5%          |

|                     | Apr-Jun 2022 | Apr-Jun 2023 | Percent Change |
|---------------------|--------------|--------------|----------------|
| Occupancy***        | 63.1%        | 61.8%        | -2.1%          |
| Room Rates***       | \$111.40     | \$123.00     | +10.4%         |
| RevPAR***           | \$70.29      | \$76.00      | +8.1%          |
| Room Nights***      | 370,900      | 363,500      | -2.0%          |
| TDT Collections**** | \$2,091,561  | \$2,444,975  | +16.9%         |

\*Total visitation decreased more than the change in occupancy due to a decrease in travel party size and a longer length of stay

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

\*\*\*From STR Report

\*\*\*\*From Leon County Tax Collector



# TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

|                       | FY22 YTD*     | FY23 YTD*     | Percent Change |
|-----------------------|---------------|---------------|----------------|
| Visitors              | 1,784,700     | 1,798,500     | +0.8%          |
| Direct Expenditures** | \$539,510,500 | \$565,102,200 | +4.7%          |
| Total Economic Impact | \$852,423,700 | \$933,870,900 | +9.6%          |
| Room Nights***        | 1,078,643     | 1,087,600     | +0.8%          |
| TDT Collections****   | \$5,933,839   | \$6,553,538   | +10.4%         |

\*Year to Date data includes from Oct-Dec, Jan-Mar, and Apr-June of the given fiscal year, respectively.

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

\*\*\*From STR Report

\*\*\*\*From Leon County Tax Collector





# STUDY OBJECTIVES: VISITOR JOURNEY



# TRIP PLANNING CYCLE (FY23 3rd Quarter)

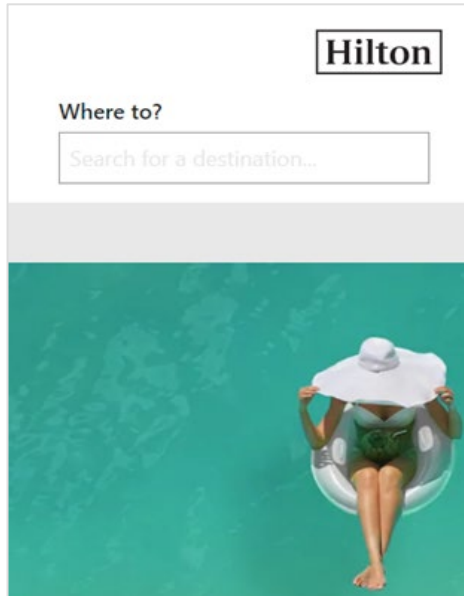
- » **66%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **83%** of visitors' primary destination



# TOP TRIP PLANNING SOURCES\* (FY23 3rd Quarter)



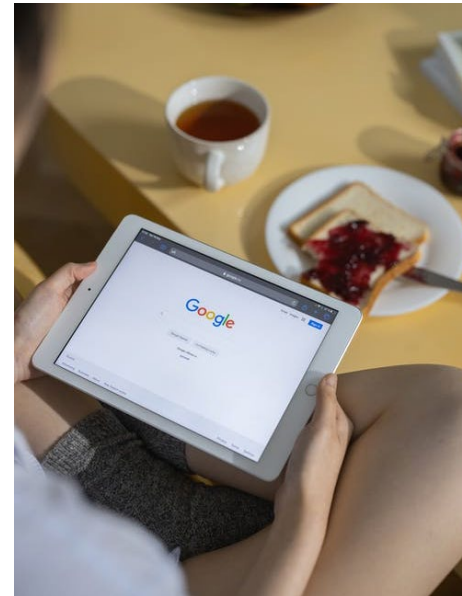
**31%** Talk to Friends/Family



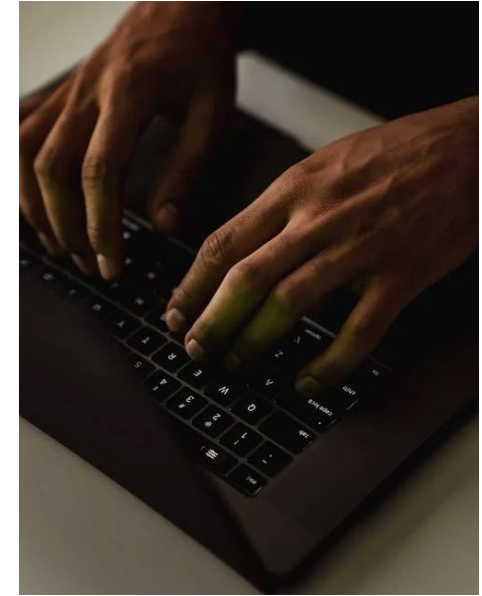
**24%** Hotel/Resort Website



**23%** Airline Website



**23%** Search on Google



**14%** Online travel agency



# TOP REASONS FOR VISITING\* (FY23 3rd Quarter)



**38%** Visit Friends/Family



**18%** Business conference/meeting



**15%** Relax and unwind



**14%** Special event/festival



# TRANSPORTATION (FY23 3rd Quarter)

- » **75%** of visitors drove to Leon County

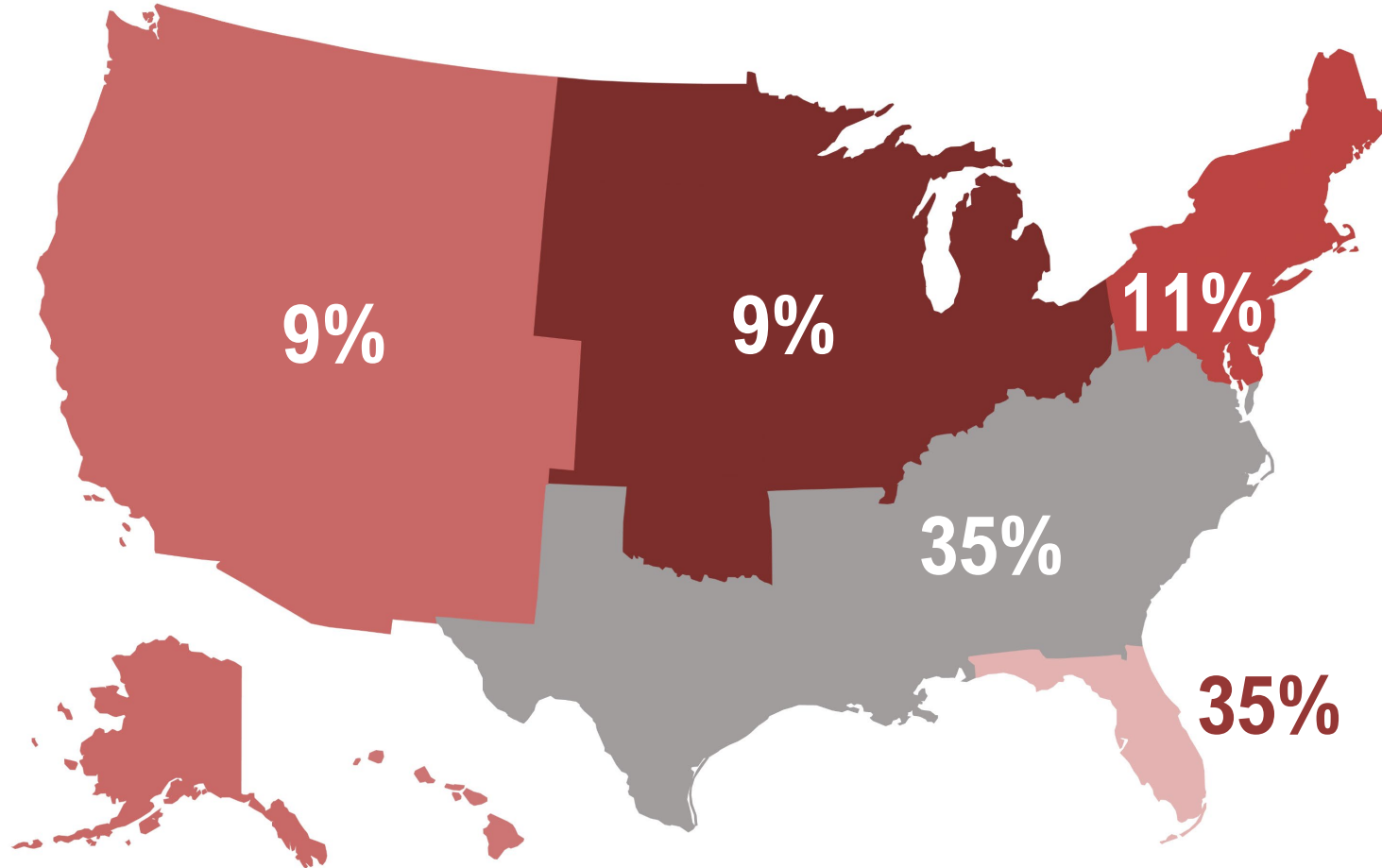


# STUDY OBJECTIVES: VISITOR JOURNEY





# REGION OF ORIGIN (FY23 3rd Quarter)

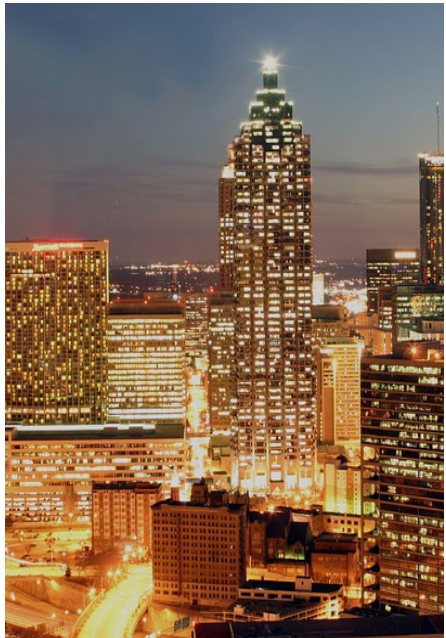


1% of visitors were from areas outside the U.S.





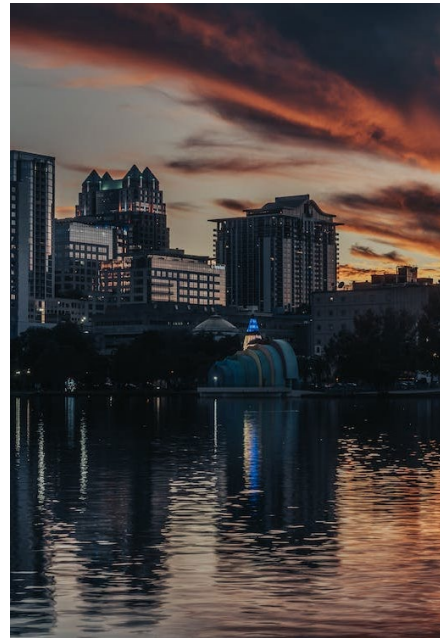
# TOP MARKETS OF ORIGIN (FY23 3rd Quarter)



7% Atlanta



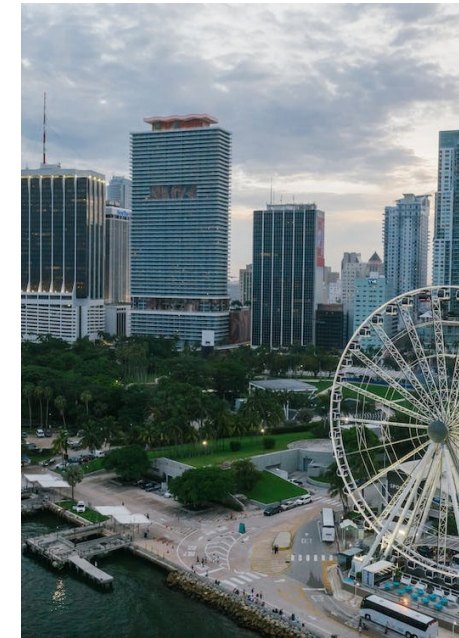
7% Surrounding areas



6% Orlando-Daytona  
Beach-Melbourne



6% Tampa-St  
Petersburg



5% Miami-Fort  
Lauderdale



# TRAVEL PARTIES (FY23 3rd Quarter)

The typical visitor traveled in a party composed of **2.5** people



**32%** traveled with at least one person under the age of 20, while **10%** traveled with children aged 12 or younger





# VISITOR PROFILE (FY23 3rd Quarter)

## » Leon County Visitor Profile:

- » Is **44** years old
- » Has a median household income of **\$97,400** per year
- » Gender breakdown
  - » Male **(48%)**
  - » Female **(51%)**
  - » Non-binary **(<1%)**
- » Has a college degree **(75%)**
- » Is Married **(63%)**
- » Race/ethnicity breakdown
  - » Caucasian **(70%)**
  - » African American **(19%)**
  - » Hispanic **(6%)**
  - » Asian **(3%)**
  - » Other race/ethnicity **(2%)**



# STUDY OBJECTIVES: VISITOR JOURNEY



# TOP ACCOMMODATIONS (FY23 3rd Quarter)



**49%** Hotel/Motel



**30%** Friend's/Family home



**13%** Day Tripper



# OVERNIGHT VISITORS (FY23 3rd Quarter)

- » Typical visitors spent **3.3** nights in Leon County



# VISITS TO TALLAHASSEE – LEON COUNTY (FY23 3rd Quarter)

- » **28%** were first time-visitors to Leon County
- » **23%** had previously visited more than 10 times





# TOP ACTIVITIES DURING VISIT\* (FY23 3rd Quarter)



**75%** Restaurants



**50%** Visit Friends/Family



**47%** Relax and Unwind



**39%** Family Time



**26%** Shopping/antiquing





# TRAVEL PARTY SPENDING (FY23 3rd Quarter)

- » Travel parties spent **\$285** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$943** over the course of their trip



# STUDY OBJECTIVES: VISITOR JOURNEY



# VISITOR SATISFACTION (FY23 3rd Quarter)

- » Visitors gave Leon County a rating of **7.9** out of 10\* as a place to visit
- » **93%** of visitors will return to Leon County (**71%** will definitely return)



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






# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

## WARM AND FRIENDLY



*“It’s a beautiful southern city with friendly people and a warm atmosphere.”*

## COLLEGE TOWN



*“Tallahassee is a college town that’s full of life. Perfect for the young adult community.”*

## BEAUTIFUL



*“It’s a quiet, beautiful area that’s full of history and culture.”*





# DETAILED FINDINGS



# STUDY OBJECTIVES: VISITOR JOURNEY



# TRIP PLANNING CYCLE (FY23 3rd Quarter)



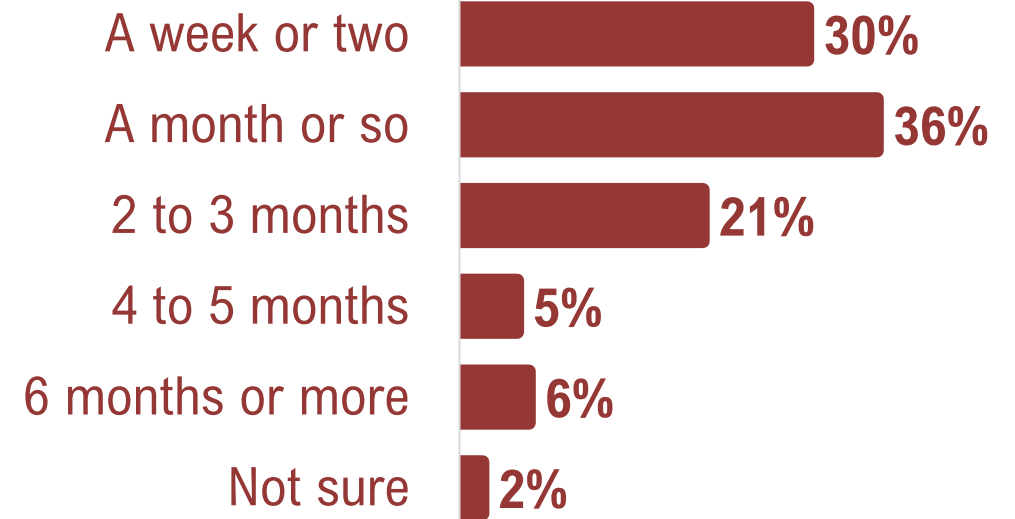
Visitors to Tallahassee have a short planning window as **2 in 3** visitors plan their trip **less than a month in advance**



**Over 1 in 10** visitors take **4 months or longer** to plan their trips to Tallahassee



The **average trip planning window** was **39 days, similar to last year**



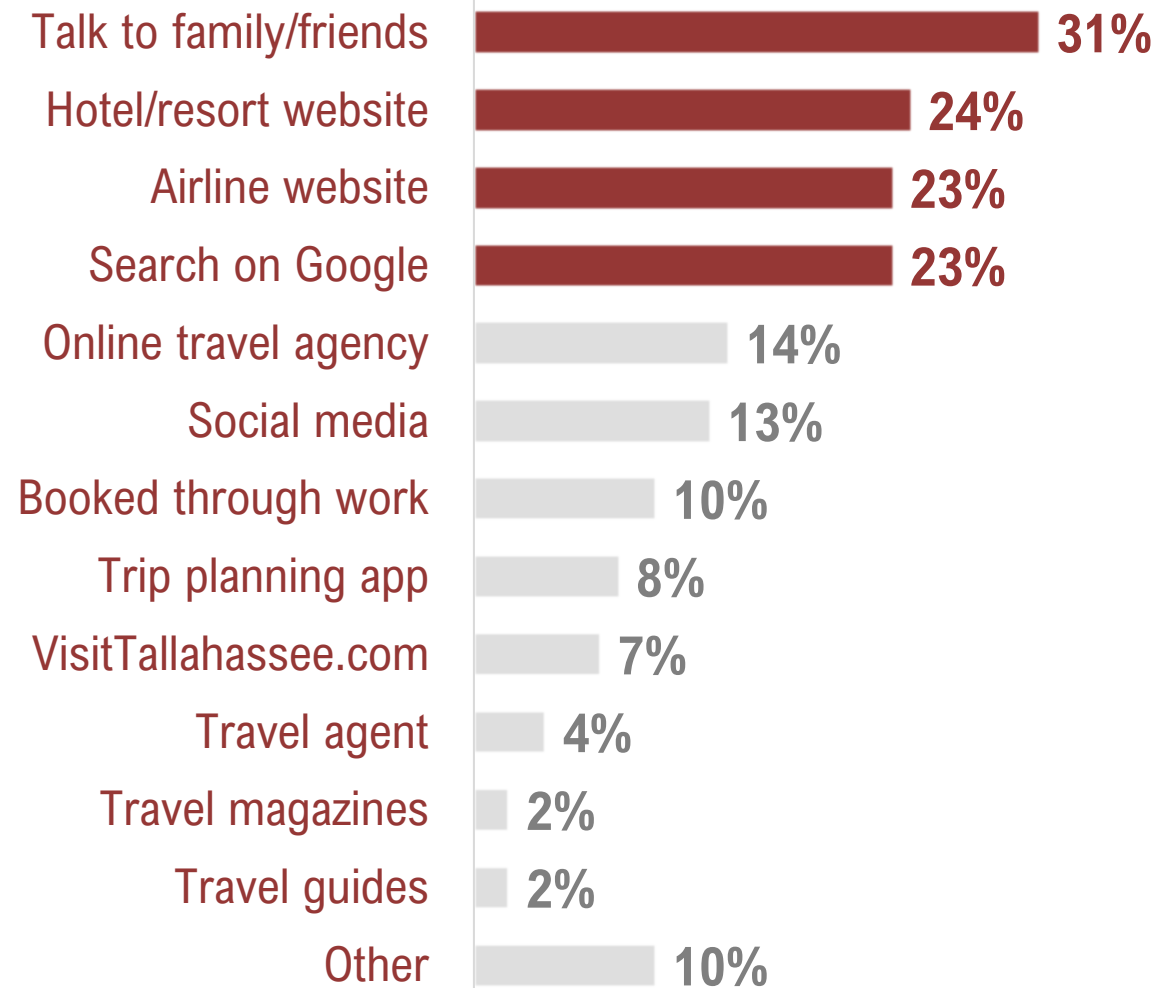
# TRIP PLANNING SOURCES\* (FY23 3rd Quarter)



**Over 3 in 10** visitors planned their trip by talking to family/friends



**Around 1 in 4** visitors planned their trip to Leon County through a hotel/resort website





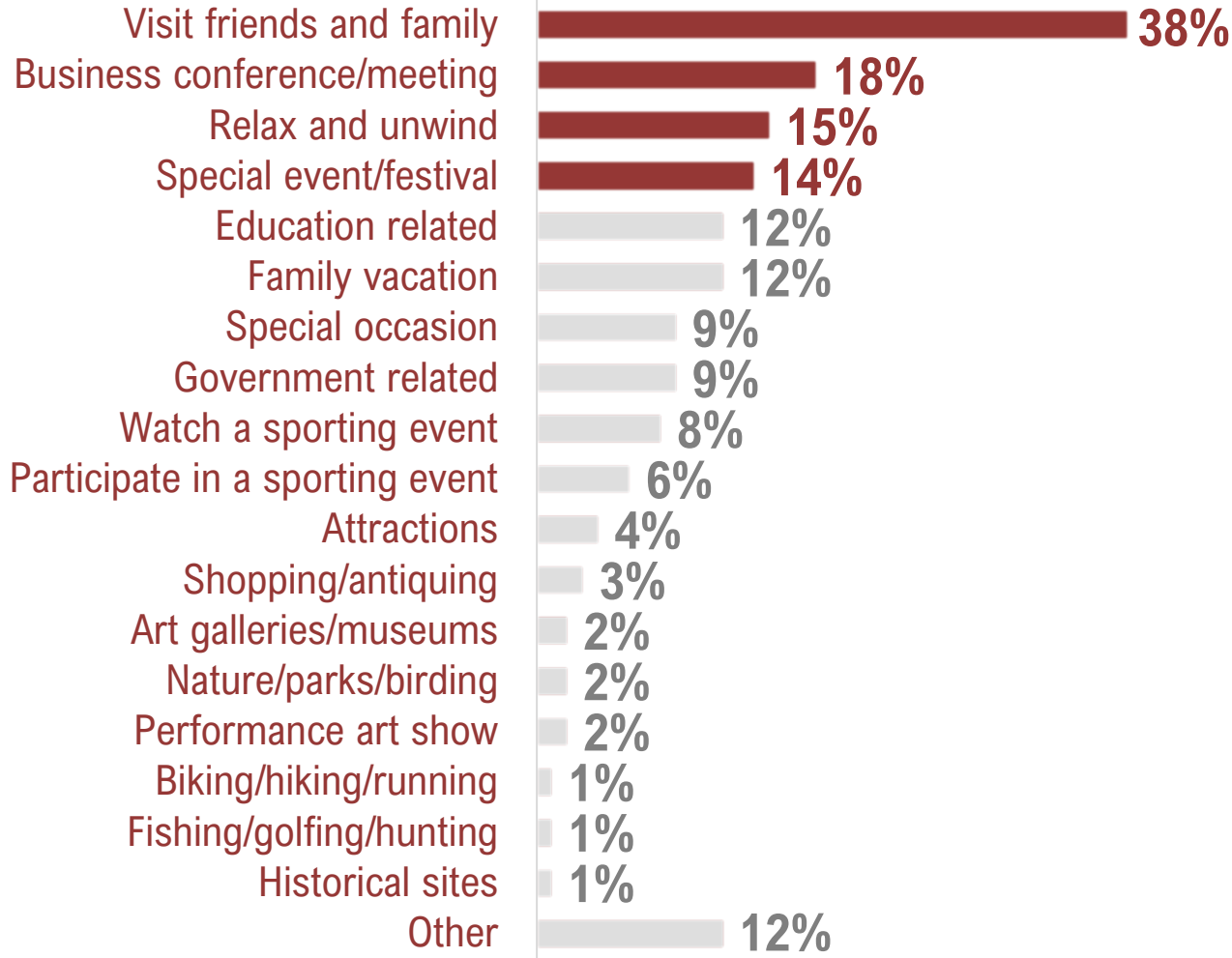
# REASONS FOR VISITING\* (FY23 3rd Quarter)



**Over 1 in 4** visitors came to Leon County to visit friends and family



Visitors coming for educational purposes were **more likely** to visit FSU



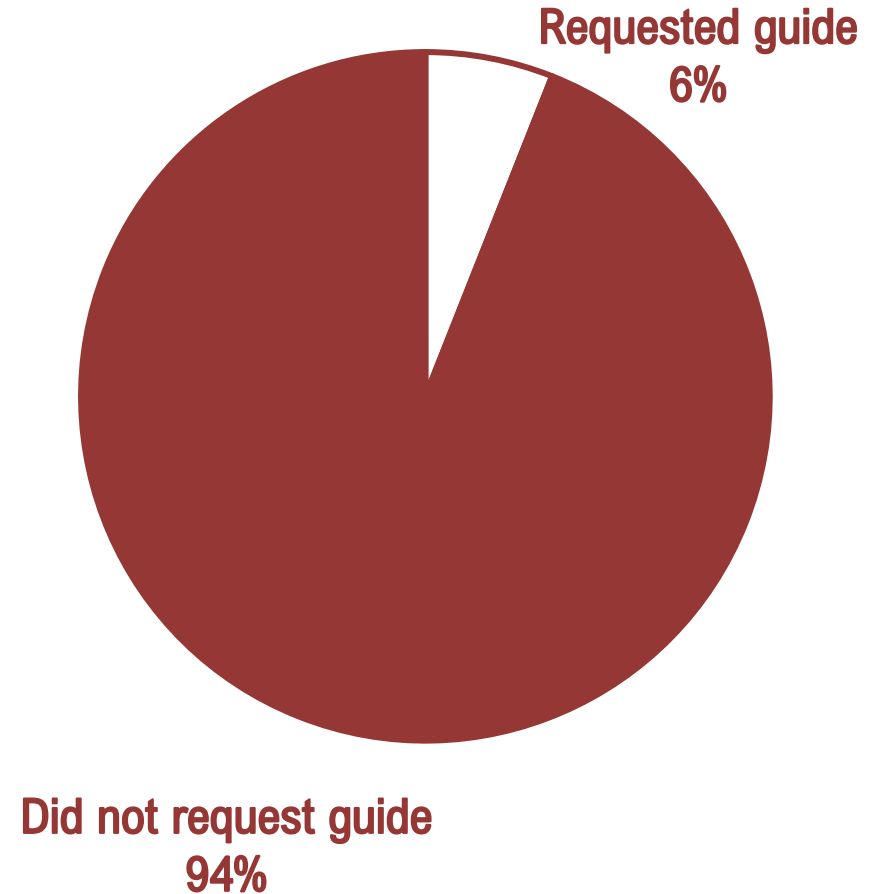
\*Multiple responses permitted.



# VISITORS GUIDE (FY23 3rd Quarter)

»»» **6%** of visitors requested a Visitors Guide prior to their trip to Leon County

»»» Those who requested a Visitors Guide gave it a rating of **8.2 out of 10<sup>1</sup>**



<sup>1</sup>Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.



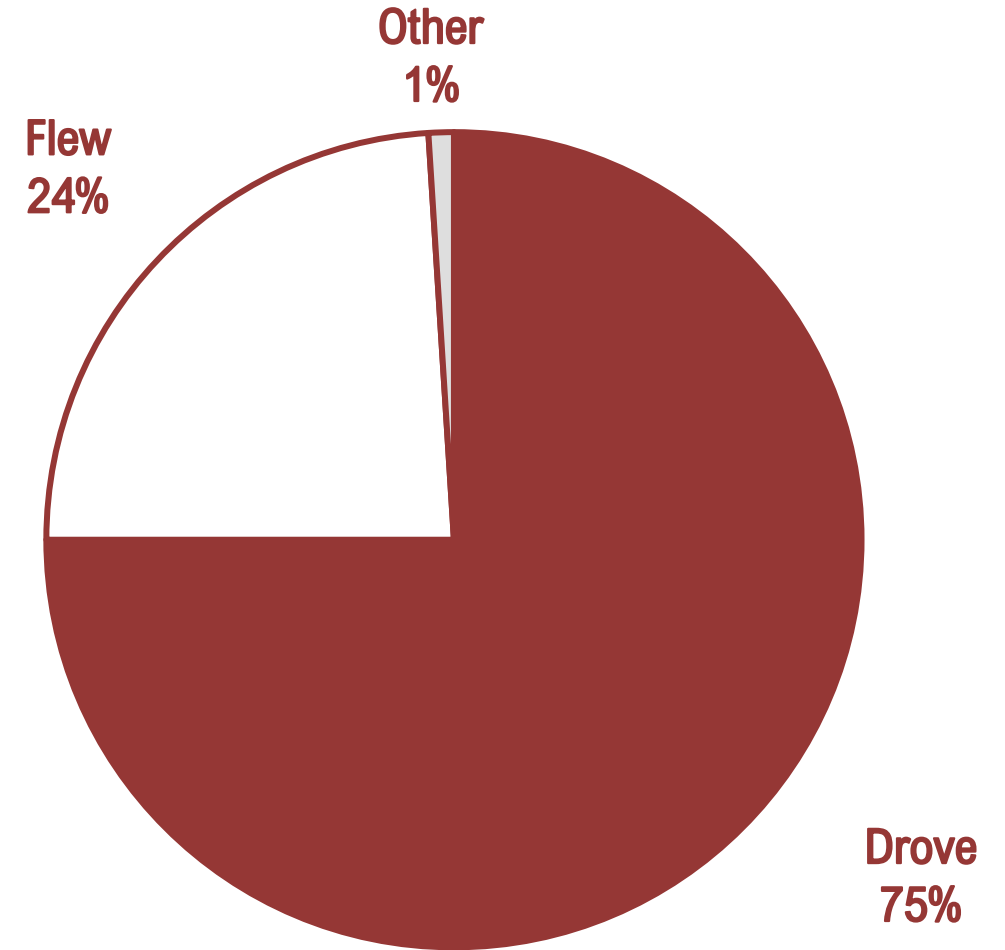
# TRANSPORTATION (FY23 3rd Quarter)



**3 in 4** visitors drove to Leon County for their trip



**83%** of visitors indicated that Leon County was the primary destination for their trip

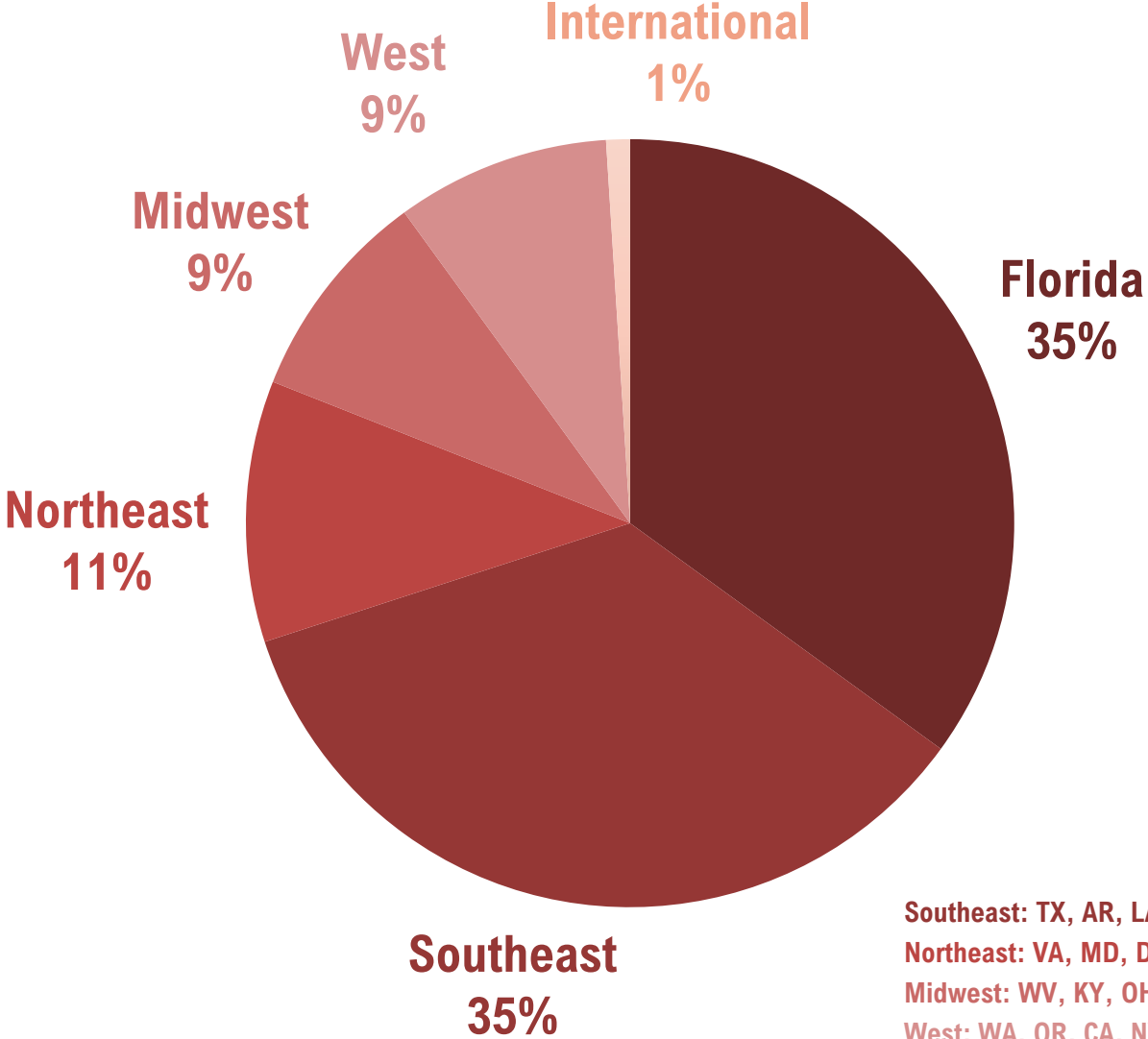


# STUDY OBJECTIVES: VISITOR JOURNEY





# REGION OF ORIGIN (FY23 3rd Quarter)



Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA  
Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME  
Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK  
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI



# TOP MARKETS OF ORIGIN (FY23 3rd Quarter)



**54%** of Leon County visitors lived in **12** markets

| Market                          | Apr-June 2022 | Apr-June 2023 |
|---------------------------------|---------------|---------------|
| Atlanta                         | 7%            | 7%            |
| Surrounding Areas               | 8%            | 7%            |
| Orlando-Daytona Beach-Melbourne | 4%            | 6%            |
| Tampa-St Petersburg             | 7%            | 6%            |
| Miami-Fort Lauderdale           | 8%            | 5%            |
| Jacksonville                    | 5%            | 4%            |
| Pensacola – Mobile              | 2%            | 4%            |
| Charlotte                       | 1%            | 3%            |
| Dallas-Fort Worth               | 2%            | 3%            |
| Houston                         | 1%            | 3%            |
| New York                        | 3%            | 3%            |
| West Palm Beach-Fort Pierce     | 2%            | 3%            |



# TRAVEL PARTIES (FY23 3rd Quarter)

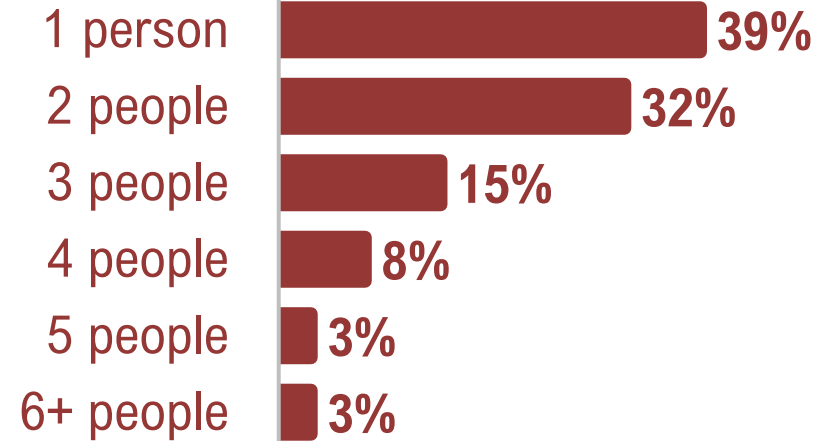


Typical visitors traveled in a party of **2.5** people



**32%** of visitors traveled with people aged 20 or younger, while **10%** traveled with children aged 12 or younger

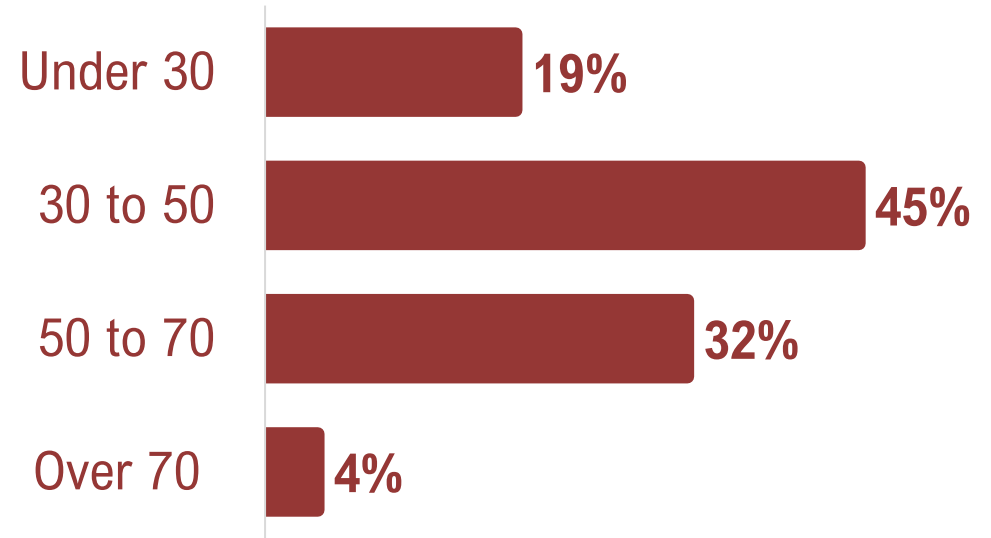
## Travel Party Size



# AGE OF VISITORS (FY23 3rd Quarter)



Typical visitors to Leon County were **44** years old



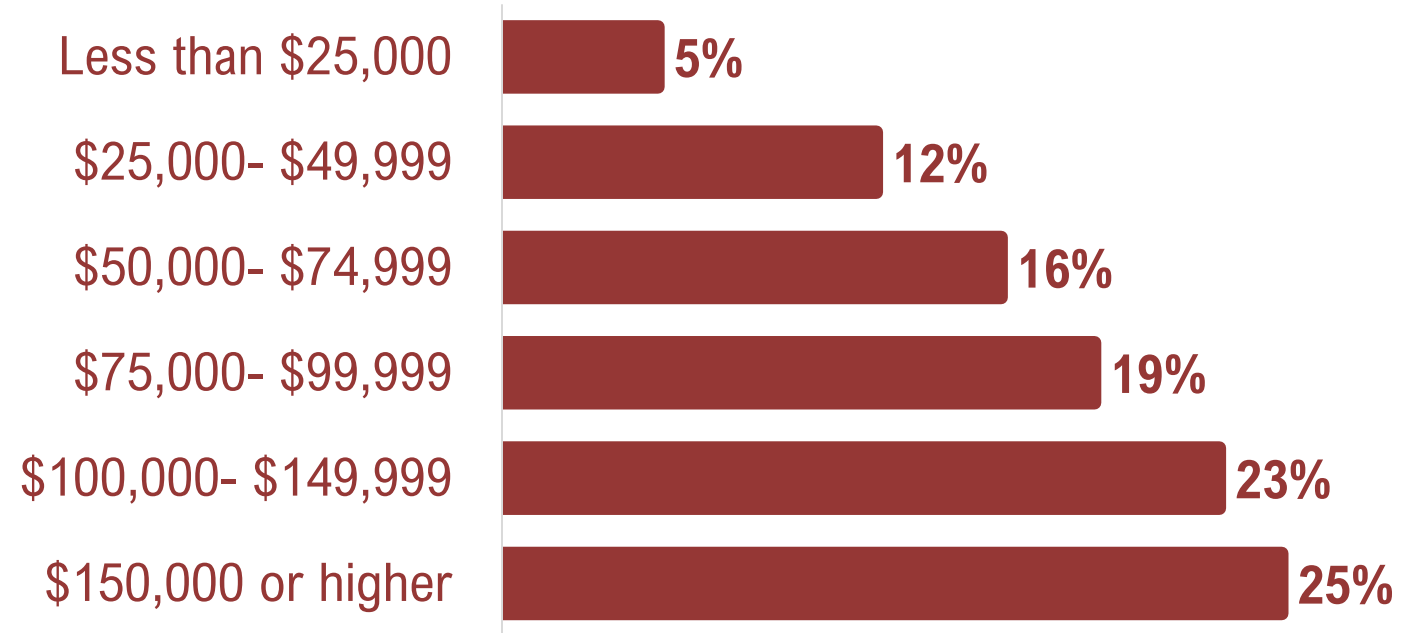
# HOUSEHOLD INCOME OF VISITORS (FY23 3rd Quarter)



Typical visitors to Leon County had a median household income of **\$97,400** per year



**1 in 4** visitors earn over \$150,000

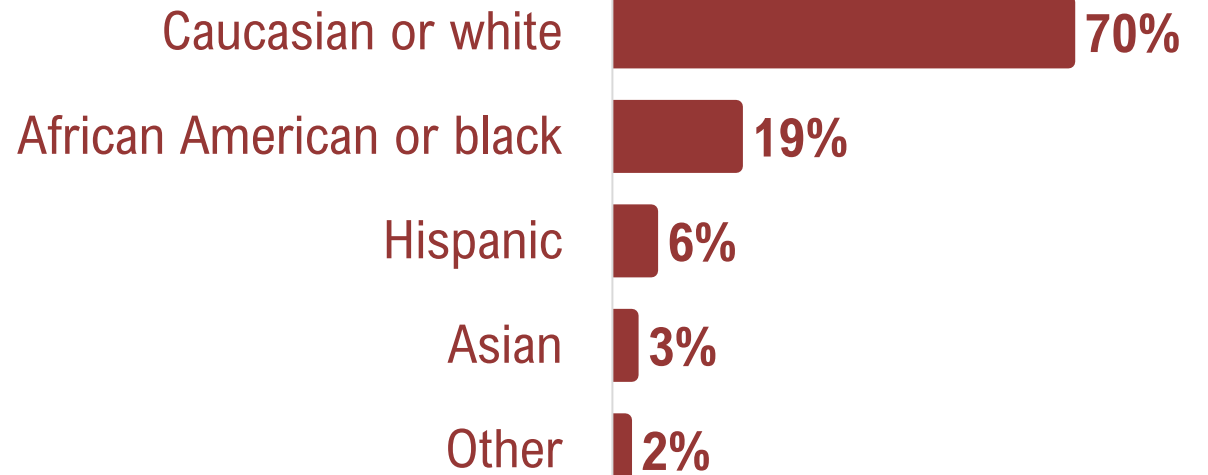




# RACE/ETHNICITY OF VISITORS (FY23 3rd Quarter)



**7 in 10** visitors to Leon County were Caucasian or white



# EDUCATIONAL ATTAINMENT OF VISITORS (FY23 3rd Quarter)



**3 in 4** visitors to Leon County had a college degree

Some high school/high school degree

9%

Some college/associate degree

16%

College graduate

44%

Post graduate work or degree

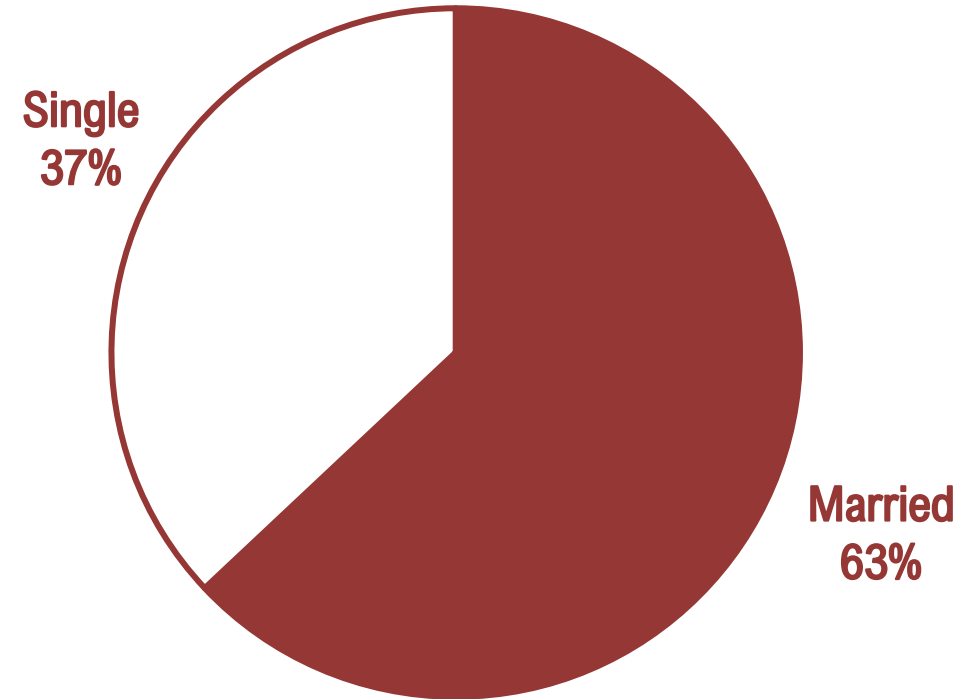
31%



# MARITAL STATUS OF VISITORS (FY23 3rd Quarter)



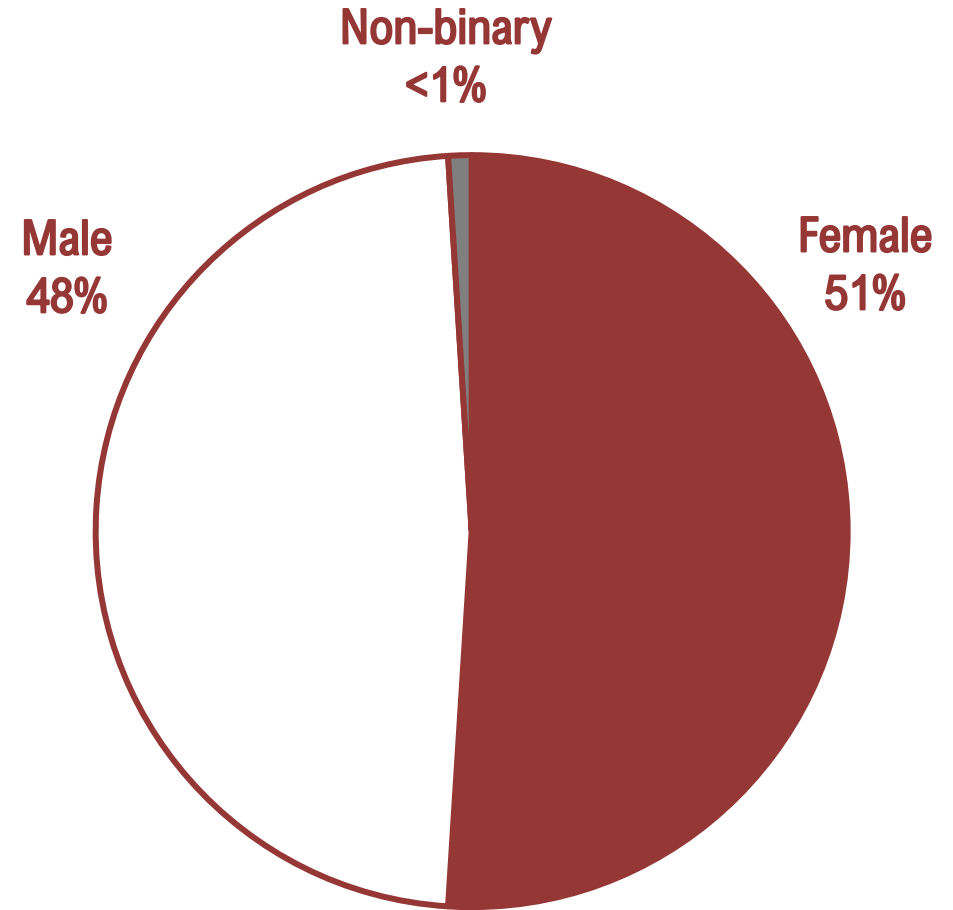
**Nearly 2 in 3** visitors to Leon County were married



# GENDER OF VISITORS<sup>1</sup> (FY23 3rd Quarter)



**51%** of visitors to Leon County were female



<sup>1</sup>May be influenced by visitor's willingness to complete a survey.



# STUDY OBJECTIVES: VISITOR JOURNEY



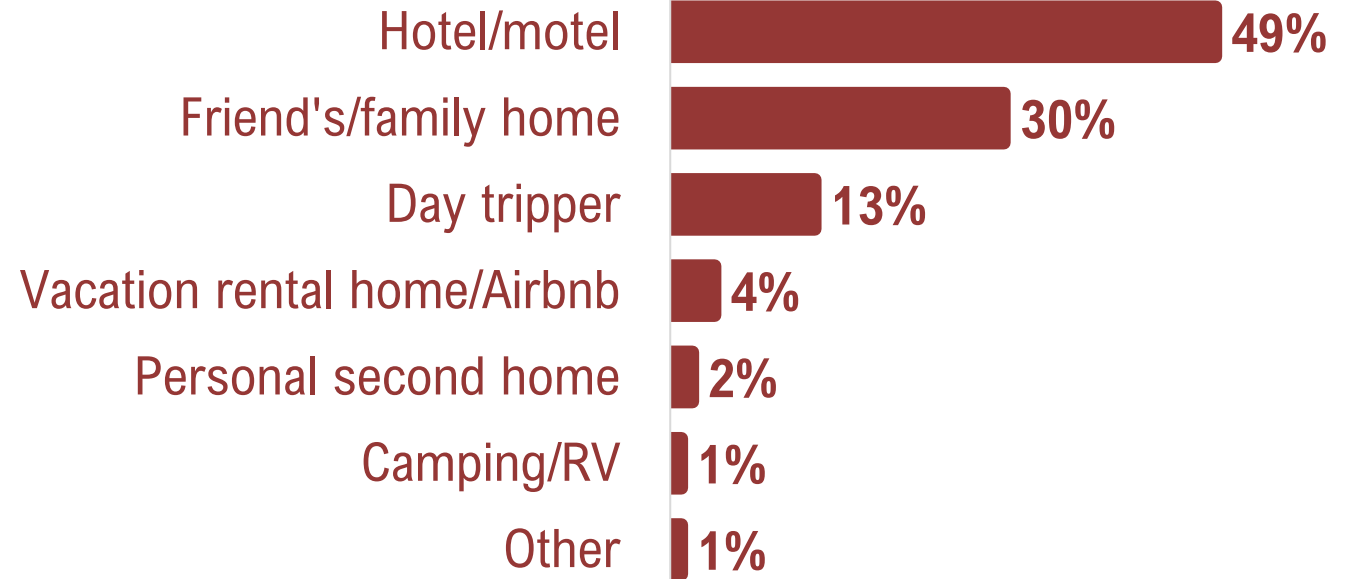


# ACCOMMODATIONS (FY23 3rd Quarter)



**Nearly 1 in 2** visitors stayed in a hotel/motel

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



# VISITOR SPENDING (FY23 3rd Quarter)

|                | Spending per Day | Spending per Trip |
|----------------|------------------|-------------------|
| Lodging        | \$123            | \$407             |
| Restaurants    | \$57             | \$190             |
| Groceries      | \$16             | \$52              |
| Shopping       | \$35             | \$116             |
| Entertainment  | \$15             | \$49              |
| Transportation | \$32             | \$105             |
| Other          | \$7              | \$22              |
| <b>Total</b>   | <b>\$285</b>     | <b>\$943</b>      |



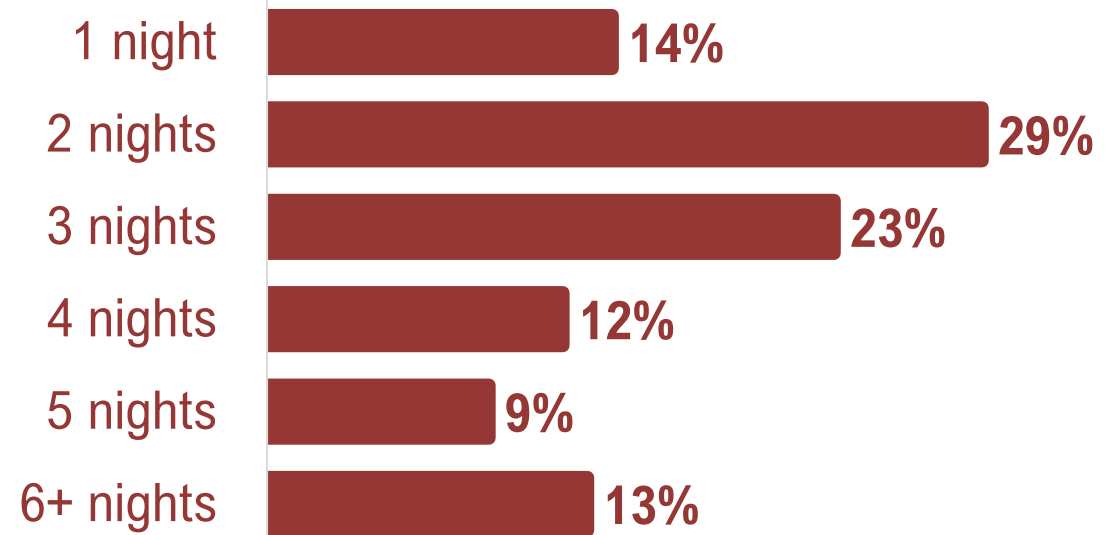
# OVERNIGHT VISITORS (FY23 3rd Quarter)



Typical visitors stayed **3.3** nights in Leon County



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



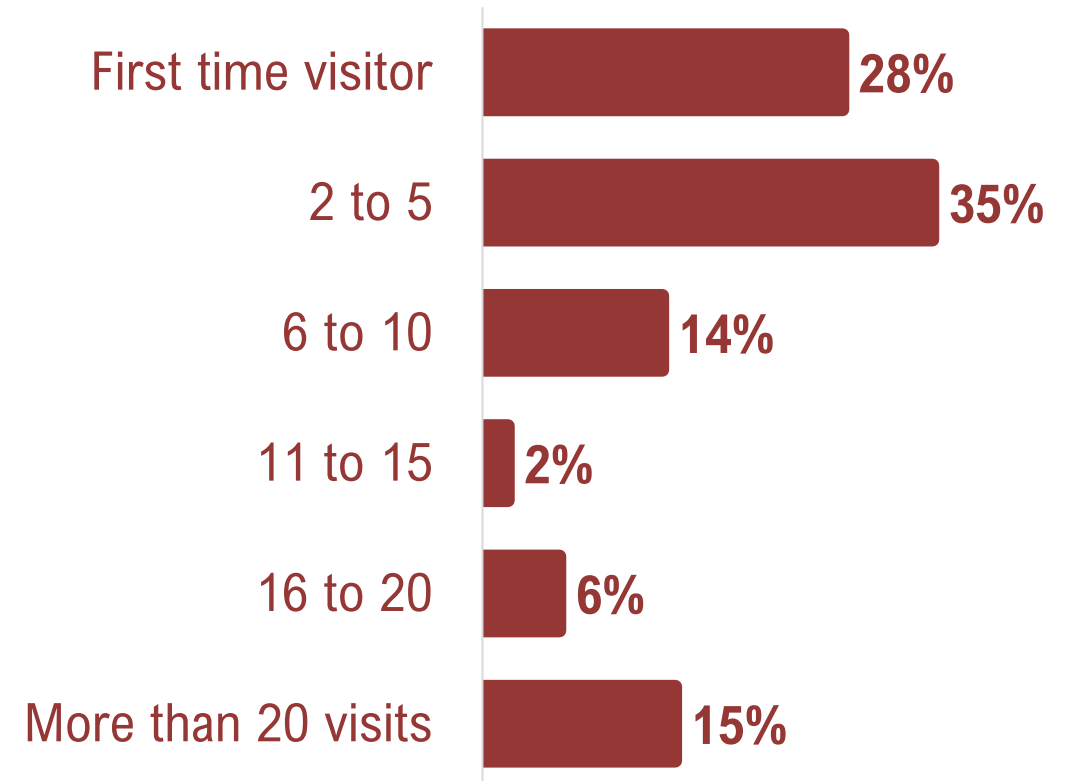
# VISITS TO TALLAHASSEE/LEON COUNTY (FY23 3rd Quarter)



**Nearly 3 in 10** visitors were visiting Leon County for the first time



**Nearly 1 in 4** visitors had previously visited Leon County more than ten times





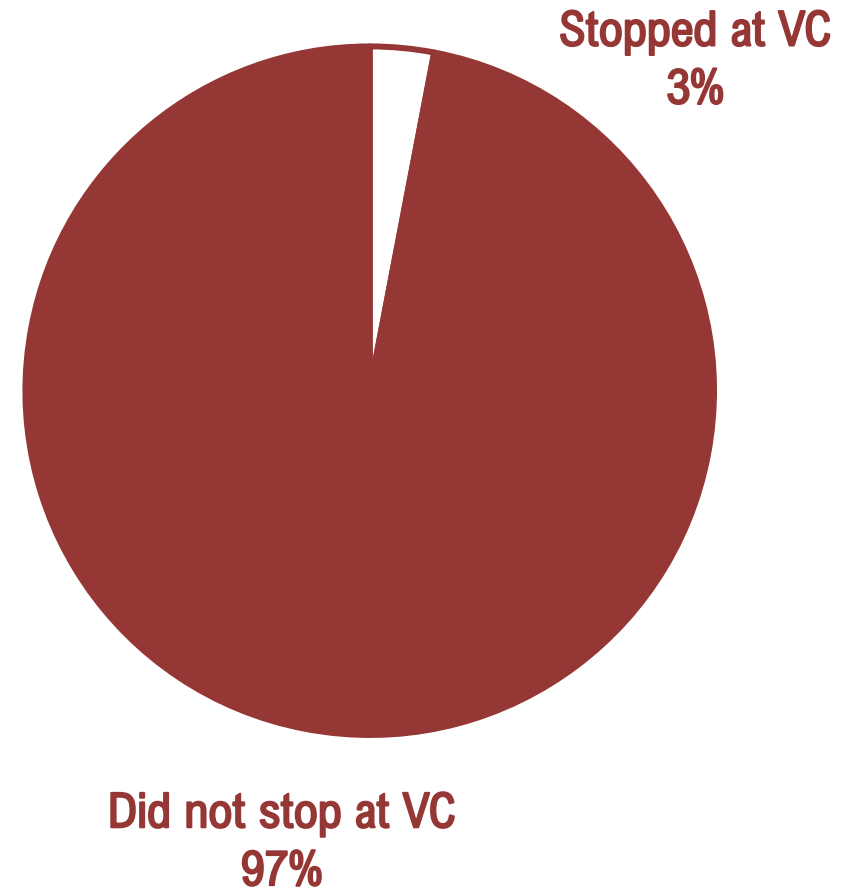
# VISITORS CENTER (FY23 3rd Quarter)



**3%** of visitors stopped at the Visitors Center



Those who went to the Visitors Center gave it a rating of **9.2 out of 10**<sup>1</sup>



<sup>1</sup>Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

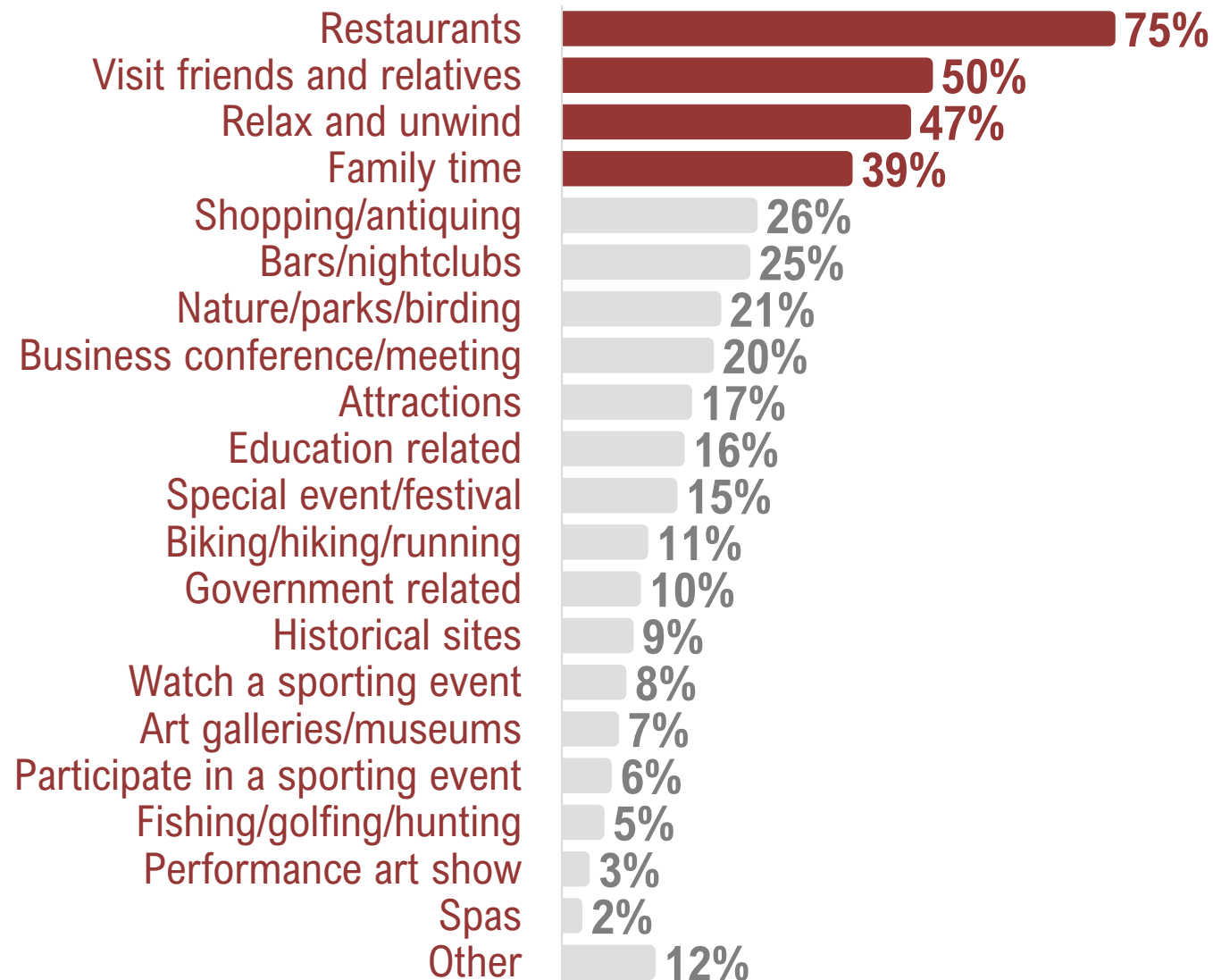
# ACTIVITIES DURING VISIT\* (FY23 3rd Quarter)



**3 in 4** visitors dined at restaurants during their trip



**Half of** visitors saw friends and family while on their trip to Tallahassee

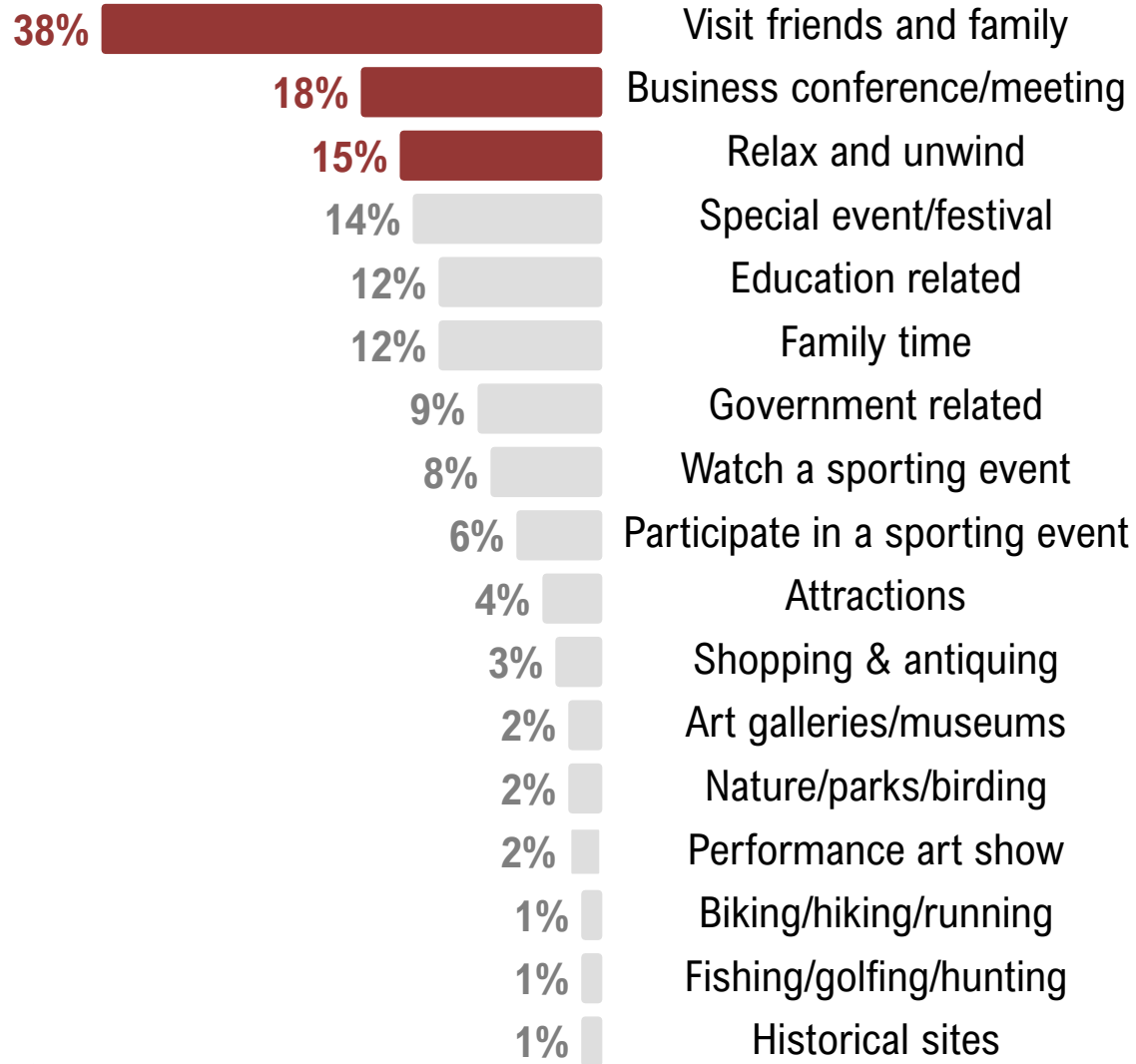


# REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY23 3rd Quarter)

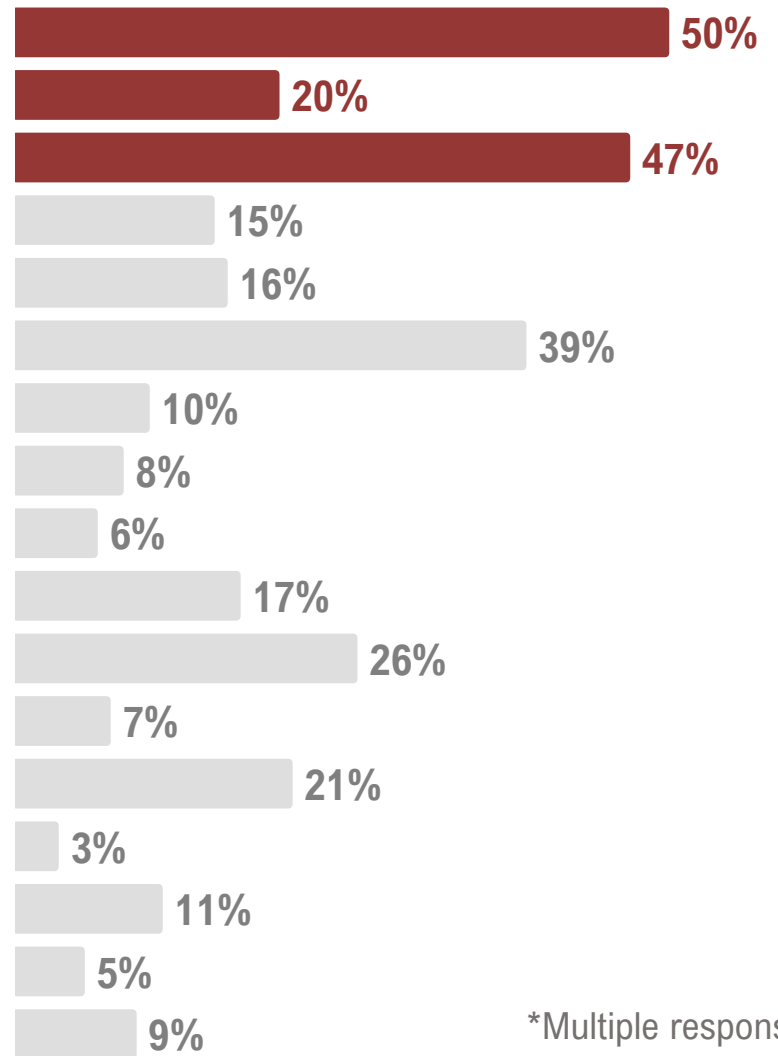
Key Motivations

Trip Enhancers

## Reasons for Visiting\*



## Visitor Activities\*



# STUDY OBJECTIVES: VISITOR JOURNEY





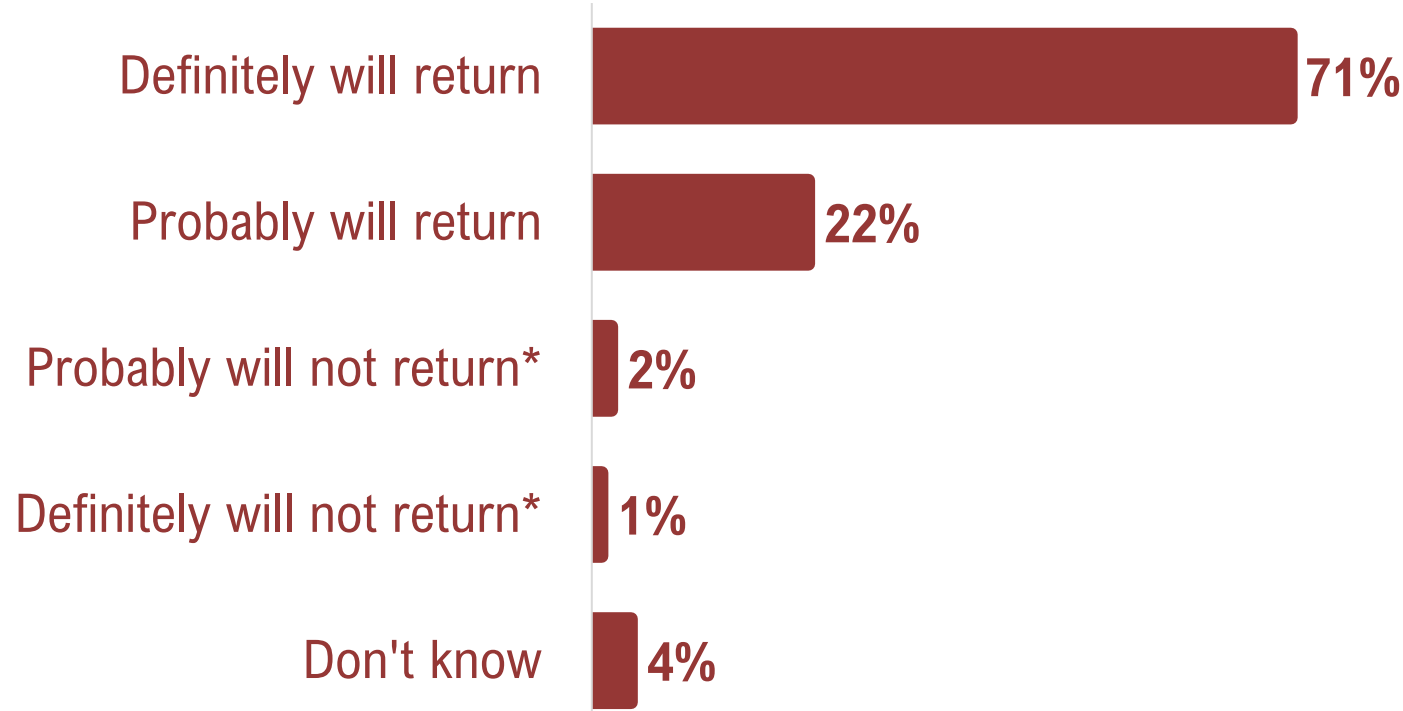
# VISITOR SATISFACTION (FY23 3rd Quarter)



Visitors gave Leon County an average rating of **7.9<sup>1</sup>** as a place to visit



**93%** of visitors will return (**71%** will definitely return) to Leon County for a future visit or vacation



3% of visitors will not return for the following reasons:

- 1) Not enough to do for the day
- 2) Event/occasion for visit is over



# RATING EXPERIENCES IN TALLAHASSEE (FY23 3rd Quarter)



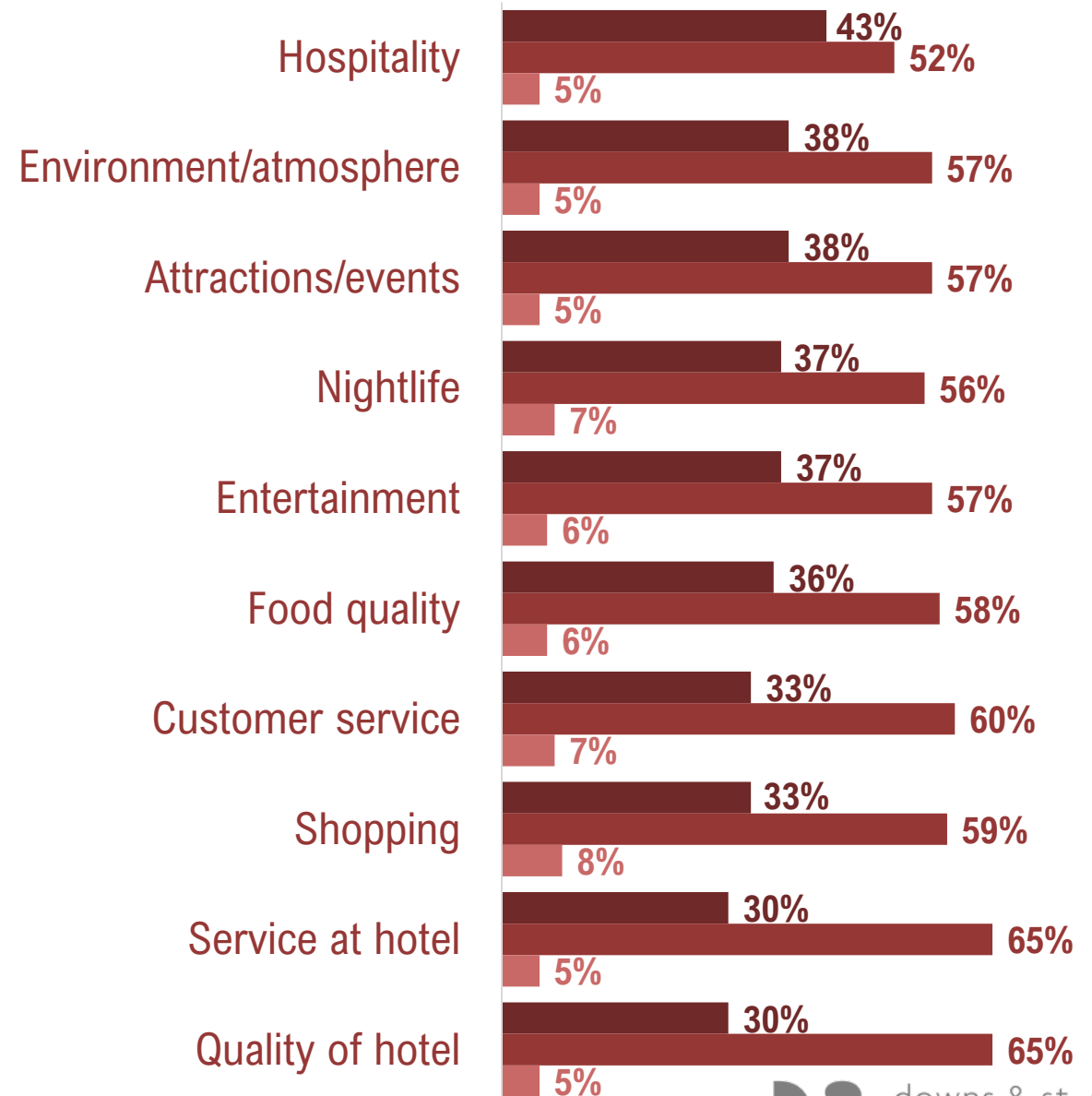
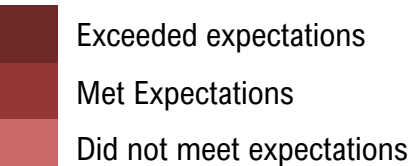
Leon County's hospitality exceeded the expectations of **over 2 in 5** visitors



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



Shopping was most likely to not meet expectations



# PERCEPTIONS: “WARM AND FRIENDLY” (FY23 3rd Quarter)



“Tallahassee is one of the friendlier places in Florida. I love it here!”



“Tallahassee is a fun place to be and great for meeting new people from all over.”



“It’s a beautiful southern city with friendly people and a warm atmosphere.”



“Tallahassee is the type of city that just about anyone can live in. The weather’s nice and the people are even nicer!”





# PERCEPTIONS: “COLLEGE TOWN” (FY23 3rd Quarter)



“Tallahassee is a college town that’s full of life. Perfect for the young adult community.”



“There are plenty of bars, restaurants, nightclubs, and other activities for college students in Tallahassee.”



“It’s a friendly, fast-paced college town. I had a great time during the spring game!”



“It’s a college town with lots of friendly people, pride, and personality.”



# PERCEPTIONS: “BEAUTIFUL” (FY23 3rd Quarter)



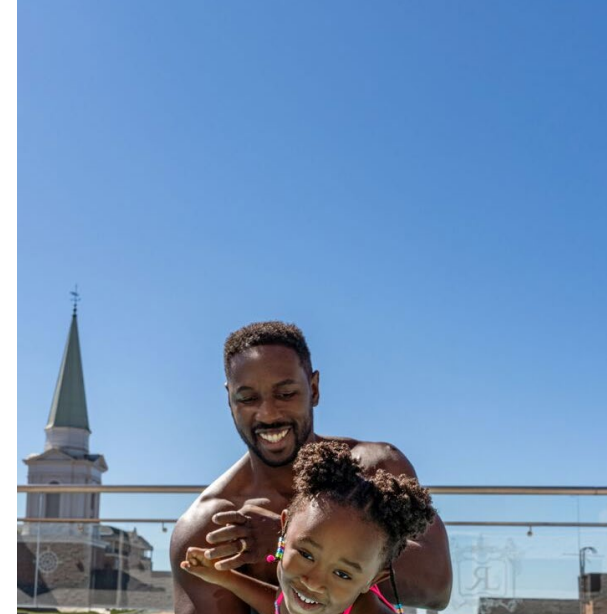
“Tallahassee is a breezy, beautiful city. It’s so vibrant and green year-round there!”



“This area of north Florida is very beautiful and full of rolling hills and canopy roads.”



“I love all the beautiful parks and other natural areas in Tallahassee!”



“It’s a quiet, beautiful area that’s full of history and culture.”





# YEAR-TO-YEAR COMPARISONS



# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Trip Planning Cycle                 | Apr-June 2022 | Apr-June 2023 |
|-------------------------------------|---------------|---------------|
| Tallahassee was Primary Destination | 79%           | 83%           |
| A week or two in advance            | 26%           | 30%           |
| A month or so in advance            | 35%           | 36%           |
| 2 to 3 months in advance            | 22%           | 21%           |
| 4 to 5 months in advance            | 8%            | 5%            |
| 6 months or more in advance         | 4%            | 6%            |

| Top Trip Planning Sources | Apr-June 2022 | Apr-June 2023 |
|---------------------------|---------------|---------------|
| Talk to Family/Friends    | 33%           | 31%           |
| Hotel/resort website      | 18%           | 24%           |
| Airline website           | 24%           | 23%           |
| Search on Google          | 32%           | 23%           |



# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Top Reasons for Visiting    | Apr-June 2022 | Apr-June 2023 |
|-----------------------------|---------------|---------------|
| Visit friends and family    | 39%           | 38%           |
| Business conference/meeting | 15%           | 18%           |
| Relax and unwind            | 17%           | 15%           |
| Special event/festival      | 19%           | 14%           |
| Education related           | 10%           | 12%           |
| Family vacation             | 18%           | 12%           |
| Special occasion            | 7%            | 9%            |
| Government related          | 4%            | 9%            |

| Pre-Visit                  | Apr-June 2022 | Apr-June 2023 |
|----------------------------|---------------|---------------|
| Requested a Visitors Guide | 11%           | 6%            |
| Drove to Leon County       | 76%           | 75%           |
| Flew to Leon County        | 23%           | 24%           |





# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Market of Origin                | Apr-June 2022 | Apr-June 2023 |
|---------------------------------|---------------|---------------|
| Atlanta                         | 7%            | 7%            |
| Surrounding Areas               | 8%            | 7%            |
| Orlando-Daytona Beach-Melbourne | 4%            | 6%            |
| Tampa-St Petersburg             | 7%            | 6%            |
| Miami-Fort Lauderdale           | 8%            | 5%            |

| Region of Origin              | Apr-June 2022 | Apr-June 2023 |
|-------------------------------|---------------|---------------|
| Southeast (including Florida) | 71%           | 70%           |
| Northeast                     | 9%            | 11%           |
| Midwest                       | 8%            | 9%            |
| West                          | 9%            | 9%            |
| International                 | 3%            | 1%            |



# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Travel Parties                  | Apr-June 2022 | Apr-June 2023 |
|---------------------------------|---------------|---------------|
| Travel Party Size               | 2.9           | 2.5           |
| Traveled with Other Visitors    | 71%           | 61%           |
| Traveled with People under 20   | 30%           | 32%           |
| Traveled with Children under 12 | 17%           | 10%           |

| Visitor Profile          | Apr-June 2022 | Apr-June 2023 |
|--------------------------|---------------|---------------|
| Median Age               | 43            | 44            |
| Gender (Male)            | 43%           | 48%           |
| Median Household Income  | \$83,300      | \$97,400      |
| College Degree or Higher | 61%           | 75%           |
| White/Caucasian          | 66%           | 70%           |
| African American         | 21%           | 19%           |
| Married                  | 60%           | 63%           |



# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Accommodations              | Apr-June 2022 | Apr-June 2023 |
|-----------------------------|---------------|---------------|
| Hotel/Motel                 | 45%           | 49%           |
| Friends/Family Home         | 25%           | 30%           |
| Day Tripper                 | 18%           | 13%           |
| Vacation Rental Home/Airbnb | 8%            | 4%            |
| Personal Second Home        | 2%            | 2%            |
| Camping/RV                  | 1%            | 1%            |

| Trip Experience                 | Apr-June 2022 | Apr-June 2023 |
|---------------------------------|---------------|---------------|
| Average nights stayed           | 3.1           | 3.3           |
| 1st Time Visitor                | 21%           | 28%           |
| 10+ Prior Visits to Leon County | 23%           | 23%           |
| Stopped at Visitor Center       | 5%            | 3%            |



# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Average Daily Spending | Apr-June 2022 | Apr-June 2023 |
|------------------------|---------------|---------------|
| Accommodations         | \$111*        | \$123         |
| Restaurants            | \$53          | \$57          |
| Groceries              | \$21          | \$16          |
| Shopping               | \$45          | \$35          |
| Entertainment          | \$26          | \$15          |
| Transportation         | \$34          | \$32          |
| Other                  | \$12          | \$7           |
| <b>Total</b>           | <b>\$302</b>  | <b>\$285</b>  |

| Average Total Trip Spending | Apr-June 2022 | Apr-June 2023 |
|-----------------------------|---------------|---------------|
| Accommodations              | \$344         | \$407         |
| Restaurants                 | \$164         | \$190         |
| Groceries                   | \$65          | \$52          |
| Shopping                    | \$140         | \$116         |
| Entertainment               | \$81          | \$49          |
| Transportation              | \$105         | \$105         |
| Other                       | \$37          | \$22          |
| <b>Total</b>                | <b>\$936</b>  | <b>\$943</b>  |

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





# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Top Activities              | Apr-June 2022 | Apr-June 2023 |
|-----------------------------|---------------|---------------|
| Restaurants                 | 68%           | 75%           |
| Visit friends and relatives | 46%           | 50%           |
| Relax and unwind            | 42%           | 47%           |
| Family time                 | 33%           | 39%           |
| Shopping/antiquing          | 23%           | 26%           |
| Bars/nightclubs             | 14%           | 25%           |
| Nature/parks/birding        | 20%           | 21%           |
| Business conference/meeting | 16%           | 20%           |
| Attractions                 | 19%           | 17%           |
| Education related           | 13%           | 16%           |
| Special event/festival      | 19%           | 15%           |
| Biking/hiking/running       | 11%           | 11%           |



# YEAR-TO-YEAR COMPARISONS (FY23 3rd Quarter)

| Post Trip Evaluation                              | Apr-June 2022 | Apr-June 2023 |
|---|---------------|---------------|
| Overall Rating                                    | 8.2           | 7.9           |
| Will return to Leon County                        | 90%           | 93%           |
| Exceed + Met Expectations: Hospitality            | 91%           | 95%           |
| Exceed + Met Expectations: Environment/atmosphere | 92%           | 95%           |
| Exceed + Met Expectations: Quality of hotel       | 92%           | 95%           |
| Exceed + Met Expectations: Service at hotel       | 93%           | 95%           |
| Exceed + Met Expectations: Attractions/events     | 90%           | 95%           |
| Exceed + Met Expectations: Food quality           | 88%           | 94%           |
| Exceed + Met Expectations: Entertainment          | 90%           | 94%           |
| Exceed + Met Expectations: Nightlife              | 84%           | 93%           |
| Exceed + Met Expectations: Customer service       | 87%           | 93%           |
| Exceed + Met Expectations: Shopping               | 87%           | 92%           |



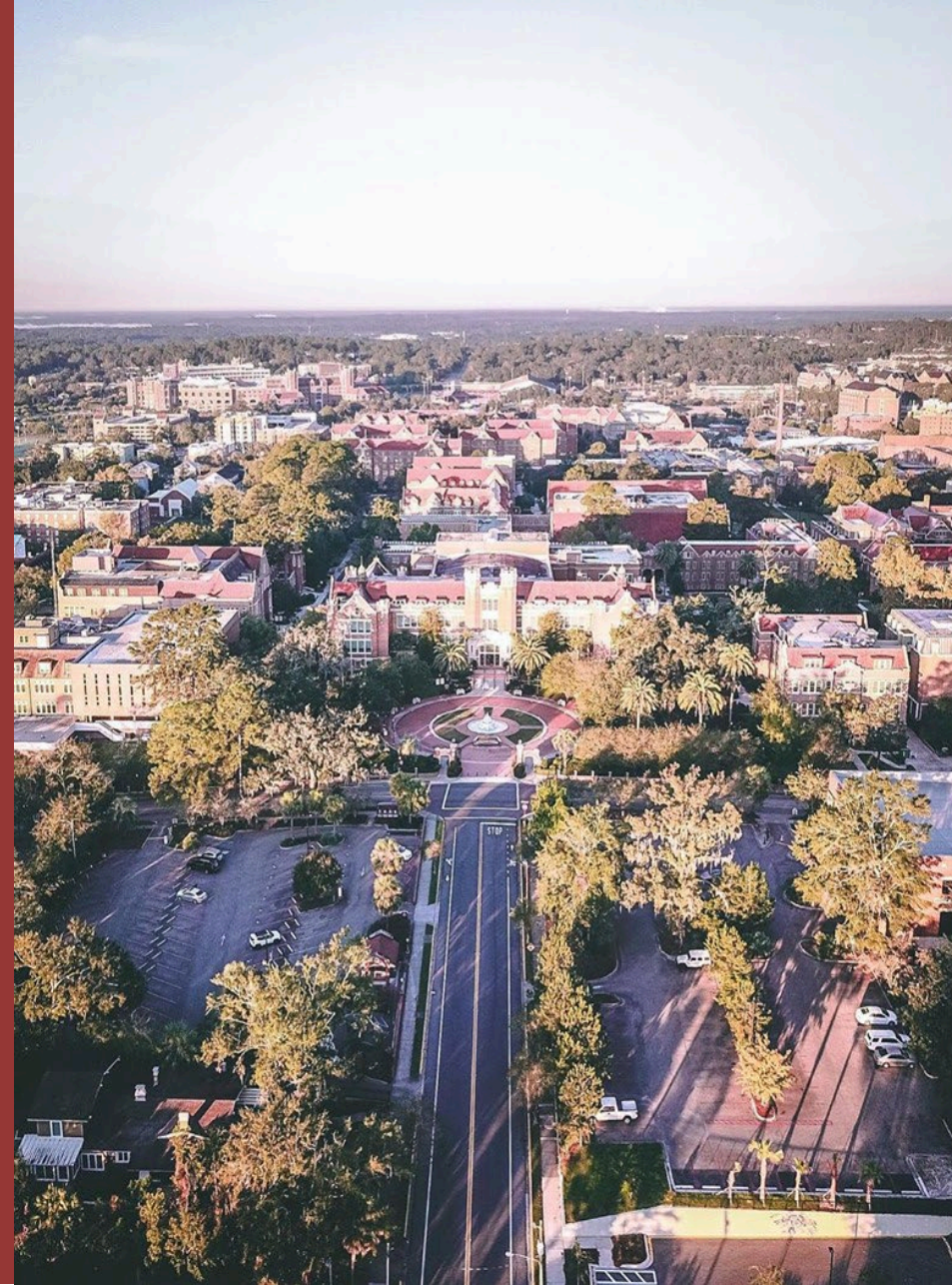
# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April – June 2023 Visitor Tracking Study

Kerri Post

Executive Director, Leon County Division of Tourism/Visit Tallahassee  
850-606-2313, [PostK@leoncountyfl.gov](mailto:PostK@leoncountyfl.gov)

Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)  
[contact@dsg-research.com](mailto:contact@dsg-research.com)



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**Tallahassee**  
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RESEARCH



# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate  
2022-2023 Winter/Spring Events  
December 3<sup>rd</sup>, 2022 - May 21<sup>st</sup> 2023



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*Tallahassee*  
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# WINTER/SPRING EVENTS

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

- » Market Days – December 3<sup>rd</sup> – December 4<sup>th</sup>, 2022
- » FHSAA Football State Championships – December 8<sup>th</sup> – December 10<sup>th</sup>, 2022
- » Florida State Invitational – March 25<sup>th</sup> – March 26<sup>th</sup>, 2023
- » Springtime Tallahassee – March 31<sup>st</sup> – April 1<sup>st</sup>, 2023
- » Lemoyne Chain of Parks – April 15<sup>th</sup> – April 16<sup>th</sup>, 2023
- » Word of South – April 21<sup>st</sup> – April 23<sup>rd</sup>, 2023
- » Southern Shakespeare – May 12<sup>th</sup> – May 14<sup>th</sup>, 2023
- » ASG Presidents Day Invitational – May 19<sup>th</sup> – May 21<sup>st</sup>, 2023



# Total Economic Impact

# \$9,518,200

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people who attended a 2022-2023 winter/spring event who **live outside** of Leon County was \$9,518,200.<sup>2</sup>

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

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



# Key Metrics

| 2022-2023 Winter/Spring Events     | Economic Impact    | Direct Spending    | Out-of-town visitors | Room Nights   |
|------------------------------------|--------------------|--------------------|----------------------|---------------|
| Market Days                        | \$2,353,500        | \$1,489,500        | 5,090                | 1,462         |
| FHSAA Football State Championships | \$928,500          | \$562,700          | 4,560                | 2,240         |
| Florida State Invitational         | \$1,069,300        | \$676,800          | 3,285                | 5,245         |
| Springtime Tallahassee             | \$2,130,500        | \$1,291,200        | 6,718                | 1,436         |
| Lemoyne Chain of Parks             | \$1,334,800        | \$808,900          | 3,479                | 1,427         |
| Word of South                      | \$372,700          | \$225,900          | 929                  | 584           |
| Southern Shakespeare               | \$181,600          | \$110,100          | 357                  | 198           |
| ASG Presidents Day Invitational    | \$1,147,300        | \$695,300          | 3,134                | 3,539         |
| <b>Total</b>                       | <b>\$9,518,200</b> | <b>\$5,860,400</b> | <b>27,552</b>        | <b>16,131</b> |



# Direct Spending

\$5,860,400<sup>1</sup>

People who **live outside** of Leon County spent \$5,860,400<sup>1</sup> during 2022-2023 winter/spring events.

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





# Out-of-County Visitors

# 27,552<sup>1</sup>

Including overnight visitors and day trippers, there were 27,552 individuals from outside Leon County who attended a 2022-2023 winter/spring event.

---

<sup>1</sup>An attendance figure of 106,927 attendees was used for this report.  
27,552 visitors resided outside of Leon County.



# 16,131 room nights

Attendees who live outside of Leon County spent  
**16,131 nights** in hotels, motels, etc. while  
attending 2022-2023 winter/spring events.



# Methodology

- The economic impact was based on data from the following sources:
  - 1,223 in person interviews with attendees to 2022-2023 winter/spring events
  - Attendance figures and ticket sales were provided by organizers of 2022-2023 winter/spring events and used by Downs & St. Germain Research to create an independent estimate of visitation
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Study of  
2022-2023 Winter/Spring Events

Kerri Post

Executive Director, Leon County Division of Tourism/ Visit Tallahassee  
850-606-2313, [PostK@leoncountyfl.gov](mailto:PostK@leoncountyfl.gov)

Downs & St. Germain Research  
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RESEARCH





## MEMORANDUM

DATE: September 14, 2023

TO: Leon County Tourist Development Council

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

SUBJECT: FY2024 Signature/Emerging Signature Event Grant Funding Recommendations

---

The Tourist Development Council Grant Review Committee (TDCGRC) comprised Russell Daws – Tallahassee Museum (Chair), Matt Thompson - For The Table Hospitality, and Carolanne Savage - Hyatt House respectfully presents the funding recommendation for four (4) Signature Events and Emerging Signature Events.

The TDCGRC conducted their meeting on August 29, 2023. The meeting was well attended by the Signature/Emerging Signature Events grant applicants. After carefully considering four event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TDCGRC is recommending funding for all four events.

The TDCGRC recommend a total amount of \$91,600 of the \$130,000 allocated in the Signature Event / Emerging Signature Event Grant budget. The TDCGRC is recommending that the remaining \$38,400 be carried over for a second cycle grants period to run in January 2024 for events taking place March-Sept. 2024. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



**FY 2024 TOURIST DEVELOPMENT COUNCIL • Emerging and Signature Event Grants**

| Name Of Event |  | Total Score | Requested Amount | Recommended Funding |
|---------------|--|-------------|------------------|---------------------|
| 1             | 2024 Free Shakespeare in the Park Festival   | 85.67       | \$25,000.00      | \$4,600             |
| 2             | ASG Capital Cup                              | 94.33       | \$37,999.00      | \$32,000            |
| 3             | Florida State Invitational 2024              | 93.67       | \$37,999.00      | \$32,000            |
| 4             | Word of South Festival of Literature & Music | 94          | \$55,000.00      | \$23,000            |

**TOTAL** \$91,600

**REMAINING** \$38,400



## MEMORANDUM

DATE: September 14, 2023

TO: Leon County Tourist Development Council

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

SUBJECT: FY2024 Special Event Grant Funding Recommendations

---

The Tourist Development Council Grant Review Committee (TDCGRC) comprised of Russell Daws (Chair) – Tallahassee Museum, Matt Thompson - For The Table Hospitality, and Carolanne Savage - Hyatt House respectfully presents the funding recommendation for thirty-two (32) Special Events.

Of note: One additional application was received and upon staff review it was determined to not be an eligible use of TDT funding, so the application did not advance to the Grant Review Committee for review and scoring. Further, Tourism staff engaged in extensive discussions with two established event applicants – Frenchtown Rising and FSU Block Party – regarding the identified FY24 blackout dates and the impact of those blackout dates on their respective funding requests. As a result of those discussions and the mutually identified value and benefit of these events, we have pivoted these two events into Marketing Partnerships, providing \$10,000 in marketing funding support to each organization. Marketing Partnerships utilize advertising/marketing funding, as such it does impact the FY24 Tourism Event Grant funding.

The TDCGRC conducted their meeting on August 29, 2023. The meeting was well attended by the Special Events grant applicants. After carefully considering 32 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 32 events.

The TDCGRC recommend a total amount of \$153,800 of the allocated \$184,500 in the Special Event Grant budget. The TDCGRC is recommending that the remaining \$30,700 be carried over for a second cycle grants period to run in January 2024 for events taking place March-Sept. 2024. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



**FY 2023 TOURIST DEVELOPMENT COUNCIL • Special Event Grants**

|   | <b>Name Of Event</b>   | <b>Total Score</b> | <b>Requested Amount</b> | <b>Recommended Funding</b> |
|---|--|--------------------|-------------------------|----------------------------|
| 1 | 1st Annual Ethics Rocks Evening of Music and Entertainment   | 73.33              | \$ 7,000.00             | \$ 2,700.00                |
| 2 | The Women's Concert; MusicMakeHERs - Music Makes HER Raising the Volume of Women in Music  | 78.33              | \$ 5,000.00             | \$ 1,200.00                |
| 3 | Leadership Florida Connect Class 13 Program, Leadership Florida Education Class 8 Program, and Leadership Florida Cornerstone Class 41 Program | 91.33              | \$ 5,999.00             | \$ 4,500.00                |
| 4 | The Coton Colors Company Warehouse Sale  | 72.00              | \$ 3,000.00             | \$ 700.00                  |
| 5 | Gifts of Praise  | 76.00              | \$ 1,499.00             | \$ 600.00                  |
| 6 | FAMU Harambee Festival 2024  | 79.33              | \$ 10,000.00            | \$ 1,900.00                |
| 7 | The Tallahassee Regional   | 94.33              | \$ 20,000.00            | \$ 17,500.00               |
| 8 | 159th Anniversary & 47th Annual Reenactment of the Battle of Natural Bridge  | 87.00              | \$ 1,200.00             | \$ 1,100.00                |



|    |   |       |              |              |
|----|---|-------|--------------|--------------|
| 9  | 75th Anniversary of Homecoming at Florida State University  | 85.00 | \$ 2,000.00  | \$ 2,600.00  |
|    |   |       |              |              |
| 10 | 2024 North Florida Classic American Kennel Club Dog Shows   | 87.00 | \$ 15,000.00 | \$ 11,100.00 |
|    |   |       |              |              |
| 11 | Loco for Love Festival presents "Lawyers, Guns, & Money: Putting Tallahassee's Territorial Laws on Trial" | 86.33 | \$ 15,000.00 | \$ 6,000.00  |
|    |   |       |              |              |
| 12 | Tallahassee Raqs Music and Dance Day  | 80.00 | \$ 9,950.00  | \$ 4,000.00  |
|    |   |       |              |              |
| 13 | FSU Flying High Circus Homeshow Series 2024   | 94.00 | \$ 9,000.00  | \$ 7,100.00  |
|    |   |       |              |              |
| 14 | 6th Annual Tallahassee Beer Festival  | 91.33 | \$ 3,000.00  | \$ 3,000.00  |
|    |   |       |              |              |
| 15 | Florida History Day State Competition   | 96.00 | \$ 9,999.00  | \$ 7,600.00  |
|    |   |       |              |              |
| 16 | 2nd Annual Caribbean Heritage Praise Festival   | 86.00 | \$ 5,000.00  | \$ 1,800.00  |
|    |   |       |              |              |
| 17 | Finding Tallahassee: Time Travel Back to 1823   | 85.67 | \$ 15,000.00 | \$ 6,500.00  |
|    |   |       |              |              |
| 18 | Countdown Downtown: The Best Party In Two Centuries!  | 90.00 | \$ 15,000.00 | \$ 7,600.00  |
|    |   |       |              |              |
| 19 | Florida Comic Con   | 85.00 | \$ 5,000.00  | \$ 3,500.00  |
|    |   |       |              |              |
| 20 | The Financial Wake Up   | 76.00 | \$ 9,000.00  | \$ 3,000.00  |
|    |   |       |              |              |

|    |  |       |              |              |
|----|--|-------|--------------|--------------|
| 21 | The Fifth Annual Sankofa Concert: Celebrating the Legends of Funk  | 80.00 | \$ 14,000.00 | \$ 4,000.00  |
| 22 | Tallahassee Pridefest: Pride in the Plaza  | 88.33 | \$ 5,000.00  | \$ 3,900.00  |
| 23 | 8th Annual Tallahassee Wine Mixer  | 88.50 | \$ 6,000.00  | \$ 2,700.00  |
| 24 | 3rd Annual Tallahassee Tiki Fest   | 91.00 | \$ 5,000.00  | \$ 1,300.00  |
| 25 | 2nd Annual Tequila Fest  | 87.50 | \$ 3,000.00  | \$ 1,100.00  |
| 26 | Part I: Bicentennial Brew: A Taste of Tallahassee. Part II: Folk Art Exhibition                                    | 88.33 | \$ 6,000.00  | \$ 2,400.00  |
| 27 | The Florida Historical Society Public History Forum and The Tallahassee Historical Society Bicentennial Conference | 88.00 | \$ 2,999.00  | \$ 2,000.00  |
| 28 | Tallahassee Bike Fest  | 94.67 | \$ 5,999.00  | \$ 6,000.00  |
| 29 | The Bard's Bicentennial Poetry Jam   | 86.67 | \$ 10,000.00 | \$ 900.00    |
| 30 | Infinity Con   | 87.67 | \$ 7,500.00  | \$ 4,700.00  |
| 31 | 27th Annual Demp Week  | 84.00 | \$ 15,000.00 | \$ 5,200.00  |
| 32 | Tallahassee Highland Games and Scottish Festival   | 95.67 | \$ 37,000.00 | \$ 25,600.00 |

|              |                      |
|--------------|----------------------|
| <b>TOTAL</b> | <b>\$ 153,800.00</b> |
|--------------|----------------------|

|                  |                     |
|------------------|---------------------|
| <b>REMAINING</b> | <b>\$ 30,700.00</b> |
|------------------|---------------------|





COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

**MEMORANDUM**

DATE: Friday, September 8, 2023

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

Leon County Tourism Development Council Members

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

SUBJECT: FY24 COCA Grant Programs recommendations

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**FY24 COCA GRANT PROGRAMS**

For the 2024 fiscal year, the three active COCA grant programs (Cultural Grant, Cultural Tourism Marketing Grant and City/Community Grant) were combined into a single application to simplify the process for applicants.

Thirty-two (32) Cultural Grant applications were submitted. Of those applicants, two organizations were deemed ineligible to receive tourism development tax (TDT) as per County review. One applicant was accepted with revisions and the other withdrew from TDT consideration.

Thirty (30) Cultural Tourism Marketing Grant applications were submitted. Of those applicants, two organizations were deemed ineligible to receive tourism development tax (TDT) as per County review. One applicant was accepted with revisions and the other withdrew from TDT consideration.

A panel of seven (7) qualified experts from the community discussed, evaluated and scored the thirty-one (31) tourism-eligible Cultural Grant applications and thirty (30) tourism-eligible Cultural Tourism Marketing Grant applications on August 23, 2023. Funding was assigned based on the formula from the guidelines.

Recommendations from the panel were forwarded to the COCA Board of Directors for discussion and approved at their September 7, 2023 meeting.

On behalf of the COCA Board of Directors, I respectfully present the Cultural Grant (TDT-funded) and Cultural Tourism Marketing Grant (TDT-funded) recommendations for the FY24 Grant program.

**FY24 GRANT AWARDS**

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

**Cultural Grant Program – Program Purpose**

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

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

**Application Summary**

32 applications received

All applications reviewed by COCA Grants Manager

Eligibility verified by Leon County

2 applications deemed ineligible for TDT funds

1 application accepted with revisions, 1 application withdrawn

**31 eligible applications reviewed by panel**

| <b>Award Summary</b> |             | <b>% of Funds</b> |
|----------------------|-------------|-------------------|
| Group 1 – 4 awards   | \$460,646   | 38%               |
| Group 2 – 5 awards   | \$397,649   | 33%               |
| Group 3 – 14 awards  | \$294,500   | 24%               |
| Group 4 – 8 awards   | \$61,860    | 5%                |
| 31 awards totaling   | \$1,214,645 |                   |



| Cultural Grant |  |   |       |          |
|----------------|--|---|-------|----------|
| Grant #        | Organization   | Program Name  | Group | Award    |
| FY24CG-1       | Ayoka Afrikan Drum and Dance, Inc.   | It's Ayoka for Me!  | 4     | \$14,000 |
| FY24CG-2       | Tallahassee Film Society   | Reels on the Rails: Restart   | 4     | \$13,000 |
| FY24CG-3       | Tallahassee Hispanic Theater   | Sixth Annual Micro Theater Festival   | 4     | \$2,000  |
| FY24CG-4       | BIG BEND FILIPINO-AMERICAN ASSOCIATION, INC.                                   | Pista sa Nayon  | 4     | \$1,260  |
| FY24CG-5       | Tallahassee Civic Chorale, Inc,  | Tallahassee Civic Chorale 2023/24 season                                      | 4     | \$9,000  |
| FY24CG-6       | Tallahassee Chapter, SPEBSQSA  | 2024 Season   | 4     | \$9,000  |
| FY24CG-7       | USA Dance, Inc   | Florida Sunshine Dance, Symposium, and Challenge Competition                  | 4     | \$11,200 |
| FY24CG-8       | Embrace World Cultures Inc   | Fusion World Dance and Music Live Series VI                                   | 4     | \$2,400  |
| FY24CG-9       | Mickee Faust Alternative Performance Club, Inc.                                | Mickee Faust 36 <sup>th</sup> Season  | 3     | \$26,000 |
| FY24CG-10      | John Gilmore Riley Center/Museum for African American History and Culture Inc. | African Americans in Tallahassee - Part III: The World Wars and Post-War Life | 3     | \$31,788 |
| FY24CG-11      | Tallahassee Youth Orchestras Inc   | 2023-24 Concert Season  | 3     | \$26,818 |
| FY24CG-12      | The Tallahassee Community Chorus, Inc.   | 2023-2024 Season  | 3     | \$24,000 |
| FY24CG-13      | The Artist Series of Tallahassee, Inc  | 2023-24 Concert Season  | 3     | \$22,000 |
| FY24CG-14      | Making Light Productions   | Making Light Productions Theatre Program                                      | 3     | \$40,000 |
| FY24CG-15      | Theater with a Mission Inc   | Founding Tallahassee  | 3     | \$15,680 |
| FY24CG-16      | Southern Shakespeare Company   | The Complete Works of William Shakespeare: Abridged                           | 3     | \$40,000 |
| FY24CG-17      | Arts and Cultural Experiences at Railroad Square                               | First Fridays   | 3     | \$8,460  |
| FY24CG-18      | Choice Impact Community Development Corporation                                | The Arts-in-the-Heart Concert Season  | 3     | \$2,700  |
| FY24CG-19      | The Tallahassee Bach Parley, Inc.  | 2023-2024 Concert Season  | 3     | \$23,091 |
| FY24CG-20      | Florida Litfest, Inc.  | Florida Litfest Author Series   | 3     | \$9,000  |
| FY24CG-21      | 621 Gallery Inc.   | 2023-24 Exhibit Season  | 3     | \$11,549 |
| FY24CG-22      | EnhanceAbility   | Able Artists Gallery  | 3     | \$13,414 |
| FY24CG-23      | Goodwood Museum and Gardens, Inc.  | A Museum Without Walls  | 2     | \$90,000 |
| FY24CG-24      | The Tallahassee Ballet, Inc.   | 2023-2024 Season  | 2     | \$90,000 |
| FY24CG-25      | LeMoyne Art Foundation, Inc.   | 2023-24 Exhibit Season  | 2     | \$76,949 |
| FY24CG-26      | Tallahassee Little Theatre Inc   | 2023-24 Season  | 2     | \$50,700 |
| FY24CG-27      | Young Actors Theatre of Tallahassee, Inc.                                      | 2023-24 Mainstage Season  | 2     | \$90,000 |

|           |   |                                   |       |             |
|-----------|---|-----------------------------------|-------|-------------|
| FY24CG-28 | Tallahassee Symphony Orchestra, Inc.                    | TSO's Concert Series              | 1     | \$156,636   |
| FY24CG-29 | Tallahassee Museum of History and Natural Science, Inc. | Tallahassee Museum Programming    | 1     | \$200,000   |
| FY24CG-30 | Florida State University                                | Challenger Vertical Exhibit Space | 1     | \$89,000    |
| FY24CG-31 | Opening Nights at Florida State University              | 2023-24 Season                    | 1     | \$15,000    |
|           |   |                                   | Total | \$1,214,645 |

### **Cultural Tourism Marketing Grant Program – Program Purpose**

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

#### **Application Summary**

31 applications received  
All applications reviewed by COCA Grants Manager  
Eligibility verified by Leon County  
2 applications deemed ineligible for TDT funds  
1 application accepted with revisions, 1 application withdrawn  
**30 eligible applications reviewed by panel**

#### **Award Summary**

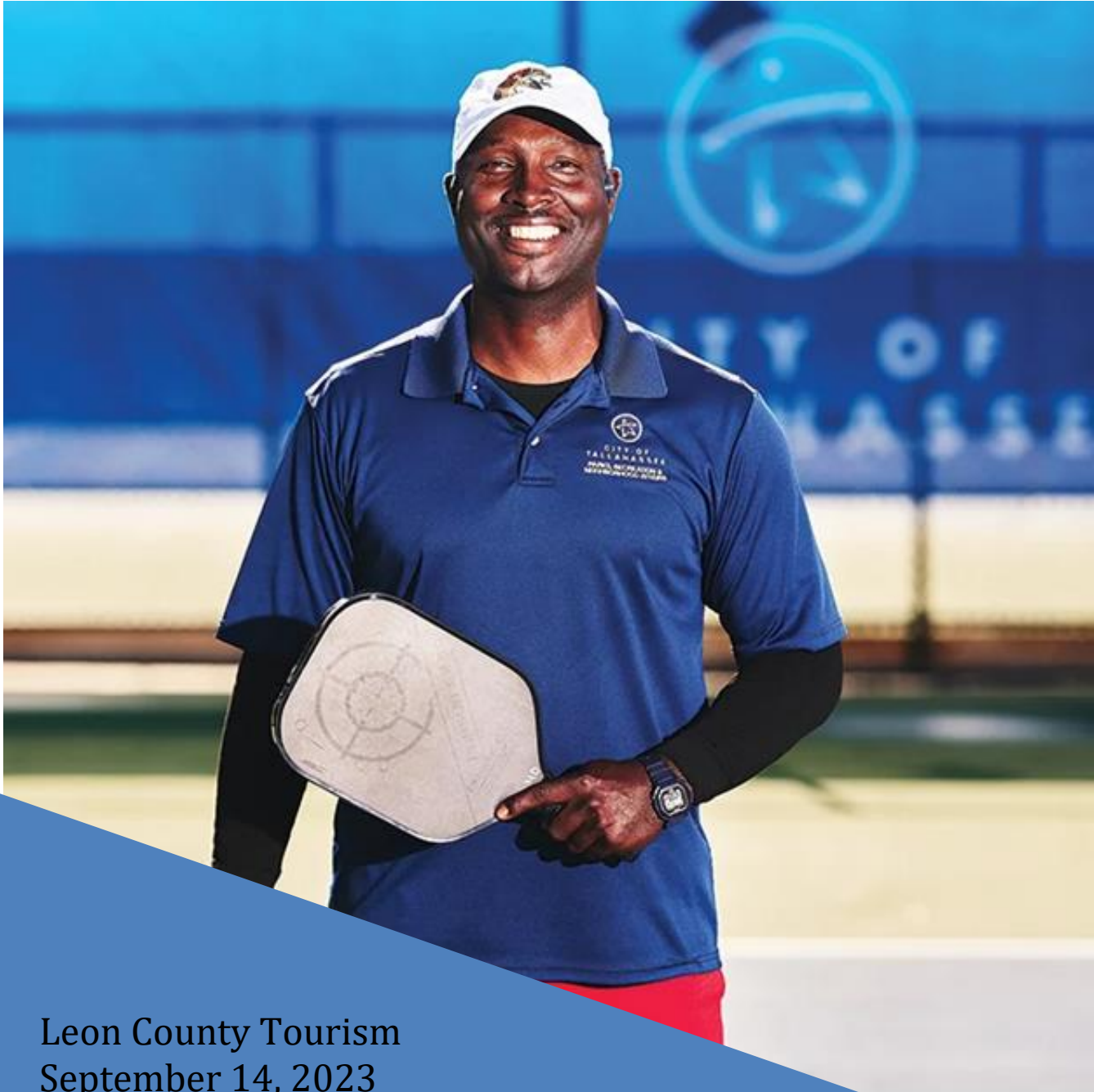
19 applicants funded at 100%  
8 applicants funded at 90%  
3 applicants funded at 80%  
0 applicants not funded  
30 awards totalling \$81,917

| Marketing Grant |  |   |       |         |
|-----------------|--|---|-------|---------|
| #               | Organization Name  | Program Name  | Group | Award   |
| FY24CTMG-01     | Ayoka Afrikan Drum and Dance, Inc.   | It's Ayoka for Me!  | 4     | \$3,000 |
| FY24CTMG-02     | Tallahassee Film Society   | Reels on the Rails: Restart   | 4     | \$3,000 |
| FY24CTMG-03     | Tallahassee Hispanic Theater   | Sixth Annual Micro Theater Festival   | 4     | \$2,500 |
| FY24CTMG-04     | BIG BEND FILIPINO-AMERICAN ASSOCIATION, INC.                                   | Pista sa Nayon  | 4     | \$360   |
| FY24CTMG-05     | Tallahassee Civic Chorale, Inc,  | Tallahassee Civic Chorale 2023/24 season                                      | 4     | \$2,700 |
| FY24CTMG-06     | Tallahassee Chapter, SPEBSQSA  | 2024 Season   | 4     | \$2,700 |
| FY24CTMG-07     | USA Dance, Inc   | Florida Sunshine Dance, Symposium, and Challenge Competition                  | 4     | \$2,400 |
| FY24CTMG-08     | Embrace World Cultures Inc   | Fusion World Dance and Music Live Series VI                                   | 4     | \$2,400 |
| FY24CTMG-09     | Mickee Faust Alternative Performance Club, Inc.                                | Mickee Faust 36 <sup>th</sup> Season  | 3     | \$3,000 |
| FY24CTMG-10     | John Gilmore Riley Center/Museum for African American History and Culture Inc. | African Americans in Tallahassee - Part III: The World Wars and Post-War Life | 3     | \$2,888 |
| FY24CTMG-11     | Tallahassee Youth Orchestras Inc   | 2023-24 Concert Season  | 3     | \$3,000 |
| FY24CTMG-12     | The Tallahassee Community Chorus, Inc.   | 2023-2024 Season  | 3     | \$3,000 |
| FY24CTMG-13     | The Artist Series of Tallahassee, Inc  | 2023-24 Concert Season  | 3     | \$3,000 |
| FY24CTMG-14     | Theater with a Mission Inc   | Founding Tallahassee  | 3     | \$3,000 |
| FY24CTMG-15     | Southern Shakespeare Company   | The Complete Works of William Shakespeare: Abridged                           | 3     | \$3,000 |
| FY24CTMG-16     | Arts and Cultural Experiences at Railroad Square                               | First Fridays   | 3     | \$2,205 |
| FY24CTMG-17     | Choice Impact Community Development Corporation                                | The Arts-in-the-Heart Concert Season  | 3     | \$2,700 |
| FY24CTMG-18     | The Tallahassee Bach Parley, Inc.  | 2023-2024 Concert Season  | 3     | \$2,700 |
| FY24CTMG-19     | 621 Gallery Inc.   | 2023-24 Exhibit Season  | 3     | \$2,610 |
| FY24CTMG-20     | EnhanceAbility   | Able Artists Gallery  | 3     | \$2,700 |
| FY24CTMG-21     | Spring House Institute, Inc.   | Frank Lloyd Wright Public Sites Brochure Exchange Program                     | 3     | \$2,054 |
| FY24CTMG-22     | Goodwood Museum and Gardens, Inc.  | A Museum Without Walls  | 2     | \$3,000 |
| FY24CTMG-23     | The Tallahassee Ballet, Inc.   | 2023-2024 Season  | 2     | \$3,000 |
| FY24CTMG-24     | LeMoyné Art Foundation, Inc.   | 2023-24 Exhibit Season  | 2     | \$3,000 |
| FY24CTMG-25     | Tallahassee Little Theatre Inc   | 2023-24 Season  | 2     | \$3,000 |
| FY24CTMG-26     | Young Actors Theatre of Tallahassee, Inc.                                      | 2023-24 Mainstage Season  | 2     | \$3,000 |
| FY24CTMG-27     | Tallahassee Symphony Orchestra, Inc.   | TSO's Concert Series  | 1     | \$3,000 |

|             |   |                                   |       |          |
|-------------|---|-----------------------------------|-------|----------|
| FY24CTMG-28 | Tallahassee Museum of History and Natural Science, Inc. | Tallahassee Museum Programming    | 1     | \$3,000  |
| FY24CTMG-29 | Florida State University                                | Challenger Vertical Exhibit Space | 1     | \$3,000  |
| FY24CTMG-30 | Opening Nights at Florida State University              | 2023-24 Season                    | 1     | \$3,000  |
|             |   |                                   | Total | \$81,917 |



# Pickleball in Tallahassee Leon County



Leon County Tourism  
September 14, 2023



Visit  
*Tallahassee*

*Pretty. Unexpected.*

## Overview

Pickleball is one of America's fastest growing sports. Although the sport was invented in the mid 1960's, over the past decade it has seen astronomical growth in participation and popularity and now the sport is estimated to have over 5 million people playing. That is almost double how many people were playing 5 years ago according to the Sports and Fitness Industry Association.

The game is played on a court roughly one-fourth the size of a tennis court. Players serve, volley, and hit ground strokes, but pickleball is played with a solid-surface paddle and a perforated plastic ball. Many experts attribute the recent popularity with the ease of play for all levels due to the serve being underhand unlike its tennis counterpart.

The sport now has 2 national professional tournaments, both of which were formed in the past 4 years and USA Pickleball has become the sport's official governing body. Major League Pickleball (MLP), the sports newest professional league, is attracting celebrity team owners such as Tom Brady, LeBron James, and Heidi Klum. While the MLP has had live event coverage on the Tennis Channel and their official Youtube Channel, they recently announced an agreement with ESPN2 to cover the 2023 Premier Level Super Finals.

*Pickleball can be played by all ages with 21% of players below the age of 17*



### Pickleball Facts Sheet

- There are just over 10,000 places to play Pickleball in the United States
- There are over 44,000 known Pickleball courts
- The average age for all players continues to drop to 38.1 years old
- Growth of total participants was the fastest among players under 24 years of age
- The South Atlantic region has the largest number of total participants

## *What we have in Leon County*

### Pickleball Courts

- 33 outdoor courts spread out over 9 parks
- Winthrop Park has 6 courts. All others have 2-4
- 17 indoor courts spread out over 6 facilities
- Walker-Ford Community Center has 6 courts. All others have 2-3

### City of Tallahassee Leagues for fall 2023 include:

- Women's Advanced Beginner
- Women's Intermediate
- Women's Advanced
- Men's Intermediate
- Men's Advanced

### The Tallahassee Pickleball Association has the following leagues and clinics:

- Beginner/Advanced Round Robin Tournament
- Riley Newman Pickleball Clinic
- PB&YAY! Double Tournament
- Intermediate Round Robin





## Landscape

With the incredible growth in demand for pickleball over the past several years, the number of participants, leagues, tournaments, and facilities has risen drastically across the country and like most sports facilities that has been no more evident than in the state of Florida.

Around the state, facilities like the PicklePlex in Punta Gorda, the East Naples Community Park in Naples, and the Pictona facility at Holly Hill, boasted as “Pickleball heaven” in Daytona have all built facilities to attract participation through leagues, clinics, and tournaments.

The Pictona facility has 49 courts including 12 under cover with spectator seating for over 1200, as well as, a restaurant, concession stand, clubhouse, and education center. The PicklePlex has 16 lit and covered outdoor courts with a restaurant on site. The East Naples Community Park has 80 courts and is the self-proclaimed pickleball capital of the world.

Leon County has seen pickleball popularity grow, which is evident by the number of recently built courts by both the City of Tallahassee and Leon County. Many of the city leagues and tournaments are focused on serving our citizens, and the Tallahassee Pickleball Association (TPA) does host local tournaments year-round. Due to the number of courts at each park and in totality, Leon County has not been considered to host any tournaments with tourism appeal. According to the Professional Pickleball Association (PPA), they require a minimum of 16 courts in one location to accommodate tournament play, a championship court that can accommodate at least 250 spectators, as well as over a dozen additional facility requirements.

Tourism staff will continue to monitor and inventory facility upgrades and expansions to identify events that fit our community for all sports including pickleball. Staff will also work to build and expand relationships with local clubs and associations such as the TPA to find events that will have tourism appeal for our community.





Media Contacts: Katie Kole  
[Katie.Kole@VisitTallahassee.com](mailto:Katie.Kole@VisitTallahassee.com)

## Leon County to Host Eight Major Cross Country Events at Apalachee Regional Park During Fall Season

**Tallahassee, Fla.** (Aug. 25, 2023) – Leon County Government’s award-winning cross country course at Apalachee Regional Park will be home to eight major cross country events this fall, six of which are state, regional, or national championships. This year’s lineup is anticipated to bring more than 31,000 visitors to Leon County and result in approximately \$11 million in direct spending for Leon County.

This season’s events include the Hoka Nights of Thunder XC Festival, Florida State University (FSU) Invitational/Florida High School Athletic Association (FHSAA) Pre-State, Southwestern Athletic Conference (SWAC) Championships, the NJCAA Regional Championships, Atlantic Coast Conference (ACC) Championships, FHSAA State Championships, Amateur Athletic Union (AAU) National Championships, and the USA Track & Field (USATF) Club Championships.

Often thought of as the *Capital of Cross Country*, Leon County’s Apalachee Regional Park is a multi-use venue that includes one of the nation’s year-round sites designed specifically for cross country running. Soon to host the 2026 World Athletics Cross Country Championships, this venue features a variety of course and distance options that move over hills and through rugged pine forests. Each year, ARP hosts thousands of runners and visitors for some of the nation’s most prestigious cross country events. Over the past decade, the facility has hosted 113 meets, providing more than \$62 million in direct spending here in Leon County through Tourism revenue.

### Fall Cross-Country Schedule of Events at Apalachee Regional Park

|                   |                                    |
|-------------------|------------------------------------|
| September 1-3     | Hoka Nights of Thunder XC Festival |
| September 29 - 30 | FSU Invitational/FHSAA Pre-State   |
| October 23        | SWAC Championships                 |



|             |                              |
|-------------|------------------------------|
| October 24  | NJCAA Region 8 Championships |
| October 27  | ACC Championships            |
| November 17 | FHSAA State Championships    |
| December 2  | AAU National Championships   |
| December 9  | USATF Club Championships     |

For more information, contact Katie Kole, Leon County Division of Tourism, at [Katie.Kole@VisitTallahassee.com](mailto:Katie.Kole@VisitTallahassee.com) or (850) 606-2323

###

**About The Leon County Division of Tourism/Visit Tallahassee:** The Leon County Division of Tourism (Visit Tallahassee) is the official destination marketing organization charged with marketing Tallahassee-Leon County as a premier leisure, business and sports destination through direct sales, advertising, public relations, sports and visitor services. The Capital of Cross Country, Tallahassee-Leon County is home to the internationally recognized cross-country course at Apalachee Regional Park, which will serve as the host for the 2026 World Athletics Cross Country Championships. In 2022 Tallahassee-Leon County welcomed 2.3 million visitors who contributed \$1.2 Billion in economic impact and accounts for more than 14,708 people employed in our community in the tourism & hospitality industry. For more information, go to [VisitTallahassee.com](http://VisitTallahassee.com) or call toll free (800) 628-2866. Engage with Visit Tallahassee on Facebook, Twitter and Instagram or visit us at the Leon County Visitor Information Center and Gift Shop located at 918 Railroad Avenue, Tallahassee, FL 32310.