

# LEON COUNTY

TOURIST DEVELOPMENT COUNCIL

**Thursday, January 8, 2015, 9 a.m.**  
**Board of County Commissioners Assembly Room**  
**301 South Monroe Street**

## MEETING AGENDA

- I. Call to Order and Recognition of Guests –**Russell Daws, Chairman**
- II. Request for Additional Agenda Items –**Russell Daws**
- III. Items for Consent Approval – **Russell Daws**
  - November 6, 2014 Meeting Minutes
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
  - Financial Reports: November 2014 / December 2014
  - Total Year-to-Date Bed Tax Collections
  - Advertising/PR Activity Report/Digital Activity Report
  - Marketing Research Reports
- IV. General Business – **Russell Daws**
  - Election of 2015 Chair—Lee Daniel
  - Special Event Grants Committee Recommendation—Chucha Barber
  - Signature Event Funding Request for Springtime Tallahassee
  - Signature Event Funding Request for AAU Track & Field National Qualifier
  - Staff Reports
- V. Director's Report – **Lee Daniel**
  - Red Hills International Horse Trials Funding Update
  - January 27 Public Hearing
  - Additional Marketing Funds Update
  - Amphitheater Concert Update
  - STAGE Committee Report to Board in March
- VI. Additional Business: "For the Good of the Cause" – **Russell Daws**

### Next Meeting:

March 5, 2015 – 9:00 a.m.  
Board of County Commissioners  
Commission Chambers

# Tourist Development Council

## Minutes of the November 6, 2014 Meeting

- Members Present:** Commissioner Nancy Miller  
Commissioner Scott Maddox  
Commissioner Bryan Desloge  
Paresh Master  
Russell Daws  
Chucha Barber  
Bo Schmitz  
Marion McGee  
Dr. Audra Pittman  
Leslie Smith
- Members absent:** Jonathan Brashier
- Staff Present:** Lee Daniel, Tourism Development  
Aundra Bryant, Tourism Development  
Gary Stogner, Tourism Development  
Brian Hickey, Tourism Development  
Colleen Dwyer, Tourism Development  
Janet Roach, Tourism Development  
Lorrie Allen, Tourism Development  
Chris Holley, Tourism Development  
Amanda Heidecker, Tourism Development  
Deepal Patel, Intern
- Guests Present:** Amanda Lewis, Zimmerman Agency  
Lisa Matthews, Zimmerman Agency  
Mallory Hartline, Zimmerman Agency  
Veronique George, Zimmerman Agency  
Jane Barron, Red Hills Horse Trials  
Tom Barron, Red Hills Horse Trials  
Marvin Mayer, Red Hills Horse Trials  
Cristina Paredes, Leon County Economic Vitality

**Call to Order:** The meeting was called to order at 9:10 am by Chairman Russell Daws. Special guest included Marvin Mayer, Jane and Tom Barron.

**Consent Agenda:** Lee Daniel stated that there was a revised version of the Staff Reports. Motion by Commissioner Miller and seconded by Bo Schmitz. The motion was unanimously approved by Board.

**New Staff Assignment:** Lee Daniel announced a couple of changes from the recent Leon County reorganization. Ken Morris has been appointed Assistant County Administrator and Cristina Paredes has been appointed Director of Economic Vitality.

**Out of Cycle Sports Grant Request:** Brian Hickey discussed the Swamp Forest Trail Marathon and Half Marathon & Six and Half Mile Run in January 3, 2015. The recommendation is for \$500. The motion was offered by Commissioner Miller and seconded by Chucha Barber and passed unanimously.

**Special Event Grant Committee:** Chucha Barber opened her comments by stating that there is definitely a need to have an online application for Special Event Grants. She mentioned that applicants have a tendency to make up their own rules. The committee felt that the point total allotted to a special grant applicant by the committee should be 100 and not 50. Also, the applicants need to focus on how their event impacts Tallahassee's economy. The committee will be meeting again on November 20, 2014 and will have a more detailed report at the January 8, 2015 meeting. Dr. Audra Pittman mentioned that she knew a group who develops online applications and that the TDC might want to explore what the cost would be.

**Kerr & Downs Presentation:** Phillip Downs stated that he starting collecting data in the month of October as a starting point for building his research. Mr. Downs presentation consisted of a three year plan for research. He alluded to the fact that he had been doing onsite interviews to gather feedback. Lee Daniel interjected that there was a cost associated with doing the research and he and Kerr & Downs will be bringing back a more detailed report at the January 8, 2015 TDC meeting. Chucha Barber asked about the surveys that were done at the FAMU and FSU football games. Mr. Downs responded by stating that the surveys conducted were done with visitors to Tallahassee. Commissioner Miller asked when will Kerr & Downs start utilizing the other strategies that were mentioned at the last meeting?

**Interlocal Agreements:** Lee Daniel began his brief overview of the October 14, 2014 Leon County Commission meeting. He stated that an additional quarter penny will be going to COCA for the next five years. The Board's complete recommendation is as follows:(1) The CRA would maintain the \$4.1 million (currently estimated at \$5million) fund balance (plus what was collected through September 30, 2014) that was originally dedicated to a performing arts center would be used for culture, visual arts, and heritage programs; (2) Rather than require the City to pay back the \$508,425 owed to the County, this amendment provides the City five years to use that money to make improvements to the Capital City Amphitheater and/or Meridian building for purposes requested by the County;any balance not utilized at the conclusion of this time will be reimbursed to the County's Tourist Development Trust Fund; (3) Effective October 1, 2014, all future one-cent TDT currently dedicated to the performing arts center(s) shall no longer be dedicated for such purpose shall be retained by the County to be utilized in accordance with Florida Law; (4) Amend the Tourism Development Plan and to hold a public hearing on December 9<sup>th</sup>; (5) With the additional quarter penny going to COCA, this would free up an additional quarter penny which could be used for marketing purposes until the convention

center is built; (6) Should the City determine to reduce general revenue support for cultural grants, the Tourist Development Council shall be utilized to offer guidance on the eligibility of cultural agencies for TDT funds at that time; (7) Direct the TDC to review and provide recommendation on all relevant Interlocal agreements regarding the reallocation of the TDT prior to execution. There were three amendments to the Interlocal agreements placed in the TDC Board members packets. One of the Interlocal Agreements is new and the other two are amendments to existing Interlocal Agreements. The words to the agreements may change depending upon the final language agreed upon by the County and City attorneys. Lee Daniel urged the TDC to raised questions if they had any issues or recommendations at this time. The first two Interlocal Agreements involve the County, City and CRA.

**The Third Amendment Interlocal Agreement:** This amendment involves the County and City and deals with COCA. Chairman Daws mentioned that the language of the agreements have been reviewed and discussed by the City and County and this is the latest version.

Commissioner Miller suggested that every organization has the ability to attract heads and beds to Tallahassee if they are given the proper guidance. Commissioner Maddox stated he has not had the opportunity study the Interlocal Agreements.

Chucha Barber observed that before the County only used bed tax dollars to support art and culture there was general operating funds from the County that supported art and cultural events that might not drive tourism. At this time the only funds for those events are coming from the City. We need to look at from a County standpoint those activities which are important to the quality of life and those events should receive general operating funds and not just depend on heads and beds and the bed tax. Chairman Daws stated the City and County contributes about \$150k each in general revenue for COCA.

Marion McGee commented that there is some scepticism about if the performing art center is tabled, how the funds will be directed. Dr. Audra Pittman pointed out that there needs to be an assessment of who gets those funds and who qualifies for those funds before a new grant program is started. Marion McGee stated that if we are going to give a recommendation to the third Interlocal agreement are we then saying that we are in agreement with the body being able to advance its work and continue to review the cultural plan.

Lee Daniel further stated that the money would start being collected now but it would not be turned over to COCA until FY 2016. Anything in the cultural plan could be acceptable as long it adheres to Florida Statutes 125.104.

Commission Desloge asked what role would the Board play in the CRA managing the \$5m in funds. Commissioner Desloge was adamant that if the TDC collects the money and they should have a voice in how that money is spent and we need some checks and balances. Commissioner Desloge offered a motion that the TDC have the ability to opined and offer opinions to the CRA where this money is being directed. The motion was seconded by Commissioner Maddox. The Board voted unanimously for the motion. After some discussion among TDC Board members, Lee Daniel clarified the motion by stating that prior to the county consideration of a CRA request, the TDC would have the opportunity to issue a recommendation to the County Commission. Commissioner Miller suggested that Lee Daniel work closely with the CRA to make sure that the monies are being directly properly and the TDC is kept abreast of the

activities. Marion McGee noted concerned about where the lines are drawn as for funds used by the CRA. Cristina Peredes made it clear that the CRA pertains to the Downtown District.

**The First Amendment to Interlocal Agreement:** Commissioner Maddox asked the Board why we are going through the amendments item by item if it is going to come back to us. He was under the assumption that the motion applied to all of the amendments dealing with the Interlocals. He stated that we should wait until we get a final product back from the two respective governments and then we add final input before we send to CRA for adoption. Lee Daniel said that the motion by Commissioner Desloge is now clarified and would apply to all of the amendments.

**The New Amendment to Interlocal Agreement:** Commissioner Miller asked for clarification of a section of the memo dealing with the quarter penny of the one-cent dedicated to cultural arts. She thought the amendment was designated for the cultural grants only and the cultural grants that bring in tourist dollars. Lee Daniel explained that the extra quarter penny which will be used to support the Cultural Plan could be used for anything that is allowable under the Statutes 125.104 and more details will be coming in the January 8, 2015 meeting. The other quarter penny comes back to the County and this Board. The TDC was asked to perform two roles, make recommendations on the Interlocals and, if the City reduces its funding the TDC would comment as to whether a particular grant is helping to bring tourism dollars to Tallahassee.

**Staff Reports:** Due to time constraints, there were no verbal reports given.

**Red Hills International Horse Trials Funding Request:** Jane and Tom Barron presented a funding request for their event. Commissioner Desloge asked where would the funding come from? Lee Daniel responded by stating that the funds would come from the fund balance. Visit Tallahassee would be allowed to do some commercial spots during the video streaming. Commissioner Desloge offered the motion to support the funding request which was seconded by Commissioner Maddox. The motion was unanimously approved by the TDC for an amount not to exceed \$129k. Chairman Daws turned the gavel over to Commissioner Desloge to conduct the remainder of the meeting.

**Zimmerman Agency Presentation:** Mallory Hartline, Amanda Lewis and Lisa Matthews gave a presentation on the 2015 strategies that the agency will be implementing. Amanda Lewis gave details on some of the upcoming events. Chucha Barber asked how do you evaluate the people that choose to respond to traditional media? Lee Daniel commented that we should have a great spring next year in the area of marketing. One idea that he wanted the TDC to explore is that of using hotel room key cards for marketing messages. He also mentioned that other ideas will be presented at the January 8, 2015 TDC meeting.

**Director's Report:** Lee Daniel announced that Lynda Belcher will be joining the team very soon as the Public Relations and Marketing Specialist. Upcoming concerts include the Pink Floyd Experience on March 2, 2015 and April 10, 2015 concert featuring The Avett Brothers. The upcoming Springtime Tallahassee should prove to be a very interesting event on Friday night. Lee Daniel asked Phillip Downs about doing a study on room nights which may allow the Springtime Tallahassee weekend to fall into the signature event category. The TDC staff had the opportunity to participate in the Citizens Engagement Series which brought out some good ideas on heritage tourism and nature based events. Chucha Barber announced that Marvin

Goldstein and Billy Dean will have a concert at Cascades Park on December 5th in dedication to the veterans. Marion McGee also informed the Board about Civil Rights Exhibition beginning on today, November 6th at the R. A. Gray Building. Brian Hickey further commented that if anyone was interested in attending the cross country track meet that they are certainly encouraged to do so.

**For the Good of the Cause:**

The meeting adjourned at 11:10 AM.

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Russell Daws, Chairman

ATTEST:

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Aundra Bryant

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*November 2014*

## **I. Marketing Communications**

### Development Activities:

- Attended the Tallahassee Sports Council meeting and reviewed renovations at the Tucker Civic Center
- Discussed Trailahassee and outdoor activities promotion with Lee Daniel and Tommy Thompson, a new kayak instructor
- Joined the Visit Tallahassee team at a meeting with the staff of the DoubleTree Hotel and learned about the property's planned renovations
- Attended the opening night reception for the "Civil Rights In The Sunshine State" exhibit at the Museum of Florida History
- Hosted three media representatives for the NCAA Regional Cross Country championship and Florida High School Athletic Association championships at Apalachee Regional Park
- Discussed the development of a press kit, related materials and key media targets for Black History Month with Lynda Belcher
- Discussed necessary revisions to the special event and sporting event grants policies and the applications with the Grant Review Committee
- Met with staff of the Chef Sampler regarding plans and venues for 2015

### Performance Measures:

- Reviewed, edited and approved social media (Facebook, Twitter, and Instagram) posts and Pinterest boards
- Updated content on VisitTallahassee.com, showcasing more relevant edits and content
- Managed the blog site and bloggers by reviewing and scheduling blog posts and when appropriate, integrating with social media channels
- Developed and distributed e-newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news
- Conducted weekly status calls with Lee Daniel and Zimmerman Advertising

## **II. Meetings & Conventions/Customer Service**

### Development Activities:

- Attended the FSU Real Estate Conference to assess the challenges in hosting the conference, especially the meal functions and the available meeting venues near FSU Campus.
- Sponsored the Meeting Professionals International (MPI) North Florida monthly luncheon in Jacksonville on November 5 for 25 meeting professionals.
- Networked and attended the Meeting Professionals International (MPI) Tallahassee luncheon on November 6 at Madison Social with 15 meeting professionals.
- Researched and selected meeting planner appointments for Florida Encounter, December 3-5, 2014.

- Met with Jonathan LaBarre, the Revenue Director for the Doubletree Tallahassee to discuss meeting trends and group business impact with an early 2016 legislative session.
- Presented, “The Cost of Doing Business” at the Society of Government Meeting Professionals (SGMP) Florida Capital Chapter on November 18 with over 35 attendees.
- Attended and networked at the TSAE Power Lunch on November 19 held at Hotel Duval.
- Participated at a Pre-Summit Round Table for the Leon County Sustainability Communities Summit 2015 on November 17.
- Assisted the Sports Department in preparing for the High School Cross Country Finals by stuffing welcome bags and handling out coach packets.

Performance Measures:

- Sent four new leads with 771 visitors, 335 room nights and an estimated \$225,022 in direct spending.
- Currently working seven tentative groups with 2,865 visitors, 1,650 room nights and an estimated \$1,357,499 in direct spending.

Hosted in November:

- Florida Association for Volunteer Resource Management (November 12-14, 2014) with 150 attendees, 50 visitors and an estimated \$39,874 in direct spending.

### **III. Leisure Travel**

Development Activities:

- Exhibited at the Alafia Fat Tire Festival at Alafia State Park, FL. November 7-9, 2014 providing Trailahassee information to participating mountain bikers.
- Met with Terry Palmeri, International Mountain Bicycling Association to discuss exposure opportunities for Trailahassee, exhibiting at cycling events, organization membership and a potential Tallahassee Familiarization trip.
- Attended a presentation at the Doubletree Hotel to learn about the new hotel branding and renovation design.
- Attended the newly renovated Ramada open house and ribbon cutting ceremony November 18.
- Met with Michelle Wilson, Vice President of Business Development, Banyan Investment Group to discuss cooperative opportunities for exposure for Hampton Inn & Suites I-10 Tallahassee.
- Participated in webinar “Booking Holiday Travel from a Travel Agents Perspective” presented by Travelocity.
- Assisted College Out-reach Program (C.R.O.P.) accommodations and to coordinate a holiday delivery of toys to a variety of charities in the Tallahassee area.
- Booked The Lake City Educators Club arriving June 11-13, 2015 with 208 room nights and an estimated economic impact of \$34,800. This group resulted from exhibiting at the Mount Dora Bike Festival.
- Assisted four holiday groups, one school group, 12 motorcoach groups attending Market Days and three summer reunions.

Performance Measures:

- Currently working five tentative groups with 454 visitors, 360 room nights and an estimated direct spend of \$114,608.



- Sent two new leads with 84 visitors, 228 room nights and an estimated direct spend of \$39,440.
- Booked two group with 200 visitors, 408 room nights and an estimated direct spend of \$69,600.

Hosted the following groups:

- Wrights Charters, Inc. (November 1-3, 2014) with 10 attendees and an estimated direct spend of \$3,480.
- Pamplin Historical Park and National Museum of the Civil War (November 4-6, 2014) with 50 attendees and an estimated direct spend of \$17,400.

#### **IV. Visitor Services**

Development Activities:

- Implemented tracking system in IDSS for groups assisted by the Visitor Services Department
- Compiled a recipient list in iDSS for the Visit Tallahassee newsletter
- Contacted area hotels and facilities via email to verify their information for the 2015 Meeting Planner's Guide

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- Provided services to 237 walk-in visitors (178 domestic and 59 international)

Telephone Visitor Services

- Received and fulfilled 119 telephone inquiries

Visitor Gift Store Sales

- \$78.60 in total sales

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

Performance Measures:

Mail Fulfillment

- 16 phone and mail requests.
- 218 inquiries from advertisements.
- 70 website requests for visitor guides.

Group Services Requests:

- Distributed 1,171 visitor guides and other material to the following:
  - FSU College of Music, 2014 Tri-State Band Festival and Conducting Clinic, November 4
  - Visit Tallahassee Meetings and Conventions Department, MPI Jacksonville, November 4
  - Visit Tallahassee Leisure Marketing Department, Alafia Bike Festival, November 7
  - Visit Tallahassee Sports Marketing Department, TEAMS, November 10
  - Visit Tallahassee Board of County Commission, Veterans Day Programming, November 11
  - VolunteerLeon, 2014 Florida Association of Volunteer Resource Management Reception, November 12
  - Visit Tallahassee Sports Marketing Department, NCAA Southeast Regionals and Florida High School Athletic Association Cross Country November 13
  - Visit Tallahassee Meetings and Conventions Department, TSAE Meeting Planner Round Table November 13

- Florida Prosecuting Attorneys Association, 2014 National District Attorneys Association Conference, November 19
- Hotel Duval, Visiting VIP Guests, November 26
- Department of Economic Opportunity, 2014 Military Employment Program, December 3
- Whiddon/Everding Wedding, December 6
- Mayer/Kalifeh Wedding, December 13
- Florida State Counseling Center, 2014 employee interviews, January, 7, 2015
- Pullen/Shuart Wedding, February 28, 2015
- Distributed 700 visitor guides to area partners and 132 to the Thomasville Welcome Center.
- Provided 134 visitor guides to downtown Visitor Center guests.

## **V. Sports Marketing**

### Development Activities:

- Hosted the 2014 Florida High School Athletic Association (FHSA) Cross Country Championships with 1,480 runners and 3,600 paid attendees and more than 100 volunteers, staff and VIP at the Leon County Apalachee Regional Park. The event brought more than 5,000 visitors, generated more than 2,200 room nights from the teams and produced an estimated direct spending over \$1.2 million.
- In partnership with Florida State Athletics, hosted the NCAA South Regional Cross Country Championship at Apalachee Regional Park with 600 runners, 1,000 visitors and an estimated direct spending of \$300,000.
- Participated in planning meeting for the Wide Open Rush with Leigh Davis, Director of Parks, Casie Reinholt, Dale Walker Leon County Operations, DJ Newsome and Shawn Abbott with Solid Waste to discuss the logistics of the Wide Open Rush at ARP on December 13<sup>th</sup>.
- Brian Hickey attended the Travel, Events and Management in Sports (TEAMS) Conference with more than 30 scheduled appointments with national governing bodies and event rights holders in Las Vegas Nevada. Joined Panama City Beach CVB in a booth representing a Northwest Florida regional partnership.
- Hosted and prepared for the Tallahassee Sports Council meeting at the newly renovated Donald L Tucker center.
- Participated in the Tourism Development Council meeting at the County Commission chambers.
- Conducted a TDC Special Event Grant Committee meeting with Chucha Barber, Paresh Master, Leslie Smith and staff to rewrite and format the current Special Event Grant Application.
- Took part in a conference call with the Zimmerman agency to talk about the details behind creating an online version for the Special Event Grant Application.
- Participated in meeting for the Leon County Fairgrounds Sense of Place discussion with Rod Markin the consultant doing study on the fairgrounds needs.

### Performance Measures:

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

- Tallahassee Community college November Classic (Women's Basketball), 11/14/2014, 140 room nights 150 visitors and estimated direct spending \$88,751.

- Tallahassee Community College Thanksgiving Classic (Men), 11/25/2014, 92 room nights, 100 visitors and estimated direct spending \$84,927.
- Tallahassee Community College Thanksgiving Classic (Women), 11/25/2014, 40 room nights 80 visitors and estimated direct spending \$51,139.
- Fast Break Basketball Invitational Tournament, 11/29/2014, 36 room nights, 50 visitors and estimated direct spending \$17,400.
- Florida Capital Soccer Invitational, 11/14/2014, 120 room nights, 135 visitors and estimated direct spending \$89,271.
- Going for Gold (Gymnastics) 11/15/2014, 50 room nights, 50 visitors and estimated direct spending \$38,401.
- FHSAA State Cross Country Championship, 11/15/2014 1600 room nights, 5000 visitors and estimated direct spending \$1.2 Million.
- NCAA South Regional Cross Country Championship, 11/14/2014, 500 room nights, 1000 visitors and estimated direct spending \$300,000.

#### **Booked (Anticipated numbers)**

- Gold Star Invitational, (06/18/15) with 1200 visitors, 800 rooms nights and an estimated direct spending of \$417,600.
- USFA Sunshine State (06/13/15) 1,500 visitors, 900 room nights and an estimated direct spending of \$570,644.

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

- 2014 AAU Gymnastics State Qualifier, 1/18/2014, 140 room nights, 275, visitors and estimated direct spending \$95,700.
- FHSAA Flag Football State Championship 2015, 05/8/2015 with 196 visitors, 72 room nights and an estimated direct spending of \$68,208.
- Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, 1/23/2015, 150 room nights, 400 visitors and estimated direct spending \$265,601.
- Capital City Cup 1/10/2015, 200 room nights, 200 visitors and estimated direct spending \$78,086.
- Capital City Classic, 12/12/2014, 60 room nights, 125 visitors and estimated direct spending \$60,603.
- Maclay School Holiday Hoops Tournament, 1/1/2015, 64 room nights, 250 visitors and estimated direct spending \$187,774.
- 2015 AAU Gymnastics State Qualifier, 1/17/2015, 170 room nights, 350 visitors and estimated direct spending \$257,220
- 19th Annual Gym Force Classic, 2/21/2015, 180 room nights, 1,000 visitors and estimated direct spending \$238,857.

#### **Canceled Events**

- 2014 FACA Cross Country All Star Classic 11/21/2014, 50 room nights, 300 visitors and estimated direct spending \$104,400.

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*December 2014*

## **I. Marketing Communications**

### Development Activities:

- Finalized copy for the 2015 Meeting Planner & Event Guide
- Discussed “Spring On Stage” promotional activities with Lee Daniel and Rowland Publishing staff
- Revised Capital Cuisine Restaurant Week rack cards
- Planned Black History Month sales and promotional activities with Lorrie Allen and Lynda Belcher
- Attended training session held by Leon County Human Resources
- Met with Leon County MIS Department and reviewed changes for archiving social media posts, using new vendor Archive Social
- Participated in the VISIT FLORIDA Marketing Retreat as member of the Cultural, Heritage, Rural and Nature Committee
- Joined Lee Daniel and Janet Roach in hosting a luncheon and discussion about convention center needs with association executives
- Coordinated revisions to Capital City Amphitheater web site with Zimmerman Advertising and Scott Carswell
- Finalized revisions to policies for special events and sporting events grants

### Performance Measures:

- Reviewed, edited and approved social media (Facebook, Twitter, and Instagram) posts and Pinterest boards
- Updated content on VisitTallahassee.com, showcasing more relevant edits and content
- Managed the blog site and bloggers by reviewing and scheduling blog posts and when appropriate, integrating with social media channels
- Developed and distributed e-newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news
- Conducted weekly status calls with Lee Daniel and Zimmerman Advertising

## **II. Meetings & Conventions/Customer Service**

### Development Activities:

- Met with representatives from the Capital Rotary Club to discuss potential dates and available meeting space options for the 2017 Rotary Club Conference for 350 attendees.
- Attended the 33rd Annual Florida Encounter Conference and conducted 25 appointments with pre-qualified meeting professionals representing associations and corporations. Florida Encounter is Visit Florida’s longest running appointment tradeshow in the meetings, convention and incentive industry.
- Assisted in updating and verifying content for the 2015 Meeting & Event Planner’s Guide.
- Organized and attended a luncheon for a small group of local association decision makers to discuss the future FSU Convention Center including the appropriate size and configuration of the proposed site.
- Assisted the sales team in conducting Holiday sales calls to area hotels.

#### Performance Measures:

- Sent four new leads with 250 visitors, 472 room nights and an estimated \$143,118 in direct spending.
- Currently working seven tentative groups with 2,865 visitors, 1,650 room nights and an estimated \$1,357,499 in direct spending.
- Booked five groups with 1,395 attendees, 820 visitors, 300 room nights and an estimated \$566,473 in direct spending.

### **III. Leisure Travel**

#### Development Activities:

- Exhibited at the GLBT Travel Expo December 11-13, 2014 in Ft. Lauderdale
- Preparing to attend the American Bus Association Annual Marketplace January 10-13, 2015, in St. Louis, Florida Huddle January 14-16, 2015 in Ft. Lauderdale and National Tour Association January 18-22, 2015 in New Orleans to meet with more than 76 tour operators during face-to-face appointments.
- Met with the sports department and discussed a potential FAM inviting cycling association board members to experience Trailhassee.
- Met with the staff at John G. Riley Museum of African American History & Culture to assist in planning for the Connect the Dots tour May 16-21, 2015.
- Provided a site visit for Stam Travel headquartered in Los Angeles. Stam Travel is selecting cities for a 2017 cross country student youth tour which originates in Los Angeles and concludes in Orlando. This resulted from attending the Student Youth Travel Association Annual Conference.
- Worked with Endeavor Coach Lines secure five step on guides for tours in December. There were five buses with 250 passengers visiting Market Days and Winter Festival.
- Assisting Tallahassee Parks and Recreation secure hotel rates for the 150<sup>th</sup> anniversary of the Battle of Natural Bridge.

#### Performance Measures:

- Currently working five tentative groups with 434 visitors, 364 room nights and estimated direct spend of \$112,288.
- Sent two new leads with 55 visitors, 24 room nights and an estimated direct spend of \$25,520.
- Booked two group with 200 visitors, 408 room nights and an estimated direct spend of \$69,600.

#### Hosted the following groups:

- Brazils Waxing Center (December 6, 2014) with 50 attendees, 20 room nights and an estimated direct spend of \$5,800.

### **IV. Visitor Services**

#### Development Activities:

- Created spreadsheets tracking verified information received by hotels and facilities for the 2015 Meeting Planners Guide
- Contacted area hotels to determine their visitor guide stock and made deliveries as needed
- Created holiday window display for the Visitor Information Center

Performance Measures as of December 19, 2014:

Downtown Visitor Center Walk-In Traffic

- Provided services to 176 walk-in visitors (145 domestic and 31 international)

Telephone Visitor Services

- Received and fulfilled 96 telephone inquiries

Visitor Gift Store Sales

- \$206.35 in total sales

#### Group Services (Visitor Inquiries/Fulfillment)

Performance Measures through December 19:

Mail Fulfillment

- 12 phone and mail requests.
- 49 website requests for visitor guides.

Group Services Requests:

- Distributed 1,171 visitor guides and other material to the following:
  - Visit Tallahassee Leisure Marketing Department, GLBT Travel Expo, December 2
  - FSU Sports Management Department, 2014 Employee Interviews, December 2-10
  - Social Security Association, Annual Meeting, December 5
  - Highway Trusted Transportation Inc, Annual Meeting, December 20
  - Visit Tallahassee Leisure Marketing Department, Florida Huddle, January 14-16, 2015
  - Tallahassee Camellia Society, National Camellia Convention and Show, January 29-February 2, 2015.
- Distributed 1,453 visitor guides to area partners.
- Provided 88 visitor guides to downtown Visitor Center guests.

#### **V. Sports Marketing**

Development Activities:

- Participated in a post event conference call meeting with the Florida High School Athletic Association event staff and Ricky Bell of Leon County Schools. The FHSAA staff shared feedback with us from the coaches committee that reviews each state championship. The coaches committee raved about the course, venue and enjoyed the meet.
- Promoted the second cycle of the Leon County Special Event Grants sports program through emails, and newsletter.
- Conducted holiday sales calls to area hotels properties with other members of the Visit Tallahassee sales team.
- Participated in a meeting with Chuck Minter the coach for the Tallahassee Lacrosse Club and meet director of the Capital City Shootout on promoting his current tournament in June and possible adding a tournament in December.
- Conducted a meeting with Robert Hosey, Alex Minton and Josh Vanderpool with the Tallahassee Tottenham Hotspur to talk about the Florida State Soccer Invitational and learn more about where the club is headed since changing names from Tallahassee Futbol Club.
- Participated in a meeting with Clay Dickey to talk about increasing the number of teams for the BSC Super NIT and bring other United States Specialty Sports Association Tournament to Tallahassee.

## Performance Measures:

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

- Tallahassee Community College Holiday Classic (Women) 12/30/2014, 54 room nights 70 visitors and estimated direct spending \$41,598.
- Tallahassee Community College December Classic (Men) 12/5//2013 36 room nights 70 visitors and estimated direct spending \$41,598.
- Tallahassee Community College Holiday Classic (Men) 12/30/2014, 58 room nights 70 visitors and estimated direct spending \$41,598.
- Timberwolf Classic Showcase, 12/5/2014, 500 room nights, 1,500 visitors and estimated direct spending \$788,983.
- Capital City Classic Wrestling Tournament, 12/12/2014, 300 room nights, 1,000 visitors and an estimated direct spending \$391,791
- Capital City Classic (Soccer), 12/12/2014, 60 room nights, 125 visitors and an estimated direct spending of \$60,603.

### **Events Booked (Anticipated numbers)**

- USATF Master 5k Cross Country Championship (Oct-Nov 2016), 1500 visitors and 1000 room nights and an estimated direct spending of \$ 788,983.
- ASA 2015 Black American World Series (Adult Slow Pitch Softball), (Aug. 2015) 880 visitors, 293 room nights and an estimated direct spending of \$306,240.

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

- FHSAA Flag Football State Championship 2014, 05/9/2014 with 196 visitors, 72 room nights and an estimated direct spending of \$68,208.
- Capital City Senior Games 2015, 03/10/2015 1,000 visitors, 500 room nights and an estimates direct spending of \$391,791
- 2015 Inspire MLK Invitational Basketball Tournament, 1/16/2015, 165 room nights, 200 visitors and estimated direct spending \$92,800.
- Tottenham Hostpur Florida State Invitational Soccer 2015, 4/11/2015, 1,250 room nights, 4,500 visitors and estimated direct spending \$2,326,096.
- (ASG) Associated Soccer Group Adidas Invitational, 2/14/2015, 300 room nights, 875 visitors and estimated direct spending \$355,188.

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2014

<b>4-Cents Collections</b>		YTD	November	FY 2014/15	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 707,584.35	\$ 403,024.78	\$ 3,593,850	20%	(2,886,266)
361320	Tax Collector FS 125.315	-	-	-		-
361111	Pooled Interest Allocation	-	-	44,935		
362000	Rents & Royalties	-	-	10,200		(10,200)
365000	Merchandise Sales	421.57	386.24	5,000		
366930	Other Contributions/Partnerships	200.00	-	3,600		
361300	Interest Inc/FMV Adjustment	-	-			
369900	Miscellaneous Revenue	-	-			
399900	Appropriated Fund Balance			567,997		
	Total Estimated Receipts			4,225,582		
		\$ 708,205.92	\$ 403,411.02			

Acct #	EXPENDITURES	YTD	November	FY 2014/15	FY 2014/15	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
	<b>Administration (301)</b>						
51200	Salaries & Wages	\$ 26,142.80	\$ 15,844.12	\$ 237,113	\$ 237,113	11%	\$ 210,970
51210	Regular OPS Salaries & Wages	\$ 1,797.05	1,086.97	10,606	10,606	17%	8,809
52100	FICA	\$ 2,036.15	1,236.45	18,670	18,670	11%	16,634
52200	Retirement Contributions	\$ 4,182.61	2,534.76	35,077	35,077	12%	30,894
52210	Deferred Compensation	\$ 15.92	10.40	755	755	2%	739
52300	Life & Health Insurance	\$ 4,178.83	3,182.36	36,819	36,819	11%	32,640
52400	Workers Compensation	\$ 72.61	43.97	443	443	16%	370
53400	Other Contractual Services	\$ 15,053.33	15,053.33	115,500	115,500	13%	100,447
54000	Travel & Per Diem	\$ -	-	7,500	7,500	0%	7,500
54101	Communications - Phone System	\$ 98.34	98.34	1,370	1,370	7%	1,272
54300	Utilities	\$ -	-	14,500	14,500	0%	14,500
54400	Rental & Leases	\$ 297.00	-	5,000	5,000	6%	4,703
54505	Vehicle Coverage	\$ -	-	799	799	0%	799
54600	Repair & Maintenance	\$ -	-	34,000	34,000	0%	34,000
54601	Vehicle Repair	\$ -	-	1,210	1,210	0%	1,210
54900	Other Current Charges	\$ -	-	1,971	1,971	0%	1,971
55100	Office Supplies	\$ -	-	1,000	1,000	0%	1,000
55200	Operating Supplies	\$ 299.13	26.49	7,500	7,500	4%	7,201
55210	Fuel & Oil	\$ 30.23	30.23	1,000	1,000	3%	970
55400	Publications, Memberships	\$ 159.10	159.10	2,300	2,300	7%	2,141
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	<b>Advertising/Public Relations (302)</b>						
53400	Other Contractual Services	\$ -	\$ -	\$ 960,000	\$ 960,000	0%	\$ 960,000
	<b>Marketing (303)</b>						
51200	Salaries & Wages	\$ 52,744.24	31,966.20	439,517	439,517	12%	386,773
51210	Regular OPS Salaries & Wages	\$ 1,797.05	1,086.96	11,306	11,306	16%	9,509
52100	FICA	\$ 4,086.49	2,478.21	32,575	32,575	13%	28,489
52200	Retirement Contributions	\$ 3,873.05	2,347.14	30,390	30,390	13%	26,517
52210	Deferred Compensation	\$ 101.77	62.33	-	-		(102)
52300	Life & Health Insurance	\$ 3,247.11	2,488.30	45,703	45,703	7%	42,456
52400	Workers Compensation	\$ 232.25	140.74	1,368	1,368	17%	1,136
53400	Other Contractual Services	\$ 3,963.00	-	92,700	92,700	4%	88,737
54000	Travel & Per Diem	\$ 924.78	432.01	83,777	83,777	1%	82,852
54100	Communications Services	\$ 36.12	36.12	7,823	7,823	0%	7,787
54101	Communications - Phone system	\$ -	-	890	890	0%	890
54200	Postage	\$ 914.39	759.39	48,000	48,000	2%	47,086
54400	Rental & Leases	\$ 133.50	-	3,347	3,347	4%	3,214
54700	Printing	\$ -	-	5,000	5,000	0%	5,000
54800	Promotional Activities	\$ -	-	87,732	104,532	0%	104,532
54860	TDC Direct Sales Promotions	\$ 10,440.00	5,440.00	65,805	70,805	15%	60,365
54861	TDC Community Relations	\$ 1,185.92	1,000.00	11,800	11,800	10%	10,614
54862	TDC Merchandise	\$ -	-	5,000	5,000	0%	5,000
54900	Other Current Charges	\$ 21,952.21	18,815.00	227,000	232,500	9%	210,548
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ -	-	3,700	3,700	0%	3,700
55200	Operating Supplies	\$ 45.38	45.38	5,000	5,000	1%	4,955
52250	Uniforms	\$ -	-	1,500	1,500	0%	1,500



**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2014

Acct # EXPENDITURES	YTD	November	FY 2014/15	FY 2014/15	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 10,965.48	\$ 7,478.00	\$ 17,163	\$ 17,163	64%	6,198
55401 Training	\$ -	-	9,245	9,245	0%	9,245
56400 Machinery & Equipment	\$ -	-	3,400	3,400		3,400
58160 TDC Local T&E	\$ 174.56	-	1,500	1,500	12%	1,325
58320 Sponsorship & Contributions	\$ 1,500.00	-	16,650	16,650	9%	15,150
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 50,000.00	50,000.00	340,000	402,500	12%	352,500
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ -	-	6,987	6,987	0%	6,987
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ 252,250.00	-	504,500	504,500	50%	252,250
Word of South	\$ 50,000.00	-	-	50,000	0%	-
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 524,930.40	\$ 163,882.30	\$ 4,072,775	\$ 4,212,575		

<b>1-Cent Collections</b>							
Acct # REVENUES	YTD	November	FY 2014/15	FY 2014/15	% Revenue	Variance	
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received		
312110 Local Option Resort Taxes (1-cent)	\$ 176,895.91	\$ 100,756.11	\$ 898,463	\$ 898,463	20%	721,567	
361111 Pooled Interest	-	-	-	-			
361320 Tax Collector FS 125.315	-	-	-	-			
366930 Refund from Prior Years	-	-	-	-			
Total Revenues	\$ 176,895.91	100,756.11	\$ 898,463	\$ 898,463			

Acct # EXPENDITURES	YTD	November	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462

**NOTES TO THE FINANCIAL STATEMENT**  
**As of November 30, 2014**

**REVENUES**

1- Revenue deposited for November 4-cent collections - \$403,025.

**EXPENSES**

No Transfers.

#####

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2014

<b>4-Cents Collections</b>		YTD	November	FY 2014/15	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 707,584.35	\$ 403,024.78	\$ 3,593,850	20%	(2,886,266)
361320	Tax Collector FS 125.315	-	-	-		-
361111	Pooled Interest Allocation	-	-	44,935		
362000	Rents & Royalties	-	-	10,200		(10,200)
365000	Merchandise Sales	421.57	386.24	5,000		
366930	Other Contributions/Partnerships	200.00	-	3,600		
361300	Interest Inc/FMV Adjustment	-	-			
369900	Miscellaneous Revenue	-	-			
399900	Appropriated Fund Balance			567,997		
	Total Estimated Receipts			4,225,582		
		\$ 708,205.92	\$ 403,411.02			

Acct #	EXPENDITURES	YTD	November	FY 2014/15	FY 2014/15	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
	<b>Administration (301)</b>						
51200	Salaries & Wages	\$ 26,142.80	\$ 15,844.12	\$ 237,113	\$ 237,113	11%	\$ 210,970
51210	Regular OPS Salaries & Wages	\$ 1,797.05	1,086.97	10,606	10,606	17%	8,809
52100	FICA	\$ 2,036.15	1,236.45	18,670	18,670	11%	16,634
52200	Retirement Contributions	\$ 4,182.61	2,534.76	35,077	35,077	12%	30,894
52210	Deferred Compensation	\$ 15.92	10.40	755	755	2%	739
52300	Life & Health Insurance	\$ 4,178.83	3,182.36	36,819	36,819	11%	32,640
52400	Workers Compensation	\$ 72.61	43.97	443	443	16%	370
53400	Other Contractual Services	\$ 15,053.33	15,053.33	115,500	115,500	13%	100,447
54000	Travel & Per Diem	\$ -	-	7,500	7,500	0%	7,500
54101	Communications - Phone System	\$ 98.34	98.34	1,370	1,370	7%	1,272
54300	Utilities	\$ -	-	14,500	14,500	0%	14,500
54400	Rental & Leases	\$ 297.00	-	5,000	5,000	6%	4,703
54505	Vehicle Coverage	\$ -	-	799	799	0%	799
54600	Repair & Maintenance	\$ -	-	34,000	34,000	0%	34,000
54601	Vehicle Repair	\$ -	-	1,210	1,210	0%	1,210
54900	Other Current Charges	\$ -	-	1,971	1,971	0%	1,971
55100	Office Supplies	\$ -	-	1,000	1,000	0%	1,000
55200	Operating Supplies	\$ 299.13	26.49	7,500	7,500	4%	7,201
55210	Fuel & Oil	\$ 30.23	30.23	1,000	1,000	3%	970
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54900	Other Current Charges	\$ 21,952.21	18,815.00	227,000	232,500	9%	210,548
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**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2014

Acct # EXPENDITURES	YTD	November	FY 2014/15	FY 2014/15	% Budget	Under/
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<i>Indirect Cost (499)</i>						
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<i>Line Item Funding - (888)</i>						
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<i>Transfers (950)</i>						
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<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 524,930.40	\$ 163,882.30	\$ 4,072,775	\$ 4,212,575		

<b>1-Cent Collections</b>							
Acct # REVENUES	YTD	November	FY 2014/15	FY 2014/15	% Revenue	Variance	
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received		
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361111 Pooled Interest	-	-	-	-			
361320 Tax Collector FS 125.315	-	-	-	-			
366930 Refund from Prior Years	-	-	-	-			
Total Revenues	\$ 176,895.91	100,756.11	\$ 898,463	\$ 898,463			

Acct # EXPENDITURES	YTD	November	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462

**NOTES TO THE FINANCIAL STATEMENT**  
**As of November 30, 2014**

**REVENUES**

1- Revenue deposited for November 4-cent collections - \$403,025.

**EXPENSES**

No Transfers.

#####



# VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



Oct.1 - Dec. 23, 2014  
 IMPRESSIONS: 157 million+  
 TOTAL CIRCULATION: 187,000  
 TOTAL UNIQUE VISITORS: 2.4 million+  
 TOTAL LISTENERSHIP: 50 million  
 TOTAL MEDIA VALUE: \$212,000+

## Print

Outlet	Article Name	Date	Circulation	Media Value
<i>Women's Running</i>	"I Love Tally"	Oct. 2014	187,000	\$163,000
<b>TOTAL</b>			<b>187,000</b>	<b>\$163,000</b>

## Radio

Outlet	Segment Name	Date	Listenership	Media Value
<i>WJBT-FM &amp; iHeartRADIO (National)</i>	"Football Weekend Getaway in the Capital City"	Oct. 1-8, 2014	50+ million	\$8,500
<b>TOTAL</b>			<b>50,000,000</b>	<b>\$8,500</b>

## Interactive

Site	Title	Date	Unique Visitors	Media Value
Fodors.com	"The Panhandle Travel Guide: Tallahassee"	Dec. 16, 2014	4,300,000+	19,500.00
Tallahassee.com	"Visit Tallahassee Kicks Off New Marketing Push for 2015"	Oct. 3, 2014	109,840	\$1,700
Thrillist	"Your Grown-Up Tallahassee Gameday Survival Guide"	Oct. 2014	2,372,277	\$2,055.97
FamilyTravels OnABudget.com	"Tallahassee Adventuring: Air, Land and "Sea"	Nov. 12, 2014	13,700+	\$2,700.00
FamilyTravels OnABudget.com	"City Tours: A Great Way To Explore New Places"	Nov. 19, 2014	13,700+	\$3,600.00
FamilyTravels OnABudget.com	"Mission San Luis"	Nov. 19, 2014	13,700+	\$7,200.00
<b>TOTAL</b>			<b>2,482,117</b>	<b>\$36,755.00</b>

## Television

Station	Segment	Date	Viewership	Media Value
WCTV-TV Tallahassee	"Tourism Season Begins in Tallahassee"	Oct. 3, 2014	70,000	\$4,000
<b>TOTAL</b>			<b>70,000</b>	<b>\$4,000.00</b>

FIRM UP, SLIM DOWN

# WOMEN'S Running™

## TOTALLY FIT!

- Shape Lean, Strong Legs
- Run Faster With Less Effort
- Get Over Your Fear of Hills

**Beat Breast Cancer**  
4 Steps That Seriously Slash Your Risk

**What Superfood Is Proven to Whittle Your Waistline?**

**Hotter at 44!**  
How "Top Chef's" Padma Lakshmi stays so spicy

**Inspiration Awards**  
6 STORIES THAT WILL CHANGE YOUR LIFE

DISPLAY UNTIL 11/11/2014

OCTOBER 2014  
WOMENSRUNNING.COM



the / **zimmerman** / agency  
(continued)

# I LOVE TALLY

This panhandle capital  
is a runner girl's Southern charm.

By Caitlyn Pilkington



ALFRED B.  
MACLAY STATE  
GARDENS  
WALKWAY

COURTESY OF VISIT TALLAHASSEE



ST. MARKS

**F**ree of beaches but full of character, Tallahassee isn't what you think of when you think of Florida. Nestled between the Alabama and Georgia border, this panhandle city has a campy-fun vacation feel, mixed with the energy of a college town. And for runners, there are pancake-flat trails aplenty.

"I consider Tallahassee a premier place for running," says local runner Amanda Heidecker. "Year-round mild temperatures and lush green landscape make it comfortable and visually appealing. There are more than 600 miles of trails with varying surfaces—sand, clay, grass, shell, boardwalk and asphalt—all within a 20-mile radius of downtown."

Plus, this little Sunshine State gem harbors a ton of history. Lucky for us—the moss-draped canopy roads and accompanying paths built back in the 18th century allow for some seriously gorgeous running.

WOMEN'S RUNNING  
OCTOBER 2014 65

the / zimmerman / agency

(continued)

# I LOVE TALLY

## RUN

### Tallahassee-St. Marks Historic Railroad Trail

An obvious choice is the Historic Railroad Trail, which runs 16 miles between Tallahassee and St. Marks. Run north 4.5 miles through the city—an option many FSU students take for a quick out-and-back. Or head south, where the majority of the trail lies. You can stride a straight shot all the way to St. Marks, or opt to deviate onto one of the many trail tangents if you're feeling adventurous.

### Elinor Klapp-Phipps Park

Located in northern Tallahassee, this park contains a lovely series of twisting trails, so it's best to go with an experienced local who can point you in the right direction. Signs are present at the main trailhead on Miller Landing, sending visitors off in many directions, including the popular 3-mile Red Bug Trail. There's plenty of parking in the area, and with trails up to 10-plus miles inside this network, you'll

definitely appreciate the short walk back to your car.

### Apalachee Regional Park

If you're in the mood for a shorter jaunt, Apalachee Regional Park offers a quick 3-miler. Created specifically with runners in mind, the trail plays host to many of FSU's cross-country meets. Pack sunscreen, as the route climbs uphill toward a shadeless stretch where runners can spot model planes soaring through the air.

### Fern Trail

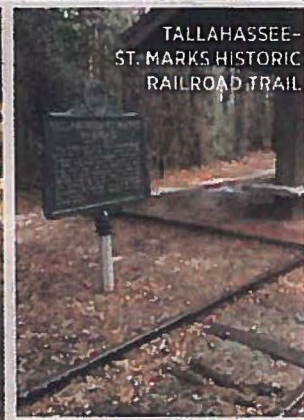
Dirt lovers and trail nerds will dig this singletrack wonder, running from downtown Tally to Tom Brown Park and offering a mix of rural and urban aesthetics. Runners can sweat it out parallel to the railroad tracks as they climb beneath Capital Circle, or diverge into the woods for a more secluded feel. Regardless of your direction, the journey runs behind major businesses before finishing in the park, never leading you too far from civilization.



FERN TRAIL



ELINOR KLAPP-PHIPPS PARK



TALLAHASSEE-ST. MARKS HISTORIC RAILROAD TRAIL



APALACHEE REGIONAL PARK

COURTESY OF WEST VAL LAMARSHYPER





T-N-T HIDE-A-WAY  
KAYAKING

**Before You Go**  
Take a gander at [trillahasseecom.com](http://trillahasseecom.com), the go-to website for popular trails and excursions around the city. With links to bloggers' reviews and info about stops for clothing and gear, this site is a great online source for the Tally outdoors.



MANATEE AT  
WAKULLA SPRINGS



TREE-TO-TREE  
ADVENTURES

left satisfied. Try the cinnamon roll combo—you might as well splurge!

### TALLY-HO!

#### Tree-to-Tree Adventures

Test your limits along one of Tallahassee Museum's zip line courses, cruising over cypress wetlands and local wildlife. Beginners should try the Canopy Crossing course, a 20-foot-tall cinch, with only two small zip lines. If you want to really fly, Soaring Cypress reaches 60 feet above the ground.

#### T-n-T Hide-a-Way Kayaking

Give your gams a break and work out your arms during a three-mile guided kayaking tour down the Wakulla River.

The local guides definitely know their stuff and can maneuver any kayaks that go astray. The waters are calm, so don't be afraid to get lost in the peaceful ambience of floating slowly down the waters and spotting native wildlife. If you're lucky(?), you might spot a gator!

#### Wakulla Springs Jungle Cruise Boat Tour

Take an off-day and hop onto a jungle cruise down the Wakulla River, passing creaky docks and ghostly yet beautiful riverside homes. Trees droop low like the necks of the vultures waiting for their next prey. Keep your camera handy and voices low: You're in luck if the feeding manatees surface—they are way too adorable to not snap a shot. 

### EAT

#### Riverside Cafe

After you exhaust your legs on the St. Marks trail, reward your taste buds at this fun cafe, located—literally—on the Wakulla River.

Oysters are aplenty, and when in season, we definitely recommend the stone crab claws that walk fresh off the surrounding shores. There's patio seating, but even inside feels like the outdoors with large windows opening onto the rambling water.

#### Paisley Cafe

This tiny cafe packs a big, beautiful punch with its delicate presentation and use

of seven ingredients or fewer with every dish (no high-fructose corn syrup allowed!). Definitely don't skip the slatty brownie—the intense chocolate in every bite raises more eyebrows than the name of the dessert.

#### Canopy Road Cafe

For a good ol' American diner, head to this 10-year-old establishment in Midtown Tallahassee. Known for its generous breakfast portions, the two-sided menu may cause heavy drooling. Whether you're seeking a Southern fave slathered in gravy or a gigantic omelet with pretty much any fillings you desire, your post-run cravings will be

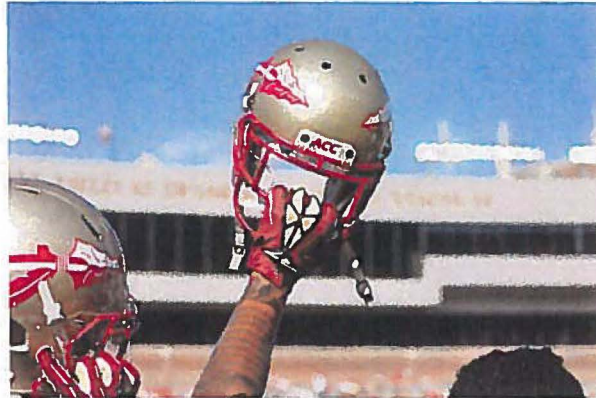
#### Tuck-in Time

Exhausted from steamy runs? Lay your pretty head down at Aloft Tallahassee Downtown, a Starwood Hotel property. Resting in the heart of the bustling city area, rooms are as comfortable as the rates, and the Re:Fuel bar downstairs is perfect for a quick caffeine grab or snack as you head up for the evening.





## YOUR GROWN-UP TALLAHASSEE GAMEDAY SURVIVAL GUIDE



Yeah, seven hours is a long drive, but this year you're going to watch the #1 team in the country and, oh yeah, the DEFENDING NATIONAL CHAMPIONS. The last time you could say that was 1999, or when this year's freshmen were three. THREE! That means you might not fit in with all the people slamming Old Crow at AJ's anymore. So where do you go in Tally now that cheap liquor and fast food aren't on the menu? We're here to help.



### Madison Social

Although there's no relation to Tallahassee South on Las Olas, this indoor/outdoor spot across from Doak Campbell will be ground zero for bar drinking on gameday. It will also probably be ground zero for the post-gameday hangover brunch, thanks to bacon & banana pancakes and the MadSo burger with a fried avocado, peppered bacon, and Jameson caramelized onions. And with \$6 specialty drinks and \$2 drafts, it might be the spot for Friday happy hour too.



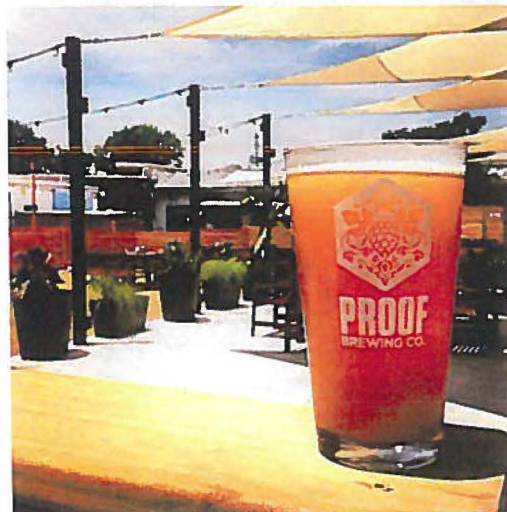
## Wells Brothers Bar and Grill

You probably know this place as Monk's. But due to some legal shenanigans and a deep-seated desire to confuse intoxicated alumni, the name has been changed. However, the menu is still the same, including the peanut-buttery Lip Smacker (with smoked bacon and cheddar on a Kaiser roll) and the Gator-Hater (with bacon, red onions, lettuce, tomato, cheddar cheese, and horseradish mayo on buttered and toasted sourdough). But, strangely, there's no actual Gator.



## Shell Oyster Bar

Back in Miami, we get excited and write whole freaking articles when some resto sells oysters for two hours a day for less than \$5 each. But in the wallet-saving miracle that is Tallahassee, this 69-year-old wood shack will serve you the best oysters in the city for about \$7 a dozen, plus authentic hush puppies and plenty of cold beer.



## Proof Brewery

Back in school, spending \$5 on beer usually meant getting an entire case of "ice" something and having enough left over for a bag of Funyuns. But somewhere along the line you realized that there's beer out there that tastes like something other than a bar floor, and this local brewery (which just opened a more sipping-friendly location in Railroad Square) has plenty of it. Pro tip: don't try doing Century Club with their 10% Warpath Imperial IPA.



## Level 8 Lounge at Hotel Duval

Hopefully by now you've started looking at rooftop drinking as more than just a really cool way to see how far you can chuck a Coors Light bottle. If so, you're ready to hit this lounge on the top of the historic Hotel Duval, where you can point out all the rooftops from which you USED to chuck Coors Light bottles, or just enjoy the Tallahassee skyline with a Garnet & Gold, Tallahassee Lassie, or Los Ochos margarita.



## 101

Although there's a noticeable shortage of dudes with Rollie Fingers 'staches and suspenders, the bartenders at this Downtown craft cocktail den will still mix you the drink of your choice for half-off every day (including game weekends) from 4-7pm, then again from 10:30pm-12:30am. It's still a far cry from a \$2 liquor pitcher when it comes to value, but it's also a far cry from a \$2 liquor pitcher when it comes to hangovers.



## **Nefetari's Fine Cuisine & Spirits**

If your definition of "exotic food" now extends beyond what blend of ketchup/soy sauce/Taco Bell packets go best with Top Ramen, absolutely make a point to hit this Indian/African/Caribbean/generally spicy cuisine joint and use some injera bread to scoop up their Ethiopian stew that's got lamb, chicken, or shrimp that's seasoned with berbere spice, veggies, and lentils.



## **Cypress**

Unlike the similarly named Michael Schwartz creation in the Design District, this Tallahassee mainstay isn't just old Florida in theme, it IS old Florida. And while this Southern-style spot near Downtown used to be on your list of "places I'll go when Mom and Dad come to help me move", hopefully by now you've got enough scratch to go and try stuff like blue crab cakes with apple-melon slaw or the Sugar Cane Mopped Ribeye with creamed potatoes and onion rings. Hopefully.



## **Blue Coop/Sweet Grass Dairy**

Don't act like going ALL THE WAY TO GEORGIA is too far to get a burger, you know you did it at least twice a week to get 40s of Mickey's Big Mouth back in the day. It's definitely worth the trip to get fresh-from-the-cow cheeses or this burger at the legendary cheesery's restaurant Blue Coop, where they wood-flame this sucker and top it with fried green tomatoes, pink peppercorn aioli, and hot pimento cheese.

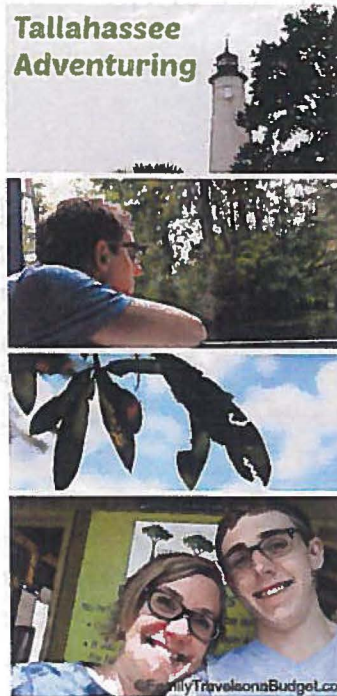


## **Lofty Pursuits**

Why you're bringing kids to a game weekend is a question we're not even going to delve into. But if you (or those people in your group who think tailgates are family events) brought their little ones, this toy store/soda fountain/homemade candy shop is your go-to because they'll give you a front row seat while they make hard candy, sodas, and ice cream treats, PLUS they'll let you play with their pre-programmed wall phone that may or may not call Comcast's customer service line when you dial "666".



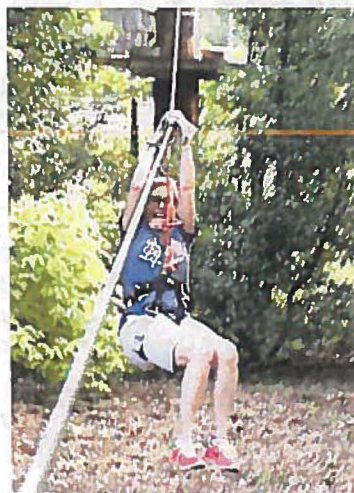
## Tallahassee Adventuring: Air, Land and "Sea"



*This is a sponsored post. I received complimentary admission to attractions courtesy of Visit Tallahassee for purposes of this article. All opinions are my own.*

Tallahassee, home of the NCAA football champion Florida State Seminoles and capital of the State of Florida, may not be the first place you think of for an adventure-themed vacation... but it should be among the top! My son (Nathan, 20) and I spent a fabulous weekend there recently and found that Tallahassee and adventure go hand in hand.

### Tallahassee Adventuring by Air

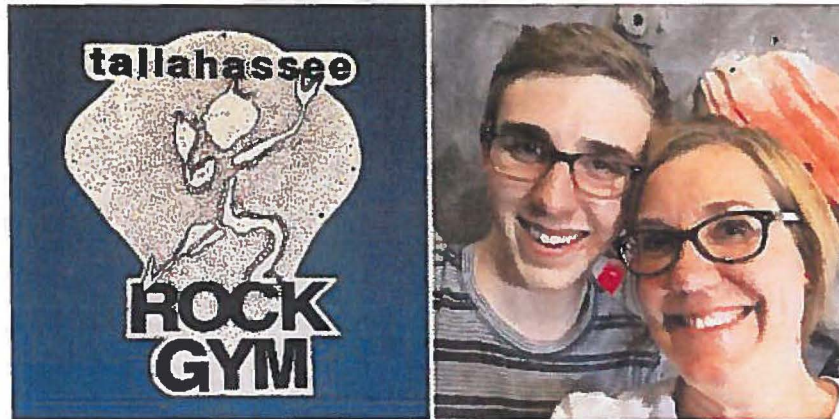


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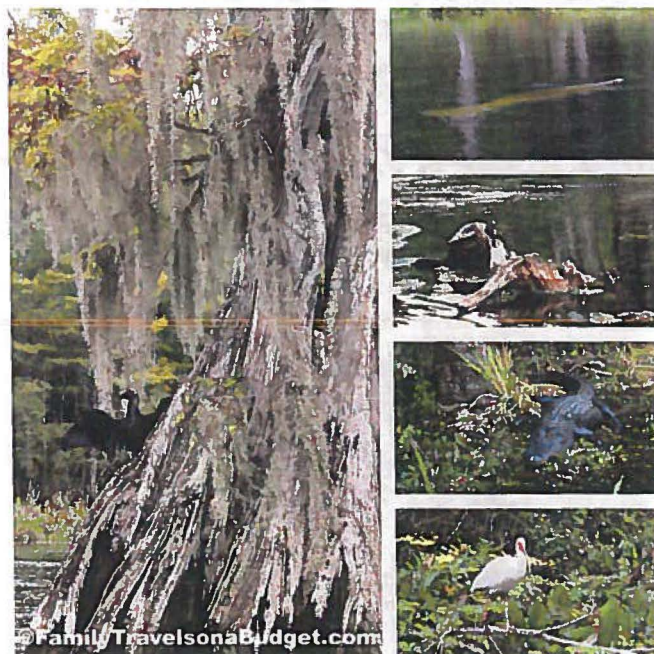
Our weekend began with high flying thrills through the tree tops at Tree to Tree Adventures at the Tallahassee Museum. After a safety briefing, we got harnessed in for our trip through the canopy. We faced challenging obstacles and long zip lines over land, water and even bears! Since I've zip lined a number of courses, I really didn't expect an adrenaline rush from this experience. The combination of high wire challenges and being responsible for my own zip line safety did make this more exhilarating. Of course, like all zip lines, safety is the number one concern. We always had spotters on the ground watching to make sure we did it correctly.

## Tallahassee Adventuring by Land



After an exciting day of exploring like monkeys and the muscle pain to go with it, we headed to Tallahassee Rock Gym to try our hand as mountain goats. Our experience began with a lesson in belaying – safety first you know. We then climbed the rock face, increasing the difficulty level as our comfort improved. Okay — I never got past the first level. Nathan did better, though! When my arms gave out, I called it quits and enjoyed watching my son tackle the wall.

## Tallahassee Adventuring by "Sea"





After flying and climbing, it seemed only fitting to take to the water, exploring the area by kayak. Our guide from TNT Hideaway, an easy drive south of Tallahassee, took us on an escorted tour of the Wakulla River and introduced us to native plants and animals as we searched the river for manatees. When winter temperatures cool the ocean waters, the manatees swim upstream to enjoy the warmer river temperatures. Unfortunately, mid-October is a bit early for manatees, so we didn't see any. The best time to see manatees in the river is mid-November through February.

Later in the day, we ventured over to Wakulla Springs State Park for a River Boat Tour and saw four manatees! This state park, originally a private resort developed by philanthropist and conservationist Edward Ball, has been welcoming guests to swim in the 68 degree waters of Wakulla Springs ever since. In 1966 the park was acquired by the Florida State Parks system and since has been visited by nature lovers, movie history enthusiasts and people just wanting to get away and unplug for a few days. The lodge, built by Ball in 1937, is listed on the National Register of Historic Places, and still welcomes guests today — with quiet rooms, historic charm and expansive views of Wakulla Spring.

Back to the manatees: Did you know that manatees are the only mammal without a natural predator? The hunt no one, subsisting on a diet of green plants, and they are hunted by nothing — not even sharks or whales. The manatee population's only threats are boat propellers and trash that collects in the shallow waters off the Florida coast.

## More Tallahassee Adventuring

With more than 600 miles of hiking and biking trails (including dedicated biking lanes on major roadways), Tallahassee and the surrounding area in Leon County are great for adventuring!

- St. Marks Historic Railroad Trail stretches to the coast, 16 miles south of Tallahassee, and is popular among bikers,
- The Apalachicola National Forest has a number of trails for hiking, biking and horseback riding,
- Tallahassee hosts several biking events throughout the year, including TOSRV (Tour of Southern Rural Visitas) and the Spaghetti 100 (a 100 mile bike route through the region),
- St. Mark's Lighthouse offers 6 miles of hiking trails, and
- The waters of the Gulf of Mexico provide swimming and other water sports fun.

By the way.... after three days of Tallahassee Adventuring, I needed another four to recover! Wow!!! I discovered a few muscles I've never used before. This definitely was a weekend-warrior themed trip, but it was thoroughly enjoyable. I highly recommend Tallahassee for families wanting a weekend away. It's a GREAT destination, especially, for active families of upper elementary kids and above. My son and I thoroughly enjoyed our time away together!

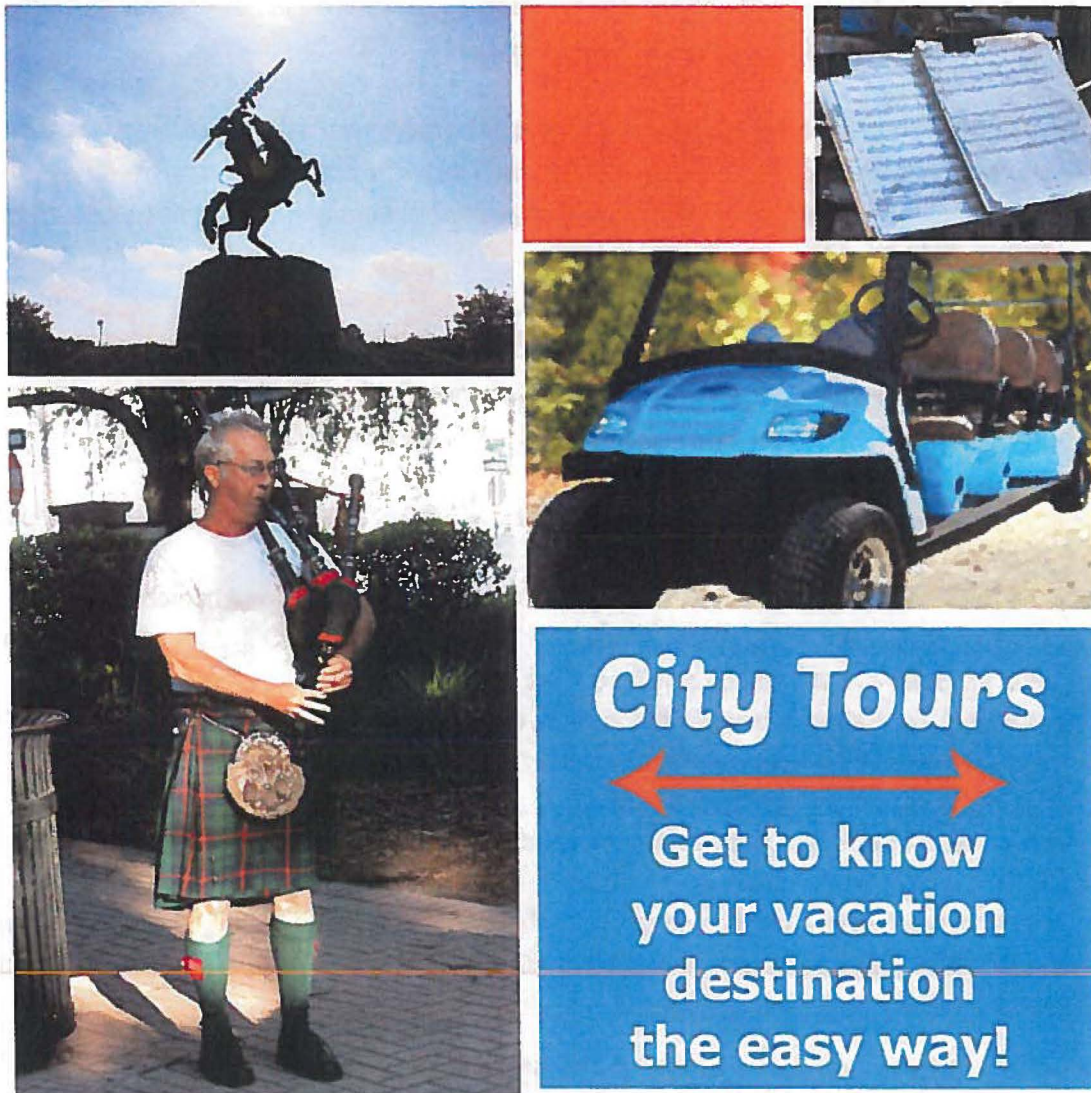
## Plan your own Tallahassee Adventure

Head over to [Visit Tallahassee](#) to plan your own Tallahassee Adventure. For the "less adventurous," Tallahassee is rich in culture, the arts and great dining too!

*Special thanks to Visit Tallahassee and the attractions who arranged this visit for purposes of this post. I had no idea Tallahassee was more than a football town until this trip!*



## City Tours: A great way to explore new places



Have you ever wondered how Baton Rouge earned the nickname “Red Stick”? Or who is buried at the Tennessee State Capitol? When I travel, questions like these swirl through my mind. I never know what I’ll discover. It’s like every destination is a Christmas

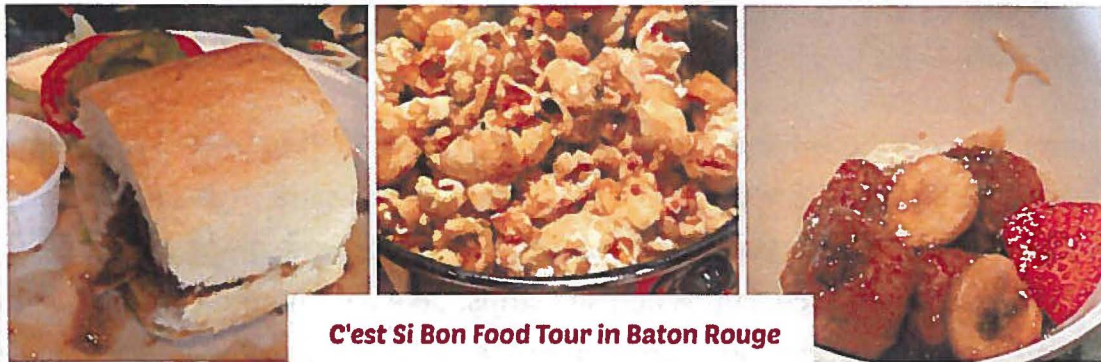
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present wrapped in glistening paper, just waiting to be unwrapped and enjoyed.

## **Tour the city to discover its secrets and charms**

In Baton Rouge, I enjoyed the C'est Si Bon food tour, a historical culinary tour of downtown Baton Rouge. I discovered new foods and learned key points of the city's history... like its name: Baton Rouge (French for Red Stick). If you were wondering, the term "Baton Rouge" came about in 1699 when French explorers noticed a red cypress tree stained red that marked the boundary between the Houma and Bayou Goula tribal hunting grounds. The explorers called the tree "le baton rouge" — or "Red Stick" — and the name stuck (Learn more [HERE](#)). By the way, I give the food tour an enthusiastic thumbs up — not only did I get to sample foods from some of the best restaurants in the city, but the company accommodated the food allergies of three of our group members effortlessly.



In Nashville, one of the most family friendly cities I've ever been to, we enjoyed the Music City Duck Tour — and amphibious vehicle ride through downtown that ended with a splashdown into the Cumberland River. The guides there were quite entertaining, mingling history with quacks to passersby, and my daughter still talk about the "truck that turned into a boat." Duck tours are offered in several cities across the country, and they're a great way to discover a new place. (By the way, President James K. Polk and his wife are buried at the State Capitol, as is the Capitol's architect, William Strickland, who died during its construction.)

Of course, major cities like New York and Savannah (to name a few), offer bus and trolley tours. While you can't learn everything about a city through a bus tour, they sure speed up the familiarization process. When my oldest was a freshman in high school, the marching band was in the Macy's Thanksgiving Day Parade. My younger son, Ben, tagged along, and to this day, Ben insists that bus tours should be the first thing we do

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whenever we go someplace new!

## **Tour by golf cart**

When in Tallahassee, Florida, the only way to tour the city is in a golf cart named “Wilma.” Well... it’s not the only way to tour the city.... but it sure is the fun way! The golf cart’s owner, and Tallahassee’s head cheerleader, Beth LeCivita shares the history of downtown Tallahassee like no other. On her tour, you’ll learn:

- • How Park Avenue got its prestigious name (I won’t tell! I’d hate to spoil the surprise)
- • Where the recycled beer cans are displayed (I promise... without a tour, you’d never know)
- • Why the banker killed himself — and how (It’s not what you might guess)
- • Where to find Tallahassee’s resident witch (And how to tell her apart from her neighbors)
- • And a whole lot more!

Beth’s tours begin at the Downtown Market which gets set up in the Chain of Parks each Saturday morning. After a rousing welcome from the bagpipers — yes, a market that opens with bagpipes — Beth takes visitors on a 30 minute guided tour sharing the city’s colorful history and secret charm. When she stops, take a moment to get a snapshot (Which I failed to do — I was too engrossed in the story to think about pictures. Rare for me!) Beth’s entertaining and informative tours are \$10/person. To schedule a tour or learn more visit the tour website.

## **Tips for selecting city tours**

The key to a truly enjoyable city tour is selecting the right one to meet your needs.

Consider:

1. Who the youngest member is in your group — they tend to have the shortest attention span.
2. Whether the tour involves on and off stops — and if all members of your party can handle that activity.
3. How the tour will complement your desires — foodies might enjoy a culinary tour

more than picky eaters.

4. What you want to learn — Do you want an overview of the city? Or is entertainment the goal?

Different city tours cater to different needs. By selecting the tour that best meets your needs and desires, your whole family, or group, is sure to remember the tour fondly — and who knows, maybe you'll even learn a few things in the process!

We'd love to learn about city tours in other places? Please recommend your favorite tour! We'll add it to our list!



FAMILY *travels* ON A BUDGET

Makers of Staycation in a Box

## Mission San Luis



*I was provided free admission to Mission San Luis for purposes of this article. All opinions are my own. To learn more, read my disclosure policy.*

Wherever I travel, learning the history of the region means a lot to me — enough that I even toured the sewers in Paris a couple years ago (great museum)! My visit to Tallahassee included a trip to Mission San Luis. Having a 20 year old with me, he wasn't excited about it — and as we walked up the driveway to the entrance, he reminded me he had no expectations whatsoever. (Imagine the thoughts running through my mind — at least he was being polite!)

## About Mission San Luis



Mission San Luis is housed in and behind a grand building — much fancier than I expected. We entered the lobby to be greeted by a costumed volunteer who directed us to the large theater for a historical film explaining the history of the Apalachee, natives of the region for hundreds of years before European settlers came. The movie went on to explain that the Appalachee, recognizing the value of good relations with the Spanish, invited Catholic friars to settle there. Mission San Luis was one of the earliest missions founded in Florida, where friars converted Apalachee to Christianity and Apalachee provide food for the Europeans.

At Mission San Luis, the Spanish friars and Apalachee co-existed peacefully. They shared space, but maintained much of their traditions as well. Sadly, as with much of Native American history, Mission San Luis was abandoned and destroyed by the Spanish colonists to avoid a British takeover. The Apalachee scattered to what is now Pensacola and the Spanish retreated to St. Augustine. A fascinating century of history was lost. An archeological dig at the site of the mission, which is where the museum now sits, provides historians with incredible insight into how the two communities melded so well. It gives us a chance to look back and, perhaps, learn from our history.

These articles provide more information on the history of Mission San Luis if you're interested. It's fascinating — even my son agrees! 😊

- • Mission San Luis official website
- • Mission San Luis information at Visit Tallahassee (add it to your Tallahassee vacation itinerary)
- • San Luis de Tamimali — American Latino Heritage
- • Apalachee Facts for Kids (great for reports or to introduce kids to the Apalachee before visiting)

## Visiting Mission San Luis

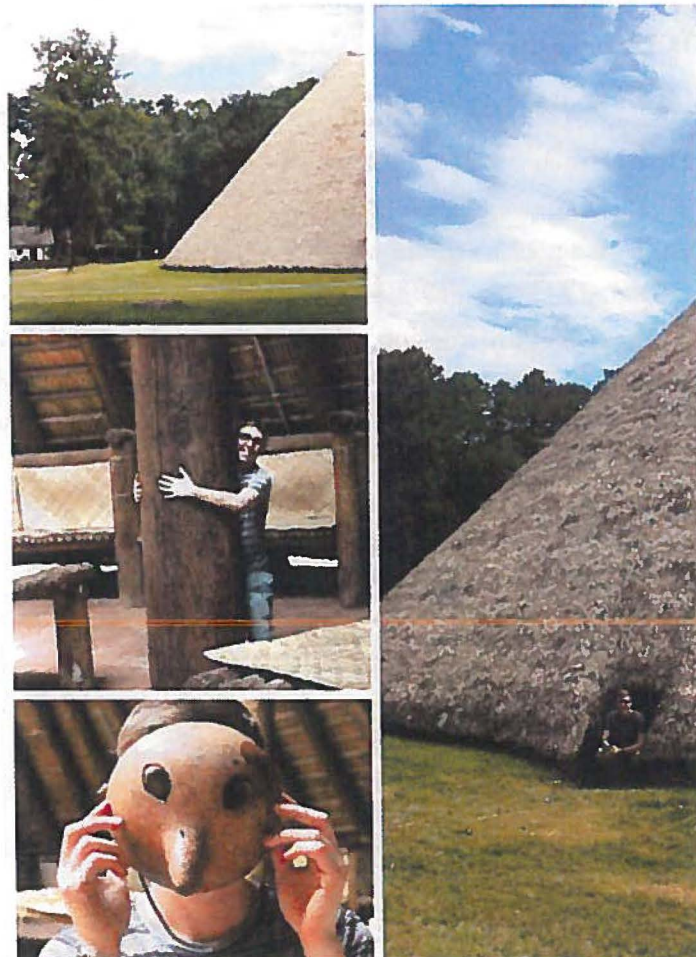
We visited on a Sunday, when the Mission is usually not crowded. Weekdays and Saturdays, guests enjoy live volunteer re-enactments depicting Apalachee and Spanish settler life. The museum also offers a variety of workshops ranging from archery lessons, charcoal making, gardening tours, black powder musket rifle demonstrations and much more. While we didn't get to see most of that, the costumed volunteers who were there energetically shared their knowledge about the period and answered our many questions.

We found the Mission and its history to be fascinating, but I would recommend coordinating a visit with demonstrations that sound intriguing. ([Click here for Events Calendar](#))

## Highlights of our Tour of Mission San Luis

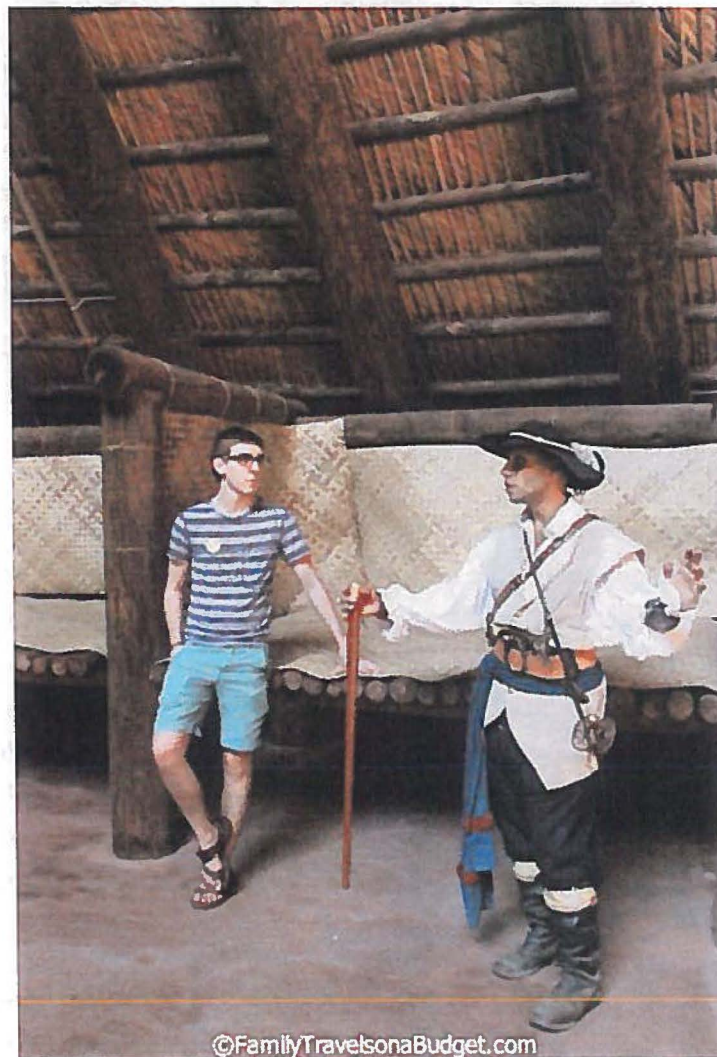
Perhaps you're wondering what my son thought of the mission? He loved it! Our itinerary provided us about 1.5 hours to tour the museum and grounds, and we ended up staying much longer. Thankfully, the second stop of the day didn't mind!

### The Apalachee Council House





The Council House was essentially the equivalent of today's city hall, town theater and lodge for the 1500 Apalachee residents in the region. The council house here sits on the same footings as the original, spanning more than 140 feet in diameter and stretching more than 5 stories high. The rafters, which hold up the thatched roof, are 72' long and weigh more than 1000 pounds each. The chief would hold court here, making judicial decisions about neighborhood spats and other major decisions affecting the tribe. The entire tribe would congregate here for ceremonies that lasted long into the night. All around the outside edge, visitors could stay the night, with sleeping ledges provided. I'm not sure how much sleep they got while all the ceremonies were going on, but it had to be better than sleeping outdoors unprotected.



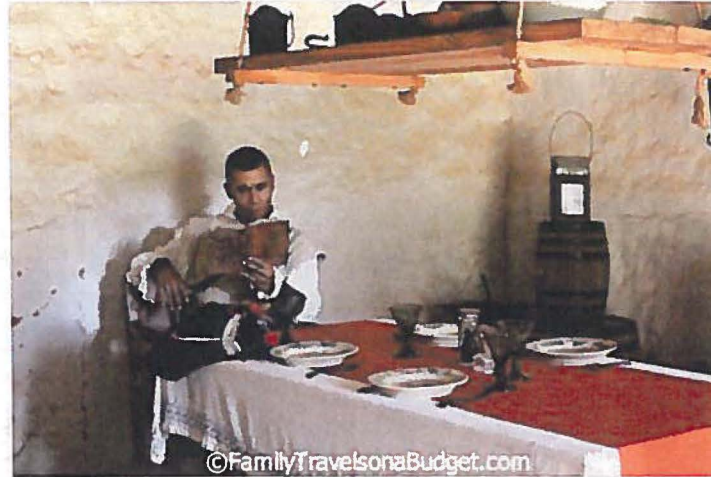
The sleeping nooks behind Nathan and our guide

Our first impression was stunned amazement! Then we had questions:

- • How could they possibly build it? Who knows — engineering genius!

- Did it get hot with all the people crammed inside? Nope! The thatching provided insulation from the sun's heat, and openings all around the base coupled with the center fire served as air conditioning, pulling cooler ground air in and up with the draft — again, engineering genius!
- How did they get in and out? Through tiny doors! Really! They were forced to bow down as they entered the ceremonial house because the doors did not allow them to walk in upright — genius? Or pride?

### The relationship between Apalachee and Spanish

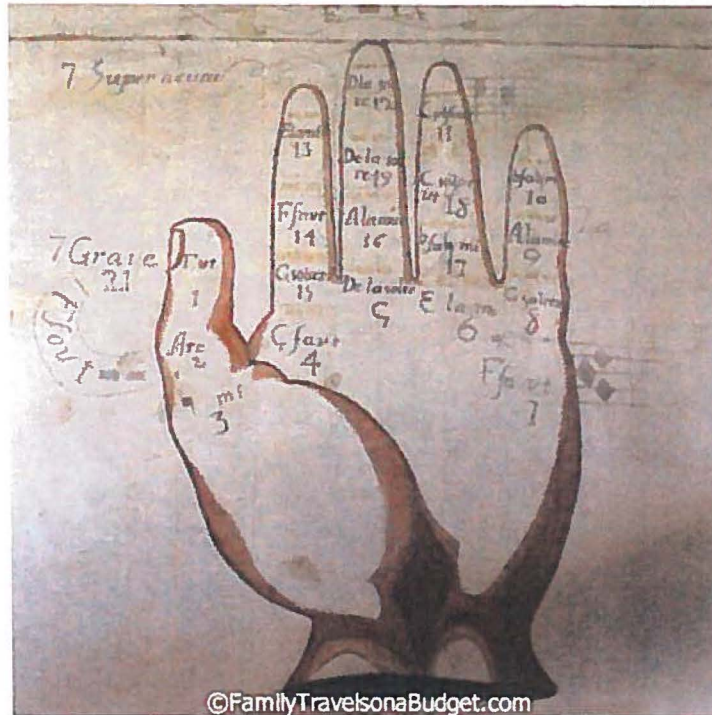


Our guide acting out his role as head of a Spanish home.

As our tour continued, we explored reconstructions of the Spanish homes and learned the “politics” of the place. While the houses were small, furnishings and other items brought in from Spain set the wealthy apart from the poor. The richer Spanish women tended to rule the region. Our guide told us stories of cows trampling crops and other such foolishness that led to community spats — we haven’t learned much in 400 years. He explained how the community was laid out, what the Apalachee did for entertainment and work, as well as how the Spanish lived side by side. We saw the blacksmith’s shop and the Franciscan Church. The friar lived at the church. He was the spiritual leader, the town “doctor” and even the music teacher. He was responsible for teaching the natives Christian ways and his role was revered in the community.

The reconstructed Franciscan Church sits on the same site as the original. More than 900 mission residents are buried beneath the church, so rebuilding it was a challenge. The rebuilt church does not have the same bright colors that were probably painted on the original walls, but it is quite similar to the original structure.

In one room, a Guidonian Hand was painted on the wall. You don’t know what a Guidonian Hand is? Shocker!



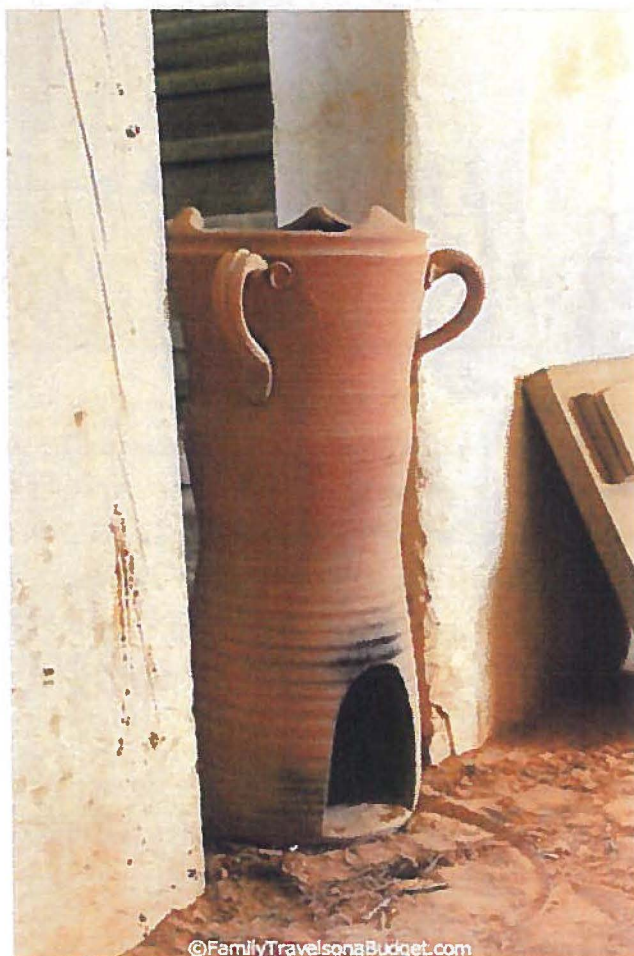
Okay, neither did I... but as it turns out, my son is a music major studying music history this semester, and he was quite happy to share his knowledge. The Guidonian hand was used to help singers learn sight-singing and was developed by Guido of Arezzo, a medieval music theorist. Using the joints of the hand, music teachers could instruct students in musical terms. Each point of the hand represented a specific note.... and you wonder why music is written on a staff of five lines and four spaces! AH HA! (If you want to learn more about Guido, please ask.... I'll have my son answer, because this is all that I know!)

Anyway, the Franciscan priest used the Guidonian hand to teach his young students the music of the church. They could harmonize based on the hand points he used.... make sense?

### The Castillo de San Luis



Of course, what good is a Spanish outpost without a fort? Mission San Luis does not disappoint here either. On display, guests will see a number of weapons, maps (take a good look! There's a reason they have sea monsters on them), the long table where soldiers ate, and tall pots centered between sections of wall. Most everything is self-explanatory, but the pots — they seemed so strange. We discovered that the soldiers would build fires in the pots on cold nights to heat the walls. The walls were made of conductive clay and heat would radiate from the fire pots throughout the building. They didn't get cold!



### **Tips for visiting Mission San Luis**

This attraction gets high ratings on TripAdvisor for good reason. When visiting, come with an expectancy to learn something new about history. Take time to watch the film — it's well done and explains what you'll see outdoors. Also be sure to explore the museum — which houses a large number of artifacts found at the site and explains how the history of this Mission was rediscovered. It's quite fascinating — and challenges our perception of history.

**Admission**

*The museum is open Tuesday-Sunday, 10:00 a.m. to 4:00 p.m. Closed major holidays.*

*Adult admission is \$5.00*

*Children 2-17 are \$2.00*

**Address**

*2100 West Tennessee Street*

*Tallahassee, Florida USA*

**Other information**

*The park has picnic tables on site and pets are welcome on leashes.*

*Walkways are easy for strollers and wheelchairs.*

*You might see a wedding or two if you go on a Saturday!*

We enjoyed our visit and learned a lot! Thanks again, to the people of Mission San Luis and VisitTallahassee for sponsoring our visit. Go to [VisitTallahassee.com](http://VisitTallahassee.com) to plan your Tallahassee getaway: events, lodging, dining and more!

# Tallahassee • com

Visit Tallahassee kicks off new marketing push for 2015



A banner year for tourism in Leon County has a sequel in the works, with big local events and promotions planned for 2015.

Details of the marketing push were announced Thursday night at the sixth annual Tourism Marketing Rollout, an event held at Miller's Ale House on Apalachee Parkway. Visit Tallahassee officials covered the highlights from the past fiscal year, which ended Sept. 30, and gave the outlook for the next 12 months.

"We are coming off a record year," said Lee Daniel, director of the Leon County Division of Tourism Development, of the nearly \$914 million in direct tourism spending in Leon County. "If you use even a conservative multiplier of 1.4, it's a billion-dollar industry for Tallahassee and Leon County."

There were 2.7 million visitors to the area. Averaged over 365 days, Daniel said that works out to 7,397 visitors and \$2.5 million in direct spending per day. More than 11,000 jobs in Leon County are tourism related.

Visit Tallahassee reported that the local market has had 17 consecutive months of increased hotel occupancy. Bed tax collections, which fund tourism marketing, are up 4.3 percent from a year ago, and hotel revenues are up 6.8 percent. Another

measurement, the hotels' revenue per available room, climbed 9.4 percent.

Daniel said the top draw continues to be the Big Bend's outdoor environment, including 600 miles of trails and the various parks. Historic and heritage venues come in second, with visual and performing arts third.

Fueling some of the promotional effort was Visit Tallahassee's effort to encourage visitors to post their own trip pictures and videos using #IHeartTally. There have been 6,100 submittals so far, plenty to produce a TV commercial highlighting the area's attributes as seen through the eyes of fans.

"Who better to tell our story but people who are passionate about the destination?" Daniel said, noting that Visit Tallahassee's Facebook likes rose 23 percent in the past year to near 39,000 and it now has 5,000 followers on Twitter.

For 2015, the theme is "Naturally Entertaining," which includes plans for more events locally. Among them are the Pink Floyd Light & Sound Show on March 3, the Southern Shakespeare Festival, and the inaugural Word of South Festival that is April 10-12 at Cascades Park.

Word of South will have four performance stages, 36 different events and 100 writers, singers and musicians planning to perform, said Mark Mustian, who is helping organize the event. "We have gotten a great response," he said. "The artists and musicians we have contacted have said, 'Hey, cool.'"

## THE PANHANDLE TRAVEL GUIDE

[OVERVIEW](#)

[TOP EXPERIENCES](#)

[TOP PLACES](#)

[THINGS TO DO](#)

[RESTAURANTS](#)



### TALLAHASSEE

Tallahassee is Florida with a Southern accent. It maintains a tranquility quite different from the sun-and-surf coastal towns. The only Southern capital spared in the Civil War, Tallahassee has preserved its history. Vestiges of the city's colorful past are found throughout. For example, in the capitol complex, the turn-of-the-20th-century Old Capitol building is strikingly paired with the New Capitol skyscraper. The canopies of ancient oaks and spring bowers of azaleas line many streets; among the best "canopy roads" are St. Augustine, Miccosukee, Meridian, Old Bainbridge, and Centerville, all dotted with country stores and antebellum plantation houses. Between March and April, flowers bloom, the legislature is in session, and the Springtime Tallahassee festival is in full swing.

[READ LESS](#) ^





## Tourism Season Begins in Tallahassee



Naturally Entertaining.

That's how one group describes the Capital City.

Dozens of people swarmed Miller's Ale House as part of Visit Tallahassee's official kickoff for the 2015 campaign.

It was a way to celebrate everything about the town. People dressed up as characters and music and food were provided. In the last four years the area has set a record of tourism and the group says it hopes to break that record for a fifth consecutive year.

"I think some of the new media opportunities have really enabled us to be much more focused and zero in on particular niche markets," said director Lee Daniel.

You can describe your favorite place to visit on social media using the hashtag #iHeartTally

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT



## December 2014

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed December 1 - 23, 2014. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 160

### Media Relations

Garnered coverage on Fodors.com, resulting in a one-page article that covers Tallahassee festivals, canopy roads and the capitol as part of their 2015 travel guide.

Pitching for individual stays for 2015. Target publications include: *Boca Raton, Orlando, Palm Beach, Outside, Boca Life and Savannah.*

Secured trip giveaway prize with THE PRICE IS RIGHT national game show that will highlight an outdoors and nature-themed getaway.

Negotiating promotional partnership with CBS Sports Radio to support 2015 Fall Frenzy campaign.

### News Release

Name	Concept	Status
Critically Acclaimed Chicago Band Extends 20 <sup>th</sup> Anniversary Tour Including a Stop at Tallahassee's Capital City Amphitheater at Cascades Park	Introduces the Wilco concert as a "must see" Grammy Award winning band.	Distributed to Southeast FL, GA, AL, VA, WV. NC, SC, TN, KY, LA, AR metros & newspapers. Pitching to Southeast radio stations after the first of the year.

### Client and Industry Relations

Provided agendas and executed status calls/meetings with Client.

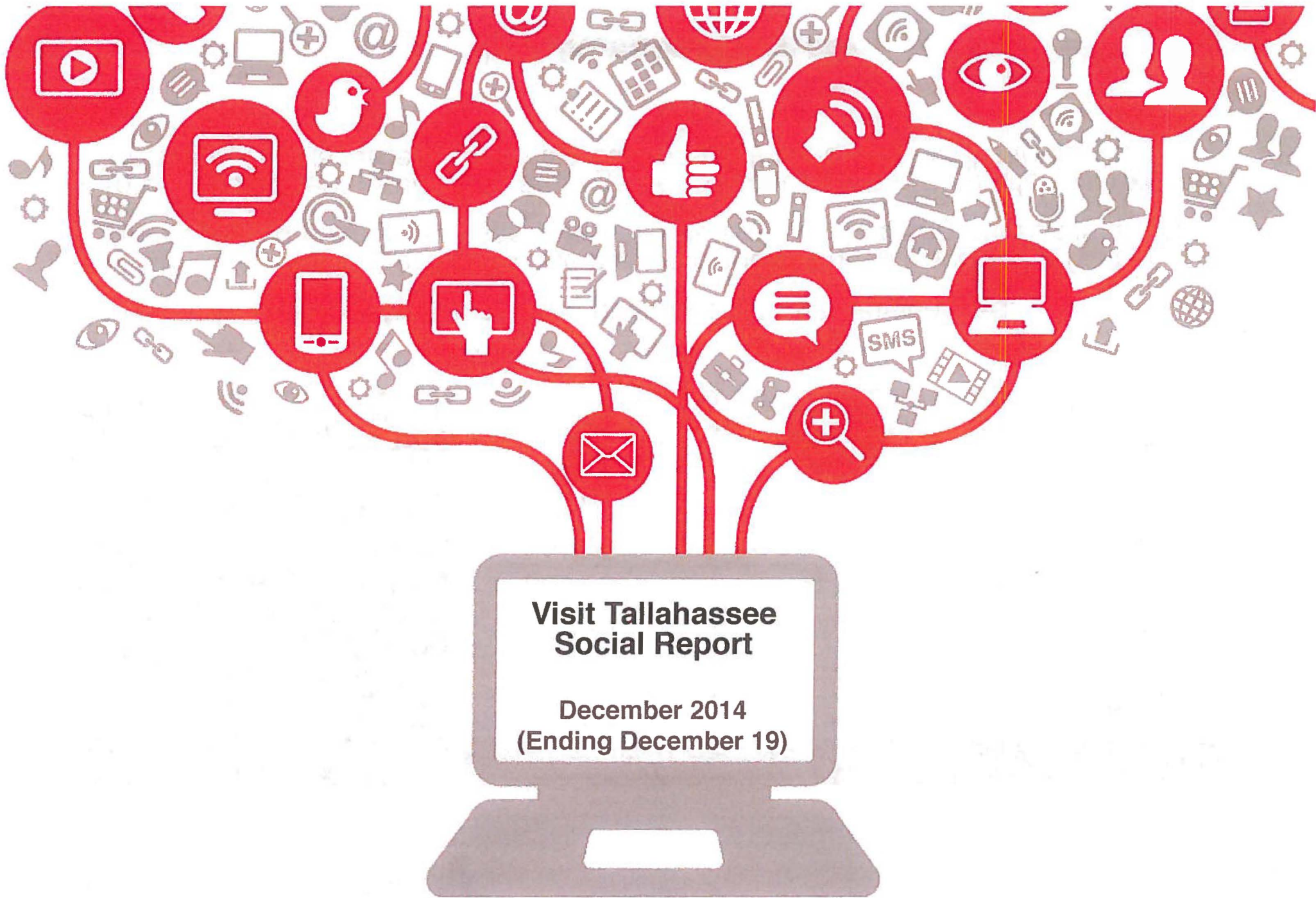
Conducted daily media monitoring of the Leon County Division of Tourism Development/Visit Tallahassee and general news affecting the area.

Screened marketing opportunities for maximum value and return on investment.

## **Publicity Monitoring**

Tracked print, online and broadcast publicity daily through clip service, Google news alerts and various other methods.

**###**



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# Overview

	November	December	% Change
<b>Facebook Likes</b>	42,193	42,220	0.06%
PTAT	8,754	1,054	-87.96%
<b>Twitter Followers</b>	5,675	5,736	1.07%
Retweets (% of Total)	86 (42%)	50 (33%)	-41.90%
<b>Instagram Followers</b>	1,072	1,124	4.85%
Likes	1,034	547	-47.10%
<b>Pinterest Followers</b>	143	147	2.80%
Repins and Likes	0	1	100.00%

Above are key metrics for each of the platforms for Visit Tallahassee.

- Month over month, the VT fanbase has continued to grow Facebook, Twitter, Pinterest, and Instagram, especially considering activity being tracked is all organic.
- Total engagement returned to average performance across all platforms, except Pinterest. That is largely due to the success of the Holiday Haul campaign.

# Facebook Performance

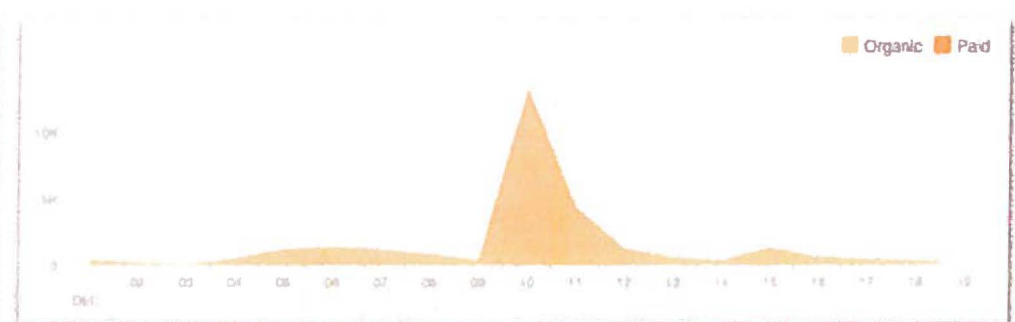
- December performance was on par with previous months that were not supported with paid media. Content was not supported in December with paid media. The team attributes this to higher performance in November due to paid media support.

	November	December	% Change
Page Likes	42,193	42,220	0.06%
Total Reach	370,300	28,906	-92.19%
Post Engagements	6,017	1,064	-82.32%
Engagement Rate	1.6%	3.7%	126.53%
#IHeartTally Mentions	202	91	-54.95%

### Audience Growth



### Daily Reach



# Facebook Performance

- Top posts from Facebook were those featuring new content like #TallyTrivia, Florida State football activities, and user generated content. The success of these posts reveal the varied interests of the Visit Tallahassee fanbase, from nature lovers to sports fans.

**Visit Tallahassee**  
December 12 at 10:25am

Did you know: Tallahassee was the site of America's first Christmas in 1539.  
You can find more about the celebration here: <http://bit.ly/1xKuuZA>. Share your own #TallyTrivia with us below! #IHeartTally



Reach: 17,200  
Engagement: 527  
Clicks: 595

**Visit Tallahassee**  
December 5 at 8:00pm


Looking to extend the nation's longest winning streak, Florida State Seminoles Football is in Charlotte for the ACC Football Championship against Georgia Tech Football! Share your Seminole pride with us this weekend using #IHeartTally. #GoNotes



Reach: 1,841  
Engagement: 119  
Clicks: 25

**Visit Tallahassee**  
December 13 at 11:00am

Yes, Florida has fall color and you can find it in Tallahassee! Just ask Instagram user @theastwordfsu. #IHeartTally



Reach: 1,362  
Engagement: 105  
Clicks: 16

# Twitter Performance

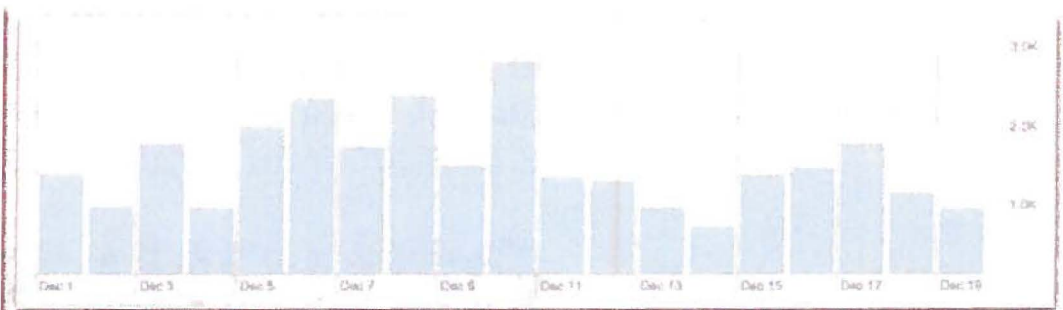
- Twitter performance was on par with average performance seen in previous months.
- #IHeartTally mentions occurred at a more frequent rate, and have already generated 2 million impressions in comparison to November's 2.5 million. This is positive performance given that content in November was supported with paid media.

	November	December	% Change
Followers	5,675	5,736	1.07%
Total Impressions	63,635	19,628	-69.16%
Post Engagements	1,702	528	-68.98%
Engagement Rate	2.7%	2.7%	0.58%
#IHeartTally Mentions	1,004	676	-32.67%

**Audience Growth**



**Daily Impressions**





# Twitter Performance

- Visit Tallahassee's top posts from Twitter included new content like #Tally trivia, celebrating the FSU Women's Soccer championship win, and an announcement for the annual Elf Night. The success of these posts reveal that users are activated around around the destination's unique, key attributes and events.

**#IHeartTally** Visit Tallahassee @Visit\_Tally Follow

Did you know: Tallahassee was the site of America's first Christmas in 1539! What's your favorite #TallyTrivia fact? #IHeartTally

10:24 AM · 10 Dec 2014

13 RETWEETS 5 FAVORITES

Impressions: 1,363  
Engagements: 29



**#IHeartTally** Visit Tallahassee @Visit\_Tally Follow

The @FSU\_Soccer team won the @NCAA national championship over the @UVaWSoccer team! #IHeartTally

5:51 PM · 7 Dec 2014

9 RETWEETS 6 FAVORITES

Impressions: 1,507  
Engagements: 43

**#IHeartTally** Visit Tallahassee @Visit\_Tally Follow

Stroll through Dorothy B. Owen Park and sip on hot cider & cookies at the 15th annual Elf Night, 12/18! [bit.ly/Vo0X7J](http://bit.ly/Vo0X7J) #IHeartTally

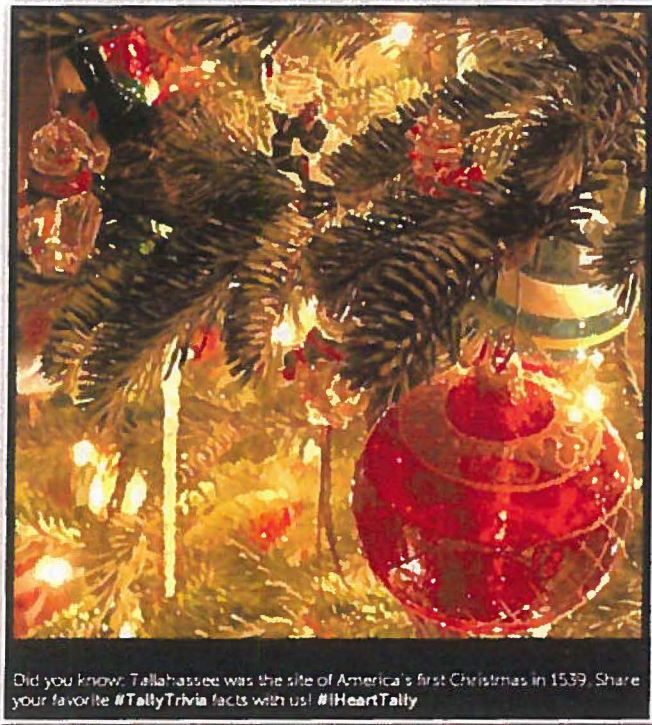
5:32 PM · 5 Dec 2014

2 RETWEETS 3 FAVORITES

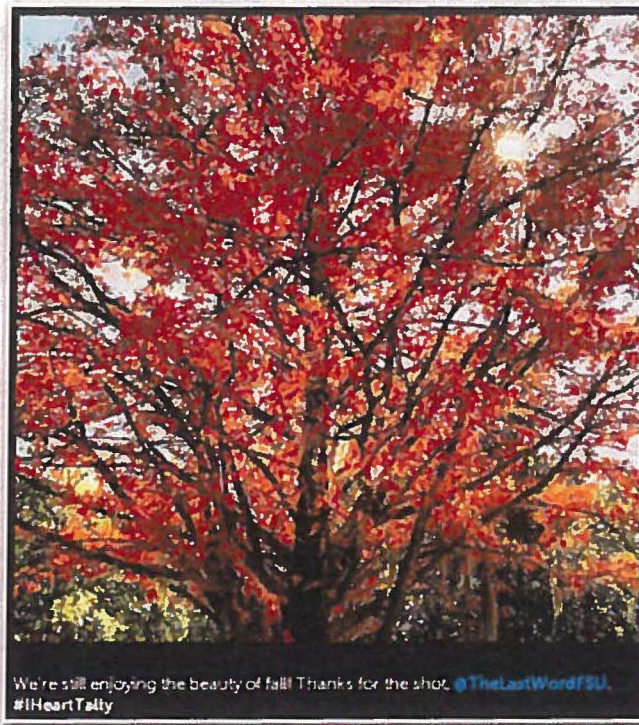
Impressions: 1,073  
Engagements: 15

# Instagram Performance

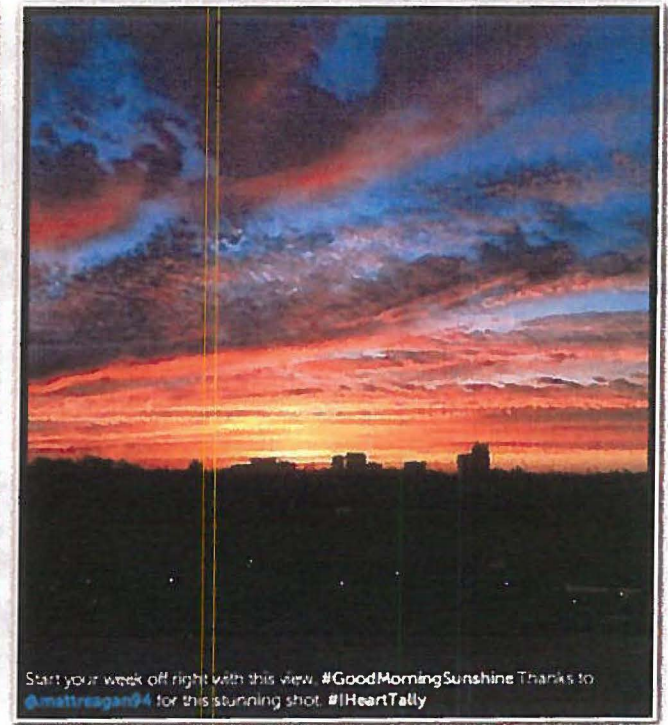
- Instagram posts from December revealed high engagement. Users were activated around content featuring nature and and new content like the #TallyTrivia post.
- #IHeartTally has seen 348 mentions in December, which is 8.5% fewer mentions than the 505 mentions in November, but a higher rate of mentions considering the shorter time period in December. December averages 18 mentions a day, to November's 16 mentions a day. The team attributes this to higher engagement driven from paid media support on Facebook and Twitter in November.



Likes: 49  
Comments: 0



Likes: 49  
Comments: 1

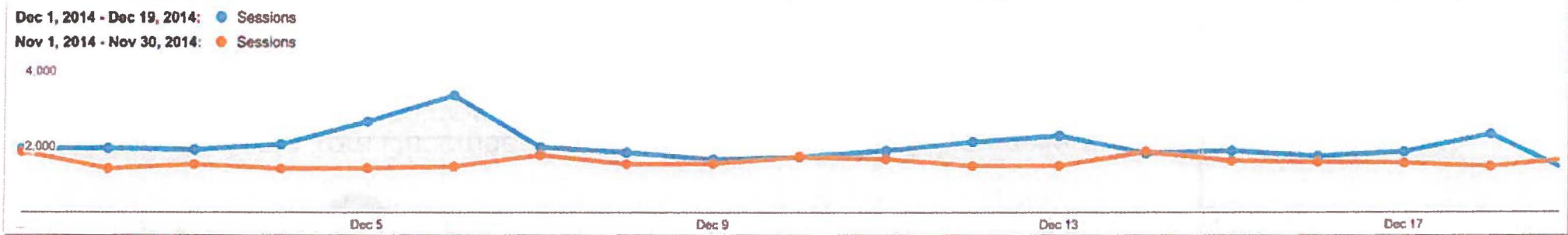


Likes: 51  
Comments: 2

# Website Referrals

- Below are traffic metrics on Visit Tallahassee's website, as directed via Facebook.
  - Considering the shorter period, Visit Tallahassee saw positive performance in terms of overall sessions, new sessions, and pages per session, showing more new visits to the site. Lower performance took place in terms of session duration and bounce rate, indicating that visits to the site were very brief.
  - A peak in site visits occurred on December 6, with a post for the Tallahassee Symphony Orchestra.

SESSIONS		% NEW SESSIONS		PAGES/SESSION		AVG. SESSION DURATION (MIN)		BOUNCE RATE	
NOV	DEC	NOV	DEC	NOV	DEC	NOV	DEC	NOV	DEC
310	280	67.1%	81.8%	1.56	1.42	0:47	0:36	78.1%	82.5%



# Takeaways

- Visit Tallahassee's Facebook fanbase has experienced some growth, but overall engagement decreased month-over-month.
  - This relative decline can be attributed to November's high performance with paid media, as compared to December's purely organic performance. Also potentially attributable are some changes with Facebook policies that are beginning to impact organic engagement between brands and individual users.
- Visit Tallahassee has seen more growth on Twitter in terms of followers, but returned to average performance in terms of engagements and overall impressions.
  - The delayed growth on this platform can be attributed to paid content not being served in December, bringing performance metrics down to average levels for the time period. Content around sports and local attractions generated the highest numbers of organic engagement.
- Moving Forward, Visit Tallahassee should expect excellent performance and increased engagement, especially if serving paid media content, or if highlighting key Tallahassee qualities.
  - Posts with specific calls to action and those implementing professional images, accounted for the highest performances, both tools which will be continually utilized moving forward.
- The Visit Tallahassee website saw more success in terms of visitation and new sessions.
  - Visits to the site were not as long as in previous months, potentially due to the fact that content drove users to event-specific websites more often than to the Visit Tallahassee site.
- #IHeartTally mentions generated relatively high counts on all applicable platforms this month. These continued levels of mentions indicate successful user activation around the hashtag as fans and visitors attended popular events and frequented local businesses and venues.
  - Moving forward, we will continue to use popular local events to promote #IHeartTally, sharing professional, partner, and user generated images in order to further drive engagements.



**Visit Tallahassee  
Social Report**

November 2014

the / **zimmerman** / agency

# Overview

	October	November	% Change
<b>Facebook Likes</b>	40,314	42,193	4.66%
PTAT	10,918	8,754	-19.82%
<b>Twitter Followers</b>	5,339	5,675	6.29%
Retweets (% of Total)	176 (26.8%)	86 (42%)	-51.10%
<b>Instagram Followers</b>	926	1,072	15.77%
Likes	991	1,034	4.34%
<b>Pinterest Followers</b>	53	143	169.81%
Repins and Likes	1	0	-100.00%

Above are key metrics for each of the platforms for Visit Tallahassee.

Month over month, followership has grown by a significantly high interval on Facebook, Twitter, Pinterest, and Instagram.

# Facebook Performance

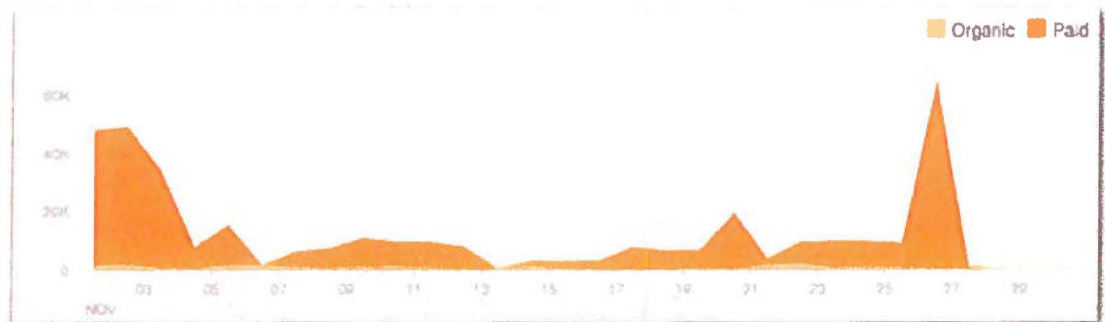
- Facebook performance did see higher fanbase growth than in October, however overall engagement was lower. This is on par with the higher media spend in October resulting in higher engagement.

	October	November	% Change
Page Likes	40,314	42,193	4.66%
Total Reach	488,944	370,300	-24.27%
Post Engagements	10,955	6,017	-45.08%
Engagement Rate	2.2%	1.6%	-27.48%
#IHeartTally Mentions	211	202	-4.27%

### Audience Growth



### Daily Reach



# Facebook Performance

- Top posts from Facebook were those featuring currently promoted events, such as the Family of Fans' Sweepstakes post and Holiday Haul Pinterest campaign posts. The paid media generated an increase of engagement and reach.
- Engagement and reach during the Holiday Haul Pinterest campaign was significantly higher than the established Family of Fans post.

**Visit Tallahassee**  
November 13 at 8:06am · Edited ·

Get your home ready for the holidays with fun, festive decorations! Visit our Holiday Haul board on Pinterest for great holiday craft ideas, pin some of your own using #HolidayHaul and #IHeartTally, and enter our sweepstakes for a chance to win a \$500 Visa gift card, 2-night hotel stay at Four Points by Sheraton, Tallahassee Downtown, and 3 hour limo service!

Full details here: [#IHeartTally](http://a.pgfb.me/m&mkqR)



Reach: 73,952  
Engagement: 2,752  
Clicks: 505

**Visit Tallahassee**  
November 7 at 9:30pm ·

It's the Happiest Time of the Year! Our #HolidayHaul Sweepstakes starts today on Pinterest and you could win a \$500 Visa gift card, 2-night hotel stay at Four Points by Sheraton, Tallahassee Downtown, and 3 hour limo service to enjoy shopping on us! To enter, follow the steps below.

Step 1) Create a Holiday Haul Tallahassee Pinterest Board  
Step 2) Pin you favorite holiday pins using both #HolidayHaul and #IHeartTally... See More



Reach: 29,776  
Engagement: 1,070  
Clicks: 278

**Visit Tallahassee**  
November 1 ·

Three Families Will Win. One of Them Could Be Yours for the Florida State Seminoles Football vs. Boston College Athletics game. Enter by November 5 to win tickets and prize packages on: <http://a.pgfb.me/ZdsR0v>. #IHeartTally



Reach: 8,332  
Engagement: 251  
Clicks: 176

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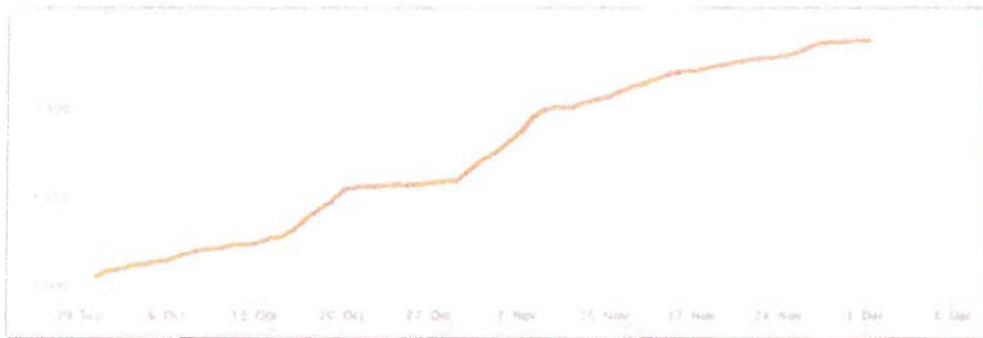


# Twitter Performance

- Twitter's fanbase growth is consistent with October's. Overall engagement was lower this month. This is on par with the higher media spend in October resulting in higher engagement.

	October	November	% Change
<b>Followers</b>	5,339	5,675	6.29%
<b>Total Impressions</b>	87,687	63,635	-27.43%
<b>Post Engagements</b>	2,322	1,702	-26.70%
<b>Engagement Rate</b>	2.6%	2.7%	1.00%
<b>#IHeartTally Mentions</b>	2,042	1,004	-50.83%

**Audience Growth**



**Daily Impressions**



# Twitter Performance

- Top posts from Twitter reveal users were successfully activated and engaged around the Family of Fans' Sweepstakes and Holiday Haul Pinterest campaign. Engagement on these posts was high in both organic and promoted reach.
- Engagement during the The Holiday Haul Pinterest campaign was on par with the established Family of Fans campaign.



Visit Tallahassee  
@Visit\_Tally

Follow

Visit our #HolidayHaul @Pinterest board for festive decor & to enter our sweeps! [bit.ly/10Aqo7I](http://bit.ly/10Aqo7I) #IHeartTally

6:20 PM - 13 Nov 2014

Impressions: 26,166  
 Favorites: 1  
 Retweets: 1  
 Replies: 1  
 Clicks: 84



Visit Tallahassee  
@Visit\_Tally

Follow

One more day left to enter the #HolidayHaul Sweeps for a chance to win BIG! [bit.ly/10Aqo7I](http://bit.ly/10Aqo7I) #IHeartTally

12:28 PM - 25 Nov 2014

Impressions: 24,468  
 Favorites: 3  
 Retweets: 3  
 Clicks: 136

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Visit Tallahassee  
@Visit\_Tally

Follow

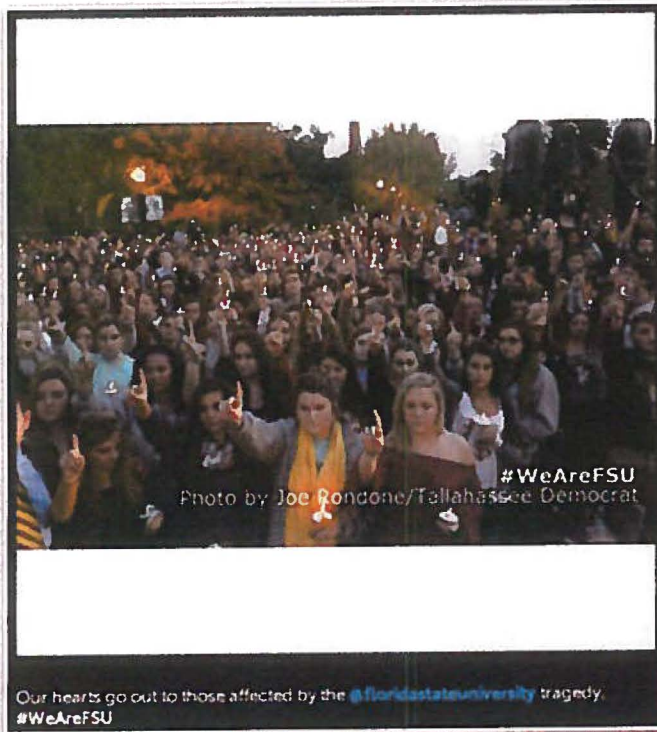
Deadline! Enter to win tix & prizes for @FSU\_Football vs. @BostonCollege, by 11/5 [bit.ly/1vLd4rB](http://bit.ly/1vLd4rB) #IHeartTally

11:00 AM - 1 Nov 2014

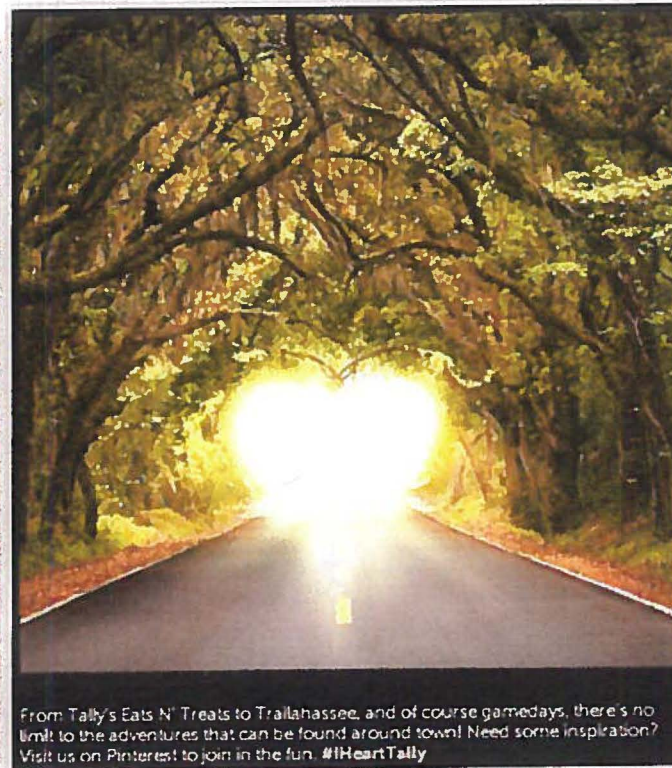
Impressions: 28,352  
 Favorites: 11  
 Replies: 2  
 Retweets: 4  
 Clicks: 387

# Instagram Performance

- Instagram posts from November revealed high engagement around key Tallahassee attributes, college football, and community support during the FSU tragedy.



Likes: 103  
Comments: 0



Likes: 87  
Comments: 3



Likes: 70  
Comments: 0

# Paid Media

- In November, paid media content for Visit Tallahassee featured the Holiday Haul Pinterest campaign and Family of Fans post. Below are the results and key metrics of those campaigns as it ran this month.

## Facebook

- Active Posts: 14
- Reach: 210,061
- Engagements: 7,497
- New Page Likes: 1,706
- Total Spent: \$3,852.88
- Cost/Engagement: \$0.51

## Twitter

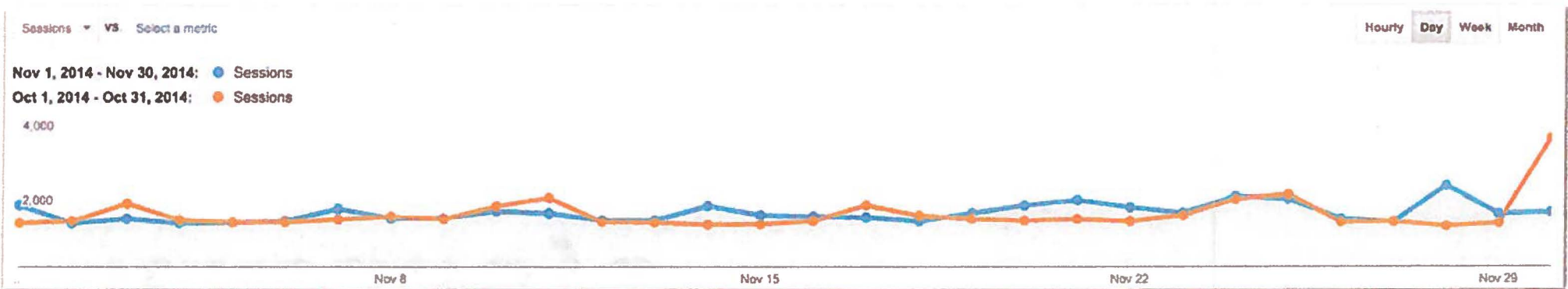
- Active Posts: 14
- Impressions: 261,888
- Engagements: 1,407
- Total Spent: \$1,247.54
- Cost/Engagement: \$0.89

# Website Referrals

Below are traffic metrics on Visit Tallahassee's website, as directed via Facebook.

- Visit Tallahassee's percentage of new sessions increased. Overall sessions, pages/session, session duration, and bounce rate was lower, indicating that visits were less frequent and occurred for a shorter period of time.
- A peak in site visits occurred on November 28 which was near the end of the Holiday Haul campaign.

SESSIONS		% NEW SESSIONS		PAGES/SESSION		AVG. SESSION DURATION (MIN)		BOUNCE RATE	
OCT	NOV	OCT	NOV	OCT	NOV	OCT	NOV	OCT	NOV
337	310	64.4%	67.1%	2.15	1.56	1:59	0:47	73.0%	78.1%



# Takeaways

- Visit Tallahassee's Facebook fanbase experienced higher growth, but overall engagement decreased month-over-month.
  - This relative decline can be attributed to October's higher media budget and support. November performance is on par with previous months. Additionally, Facebook policies were updated and are beginning to impact organic engagement and paid content.
- Visit Tallahassee's fanbase growth on Twitter increased in terms of followers, but generated lower engagements and overall impressions.
  - This can be attributed to October's higher media budget and support. Content around events, such as football, still generated high numbers of organic engagement.
- Moving Forward, Visit Tallahassee should expect excellent performance and increased engagement, especially when serving paid media content and featuring key attributes.
  - Posts that include specific call to actions posts and professional images, accounted for the highest engagement interaction.
- The Visit Tallahassee website saw success in terms of more new sessions this month.
  - Visits to the site were not as long or as varied as in the previous month, potentially due to the fact that content drove users to event-specific websites more often than to the Visit Tallahassee site.
- High activation continues around the #IHeartTally campaign.
  - Lower mentions this month can be attributed to a higher media spend and support in October.
  - Moving forward, we will continue to tag content about key attributes, dining, and memorable experiences with #IHeartTally to further drive engagements.



**VISIT TALLAHASSEE DECEMBER 2014 ADVERTISING  
ACTIVITY REPORT  
December 22, 2014**

**PROJECTS COMPLETED**

Capital Cuisine Restaurant Week Rackcards  
Delivered 12/17

Business Card Reprints  
Delivered 12/16

Trails.VisitFlorida.com Banners  
Delivered 12/22

Southern Living Feb Bonus Ad  
Delivered 12/10

FSU/IMG Extension :15 Radio Read  
Delivered 12/23

FSU/IMG Extension :30 Radio Spot  
Delivered 12/23

**PROJECTS UNDERWAY**

Van Wrap Redesign  
Anticipated delivery 1/9

#IHeartTally Handouts  
Anticipated delivery 1/9

Website Maintenance Spring on Stage  
Anticipated delivery 1/9

## **UPCOMING MEDIA PLACEMENTS**

Visit Florida Magazine-January 2014-December 2015  
Trails.VisitFlorida.com-January –September 2015  
Seminoles Football Extension Package (Radio)-January 2015  
TripAdvisor.com- October-September 2015  
Huddled Masses February – April 2015  
FAMUAthletics.com November-June 2015  
Southern Living Magazine February 2015  
Tallahassee Magazine Jan-Feb 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-  
September 2015





## Executive Summary

Due to the report delivery prior to the end of the December, month end data is not fully compatible to November. However compared to year-over-year, both total and unique page views increased (12.2% and 6.68% respectively). Visitors in December were most interested with seasonal events and Tallahassee traditions such as Elf Night and the Christmas parade. Mobile continues to outpace year-over-year performance with an increase of 71% in 2014.

Website Metric	December
Sessions	37,292
Users	29,619
Page Views	82,698
Avg Pages Viewed per Session	2.22
Avg Session Duration	01:32
New Sessions	69.06%
Mobile Sessions	19,087 (51.18%)
Mobile + Tablet Sessions	22,511 (60.36%)

## Behavior Flow

The map below shows the user experience upon landing on the site.





## Top Content

The chart below shows the top pages viewed on the site.

Page	December Page Views	% of Total Page Views
Seasons: Winter Nights Holiday Lights	16,781	20.29%
Homepage	9,009	10.89%
Events	8,649	10.46%
Explore	4,938	5.97%
Dine	2,143	2.59%
Explore: Nightlife	2,123	2.57%
Article: Elf Night @ Dorothy B. Owen Park	2,120	2.56%
Explore: Outdoors and Nature	1,675	2.03%
Explore: Shopping	1,322	1.60%
Explore: History & Heritage	1,148	1.39%

## Keywords

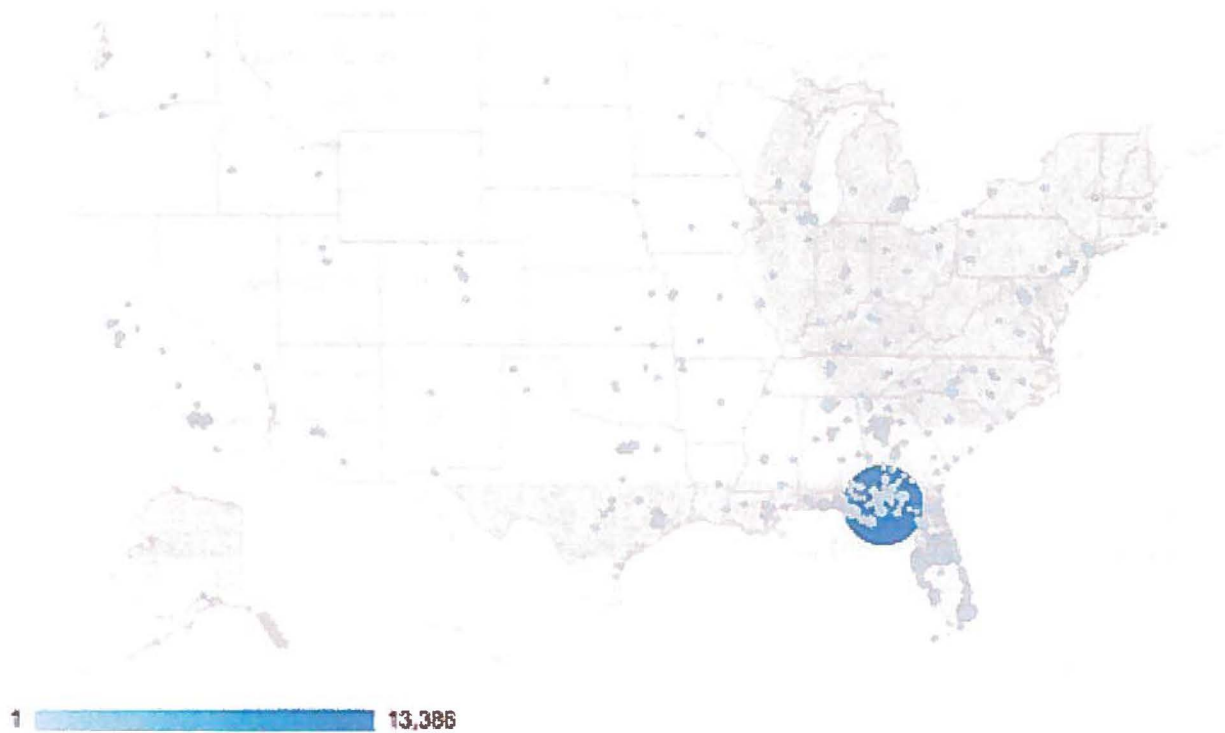
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	130
tallahassee	130
elf nights tallahassee 2014	107
tallahassee events	95
tallahassee christmas parade	76
things to do in tallahassee	56
tallahassee florida	53
Dorothy b oven park christmas lights	49
tallahassee christmas parade 2014	49



## Geography

The map below shows a concentration of visits by city and state.



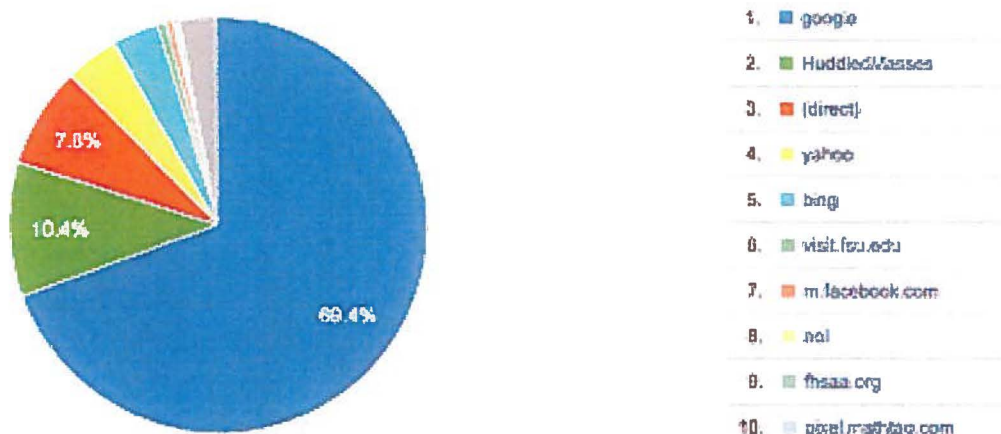
State	Visits
Florida	23,515
Georgia	2,285
Alabama	773
Texas	667
California	534
North Carolina	528
New York	441
Illinois	338
Pennsylvania	262

City	Visits
Tallahassee, FL	13,386
Orlando, FL	2,283
Bay Lake, FL	1,052
Miami, FL	685
Tampa, FL	662
Miami Beach, FL	653
Atlanta, GA	639
Panama City Beach, FL	409
Charlotte, NC	289



## Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	December Sessions
Google (organic)	22,293
Digital Banners (Huddled Masses)	3,871
Google (CPC)	3,598
Direct Traffic	2,911
Yahoo (organic)	1,591

## Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	December Sessions
visit.fsu.edu	249
facebook.com	230
fhsaa.org	63
pixel.mathtag.com (media related)	58
famu.edu	52
fsu.edu	49
bing.com	41
twitter.com	35
50states.com	31

Client: Visit Tallahassee  
Report: Website Activity Report  
Period: December 1 - 21, 2014



## Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions.

Searched Words (All)	Page Views
elf night	4
ice skating	4
north lauderdale	3
christmas	4
christmas parade	2
dorthy b ovan park	2
holiday haul	2
planaterium	2
sports council	2





**VISIT TALLAHASSEE NOVEMBER 2014 ADVERTISING  
ACTIVITY REPORT  
December 10, 2014**

**PROJECTS COMPLETED**

2014-2015 Annual Plan Presentation  
Delivered 11/6

Visit Florida Transportation Map  
Delivered 11/6

Consumer Welcome Email  
Delivered 11/7

Spring Amphitheater Concert Announcement  
Delivered 11/14

Cross Country Video Edits  
Delivered 11/14

Holiday Haul Sweepstakes  
Delivered 11/7

Consumer Email Holiday Haul and Spring Amphitheater Concerts  
Delivered 11/12

Holiday Haul Sweepstakes Banners  
Delivered 11/12

Holiday Banners  
Delivered 11/19

Southern Living Feb Insertion  
Delivered 11/25

Tallahassee Magazine Jan-Feb Insertion  
Delivered 11/25

## **PROJECTS UNDERWAY**

Capital Cuisine Restaurant Week Rackcards  
Anticipated delivery 12/12

Business Card Reprints  
Anticipated delivery 12/12

Van Wrap Redesign  
Anticipated delivery 12/19

#IHeartTally Handouts  
Anticipated delivery 12/19

Trails.VisitFlorida.com Banners  
Anticipated delivery 12/22

## **UPCOMING MEDIA PLACEMENTS**

Visit Florida Magazine-January 2014-December 2015  
Visit Florida Transportation Map-January-December 2014  
Seminoles Fall Football Package (TV, Radio, Pre-Roll Video, Banner Ads,  
Email Blasts)-October-November 2014  
TripAdvisor.com- October-September 2015  
FAMUAthletics.com November-June 2015  
Mobile Huddled Masses – November-December 2014  
Southern Living Magazine February 2015  
Tallahassee Magazine Jan-Feb 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-  
September 2015





## Executive Summary

In November, sessions, users, and page views increased over 20% year-over-year. Mobile traffic shows consistent growth surpassing desktop traffic with over 46% of all sessions. Holiday-related content received over 9,500 page views with the kick off of the winter campaign. On average, users landing on the Winter Nights, Holiday Lights or Holiday Haul pages spent over three minutes engaging with content. Geographically, visitation from Tallahassee, Orlando, and Miami were the largest contributors this month.

Website Metric	November
<b>Sessions</b>	42,863
<b>Users</b>	34,715
<b>Page Views</b>	112,182
<b>Avg Pages Viewed per Session</b>	2.62
<b>Avg Session Duration</b>	01:47
<b>New Sessions</b>	72.27%
<b>Mobile Sessions</b>	20,042 (46.76%)
<b>Mobile + Tablet Sessions</b>	34,684 (57.59%)

## Behavior Flow





## Top Content

The chart below shows the top pages viewed on the site.

Page	November Page Views	% of Total Page Views
Homepage	14,702	13.11%
Events	12,338	11.00%
Explore	8,332	7.43%
Seasons: Winter Nights Holiday Lights	5,687	5.07%
Holiday Haul	4,071	3.63%
Explore: Nightlife	3,367	3.00%
Explore: Outdoors & Nature	3,116	2.78%
Dine	3,051	2.72%
Explore: Shopping	2,116	1.89%
Explore: History & Heritage	1,995	1.78%

## Keywords

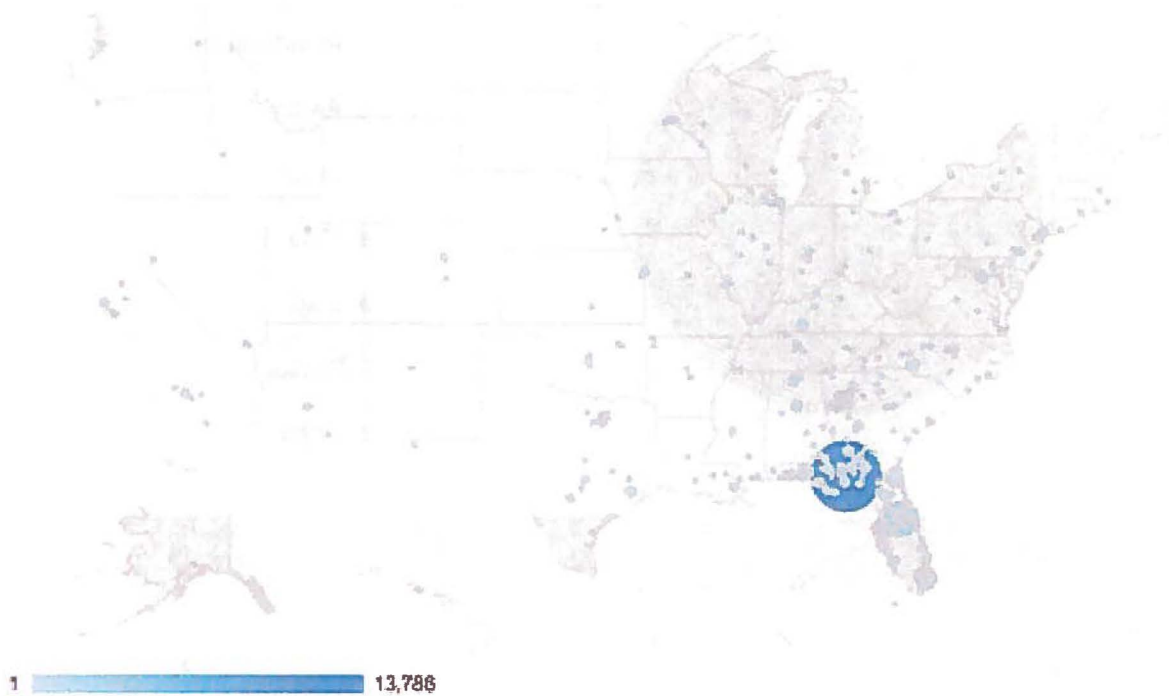
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	252
tallahassee	192
tallahassee events	121
things to do in tallahassee	118
tallahassee florida	92
tallahassee, fl	91
visit tallahassee	61
things to do in tallahassee florida	29
what to do in tallahassee	28
tallahassee restaurants	26



## Geography

The map below shows a concentration of visits by city and state.



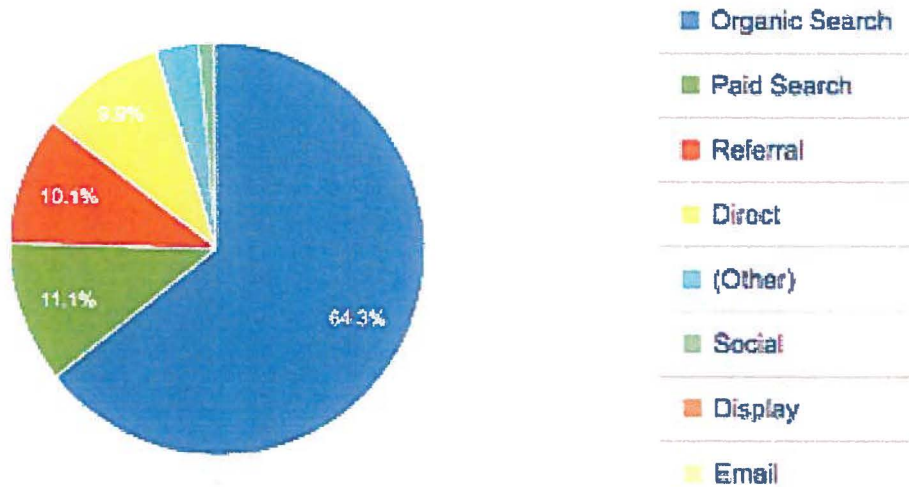
State	Visits
Florida	26,829
Georgia	2,710
Alabama	946
Texas	844
California	659
North Carolina	658
New York	553
Illinois	489
Pennsylvania	392
Tennessee	362

City	Visits
Tallahassee, FL	13,786
Orlando, FL	3,165
Miami, FL	1,294
Tampa, FL	841
Atlanta, GA	751
Jacksonville, FL	424
Miami Beach, FL	423
Sky Lake, FL	375
Charlotte, NC	328
Decatur, AL	287



## Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	November Sessions
Google (organic)	24,024
Google (CPC)	4,858
Direct Traffic	4,249
Pixel.mathtag.com (referral: media-related)	2,189
Yahoo (organic)	1,845

## Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	November Sessions
pixel.mathtag.com (media-related)	2,189
visit.fsu.edu	490
facebook.com	309
twitter.com	191
fhsaa.org	140
seminoles.com	116
famu.edu	69
50states.com	57
pinterest.com	39
search.tb.ask.com	36



## Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions and out of market sessions only.

Searched Words (All)	Page Views
Capital Cuisine Restaurant Week	5
mr roboto	5
football games	4
grayhound station	4
holiday haul	4
movie	4
new year	4
all time fun events in tallahassee	3
Calendar	3
Christmas parade	3

Searched Words (Out of Market Only)	Page Views
Capital Cuisine Restaurant Week	5
mr roboto	5
football games	4
grayhound station	4
movie	4
all time fun events in tallahassee	3
Calendar	3
Restaurant	3
today	3
zip line	3





**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
www.strglobal.com

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
www.str.com

## Visit Tallahassee

For the Month of November 2014

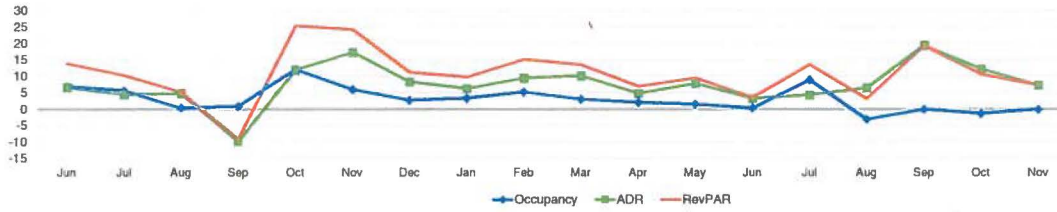
Date Created: Dec 17, 2014

	Tab
<b>Table of Contents</b>	1
Trend Leon County, FL	2
Response Leon County, FL	3
Help	4

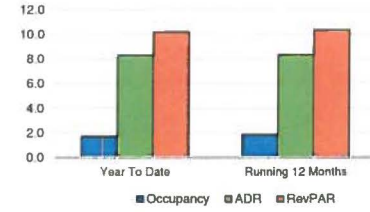


Visit Tallahassee  
For the Month of November 2014

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	63.9	56.0	63.6	52.1	60.7	57.4	47.4	51.1	64.9	69.4	82.3	69.4	83.2	61.9	81.8	52.1	59.9	57.4
Last Year	59.0	53.1	63.3	51.7	54.2	54.2	46.1	49.4	61.8	67.4	61.0	59.5	63.0	56.0	63.6	52.1	60.7	57.4
Percent Change	6.8	5.5	0.4	0.9	12.0	5.9	2.7	3.3	5.2	3.0	2.1	1.5	0.3	8.8	-3.1	-0.1	-1.3	-0.1

	Year To Date			Running 12 Months		
	2012	2013	2014	2012	2013	2014
Occupancy	56.8	59.2	60.3	54.9	58.1	59.2
ADR	54.1	56.8	59.2	53.3	54.9	58.1
RevPAR	3.1	6.1	1.7	-3.1	5.8	1.9

ADR	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	77.20	72.90	79.05	83.65	105.90	105.55	78.47	80.75	87.38	95.66	90.68	95.17	79.67	76.02	84.14	99.83	118.73	113.19
Last Year	72.45	69.81	75.49	92.89	94.68	90.00	72.49	76.01	79.84	86.90	86.50	88.27	77.20	72.90	79.05	83.65	105.90	105.55
Percent Change	6.6	4.4	4.7	-9.9	11.8	17.3	8.2	6.2	9.4	10.1	4.7	7.8	3.2	4.3	6.4	19.3	12.1	7.2

	Year To Date			Running 12 Months		
	2012	2013	2014	2012	2013	2014
Occupancy	81.53	85.64	92.76	80.85	84.73	91.80
ADR	80.97	81.53	85.64	80.16	80.85	84.73
RevPAR	0.7	5.0	8.3	0.9	4.8	8.3

RevPAR	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	48.63	40.86	50.24	43.62	64.29	60.58	37.16	41.23	56.74	66.42	56.45	57.44	50.36	46.36	51.82	51.99	71.12	64.92
Last Year	42.73	37.07	47.81	48.02	51.31	48.79	33.43	37.57	49.30	58.58	52.81	52.48	48.63	40.86	50.24	43.62	64.29	60.58
Percent Change	13.8	10.2	5.1	-9.2	25.3	24.2	11.2	9.7	15.1	13.4	6.9	9.5	3.6	13.5	3.1	19.2	10.6	7.2

	Year To Date			Running 12 Months		
	2012	2013	2014	2012	2013	2014
Occupancy	45.52	50.73	55.91	44.38	49.23	54.34
ADR	43.84	45.52	50.73	42.69	44.38	49.23
RevPAR	-3.8	11.4	10.2	4.0	10.9	10.4

Supply	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	175,500	181,350	181,319	175,470	175,739	170,070	175,739	175,739	158,732	178,715	172,800	178,653	172,800	178,653	178,653	172,890	178,653	172,890
Last Year	178,980	184,946	184,946	178,980	184,946	178,980	184,946	184,946	167,020	181,350	175,500	181,350	175,500	181,350	181,319	175,470	175,739	170,070
Percent Change	-1.9	-1.9	-2.0	-2.0	-5.0	-5.0	-5.0	-5.0	-5.0	-1.5	-1.5	-1.5	-1.5	-1.5	-1.5	-1.5	-1.7	-1.7

	Year To Date			Running 12 Months		
	2012	2013	2014	2012	2013	2014
Occupancy	1,967,880	1,949,614	1,919,358	2,147,773	2,134,560	2,095,097
ADR	1,944,211	1,967,860	1,949,614	2,125,437	2,147,773	2,134,560
RevPAR	1.2	-0.9	-1.6	1.1	-0.6	-1.8

Demand	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	110,546	101,633	115,238	91,494	106,695	97,619	83,227	89,736	103,992	124,074	107,628	107,830	109,275	108,950	110,022	90,007	107,018	99,169
Last Year	105,575	98,211	117,130	92,525	100,228	97,013	85,290	91,416	103,138	122,245	107,043	107,821	110,546	101,633	115,238	91,494	106,895	97,619
Percent Change	4.7	3.5	-1.6	-1.1	6.5	0.6	-2.4	1.8	0.0	1.5	0.5	0.0	-1.1	7.2	-4.5	1.6	0.3	1.6

	Year To Date			Running 12 Months		
	2012	2013	2014	2012	2013	2014
Occupancy	1,098,020	1,154,888	1,156,831	1,179,058	1,240,178	1,240,058
ADR	1,052,576	1,096,620	1,154,888	1,132,002	1,178,058	1,240,178
RevPAR	4.4	5.1	0.2	4.2	5.2	0.0

Revenue	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	8,534,424	7,409,089	9,109,688	7,653,320	11,296,641	10,303,512	8,530,744	7,245,749	9,005,839	9,106,696	10,869,372	9,760,144	10,262,270	8,706,460	8,281,959	9,257,517	8,988,678	12,706,421
Last Year	7,648,458	6,855,975	8,841,722	8,564,306	9,489,831	8,731,578	8,163,090	6,948,673	8,234,734	10,623,280	9,266,851	9,517,213	8,534,424	7,409,089	9,109,688	7,653,320	11,296,641	10,303,512
Percent Change	11.6	8.1	3.9	-10.9	19.1	18.0	5.9	4.3	9.4	11.7	5.3	7.6	2.0	11.8	1.6	17.4	12.5	8.9

	Year To Date			Running 12 Months		
	2012	2013	2014	2012	2013	2014
Occupancy	89,574,346	98,901,425	107,308,998	95,327,301	105,084,515	113,839,742
ADR	85,226,175	89,574,346	98,901,425	90,745,227	95,327,301	105,084,515
RevPAR	5.1	10.4	8.5	5.0	10.2	8.3

Census %	2013												2014					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	63	63	63	63	61	61	61	61	61	62	62	62	62	62	62	62	62	62
Census Rooms	5859	5850	5849	5849	5689	5689	5689	5689	5699	5765	5763	5763	5763	5763	5763	5763	5763	5763
% Rooms Participants	85.9	84.2	84.2	84.2	85.4	83.1	85.4	85.4	85.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4

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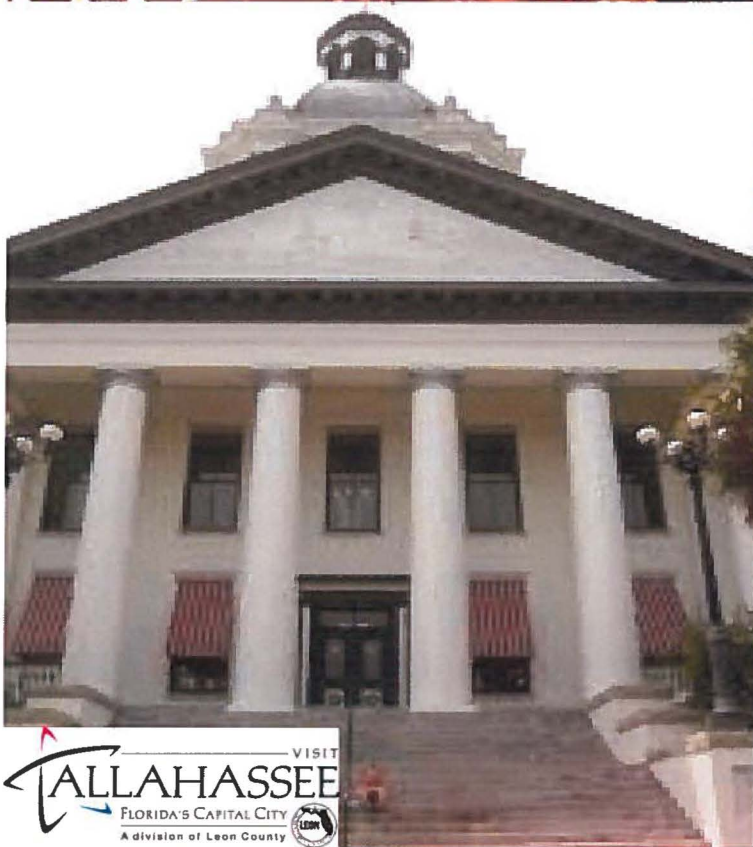






# Visit Tallahassee

## Status Update 1.8.2015



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[pd@kerr-downs.com](mailto:pd@kerr-downs.com)

# Visit Tallahassee Research Plan

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- **Documentation Research.** Basic research studies required to demonstrate the economic impact from tourism.
  
- **Increase Visitation Research.** Studies intended to increase the numbers of visitors who come to Leon County.

# Research Update

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- Finishing data collection for 1<sup>st</sup> quarter 2015.
- Will deliver results in early February and present results at the Visit Tallahassee board meeting in March.

# On-site Data Collection

- FSU Football Games (x5)
- Downtown Get downs (x5)
- FAMU Football Game
- Cross Country State Championship
- Cascades Park Holiday Concert
- Market Days
- Tallahassee Winter Festival
  
- Sample Size:
  - 617 completed interviews to-date

# Online Data Collection

Participating properties & attractions:

- Four Points by Sheraton
  - Aloft
  - Baymont Inn
  - Ramada Plaza
  - Tallahassee Museum
- 
- Each property/attraction will receive a tailored report of its visitors if sample sizes permit

# Potential Visitors Study

- Developing questionnaire for this study
- Selecting target markets
- Study to be completed in March



Leon County  
Tourist Development Council

**General Special Event  
Grant Program**  
(Policies & Application)

Approved  
By the

Leon County Tourist Development Council

Amended: May 1, 2014

## Table of Contents

- I. Introduction and Definition
- II. Statement of Policies
- III. Funding Eligibility
- IV. Rating Criteria and Process
- V. Grant Request Funding Levels
- VI. Approval Process
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- VIII. Visitor Tracking
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- X. Application
- XI. Appendices
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## **Leon County Tourist Development Council Special Event Grant Program**

### **I. INTRODUCTION AND DEFINITION**

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The TDC annually allocates funds to a grant program for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from advisory groups including the Special Event Grant Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council.

A "Special Event" is defined as "a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Leon County residents and to those living outside Leon County who would visit the destination and stay overnight to observe or participate."

Direct sales, advertising or marketing programs that conflict with Visit Tallahassee programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

### **II. STATEMENT OF POLICIES**

- A. Grant funds are intended to supplement the sponsoring organization's budget.
- B. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- C. Applicants receiving grant funds from the Council on Cultural & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
- D. Hotels secured for the event must be located within Leon County.
- E. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy

of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.

- F. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- G. Any funds granted will be subject to audit by the Leon County Auditor.
- H. To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. Need language naming Leon County as an additional insured.
- I. The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its agency of record on behalf of the applicant.
- J. The Leon County Tourist Development Council and/or Visit Tallahassee must be included on all printed and online promotional materials for the event and referred to in public relations activities. A camera-ready logo and link to the Visit Tallahassee web site will be provided for these purposes. All printed materials and online screen shots showing the TDC logo must be presented with the Post Event Report. Failure to include the logo can be cause for disallowing reimbursement of that portion of the grant.



- K. Allowable expenses shall include:
  - Promotion, marketing and paid advertising/media buys that reach outside Leon County with potential to drive overnight visitation
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Note: Item #19 of the Application requires that applicants describe how the grant funds will be used. Any changes to the items submitted in #19 MUST be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff.
- L. Unallowable expenses include:
  - General and administrative expenses,
  - Building, renovating and/or remodeling expenses,
  - Permanent equipment purchases,
  - Debts incurred prior to grant requests,
  - Programs which solicit advertising or sponsorships,
  - Hospitality or social functions,
  - Advertising that only reaches Leon County and its residents.

### **III. FUNDING ELIGIBILITY**

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.
6. Must provide Liability/Medical/Workers Comp Insurance Coverage and have Leon County named as an additional insured.

#### IV. RATING CRITERIA AND PROCESS

Each grant application will be reviewed by TDC staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the TDC's Special Event Grant Committee for scoring. The committee will score each application on a 100 point scale based on the following:

			Score	Notes
Tourism Development	<ul style="list-style-type: none"> <li>• Proposal coincides with non-peak or shoulder seasons, has potential of generating visitation to Leon County that includes overnight stays in Leon County commercial lodging (40 points)*</li> <li>• Proposal contributes to overall appeal of Leon County as preferred visitor destination through its event offerings. (10 points)</li> <li>• Proposal includes strategies for attracting visitors from Florida and the Southeast</li> <li>• Marketing plan is well-defined, thorough and realistic (10 points)</li> <li>•</li> </ul>	60 points		
Event Evaluation	<ul style="list-style-type: none"> <li>• Budget seems realistic</li> <li>• Funds requested meet criteria for allowable expenses</li> <li>• Proposal includes method for documenting and evaluating outcome of event including generating overnight visitation and use of hotel rooms</li> <li>• Proposal includes plan for documenting overnight hotel stays</li> </ul>	40 points		
		Total Possible Points: 100		

**\* Note: An event that occurs during periods when hotel occupancy is higher than normal may not be favorably reviewed for funding.**

## Guidelines

### V. GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event's estimated number of hotel room nights. **There are no maximum restrictions for funding request. The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee's discretion and the funding available. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.**

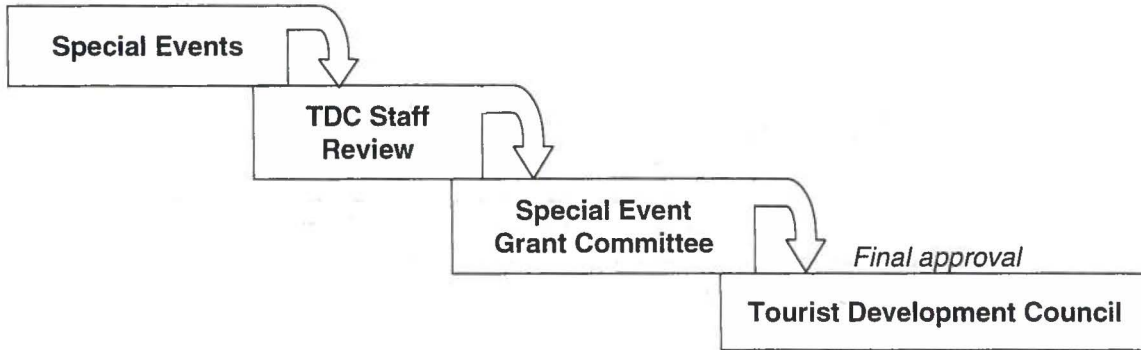
Estimated Room Nights	Room Night Funding Range
1,001-1,499	\$7,000+
500 --1,000	\$4,500 – 7,000 +
200 to 499	\$2,400 - 4,499
100 to 199	\$1,201 - 2,399
Less than 100	\$0 - \$1,200

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be 90%.
4. The grant requested amount will then be multiplied by the percentage attained to determine the **initial** award based on the categories above. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
5. The same process will be followed for each application and the total initial awards will be added.
6. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
7. Additional adjustments will be made if necessary to reach the total amount in the budget.
8. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold if necessary to ensure funding for the highest scoring

- applications.
9. Applications for grants \$5,000 and more must itemize the amount requested on the application.

**VI. APPROVAL PROCESS**



**VII. SPECIAL EVENT GRANT TIMELINE**

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	5/12/2014
3.	Workshop for Grant Applicants	5/21/2014
4.	<b>Deadline for Applications Submittal</b>	<b>7/14/2014, 5 p.m.</b>
5.	Review by Advisory Committees -TDC Special Event Grant Committee	TBA
6.	Review & Final Approval by LCTDC	9/4/2014
7.	Funds Available – Must provide <b>proof of paid expenses</b> and <b>room night/ Visitor report.</b>	2 weeks following submittal and approval of Post-Event Report

In the event that a Special Event Grant application is received outside of the Tourist Development Council’s designated submission dates, the Council may elect to consider the request following a super majority vote (majority plus one) of the Council if special event grant funds are still available in the budget.



## VIII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee-Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed, five question surveys of event attendees. The TDC will provide questions and assist with analysis.

The TDC reserves the right to conduct a post-audit of information presented on the **Post-Event Report** (Appendix B). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**

## IX. CONCLUSION

Applicants are asked not to contact members of the DC Special Event Grant Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

Please submit the original plus **FOUR (4) copies** of the attached application form **by 5 p.m. on July 14, 2014** to:

Tourist Development Council  
Special Event Grant Program  
c/o Visit Tallahassee  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301

**Failure to meet the 5 p.m. July 14 deadline will result in disqualification.**

**For questions or additional information, please contact our office at:**

(850) 606-2300

**FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS**

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.



**Leon County Tourist Development  
Special Event Grant Application**

**I. Application Information**

**Organization Name:**

**Organization Contact:**

**Title:**

**Phone:**

**Email:**

**Address:**

**City:**

**State:**

**Zip Code:**

**Non-Profit Org:** (yes no )

**Tax I.D. Number:**

**Liability/Medical Insurance:** (yes  no  )

**Liability/Medical Insurance**

**Carrier:**

**(Please provide certificate 30 days in advance of event)**

**I. Event Information** \* This Information will be public and publish directly to VisitTallahassee.com calendar.\*

**\*Event Name:**

**\*Event Group:**

**Event Director:**

**\*Event Email:**

**\* Phone:**

**\*Type of Event:**   
(Dropdown Box)

**\*Sport: (Sports App Only)**

**\*Start Date (mm/dd/yy)**   
(add dropdown calendar with events already booked)

**\*End Date (mm/dd/yy)**

**Event Location:**

**\*Event Website:**

**\*Event/Org. Facebook Page:**

**\*Event Twitter Account:**

**\*Admission Cost:**

**\*Schedule of Events:  
(Large Type In Box)**

**\*Event Description:**

**III. Facility Information**

Has venue/facility been secured? (yes  no )

Within Leon County? (yes  no )

Venue Name:

Address:

City:

State:

Zip Code:

Venue Contact Name:

Telephone:

#### IV. Lodging Information

Has hotel been secured? (yes  no )

If you have not secured a hotel for the event, would you like to be contacted by hotels or event service providers? (yes  no )

Hotel Name:

Hotel Contact Name:

Telephone:

Expected Rooms Per Night:

# Of Nights Stayed:  
(Calendar pops up)

#### V. Event Scope

\*Participant = (athletes, coaches, officials, visiting artists, speakers, production crews)

\*Visitor = (participant + family + spectators) from out of town

Total Participants:

Total # Teams: (Sports only)

Total Overnight Visitors:

Total Room Nights:

To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e. 5 rooms for 4 nights = 20 room nights)

- \*Unknown or untracked is not acceptable and request for reimbursement will not be processed.

**VI. Grant Request**

**Amount Requested (\$):**   
**(dropdown box)-funding guideline from guidelines above**

<u>Allowable Expenses include</u>	<u>Unallowable expenses include</u>
Promotion, marketing and paid media advertising outside of Leon County	General and administrative expenses
Production and technical expenses	Marketing within Leon County
Site fees/costs (contract help, rentals, insurance, security)	Building, renovating and/or remodeling expenses
Rights fees, sanctioning fees, non-monetary awards	Permanent equipment purchases
Travel expenses including lodging	Programs which solicit advertising or sponsorships, and hospitality or social functions.

**Use of funds:  
 (Refer to guidelines above)**

**Are you receiving funding from COCA, Leon County, or City of Tallahassee?**

**Yes**  **No**

**If yes, please indicate sources:**

**COCA**  **City of Tallahassee**  **Leon County**  **State of Florida**  **Other (Please specify:**

**VI. Total Event Projected Budget\***

Please attach budget, if not available complete the budget below.

Expense Item	In-Kind	Cash	Revenue Items	Cash
	<b>Total In-Kind Expenses \$</b>	<b>Total Cash Expenses \$</b>		<b>Total Cash Revenue</b>

**Total Expenses**

**Total Revenue**

**\*Incomplete budgets will not qualify for funding\***

**Marketing Plan:** Please describe your marketing activities in detail, indicating all planned advertising and promotional efforts (paid media, email distribution, brochure or promotional collateral distribution, online advertising, etc.) Please attach your marketing Plan or utilize the text box below.

Amount of spending on marketing outside of Leon County

\$



# CERTIFICATION AND COMPLIANCE STATEMENT

---

**APPLICANT:**

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council. Signatures must be **original** in **blue ink**.

Name: \_\_\_\_\_  
Please Print or Type

Organization: \_\_\_\_\_  
Please Print or Type

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

---

Please return the original plus four (4) copies of the Application and the Certification & Compliance Page to:

Leon County Tourist Development Council  
ATTN: Special Events Grant Program  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301

Leon County  
Tourist Development Council

Tallahassee Sports Council  
Special Event Grant  
Program

Approved  
By the

Leon County Tourist Development Council

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## **Leon County Tourist Development Council Special Events Grant Program**

### **I. INTRODUCTION AND DEFINITION**

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for: meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The TDC annually allocates funds to a grant program for local groups and organizations that coordinate events with a demonstrated history of or significant potential for drawing visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from advisory groups including the Special Event Grant Committee. The Leon County Division of Tourism Development sports department, with support of the Tallahassee Sports Council, administers the grants program for sporting events. These grants are approved by the TDC.

A "Special Event" is defined as "a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Leon County residents and to those living outside Leon County who would visit the destination and stay overnight to observe or participate."

Direct sales, advertising or marketing programs that conflict with Visit Tallahassee programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through increased in transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

### **II. STATEMENT OF POLICIES**

- A. Grant funds are intended to supplement the sponsoring organization's budget.
- B. Funding does not support administrative costs or non public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- C. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year. In the event that a Special Event Grant application is received outside of the Tourist Development Council's designated submission dates and grant funds are still available in the budget, the Council may elect to consider the request following a super majority vote (majority plus one) of the Council.

- D. Hotels secured for the event must be located within Leon County.
- E. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
- F. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- G. Any funds granted will be subject to audit by the Leon County Auditor.
- H. To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. Need language naming Leon County as an additional insured.
- I. The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its agency of record on behalf of the applicant.
- J. The Leon County Tourist Development Council and/or Visit Tallahassee must be included on all printed and online promotional materials for the event and referred to in public relations activities. A camera-ready logo and link to the Visit Tallahassee or Trailahassee web site will be provided for these purposes. All printed materials and online screen shots showing the TDC logo must be presented with the Post Event Report.



- K. Allowable expenses shall include:
  - Promotion, marketing and paid advertising/media buys that reach outside Leon County with potential to drive overnight visitation;
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
- L. Unallowable expenses include:
  - General and administrative expenses,
  - Advertising that only reaches Leon County and its residents
  - Building, renovating and/or remodeling expenses,

- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships, and
- Hospitality or social functions.

### **III. FUNDING ELIGIBILITY**

The intent of the Special Events Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.
6. Must provide Liability/Medical/Workers Comp Insurance Coverage and have Leon County named as an additional insured.

#### IV. RATING CRITERIA AND PROCESS

Each grant application will be reviewed by TDC staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the Tallahassee Sports Council Special Events Committee consideration. The committee will score each application on a 100 point scale based on the following:

			Score	Notes
Tourism Development	<ul style="list-style-type: none"> <li>• Proposal coincides with non-peak or shoulder seasons, has potential of generating visitation to Leon County that includes overnight stays in Leon County commercial lodging (40 points)*</li> <li>• Proposal contributes to overall appeal of Leon County as preferred visitor destination through its event offerings. (10 points)</li> <li>• Proposal includes strategies for attracting visitors from Florida and the Southeast</li> <li>• Marketing plan is well-defined, thorough and realistic (10 points)</li> <li>•</li> </ul>	60 points		
Event Evaluation	<ul style="list-style-type: none"> <li>• Budget seems realistic</li> <li>• Funds requested meet criteria of allowable expenses</li> <li>• Proposal includes method for documenting and evaluating outcome of event including generating overnight visitation and use of hotel rooms</li> <li>• Proposal includes plan for documenting overnight hotel stays</li> </ul>	40 points		
		Total Possible Points: 100		

**Note: An event that occurs during periods when hotel occupancy is higher than normal may not be favorably reviewed for funding.**

## GUIDELINES

### V. GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event's estimated number of hotel room nights. **There are no maximum restrictions for funding request. The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee's discretion and the funding available. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category**

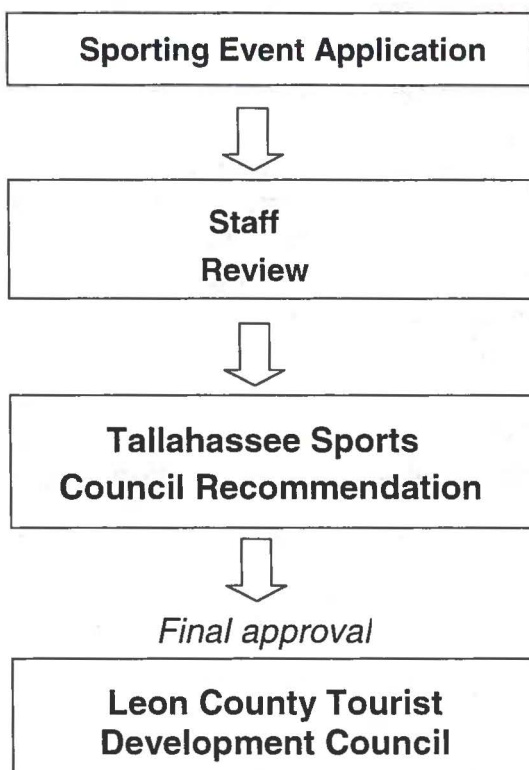
Estimated Room Nights	Room Night Funding Range
1,001-1,499	\$7,000+
500 -1,000	\$4500 – 7,000
200 to 499	\$2400 - 4,499
100 to 199	\$1201 - 2,399
Less than 100	\$0 - \$1,200

The committee will review each event application and determine the final grant amounts based on the following criteria:

1. The potential of an event to bring overnight visitors to Leon County.
2. Events scheduled during non-peak or shoulder seasons will be a priority.
3. The estimated number of out-of-town visitors and their length of stay.
4. The history of the event including previous grant support and potential for growth.
5. The amount of potential media exposure to Tallahassee and Leon County.
6. The submitted detailed plan for marketing and promotion.
7. The submitted detailed budget with realistic expectations. Applicant must show a need for funding.
8. The intended use of funds must fall within scope of the special events program as stated in policies.
9. Availability of funding for entire program.
10. Applications for grants \$5,000 and more must itemize the amount requested on the application.



## VI. APPROVAL PROCESS



## VII. SPECIAL EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	5/12/2014
3.	Workshop for Grant Applicants	5/21/2014
4.	<b>Deadline for Applications Submittal</b>	<b>7/14/2014 , 5 p.m.</b>
5.	Review by Advisory Committees -Tallahassee Sports Council	9/2/2014
6.	Review & Final Approval by LCTDC	9/4/2014
7.	Funds Available – Must provide <b>proof of paid expenses</b> and <b>room night/ Visitor report.</b>	2 weeks following submittal and approval of Post-Event Report

**Out of Cycle Process** - In the event that a Special Event Grant application is received outside of the published dates the Tallahassee Sports Council and Tourist Development Council's may elect to consider the request following a super majority vote (majority plus one) of the Council if any special event grant funding dollars are available.

## VIII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee-Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. The TDC will provide questions and assist with analysis.

The TDC reserves the right to conduct a post-audit of information presented on the **Post-Event Report** (Appendix B). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.** Not tracking your event rooms and/or visitors could void your post event funding.

## IX. CONCLUSION

Applicants are asked not to contact members of the Special Events Grant Committee, or the Tallahassee Sports Council. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

Please submit the original plus **FOUR (4) copies** of the attached application form **by 5 p.m. on July 14, 2014** to:

Tallahassee Sports Council  
Special Event Grant Program  
c/o Visit Tallahassee  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301

**Failure to meet the 5 p.m. July 14, 2014 deadline will result in disqualification.**

**For questions or additional information, please contact:**

Brian Hickey  
(850) 606-2313  
Amanda Heidecker  
(850) 606-2317



Leon County Tourist Development  
**Special Event Grant Application**

**I. Application Information**

**Organization Name:**

**Organization Contact:**

**Title:**

**Phone:**

**Email:**

**Address:**

**City:**

**State:**

**Zip Code:**

**Non-Profit Org:** (yes no )

**Tax I.D. Number:**

**Liability/Medical Insurance:** (yes  no )

**Liability/Medical Insurance**

**Carrier:**

**(Please provide certificate 30 days in advance of event)**

**I. Event Information** \* This Information will be public and publish directly to VisitTallahassee.com calendar.\*

\*Event Name:

\*Event Group:

Event Director:

\*Event Email:

\* Phone:

\*Type of Event:  
(Dropdown Box)

\*Sport: (Sports App  
Only)

\*Start Date  
(mm/dd/yy)  
(add dropdown calendar with events already booked)

\*End Date (mm/dd/yy)

Event Location:

\*Event Website:

\*Event/Org. Facebook  
Page:

\*Event Twitter  
Account:

\*Admission Cost:

**\*Schedule of Events:  
(Large Type In Box)**

**\*Event  
Description:**

### III. Facility Information

Has venue/facility been secured? (yes  no )

Within Leon County? (yes  no )

Venue Name:

Address:

City:

State:

Zip Code:

Venue Contact Name:

Telephone:

#### IV. Lodging Information

Has hotel been secured? (yes  no )

If you have not secured a hotel for the event, would you like to be contacted by hotels or event service providers? (Yes  no )

Hotel Name:

Hotel Contact Name:

Telephone:

Expected Rooms Per Night:

# Of Nights Stayed:  
(Calendar pops up)

#### V. Event Scope

\*Participant = (athletes, coaches, officials, visiting artists, speakers, production crews)

\*Visitor = (participant + family + spectators) from out of town

Total Participants:

Total # Teams: (Sports only)

Total Overnight Visitors:

Total Room Nights:

To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights)

- \*Unknown or untracked is not acceptable and request for reimbursement will not be processed.

**VI. Grant Request**

**Amount Requested**

**(\$):**  
**(dropdown box)-funding guideline from guidelines above**

<u>Allowable Expenses include</u>	<u>Unallowable expenses include</u>
Promotion, marketing and paid media advertising outside of Leon County	General and administrative expenses
Production and technical expenses	Marketing within Leon County
Site fees/costs (contract help, rentals, insurance, security)	Building, renovating and/or remodeling expenses
Rights fees, sanctioning fees, non-monetary awards	Permanent equipment purchases
Travel expenses including lodging	Programs which solicit advertising or sponsorships, and hospitality or social functions.

**Use of funds:**  
**(Refer to guidelines above)**

**Are you receiving funding from COCA, Leon County, or City of Tallahassee?**

**Yes**  **No**

**If yes, please indicate sources:**

**COCA**  **City of Tallahassee**  **Leon County**  **State of Florida**  **Other (Please specify:**

**VI. Total Event Projected Budget\***

Please attach budget, if not available complete the budget below.

Expense Item	In-Kind	Cash	Revenue Items	Cash
	<b>Total In-Kind Expenses \$</b>	<b>Total Cash Expenses \$</b>		<b>Total Cash Revenue</b>

**Total Expenses**

**Total Revenue**

**\*Incomplete budgets will not qualify for funding\***

**Marketing Plan:** Please describe your marketing activities in detail, indicating all planned advertising and promotional efforts (paid media, email distribution, brochure or promotional collateral distribution, online advertising, etc.) Please attach your marketing Plan or utilize the text box below.

Amount of spending on marketing outside of Leon County \$



# CERTIFICATION AND COMPLIANCE STATEMENT

---

## APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council. Signatures must be **original** in **blue ink**.

Name: \_\_\_\_\_  
Please Print or Type

Organization: \_\_\_\_\_  
Please Print or Type

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)


---

Please return the original plus four (4) copies of the Application and the Certification & Compliance Page to:

Leon County Tourist Development Council  
ATTN: Special Events Grant Program  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301

## MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Director, Leon County Division of Tourism Development 

SUBJECT: Signature Event Grant Requests

DATE: January 5, 2015

As part of the January 8, 2015 TDC agenda, members are being asked to consider the first two Signature Event Grant applications. The first request is for \$25,000 to be used to assist with the artist's fees for the expansion of the 2015 Springtime Tallahassee Festival. The second is for \$35,000 that would be used to enable Leon County and Tallahassee to bid on an AAU Track & Field National Qualifier.

The TDC's recommendation for the Signature Event guidelines and process were presented to the Board of County Commissioners on December 10, 2013 and approved. A copy of the agenda item is included in your packet.

We have developed a template for Signature Event applications and have incorporated the changes being made for the FY 2016 TDC Special Event grants and Sports Council grants. The two applications are included for your review and fall within the definition and guidelines previously approved by the Board. The funding requests also meet the approved funding levels.

Staff will direct Kerr-Downs Research to conduct an economic impact study of the expanded Springtime Tallahassee festival to determine the number of room nights and impact generated and will utilize the Destination Marketing Association International economic impact calculator to gauge the success of the AAU Track & Field National Qualifier. If the AAU event is not awarded to Tallahassee and Leon County, the funds would not be required.

These requests will be decided upon by the TDC and do not need further Board approval.

Please let me know if you have questions or need additional information.

Back

Print

**Leon County  
Board of County Commissioners  
Cover Sheet for Agenda #21**

**December 10, 2013**

<b>To:</b>	Honorable Chairman and Members of the Board
<b>From:</b>	Vincent S. Long, County Administrator
<b>Title:</b>	Approval of the Tourism Signature Event Grant Program

<b>County Administrator Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/Division Review and Approval:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Economic Development and Business Partnerships
<b>Lead Staff/Project Team:</b>	Lee Daniel, Division of Tourism Development

**Fiscal Impact:**

This item has been budgeted and adequate funding is available. As part of the FY 2014 budget process, the Board approved placing \$125,000 into a proposed Tourism Signature Events Grant

Program and directed staff to bring back an agenda item detailing the process and criteria for this grant program.

**Staff Recommendation:**

Option #1: Approve the Tourism Signature Event Grant Program (Attachment #1).

**Report and Discussion**

**Background:**

This item seeks approval of the Tourism Signature Event Grant Program as directed by the Board. On May 28, 2013 the Board discussed a \$100,000 funding request for a new Word of South Festival and expressed concerns about large unanticipated funding requests made through the Tourist Development Council (TDC) and the funding caps imposed under the sports grant process. During the presentation of the Cultural Plan Review Committee's Interim Report on June 18, 2013, the Board reiterated the need for a dedicated revenue source to satisfy the funding requests for large events that have the potential to draw visitors to the community. These one-time requests often target the Division of Tourism Development's unallocated fund balance on a case-by-case basis rather than allowing for a more deliberative process. At the FY 2014 Budget Workshop on July 8, 2013, staff brought back recommendations to address Board concerns over large funding requests for events being brought through the TDC outside of the current grant program cycle and proposed changes to the sports grant process (Attachment #2).

As part of the FY 2014 budget process, the Board approved placing \$125,000 into a proposed Tourism Signature Events Grant Program and directed staff to bring back an agenda item detailing the process and criteria for this grant program. The Board also increased the sports grant funding from \$90,000 to \$115,000 and authorized the elimination of the funding caps for both the sports and special grants which had previously been set at \$6,500 per award. Further, the Board directed staff to develop and bring back specific criteria to evaluate grant applications through the Division of Tourism Development.

**Analysis:**

With budgetary approval from the Board, the Division of Tourism Development currently operates three grant programs. For FY 2014 the Board increased the sports grants funding from \$90,000 to \$115,000, the special event grant program has a budget of \$60,000, and the meetings and conventions transportation grant program has a budget of \$20,000 that is used to help meeting planners transport delegates from hotels to public meeting spaces. At the Board's direction, staff eliminated the previously established maximum amounts for the sports and special event grants for FY 2014. Of the 17 special event grant recipients for FY 2014, five received awards higher than the previous maximum amount including: the 17<sup>th</sup> Annual Florida African Dance Festival, Florida History Fair, Springtime Tallahassee, Market Days, and Children's Week. Staff anticipates that there will also be several sports grants in the next application cycle to exceed the former award caps, based on their economic impact.

The allocation of \$125,000 for large-scale events provide an added opportunity for cultural, athletic, or heritage themed events that have the potential to enhance notoriety and draw visitors to the community. The TDC discussed the Tourism Signature Event Grant Program at its meetings on July 2, 2013 and September 17, 2013 and provided feedback and recommendations to staff on the

program criteria. To delineate the Signature Event Grant Program from other grant programs, the TDC recommended that proposed signature events generate at least 1,500 room nights to be eligible for funding and that applicants not be limited to a specific application deadline. The will allow for year round consideration of signature event opportunities as they arise.

Staff assisted the TDC in outlining the suggested program objectives, definitions and eligibility criteria, and procedures to access the grant funds, which can be found in Attachment #1. Table #1 illustrates the metrics associated with the 1,500-room night minimum requirement. When evaluating the return on investment for a proposed signature event, it is important to consider the potential tourism and economic impacts relative to the marketplace. To help guide this evaluation, staff has prepared Table #1 to demonstrate the return on investment through the collection of additional tourist development taxes and the estimated economic impact of events based on the number of room nights associated with the event. For example, Leon County has an inventory of approximately 6,000 hotel/motel rooms and an average daily room rate of \$82.51 based on the twelve month average from June 2012 to June 2013 as reported by Smith Travel Research. If a proposed signature event anticipates 1,500 room nights at an average daily rate of \$82.51, approximately \$6,200 will be collected through the five-cent TDT. Further, a successful signature event will also help drive higher room rates, and in return, higher tourist tax collections than the conservative average daily rate calculated in Table #1.

<b>Table #1: Recommended Signature Event Grant Program Funding Levels</b>			
Room Nights	Tourist Development Tax Generated	Direct Economic Impact (DMAI Model*)	Recommended Tourism Signature Event Funding Levels
1,500	\$6,188	\$468,329	\$20,000
2,000	\$8,251	\$627,799	\$25,000
2,500	\$10,314	\$787,269	\$30,000
3,000	\$12,376	\$946,739	\$37,000
4,000	\$16,502	\$1,293,398	\$50,000
5,000	\$20,628	\$1,612,338	\$62,000
7,500	\$30,941	\$2,419,566	\$93,000

10,000	\$41,255	\$3,226,995	\$125,000
<i>Average Daily Rate = \$82.51</i>			
<i>*The Direct Economic Impact is based on the tourism industry standard model developed by Destination Marketing Association International. It assumes visitors to make up approximately 20% of event participants but calculates the impact based on all attendees.</i>			

The TDC recommended funding levels in Table #1 take into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related professions. In addition, the State and Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections.

Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDT. Instead, the proposed funding model is based on an approximate 1:3 return of TDT given the anticipated direct economic impact of signature events. The current TDC special events grant program also uses an approximate 1:3 formula based on a much smaller scale.

For first year events and existing events that are planning for expansion, the number of hotel room nights generated would be an estimate at the time of application. The Division of Tourism Development will direct the County's marketing research firm of record to conduct an economic impact study of each event funded under the Signature Event Grant Program. This would show the actual number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests.

A key component for the success of the Signature Event Grant Program is that staff actively promotes the availability of these funds and proactively contacts and meets with local event rights holders, potential new event promoters, and those conducting successful events in other parts of Florida and the country. If approved by the Board, staff would initiate the process of publicizing the new signature event program as soon as possible. The TDC would conduct a review of the program near the end of FY 2014 and bring back any recommended changes for Board consideration at that time.

The addition of the Signature Event Grant Program to the three grant programs currently operated by the Division of Tourism Development (sports, special events, and meetings/conventions) combine for a full array of grant opportunities to enhance local cultural, athletic, and heritage themed offerings as envisioned by the Board and area stakeholders.

### Options:

1. Approve the Tourism Signature Event Grant Program (Attachment #1).
2. Do not approve the Tourism Signature Event Grant Program.
3. Board direction.

### Recommendation:

Option #1.

### Attachments:

1. Proposed Tourism Signature Event Grant Program
2. FY 2014 Budget Workshop Item. July 8, 2013

Back

Print

Leon County  
Tourist Development Council

Signature Event  
Grant Program  
(Policies & Application)

Approved  
By the  
Leon County Tourist Development Council

December, 2014



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- II. Objectives
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- IX. Conclusion
- X. Application
- XI. Appendices
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  - Appendix B: Post-Event Report (Currently Being Developed)

# Leon County Tourist Development Council Signature Event Grant Program

## I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

As part of the FY 2014 budget process, the Board of County Commissioners approved the establishment of a Signature Event Grant Program to compliment other grant programs operated by the TDC.

Currently, the TDC annually allocates funds to three separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from advisory groups including the Special Event Grant Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community.

## II. OBJECTIVES

1. Supports large-scale event(s) that are/will be recognized as synonymous with the destination.
2. Increases the visibility of the destination in state, regional, national and even international media and elevates awareness of tourism's contribution to the local economy with the local media.
3. Helps establish Leon County/Tallahassee as a destination for the planned event and other opportunities.
4. Generates a minimum of 1,500 room nights for Leon County commercial lodging properties during traditionally low times of hotel occupancy.
5. Generates an economic impact for other hospitality related businesses such as restaurants and retail establishments.
6. Regenerates the investment of the Tourist Development Tax funds and also increases local sales tax collections.

## III. DEFINITION

1. A Signature Event is:
  - a. One that follows the definition of an "event" in section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event "shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists." By statute, a tourist is "a person who

participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

- b. One that offers programming for the public over multiple days, or a single day while demonstrating the potential of generating a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy are preferred.
  - c. An event that occurs during traditionally low times of hotel occupancy (typically below 50%, but not a mandatory number). An event scheduled during Florida State University or Florida A&M University football game weekends, university graduation weekends, or during midweek of legislative session should not be considered for funding.
  - d. An existing event that seeks to expand, merge with other events taking place in the same time frame, or an entirely new event.
  - e. A cultural, historic, heritage, literary or musical based festival, sporting event or conference.
  - f. A collaboration between multiple partners such as Florida State University, Florida A&M University, the Florida Restaurant & Lodging Association, VISIT FLORIDA or others to create a new event, generate added value and benefit to existing events or rebrand a series of festivals into one entity. For example, creating a month-long cultural festival.
  - g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
  - h. An annual, rotational or single-year event; annual events are preferred.
2. Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.
  3. Signature events should not receive funds from any other County source with the exception of in-kind support.

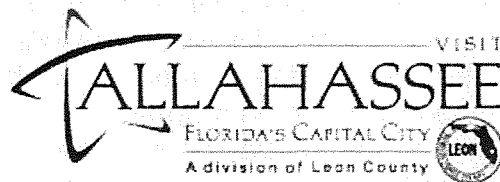
Direct sales, advertising or marketing programs that conflict with Visit Tallahassee programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be partially returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

#### **IV. STATEMENT OF POLICIES**

1. Grant funds are intended to supplement the sponsoring organization's budget.
2. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Applicants receiving grant funds from the Council on Cultural & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or

- activity.
4. Hotels secured for the event must be located within Leon County.
  5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
  6. Visit Tallahassee staff will instruct Kerr-Downs Research to conduct an economic impact study of an event receiving Signature Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
  7. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
  8. Any funds granted will be subject to audit by the Leon County Auditor.
  9. To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million with Leon County named as an additional insured.
  10. The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its agency of record on behalf of the applicant.
  11. The Leon County Tourist Development Council and/or Visit Tallahassee must be included on all printed and online promotional materials for the event and referred to in public relations activities. A camera-ready logo and link to the Visit Tallahassee web site will be provided for these purposes. All printed materials and online screen shots showing the TDC logo must be presented with the Post Event Report. Failure to include the logo can be cause for disallowing reimbursement of that portion of the grant.



12. Allowable expenses shall include:
  - Promotion, marketing and paid media advertising that reaches outside Leon County with potential to drive overnight visitation
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Note: Item #19 of the Application requires that applicants describe how the grant funds will be used. Any changes to the items submitted in #19 MUST be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff.

•  
13. Unallowable expenses include:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships,
- Hospitality or social functions,
- Advertising that only reaches Leon County and its residents.

**V. FUNDING ELIGIBILITY**

The intent of the Signature Event Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.
6. Must provide Liability/Medical/Workers Comp Insurance Coverage and have Leon County named as an additional insured.

**VI. PROCEDURES**

1. Funding for the Tourism Signature Event Grant Program will be included as part of the Division of Tourism Development's normal budget process.
2. Leon County Tourism Development will proactively solicit existing events or new events for use of these funds. Staff will be open to new ideas and give consideration to works in progress.
3. There will be no official grant cycle or deadline to apply; applications will be accepted as long as funds are available.
4. Funds will be available until exhausted.
5. Funds not spent during a fiscal year, may carry-forward to the next fiscal year if the necessary unallocated fund balanced is maintained and approved by Financial Stewardship and the Board of County Commissioners.
6. Funds will be primarily used to market the signature event, but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
7. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.

8. Staff will develop a standard template for use when submitting a request for signature event grant funding to the TDC for consideration; the form will be similar to the special event application form currently in use.
9. Staff will bring all requests that meet the eligibility requirements for signature event grant funding for consideration and approval of the TDC, unless delegated by official action of the TDC.
10. Once approved by the TDC, staff will issue a letter to the grant recipient outlining the amount and authorized uses of the funds.
11. Upon receipt of a standardized post event report, staff will process the grant invoice for payment.

## VII. FUNDING LEVELS

The TDC recommended funding levels in the Table below take into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related businesses. In addition, the State and Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections. Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDT. Instead, the proposed funding model is based on an approximate 1:3 return of TDT given the anticipated direct economic impact of signature events. The current TDC special events grant program also uses an approximate 1:3 formula based on a much smaller scale.

For first year events and existing events that are planning for expansion, the number of hotel room nights generated would be an estimate at the time of application. The Division of Tourism Development will direct the County's marketing research firm of record to conduct an economic impact study of each event funded under the Signature Event Grant Program. This would show the actual number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests.

### Recommended Signature Event Grant Program Funding

#### Levels

Room Nights	Tourist Development Tax Generated (x 5 cents)	Direct Economic Impact	Recommended Tourism Signature Event Funding Levels
1,500	\$6,200	\$468,329	\$20,000
2,000	\$8,250	\$627,799	\$25,000
2,500	\$10,325	\$787,269	\$30,000
3,000	\$12,377	\$946,739	\$37,000
4,000	\$16,502	\$1,293,398	\$50,000
5,000	\$20,628	\$1,612,338	\$62,000
7,500	\$30,941	\$2,419,566	\$93,000
10,000	\$41,255	\$3,226,995	\$125,000

*Average Daily Rate = \$82.51*

*The Direct Economic Impact is based on the model developed by Destination Marketing Association International that is being used as the industry standard; it also calculates local expenditures as well as those from overnight visitors.*

## VIII. POST EVENT REPORT

Visit Tallahassee will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post event information including:

1. The names of contracted hotels used for participants and spectators
2. Room pick-ups from each contracted hotel
3. If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
4. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
5. The TDC reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
6. A post event budget showing revenues and expenses.
7. Upon receipt of the post event report, Visit Tallahassee will process the check request for the approved grant amount.

## IX. CONCLUSION

Applicants are asked not to contact members of the Tourist Development Council prior to the meeting. Applicants are invited to attend the TDC meeting in case there are questions. However, your presentation will be allowed. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

Please submit the original plus TEN (10) copies of the attached application form **no later than noon on the Monday preceding the TDC meeting. The board packets are sent by 5 PM on that Monday prior to the meeting. Please deliver the applications to:**

Tourist Development Council  
Signature Event Grant Program  
c/o Visit Tallahassee  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301

**Failure to meet the will Monday noon deadline may result in disqualification or postponement of the request.**

**For questions or additional information, please contact our office at:**

(850) 606-2300

**FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS**

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.





Leon County Tourist Development Council  
Signature Event Application

I. Application Information

Organization Name:

Organization Contact:

Title:

Phone:

Email:

Address:

City:

State:

Zip Code:

Non-Profit Org: (yes  no  )

Tax I.D. Number:

Liability/Medical Insurance: (yes  no  )

Liability/Medical Insurance Carrier:   
(Please provide certificate 30 days in advance of event )

**I. Event Information** \* This Information will be public and publish directly to VisitTallahassee.com calendar.\*

*Event Name:	Springtime Tallahassee Music Festival
*Event Group:	Springtime Tallahassee, Inc.
Event Director:	Jennifer Naff
*Event Email:	director@springtimetallahassee.com
* Phone:	850-224-5012
*Type of Event: (Dropdown Box)	Musical Based Festival
*Sport: (Sports App Only)	
*Start Date (mm/dd/yy) (add dropdown calendar with events already booked)	03/27/2015
*End Date (mm/dd/yy)	03/28/2015
Event Location:	Downtown Tallahassee (Music Festival: Kleman Plaza)
*Event Website:	www.springtimetallahassee.com
*Event/Org. Facebook Page:	https://www.facebook.com/pages/Springtime-Tallahassee/264653063553023
*Event Twitter Account:	@SpringtimeTally
*Admission Cost:	Free

**\*Schedule of Events:  
(Large Type In Box)**

**Friday, March 27<sup>th</sup> - Springtime Music Festival, Kleman Plaza, 6:00 p.m.- 10:30 p.m.**  
**Saturday, March 28<sup>th</sup> - Springtime Tallahassee Festival, Downtown Tallahassee.**  
**9:00 a.m.- 5:00 p.m. Arts & Crafts Jubilee (includes craft vendors, food vendors, nonprofit park, kids park and 2 entertainment stages)**  
**10:30 a.m.- Noon- Grand Parade**

**\*Event Description:**

Springtime Tallahassee, Inc. is now entering its 47th year of producing one of the top festivals in the southeast. In 1967 when efforts were made to relocate the Capital to a location in central Florida, members of the community joined forces to promote the physical beauty and cultural assets Tallahassee had to offer. The festival was such a success, one year later Springtime Tallahassee, Inc. was formed and incorporated. Today's festival brings in over 15,000 visitors and 125,000 local people to the Leon County area, with over 900 room nights booked and has an estimated economic impact of over \$5 million visitor dollars being spent in Leon County (2005 Economic Impact Study). Springtime Tallahassee has been voted a Top 20 Events in the southeast (Southeast Tourism Society); Top 100 Event in Florida (BizBash Florida); Top Event in the USA and Top 10 Event in Florida (a Top Events USA).

The Springtime Tallahassee Music Festival will take place Friday evening prior to the Springtime Festival on Saturday. This new event is being added so that the Springtime festival is a multi-day event, broadening the economic impact. Springtime is taking a long standing existing event, and expanding. The Springtime organization has a proven organizational structure in place to fully plan, market and produce a new turnkey event in Leon County. The goals of the Music Festival will be to become an annual event, attract additional overnight visitors, and increase business for the commercial lodging industry, restaurants and retail. The Music Festival will feature three entertainment acts. The headliner will be the Eli Young Band, one of country music's top five vocal groups of the year! Musical artists will take stage at 6:00 p.m. with Eli Young Band taking stage at 9:00 p.m. The music festival will be free to the public; concessions (beer, Pepsi product and food) will be available for purchase. A free music festival with headliners the Eli Young Band will offer visitors an exciting kickoff the Springtime weekend.

By expanding the Springtime festival into a multi-day event, we now feel Springtime Tallahassee qualifies as a "Signature Event". In the future, Springtime Tallahassee will continue to apply for a Signature Event grant and will not apply for grant funding from the TDC Special Events cycle.

**III. Facility Information**

Has venue/facility been secured? (yesX no )

Within Leon County? (yesX no )

Venue Name:

Address:

City:   
State:   
Zip Code:   
Venue Contact Name:   
Telephone:

#### IV. Lodging Information

Has hotel been secured? (yes  no  )

If you have not secured a hotel for the event, would you like to be contacted by hotels or event service providers? (yes  no  )

Hotel Name:   
Hotel Contact Name:   
Telephone:   
Expected Rooms Per Night:   
# Of Nights Stayed:  
(Calendar pops up)

#### V. Event Scope

\*Participant = (athletes, coaches, officials, visiting artists, speakers, production crews)

\*Visitor = (participant + family + spectators) from out of town

Total Participants:   
Total # Teams: (Sports only)

Total Over Night Visitors:

Total Room Nights:

To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights)

- \*Unknown or untracked is not acceptable and request for reimbursement will not be processed.

## VI. Grant Request

Amount Requested (\$):   
(dropdown box)-funding guideline from guidelines above

<u>Allowable Expenses include</u>	<u>Unallowable expenses include</u>
Promotion, marketing and paid media advertising outside of Leon County	General and administrative expenses
Production and technical expenses.	Marketing within Leon County
Site fees/costs (contract help, rentals, insurance, security)	Building, renovating and/or remodeling expenses
Rights fees, sanctioning fees, non-monetary awards	Permanent equipment purchases
Travel expenses including lodging	Programs which solicit advertising or sponsorships, and hospitality or social functions.

Use of funds:  
(refer to guidelines above)

Are you receiving funding from COCA, Leon County, or City of Tallahassee?

Yes  No

If yes, please indicate sources:

COCA  City of Tallahassee  Leon County  State of Florida  Other (Please specify:

Leon County- Special Event Grant State of Florida- Department of Health, Tobacco Free Florida Downtown Improvement Authority/ Community Redevelopment Agency
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# CERTIFICATION AND COMPLIANCE STATEMENT

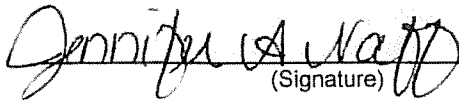
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## APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council. Signatures must be **original** in **blue ink**.

Name: Jennifer A Naff  
Please Print or Type

Organization: Springtime Tallahassee, Inc.  
Please Print or Type

  
(Signature)

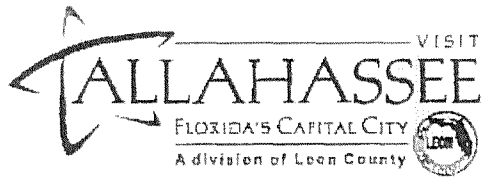
1/2/15  
(Date)

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Please return the original plus four (4) copies of the Application and the Certification & Compliance Page to:

Leon County Tourist Development Council  
ATTN: Special Events Grant Program  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301





## Springtime Tallahassee 2014

March 26, 2015 - March 28, 2015

[www.VisitTallahassee.com.com](http://www.VisitTallahassee.com.com)

Partner	Address	Contact Name	E-mail	Contact Phone	Geographic Location	Full Service Property	Complimentary Breakfast	Internet Access	Rooms Available *	Reservation Deadline	Lowest Room Rate **
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1	Baymont Inn & Suites Tallahassee Central	2850 Apalachee Pkwy	James Yarborough	GM@BaymontinnTLH.com	(850) 878-5099	Tallahassee Southeast	X	X	100	3/25/2015	\$75.00
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Unique Amenities: At Baymont Tallahassee Central, we offer a hot breakfast with continental items 6am-9am on weekdays and from 7am-10am on weekends. With the card keys provided, guests are granted ten percent off all orders at the Village inn and neighboring Ithop in the area. We have a pool on the property if the weather permits, as well. Guests looking to work out have full access to the YMCA just three blocks down from the property.

2	Best Western Pride Inn & Suites	2016 Apalachee Pkwy.	Hema Parmar	mparmar23@comcast.net	(850)656-6312	Tallahassee Southeast	X	X	70	3/16/2015	\$109.99
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Unique Amenities: - COMPLIMENTARY HOT BREAKFAST

- COMPLIMENTARY NEWSPAPER
- COMPLIMENTARY ACCESS TO THE GOLD'S GYM
- BUSINESS CENTER FOR GUEST USE
- ALL ROOMS WITH MICROWAVE ;
- ALL ROOMS WITH REFRIDGERATORS
- ALL ROOMS WITH 42" FLAT SCREEN TV WITH MAJOR CABLE CHANNELS
- ALL ROOMS WITH HAIR DRYERS ;
- ALL ROOMS WITH IRON AND IRONING BOARD ;
- ALL ROOMS WITH COFFEE MAKERS ;
- ALL ROOMS WITH ALARM CLOCK

3	Candlewood Suites Tallahassee	2815 Lakeshore Drive West	Janey Nola	janey.nola@candlewoodsuitestallahassee.com	(850) 597-7000	Tallahassee North			30	3/12/2015	\$84.95
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Unique Amenities: We have 114 luxury appointed rooms, offering both studios and one bedroom suites. All of our suites feature full kitchens with granite counters, full size refrigerators with ice makers, microwave, dishwasher, coffee maker, to include plate setting for two, glasses, utensils, pots and pans, hair dryers, leather recliner, work area with leather chair, 32" flat screen televisions; as well as luxury bedding. Complimentary access to Golds Gym Capital Circle Northeast or Kinetix Gym Kerry Forest Parkway.

We offer complimentary high speed internet in all rooms and common areas, business center, poolside gazebo with gas grills, pet friendly, 24 hour fitness center and complimentary guest laundry facilities. We also have 783 square feet of meeting space. 100% non-smoking hotel. If you get a chance visit our website and you can see pictures of the rooms [www.candlewoodsuites.com/tallahassee/](http://www.candlewoodsuites.com/tallahassee/) or visit us on YouTube at <http://www.youtube.com/watch?v=iqUJXFlE08>

Visit Tallahassee Contact: Lorrie Allen (850) 606-2318 [Lorrie.Allen@VisitTallahassee.com](mailto:Lorrie.Allen@VisitTallahassee.com)

\*In order to secure rooms at the specified rate, you must arrange a room block with the listed contact person or sales office of the property as soon as possible

\*\* Rates are per night and do not include taxes or other incidental charges. The listed availability is accurate as of: 11/24/2014



## Springtime Tallahassee 2014

March 26, 2015 - March 28, 2015

www.VisitTallahassee.com.com

Partner	Address	Contact Name	E-mail	Contact Phone
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Geographic Location	Full Service Property	Complimentary Breakfast	Internet Access	Rooms Available *	Reservation Deadline	Lowest Room Rate **
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4. Comfort Suites	1026 Apalachee Pkwy	Paresh Master	comfortsuites.tal@gmail.com	(850) 224-3200	Tallahassee East	X	X	32	3/20/2015	\$100.00
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Unique Amenities: Welcome to Tallahassee!

We believe we are a perfect hotel for your group. Listed below are the amenities that we provide:

- We are conveniently located near the Capital FSU and on Apalachee Pkwy
- We offer large suite size rooms with sofa sleeper in every room
- We offer free hot breakfast
- We offer free high speed internet
- We offer free parking
- We are conveniently located to many restaurants and shopping area

Contact:  
Paresh Master  
email: paresh.master@comfordsuitestallahassee.com  
Hotel: (850) 224-3200

www.ComfortSuitesTallahassee.com

Our group rates are:

Thursday: \$125/King Suite Room or \$135/2-Queen Beds Suite Room.  
Weekend: \$100/King Suite Room or \$110/2-Queen Beds Suite Room.

5. Courtyard by Marriott/North	1972 Raymond Diehl Rd	Krista Anthony	tlh.north.sse@marriott.com	(850) 422-0600	Tallahassee Northeast		X	10	3/5/2015	\$119.00
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Unique Amenities: on site Bisto Restaurant  
24 hr Fitness center  
Indoor Pool and Hot tub  
Laundry Facility

6. Fairfield Inn and Suites Tallahassee Central	2997 Apalachee Pkwy				Tallahassee East			30	3/5/2015	\$119.00
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Unique Amenities: Rate includes a full buffet breakfast. Wi-fi and parking is included as well.  
We are located in walking distance to dining options and CVS.

7. Hampton Inn & Suites I-10/Thomasville Rd	3388 Lonnbladh Rd	Michelle Wilson	mw@banyan-ig.com	850-320-9913	Tallahassee Northeast	X	X	20	2/1/2015	\$99.00
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Unique Amenities: free breakfast, free parking, free internet, close to downtown

Visit Tallahassee Contact: Lorrie Allen (850) 606-2318 Lorrie.Allen@VisitTallahassee.com

\*In order to secure rooms at the specified rate, you must arrange a room block with the listed contact person or sales office of the property as soon as possible

\*\* Rates are per night and do not include taxes or other incidental charges. The listed availability is accurate as of: 11/24/2014



## Springtime Tallahassee 2014

March 26, 2015 - March 28, 2015

www.VisitTallahassee.com.com

Partner	Address	Contact Name	E-mail	Contact Phone	Geographic Location	Full Service Property	Complimentary Breakfast	Internet Access	Rooms Available *	Reservation Deadline	Lowest Room Rate **
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8 Hampton Inn Tallahassee Central	2979 Apalachee Pkwy	Director of Sales	tlbhh_hampton@hilton.com	(850)309-1300	Tallahassee East	X	X	X	10	2/27/2015	\$124.00
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Unique Amenities: ? Daily complimentary Full Breakfast Buffet ? Complimentary Wireless high-speed internet access  
 ? Laundry/Valet  
 ? Safety Deposit Box  
 ? Fitness Center  
 ? 24 Hours Business Center  
 ? Outdoor Pool  
 ? Fridge and Microwave in room ? Ironing Board ? Blow drier  
 ? Free coffee and tea in the lobby 24 hours a day  
 ? 24-hour front desk, message and fax service

9 Hilton Garden Inn Tallahassee	3333 Thomasville Rd	Lucy Mann	Lucy.Mann@hilton.com	(850)329-9024	Tallahassee Northeast	X	X	X	10	2/26/2015	\$119.00
---------------------------------	---------------------	-----------	----------------------	---------------	-----------------------	---	---	---	----	-----------	----------

Unique Amenities: \*\*MUST CONTACT THE SALES DEPARTMENT TO CREATE A ROOM BLOCK\*\*  
 Our property is conveniently located at I-10 and Thomasville Road, near many shops and restaurants. Parking and wi-fi are complimentary. The Great American Grill on-site restaurant serves breakfast, dinner and evening room service. All of our sleeping rooms feature Garden Sleep System beds, Keurig coffee makers, microwaves and refrigerators. We have a business center, fitness center, outdoor pool and Jacuzzi. I have attached a brochure for you to review. Please let me know if you have any questions or require additional information.

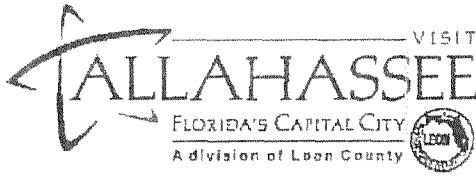
10 Holiday Inn Express	1653 Raymond Diehl Rd	Beth Rodan	BR@banyan-ig.com	(850) 386-7500	Tallahassee Northeast	X	X	X	30	3/5/2015	\$109.00
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Unique Amenities: Free Express Start Breakfast  
 Free Wi-Fi  
 Free Parking  
 Easy Access off I-10 at Exit 203  
 Tallahassee's Newest Hotel!

Visit Tallahassee Contact: Lorrie Allen (850) 606-2318 Lorrie.Allen@VisitTallahassee.com

\*In order to secure rooms at the specified rate, you must arrange a room block with the listed contact person or sales office of the property as soon as possible

\*\* Rates are per night and do not include taxes or other incidental charges. The listed availability is accurate as of: 11/24/2014



## Springtime Tallahassee 2014

March 26, 2015 - March 28, 2015

www.VisitTallahassee.com.com

Partner	Address	Contact Name	E-mail	Contact Phone
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11. Homewood Suites by Hilton	2987 Apalachee Pkwy	Jason Dugan	tdhw_ds@hilton.com	(850) 402-9400
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Unique Amenities: ? Spacious Suites, one-and/or two-bedroom suites  
 ? Fully equipped kitchens complete with full-size refrigerator, microwave oven, coffeemaker and dishwasher  
 ? Daily complimentary Suite Start® hot breakfast  
 ? Complimentary in-suite high-speed internet access  
 ? Welcome Home® reception Monday-Thursday evenings with a full dinner and complimentary beer and wine.  
 ? 24-hour business center complete with a laser printer, photocopier and access to a fax machine  
 ? 24-hour Suite Shop® convenience store  
 ? Guest laundry facilities on site  
 ? Ironing Board  
 ? Blow drier  
 ? 24-hour front desk, message and fax service  
 ? Pet Friendly  
 ? Outdoor Pool and Basketball Court

Geographic Location	Full Service Property	Complimentary Breakfast	Internet Access	Rooms Available *	Reservation Deadline	Lowest Room Rate **
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Tallahassee Southeast	X	X	20	2/27/2015	\$139.00
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12. Howard Johnson Express Inn-Tallahassee	2726 N Monroe St	Sam Raman Patel	visittallahassee@hotmail.com	850-386-5000
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Unique Amenities: Welcome home to the Howard Johnson! Relax in our outdoor pool or enjoy a fresh continental breakfast with homemade waffles every morning. All spacious rooms feature a 39" LED TV, Wi-Fi access, a microwave/refrigerator, coffeemaker, iron/ironing board, hairdryers, and more.

Tallahassee Northwest	X	X	25	3/23/2015	\$59.00
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13. Ramada Plaza	1355 Apalachee Parkway			
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Unique Amenities: The Ramada Plaza is centrally located in the heart of Tallahassee within minutes to all the main attractions. Our hotel features and amenities include: Free hot breakfast, 24 hour fitness and business center, 100% smoke free, outdoor pool and much more.

Tallahassee East	X	X	100	3/1/2015	\$89.00
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Visit Tallahassee Contact: Lorrie Allen (850) 606-2318 Lorrie.Allen@VisitTallahassee.com

\*In order to secure rooms at the specified rate, you must arrange a room block with the listed contact person or sales office of the property as soon as possible

\*\* Rates are per night and do not include taxes or other incidental charges. The listed availability is accurate as of: 11/24/2014



## SPRINGTIME TALLAHASSEE MARKETING PLAN

### **Mission & Goals**

Springtime Tallahassee is a civic organization dedicated to the promotion and preservation of our capital's history through the production of an annual community festival.

Springtime Tallahassee would like to become a nationally recognized festival, making Leon County/City of Tallahassee a destination place for visitors from throughout the United States. Our marketing plan has the following objectives:

- Increase overnight visitation for the festival thus positively impacting tax revenues on an annual basis.
- Increase the length of time festival visitors stay in hotels, positively impacting bed tax revenues; increase length of stay from two nights to three nights.
- Promote our community and what it has to offer to make it a destination in the off-season.
- Enlist the assistance of a local marketing firm to further promote tourism and festival throughout the United States.

### **Target Market**

The Springtime Festival is a community event that attracts families. The addition of the Music Festival will broaden our audience to include empty nesters and young professionals. Our plan is to target in-state markets with an emphasis on North and Central Florida and the Tampa/St. Pete area. We will also target the Southeast U.S. since we are so close to Georgia and Alabama.

### **Marketing Strategy**

Springtime Tallahassee, Inc has a proven product to offer visitors and vendors from around the country. The 2015 festival and grand parade will be our 47<sup>th</sup> annual event. There is no charge for the festival to encourage local and out of town guest to attend and enjoy what our community has to offer. Kicking off the festival with a Friday evening Music Festival will encourage increased overnight visitors and increase business for the commercial lodging industry, restaurants and retail. The festival is held in downtown Tallahassee in the Chain of Parks and Kleman Plaza to showcase the beauty of our city and help promote local merchants, restaurants and

hotels. The event has proved its economic impact to Leon County through an Economic Impact Study conducted in 2006 under the leadership of Mark A. Bonn, Ph.D. in the College of Business at Florida State University. The study analyzed visitor spending as a direct result of the Springtime Tallahassee weekend event and found that the total economic impact of Springtime visitors is calculated to be over **\$5 million dollars**. Interesting to note is the concept of visitor's dollars. This is referred to as new dollars to our community. In other words, it only calculates non-Leon county resident's spending.

#### Advertising:

- **Tallahassee Magazine** produces a 13-24 page festival guide which reaches approximately 20,000 homes and businesses in the Tallahassee area. The guide is placed inside the Magazine and will run in the February 2015 issue of Tallahassee Magazine. Tallahassee Magazine is direct-mailed to selected upper income (\$100,000+) homes, professional offices, government officials, civic leaders, local businesses and frequently visited reception and waiting areas. The magazine is sold on newsstands, including Borders, Barnes & Noble and Books-a-Million, and reaches thousands of tourists and visitors through an extensive network organized by Visit Tallahassee. *Tallahassee Magazine* is also distributed to high-end and executive hotels that host business and state personnel who visit the Capitol district.
- **Clear Channel Radio** produces radio Public Service Announcements for the Springtime Tallahassee Festival. A minimum of 110:30 second spots will run the month of March, 2015 promoting Springtime Tallahassee festival events. PSA's will run on all 5 of the local stations and stations throughout North Florida, Alabama and South Georgia. Clear Channel radio stations reach all of the markets and age groups we are targeting. Banners advertising the festival will be placed on the stations websites.

**WCTV** produces television Public Service Announcements for the Springtime Tallahassee Festival. Television PSA's will run January- March and will include a minimum of 295: 30 second runs. PSA's will highlight the Music Festival, Jubilee, Grand Parade, entertainment and children's park. In addition online Web Ads and Banner ads to provide a Minimum of 100,000 impressions ROS each of the Music Festival and Springtime festival. WCTV reaches Thomasville and Valdosta in addition to Tallahassee.

- **Websites Event Listings and Publications** – Springtime Tallahassee will be submitting information about our festival to over 25 local, regional and national publications. (*A list of sites is attached*).
- **Where The Shows Are website** – This website is a comprehensive guide to shows in the Southeast US and one of the most respected sources of art and crafts information for exhibitors and show sponsors alike. Our goal has

always been to provide you with the most up-to-date event information. Springtime is listed and will be placing an ad to help recruit vendors and promote the festival. (<http://www.artandcrafts.com/>)

- **Face book and Twitter** – Springtime uses both Face book and Twitter to update information about our organization and the upcoming festival. Using these social media tools is part of our plan to reach out to the students and Gen X Market.

Promotion:

- **Memberships** - Springtime Tallahassee, Inc is a member of several associations and organizations to help promote our festival through networking, events and their websites including: the Florida Festival & Events Association, Visit Florida, Tallahassee Chamber of Commerce and Southeast Tourism Society.
- **Out of Town Festivals** – A large group of Springtime members travel to several out of town festivals and participate in parades to promote Springtime Tallahassee to outside communities and to invite visiting krewes to attend our festival. These festivals include: Rough Riders in **Tampa**, Dominique Youx in **Panama City**, Krewe of Lafitte in **Pensacola**, Fiesta Five Flags in **Pensacola**, Hernando DeSoto Heritage Festival in **Bradenton**, Bowlegs Festival in **Ft. Walton Beach**, Winter Carnival Vulcan Week in **St. Paul, Minnesota**, King Tree Parade in **Perry**, and the Seafood Festival in **Apalachicola**. These festivals take place September of 2014 through June of 2015.

### Evaluation

Springtime will be able to measure the success of our 2015 festival by comparing the data that has been collected for the past several years including: out of town registration, hotel nights, number of participating vendors, sponsorships, attendance and our return on investment.

# Community Calendars

1. **VisitTallahassee.com** - <http://www.visittallahassee.com/events/submit/>
2. **AmericanTowns.com** - <http://www.americantowns.com/fl/tallahassee/events>  
Login: [staff@springtimetallahassee.com](mailto:staff@springtimetallahassee.com)
3. **WCTV** – <http://www.wctv.tv/community>
4. **Tallahassee.com/Democrat** - <http://search.tallahassee.com/sp?skin=&aff=1000>
5. **MoreThanYouThought.com** -  
<https://secure.morethanyouthought.com/mtyt.php?month=3&year=2013&day=2>
6. **Tallahassee Chamber of Commerce** - <http://talchamber.com/member-center/member-events/>
7. **Visit Florida** - [www.visitflorida.org](http://www.visitflorida.org)
8. **Southern Living Magazine** - <http://www.southernliving.com/travel/>  
*Must submit 4 months in Advance.*
9. **Tallahassee Grapevine** – [www.tallahasseegrapevine.com](http://www.tallahasseegrapevine.com)
10. **Event Setter** – [www.eventsetter.com/events/USA/Florida/Tallahassee/](http://www.eventsetter.com/events/USA/Florida/Tallahassee/)
11. **Festival Network Online** – [www.festivalnet.com](http://www.festivalnet.com)
12. **Florida Heritage Month** – [www.floridaheritagemonth.com](http://www.floridaheritagemonth.com)  
*Can only add events that take place in between March 15<sup>th</sup> to April 15<sup>th</sup>.*
13. **Social Vents** – [www.socialvents.com](http://www.socialvents.com)
14. **Festival.com** – [www.festivals.com](http://www.festivals.com)
15. **Event Crazy** – [www.eventcrazy.com](http://www.eventcrazy.com)
16. **AAA Magazine-**  
Email festival info to: [goingplaces@aaasouth.com](mailto:goingplaces@aaasouth.com) at least 120 days BEFORE festival event.
17. **Facebook-** [www.facebook.com](http://www.facebook.com)
18. **Fun Tally Kids** - <http://www.fun4tallykids.com/add-an-event>



# Community Calendars

19. Orlando Sentinel- <http://events.orlandosentinel.com/events>

20. Jacksonville Times Union- <http://jacksonville.com>

21. Pensacola News Journal- <http://www.pnj.com/>

22. The Tampa Tribune

23. Dothan Eagle-


24. Gainesville Sun



INTER-OFFICE MEMORANDUM

DATE: 12/19/2014

TO: Lee Daniel, Director, Visit Tallahassee

FROM: Brian Hickey, Director of Sports 

SUBJECT: 2015 AAU Track & Field National Qualifier – Signature Event Fund Request

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The Visit Tallahassee sports department is currently assembling a bid to submit for the 2015 Amateur Athletic Union (AAU) Track & Field National Qualifier, which the deadline is January 20, 2015. This sporting event has been hosted in Tallahassee previously in 2003, 2006 and 2010. We are currently working with Florida State University Athletic Department to utilize Mike Long Track as the host venue. The dates of competition are June 25 – 28, 2015.

The AAU Track and Field National Qualifier event when in Tallahassee has historically drawn 1,350 athletes along with an additional 150 coaches. In total the event is anticipated to bring 3,000 visitors to the community and generate 2,723 room nights. Based on the Destination Marketing Association International Economic Calculator this event would produce \$1.2 million in direct visitor spending.

To host this event we are currently budgeting \$35,000 towards the expenses of officials, timing, tents, and custodial services as well as other event costs.

This request is for the funding of the event to come out of the signature event fund on two conditions: 1) That the event is awarded to Tallahassee 2) If the funds are not available in the sports bid-pool due to other events taking place.



Leon County Tourist Development Council  
**Signature Event Application**

**I. Application Information**

<b>Organization Name:</b>	Leon County Division of Tourism Development
<b>Organization Contact:</b>	Brian Hickey
<b>Title:</b>	Director of Sports
<b>Phone:</b>	(850) 606-2313
<b>Email:</b>	Brian.Hickey@VisitTallahassee.com
<b>Address:</b>	106 East Jefferson Street
<b>City:</b>	Tallahassee
<b>State:</b>	Florida
<b>Zip Code:</b>	32301
<b>Non-Profit Org:</b>	(yes <input checked="" type="radio"/> no <input type="radio"/> )
<b>Tax I.D. Number:</b>	85-801-26-22192-C6
<b>Liability/Medical Insurance:</b>	(yes <input checked="" type="radio"/> no <input type="radio"/> )
<b>Liability/Medical Insurance Carrier:</b> (Please provide certificate 30 days in advance of event )	Leon County self insured / Amateur Athletic Union Event Insurance

**I. Event Information** \* This Information will be public and publish directly to VisitTallahassee.com calendar.\*

*Event Name:	Amateur Athletic Union (AAU) Track & Field National Qualifier
*Event Group:	AAU
Event Director:	Alice Sims, Capital City Christian Cruisers
*Event Email:	AliceBSims@Comcast.net
* Phone:	(850) 322-3929
*Type of Event: (Dropdown Box)	Sport
*Sport: (Sports App Only)	Track & Field
*Start Date (mm/dd/yy) (add dropdown calendar with events already booked)	06/25/15
*End Date (mm/dd/yy)	06/28/15
Event Location:	Florida State University – Mike Long Track
*Event Website:	www.visittallahassee.com/aau
*Event/Org. Facebook Page:	n/a
*Event Twitter Account:	n/a
*Admission Cost:	\$5.00

**\*Schedule of Events:  
(Large Type In Box)**

A draft schedule of events is attached.

**\*Event Description:**

The Amateur Athletic Union (AAU) was founded in 1888 to establish standards and uniformity in amateur sports. During its early years, the AAU served as a leader in international sport representing the U.S. in the international sports federations. The AAU worked closely with the Olympic movement to prepare athletes for the Olympic games. After the Amateur Sports Act of 1978, the AAU has focused its efforts into providing sports programs for all participants of all ages beginning at the grass roots level. The philosophy of "Sports for All, Forever," is shared by over 670,000 participants and over 100,000 volunteers.

The AAU Track and Field National Qualifier Meet is open to all athletes that have competed and advanced through district qualifiers. The majority of the athletes will be traveling from the state of Florida. This competition is a four day meet, hosted at Florida State University's Mike Long Track. This state of the art recently renovated facility provides an attractive venue for the athletes to compete at.

The partnership of Leon County Tourism Development and the Tallahassee area AAU local track club, Capital City Christian Cruisers allow for sport specific knowledge and marketing professionals to marry their expertise. This partnership has a history of running this event in 2003, 2006 and 2010 to produce a professional event with approximately 1,500 participants and over 3,000 visitors.

### III. Facility Information

Has venue/facility been secured? (yes  no )

Within Leon County? (yes  no )

Venue Name:

Address:

City:

State:

Zip Code:

Venue Contact Name:

Telephone:

### IV. Lodging Information

Has hotel been secured? (yes  no )

If you have not secured a hotel for the event, would you like to be contacted by hotels or event service providers? (yes  no )

Hotel Name:

Hotel Contact Name:

Telephone:

Expected Rooms Per Night:

# Of Nights Stayed:  
(Calendar pops up)

## V. Event Scope

\*Participant = (athletes, coaches, officials, visiting artists, speakers, production crews)

\*Visitor = (participant + family + spectators) from out of town

<b>Total Participants:</b>	1,500
<b>Total # Teams: (Sports only)</b>	50 teams (approximately 30 per track team)
<b>Total Over Night Visitors:</b>	3,000
<b>Total Room Nights:</b>	2,723

To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights)

- \*Unknown or untracked is not acceptable and request for reimbursement will not be processed.

## VI. Grant Request

**Amount Requested (\$):**   
 (dropdown box)-funding guideline from guidelines above

<u>Allowable Expenses include</u>	<u>Unallowable expenses include</u>
Promotion, marketing and paid media advertising outside of Leon County	General and administrative expenses
Production and technical expenses	Marketing within Leon County
Site fees/costs (contract help, rentals, insurance, security)	Building, renovating and/or remodeling expenses
Rights fees, sanctioning fees, non-monetary awards	Permanent equipment purchases
Travel expenses including lodging	Programs which solicit advertising or sponsorships, and hospitality or social functions.

**Use of funds:**  
**(refer to guidelines above)**

These funds will be used to offset the following: bid fee, officials fees/lodging, tents, additional bleachers, ice, custodial support, additional port-a-potties, scoreboard, medical athletic trainers, official timing, contract facility help and security.

**Are you receiving funding from COCA, Leon County, or City of Tallahassee?**

**Yes**  **No**

**If yes, please indicate sources:**

**COCA**  **City of Tallahassee**  **Leon County**  **State of Florida**  **Other (Please specify:**



**VI. Total Event Projected Budget\***

Please attach budget, if not available complete the budget below.

Expense Item	In-Kind	Cash	Revenue Items	Cash
Officials		\$5,000	Entrance Fee	\$15,000
Timing		\$3,000	Athlete Fee (\$20)	\$26,000
Official Housing		\$7,500		
Tent, Table, Chair		\$2,500		
Medical		\$4,000		
Security		\$1,500		
Custodial		\$4,000		
Sanction Fee		\$800		
Contractual Labor		\$3,500		
Awards		\$3,000		
Supplies (field paint, bib #, hip # credentials, wristbands)		\$1,400		
Ice		\$750		
Event Staff Shirts		\$2,800		
Official on site meals (50 officials and approximately 50 volunteers)		\$5,000		
Ice Cream Social		\$2,000		
	<b>Total In-Kind Expenses \$</b>	<b>\$46,750</b>		<b>\$41,000</b>

**Total Expenses**

**Total Revenue**

**\*Incomplete budgets will not qualify for funding\***

**Marketing Plan:** Please describe your marketing activities in detail, indicating all planned advertising and promotional efforts (paid media, email distribution, brochure or promotional collateral distribution, online advertising, etc.) Please attach your marketing Plan or utilize the text box below.

The AAU national office will promote this event to all of the registered AAU teams and members. It will be posted on the AAUSports.org website as well as distributed to all Florida, Georgia and Alabama AAU state association/members.

The Florida AAU State Association sets the state track and field meet schedule and will promote the event at all AAU track and field meets throughout the year.

This event is the AAU track and field national qualifier in which athletes must compete in order to qualify for the National Championship.

Amount of spending on  
marketing outside of Leon County

**\$500**

# CERTIFICATION AND COMPLIANCE STATEMENT

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## APPLICANT:


I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council. Signatures must be **original** in **blue ink**.

Name: Brian Hickey

Please Print or Type

Organization: Leon County Division of Tourism Development

Please Print or Type

  
\_\_\_\_\_  
(Signature)

01/05/15  
\_\_\_\_\_  
(Date)

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Please return the original plus four (4) copies of the Application and the Certification & Compliance Page to:

Leon County Tourist Development Council  
ATTN: Special Events Grant Program  
106 East Jefferson Street, Suite 400  
Tallahassee, FL 32301

2015 AAU Track Field National Qualifier  
Proposed Schedule

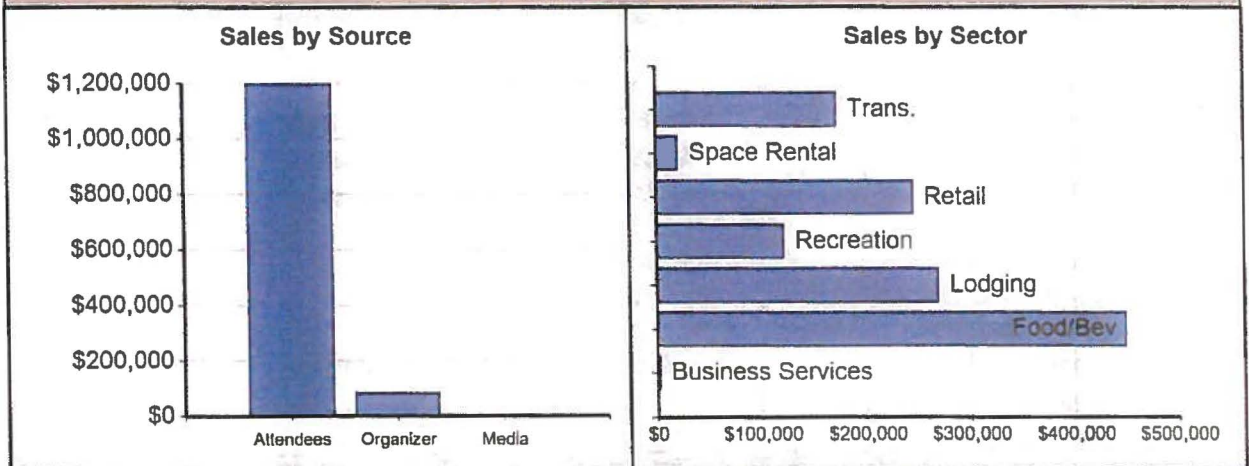
THURSDAY, JUNE 25, 2015			SATURDAY, JUNE 27, 2015			SUNDAY, JUNE 28, 2015						
MULTI - EVENTS			FIELD EVENTS			FIELD EVENTS						
9:30 AM	DECATHLON	IB-YM	8:00 AM	LONG JUMP	PG-PB	8:00 AM	JAVELIN	SYG-YG-IG-YW	<b>AGE GROUP</b>	<b>CODE</b>	<b>AGE</b>	<b>YEAR</b>
rolling	PENTATHLON	SYG,YG	↕	HIGH JUMP	SMG-SMB	↕		SYB-YB-IB-YM	PRIMARY GIRLS	PG	8 & UN	2002
schedule	HEPTATHLON	IG-YW		SHOT PUT	MG-MB		SHOT PUT	SBG-BG-SBB-BB	PRIMARY BOYS	PB	8 & UN	2002
	PENTATHLON	SYB,YB		DISCUS	IG-YW	rolling	LONG JUMP	MG-MB-SYG-YG-SYB	SUB-BANTAM GIRLS	SBG	9	2001
<b>RUNNING EVENTS</b>				TRIPLE JUMP	SYG-YG-SYB-YB	schedule	POLE VAULT	YB-IB-YM	SUB-BANTAM BOYS	SBB	9	2001
8:00 AM	3000 RUN	SMG-MG SYG YG IG YW		LONG JUMP	BG-SBG-SBB		DISC	IB-YM	BANTAM GIRLS	BG	10	2000
↕		SMB-MB-SYB-YB-IB-YM		HIGH JUMP	IB-MG-MB			SYB-YB-IB-YM	BANTAM BOYS	BB	10	2000
rolling	1500RW	SBG-BG-SMG-MG		SHOT PUT	SMG-SMB	↕	HIGH JUMP	IG-YW-YM	SUB-MIDGET GIRLS	SMG	11	1999
schedule		SBB-BB-SMB-MB	rolling	DISCUS	SYG-YG-SYB-YB		TRIPLE JUMP	IG-YW	SUB-MIDGET BOYS	SMB	11	1999
↕	3000 RW	SYG-YG-IG-YW-SYB-YB-IB-YM	schedule	LONG JUMP	BB-SMG-SMB			IB-YM	MIDGET GIRLS	MG	12	1998
<b>FRIDAY, JUNE 26, 2015</b>				HIGH JUMP	BG-SYG-YG-SYB-YB	<b>RUNNING EVENTS</b>			MIDGET BOYS	MB	12	1998
<b>MULTI - EVENTS</b>				SHOT PUT	IG-YW-IB-YM	8:00 AM	1500 (F)	SYG-YG-IG-YW	SUB-YOUTH GIRLS	YG	13 & 14	1997
8:00 AM	DECATHLON	IB-YM		DISCUS	MG-MB	↕		SYB-YB-IB-YM	SUB-YOUTH BOYS	YB	13 & 14	1997
↕	HEPTATHLON	IG-YW		LONG JUMP	IG-YW-IB-YM		100 (F)	ALL	YOUTH GIRLS	YG	13 & 14	1996
rolling	TRIATHLON	SBB-BB	↕	HIGH JUMP	SBG-BB-SBB		80 HURDLES (S)	SMG-MG	YOUTH BOYS	YB	13 & 14	1996
schedule	TRIATHLON	SBG-BG		SHOT PUT	PG-PB-SYG-YG-SYB-YB			SMB-MB	INTERMEDIATE GIRLS	IG	15 & 16	1994-1995
↕	PENTATHLON	SMG-MG		DISCUS	SMG-SMB		100 HURDLES (S)	SYG-IG-YW-SYB-YB	INTERMEDIATE BOYS	IB	15 & 16	1994-1995
	PENTATHLON	SMB-MB	<b>RUNNING EVENTS</b>				110 HURDLES (S)	IB-YM	YOUNG WOMEN	YW	17 & 18	1993-1994
<b>RUNNING EVENTS</b>			8:00 AM	200 HURDLES (F)	SYG-YG-SYB-YB		400 (F)	ALL	YOUNG MEN	YM	17 & 18	1993-1994
9:30 AM	100 METER (S)	ALL	↕	400 HURDLES (F)	IG-YW	rolling	80 HURDLES (F)	SMG-MG				
↕		SMG-MG-SYG YG-IG YW			IB-YM	schedule		SMB-MB				
rolling	4 X 800 (F)	SMB-MB-SYB-YB-IB-YM	rolling	400 (S)	ALL		100 HURDLES (F)	YG-IG-YW-YB	Florida State University, Mike Long Track			
schedule	4 X 100 (S)	ALL	schedule	1500 (F)	SBG-BG-SMG-MG		110 HURDLES (F)	IB-YM	AAU TRACK & FIELD NATIONAL QUALIFIER			
↕					SBB-BB-SMB-MB		800 (F)	ALL	VISITALLAHASSEE.COM/AAU			
				200 (S)	ALL		200 (F)	ALL				
			↕	4 X 100 (F)	ALL		STEEPLECHASE (F)	IG-YW-IB-YM				
						↕	4 X 400 (F)	ALL				

# Event Impact Summary

Destination: Visit Tallahassee

Event Parameters		Key Results	
Event Name:	2015 AAU Track & Field National Qualifier	Business Sales (Direct):	\$1,286,238
Organization:	AAU	Business Sales (Total):	\$2,221,287
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	527
Start Date:	6/25/2015	Jobs Supported (Total):	689
End Date:	6/28/2015	Local Taxes (Total):	\$101,022
Overnight Attendees:	3000	Net Direct Local Tax ROI:	\$72,635
Day Attendees:	0	Estimated Room Demand:	2,723

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$269,547	\$0	\$0	\$269,547
Transportation	\$171,595	\$1,334	\$187	\$173,116
Food & Beverage	\$389,752	\$60,826	\$0	\$450,578
Retail	\$246,610	\$0	\$0	\$246,610
Recreation	\$122,091	\$0	\$0	\$122,091
Space Rental	\$0	\$21,340	\$0	\$21,340
Business Services	\$0	\$2,851	\$106	\$2,957
<b>TOTAL</b>	<b>\$1,199,594</b>	<b>\$86,351</b>	<b>\$293</b>	<b>\$1,286,238</b>

## Event Impact Details

Destination: Visit Tallahassee

Event Name: 2015 AAU Track & Field National Qualifier 2015

Organization: AAU

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,286,238	\$935,049	\$2,221,287
<b>Personal Income</b>	\$379,131	\$241,593	\$620,724
<b>Jobs Supported</b>			
Persons	527	163	689
Annual FTEs	18	5	23
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$110,491</u>	<u>\$76,445</u>	<u>\$186,936</u>
<u>State Total</u>	<u>\$81,949</u>	<u>\$23,376</u>	<u>\$105,325</u>
sales	\$69,087	\$14,026	\$83,112
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$12,862	\$9,350	\$22,213
<u>Local Total</u>	<u>\$72,635</u>	<u>\$28,387</u>	<u>\$101,022</u>
sales	\$17,272	\$3,506	\$20,778
income	\$0	\$0	\$0
bed	\$13,477	-	\$13,477
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$29,024	\$15,530	\$44,554
restaurant	\$0	\$0	\$0
other	\$12,862	\$9,350	\$22,213

Event Return on Investment (ROI)		
<b>Direct</b>		
Direct Local Tax Receipts	\$72,635	
Local Costs	\$0	
Direct ROI	\$72,635	
Net Present Value	\$71,032	
Direct ROI (%)	-	
<b>Total</b>		
Total Local Tax Receipts	\$101,022	
Total ROI	\$101,022	
Net Present Value	\$98,792	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	2,723
Room Pickup (block only)	1,875
Peak Rooms	750
Total Visitor Days	10,891