LEON COUNTY
Tourist Development Council

Thursday, March 5, 2020 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

Revised MEETING AGENDA

I. Call to Order – **Bo Schmitz, Chairman**

II. Request for Additional Agenda Items – **Bo Schmitz**

III. Public Comment

IV. Items for Consent Approval – **Bo Schmitz**
- January 9, 2020 Meeting Minutes & February 5, 2020 Special Meeting Minutes
- Financial Reports: Division Budget January 2020 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
- Advertising/PR Activity Report/Digital Activity
- Direct Sales, Communications, Visitor Services, and Sports Staff Reports

V. General Business – **Bo Schmitz**
- Sports Council Report & Second Cycle Sports Grant Recommendations
- Research Presentations: FY 2020 First Quarter Report (Oct. – Dec.), Market Days Economic Impact Report and FHSAA Football Economic Impact Report
- Presentation on new VisitTallahassee.com website and destination app
- ~~Revised Legacy Event Grant Guidelines~~ ***Pulled***
- Scott Carswell Presents Update
- COCA Update

VI. Executive Director's Report – **Kerri Post**
- John G. Riley Center & Museum, now a Division of the City of Tallahassee
- Legislative Update
- Tallahassee Bike Week – March 16-22, 2020
- Industry Input Meeting for 2021 Marketing Plan - March 31, 2020
- Update on a Grant Management System

VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next TDC Meeting – May 7, 2020
9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor

LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING MINUTES
January 9, 2020

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

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

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

I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:05 a.m.

II. **REQUEST FOR ADDITIONAL AGENDA ITEMS**

III. **PUBLIC COMMENT** Chairman Schmitz recognized citizens for public comment:

- Nancy Morgan, Executive Director of the Goodwood Museum, spoke on behalf of the museum and expressed concerns regarding the Council on Culture and Arts (COCA) Cultural Facilities Matching Grant program. Ms. Morgan provided the Council with a copy of a letter she had written and sent to Chairman Schmitz, dated November 22, 2019 (Attachment A), included for the record.

IV. **ITEMS FOR CONSENT APPROVAL**

- November 21, 2019 Meeting Minutes
- Financial Reports: November 2019 Year to Date; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
- Advertising/PR Activity Report/Digital Activity
- Direct Sales, Communications, Visitor Services and Sports Staff Reports

Chairman Schmitz noted items for consent approval. Kathleen Spehar stated she had numerous corrections to the November 21, 2019 meeting minutes. Chairman Schmitz recognized Ms. Spehar and asked her to walk through them. Ms. Spehar began stating for the record several items to be added to the November 21, 2019 minutes. Before Ms. Spehar continued, Kerri Post explained that minutes reflect discussions during the meeting in summary format. Discussion ensued regarding the procedure to correct and add additional comments or respond to the remarks noted in prior meeting minutes. Deputy County Attorney LaShawn Riggans clarified if there are actual corrections to the minutes then those corrections need to be included for the record in order to correct the minutes in question. She further stated if there is additional information to supplement the minutes that documentation could be added to the current minutes as an attachment. Chairman Schmitz confirmed with Ms. Riggans an addendum could be included in the current meeting's minutes once received in writing. Ms. Spehar confirmed she would submit her comments in writing for the record.

Chairman Schmitz called for a motion to approve of the items for consent before additional comments.

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

V. GENERAL BUSINESS

Research Presentation: FAMU Homecoming & Frenchtown Rising Reports

Rachael Anglin, Sr. Project Director, representing Downs and St. Germain Research presented the FAMU Homecoming economic impact and Frenchtown Rising spending reports. She highlighted direct spending, out of town visitors, room nights and the economic impact of the event. She provided a year-to-year comparison of the FAMU Homecoming study FY2016 and FY2019. Ms. Anglin provided the results of the direct spending in the Frenchtown area for the FAMU Frenchtown Rising event that occurred during FAMU Homecoming Week. Ms. Post shared that Frenchtown Rising was a new series of events before FAMU home games in Tallahassee that has also received grant funding. She noted that the results of this study were from one of the six events, noting the spending impact to the Frenchtown neighborhood. Michelle Personette commented regarding the positive return on investment of the grant funding. Commissioner Bryant thanked Downs & St. Germain for their work in collecting the data for the reports showing these specific events and the actual revenue they bring to the area.

Scott Carswell Presents Update

Scott Carswell, representing Scott Carswell Presents, shared updates regarding the concerts booked for the Capital City Amphitheater. He announced Dennis DeYoung/Styx 40th Anniversary Grand Illusion Tour and Boyz II Men in February, Newsboys in March and Jamey Johnson as the headliner for Word of South Festival in April. Kerri Post noted the diversity of musical acts scheduled to perform including Classic Rock, R&B, Christian, and Country. Mr. Carswell shared the goal of having additional shows by the end of 2020, noting the JJ Grey concert held last September had raised the profile of the destination within the industry. Kerri Post thanked the

Council for their leadership in providing additional resources in the FY20 budget to provide Mr. Carswell's continued success in bringing new shows to Tallahassee.

Tallahassee Sports Council (TSC) Update

Mike Collins, Tallahassee Sports Council Chairman, presented funding recommendations of the TSC for five Sports Events FY20 First Grant Cycle. He noted the delay in presenting these grants was due to technical errors with the electronic submission system.

Commissioner Bryant moved, duly seconded by Michelle Personette approval of the funding recommendations for five FY20 First Cycle Sports Grants in the amount of $6,497. The motion carried 6-0. County Commissioner Bryan Desloge, Amanda Stringer and City Commissioner Diane Williams-Cox absent.

Mr. Collins shared the FY20 Second Cycle Sports Grants opens through February 17, 2020 for events taking place between March 6 and September 30, 2020. The recommendations will be brought before the Council at the next meeting. He stated International Mountain Biking Association (IMBA) will conduct a trail assessment in March, as the last step in the application for Bronze Ride Center destination. Mr. Collins summarized the success of the Florida High School Athletic Association (FHSAA) 1A, 2A and 3A Football Championships held in December as a great experience for visitors, having received positive feedback from FHSAA regarding the quality of the event potentially leading to a two-year extension for a total of five years.

Assistant Director of Sports Joe Piotrowski was requested to come to the podium to elaborate on FHSAA events. He echoed Mr. Collins remarks and noted the collaboration among all partners is the key factor in the success of the event. Kerri Post recognized the entire staff for rising to the challenge of hosting a successful State Championship and for the high level of service provided in collaboration with the partners and the community to create a seamless first year event. Mr. Collins summarized the fall 2019 cross-country championships, with Apalachee Regional Park (ARP) having hosted four major meets in October and November. He also stated Visit Tallahassee/Leon County Division of Tourism was awarded the 2020 Amateur Athletic Union (AAU) Cross-Country Nationals Championship in 2020. Additionally, Mr. Collins provided an update on the site-visits for the 2022-23 National Junior College Athletic Association (NJCAA) and a status of the bid to host the World Cross Country Championship in 2023. Director of Sports Amanda Heidecker spoke regarding the opportunity to bid for the World Cross Country Championship to potentially bring athletes from 71 countries to ARP with the support of the community. She stated the presentation would be made in November. Kerri Post emphasized that Leon County is receiving the attention of international sports rights holders due to the level of success achieved in the past few years hosting national championship events at ARP.

COCA Updates:

Kerri Post introduced the item providing a brief background on the COCA Cultural Facilities Matching Grant Program (CFMGP). Ms. Post shared the County contracts with COCA to administer the CFMGP in alignment with Chapter 125.0104 F.S. and that the statute governs the

allowable uses of the tourist development tax. She noted the CFMGP recommendations require a three-step approval process; COCA's Board makes funding recommendations to the TDC, the TDC reviews the recommendation and if approved by the TDC, the TDC presents the approved recommendations to the Board of County Commissioners for final approval. Ms. Post stated the TDC has the fiduciary responsibility to ensure all expenditures of the TDT are compliant and projects are eligible to receive funding under Chapter 125.0104 F.S. She reminded the Council of numerous public comments at its November 21, 2019 meeting regarding the CFMG funding recommendations that had been advanced to the TDC by COCA and the Council's discussion regarding several management issues and aspects of the program including the County staff and legal determination of ineligibility of one of the grant applications, the absence of language for tourism and visitor generation in the grant, and the inconsistent standard of measure in the calculations of bonus points. Ms. Post further stated after the November 21 meeting, the County communicated to COCA an option for consideration for resolution that did not require starting the grant process from the beginning. She confirmed the problems with the CFMGP are a legal matter not political. Ms. Post shared, based on her conversations with Ms. Spehar the previous week, COCA had retained special legal counsel to assist with the issues identified and encouraged that Ms. Spehar request their new counsel meet with the Deputy County Attorney to connect and discuss the issues.

Michelle Personette recused herself from all discussion and stated that she had filed a conflict of interest form with staff. (Attachment B included for the record).

Kathleen Spehar then provided COCA's updates including the hiring of outside counsel. She noted a motion taken at the November 21, 2019 COCA Board meeting which prompted conversations between Kerri Post and both attorneys. Ms. Spehar stated COCA's counsel had begun working with Deputy County Attorney LaShawn Riggans to explore options for a fair resolution with the thought to have specific recommendations for the COCA Board the following week. Ms. Spehar stated concerns with the November 21, 2019 TDC meeting minutes and not having clear record of the TDC proceedings and official actions slowed down COCA's handling of this issue. She shared that COCA's goal is to reach the best and most equitable solution for the community while remaining compliant with the law. Ms. Spehar further stated she was not authorized by the COCA Board to answer any additional questions, but any questions from the TDC could be submitted to her in writing to be shared with the COCA Board of Directors. Ms. Post asked Ms. Spehar to clarify her previous comments regarding clear record of the TDC proceedings. Ms. Spehar responded COCA did not have the written motion from the TDC's November 21, 2019 meeting until the draft minutes were released which slowed down COCA. Ms. Spehar shared the COCA Board would meet January 16 and legal counsel is continuing conversation. Chairman Schmitz asked Ms. Spehar to provide an update after the COCA Board meeting noting it was not the TDC's intention to delay the grant process and reiterated a need to move toward a solution with a compressed timeline for review and TDC review/approval and the TDC is willing to schedule a special meeting to expedite the final review process.

Deputy Attorney Riggans offered that she and counsel for COCA had their first communication the day prior to the TDC's January 9, 2020 meeting and were working to find a resolution and hoped to present options that satisfy all parties while being compliant with the law as quickly as

possible. Ms. Riggans shared there are legal concerns with one of the applicant's eligibility to receive funds. She noted that she and COCA's legal counsel were reviewing the application to make certain they were at the same starting place. She offered that after review she and COCA's counsel will offer the TDC options that satisfies everyone's interest as best as possible knowing that the options must be compliant with the law. Ms. Riggans noted the purpose is to expend the funds on projects with a focus of bringing visitors to Leon County from outside of the community. Ms. Riggans shared with the TDC the one application of concern in her opinion does not comport with the statute and is not eligible for TDT in total. She assured the TDC that she and COCA's legal counsel are committed to meeting as much as possible to find a viable solution within the parameters the statute will allow.

Considerable discussion ensued regarding other potential options including a formal appeals process, how not to delay those projects that meet statutory requirements, and to determine how to use any remaining funds.

Ms. Spehar also provided an update regarding the TDC's request for an ex-officio seat on the COCA Board. She stated the COCA Board voted to invite a TDC representative to the Board as a liaison, an action that requires an amendment to the bylaws, which will be discussed in the January 16, 2020 COCA Board meeting.

VI. EXECUTIVE DIRECTOR'S REPORT

- Ms. Post presented the 2020 Visitor Guide
- Ms. Post provided a Legislative Session Preview
- Ms. Post highlighted the upcoming Florida Tourism Day – Jan. 22, 2020
- Ms. Post shared the FY 2021 Marketing Plan Industry Input Meeting would be in March.

VII. ADDITIONAL BUSINESS: "For the Good of the Cause":

VIII. ADJOURN:

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

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Attest: Bo Schmitz, Chairman

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Attest: Renee Jones, Public Relations & Marketing Specialist

DRAFT

LEON COUNTY TOURIST DEVELOPMENT COUNCIL
SPECIAL MEETING MINUTES
February 5, 2020

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

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

Guests present: LaShawn Riggins, Commissioner Kristin Dozier, Russell Daws, Chris Klena, Gary Zirin, Catherine Jones, Amanda Thompson, Dr. Nancy Morgan, Rebecca Wade, Catherine Cline, Mr. Moore, Samantha Reeves, Beth LaCivita, Alan Hanstein.

I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m.
II. **REQUEST FOR ADDITIONAL AGENDA ITEMS**: None.
III. **PUBLIC COMMENT**: Chairman Schmitz recognized there were no public comments.
IV. **GENERAL BUSINESS**:

Brief Overview of COCA Grant Programs Funded with TDT – Kerri Post

Kerri Post provided a brief overview of the three grant programs the Council on Culture and Arts (COCA) manages funded with Tourism Development Tax which include the Cultural Grant Program, Cultural Tourism Marketing Grant Program and the Cultural Facilities Matching Grant Program (CFMGP). Ms. Post also noted that FY2019/20 is the fifth and final year of the CFMGP.

Status Update on TDC's Request for a Nonvoting Seat on the COCA Board – Kathleen Spehar

Kathleen Spehar provided a status update regarding having a member of the TDC as a non-voting seat on the COCA Board of Directors, stating it is COCA's goal to have a TDC member on the Board by their March 12, 2020 board meeting.

Presentation of COCA's FY19/20 Cultural Facilities Matching Grant Alternative Recommendations – Kathleen Spehar

Kathleen Spehar presented the FY19/20 Alternative Cultural Facilities Matching Grant recommendations for approval on behalf of COCA. Chairman Schmitz confirmed with Deputy County Attorney LaShawn Riggins that all recommendations are in alignment with 125.0104 F.S. Commissioner Bryant and Commissioner Desloge voiced concerns regarding COCA's management of the overall grant process. Ms. Riggans noted when COCA establishes its processes and makes its recommendations to the TDC, the TDC's role is to ensure the recommendations comport with statutory requirements prior to being advanced to the Board of County Commissioners. Ms. Riggans also stated COCA's processes are based on a contractual agreement with the County as COCA was hired to manage the Cultural Grant, Tourism Marketing Grant, and the Cultural Facilities Matching Grant programs. She also stated if the TDC perceives there are issues with COCA's processes it is within the purview of the TDC to advance those concerns to the BOCC, however the TDC does not have authority itself to impose changes on COCA's processes.

Discussion continued regarding the TDC's role in COCA's grant management processes.

Commissioner Desloge moved, duly seconded by Commissioner Bryant approval of the FY19/20 Cultural Facilities Matching Grant alternative funding recommendations. The motion carried 8-0, with Michelle Personette abstaining.

V. ADDITIONAL BUSINESS: "For the Good of the Cause":

Chairman Bo Schmitz confirmed there was no additional business.

VI. ADJOURN:

There being no further business to come before the Council, the meeting was adjourned at 9:35 a.m.

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Attest: Bo Schmitz, Chairman

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Attest: Renee Jones, Public Relations & Marketing Specialist

DRAFT

Tourist Development Council
Statement of Cash Flow
Period Ending January 31, 2020

4-Cents Collections

Acct #	REVENUES		YTD Actuals	January Actuals	FY 2019/20 Budget	% Revenue Received	Variance
312100	Local Option Tax (4-cents)	[1]	$ 1,668,624.67	$ 329,994.94	$ 4,673,848	36%	(3,005,223)
361320	Tax Collector FS 125.315		$ 965.00	-	-		965
361111	Pooled Interest Allocation		$ 31,904.00	-	102,600		
365000	Merchandise Sales		$ 3,216.73	588.49	3,634		
366500	Special Event Grant Reimbursements		$ -	-	12,500		
366930	Other Contributions/Partnerships		$ -	-	2,400		
361300	Interest Inc/FMV Adjustment		$ -	-	-		
369900	Miscellaneous Revenue		$ 2,680.00	-	72,500		
399900	Appropriated Fund Balance		$ -	-	414,525		
	Total Estimated Receipts				5,282,007		
					-		
			$ 1,707,390.40	$ 330,583.43			

Acct #	EXPENDITURES	YTD Actuals	January Actuals	FY 2019/20 Adopt. Budget	FY 2019/20 Adj. Budget	% Budget Spent	Under/ (Over)
	Administration (301)						
51200	Salaries & Wages	$ 83,757.02	$ 26,249.38	$ 228,062	$ 228,062	37%	$ 144,305
51250	Regular OPS Salaries & Wages	$ 5,794.17	1,939.00	16,386	16,386	35%	10,592
51500	Special Pay	$ -	-	1,100	1,100	0%	1,100
52100	FICA	$ 6,629.67	2,075.77	18,980	18,980	35%	12,350
52200	Retirement Contributions	$ 16,181.87	4,998.02	42,359	42,359	38%	26,177
52210	Deferred Compensation	$ 169.32	55.56	766	766	22%	597
52300	Life & Health Insurance	$ 10,920.17	4,328.03	33,444	33,444	33%	22,524
52400	Workers Compensation	$ 161.18	50.73	378	378	43%	217
53400	Other Contractual Services	$ 28,749.99	9,583.33	160,700	160,700	18%	131,950
54000	Travel & Per Diem	$ 163.24	-	7,500	7,500	2%	7,337
54101	Communications - Phone System	$ -	-	480	480	0%	480
54300	Utilities-160-950-591001-552	$ -	-	-	-	0%	-
54400	Rental & Leases	$ 14,031.06	343.19	50,000	50,000	28%	35,969
54505	Vehicle Coverage	$ -	-	366	366	0%	366
54600	Repair & Maintenance	$ 80.00	-	34,000	34,000	0%	33,920
54601	Vehicle Repair	$ -	-	580	580	0%	580
54900	Other Current Charges	$ 666.65	102.68	1,971	1,971	34%	1,304
55100	Office Supplies	$ 207.65	3.60	1,000	1,000	21%	792
55200	Operating Supplies	$ 730.00	730.00	3,000	3,000	24%	2,270
55210	Fuel & Oil	$ -	-	415	415	0%	415
55400	Publications, Memberships	$ 360.00	360.00	2,300	2,300	16%	1,940
55401	Training	$ 210.00	-	3,000	3,000	7%	2,790
	Advertising/Public Relations (302)		-				
53400	Other Contractual Services	$ 236,365.24	$ 236,365.24	$ 1,616,473	$ 1,843,473	13%	$ 1,607,108
	Marketing (303)		-				-
51200	Salaries & Wages	$ 169,352.76	$ 56,644.17	$ 456,399	$ 456,399	37%	$ 287,046
51210	Regular OPS Salaries & Wages	$ 5,794.27	1,939.02	16,386	16,386	35%	10,592
51500	Special Pay	$ -	-	2,000	2,000	0%	2,000
52100	FICA	$ 13,056.67	4,370.09	37,276	37,276	35%	24,219
52200	Retirement Contributions	$ 14,264.98	4,770.03	40,308	40,308	35%	26,043
52210	Deferred Compensation	$ -	-	-	-		-
52300	Life & Health Insurance	$ 12,805.28	4,932.08	73,799	73,799	17%	60,994
52400	Workers Compensation	$ 582.69	194.71	1,417	1,417	41%	834
53400	Other Contractual Services	$ 13,516.10	3,890.80	125,500	125,500	11%	111,984
54000	Travel & Per Diem	$ 5,090.83	661.71	72,925	72,925	7%	67,834
54100	Communications Services	$ 1,169.96	714.41	7,823	7,823	15%	6,653
54101	Communications - Phone system	$ -	-	1,140	1,140	0%	1,140
54200	Postage	$ 1,120.15	1,120.15	43,700	43,700	3%	42,580
54400	Rental & Leases	$ 308.38	-	8,420	8,420	4%	8,112
54700	Printing	$ 7,141.97	867.97	16,500	16,500	43%	9,358
54800	Promotional Activities	$ 7,134.44	-	67,000	67,000	11%	59,866
54860	TDC Direct Sales Promotions	$ 1,345.00	725.00	52,290	60,790	2%	59,445
54861	TDC Community Relations	$ 5,395.82	5,395.82	38,000	38,000	14%	32,604

54862	TDC Merchandise	$ 3,795.69	-	7,500	7,500	51%	3,704
54900	Other Current Charges	$ 283,810.62	53,774.70	540,000	590,000	48%	306,189
54948	Other Current Chrg - Amphitheater	$ 81,084.75	10,000.00	315,000	410,000	20%	328,915
55100	Office Supplies	$ 1,265.42	960.53	3,700	3,700	34%	2,435
55200	Operating Supplies	$ 129.59	129.59	5,000	5,000	3%	4,870
52250	Uniforms	$ 233.36	-	4,500	4,500	5%	4,267

Acct #	EXPENDITURES	YTD Actuals	January Actuals	FY 2019/20 Adopt. Budget	FY 2019/20 Adj. Budget	% Budget Spent	Under/ (Over)
	Administration (303)(Continued)						
55400	Publications, Memberships	$ 2,274.57	$ -	$ 24,028	$ 24,028	9%	21,753
55401	Training	$ 55.00	55.00	10,000	10,000	1%	9,945
56400	Machinery & Equipment	$ -	-	-	-		-
58160	TDC Local T&E	$ 1,375.83	521.42	1,500	1,500	92%	124
58320	Sponsorship & Contributions	$ -	-	36,000	53,000	0%	53,000
	Special Events/Grants (304)						
58300	Grants & Aids	$ 27,308.80	1,000.00	765,000	765,000	4%	737,691
	Welcome Center CIP (086065)						
56200	Building	$ -	-	-	-		-
	Countywide Automation (470)						
54110	Com-net Communications	$ -	-	4,735	4,735	0%	4,735
54600	Repairs and Maintenance	$ -	-	3,087	3,087	0%	3,087
	Risk Allocations (495)						
54500	Insurance	$ -	-	5,364	5,364	0%	5,364
	Indirect Cost (499)						
54900	Indirect Cost Charges	$ -	-	221,000	221,000	0%	221,000
	Line Item Funding - (888)						
58214	Cultural Facilities Grant Program	$ -	-	-	317,000	0%	317,000
58215	Local Arts Agency Program	$ 313,426.67	-	1,168,462	1,168,462	27%	855,035
	Transfers (950)						
591220	Transfer to Fund 220	$ -	-	-	-	0%	-
591220	Transfer to Fund 305	$ -	-	-	-	0%	-
	Salary Contingency (990)						
59900	Other Non-operating Uses	$ -	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	$ -		-	-		-
	Total Expenditures	$ 1,378,016.83	$ 439,851.73	$ 6,449,019	$ 7,163,519		

1-Cent Collections

Acct #	REVENUES	YTD Actuals	January Actuals	FY 2019/20 Adopt. Budget	FY 2019/20 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent) [2]	$ 417,156.15	$ 82,498.73	$ 1,168,462	$ 1,168,462	36%	751,306
361111	Pooled Interest	$ -	-	-	-		
361320	Tax Collector FS 125.315	$ -	-				
366930	Refund from Prior Years	$ -	-	-	-		
	Total Revenues	417,156.15	82,498.73	$ 1,168,462	$ 1,168,462		

Acct #	EXPENDITURES	YTD Actuals	January Actuals	FY 2019/20 Adopt. Budget	FY 2019/20 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	$ -	$ -	$ 4,970,196	$ 4,970,196	0%	4,970,196
	Total Expenditures	$ -	$ -	$ 4,970,196	$ 4,970,196	0%	4,970,196

NOTES TO THE FINANCIAL STATEMENT
As of November 30, 2019

REVENUES

[1]- Revenue for the 4-cent collections $ 329,994.94
[2] - Revenue for the 1-cent collections $ 82,498.73

EXPENSES

Grant program payments for FY20 - $1000.00 during this period.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
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**	**266,100.52**	**247,835.77**	**297,206.39**	**3,469,979.07**
(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	88,700.17	82,611.92	99,068.80	1,156,659.69
(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	88,700.17	82,611.92	99,068.80	1,156,659.69
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	413,059.61	495,343.99	5,783,298.45
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	10%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,469,979.07	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
FY2017/2018 (3-cents)	**306,604.91**	**346,998.29**	**309,354.70**	**239,200.84**	**304,608.86**	**307,873.28**	**296,026.60**	**286,577.45**	**311,458.36**	**294,109.70**	**264,301.21**	**332,629.80**	**3,599,743.99**
(1-cent - 4th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
(1-cent - 5th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	490,182.83	440,502.02	554,383.00	5,999,573.32
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	11%	7%	12%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	3%	3%	4%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	3,002,812.98	3,267,114.19	3,599,743.99	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
FY2018/2019 (3-cents)	**331,953.51**	**495,074.97**	**387,162.79**	**307,879.78**	**327,779.10**	**365,775.19**	**445,899.80**	**369,126.76**	**352,707.77**	**312,656.20**	**291,044.54**	**365,660.11**	**4,352,720.53**
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	**363,217.88**	**348,125.77**	**323,679.36**	**255,150.76**	-	-	-	-	-	-	-	-	**1,290,173.76**
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	-	-	-	-	-	-	-	-	430,057.92
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	-	-	-	-	-	-	-	-	430,057.92
Total	605,363.13	580,209.61	539,465.60	425,251.26	-	-	-	-	-	-	-	-	2,150,289.60
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	-17%	-100%	-100%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	-15%	-30%	-42%	-52%	-57%	-62%	-65%	-68%	-70%	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,290,173.76	1,290,173.76	1,290,173.76	1,290,173.76	1,290,173.76	1,290,173.76	1,290,173.76	1,290,173.76	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	430,057.92	

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

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.

Date Created: Feb 18, 2020

Visit Tallahassee

For the Month of January 2020

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735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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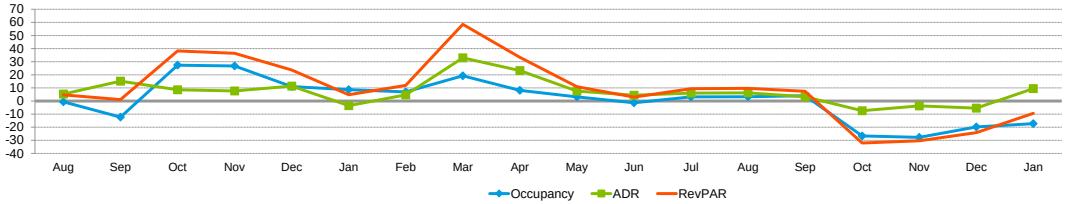
Tab 2 - Trend Leon County, FL

Visit Tallahassee

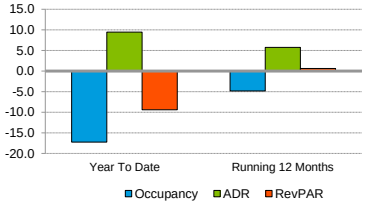
For the Month of January 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018					2019												2020	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
This Year	67.9	61.6	86.3	84.1	66.5	73.1	81.2	83.2	72.2	65.3	70.5	66.4	70.1	64.1	63.3	60.8	53.4	60.5	67.3	73.1	60.5	68.2	70.9	67.4
Last Year	68.3	70.2	67.8	66.4	59.9	67.3	76.0	69.8	66.7	63.3	71.5	64.4	67.9	61.6	86.3	84.1	66.5	73.1	58.0	67.3	73.1	64.8	68.2	70.9
Percent Change	-0.7	-12.3	27.3	26.7	11.0	8.7	6.9	19.2	8.2	3.1	-1.4	3.2	3.3	4.1	-26.6	-27.7	-19.8	-17.2	16.0	8.7	-17.2	5.2	4.0	-4.8

ADR	2018					2019												2020	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
This Year	99.80	119.59	128.68	121.01	101.18	106.07	114.47	125.10	121.12	115.34	95.35	92.02	105.98	123.43	119.16	116.52	95.71	116.12	109.96	106.07	116.12	102.14	105.97	112.06
Last Year	94.73	103.80	118.55	112.39	90.85	109.96	109.36	94.09	98.28	107.20	91.28	86.77	99.80	119.59	128.68	121.01	101.18	106.07	91.98	109.96	106.07	97.26	102.14	105.97
Percent Change	5.4	15.2	8.5	7.7	11.4	-3.5	4.7	33.0	23.2	7.6	4.5	6.1	6.2	3.2	-7.4	-3.7	-5.4	9.5	19.5	-3.5	9.5	5.0	3.7	5.7

RevPAR	2018					2019												2020	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
This Year	67.72	73.61	111.03	101.75	67.32	77.52	93.00	104.05	87.43	75.34	67.19	61.10	74.25	79.09	75.45	70.82	51.07	70.24	73.95	77.52	70.24	69.62	75.09	75.56
Last Year	64.70	72.84	80.34	74.57	54.43	73.95	83.08	65.64	65.59	67.90	65.23	55.85	67.72	73.61	111.03	101.75	67.32	77.52	53.33	73.95	77.52	63.02	69.62	75.09
Percent Change	4.7	1.1	38.2	36.4	23.7	4.8	11.9	58.5	33.3	11.0	3.0	9.4	9.7	7.4	-32.0	-30.4	-24.1	-9.4	38.7	4.8	-9.4	10.5	7.9	0.6

Supply	2018					2019												2020	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
This Year	175,150	169,500	175,150	170,820	179,707	179,707	162,288	179,676	173,850	179,645	173,850	179,645	179,645	173,850	179,645	176,490	182,373	182,373	166,160	179,707	182,373	1,976,000	2,061,774	2,123,330
Last Year	167,710	160,800	166,160	160,800	166,160	166,160	150,080	172,360	169,500	175,150	169,500	175,150	175,150	169,500	175,150	170,820	179,707	179,707	169,570	166,160	179,707	1,997,461	1,976,000	2,061,774
Percent Change	4.4	5.4	5.4	6.2	8.2	8.2	8.1	4.2	2.6	2.6	2.6	2.6	2.6	2.6	2.6	3.3	1.5	1.5	-2.0	8.2	1.5	-1.1	4.3	3.0

Demand	2018					2019												2020	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
This Year	118,841	104,331	151,124	143,630	119,568	131,336	131,849	149,449	125,497	117,336	122,510	119,289	125,865	111,393	113,749	107,266	97,324	110,312	111,748	131,336	110,312	1,346,897	1,461,005	1,431,839
Last Year	114,543	112,838	112,595	106,695	99,559	111,748	114,013	120,241	113,121	110,932	121,132	112,736	118,841	104,331	151,124	143,630	119,568	131,336	98,312	111,748	131,336	1,294,236	1,346,897	1,461,005
Percent Change	3.8	-7.5	34.2	34.6	20.1	17.5	15.6	24.3	10.9	5.8	1.1	5.8	5.9	6.8	-24.7	-25.3	-18.6	-16.0	13.7	17.5	-16.0	4.1	8.5	-2.0

Revenue	2018					2019												2020	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
This Year	11,860,661	12,476,571	19,447,253	17,380,231	12,098,143	13,931,203	15,093,107	18,696,131	15,199,961	13,533,989	11,681,791	10,976,860	13,339,100	13,749,585	13,554,687	12,498,442	9,314,577	12,808,969	12,287,903	13,931,203	12,808,969	137,577,204	154,824,423	160,447,199
Last Year	10,850,314	11,712,931	13,348,577	11,991,475	9,044,468	12,287,903	12,468,178	11,313,515	11,117,949	11,892,133	11,057,012	9,781,574	11,860,661	12,476,571	19,447,253	17,380,231	12,098,143	13,931,203	9,043,137	12,287,903	13,931,203	125,883,291	137,577,204	154,824,423
Percent Change	9.3	6.5	45.7	44.9	33.8	13.4	21.1	65.3	36.7	13.8	5.7	12.2	12.5	10.2	-30.3	-28.1	-23.0	-8.1	35.9	13.4	-8.1	9.3	12.5	3.6

Census %	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	60	60	60	60	61	61	61	61	61	61	61	61	61	61	61	61	61	61
Census Rooms	5650	5650	5650	5694	5797	5797	5796	5796	5795	5795	5795	5795	5795	5795	5795	5883	5883	5883
% Rooms Participants	90.9	89.3	89.3	89.4	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	90.9	90.9	90.9

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Tab 3 - Response Leon County, FL

Visit Tallahassee

For the Month of January 2020

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2018 J	F	M	A	M	J	J	A	S	O	N	D	2019 J	F	M	A	M	J	J	A	S	O	N	D	2020 J	F	M	A	M	J	J	A	S	O	N	D
60107	aloft Hotel Tallahassee Downtown	Tallahassee, FL	32301	Aug 2009	Aug 2009	162		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
12025	Autograph Collection Hotel Duval	Tallahassee, FL	32301	Jul 2010	Jun 1986	117		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
5117	Baymont Inn & Suites Tallahassee Central	Tallahassee, FL	32301	Apr 2014	Jul 1986	134		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
26958	Best Western Tallahassee Downtown Inn & Suites	Tallahassee, FL	32301	Jan 1989	Jan 1989	74		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
31254	Closed - Independent Dutch Inn	Tallahassee, FL	32301	Sep 2010		0																																					
60613	Closed - Independent Tallahassee Center Condos & Hotel	Tallahassee, FL	32301	Mar 2012	Jun 2006	0																																					
749	Closed Capital Inn	Tallahassee, FL	32301	Apr 1997	Sep 1959	0																																					
2998	Closed Heritage House Inn	Tallahassee, FL	32301	Sep 2000	Jun 1959	0																																					
22365	Closed Lafayette Guest Club	Tallahassee, FL	32301	Sep 2002		0																																					
39316	Comfort Suites Tallahassee Downtown	Tallahassee, FL	32301	Nov 1999	Nov 1999	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
3494	Courtyard Tallahassee Downtown Capitol	Tallahassee, FL	32301	Aug 1987	Aug 1987	154		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
9751	DoubleTree by Hilton Hotel Tallahassee	Tallahassee, FL	32301	Feb 1997	May 1971	242		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
14542	Econo Lodge Tallahassee	Tallahassee, FL	32301	May 2006	May 1970	40		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
61622	Fairfield Inn & Suites Tallahassee Central	Tallahassee, FL	32301	Dec 2011	Dec 2011	97		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
748	Four Points by Sheraton Tallahassee Downtown	Tallahassee, FL	32301	Jun 2012	Jun 1960	164		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
19999	Governors Inn	Tallahassee, FL	32301	Jun 1984	Jun 1984	41																																					
38223	Hampton by Hilton Inn Tallahassee-Central	Tallahassee, FL	32301	Aug 1999	Aug 1999	78		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
53922	Hilton Garden Inn Tallahassee Central	Tallahassee, FL	32301	Mar 2006	Mar 2006	85		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
67330	Holiday Inn Tallahassee E Capitol - Univ	Tallahassee, FL	32301	Dec 2018	Dec 2018	103													●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
64547	Home2 Suites by Hilton Tallahassee State Capitol	Tallahassee, FL	32301	Oct 2015	Oct 2015	132		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
42309	Homewood Suites by Hilton Tallahassee	Tallahassee, FL	32301	Jun 2002	Jun 2002	94		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
19997	Motel 6 Tallahassee Downtown	Tallahassee, FL	32301	Jul 1991	May 1965	100		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
27187	Quality Inn & Suites Capital District Tallahassee	Tallahassee, FL	32301	Sep 1993	May 1985	90		●	●	●	●	●	●	●	●																													
58225	SpringHill Suites Tallahassee Central	Tallahassee, FL	32301	Oct 2008	Oct 2008	88		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
66264	Tru by Hilton Tallahassee Central	Tallahassee, FL	32301	Apr 2018	Apr 2018	90					●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
7671	Wyndham Garden Hotel Tallahassee Capitol	Tallahassee, FL	32301	Feb 2015	Sep 1969	147	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
29239	Baymont Inn & SuitesTallahassee	Tallahassee, FL	32303	Sep 2008	Apr 1993	93		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
23947	Best Western Plus Tallahassee North	Tallahassee, FL	32303	Mar 2014	Jun 1993	96		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
12022	Budgetel	Tallahassee, FL	32303	Sep 2018	Nov 1965	28																																					
747	Closed - Independent Monroe Motor Lodge	Tallahassee, FL	32303	May 2014	Jun 1984	0																																					
6983	Closed - Independent Tallahassee Inn	Tallahassee, FL	32303	Mar 2013	Jun 1974	0																																					
26521	Closed - Rodeway Inn Tallahassee	Tallahassee, FL	32303	Sep 2017	Apr 1988	0																																					
5401	Closed Master Hosts Inns Tallahassee	Tallahassee, FL	32303	Jul 1994		0																																					
10110	Closed Villager Lodge Tallahassee	Tallahassee, FL	32303	Nov 2000	Jun 1985	0																																					
57591	Country Inn & Suites Tallahassee Northwest I 10	Tallahassee, FL	32303	Dec 2008	Dec 2008	65		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
7672	Days Inn & Suites Tallahassee Conference Center I 10	Tallahassee, FL	32303	Mar 2018	Jun 1985	120	Y			○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
8282	Econo Lodge North Tallahassee	Tallahassee, FL	32303	Feb 1988	Feb 1988	82		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
40207	Fairfield Inn Tallahassee North I 10	Tallahassee, FL	32303	Jun 2000	Jun 2000	79		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
53623	Holiday Inn & Suites Tallahassee Conference Center North	Tallahassee, FL	32303	Oct 2005	Oct 2005	132		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
29183	Howard Johnson Express Inn Tallahassee	Tallahassee, FL	32303	Feb 1997	Jun 1989	51		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
5116	La Quinta Inns & Suites Tallahassee North	Tallahassee, FL	32303	Dec 1979	Dec 1979	154		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
35441	Microtel Inn & Suites by Wyndham Tallahassee	Tallahassee, FL	32303	Mar 1998	Mar 1998	89		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
10221	Motel 6 Tallahassee West	Tallahassee, FL	32303	Apr 1991	Oct 1986	101		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
12665	Quality Inn Tallahassee Near University	Tallahassee, FL	32303	Dec 2003	Jun 1985	73		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
6642	Red Roof Inn Tallahassee	Tallahassee, FL	32303	Mar 1985	Mar 1985	108		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
19996	Seven Hills Suites	Tallahassee, FL	32303	Dec 2015	Jan 1985	160	Y																									●	●											
12004	Sleep Inn University Tallahassee	Tallahassee, FL	32303	Jan 1992	Jan 1992	78		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
19998	Suburban Extended Stay Hotel Tallahassee Near Universit	Tallahassee, FL	32303	Jan 2004	Jun 1983	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
27937	Tallahassee North Inn & Suites	Tallahassee, FL	32303	Sep 2017	May 1978	108																																					
51838	Budget Inn	Tallahassee, FL	32304	Jun 1966	Jun 1966	32																																					
61024	Cactus Motel	Tallahassee, FL	32304			15																																					
7670	Closed - Independent Collegiate Village Inn	Tallahassee, FL	32304	Apr 2013	Jun 1973	0																																					
45871	Closed - Independent Lafayette Motel	Tallahassee, FL	32304	Jun 2015	Feb 1977	0																																					
12021	Closed Ponce De Leon	Tallahassee, FL	32304	Jun 2001		0																																					
20001	Closed Skyline Motor Lodge	Tallahassee, FL	32304	Dec 2003		0																																					
4066	Closed Tallahassee Inn	Tallahassee, FL	32304	Jun 2008	Jun 1958	0																																					
2997	Days Inn Tallahassee University Center	Tallahassee, FL	32304	Feb 1993	Jun 1964	47		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
68999	Holiday Inn Express Tallahassee West	Tallahassee, FL	32304		U/C	65																																					
68863	Hotel Indigo Tallahassee College Town	Tallahassee, FL	32304		U/C	143																																					
54888	Residence Inn Tallahassee Universities @ The Capitol	Tallahassee, FL	32304	Dec 2006	Dec 2006	135		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
7307	University Motel	Tallahassee, FL	32304	Nov 2000	Jun 1960	56																																					
55778	WoodSpring Suites Tallahassee Northwest	Tallahassee, FL	32304	Oct 2016	Aug 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
48631	El Camino Motel	Tallahassee, FL	32305	Aug 1960	Aug 1960	27																																					
39577	Courtyard Tallahassee North I 10 Capital Circle	Tallahassee, FL	32308	Oct 2000	Oct 2000	93		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
35286	Extended Stay America Tallahassee - Killearn	Tallahassee, FL	32308	Feb 2013	Jan 1998	59		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
52322	Hampton by Hilton Inn & Suites Tallahassee I-10-Thomasv	Tallahassee, FL	32308	Sep 2004	Sep 2004	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
35410	Hilton Garden Inn Tallahassee	Tallahassee, FL	32308	Nov 1997	Nov 1997	99		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
20926	Holiday Inn Express Tallahassee East	Tallahassee, FL	32308	Sep 2014	Jun 1991	134	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
12020	Killearn Country Club & Inn	Tallahassee, FL	32308	Jun 1969	Jun 1969	37																																					

Tab 3 - Response Leon County, FL

Visit Tallahassee

For the Month of January 2020

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2018 J	F	M	A	M	J	J	A	S	O	N	D	2019 J	F	M	A	M	J	J	A	S	O	N	D	2020 J	F	M	A	M	J	J	A	S	O	N	D
20000	Quality Inn & Suites Tallahassee East I-10	Tallahassee, FL	32308	Apr 2016	Aug 1984	59		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
31447	Residence Inn Tallahassee North I 10 Capital Circle	Tallahassee, FL	32308	May 1996	May 1996	78		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
57072	Tallahassee Inn	Tallahassee, FL	32308	Oct 2015	Mar 2008	100																																						
36928	TownePlace Suites Tallahassee North/Capital Circle	Tallahassee, FL	32308	Oct 1998	Oct 1998	93		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
66760	Hampton Inn & Suites Tallahassee Capitol University	Tallahassee, FL	32310	Mar 2018	Mar 2018	124				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
6984	Days Inn Tallahassee Government Center	Tallahassee, FL	32311	Oct 1974	Oct 1974	80		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
57074	WoodSpring Suites Tallahassee East	Tallahassee, FL	32311	Nov 2016	Dec 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
59942	Candlewood Suites Tallahassee	Tallahassee, FL	32312	Mar 2010	Mar 2010	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
6387	Closed - Motel 6 Tallahassee North	Tallahassee, FL	32312	Oct 2011	Jul 1983	0																																						
44444	Closed - Wingate by Wyndham Tallahassee FSU	Tallahassee, FL	32312	Jan 2016	Apr 2002	0																																						
56269	Closed - Country Inn & Suites Tallahassee I 10 East	Tallahassee, FL	32317	Jul 2017	May 2008	0																																						
54808	Staybridge Suites Tallahassee I-10 East	Tallahassee, FL	32317	Feb 2007	Feb 2007	104		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
			Total Properties:			81	6091																																					

○ - Monthly data received by STR

● - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

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North America:

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0) 20 7922 1930
industryinfo@str.com

Asia Pacific:
Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore
T: +64 6800 7850
apinfo@str.com

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DECEMBER 2019 - JANUARY 2020 HIGHLIGHTS

- Social media followers increased on all three platforms in January 2020.
- Tallahassee celebrity, Cheryl Hines, was secured as a celebrity feature on the Seasoned Local Winter Bucket List.
- Digital Media had over 2,985,000 impressions and operated at an impressive 0.46% click through rate in January.

2019 - 2020 KPI's:	% TO GOAL (AS OF JAN '20)	
Increase Page Views on VT.com by 4% (Goal: 1,294,999)	307,627 page views (24% to goal)	↑
Increase Traffic to VT.com by 4% (Goal: 664,001)	159,054 sessions (24% to goal)	↑
Increase Page Views on Trailahassee.com by 5% (Goal: 63,515)	15,180 page views (24% to goal)	↑
Increase Traffic to Trailahassee.com by 5% (Goal: 34,670)	10,410 sessions (30% to goal)	↑
Increase Email Open Rate (Goal: 17%)*	6.8% average (40% to goal)	↑
Increase Email Click Rate (Goal: 7%)*	12.4% average (177% to goal)	↑
Increase Facebook Engagements by 10% (Goal: 310,000)	57,662 engagements (18.80% to goal)	↑
Increase Facebook Followers by 10% (Goal: 72,500)	66,553 followers (5.47% to goal)	↓
Increase Instagram Engagements by 10% (Goal: 271,000)	25,021 engagements (9.21% to goal)	↓
Increase Instagram Followers by 15% (Goal: 16,000)	15,176 followers (52.09% to goal)	↑
Increase Twitter Engagements by 10% (Goal: 260,000)	9,187 engagements (3.53% to goal)	↓
Increase Twitter Followers by 10% (Goal: 15,000)	13,784 followers (13.20% to goal)	↓
Increase #iHeartTally Impressions by 15% (Goal: 62,000,000)	15,980,331 impressions (25.77% to goal)	↑
Total Placements of Earned Media (Goal: 200)	48 placements (32% to goal)	↑
Total Earned Impressions (Goal: 100,000,000)	46,583,695 impressions (46.5% to goal)	↑
Public Relations Publicity Value (Goal: $1,000,000)	$401,836 publicity value (40.1% to goal)	↑
Media Experiences: 12 Individual, 4 Local Influencers, 2 FAM Tours	4 experiences (22.2% to goal)	↑
Public Relations Broadcast Promotions (Goal: 8)	1 promotion (12.5% to goal)	→
Public Relations Co-op Promotions (Goal: 1)	0 (0% to goal)	→

MEDIA HIGHLIGHTS: DEC 2019 - JAN 2020

- 5,096,000 total digital media impressions.
- 111,830 total paid search impressions.
- Digital media drove 16,818 visits to VisitTallahassee.com in December & January.
- Paid search drove 15,657 visits to VisitTallahassee.com in December & January.

.39%
Digital media average click through rate

13%
Paid search average click through rate

WEBSITE: DEC 2019 - JAN 2020

- SeasonedLocal.com was revitalized to give users a more succinct and seamless experience on both desktop and mobile.
- VisitTallahassee.com site visits from Paid Search increased over 11% year over year.

43%
increase of new users on Trailahassee.com year over year

51%
increase of Trailahassee.com sessions from digital display year over year

SOCIAL MEDIA: DEC 2019 - JAN 2020

- The announcement and ticket sales for the February concerts, Dennis DeYoung and Boyz II Men, saw an impressive number of impressions and engagement on all platform, especially on Facebook.
- Twitter saw an 28.51% increase in traffic compared to last period.

25,000+
Engagements as of Jan 2020

9,000+
Engagements as of Jan 2020

57,000+
Engagements as of Jan 2020

PUBLIC RELATIONS: DEC 2019 - JAN 2020

- In December, Atlanta-based influencer, Life Family Fun, shared her blog post featuring Tallahassee as a family-friendly destination and highlighting the Third Eye Blind concert with more than 93,000 readers and followers.
- Boca Raton-based influencer, April Golightly, visited Tallahassee in January and showcased family-friendly activities she participated in through Instagram stories and static posts, which resulted in more than 1,253,700 impressions.
- Reaching more than 270,000 readers, Florida Trend Magazine featured Tallahassee in the January issue as a premier destination to visit and live within the state.

Life family & fun

THINGS TO DO IN TALLAHASSEE: A THREE DAY ITINERARY TO FLORIDA'S CAPITAL

Visit Tallahassee for an experience that's probably more than you imagined. From nightlife to cultural opportunities like museums, outdoor fun, and more, Florida's capital has a lot more going for it than most people realize. Whether you love nature, culture, or dining, visit Tallahassee, and you'll find something that captivates you. That's probably why Visit Tallahassee's newest campaign is called "Pretty Unexpected". They want to showcase what an unexpected gem Tallahassee can be, and frankly, it's easy to do. The natural beauty of the land, culture, and more things to do than you'll ever get to in one trip all make Tallahassee a true Florida gem.

THE ZIMMERMAN AGENCY

MARKETING COMMUNICATIONS
DECEMBER 2019/JANUARY 2020

Katie Kole, Senior Marketing Director
Scott Lindeman, Marketing Communications Director
Renee Jones, PR/Marketing Specialist

AT A GLANCE

FY2020 Media Stories
Goal: 200
YTD Media Stories: 83
Media Stories
Dec. & Jan. = **31**

FY2020 Media Value
Goal: $1 Million
YTD Media Value
$420,016
Media Value for
Dec. & Jan. = **$83,672**

YTD Social Media
Engagements: 91,870

Facebook Likes: 66,551
Instagram Followers: 15,161
Twitter Followers: 13,783

Pretty. *Unexpected.*

The Pretty. *Unexpected.* creative platform was officially launched at the Marketing Roll-Out Holiday Event.

MISSION STATEMENT

Position Tallahassee/Leon County as a desirable destination to targeted geographic, demographic and psychographic markets through public relations, owned & earned media, marketing, promotional campaigns, advertising and local industry relations.

HIGHLIGHTS

- Unveiled the 2020 Visitor Guide with new features, suggested itineraries, district information, event listings, attractions, lodging and more.
- Hosted Marketing Roll-Out Holiday Event and toy drive at Hangar 38.
- Introduced the 2020 cooperative advertising program.
- Implemented the Winter Seasoned Local bucket list with new activities and new prizes.
- Hosted social media influencer "April Go Lightly" on a tour of Tallahassee resulting in social media coverage and blog content.
- Participated in the "Southern Hospitality Magazine's Podcast" with Apryl Chapman.
- Attended and advocated for VISIT FLORIDA® during Florida Tourism Day.
- Took and distributed souvenir photos at Gene Cox Stadium during the FHSAA Football Championships.

ON THE HORIZON

- The new VisitTallahassee.com website and mobile app are set to launch in February.

OUT & ABOUT

Unveiled at the Marketing Roll-Out Holiday Event, our 2020 Visitor Guide has hit the street. Featuring all new featured content, suggested itineraries, expanded dining articles, events, lodging information and an eye-catching front cover.

MEETINGS & CONVENTIONS

DECEMBER 2020/JANUARY 2019

Janet Roach, Director

GOAL AT A GLANCE

FY2020
Room Nights Goal: 8,964

YTD Room Nights: 510

Room Nights for December-January: 350

ON THE HORIZON

- Global Meetings Industry Day is April 14, 2020 and shines the light on the significant economic impact meetings has on our community (26% of visitors in 2019).

OUT & ABOUT

- Tallahassee continues to gain unique meeting venues. Janet Roach visited and toured FSU Sports Facilities now available for groups rental through Complex Sports and Entertainment.

MISSION STATEMENT

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

HIGHLIGHTS

- Collaborated with the marketing department to create targeted email blasts and Florida Society of Association Executives banner ads.
- Planned and executed the Holiday Industry Meeting at Hanger 38.
- Assisted the sports department with set up, team welcome bags and event day operations for the Florida High School Athletic Association Football Championships.
- Provided content and recommendation for the Meeting and Group webpages for the "new" VisitTallahassee.com.
- Connected the Florida Ports Council and FSU Caribbean Student Association with possible Corporate Social Responsibility (CSR) options to enhance group experiences and provide a way for visitors to connect and give back to our community.

EVENTS HOSTED (ANTICIPATED NUMBERS)

- Mu Alpha Theta State Championship on January 10-11 with 475 visitors and 150 room nights.
- Enterprise Florida Board of Directors and Stakeholder Meetings on January 20-21 with 55 visitors and 85 room nights.
- Florida Independent Automobile Dealers Association on January 21-23 with 30 visitors and 19 room nights.
- Chamber of Southwest Florida Legislative Event on January 26-27 with 50 visitors and 100 room nights.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent four leads accounting 2,925 visitors and 1,390 room nights.

LEISURE SALES

December 2019/January 2020

Katie Gardocki, Director

GOAL AT A GLANCE

FY2020
Room Nights Goal:
9,902

YTD Room Nights: 3,875

Room Nights for
Dec. & Jan.:
3,500

ON THE HORIZON

Attending and hosting a booth at the February Travel and Adventure Show in Atlanta.

OUT & ABOUT

Attended the 2020 Beer Marketing and Tourism Conference in St. Petersburg, FL.

MISSION STATEMENT

Increase visibility to specific audience segments, i.e., reunions or bike riders, to generate visitation from leisure groups and assist industry partners with experiences for group customers.

HIGHLIGHTS

- Compiled and distributed bi-weekly "Happenings ALL Around Town" to partners.
- Assisted the Sports Department with securing host hotels for teams at the 2019 FHSAA High School 1A, 2A, and 3A Football Championships.
- Assisted event planner with venue options for the Russian Ballet Theater in December 2020.
- Met with event coordinator to review plans for the Tallahassee Trail Festival in March 2020.
- Assisted the Alpha Phi Fraternity Inc, Alpha Mentoring Academy with itinerary, dining, and hotel options for their visit to Tallahassee.
- Recommended hotel, dining, itinerary, and venue options for Experience America school group in April 2021.
- Updated hotel, dining, and event information in preparation for the launch of the new Visit Tallahassee website.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Created Equal Speakers – with an estimated 10 room nights.
- Southern Shakespeare Festival – with an estimated 750 room nights and 1,000 out of town visitors.
- Experience America School Group – with an estimated 30 room nights and 40 out of town visitors.

SPORTS MARKETING

DECEMBER 2019/JANUARY 2020

Amanda Heidecker, Director Joseph Piotrowski, Assistant Director

GOAL AT A GLANCE

FY2020
Room Nights Goal: 39,520
YTD Room Nights: 9,391

Room Nights for December/January: 3,018

ON THE HORIZON

The week of March 16-22 will be everything Mountain Biking in Tallahassee. The International Mountain Biking Association (IMBA) representatives will be in town to conduct a site visit as the last step towards Tallahassee gaining an IMBA Ride Center Designation. We will also host the Southern Off Road Bike Association (SORBA) Annual Summit as well as the first Tallahassee Trail Festival at Tom Brown Park.

OUT & ABOUT

In partnership with Leon County Schools, Visit Tallahassee Sports hosted the 1A-3A FHSAA Football Championships. The games brought thousands of fans to recently renovated Gene Cox Stadium.

MISSION STATEMENT

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

HIGHLIGHTS

- Hosted and planned the 1A-3A FHSAA Football Championships at Gene Cox Stadium.
- Assisted with the development of the final site plans for the new Apalachee Regional Park operations building, finish line and awards stage.
- Met with Florida Sports Foundation to gain their support as we pursue the 2023 World Athletics Cross Country Championships.
- Booked and managed logistics for 6 softball and baseball tournaments being hosted this spring and summer at City of Tallahassee and Florida State Rec facilities
- Opened and advertised the Leon County Sports Event Grant Program 2nd cycle for events being hosted March 6 – September 30, 2020.
- Met with Tomahawk Swimming and FSU Facilities to plan upcoming diving meets for the summer of 2020 and beyond.
- Worked with Velosolutions and City of Tallahassee Parks to bring the first ever pump track biking event to the community. Tallahassee will host the Velosolutions Pump Track US National Qualifier on June 6, 2020.

EVENTS HOSTED (ANTICIPATED NUMBERS)

- Hosted 9 events which attracted 9,277 visitors and 3,018 room nights to Leon County.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent four leads accounting for 7,050 visitors, 5,350 room nights.

VISITOR SERVICES & GRANT MANAGEMENT

DECEMBER 2019/JANUARY 2020

Terri Messler, Director

AT A GLANCE

FY20 2nd Cycle Sports Grant Submission Cycle Closed February 17, 2020
7 Applications Submitted

FY20 Post Event Grant Reimbursements:
9 Processed

Welcome Packs Distributed
December & January: **1,699**

Walk-Ins at Visitor Center
December & January: 450

Gift Shop Sales
December & January:
$2,420.85

MISSION STATEMENT

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

HIGHLIGHTS

- Assisted in review and analysis of several grant system software packages for use in the 2020/2021 grant application cycle.
- Attended Florida Tourism Day, a gathering of statewide tourism organizations hosted by Visit Florida, on January 22 at the Donald L. Tucker Center.
- Completed Volunteer Administration Certificate Program offered through Volunteer Leon.
- Participated in Marketing Rollout event at Hangar 38, promoting Visitor Information Center and Gift Shop merchandise.

ON THE HORIZON

- Preparing and updating Legacy, Signature/ Emerging Signature, Special and Sports Events grant program guidelines for review and approval prior to the 2020/2021 grant application cycle.

GIFT SHOP FEATURED ITEM

Youth and toddler tees and infant onesies in fun colors now available in our Gift Shop. Great gifts for the little ones in your life!

MEMORANDUM

DATE: 3/5/2020

TO: Leon County Tourist Development Council Members

THROUGH: Kerri L. Post, Executive Director

FROM: Amanda Heidecker, Director of Sports

SUBJECT: FY 2020 2nd Cycle Sports Event Grant Funding Recommendations

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The Tallahassee Sports Council (TSC) respectfully presents the funding recommendation for eight (8) sports events for the Second Cycle Sports Event Grant.

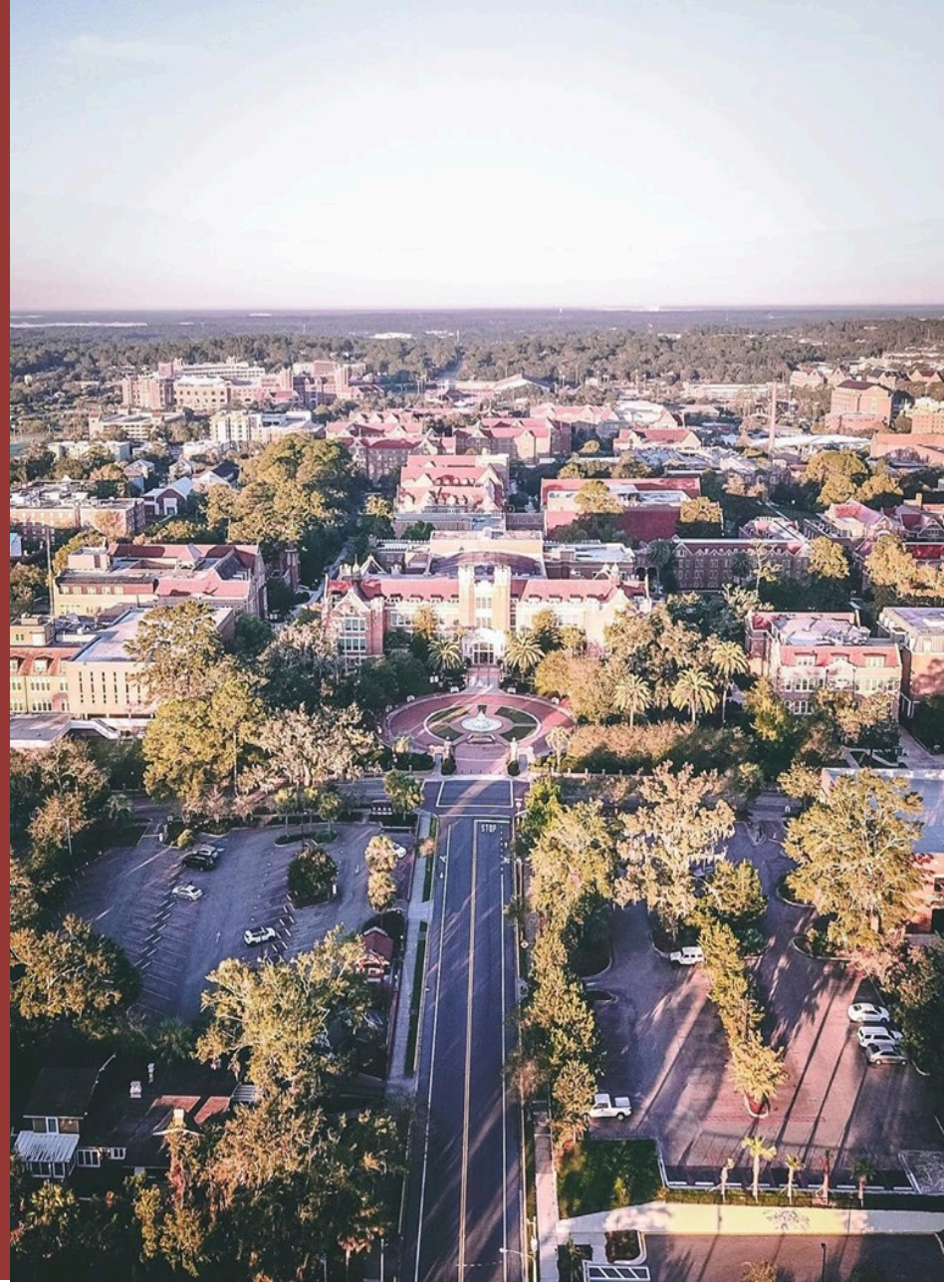
After carefully considering the event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TSC is recommending funding eight (8) events at a total of $15,749 from the available balance of $28,106 from the FY 2020 1st Cycle Sports Event Grant. Attached you will find the listing of events summarizing the TSC recommendations.

FY20 2nd Cycle Sports Event Grant
Funding Recommendations

Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	Amount Requested	Amount Recommended
Tiger Rock Martial Arts	Tiger Rock Martial Arts National Tournament	3/7/2020	3/7/2020	400	225	$ 1,500	$1,500
Florida State University's Men's Water Polo Club	Florida State University's Annual Fear the Spear Men's	3/7/2020	3/8/2020	200	100	$ 5,000	$2,000
Florida Sports Foundation	Sunshine State Games Baton Twirling Championship	3/14/2020	3/14/2020	150	150	$ 2,999	$1,500
Capital City Racquetball	2020 Capital City Classic	4/3/2020	4/5/2020	70	32	$ 1,000	$750
Seminole Ladies Ultimate Team	Florida Conference Sectionals	4/11/2020	4/12/2020	950	320	$ 5,999	$5,999
Double K Rodeo Productions, Inc.	6th Annual Tallahassee Extreme Rodeo	4/24/2020	4/25/2020	150	40	$ 1,500	$1,500
GBL, LLC	Capital City Challenge Sessions II	5/30/2020	5/31/2020	450	130	$ 1,500	$1,000
Capital City Diamond Girls Softball	Capitol City Classic Softball Tournament	5/16/2020	5/16/2020	100	44	$ 2,000	$1,500
			TOTALS	**2470**	**1041**	**$ 21,498**	**$ 15,749**
						Available Funds after 1st Cycle	**$ 28,106**
						Remaining Available Funds after 2nd Cycle	**$ 12,357**

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October – December 2019 Visitor Tracking Study



Visit Tallahassee
Pretty. Unexpected.

downs & st. germain RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY

Pre-Visit

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

Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience

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

Post Trip Evaluation

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

Economic Impact on Destination

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

METHODOLOGY

Visitor Tracking Study

» Interviews were completed in person and online with **702 visitors** at local hotels, the airport, parks, and events between **October 1st 2019 and December 31st 2019**

WHAT HAPPENED IN TALLAHASSEE: OCT-DEC

- Winter Graduation
- Two Florida State Home Football Games
- Four FAMU Home Football Games
- Frenchtown “Rising”
- Downtown Getdown
- FAMU Homecoming (late week events)
- FHSAA Football Tournament
- Market Days
- Legislative Session committee weeks

EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY

TOURISM SNAPSHOT: OCT–DEC 2019*

	Oct–Dec 2018	Oct-Dec 2019	Percent Change
Visitors	567,245	487,700	-14.0%
Direct Expenditures**	$165,392,800	$155,244,600	-6.1%
Total Economic Impact	$261,320,600	$245,286,500	-6.1%

	Oct-Dec 2018	Oct-Dec 2019	Percent Change
Occupancy***	79.0%	59.2%	-25.1%
Room Rates***	$116.89	$110.50	-5.5%
RevPAR***	$92.34	$65.80	-28.7%
Room Nights***	394,940	326,672	-17.3%
TDT Collections****	$2,023,652	$1,725,038	-14.8%

* Significant year-over-year differences may be due to Hurricane Michael and the subsequent recovery effort in 2018
** Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.
*** From STR Report
**** From Leon County Division of Tourism/Visit Tallahassee

LEON COUNTY FLORIDA CAPITAL COUNTY
Visit Tallahassee
Pretty. Unexpected.
downs & st. germain RESEARCH

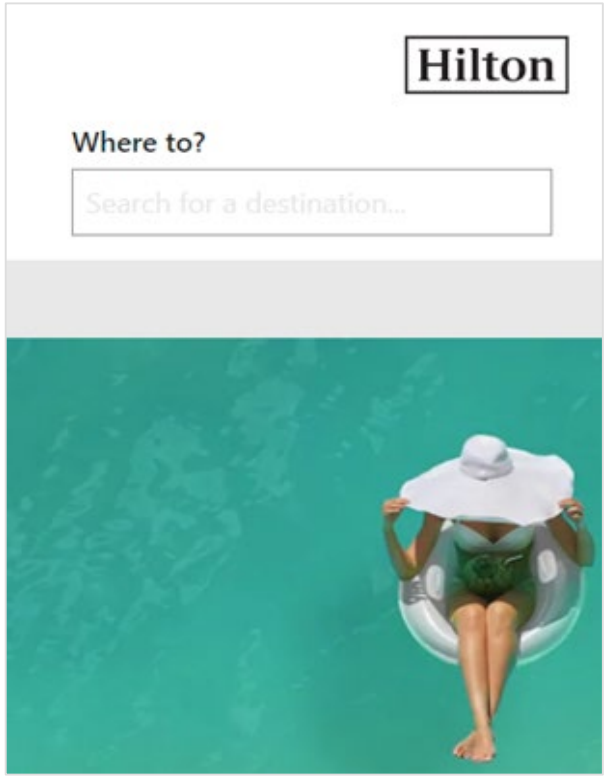
STUDY OBJECTIVES: VISITOR JOURNEY

TRIP PLANNING CYCLE

- **61%** of visitors planned their trip to Leon County a month or less in advance
- Tallahassee was **88%** of visitors' primary destination

TRIP PLANNING SOURCES

39% Search on Google



23% Hotel/Resort Website

21% Online Travel Agency

18% Talk to Friends/Family

TOP REASONS FOR VISITING

28% Business Conference/Meeting

24% Visit Friends/Family

22% Watch a Sporting Event

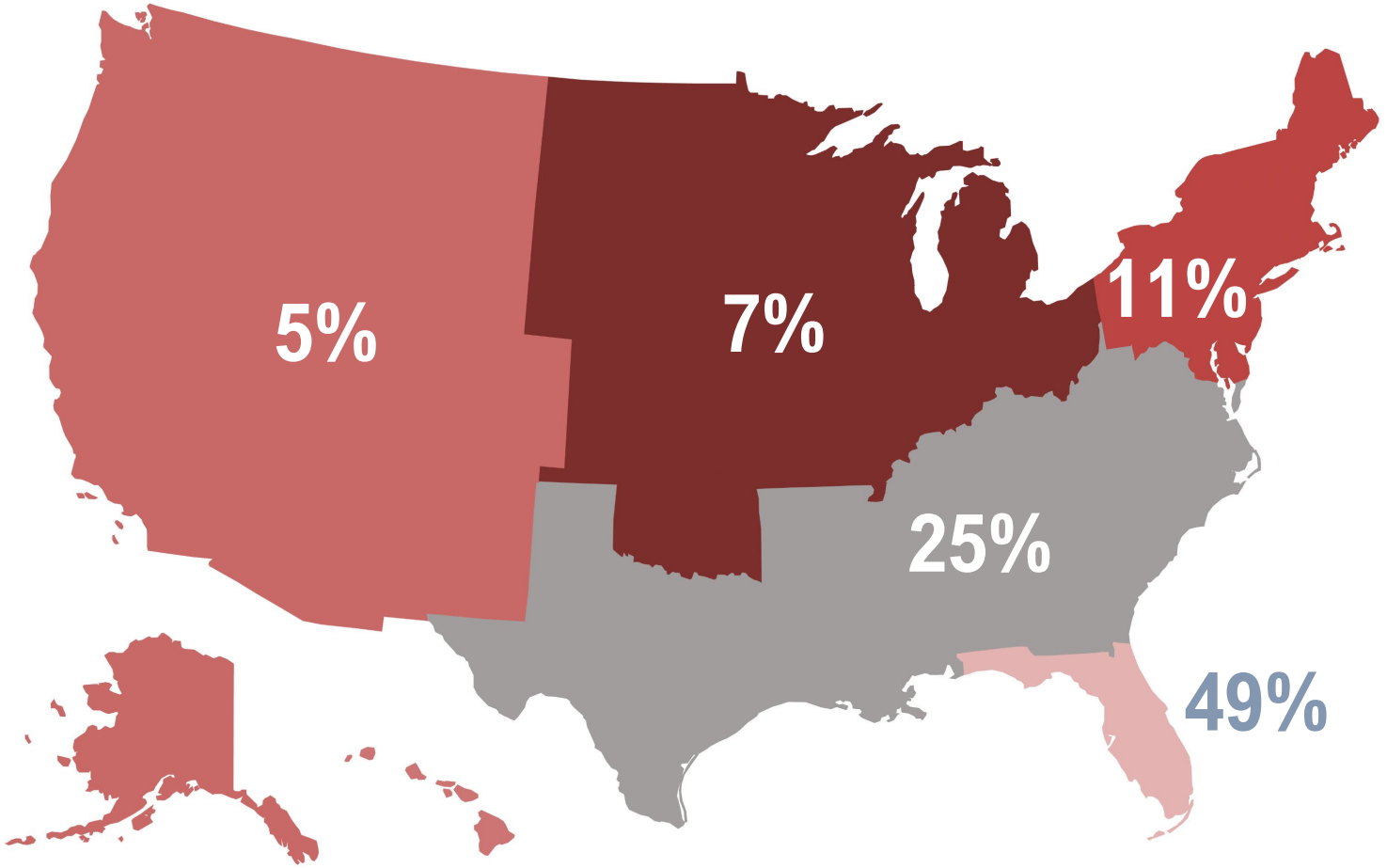
16% Education-Related

TRANSPORTATION

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

STUDY OBJECTIVES: VISITOR JOURNEY

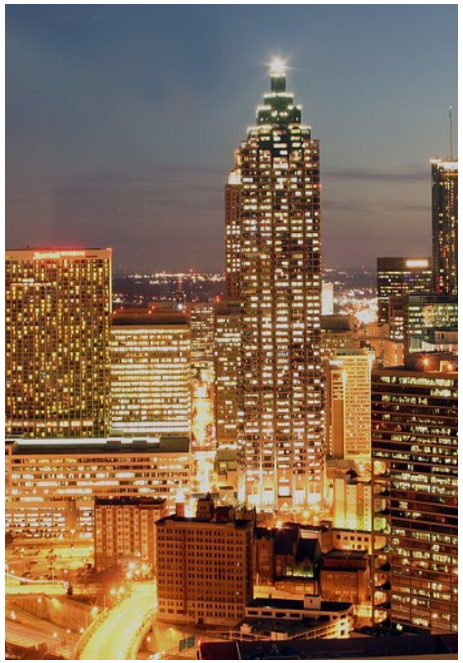
REGION OF ORIGIN



3% of visitors were from areas outside the U.S.

TOP MARKETS OF ORIGIN

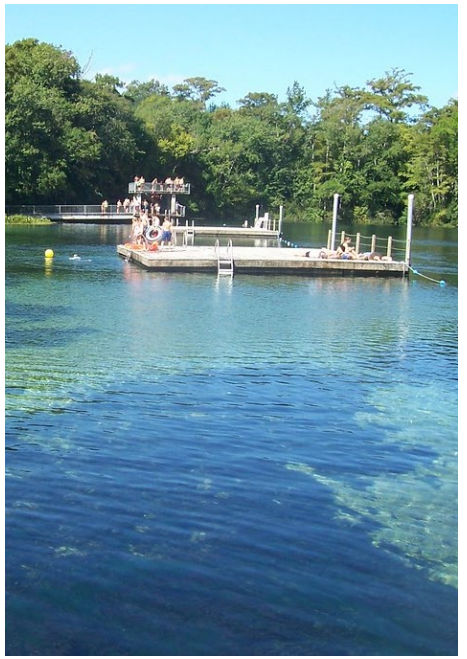
12% Miami – Ft. Lauderdale



10% Atlanta

6% Orlando

6% Tampa Bay area



6% Surrounding areas

TRAVEL PARTIES

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

23% traveled with at least one person under the age of 20, while **9%** traveled with children age 12 or younger

VISITOR PROFILE

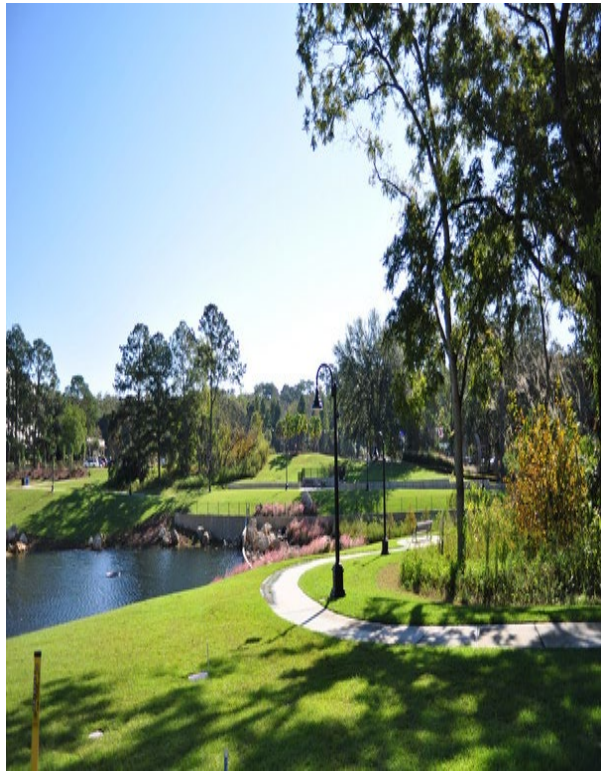
- The typical Leon County Visitor:
  - Is **46** years old
  - Has a household income of **$98,500** per year
  - Is male **(51%)**
  - Has a college degree **(74%)**
  - Is married **(61%)**
  - Is Caucasian **(69%)**

STUDY OBJECTIVES: VISITOR JOURNEY

TOP ACCOMMODATIONS

58% Hotel/Motel

18% Friends'/Family home



13% Day Tripper

OVERNIGHT VISITORS

- Typical visitors spent **3.4** nights in Leon County

VISITS TO TALLAHASSEE – LEON COUNTY

- **21%** were first time-visitors to Leon County
- **31%** had previously visited more than 10 times

ACTIVITIES DURING VISIT

61% Restaurants

29% Visit Friends/Family

28% Business Conference/Meeting

27% Watch a Sporting Event

TRAVEL PARTY SPENDING

- Travel parties spent **$311** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- Typical travel parties spent **$1,057** over the course of their trip

FINDING THEIR WAY AROUND

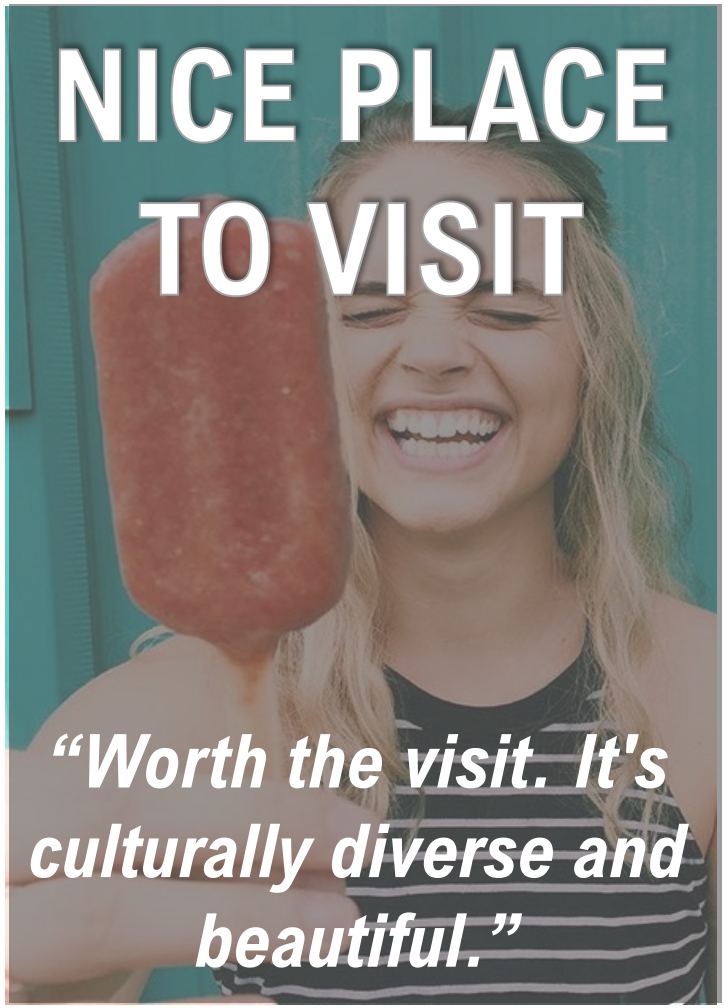
- **98%** of visitors to Leon County owned a smartphone/tablet
- **3 in 4** visitors used their smartphone/tablet to get around Leon County and find things to do

STUDY OBJECTIVES: VISITOR JOURNEY

VISITOR SATISFACTION

- Visitors gave Leon County a rating of **8.2** out of 10 as a place to visit
- **85%** of visitors will return to Leon County

PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

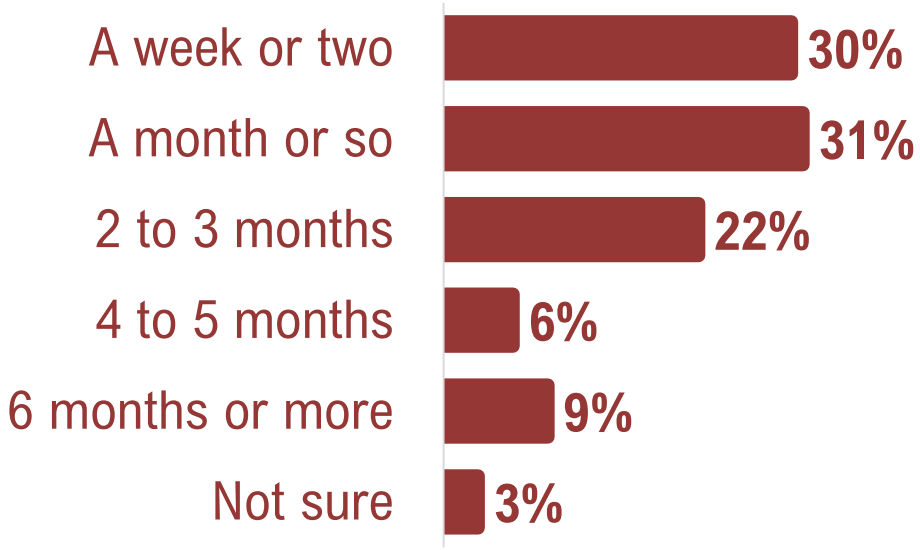


DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY

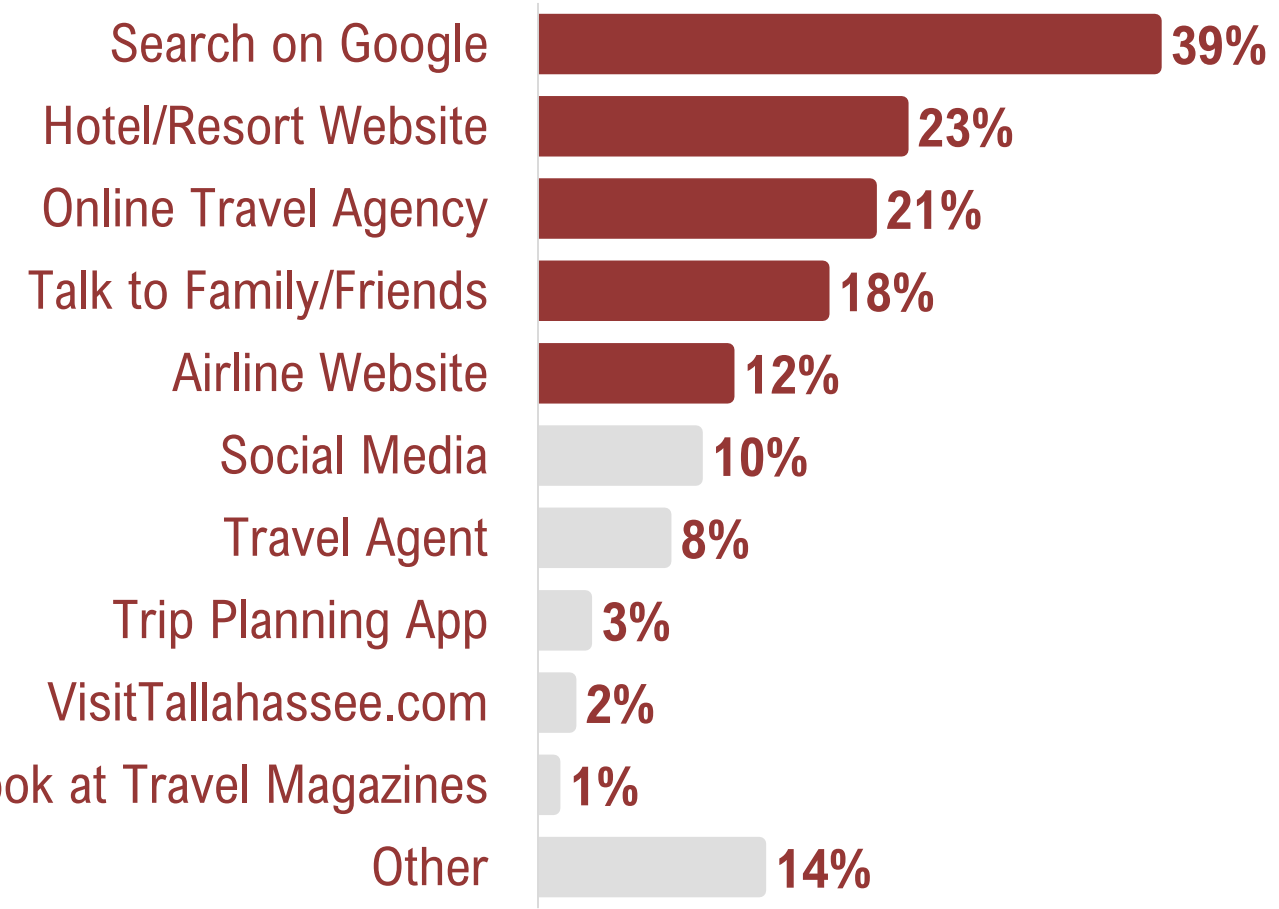
TRIP PLANNING CYCLE

3 in 5 visitors planned their trip to Leon County a month or less in advance



TRIP PLANNING SOURCES*

2 in 5 visitors planned their trip to Leon County by searching on Google



*Multiple responses permitted.

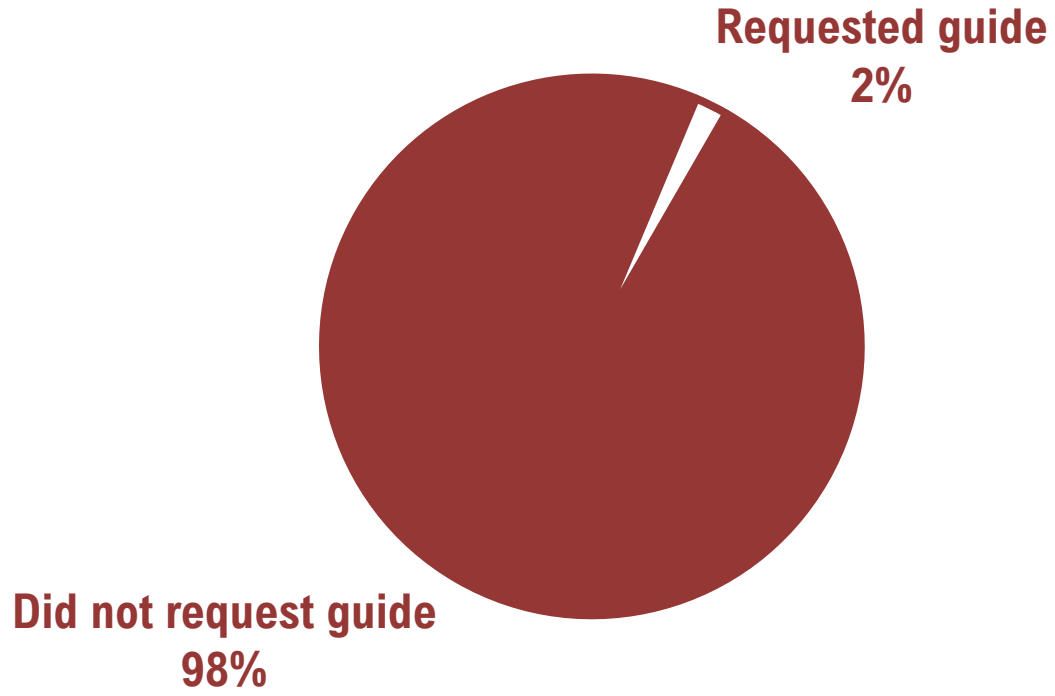
REASONS FOR VISITING*

30% of visitors came to Leon County for business

*Multiple responses permitted.

VISITORS GUIDE

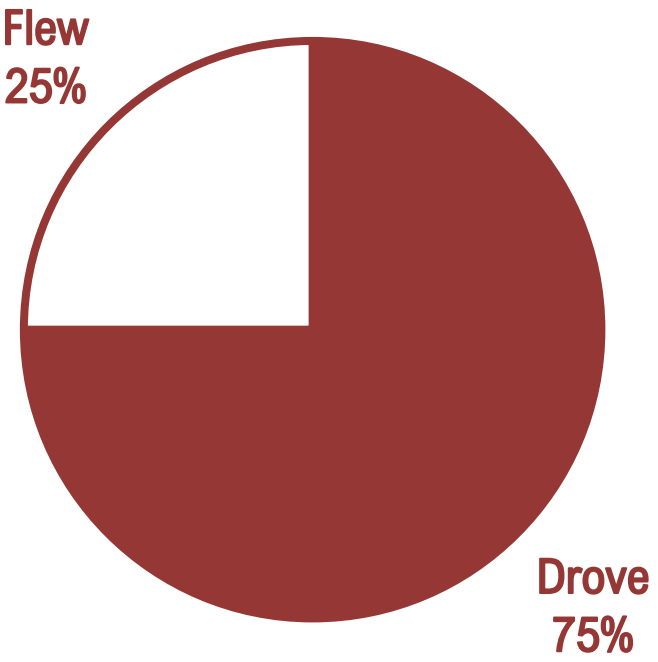
2% of visitors requested a Visitors Guide prior to their trip to Leon County



TRANSPORTATION

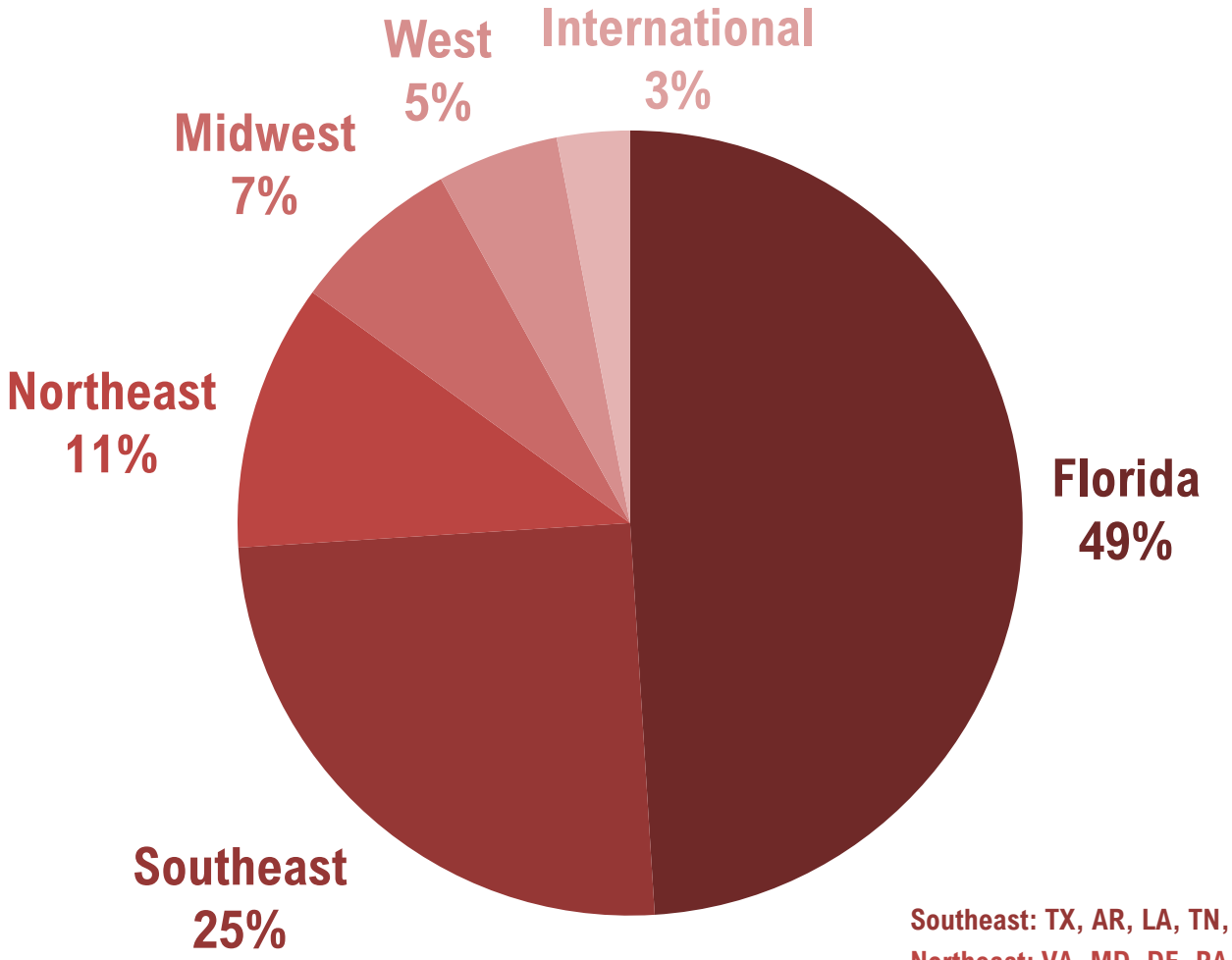
9 in 10 visitors indicated that Leon County was the primary destination for their trip

75% of visitors drove to Leon County for their trip



STUDY OBJECTIVES: VISITOR JOURNEY

REGION OF ORIGIN



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

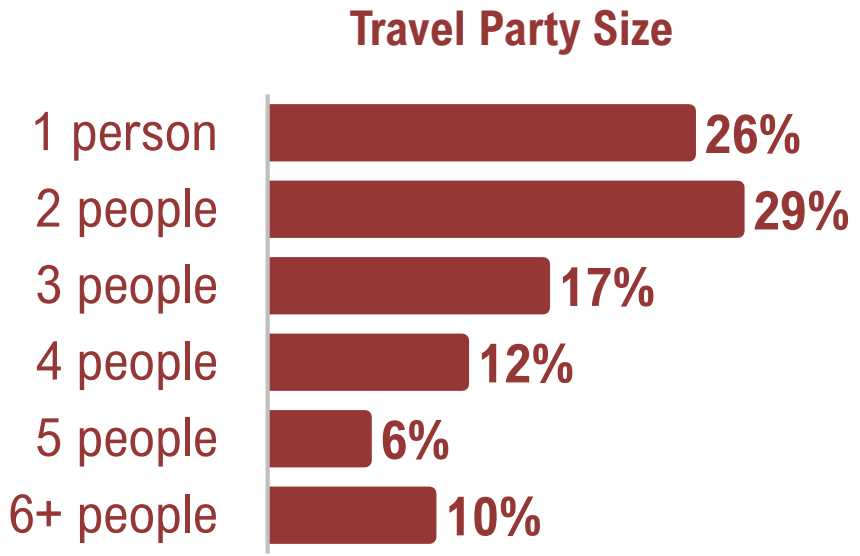
TOP MARKETS OF ORIGIN

64% of Leon County visitors lived in **14** markets

Market	Oct–Dec 2018	Oct–Dec 2019
Miami - Ft. Lauderdale	9%	12%
Atlanta	13%	10%
Surrounding Areas	8%	6%
Orlando	7%	6%
Tampa Bay area	6%	6%
Jacksonville	5%	5%
Panama City - Destin	6%	4%
Washington DC - Baltimore	1%	3%
Charlotte	2%	2%
Pensacola - Mobile	5%	2%
Lakeland	1%	2%
Naples - Ft. Myers	2%	2%
New York City	2%	2%
Dallas - Ft. Worth	2%	2%

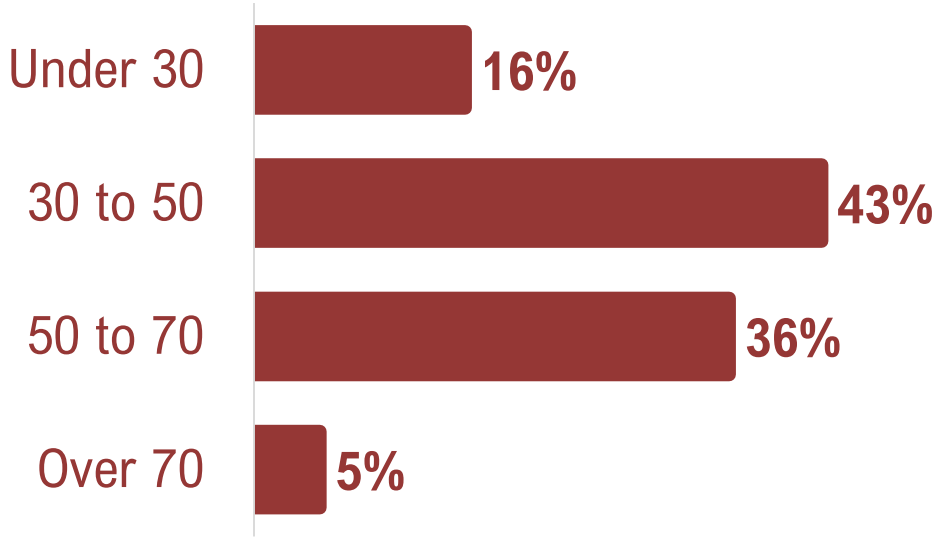
TRAVEL PARTIES

- Typical visitors traveled in a party of **2.7** people
- **23%** of visitors traveled with children age 20 or younger, while **9%** traveled with children age 12 or younger



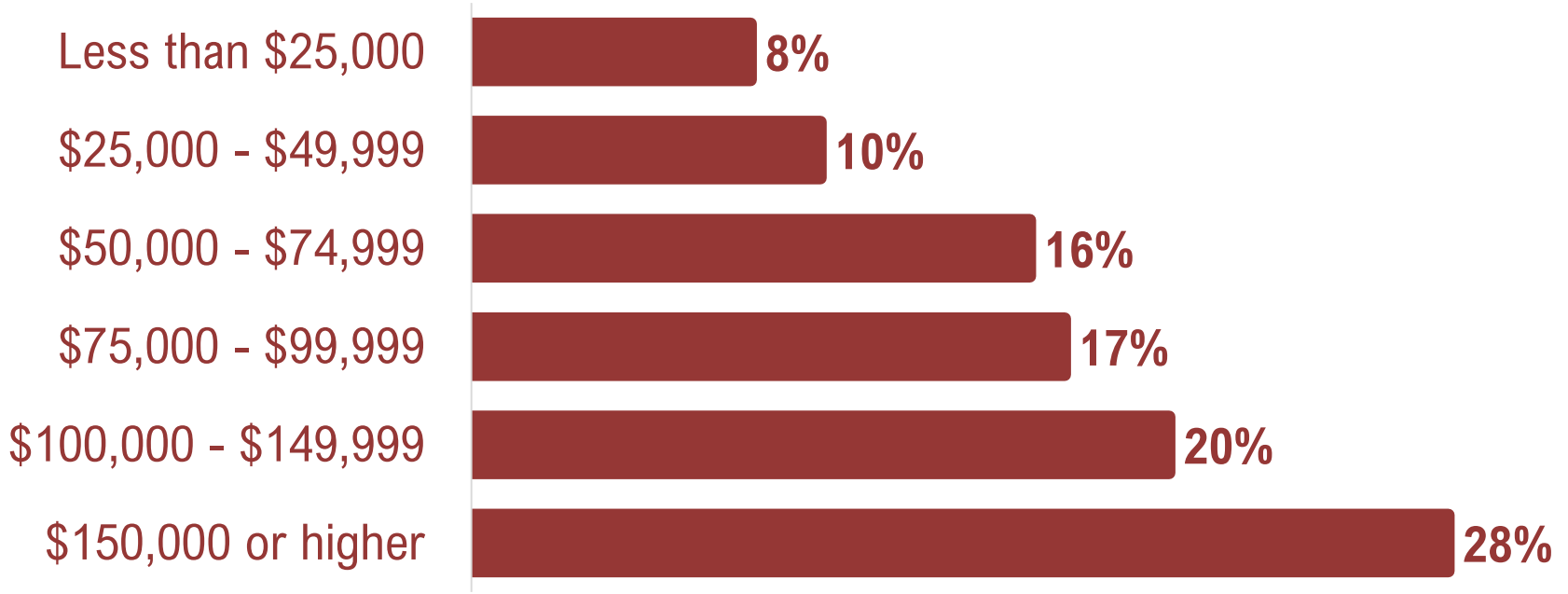
AGE OF VISITORS

Typical visitors to Leon County were **46** years old



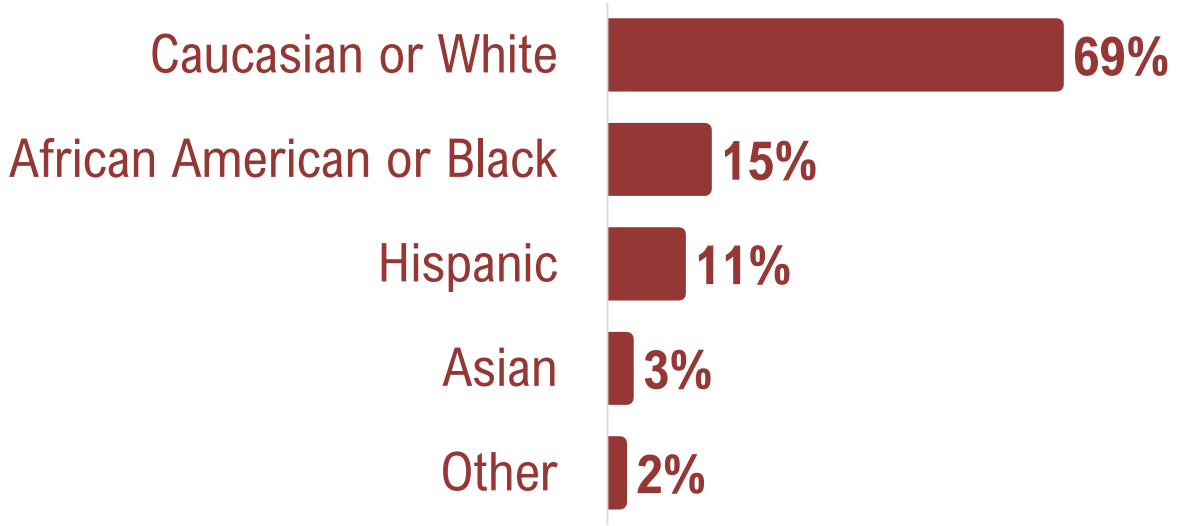
HOUSEHOLD INCOME OF VISITORS

Typical visitors to Leon County had a household income of **$98,500** per year



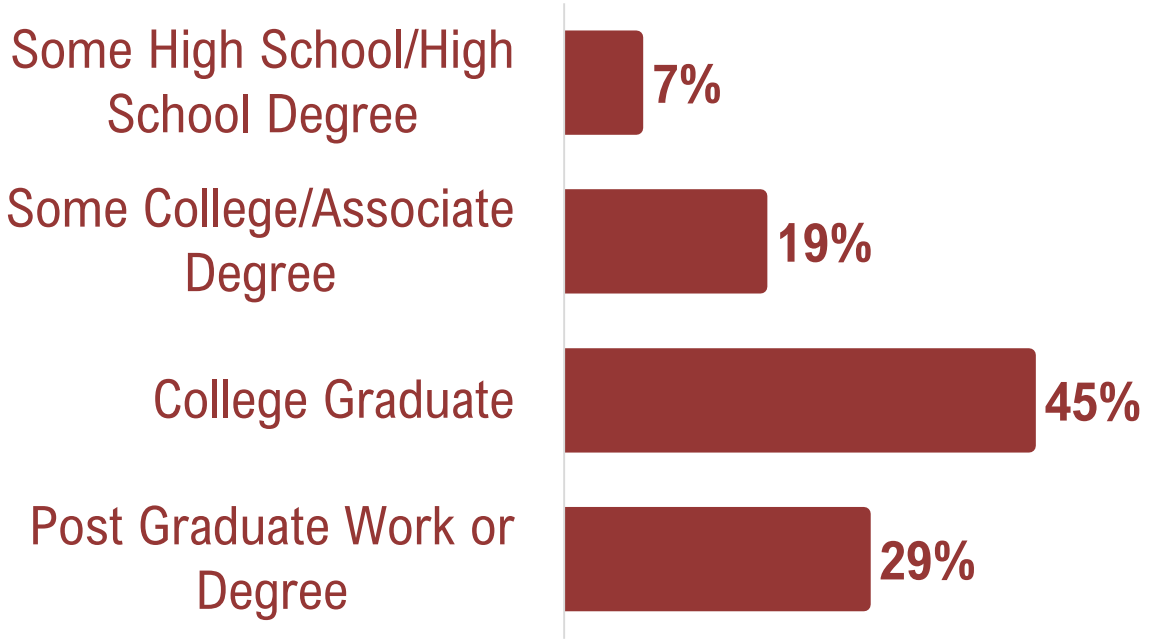
RACE/ETHNICITY OF VISITORS

2 in 3 visitors to Leon County were Caucasian or white



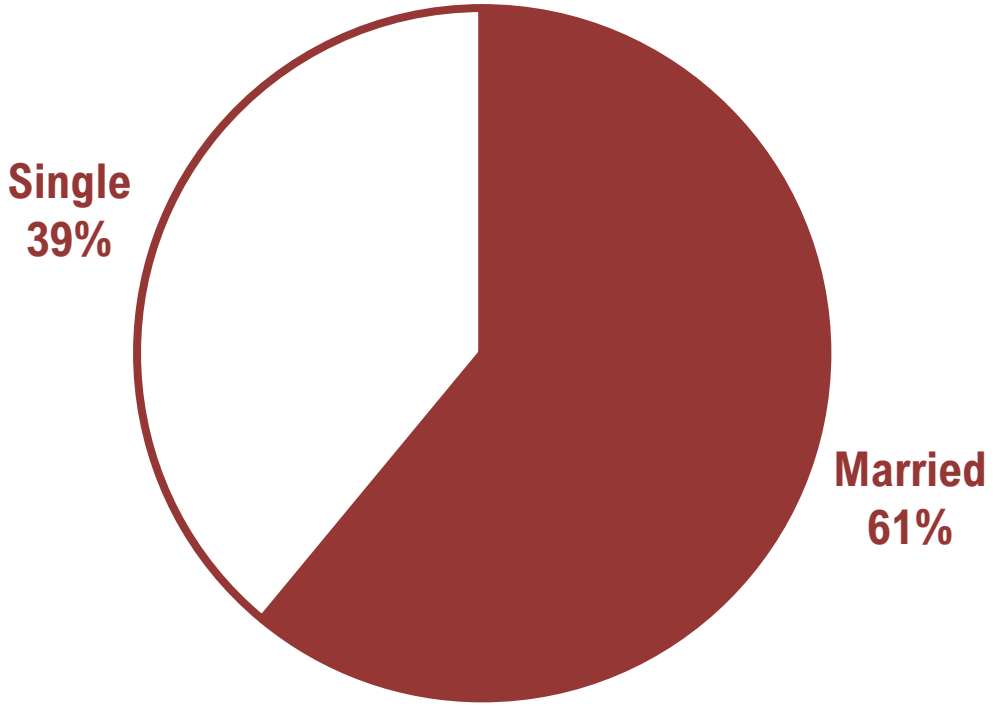
EDUCATIONAL ATTAINMENT OF VISITORS

3 in 4 visitors to Leon County had a college degree



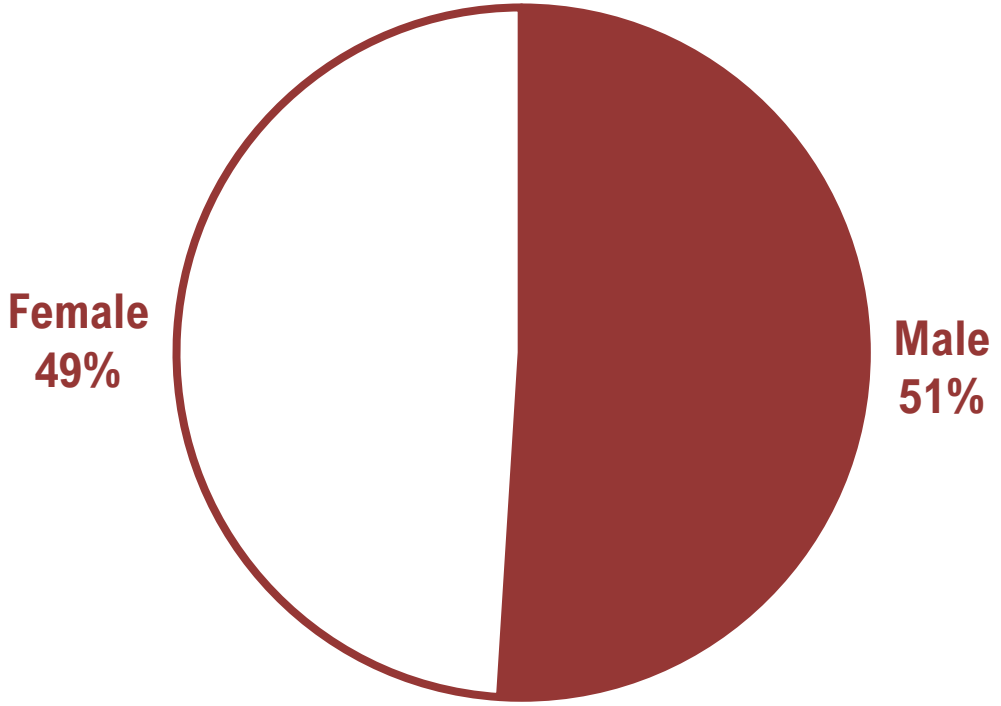
MARITAL STATUS OF VISITORS

3 in 5 visitors to Leon County were married



GENDER OF VISITORS

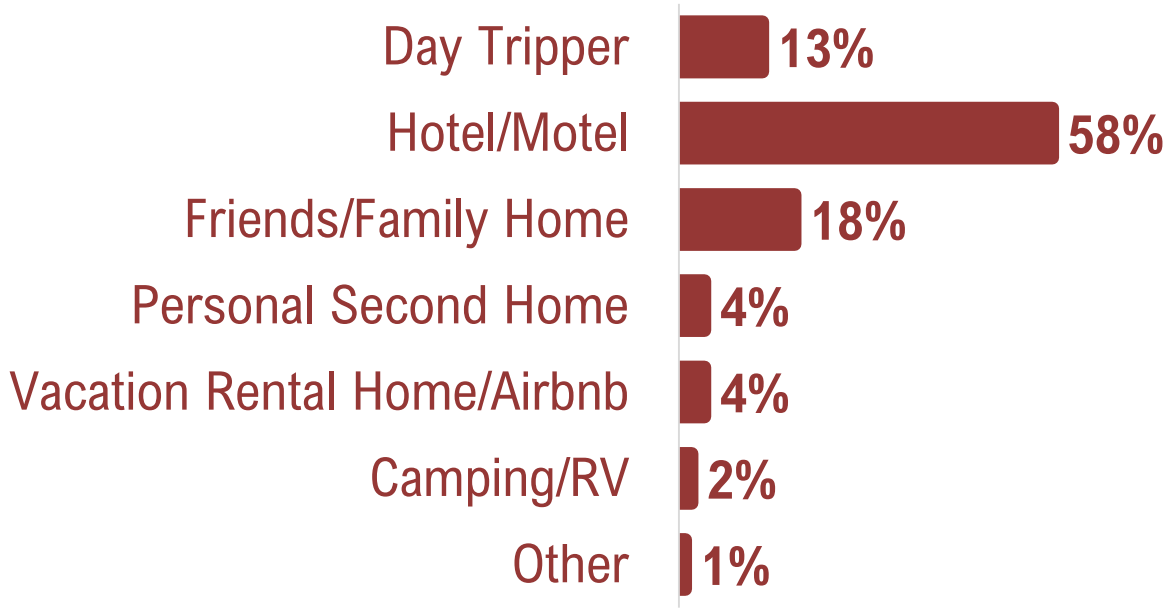
51% of visitors to Leon County were male



STUDY OBJECTIVES: VISITOR JOURNEY

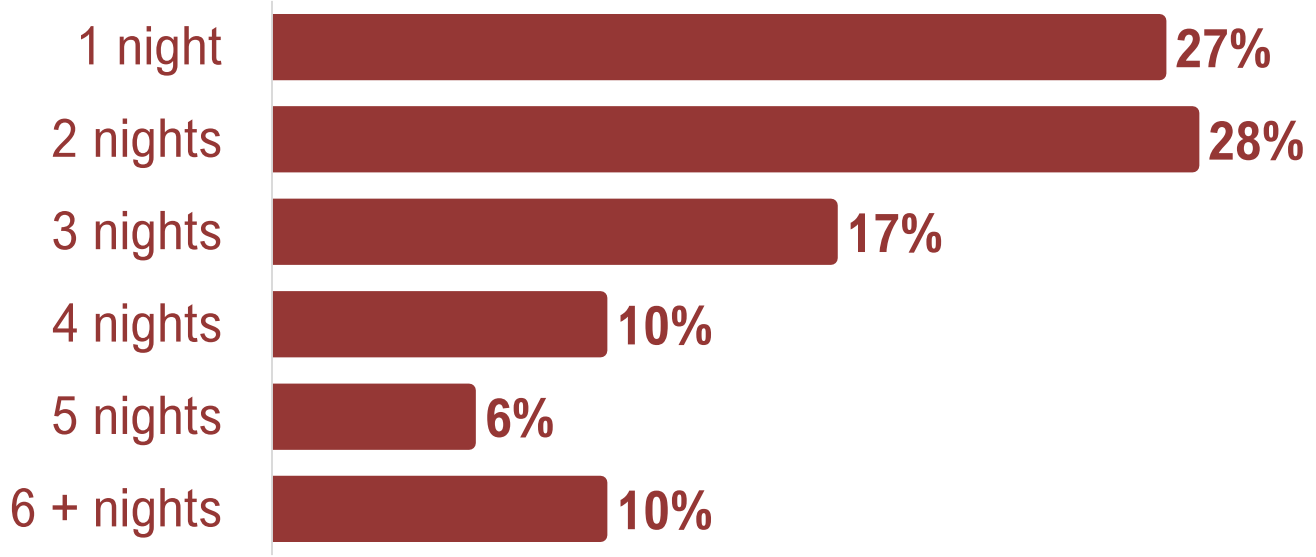
ACCOMMODATIONS

3 in 5 visitors stayed in a hotel/motel



OVERNIGHT VISITORS

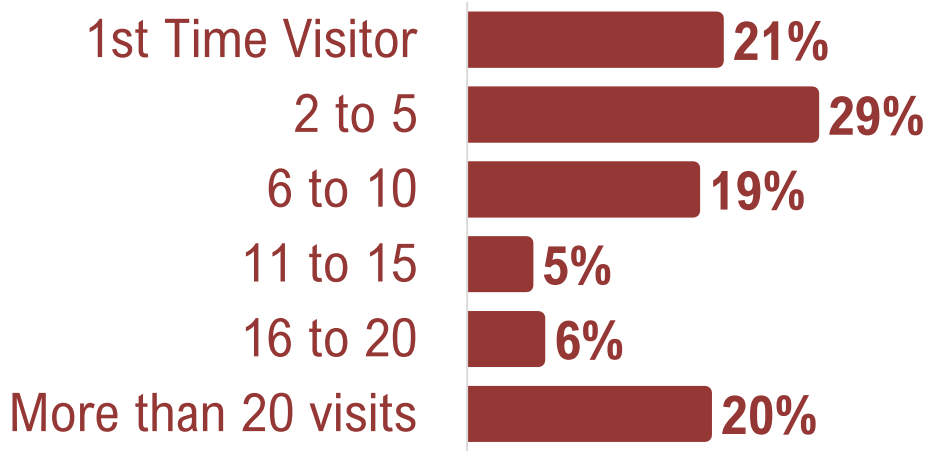
- Typical visitors stayed **3.4** nights in Leon County
- **55%** of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

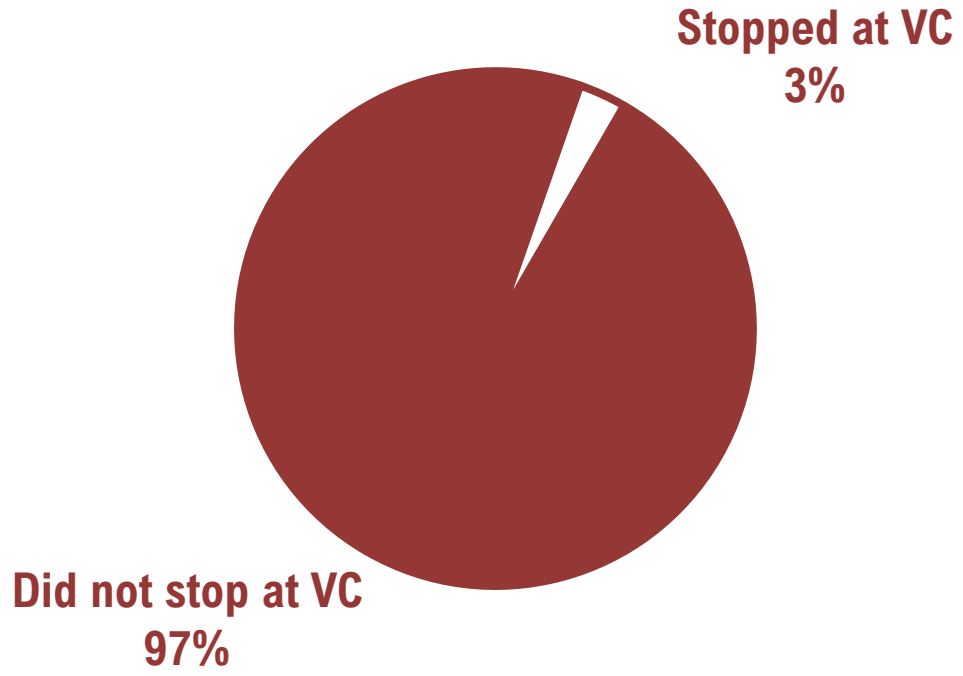
2 in 10 visitors were visiting Leon County for the first time

31% of visitors had previously visited Leon County more than ten times



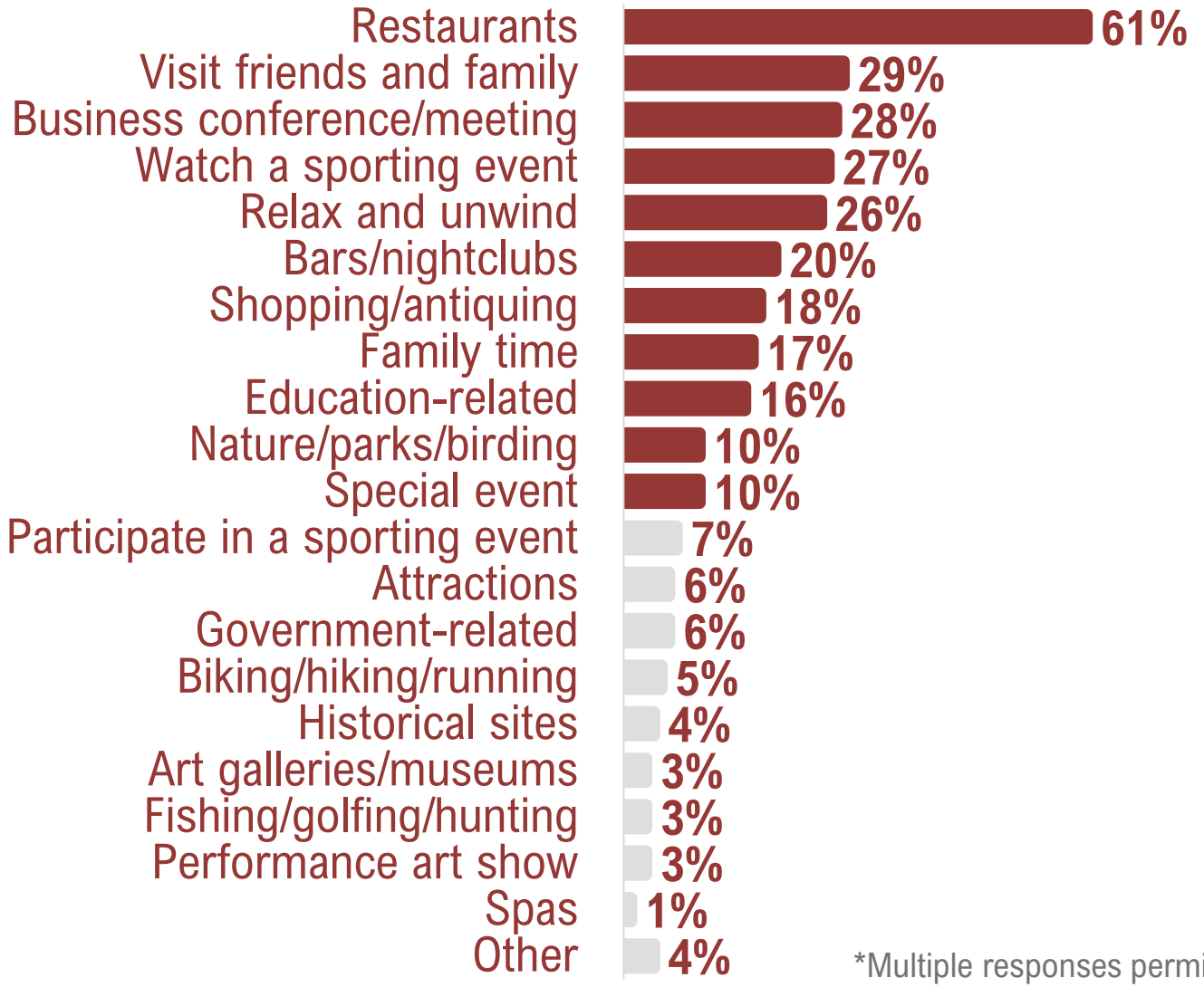
VISITORS CENTER

3% of visitors stopped at the Visitors Center during their trip to Leon County



ACTIVITIES DURING VISIT*

3 in 5 visitors dined out at restaurants during their trip

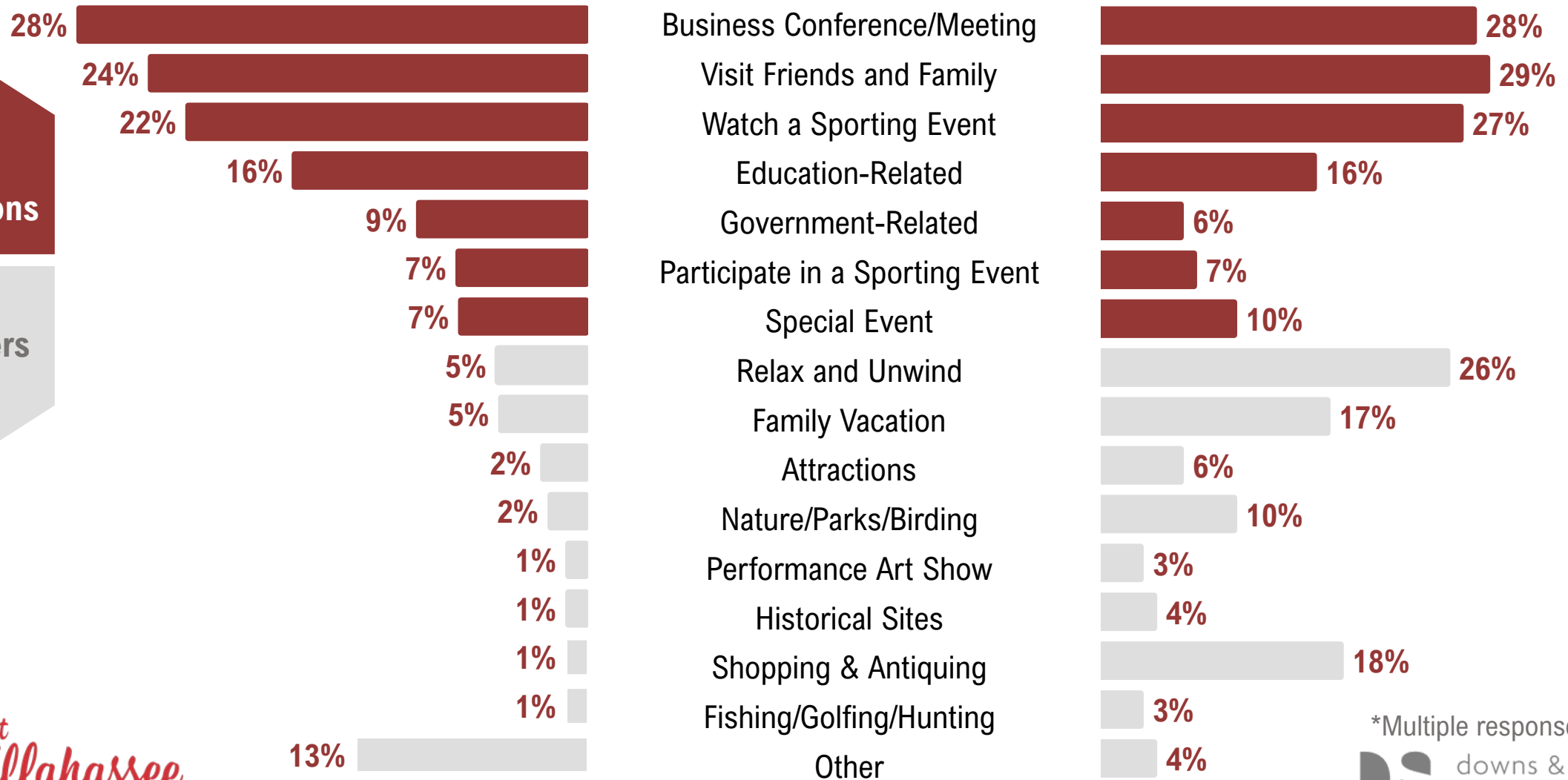


*Multiple responses permitted.

REASONS FOR VISITING VS. VISITOR ACTIVITIES

Key Motivations

Trip Enhancers



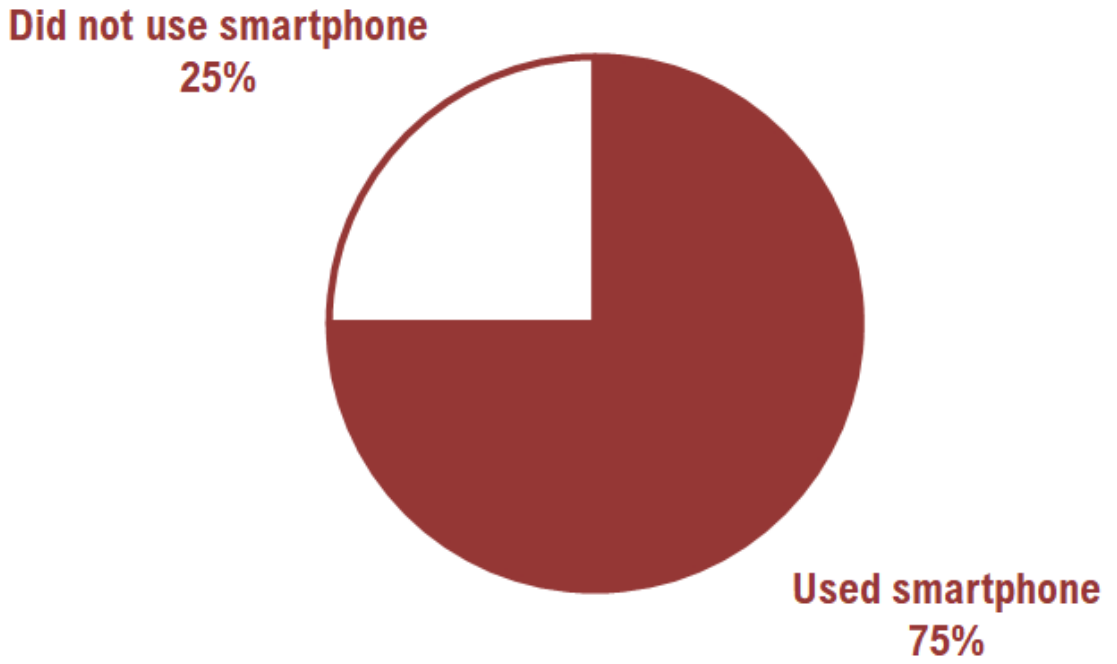
*Multiple responses permitted.

VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	$114	$388
Restaurants	$61	$207
Groceries	$15	$51
Shopping	$50	$170
Entertainment	$24	$81
Transportation	$32	$109
Other	$15	$51
Total	**$311**	**$1,057**

FINDING THEIR WAY AROUND

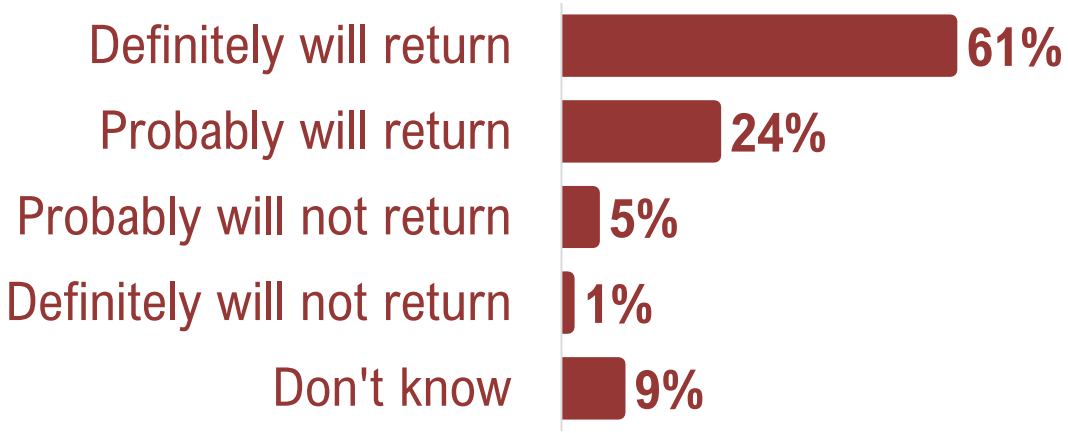
- **98%** of visitors have a smartphone or tablet
- **3 in 4** visitors used their smartphone or tablet to get around Leon County



STUDY OBJECTIVES: VISITOR JOURNEY

VISITOR SATISFACTION

- Visitors gave Leon County an average rating of **8.2** as a place to visit
- **85%** of visitors will return to Leon County for a future visit or vacation*

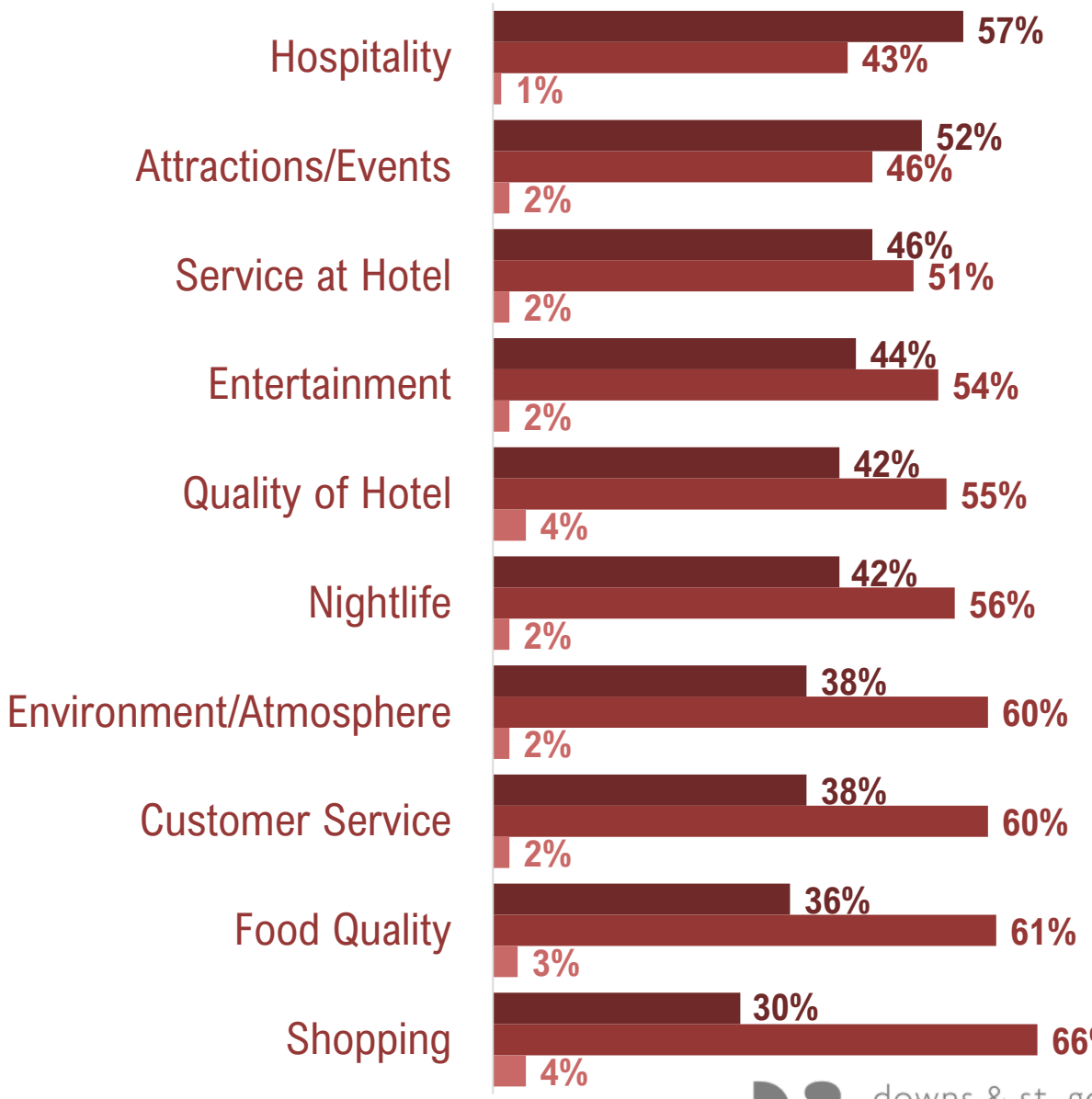


*6% of visitors will not return for the following reasons:

1) Event/occasion for visit is over
2) Child will have graduated

RATING EXPERIENCES IN TALLAHASSEE

- Leon County's service at hotels exceeded the expectations of 46% of visitors
- Hospitality and Attractions/Events in Leon County were more likely than other experiences to exceed expectations



Exceeded expectations
Met Expectations
Did not meet expectations

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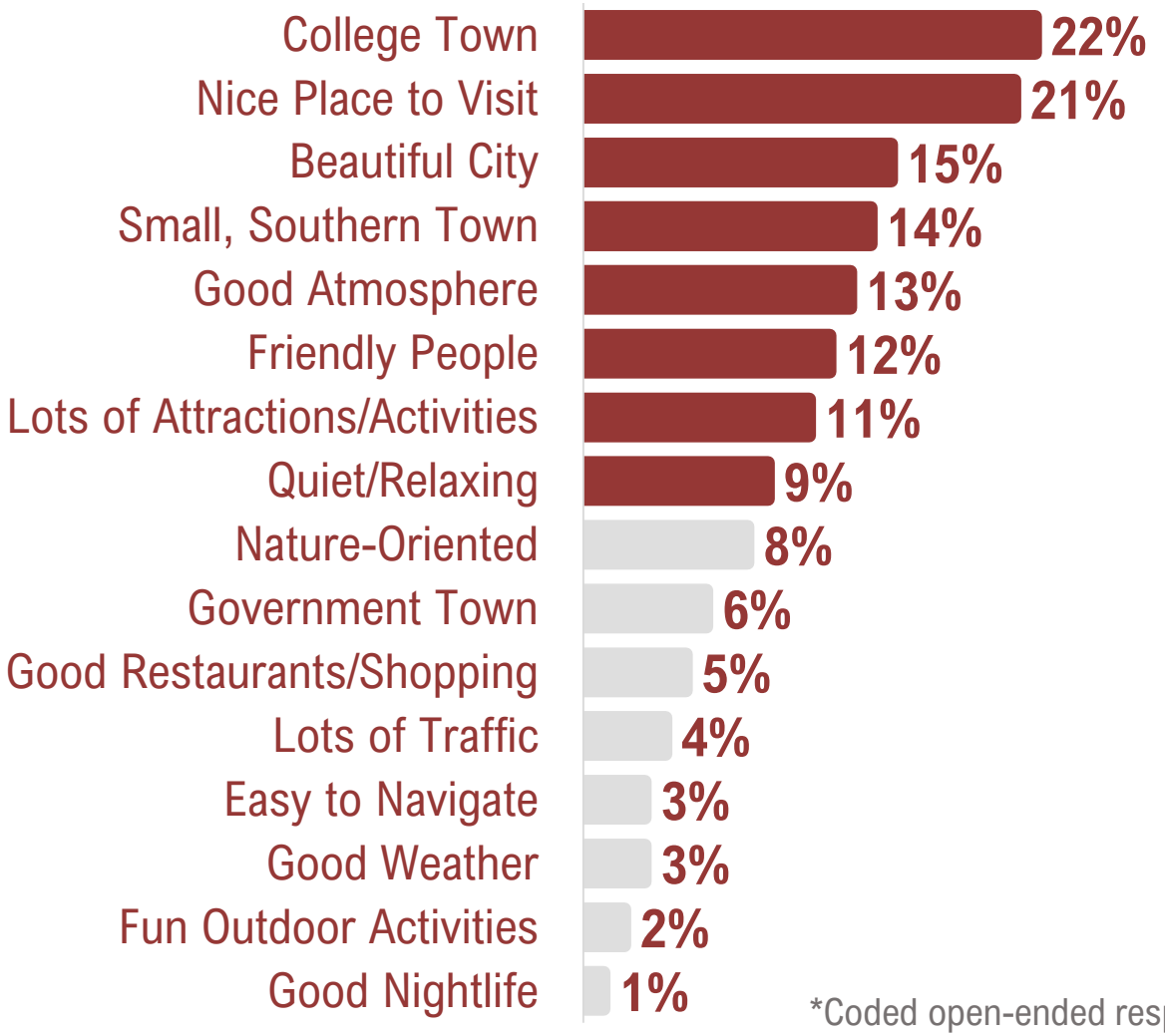
PERCEPTIONS OF TALLAHASSEE – LEON COUNTY*

A plurality of visitors describe Leon County as a **"College Town"**



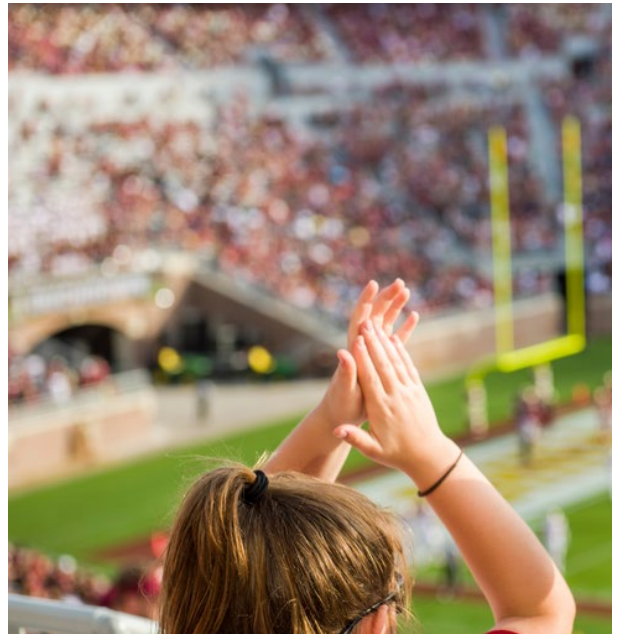
*Coded open-ended responses.
Multiple responses permitted.

PERCEPTIONS: “COLLEGE TOWN”

“A college atmosphere and energetic vibe. Always something going on.”

“Fun college town, lots to do, everybody is very friendly, beautiful scenery and great climate.”

“A place that's educational oriented because of all the universities. Multicultural, like a melting pot.”

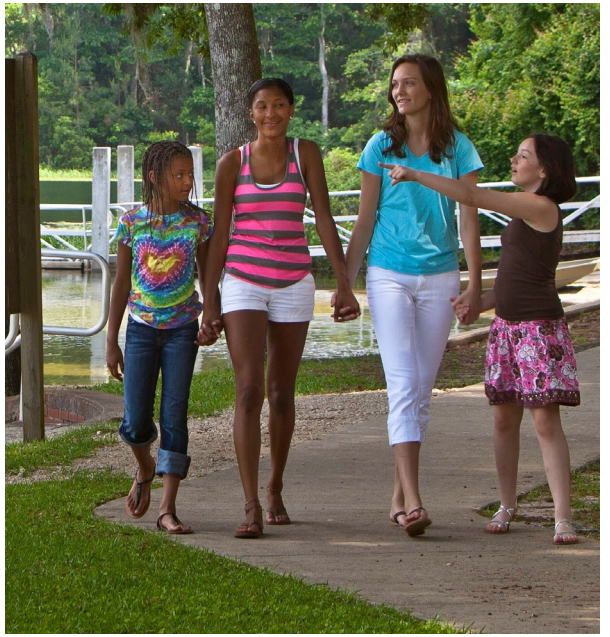


“It's nice. There's a lot to do. It's clean. Football games are great. Nice college town!”

PERCEPTIONS: “NICE PLACE TO VISIT”

“Worth the visit. It's culturally diverse and beautiful.”

“Tallahassee has beautiful people and a lot of nature. We love coming up here for games as well as the local culture.”



“I love it here. This is where I'm from. I have so many happy memories of growing up here.”

“The people really make Tallahassee a great place to visit.”

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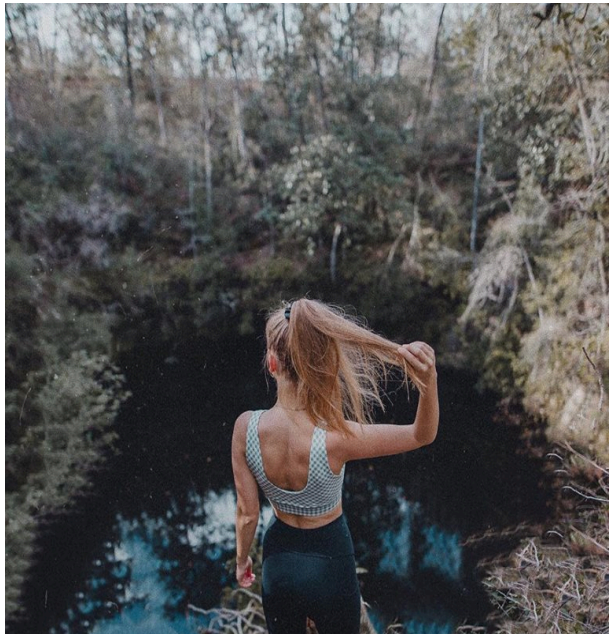
PERCEPTIONS: “BEAUTIFUL CITY”

“It's a beautiful almost northern style town in Florida with some very welcoming people.”



“It’s a beautiful and hilly city with a lot of trees.”

“We came to Tallahassee for a wedding and I've got to that it is just so beautiful here.”

“Tallahassee will always have a dear place in my heart. It’s a beautiful little southern city.”

YEAR – TO – YEAR COMPARISONS

YEAR – TO – YEAR COMPARISONS

Visitor Profile	Oct–Dec 2018	Oct-Dec 2019
Median Age	44	46
Gender (Male)	45%	51%
Household Income	$98,800	$98,500
College Degree or Higher	72%	74%
White/Caucasian	76%	69%
Married	68%	61%

Region of Origin	Oct-Dec 2018	Oct-Dec 2019
Southeast	82%	74%
Northeast	7%	11%
Midwest	6%	7%
West	3%	5%
International	2%	3%

YEAR – TO – YEAR COMPARISONS

Travel Parties	Oct-Dec 2018	Oct-Dec 2019
Travel Party Size	2.9	2.7
Traveled with Other Visitors	68%	74%
Traveled with Children	16%	23%
Drove to Leon County	73%	75%
Nights Stayed	3.0	3.4

Trips to Tallahassee - Leon County	Oct-Dec 2018	Oct-Dec 2019
Tallahassee was Primary Destination	91%	88%
Definitely/probably will return	85%	85%
Rating of Overall Experience	8.7	8.2
1st Time Visitor	19%	21%
10+ Prior Visits to Leon County	26%	31%

YEAR – TO – YEAR COMPARISONS

Average Daily Spending	Oct-Dec 2018	Oct-Dec 2019
Accommodations	$133	$114
Restaurants	$67	$61
Groceries	$14	$15
Shopping	$55	$50
Entertainment	$28	$24
Transportation	$34	$32
Other	$13	$15
Total	**$343**	**$311**

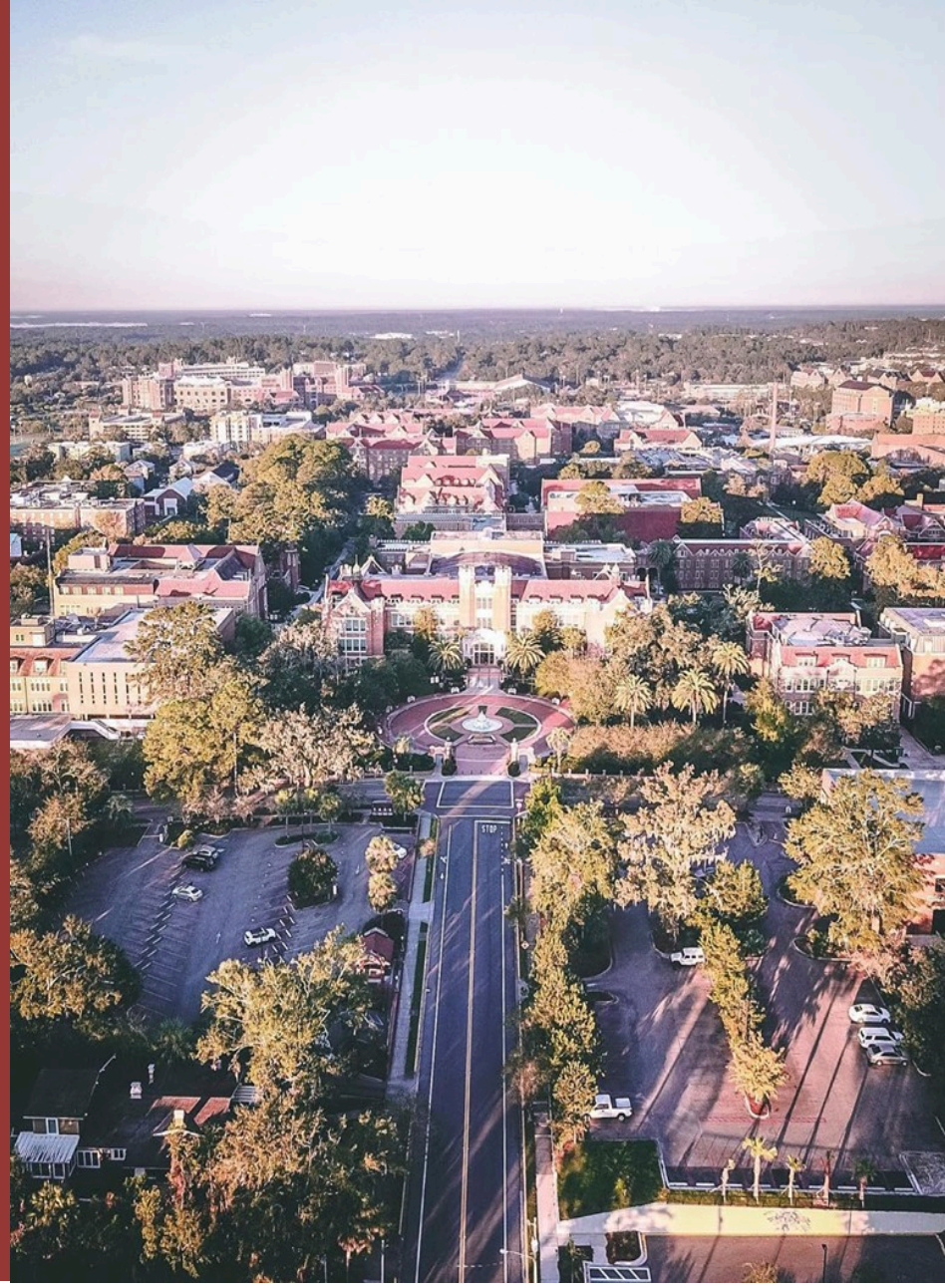
Average Total Trip Spending	Oct-Dec 2018	Oct-Dec 2019
Accommodations	$399	$388
Restaurants	$198	$207
Groceries	$42	$51
Shopping	$165	$170
Entertainment	$84	$81
Transportation	$102	$109
Other	$39	$51
Total	**$1,029**	**$1,057**

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Oct – Dec 2019 Visitor Tracking Study

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

Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
Rachael Anglin, Senior Project Director
Isiah Lewis, Project Director
Glencora Haskins, Project Director
Downs & St. Germain Research
850-906-3111 | www.dsg-research.com



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LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
Market Days
Dec 7-8 2019

Phillip Downs, Ph.D.
Joseph St. Germain, Ph.D.
Rachael Anglin
Isiah Lewis
Glencora Haskins

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Market Days

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Total Economic Impact

$2,919,700

When including indirect and induced effects[1] of direct spending, the total economic impact of people attending Market Days who **live outside** of Leon County was $2,919,700.[2]

---

[1]Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

[2]For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and "other" expenses.

Direct Spending

$1,847,900[1]

People who **live outside** of Leon County spent $1,847,900[1] during Market Days.

---

[1]For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.

Out-of-County Visitors

5,380[1]

Including overnight visitors and day trippers, there were 5,380 individuals from outside Leon County who attended Market Days.[2]

---

[1]An attendance figure of 12,410 attendees was used for this report. 5,380 of these attendees reside outside of Leon County.

Room Nights

3,090 room nights

Vendors and attendees who live outside of Leon County spent **3,090 nights** in hotels, motels, etc. while attending Market Days.

Demographics

- **2.9** people per travel party for **Out-of-County attendees**
- **2.1** nights stayed in Tallahassee by **Out-of-County attendees**
- **2.1** people per travel party for **Out-of-County vendors**
- **2.8** nights stayed in Tallahassee by **Out-of-County vendors**
- **58** years old – median age
- **73%** Female

Year over Year Comparisons

Event	2017	2018	2019[1]
Economic Impact	$3,882,700	$3,389,100	$2,919,700
Direct Spending	$2,457,400	$2,145,000	$1,847,900
Out-of-County Visitors	7,010	6,470	5,380
Total Attendees	17,452	10,277	12,411
Room Nights	4,193	5,721	3,090

[1] 2019 data is based on the number of attendees as determined by Downs & St. Germain Research. 2017 and 2018 data reflect the total attendance as reported by event sponsors.

Methodology

- The economic impact was based on data from the following sources:
  - Interviews conducted by Market Days of 408 attendees and 162 vendors at Market Days
  - Attendance figures were estimated from Market Days ticket sales and an independent estimate by Downs & St. Germain Research
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Study of Market Days 2019

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

Joseph St. Germain, Ph.D., President
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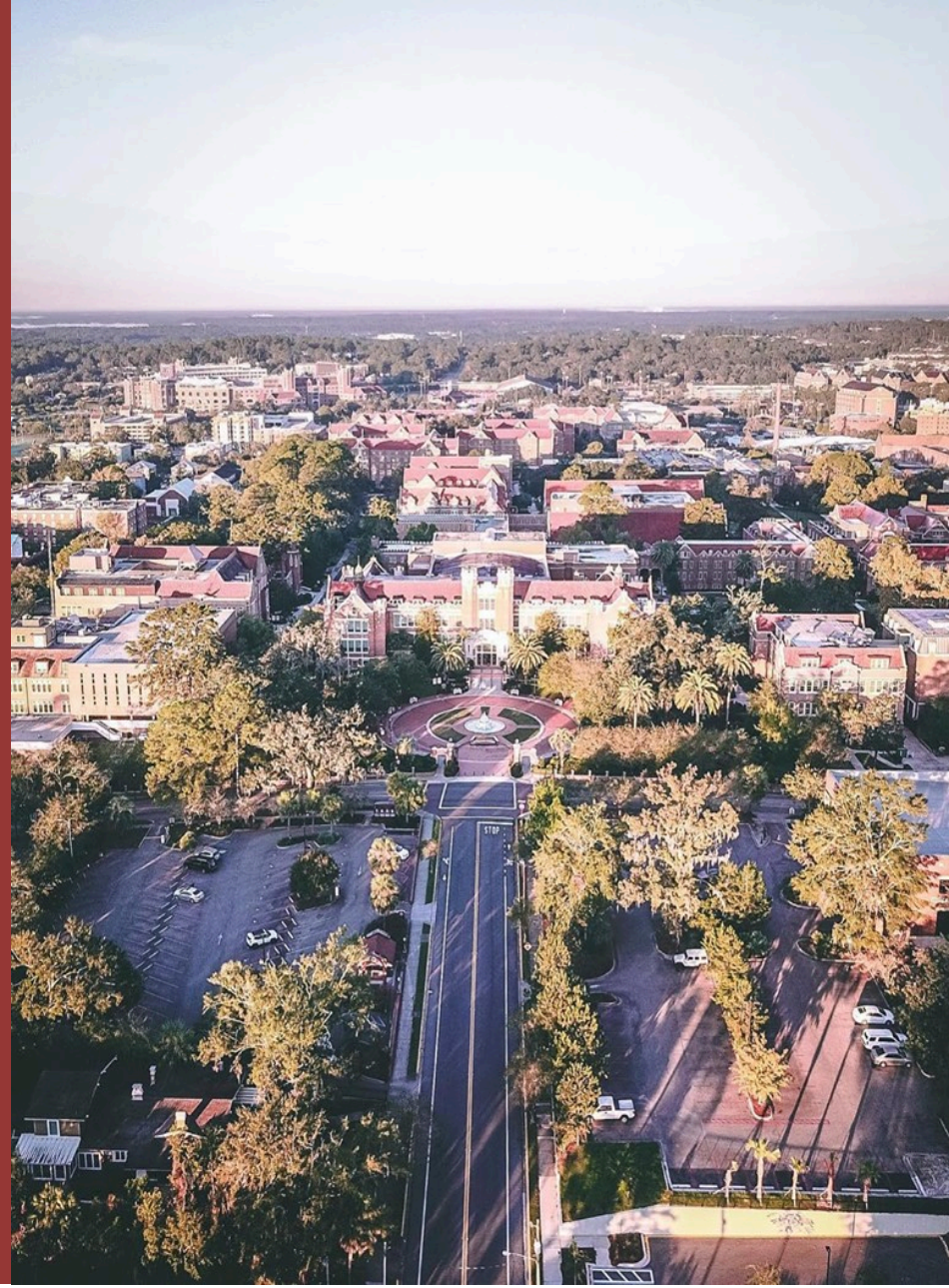

LEON COUNTY FLORIDA'S CAPITAL COUNTY

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Market Days

downs & st. germain RESEARCH

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
FHSAA Football State Championships

Dec 5-7 2019

Phillip Downs, Ph.D.
Joseph St. Germain, Ph.D.
Rachael Anglin
Isiah Lewis
Glencora Haskins

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Total Economic Impact

$448,000

When including indirect and induced effects[1] of direct spending, the total economic impact of people attending FHSAA who **live outside** of Leon County was $448,000.[2]

---

[1]Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

[2]For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and "other" expenses.

Direct Spending

$283,500[1]

People who **live outside** of Leon County spent $283,500[1] during FHSAA.

---

[1]For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.

Out-of-County Visitors

2,233[1]

Including overnight visitors and day trippers, there were 2,233 individuals from outside Leon County who attended FHSAA.[2]

---

[1]An attendance figure of 4,127 attendees was used for this report. 2,233 of these attendees reside outside of Leon County.

Room Nights

1,019 room nights

Attendees who live outside of Leon County spent **1,019 nights** in hotels, motels, etc. while attending FHSAA.

Demographics

- **4.5 Out-of-County visitors** per travel party
- **2.0** nights stayed in Tallahassee by **Out-of-County visitors**
- **44** years old – median age
- **63%** Male

Methodology

- The economic impact was based on data from the following sources:
  - Interviews conducted in person via incepts included 152 interviews at the FHSAA Football State Championships
  - Attendance figures and ticket sales from the FHSAA Football State Championship and an independent estimate by Downs & St. Germain Research
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Study of FHSAA Football State Championships

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

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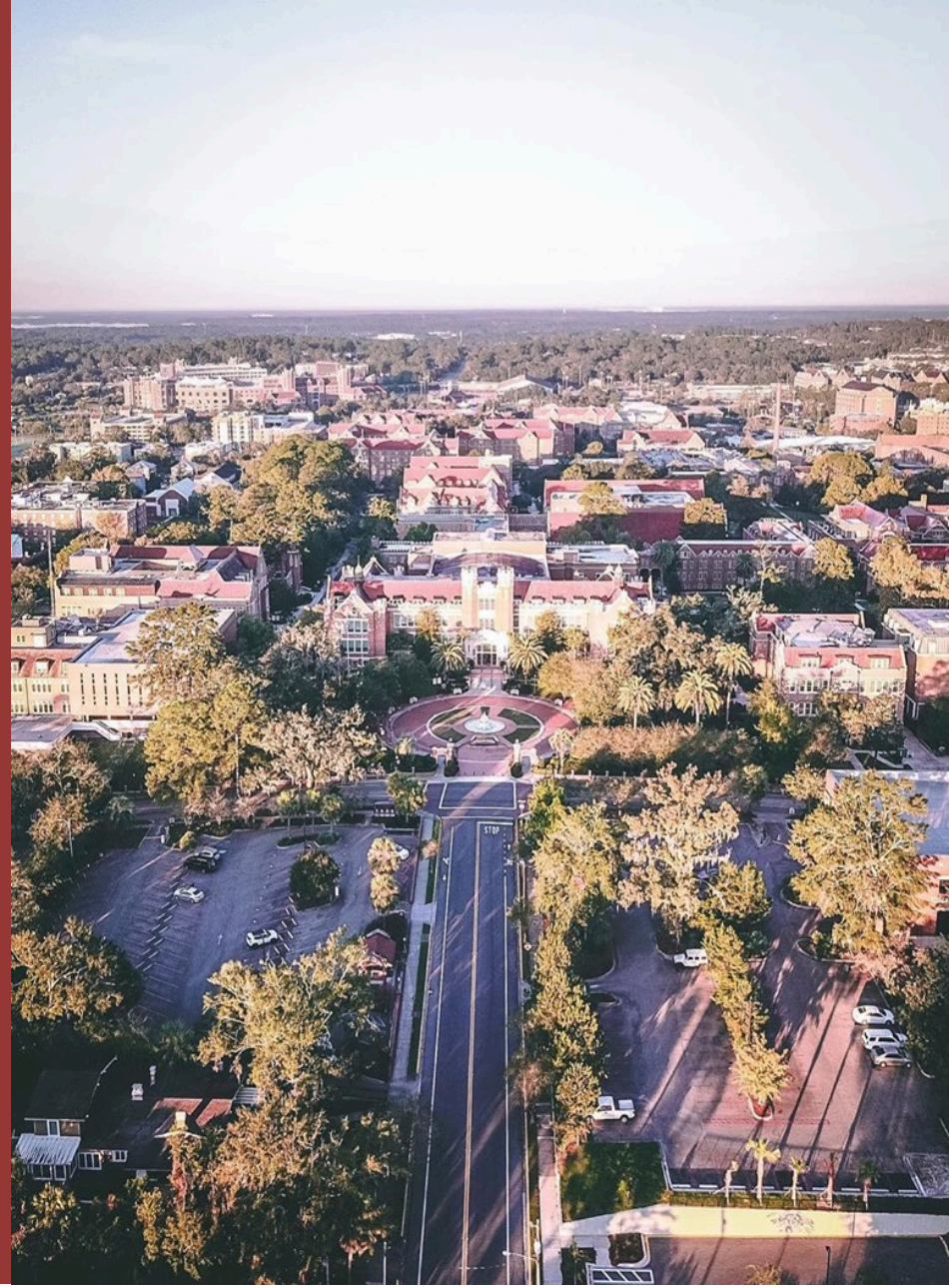

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