



Visit  
Tallahassee

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

Thursday November 2, 2023, 9:00 a.m.  
County Commission Chambers - Leon County Courthouse, Fifth Floor  
301 South Monroe Street, Tallahassee FL 32301

### **MEETING AGENDA**

- I. Call to Order – **Michelle Personette, Chairperson**
- II. Welcome and introduction of new TDC Member Joshua Brock – **Michelle Personette**
- III. Request for Additional Agenda Items – **Michelle Personette**
- IV. Public Comment
- V. Items for Consent Approval – **Michelle Personette**
  - September 14, 2023 Meeting Minutes (T1)
  - Financial Reports: Division Budget FY 2023 YTD and the Tourism Development Tax Collections and Smith Travel Report (T2)
  - Advertising/PR Activity Report/Digital Activity (T3)
  - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- VI. General Business – **Michelle Personette**
  - Downs & St. Germain Research FY 2023 Year End Presentation (T4)
  - Tourism Event Grant Second-Cycle/Bicentennial Program (T5)
  - Proposed FY24 TDC Meeting Date Schedule (T6)
  - FY22-26 Tourism Strategic Plan Update Presentation (T7)
  - Conference Center/Meeting Space Statement of Need Discussion
  - Concert Update
  - Tallahassee Sports Council Update
  - COCA Update
- VII. Executive Director's Report – **Kerri Post**
  - Staff Update
  - Pickle Ball Overview
  - FHSAA Football
  - Tallahassee Chamber of Commerce "Business After Hours" Nov. 2<sup>nd</sup> 5:30 – 7PM
  - Upcoming Bicentennial Events
- VIII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:  
**TBD**  
**County Commission Chambers**



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
MEETING MINUTES**

**September 14, 2023, 9:00 a.m.**

**County Commission Chambers - Leon County Courthouse, Fifth Floor  
301 South Monroe Street, Tallahassee FL 32301**

The Leon County Tourist Development Council met for a regular meeting with Chairperson Michelle Personette presiding. Council members present were City Commissioner Curtis Richardson, County Commissioner Bill Proctor, City Commissioner Dianne Williams-Cox, Matt Thompson, Carolanne Savage, Russell Daws, Sam Patel, Emily Johnson-Truitt; Ex-Officio members present Amanda Heidecker, and Kathleen Spehar participating (telephonically).

Tourism Staff present: Kerri Post, Jon LaBarre, Katie Kole, Ryan Zornes, Wendy Halleck, Aundra Bryant, Renee Jones, Taylor Walker, Taylor Wheaton, Janet Roach, Vel Johnson, Bryan Smith, Harsha Loka and Shelby Bishop.

I. **Call to Order** – Chairperson, Michelle Personette called the meeting to order at 9:03 a.m.

II. **Request for Additional Agenda Items** – Chairperson Personette confirmed there were no request for additional agenda items.

***Commissioner Dianne Williams–Cox moved, duly seconded by Russell Daws, adoption of the agenda as provided. The motion passed unanimously 9-0.***

III. **Public Comment** – Ms. Post confirmed there were no requests for public comment.

IV. **Items for Consent Approval**

- Approval of the May 4th, 2022 Meeting Minutes
- Approval of the Financial Reports: Division Budget FY 2023 Year-to-Date Tourism Development Tax Collections and Smith Travel Report
- Approval of the Advertising/PR Activity Report/Digital Activity
- Approval of the Marketing Communications, Visitor Services, Sales & Sports Staff Reports

***Russell Daws moved, duly seconded by Commissioner Dianne Williams-Cox, approval of the Items for Consent. The motion passed unanimously 9-0.***

V. **General Business:**

**Downs & St. Germain Research Presentation FY23 Q3 Visitor Tracking Study & Fall/Spring Event Highlights** –

Mr. Isiah Lewis presented highlights of the 8 major Fall/Spring events for FY 2022–23 including the economic impact of over \$9.5 million and more than 27,000 out-of-town visitors generating more than 16,000 room nights. Mr. Lewis confirmed there has been a definite impact with the loss of Red Hills International Horse Trials as that event generated significant visitation, room nights and economic impact. Discussion ensued.

Mr. Lewis also presented the FY23 3<sup>rd</sup> Quarter Visitor Tracking Report that included an estimated total economic impact of more than \$300 million for the quarter. Discussion ensued on the potential impact of the political climate on visitation, football teams doing so well and the cost of hotel room nights during football season. Commissioner Proctor noted the percentage of visitors coming from the surrounding areas (7%) and expressed the need for US Highway 363 - coming north into the County from the coast that is also an evacuation route - to be widened to make it easier for visitors to come to Tallahassee from the coastal counties. Discussion ensued.

**FY 24 Tourism Event Grant Recommendations** – Russell Daws gave the report from the Tourist Development Council Grant Review Committee (TDCGRC), comprised of Russell Daws, Matt Thompson, and Carolanne Savage. The TDCGRC conducted their meeting on August 29, 2023 and the FY24 Tourism Special Event Grant recommendations are as follows:

**FY2024 Signature/Emerging Signature Event Grant Funding Recommendations:**

The TDCGRC is recommending funding for all four events for a total amount of \$91,600 of the \$130,000 allocated in the Signature Event/Emerging Signature Event Grant budget. The TDCGRC is recommending the remaining \$38,400 be carried over for a second cycle grant period to run in January 2024 for Bicentennial events taking place March-Sept. 2024.

***Commissioner Richardson moved, duly seconded by Commissioner Dianne Williams-Cox, approval FY2024 Signature/Emerging Signature Event Grant Funding Recommendations. The motion passed unanimously 9-0.***

**FY2024 Special Event Grant Funding Recommendations:**

The TDCGRC is recommending funding for 32 events for a total amount of \$153,800 of the allocated \$184,500 in the Special Event Grant budget. The TDCGRC is recommending the remaining \$30,700 be carried over for a second cycle grant period to run in January 2024 for Bicentennial events taking place March-Sept. 2024. Discussion ensued regarding the diversity of events/organizations awarded Tourism Event Grants. In partnership with Visit Tallahassee, COCA offered to host a workshop for BIPOC (Black, Indigenous, people of color) organizations to provide one-on-one coaching to apply to the second cycle Bicentennial Tourism Event program.

***Emily Johnson-Truitt moved, duly seconded by Commissioner Richardson, approval FY2024 Special Event Grant Funding Recommendations. The motion passed unanimously 9-0.***

In summary, the TDCGRC is recommending the balance of the grant funds \$69,100 be carried over for a second cycle grant period to run in January 2024 for Bicentennial events taking place March-Sept. 2024. Discussion ensued on how to spend the remaining grant funds in support of the Bicentennial. Staff will update the second cycle Tourism Event Grant Guidelines as appropriate and present the Guidelines for review at the November TDC meeting. Ms. Post confirmed that the Bicentennial Family Reunions program will be implemented by the Tourism Group Sales team and funded out of that budget. The program is targeted for May through August of 2024.

***Commissioner Dianne Williams-Cox moved, duly seconded by Commissioner Richardson for \$69,100 be carried over for a second cycle Bicentennial Special Events grants period to run in January 2024 for events taking place March-Sept. 2024. The motion passed unanimously 9-0.***

VI. **FY 24 Agency Advertising/PR Plan Presentation** – Kerry Anne Watson, John Nicolas, and Andy Jorshie from The Zimmerman Agency presented on the FY24 advertising and PR plan focusing on paid, owned and earned media plus an introduction of AI (Artificial Intelligence) in the plan. Discussion ensued regarding the planned media budget for the Meetings market. Commissioner Proctor noted the need for a conference center to be built in Florida's capital city and affirmed that the destination would host more meetings if it had a conference center. Discussion ensued on the TDC adopting a resolution stating that the destination needs a meeting facility/conference center, and the importance of having the

TDC voice on the record in consideration if other funding sources may be become available in the future. It was also noted a conference center would improve business opportunity at the Tallahassee International Airport. Commissioner Proctor suggested a motion capturing the need for a conference center Russell Daws seconded the motion for discussion. Chairperson Personette suggested to table the motion until the Zimmerman presentation was completed. Commissioner Proctor withdrew the motion. Discussion ensued.

### **Bicentennial Update and Marketing Plan Presentation**

Vel Johnson presented updates on the Bicentennial website including the guideline for the Logo Usage, and instructions on how to download the form from the website. Ms. Johnson reminded the members how to get involved in the Bicentennial through six different task forces: 1.) Programming/Events/Activities, 2.) Marketing, 3.) Education, 4.) Community Outreach & Inclusion, 5.) Faith-Based, 6.) Legislative/State Government. Ms. Johnson also provided the TDC members with promotional cards that list 9 ways to get involved. Also, included in the packet was the Proposed/Confirmed Bicentennial Events, Programs, and Activities from December 2023 – December 2024.

### **Concert Update**

Scott Carswell presented updates on the future concerts held at The Adderley Amphitheater: Travis Tritt & Kenny Wayne Shepard Band, a Rock/Blues and Country show on Friday, October 20, 2023. And in partnership with FSU Opening Nights, we will present Gipsy Kings, featuring Nicolas Reyes on October 20, 2023, and hope to continue the partnership with Opening Nights for one or two shows in 2024. Mr. Carswell also referenced several other potential artists he is pursuing for 2024. Discussion ensued.

### **Tallahassee Sports Council (TSC) Update and Event Grant Recommendations**

The TSC met on September 12, 2023 and approved the recommendations from the Sports Grant Review Committee to award forty-three (43) Sporting Events Grants for a total amount of \$115,050 from the allocated sports event grant budget \$130,000. The TSC is recommending that the remaining \$14,950 be utilized in the second cycle grants period to run in December 2023.

***Russell Daws moved, duly seconded by Commissioner Richardson, approval of the FY2024 Sports Events Grant Funding Recommendations. The motion passed unanimously 9-0.***

### **COCA FY 24 Grant Recommendations and Update**

Ms. Spehar provided an overview of the FY24 COCA Grant Recommendations for both the Cultural Programs grant and Cultural Tourism Marketing grants. There were 32 applications received and reviewed by the COCA Grants Manager. During the County Eligibility verification process 2 applications were deemed ineligible for TDT funding. COCA staff worked with the applicants to consider revision of their grant project. One application was revised to be eligible and one grant applicant withdrew. The COCA Board of Directors approved thirty-one (31) eligible applications totaling \$1,214,645.

***Commissioner Richardson moved, duly seconded by Sam Patel, approval of the FY2024 COCA Grant Funding Recommendations. The motion passed unanimously 7-0 with Chairperson Michelle Personette and Russell Daws recusing themselves due to a conflict of interest.***

- VII. **Executive Director's Report** – Kerri Post provided an introduction of new staff members Bryan Smith, Digital Contents Manager, and also Harsha Loka, Sports Management Intern from FSU. Ms. Post announced Sam Patel's retirement from the Board and the TDC members commended Mr. Patel for his leadership and service on the TDC over the last 6 years. For the sake of time, Ms. Post suggested the Pickle Ball Overview agenda item could be added to the November agenda. She highlighted the upcoming cross-country season. Lastly, she shared the big news that Tallahassee will be hosting all 9 divisions of the Florida High School Athletic Association (FHSAA) Football State Championships at FAMU's Bragg Memorial Stadium on December 7-9, 2023. This partnership with Visit



Tallahassee, FHSAA, FAMU and Leon County Schools is a great opportunity to showcase the community and FAMU to more than 30,000 student athletes, coaches and fans from around Florida over a 5-day period with an estimated economic impact of \$11 million dollars.

VIII. Additional Business: "For the Good of the Cause" – Chairperson Personette confirmed there was no additional business "for the good of the cause".  
***Commissioner Dianne Williams–Cox moved, duly seconded by Commissioner Proctor, adjournment of the TDC meeting. The motion passed unanimously 9-0.***

**ADJOURN**

**There being no further business to come before the Council, the meeting was adjourned at 10:29 a.m.**

\_\_\_\_\_  
Attest: Michele Personette,  
Chairperson

\_\_\_\_\_  
Attest: Shelby Bishop  
Visitor Services Specialist

**Leon County Tourist Development Council**  
Statement of Cash Flow  
Period Ending September 30, 2023

<b>4-Cents Collections</b>		YTD	September	FY 2022/23	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Tax (4-cents) <sup>1</sup>	\$ 6,606,619.61	\$ 620,053.11	\$ 5,230,434.00	126%	1,376,186
361320	Tax Collector FS 219.075	\$ 16,028.37	\$ -	\$ -		16,028
361111	Pooled Interest Allocation	\$ -	\$ -	\$ 56,753.00		
365000	Merchandise Sales	\$ 11,448.83	\$ -	\$ 5,730.00		
366500	Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500.00		
366930	Other Contributions/Partnerships	\$ -	\$ -	\$ -		
361300	Interest Inc/FMV Adjustment	\$ -	\$ -	\$ -		
369900	Miscellaneous Revenue <sup>3</sup>	\$ 124,629.66	\$ 12,549.77	\$ 33,533.00		
399900	Appropriated Fund Balance	\$ 5,989,029.00	\$ -	\$ 253,645.00		
Total Estimated Receipts				5,592,595		
		\$ 12,747,755.47	\$ 632,602.88	-		

Acct #	EXPENDITURES	YTD	September	FY 2022/23	FY 2022/23	% Budget	Under/
	<i>Administration (301)/Marketing (303)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 737,086.01	\$ 72,281.00	\$ 866,998.00	\$ 1,000,559.00	74%	\$ 263,473
51250	Regular OPS Salaries & Wages	\$ 114,659.66	\$ 17,188.00	\$ 79,212.00	\$ 79,212.00	145%	(35,448)
51500	Special Pay	\$ -	\$ -	\$ 3,255.00	\$ 3,255.00	0%	3,255
52100	FICA	\$ 61,198.75	\$ 6,449.66	\$ 71,826.00	\$ 71,826.00	85%	10,627
52200	Retirement Contributions	\$ 131,326.39	\$ 15,047.16	\$ 136,721.00	\$ 136,721.00	96%	5,395
52210	Deferred Compensation	\$ 1,233.68	\$ 123.61	\$ 1,566.00	\$ 1,566.00	79%	332
52300	Life & Health Insurance	\$ 126,360.16	\$ 19,482.43	\$ 184,297.00	\$ 184,297.00	69%	57,937
52400	Workers Compensation	\$ 1,684.46	\$ 172.37	\$ 4,446.00	\$ 4,446.00	38%	2,762
53400	Other Contractual Services	\$ 197,302.24	\$ 57,215.61	\$ 425,000.00	\$ 515,000.00	38%	317,698
54000	Travel & Per Diem	\$ 48,228.92	\$ 6,631.61	\$ 79,500.00	\$ 79,500.00	61%	31,271
54100	Communications Services	\$ 6,790.15	\$ 23.90	\$ 9,600.00	\$ 9,600.00	71%	2,810
54101	Communications - Phone System	\$ 1,445.00	\$ -	\$ 1,445.00	\$ 1,445.00	100%	-
54200	Postage	\$ 7,119.79	\$ -	\$ 7,500.00	\$ 7,500.00	95%	380
54400	Rental & Leases	\$ 21,577.82	\$ 507.00	\$ 27,000.00	\$ 27,000.00	80%	5,422
54505	Vehicle Coverage	\$ 557.00	\$ -	\$ 557.00	\$ 557.00	100%	-
54600	Repair & Maintenance	\$ 799.06	\$ -	\$ 15,000.00	\$ 15,000.00	5%	14,201
54601	Vehicle Repair	\$ 270.24	\$ -	\$ 731.00	\$ 731.00	37%	461
54700	Printing	\$ 7,594.37	\$ 337.21	\$ 10,000.00	\$ 19,818.00	38%	12,224
54800	Promotional Activities	\$ 42,747.11	\$ 7,085.54	\$ 40,000.00	\$ 80,000.00	53%	37,253
54860	TDC Direct Sales Promotions	\$ 37,348.98	\$ 5,990.00	\$ 55,000.00	\$ 75,000.00	50%	37,651
54861	TDC Community Relations	\$ 35,640.02	\$ -	\$ 35,000.00	\$ 65,000.00	55%	29,360
54862	TDC Merchandise	\$ 11,088.86	\$ -	\$ 15,000.00	\$ 15,000.00	74%	3,911
54900	Other Current Charges	\$ 972,061.70	\$ 49,130.04	\$ 679,500.00	\$ 1,287,500.00	75%	315,438
55100	Office Supplies	\$ 265,835.23	\$ 32,500.00	\$ 456,500.00	\$ 791,500.00	34%	525,665
55200	Operating Supplies	\$ 1,677.47	\$ 134.95	\$ 15,000.00	\$ 15,000.00	11%	13,323
55210	Fuel & Oil	\$ 138.66	\$ 76.03	\$ 340.00	\$ 340.00	41%	201
52250	Uniforms	\$ 1,058.91	\$ -	\$ 4,500.00	\$ 11,000.00	10%	9,941
55400	Publications, Memberships	\$ 16,507.57	\$ 501.98	\$ 33,500.00	\$ 33,500.00	49%	16,992
55401	Training	\$ -	\$ -	\$ 3,000.00	\$ 15,000.00	0%	15,000
56400	Machinery & Equipment	\$ 3,016.00	\$ -	\$ 12,000.00	\$ 12,000.00		8,984
58160	TDC Local T&E	\$ 2,693.24	\$ 330.58	\$ 3,500.00	\$ 5,500.00	49%	2,807
58320	Sponsorship & Contributions	\$ 20,336.27	\$ -	\$ 35,000.00	\$ 35,000.00	58%	14,664
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 1,236,932.99	\$ 227,446.92	\$ 1,170,000.00	\$ 1,402,000.00	88%	\$ 165,067

<u>Special Events/Grants (304)</u>							
58300	Grants & Aids	\$ 539,905.99	\$ 94,139.99	\$ 700,000.00	\$ 700,000.00	77%	160,094
<u>Welcome Center CIP (086065)</u>							
56200	Building	\$ 2,108,957.19	\$ 112,400.08	\$ 2,604,312.00	\$ 2,604,312.00		495,355
<u>Countywide Automation (470)</u>							
54110	Com-net Communications	\$ 6,320.00	\$ -	\$ 6,320.00	\$ 6,320.00	100%	-
54600	Repairs and Maintenance	\$ 2,615.00	\$ -	\$ 2,615.00	\$ 2,615.00	100%	-
<u>Risk Allocations (495)</u>							
54500	Insurance	\$ 6,666.00	\$ -	\$ 6,666.00	\$ 6,666.00	100%	-
<u>Indirect Cost (499)</u>							
54900	Indirect Cost Charges	\$ 274,000.00	\$ -	\$ 274,000.00	\$ 274,000.00	100%	-
<u>Line Item Funding - (888)</u>							
58214	Cultural Facilities Grant Program	\$ -	\$ -	\$ -	\$ -		-
58215	Local Arts Agency Program	\$ 1,271,386.34	\$ 474,325.22	\$ 1,307,609.00	\$ 1,307,609.00	97%	36,223
<u>Transfers (950)</u>							
591220	Transfer to Fund 220	\$ -	\$ -	\$ -	\$ -	0%	-
591220	Transfer to Fund 305	\$ -	\$ -	\$ -	\$ -	0%	-
<u>Salary Contingency (990)</u>							
59900	Other Non-operating Uses	\$ -	\$ -	\$ -	\$ -		-
	Reserve for Fund Balance	\$ -	\$ -	\$ -	\$ -		-
	<b>Total Expenditures</b>	<b>\$ 8,322,167.23</b>	<b>\$ 1,199,520.89</b>	<b>\$ 9,384,016</b>	<b>\$ 10,902,895</b>		

### 1-Cent Collections

Acct #	REVENUES	YTD Actuals	September Actuals	FY 2022/23 Adopt. Budget	FY 2022/23 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1-cent)	\$ 1,651,407.71	\$ 155,012.75	\$ 1,307,609.00	\$ 1,307,609.00	126%	343,799
361111	Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320	Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930	Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
	<b>Total Revenues</b>	<b>1,651,407.71</b>	<b>155,012.75</b>	<b>\$ 1,307,609</b>	<b>\$ 1,307,609</b>		

Acct #	EXPENDITURES (305)	YTD Actuals	September Actuals	FY 2022/23 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 2,049,072.00	\$ 2,049,072.18	0%	2,049,072
	<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,049,072.00</b>	<b>\$ 2,049,072.18</b>	<b>0%</b>	<b>2,049,072</b>

### NOTES TO THE FINANCIAL STATEMENT As of September 30, 2023

#### REVENUES

1	Revenue for the 4-cent collections	\$ 479,915.40
2	Revenue for the 1-cent collections	\$ 159,971.80
3	Revenue for FSU Invite Pre-State Cross Country Registration and Admission	\$ 12,549.77

#### EXPENSES

4 - Building Sub-Projects Invoice Closing \$ 112,400.08

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

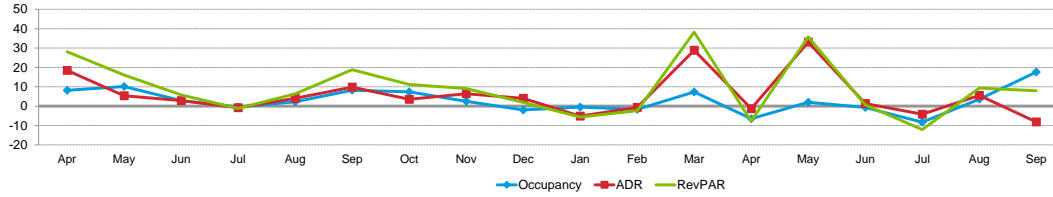
	October	November	December	January	February	March	April	May	June	July	August	September	Totals
<b>FY2018/2019 (3-cents)</b>	<b>331,953.51</b>	<b>495,074.97</b>	<b>387,162.79</b>	<b>307,879.78</b>	<b>327,779.10</b>	<b>365,775.19</b>	<b>445,899.80</b>	<b>369,126.76</b>	<b>352,707.77</b>	<b>312,656.20</b>	<b>291,044.54</b>	<b>365,660.11</b>	<b>4,352,720.53</b>
<b>(1-cent - 4th Penny)</b>	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
<b>(1-cent - 5th Penny)</b>	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
<b>FY2019/2020 (3-cents)</b>	<b>363,217.88</b>	<b>348,125.77</b>	<b>323,679.36</b>	<b>255,150.76</b>	<b>331,287.48</b>	<b>331,867.65</b>	<b>198,333.52</b>	<b>90,098.91</b>	<b>117,764.12</b>	<b>156,843.67</b>	<b>168,940.46</b>	<b>236,674.52</b>	<b>2,921,984.08</b>
<b>(1-cent - 4th Penny)</b>	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
<b>(1-cent - 5th Penny)</b>	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	-17%	1%	-9%	(56%)	-76%	(67%)	(50%)	-42%	-35%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	-15%	-12%	-12%	-19%	-26%	-30%	-32%	-33%	-33%	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
<b>FY2020/2021 (3-cents)</b>	<b>184,026.11</b>	<b>207,635.60</b>	<b>175,507.21</b>	<b>172,333.69</b>	<b>182,644.87</b>	<b>221,694.54</b>	<b>294,363.06</b>	<b>364,179.31</b>	<b>282,604.19</b>	<b>332,719.16</b>	<b>348,411.70</b>	<b>419,988.48</b>	<b>3,186,107.92</b>
<b>(1-cent - 4th Penny)</b>	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
<b>(1-cent - 5th Penny)</b>	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	-32%	-45%	-33%	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	-43%	-43%	-41%	-33%	-20%	-12%	-4%	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
<b>FY2021/2022 (3-cents)</b>	<b>369,226.11</b>	<b>476,937.04</b>	<b>389,494.17</b>	<b>296,423.63</b>	<b>364,996.61</b>	<b>408,289.23</b>	<b>424,815.31</b>	<b>480,785.08</b>	<b>349,360.01</b>	<b>359,333.87</b>	<b>369,813.17</b>	<b>442,474.54</b>	<b>4,731,948.78</b>
<b>(1-cent - 4th Penny)</b>	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
<b>(1-cent - 5th Penny)</b>	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	616,355.29	737,457.57	7,886,581.30
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	55%	49%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	4,289,474.24	4,731,948.78	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
<b>FY2022/2023 (3-cents)</b>	<b>453,134.99</b>	<b>526,249.19</b>	<b>436,616.96</b>	<b>292,669.34</b>	<b>366,445.39</b>	<b>390,021.67</b>	<b>554,820.97</b>	<b>442,251.68</b>	<b>469,912.57</b>	<b>371,463.79</b>	<b>324,449.23</b>	<b>479,915.40</b>	<b>5,107,951.16</b>
<b>(1-cent - 4th Penny)</b>	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
<b>(1-cent - 5th Penny)</b>	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.12	924,701.61	737,086.13	783,187.61	619,106.31	540,748.72	799,859.00	8,513,251.95
Gain/Loss - Month: 3 cent	23%	10%	12%	-1%	0%	-4%	31%	-8%	35%	3%	-12%	8%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	11%	8%	10%	10%	8%	8%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.54	3,019,958.50	3,462,210.18	3,932,122.75	4,303,586.53	4,628,035.76	5,107,951.16	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	

Tab 2 - Trend Leon County, FL

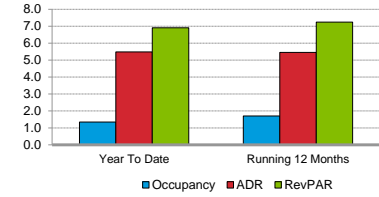
Currency: USD - US Dollar

Visit Tallahassee  
For the Month of September 2023

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	67.6	58.1	63.3	60.6	63.4	59.6	64.4	60.2	60.4	55.7	65.3	71.7	63.2	59.3	62.9	55.6	65.6	70.0	
Last Year	62.5	52.8	61.6	60.8	62.0	55.0	60.0	58.7	51.5	56.0	66.4	66.9	67.6	58.1	63.3	60.6	63.4	59.6	
Percent Change	8.2	10.1	2.9	-0.4	2.2	8.2	7.4	2.5	-2.0	-0.5	-1.7	7.3	-6.5	2.0	-0.7	-8.3	3.6	17.6	

ADR	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	130.22	101.82	103.67	103.71	116.94	132.58	145.26	132.01	101.52	106.03	117.10	142.02	128.54	135.49	105.02	99.40	123.40	121.74	
Last Year	109.93	96.63	100.82	104.56	112.44	120.75	140.30	124.06	97.63	111.83	117.88	110.24	130.22	101.82	103.67	103.71	116.94	132.58	
Percent Change	18.5	5.4	2.8	-0.8	4.0	9.8	3.5	6.4	4.0	-5.2	-0.7	28.8	-1.3	33.1	1.3	-4.2	5.5	-8.2	

RevPAR	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	88.06	59.18	65.67	62.86	74.09	78.97	93.58	79.41	51.21	59.09	76.44	101.89	81.26	80.33	66.08	55.24	80.99	85.25	
Last Year	68.73	50.99	62.09	63.61	69.68	66.46	84.18	72.81	50.25	62.64	78.27	73.72	88.06	59.18	65.67	62.86	74.09	78.97	
Percent Change	28.1	16.1	5.8	-1.2	6.3	18.8	11.2	9.1	1.9	-5.7	-2.3	38.2	-7.7	35.7	0.6	-12.1	9.3	8.0	

Supply	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	193,950	200,415	193,950	200,415	200,415	193,980	200,415	191,250	197,625	197,625	178,500	197,625	191,250	197,625	191,250	194,494	194,494	188,220	
Last Year	191,850	203,019	196,470	203,019	203,019	193,950	200,446	193,980	200,446	200,446	181,020	200,415	193,950	200,415	193,950	200,415	200,415	193,980	
Percent Change	1.1	-1.3	-1.3	-1.3	-1.3	0.0	0.0	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-3.0	-3.0	-3.0	

Demand	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	131,165	116,488	122,866	121,482	126,973	115,549	129,111	115,037	99,682	110,133	116,523	141,783	120,906	117,172	120,337	108,101	127,654	131,813	
Last Year	119,948	107,135	121,002	123,513	125,806	106,753	120,261	113,847	103,175	112,278	123,513	134,013	131,165	116,488	122,866	121,482	126,973	115,549	
Percent Change	9.4	8.7	1.5	-1.6	0.9	8.2	7.4	1.0	-3.4	-1.9	-3.1	5.8	-7.8	0.6	-2.1	-11.0	0.5	14.1	

Revenue	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	17,079,937	11,860,627	12,737,191	12,598,678	14,847,874	15,319,523	18,754,145	15,186,251	10,120,115	11,677,811	13,644,353	20,135,821	15,541,715	15,875,181	12,637,808	10,744,722	15,752,708	16,046,587	
Last Year	13,185,378	10,352,711	12,199,311	12,914,750	14,145,719	12,889,958	16,872,961	14,123,551	10,072,954	12,556,360	14,168,526	14,774,230	12,079,937	11,860,627	12,737,191	12,598,678	14,847,874	15,319,523	
Percent Change	29.5	14.6	4.4	-2.4	5.0	18.8	11.1	7.5	0.5	-7.0	-3.7	36.3	-9.0	33.8	-0.8	-14.7	6.1	4.7	

Census %	2022												2023						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Census Props	66	66	66	66	66	66	66	65	65	65	65	65	65	65	65	64	64	64	
Census Rooms	6465	6465	6465	6465	6465	6466	6465	6375	6375	6375	6375	6375	6375	6375	6375	6274	6274	6274	
% Rooms Participants	93.3	93.3	93.3	93.3	93.3	93.3	93.3	94.6	94.6	93.0	94.6	95.0	95.0	95.0	95.0	95.0	95.0	95.0	

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## October 2022–September 2023 *Highlights*

- This year, VisitTallahassee.com, Visit Widget, and the mobile app all experienced incredible growth in traffic and user engagement.
- All digital performance goals for the website were achieved this year. The website reached 257,596 sessions, views were 13% above the goal, and the bounce rate was reduced to 38% this year.
- This year’s performance goals for Visit Widget / Mobile App were all achieved with the mobile app reaching 241,829 views (142% above this year’s goal) and 3,759 downloads (63% over the goal).
- There was an increase of 66% in iOS downloads and 169% increase in Android downloads for the mobile app this year. These metrics show a growing loyal user base who value these features.
- The 2023 Summer Backyard Bucket List Challenge was the most popular item on Visit Widget with 25,342 views this year. The Visit Widget alone contributed more than 568 entries to the challenge.
- Paid Facebook efforts earned 41,160,231 impressions, 575,542 engagements, 3,448 new page likes and 287 mobile app downloads.
- Through a number of PR initiatives, Visit Tallahassee received a total of 257 million+ impressions, equating to \$2.7 million at \$0-cost.
- Secured a total of 70+ earned media placements, promoting Tallahassee as a must-visit destination with key inclusions in *Taste of the South, Okra, Blue Ridge Outdoors, The Local Palate, Convention South*, MSN, Yahoo News and more.
- Over the last year, Visit Tallahassee ran activations locally and out of market. We were able to share all of the Pretty. Unexpected. elements of our beloved city at FAMU Homecoming, Tampa Craft Beer Festival & Brewers Guild Ball and Atlanta Dogwood Festival.
- The 2023 Summer Backyard Bucket List Challenge took place from June 1st to August 31st. Visit Tallahassee and Tallahassee Foodies successfully secured a total of 109 partners choosing to participate for multiple months.

2022/2023 GOALS	ANNUAL % TO GOAL	GROWTH	OVERALL GROWTH
<b>DIGITAL</b>			
Increase Website Sessions 15% to 173,605 *Sessions are recorded when a user interacts with the website.	148% of goal	49,348	257,596
Increase Views 10% to 488,386 *Views is a combination of pageviews & screenviews.	113% of goal	101,975	553,930
Reduce Bounce Rate to be under 40% *Bounce rate is the percentage of sessions that were not engaged, or the inverse of engagement rate.	105% of goal	+1.25%	38.16%
<b>MOBILE APP / WIDGET</b>			
Total Annual Sessions of Mobile App / Widget to 18,000 sessions	164% of goal	9,258	29,550
Increase Annual Use of Mobile App / Widget to 13,200 users	190% of goal	7,110	25,033
Increase Annual Mobile App Downloads to 2,300	163% of goal	958	3,759
Increase Annual Mobile App Views to 96,000	252% of goal	82,089	241,829



2022/2023 GOALS	ANNUAL % TO GOAL	GROWTH	OVERALL GROWTH
<b>SOCIAL MEDIA</b>			
Increase Facebook Engagements by 15% to 168,887	5% of goal	3,573	8,392
Increase Facebook Impressions by 80% to 1,993,417	32.4% of goal	287,040	645,391
Increase Instagram Followers by 18% to 27,128	89% of goal	452	24,069
Increase Instagram Engagements by 50% to 98,646	17% of goal	4,470	17,080
Increase Twitter Followers by 5% to 15,810	96% of goal	0	15,207
Increase Twitter Engagements by 25% to 5,805	22% of goal	545	1,251
Increase Instagram Impressions by 10% to 2,576,214	104% to goal	669,550	2,671,653
Increase Instagram Engagements by 10% to 52,120	157% to goal	36,827	93,792
Increase Facebook Impressions by 5% to 12,141,695	127% to goal	3,997,565	15,367,861
Increase Facebook Engagements by 10% to 170,703	402% to goal	263,617	687,151
Instagram Awareness Cost per 1,000 impressions: \$3.50** (measured only against the awareness campaign)	\$1.24 under goal	\$2.28	\$2.26
Instagram Awareness Cost per brand recall lift: \$0.18** (measured only against the awareness campaign)	\$0.03 under goal	\$0.10	\$0.15
Instagram Consideration Cost per click: \$1.50** (measured only against the consideration campaign)	\$0.84 under goal	\$0.66	\$0.66
Instagram Consideration Click-through rate: 0.88%* (measured only against the consideration campaign)	0.07% under goal	0.71%	0.81%
Facebook Awareness Cost per 1,000 impressions: \$1.75* (measured only against the awareness campaign)	\$0.74 over goal	\$2.36	\$2.49
Facebook Awareness Cost per brand recall lift: \$0.09** (measured only against the awareness campaign)	\$0.02 over goal	\$0.09	\$0.11
Facebook Consideration Cost per click: \$0.63* (measured only against the consideration campaign)	\$0.23 under goal	\$0.43	\$0.40
Facebook Consideration Click-through rate: 0.90%* (measured only against the consideration campaign)	1.03% over goal	1.71%	1.93%
Secure 18 Media Experiences (6 publications and 12 influencers)	18	18	100%
6 metro features in top two tier markets	9	6	150%
Increase Annual Mobile App Pageviews to 261,991	164% of goal	102,251	261,991
<b>PUBLIC RELATIONS</b>			
4 radio promotions	4	4	100%
4 articles within niche outlets	3	4	75%
3 national features	12	3	400%
1 in-book promotions	1	1	100%
Summer Backyard Bucket List: 3-5 Local Media Features	4	3	100%
Summer Backyard Bucket List: 3-5 Local Media Interviews	4	3	100%
Summer Backyard Bucket List: Partner with 2-4 Local Influencers	3	2	100%





## PUBLIC RELATIONS *Highlights*

- Through a number of PR initiatives, Visit Tallahassee received a total of 257 million+ impressions, equating to \$2.7 million at \$0-cost.
- Secured a total of 70+ earned media placements, promoting Tallahassee as a must-visit destination with key inclusions in **Taste of the South, Okra, Blue Ridge Outdoors, The Local Palate, Convention South**, MSN, Yahoo News and more.
- Named as one of “The 20 Best Mid-size Cities in the United States,” by HGTV - America’s leading home and lifestyle brand, reaching 6.5 million.
- Hosted **Southern Living Magazine** and executed a dedicated photoshoot surrounding the holidays in Florida’s Capital City, slated for publication in December 2023.
- Received recognition from **ESSENCE Magazine** - the premier lifestyle magazine for African-American/Black women, impacting 2.9M+ readers - for Tallahassee being named within this year’s “Best in Black Travel Awards.”
- Landed a four (4) page travel feature in **Cooking With Paula Deen Magazine** - titled “Make Time for Tallahassee,” spotlighting 27 area partners.
- Executed a “Taste of Tallahassee” Group Media Tour including **Edible South Florida, West Palm Beach Magazine, Hearst Publications (Good Housekeeping, Prevention and Women’s Day)** and **Tampa Magazine** - driving awareness for the destination as well as our culinary offerings.
- Received accessibility awareness for Tallahassee through a dedicated article within **New Mobility Magazine** - the award-winning lifestyle publication encouraging the integration of active wheelchair users into mainstream society, reaching nearly 50K readers.
- Negotiated an in-book promotion for Visit Tallahassee in collaboration with **Flamingo Magazine** - targeting a fully Florida-based readership, valued at nearly \$6K delivering an 8:1 ROI.
- Supported Summer Backyard Bucket List through a combination of influencer collaborations, in-market interviews and dedicated features within **Tallahassee Magazine, The Tallahassee Democrat, WCTV** and **WTXL** and more.







## SUMMER BACKYARD BUCKET LIST

# Highlights

- The 2023 Summer Backyard Bucket List Challenge took place from June 1st to August 31st. Visit Tallahassee and Tallahassee Foodies successfully secured a total of 109 partners choosing to participate for multiple months.
- The Visit Widget alone contributed more than 568 entries to the challenge.
- Through Public Relations pitching efforts, the campaign was featured within *Tallahassee Magazine*, WTXL, Live! In Tallahassee, WCTV and *Tallahassee Democrat* and a syndication on MSN.
- Secured three influencer partnerships with LiveLoveandWine, Devine Fairytale and Mackenzie Biehl reaching over 100.5K followers - driving real-time social media momentum.
- Paid social efforts resulted in 54% more impressions and 58% more people reached than in 2022, with the retargeting audience focused on past ad interactions being our most successful campaign.
- The 2023 Summer Backyard Bucket List Challenge took place from June 1st to August 31st. Visit Tallahassee and Tallahassee Foodies successfully secured a total of 109 partners choosing to participate for multiple months.
- The 2023 Summer Backyard Bucket List Challenge was the most popular item on Visit Widget with 25,342 views this year. The Visit Widget alone contributed more than 568 entries to the challenge.

## VISITTALLAHASSEE.COM

# Highlights

- All digital performance goals for the website were achieved this year. The website reached 257,596 sessions, views were 13% above the goal, and the bounce rate was reduced to 38% this year.
- The majority of website traffic came from organic searches on Google, followed by Direct and Paid Search. Organic Search accounted for 64% of total website traffic by sessions.

### Top Pages:

1. Events in Tallahassee | Attractions & Events
2. Info, Events & Things to do in Tallahassee
3. Things To Do in Tallahassee
4. Dining, Nightlife & Restaurants in Tallahassee
5. Tallahassee Restaurants

### Top Markets:

1. Tallahassee
2. Atlanta
3. Orlando
4. Jacksonville
5. Miami

**SESSIONS: 257,596**

**NEW USERS: 190,887**

**VIEWS: 553,930**

**AVERAGE ENGAGEMENT TIME: 1:06**



## MOUNTAIN BIKE TALLAHASSEE *Highlights*

- The month of September 2023 received the most amount of website traffic with 5,168 sessions, 4,197 new users, and 8,036 views.
- Paid Search resulted in 6,495 sessions to the website, which is 48% of total website traffic. VisitTallahassee.com (referral) and Direct Search were the 2nd and 3rd highest sources of website traffic.
- This year, 17% of total sessions on mbtallahassee.com came from Atlanta, GA.

### Top Viewed Trails:

1. Gun Range Trail
2. Cadillac Trail East
3. Red Bug Trail
4. Munson Hills Off-Road Bike Trail
5. Cadillac Trail West

### Top Viewed Pages:

1. Ride with us
2. Trails
3. Events
4. About
5. Gun Range Trail

### Top Markets:

1. Atlanta
2. Orlando
3. Birmingham
4. Jacksonville
5. Tallahassee

**SESSIONS: 13,617**  
**NEW USERS: 11,132**  
**VIEWS: 20,286**  
**AVERAGE ENGAGEMENT TIME: :23**

## 2022-2023 PAID DIGITAL HIGHLIGHTS *Highlights*

- **9,431,621** total digital media impressions were delivered in 2022-2023.
- The digital display ads garnered an average Click-Through-Rate (CTR) of 1.04%, well above the .47% industry average.
  - › The annual display campaign drove an engagement rate 122% above the industry standard.
- The Inclusive display campaign drove the highest engagement of 1.13%, while the Annual Display campaign achieved the most efficiencies through Cost-per-Clicks (CPCs), resulting in an average CPC of \$0.66, 57% below the industry standard.
- Paid search campaigns garnered a **9.16% CTR**, which is slightly below the 9.2% industry benchmark.
- The brand campaign was top-performing in terms of driving the highest engagement of over 11%.
  - › This campaign was also the most efficient in terms of CPCs, achieving a \$1.77 slightly above the industry standard.



## VISIT WIDGET PERFORMANCE OVERVIEW

# Highlights

- This year's goals for the mobile app and Visit Widget were all achieved with the mobile app reaching 241,829 views (142% above this year's goal) and 3,759 downloads (63% over the goal).
- 59% of Visit Widget / Mobile App users were returning visitors, and the average session duration was 2:23 minutes. These metrics show a growing loyal user base who value these features.
- There was an increase of 66% in iOS downloads and 169% increase in Android downloads for the mobile app this year.

### TOTAL USERS:

**326% of our yearly goal**

### TOTAL APP SESSIONS:

**334% of our yearly goal**

### APP PAGEVIEWS:

**265% of our yearly goal**

## Top 10 Most Popular Items

1. 2023 Summer Bucket List Challenge
2. Tallahassee Brew Tour Challenge
3. Budget Friendly Tallahassee
4. Downtown Heritage Trail
5. With the Family
6. Downtown Concert Series
7. Outdoors & Nature
8. The Free Spirit
9. Proof Brewing Company
10. The Adventure Seeker

## Visit Widget & App Performance

Total users: **25,033**

Avg. Session: **2:23**

Total Sessions: **29,550**

Pageviews: **273,565**

iOS Downloads: **2,679**

Android Downloads: **1,080**

Total App Users: **98%**

Total App Sessions: **124%**

Total App Pageviews: **225%**

## SOCIAL MEDIA

# Highlights

- Over Q1, paid social campaigns reached 2,557,821 people, gained 209,013 engagements and earned 13,496 link clicks to VisitTallahassee.com.
- Over Q2, paid social campaigns reached 4,771,114 people, gained 176,404 engagements and earned 50,257 link clicks to VisitTallahassee.com.
  - › The Black History Month and Tallahassee Highland Games campaigns were the top performing campaigns in terms of cost per click.
- Over Q3, paid social campaigns reached 4,829,053 people, gained 95,084 engagements and earned 30,112 link clicks to VisitTallahassee.com.
  - › Our boosted post on the entertainment district was the top performing post in terms of clicks with \$0.06 CPC. Our Chain of Parks awareness post was the most successful reach post with a \$1.83 CPM.
- Paid social campaigns in Q4 reached 2,071,562 people, acquired 178,117 engagements and earned 8,728 link clicks to VisitTallahassee.com.



# 2022-2023 Social Media Snapshot

TOTAL REACHED	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL LINK CLICKS
<b>5,257,176</b>	<b>783,105</b>	<b>17,591,306</b>	<b>114,057</b>

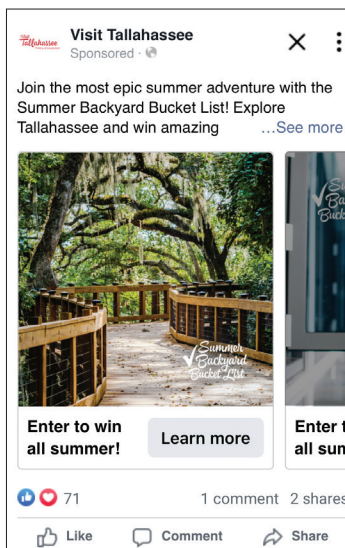
## Facebook HIGHLIGHTS



- Paid Facebook efforts earned 41,160,231 impressions, 575,542 engagements, 3,448 new page likes and 287 mobile app downloads.
- Top performing organic content included posts of picturesque areas in Tallahassee such as the Twinkling Tree in Downtown, balcony views at Eve on Adams, and Maclay Gardens, canopy road and College Town along with posts promoting the Word of South festival and Tallahassee Minor Soccer League.
- Top performing awareness content was the MB Tallahassee image featuring an action shot of the biker going off a jump. The next two top-performing creatives were the two Evergreen Awareness videos created by The Zimmerman Agency.
- Top performing traffic content was the July Summer Backyard Bucket List carousels. It is recommended to use the carousel format when possible during traffic campaigns to provide different options/destinations for people to click through.

• TOTAL PAGE LIKES:  
**219,212**

• ENGAGEMENTS:  
**687,151**







## Instagram HIGHLIGHTS

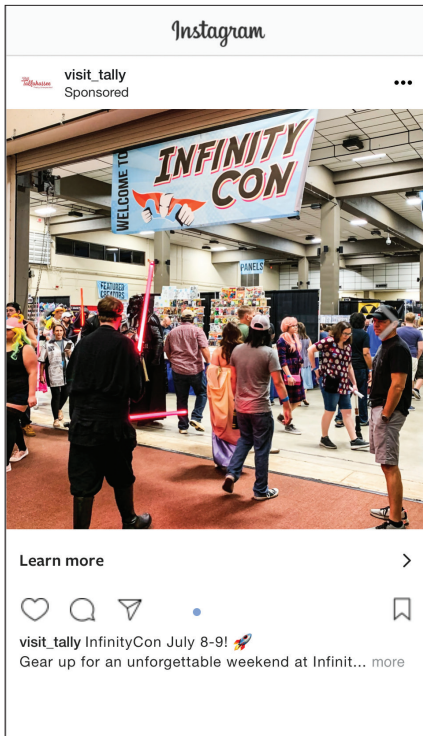


- Paid Instagram efforts earned 2,671,653 impressions and 93,792 engagements.
- In Q1-Q2, the top-performing ad campaigns were September 2022 Football Engagement campaign, FAMU's 2022 Homecoming experience campaign and December evergreen traffic campaign, Black Owned Restaurants Traffic campaign, the Highland Games Traffic campaign and the Chain of Parks Awareness campaign.
- In Q3-Q4, the top performing paid efforts, based on CPRs, included the Pride Month Traffic campaign, the May Boosted Dive into summer post campaign and the Chain of Parks Awareness campaign, the July Summer Backyard Bucket List carousel and the InfinityCon carousel campaign, both optimized to drive traffic to the Visit Tallahassee website.
- Top performing organic content throughout the year highlighted the 80th Annual North Florida Fair, the HGTV feature, Visit Tallahassee 'Happy Holidays' post, Twinkling Tree Lights in Downtown, Live Oaks at Goodwood Museum, Tallahassee canopy roads, College Town, and the Tallahassee PrideFest.

• NEW FOLLOWERS:  
**1,638**

• TOTAL FOLLOWERS:  
**24,880**

• ENGAGEMENTS:  
**93,792**





## Twitter HIGHLIGHTS

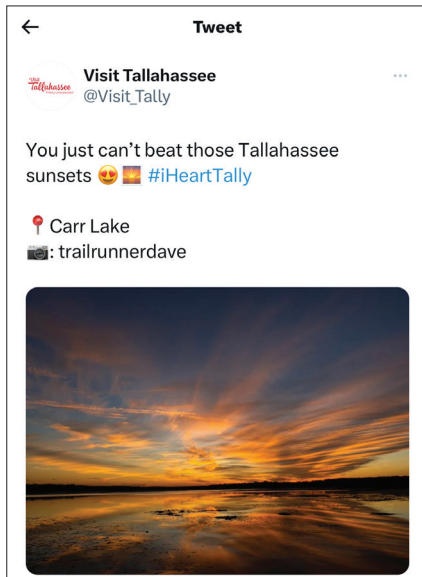


- From Q1-Q3, The Twitter account received 1,249 engagements and 111,690 impressions.
- Top performing content featured the Olean's Cafe highlight, the sunset at Carr Lake, the HGTV Magazine feature, the 'Happy Holidays' post, along with the FHSAA Cross Country Championships.

• NEW FOLLOWERS:  
**223**

• TOTAL FOLLOWERS:  
**15,207**

• ENGAGEMENTS:  
**1,249**





Visit  
**Tallahassee**  
Pretty. Unexpected.

## MEETINGS, GROUP & SPORTS SALES

SEPTEMBER 2023

Janet Roach, Meetings Director  
Taylor Walker, Group Sales & Business Development Director  
Taylor Wheaton, Event & Grant Manager

### GOAL AT A GLANCE

Meetings & Group FY2023  
Room Nights Goal:  
13,700

Meetings & Group YTD Room  
Nights: 14,718

Sports FY2023  
Room Nights Goal:  
40,705

YTD Room Nights: 27,526

### OUT AND ABOUT

Thanks to Taylor Walker's bid and presentation to the Board of Florida State United Bowling Congress, Visit Tallahassee was **awarded the Pepsi Youth Bowling Championship in Spring 2025** that will be held at Capital Lanes and span 6 weekend and bring over 4,000 room nights.



### HIGHLIGHTS

- Conducted site visit and **awarded the FHSAA Football Championships** at Bragg Stadium for all divisions with an expected economic impact of \$11 million.
- Awarded the **Sunshine Sports Council Innovation Think Tank**, February 3-5, 2026.
- Continuing **planning and executing of upcoming cross country and football championships** including event operations, fan festival, and coordinating all aspects with rights holders and facilities.
- Through relationship with **FSU Sport Management Department** presented to the Sport Governance Class about Sports Tourism for Destination Management Organizations and successfully hired two graduate student interns to assist with fall events.
- Renewed annual sponsorship with **Meeting Professionals International North Florida** and conducted appointments with pre-qualified meeting planners at Educon.
- Hosted a **Hotel Roundtable** for area Hotel General and Sales Managers to discuss Visit Tallahassee's role in the hotel community, iDSS leads, Bicentennial celebration, and other upcoming events.

### HOSTED & UPCOMING EVENTS

- Southwestern Athletic Conference Cross Country Championships – October 22
- National Junior College Athletic Association Cross Country Championships – October 23
- Atlantic Coast Conference Cross Country Championships – October 27
- Florida Comic Con – November 4-5
- ASG Academy Cup – November 4
- FHSAA Cross Country State Championships – November 17
- Amateur Athletic Union Cross Country Championships – December 2
- FHSAA Football State Championships – December 7-9
- USA Track & Field Clubs Cross Country Championships – December 9





# MARKETING COMMUNICATIONS

## AUGUST - SEPTEMBER 2023

Katie Kole, Senior Marketing Director  
Bryan Smith, Digital Content Manager  
Renee Jones, PR/Marketing Specialist

### AT A GLANCE



**FY2023 Media Value**  
Goal: \$2 Million  
**End of Year: \$ 2.8 Million**  
Media Value for  
August-Sept. = \$ 46K



**FY2023 Earned Media Stories**  
YTD 112  
Media Stories  
August – Sept. = 7

### 2024 Bicentennial Marketing Plan

Worked with the Bicentennial Marketing Task Force to develop the 2024 Bicentennial Marketing Plan showcasing paid media, earned media, promotional item, partnerships, creative campaigns and more.

### FHSAA Press Conference

Held press event with FHSAA and FAMU staff to announce hosting of the Florida High School Athletic Association Football Championship at FAMU's Bragg Memorial Stadium in December 2023.

### HIGHLIGHTS

- Worked with The Zimmerman Agency to develop 2023-2024 Marketing and Media Plan.
  - Hosted journalist Ashley Shaw with *Southern Lady Magazine* for a media stay. As a result, Tallahassee will be featured in a 6-10-page travel feature slated to run in July/August 2024.
  - In August, Katie Kole and Bryan Smith attended the Visit Florida Governor's Conference on Tourism.
  - Hosted journalist Dave Kelly with *Florida Country Magazine*. In exchange for his stay, Tallahassee will be featured in a 4-6-page feature in the Sept. 2024 issue.
  - Worked with VISIT FLORIDA to host journalist with The Telegraph UK – one of the UK's bestselling broadsheet newspapers. As a result, Tallahassee will be featured in a dedicated travel article.
  - Redesigned the monthly "What's Happening" and distributed to area hotels.
  - Continued to develop creative and engaging social media content including:
    - Video highlighting new and recently opened food and beverage options, including Nate & Natalia's, Argonaut Coffee, Chatarras, and Sliders, generating over 18k organic impressions.
    - Video highlighting Ghost Tours in October with local partner Storied Paths, generating over 12k organic impressions.
    - Video highlighting Alfred B. Maclay Gardens State Park generating over 8k organic impressions.
    - Video highlighting Southwood Street Market in collaboration with Tallahassee Foodies generating 18k organic impressions.
- Video highlighting local partner Ology Brewing Company generating 42k impressions

- Sent monthly consumer and industry email campaigns with an average 40% open rate.

### ON THE HORIZON

In November, Visit Tallahassee will host journalist Jim Bambopulis with Everything Zoomer in partnership with VISIT FLORIDA.







# VISITOR SERVICES & GRANT MANAGEMENT

AUGUST-SEPTEMBER 2023

Wendy Halleck, Director

## AT A GLANCE

### 2022-2023 Grant Program

Granted Events Held – 59

Post-Event Reports  
Processed - 59



### Visitor Services

**Visitor Guides Distributed:**  
YTD- 52,340

**YTD Group Services and  
Welcome Bags:** 57 requests  
serving 8,101 visitors

### **August-September 2023**

Calls Received: 139  
Walk-ins: 438



**YTD Gift Shop Sales:**  
\$13,723.80

**Gift Shop Sales**  
August-Sept. 2023  
\$3,952.53

## MISSION STATEMENT

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

## HIGHLIGHTS

- Worked with local artists to develop new concepts for Tallahassee themed products at Visitor Center Gift Shop.
- Facilitated production of new Tallahassee themed merchandise for promotional use and to introduce new inventory at the Visitor Center Gift Shops.
- Reviewed Applications for new Visitor Center Representatives.
- Completed the renovation of the Cascades Park Satellite Visitor Center. Added new information display fixtures and additional locally made products.
- Viewed and improved the FY23-24 Tourism Grant Orientation Workshop for new grantees.
- Processed 2023 Post Event Reports for Legacy, Signature/ Emerging Signature, Sports, and Special Events.

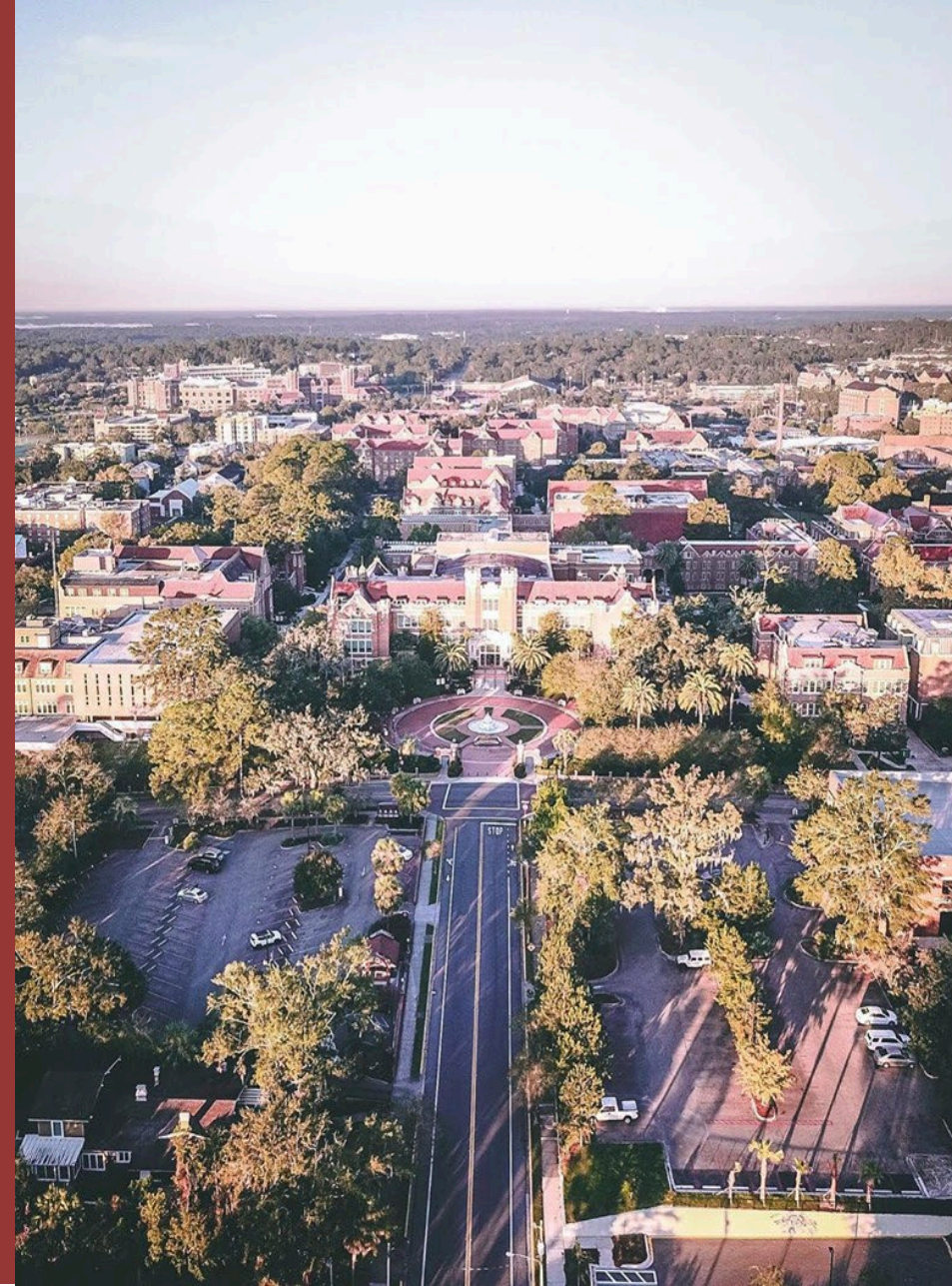
## ON THE HORIZON

- Prepare for the holiday season, adding new products to the gift shops at both Visitor Centers.
- Open the Visitor Center for "First Friday" event in December in collaboration with COCA, Domi Station and Tallahassee Film Society.
- Hire two additional Visitor Services Representatives to accommodate operation of two Visitor Centers. Provide additional training to new and current staff to increase knowledge of places of interest to tourists.
- Continue to collaborate with local business owners in various geographical sectors of the community to encourage greater traffic to local shopping and dining districts and to increase distribution points of Visitor Guides.
- Collaborate with local venues and musicians to increase information available to visitors on nightlife and entertainment opportunities.

# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report

Fiscal Year 2023 (October 2022 – September 2023)



Visit  
**Tallahassee**  
Pretty. Unexpected.

**DS** downs & st. germain  
RESEARCH

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# STUDY METHODOLOGY



# STUDY METHODS

## Visitor Tracking Study

- » Economic impact of tourism for Leon County Division of Tourism/Visit Tallahassee was based on data from the following sources:
  - » 2,087 interviews conducted by Downs & St. Germain Research with visitors to Leon County
  - » Twelve (12) monthly STR Reports
  - » Downs & St. Germain Research's tourism database
  - » Various government agencies and data sources
  - » IMPLAN Online Economic Impact Modeling software
  - » TDT collections provided by Leon County





# EXECUTIVE SUMMARY



# TOTAL ECONOMIC IMPACT



**\$1,248,651,900**

**Economic Impact**

**(+8.4% from FY2022)**

# TOTAL DIRECT SPEND

**\$755,581,900**

**Direct Spending**

**(+3.7% from FY2022)**





# VISITORS

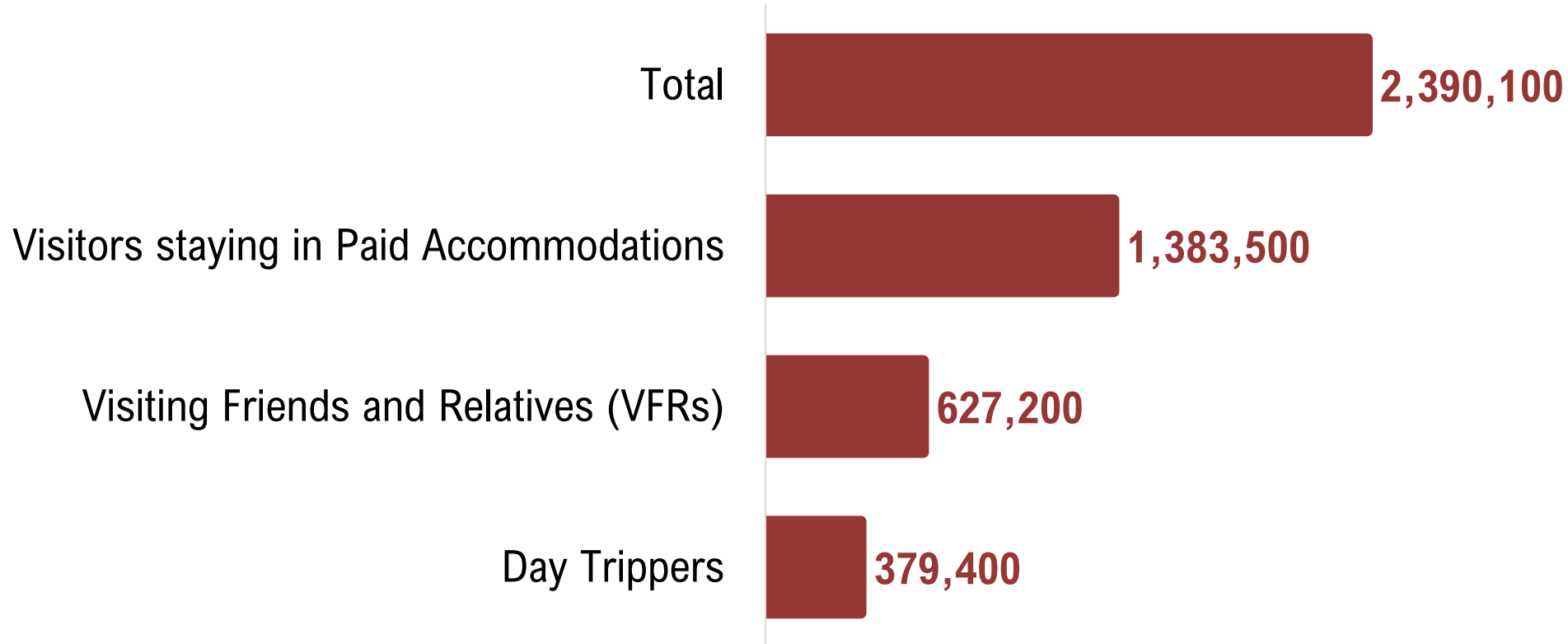
2,390,100  
Visitors

(+2.4% from FY2022)



# VISITORS TO LEON COUNTY

» **Nearly 3 in 5** visitors stayed in Paid Accommodations



# TOTAL ROOM NIGHTS

**1,455,300**  
**Room nights**  
**(+0.9% from FY2022)**





# 12,790 Jobs

(-6.7% from FY2022)

# \$403,216,500 in Wages

(+4.5% from FY2022)



# NET TAX BENEFIT\*

Visitors in FY2023 generated  
a net tax benefit of

**\$21,805,200**

in tax revenue to Leon County government



\*Leon County tax revenue generated by visitors minus  
the cost to Leon County government for servicing visitors.



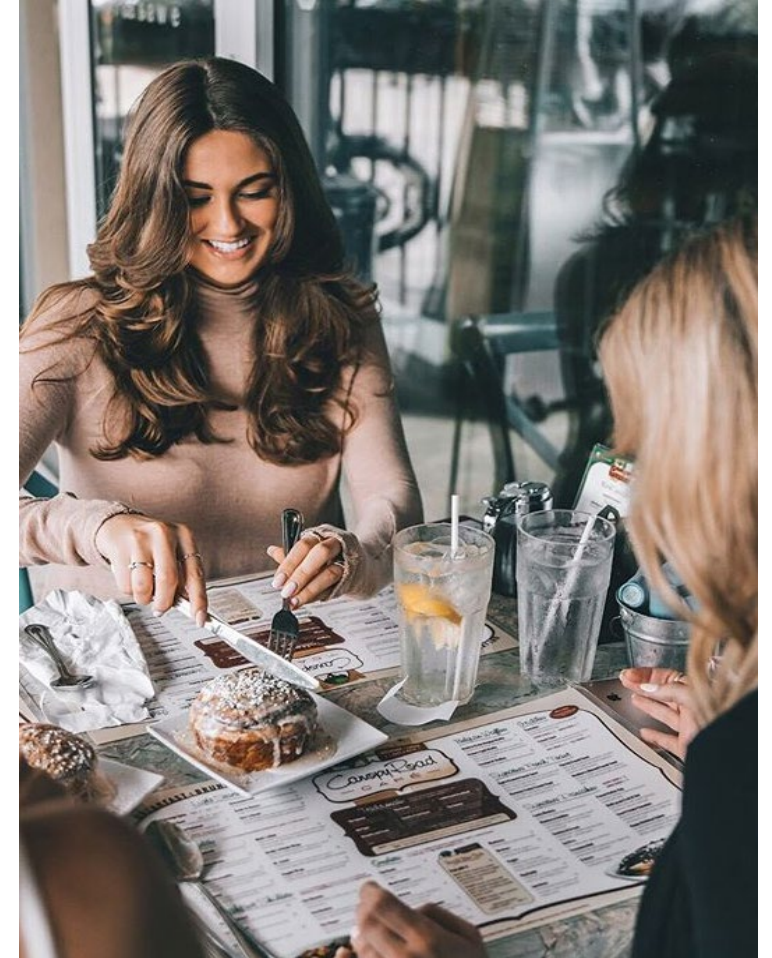
Visit  
**Tallahassee**  
*Pretty. Unexpected.*

# VISITORS SUPPORT JOBS

An additional Leon County job is supported by every

187

visitors



# HOUSEHOLD SAVINGS

Visitors to Leon County save local residents

**\$801**

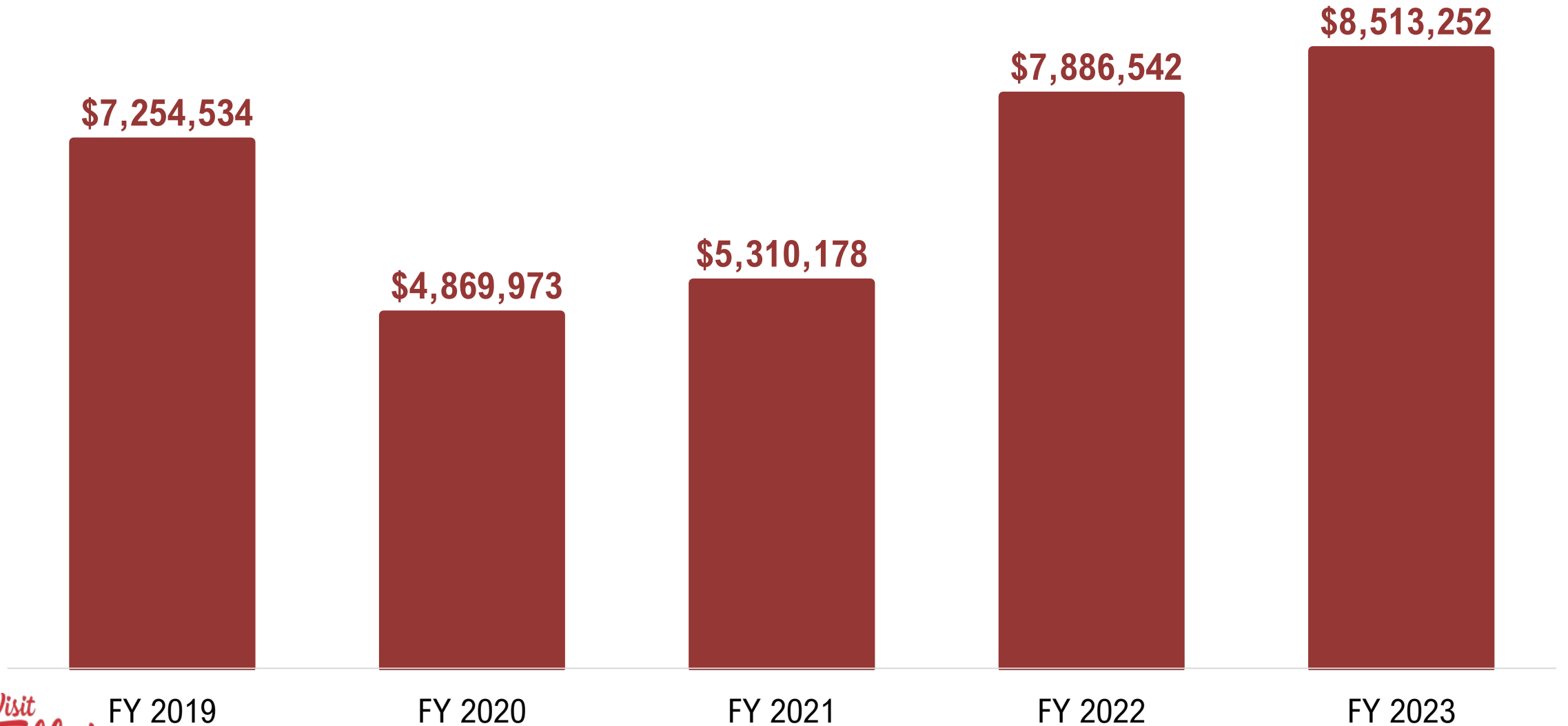
per household every year in taxes





# TDT COLLECTIONS FY2019 – FY2023

» TDT collections increased 7.9% in FY2023





# TOP MARKETS OF ORIGIN


**55%** of Leon County visitors lived in **12** markets

Market	FY 2022	FY 2023
Surrounding areas	9%	8%
Atlanta	8%	6%
Miami-Ft. Lauderdale	9%	6%
Orlando	5%	6%
Tampa-St. Petersburg	6%	6%
Jacksonville	5%	5%
Mobile	3%	4%
New York	3%	3%
Panama City	3%	3%
Washington, DC-Hagerstown	2%	3%
Albany, NY	2%	2%
Charlotte	1%	2%



# DETAILED FINDINGS



# KEY PERFORMANCE INDICATORS

Economic Indicators	FY 2022	FY 2023	% Change
Visitors	2,333,400	2,390,100	+2.4%
Direct expenditures	\$728,969,400	\$755,581,900	+3.7%
Total economic impact	\$1,151,771,700	\$1,248,651,900	+8.4%
Room nights generated	1,442,500	1,455,300	+0.9%
Jobs supported	13,700*	12,790	-6.7%
Wages paid	\$385,967,500*	\$403,216,500	+4.5%
Taxes paid	\$89,874,900	\$94,276,300	+4.9%
Tourist Development Tax	\$7,886,542	\$8,513,252	+7.9%



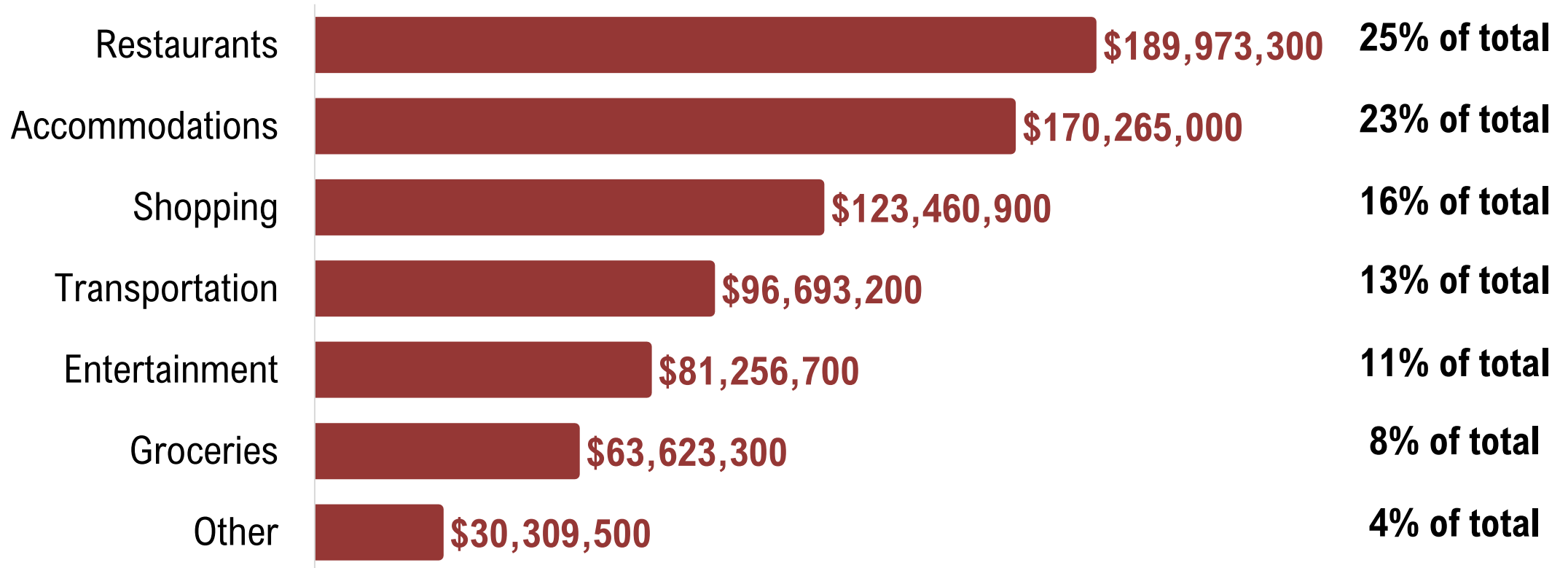
# KEY PERFORMANCE INDICATORS

Economic Indicators	FY 2022	FY 2023	% Change
Visitors	2,333,400	2,390,100	+2.4%
Occupancy	61.2%	62.2%	+1.6%
Room rates	\$116.22	\$121.32	+4.4%
RevPAR	\$71.13	\$75.42	+6.0%
Travel party size	3.0	2.7	
Nights spent	3.3	3.3	
Will return	91%	92%	
Rating of experience	8.2 <sup>1</sup>	8.0 <sup>1</sup>	



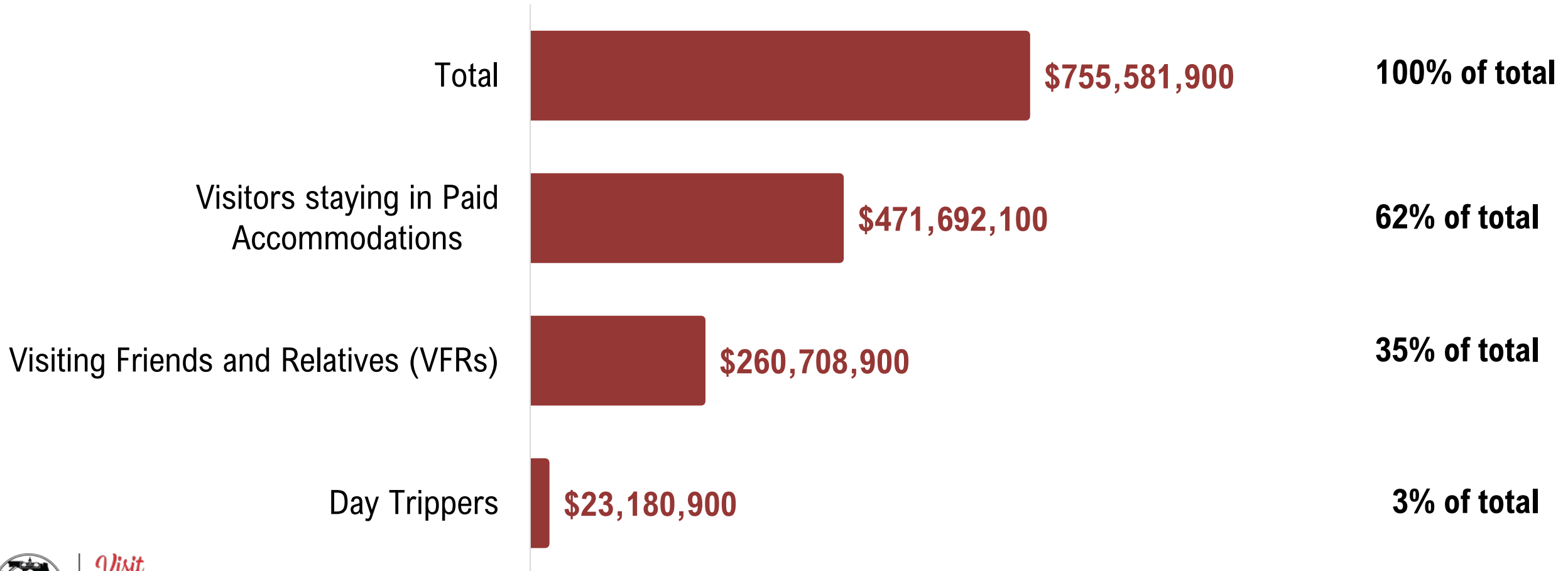
# VISITORS DIRECT SPENDING

» Leon County Visitors spent **\$755,581,900** in FY2023



# DIRECT SPENDING BY VISITOR TYPE

» Visitors who stay in paid accommodations account for **62%** of visitor spending



# KPIs – OCT-DEC 2022 (Q1)

Economic Indicators	Oct-Dec 2021 (Q1)	Oct-Dec 2022 (Q1)	% Change
Visitors	525,900	563,400	+7.1%
Direct Expenditures	\$186,572,000	\$208,935,900	+12.0%
Economic Impact	\$294,783,800	\$345,281,200	+17.1%
Occupancy	57.0%	58.9%	+3.3%
Room Rates	\$121.63	\$125.67	+3.3%
RevPAR	\$69.33	\$73.99	+6.7%
Travel party size	2.9	2.7	
Nights spent	3.4	3.4	
Will return	88%	92%	
Rating of experience	8.2 <sup>1</sup>	8.2 <sup>1</sup>	

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



# KPIs – JAN-MAR 2023 (Q2)

Economic Indicators	Jan-Mar 2022 (Q2)	Jan-Mar 2023 (Q2)	% Change
Visitors	592,900	620,200	+4.6%
Direct Expenditures	\$164,335,600	\$169,447,300	+3.1%
Economic Impact	\$259,650,300	\$280,023,500	+7.8%
Occupancy	63.5%	64.3%	-1.3%
Room Rates	\$113.96	\$121.75	+6.8%
RevPAR	\$72.36	\$78.29	+8.2%
Travel party size	3.0	2.7	
Nights spent	3.3	3.2	
Will return	90%	93%	
Rating of experience	7.9 <sup>1</sup>	7.9 <sup>1</sup>	

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





# KPIs – APR-JUN 2023 (Q3)

Economic Indicators	Apr-Jun 2022 (Q3)	Apr-Jun 2023 (Q3)	% Change
Visitors	665,900	614,900	-7.7%
Direct Expenditures	\$188,602,900	\$186,719,000	-1.0%
Economic Impact	\$297,992,600	\$308,566,200	+3.5%
Occupancy	63.1%	61.8%	-2.1%
Room Rates	\$111.40	\$123.00	+10.4%
RevPAR	\$70.29	\$76.00	+8.1%
Travel party size	2.9	2.5	
Nights spent	3.1	3.3	
Will return	90%	93%	
Rating of experience	8.2 <sup>1</sup>	7.9 <sup>1</sup>	

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



# KPIs – JULY-SEPT 2023 (Q4)

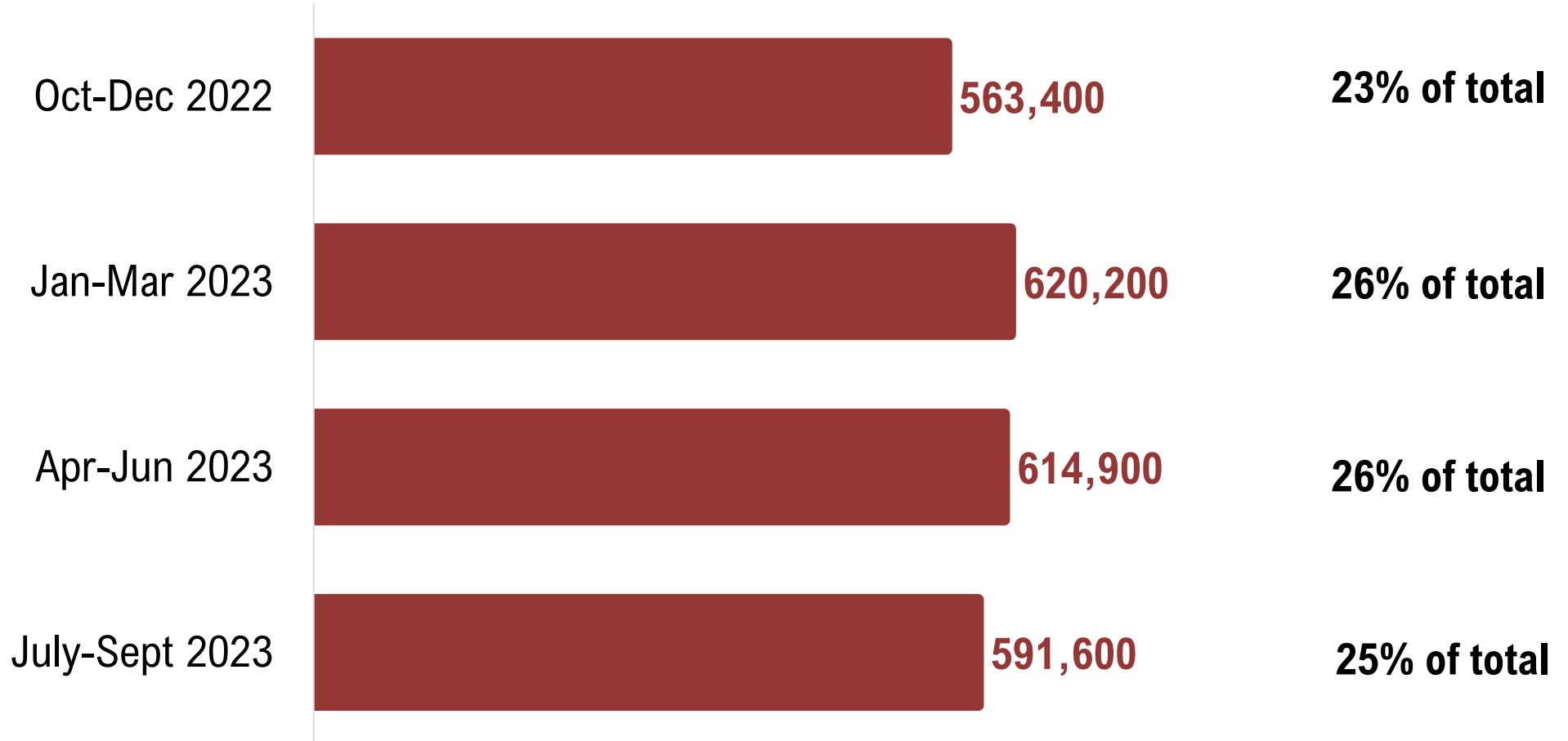
Economic Indicators	July-Sept 2022 (Q4)	July-Sept 2023 (Q4)	% Change
Visitors	548,700	591,600	+7.8%
Direct Expenditures	\$189,458,900	\$190,479,700	+1.0%
Economic Impact	\$299,345,100	\$314,781,000	+5.0%
Occupancy	61.2%	63.7%	+4.1%
Room Rates	\$117.88	\$114.85	-2.6%
RevPAR	\$72.14	\$73.16	+1.4%
Travel party size	2.9	2.8	
Nights spent	3.2	3.4	
Will return	93%	91%	
Rating of experience	8.3 <sup>1</sup>	8.0 <sup>1</sup>	

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



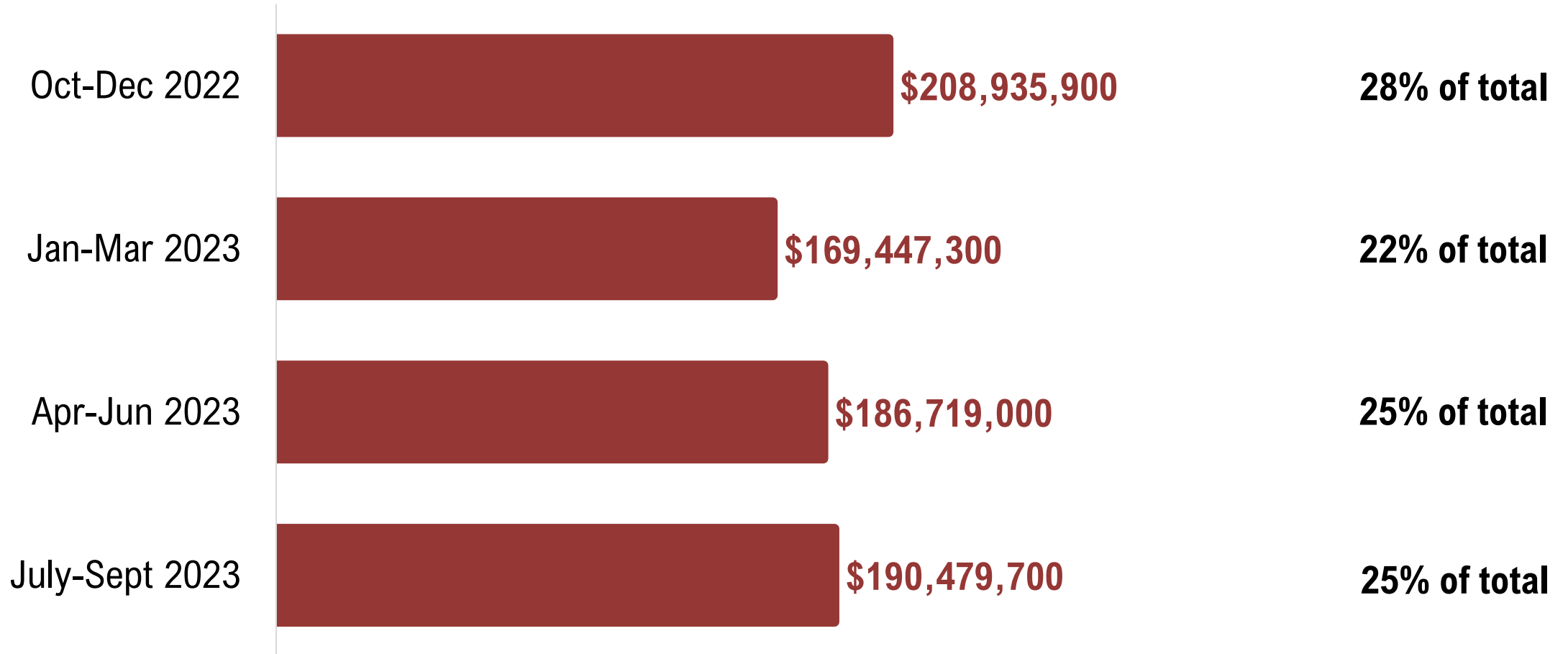
# VISITORS BY QUARTER

Total Visitors: **2,390,100**



# VISITORS DIRECT SPENDING BY QUARTER

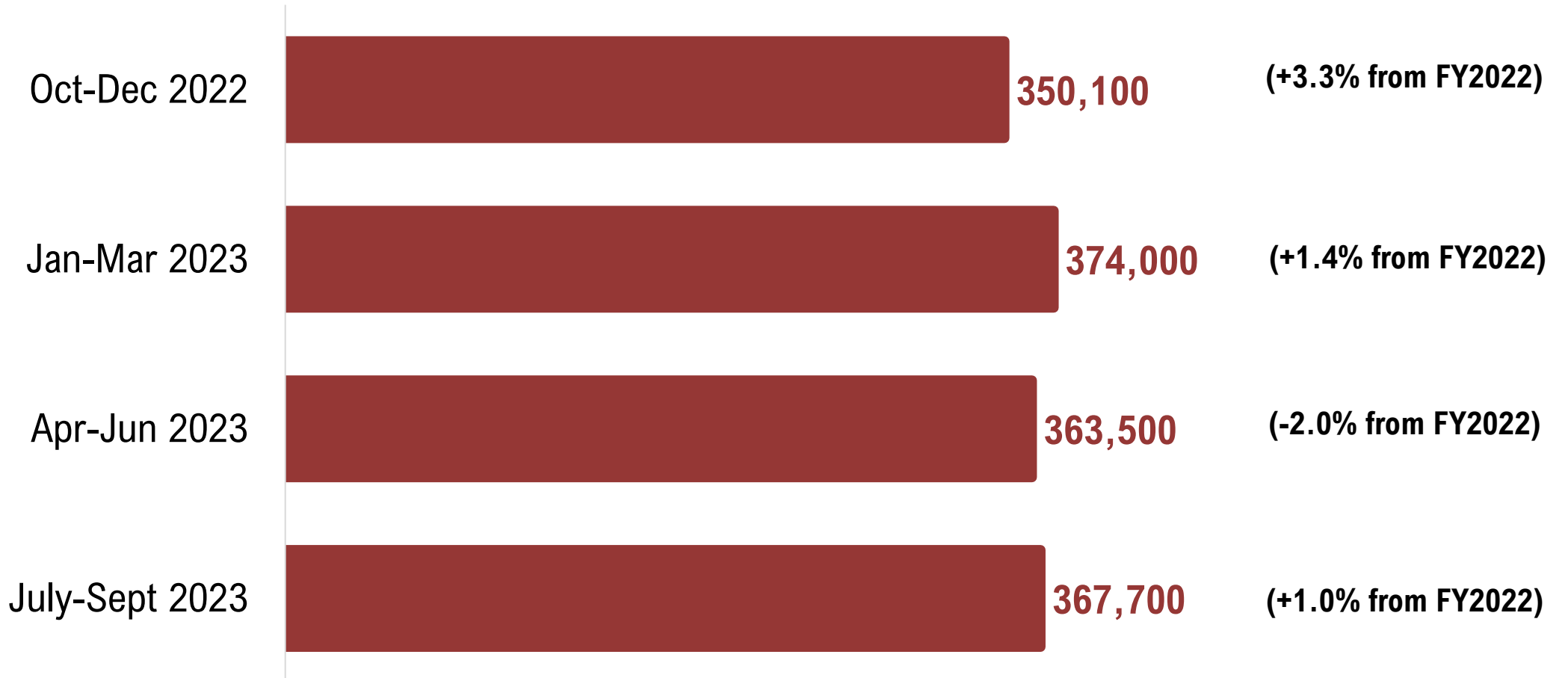
Total Direct Spend: **\$755,581,900**





# ROOM NIGHTS BY QUARTER

Total Room Nights: **1,455,300**



# FISCAL YEAR 2023: VISITOR TRACKING



# QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2022 (Q1)	Jan-Mar 2023 (Q2)	Apr-Jun 2023 (Q3)	July-Sept 2023 (Q4)
Visitors*	563,400	620,200	614,900	591,600
Occupancy	58.9%	64.3%	61.8%	63.7%
Median age	47	46	44	43
Median HH income	\$94,400	\$104,200	\$97,400	\$92,400
From Southeast**	27%	32%	35%	31%
From Florida	47%	36%	35%	45%
Travel party size	2.7	2.7	2.5	2.8
Drove	79%	72%	75%	81%
Length of stay	3.4	3.2	3.3	3.4
1st time visitor	22%	30%	28%	28%

\* Includes day trippers and visitors staying with friends and relatives (VFRs)

\*\* Southeast excluding Florida



# QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2022 (Q1)	Jan-Mar 2023 (Q2)	Apr-Jun 2023 (Q3)	July-Sept 2023 (Q4)
Rating of Leon County*	8.2	7.9	7.9	8.0
Likelihood of returning	92%	93%	93%	91%
Spending per travel party	\$1,170	\$934	\$943	\$1,088
Used VisitTallahassee.com	5%	6%	7%	8%
Used Google	26%	27%	23%	23%
Married	57%	66%	63%	63%
Has college degree	71%	76%	75%	72%

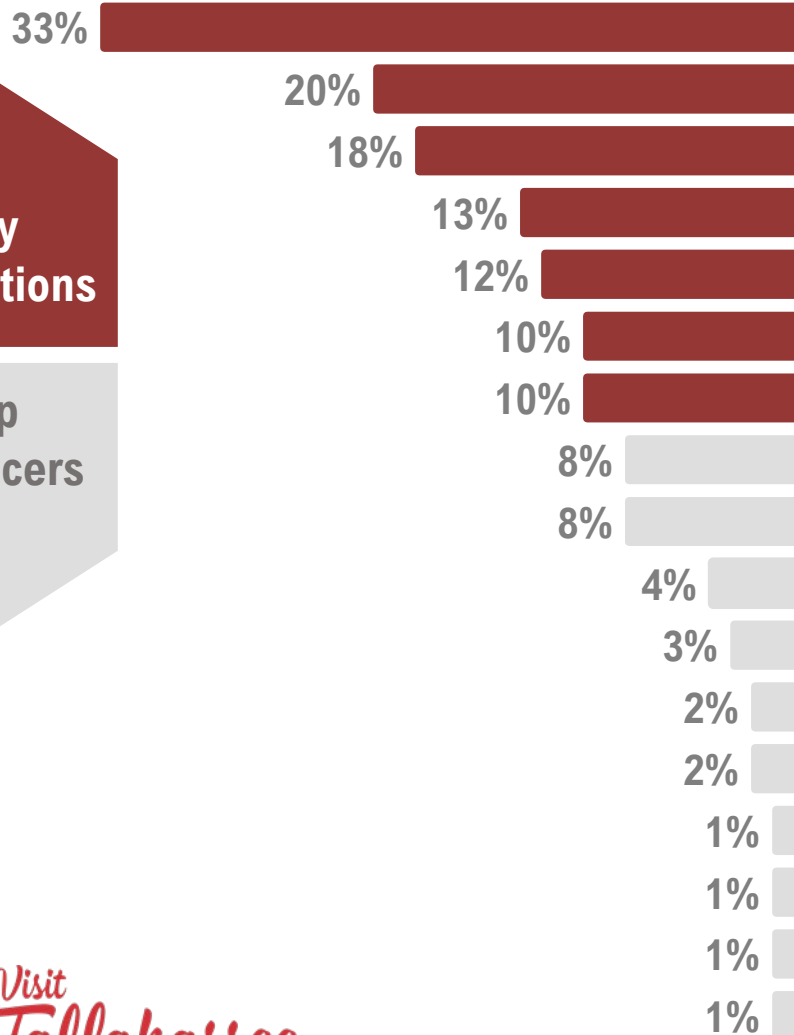
\* Using a 10-point scale





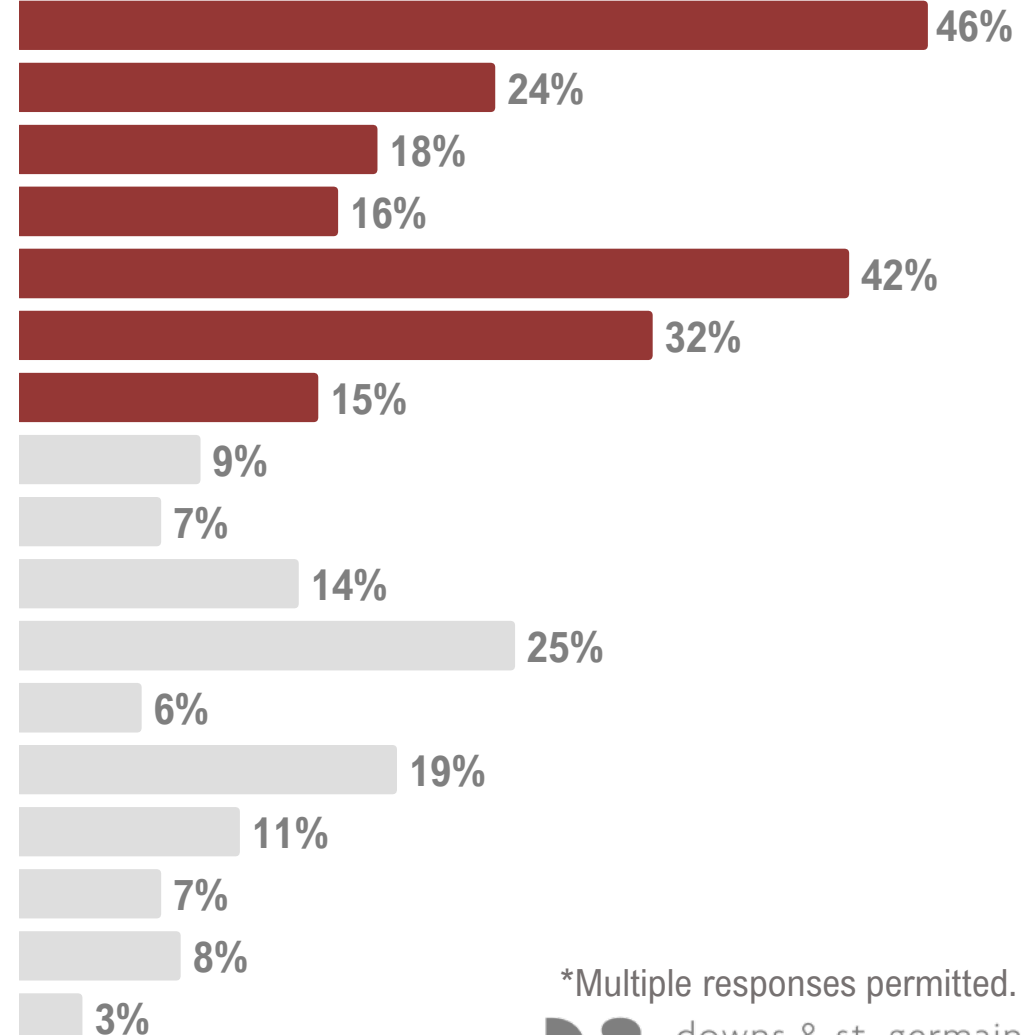
# FY 2023 REASONS FOR VISITING VS. VISITOR ACTIVITIES

## Reasons for Visiting\*



- Visit friends and relatives
- Business conf. or meeting
- Sporting event – watch
- Education-related
- Relax and unwind
- Family time
- Special event/festival
- Government-related
- Sporting event – participate
- Attractions
- Shopping, antiquing
- Art galleries, museums, etc.
- Nature, environment
- Biking, hiking, running, etc.
- Fishing, golfing, hunting, etc.
- Historical sites
- Performance art show

## Visitor Activities\*



**Key Motivations**

**Trip Enhancers**

\*Multiple responses permitted.



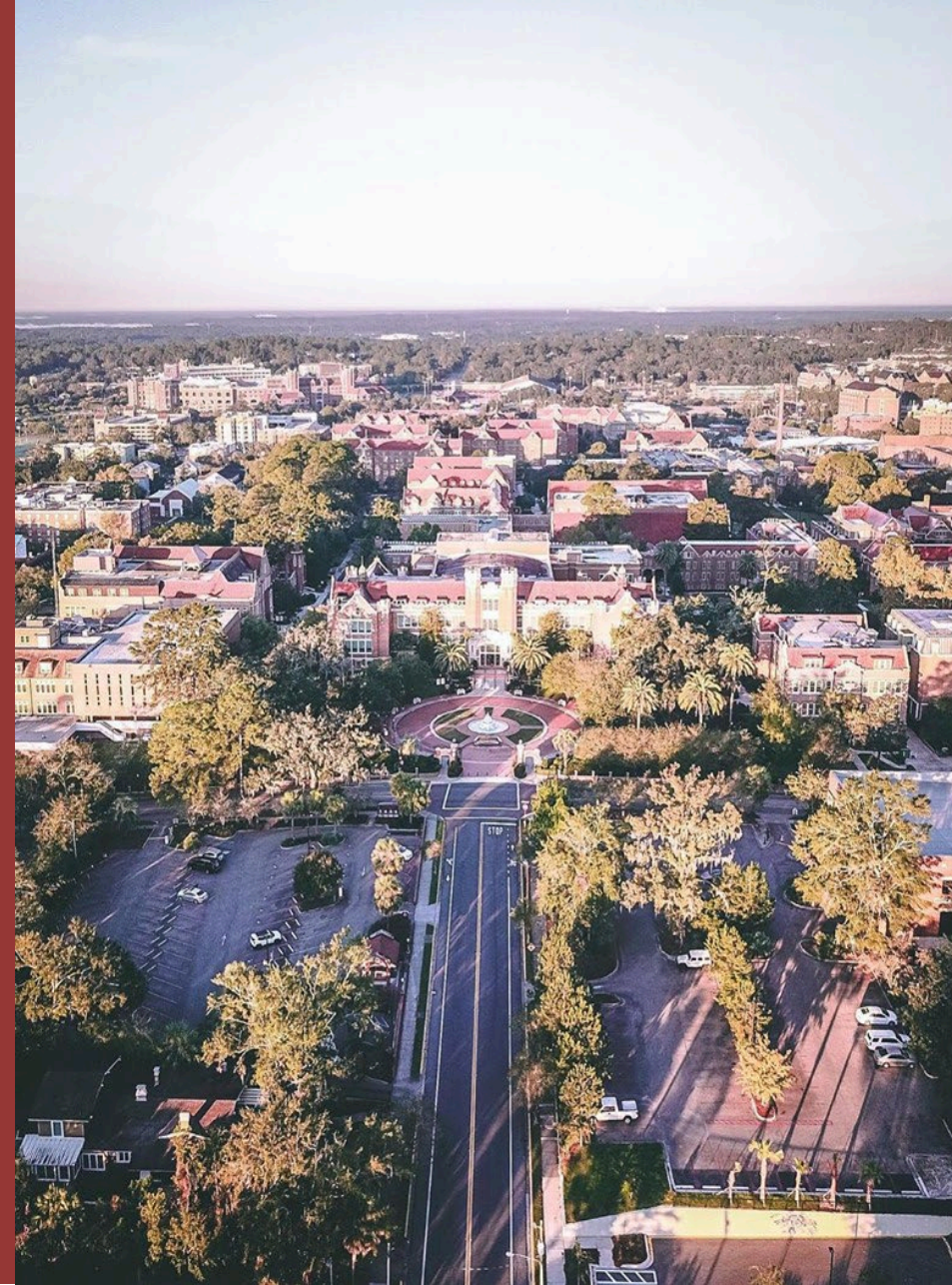
# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report  
Fiscal Year 2023 (October 2022 – September 2023)

Kerri Post

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

Downs & St. Germain Research  
contact@dsg-research.com  
850-906-3111 | www.dsg-research.com



Visit  
**Tallahassee**  
Pretty. Unexpected.

**DS** downs & st. germain  
RESEARCH



## MEMORANDUM

DATE: November 2, 2023

TO: Leon County Tourist Development Council Members

FROM: Kerri L. Post, Director, Leon County Division of Tourism/Visit Tallahassee

SUBJECT: Proposed FY2024 Second Cycle/Bicentennial Tourism Event Grant Program Overview

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Each year the Leon County Division of Tourism/Visit Tallahassee utilizes Tourist Development Tax (TDT) revenues to offer grant opportunities to local organizations that produce events to attract visitors to the destination while also providing programming and activities which enhance the market for both visitors and residents. The County's Tourism Event Grant programs leverage private funding for these events to the benefit of the community by attracting visitors from state, regional, national, and international markets. The brand exposure associated with some of the larger events and festivals that take place each year promotes and positions Tallahassee/Leon County as a vibrant and diverse destination.

At the October 14, 2023, Tourist Development Council Meeting, the TDC approved the four (4) Signature/Emerging Signature Event Grants for a total amount of \$91,600 of the \$130,000 allocated and the 32 Special Events for a total amount of \$153,800 of the allocated \$184,500 in the Special Event Grant budget. It was recommended by the TDC that the remaining \$69,100 be carried over for a second cycle grants period to help support additional events particularly events planned for the Bicentennial throughout 2024.

The Leon County Division of Tourism/Visit Tallahassee grant guidelines were updated for FY 2024 to include the Tallahassee/Leon County Bicentennial with inclusion of Bicentennial elements comprising of 5% of total scoring/rating criteria. During the May 4, 2023, TDC Meeting, the grant guidelines were approved, and after careful review, only slight modifications were made to the guidelines for the second cycle such as the removal of inapplicable information and adding the new timeline. They are included below for your review and approval.

*The Proposed Tourism Event Grant Application Review Process and Timeline*  
**The timeline below provides for a 39-day grant application cycle.**

- Dec. 18, 2023** – Grant Application Cycle Opens
- January TBD, 2024** – Mandatory Grant Application Workshops
- January 26, 2024** – Grant Application Cycle Closes
- February 22, 2024** – Public Meeting of TDC Grant Review Committee
- March 7, 2024** – TDC Review/Approval of Grant Funding Recommendations
- March/April 2024** – Grant Agreements Sent to Grantees



Leon County Division of Tourism



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# Bicentennial SPECIAL EVENTS

FY24 GRANT PROGRAM – Second Cycle  
-Tourism Events



GRANT GUIDLINES  
REVISED OCT. 26, 2023



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**Leon County Division of Tourism/Visit Tallahassee  
Special Events Grant Program**

**I. INTRODUCTION**

The Leon Country 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 (TDT) on transient lodging sales. i.e. hotels/motels, 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.

Grant funding is based upon the potential to generate room nights. Per section 125.0104 of the 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, service, venue 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 permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment 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.” By Statute, “Promotion” means marketing or advertising designed to increase tourist-related business activities.

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 Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.

The Leon County Division of Tourism annually allocates funds to 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 Events Grants are reviewed by the TDC Grant Review Committee. The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT). Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

Each application will be evaluated against established criteria and historic precedent. The amount of grant funds awarded 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 applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year with the exception of a once- a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October event that is scheduled for late September the following fall, both occurring the same fiscal year. Grant funds are intended to supplement the organization’s budget for the event referenced in the application.
- B. Grant funds are intended to supplement the organization’s budget for the event referenced in the application.
- C. Each application will be evaluated against established criteria, past performance and historic precedent.
  - a. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grow the event over the next five years?).
  - b. Applicant must provide an event public health and safety plan. The plan should include strategies to maintain healthy and safe environments and operations for all event staff and attendees.
  - c. Application must provide a statement of need for grant funding.
  - d. Hotels secured for the event must be located within Leon County.
  - e. In 2024, Tallahassee/Leon County will commemorate and celebrate its 200-year anniversary. Applicants are encouraged to include Bicentennial anniversary into their event, either through inclusion of the Bicentennial logo/URL or including Bicentennial programming.
- D. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits(see allowable/unallowable expenses on page 7).
- E. Applicants receiving grant funds from the Council on Culture & 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.

- F. Grant funding will not be considered for events that occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends anticipated to fill existing hotel room inventory, FAMU homecoming weekend, FSU or FAMU spring and fall graduation weekends, and Monday through Thursday during the regular legislative session. Sports and Special Events grants may be permitted during some FSU home football game weekends except for those games anticipated to fill existing hotel room inventory. Each year the Director of Tourism will provide the recommended “peak period” dates to the TDC for consideration/approval prior to the start of each grant cycle application period.

Events will not be considered for funding if the event occurs during the following peak visitor periods:

May 3-4, 2024

FSU/FAMU/TCC Graduation

- G. If the requested grant amount exceeds \$10,000, applicant’s budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants should identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.
- H. Funding shall be provided as reimbursement for the 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 front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts are allowed for reimbursement however, 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.
- I. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event’s originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- J. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
- K. To be an eligible for payment, a completed Post-Event Report must be submitted. The Report should be submitted within 60 days after the event has taken place. 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 in a timely manner may result in disqualification for support. All Post-Event



Reports, including requests for reimbursement must be received no later than September 30.

- L. Any funds granted will be subject to audit by the Leon County Auditor.
  
- M. Indemnity: By submitting this Grant application the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County Florida, a charter county and political subdivision of the State of Florida (the 'County') to the extent provided as follows:
  - 1. The applicant agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees, subcontractors, volunteers and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of the County.
  - 2. If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28. Florida Statutes and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits provided therein.
  - 3. If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured:
    - a. Commercial general liability insurance coverage with combined single limits for the bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and
    - b. If applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.
  - 4. To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. The host organization must have proof of liability insurance in effect and the County listed as additional insured.

- N. The combined Leon County/Visit Tallahassee Logo must be included on all printed and online advertisements and promotional materials for the event.

Events held in 2024 are strongly encouraged to include the Bicentennial logo on all printed and online advertisements and promotional materials to help increase awareness of the Bicentennial anniversary.

Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, a draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County/Visit Tallahassee Logo appears properly.

- R. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for the correct logo use.



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S. Allowable expenses include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation.
2. 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: The applicants are required to describe how the grant funds will be used. Any substantial changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff **PRIOR** to event.

T. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,
6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.
8. Sleeping room expenses for attendees

**III. RATING CRITERIA AND SCORING PROCESS**

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that the project is eligible to receive grant funding by comporting with 125.0104 Statutory requirements and 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 provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100-point scale based on the following:



### Grant Review Score Sheet

Name of Event: \_\_\_\_\_

Special Event

Event Date: \_\_\_\_\_

Grant Reviewer: \_\_\_\_\_

	Rating Criteria	Scores	
Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging during need periods. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (5 points)	5	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Bicentennial Branding	Inclusion of Bicentennial Anniversary logo/URL or including Bicentennial programming as part of the event. (5 points)	5	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
<b>Total possible points:</b>		<b>100</b>	

Anticipated Room Nights: \_\_\_\_\_

Funding Amount Requested: \_\_\_\_\_

Reviewer Proposed Amount: \_\_\_\_\_

#### Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 – 1,499
100 – 199	\$1,500 – 2,999
200 – 499	\$3,000 – 5,999
500 – 1,000	\$6,000 – 9,999
1,001 – 1,499	\$10,000 – 14,999

Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would require approval by the Leon County Board of Commissioners.

**IV. FUNDING ELIGIBILITY**

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other tourism related business activities. In addition to being compliant with F.S. 125.0104 the following criteria have been established to be considered for funding:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan that demonstrates out-of-market advertising/promotion to reach potential visitors.
- E. Applicant must provide a detailed event budget.

**V. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS**

The following table reflects the funding level possible based on the event’s estimated number of hotel room nights. **The estimated number of hotel room does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Review Committee’s discretion and the funding available. As an example, if the Grant Review Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category.**

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 - \$1,499
100 – 199	\$1,500 - \$2,999
200 – 499	\$3,000 - \$5,999
500 – 1,000	\$6,000 - \$9,999
1,001 – 1,499	\$10,000 - \$14,999

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

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined in the grant review scoresheet on page 8.
- B. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.



- C. 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, the percentage for Application #1 would be 90%.
- D. The grant requested amount will then be multiplied by the percentage to determine the initial award based on the grant review scoresheet. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
- E. The same process will be followed for each application and the total initial awards will be totaled.
- F. If the total amount of grant allocations exceeds the total budgeted for all grants, staff will adjust all of the allocations by the same percentage to keep the totals awarded equal to or less than the total available grant funds.
- G. Adjustments may be made if necessary, to reach the total amount in the budget.
- H. The TDC Grant Review Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.

## **VI. SPECIAL EVENT SECOND CYCLE GRANT TIMELINE**

**Dec. 18, 2023** – Grant Application Cycle Opens

**January TBD, 2024** – Mandatory Grant Application Workshops

**January 26, 2024** – Grant Application Cycle Closes

**February 22, 2024** – Public Meeting of TDC Grant Review Committee

**March 7, 2024** – TDC Review/Approval of Grant Funding Recommendations

**March/April 2024** – Grant Agreements Sent to Grantees

**Applicants are required to attend at least one Grant Application Workshop either in person or online.**

It is strongly encouraged that applicants be in attendance or send a representative to the Grant Review Committee meeting in case there are questions or clarifications.

## **VII. VISITOR TRACKING**

A. 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.

1. Room block reports from hotels are the preferred method of reporting room data. The 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.

2. If your event uses an advanced registration procedure, utilize the **Visitor Tracking Form** 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.
  3. 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. Tourism will provide questions and assist with analysis.
- B. The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report**. 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 ADVERSLEY AFFECT FUTURE GRANT AWARDS.**

#### **VIII. POST-EVENT REPORT**

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

- A. An invoice from the awarded organization to the Leon County Division of Tourism/Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
- B. Valid invoices for allowable expenses.
- C. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits. Proof of payment must match invoices submitted.
- D. Visitor/Room Nights Documentation as listed in Section VII.
- F. Copies of marketing or advertising materials, and social media showing Leon County Tourism/Visit Tallahassee logo usage.

#### **X. CONCLUSION**

Applicants are asked not to contact members of the TDC Grant Review 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.

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

Taylor Wheaton (850) 606-2300 • [WheatonT@leoncountyfl.gov](mailto:WheatonT@leoncountyfl.gov)



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### PROPOSED TDC 2024 MEETING DATES

After reviewing the 2024 meeting schedules of the Leon County Board of County Commissioners, COCA, CRA, Blueprint, and Tallahassee City Commissioners, we present this meeting schedule for your consideration. We took in consideration of the holiday dates for Emancipation Day, Memorial Day, Independence Day, and Labor Day.

**Thursday, February 1, 2024 – 9:00 AM**

**Thursday, May 2, 2024 – 9:00 AM**

**Thursday, July 11, 2024 – 9:00 AM**

**Thursday, September 12, 2024 – 9:00 AM**

**Thursday, November 7, 2024 – 9:00 AM**



Visit  
Tallahassee

FISCAL YEAR 2022-2026

# TOURISM

## STRATEGIC PLAN

### UPDATE SUMMARY 2023

for the Leon County Division of Tourism/Visit Tallahassee



# FY2022-FY2026 TOURISM STRATEGIC PLAN

**BOLD GOAL: GROW OUR TOURISM ECONOMY, ITS DIVERSITY, COMPETITIVENESS, AND ECONOMIC IMPACT BY GENERATING \$5 BILLION IN ECONOMIC IMPACT OVER THE NEXT FIVE (5) YEARS.**

<b>STRATEGIC PRIORITY NO. 1</b>	<b>INCREASE THE VISITATION OF TALLAHASSEE THROUGH STRATEGIC MARKETING AND SALES BY 3% ANNUALLY.</b>	<b>Current Progress</b>	
<b>STRATEGIC GOAL 1.0</b>	Sales Department (sports, meetings and conventions, leisure sales) to generate 275,000 room nights over the next five (5) years targeting diverse high-profile and high-impact events.	118,513-Room Nights Generated	43%
<b>STRATEGIC GOAL 2.0</b>	Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising, and promotional programs/campaigns on an annual basis.	26-Programs and campaigns	35%
<b>STRATEGIC GOAL 3.0</b>	Host 100,000 residents and visitors as part of the County Amphitheater Concert Series over the next five (5) years.	35,475-concert attendees	35%
<b>STRATEGIC PRIORITY NO. 2</b>	<b>INCREASE LOCAL AWARENESS OF THE DIVISION OF TOURISM/VISIT TALLAHASSEE AND THE VALUE OF TOURISM IN TALLAHASSEE/LEON COUNTY.</b>	<b>Current Progress</b>	
<b>STRATEGIC GOAL 2.0</b>	Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee.	61-Partnerships	61%



# FY2022-FY2026 TOURISM STRATEGIC PLAN

**BOLD GOAL: GROW OUR TOURISM ECONOMY, ITS DIVERSITY, COMPETITIVENESS, AND ECONOMIC IMPACT BY GENERATING \$5 BILLION IN ECONOMIC IMPACT OVER THE NEXT FIVE (5) YEARS.**

<b>STRATEGIC PRIORITY NO. 3</b>	<b>INCREASE INDUSTRY/COMMUNITY ENGAGEMENT AND CULTIVATE NEW PARTNERSHIPS TO ENHANCE DESTINATION DEVELOPMENT.</b>	<b>Current Progress</b>	
<b>STRATEGIC GOAL 3.0</b>	Increase outreach and engagement by cultivating a minimum of 10 new or expanded program partnerships and collaborations annually throughout all sectors of Leon County.	21- Collaborations	42%
<b>STRATEGIC PRIORITY NO. 4</b>	<b>INCREASE VISITOR SERVICES IN MARKET TO ENHANCE THE VISITOR EXPERIENCE AND EXTEND STAYS.</b>	<b>Current Progress</b>	
<b>STRATEGIC GOAL 4.0</b>	Increase visitor services through various diversifications and collaborations with other government entities and community organizations.	73- Collaborations	N/A

# FY2022-FY2026 TOURISM STRATEGIC PLAN

**BOLD GOAL: GROW OUR TOURISM ECONOMY, ITS DIVERSITY, COMPETITIVENESS, AND ECONOMIC IMPACT BY GENERATING \$5 BILLION IN ECONOMIC IMPACT OVER THE NEXT FIVE (5) YEARS.**

	<b>Strategic Priority Highlights</b>	<b>Deployment</b>	<b>2 Year Totals</b>
<b>Target 1.1.1</b>	Sports Target: Attract 100 state, regional, or national championships across all sports over the next five (5) years.	SPORTS	40-Events hosted and/or Supported
<b>Target 1.2.3</b>	Expand the development and marketing of Diversity, Equity, & Inclusion (DEI) marketing assets working with industry partners and subject matter experts.	MARKETING	9-New Marketing Assets
<b>Target 1.3.1</b>	Increase annual concert budget and target at least 10 diverse artists/acts each year and increase advance bookings.	EXECUTIVE DIRECTOR & OPERATIONS MGR	Budget increased from \$250,000 to \$457,000 & 18-concerts hosted
<b>Target 2.2.1</b>	Division staff to present to at least five (5) community groups annually (Rotary, Chambers of Commerce, Leadership Tallahassee, etc.)	ALL	28-Presentations
<b>Target 3.3.10</b>	Support 900 of community events, sporting competitions, festivals, performances, and cultural programming that will attract visitors and residents.	ALL	202-Events Supported
<b>Target 4.4.3</b>	Expand and diversify local product offerings by featuring new local items and/or vendors annually in the gift shop(s) at Visitor Information Center(s).	VISITOR SERVICES	34 -New Local Vendors sourced at the Amtrak and Cascade VIC Locations

**THANK YOU!**