



Visit  
Tallahassee

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

Thursday, July 18, 2019 9:00 a.m.  
County Commission Chambers - Leon County Courthouse, Fifth Floor  
301 South Monroe Street, Tallahassee FL 32301

### **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
  - May 2, 2019 Meeting Minutes
  - Financial Reports: Division Budget May 2019 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
  - Research Presentation: Spring Events Report – Joseph St. Germain
  - Review of Recent Board of County Commissioners Tourism Items – Kerri Post
  - Presentation of Creative Platform for FY20 Marketing Plan - Zimmerman
  - Scott Carswell Presents Update – Scott Carswell
  - COCA Updates – K. Post for Amanda Thompson
  - Tallahassee Sports Council Updates – Mike Collins
- VI. Executive Director's Report – **Kerri Post**
  - CRA/TDT Arts Grants Update
  - Hurricane Readiness Industry Meeting, Tuesday, July 30, 3-5:00pm, new Holiday Inn
  - Staff Update
  - Thomas A. Waits Distinguished Leadership Awardees
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

**Next TDC Meeting – September 12, 2019**

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



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING MINUTES  
May 2, 2019**

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

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

Guests present: Dr. Joseph St. Germain representing Downs & St. Germain Research, Mr. John Summers representing Scott Carswell Productions, and Mr. Curtis Zimmerman, Ms. Alicia Holmes, Ms. Hanna Young, Ms. Amanda Lewis, and Ms. Annemarie Raskin representing Zimmerman Agency.

- I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:00 a.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS-** Chairman Schmitz confirmed there were no requests for additional agenda items added to this meeting.
- III. **PUBLIC COMMENT-** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **ITEMS FOR CONSENT APPROVAL**
  - March 7, 2019 Meeting Minutes
  - Financial Reports: March 2019 Year to Date; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, and Sports Staff Reports

***Commissioner Desloge moved, duly seconded by Commissioner Williams-Cox approval of the Items for Consent. The motion carried 6-0, Sam Patel out of Chambers and Amanda Stringer and Michelle Personette absent.***

## **V. GENERAL BUSINESS**

### **Research Presentation: FY19 Second Quarter Visitor Tracking Report-**

Joseph St. Germain, Ph.D., representing Downs and St. Germain Research presented to the Council the 2<sup>nd</sup> Quarter Visitor Tracking Report (January-March 2019). He highlighted the percent change increase in each category of the Tourism Snapshot year-over-year compared to the 2<sup>nd</sup> Quarter of FY18. Dr. St. Germain relayed historically when Legislative Session has been held during the same quarter there has been a decrease, but noted the increase compared to the same quarter in FY18. He discussed and highlighted from the report: origin of visitors, travel parties, length of stay, transportation, visitation, visitor satisfaction, top reasons for visiting, top activities, visitor spending, trip planning, finding their way around, and perceptions of Leon County. Dr. St. Germain also relayed the demographics of the typical Leon County Visitor. Commissioner Bryant stated for the record, her challenge to Downs and St. Germain Research to expand its scope of individuals being considered in survey data, particularly in the African-American community and events. There was considerable discussion on the need and awareness for a central calendar of events. Kerri Post noted the VisitTallahassee.com calendar of events also populates with events from COCA's website. Ms. Post reported staff would continue to be proactive and research events on Facebook and other social media platforms to include on the VisitTallahassee.com calendar of events. Downs & St. Germain confirmed they would attend the Emancipation Proclamation Celebration held on May 20<sup>th</sup> to conduct visitor research surveys and will be proactive going forward to ensure more African American community events are represented in the visitor research surveys.

### **CRA/TDT Arts Grants Update-**

Mr. Rick McCraw provided a brief history of the CRA's Arts, Cultural, and Heritage Grant Program and noted that after the decision was made not to build a Performing Arts Center, those funds were reallocated to fund arts and heritage projects. He conveyed that back in July 2018 the CRA Board in coordination with the County and the City approved \$3 million to fund three applications for projects in the Downtown/Frenchtown CRA. Mr. McCraw then provided updates on each of the projects:

#### *John G. Riley House Center/Museum*

He relayed the John G. Riley House Center/Museum (Riley House) received \$289,000 for the "Soul Voices" Project for the installation of nine kiosks throughout the Frenchtown neighborhood to tell the "Frenchtown story." Mr. McCraw reported the Riley House has a contractor and consultant. He conveyed the CRA has executed a contract and will provide a copy to the County. Mr. McCraw shared the CRA will work with the Riley House on the installation of kiosks.

### *LeMoyne Arts*

Mr. McCraw stated the LeMoyne Arts (LeMoyne) “Arts for Always” project is for renovation of its building on North Gadsden Street for the creation of an Arts Education Center. He shared LeMoyne’s original request was for \$3 million, however they were awarded \$1 million. He commented the CRA is still working with LeMoyne, however LeMoyne does not want to enter into a contract until it has identified the additional \$2 million funding and decided how the project will be phased in.

### *TLH Arts Project*

Mr. McCraw reported TLH Arts Performance and Rehearsal Space plan to occupy a building near Anita Favors Park on FAMU Way. Mr. McCraw shared TLH Arts had plans to renovate the building which is currently being used by the City for Parks and Recreation as storage, however he reported the building is owned by Florida Department of Transportation and leased by the City. Mr. McCraw relayed FDOT has expressed concerns with the current leasing agreement as the agreement was not originally set up to have an income generating organization in the building. Mr. McCraw commented the CRA is looking at alternative building locations that can be renovated for TLH Arts in the Frenchtown, Downtown, Southside CRAs. Ms. Post emphasized that as TLH Arts Project looks for another building in the Downtown CRA areas, as a requirement, it still must be a publicly owned building. Mr. Patel reminded TDC members of last year’s discussion regarding deadlines on phases of the projects. Ms. Post noted that she had reached out to CRA staff regarding the TDC’s concerns about setting benchmarks for fundraising and timelines for construction as many projects. She will follow-up with CRA staff as to the fundraising status of the outstanding projects, and the timeframes being contemplated for their development.

### **FY2020 DRAFT Tourism Grant Guidelines Review-**

Ms. Post provided an update on the Grant Policy and Application Revisions and Guidelines. She noted these revisions are based on the last year’s Grant Review Committee recommendations. Ms. Post highlighted the memorandum provided in the Board packet and noted the modifications in the enclosed revised Guidelines are highlighted in red. She then provided a general overview of revisions which included: 1) Applicant cannot be considered for more than one Signature or Signature Emerging Event, 2) Stronger language to further define when peak-periods occur, 3) Stronger language to clarify allowance of the Grant Review Committee discretion in adjusting the recommended requested amount and the final awards amount, and 4) Additional items on the grant application include requesting the applicant to provide a statement of need and statement of stability and growth for the event over the next five years.

Ms. Post also highlighted the memorandum in the Board Packet for the creation of new Legacy Event Grant category. She confirmed Legacy Events are the established, top-producing events with respect to visitation, room-nights, and economic impact. Ms. Post relayed the Legacy Event Grant category item will go before the Board of County Commission in June as part of the Division of Tourism’s Budget Item discussion. She announced the opening of the FY2020 Grant Cycle occurring May 15<sup>th</sup>-July 15<sup>th</sup>. Ms. Post also requested the FY2020 Grant Review Committee be

established and shared that as part of last year's recommended modifications there will be a formal Grant Review Committee orientation meeting. Chairman Schmitz confirmed this year's Grant Review Committee members are Mr. Thompson, Ms. Priester, and Ms. Personette.

#### **FY2020 DRAFT Sales Plans Highlights & Budget Review-**

Ms. Post shared as she introduced the FY20 Budget and Sales that "transition" has been the theme over the past year. She noted challenges from the past year including 40% transition in staff, sale of the 106 E. Jefferson building, and move to the new Tourism office. Ms. Post spoke of her excitement for the new staff members who have joined the Visit Tallahassee Team and also for the new TDC members. She then introduced the Tourism staff to highlight their individual Sales Plans and introduce themselves to the TDC. Staff members presented their respective Sales Plans with target goals for room nights and highlights of their programs for FY20.

Ms. Post then reviewed the FY20 Preliminary Division Budget commenting on the variances and gave a brief explanation on the Total Expenditure Budget. She noted the approximately \$300,000 proposed increase in the Preliminary Draft Budget over FY19.

***Commissioner Desloge moved, duly seconded by Commissioner Bryant acceptance of the FY20 Draft Sales Plans and FY20 Preliminary Draft Tourism Development Division Budget. The motion carried 7-0, with Amanda Stringer and Michelle Personette absent.***

Commissioner Bryant offered commendations to the Tourism staff on their Sales Plans and spoke of the attention to detail including mission, goals, tactics, and KPIs.

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

Mr. John Summers, Marketing Manager, representing Scott Carswell Presents provided updates including announcing the JJ Grey with Mofro Concert to be held on Friday, September 6, 2019. He shared his excitement for this act and commented tickets would go on sale Friday, May 3<sup>rd</sup>. He reported that Mr. Carswell expects to have an update at the next meeting on a very strong show in November.

#### **COCA Updates-**

Amanda Thompson, COCA Interim Executive Director, reported that during the annual grants review process the Cultural Grant Program guidelines were revised. She noted the revisions include feedback from the Grant Review Committee panelists, applicants, and the public. Ms. Thompson provided an update on COCA's Executive Director search, stating interviews have been completed and the search committee will meet to discuss interviews and suggest two finalists to move forward to the full COCA Board for final decision and job offer. She stated an anticipated start date is July/August.

## **Tallahassee Sports Council (TSC) Update-**

Mike Collins, Tallahassee Sports Council Chairman provided updates on the TSC. Mr. Collins reported the TSC has begun its process of selecting a Grant Review Committee to begin evaluating grants for the FY20 1<sup>st</sup> Grants Cycle. He noted the two recent youth soccer tournaments: ASG Warner and Florida Elite Youth Soccer Tournament. Mr. Collins shared the International Mountain Bike Association (IMBA) workgroup would be meeting to continue the application process for the IMBA designation. He also shared the TSC would create a subcommittee to discuss ways to showcase the Tallahassee Area Sports Hall of Fame. Based on discussions at the past TSC meetings, Mr. Collins also relayed the TSC's recommendation to explore a feasibility study on a Sports Complex. Discussion ensued on Sports Complex feasibility studies.

***Commissioner Desloge moved, duly seconded by Commissioner Williams-Cox requesting an agenda item to the Board of County Commissioners on a Sports Complex market analysis and feasibility study to include FSU, FAMU, and to ensure the study is inclusive all other partners in the City and County. The motion carried 7-0, with Amanda Stringer and Michelle Personette absent.***

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

- Ms. Post offered for Commissioners Desloge, Williams-Cox, and Bryant to share their thoughts and take-aways from the Tallahassee Chamber of Commerce Leadership Trip in Greenville, SC. and she shared hers as well.
- Ms. Post provided updates on the Advertising/Marketing, PR, and Research RFPs. She relayed there were five proposals received for the Advertising/Marketing RFP. She reported three firms were local, one in-state, and one out of state. Ms. Post noted the PR received three proposals: two local and one in-state. She also shared the Research RFP received two proposals: one local and one in-state. Ms. Post then shared the RFP Evaluation process with the Council.
- Ms. Post reported the Division of Tourism is exploring a potential partnership with the Downtown Improvement Authority (DIA) for their free Sundown Concert Series to extend the series into the fall with the intent to further activate the Amphitheater. Ms. Post shared that the Division of Tourism is also exploring working together with the DIA to produce a New Year's Eve event at the Amphitheater.
- Ms. Post shared the National Travel and Tourism Week Luncheon is Wednesday, May 8 at Goodwood Museum and Gardens. She announced the new "Seasoned Local" Campaign would be launched at the luncheon. Seasoned Local is a bucket list of seasonal activities to encourage residents to explore their back yard and win prizes. She also shared the "Tommy" Awards for Distinguished Leadership will be announced.
- Ms. Post recognized the Sports Tourism team for securing FHSAA High School Football championships here for 3 years (with a potential extension for 3 more years).
- Ms. Post will be presenting at "Women Wednesday" along with Cristina Paredes, Director of the Office of Economic Vitality on Economic MathERS at DOMI Station.

- VII. **ADDITIONAL BUSINESS: “For the Good of the Cause”:** Discussion ensued on ways to relay events happening in Tallahassee-Leon County. Ms. Post shared the Division of Tourism’s bi-weekly distribution of “What’s Happening” newsletter to inform visitors of events in the community encouraging them to extend their stay. In addition to the “Weekend Itineraries” featured on social media, she also relayed the Division is exploring a Visit Tallahassee Podcasting for weekend updates and outdoor recreation.

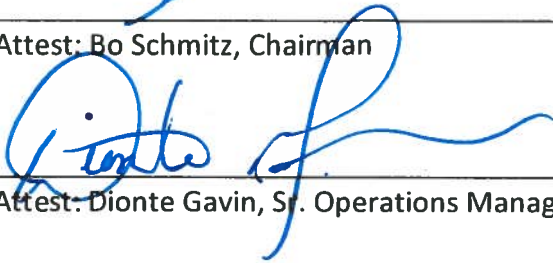
**ADJOURN:**

There being no further business to come before the Council, the meeting was adjourned at 10:41 a.m.



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Attest: Bo Schmitz, Chairman



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Attest: Dionte Gavin, Sr. Operations Manager

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending May 31, 2019

<b>3 3/4-Cents Collections</b>		YTD	May	FY 2018/19	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Tax (3 3/4-cents)	\$ 3,674,665.45	\$ 447,566.19	\$ 4,267,875	86%	(593,210)
361320	Tax Collector FS 219.075	\$ 6,173.41	-	-		6,173
361111	Pooled Interest Allocation	\$ 85,373.00	-	52,250		
362000	Rents & Royalties	\$ -	-	10,200		(10,200)
365000	Merchandise Sales	\$ 3,948.86	1,274.54	3,200		
366500	Special Event Grant Reimbursements	\$ -	-	12,500		
366930	Other Contributions/Partnerships	\$ 1,040.00	940.00	2,400		
361300	Interest Inc/FMV Adjustment	\$ 2,077,500.00	-	-		
369900	Miscellaneous Revenue	\$ 10,000.00	5,000.00	94,341		
399900	Appropriated Fund Balance	\$ -	-	720,000		
Total Estimated Receipts				5,162,766		
		\$ 5,858,700.72	\$ 454,780.73			

Acct #	EXPENDITURES	YTD	May	FY 2018/19	FY 2018/19	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (301)</b>							
51200	Salaries & Wages	\$ 134,397.01	\$ 17,277.34	\$ 209,782	\$ 209,782	64%	\$ 75,385
51250	Regular OPS Salaries & Wages	\$ 9,542.90	1,178.10	16,020	16,020	60%	6,477
51500	Special Pay	\$ 45.39	-	-	1,130	4%	1,085
52100	FICA	\$ 10,652.58	1,379.82	17,554	17,554	61%	6,901
52200	Retirement Contributions	\$ 23,278.44	3,011.00	37,910	37,910	61%	14,632
52210	Deferred Compensation	\$ 275.71	36.30	766	766	36%	490
52300	Life & Health Insurance	\$ 17,782.89	1,252.21	42,998	42,998	41%	25,215
52400	Workers Compensation	\$ 377.26	33.21	345	345	109%	(32)
53400	Other Contractual Services	\$ 67,083.31	9,583.33	135,500	135,500	50%	68,417
54000	Travel & Per Diem	\$ 3,203.89	172.00	7,500	7,500	43%	4,296
54101	Communications - Phone System	\$ -	-	380	380	0%	380
54300	Utilities-160-950-591001-552	\$ -	-	12,270	12,270	0%	12,270
54400	Rental & Leases	\$ 2,257.20	600.41	8,420	8,420	27%	6,163
54505	Vehicle Coverage	\$ 384.00	-	384	384	100%	-
54600	Repair & Maintenance	\$ 40.00	-	34,000	34,000	0%	33,960
54601	Vehicle Repair	\$ 129.35	-	410	410	32%	281
54900	Other Current Charges	\$ 1,038.69	381.24	1,971	1,971	53%	932
55100	Office Supplies	\$ 187.76	46.80	1,000	1,000	19%	812
55200	Operating Supplies	\$ 25.13	-	3,000	3,000	1%	2,975
55210	Fuel & Oil	\$ 37.64	-	415	415	9%	377
55400	Publications, Memberships	\$ 1,199.03	300.00	2,300	2,300	52%	1,101
55401	Training	\$ 610.64	15.00	3,000	3,000	20%	2,389
<b>Advertising/Public Relations (302)</b>							
53400	Other Contractual Services	\$ 752,805.65	\$ 231,870.94	\$ 1,566,473	\$ 1,566,473	48%	\$ 813,667
<b>Marketing (303)</b>							
51200	Salaries & Wages	\$ 235,106.89	\$ 29,800.00	\$ 451,397	\$ 451,397	52%	\$ 216,290
51210	Regular OPS Salaries & Wages	\$ 9,542.94	1,178.10	16,020	16,020	0%	6,477
51500	Special Pay	\$ -	-	-	2,120	100%	2,120
52100	FICA	\$ 18,262.80	2,323.36	37,140	37,140	49%	18,877
52200	Retirement Contributions	\$ 18,927.45	2,463.95	38,864	38,864	49%	19,937
52210	Deferred Compensation	\$ -	-	-	-		-
52300	Life & Health Insurance	\$ 17,944.07	1,404.60	75,901	75,901	24%	57,957
52400	Workers Compensation	\$ 871.94	99.77	1,222	1,222	71%	350
53400	Other Contractual Services	\$ 34,506.00	8,911.20	125,500	125,500	27%	90,994
54000	Travel & Per Diem	\$ 20,841.57	6,430.48	64,128	64,128	32%	43,286
54100	Communications Services	\$ 1,983.21	425.28	7,823	7,823	25%	5,840
54101	Communications - Phone system	\$ -	-	1,225	1,225	0%	1,225
54200	Postage	\$ 1,894.82	-	38,000	38,000	5%	36,105
54400	Rental & Leases	\$ 898.27	272.19	8,420	8,420	11%	7,522
54700	Printing	\$ 3,112.50	-	6,400	6,400	49%	3,288
54800	Promotional Activities	\$ 16,012.44	3,245.93	53,575	103,575	15%	87,563
54860	TDC Direct Sales Promotions	\$ 6,879.91	-	49,662	49,662	14%	42,782
54861	TDC Community Relations	\$ 9,140.89	5,245.89	13,300	15,800	58%	6,659



54862	TDC Merchandise	\$	1,549.20	-	5,000	5,000	31%	3,451
54900	Other Current Charges	\$	240,185.51	32,180.65	523,000	562,875	43%	322,689
54948	Other Current Chrg - Amphitheater	\$	-	-	100,000	145,000	0%	145,000
55100	Office Supplies	\$	1,494.44	-	3,700	3,700	40%	2,206
55200	Operating Supplies	\$	936.88	350.46	5,000	5,000	19%	4,063
52250	Uniforms	\$	805.07	398.85	4,000	4,000	20%	3,195

Acct #	EXPENDITURES		YTD	May	FY 2018/19	FY 2018/19	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	944.17	\$ 24.19	\$ 21,253	\$ 21,253	4%	20,309
55401	Training	\$	-	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	274.12	-	1,500	1,500	18%	1,226
58320	Sponsorship & Contributions	\$	10,042.00	-	26,900	36,900	27%	26,858
	<i>Special Events/Grants (304)</i>	\$	-	-	-	-	-	-
58300	Grants & Aids	\$	91,082.02	73,183.00	615,000	666,462	14%	575,380
	<i>Welcome Center CIP (086065)</i>	\$	-	-	-	-	-	-
56200	Building	\$	48,816.32	4,926.33	100,000	100,000	49%	51,184
	<i>Countywide Automation (470)</i>	\$	-	-	-	-	-	-
54110	Com-net Communications	\$	-	-	8,560	8,650	0%	8,650
54600	Repairs and Maintenance	\$	-	-	2,600	2,600	0%	2,600
	<i>Risk Allocations (495)</i>	\$	-	-	-	-	-	-
54500	Insurance	\$	7,538.00	-	7,538	7,538	100%	-
	<i>Indirect Cost (499)</i>	\$	-	-	-	-	-	-
54900	Indirect Cost Charges	\$	-	-	235,000	235,000	0%	235,000
	<i>Line Item Funding - (888)</i>	\$	-	-	-	-	-	-
58214	Cultural Facilities Grant Program	\$	369,822.10	-	284,525	802,305	46%	432,483
58215	Local Arts Agency Program	\$	1,004,488.68	323,797.01	1,138,100	1,138,100	88%	133,611
	<i>Transfers (950)</i>	\$	-	-	-	-	-	-
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	-	-	0%	-
	<i>Salary Contingency (990)</i>	\$	-	-	-	-	-	-
59900	Other Non-operating Uses	\$	-	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	Total Expenditures	\$	3,199,258.68	\$ 763,798.94	\$ 6,229,651	\$ 6,949,608		

<b>1 1/4-Cents Collections</b>			YTD	May	FY 2018/19	FY 2018/19	% Revenue	Variance
Acct #	REVENUES		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Tax (1 1/4-cents)	\$	1,044,670.64	\$ 149,188.73	\$ 1,422,625	\$ 1,422,625	73%	377,954
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues	\$	1,044,670.64	149,188.73	1,422,625	1,422,625		

Acct #	EXPENDITURES		YTD	May	FY 2018/19	FY 2017/18	% Budget	Under/
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	189,000.00	\$ 189,000.00	\$ 5,159,196	\$ 5,159,196	4%	4,970,196
	Total Expenditures	\$	189,000.00	189,000.00	5,159,196	5,159,196	4%	4,970,196

**NOTES TO THE FINANCIAL STATEMENT**  
As of May 31, 2019

**REVENUES**

- 1- Revenue for the 3 3/4-cent collections \$447,566.19
- 2 - Revenue for the 1 1/4 -cent collections \$149,188.73

**EXPENSES**

Grant program payments continue for FY19 - \$73,183.00 during this period.

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

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

Date Created: Jun 17, 2019

# Visit Tallahassee

For the Month of May 2019



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Response Leon County, FL  
Help

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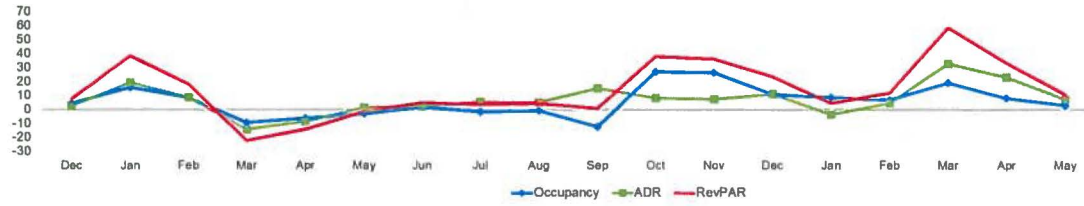
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Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR."

Tab 2 - Trend Leon County, FL

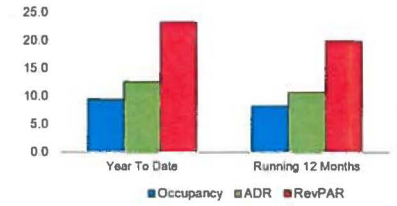
Visit Tallahassee  
For the Month of May 2019

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
This Year	59.9	57.3	78.0	69.8	66.7	83.3	71.5	64.4	67.8	61.8	86.3	84.1	88.5	73.1	81.2	83.2	72.2	65.3	68.1	68.4	74.9	66.5	67.5	73.1
Last Year	57.2	58.0	69.0	78.8	71.1	65.2	70.0	65.4	66.3	70.2	67.8	66.3	59.9	67.3	76.0	69.8	68.7	63.3	64.1	66.1	68.4	61.8	66.5	67.5
Percent Change	4.8	16.0	8.7	-9.2	-6.1	-2.8	2.1	-1.6	-0.6	-12.2	27.4	26.7	11.1	6.6	8.9	19.2	8.2	3.1	6.3	0.4	8.5	8.0	1.4	9.3

ADR	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
This Year	90.84	109.96	109.36	94.09	98.28	107.20	91.27	86.70	89.80	118.61	126.60	120.64	101.15	106.10	114.55	125.18	121.22	115.39	103.42	103.64	116.71	100.47	100.85	111.72
Last Year	88.17	91.98	100.41	109.35	107.20	105.52	88.57	82.24	94.74	103.61	118.57	112.40	80.84	109.06	109.36	94.09	96.28	107.20	97.72	103.42	103.64	96.41	100.47	100.85
Percent Change	3.0	19.5	8.9	-14.0	-8.3	1.6	3.1	5.5	5.3	15.2	6.5	7.6	11.3	-3.5	4.7	33.0	23.3	7.6	5.8	0.2	12.6	4.2	0.4	10.8

RevPAR	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
This Year	54.43	73.95	83.08	65.64	65.59	87.90	65.23	55.84	67.72	73.65	110.97	101.70	67.31	77.53	93.06	104.12	87.50	75.37	70.46	70.90	87.41	66.84	66.06	81.61
Last Year	50.41	53.33	70.16	83.99	76.22	68.76	81.87	53.77	64.70	72.84	80.33	74.58	54.43	81.87	83.06	65.64	65.59	67.90	62.85	70.46	70.90	59.37	66.84	68.00
Percent Change	8.0	38.7	18.4	-21.8	-13.9	-1.3	5.3	3.8	4.7	1.1	38.1	36.4	23.7	4.8	12.0	58.6	33.4	11.0	12.5	0.6	23.3	12.6	1.8	19.9

Supply	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
This Year	166,160	168,160	150,080	172,360	189,500	175,150	169,500	175,150	175,150	169,500	175,150	170,820	179,707	179,707	182,288	179,676	173,850	179,645	825,970	833,250	875,186	1,997,162	1,988,600	2,090,143
Last Year	169,570	169,570	153,160	169,570	164,100	169,570	164,100	167,710	167,710	168,800	166,160	160,800	166,160	166,160	150,080	172,360	169,500	175,150	826,005	825,970	833,250	1,993,709	1,997,162	1,986,600
Percent Change	-2.0	-2.0	-2.0	1.6	3.3	3.3	3.3	4.4	4.4	5.4	5.4	6.2	8.2	8.2	16.6	2.6	2.6	2.6	-0.1	0.9	5.0	0.2	-0.5	5.2

Demand	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
This Year	99,561	111,751	114,013	120,241	113,121	110,932	121,138	112,740	118,844	104,371	151,144	143,839	119,563	131,315	131,849	149,449	125,497	117,338	562,737	570,058	655,448	1,328,650	1,340,714	1,526,907
Last Year	96,850	98,312	107,014	130,239	116,673	110,499	114,818	109,658	114,528	112,831	112,578	100,886	99,561	111,751	114,013	120,241	113,121	110,932	526,970	562,737	570,058	1,227,776	1,328,650	1,340,714
Percent Change	2.7	13.7	6.5	-7.7	-3.9	0.4	5.5	2.8	3.8	-7.5	34.3	34.6	20.1	17.6	15.6	24.3	10.9	5.8	6.2	1.3	15.0	8.2	0.9	13.9

Revenue	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
This Year	9,044,556	12,268,057	12,468,178	11,313,515	11,117,949	11,892,133	11,056,293	9,781,028	11,890,802	12,483,856	19,438,935	17,371,918	12,096,103	13,932,750	15,103,204	18,707,564	15,212,739	13,539,226	58,196,898	59,079,831	76,495,484	133,488,898	135,215,440	170,582,278
Last Year	8,548,346	9,043,137	10,745,310	14,241,843	12,507,133	11,859,475	10,169,215	9,018,540	10,850,258	11,712,885	13,348,246	11,991,909	9,044,556	12,288,057	12,468,178	11,313,515	11,117,949	11,892,133	51,787,847	58,196,898	59,079,831	118,375,183	133,488,898	135,215,440
Percent Change	5.8	35.9	16.0	-20.6	-11.1	2.0	8.7	8.5	9.3	6.6	45.6	44.8	33.7	13.4	21.1	65.4	36.8	13.9	12.4	1.5	29.5	12.8	1.3	26.2

Census %	2017					2018					2019					Year To Date			Running 12 Months					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
Census Props	57	57	57	59	60	60	60	60	60	60	60	60	61	61	61	61	61	61	57	57	57	57	57	57
Census Rooms	5360	5360	5360	5660	5650	5650	5650	5650	5650	5650	5650	5694	5797	5797	5796	5796	5795	5795	5360	5360	5360	5360	5360	5360
% Rooms Participants	90.4	90.4	90.4	90.7	90.9	90.9	90.9	90.9	90.9	90.9	89.3	89.3	89.4	89.5	89.5	89.5	89.5	89.5	90.4	90.4	90.4	90.4	90.4	90.4

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# Tab 3 - Response Leon County, FL

Visit Tallahassee  
For the Month of May 2019

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2017			2018			2019																				
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D			
20000	Quality Inn Tallahassee	Tallahassee, FL	32308	Apr 2016	Aug 1984	59	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•									
31447	Residence Inn Tallahassee North I 10 Capital Circle	Tallahassee, FL	32308	May 1996	May 1996	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
57072	Tallahassee Inn	Tallahassee, FL	32308	Oct 2015	Mar 2008	100																												
36928	TownePlace Suites Tallahassee North Capital Circle	Tallahassee, FL	32308	Oct 1998	Oct 1998	93	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
66760	Hampton Inn & Suites Tallahassee Capitol University	Tallahassee, FL	32310	Mar 2018	Mar 2018	124		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
6984	Days Inn Tallahassee Government Center	Tallahassee, FL	32311	Oct 1974	Oct 1974	80	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
57074	WoodSpring Suites Tallahassee East	Tallahassee, FL	32311	Nov 2016	Dec 2007	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
59942	Candlewood Suites Tallahassee	Tallahassee, FL	32312	Mar 2010	Mar 2010	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
6387	Closed - Motel 6 Tallahassee North	Tallahassee, FL	32312	Oct 2011	Jul 1983	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
44444	Closed - Wingate by Wyndham Tallahassee FSU	Tallahassee, FL	32312	Jan 2016	Apr 2002	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
56269	Closed - Country Inn & Suites Tallahassee I 10 East	Tallahassee, FL	32317	Jul 2017	May 2008	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
54808	Staybridge Suites Tallahassee I-10 East	Tallahassee, FL	32317	Feb 2007	Feb 2007	104		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
Total Properties:						80	5938	◦ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																										

A blank row indicates insufficient data.

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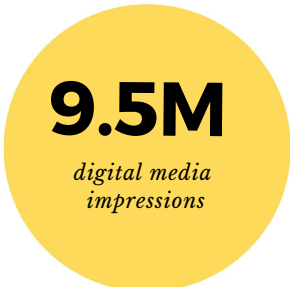
## APRIL 2019 - MAY 2019 HIGHLIGHTS

- Due to the Market Activations in Tampa and Atlanta and native ads, we saw a 16% increase in website traffic over the last period.
- Launched the Seasoned Local program at the May Industry Event, supported through an integrated launch across digital, advertising, social media and PR.
  - Secured 12 pieces of earned media coverage, saturating all local outlets.

2018 - 2019 KPIS:	% TO GOAL (AS OF MAY 2019)	
Increase website traffic by 20% (Goal: 756,606 sessions)	445,439 sessions (58.87% to goal)	↑
Increase average time on the website to exceed three minutes	01:53 (51% to goal)	↑
Increase story placements in national, regional, niche magazines, newspapers, online and broadcast in identified DMAs by 10% (158 Y2D)	72 placements (45.57% to goal)	↑
Achieve 20% in Trailhassee.com website traffic (30,428 sessions)	21,516 sessions (71% to goal)	↑
Increase Facebook engagement by 15% (Goal: 451,970)	221,590 engagements (49% to goal)	↑
Increase Twitter engagement by 15% (Goal: 42,560)	12,661 engagements (30% to goal)	↑
Increase Instagram engagement by 15% (Goal: 94,041)	215,147 engagements (229% to goal)	↑
Increase the use of #iHeartTally by 15% across social platforms	14,705 (12% to goal)	↓
20% increase in the consumer database opt-ins	169,613 (101.34% to goal)	→
Public Relations Impressions (Goal: 85M)	69,518,272 (81.79% to goal)	↑
Public Relations Publicity Value (Goal: \$475,000)	\$544,750 (114.68% to goal)	↑
Public Relations Media Experiences (Goal: 16-24)	4 (25% to goal)	→
Public Relations Radio Promotions (Goal: 8)	5 (88% to goal)	↑
Public Relations Co-op Promotions (Goal: 2)	1 (50% to goal)	→

## MEDIA HIGHLIGHTS: APR 2019 - MAY 2019

- 9,556,172 total digital media impressions.
- Digital media has continued to optimize and has driven 55,977 visits to the site alone.
- Paid search made up 9.2% of site traffic & totaled 8,427 conversions over the last period.







## WEBSITE: APR 2019 - MAY 2019

- VisitTallahassee.com had 141,470 sessions in April & May, increasing 34.7% YoY and 12.9% MoM.
- Clicks from display ads made up 47% of site traffic with a 36% decrease in bounce rate YoY which indicates the ads are targeting engaged users.
- Mobile traffic continues to grow with an increase of 47.4% YoY.

**35%**

*growth in traffic YOY on VisitTallahassee.com*

**72%**

*of VisitTallahassee.com traffic is accessed via mobile/tablet devices*

## SOCIAL MEDIA: APR 2019 - MAY 2019

- Garnered 1,090+ new followers.
- Your Weekend Itinerary Instagram stories garnered 60,000 impressions MoM.



**134,700+**

Engagements in April & May 2019



**4,100+**

Engagements in April & May 2019



**21,800+**

Engagements in April & May 2019



## PR HIGHLIGHTS: APR 2019 - MAY 2019

- Launched Seasoned Local program with 12 pieces of earned media coverage saturating all local outlets. Secured Tallahassee Magazine, 850, WCTV-TV, WTXL-TV, WFSU Radio and Live! In Tallahassee for campaign unveiling event and one-on-one interviews with Kerri Post.
- Leveraging spring seasonal messaging and Washington D.C. direct flight, garnered a four page article encouraging readers "You Gotta See Tallahassee" in Posh Seven Magazine's April/May issue.
- Executed radio promotions to support two signature events — Word of South and The Southern Shakespeare Festival — reaching 50,000 listeners on No. 1 stations in two primary target markets of Dothan, Ala. and Macon, Ga.



**Visit Tallahassee**  
PROGRAM HIGHLIGHTS  
*April 2019 / May 2019*

**I. Marketing Communications**

**Development Activities:**

- Supported the Meetings & Conventions Director by creating a PowerPoint presentation the first Global Meetings Industry Day celebration held at Proof Brewing Co.
- Launched an updated Visit Tallahassee LinkedIn social media page for industry partners to share news & updates within the Division of Tourism and the Tallahassee area.
- Met with Jamie Rich, Editor of Flamingo Magazine, about current and upcoming story placements featuring Tallahassee for both print and online editions.
- Staffed the “Children’s Village presented by Visit Tallahassee” at the 83rd Annual Dogwood Festival in Atlanta. Attended by approximately 150,000 people over 3 days, this is one of the largest festivals in the region. This sponsorship featured interactive-entertainment for kids and information about Tallahassee as a family destination. This was the 2<sup>nd</sup> year sponsoring this event.
- Executed Atlanta media appointments meeting with key editors and writers with Atlanta Magazine, Lifestyle Publications, Travel 100, Atlanta Tribune and various freelance writers and travel influencers/bloggers.
- Supported the Word of South Festival by coordinating visits and performances for key media writers and editors from Garden & Gun, Southern Living, Okra Magazine, No Depression Magazine, NPR and Tampa Bay Times.
- Prepared and presented overall direction and goals of the Marketing Communications 2019-20 sales plan to the TDC at the April 22nd meeting.
- Supported the Sports Department at the Visit Tallahassee tent at the inaugural TLH Soccer Club match. Provided information about community events along with noise-makers to support the team.
- Presented and launched the “Seasoned Local” program at the May Industry luncheon, aimed at engaging residents to visit numerous local restaurants, attractions and events over the summer to win prizes.
- Provided marketing strategy and support to Downtown Improvement Authority for the extended Sundown Concert Series. Provided an information table at the first concert of the season to welcome visitors and share information about Tallahassee.
- Toured Apalachee Regional Park with the Sports Department to see the planned expansion of the facilities and how to better market our cross-country running course as one of the best in the world.

- Attended the ribbon cutting and re-dedication of the historic Jake Gaither House after substantial upgrades and ADA improvements were made.
- Wrote and coordinated distribution of news releases announcing the 2019/20 Leon County Tourism Grant Cycle application dates and deadlines.
- Coordinated with VISIT FLORIDA® in the planning and production of a “60 Seconds in Tallahassee” promotional video.
- Executed Birmingham, AL media appointments, meeting with key editors and writers from Southern Living Magazine, Birmingham Magazine, Desoto Magazine, Al.com, Hoffman Media Group, and various freelance writers.
- Held a conference call with Rachel Carter and The Group Travel Leader for the June issue of Small Market Meetings regarding a feature article about Tallahassee.
- Finalized and uploaded the 2018 special interest guides to VisitTallahassee.com – Meetings & Conventions, Sports and Weddings
- Oversaw the production of the 2019 Meetings Planner Guide.
- Attended the Emancipation Day Celebration at the Knott House Museum.
- Provided updated information on Spring Events to Leon County’s Community and Media Relations for the “Leon County Link”.
- Supported our Grant Coordinator and fielded questions from potential grantees at the initial Visit Tallahassee Grants Workshop.
- Met with the following partners to discuss partnerships and marketing opportunities:
  - Challenger Learning Center
  - Tour Tallahassee
  - LeMoyne Chain of Parks Art Festival
  - Southern Shakespeare Festival

**Performance Measures:**

- Reviewed, edited, approved social media posts for Facebook, Twitter, Instagram, and LinkedIn.
- Monitored website analytics & data from Google and Zimmerman.
- Refreshed content on VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com
- Developed and distributed industry newsletters showcasing upcoming events, partnership opportunities, Division activities, sales and sports news.

## **II. Meetings & Conventions**

### **Development Activities:**

- Hosted local meetings planners and industry partners, at the first Tallahassee Global Meetings Industry Day on April 6 to recognize the significant economic impact of meetings.
- Prepared and presented 2019-20 Fiscal Year Meeting & Conventions Sales Plan and Budget.
- Exhibited, networked, and attended education sessions at the Capital Events Tradeshow on May 14 attended by approximately 50 event decision makers.
- Coordinated Visit Tallahassee National Tourism Week Industry Partner Luncheon at Goodwood Museum on May 8.
- Participated in interviews and hired Summer Youth Intern, Ahmari Williams.
- Hosted 35 association CEO's and Board Members at the FSAE BYOB Luncheon with partners; Hampton Inn & Suites Tallahassee Capitol-University and Bricks & Brass.
- Met with Gray Nichols of For the Table Hospitality to discuss available meetings spaces and venues for groups.
- Held meeting with Professor Rafe Blufarb regarding FSU History Department Conference, February 2020 for 100 attendees.
- Met with Erika Henson from Wyndham Garden to welcome her to Tallahassee and discuss partnership opportunities with Visit Tallahassee.
- Assisted in the editing of the 2019 Meetings Planner Guide.
- Participated in telephone interview with *Small Market Meetings* Magazine for a feature article about Tallahassee.
- Assisted and provided convention services for upcoming meetings/conferences groups; Beard Equipment, Gideon's International, Holiday's, FSU National Honor Society, Florida Youth Academy, Florida Fish and Wildlife-Working Waterfronts, Desert of Florida, Partners in Association Management, Florida History Day, ARLIS/SE and Florida Clerks and Comptrollers.

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

- Florida Delta Days at the State Capital (March 31-April 2, 2019) with 300 visitors, 270 room nights and an estimated \$97,037 in direct spending.
- Peace Jam Southeast Nobel Laureate Public Talk and Conference (April 5-7, 2019) with 480 visitors, 375 room nights and an estimated \$115,259 in direct spending.

- Florida History Day State Competition (May 5-7, 2019) with 2,000 visitors, 800 room nights and an estimated \$1,084,736 in direct spending.
- Desert of Florida (May 29 - June 2, 2019) with 300 visitors, 300 room nights and an estimated \$258,569 in direct spending.

### **III. Leisure Sales**

#### **Development Activities:**

- Maintained VisitTallahassee.com calendar of events and updated partner listing as necessary.
- Produced and distributed bi-weekly “Happenings ALL Around Town” to partners.
- Met with the Erika Henson, new Director of Sales at the Wyndham Garden on Apalachee Parkway.
- Attended the “Children’s Village presented by Visit Tallahassee” at the 83rd Annual Dogwood Festival in Atlanta, GA. Provided information to families about travelling to Tallahassee and entertained hundreds of kids over the 3-day festival.
- Attended the opening game for the Tallahassee Soccer Club to show support for the team and hand out Visit Tallahassee branded cow bells and noise makers.
- Prepared and presented the budget and sales plan for the Leisure Department for the 2019-20 Fiscal year.
- Participated in two Grant Workshops to answer questions from potential grantees.
- Assisted event coordinators with grant applications.
- Reviewed multiple post event grant forms in support of our Grant Coordinator.
- Attended the Emancipation Day Celebration at The Knott House.
- Assisted Sweet Magnolia Tours with a 3-day tour group from Denmark. The tour is considering a multi-year plan to return to Tallahassee annually.
- Participated in a conference call for the FHSAA Football Championships.
- Set up a host hotel for the Florida High School Athletic Association Football Championships and Cross-Country Championships.
- Attended an Apalachee Regional Park master plan meeting to discuss single track trails and disc golf course.

#### **Performance Measures:**

- Sent five leads with 8,000 visitors and 9,000 room nights.

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

- FSU Flying High Circus Home Series (April 5-20) with 5,706 visitors and 665 room nights.
- Word of South Festival (April 12-14) with 2,175 visitors and 1,270 room nights.
- Tallahassee Rodeo (April 26-27) – with 35 visitors and 13 room nights.
- Chain of Parks Art Festival (April 27-28) with 6,720 visitors and 3,157 room nights.
- Southern Shakespeare Festival (May 9-12) – with 1200 visitors and 790 room nights.

## **IV Sports Marketing**

### **Development Activities:**

- Attended the National Associations of Sports Commissions (NASC) Symposium and met with over 20 event right holders and governing bodies. Attended multiple education sessions including a one-day class for credit towards the Certified Sports Event Executive certification.
- Hosted the Tallahassee Sports Council meeting, presenting the Sports Sales Plan for input and discussion prior to the presentation to the Tourist Development Council.
- Participated in continued development of the cross-country course infrastructure for the Apalachee Regional Park Master Plan with Leigh Davis and Brad Tacket of Wood & Partners, Inc.
- Prepared and presented the Sports Marketing 2019-20 sales plan to the TDC.
- Continued the planning of the FSU Cross Country Invitational, opened registration and marketing to hundreds of coaches, athletic directors and parents throughout Florida.
- Participated in a meeting with MIS to discuss future technology needs at Apalachee Regional Park for cross country events.
- Participated in the Inaugural Tallahassee Soccer Club game at the Main FSU Campus Recreation Fields, providing visitor guides, bang-bang sticks and cow bells to the 600+ fans in attendance at the game.
- Attended the Florida Sports Foundation Annual Summit and participated in 15 presentations from event rights holders and governing bodies.

- Continued to refine and develop the new Sports Microsite with updated user-friendly components.

## **Performance Measures:**

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

- Florida High School Athletic Association (FHSAA) State Cross Country State Championship, (November 9, 2019) 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.
- Florida State University Cross Country Invitational and Pre-State Meet, (October 11-12, 2019) with 1,000 room nights, 3,500 visitors and estimated direct spending \$860,000.

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

- Comets Spring Shootout Youth Basketball, (April 12-14, 2019) with 548 visitors, 64 room nights and estimated direct spending \$242,100.
- Comets Summer Xplosion- Youth Basketball, (May 10-12, 2019) with 635 visitors, 76 room nights and estimated direct spending \$280,537.
- Capital City Challenge Session 1- Youth Basketball, (April 6-7, 2019) with 110 visitors, 20 room nights and estimated direct spending \$35,368.
- Capital City Challenge Session 2- Youth Basketball, (May 18-19, 2019) with 160 visitors, 20 room nights and estimated direct spending \$51,301.
- SportsAbility 2019, (April 11-13, 2019) with 300 visitors, 375 room nights and estimated direct spending \$143,378.
- YBOA Super-Regionals- Youth Basketball, (May 26-28, 2019) with 1,000 visitors, 475 room nights and estimated direct spending \$382,712.
- USTA Tallahassee Tennis Challenger, (April 22-28, 2019) with 300 visitors, 250 room nights and an estimated direct spending of \$1,117,218.
- Red Hills Triathlon, (April 20, 2019) with 50 visitors, 30 room nights and estimated direct spending \$11,271.
- Open at Tallahassee Disc Golf Tournament, (April 4-7, 2019) with 480 visitors, 320 room nights and estimated direct spending \$446,373.
- College Conference Championship-Women's Ultimate Frisbee, (April 13-14, 2019) with 475 visitors, 300 room nights and estimated direct spending \$138,102.

- Double K Rodeo Productions, (April 26-27, 2019) with 150 visitors, 50 room nights and estimated direct spending \$55,893.
- Rotary Sports Unlimited, LLC- Table Tennis (April 27, 2019) with 15 visitors, 10 room nights and estimated direct spending \$5,590.

## **V. Visitor Services**

### **Development Activities:**

- Attended the Global Meetings Industry Day Presentation at Proof Brewing Co.
- Worked with Adventure Labs to install Tallahassee-related Geocache at the Visitor Information Center.
- Coordinated purchase and installation of mounted wall safe at Visitor Information Center to secure money from Gift Shop sales.
- Attended Tourism Academy in Pittsburgh, PA, May 21-23, 2019. Participated in iDSS database training and visitor services symposiums.
- Toured Apalachee Regional Park with the Sports Department to see the planned expansion of the facilities and how to better market our cross-country running course as one of the best in the world.
- Supported the Word of South Festival by coordinating delivery and pickup of the #iHeartTally letters for use during the event.
- Met with the directors of the LeMoyne Chain of Parks Art festival to assist with logistics for the use and tracking of grant-related expenses.
- Prepared and presented overall direction and goals of the Visitor Services 2019-20 sales plan to the TDC at the April TDC meeting.
- Wrote and coordinated distribution of emails announcing the 2019/20 Leon County Tourism Grant Cycle application dates and deadlines.
- Scheduled, organized, and developed content for Visit Tallahassee Grant Application Workshops. Held first workshop on Tuesday, May 7, 2019 at the Leroy Collins Leon County Public Library.
- Assisted event coordinators with grant applications.
- Assisted grantees with post-event reports and reviewed for proper support documentation for payment processing.
- Attended NeoGov Training in Human Resources.
- Worked with Leon County Human Resources to fill open Visitor Information Center part-time receptionist vacant position/



- Assisted Sports and Sales Departments by ordering promotional items for upcoming groups and events.
- Coordinated assembly and distribution of group service items.
- Added new inventory to Visitor Center Gift Shop in response to increased demand for Tallahassee branded merchandise.
- Coordinated volunteers to develop new designs and decorations for Gift Shop to generate increased interest and sales.
- Completed weekly sales reports and deposits for Visitor Center Gift Shop.
- Oversaw the Signature, Special and Sports grant programs through the review, processing, tracking and organization of grant contracts and post event reports.
- Assisted Marketing Department with securing promotional items for use at the in Atlanta Dogwood Festival.
- Worked with Purchasing Division to develop bid solicitation documents for promotional items and attended mandatory pre-bid meeting and official bid opening.
- Ordered and tracked inventory of promotional items to restock depleted supply.
- Coordinated with Division staff and Zimmerman Agency to streamline online grant application process.

### **Performance Measures:**

#### Downtown Visitor Center Walk-In Traffic

- April: Provided services to 281 walk-in visitors ( 196 domestic and 85 international)
- May: Provided services to 182 walk-in visitors ( 178 domestic and 4 international)

#### Telephone Visitor Services

- April: Fulfilled 128 telephone inquiries
- May: Fulfilled 116 telephone inquiries

#### Visitor Gift Store Sales

- April: \$664.64 in sales
- May: \$512.64 in sales

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

#### Performance Measures:

##### Visitor Guide Fulfillment

- Phone and mail requests: April – 6 / May - 3
- Inquiries from advertisements: April - 0 / May - 0
- Website requests for visitor guides: April - 44 / May - 140
- Provided to Visitor Center guests: April - 123 | May – 110
- Distributed to area partners: April - 715 | May – 455
- Distributed to regional Visit Florida welcome centers: April - 0 | May – 0
- Other Out-of-Market requests: April – 100 | May - 130

Group Services Requests:

- Distributed 2,726 visitor guides and other material to the following:

<b>HOSTING ORGANIZATION</b>	<b>EVENT</b>
Balboa High School	Golf Invitational
TCC	TCC2FSU Day
School of Math & Science	New Teachers
Buffalo Soldiers Motorcycle Club	Spring Fling
CRA & Mary's Visions Folk Art	Railroad Square Art & Smooth Jazz Festival
Word of South	Word of South
Super Cluster	Jack & Jill
TLH Beer Society	TLH Beer Society at Word of South
Zingale's Billiards	Southeastern 8 Ball Open
TMH	Physician Recruitment
Beard Equipment	Beard Equipment
TMH Foundation	USTA Tennis Challenger
Ashley	Wedding
FSU School of Nursing Alumni	Association Meeting
DCB Elite	Garnet & Gold Kick Off Softball
FL Law Enforcement Committee	FL Law Enforcement Committee
Shriners from the Desert	Desert of Florida Conference
FAMU	Orientation
Lincoln HS Class of 59	Reunion
Jerrell Lowery	Maggie Coffey Tennis Tournament
Riley House Museum	Emancipation Activities
Rickards HS Class of 79	Reunion
Holy Comforter	Tour
Woodberry and Bea Families	Reunion
Richardson and Benbow Families	Wedding
Nichole Reese	Murray Wedding
New Bethel AME	Annual Youth Convention



# Leon County Division of Tourism/ Visit Tallahassee

## Economic Impact for Spring 2019 Events



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# 2019 Spring Event Summary

Event	Direct Spending	Economic Impact	Out-of-town visitors	Room Nights
Springtime Tallahassee	\$3,775,500	\$5,965,300	19,400	7,500
Red Hills International Horse Trials	\$3,288,600	\$5,196,000	8,305	6,447
Lemoyne Chain of Parks Art Festival	\$1,233,800	\$1,949,400	6,720	3,157
Florida State Invitational Tournament	\$678,600	\$1,072,200	4,866	1,659
Word of South Festival	\$667,200	\$1,054,100	2,175	1,270
Southern Shakespeare Festival	\$285,700	\$448,200	880	611
Doak After Dark	\$191,800	\$303,000	3,240	279
<b>Total</b>	<b>\$10,121,200</b>	<b>\$15,988,200</b>	<b>45,586</b>	<b>20,923</b>



# Spring Event Summary: 2018 vs. 2019

Event	2018 Direct Spending	2019 Direct Spending	2018 Economic Impact	2019 Economic Impact
Springtime Tallahassee	\$1,543,800	\$3,775,500	\$2,439,200	\$5,965,300
Red Hills International Horse Trials	\$2,111,800	\$3,288,600	\$3,336,700	\$5,196,000
Lemoine Chain of Parks Art Festival	\$827,100	\$1,233,800	\$1,306,800	\$1,949,400
Florida State Invitational Tournament	\$503,400	\$678,600	\$795,300	\$1,072,200
Word of South Festival	\$698,800	\$667,200	\$1,104,100	\$1,054,100
Southern Shakespeare Festival	\$300,200	\$285,700	\$474,300	\$448,200



# Spring Event Summary: 2018 vs. 2019

Event	2018 Out-of-town visitors	2019 Out-of-town visitors	2018 Room Nights	2019 Room Nights
Springtime Tallahassee	12,600	19,400	3,564	7,500
Red Hills International Horse Trials	5,920	8,305	3,320	6,447
Lemoyne Chain of Parks Art Festival	6,150	6,720	2,250	3,157
Florida State Invitational Tournament	2,600	4,866	1,533	1,659
Word of South Festival	3,915	2,175	2,170	1,270
Southern Shakespeare Festival	1,200	880	790	611



# Economic Impact for Spring 2019 Events

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# Leon County Division of Tourism/ Visit Tallahassee

## Economic Impact for Spring 2019 Events



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# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Red Hills International Horse Trials March 8-10, 2019

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Rachael Anglin  
Isiah Lewis



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# Total Economic Impact

---

# \$5,196,000

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending Red Hills International Horse Trials who **live outside** of Leon County was **\$5,196,000**.

---

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



# Direct Spending

---

# \$3,288,600

People who **live outside** of Leon County spent **\$3,288,600<sup>1</sup>** during Red Hills International Horse Trials.

---

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



# Out-of-County Visitors

---

# 8,305<sup>1</sup>

Including overnight visitors and day trippers, there were **8,305** individuals from **outside Leon County** who attended Red Hills International Horse Trials.

---

<sup>1</sup>A total attendance figure of 25,156 from the event sponsor was used for this report. The total attendance figure directly impacts economic data contained in this report.



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# Paid Room Nights Generated<sup>1</sup>

---

# 6,447 room nights

Attendees who live outside of Leon County spent 6,447 nights in hotels, motels, etc. while attending Red Hills International Horse Trials.

---

<sup>1</sup>Based on event sponsor reported attendance.



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# Direct Spending: Local + Out-of-County

---

# \$3,507,000

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.



# Out of Town Visitor Profile

---

- **3.1** people per travel party
- **3.0** nights stayed in Tallahassee
- **43** years old – median age
- **53%** Male



# Methodology

- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research of 190 attendees at Red Hills International Horse Trials
  - Attendance figures from Red Hills International Horse Trials event director
    - Direct spending and economic impact estimates in this report reflect total attendance figures as reported by the event sponsor. Downs & St. Germain Research did not provide an independent measure of total attendance. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research





# Red Hills International Horse Trials 2019 Economic Impact Study

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# Leon County Division of Tourism/ Visit Tallahassee

## Economic Impact Estimate for Word of South Festival April 12-14, 2019

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Rachael Anglin

Isiah Lewis

Glencora Haskins

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# Overall Narrative

---

- Attendance for Word of South in 2019 was the same as 2018
- The number of out-of-county visitors in 2019 was down compared 2018
- The percentage of out-of-county visitors staying in paid accommodations in 2019 was down compared to 2018
- Direct Spending, Economic Impact, and Room Nights are down in 2019 compared to 2018 due to fewer out-of-county visitors and a lower percentage of visitors staying in paid accommodations in 2019



# Total Economic Impact

---

# \$1,054,100

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending Word of South who **live outside** of Leon County was **\$1,054,100**.

---

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



# Direct Spending

---

\$667,200

People who **live outside** of Leon County spent **\$667,200<sup>1</sup>** during Word of South.

---

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



# Out-of-County Visitors

---

2,175

There were 2,175<sup>1</sup> individuals from **outside Leon County** who attended Word of South.

---

<sup>1</sup>A total attendance figure of 14,500 from the event sponsor was used for this report. The total attendance figure directly impacts economic data contained in this report.



# Paid Room Nights Generated<sup>1</sup>

---

# 1,270 room nights

Attendees who live outside of Leon County spent 1,270 nights in our hotels, motels, etc., while attending Word of South.

---

<sup>1</sup>Based on event sponsor reported attendance.



# Direct Spending: Local + Out-of-County

---

# \$757,500

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, and other expenditures.





# Out of Town Visitor Profile

---

- 2.4 people per travel party
- 2.7 nights stayed in Tallahassee
- 49 years old – median age
- 51% Female



# Methodology

- The economic impact of the Word of South Festival was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 192 attendees of Word of South,
  - Attendance estimates provided by Word of South,
    - Direct spending and economic impact estimates in this report reflect total attendance figures as reported by the event sponsor. Downs & St. Germain Research did not provide an independent measure of total attendance. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# Word of South 2019

## Economic Impact Study

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# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for LeMoyne Chain of Parks Art Festival April 27 & 28, 2019

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Rachael Anglin

Isiah Lewis

Glencora Haskins



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# Total Economic Impact

---

# \$1,949,400

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending LeMoyne Chain of Parks Art Festival who **live outside** of Leon County was **\$1,949,400**.

---

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



# Direct Spending

---

**\$1,233,800**

People who live outside of Leon County spent **\$1,233,800<sup>1</sup>** during LeMoyne Chain of Parks Art Festival.

---

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



# Out-of-County Visitors

---

# 6,720

There were 6,720<sup>1</sup> individuals from **outside Leon County** who attended LeMoyne Chain of Parks Art Festival.

---

<sup>1</sup>A total attendance figure of 42,000 from the event sponsor was used for this report. The total attendance figure directly impacts economic data contained in this report.



# Paid Room Nights Generated<sup>1</sup>

---

# 3,157 room nights

Attendees who live outside of Leon County spent 3,157 nights in our hotels, motels, etc., while attending LeMoyne Chain of Parks Art Festival.

---

<sup>1</sup>Based on event sponsor reported attendance.





# Direct Spending: Local + Out-of-County

---

# \$1,958,200

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, and other expenditures.



# Out of Town Visitor Profile

---

- 2.3 people per travel party
- 2.5 nights stayed in Tallahassee
- 48 years old – median age
- 62% female



# Methodology

- The economic impact of LeMoyne Chain of Parks Art Festival was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 171 attendees of LeMoyne Chain of Parks Art Festival,
  - Attendance figures from LeMoyne Chain of Parks Art Festival,
    - Direct spending and economic impact estimates in this report reflect total attendance figures as reported by the event sponsor. Downs & St. Germain Research did not provide an independent measure of total attendance. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# 2019 LeMoyne Chain of Parks Art Festival Economic Impact Study

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# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Southern Shakespeare Festival May 9 – 12, 2019

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Glencora Haskins



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# Overall Narrative

---

- Attendance for the Southern Shakespeare Festival in 2019 increased compared to 2018
- The number of out-of-county visitors in 2019 was down compared to 2018
- The percentage of visitors staying in paid accommodations was down, resulting in fewer room nights in 2019
- Direct Spending and Economic Impact are slightly down in 2019 compared to 2018 due to fewer out-of-county attendees in 2019



# Total Economic Impact

---

# \$448,200

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the Southern Shakespeare Festival who **live outside** of Leon County was **\$448,200**.

---

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



# Direct Spending

---

# \$285,700

People who **live outside** of Leon County spent **\$285,700<sup>1</sup>** during the Southern Shakespeare Festival.

---

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





# Out-of-County Visitors

---

# 880

There were **880**<sup>1</sup> individuals from **outside Leon County** who attended the Southern Shakespeare Festival.

---

<sup>1</sup>A total attendance figure of 8,000 from the event sponsor was used for this report. The total attendance figure directly impacts economic data contained in this report.



# Paid Room Nights Generated<sup>1</sup>

---

# 611 room nights

Attendees who live outside of Leon County spent **611** nights in our hotels, motels, etc., while attending the Southern Shakespeare Festival.

---

<sup>1</sup>Based on event sponsor reported attendance.



# Direct Spending: Local + Out-of-County

---

# \$335,100

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.



# Out of Town Visitor Profile

---

- **2.9** people per travel party
- **4.1** nights stayed in Tallahassee
- **39** years old – median age
- **57%** female



# Methodology

- The economic impact of the Southern Shakespeare Festival was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 155 attendees of Southern Shakespeare Festival,
  - Attendance figures from Southern Shakespeare Festival,
    - Direct spending and economic impact estimates in this report reflect total attendance figures as reported by the event sponsor. Downs & St. Germain Research did not provide an independent measure of total attendance. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# 2019 Southern Shakespeare Festival Economic Impact Study

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# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Springtime Tallahassee March 29-30, 2019

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# Overall Narrative

---

- Attendance for Springtime Tallahassee in 2019 increased compared to 2017
  - The 2018 attendance was significantly smaller due to rain
- The number of out-of-county unique visitors was slightly down compared 2017
- The average length of stay for visitors staying in paid accommodations was up, resulting in more room nights in 2019
- Direct Spending and Economic Impact are slightly down in 2019 compared to 2017 due to fewer out-of-county attendees in 2019





# Total Economic Impact

---

# \$5,965,300

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending Springtime Tallahassee who **live outside** of Leon County was **\$5,965,300**.

---

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



# Direct Spending

---

# \$3,775,500

People who **live outside** of Leon County spent **\$3,775,500<sup>1</sup>** during Springtime Tallahassee.

---

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



# Out-of-County Visitors

---

# 19,400

Including overnight visitors and day trippers, there were **19,400<sup>1</sup>** individuals from **outside Leon County** who attended Springtime Tallahassee.

---

<sup>1</sup>A total attendance figure of 62,500 was used for this report. The total attendance figure directly impacts economic data contained in this report.



# Paid Room Nights Generated

---

# 7,500 room nights

Attendees who live outside of Leon County spent 7,500 nights in hotels, motels, etc. while attending Springtime Tallahassee.



# Direct Spending: Local + Out-of-County

---

# \$4,164,700

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, and other expenditures.



# Out of Town Visitor Profile

---

- 2.5 people per travel party
- 2.3 nights stayed in Tallahassee
- 42 years old – median age
- 53% Male



# Methodology

- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research of 164 attendees at Springtime Tallahassee
  - Attendance figures from Springtime Tallahassee event director
    - Direct spending and economic impact estimates in this report reflect total attendance figures. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



# Springtime Tallahassee 2019

## Economic Impact Study

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# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Doak After Dark April 6, 2019

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Glencora Haskins



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# Total Economic Impact<sup>1</sup>

---

# \$303,000

When including indirect and induced effects<sup>2</sup> of direct spending, the total economic impact of people attending the Doak After Dark who **live outside** of Leon County was **\$303,000**.

---

<sup>1</sup>Based on event sponsor reported attendance.

<sup>2</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.



# Direct Spending<sup>1</sup>

---

# \$191,800

People who **live outside** of Leon County spent \$191,800<sup>2</sup> during Doak After Dark.

---

<sup>1</sup>Based on event sponsor reported attendance.

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



# Out-of-County Visitors

---

3,240

There were 3,240<sup>1</sup> individuals from outside Leon County who attended the Doak After Dark Concert.

---

<sup>1</sup>An estimate of 27,900 total attendees was used for this report and directly affects economic impact.



# Paid Room Nights Generated<sup>1</sup>

---

# 279 room nights

Attendees who live outside of Leon County spent 279 nights in our hotels, motels, etc., while attending the Doak After Dark.

---

<sup>1</sup>Based on event sponsor reported attendance.



# Direct Spending: Local + Out-of-County<sup>1</sup>

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# \$270,700

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, and other expenditures.

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<sup>1</sup>Based on event sponsor reported attendance.



# Out of Town Visitor Profile

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- **3.0** people per travel party
- **2.1** nights stayed in Tallahassee
- **43** years old – median age
- **56%** Female



# Methodology

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- The economic impact of the Doak After Dark was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 174 attendees of the Doak After Dark,
  - Attendance figures from Doak After Dark event director,
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.





# 2019 Doak After Dark Economic Impact Study

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Kerri Post – Executive Director, Leon County Division of  
Tourism/Visit Tallahassee  
850-606-2310, PostK@leoncountyfl.gov

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

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

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Downs & St. Germain Research

1-800-564-3182: [www.dsg-research.com](http://www.dsg-research.com)



# Leon County Division of Tourism/ Visit Tallahassee

Economic Impact Estimate for  
Florida State Invitational Tournament

March 30 & 31, 2019



Visit  
*Tallahassee*  
A Division of Leon County

Joseph St. Germain, Ph.D.  
Phillip Downs, Ph.D.  
Rachael Anglin



downs & st. germain  
RESEARCH

# Total Economic Impact

# \$1,072,200

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the Florida State Invitational Tournament who **live outside** of Leon County was \$1,072,200<sup>2</sup>.

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

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



# Direct Spending

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\$678,600

People who **live outside** of Leon County spent \$761,100 during the Florida State Invitational Tournament.

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



# Direct Spending

Direct spending by category by all **out-of-county** attendees who attended the Florida State Invitational Tournament:

Accommodations	\$	253,300
Restaurants	\$	196,100
Groceries	\$	17,100
Shopping	\$	73,200
Entertainment	\$	61,800
Transportation	\$	51,100
Other	\$	26,000
<b>Total</b>	<b>\$</b>	<b>678,600</b>



# Out-of-County Visitors

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# 4,866

There were 4,866<sup>1</sup> individuals from **outside Leon County** who attended the Florida State Invitational Tournament.

<sup>1</sup>An estimate of 7,263 total attendees provided by the event organizer was used for this report and directly affects economic impact.



# Paid Room Nights Generated

# 1,659<sup>1</sup> room nights

Attendees who live outside of Leon County spent 1,659 nights in our hotels, motels, etc., while attending the Florida State Invitational Tournament.

<sup>1</sup>Reported documented room nights



# Direct Spending: Local + Out-of-County

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# \$707,500

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.





# Out of Town Visitor Profile

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- **3.2** people per travel party
- **1.7** nights stayed in Tallahassee
- **41** years old – median age
- **56%** Male



# Methodology

- The economic impact of the Florida State Invitational Tournament was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 158 attendees of the Florida State Invitational Tournament,
  - Attendance figures from Florida State Invitational Tournament event director,
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# 2019 Florida State Invitational Tournament Economic Impact Study

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Kerri Post – Executive Director, Leon County Division of Tourism/  
Visit Tallahassee  
850-606-2310, PostK@leoncountyfl.gov

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com  
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# Leon County Board of County Commissioners

## Agenda Item #13

July 9, 2019

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator

**Title:** Voluntary Collection Agreements of Tourist Development Taxes

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<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	LaShawn Riggans, Deputy County Attorney Kerri Post, Director, Division of Tourism Dionte Gavin, Senior Operations Manager, Division of Tourism Nicki Paden, Management Analyst

### **Statement of Issue:**

This item seeks Board authorization for the County Administrator to enter into Voluntary Collection Agreements with HomeAway and TripAdvisor Rentals for the Collection of Tourist Development Taxes (Attachment #1 and #2), in a form to be approved by the County Attorney. This item also seeks Board authorization for the County Administrator to negotiate and execute future voluntary collection agreements with other interested short-term rental platforms, in a form approved by the County Attorney.

### **Fiscal Impact:**

This item has a fiscal impact to the County. The additional Tourist Development Taxes to be collected through these agreements are anticipated to be between \$40,000 - \$50,000 per year. HomeAway and TripAdvisor Rentals will begin collecting and remitting TDT revenues on September 1, 2019 and the additional revenue will be contemplated once collection commences.

### **Staff Recommendation:**

- Option #1: Authorize the County Administrator to finalize and execute Voluntary Collection Agreements with HomeAway and TripAdvisor Rentals for the collection of Tourist Development Taxes (Attachment #1 and #2), in a form to be approved by the County Attorney.
- Option #2: Authorize the County Administrator to negotiate and execute future voluntary collection agreements with other interested short-term rental platforms under the same general terms, in a form approved by the County Attorney.

## **Report and Discussion**

### **Background:**

This item seeks Board authorization for the County Administrator to enter into Voluntary Collection Agreements with HomeAway and TripAdvisor Rentals for the Collection of Tourist Development Taxes (Attachment #1 and #2), in a form to be approved by the County Attorney. This item also seeks Board authorization for the County Administrator to negotiate and execute future voluntary collection agreements with other interested short-term rental platforms, in a form approved by the County Attorney.

Short-term rental platforms, like HomeAway and TripAdvisor, have become an increasingly popular alternative method utilized by consumers to lease short-term vacation properties around the country. However, the increased use of online short-term rental platforms in recent years has created unique challenges for local governments regarding the collection and remittance of Tourist Development Taxes (TDT).

Short-term rental platforms use modern information technology, such as mobile apps or websites, to connect lodging hosts with renters to transact business without the use of traditional rental companies. Various short-term rental platforms have classified their services akin to matchmaker services or classified ads, simply pairing hosts and renters for a nominal fee/commission for the transaction rather than a financial consideration for the nightly lodging, and have thereby denounced the responsibility to collect and remit TDT. While such alternative lodging options may be increasingly popular with short-term renters, the regulatory framework has not kept pace which has resulted in numerous litigation battles in an attempt to clarify roles and responsibilities for short-term rental platforms. In addition to impacting growth in TDT collections for local governments, the lack of clarity has also placed short-term rentals at an unfair advantage by evading regulatory measures currently imposed on traditional commercial rental lodging establishments.

By late 2016, many Florida counties were considering a class action lawsuit over the collection and remittance of TDT. At the time, Airbnb began aggressively pursuing agreements with individual jurisdictions across the country and state revenue agencies, including the Florida Department of Revenue, to voluntarily collect and remit taxes on a prospective basis. To avoid litigation and capture a share of the uncollected TDT generated by the largest online short-term rental platform in the local market, Leon County welcomed the opportunity to negotiate a Voluntary Collection Agreement with Airbnb to ensure the prospective remittance of TDT.

In response to these challenges, the County has continued to pursue opportunities to negotiate voluntary collection agreements with online short-term rental platforms to capture a share of the uncollected TDT generated in the local market. On May 23, 2017, the Board approved the negotiated terms and conditions for a Voluntary Collection Agreement with Airbnb, the largest short-term rental platform in Leon County, to ensure the prospective collection and remittance of TDT beginning in July 2017. Following the approval of the agreement, the Board requested staff to explore opportunities to secure voluntary collection agreements with other providers. As reported in the status update at the October 24, 2017 meeting (Attachment #3), staff found that

Airbnb was the only short-term rental platforms to have executed a collection agreement with local jurisdictions in Florida. Since that time, however, other short-term rental platforms have begun pursuing voluntary collection agreements with individual jurisdictions across the country and state.

The analysis also found the most effective and holistic approach to address the collection and remittance of TDT would be through statutory changes by the Florida Legislature. Specifically, by amending the provisions of Section 125.0104, Florida Statutes governing TDT to acknowledge the market shift to the online sales of residential listings and clearly define the roles and responsibilities of short-term rental platforms and individual property owners to charge, collect, and remit TDT to their respective local government. However, despite the continuously evolving market of web-based booking platforms and the sharing economy, there has still yet to be an adequate regulatory framework established in state law or indication of interest by the Legislature to do so. As a result, the County has continued to pursue voluntary collection agreements with individual platforms as presented in this item.

### **Analysis:**

#### *HomeAway & TripAdvisor Voluntary Collection Agreements*

Since October 2017, staff has become aware of other short-term rental platforms that have begun pursuing voluntary collection agreements with individual jurisdictions across the nation including HomeAway, Flipkey, TripAdvisor Rentals, Mister B&B, Booking.com. As HomeAway and TripAdvisor Rentals began pursuing voluntary collection agreements with individual jurisdictions across the country and state, staff identified the opportunity to negotiate agreements with both platforms to capture the TDT required to be collected and remitted to Leon County. HomeAway projects over \$40,000 would have been generated if TDT was remitted to Leon County in FY 2018 and projects higher collection in subsequent years as this technology platform for booking overnight stays becomes more commonplace and HomeAway's market share continues to expand in Leon County. At this time, TripAdvisor Rentals estimates less than \$5,000 of TDT will be remitted annually. Anticipated collections for both companies are likely to increase in the future as the utilization of online platforms grow and these companies continue to evolve by acquiring additional online platforms.

To date, HomeAway has entered into voluntary collection agreements with the Florida Department of Revenue on behalf of 24 counties and another handful of individual counties across the state, effectively eliminating the platform's liability for past unpaid TDT and agreeing to voluntarily collect and remit taxes only on a prospective basis in over 30 counties. TripAdvisor has entered into agreements with four counties. Similar to the County's agreement with Airbnb, staff has negotiated collection agreements with HomeAway and TripAdvisor Rentals which alleviate legal concerns related to the waiver of back taxes and penalties and interest and prescribe the County's auditing function related to the remittance of TDT. The draft Voluntary Collection Agreements require HomeAway and TripAdvisor Rentals to collect and remit TDT on behalf of property owners, alleviate property owners from individually registering with the County since these platforms will serve as their agents, and preserves the County's ability to audit collection and remittance data. All of these terms are consistent with the County's existing agreement with Airbnb.

The negotiated collection agreements with HomeAway and TripAdvisor Rentals also apply to the subsidiaries under each platform. Staff recommends the Board authorize the County Administrator to enter into Voluntary Collection Agreements obligating HomeAway and TripAdvisor Rentals to collect and remit TDT in compliance with the County’s Ordinance and the provisions of Section 125.0104, Florida Statutes beginning on September 1, 2019.

*Update on Local Short-Term Rentals Available Through Online Platforms*

To assess the current local market for short-term rentals of residential properties and the market share of platforms such as HomeAway and TripAdvisor, staff conducted a comparative analysis to provide the most up-to-date information regarding the scale of these platforms in Leon County. Similar to the analysis conducted in 2017, staff compared the number of online available listings for each provider across five separate booking dates during Spring 2019 utilizing the following parameters to fully capture a sense of the market:

- Individual weeknight stay during the 2019 Legislative Session.
- Individual weeknight stay that does not coincide with 2019 Legislative Session.
- Two-night weekend stay (Friday and Saturday) that coincide with the FSU 2019 Spring Football Game.
- Two-night weekend stay (Friday and Saturday) that coincide with the FSU’s and FAMU’s Spring 2019 Graduation Ceremonies.
- Two-night weekend stay (Friday and Saturday) that does not coincide with a major community event.

As reflected in Table #1, Airbnb continues to maintain the majority of the total listings available with an average of over 176 properties available per search. HomeAway and TripAdvisor also have a considerable market share as the second and third most utilized platforms for short-term rentals in Leon County. Since the last comparative analysis in 2017, both of these platforms have experienced growth in their market share with HomeAway increasing from an average of 25 listings in 2017 to 32 listings and TripAdvisor Rentals increasing from an average of 3 listings in 2017 to 17 listings this year.

*Table #1: Short-Term Rental Availability in Leon County as of April 3, 2019*

Platform	Weekday Availability (# of Listings)		Weekend Availability (# of Listings)		
	Wednesday 4/24/19 (Legislative Session)	Wednesday 5/8/19	Fri & Sat 4/5/19-4/6/19 (FSU Spring Football Game)	Fri & Sat 5/3/19-5/4/19 (FSU & FAMU Spring Graduation)	Fri & Sat 5/10/19 - 5/11/19
Airbnb	186	211	159	27	300
HomeAway <sup>1</sup>	14	21	33	8	80
TrippAdvisor <sup>2</sup>	7	10	15	5	46
Flipkey	1	1	3	4	18
MisterB&B	0	1	0	0	0
Booking.com (Priceline)	1	1	5	0	2

<sup>1</sup> HomeAway is owned by Expedia and its subsidiaries include VRBO, VacationRentals.com

<sup>2</sup> TripAdvisor Rentals Subsidiaries include FlipKey, VacationHomeRentals.com, HouseTrip.com, HolidayLettings.co.uk, Niumba

As reflected in the Table #1 footnote, HomeAway is owned by industry giant Expedia and has two subsidiaries, VRBO and VacationRentals.com, which share the same online platform and identical listings (the HomeAway Platform). Similarly, TripAdvisor Rentals owns several subsidiaries including Holiday Lettings, House Trip, and FlipKey. However, the listing results for TripAdvisor Rentals and its subsidiary Flipkey do not mirror each other as Flipkey focuses on residential property listings while TripAdvisor Rentals has traditionally offered a portfolio of commercial hotel listings incorporated with its share of non-commercial lodging listings.

By design, a 'total' row at the bottom of Table #1 is not provided because it would misrepresent the total number of listings available due to the relationship between TripAdvisor and Flipkey as well as the fact that hosts often list their properties on multiple platforms simultaneously in order to maximize exposure and increase the potential of finding a renter. To ensure TDT revenues are remitted, Leon County would have to enter into voluntary collection agreements with every willing platform that collects payment for short-term rentals in the existing and evolving marketplace.

#### *Authorization for Future Voluntary Collection Agreements*

As reported during the October 24, 2017 meeting, staff found various local jurisdictions across the nation and state had been unsuccessful in securing voluntary collection agreements with short-term rental platforms other than Airbnb. However, more and more platforms have become willing to enter collection agreements with local jurisdictions in recent years. As this interest continues to grow, staff will continue to identify additional opportunities to capture TDT generated by other emerging platforms. To support these efforts, this item seeks the Board to authorize the County Administrator to negotiate and execute future voluntary collection agreements with other interested short-term rental platforms, in a form approved by the County Attorney. As authorized, future agreements will align with the County's existing collection agreements approved by the Board.

#### **Options:**

1. Authorize the County Administrator to finalize and execute Voluntary Collection Agreements with HomeAway and TripAdvisor Rentals for the collection of Tourist Development Taxes (Attachments #1 and #2), in a form to be approved by the County Attorney.
2. Authorize the County Administrator to negotiate and execute future voluntary collection agreements with other interested short-term rental platforms under the same general terms, in a form approved by the County Attorney.
3. Do not authorize the County Administrator to execute or pursue Voluntary Collection Agreements for the collection of Tourist Development Taxes.
4. Board direction.

#### **Recommendations:**

Options #1 and #2

#### **Attachments:**

1. Voluntary Collection Agreement for Leon County Tourist Development Tax with HomeAway
2. Voluntary Collection Agreement for Leon County Tourist Development Tax with TripAdvisor
3. October 24, 2017 Status Update on Short-Term Rental Platforms in Leon County



# Leon County Board of County Commissioners

## Agenda Item #15

July 9, 2019

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator

**Title:** Status Update on the Amphitheater Support Space

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<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	Kerri Post, Director, Division of Tourism Nicki Paden, Management Analyst

**Statement of Issue:**

As directed by the Board during the June 18, 2019 Budget Workshop, this item provides a status update on the Capital City Amphitheater Support Space to be constructed as part of the North American Properties redevelopment project adjacent to Cascades Park.

**Fiscal Impact:**

This item does not have a fiscal impact.

**Staff Recommendation:**

Option #1: Accept the Status Update on the Amphitheater Support Space.

## **Report and Discussion**

### **Background:**

During the June 18, 2019 Budget Workshop, the Board directed staff to provide a status update on the Capital City Amphitheater Support Space to be constructed with Tourist Development Taxes (TDT).

On October 24, 2017, the Board approved the Community Redevelopment Agency's (CRA) request to utilize up to \$2.75 million of TDT funds previously set aside for the Performing Arts Center, to provide Amphitheater support and flexible event space for future concerts as part of North American Properties (NAP) redevelopment of two square blocks adjacent to the Cascades Park (Attachment #1).

As approved by the Board and City Commission in October 2017, the public space is being constructed as part of the NAP redevelopment to provide a greenroom overlooking the Amphitheater, equipped with dressing rooms, private restrooms with showers, a VIP lounge, and convenient access to the Amphitheater stage. In addition, a climate-controlled and easily accessible area for material, equipment, and personnel will be located on the ground floor directly behind the Amphitheater.

As requested by the Board, this item provides a status update on the Capital City Amphitheater Support Space and the ongoing coordination with the City regarding the construction, design, and planned operation of the support space.

### **Analysis:**

From November 2011 through August 2012, the Board approved a total investment of \$1.53 million of TDT to support the construction of the Capital City Amphitheater as part of the Blueprint 2000 Cascades Park project. To make the venue more suitable for concerts and performances featuring national-acclaimed artists, the County's investment provided various improvements to the Amphitheater including the stage covering, electrical upgrades, permanent sound system, and permanent seating near the stage. Consistent with the County's Interlocal Agreement with the City governing public projects constructed with Blueprint sales taxes, the City is charged with the day-to-day maintenance and operation of Cascades Park and the Amphitheater.

In July 2013, to ensure a return on this investment of TDT funds, the County entered into an agreement with the City of Tallahassee regarding the programming and operations of the Amphitheater at Cascades Park. The Capital City Amphitheater Interlocal Agreement (formerly referred to as the STAGE Agreement) authorized the County, through the Division of Tourism, to facilitate the booking and promotion of up to 10 regional, ticketed concerts per year at the Amphitheater. The Capital City Amphitheater Interlocal Agreement supports the County's strategic effort to utilize the Amphitheater to attract regional visitors and enhance economic development through tourism.

On March 14, 2014, Cascades Park was officially dedicated, and the Amphitheater hosted its first ticketed concert less than a month later. Since that time, the Amphitheater has become an important asset to the Tallahassee-Leon County community, serving as a unique venue for high quality performances across the entertainment industry. Beyond the County's Concert Series events, the Amphitheater serves as a community venue managed by the City of Tallahassee and utilized throughout the year by a wide range of organizations for cultural and civic events.

#### *Meridian Point Building*

Recognizing the potential redevelopment opportunities for the abandoned Firestone and Bloxham Annex state office buildings consisting of two square blocks adjacent to Cascades Park, and to support the anticipated needs associated with the opening of the Park in 2014, the City entered into a lease with the State of Florida for year-round access to the Firestone Building (also known as the Meridian Point Building) to support the Park. Like the Park and Amphitheater, the Meridian Point Building was managed by the City's Parks, Recreation, and Neighborhood Affairs Division and made available for public use. The building, which at that time was immediately adjacent to the rear portion of the Capital City Amphitheater stage, offered over 5,300 square feet for Park and Amphitheater needs including three dressing areas, production offices, private restrooms, dining space to feed the stage crew, and a greeting area for performers to interact with fans and sponsors.

The Capital City Amphitheater Interlocal Agreement provided the County first right of refusal for use of the greenroom and dressing room space in the Meridian Point Building for Concert Series performances. The proximity of the greenroom space immediately adjacent to the backstage of the Amphitheater, proved vital for the County's Concert Series. In addition to the County sponsored events, the Meridian Point Building supported other large and small performances, festivals, and events in need of storage space for their materials, equipment, and personnel. The original version of the Capital City Amphitheater Interlocal Agreement contemplated the future space and resource needs of the Amphitheater given the uncertainty of the City's lease of the Meridian Point Building and the potential redevelopment opportunities associated with the site. Specifically, the Interlocal Agreement states that both parties recognized that the Amphitheater would benefit from dressing rooms, restrooms, a production and box office, and catering space should the Meridian Point Building be redeveloped.

#### *Amphitheater Support Space as part of the North American Properties Redevelopment*

In October 2017, the Board approved the utilization of up to \$2.75 million TDT for the construction of Amphitheater support space as part of the \$160 million redevelopment of the Firestone and Bloxham Annex properties by NAP (Attachment #1). Approximately 14,000 square feet of operational support and event space was purchased to be developed within the building directly adjacent to Cascades Park. The support space will include three distinct areas across two different floors of the building.

On the plaza level (3<sup>rd</sup> floor view of the Park), approximately 10,700 square feet will be utilized as a performer space overlooking the Amphitheater. This area will include a greenroom area for performers with dressing rooms, private restrooms with showers, a warming kitchen, VIP lounge, reception area, a covered patio, and an elevator to the park level for convenient access to the Amphitheater. The plaza level will also include a modern, attractive, and befitting public event

space flexible for large and small gatherings including business meetings, community gatherings, and social events. On the park level, approximately 3,600 square feet will be dedicated to support the Amphitheater operations and space needs for the City's Parks and Recreation operations. This area will include a small production office, equipment storage area, small Ticket Office/County Visitor Information Center, and an office for City Park and Recreation. County funds are not being utilized for the construction of the City Parks and Recreation spaces.

The Board's approval of the \$2.75 million of TDT for the Amphitheater support space requires the County and City to collaboratively work together on the interior design and decoration of the spaces to be funded by TDT. This includes artwork and/or images highlighting the destination, partners involved in the project, and any naming or branding of the spaces. Along with approving the investment of TDT to support the construction of the support space, the County and City also approved the framework for the ownership, management, access, and responsibilities associated with the new facilities. Consistent with the framework established for the Cascades Park and the Amphitheater, the new support space will be owned and operated by the City of Tallahassee so that each of the available public spaces at the Park are managed under one umbrella organization as was the case when the City controlled the Meridian Point Building. Prior to demolition, the Meridian Point Building was utilized in conjunction with the Amphitheater for 31 community events and musical performances in 2016, accounting for nearly half of all the events that took place at Cascades Park.

The City will be responsible for the day-to-day operations and management of the new support space which will be utilized for various public and private events throughout the year, including the County's Concert Series events. This structure will be an extension of the existing Capital City Amphitheater Interlocal Agreement with some considerations, as explained in the next section of this item, to be brought back to the Board as this redevelopment project moves forward.

#### *Second Amended Capital City Amphitheater Interlocal Agreement & Project Status*

Following the County and City approval of the Amphitheater support space to be constructed as part of the NAP redevelopment in October 2017, the Board and City Commission approved several modifications to the Capital City Amphitheater Interlocal Agreement in May 2018 (Attachment #2). These modifications included the replacement of outdated references to the Meridian Point Building with "amphitheater support space" to acknowledge the planned redevelopment surrounding Cascades Park and an expansion of the City's responsibilities for the Amphitheater to include the planned amphitheater support space. The Second Amended and Restated Capital City Amphitheater Interlocal Agreement provides a framework for the ownership, operations, and programming of the new support space to be fulfilled by the City consistent with the Board's direction from October 2017 (Attachment #3).

Similar to the operation of Cascades Park and the Amphitheater, the new support space will be City-owned and operated; therefore, public access and utilization of the support space will be determined in accordance with City's policies and procedures. In light of the County's role and investment of TDT funds in the construction of the support space, access for the space will be reserved for the County's 10 ticketed concerts per year and up to an additional 10 additional days per year for other official County events at no cost. Upon finalization of the design and

configuration of the support space, the City anticipates the development of an operational plan to begin in early 2020 to finalize room rental rates, booking procedures, and usage estimates.

The Board's May 22, 2018 agenda item also stated that additional modifications to the Interlocal Agreement will be brought back to the Board by the end of 2019, when the redevelopment project is further along, related to the staffing, operations, ongoing maintenance needs, and any ancillary costs associated with the new Amphitheater support space. Since that time, staff has and/or will continue coordinating with the City on the following elements related to the Amphitheater support space:

- The interior design, decoration, and branding of the spaces funded by TDT;
- A booking policy for the support space that will reserve certain priority dates for the County's Concert Series events;
- Consideration to share some of the operating costs for the benefit of the Amphitheater; and
- A master calendar of Amphitheater support space uses for rentals and other approved uses.

In January 2018, the City and CRA finalized and executed the sale and development agreement with NAP for the \$160 million redevelopment. County and City staff have been in coordination with NAP to plan the design of the three distinct spaces on the two floors. Scott Carswell, the County's Program Manager for the Amphitheater Concert Series, has also been closely involved in the design and space planning for the support space.

A professional interior designer was contracted to assist the County-City-NAP design team with the floor plans, dimensioned layout drawings, and special features including the furnishing, decoration, and branding of both the Amphitheater support space and small Ticket Office/County Visitor Information Center. The interior designer has provided guidance and expertise on equipment, appliances for the warming kitchen, and other fixtures/furnishings including the materials, colors, and location of electrical needs to ensure that these spaces are of the caliber to host a variety of business meetings, community gatherings, and social events. NAP anticipates the design plans to be 90% complete by fall 2019. Substantial completion of the Amphitheater Support Space is anticipated by June 2020 with a certificate of occupancy by fall 2020.

Upon completion of the final design plans and negotiations with the City to modify the Interlocal Agreement regarding the support space, staff will bring back an agenda item along with the Third Amended and Restated Capital City Amphitheater Interlocal Agreement for Board consideration.

**Options:**

1. Accept the Status Update on the Amphitheater Support Space.
2. Do not accept the Status Update on the Amphitheater Support Space.
3. Board direction

**Recommendation:**

Option #1

Title: Status Update on the Amphitheater Support Space

July 9, 2019

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Attachments:

1. October 24, 2017 Agenda item on the Utilization of TDT for the Capital City Amphitheater Support Space including a memorandum from the Director of Tourism.
2. May 22, 2018 Agenda Item on Amendments to Capital City Amphitheater Interlocal Agreement
3. Second Amended and Restated Capital City Amphitheater Interlocal Agreement

# Leon County Board of County Commissioners

## Agenda Item #25

July 9, 2019

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator

**Title:** Bid Award for the Division of Tourism Contracted Research Services

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<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	Kerri Post, Director, Division of Tourism Shelly Kelley, Director, Purchasing Division Nicki Paden, Management Analyst

### **Statement of Issue:**

This item seeks Board approval of the bid award recommendation to Downs & St. Germain, to provide contracted research services for the Division of Tourism.

### **Fiscal Impact:**

This item has a fiscal impact. The County's FY 2020 budget includes \$140,000 for research services to be contracted through the Division of Tourism. If awarded, the term of the contract is for two years, with three one-year options.

### **Staff Recommendation:**

Option #1: Approve the bid award to Downs & St. Germain to provide research services for the Division of Tourism and authorize the County Administrator to negotiate and execute the agreement, in a form approved by the County Attorney.

## Report and Discussion

### **Background:**

This item seeks Board approval of the bid award recommendation to Downs & St. Germain to provide contracted research services for the Division of Tourism (Attachment #1).

On February 12, 2019, the Board approved the scope of services for the Division of Tourism's contracted research services included in the Request for Proposals (RFP) which provide specific goals, objectives, and strategies to be fulfilled (Attachment #2). The approved scope of services support the Tourism Strategic Plan and the following FY2017-FY2021 Strategic Plan Bold Goal:

- *Grow the five-year tourism economy to \$5 billion. (BG1)*

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

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

The County is in its fifth and final year of its agreement with Downs & St. Germain Research for market research and analysis services. As currently contracted, Downs & St. Germain Research serves as the principal advisor and provides tourism related data and analysis including the profiles, trends, and economic impact of visitors in the community. Among other research services, Downs & St. Germain utilizes this data to create and implement all research material such as studies and in-person interview guides, the marketing research strategy, and economic impact model for all County events. The contract, effective October 1, 2014, was for two years with the option of three additional one-year period extensions, to ultimately conclude on September 30, 2019.

### **Analysis:**

The County's contracted research and analysis services support the Division of Tourism's efforts to promote the Tallahassee-Leon County area as a destination market. The Division of Tourism utilizes marketing research and data such as visitor profiles and demographics, visitor trend analysis, and annual forecasting to guide informed decision making and establish benchmarks for future funding considerations in an effort to grow and sustain the economic impacts of visitor spending in the Tallahassee-Leon County area. Further, the contracted research firm regularly surveys area hoteliers and businesses to determine the economic impact of large community events and festivals supported by the County including information gathering on out-of-town visitors.

On February 22, 2019, the RFP for the Division of Tourism's research services was issued (Attachment #1) notifying 753 vendors through the County's automatic procurement system. In total, 24 vendors requested proposal packages followed by two responses submitted by (1) Downs & St. Germain Research and (2) Study Hall Research.

In accordance with the County Purchasing Policy, the County Administrator appointed a five-member evaluation committee to review bid responses for the RFP. The scope of the committee was to evaluate and rank bid respondents based on the selection criteria provided in the RFP and to provide a bid award recommendation to the Board. The Committee consisted of County staff and representation from the Tourist Development Council (TDC) as follows:



- Kerri Post, Director, Division of Tourism (Committee Chair)
- Scott Lindeman, Division of Tourism
- Dionte Gavin, Division of Tourism
- Nicki Paden, County Administration
- Michael Collins, Florida State University Campus Recreation (TDC)

On May 16, 2019, the Committee conducted a public meeting to deliberate and evaluate the two bid responses based on the guidelines specified in the RFP. Committee members provided scores for the (1) Capabilities and Experience, (2) Approach, and (3) Methodology sections of the RFPs to be combined with scores provided for the (4) Cost/Budget, (5) Minority/Women Business Enterprise (MWBE) Utilization, and (6) Local Preference sections of the RFP, as determined by the Division of Purchasing. The combined total scores for the two respondents are reflected in Table #1; a summary of these scores is provided in Attachment #3.

*Table #1: Bid Respondents Final Score and Ranking*

<b>Respondent</b>	<b>Total Score</b>	<b>Final Ranking</b>
Downs & St. Germain Research	445	1
Study Hall Research	261	2

Table #1 reflects both respondents score out of a possible 500 points. Based on the total scores, the Committee unanimously selected Downs & St. Germain as the top-ranked firm. This item seeks the Board's approval to award the bid for contracted research services for the Division of Tourism to Downs & St. Germain and seeks authorization for the County Administrator to negotiate and execute an agreement in a form approved by the County Attorney. Based on its proposal, Downs & St. Germain met the County's MBE aspirational target (7%) but did not meet the WBE aspirational target (15%). However, Downs & St. Germain did satisfy the required Good Faith Effort according to the MWSBE Division.

The scope of services includes providing professional research and analysis services to determine economic impacts, visitor demographics and related strategic information, festival and event research utilizing data collection and modeling, statistical testing, forecasting and data analysis to present historical data as well as strategic implications of the data to be considered in future marketing decisions. The selected vendor participates in TDC meetings to present and interpret its findings and research materials including the economic impact of County-sponsored events.

The annual budget for research services is dependent on the availability of funds and approval of the Division of Tourism budget. For FY 2020, \$140,000 has been dedicated for research services. Consistent with the scope of the RFP, the agreement would be for a term of two years beginning October 1, 2019 through September 30, 2021. At the sole option of the County, the agreement may be extended for no more than three additional one-year periods. The one-year extensions will be automatic unless the County provides written notice of non-renewal to the agency no less than 30 days prior to the expiration date of the term.

Along with contracted research services, the Board also authorized the issuance of Request for Proposals for Marketing/Advertising and Public Relations Services for the Division of Tourism. Staff has prepared a separate agenda item presenting the bid award recommendations for these services.

**Options:**

1. Approve the bid award to Downs & St. Germain to provide research services for the Division of Tourism and authorize the County Administrator to negotiate and execute the agreement, in a form approved by the County Attorney.
2. Do not approve the bid award to Downs & St. Germain to provide research services for the Division of Tourism.
3. Board direction.

**Recommendation:**

Option #1

**Attachments:**


1. Downs & St. Germain's Proposal
2. February 12, 2019 agenda item providing the Scope of Services for the RFP
3. Summary Score Sheet

# Leon County Board of County Commissioners

## Agenda Item #26

July 9, 2019

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator 

**Title:** Bid Award for the Division of Tourism Contracted Marketing/Advertising and Public Relations Services

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<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	Kerri Post, Director, Division of Tourism Shelly Kelley, Director, Purchasing Division Nicki Paden, Management Analyst

### Statement of Issue:

This item seeks Board approval of the bid award recommendations for The Zimmerman Agency to provide contracted marketing/advertising and public relations services for the Division of Tourism.

### Fiscal Impact:

This item has a fiscal impact. The County's FY 2020 budget includes \$1,476,473 for marketing/advertising services and \$140,000 for public relations services to be contracted through the Division of Tourism. If approved, the term of the contract is for two years, with three additional one-year add-ons.

### Staff Recommendation:

- Option #1: Approve the award of the bid to The Zimmerman Agency to provide marketing/advertising services for the Division of Tourism and authorize the County Administrator to negotiate and execute the agreement, in a form approved by the County Attorney.
- Option #2: Approve the award of the bid to The Zimmerman Agency to provide public relations services for the Division of Tourism and authorize the County Administrator to negotiate and execute the agreement, in a form approved by the County Attorney.

**Leon County**  
**Board of County Commissioners**  
**Notes for Agenda Item #26**

## Report and Discussion

### **Background:**

This item seeks Board approval of the bid award recommendations for The Zimmermann Agency to provide contracted marketing/advertising and public relations services for the Division of Tourism (Attachments #1 and #2).

On February 12, 2019, the Board approved two scopes of services for the Division of Tourism's Request for Proposals (RFP) for contracted marketing/advertising and public relations services (Attachment #3). The scopes of services included specific goals, objectives, and strategies to be fulfilled to support the Tourism Strategic Plan and the following FY2017-FY2021 Strategic Plan Bold Goal:

- *Grow the five-year tourism economy to \$5 billion. (BG1)*

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

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

The County is in its fifth and final year of its agreement with The Zimmerman Agency for marketing/advertising and public relations services. As currently contracted under a single agreement, The Zimmerman Agency serves as the agency of record for the destination to provide integrated marketing communications to advertise, publicize and promote the Tallahassee-Leon County area. The County's current contract, effective on October 1, 2014, was set for two years with the option of three additional one-year period extensions to ultimately conclude on September 30, 2019.

Historically, the County has issued a singular RFP for marketing/advertising and public relations services. As presented to the Board in the February 12, 2019 agenda item, the Division of Tourism sought to separate the solicitation for marketing/advertising services from the public relations services to attract additional respondents and greater competition, particularly for the smaller public relations contract. As a result, the Board authorized the issuance of two separate RFPs for marketing/advertising and public relations to initiate the competitive bidding process for these services.

### **Analysis:**

On February 22, 2019, two separate RFPs for marketing/advertising and public relations were issued (Attachment #1 and #2) notifying over 290 vendors through the County's automatic procurement system. In total, 54 vendors requested proposal packages for the marketing/advertising RFP and five responses were submitted. For the public relations RFP, 40 vendors requested proposal packages and three responses were submitted to the County.

In accordance with Board Policy, the County Administrator appointed a five-member evaluation committee to review bid responses for both RFPs. Given the precedent of contracting for these services jointly and the overlapping subject matter, the County Administrator appointed one evaluation committees for both the marketing/advertising and public relations RFPs. The Committee was charged with evaluating and ranking bid respondents based on the selection criteria provided in the respective RFPs and to provide bid award recommendations to the Board. The Committee consisted of County staff and representation from the Tourist Development Council (TDC) as follows:

- Kerri Post, Director, Division of Tourism (Committee Chair)
- Ken Morris, Assistant County Administrator
- Matt Cavell, Assistant to the County Administrator
- Amanda Heidecker, Division of Tourism
- Bo Schmitz, Hampton Inn & Suites Tallahassee (TDC)

Both RFPs culminated in two phases of scoring, the first based on the written proposals submitted by all respondents and the second based on presentations by a short list of respondents. An overview of the evaluation of responses, scoring, and ranking of proposals for both RFPs is provided in the following sections.

#### *Marketing and Advertising*

On April 29, 2019, the Committee conducted a public meeting to deliberate and evaluate the five responses for the marketing/advertising services based on the guidelines specified in the RFP. Committee members provided scores for the (1) Capabilities and Experience, (2) Approach, and (3) Methodology sections of the RFPs to be combined with scores provided for the (4) Cost/Budget, (5) Minority/Women Business Enterprise (MWBE) Utilization, and (6) Local Preference sections of the RFP, as determined by the Division of Purchasing. Based on the total scores for Phase I, the Committee unanimously recommended the short list of respondents to advance to the second phase of evaluations. The short list comprised of the top three respondent scores, out of a possible 500 points for Phase I, as follows:

- Aqua Marketing and Communications (Total Phase I Score: 393)
- The Zimmerman Agency (Total Phase I Score: 370)
- BowStern Marketing Communications (Total Phase I Score: 345)

On Friday, June 7, 2019, the Committee convened to receive presentations from the marketing and advertising short list. Each agency was given 30 minutes to present followed by a 15-minute segment for questions from the Committee. Following the presentations, the Committee convened a public meeting to deliberate and provide scores and the final ranking of bid responses for the marketing and advertising services RFP.

Table #1 provides the respondents total scores for Phase I and Phase II as determined by the Committee. Based on the guidelines outlined in the RFP for Phase I and Phase II of evaluations, the possible total combined score was 1,000 points. A summary of the scores for each evaluation is provided in Attachment #4.

Title: Bid Award for the Division of Tourism Contracted Marketing/Advertising and Public Relations Services

July 9, 2019

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*Table #1: Final Ranking of Bid Respondents for Marketing & Advertising Services*

<b>Respondent</b>	<b>Phase I Total Score</b>	<b>Phase II Total Score</b>	<b>Total Score</b>	<b>Final Ranking</b>
The Zimmerman Agency	370	380	750	1
BowStern Marketing Communications	345	353	698	2
Aqua Marketing and Communications	393	269	662	3

Based on the total combined scores, the Committee unanimously selected The Zimmerman Agency as the top-ranked firm. The Zimmerman Agency met the MBE aspirational target (7%) but, at the time of application, fell short of meeting the County's WBE aspirational target (15%). The Zimmerman Agency was awarded no MWBE points under this solicitation because, believing their proposal met the County's aspirational targets, they did not include supporting documentation with the Good Faith Effort Form. Upon further review by the MWSBE Division, one of the subcontractors listed in its proposal was not a registered WBE at the time of application. Since that time the subcontractor has been certified as a WBE and, should the Board award the marketing/advertising bid to top ranked respondent, The Zimmerman Agency intends to satisfy the County's MBE and WBE aspirational targets.

This item seeks the Board's approval to award the bid for contracted marketing/advertising services for the Division of Tourism to The Zimmerman Agency and seeks authorization for the County Administrator to negotiate and execute an agreement in a form approved by the County Attorney. As detailed in the scopes of services, the annual budget for marketing/advertising services is dependent on the availability of funds and approval of the Division of Tourism budget. For FY 2020, \$1,476,473 has been dedicated for marketing/advertising services. Under the direction of the Division of Tourism and with guidance from the TDC, The Zimmerman Agency would develop and implement Tourism's strategic integrated marketing programs to promote the Tallahassee-Leon County area to in-state, regional, national, and international markets by creating and managing successful marketing campaigns, comprehensive media planning and buying, digital executions across all media, design and maintenance of Tourism websites (VisitTallahassee.com, Trailahassee.com, and CapitalCityAmphitheater.com), social media planning and execution, digital and print asset production and developing industry partner cooperative advertising opportunities.

*Public Relations*

On April 29, 2019, the Committee conducted a public meeting to deliberate and evaluate the three responses for the public relations services based on the guidelines specified in the RFP. Committee members provided scores for the (1) Capabilities and Experience, (2) Approach, and (3) Methodology sections of the RFPs to be combined with scores provided for the (4) Cost/Budget, (5) Minority/Women Business Enterprise (MWBE) Utilization, and (6) Local Preference sections of the RFP, as determined by the Division of Purchasing. The total scores for Phase I reflect each respondents score out of a possible 500 points. Based on the total scores for Phase I, the Committee unanimously recommended all three respondents to advance to the second phase of evaluations as follows:

- Aqua Marketing and Communication (Total Phase I Score: 394)
- The Zimmerman Agency (Total Phase I Score: 355)
- BowStern Marketing Communications (Total Phase I Score: 331)

On Thursday, June 6, 2019, the Committee convened to receive presentations from the public relations short list. Each agency was given 30 minutes to present followed by a 15-minute segment for questions from the Committee. On Friday, June 7, 2019, the Committee finalized its recommendations for the public relations RFP in a public meeting.

Based on the Phase I and Phase II combined scores, Aqua Marketing and Communications had the highest total score, three points more than The Zimmerman Agency. However, the Committee unanimously recommends awarding the bid to The Zimmerman Agency. As described earlier in this item, the separate solicitation for the public relations contract was designed to foster competition and entice additional responses particularly from small boutique and specialized firms that may not have the capacity to serve the County's marketing/advertising needs. Only three firms submitted responses to the public relations RFP, each of which also submitted proposals for the larger marketing/advertising RFP and emphasized the importance of communication on both fronts.

Due to the close coordination required to carry out successful marketing, advertising, and public relations initiatives and strategies, the Committee deliberated the value of maintaining one agency for both contracts. The Committee also discussed the demonstrated capacity of both agencies and their local understanding of the destination before unanimously recommending The Zimmerman Agency be awarded the public relations bid. Table #2 provides the respondents total scores for Phase I and Phase II and final rankings as determined by the Committee.

*Table #2: Final Ranking of Bid Respondents for Public Relations Services*

<b>Respondent</b>	<b>Phase I Total Score</b>	<b>Phase II Total Score</b>	<b>Total Score</b>	<b>Final Ranking</b>
The Zimmerman Agency	355	376	731	1
Aqua Marketing and Communications	394	340	734	2
BowStern Marketing Communications	331	330	661	3

Based on the guidelines outlined in the RFP for Phase I and Phase II of evaluations, the possible total combined score was 1,000 points. This includes a total of up to 100 points awarded for MWBE utilization. As reflected in Table #2, Aqua Marketing and Communication and The Zimmerman Agency were the top respondents with only a 3-point difference between their total combined scores. A summary of the scores for each evaluation is provided in Attachment #5.



Title: Bid Award for the Division of Tourism Contracted Marketing/Advertising and Public Relations Services

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Aqua Marketing and Communication's proposal satisfied the County's MBE (7%) and WBE (15%) aspirational targets and awarded the full 100 points. Similar to the marketing/advertising bid, The Zimmerman Agency was awarded none of the 100 MWBE points for the public relations bid. However, with the WBE certification of a subcontractor listed in their bid after the submission deadline, The Zimmerman Agency would satisfy the County's MBE (7%) and WBE (15%) aspirational targets if awarded the contract.

This item seeks the Board's approval to award the bid for contracted public relations services for the Division of Tourism to The Zimmerman Agency and seeks authorization for the County Administrator to negotiate and execute an agreement in a form approved by the County Attorney. As detailed in the scopes of services, the annual budget for public relations services is dependent on the availability of funds and approval of the Division of Tourism budget. For FY 2020, \$140,000 has been dedicated for public relations services. The Zimmerman Agency will support the Division of Tourism by providing a broad range of communications services to publicize and promote Tallahassee-Leon County as a preferred visitor destination through editorial placements in print, broadcast, and digital media with regional and national reach. Primary activities include pitching media, hosting media in the destination, packaging local products for media promotions and/or sweepstakes, media missions and events both in-market and out-of-market.

Consistent with the scope of the RFPs, the County's agreements for marketing/advertising and public relations services would be separate contracts both for a term of two years beginning October 1, 2019 through September 30, 2021. At the sole option of the County, the agreements may be extended for no more than three additional one-year periods. The one-year extensions will be automatic unless the County provides written notice of non-renewal to the agency no less than 30 days prior to the expiration date of the term.

**Options:**

1. Approve the award of the bid to The Zimmerman Agency to provide marketing/advertising services for the Division of Tourism and authorize the County Administrator to negotiate and execute the agreement, in a form approved by the County Attorney.
2. Approve the award of the bid to The Zimmerman Agency to provide public relations services for the Division of Tourism and authorize the County Administrator to negotiate and execute the agreement, in a form approved by the County Attorney.
3. Do not approve the bid award to The Zimmerman Agency to provide marketing/advertising services for the Division of Tourism.
4. Do not approve the bid award to The Zimmerman Agency to provide public relations services for the Division of Tourism.
5. Board direction.

**Recommendation:**

Options #1 and #2

Title: Bid Award for the Division of Tourism Contracted Marketing/Advertising and Public Relations Services

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Attachments:

1. The Zimmerman Agency's Proposal for the Marketing/Advertising RFP
2. The Zimmerman Agency's Proposal for the Public Relations RFP
3. February 12, 2019 agenda item providing the Scope of Services for the Marketing/Advertising and Public Relations RFPs
4. Marketing/Advertising RFP Score Sheet
5. Public Relations RFP Score Sheet

Attachment #1, the Zimmerman Agency's Proposal for the Marketing/Advertising RFP, has not been attached to this item due to the voluminous size of the electronic file. However, it has been made available for public inspection in the reception area located on the fifth floor of the County Courthouse; or may be accessed through the following link:

[http://www2.leoncountyfl.gov/coadmin/agenda/book/190709/Item26\\_Attachment1.pdf](http://www2.leoncountyfl.gov/coadmin/agenda/book/190709/Item26_Attachment1.pdf)

Attachment #2, the Zimmerman Agency's Proposal for the Public Relations RFP, has not been attached to this item due to the voluminous size of the electronic file. However, it has been made available for public inspection in the reception area located on the fifth floor of the County Courthouse; or may be accessed through the following link:

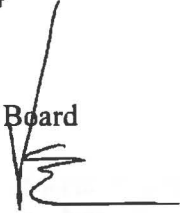
<http://www2.leoncountyfl.gov/coadmin/agenda/book/190709/Item26 Attachment2.pdf>

# Leon County Board of County Commissioners

## Agenda Item #14

February 12, 2019

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator 

**Title:** Request for Proposals for the Division of Tourism's Contracted Marketing, Public Relations, and Research Services

<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator Scott Ross, Director, Office of Financial Stewardship
<b>Lead Staff/ Project Team:</b>	Kerri Post, Director, Division of Tourism Shelly Kelley, Director, Purchasing Nicki Paden, Management Analyst

**Statement of Issue:**

This item seeks Board authorization for staff to issue three separate Request for Proposals for marketing/advertising, public relations, and research services to be contracted through the Division of Tourism.

**Fiscal Impact:**

This item has a fiscal impact. Adequate funds for contractual services are anticipated to be available in the County's FY 2020 budget through the Division of Tourism.

**Staff Recommendation:**

- Option #1: Approve the scope of services and authorize the issuance of Request for Proposals for Tourism Marketing/Advertising Services (Attachment #1).
- Option #2: Approve the scope of services and authorize the issuance of Request for Proposals for Tourism Public Relations Services (Attachment #2).
- Option #3: Approve the scope of services and authorize the issuance of Request for Proposals for Tourism Research Services (Attachment #3).

Title: Request for Proposals for the Division of Tourism's Contracted Marketing, Public Relations, and Research Services

February 12, 2019

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## Report and Discussion

### **Background:**

As proposed, the scopes of services for these contracted services to be included in the RFPs provide specific goals, objectives, and strategies to support the Tourism Strategic Plan approved by the Board on June 19, 2018 and the following FY2017-FY2021 Strategic Plan Bold Goal:

- Grow the five-year tourism economy to \$5 billion. (BG1)

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

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

This item seeks Board authorization for staff to issue three separate Request for Proposals for tourism marketing, public relations, and research services to include the attached proposed scopes of services (Attachments #1, #2, and #3).

Leon County, through the Division of Tourism, procures tourism marketing/advertising, public relations, and research services through a competitive bidding process. These services support the Division of Tourism's efforts to promote Tallahassee-Leon County as a visitor destination and grow the tourism economy.

The County is in its fifth and final year of its agreements with The Zimmerman Agency for marketing and public relations services and Downs & St. Germain Research for market research and analysis services. As currently contracted, The Zimmerman Agency serves as the agency of record for the destination to provide integrated marketing communications to advertise, publicize and promote the Tallahassee-Leon County area. The County's contracted market research firm, Downs and St. Germain Research, provides tourism related data and analysis including the profiles, trends, and economic impact of visitors in the community. Both contracts, effective on October 1, 2014, were set for two years with the option of three additional one-year period extensions to ultimately conclude on September 30, 2019.

Historically, the County has issued a singular Request for Proposals (RFP) for marketing/advertising and public relations services along with a stand-alone RFP for research services. This item seeks Board authorization for staff to issue three separate RFPs for marketing/advertising, public relations, and research to initiate the competitive bidding process for these services.

### **Analysis:**

The County has utilized private vendors for tourism marketing and public relations, combined with a separate research and analysis contractor, to support the efforts in promoting the Tallahassee-Leon County area and analyze the demographics, psychographics and economic impacts of visitors from regional, national, and international markets. The County's continued investment in the promotion and growth of the market as a destination continues to generate a significant return on

Title: Request for Proposals for the Division of Tourism's Contracted Marketing, Public Relations, and Research Services

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investment as demonstrated by hotel occupancy rates and visitor spending in the community. In 2018, Leon County welcomed nearly 2.4 million visitors from 44 states and 36 countries, and supported more than 14,500 jobs in the community.

As mentioned previously, staff has identified an opportunity to refine the County's structure for these services to best support the Division of Tourism's efforts in achieving the County's targeted outcomes. Currently, the County contracts marketing/advertising and public relations services within the same agreement which may limit potential vendors to large, full-service agencies with the ability to provide both services. Alternatively, separate agreements could allow the public relations services to be contracted through a smaller, specialized firm to directly provide services to the County. In today's marketplace, smaller agencies with specialized focused models of service directly reporting to the client, have proven to be nimble, innovative, and accessible models worth exploring. To best support the County's destination marketing efforts, staff recommends procuring marketing/advertising and public relations services in separate contracts. It should be noted that this refinement would not preclude a singular agency from being awarded both contracts.

As authorized by the Board, staff will issue three separate RFPs for marketing/advertising, public relations, and research services including the approved scopes of services that detail specific goals, objectives, and strategies to be fulfilled. Consistent with the current contracts, staff recommends an initial contract period of two years for each service; thereafter, the County will have the option to extend the agreement for no more than three additional one-year periods. Such renewals will be automatic unless a written notice of non-renewal is provided to the contractor, no less than 30 days prior to the expiration date. As detailed in the scopes of services, the budget for marketing, public relations, and research services is dependent on the availability of funds and approval of the Division of Tourism budget. The RFPs will offer the following estimated annual budget ranges for each service:

- Marketing/Advertising Services: \$1,000,000 - \$1,500,000
- Public Relations Services: \$100,000 - \$140,000
- Research Services: \$120,000 - \$150,000

In accordance with Board Policy, the County Administrator will appoint a 3-5-member evaluation committee to review bid responses for each RFP. Following the initial review, the committee will rank the bid responses and advance the top scoring firms to be interviewed and evaluated based on the selection criteria provided in the RFPs. All three RFPs will include Local Preference and M/WBE requirements. The top ranked firm for each contract, as determined by the evaluation committee, will be recommended to the Board for final approval in summer 2019 prior to the anticipated contract commencement on October 1, 2019.

Should the Board not wish to commence the competitive bidding process and prefer to retain the existing vendors, Option #4 provides that guidance to the County Administrator. As professional services contracts, the Board has the discretion to extend any or all of the County's existing agreements for marketing, public relations, and research services without the issuance of an RFP. The last RFP for these services was issued in May 2014.

Title: Request for Proposals for the Division of Tourism's Contracted Marketing, Public Relations, and Research Services

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**Options:**

1. Approve the scope of services and authorize the issuance of Request for Proposals for Tourism Marketing/Advertising Services (Attachment #1).
2. Approve the scope of services and authorize the issuance of Request for Proposals for Tourism Public Relations (Attachment #2).
3. Approve the scope of services and authorize the issuance of Request for Proposals for Tourism Research Services (Attachment #3).
4. Do not approve the issuance of Request for Proposals for Tourism Marketing/Advertising, Public Relations and Research Services and direct the County Administrator to renew the existing contracts for Tourism Marketing, Public Relations and Research Services, in a form to be approved by the County Attorney.
5. Board direction.

**Recommendation:**

Options #1, #2, and #3

**Attachments:**

1. Draft Scope of Services for Tourism Marketing/Advertising Services
2. Draft Scope of Services for Tourism Public Relations Services
3. Draft Scope of Services for Tourism Research Services



**Final Summary Scoresheet and Ranking**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotion Services for the Leon County Division of Tourism**

	Phase 1 Raw Score	Phase 1 Average Score	Phase 2 Raw Score	Phase 2 Average Score	Total Raw Score	Total Average Score	Final Ranking
Aqua Marketing & Communications	393	78.6	269	53.8	662	132.4	3
BowStern, LLC	345	69	353	70.6	698	139.6	2
Zimmerman Agency	370	74	380	76	750	150	1

Vendor Ranking:

**Summary Scoresheet and Ranking**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotional Services for the Leon County Division of Tourism**  
**Phase I**

	<i>Evaluator (MC) Score</i>	<i>Evaluator (MC) Rank</i>	<i>Evaluator (AH) Score</i>	<i>Evaluator (AH) Rank</i>	<i>Evaluator (KM) Score</i>	<i>Evaluator (KM) Rank</i>	<i>Evaluator (KP) Score</i>	<i>Evaluator (KP) Rank</i>	<i>Evaluator (BS) Score</i>	<i>Evaluator (BS) Rank</i>	<b>Raw Score</b>	<b>Average Rank</b>
Alcom Marketing & Advertising	26	5	64	5	23	5	28	5	28	5	<b>168</b>	<b>5</b>
Aqua Marketing & Communications	76	2	80	1	71	2	92	1	74	2	<b>393</b>	<b>1.6</b>
BCF	53	4	70	4	61	3	78	2	69	4	<b>331</b>	<b>3.4</b>
BowStern, LLC	61	3	79	2	57	4	68	3	80	1	<b>345</b>	<b>2.6</b>
Zimmerman Agency	82.7	1	77.7	3	84.7	1	54.7	4	69.7	3	<b>370</b>	<b>2.4</b>

Vendor Ranking:

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotional Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **Alcom Marketing & Advertising**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	40	10	28	5	10	10
2. Pertinent Experience	25	5	18	5	5	5
3. Technical Approach	15	3	10	5	5	5
4. Agency Cost	5	2.79	2.79	2.79	2.79	2.79
5. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
6. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>25.79</b>	<b>63.79</b>	<b>22.79</b>	<b>27.79</b>	<b>27.79</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotional Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **Aqua Marketing & Communications**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	40	30	32	25	38	35
2. Pertinent Experience	25	20	23	20	25	15
3. Technical Approach	15	12	11	12	15	10
4. Agency Cost	5	4.10	4.10	4.10	4.10	4.10
5. Minority and Women Business Enterprise Participation	10	10	10	10	10	10
6. Local Preference	5	0	0	0	0	0
<b>Total Score</b>	<b>100</b>	<b>76.10</b>	<b>80.10</b>	<b>71.10</b>	<b>92.10</b>	<b>74.10</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotional Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **BCF**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	40	25	32	30	37	30
2. Pertinent Experience	25	15	22	12	22	25
3. Technical Approach	15	9	12	15	15	10
4. Agency Cost	5	3.97	3.97	3.97	3.97	3.97
5. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
6. Local Preference	5	0	0	0	0	0
<b>Total Score</b>	<b>100</b>	<b>52.97</b>	<b>69.97</b>	<b>60.97</b>	<b>77.97</b>	<b>68.97</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotional Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **Bowstern, LLC**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	40	30	36	20	30	35
2. Pertinent Experience	25	11	21	15	15	20
3. Technical Approach	15	10	12	12	13	15
4. Agency Cost	5	5.00	5.00	5.00	5.00	5.00
5. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
6. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>61.00</b>	<b>79.00</b>	<b>57.00</b>	<b>68.00</b>	<b>80.00</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotional Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **The Zimmerman Agency**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	40	36	33	38	20	25
2. Pertinent Experience	25	24	23	25	15	25
3. Technical Approach	15	13	12	12	10	10
4. Agency Cost	5	4.70	4.70	4.70	4.70	4.70
5. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
6. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>82.70</b>	<b>77.70</b>	<b>84.70</b>	<b>54.70</b>	<b>69.70</b>

**Summary Scoresheet and Ranking**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotion Services for the Leon County Division of Tourism**  
**Phase II - Presentations**

	<i>Evaluator (MC) Score</i>	<i>Evaluator (AH) Score</i>	<i>Evaluator (KM) Score</i>	<i>Evaluator (KP) Score</i>	<i>Evaluator (BS) Score</i>	<i>Raw Score</i>
Aqua Marketing & Communications	57	62	55	60	35	269
BowStern, LLC	47	76	58	82	90	353
Zimmerman Agency	89	84	72	75	60	380

Vendor Ranking:



**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotion Services for the Leon County Division of Tourism**  
**Phase II - Presentations**

Respondent's Name: **Aqua Marketing & Communications**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	25	14	15	12	14	10
2. Differentiators	20	10	11	8	12	5
3. Consumer Outcomes	15	7	10	12	9	5
4. Brand Positioning Platform and Creative Expression	15	9	11	8	11	5
5. The "IT" Factor	10	7	5	5	4	0
6. Minority and Women Business Enterprise Participation	10	10	10	10	10	10
7. Local Preference	5	0	0	0	0	0
<b>Total Score</b>	<b>100</b>	<b>57</b>	<b>62</b>	<b>55</b>	<b>60</b>	<b>35</b>

**EVALUATION CRITERIA SCORESHEET**

**RFP BC-04-11-19-08**

**Marketing/Advertising & Promotion Services for the Leon County Division of Tourism**

**Phase II - Presentations**

Respondent's Name: **Bowstern, LLC**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	25	11	21	16	22	25
2. Differentiators	20	10	17	15	17	20
3. Consumer Outcomes	15	9	13	9	15	15
4. Brand Positioning Platform and Creative Expression	15	7	11	5	13	15
5. The "IT" Factor	10	5	9	8	10	10
6. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
7. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>47</b>	<b>76</b>	<b>58</b>	<b>82</b>	<b>90</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-08**  
**Marketing/Advertising & Promotion Services for the Leon County Division of Tourism**  
**Phase II - Presentations**

Respondent's Name: **The Zimmerman Agency**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	25	25	24	20	22	15
2. Differentiators	20	20	19	14	16	15
3. Consumer Outcomes	15	14	14	10	12	5
4. Brand Positioning Platform and Creative Expression	15	15	14	13	13	15
5. The "IT" Factor	10	10	8	10	7	5
6. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
7. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>89</b>	<b>84</b>	<b>72</b>	<b>75</b>	<b>60</b>

Price Points - Monthly Not-to-Exceed						
Vendor	Blended Hourly Rate	Lowest Average Monthly Rate	Vendor Monthly Rate/Lowest Monthly Rate		Maximum Possible Price Points	Total Monthly Rate Points
Alcom	\$ 228.00	\$ 127.00	\$ 0.56	X	5	2.79
Aqua	\$ 155.00	\$ 127.00	\$ 0.82	X	5	4.10
BCF	\$ 160.00	\$ 127.00	\$ 0.79	X	5	3.97
BowStern	\$ 127.00	\$ 127.00	\$ 1.00	X	5	5.00
Zimmerman	\$ 135.00	\$ 127.00	\$ 0.94	X	5	4.70

MWBE Utilization Points	
Vendor	Points Awarded
Alcom	0
Aqua	10
BCF	0
BowStern	0
Zimmerman	0

Local Preference Points			
Vendor	Home Office in Leon, Gadsden, Wakulla or Jefferson	Local Business in Market Area (not home office)	Points Awarded
Alcom	Yes	No	5
Aqua	NA	NA	0
BCF	NA	NA	0
BowStern	Yes	No	5
Zimmerman	Yes	No	5

**Legend:**

Home office - 5 points

Local Business (not home office) - 3 points

Not Local - 0 points

**Final Summary Scoresheet and Ranking**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**

	Phase 1 Raw Score	Phase 1 Average Score	Phase 2 Raw Score	Phase 2 Average Score	Total Raw Score	Total Average Score
Aqua Marketing & Communications	394	78.8	340	68	734	146.8
BowStern, LLC	331	66.2	330	66	661	132.2
Zimmerman Agency	355	71	376	75.2	731	146.2

**Summary Scoresheet and Ranking**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase I**

	<i>Evaluator (MC) Score</i>	<i>Evaluator (MC) Rank</i>	<i>Evaluator (AH) Score</i>	<i>Evaluator (AH) Rank</i>	<i>Evaluator (KM) Score</i>	<i>Evaluator (KM) Rank</i>	<i>Evaluator (KP) Score</i>	<i>Evaluator (KP) Rank</i>	<i>Evaluator (BS) Score</i>	<i>Evaluator (BS) Rank</i>	<b>Raw Score</b>	<b>Average Rank</b>
Aqua Marketing & Communications	72	2	82	1	75	1.5	89	1	76	2	<b>394</b>	<b>1.5</b>
BowStern, LLC	60	3	74	3	56	3	63	2	78	1	<b>331</b>	<b>2.4</b>
Zimmerman Agency	78	1	81	2	75	1.5	61	3	60	3	<b>355</b>	<b>2.1</b>

Vendor Ranking:

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **Aqua Marketing & Communications**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	35	24	31	22	34	25
2. Pertinent Experience	25	19	23	25	25	25
3. Technical Approach	15	13	12	12	14	10
4. Agency Cost	10	6.05	6.05	6.05	6.05	6.05
5. Minority and Women Business Enterprise Participation	10	10	10	10	10	10
6. Local Preference	5	0	0	0	0	0
<b>Total Score</b>	<b>100</b>	<b>72.05</b>	<b>82.05</b>	<b>75.05</b>	<b>89.05</b>	<b>76.05</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **Bowstern, LLC**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	35	21	32	17	25	30
2. Pertinent Experience	25	15	18	14	15	20
3. Technical Approach	15	11	11	12	10	15
4. Agency Cost	10	8.08	8.08	8.08	8.08	8.08
5. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
6. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>60.08</b>	<b>74.08</b>	<b>56.08</b>	<b>63.08</b>	<b>78.08</b>



**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase I**

Respondent's Name: **The Zimmerman Agency**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	35	29	30	28	20	20
2. Pertinent Experience	25	22	23	25	18	15
3. Technical Approach	15	12	13	7	8	10
4. Agency Cost	10	10.00	10.00	10.00	10.00	10.00
5. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
6. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>78.00</b>	<b>81.00</b>	<b>75.00</b>	<b>61.00</b>	<b>60.00</b>

**Summary Scoresheet and Ranking**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase II - Presentations**

	<i>Evaluator (MC) Score</i>	<i>Evaluator (AH) Score</i>	<i>Evaluator (KM) Score</i>	<i>Evaluator (KP) Score</i>	<i>Evaluator (BS) Score</i>	<i>Raw Score</i>
Aqua Marketing & Communications	75	78	44	83	60	<b>340</b>
BowStern, LLC	67	69	66	60	68	<b>330</b>
Zimmerman Agency	83	80	81	62	70	<b>376</b>

Vendor Ranking:

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase II Presentations**

Respondent's Name: **Aqua Marketing & Communications**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	25	18	21	12	23	20
2. Differentiators	20	17	16	8	17	10
3. Consumer Outcomes	15	11	14	3	14	10
4. Brand Positioning Platform and Creative Expression	15	11.00	12.00	5.00	11.00	5.00
5. The "IT" Factor	10	8.00	5.00	6.00	8.00	5.00
6. Minority and Women Business Enterprise Participation	10	10	10	10	10	10
7. Local Preference	5	0	0	0	0	0
<b>Total Score</b>	<b>100</b>	<b>75.00</b>	<b>78.00</b>	<b>44.00</b>	<b>83.00</b>	<b>60.00</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase II Presentations**

Respondent's Name: **Bowstern, LLC**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	25	17	18	18	15	18
2. Differentiators	20	16	15	13	12	15
3. Consumer Outcomes	15	10	12	12	10	10
4. Brand Positioning Platform and Creative Expression	15	11.00	9.00	8.00	9.00	10.00
5. The "IT" Factor	10	8.00	10.00	10.00	9.00	10.00
6. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
7. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>67.00</b>	<b>69.00</b>	<b>66.00</b>	<b>60.00</b>	<b>68.00</b>

**EVALUATION CRITERIA SCORESHEET**  
**RFP BC-04-11-19-07**  
**Public Relations Services for the Leon County Division of Tourism**  
**Phase II Presentations**

Respondent's Name: **The Zimmerman Agency**

	Maximum Raw Score Possible	Evaluator (MC) Score	Evaluator (AH) Score	Evaluator (KM) Score	Evaluator (KP) Score	Evaluator (BS) Score
1. Creative and Strategic Approach	25	22	24	25	18	25
2. Differentiators	20	19	18	16	15	15
3. Consumer Outcomes	15	13	12	10	10	8
4. Brand Positioning Platform and Creative Expression	15	14.00	13.00	15.00	10.00	10.00
5. The "IT" Factor	10	10.00	8.00	10.00	4.00	7.00
6. Minority and Women Business Enterprise Participation	10	0	0	0	0	0
7. Local Preference	5	5	5	5	5	5
<b>Total Score</b>	<b>100</b>	<b>83.00</b>	<b>80.00</b>	<b>81.00</b>	<b>62.00</b>	<b>70.00</b>

Price Points - Monthly Retainer						
Vendor	Monthly Retainer	Lowest Monthly Retainer	Vendor Monthly Retainer/ Lowest Monthly Retainer		Maximum Possible Price Points	Total Price Points
Aqua	\$ 15,500.00	\$ 9,375.00	\$ 0.60	X	10	6.05
BowStern	\$ 11,600.00	\$ 9,375.00	\$ 0.81	X	10	8.08
Zimmerman	\$ 9,375.00	\$ 9,375.00	\$ 1.00	X	10	10.00

MWBE Utilization Points	
Vendor	Points Awarded
Aqua	10
BowStern	0
Zimmerman	0

Local Preference Points			
Vendor	Home Office in Leon, Gadsden, Wakulla or Jefferson	Local Business in Market Area (not home office)	Points Awarded
Aqua	NA	NA	0
BowStern	Yes	No	5
Zimmerman	Yes	No	5

**Legend:**

Home office - 5 points

Local Business (not home office) - 3 points

Not Local - 0 points

COCA update for the July 18 TDC meeting from Amanda Thompson, COCA's Interim Executive Director.

Thank you for sharing this update with the TDC in my absence.

We are very excited to welcome Kathleen Spehar, our new Executive Director. She comes to COCA after serving as the Director of The O'Shaughnessy, the performing arts center at St. Catherine University in St. Paul, Minnesota. She brings to the position extensive leadership experience in arts non-profits and a strong background in arts education and advocacy. She is returning to Tallahassee after serving as a visiting assistant professor from 2010-2011 at the College of Visual Arts, Dance and Theatre at Florida State University and we're excited to have her back. She and I have already begun the onboarding process remotely but her first official full day in the COCA office will be August 12. Feel free to stop by and say hello. There will be other opportunities to meet her as we're also working on a public welcome party which will mostly likely be scheduled towards the end of August.

As excited as we are to welcome Kathleen to COCA's team, we're sad to say goodbye to another team member. Dr. Kevin Carr, COCA's Grants & Strategic Partnerships Manager, is headed to the University of Texas at Arlington as a full-time Clinical Assistant Professor, and we're so happy for him! He leaves very big shoes to fill but my COCA colleague Erica Thaler and I are up for the task. We will manage the grant programs in his stead and will be your point of contact for any correspondence that you may have directed to Kevin. Erica and I have both worked on the grant programs in the past and we're ready to roll up our sleeves to do it again. Once Kathleen is on-board, we'll be able to think about next steps for finding a great new person for the position. Until then, we're here, as always, to serve and support the cultural community and our partners.

The Cultural Grant Program is well underway. Consultations and technical reviews have been completed and the grant panelists, secured and trained. The grant application deadline was July 8 and the public panel meeting is scheduled for Aug. 23. The COCA Board of Directors will review and approve grants in Sept. and forward the recommendations to the TDC to review and approve during the Nov. meeting.

The guidelines for the Cultural Facilities Matching Grant Program have been released. The application deadline is September 2. Panelists will be trained and will review and score applications before the public panel review meeting on October 11. The COCA Board of Directors will review and approve grants in late October and forward the recommendations to the TDC to review and approve during the Nov. meeting. The Leon County Board of County Commissioners will then review and approve grants during their December meeting. This grant program was designed to last five years. The final two years have been rolled into one and this will be the last cycle of this grant program. The allocated ¼ penny of TDT funds which has been distributed through this program will be reallocated for the Division of Tourism/Visit Tallahassee's Signature, Special, and Sports Grant programs.

We expect the guidelines for the Cultural Tourism Marketing Grant Program to be released on July 26. We're still finalizing the timeline, but we anticipate the application deadline will be late August with a panel meeting in mid-October. The COCA board will review and approve grants in late October for TDC review and approval during the Nov. meeting.

The current contract between Visit Tallahassee and COCA is set to expire on Sept. 30, 2019. We've discussed extending that contract one year to Sept. 30, 2020.