



# **LEON COUNTY**

## *Tourist Development Council*

Thursday, March 1, 2018, 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**
  - John Kelly Recognition
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
  - January 10, 2018 Meeting Minutes
  - Financial Reports: December 2017/January 2018; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
- V. General Business – **Bo Schmitz**
  - Research Presentations – 1<sup>st</sup> Quarter Visitor Tracking Report and Cross Country Economic Impact Report – Joseph St. Germain
  - 2<sup>nd</sup> Cycle Sports Grants Recommendations – Leigh Davis
  - Tampa Bay & Atlanta In-Market Activations – Gary Stogner
  - COCA Updates – Audra Pittman
- VI. Executive Director's Report – **Kerri Post**
  - LEADS Listening Session – March 7, 3-5PM
  - CRA TDT Grants Update – Request Special Meeting in June
  - Tourism Strategic Plan Update
  - FY19 – Budget Planning Process
  - Legislative Update
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

**Next TDC Meeting - May 3, 2018**

County Commission Chambers  
Leon County Courthouse, Fifth Floor

# Leon County Tourist Development Council

## Minutes of January 10, 2018 Meeting

9:00 A.M.

**TDC Members Present:** Bo Schmitz-Chairman, Michelle Personette, John Kelly, Russell Daws, Dr. Audra Pittman, Sam Patel, Matt Thompson

**TDC Members Absent:** Leigh Davis, Commissioner Bryan Desloge, Commissioner Nancy Miller, Commissioner Scott Maddox

**Tourism Development Staff Present:** Kerri Post, Aundra Bryant, Joe Piotrowski, Andi Ratliff, Janet Roach, Gary Stogner, Amanda Heidecker, Lauren Pace, Rachel Jeter.

**Guests Present:** Phillip Downs - Downs & St. Germain, Rachel Anglin - Downs & St. Germain, Jon Brown - Florida Jazz and Blues Festival, Suzie Godlewski – Pace Bike Share, Tim Connell – Pace Bike Share, Mallory Hartline – Zimmerman, Cristina Llewellyn – Zimmerman,

### I. Call to Order

Meeting was called to order at 9:00 A.M. by Chairman Bo Schmitz.

### II. Request for Additional Agenda Items

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

### III. Public Comment

Jon Brown addressed the \$20,000 in grant funds that were earmarked by the Grant Review Committee in the September TDC meeting for the 2018 Florida Jazz & Blues Festival. Mr. Brown reported 2017 was a challenging year with low ticket sales for a variety of reasons. Kerri Post reminded the TDC the funds were earmarked pending the post-event report and economic impact study. The Chairman confirmed that the issue will be discussed after the presentation of the study.

### IV. Items for Consent Approval

**Michelle Personette moved for approval and it was seconded by Russell Daws. The motion was unanimously approved.**

### V. General Business

#### Research Presentations – Florida Jazz and Blues and Doak After Dark –

Philip Downs presented the economic impact study on the Doak after Dark Cole Swindell concert showing \$757,400 in economic impact, \$479,400 in direct spending

Rachel Anglin presented the economic impact study on the Florida Jazz & Blues Festival showing \$48,500 in economic impact and \$30,700 in direct spending. TDC members questioned whether there should be additional check points that must be met by the event organizers, and if they were to move forward with funding what will be different in the next event to turn it around?

Jon Brown stated that rather than more checkpoints he would like more autonomy, and collaboration in marketing. When asked about the difference in the event line up from year one to year two he noted that budget and timeline were constraints on their ability to book talent, specifically due to waiting to schedule around football season. Matt

Thompson suggested consideration of a known away game weekend for Florida State University. Jon Brown noted that the FSU schedule is only one part of the puzzle.

TDC members confirmed a desire to continue to be a strong partner but noted a low return on investment. Kerri Post clarified that just over \$21,000 was already awarded and an additional \$20,000 was earmarked but not yet awarded for the upcoming Florida Jazz and Blues 2018 event. There was a general agreement that based on precedence, the event should be given a 3<sup>rd</sup> year to show growth. Review of their funding throughout the years showed that they have a significantly reduced budget. Jon Brown confirmed the lower budget and the lack of a set date make it difficult to book higher level talent.

It was suggested to consider the possibility of moving the festival date to the spring rather than the fall, specifically early March or late May. Jon Brown indicated that he would be open to working with the TDC to determine if a spring date would be beneficial to the area and the event. Michelle Personette mentioned that the TDC needs to be mindful of how a move would affect the event's ability to achieve grant funding. Kerri Post confirmed that moving the event six to eight months into the next fiscal year, would mean that the event would reapply for grant funding for fiscal year 2019 rather than carry over funds from 2018. Discussion ensued. TDC members agreed to follow precedent and award the additional amount of earmarked funds. They agreed that it may be most beneficial to the long term success of the event to move the dates, but the decision to move it is up to the event organizers.

**Michelle Personette made the motion that the remaining \$20,000 be awarded to Florida Jazz and Blues at this time with the addition that the event organizers take into account the dialogue with the TDC to explore the option to move the event to spring or summer 2019 with the understanding that if the event moves, the full amount for fiscal year 2018 would be forfeited and the event would reapply for the grant funding cycle for fiscal year 2019 as the third year of the event. Bo Schmitz seconded. Motion was unanimously approved.**

Pace Bike Share Presentation – Suzie Godlewski, Pace Expansion Manager – Suzie Godlewski presented the impact of bike share program on the community. Pace is currently covering the funding for the program in Tallahassee and they are requesting financial support from the community to sustain the program. There are options for public sponsorship and corporate partnership. The Tallahassee program will soon expand to the university campuses and other business locations.

COCA Updates – COCA Strategic Plan has been completed and is being routed internally within COCA for review. Economic impact rack cards are also in production. As previously mentioned, COCA will be sponsoring Arts Day at the Capitol January 24th, and soon banners will go up in the downtown area promoting arts and culture.

## **VI. Executive Director's Report**

Kerri Post reported the good news that Chris Holley welcomed his second child this morning. She also introduced Rachel Jeter, Public Relations and Marketing Specialist for Leon County Tourism.

Tourism Day – January 17 2018 – Kerri Post provided information on proposed legislative bills that impact tourism:

- House Bill 3 which impacts both tourism and economic development organizations. The bill language was updated January 9, and it now has a senate bill companion (SB 1714). Kerri will send the latest version to TDC members.

Next Tuesday there is a Florida Association of Destination Marketing Organizations (FADMO) meeting to clarify the points of the bill. Some of the current points of the bill prohibit TDT funds can be allocated to benefit one organization, which would directly impact the current funding of both grants and COCA. Some of these changes would potentially impact the Tourism Development Council members, including requiring members to file annual financial disclosures. It would also prohibit members of Tourism Development Councils from receiving salaries, and would require the head of the Destination Marketing Organization cannot receive a salary exceeding that of the County Administrator. These two items do not impact Leon County but may affect other Destination Marketing Organizations across the state. Additional changes are anticipated, and this issue will be closely monitored.

- Another bill (HB 585 and SB 658) expands the allowable uses of Tourist Development Tax. However these bills are not identical and will change as legislation moves forward.
- House bill 1335 is proposing a study to explore the option to move the capital of Florida to a different location. This bill suggests moving the cabinet and legislature to a different location while the state agencies and administration remain in Tallahassee. The study would explore accessibility of travel and economic impacts of a move. At this time there is no companion bill. Kerri Post will forward the language of the bill to the TDC members.

Strategic Plan Update – The hiring of a consultant to develop a strategic tourism plan was approved by the Board of County Commissioners on December 12, and was released to approximately 20 consulting firms immediately after. The deadline for quotes to be received is January 30, 2018. Separate but running parallel, Downs and St. Germain is also moving forward with a study on visitor perceptions and unique emotional positioning of the destination. The goal is to have the strategic plan consultant on board by March 1, 2018 and the Down & St. Germain report will feed into the strategic plan.

#### BOCC Updates –

- The agreement with Choose Tallahassee is still in place to provide financial support to promote travel to Tallahassee by those considering retirement. The agreement has been modified and Tourism is no longer providing administrative support to the organization.
- At the request of Commissioner Desloge, the Division of Tourism will spearhead a new county strategic initiative to increase the promotion of trails to both visitors and locals. Matt Thompson suggested connecting this push to events at Florida State University that bring parents to visit such as preview days, new student orientation, and parents weekends hosted by on campus clubs and Greek organizations.
- Tallahassee was recently highlighted on the Travel Channel by a journalist previously hosted by the Division.
- The Board of County Commissioners will review applications for the expiring TDC seat currently held by John Kelly at the Jan 23<sup>rd</sup> meeting
- The most recent issue of 850 magazine provided great exposure for the Zimmerman Agency and several tourism partners, including special focus on Tallahassee Museum, Apalachee Regional Park, and an article on the seven new hotel projects proposed or underway that project adding nearly 1,000 new rooms that quoted Bo Schmitz.

- AirBnB published a report they served 15,000 guests and generated \$1.8 million in revenue in Leon County. This would equate to \$90,000 Tourist Development Tax. Tourism Staff will continue following up on this and follow their platform during legislative session closely.

Cross Country Events Highlights, Amanda Heidecker and Joe Piotrowski –

Tourism staff has successfully hosted three of the four major cross country events booked for the year, producing 20,000 visitors and 8,000 participants. The final event for this year is the USA Track and Field National Championship which will take place in February. This will be the first of a two year contract for this event. Each event has had an economic impact study and a comprehensive report of these events will be presented in March. The three events this fall have already generated \$4.3 million in economic impact for the community.

In December Tourism staff hosted the USA Track and Field Cross Country Junior Olympics National Championship, which was the largest cross country event, and one of the largest youth sporting events overall that has ever been hosted in Tallahassee. More than 3,400 runners from 46 different states participated in the event, and all were out of town visitors. Approximately 7,000 people were in attendance at the opening ceremonies hosted at the Donald L. Tucker Civic Center, and approximately 10,00 people at Apalachee Regional Park on race day. The runners were all youth, so they traveled with parents and families which greatly impacted the local economy. The event was a great success and the feedback from the USATF team was this event set a new standard for future Cross Country Junior Olympics Championship events.

Capital City Amphitheater Concert - The November Lynyrd Skynyrd concert was cancelled due to a medical emergency with one of the band members, but conversations are underway to book additional concerts for the spring.

VII. **Additional Business: “For the Good of the Cause”** – no additional business.

Adjournment: 10:42 a.m.

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Attest: Chairman Bo Schmitz

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Attest: Andi Ratliff

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

<b>3 3/4-Cents Collections</b>		YTD	December	FY 2017/18	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 1,167,586.45	\$ 375,092.57	\$ 3,957,938	29%	(2,790,352)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	-	-	40,755			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	-	-	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	66,400.00	54,700.00	165,000			
399900	Appropriated Fund Balance			184,479			
	Total Estimated Receipts			4,363,772			
		\$ 1,233,986.45	\$ 429,792.57				
Acct #	EXPENDITURES	YTD	December	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 48,807.92	\$ 17,027.10	\$ 201,939	\$ 201,939	24%	\$ 153,131
51210	Regular OPS Salaries & Wages	4,292.44	1,569.78	15,980	15,980	27%	11,688
52100	FICA	3,858.02	1,347.08	16,950	16,950	23%	13,092
52200	Retirement Contributions	8,185.45	2,799.10	34,546	34,546	24%	26,361
52210	Deferred Compensation	106.80	35.60	766	766	14%	659
52300	Life & Health Insurance	8,423.50	3,190.64	47,397	47,397	18%	38,974
52400	Workers Compensation	138.25	48.40	390	390	35%	252
53400	Other Contractual Services	16,666.66	16,666.66	115,500	115,500	14%	98,833
54000	Travel & Per Diem	351.58	-	7,500	7,500	5%	7,148
54101	Communications - Phone System	-	-	1,419	1,419	0%	1,419
54300	Utilities-160-950-591001-552	3,624.99	1,208.33	14,500	14,500	25%	10,875
54400	Rental & Leases	326.85	146.85	9,500	9,500	3%	9,173
54505	Vehicle Coverage	-	-	463	463	0%	463
54600	Repair & Maintenance	295.00	35.00	34,000	34,000	1%	33,705
54601	Vehicle Repair	813.43	539.29	465	465	175%	(348)
54900	Other Current Charges	282.50	153.00	1,971	1,971	14%	1,689
55100	Office Supplies	-	-	1,000	1,000	0%	1,000
55200	Operating Supplies	61.20	-	3,000	3,000	2%	2,939
55210	Fuel & Oil	37.81	19.47	510	510	7%	472
55400	Publications, Memberships	960.91	46.38	2,300	2,300	42%	1,339
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 31,883.74	\$ 31,883.74	\$ 1,316,473	\$ 1,441,473	2%	\$ 1,409,589
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 118,204.12	\$ 35,449.35	\$ 471,654	\$ 471,654	25%	\$ 353,450
51210	Regular OPS Salaries & Wages	4,292.44	1,569.79	15,980	15,980	0%	11,688
52100	FICA	9,179.58	2,753.27	38,959	38,959	24%	29,779
52200	Retirement Contributions	9,010.54	2,837.60	38,863	38,863	23%	29,852
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	7,562.95	3,428.72	61,978	61,978	12%	54,415
52400	Workers Compensation	509.89	148.30	1,487	1,487	34%	977
53400	Other Contractual Services	44,713.98	7,842.50	105,500	105,500	42%	60,786
54000	Travel & Per Diem	2,950.88	428.89	68,549	68,549	4%	65,598
54100	Communications Services	594.64	180.58	7,823	7,823	8%	7,228
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	69.05	69.05	38,000	38,000	0%	37,931
54400	Rental & Leases	501.70	180.00	3,347	3,347	15%	2,845
54700	Printing	1,150.93	983.43	6,400	6,400	18%	5,249
54800	Promotional Activities	939.21	125.00	34,500	79,500	1%	78,561
54860	TDC Direct Sales Promotions	3,236.20	721.20	55,322	55,322	6%	52,086
54861	TDC Community Relations	2,464.39	-	13,300	13,300	19%	10,836
54862	TDC Merchandise	-	-	5,000	5,000	0%	5,000
54900	Other Current Charges	149,418.36	88,803.39	473,000	473,000	32%	323,582
54948	Other Current Chrg - Amphitheater	68,750.00	-	100,000	190,000	36%	121,250
55100	Office Supplies	1,523.95	502.26	3,700	3,700	41%	2,176
55200	Operating Supplies	-	-	5,000	5,000	0%	5,000
52250	Uniforms	-	-	4,000	4,000	0%	4,000

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

Acct # EXPENDITURES	YTD	December	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (303)(Continued)</b>						
55400 Publications, Memberships	\$ 11,632.99	\$ 5,690.00	\$ 21,768	\$ 21,768	53%	10,135
55401 Training	-	-	7,000	7,000	0%	7,000
58160 TDC Local T&E	305.65	157.29	1,500	1,500	20%	1,194
58320 Sponsorship & Contributions	-	-	19,400	19,400	0%	19,400
<b>Special Events/Grants (304)</b>						
58300 Grants & Aids	\$ 54,000.00	17,426.01	565,000	610,000	9%	556,000
<b>Welcome Center CIP (086065)</b>						
56300 Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
<b>Countywide Automation (470)</b>						
54110 Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600 Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
<b>Risk Allocations (495)</b>						
54500 Insurance	\$ -	-	7,306	7,306	0%	7,306
<b>Indirect Cost (499)</b>						
54900 Indirect Cost Charges	\$ -	-	273,000	273,000	0%	273,000
<b>Line Item Funding - (888)</b>						
58214 Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215 Local Arts Agency Program	-	-	1,055,165	1,055,165	0%	1,055,165
<b>Transfers (950)</b>						
591220 Transfer to Fund 220	\$ -	-	-	-	0%	-
591220 Transfer to Fund 305	-	-	-	-	0%	-
<b>Salary Contingency (990)</b>						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 784,784.50</u>	<u>\$ 246,013.05</u>	<u>\$ 5,703,085</u>	<u>\$ 6,262,074</u>		

<b>1 1/4-Cents Collections</b>						
Acct # REVENUES	YTD	December	FY 2017/18	FY 2017/18	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) <sup>2</sup>	\$ 389,195.48	\$ 125,030.86	\$ 1,319,313	\$ 1,319,313	29%	930,118
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 389,195.48</u>	<u>125,030.86</u>	<u>\$ 1,319,313</u>	<u>\$ 1,319,313</u>		

Acct # EXPENDITURES	YTD	December	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,109,853</u>	<u>\$ 5,109,853</u>	0%	5,109,853

**NOTES TO THE FINANCIAL STATEMENT**  
**As of December 31, 2017**

**REVENUES**

- 1- Revenue for the 3 3/4-cent collections \$375,093.
- 2 - Revenue for the 1 1/4 -cent collections \$125,031.

**EXPENSES**

Grant program payments continue for FY18 - \$17,426 during this period.

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

<b>3 3/4-Cents Collections</b>		YTD	January	FY 2017/18	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 1,457,617.46	\$ 290,031.01	\$ 3,957,938	37%	(2,500,321)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	-	-	40,755			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	-	-	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	66,400.00	-	165,000			
399900	Appropriated Fund Balance	-	-	184,479			
	Total Estimated Receipts			4,363,772			
		\$ 1,524,017.46	\$ 290,031.01				
Acct #	EXPENDITURES	YTD	January	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 64,720.82	\$ 15,912.90	\$ 201,939	\$ 201,939	32%	\$ 137,218
51210	Regular OPS Salaries & Wages	5,592.22	1,299.78	15,980	15,980	35%	10,388
52100	FICA	5,098.38	1,240.36	16,950	16,950	30%	11,852
52200	Retirement Contributions	10,873.75	2,688.30	34,546	34,546	31%	23,672
52210	Deferred Compensation	142.40	35.60	766	766	19%	624
52300	Life & Health Insurance	11,818.68	3,395.18	47,397	47,397	25%	35,578
52400	Workers Compensation	182.98	44.73	390	390	47%	207
53400	Other Contractual Services	16,666.66	-	115,500	115,500	14%	98,833
54000	Travel & Per Diem	1,195.25	356.25	7,500	7,500	16%	6,305
54101	Communications - Phone System	-	-	1,419	1,419	0%	1,419
54300	Utilities-160-950-591001-552	4,833.32	1,208.33	14,500	14,500	33%	9,667
54400	Rental & Leases	326.85	-	9,500	9,500	3%	9,173
54505	Vehicle Coverage	463.00	463.00	463	463	100%	-
54600	Repair & Maintenance	330.00	35.00	34,000	34,000	1%	33,670
54601	Vehicle Repair	813.43	-	465	465	175%	(348)
54900	Other Current Charges	282.50	-	1,971	1,971	14%	1,689
55100	Office Supplies	-	-	1,000	1,000	0%	1,000
55200	Operating Supplies	286.20	225.00	3,000	3,000	10%	2,714
55210	Fuel & Oil	75.93	38.12	510	510	15%	434
55400	Publications, Memberships	1,006.77	45.86	2,300	2,300	44%	1,293
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 31,883.74	\$ -	\$ 1,316,473	\$ 1,441,473	2%	\$ 1,409,589
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 150,249.48	\$ 32,045.36	\$ 471,654	\$ 471,654	32%	\$ 321,405
51210	Regular OPS Salaries & Wages	5,592.24	1,299.80	15,980	15,980	0%	10,388
52100	FICA	11,646.99	2,467.41	38,959	38,959	30%	27,312
52200	Retirement Contributions	11,560.44	2,549.90	38,863	38,863	30%	27,303
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	11,193.29	3,630.34	61,978	61,978	18%	50,785
52400	Workers Compensation	644.30	134.41	1,487	1,487	43%	843
53400	Other Contractual Services	47,118.98	2,405.00	105,500	105,500	45%	58,381
54000	Travel & Per Diem	4,916.03	1,965.15	68,549	68,549	7%	63,633
54100	Communications Services	1,134.75	540.11	7,823	7,823	15%	6,688
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	332.43	263.38	38,000	38,000	1%	37,668
54400	Rental & Leases	828.55	326.85	3,347	3,347	25%	2,518
54700	Printing	1,150.93	-	6,400	6,400	18%	5,249
54800	Promotional Activities	4,292.56	3,353.35	34,500	79,500	5%	75,207
54860	TDC Direct Sales Promotions	7,692.35	4,456.15	55,322	55,322	14%	47,630
54861	TDC Community Relations	2,464.39	-	13,300	13,300	19%	10,836
54862	TDC Merchandise	498.82	29.98	5,000	5,000	10%	4,501
54900	Other Current Charges	211,515.20	62,096.84	473,000	473,000	45%	261,485
54948	Other Current Chrg - Amphitheater	68,750.00	-	100,000	190,000	36%	121,250
55100	Office Supplies	2,419.61	895.66	3,700	3,700	65%	1,280
55200	Operating Supplies	-	-	5,000	5,000	0%	5,000
52250	Uniforms	1,483.46	639.78	4,000	4,000	37%	2,517



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

Acct # EXPENDITURES	YTD	January	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (303)(Continued)</b>						
55400 Publications, Memberships	\$ 15,962.99	\$ 4,330.00	\$ 21,768	\$ 21,768	73%	5,805
55401 Training	-	-	7,000	7,000	0%	7,000
58160 TDC Local T&E	717.54	411.89	1,500	1,500	48%	782
58320 Sponsorship & Contributions	-	-	19,400	19,400	0%	19,400
<b>Special Events/Grants (304)</b>						
58300 Grants & Aids	\$ 62,850.00	8,850.00	565,000	610,000	10%	547,150
<b>Welcome Center CIP (086065)</b>						
56300 Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
<b>Countywide Automation (470)</b>						
54110 Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600 Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
<b>Risk Allocations (495)</b>						
54500 Insurance	\$ 7,306.00	7,306.00	7,306	7,306	100%	-
<b>Indirect Cost (499)</b>						
54900 Indirect Cost Charges	\$ -	-	273,000	273,000	0%	273,000
<b>Line Item Funding - (888)</b>						
58214 Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215 Local Arts Agency Program	-	-	1,055,165	1,055,165	0%	1,055,165
<b>Transfers (950)</b>						
591220 Transfer to Fund 220	\$ -	-	-	-	0%	-
591220 Transfer to Fund 305	-	-	-	-	0%	-
<b>Salary Contingency (990)</b>						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-		-
Total Expenditures	<u>\$ 953,570.21</u>	<u>\$ 166,985.77</u>	<u>\$ 5,703,085</u>	<u>\$ 6,262,074</u>		

<b>1 1/4-Cents Collections</b>						
Acct # REVENUES	YTD	January	FY 2017/18	FY 2017/18	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) <sup>2</sup>	\$ 485,872.48	\$ 96,677.00	\$ 1,319,313	\$ 1,319,313	37%	833,441
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 485,872.48</u>	<u>96,677.00</u>	<u>\$ 1,319,313</u>	<u>\$ 1,319,313</u>		

Acct # EXPENDITURES	YTD	January	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,109,853</u>	<u>\$ 5,109,853</u>	0%	5,109,853

**NOTES TO THE FINANCIAL STATEMENT**  
As of January 31, 2018

**REVENUES**

- 1- Revenue for the 3 3/4-cent collections \$290,031.
- 2 - Revenue for the 1 1/4 -cent collections \$96,677.

**EXPENSES**

Grant program payments continue for FY18 - \$8,850 during this period.

#####



Date Created: Feb 16, 2018

# Visit Tallahassee

For the Month of January 2018



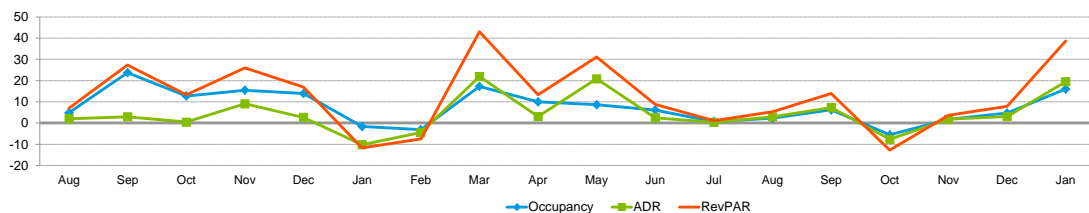
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Help	4

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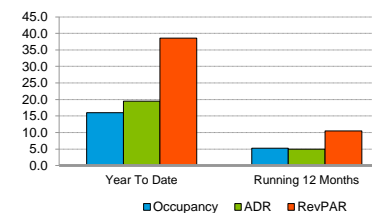
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	66.8	66.1	71.8	65.3	57.3	58.1	70.0	76.9	71.2	65.3	70.1	65.5	68.4	70.2	67.9	66.4	60.0	67.3
Last Year	63.8	53.5	63.7	56.5	50.3	59.0	72.3	65.6	64.8	60.1	66.0	65.0	66.8	66.1	71.8	65.3	57.3	58.1
Percent Change	4.8	23.7	12.8	15.5	13.9	-1.6	-3.2	17.3	10.0	8.6	6.1	0.7	2.3	6.2	-5.5	1.8	4.7	16.0

ADR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	91.93	96.64	128.30	110.29	88.07	91.93	100.35	109.26	107.09	105.39	88.47	82.16	94.63	103.67	118.47	112.29	90.76	109.83
Last Year	90.05	93.87	127.74	101.12	85.76	102.32	105.03	89.64	103.91	87.25	86.34	81.86	91.93	96.64	128.30	110.29	88.07	91.93
Percent Change	2.1	3.0	0.4	9.1	2.7	-10.2	-4.5	21.9	3.1	20.8	2.5	0.4	2.9	7.3	-7.7	1.8	3.1	19.5

RevPAR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	61.44	63.91	92.15	71.99	50.45	53.37	70.22	84.00	76.27	68.81	62.02	53.79	64.73	72.83	80.39	74.59	54.45	73.96
Last Year	57.42	50.17	81.37	57.15	43.13	60.39	75.90	58.77	67.29	52.46	57.02	53.21	61.44	63.91	92.15	71.99	50.45	53.37
Percent Change	7.0	27.4	13.3	26.0	17.0	-11.6	-7.5	42.9	13.3	31.2	8.8	1.1	5.3	14.0	-12.8	3.6	7.9	38.6

Supply	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	168,702	163,260	168,702	163,140	168,578	168,578	152,264	168,578	163,140	168,578	163,140	166,718	166,718	159,840	165,168	159,840	165,168	165,168
Last Year	168,237	162,810	172,329	166,770	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
Percent Change	0.3	0.3	-2.1	-2.2	-2.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0

Demand	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	112,752	107,967	121,176	106,488	96,565	97,870	106,553	129,613	116,186	110,065	114,361	109,138	114,035	112,282	112,074	106,180	99,087	111,227
Last Year	107,277	87,024	109,776	94,254	86,666	99,587	110,106	110,598	105,727	101,427	107,819	109,668	112,752	107,967	121,176	106,488	96,565	97,870
Percent Change	5.1	24.1	10.4	13.0	11.4	-1.7	-3.2	17.2	9.9	8.5	6.1	-0.5	1.1	4.0	-7.5	-0.3	2.6	13.6

Revenue	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	10,365,507	10,433,793	15,546,411	11,744,059	8,504,749	8,997,390	10,692,180	14,161,157	12,442,722	11,599,294	10,117,188	8,967,106	10,790,892	11,640,493	13,277,901	11,922,422	8,993,163	12,216,436
Last Year	9,660,641	8,168,546	14,022,397	9,531,145	7,432,492	10,190,093	11,564,710	9,914,248	10,985,731	8,849,896	9,308,801	8,977,025	10,365,507	10,433,793	15,546,411	11,744,059	8,504,749	8,997,390
Percent Change	7.3	27.7	10.9	23.2	14.4	-11.7	-7.5	42.8	13.3	31.1	8.7	-0.1	4.1	11.6	-14.6	1.5	5.7	35.8

Census %	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	59	59	59	59	59	59	59	59	59	59	59	58	58	57	57	57	57	57
Census Rooms	5442	5442	5442	5438	5438	5438	5438	5438	5438	5438	5438	5378	5378	5328	5328	5328	5328	5328
% Rooms Participants	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.0	93.0	90.9	90.9	90.9	90.9	90.9

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# PUBLIC RELATIONS ACTIVITY REPORT

## December 2017/January 2018



Below is a snapshot of the public relations efforts for The Leon County Division of Tourism Development (Visit Tallahassee) either initiated or completed in December 2017 and January 2018. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

### MEDIA RELATIONS RESULTS

	Dec. 2017/Jan. 2018	Year-to-Date	Annual Goals
<b>Impressions</b>	<b>10,441,197</b>	<b>28,971,219</b>	<b>85,000,000</b>
<b>Publicity Value</b>	<b>\$58,925</b>	<b>\$208,509</b>	<b>\$475,000</b>
<b>Editorial Story Placements</b>	<b>2</b>	<b>10</b>	<b>72</b>

### SUCCESS AREAS

- Secured national placement for Visit Tallahassee with *Travel Channel*, one of the largest comprehensive travel brands in the country, featuring Tallahassee as a weekend destination – reaching more than 9.4 million unique monthly visitors according to Cision.
- Executed an individual stay with *The Travel Mom* – a national travel blogger reaching more than 19,758 followers – positioning Tallahassee as a family-friendly vacation destination in the following markets: Atlanta, Charlotte, Miami, Tampa, Washington D.C. Her stay resulted in a total of 11 broadcast segments (five airing in January) and one online feature.
  - Charlotte Today: 28,940 viewers (Critical Mention)
  - Tampa Bay’s Morning Blend: 37,186 viewers (Critical Mention)
  - Atlanta & Company: 39,372 viewers (Critical Mention)
  - 6 In The Mix: 38,087 viewers (Critical Mention)
  - Great Day Washington: 33,738 viewers (Critical Mention)

- Negotiated digital coverage in new direct flight market, Washington D.C., with *Posh Seven* – a lifestyle publication that serves as a mom’s guide to upscale living in Northern Virginia and metro D.C.; piece is slated to run mid-February.

## OVERVIEW OF TWO EDITORIAL PLACEMENTS

- *Travel Channel*: 9,422,136 UV (Cision)
- WFTS Tampa Bay: 841,738 UV (Cision)

## FUTURE & IN-PROGRESS ACTIVITIES

- Developed three radio promotions and pitch top stations within client approved markets:
  - Opening Nights: Pitch Pensacola, Mobile and Macon radio stations, securing one promotion spotlighting Tallahassee’s musical acts and unique local activities.
  - Baseball & Brews: Pitch Jacksonville, Montgomery and Dothan radio stations highlighting Tallahassee’s iconic sporting and award-winning brewery scenes.
  - Capital to Capital: Pitch D.C. radio stations positioning Tallahassee as the ideal spring destination offering a broad range of concerts, festivals, sports and regional cuisine.
- Pitch the February USATF Cross-Country Championship events at the Apalachee Regional Park Cross-Country Running Course.
- Execute 15 deskside appointments and media receptions to align with the in-market Tampa and Atlanta activations.
- Continuing to pitch newspapers, broadcast and magazine’s online components in the D.C. market to support the American Airlines flight from DCA to TLH.
- Mail Trailahassee teaser invitations to hand-selected media for an exclusive opportunity to experience the destination, time mailing of invitation with relaunch of Trailahassee.com website. Additionally, pitch southeast metros/newspapers, fitness, outdoors and men’s publications to further garner exposure surrounding Tallahassee’s outdoor and nature activities.
- Secure online calendar listings for spring signature events.





## **Social Media Account Status**

### **- Facebook**

- Followers: 54,533
  - Goal: 15% Increase (62,228)
  - Percent to Goal: 5.19%
- Engagements: 47,246
  - Goal: 35% Increase (393,018)
  - Percent to Goal: 12.02%

### **- Twitter**

- Followers: 11,349
  - Goal: 15% Increase (12,647)
  - Percent to Goal: 21.29%

- Engagements: 8,883
  - Goal: 20% Increase (37,009)
  - Percent to Goal: 24.00%

### **- Instagram**

- Followers: 11,015
  - Goal: 30% Increase (13,739)
  - Percent to Goal: 15.21%
- Engagements: 15,005
  - Goal: 25% Increase (81,775)
  - Percent to Goal: 18.35%

## **Completed Activations**

- T.O.U.R. Guide Facebook Ads: Lemoyne Center for Visual Arts and Wakulla Springs
  - Receiving 1060 engagements, reaching 21,000+ individuals and generating 576 link clicks to the website
- Travel Channel Facebook Ad
  - Receiving 1026 engagements, reaching 10,900+ individuals and generating 448 link clicks to the website
- Facebook Live: Market Days and Doak After Dark
- Instagram Stories:
  - Market Days
- Surprise and Delight: Basketball ticket giveaways via Twitter
- Promoted posts:
  - St. Marks Greenway, Multi-use Trail, Top 15 Florida Restaurants article, 31 days of Holiday Joy, XC Championships, Florida Beer News article

## **Future and In-Progress Activations**

- T.O.U.R. Guide Facebook Ads: Alfred B. Maclay Gardens, March of Museums
- Trailahassee Canvas Ad - in development
- Trailahassee relaunch paid social and organic support
- Trailahassee themed sweepstakes / giveaway
- Swept Away sweepstakes
- Red Hills Horse Trials organic and paid social
- Washington D.C. Direct Flight Facebook ads
- Facebook fan acquisition ad
- Florida State Invitational Tournament
- Lemoyne Chain of Parks Art Festival
- Southern Shakespeare Festival
- Word Of South paid social and organic support
- Springtime Tallahassee
- Market Activations in Tampa and Atlanta paid social support
- Video Feature ads



## Social Media Fiscal Year Performance

Followers	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	54,290	54,394	54,405	54,533								
TW	11,090	11,147	11,208	11,349								
IG	10,694	10,800	10,876	11,015								

ENG	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	9,912	9,682	7,719	19,933								
TW	2,701	4,485	502	1,195								
IG	4,027	5,003	3,223	2,752								

#iHeartTally	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Twitter Mentions	1,330	1,140	1,082	1,056								
Instagram Mentions	2,672	2,382	2,943	3,076								
Total Mentions	4,002	3,522	4,110	3,903								
Impressions	2,936,448	2,336,138	4,041,703	2,871,493								

## Social Media Fiscal Year Highlights

- Cross Country Event Live Tweeting
- Facebook Live Activations: Florida Jazz and Blues, Doak After Dark, Market Days
- T.O.U.R. Guide Facebook Ads
- Promotions: Winter Sweepstakes, Sesame Street Live Sweepstakes, Swept Away Sweepstakes
- Signature Event Ad Support: Florida Jazz and Blues, Doak After Dark



## ***Projects Completed***

- T.O.U.R. Guide December and January Advertising
- Partner Emails: 12/21, 1/17
- Cross Country Email
- Consumer Emails: December, January
- Valentine's Day Promotion
- Tampa Bay Magazine Co-op Email
- Digital Banners
- EOY Infographic
- Orlando and Ft. Lauderdale Sentinel Newspaper Print and Digital Media
- USATF Cross Country Meet Program

## ***Projects Underway***

- Outdoor Billboard Executions (Feb)
- Tampa and Atlanta Activations: Media (Radio and Digital Media), Onsite Activations (Coloring Books, Stickers and Signage) and Atlanta Dogwood Festival Kids Village Sponsorship
- Trailhassee Website Relaunch (Feb)
- Trailhassee Promotion (Apr)
- Dining and Attractions Photoshoots
- Destination Video Production
- New Business Cards and Letterhead
- Rack Cards: Trailhassee, All In Tallahassee, T.O.U.R. Guide, Brew Scene and Spring (Feb)
- Spring Tampa Bay Magazine (Feb)
- D.C. Flight Announcement (Feb)
- Tallahassee Magazine (Outdoors Edition)
- All in Tallahassee Pop-up Banners
- Travel Spike Digital Promotion
- Orlando Magazine (Summer Getaways Edition)
- Trailhassee Print and Digital Ads

## ***Upcoming Media Placements***

- Digital Media (Digital Display, Mobile and Video) - Annual media
- Tallahassee Democrat Limelight - Monthly TOUR Guide Ad
- Paid Search - Annual media
- **Tampa Bay Magazine** Mar/Apr Issues
- **Atlanta Magazine** March Issue
- **Tallahassee Magazine** Spring Issue
- **Orlando Sentinel** and **Ft. Lauderdale Sun** Feb Issue
- Outdoor Billboard Placements - Mar



## 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.
- The T.O.U.R. guide program was supported through ad placements in the **Tallahassee Democrat** and across social media, highlighting events at Wakulla Springs and LeMoyne Center for Visual Arts

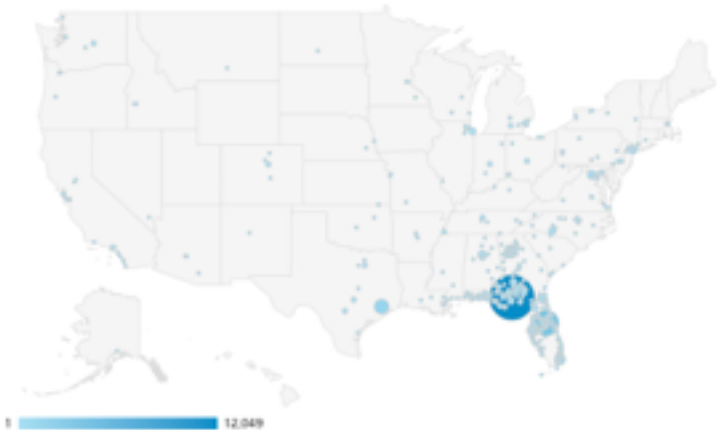
## 2017-2018 Website KPIs:

- Goal: 20% increase in overall website traffic (or 715,921 sessions) - Through January, we are 28% to goal
- Goal: Increase average time on site to exceed 3 mins - At 02:15, we are 75% to goal 3% down from last month

## Website Performance Overview:

- Paid Search traffic increased 32.4% from last month, and is now at 7,492 sessions
- Organic Search had a 29.62% decrease in web traffic which is the cause of the overall decrease.
- Houston has gone up from 190 visits last month to 1,284 for a 575% increase. Other cities stayed relatively in the same ranking but had less overall activity.

Website Metric	December 2017	January 2018
Sessions	48,129	39,614
Page Views	93,010	88,505
Average Pages Viewed per Session	1.93	2.23
Avg Session Duration	02:22	02:15
Bounce Rate	34.82%	38.72%
Mobile Sessions	23,064	17,081
Mobile + Tablet Sessions	25,544	19,742



City	Last Month Visits
Tallahassee	12,049
Orlando	3,859
Houston	1,284
Atlanta	761
(not set)	725
Miami	689
Tampa	596
Birmingham	489
New York	416
Ashburn	396

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*December 2017/January 2018*

**I. Marketing Communications**

Development Activities:

- Isiah Lewis, the spring marketing intern started with Leon County Tourism.
- Coordinated individual media visits for Melody Pittman, the creator of [WhereverIMayRoamBlog.com](http://WhereverIMayRoamBlog.com); Sara Broers the creator of [TravelwithSara.com](http://TravelwithSara.com) and Kay and David Scott, syndicated travel columnists with Community Newspaper Holdings, Inc. – a U.S. publishing syndicate with more than 130 newspapers and a combined audience of 12 million.
- Wrote feature stories for [VisitTallahassee.com](http://VisitTallahassee.com) regarding Restaurants Open for Christmas, LeMoyne Chain of Parks Art Festival Announces 2018 Cover Artist, Golden Spoon Award Winners, Tallahassee Museum's Red Wolf Pups Staying an Extra Year and Red River Hogs are Newest Guest Animal, Tallahassee Automobile Adds a New Ride to Its Collection, two new trail openings in Leon County, New Urban Mobility: Bike Sharing Program Launches in Tallahassee and Red Hills International Horse Trails Celebrates 20<sup>th</sup> Anniversary.
- Reviewed and edited fact sheets for [VisitTallahassee.com](http://VisitTallahassee.com) media site.
- Wrote and/or coordinated distribution of news releases for USA Track & Field National Junior Olympics, Red Hills International Horse Trials, African American Heritage and Spring in the Capital City.
- Attended VISIT FLORIDA's Tourism Day.
- Coordinated planning and strategy meetings regarding the Tampa and Atlanta in-market saturation initiatives with Zimmerman.
- Met and discussed marketing/promotion opportunities with Brien Soren and staff at Tallahassee Family Magazine.
- Reviewed and edited proofs of the 2018 special interest guides – Meetings & Conventions, Sports, Weddings & Reunions (Group Tours still in the works).
- Attended ribbon cuttings for the new multi-use trail on the Northeast side of town at Proctor Rd./Thomasville Rd. and for the St. Marks Headwaters Greenway.
- Coordinated photography/videography and media interviews for the USA Track & Field National Junior Olympics.
- Coordinated image selection and installation of images for the 2<sup>nd</sup> floor board and conference rooms.
- Met and discussed marketing/PR/promotion opportunities with staff at Ology Brewing Company.
- Coordinated meetings with signature event grant recipients – including Red Hills International Horse Trails and Florida State Invitational – discussing marketing support provided by Leon County.
- Attended the KCCI press conference unveiling the #iHT/TLH structure and location.

- Tracked progress of marketing activities in weekly status calls with Zimmerman.

#### Performance Measures:

- Reviewed, edited, approved social media posts (Facebook, Twitter and Instagram) and analytics.
- 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:

- Supported the sports department during the USA Track & Field (USATF) Junior Olympic Cross Country Championships, December 8-10, 2017 by serving as civic center on site contact for vendors/meeting space, opening ceremonies, meals for volunteer/staff and coordinating motorcoach transportation for officials as well as assisting with packet pick up.
- Exhibited and conducted 30 pre-qualified appointments with meeting professionals at Florida Encounter Conference.
- Provided meeting venue information to assist the public relations/marketing department with media requests from Meetings Today and ConventionSouth.
- Assisted the 2018 Florida History Day with gathering rates from area hotels as well as coordinating requests for booking links and codes to be used in county coordinators information packets.
- Attended and networked at the education monthly meetings for the following organizations; Meeting Professionals International (MPI) Georgia, Florida Capital Chapter-Society of Government Meeting Professionals, and the Florida Society of Association Executives.
- Attended EMERGE Conference, January 30-Feb 1 hosted by the Religious Conference Management Association (RCMA). The conference included education sessions, networking opportunities and a hybrid tradeshow with a traditional booth as well as 15 one on one appointments with pre-qualified religious meeting planners and decision makers.
- Provided meeting venue options and other partner referrals to the following groups; Whataburger, Lincoln High School 20 Year Reunion, Hamilton Mother's Day Reunion, NITRO CIRCUS, Standing Strong, Shoreline Tours & Travel, Herbert Field Travel Office and EventPrep.
- Facilitated motorcoach funding assistance for the Biennial Meeting of the Society for Eighteenth Century Music (February 23-25, 2018) and the Conference of French Historians of America (April 13-14, 2018).
- Provided data and assisted in collecting meeting images for the 2018 Meeting & Event Planner's Guide.

- Continuing to serve on the Florida Society of Association Executives Auction Committee and the Society of Government Meeting Professionals Nominations and Elections Committee.

#### Performance Measures:

- Sent six leads with 5,251 visitors, 2,519 room nights and an estimated \$2,178,080 in direct spending.
- Currently working 13 tentative groups with 6,880 visitors, 3,941 room nights and an estimated \$3,836,581 in direct spending.
- Booked five groups with 338 visitors, 487 room nights and an estimated \$903,238 in direct spending.

#### Events Hosted (Anticipated numbers):

- Americas Competiveness Exchange on Innovation and Entrepreneurship (December 7-9, 2017) with 70 visitors, 140 room nights and an estimated \$39,596 in direct spending.
- National Association of State Workforce Agencies- UI Fraud Training (December 12-14, 2017) with 25 visitors, 75 room nights and an estimated \$15,406 in direct spending.
- FSU/National High Field Magnetic Field Laboratory- Theory Winter School 2018 (January 7-12, 2018) with 90 visitors, 300 room nights and an estimated \$78,434 in direct spending.
- Clay County Board of County Commissioners- Clay Day (January 16-17, 2018) with 30 visitors, 30 room night and an estimated \$9,541 in direct spending.
- Grand College Tours- Student Tour (January 16-17, 2018) with 48 visitors, 12 room nights and an estimated \$5,568 in direct spending.
- Florida YMCA Youth in Government-Leadership Development Programs (January 20-25, 2018) with 750 visitors, 865 room nights and an estimated \$639,698 in direct spending.
- Florida Association of School Administrators-Advocate '18 (January 21-22, 2018) with 67 visitor, 113 room nights and an estimated \$48,078 in direct spending.
- Adult Community Education (January 23-24, 2018 with 75 visitors, 140 room nights and an estimated \$31,612 in direct spending.
- Florida Ports Council- 2018 Legislative Board Meeting (January 30-31, 2018) with 15 visitors, 30 room nights and an estimated \$11,950 in direct spending.

### **III. Leisure Sales**

#### Development Activities:

- In the interim while we fill the vacancy created when Joseph Piotrowski moved to Sports Marketing, Janet Roach (Meetings & Conventions) coordinates sales activities for groups and these are reflected in her report.

## **IV. Visitor Services**

### Development Activities for December & January

- Updated industry partner accounts in IDSS ensuring correct information appears for staff use and on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Assisted sales departments by ordering promotional items for upcoming groups and events.
- Assembled and delivered welcome baskets for winners of the Season's Greetings seasonal marketing promotion and three visiting journalists.
- Updated seasonal events featured on the Spring landing page on VisitTallahassee.com
- Updated information on T.O.U.R. Guide landing page for upcoming events.
- Worked with sports department to secure signage and promotional needs for cross country events.
- Coordinated assembly and distribution of group service items.
- Coordinated assembly of race packets, execution of packet pick up, and oversaw visitor services volunteers for USATF Junior Olympics cross country event.
- Compiled bi-weekly update of What's Happening in Tallahassee for distribution to area hotels.
- Compiled a special Legislative Session edition of What's Happening in Tallahassee for distribution to visiting legislators
- Assisted the Marketing and Facilities Departments in securing updated images for the second floor conference room.
- Updated Visitor Center Gift Shop display, highlighting local vendors.
- Provided administrative assistance for Signature, Special and Sport grant program through the tracking and organization of grant contracts, post event reports, and web site event pages.
- Assisted Marketing department with securing promotional items and event signage for Market Saturation Events.

### Performance Measures:

#### Downtown Visitor Center Walk-In Traffic

- December: Provided services to 134 walk-in visitors ( 108 domestic and 26 international)
- January: Provided services to 233 walk-in visitors ( 186 domestic and 47 international)

#### Telephone Visitor Services

- December: Fulfilled 96 telephone inquiries
- January: Fulfilled 138 telephone inquiries

#### Visitor Gift Store Sales

- December: \$804.95 in total sales
- January: \$737.90 in total sales



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

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: December - 18 | January - 36
- Inquiries from advertisements: December - 49 | January - 171
- Website requests for visitor guides: December - 73 | January - 160
- Provided to Visitor Center guests: December - 57 | January – 134
- Distributed to area partners: December - 650 | January – 845
- Distributed to regional welcome centers: December - 260 | January – 975

Group Services Requests:

- Distributed 5,715 visitor guides and other material to the following:
  - USA Track & Field Junior Olympic Cross Country National Championship
  - Tallahassee Ultra Distance Classic
  - Maclay Holiday Hoops Tournament
  - League of Women Voters
  - Rue/Hefelfinger Wedding
  - Florida State University Graduate Student Interview Weekend
  - Florida State University Doctoral Intern Applications
  - Winthrop King Institute Women in French Blues Writing Conference
  - Junior League Winter Conference
  - Tallahassee Marathon
  - FSU Psychology Dept Graduate Recruits
  - Florida Brewers Guild
  - Cruise Family Reunion
  - Association of Florida Colleges Legislative Day Leadership Conference
  - Welling Thomas Wedding

## **VI. Sports Marketing**

Development Activities:

- Planned and hosted the USA Track & Field Club Cross Country Junior National Championships at Apalachee Regional Park.
- Planned and hosted the Tallahassee Sports Council meeting at the Springhill Suites.
- Opened up and advertised the Leon County Sports Event Grant Program 2<sup>nd</sup> cycle for events being hosted March 2 – September 30, 2018.
- Met with Florida A & M University new athletic director and associated athletic director on upcoming athletic events that will potentially bring significant visitors to our community.

- Planned the USA Track & Field Club Cross Country National Championships February 3 at Apalachee Regional Park.
- Conducted a conference call with Steven Short with USL D3 professional soccer on the possibility of Tallahassee being home to an expansion team.
- Attended the Leon County Parks and Recreation grand opening of Northeast Park trail.
- Booked and handled logistics for the nine softball and baseball tournaments we will host this spring and summer at City of Tallahassee and Florida State Rec facilities.
- Participated in the Tourism Development Council meeting at the County Commission chambers.
- Participated in Florida Tourism Day supporting the state industry and sharing the statistics with our legislators.
- Continued the planning for the fall 2018 cross country line up including the FHSA State Championships, Florida State Invitational/Pre-State and USA Track & Field Regional Championship.
- Worked with Florida Sports Foundation to finalize more than \$14,000 in Florida Sports Foundation grant supporting USATF JO Cross Country Championship.
- Had a meeting with Coach Hultquist Florida State Tennis Coach and his staff to discuss on the future of the Tennis Pro's tournament and future tennis events in Tallahassee.

#### Performance Measures:

##### Leads Distributed (Anticipated numbers)

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

##### Events Booked (Anticipated numbers)

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

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

- Capital City Classic (Wrestling), (December 8-9, 2017) with 1000 room nights, 300 visitors and an estimated direct visitors spending of \$311,224.
- North Florida School of Aikido Annual Seminar, (December 1-3, 2017) with 30 room nights, 20 visitors and an estimated direct visitors spending of \$9,913.
- Capital City Classic (basketball), (December 20-21, 2017) with 110 room nights, 200 visitors and an estimated direct visitors spending of \$59,207.
- Tallahassee Community College Men's Holiday Classic, (December 28-29, 2017), with 42 room nights, 100 visitors and an estimated direct visitors spending of \$26,490.

- Tallahassee Community College Women's Holiday Classic, (December 28-29, 2017) with 45 room nights, 80 visitors and an estimated direct visitors spending of \$20,750.
- Trojan Invitational (wrestling), (January 13, 2018) with 90 room nights, 300 visitors and an estimated direct visitors spending of \$30,156.
- ATAC Mac Crutchfield Short Course Invitational Swim Meet, (January 26-28, 2018) with 200 room night, 450 visitors and an estimated direct visitors spending of \$195,833.
- AAU Gymnastics Girls North Florida Qualifier, (January 12-13, 2018) with 200 room nights, 1,200 visitors and an estimated direct visitors spending of \$522,223.
- Inspire MLK Basketball Invitational Tournament, (January 20-22, 2017) with 180 room nights, 375 visitors and an estimated direct visitors spending of \$155,643.
- FSU Spring Invitational (Men's Tennis), (January 13-14, 2018) with 104 room nights, 100 visitors and an estimated direct visitors spending of \$27,906.
- North Florida School of Aikido Annual Seminar, (December 1-3, 2017) with 30 room nights, 20 visitors and an estimated direct visitors spending of \$9,913.
- USA Track & Field Junior Olympics Cross Country Championship, (December 7-9, 2017) with 7,100 visitors, 4,339 room nights and a direct visitors spending of \$2,412,900.



# Leon County Division of Tourism/ Visit Tallahassee

1<sup>st</sup> Quarter Visitor Tracking Report  
October – December 2017



# Study Objectives

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



# Methodology

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- Internet survey and in-person interviews
- Sample size – 818 completed surveys
- First quarter\* FY 2018 visitors to Tallahassee
- Data collection: October 2017 – December 2017

\*October, November, & December 2017



# Executive Summary



# Tourism Snapshot: Oct - Dec 2017

Visitor Statistics	1 <sup>st</sup> Qtr 2017	1 <sup>st</sup> Qtr 2018	% Change
Visitors	540,981	529,474	-2.1%
Direct Expenditures*	\$150,983,500	\$140,151,400	- 7.2%
Total Economic Impact	\$238,553,900	\$221,439,200	- 7.2%
Lodging Statistics	1 <sup>st</sup> Qtr 2017	1 <sup>st</sup> Qtr 2018	% Change
Occupancy**	64.6%	64.8%	+ 0.3%
Room Rates**	\$108.42	\$107.16	- 1.1%
RevPAR**	\$70.05	\$69.44	- 0.9%
Room Nights***	331,919	317,377	- 4.3%
TDT Collections****	\$1,614,837	\$1,604,930	- 0.6%

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

\*\* From STR Report

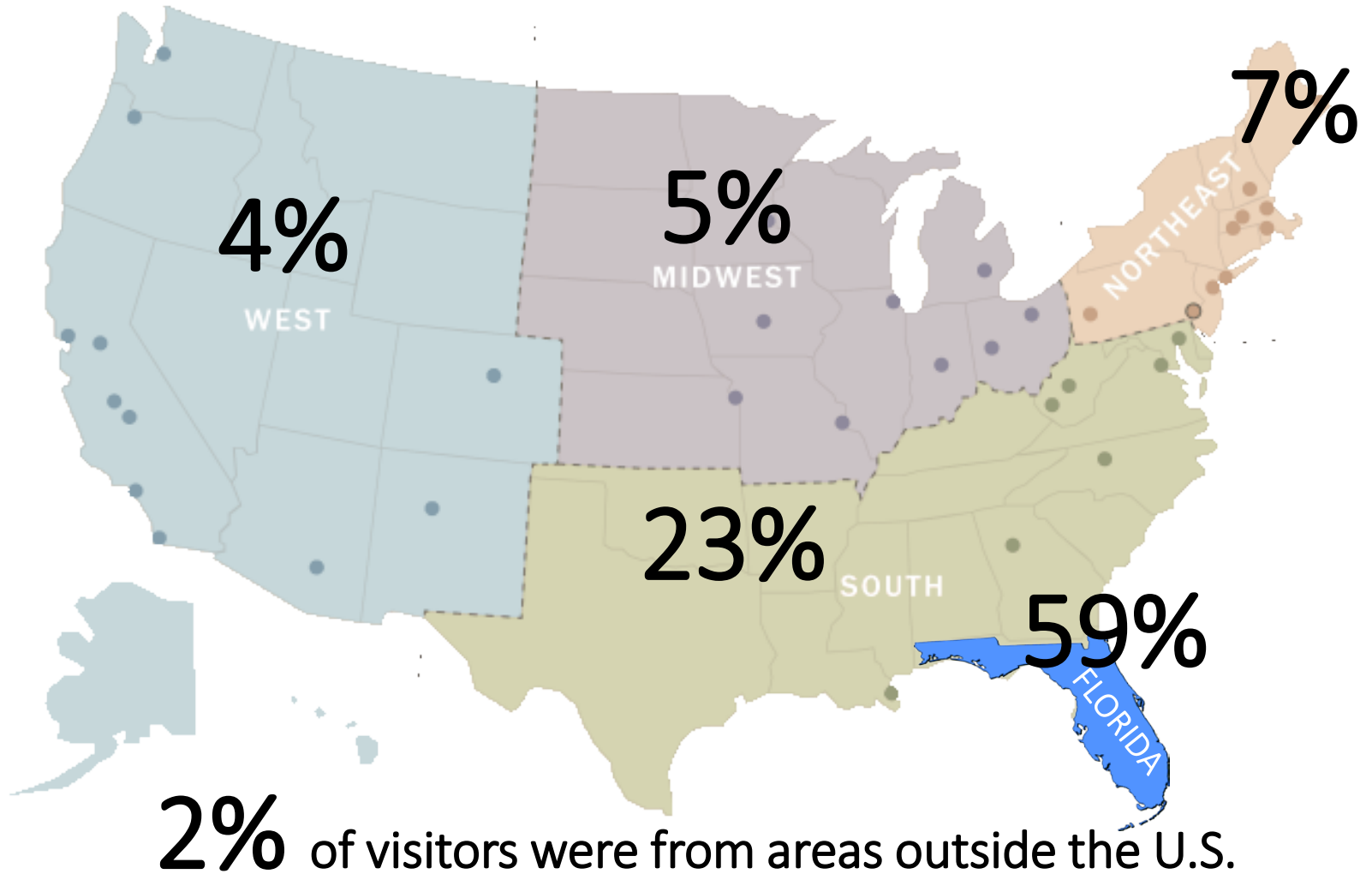
\*\*\* Reflects a year-over-year decrease in hotel inventory

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



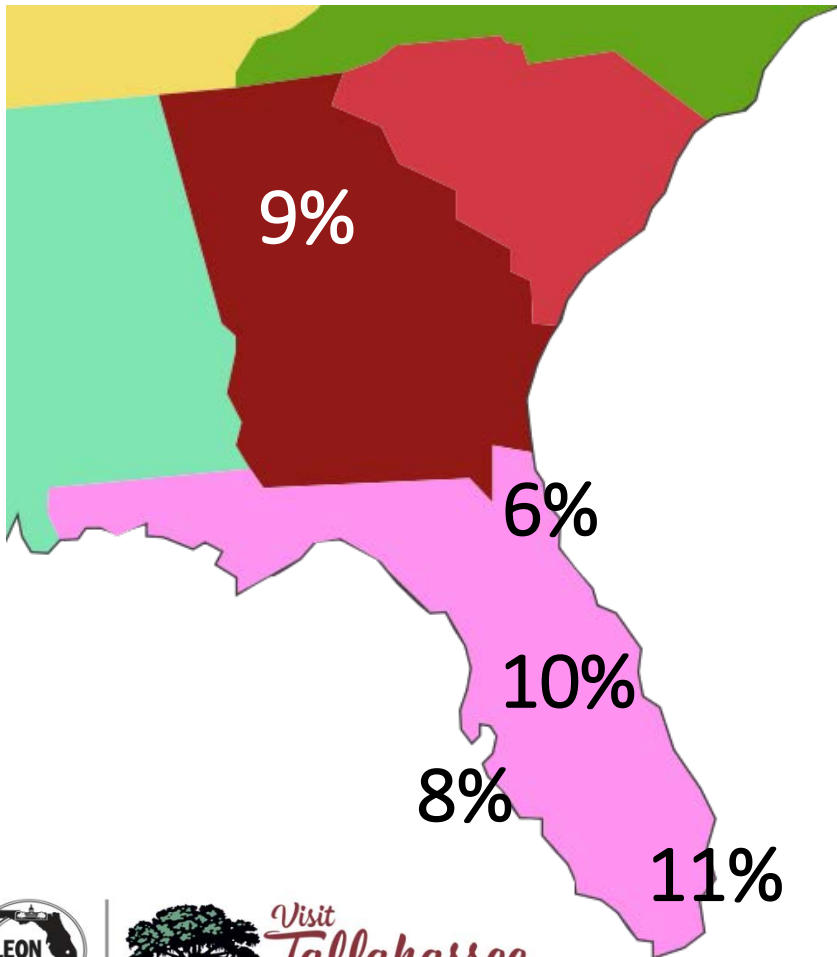


# Origin of Visitors



# Origin of Visitors

44% of visitors were from 5 U.S. markets



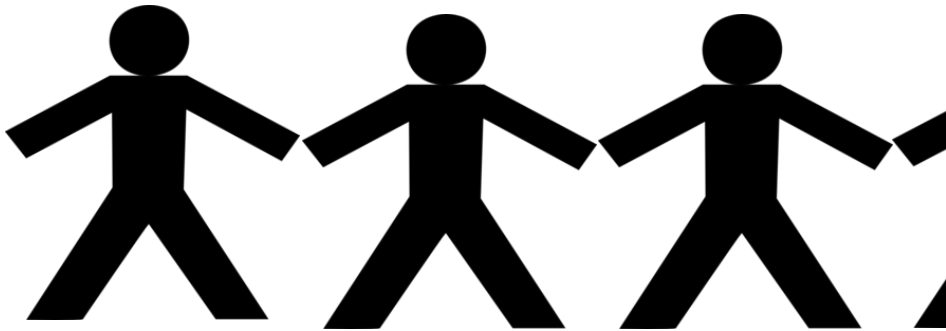
Top 5 Markets
Miami-Ft. Lauderdale
Orlando
Atlanta
Tampa-Clearwater-St. Pete
Jacksonville



# Travel Parties

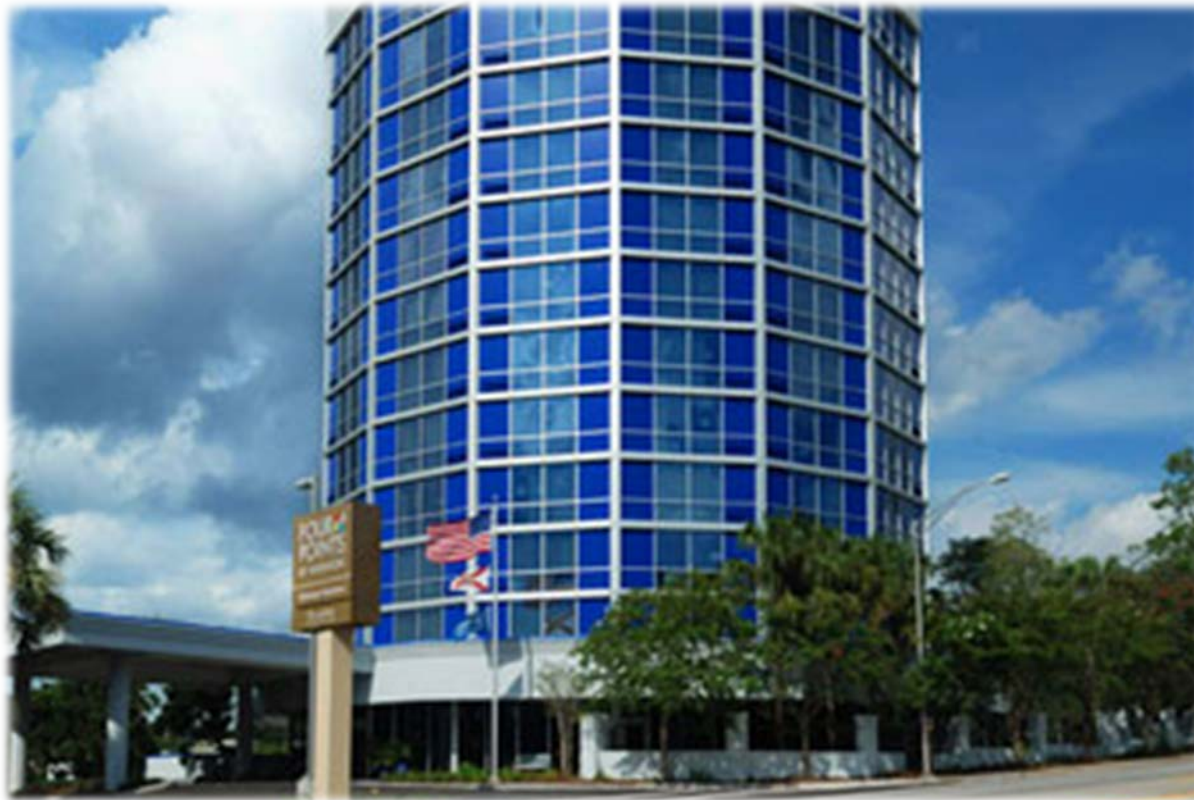
The typical visitor traveled in a party composed of **2.9** people

**47%** traveled with at least one person under the age of 20 in their travel party



# Length of Stay

- Visitors spent **2.6** nights in Leon County
- **69%** of visitors who stayed overnight booked a hotel



# Transportation

- **72%** of visitors drove to Leon County



# Visitation

➤ 22% were first time visitors



# Visitor Satisfaction

- Visitors gave Leon County a rating of **8.3 out of 10<sup>1</sup>** as a place to visit
- **86%** of visitors will return to Leon County



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



# Top Reasons for Visiting

Watch a sporting event



Visit friends & relatives



Business



Education



Special Event





# Top Activities During Visit

Restaurants



Watch sporting event



Bars, nightclubs



Relax and unwind



Business



Shopping



Education



# Visitor Spending

- Visitors spent **\$316** a day
- Visitors spent **\$822** on their trip



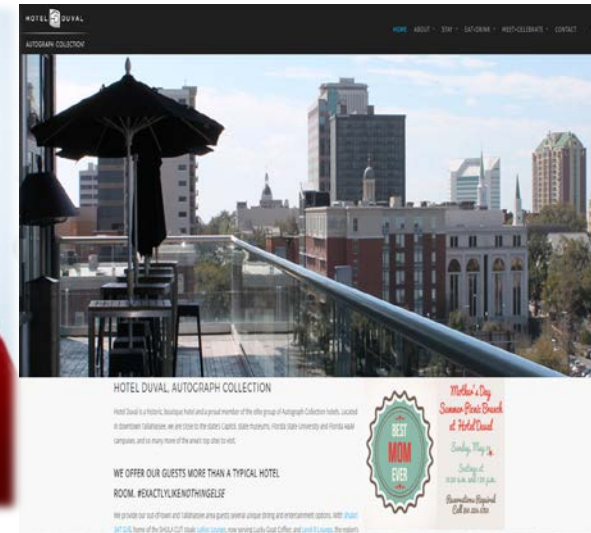
# Trip Planning

- **62%** of visitors planned their trip within a month of travel
- Top trip planning sources:

Search on Google,  
etc.

Talk to friends

Go to a hotel  
website



# Finding Their Way Around

- 99% 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



## Beautiful city

- “It's a really nice place to relax and enjoy.”



## Nice place to visit

- “Nice Area! Hilly, which is a nice change from our area. A lot offered and a lot to do. Interesting place.”



## College town

- “College town with a great environment.”

# Demographics

- The typical Leon County Visitor:
  - Is 44 years old
  - Has a household income of \$100,200
  - Is Caucasian (75%)
  - Is a college graduate (75%)
  - Is married (70%)
  - Is male (55%)



# Detailed Findings



# Visitors' Expenditures

- Visiting parties spent **\$316** a day and **\$822** on their trip.

	Average Daily Expenditure Q1 2017	Total Trip Expenditure Q1 2017	Average Daily Expenditure Q1 2018	Total Trip Expenditure Q1 2018
Accommodations	\$107	\$300	\$120	\$312
Restaurants	\$61	\$171	\$72	\$187
Groceries	\$19	\$53	\$11	\$29
Shopping	\$62	\$174	\$33	\$86
Entertainment	\$38	\$106	\$36	\$94
Transportation	\$27	\$76	\$32	\$83
Other	\$18	\$50	\$12	\$31
<b>Total</b>	<b>\$332</b>	<b>\$930</b>	<b>\$316</b>	<b>\$822</b>





# 2017 – 2018 Comparisons

	Oct – Dec FY 2017	Oct – Dec FY 2018
Age	44	44
Gender (Male)	52%	55%
Household income	\$89,800	\$100,200
From Florida	64%	59%
From the Southeast	90%	82%
Travel party	2.6 people	2.9 people
Drove to Tallahassee	77%	72%
Nights spent	2.8	2.6
Stayed hotel/motel	65%	69%



# 2017 – 2018 Comparisons

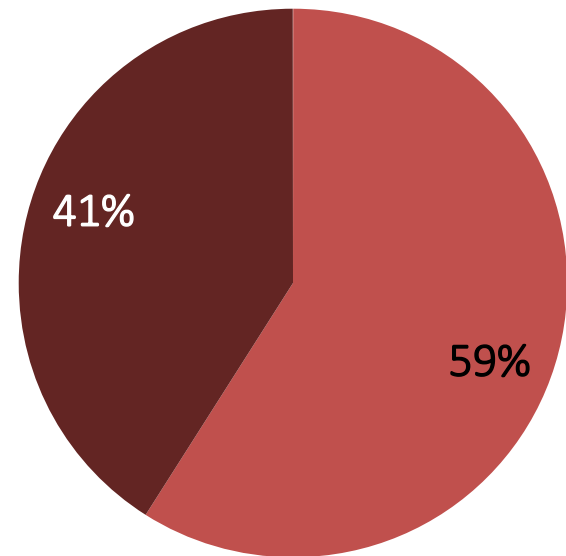
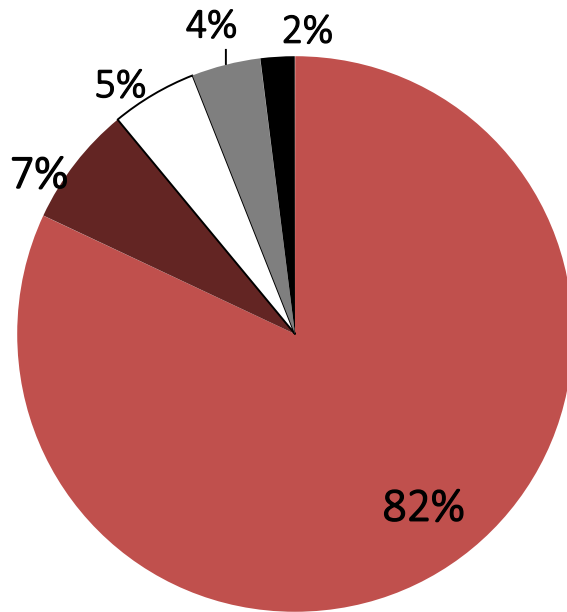
	Oct – Dec FY 2017	Oct – Dec FY 2018
Traveled with at least 1 other person	75%	75%
Traveled with people under the age of 20	45%	47%
Tallahassee was primary destination	90%	92%
Definitely/probably will return	75%	86%
Rating of their experience	8.3 <sup>1</sup>	8.3 <sup>1</sup>
Spending per trip	\$930	\$822
1st time visitors	24%	22%
Visited Tallahassee more than 10 times	11%	30%

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



# Origin of Tallahassee Visitors

6 out of 10 visitors were from Florida.



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

- Florida
- Other

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

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

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

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



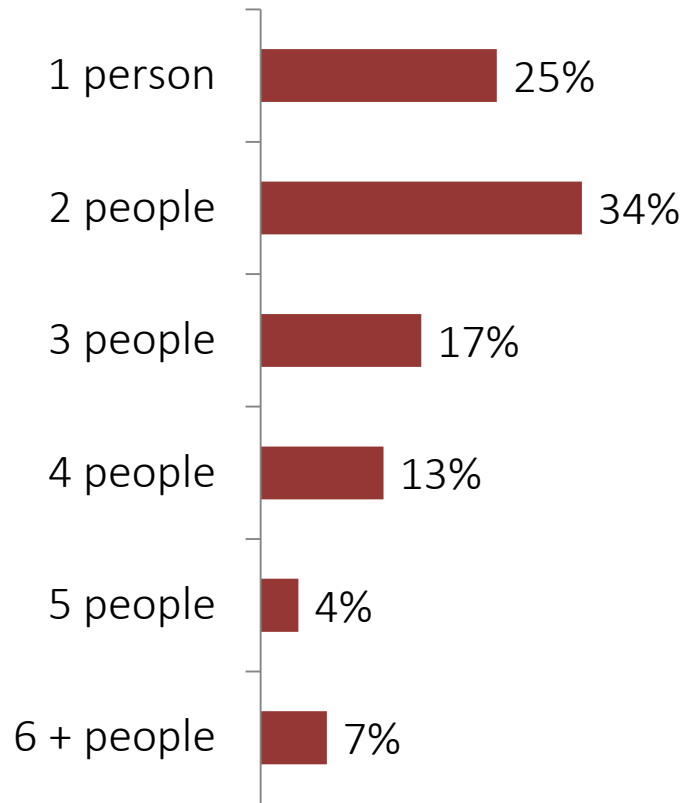
# Top Visitor Origin Markets

	Oct– Dec FY 2017	Oct– Dec FY 2018
Miami-Ft. Lauderdale	16%	11%
Orlando	7%	10%
Atlanta	10%	9%
Tampa-Clearwater-St. Petersburg	11%	8%
Jacksonville	4%	6%
Pensacola-Mobile	4%	3%
Panama City-Destin	5%	2%
Ocala	2%	2%
Sarasota-Bradenton	1%	2%
Naples-Ft. Myers	2%	2%



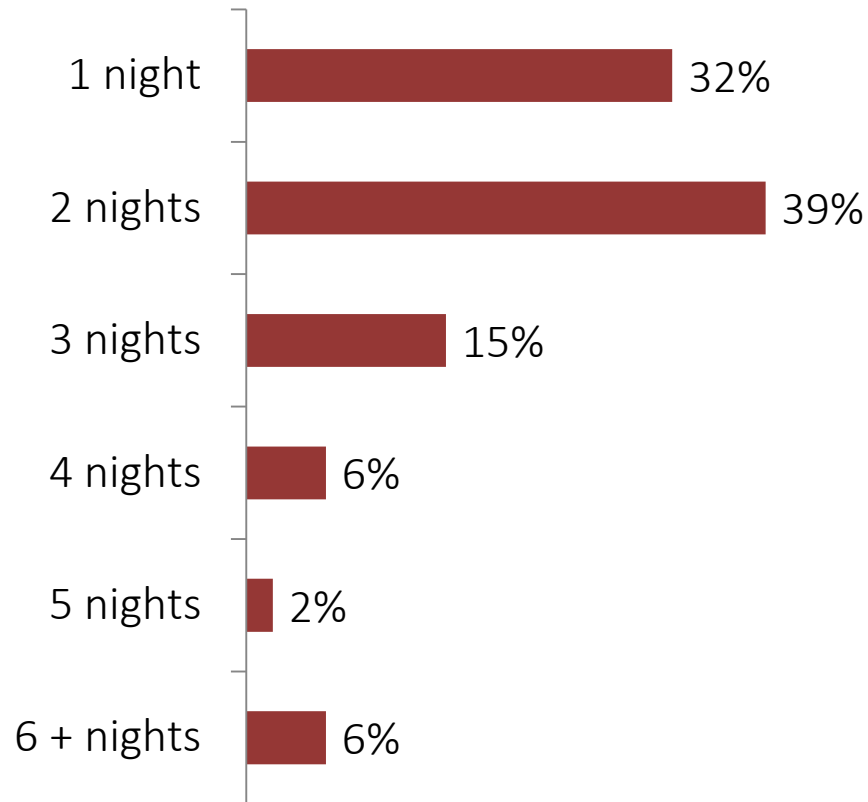
# Travel Party

- Traveled in a party composed of **2.9** people.
- **47%** traveled with people under the age of 20.
- **75%** traveled with at least one other person.



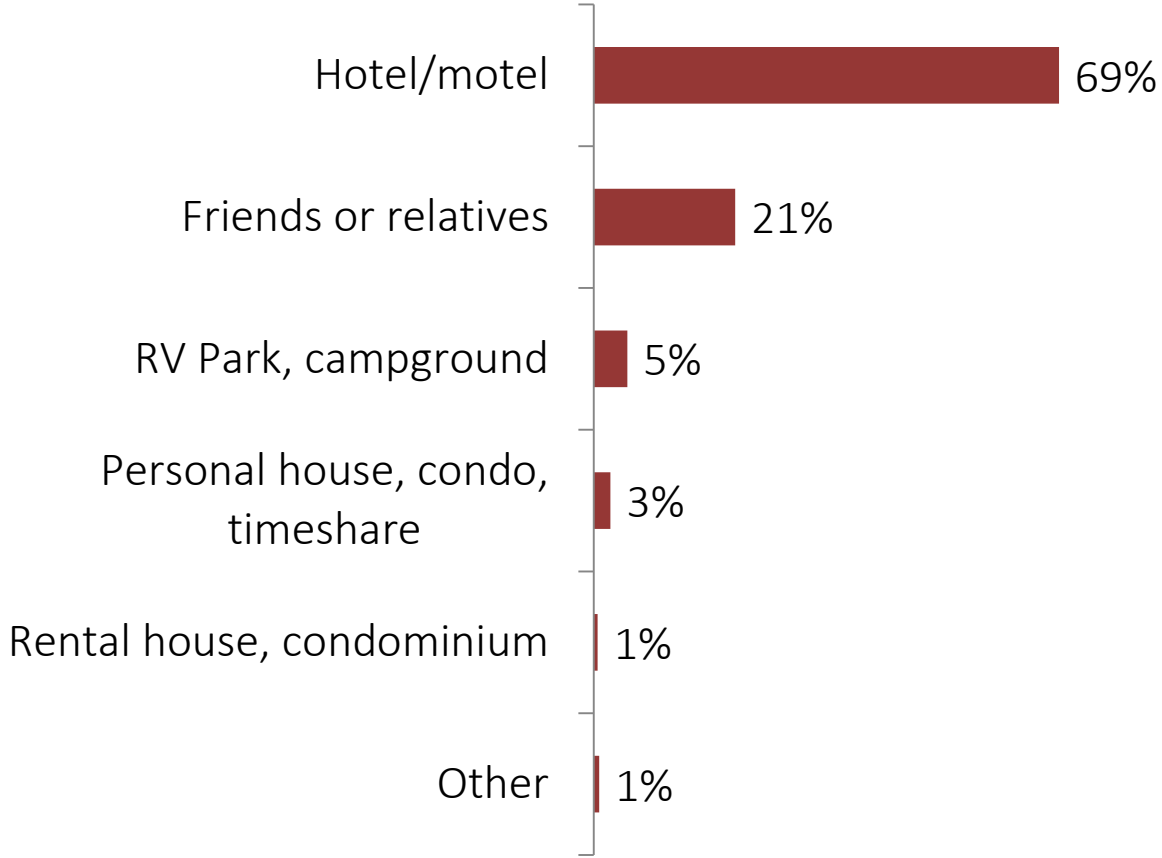
# Length of Stay

- Spent **2.6** nights in Leon County.
- **68%** stayed 2 nights or more:



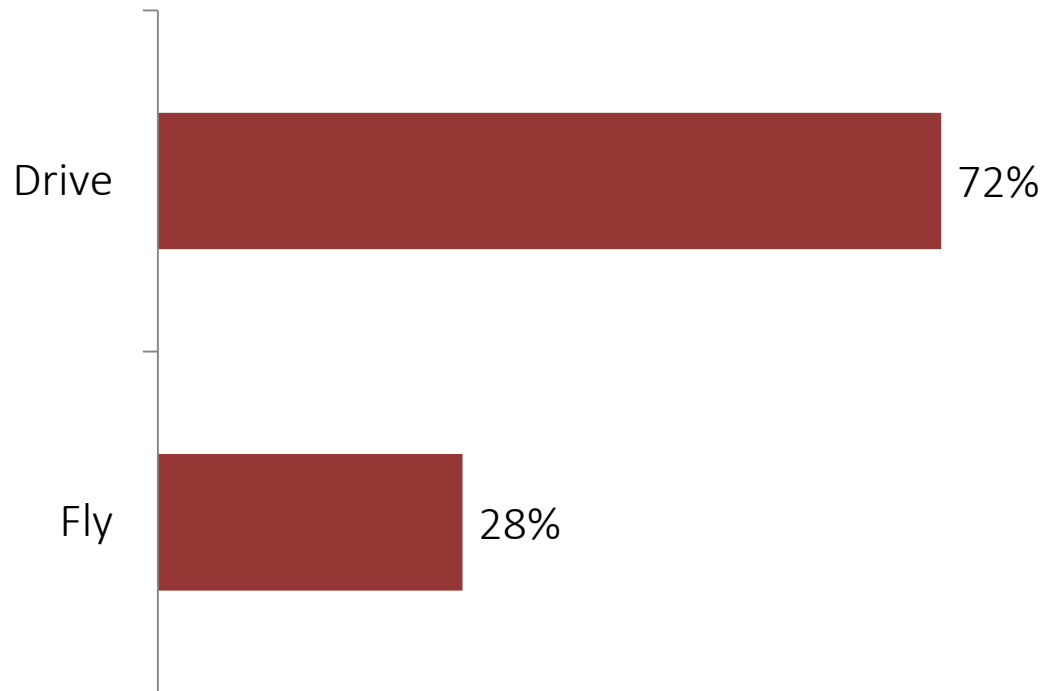
# Accommodations for Overnight Visitors

- 7 in 10 visitors (69%) who stayed overnight booked a hotel.



# Trip to Tallahassee

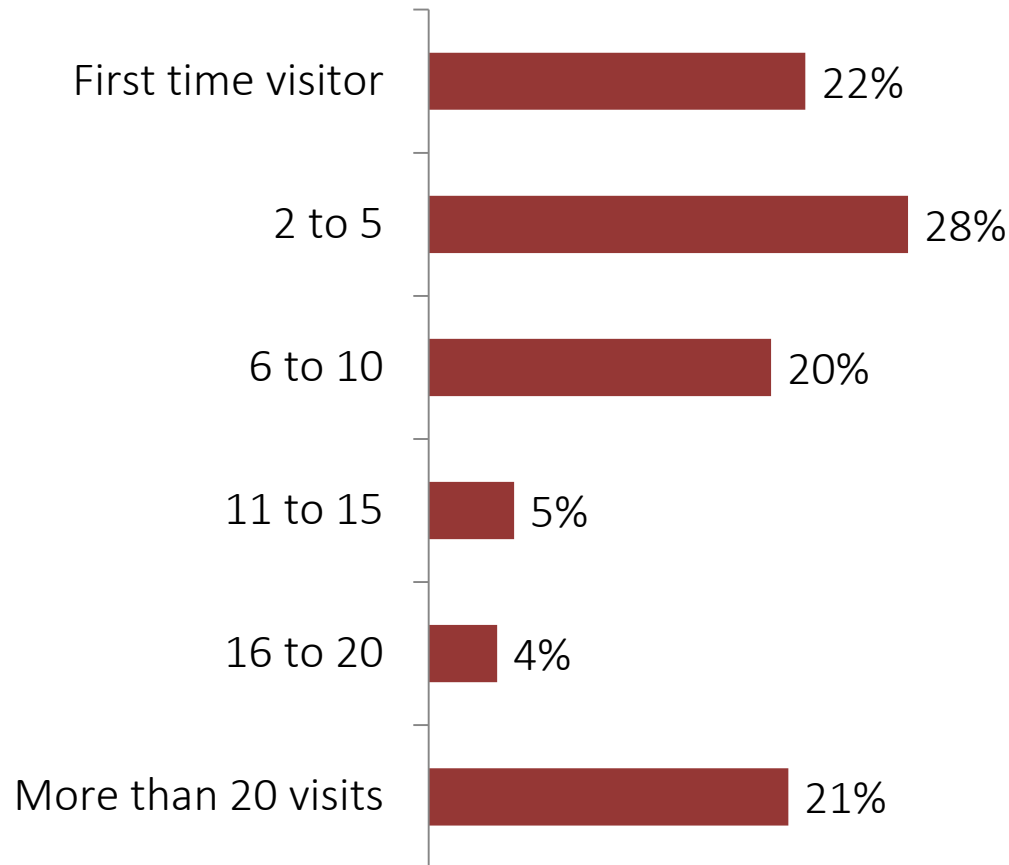
- **92%** indicated that Leon County was the primary destination for their trip.
- **72%** drove to Leon County.





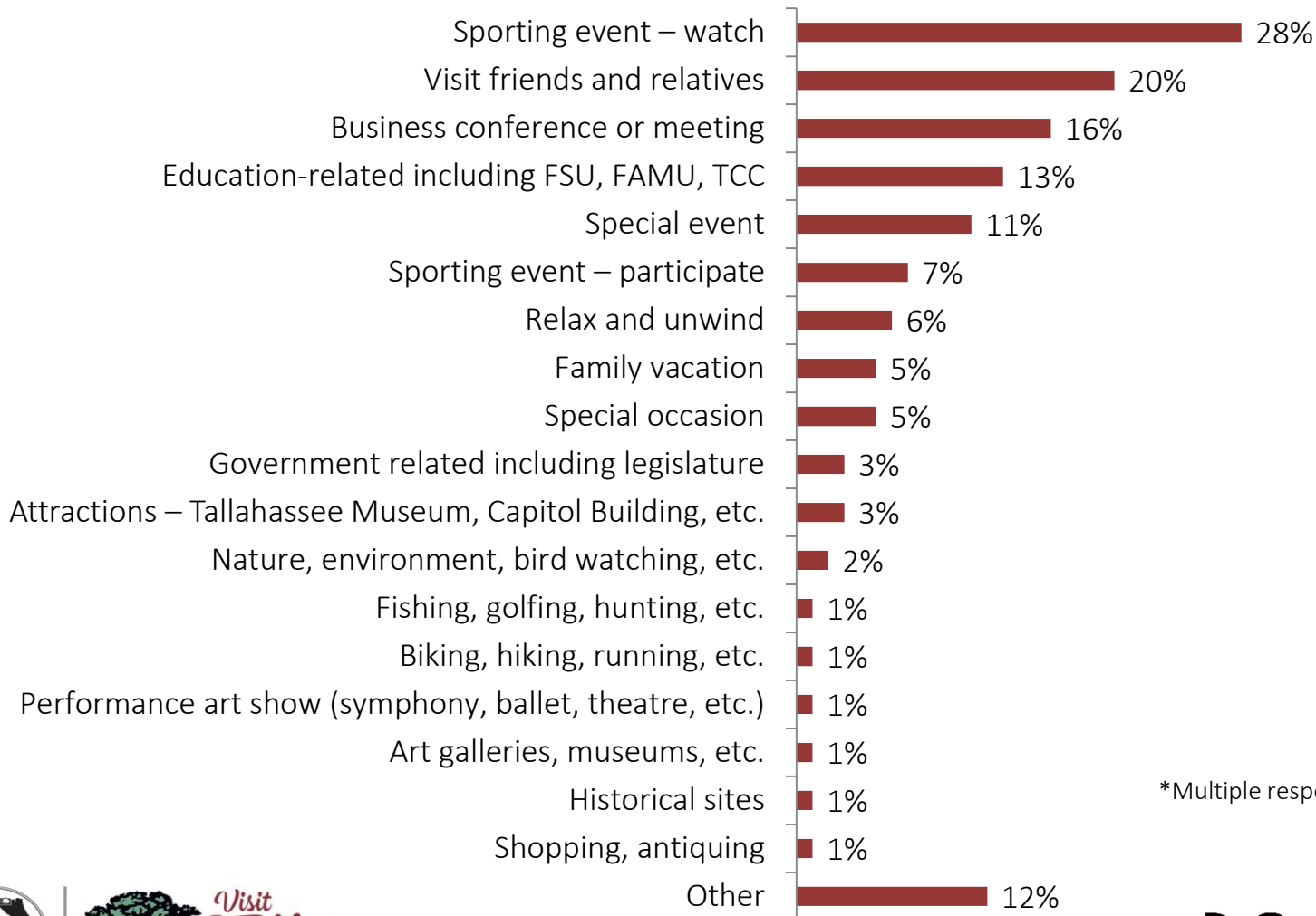
# Experience with Tallahassee

- **22%** were first time visitors.
- **30%** have visited Tallahassee more than 10 times.



# Reasons for Visiting

- 3 in 10 visitors (**28%**) came to watch a sporting event.\*

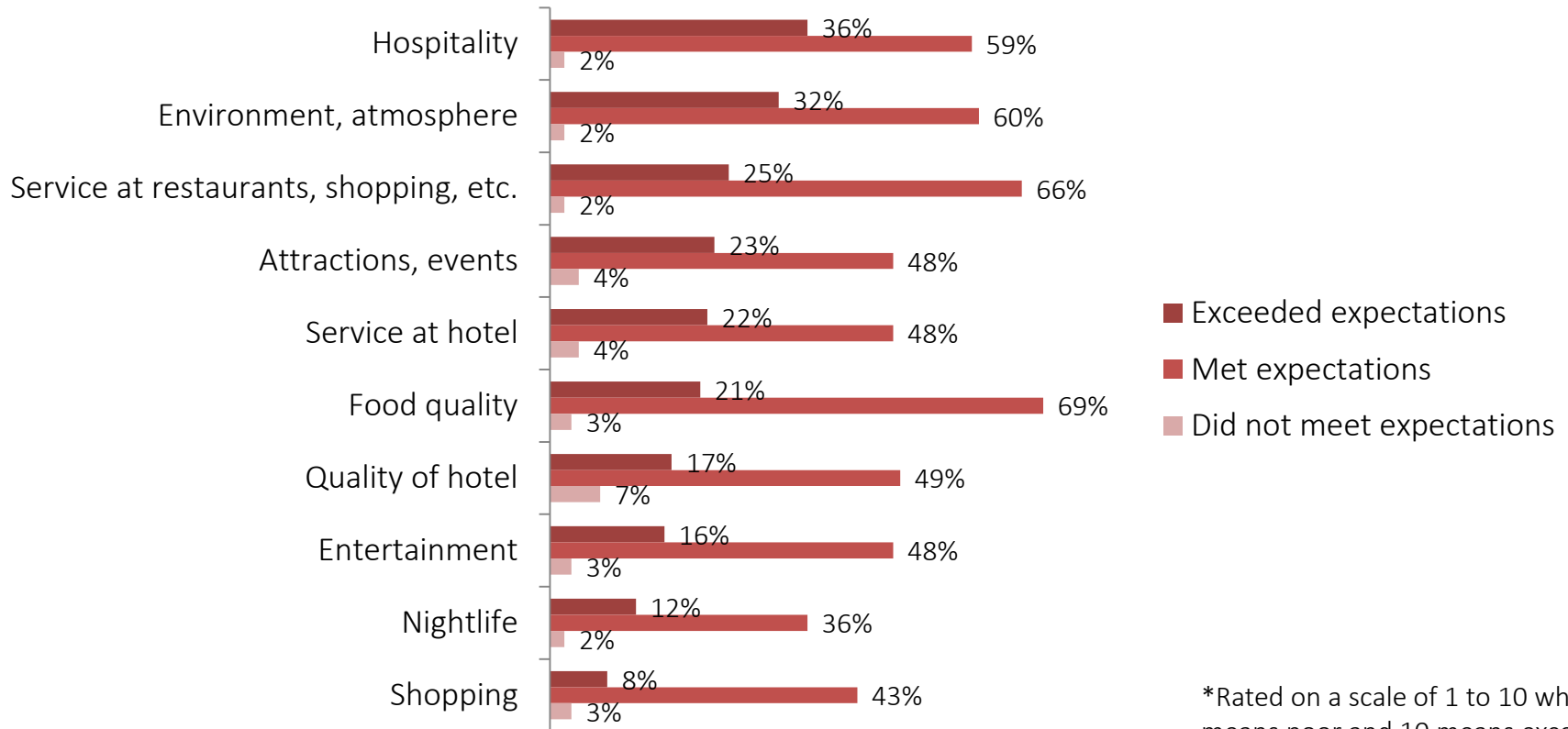


\*Multiple responses permitted



# Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.3 out of 10** as a place to visit.\*
- Visitors' ratings of their stay along various attributes:

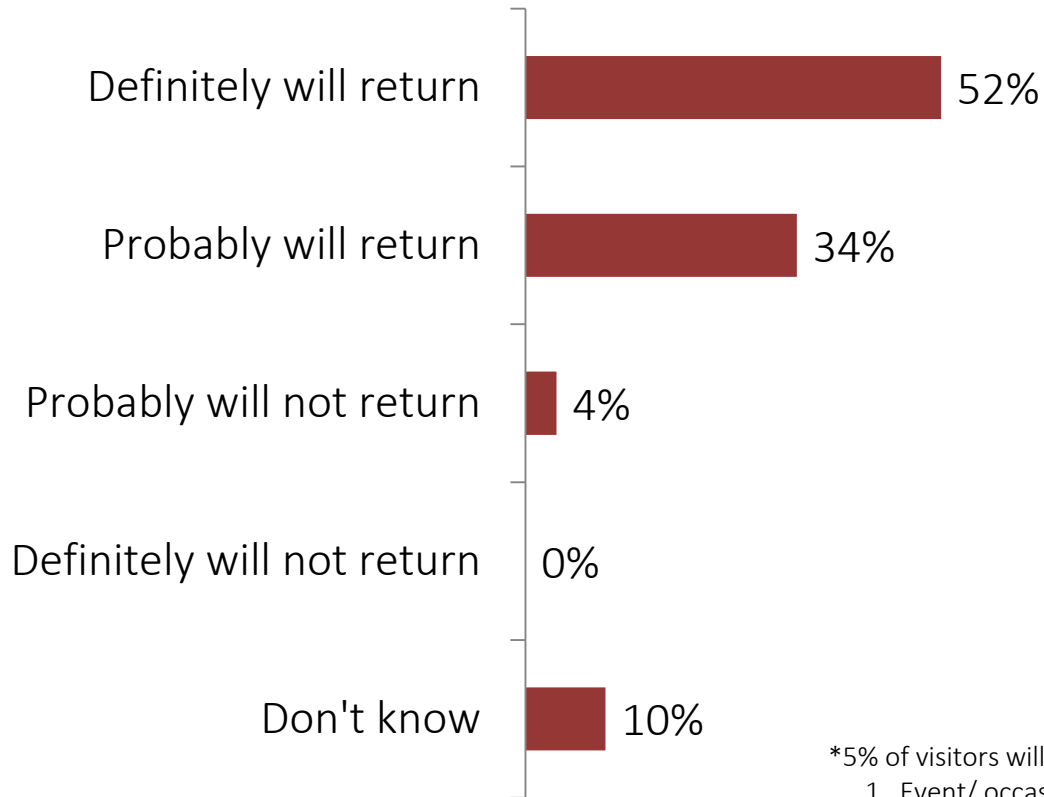


\*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



# Likelihood of Returning

•86% of visitors will return to Leon County.\*



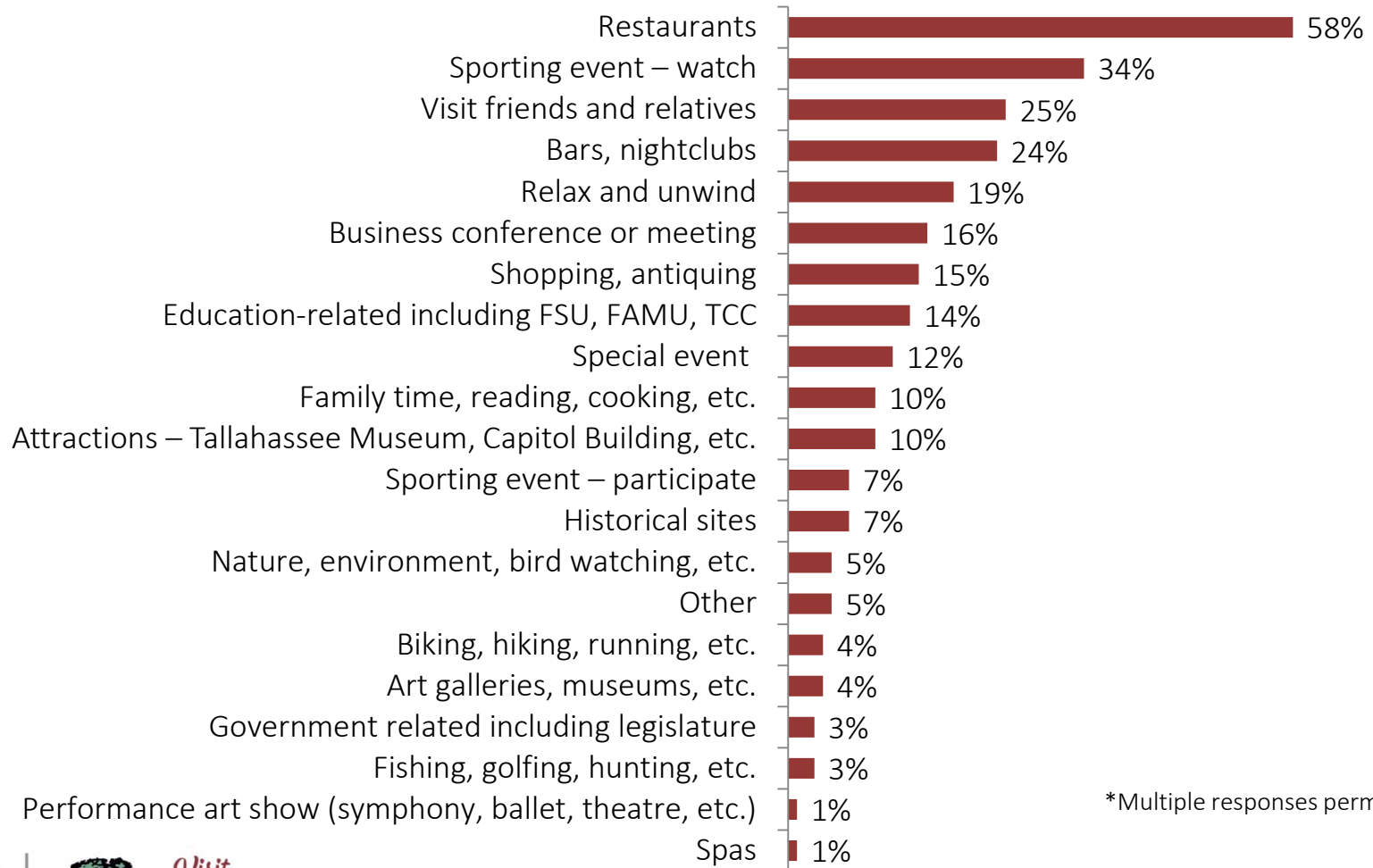
\*5% of visitors will not return for the following reasons:

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



# Visitors' Activities

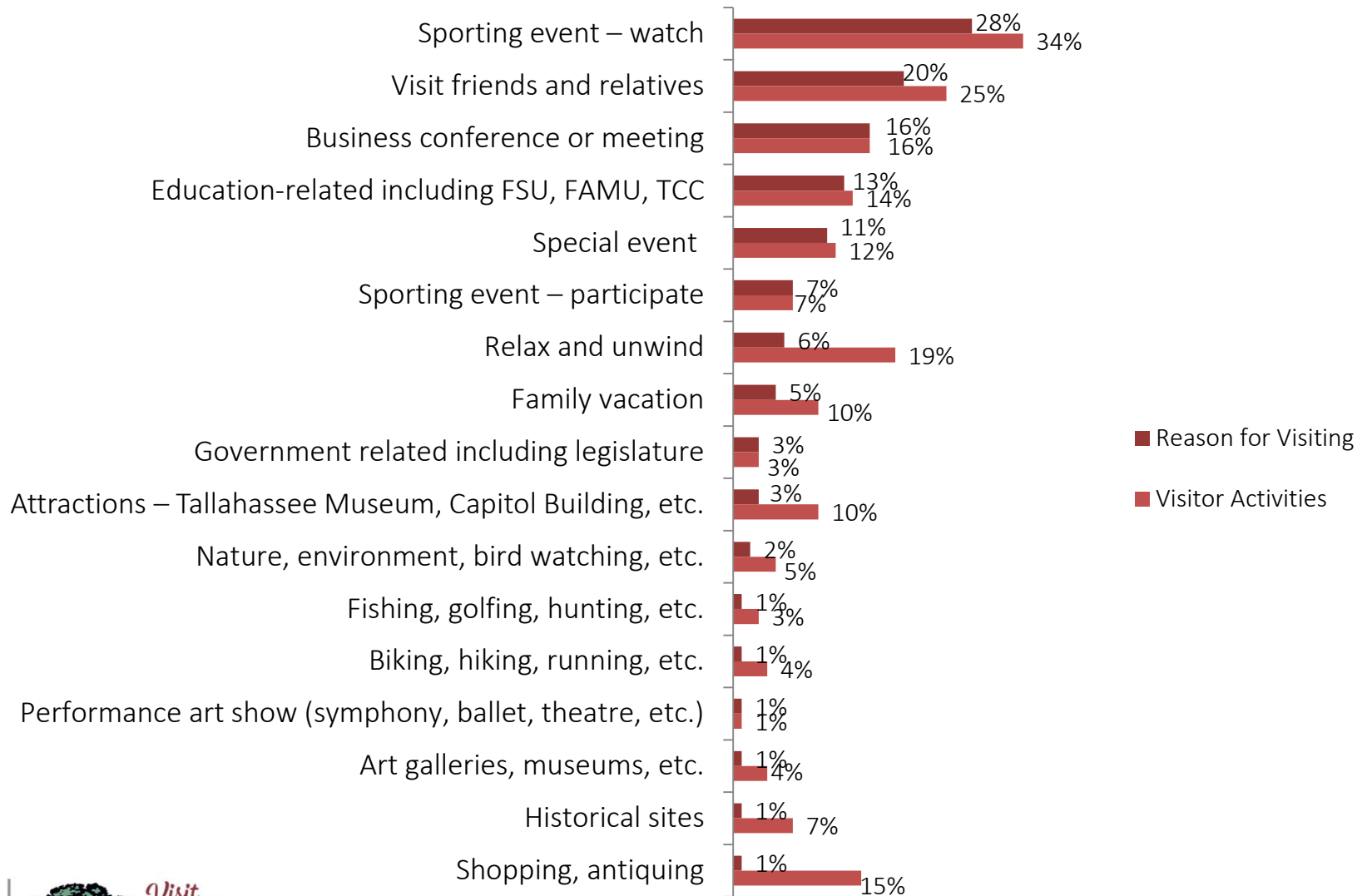
- 6 in 10 visitors (58%) ate in area restaurants:\*



\*Multiple responses permitted

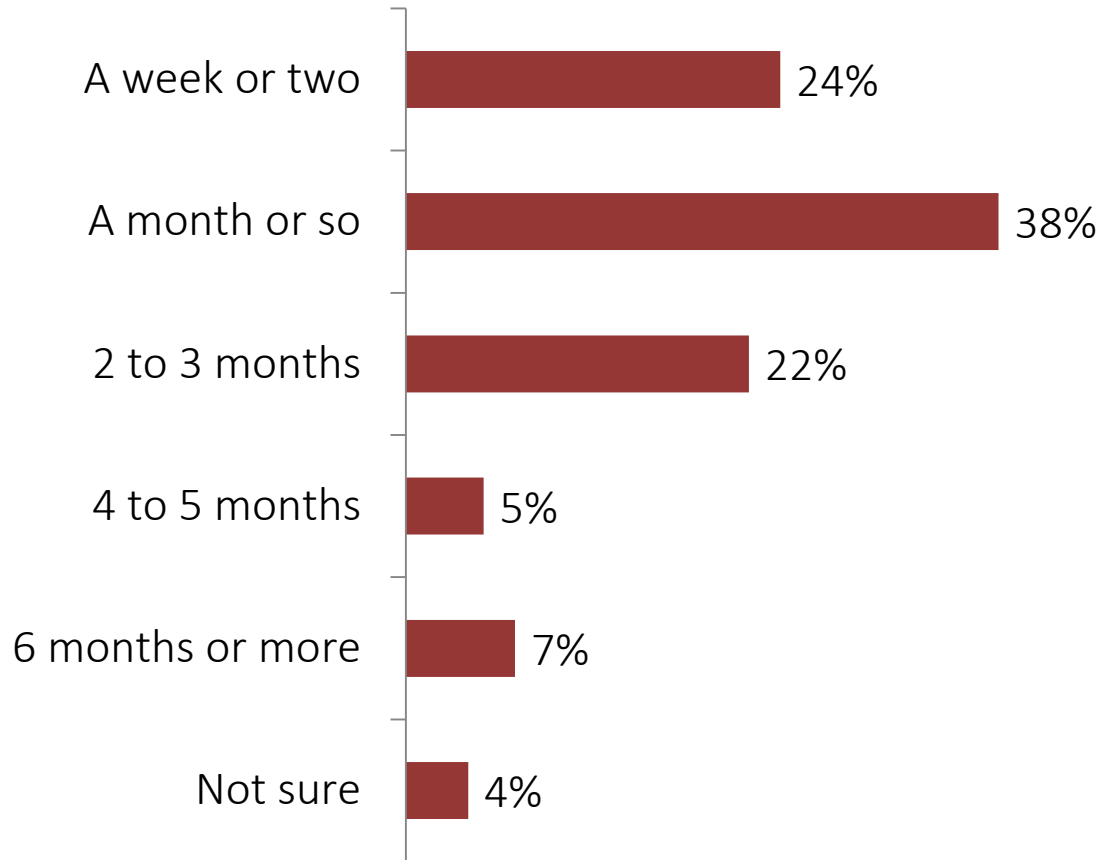


# Reasons for Visiting vs. Visitor Activities



# Trip Planning

- 6 in 10 visitors (62%) planned their trip within a month of travel.



# Sources of Information

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



\*Multiple responses permitted





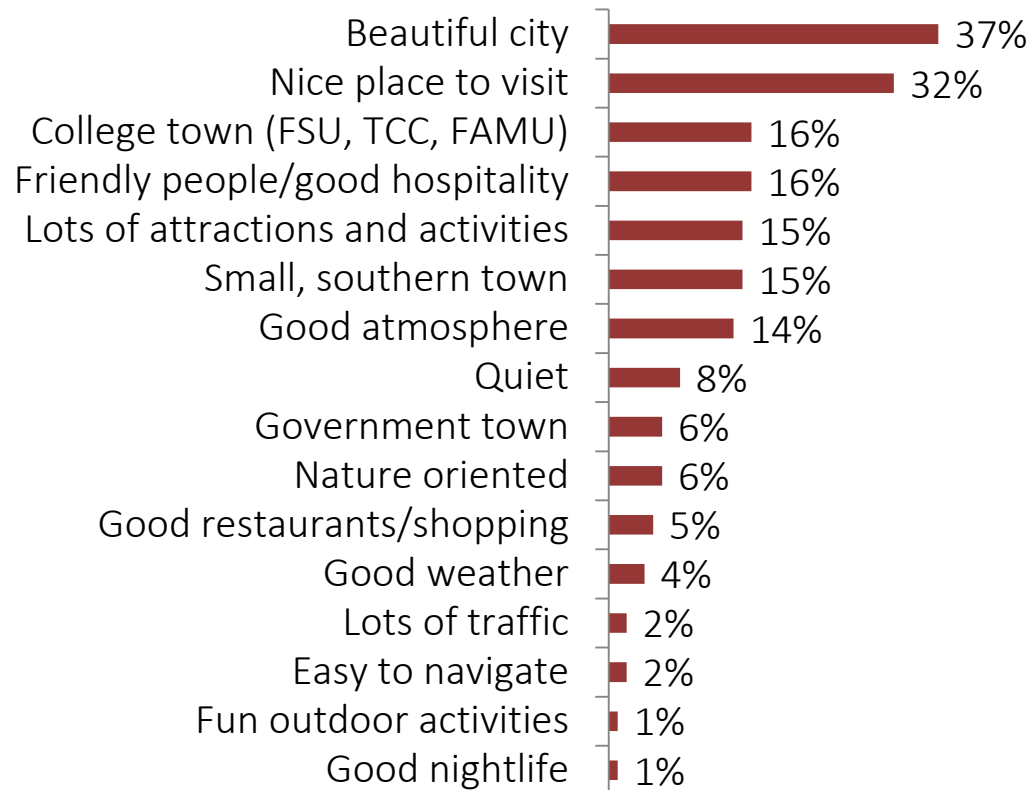
# Finding Their Way Around

- Nearly all visitors have smartphones/tablets (99%).
- 70% use their smartphone to plan their trip or to learn how to get around while they are in Leon County.
- 1% of visitors requested a Visitors Guide prior to their visit to Leon County.
- 2% of visitors stopped at the Visitors Center during their visit to Leon County.



# Perceptions of Leon County\*

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



\*Open-ended responses, multiple responses permitted



# Comments from Visitors

---

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

“Beautiful weather and scenery, great fun town.”

“It looks very different from south and central Florida. The scenery is very enjoyable.”

“Very clean and hospitable.”

“Feels like home with greater infrastructure, diversity, and more temperate climate. All around pretty comfortable.”

“Impressed by the event and park. Very accommodating.”



# Comments from Visitors

---

- From visitors who describe Leon County as a **nice place to visit:**

“Very good restaurants, good attractions, great size city to visit.”

“Nice place for families.”

“Nice Area! Hilly, which is a nice change from our area. A lot to do and offered. Interesting place.”

“Great place, with a great atmosphere.”

“A great place to visit. Be sure to see the Tallahassee Museum while there!”



# Comments from Visitors

---

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

“Great atmosphere, definitely a great college town, go Noles.”

“Great school spirit and a fun college town.”

“It is a college town with a lot to do for all people. Historical stuff and good entertainment.”

“It is fun for younger people, yet still calm enough for others.”

“Great school spirit and a fun college town.”



# Comments from Visitors

- From visitors who describe Leon County as having **friendly people & good hospitality**:

“Welcoming and hospitable.”

“Tallahassee is not the typical Florida you would think of. Feels a lot like Georgia and everyone seems to be very friendly.”

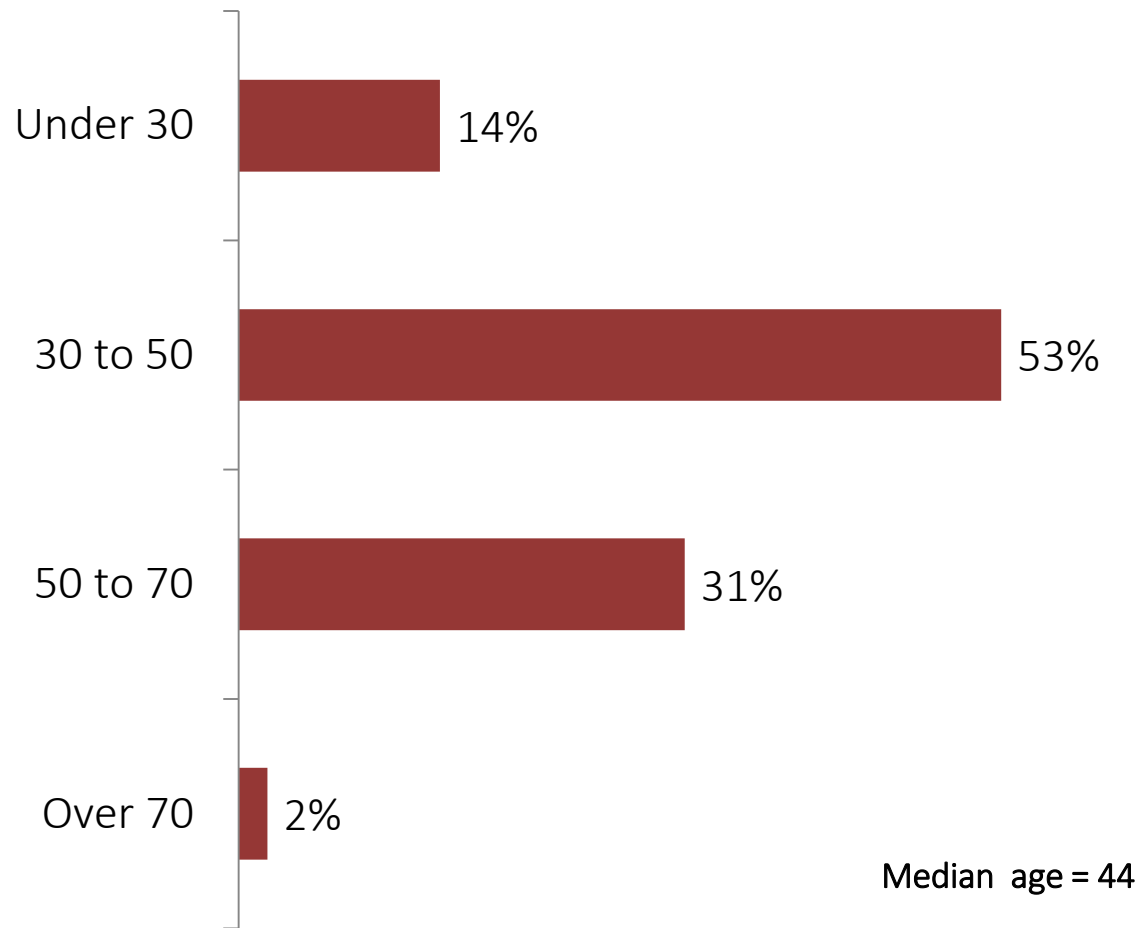
“Peaceful, warm, and full of kind hearted people.”

“Love the hospitality!”

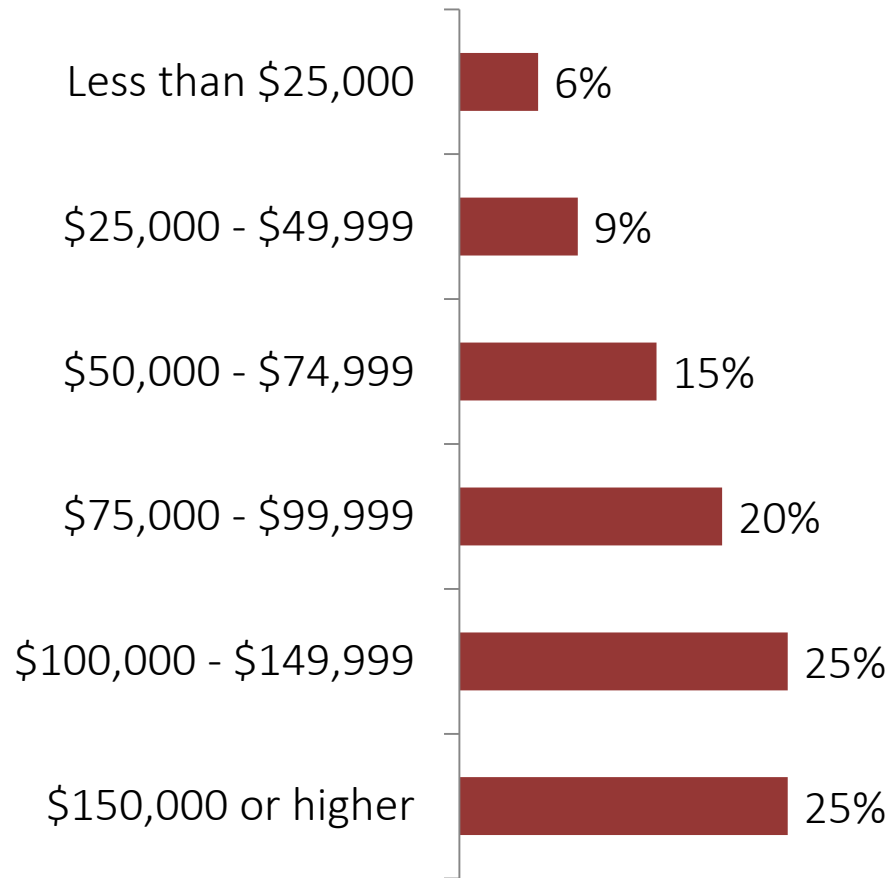
“Everyone is nice. Very pleasant and friendly”



# Age of Visitors



# Visitors' Total Household Income

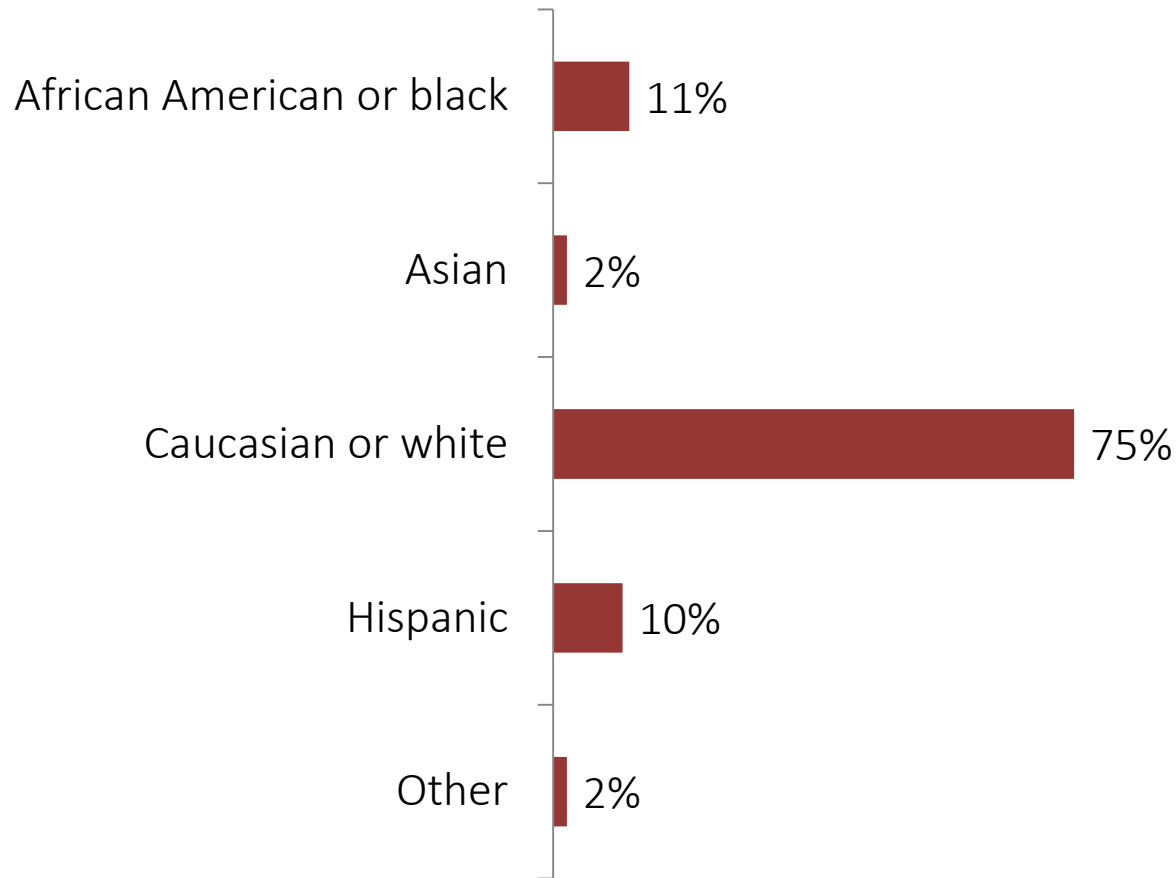


Median HHI = \$100,200

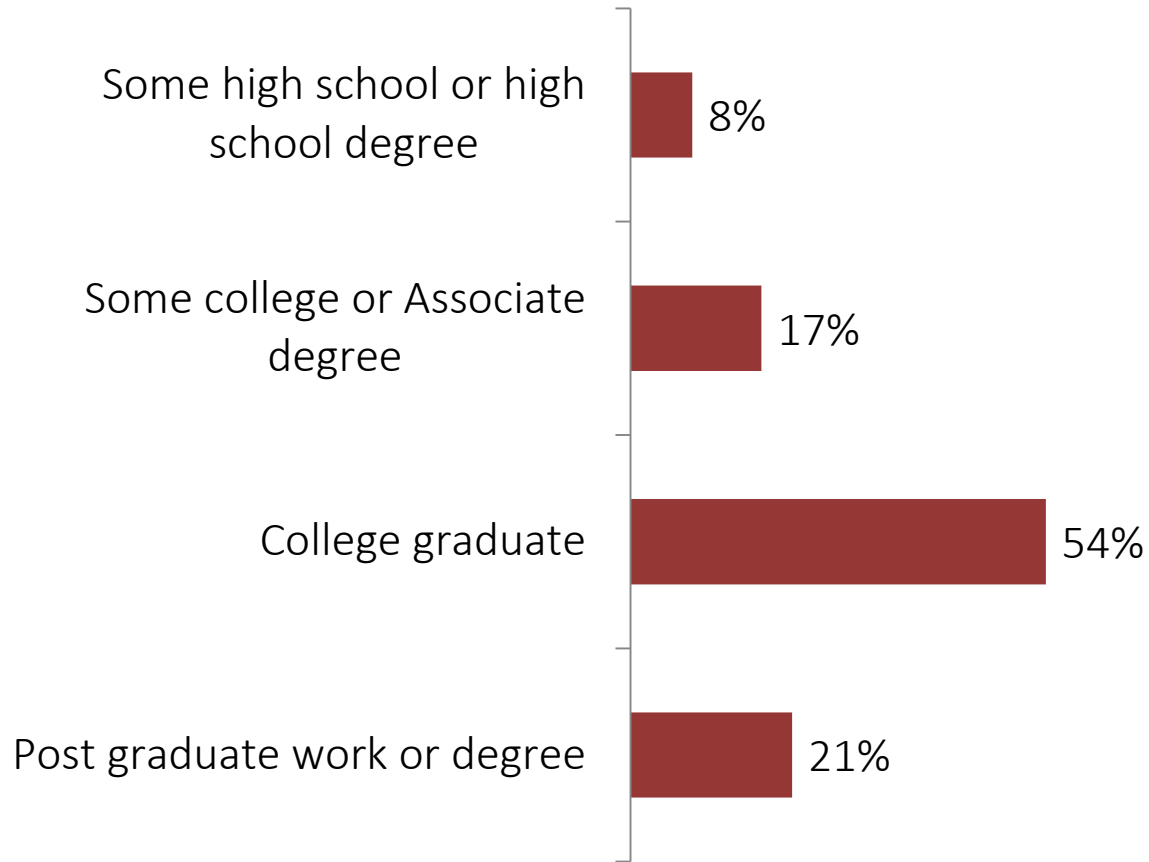




# Race/Ethnicity of Visitors

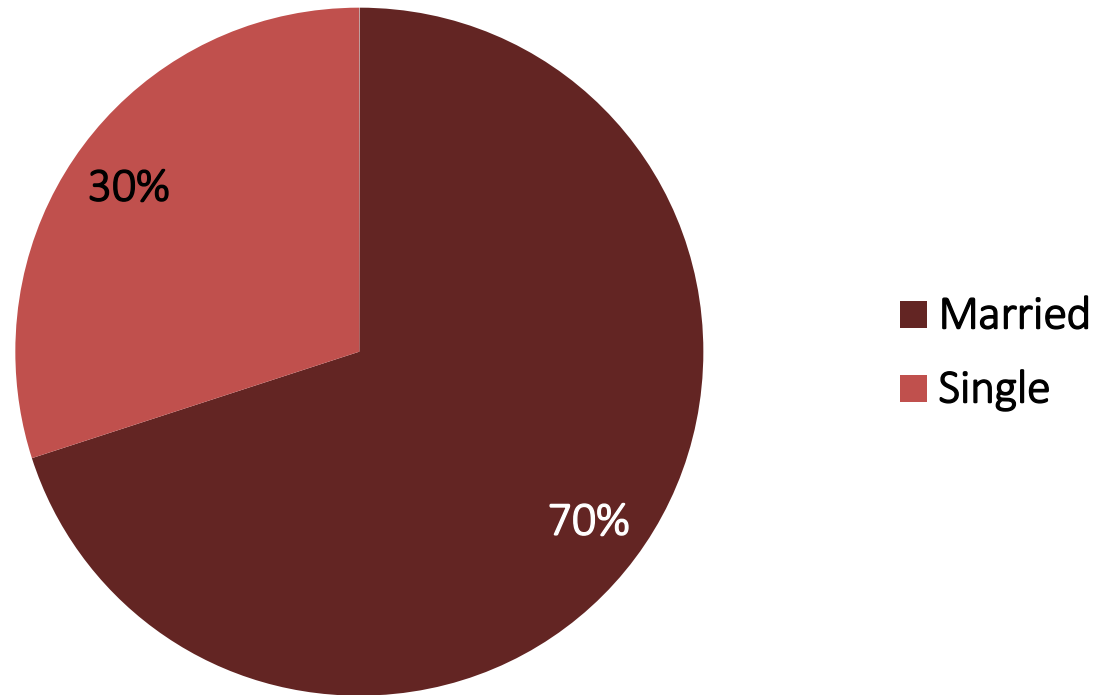


# Education

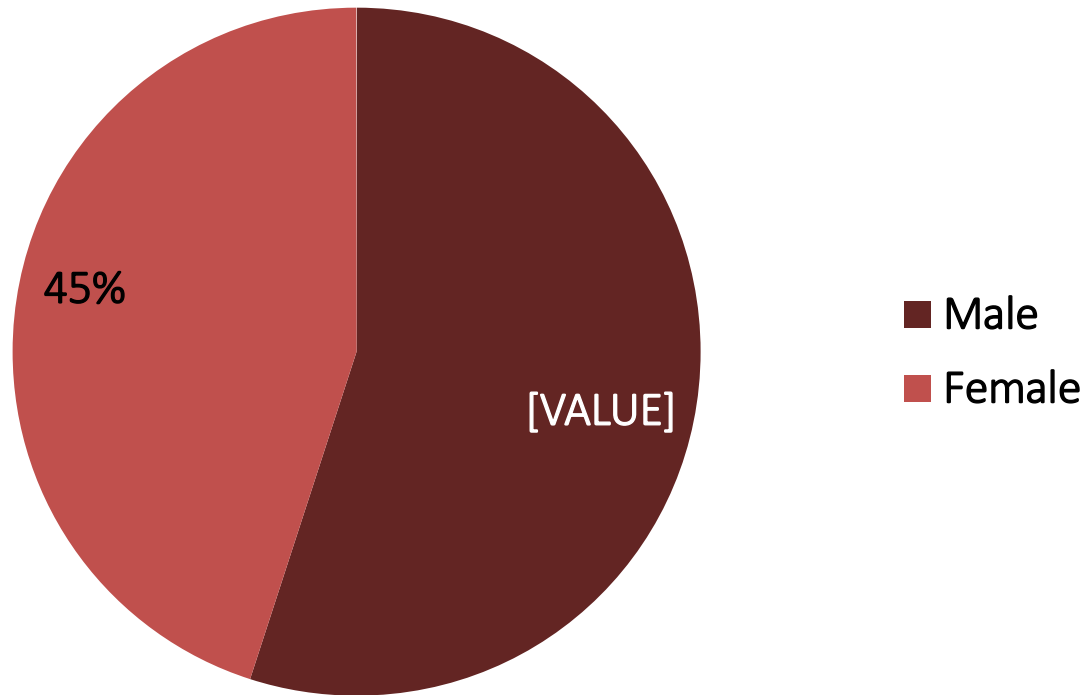


# Marital Status

7 in 10 visitors were married.



# Gender



# Oct – Dec 2017 Visitor Tracking Report

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

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Hope Wiggins, Project Director, hope@dsg-research.com  
Downs & St. Germain Research  
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# Leon County Division of Tourism/ Visit Tallahassee

1<sup>st</sup> Quarter Visitor Tracking Report  
October – December 2017





# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Cross Country Events

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



downs & st. germain  
RESEARCH

# Total Economic Impact

# \$4,490,100

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending cross country events<sup>2</sup> at Apalachee Regional Park who **live outside** of Leon County was \$4,490,100<sup>3</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>Florida State Cross Country Invitational / Pre-State Meet, Florida High School Athletic Association Cross Country State Championships, USA Track & Field Junior Olympic Cross Country National Championship, USA Track & Field Cross Country Championships.

<sup>3</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.





# Direct Spending

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# \$2,841,900

People who **live outside** of Leon County spent \$2,841,900<sup>1</sup> during cross country events held at Apalachee Regional Park.

<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 cross country events at Apalachee Regional Park:

Accommodations	\$	1,423,400
Restaurants	\$	676,000
Groceries	\$	78,100
Shopping	\$	182,100
Entertainment	\$	81,600
Transportation	\$	364,100
Other	\$	36,600
<hr/>		
Total	\$	2,841,900



# Out-of-County Visitors

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# 19,370

There were 19,370<sup>1</sup> individuals from **outside Leon County** who attended cross country events at Apalachee Regional Park.

<sup>1</sup>An estimate of 24,510 total attendees was used for this report and directly affects economic impact.



# Paid Room Nights Generated

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# 8,750 room nights

Attendees who live outside of Leon County spent 8,750 nights in our hotels, motels, etc., while attending cross country events at Apalachee Regional Park.



# Direct Spending: Local + Out-of-County

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# \$2,902,200

Local and out-of-county attendees spent \$2,902,200 on accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures during cross country events at Apalachee Regional Park.



# Out-of-County Visitor Profile

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- 6.6 people per travel party
- 1.7 nights stayed in Tallahassee
- 44 years old – median age
- 51% Female



# Methodology

- The economic impact of cross country events held at Apalachee Regional Park was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 581 attendees of cross country events at Apalachee Regional Park,
    - Florida State Cross Country Invitational / Pre-State Meet (Oct. 6-7, 2017)
    - Florida High School Athletic Association Cross Country State Championships (Nov. 11, 2017)
    - USA Track & Field Junior Olympic Cross Country National Championship (Dec. 9, 2017)
    - USA Track & Field Cross Country Championships (Feb. 3, 2018)
  - Attendance figures from Leon County Division of Tourism/Visit Tallahassee,
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# Cross Country Events Economic Impact Study

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