



LEON COUNTY

Tourist Development Council

Wednesday, July 12, 2017, 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**
 - Welcome & Introduction
- II. Introductory Remarks by Executive Director – **Kerri Post**
- III. Request for Additional Agenda Items – **Bo Schmitz**
- IV. Public Comment
- V. Items for Consent Approval – **Bo Schmitz**
 - May 4, 2017 and June 22, 2017 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: April 2017/May 2017; Year-to-Date Tax Collections
 - Advertising/PR Activity Report/Digital Activity and Research Reports
 - Staff Reports
- VI. General Business – **Bo Schmitz**
 - Zimmerman Agency FY 2018 Advertising and PR Presentation
 - Research Presentation – 2nd Quarter Visitors Report
 - Blueprint Intergovernmental Agency Presentation - Projects Update
 - Nominations for Grant Review Committees:
 - TDC Grant Review Committee – (3)
 - COCA and CRA Grants Review Committee – (1 ea.)
 - COCA Updates
- VII. Executive Director’s Report – **Kerri Post**
- VIII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting:

Thursday, September 7, 2017
County Commission Chambers
Leon County Courthouse, Fifth Floor

Leon County Tourist Development Council

Minutes of May 4, 2017 Meeting

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Russell Daws, Michelle Personette, Leigh Davis, Dr. Audra Pittman, Satish “Sam” Patel, Commissioner Bryan Desloge, Commissioner Nancy Miller, John Kelly

TDC Members Absent: Commissioner Scott Maddox, Matt Thompson

Tourism Development Staff Present: Kerri Post, Chris Holley, Aundra Bryant, Brian Hickey, Joe Piotrowski, Andi Ratliff, Janet Roach, Gary Stogner, Amanda Heidecker, Lauren Pace

Guests Present: Dr. Phillip Downs-Downs & St. Germain Research, Dr. Joseph St. Germain-Downs & St. Germain Research, Juliana Smith-Zimmerman Agency, Amanda Lewis-Zimmerman Agency, Cristina Llewellyn-Zimmerman Agency, Mallory Hartline-Zimmerman Agency, Curtis Zimmerman-Zimmerman Agency, Wayne Tedder-City of Tallahassee, Scott McIntyre-North American Properties, Bernice Cox-Word of South, M’Lisa Ingram-City of Tallahassee, Commissioner Bill Proctor-Leon County Commission, Olivia Smith-Leon County Community Media Relations, Tim McCraw-City of Tallahassee Community Redevelopment Agency, Chris Heacox – FSU Opening Nights, Lori Elliott – FSU Opening Nights, Jonathan LaBarre-Doubletree Hotel, Katie Gardocki-Doubletree Hotel

I. Call to Order

Meeting was called to order at 9:08 A.M. by Chairman Bo Schmitz.

II. Introductory Remarks

Kerri Post gave a special presentation recognizing to Vi Cupp who retired from Visit Tallahassee in March after fifteen years of outstanding service at the Visitor Information Center.

III. Request for Additional Agenda Items

There were no additional agenda items to be added to the meeting.

IV. Items for Consent Approval

Russell Daws moved for approval and it was seconded by Commissioner Bryan Desloge.

V. General Business

FY2018 Budget & Sales Plan Presentations - Kerri Post began by recognizing and thanking Chris Holley and Office of Management and Budget (OMB) for all of their work in preparing the budget. She stated that the estimated revenue for FY2018 is projected at \$5.2 million or about a 3% increase over FY2017. Russell Daws inquired as to whether the contract with Airbnb had been resolved. Kerri Post reported that collections are expected to begin in July.

The tourism fund balance is robust, approaching \$2million. Kerri Post recommended allocating \$175,000 out of fund balance for additional advertising initiatives focused on the Atlanta and Tampa markets. An additional recommendation was made to earmark

\$250,000 from fund balance in a contingency account for any communication/marketing response that may be needed to mitigate events such as a hurricane or the zika virus. Commissioner Desloge inquired as to existing policies regarding a maximum fund balance and if it would require that the TDC be notified. Chris Holley stated that to his knowledge no trigger point exists to notify the TDC. Commissioner Desloge suggested the TDC keep a close eye on the fund balance so that it does not become a target for other community projects.

There is a \$50,000 increase for the new Emerging Signature Events grant program, as recommended by the Board of County Commissioners. The Leon County Welcome Center building will be paid off by the end of the current fiscal year, and as a reminder, the anticipated annual savings was redirected in FY2016 to increase the Signature Event Grant program funding to its current level. Staff is also recommending office furniture be purchased during the FY2018 fiscal year to replace the existing office furniture in the building purchased in 1990's. There will be an estimated increase of \$92,000 to COCA as TDT collections continue to trend upward.

Russell Daws moved approval of the budget and it was seconded by Commissioner Nancy Miller. Commissioner Desloge also motioned to come back at a later date to discuss what the maximum policy for the fund balance and secondly if a policy could be developed to notify the TDC to take action when balances were approaching the maximum. It was seconded by Commissioner Miller. The motion was unanimously approved.

Following the approval of the proposed FY18 Tourism Development budget, Michelle Personette requested to move the agenda item up on Bloxham/Firestone Redevelopment update for review at this time. The TDC agreed with no objections and Kerri Post clarified the informational item is a status report and it does not have an effect on the TDC budget. Staff has also prepared a status report item to go before the Board of County Commissioners at the May 9, 2017, County Commission meeting.

CRA Update - Firestone & Bloxham Properties – Kerri Post provided a brief history and background on the Bloxham/Firestone Redevelopment and the CRA's proposed use of the TDT funds formerly designed for the Performing Arts Center. In 2004 Leon County levied an additional one-cent TDT to be dedicated exclusively for a Performing Arts Center. In 2014, enhancements to the Amphitheater at Cascades Park were made utilizing some of the TDT funds with the CRA, after it was confirmed the Performing Arts Center would not come to fruition. Through Interlocal Agreements between the City of Tallahassee and Leon County, approximately \$5 million in TDT collections would be used for additional arts, heritage and cultural purposes. Considering the funds were required to be used within the Frenchtown and Downtown districts, it was determined that the CRA would determine the recommendations for the use of the funds. Numerous project proposals were solicited and received through community input meetings throughout 2015.

Further, an agenda item is being prepared for the May 25th CRA meeting to present additional options for the use of the TDT funds. Any recommendation made at the CRA meeting would come back before the TDC for review; however it would be up to the Leon County and City Commissions to approve the final use of the funds.

Commissioner Miller highlighted the timeline in which each local government body meets and the need to provide North American Properties direction. Audra Pittman inquired into who will own the Amphitheater support space. Shawn McIntyre, a principal

at North American Properties, came to the podium to answer questions and provide an overview of the Firestone/Bloxham Project.

Mr. McIntyre explained that the project would comprise of two blocks directly Northwest of the Amphitheater at Cascades Park. He then provided specs for the space to potentially support activities at the Amphitheater listed as A, B, and C. Support space is required for events to function properly at the park. There could be approximately 315 apartments for rent at market rate and not student housing. Current plans propose to include three restaurants, a public plaza, a 125 room hotel, a 10,000 square foot wellness center and 27,000 square feet of office space. The project is anticipated to begin the spring of 2018 and conclude in fall 2020.

Michelle Personette inquired about the approximate cost per square foot. Mr. McIntyre stated that the square footage cost is around \$200.00 per square foot. The total cost for A, B and C would be around \$2.5 million. Bo Schmitz inquired if the County has lost large acts because our amphitheater was not big enough or nice enough to draw these entertainers. Russell Daws shared a concern regarding the limited seating capacity. Kerri Post stated the County's contracted concert promoter, Scott Carswell Presents, does an analysis for each proposed act to determine if the musical act is popular enough to fill the seats or if the venue is not large enough for the musical act. Discussion ensued and Kerri Post reported the information shared today was for a status update only and no action was sought. Tourism staff will continue to work with CRA staff on the project and will keep TDC members updated on the progress.

Michelle Personette suggested that TDC members consider a holding a special meeting in June to receive an update on the proposed ownership structure, operation and management of the Amphitheater support space. Russell Daws emphasized the TDC needs to make a point expressing a strong desire to move forward with this project and the largest proposed Amphitheater support space (options A, B and C) presents the greatest opportunity for tourism development. Commissioner Desloge made a motion to let it be known the TDC supports the A, B and C options for Amphitheater support space. It was seconded by Russell Daws. The motion was unanimously approved.

Sales/Marketing Plans Presentations - Kerri Post began by recognizing and thanking the staff for all of their work in preparing their sales/marketing plans. Tourism Staff presented their respective plans with target goals for room nights and highlights of their programs for the upcoming fiscal year.

FSU Opening Nights – Lori Elliott gave a presentation on behalf of Chris Heacox, FSU Opening Nights which gave highlights from this past year's performances. Ms. Elliott requested more spotlight editorials on the performing artists to help increase patrons from outside of Tallahassee. Kerri Post thanked FSU Opening Nights for bringing top-notch talent to the community and confirmed staff's commitment to increase the visibility of Opening Nights performances.

Red Hills International Horse Trials Economic Impact Study – Dr. Phillip Downs gave a presentation on the data from this year's signature event. For the 2017 event, there were 8,120 out of county visitors, 5,980 room nights and total economic impact of \$4,044,200 all significant increases over 2016.

Visitor Guide Study – Dr. Joseph St. Germain presented insights on the effectiveness and strategic opportunities for enhancing the Visitors Guide. Both consumers who

requested the visitor's guide in advance and those who use the guide once they arrive in Tallahassee were polled for the study.

Commissioner Bill Proctor voiced his concerns about price gauging by the hotels during the FSU, FAMU and TCC graduation weekend. Commissioner Proctor requested the TDC to consider forming an ad hoc committee to look at ways that can help students' family members who come to commencement and sports events. Commissioner Desloge stated that he understands the concerns but the government cannot dictate the market prices for hotels. He challenged the TDC members to brainstorm and come back with some ideas for the next meeting in July.

COCA Updates – A Mid-year COCA Report was included in the TDC notebook.

VI. Executive Director's Report

Grants Cycle – The TDC grant cycle is now open and there is a joint grant workshop today with COCA, TDC, CRA, and Tallahassee Downtown Improvement Authority representatives to help ensure the community is aware of all grant programs available and review the processes and expectations for applicants. The TDC will also have Grant Workshops on May 10th and June 14th.

Apalachee Regional Park Master Plan – Kerri Post reported the ARP Master Plan is large and complex but progressing well. Leigh Davis shared additional information on the elements of the master plan.

Cross Country Updates – December 2017, ARP will host a Junior Olympic competition with over 3,000 athletes and an anticipated 7,000+ visitors. Additionally, Amanda announced that Tallahassee will host 20 major events, four being National Championships, in the next five years. These events are anticipated to bring more than 30,000 athletes, more than 65,000 visitors and over \$24 million in direct spending to the destination.

Industry Meeting On Emergency Preparedness – Visit Tallahassee will host a meeting on June 5th for area tourism Hospitality leaders at The Edison from 3:00 – 4:30 PM to discuss emergency preparedness. Staff will present a "Group Me" app tool for increased communication with the industry during critical need times. The Florida Restaurant & Lodging Association is a co-sponsor of this event.

National Tourism Week – May 8th – 12th is National Tourism Week and the focus will be on educating locals on the value of tourism and encouraging visitors, residents and the industry to use the #ihearttally hashtag. KCCI is also helping to get the word out to both locals and visitors about using #ihearttally.

Blueprint Intergovernmental Agency - The Blueprint Intergovernmental Agency will be presenting project updates at the July TDC Meeting.

VII. Public Comment

None heard.

VIII. Additional Business: "For the Good of the Cause"

Chairman Bo Schmitz shared with the TDC that on June 8th Four Points by Sheraton Downtown will be celebrating their 5th anniversary.

Russell Daws announced the Zimmerman Agency is celebrating their 30th year in business. He also shared the Tallahassee Museum was thrilled to recently host the 24 Hour Extreme Adventure Race.

Commissioner Miller informed the TDC that Commissioner Gil Ziffer was very interested in painting a #ihearttally mural at the entrance of Kleman's Plaza Parking Garage. Sherman-Williams has agreed to donate all of the paint for the project.

Adjournment: 11:23 a.m.

Attest: Chairman Bo Schmitz

Attest: Aundra Bryant

Leon County Tourist Development Council

Minutes of June 22, 2017 Special Meeting

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Russell Daws, Michelle Personette, Leigh Davis, Dr. Audra Pittman, Satish “Sam” Patel, Commissioner Nancy Miller, Matt Thompson, John Kelly

TDC Members Absent: Commissioner Scott Maddox, Commissioner Bryan Desloge

Tourism Development Staff Present: Kerri Post, Chris Holley, Aundra Bryant, Brian Hickey, Janet Roach, Gary Stogner, Amanda Heidecker, Lauren Pace

Guests Present: Jeffrey Mandel – Amateur Theater groups, Evangeline Kubec – Polyphonic Bonsai Productions, Ryan Sheplak – KCCI, Jared Willis – KCCI, Allen Thompson – Tallahassee Downtown Authority, Amanda Lewis – Zimmerman Agency, Roxanne Manning – Tallahassee Community Redevelopment Agency, Rachel Powell Anglin – Downs & St. Germain Research,

I. Call to Order

Meeting was called to order at 9:09 A.M. by Chairman Bo Schmitz.

II. Introductory Remarks

Kerri Post recognized Bo Schmitz and his staff at Four Points by Sheraton on celebrating their 5th anniversary. She also recognized Commissioner Bryan Desloge’s open letter to House Speaker Corcoran in the Tallahassee Democrat.

III. Request for Additional Agenda Items

There were no additional agenda items to be added to the meeting.

IV. Public Comment

Jeffrey Mandel voiced his concern about the lack of rehearsal space for theater groups. Mr. Mandel is requesting that a special room or rooms in Amphitheater support space in the new Bloxham/Firestone Redevelopment be designated for groups to rehearse in six-week time blocks at no cost for arts organizations. Evangeline Kubec also made a request to the TDC to set aside special space for groups to use to ease the financial burden of putting on a production. Mr. Mandel further clarified that it does not matter if the room is at Cascade Park or at another building in the community.

V. General Business

Bloxham/Firestone Redevelopment Update: Kerri Post highlighted the memo covering the recent actions taken by the CRA to approve the Amphitheater support space. Discussion by the TDC members centered on the City of Tallahassee’s list of potential uses for the community room that the Division of Parks, Recreation and Neighborhood Affairs would operate. Dr. Audra Pittman recommended the TDC support the designation of a room for theater groups to use in the Amphitheater support space at Cascade Park before construction begins. Discussion ensued regarding the TDC’s purview on the management decisions for the space. Michelle Personette offered a motion that the TDC recommends adding “consider rehearsal space” as another item to the City’s bulleted list of potential uses for the space. Commissioner Miller seconded. The motion was unanimously approved.

CRA Allocation Process for Remaining TDT Performing Arts Funds: Roxanne Manning gave a presentation covering the allocation process as well as a timeline for the remainder of the project. Sam Patel requested that a focus be placed on projects that have the highest potential to bring in the most visitors. Commissioner Miller recommended that Russell Daws be appointed to the Arts & Cultural Review Committee to represent the TDC because of his experience and dedication. Michelle Personette seconded the nomination. Russell responded by stating that he would be honored to serve on the committee and to help guide the group within the parameters that have been established. The motion was unanimously approved. Michelle Personette inquired as to the possibility to add a sustainability plan for consideration in the review process. Roxanne explained that she would clarify the language in the criteria to emphasize the importance of a plan for sustained operations.

KCCI #iHeartTally Initiative Update – KCCI Catalysts, Ryan Sheplak and Jared Willis, made a presentation on the 2017 KCCI project. The proposal is to create a ten foot sculpture of the #iHeartTally logo on the South Adams Street Corridor, and also create a smaller mobile version to display at events throughout the community, along with limited marketing funds to project the project. Ryan stated that the total cost of the project is approximately \$149,000. Timing for completion of the project is estimated at four months once the funding is in place. KCCI's plan is to secure matching funding from both the City and Leon County/TDC and raise the remainder of funds from private businesses. KCCI is requesting \$35,000 from the County/TDC to support the project.

Visit Tallahassee would own and manage the smaller mobile unit and the City of Tallahassee is anticipated to cover the maintenance and liability of the larger sculpture. Ryan clarified that the KCCI team has been working with Daniel Finley from the City of Tallahassee on the maintenance estimates for the large sculpture. Commissioner Miller confirmed the City would be responsible for the maintenance. Matt Thompson explained that the hash tag movement is becoming out-dated as time goes on and there should be consideration to remove the hash tag “#” in the future. Jared Willis reiterated that the hash tag is the current Visit Tallahassee brand but it can be removed in the future if needed.

Kerri Post reported that \$40,000 had been allocated for marketing support for new Jet Blue air service to TLH and it has been confirmed the new air service will not take place in the current fiscal year. It was noted that should the TDC approve KCCI's request, the Jet Blue funds could be redirected to support the \$35,000 project proposal from KCCI. Bo Schmitz made a motion to fund the project at \$35,000 and was seconded by Russell Daws. The motion was unanimously approved.

VI. Executive Director's Report

Next TDC Meeting – The next regularly scheduled TDC Meeting is scheduled for Wednesday, July 12th.

FY 2018 Board of County Commissioners Budget Workshop – The FY 2018 Budget workshop was held on June 20th. The Board of County Commissioners (BOCC) is anticipating a \$7.2 million loss in revenue for FY19 due to the proposed Homestead Exemption which has significantly impacted all of the anticipated capital improvement projects planned for the County. Kerri Post reported that due to TDC's current fund balance, \$1 million dollars was earmarked in the budget specifically for the Cross Country Course structural enhancements in the Apalachee Regional Park (ARP) Master Plan, specifically supporting the necessary requirements for hosting the NCAA

Championships. The BOCC is expected to receive a full presentation on the ARP Master Plan over the next several months.

Desoto Historic Site/"First America's Christmas" – The BOCC requested staff prepare an agenda item on the Desoto Historic Site/"America's First Christmas" recapping development efforts to date and providing ideas for site enhancements in the future.

VII. Additional Business: "For the Good of the Cause"

Matt Thompson shared an observation that it would be beneficial for the TDC to start planning a celebration for late May 2018 to honor FSU Baseball Coach Mike Martin's 2000 victory as a head coach, making him the winningest coach in NCAA history.

Adjournment: 10:32 a.m.

Attest: Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
April/May 2017

I. Marketing Communications

Development Activities:

- Hosted seven journalist and bloggers from *Tampa Bay Magazine*, *Daily Mom*, *Orlando Date Night*, *Tampa Bay Times*, *Die Woch* (“The Week”) and *Saarbrücker Zeitung*
- Hosted eight VISIT FLORIDA Welcome Center staff for a research tour of area attractions and businesses
- Developed the Marketing Communications 2017-18 Sales Plan
- Provided information and coordinated interviews with Choose Tallahassee members and Kerri Post for a story about the area in a future issue of *Where To Retire*
- Wrote and distributed press releases about upcoming cross country meets secured for Apalachee Regional Park (ARP), the 2017-18 grants cycle opening and ticket availability for the Avett Brothers concert
- Solicited input from the 2017 T.O.U.R. Guide Program Day participants
- Development and implemented a social contest highlighting Tallahassee trivia as part of National Travel & Tourism Week; additionally coordinated interviews with WCTV, AM Break with Ann & Audra and Prescott Scott to discuss the important of and economic impact tourism has on Leon County
- Coordinated interviews for Kerri Post with WCTV regarding Tallahassee being selected for the 2021 NCAA Cross Country National Championship, sightseeing tour options in Tallahassee and the AirBnB agreement
- Updated the Grant Recipient Marketing Tool Kit and funding assistance page(s) on VisitTallahassee.com
- Attended and presented at the Grants Workshop on June 14
- Participated in internal planning meetings
- Toured Old Willis Dairy and gathered information for the website and the Meeting Planner Guide
- Met with Lori Elliott from Opening Nights to discuss marketing opportunities and future partnership opportunities
- Coordinated planning meeting with Rowland Publishing to discuss 2018 visitor guide
- Reviewed plans and provided assistance/input for the #iHeartTally project in three meetings with the 2017 KCCI Catalyst group
- Edited social media content ensuring relevant and engaging posts
- Discussed content needs for further developing the outdoors section of VisitTallahassee.com with local birding/outdoor expert Andy Wraithmell

- Provided administrative support to Choose Tallahassee Executive Committee and Action Team
- Discussed event logistics and partnership opportunities for the upcoming French Country Flea Market with Lisa Ard
- Attended Travel Blogger Exchange (TBEX) in Huntsville, AL May 4 - 6
- Attended the Public Relations Society of America (PRSA) Travel & Tourism Conference in Palm Springs, CA May 21-24
- Reviewed and edited content for Trailahassee.com 2.0 project

Performance Measures:

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

II. Meetings & Conventions/Customer Service

Development Activities:

- Attended and networked at VISIT FLORIDA's Very Important Planner event, April 20 to promote Leon County and its hotels and meeting venues to 50 Atlanta based meeting planners.
- Exhibited at Capital Events Trade show attended by over 85 meeting planner on May 16 with booth share partner, Four Points by Sheraton Tallahassee Downtown.
- Served on the Society of Government Meeting Professionals (SGMP) National Nominations & Elections Committee.
- Collaborated with Marketing/Communications Department to provide content and photographs for the Florida Society of Association Executives (FSAE) advertisement in Source Magazine, email blast and the updated listing in the Resource Directory.
- Finalized budget and sales plan for Fiscal Year 2017-2018.
- Continuing to serve on the Florida Society of Association Executives (FSAE) Grant and Auction Committees for 2017.
- Gathered hotel rates for Visit Tallahassee Memorial Day Weekend and Avett Brothers Concert promotion.
- Participated in the Old Spanish Trail Walking Tour.
- Networked and attended Meeting Professionals International (MPI) North Florida Monthly Education on May 9 attended by 40 Jacksonville area corporate and association meeting professionals.
- Attended the Florida Society of Association Executives (FSAE) Power Luncheon attended by nearly 150 area industry professionals and meeting professionals.

Performance Measures:

- Currently working eight tentative groups with 1,304 visitors, 1,529 room nights and an estimated \$1,118,898 in direct spending.
- Booked four groups with 5,215 visitors, 4,503 room nights and an estimated \$63,785 in direct spending.

Events Hosted (Anticipated numbers):

- Florida Department of Economic Opportunity (April 10-11, 2017) with 15 visitors, 30 room nights and an estimated \$8,651 in direct spending.
- 2017 Florida History Day State Competition (May 7-8, 2017) with 2,200 visitors, 1,200 room nights and an estimated \$1,084,736 in direct spending.
- American Public Works Association-Florida Chapter Public Works Expo (May 7-13, 2017) with 200 visitors, 550 room nights and an estimated \$248,651 in direct spending.
- 2017 International Indigenous Nursing Research Summit (May 18-19, 2017) with 100 visitors, 80 room nights and an estimated \$36,829 in direct spending.
- 2017 Old Spanish Trail Auto Highway Planning Conference (May 18-21, 2017) with 100 visitors, 60 room nights and an estimated \$61,896 in direct spending.
- 2017 Florida African American Heritage Preservation Conference (May 19-23, 2017) with 80 visitors, 135 room nights and an estimated \$43,809 in direct spending.

III. Leisure Sales

Development Activities:

- Conducted site visit at The Old Willis Dairy for...?
- Completed annual Leisure Sales Plan for upcoming fiscal year.
- Discussed potential grant funding and securing group bookings for the 2017 Brewtallaty race with members of the Tallahassee Mountain Bike Association.
- Participated in iDSS Cyclone overview webinar.
- Assisted the Ochlockonee River Kennel Club with a post event report for the annual North Florida Classic Cluster dog show.
- Registered for three upcoming summer events
 - iDSS Tourism Academy (June 19th – June 23rd)
 - South Central Motorcoach Association Annual Regional Meeting (July 30th – August 3rd)
 - CONNECT Marketplace (August 20th – August 24th)
- Continued building relationship with the organizers of the Havana Hills Ride and assisted them with identifying two other events to combine with their ride to make a multiple day ride and festival. Also helped the organizers complete their grant application form.
- Joined other members of the Tourism Department for a monthly meeting of the sales and marketing teams to discuss best practices and coordinate assistance needed among market segments.

- Attended a fundraising meeting of the Big Bend Scenic Byways at the Tallahassee Museum.
- Worked with other members of staff to put on the first of three grant workshops for grant applicants.
- Participated in the history walk as part of the Old Spanish Trail Historical Society meeting here during their 100th Anniversary Celebration and Conference..
- Developed and distributed an email to prospects regarding the current grant cycle and application information.
- Represented the Division at the Greenway Days at JR Alford Greenway and distributed visitor guides and other information.
- Attended Tallahassee Sports Council meeting.
- Assisting the Sports Department in the completion of grants, post event reports, and cross country preparation.

Performance Measures:

- Sent one lead with 20 visitors, 10 room nights and an estimated \$4,640 in direct spending.
- Currently working two tentative groups with 7,000 visitors, 14,500 room nights and an estimated \$2,436,000 in direct spending.

Events Hosted (Anticipated numbers):

- Emerald Coast Golf Tour 2017 with 150 visitors, 50 room nights and an estimated \$34,800 in direct spending? Economic Impact
- Step to The Future Tour 2017 with 88 visitors, 34 room nights and an estimated \$20,208 in direct spending.
- Connecting the Dots “Mainroads and Crossroads” Annual Florida Heritage Tour 2017 with 200 visitors, 50 room nights and an estimated \$46,600 in direct spending.
- LeMoyne Chain of Parks Art Festival 2017 with 550 visitors, 630 room nights and an estimated direct spending of \$193,488

IV. Visitor Services

Development Activities April & May

- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Ordered promotional items for departments.
- Assembled and delivered welcome baskets for visiting journalists, contest winners and entertainers (Avett Brothers).
- Assemble auction item for Florida Association of Destination Marketing Organizations (FADMO).
- Assisted with research tour for visiting VISIT FLORIDA welcome center staff.
- Assisted in local distribution of promotional flyers for Avett Brothers Concert.
- Distributed bi-weekly update of What’s Happening in Tallahassee to partners.

- Assisted Marketing Department with content verification for Visitor Guide.
- Represented Leon County at the American Public Works Association Florida Chapter Expo hosted at the Donald L. Tucker Civic Center. Staffed booth at the expo, networked with local and state-wide vendors and conference attendees. Distributed Visitor Guides, area maps, #iHeartTally promotional items, and Public Works informational handouts.
- Represented Tourism Development at Leon County Greenway Day, assisted in distribution of Visitor Guides, area maps, and #iHeartTally promotional items.
- Work with Leon County HR to begin process of filling open Visitor Services Representative position.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- April: Provided services to 245 walk-in visitors (173 domestic and 72 international)
- May: Provided services to 222 walk-in visitors (185 domestic and 37 international)

Telephone Visitor Services

- April: Fulfilled 123 telephone inquiries
- May: Fulfilled 122 telephone inquiries

Visitor Gift Store Sales

- April: \$411.90 in total sales
- May: \$473.13 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: April - 8 | May - 5
- Inquiries from advertisements: April - 434 | May - 181
- Website requests for visitor guides: April - 138 | May - 95
- Provided to Visitor Center guests: April - 102 | May - 140
- Distributed to area partners: April - 120 | May - 315
- Distributed to regional welcome centers: April - 0 | May - 4,630
- Choose Tallahassee inquiries: April - 2 | May - 1

Group Services Requests:

- Distributed 1,922 visitor guides and other material to the following:
 - Atlantic Coast Conference Alumni Conference
 - Word of South
 - Ignite the Power Within Women and Girls Summit
 - Southeast Super Regional Youth Basketball Of America
 - Kearney Wedding
 - Maggie Coffey Tennis Tournament

- Meeting Professionals International Training and Summit
- Zone Fest
- Florida State University Center for Global Engagement
- 20th Annual Florida African Dance Festival
- Church of God in Unity
- Dennis Family Reunion
- Cottingham-High Wedding
- 2017 International Indigenous Nursing Research Summit
- Capital Alliance Group
- Florida African American Heritage Network 2017 Biennial Conference
- Bethel African Methodist Episcopal Healing America's Racial Divide Conference
- Tallahassee Police Department
- Tallahassee Memorial Healthcare New Physician Recruitment
- Mills Wedding
- Old Spanish Trail Association Conference
- Girl Scout World Centers Tour
- Florida A&M University/Florida State University College of Engineering
- Yant, Shuler & Johnson Family Reunion

VI. Sports Marketing

Development Activities:

- Met with the Jim Moran School of Entrepreneurship to discuss upcoming meetings and business idea competitions.
- Met with the Dean Minardi and Josh Lawhon to understand the success of the University of Michigan Rowing Team training on Lake Talquin.
- Met with Florida State Rowing Alumni Association that is developing plans for collegiate and international rowing team trainings on Lake Talquin.
- Participated in the Florida Sports Foundation "Sports in Florida Day" at the Capitol.
- Continued conversations for the Apalachee Regional Park Master Plan with Leigh Davis and Brad Tacket of Wood & Partners, Inc. including how the NCAA Division 1 Cross Country National Championship effects the timing of infrastructure improvements.
- Participated in the FSU Sports Management internship/job panel.
- Provided John Gladden new Tallahassee Sports Council member an introduction to the tourism industry for Leon County.
- Hosted the Tallahassee Sports Council meeting, presenting the Sports Sales Plan for input and discussion prior to the presentation to the Tourist Development Council.
- Attended and presented to the Leon County Tourist Development Council meeting.
- Began meeting monthly with the sales team to coordinate travel, marketing and database management for a seamless sales effort.

- Continue to plan the USATF Junior Olympics Cross Country National Championship with USA Track & Field (USATF) FL on a monthly basis. Securing support from the state association for volunteers, officials and marketing.
- Continue to plan the FSU Cross Country Invitational, opening up registration and marketing to hundreds of coaches, athletic directors and parents throughout the State of Florida.
- Attended the Florida Sports Foundation Annual Summit and participated in 30 presentations from event rights holders and governing bodies.

Performance Measures:

Leads Distributed (Anticipated numbers)

- Florida High School Athletic Association (FHSA) State Cross Country State Championship, (November 11, 2017) 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 6-7, 2017) with 1,000 room nights, 3,500 visitors and estimated direct spending \$860,000.

Events Hosted (Anticipated numbers):

- Comets Spring Shootout Youth Basketball, (April 8 – 9, 2017) with 70 room nights, 275 visitors and estimated direct spending \$106,192.
- Comets Take Charge – Breast Cancer Awareness- Youth Basketball, (April 21 - 22, 2017) with 45 room nights, 190 visitors and estimated direct spending \$73,369.
- Comets Capital Challenge- Youth Basketball, (May 12-13, 2017) with 32 room nights, 110 visitors and estimated direct spending \$42,476.
- Comets Summer Xplosion- Youth Basketball, (May 5-6, 2017) with 85 room nights, 315 visitors and estimated direct spending \$121,638.
- Big Shots Tallahassee- Youth Basketball, (April 1-2, 2017) with 400 visitors, 160 room nights and estimated direct spending \$122,681.
- Big Shots Capital City- Youth Basketball, (April 22-23, 2017) with 270 visitors, 160 room nights and estimated direct spending \$94,890.
- Tottenham Hotspur Florida State Invitational Soccer, (April 7-9, 2017) with 2,200 room nights, 4,300 visitors and estimated direct spending \$1,699,073.
- SportsAbility 2016, (April 6-8, 2017) with 175 room nights, 200 visitors and estimated direct spending \$77,230.
- YBOA Super-Regionals- Youth Basketball, (May 13-15, 2016) with 475 room nights, 1,000 visitors and estimated direct spending \$382,712.
- USTA Tallahassee Tennis Challenger, (April 22-29, 2017) with 300 visitors, 340 room nights and an estimated direct spending of \$1,029,626.

Tourist Development Council
Statement of Cash Flow
Period Ending April 30, 2017

3 3/4-Cents Collections		YTD	April	FY 2016/17	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 2,473,906.91	\$ 427,402.26	\$ 3,680,700	67%	(1,206,793)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	3,804.00	3,804.00	18,620			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	510.85	-	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	\$ 32,973.19	-	86,445		(20,945 misc revenue and 65,500 sport event sponsorship, registrations and grants)	
399900	Appropriated Fund Balance			491,300			
	Total Estimated Receipts			4,292,665			
		\$ 2,511,194.95	\$ 431,206.26				
Acct #	EXPENDITURES	YTD	April	FY 2016/17	FY 2016/17	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 117,792.85	\$ 15,317.48	\$ 243,542	\$ 217,691	54%	\$ 99,898
51210	Regular OPS Salaries & Wages	9,273.28	1,141.63	-	21,749	43%	12,476
52100	FICA	9,256.86	1,174.72	18,406	16,999	54%	7,742
52200	Retirement Contributions	18,623.60	2,464.54	35,403	34,778	54%	16,154
52210	Deferred Compensation	277.35	34.90	766	766	36%	489
52300	Life & Health Insurance	18,255.34	3,729.84	46,155	43,742	42%	25,487
52400	Workers Compensation	330.50	42.84	397	497	66%	167
53400	Other Contractual Services	55,426.65	-	115,500	115,500	48%	60,073
54000	Travel & Per Diem	2,752.66	924.09	7,500	7,500	37%	4,747
54101	Communications - Phone System	491.70	491.70	1,380	3,150	16%	2,658
54300	Utilities-160-950-591001-552	6,041.66	-	14,500	14,500	42%	8,458
54400	Rental & Leases	4,365.60	180.00	9,500	9,500	46%	5,134
54505	Vehicle Coverage	730.00	730.00	730	730	100%	-
54600	Repair & Maintenance	1,091.00	405.00	34,000	34,000	3%	32,909
54601	Vehicle Repair	1,023.36	473.68	520	522	196%	(501)
54900	Other Current Charges	1,428.47	-	1,971	1,971	72%	543
55100	Office Supplies	902.57	-	1,000	1,000	90%	97
55200	Operating Supplies	590.98	87.82	3,000	3,000	20%	2,409
55210	Fuel & Oil	132.49	-	460	460	29%	328
55400	Publications, Memberships	958.23	24.18	2,300	2,300	42%	1,342
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 408,500.56	\$ -	\$ 1,141,473	\$ 1,321,473	31%	\$ 912,972
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 279,064.60	\$ 36,873.88	\$ 488,689	\$ 488,689	57%	\$ 209,624
51210	Regular OPS Salaries & Wages	9,273.41	1,141.63	-	-	0%	(9,273)
52100	FICA	21,509.34	2,822.52	38,765	38,765	55%	17,256
52200	Retirement Contributions	20,538.33	2,754.64	35,252	35,252	58%	14,714
52210	Deferred Compensation	59.04	-	-	-		(59)
52300	Life & Health Insurance	22,661.09	3,491.64	64,766	64,766	35%	42,105
52400	Workers Compensation	1,179.68	155.47	1,367	1,367	86%	187
53400	Other Contractual Services	48,278.50	15,500.00	87,700	87,700	55%	39,422
54000	Travel & Per Diem	15,629.04	7,135.70	70,890	70,890	22%	55,261
54100	Communications Services	1,815.76	385.77	7,823	7,823	23%	6,007
54101	Communications - Phone system	-	-	1,015	1,015	0%	1,015
54200	Postage	2,716.80	182.50	48,000	48,000	6%	45,283
54400	Rental & Leases	1,422.48	146.85	3,347	3,347	43%	1,925
54700	Printing	1,516.06	252.25	5,400	5,400	28%	3,884
54800	Promotional Activities	4,282.24	197.40	29,500	59,500	7%	55,218
54860	TDC Direct Sales Promotions	23,006.11	6,325.00	59,667	59,667	39%	36,661
54861	TDC Community Relations	285.25	-	13,300	13,300	2%	13,015
54862	TDC Merchandise	1,086.73	1,086.73	4,000	4,000	27%	2,913
54900	Other Current Charges	250,772.64	-	285,000	350,500	72%	99,727
54948	Other Current Chrg - Amphitheater	50,000.00	-	100,000	100,000	50%	50,000
55100	Office Supplies	1,416.92	-	3,700	3,700	38%	2,283
55200	Operating Supplies	2,653.37	886.87	5,000	5,000	53%	2,347
52250	Uniforms	1,181.05	802.70	2,000	2,000	59%	819

Tourist Development Council
Statement of Cash Flow
Period Ending April 30, 2017

Acct # EXPENDITURES	YTD	April	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 12,926.28	\$ 100.00	\$ 17,363	\$ 17,363	74%	4,437
55401 Training	2,150.00	950.00	8,000	8,000	27%	5,850
58160 TDC Local T&E	1,228.85	-	1,500	1,500	82%	271
58320 Sponsorship & Contributions	4,748.98	-	16,100	16,100	29%	11,351
Special Events/Grants (304)						
58300 Grants & Aids	\$ 162,356.15	63,700.00	515,000	645,000	25%	482,644
Welcome Center CIP (086065)						
56200 Building	11,816.50	-	41,300	41,300	29%	29,484
Countywide Automation (470)						
54110 Com-net Communications	-	-	8,590	8,590	0%	8,590
54600 Repairs and Maintenance	-	-	2,875	2,875	0%	2,875
Risk Allocations (495)						
54500 Insurance	6,858.00	6,858.00	6,858	6,858	100%	-
Indirect Cost (499)						
54900 Indirect Cost Charges	-	-	236,000	236,000	0%	236,000
Line Item Funding - (888)						
58214 Cultural Facilities Grant Program	-	-	245,380	245,380	0%	245,380
58215 Local Arts Agency Program	313,278.38	-	981,520	981,520	32%	668,242
Transfers (950)						
591220 Transfer to Fund 220	79,855.43	22,815.83	136,895	136,895	58%	57,040
591220 Transfer to Fund 305	87,500.00	25,000.00	150,000	150,000	58%	62,500
Salary Contingency (990)						
59900 Other Non-operating Uses	-	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 2,101,312.72</u>	<u>\$ 226,787.80</u>	<u>\$ 5,454,065</u>	<u>\$ 5,852,890</u>		

1 1/4-Cents Collections						
Acct # REVENUES	YTD	April	FY 2016/17	FY 2016/17	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) ²	\$ 824,635.64	\$ 142,467.42	\$ 1,226,900	\$ 1,226,900	67%	402,264
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 824,635.64</u>	<u>142,467.42</u>	<u>\$ 1,226,900</u>	<u>\$ 1,226,900</u>		

Acct # EXPENDITURES	YTD	April	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,042,522</u>	<u>\$ 5,042,522</u>	0%	5,042,522

NOTES TO THE FINANCIAL STATEMENT
As of April 30, 2017

REVENUES

1- Revenue for the 3 3/4-cent collections \$427,402.
2 - Revenue for the 1 1/4 -cent collections \$142,467.

EXPENSES

No Transfers.

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Tourist Development Council
Statement of Cash Flow
Period Ending May 31, 2017

3 3/4-Cents Collections		YTD	May	FY 2016/17	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 2,853,392.04	\$ 379,485.13	\$ 3,680,700	78%	(827,308)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	8,166.81	4,362.81	18,620			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	2,235.11	1,724.26	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	\$ 32,973.19	-	86,445			
399900	Appropriated Fund Balance			491,300			
	Total Estimated Receipts			4,292,665			
		\$ 2,896,767.15	\$ 385,572.20				
Acct #	EXPENDITURES	YTD	May	FY 2016/17	FY 2016/17	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 133,110.33	\$ 15,317.48	\$ 243,542	\$ 217,691	61%	\$ 84,581
51210	Regular OPS Salaries & Wages	10,424.53	1,151.25	-	21,749	48%	11,324
52100	FICA	10,422.77	1,165.91	18,406	16,999	61%	6,576
52200	Retirement Contributions	21,088.87	2,465.27	35,403	34,778	61%	13,689
52210	Deferred Compensation	312.25	34.90	766	766	41%	454
52300	Life & Health Insurance	21,985.18	3,729.84	46,155	43,742	50%	21,757
52400	Workers Compensation	373.35	42.85	397	497	75%	124
53400	Other Contractual Services	72,093.31	16,666.66	115,500	115,500	62%	43,407
54000	Travel & Per Diem	2,752.66	-	7,500	7,500	37%	4,747
54101	Communications - Phone System	491.70	-	1,380	3,150	16%	2,658
54300	Utilities-160-950-591001-552	9,666.66	3,625.00	14,500	14,500	67%	4,833
54400	Rental & Leases	5,210.95	845.35	9,500	9,500	55%	4,289
54505	Vehicle Coverage	730.00	-	730	730	100%	-
54600	Repair & Maintenance	1,091.00	-	34,000	34,000	3%	32,909
54601	Vehicle Repair	1,023.36	-	520	522	196%	(501)
54900	Other Current Charges	1,428.47	-	1,971	1,971	72%	543
55100	Office Supplies	902.57	-	1,000	1,000	90%	97
55200	Operating Supplies	620.97	29.99	3,000	3,000	21%	2,379
55210	Fuel & Oil	185.09	52.60	460	460	40%	275
55400	Publications, Memberships	958.23	-	2,300	2,300	42%	1,342
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 545,967.84	\$ 137,467.28	\$ 1,141,473	\$ 1,321,473	41%	\$ 775,505
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 315,938.48	\$ 36,873.88	\$ 488,689	\$ 488,689	65%	\$ 172,751
51210	Regular OPS Salaries & Wages	10,424.67	1,151.26	-	-	0%	(10,425)
52100	FICA	24,332.59	2,823.25	38,765	38,765	63%	14,432
52200	Retirement Contributions	23,293.69	2,755.36	35,252	35,252	66%	11,958
52210	Deferred Compensation	59.04	-	-	-		(59)
52300	Life & Health Insurance	26,152.73	3,491.64	64,766	64,766	40%	38,613
52400	Workers Compensation	1,335.19	155.51	1,367	1,367	98%	32
53400	Other Contractual Services	52,487.00	4,208.50	87,700	87,700	60%	35,213
54000	Travel & Per Diem	17,965.66	2,336.62	70,890	70,890	25%	52,924
54100	Communications Services	1,815.76	-	7,823	7,823	23%	6,007
54101	Communications - Phone system	-	-	1,015	1,015	0%	1,015
54200	Postage	2,716.80	-	48,000	48,000	6%	45,283
54400	Rental & Leases	1,422.48	-	3,347	3,347	43%	1,925
54700	Printing	2,135.74	619.68	5,400	5,400	40%	3,264
54800	Promotional Activities	4,282.24	-	29,500	59,500	7%	55,218
54860	TDC Direct Sales Promotions	25,506.11	2,500.00	59,667	59,667	43%	34,161
54861	TDC Community Relations	285.25	-	13,300	13,300	2%	13,015
54862	TDC Merchandise	1,946.61	859.88	4,000	4,000	49%	2,053
54900	Other Current Charges	273,229.05	22,456.41	285,000	350,500	78%	77,271
54948	Other Current Chrg - Amphitheater	50,000.00	-	100,000	100,000	50%	50,000
55100	Office Supplies	1,416.92	-	3,700	3,700	38%	2,283
55200	Operating Supplies	2,653.37	-	5,000	5,000	53%	2,347
52250	Uniforms	1,181.05	-	2,000	2,000	59%	819

Tourist Development Council
Statement of Cash Flow
Period Ending May 31, 2017

Acct # EXPENDITURES	YTD	May	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 12,926.28	\$ -	\$ 17,363	\$ 17,363	74%	4,437
55401 Training	2,150.00	-	8,000	8,000	27%	5,850
58160 TDC Local T&E	1,228.85	-	1,500	1,500	82%	271
58320 Sponsorship & Contributions	7,748.98	3,000.00	16,100	16,100	48%	8,351
Special Events/Grants (304)						
58300 Grants & Aids	\$ 272,206.15	109,850.00	515,000	645,000	42%	372,794
Welcome Center CIP (086065)						
56200 Building	11,816.50	-	41,300	41,300	29%	29,484
Countywide Automation (470)						
54110 Com-net Communications	-	-	8,590	8,590	0%	8,590
54600 Repairs and Maintenance	-	-	2,875	2,875	0%	2,875
Risk Allocations (495)						
54500 Insurance	6,858.00	-	6,858	6,858	100%	-
Indirect Cost (499)						
54900 Indirect Cost Charges	-	-	236,000	236,000	0%	236,000
Line Item Funding - (888)						
58214 Cultural Facilities Grant Program	-	-	245,380	245,380	0%	245,380
58215 Local Arts Agency Program	545,734.58	232,456.20	981,520	981,520	56%	435,785
Transfers (950)						
591220 Transfer to Fund 220	91,263.34	11,407.91	136,895	136,895	67%	45,632
591220 Transfer to Fund 305	100,000.00	12,500.00	150,000	150,000	67%	50,000
Salary Contingency (990)						
59900 Other Non-operating Uses	-	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 2,733,353.20</u>	<u>\$ 632,040.48</u>	<u>\$ 5,454,065</u>	<u>\$ 5,852,890</u>		

1 1/4-Cents Collections						
Acct # REVENUES	YTD	May	FY 2016/17	FY 2016/17	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) ²	\$ 951,130.68	\$ 126,495.04	\$ 1,226,900	\$ 1,226,900	78%	275,769
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 951,130.68</u>	<u>126,495.04</u>	<u>\$ 1,226,900</u>	<u>\$ 1,226,900</u>		

Acct # EXPENDITURES	YTD	May	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,042,522</u>	<u>\$ 5,042,522</u>	0%	5,042,522

NOTES TO THE FINANCIAL STATEMENT
As of May 31, 2017

REVENUES

- 1- Revenue for the 3 3/4-cent collections \$379,485.
- 2 - Revenue for the 1 1/4 -cent collections \$126,495.

EXPENSES

2nd Quarter payment to COCA - \$232,456.
Transfers to 220 for building payments - YTD total \$91,263.34
Transfers to 305 for Apalachee Regional Park Captial Project - YTD total \$100,000

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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
FY2012/2013 (3-cents)	223,165.00	242,102.27	228,817.94	168,858.73	181,755.81	203,535.02	254,217.13	229,551.36	238,558.94	226,915.85	191,671.88	232,633.20	2,621,783.14
(1-cent - 4th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
(1-cent - 5th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
Total	371,941.67	403,503.79	381,363.24	281,431.22	302,926.35	339,225.04	423,695.21	382,585.60	397,598.24	378,193.08	319,453.13	387,722.00	4,369,638.57
Gain/Loss - Month: 3 cent	10%	0.4%	(24%)	(2%)	(7%)	(10%)	18%	8%	35%	14%	10%	5%	
Gain/Loss - YTD: 3 cent	10%	5%	(7%)	(6%)	(6%)	(7%)	(3%)	(2%)	1%	3%	3%	3%	
Year to date: 3-cent	223,165.00	465,267.28	694,085.22	862,943.95	1,044,699.76	1,248,234.79	1,502,451.91	1,732,003.27	1,970,562.22	2,197,478.06	2,389,149.94	2,621,783.14	
Year to date: 1-cent (4th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
Year to date: 1-cent (5th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	254,369.92	320,647.85	266,966.41	274,611.29	261,235.88	226,314.73	272,939.44	3,084,854.17
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73	3,084,854.17	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
FY2015/2016 (3-cents)	228,332.36	362,035.48	250,128.83	201,511.55	258,206.32	298,807.96	257,975.77	292,428.16	227,755.66	246,658.44	234,636.94	283,649.73	3,142,127.20
(1-cent - 4th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
(1-cent - 5th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27	379,592.76	411,097.40	391,061.57	472,749.55	5,236,878.66
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%	(17%)	(6%)	4%	4%	
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%	2%	2%	
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1,856,998.27	2,149,426.43	2,377,182.08	2,623,840.52	2,858,477.47	3,142,127.20	
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
FY2016/2017 (3-cents)	279,350.57	402,675.76	286,875.89	220,992.43	229,301.07	268,643.22	352,496.71	312,977.43	305,523.32	-	-	-	2,658,836.39
(1-cent - 4th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	-	-	-	886,278.80
(1-cent - 5th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	-	-	-	886,278.80
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	-	-	-	4,431,393.98
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	(100%)	(100%)	(100%)	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	1%	(7%)	(15%)	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,658,836.39	2,658,836.39	2,658,836.39	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	886,278.80	886,278.80	886,278.80	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	886,278.80	886,278.80	886,278.80	

Notes:

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



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Visit Tallahassee

For the Month of May 2017

Date Created: Jun 16, 2017

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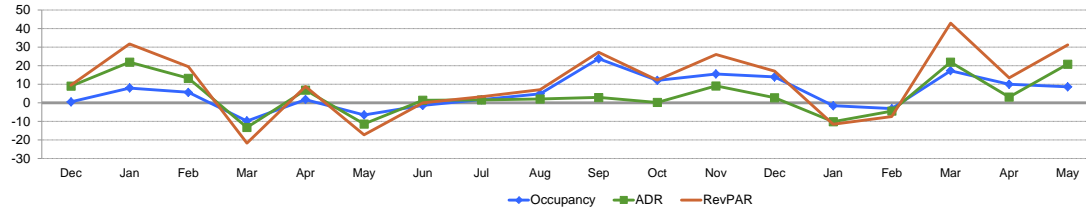


Tab 2 - Trend Leon County, FL

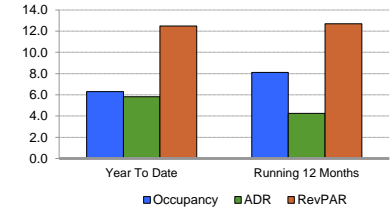
Visit Tallahassee
For the Month of May 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	50.3	59.0	72.3	65.6	64.8	60.1	66.1	65.0	66.8	66.1	71.8	65.3	57.3	58.1	70.0	76.9	71.2	65.3
Last Year	50.1	54.7	68.4	72.6	63.6	64.3	67.0	64.0	63.8	53.5	64.1	56.5	50.3	59.0	72.3	65.6	64.8	60.1
Percent Change	0.5	8.0	5.6	-9.7	1.8	-6.5	-1.4	1.7	4.8	23.7	12.1	15.5	13.9	-1.6	-3.2	17.3	10.0	8.6

ADR	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	85.76	102.32	105.03	89.64	103.91	87.25	86.31	81.82	91.92	96.53	128.29	110.30	88.06	91.91	100.35	109.26	107.10	105.39
Last Year	78.70	83.95	92.81	103.36	97.24	98.50	85.13	80.61	90.05	93.87	128.04	101.12	85.76	102.32	105.03	89.64	103.91	87.25
Percent Change	9.0	21.9	13.2	-13.3	6.9	-11.4	1.4	1.5	2.1	2.8	0.2	9.1	2.7	-10.2	-4.5	21.9	3.1	20.8

RevPAR	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	43.13	60.39	75.90	58.77	67.29	52.46	57.02	53.21	61.45	63.84	92.17	72.00	50.45	53.38	70.22	84.00	76.28	68.81
Last Year	39.39	45.88	63.50	75.08	61.87	63.34	57.04	51.55	57.42	50.17	82.09	57.15	43.13	60.39	75.90	58.77	67.29	52.46
Percent Change	9.5	31.6	19.5	-21.7	8.8	-17.2	0.0	3.2	7.0	27.2	12.3	26.0	17.0	-11.6	-7.5	42.9	13.4	31.2

Supply	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	172,329	168,733	152,376	168,702	163,260	168,702	163,260	168,702	168,702	163,260	168,702	163,140	168,578	168,578	152,264	168,578	163,140	168,578
Last Year	168,206	168,206	151,928	168,206	162,780	168,237	162,810	168,237	162,810	172,329	166,770	172,329	168,733	152,376	168,702	163,260	168,702	168,702
Percent Change	2.5	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-2.1	-2.2	-2.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1

Demand	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	86,666	99,587	110,106	110,598	105,727	101,427	107,860	109,706	112,771	107,966	121,205	106,489	96,578	97,896	106,553	129,613	116,186	110,065
Last Year	84,195	91,930	103,951	122,183	103,569	108,189	109,087	107,590	107,277	87,024	110,478	94,254	86,666	99,587	110,106	110,598	105,727	101,427
Percent Change	2.9	8.3	5.9	-9.5	2.1	-6.3	-1.1	2.0	5.1	24.1	9.7	13.0	11.4	-1.7	-3.2	17.2	9.9	8.5

Revenue	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	7,432,492	10,190,093	11,564,710	9,914,248	10,985,731	8,849,896	9,308,996	8,976,556	10,366,073	10,421,986	15,549,444	11,746,173	8,504,911	8,998,103	10,692,180	14,161,157	12,443,778	11,599,294
Last Year	6,625,825	7,717,288	9,647,955	12,628,526	10,071,085	10,656,682	9,286,685	8,672,845	9,660,641	8,168,546	14,145,947	9,531,145	7,432,492	10,190,093	11,564,710	9,914,248	10,985,731	8,849,896
Percent Change	12.2	32.0	19.9	-21.5	9.1	-17.0	0.2	3.5	7.3	27.6	9.9	23.2	14.4	-11.7	-7.5	42.8	13.3	31.1

Census %	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	60	59	59	59	59	59	59	59	59	59	59	59	59	59	59	59	59	59
Census Rooms	5559	5443	5442	5442	5442	5442	5442	5442	5442	5442	5438	5438	5438	5438	5438	5438	5438	5438
% Rooms Participants	93.2	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1

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Source 2017 STR, Inc.

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PUBLIC RELATIONS ACTIVITY REPORT

April/May 2017



Below is a snapshot of the public relations efforts for The Leon County Division of Tourism Development (Visit Tallahassee) either initiated or completed in April and May 2017. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

MEDIA RELATIONS RESULTS

	April/May 2017	Year to Date
Impressions	43,359,202	70,090,680
Publicity Value	\$55,557	\$426,956.35
Story Placements	7	44

SUCCESS AREAS

- Secured national story placement highlighting the Clyde Butcher exhibit at the Museum of Florida History in *USA Today's* "The Best Museum Exhibits in the U.S. This Spring" article reaching more than 25 million readers.
- Executed three individual media visits with editors from *Daily Mom*, *Tampa Bay Magazine*, and *Orlando Date Night Guide*.
- Garnered three-page article in *Southern Distinction* magazine highlighting the educational and enriching exhibits that the Tallahassee Museum has to offer.
- Executed direct flight market promotion with *ON Magazine* in Texas in support of Great Southern Summer campaign, spotlighting adventurous outdoor activities and delicious local cuisine.



Projects Completed

- T.O.U.R. Guide April and May Advertising
- Partner Emails: 4/11, 4/25 5/8, 5/22
- Consumer Emails: May, June, Trails and Taste
- The Avett Brothers Media Campaign
- FSAE Print Insertion, Email and Digital Media
- SEMG Email Program
- eBrains Email Campaign
- Summer Getaway Promotion
- Travel Spike Digital Media and Email

Projects Underway

- Sponsored editorial content with Madden Media (launched in June)
- Trailahassee Photoshoots
- Canvas Ad Dining and Nightlife
- Trailahassee Website Relaunch (Targeting Summer 2017)
- Father's Day Promotion (Launched in June)
- Integrated Marketing Planning 2017-2018
- Florida Tap Invitational Promotion

Upcoming Media Placements

- FSU and FAMU Sports Partnerships - Running through June
- Digital Media (Digital Display, Mobile and Video) - Running through October
- Sports Events Media Group (SEMG) - August
- Florida Society of Association Executives (FSAE) - May through June
- Madden Media Custom Editorial Campaign - Articles will release May through August
- Tallahassee Democrat Limelight - Monthly TOUR Guide Ad
- Paid Search - Annual media



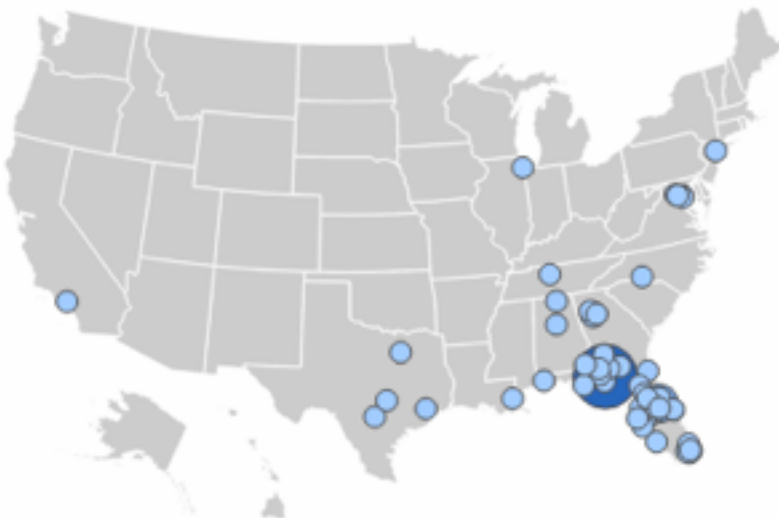
Advertising Overview:

- Digital advertising continued with video, mobile and high-impact display placements across a variety of websites, featuring Outdoors, Dining and Nightlife, Arts, Culture and History messaging.
- #IHeartTally and Spring on Stage advertising continued to run online and in publications, including **Orlando Magazine** and **Tampa Bay Magazine**.
- The T.O.U.R. guide program was supported through ad placements in the **Tallahassee Democrat** and across social media, highlighting events at the FSU Res and Maclay Gardens
- Paid search efforts continued to drive potential visitors to VisitTallahassee.com, garnering a 12.4% increase in year-over-year site clicks during May

Website Performance Overview:

- Website traffic continued to increase as both April and May garnered year-over-year increases, 14.7% and 12.4% respectively
- Top pages over April and May included Events, Explore, Budget Friendly Self-Guided Tour, Arts and Culture, Spring on Stage, Outdoors and Dine
- Top cities shifted into May with Atlanta reaching #3 in April and May

Website Metric	April 2017	May 2017
Sessions	56,493	51,237
Page Views	120,583	111,615
Average Pages Viewed per Session	2.13	2.18
Avg Session Duration	02:06	02:11
Bounce Rate	39.96%	41.76%
Mobile Sessions	23,093	23,025
Mobile + Tablet Sessions	28,523	27,076



City	Last Month Visits
Tallahassee	15,649
Orlando	6,287
Atlanta	1,424
Miami	1,078
Tampa	675
Houston	566
Jacksonville	485
Birmingham	439



Social Media Account Status

- Facebook
 - Followers: 52,608
 - Annual Avg. Engagement Rate: 4.72%
- Twitter
 - Followers: 10,452
 - Annual Avg. Engagement Rate: 3.14%
- Instagram
 - Followers: 10,186
 - Annual Avg. Engagement Rate: 7.83%
- Pinterest
 - Followers: 349

#iHeartTally Performance

- YTD Total Mentions: 28,353
- YTD Twitter Mentions: 6,417
- YTD Instagram Mentions: 21,936
- YTD Impressions: 25,516,844

Completed Activations

- T.O.U.R. Guide Facebook Ads: Florida State University Reservation, Alfred B. Maclay Gardens State Park and Capitol Museum & Florida Museum of History
- Facebook Live: Proof Brewing Anniversary, St. Marks
- Facebook 360 Degree Image: Lake Tribe Brewery
- Baseball & Brews Sweepstakes paid social support
- Trails & Tastes Sweepstakes paid social support
- Father's Day WWE partner promotion
- Public Relations journalist familiarity trip live social support
- The Avett Brothers concert at Cascades Park paid social support & live activations

Future and In-Progress Activations

- Florida Tap Invitational Giveaway Paid Social Support
- T.O.U.R. Guide Facebook Ads - TBD based on partner participation
- Nightlife and Dining Canvas Ad
- #iHeartTally Annual Florida State & FAMU Football ticket giveaway
- Instagram Takeover: Partner with Alex Armitage to showcase the beautiful outdoor spaces in and around the Capital City.
- Media Stay Social Support - "How She Does" Blog



Social Media Fiscal Year Performance

Followers	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	50,691	50,745	50,727	50,901	50,942	51,958	52,216	52,389	52,608			
TW	9,574	9,685	9,722	10,000	10,100	10,134	10,236	10,300	10,452			
IG	8,482	8,720	8,820	9,019	9,257	9,532	9,759	9,994	10,186			
PIN	314	323	324	328	328	335	340	344	349			

ENG Rate	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	3.53%	5.17%	5.97%	3.63%	3.98%	4.92%	6.92%	4.04%	4.33%			
TW	3.22%	2.94%	2.34%	9.90%	1.69%	2.18%	1.54%	2.52%	1.95%			
IG	8.13%	8.22%	7.39%	7.43%	9.17%	8.11%	9.15%	5.08%	7.83%			

#iHeartTally	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Twitter Mentions	630	500	693	713	731	800	880	850	620			
Instagram Mentions	2,007	2,061	1,886	1,883	2,002	2,839	3,256	3,139	2,863			
Total Mentions	2,637	2,561	2,579	2,596	2,733	3,639	4,136	3,989	3,483			
Impressions	2,489,300	1,260,160	1,440,516	1,851,740	2,234,620	5,944,928	4,393,500	3,048,660	2,853,420			

Social Media Fiscal Year Highlights

- Cross Country Event Live Tweeting
- Facebook Live Activations: Goodwood Jams, Winterfest
- T.O.U.R. Guide Facebook Ads
- V-Day Giveaway Sweepstakes Paid Social Activation
- Facebook 360 degree images at key destination locations
- Outdoor Canvas Ad
- The Avett Brothers concert at Cascades Park live activations on Facebook, Twitter and Instagram
- Baseball & Brews Sweepstakes paid social support
- Trails & Tastes Sweepstakes paid social support
- Father's Day WWE partner promotion

2017-2018 MARKETING GOALS



Increase total bed tax collections with a focus on March, April, June, July and October need periods.



Increase average length of stay (2.6 days) to boost TDT collections and overall economic impact.



Increase awareness and appreciation for tourism's contributions to the local economy among residents, businesses and government officials.



Increase partner engagement and investment in all Visit Tallahassee programs.

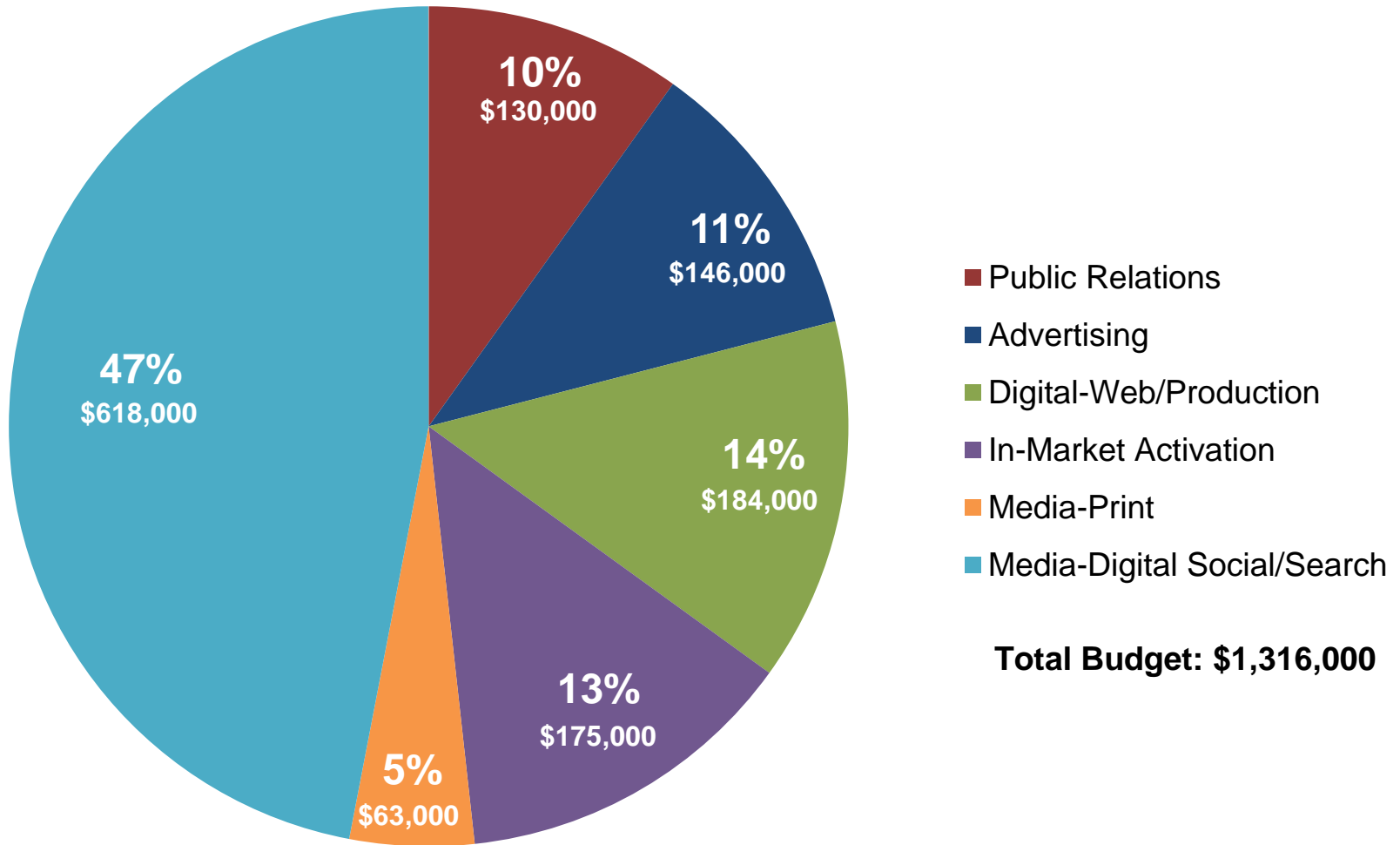


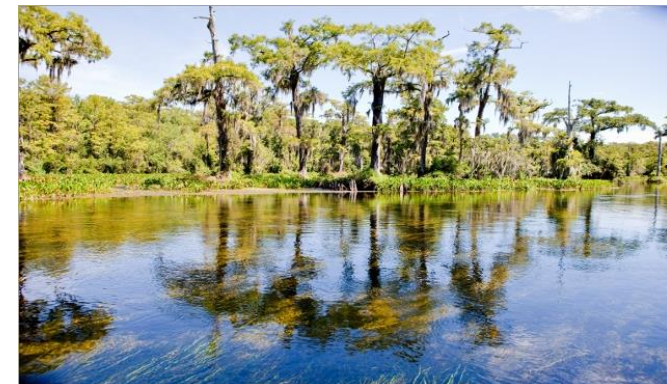
2017-2018 STRATEGIES

1. Communicate Tallahassee's natural beauty, unique experiences and exciting, youthful and energetic personality to affect a measurable intent to visit.
2. Implement seasonal campaigns targeting specific audience segments that increases destination awareness while creating demand and intent to visit.
3. Enhance awareness of major events that influence long range and impulse travel decisions.
4. Establish Tallahassee as a desirable and authentic destination that offers options beyond the typical Florida vacation.



Agency - Advertising/PR/Digital Plan FY18 Budget Overview





Leon County Division of Tourism Development/Visit Tallahassee

2nd Quarter Visitor Tracking Report

January – March 2017



Study Objectives

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



Methodology

- Internet survey and in-person interviews
- Sample size – 966 completed surveys
- Second quarter* FY 2017 visitors to Tallahassee
- Data collection: January 2017 – March 2017

*January, February and March 2017



Executive Summary

Tourism Snapshot: January - March 2017

Visitor Statistics	FY 2016	FY 2017	% Change
Visitors	692,211	664,752	-4.0%
Direct Expenditures*	\$162,379,700	\$157,624,100	-2.9%
Total Economic Impact	\$256,559,900	\$249,046,100	-2.9%
Lodging Statistics	FY 2016	FY 2017	% Change
Occupancy**	65.5%	68.3%	+4.2%
Room Rates**	\$98.70	\$101.33	+2.7%
RevPAR**	\$64.64	\$69.20	+7.1%
Room Nights	336,649	339,806	+0.9%
TDT Collections***	\$1,264,209	\$1,198,228	-5.2%

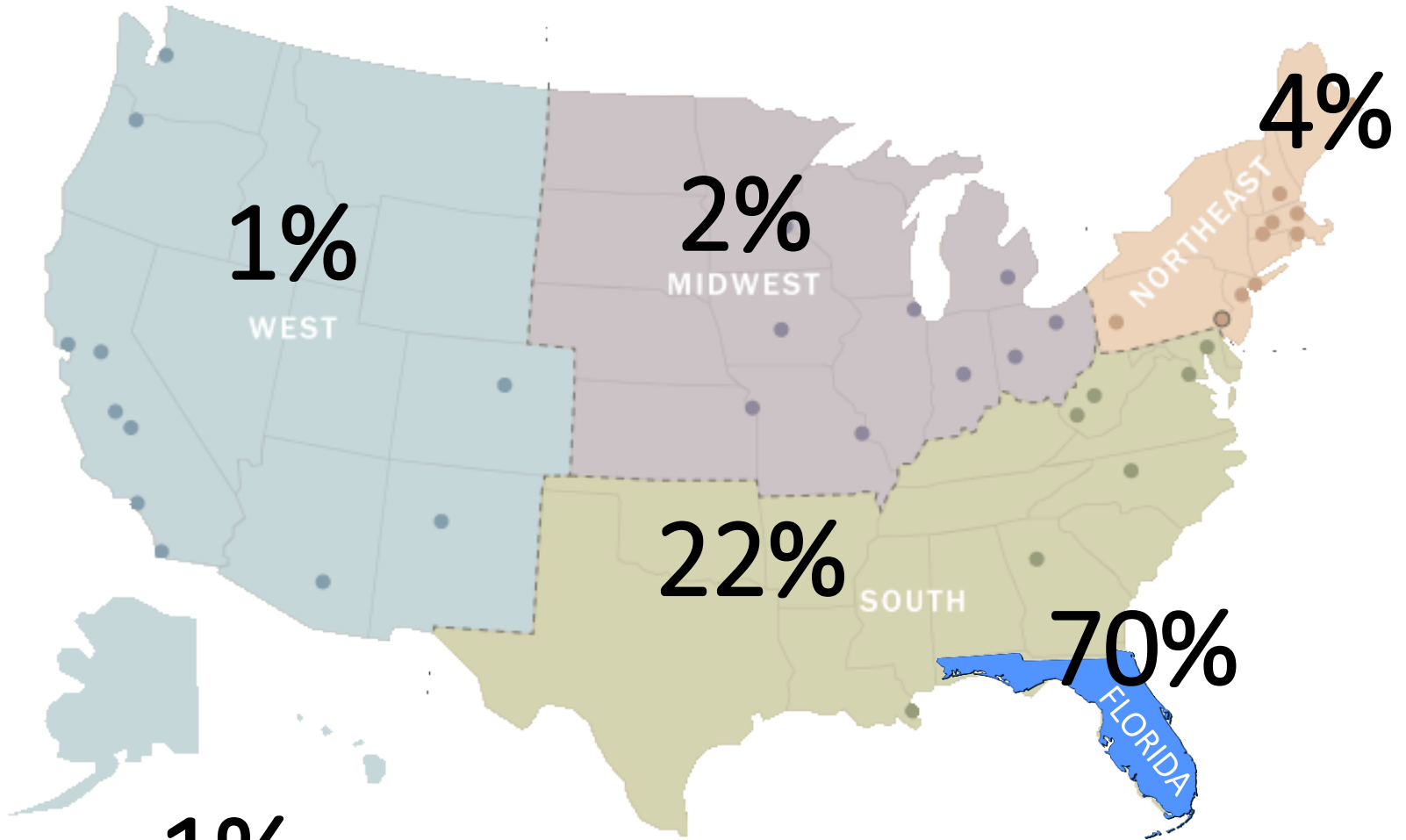
* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

** From STR Report

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

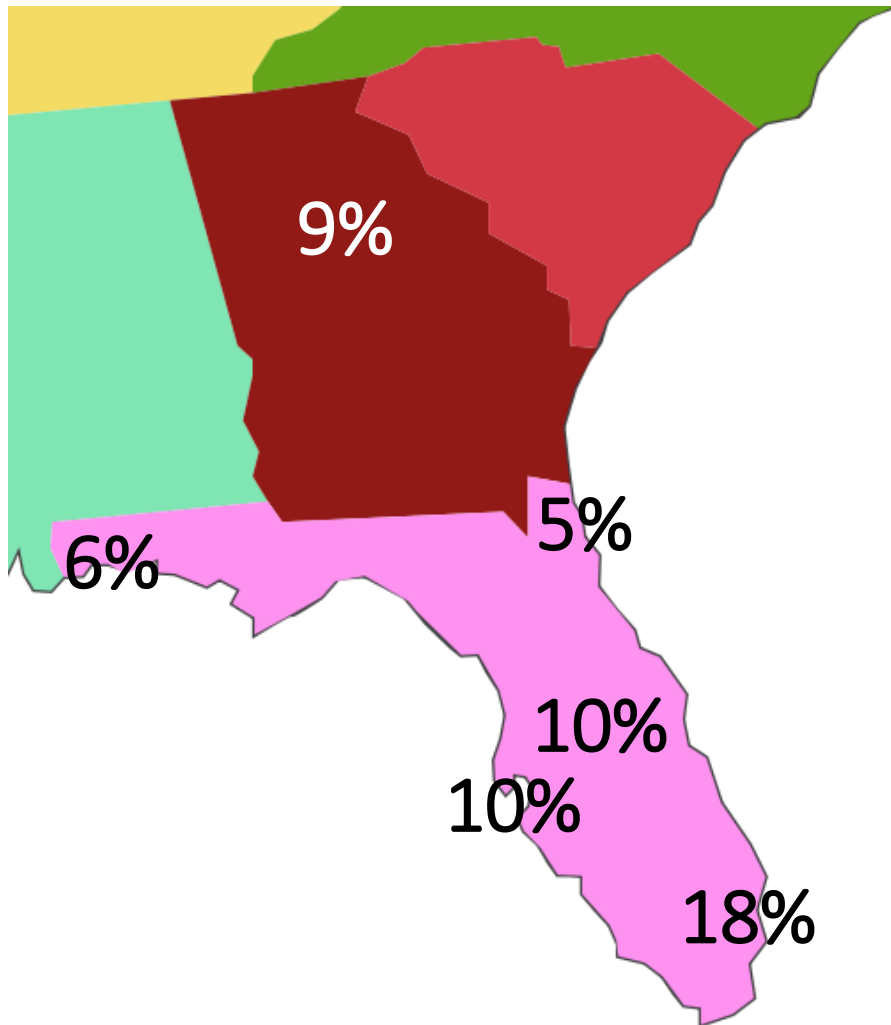


Origin of Visitors



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

Origin of Visitors

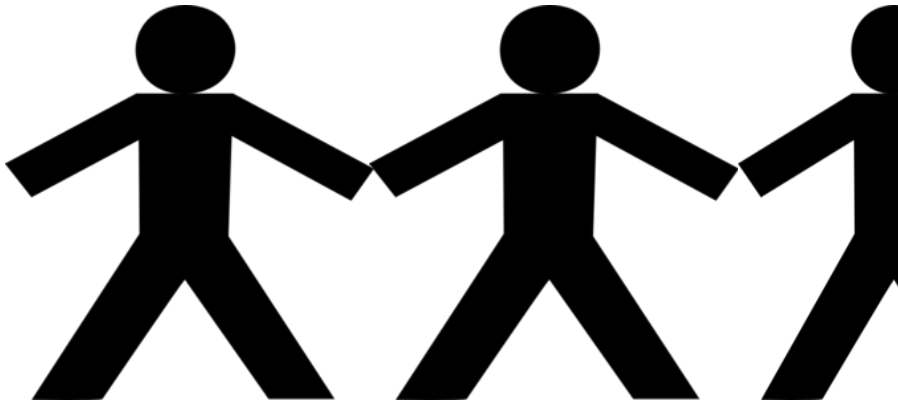


Top 6 Markets
Miami-Ft. Lauderdale
Orlando
Tampa-Clearwater-St. Pete
Atlanta
Pensacola-Mobile
Jacksonville

Travel Parties

The typical visitor traveled in a party composed of **2.7** people

52% traveled with at least one person under the age of 20 in their travel party



Length of Stay

- Visitors spent **2.7** nights in Leon County
- **3 out of 4** visitors who stayed overnight booked a hotel



Transportation

- **78%** of visitors drove to Leon County



Visitation

➤ 25% were first time visitors



Visitor Satisfaction

- Visitors gave Leon County a rating of **8.3 out of 10** as a place to visit
- **97%** of visitors will return to Leon County



Top Reasons for Visiting

Visit friends & relatives



Education



Government



Business



Top Activities During Visit

Restaurants



Business



Visit friends & relatives



Government



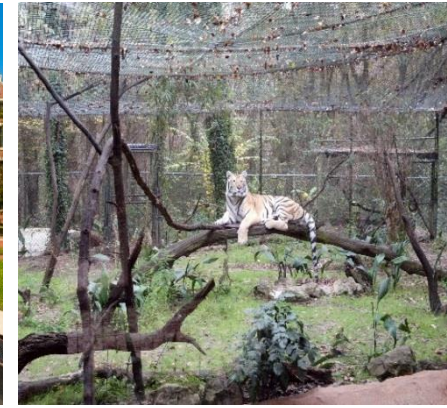
Education



Family time



Attractions



Bars, nightclubs



Visitor Spending

- Visitors spent **\$386** a day
- Visitors spent **\$1,042** on their trip



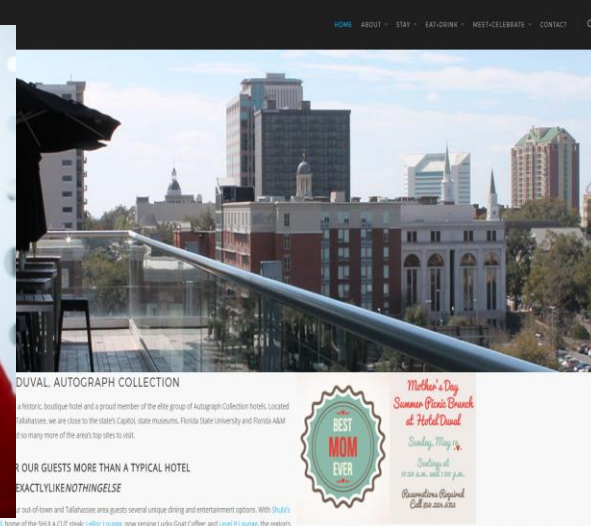
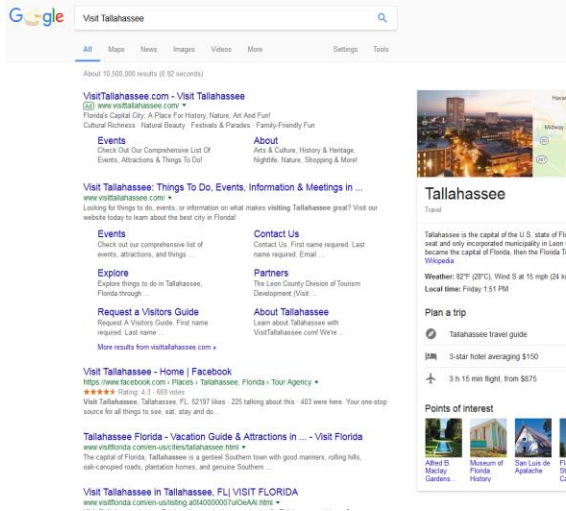
Trip Planning

- **59%** of visitors planned their trip within a month of travel
- Top trip planning sources:

Search on Google,
Bing, etc.

Talk to friends

Go to a hotel
website



Finding Their Way Around

- **100%** of visitors have smartphones/tablets
- **7 in 10** use their smartphone to plan their trip or learn how to get around while they are here.



Perceptions of Leon County



College town

- “Tally is the best college town in Florida, hands down. It has really pretty views and good food!”



Friendly people & good hospitality

- “Vibrant capital city and university hub with the welcoming culture of small town America.”



Lots of attractions & activities

- “The historical sites are amazing, and there are so many fun things to do and great restaurants to eat at.”

Demographics

- The typical Leon County Visitor:
 - Is **43** years old
 - Has a household income of **\$90,300**
 - Is Caucasian (**68%**)
 - Is a college graduate (**72%**)
 - Is married (**63%**)
 - Is male (**53%**)



Economic Impact of Events

Springtime Tallahassee

Word of South Festival

LeMoyne Chain of Parks
Art Festival

Avett Brothers Concert



Springtime Tallahassee

- 21,000 Out-of-County Visitors
- 6,690 Room Nights
- \$4,392,400 Direct Spending
- \$6,940,000 Economic Impact

Word of South Festival

- 6,200 Out-of-County Visitors
- 1,970 Room Nights
- \$627,000 Direct Spending
- \$990,700 Economic Impact

LeMoyne Chain of Parks Art Festival

- 5,280 Out-of-County Visitors
- 1,522 Room Nights
- \$654,500 Direct Spending
- \$1,034,100 Economic Impact

Avett Brothers Concert

- 600 Out-of-County Visitors
- 170 Room Nights
- \$103,700 Direct Spending
- \$163,800 Economic Impact



Jan – Mar 2017 Visitor Tracking Report & Economic Impact of Events

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