



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday May 4, 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. Request for Additional Agenda Items – **Michelle Personette**
- III. Public Comment
- IV. Items for Consent Approval – **Michelle Personette**
 - February 2, 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)
- V. General Business – **Michelle Personette**
 - Downs & St. Germain Research Presentation – 2nd Quarter Visitor Study (T4)
 - Proposed FY24 Tourism Budget (T5)
 - Proposed FY24 Tourism Marketing and Sales Plans (T6)
 - Proposed FY24 Tourism Event Grant Program – Funding, Updated Guidelines (T7)
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director's Report – **Kerri Post**
 - Staffing Update
 - Grand Opening of New Visitor Center & Tourism Staff Offices at Amtrak
 - National Travel & Tourism Week
 - Bicentennial Update
 - Legislative Update
- VII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
July 13, 2023
County Commission Chambers



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

February 2, 2023

**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, Emily Johnson-Truitt; Ex-Officio members present: Amanda Heidecker, and Kathleen Spehar.

Council Members absent: Sam Patel

Tourism Staff present: Kerri Post, Ryan Zornes, Scott Lindeman, Aundra Bryant, Renee Jones, Taylor Walker, Alyssa Losauo and Shelby Bishop.

- I. **Call to Order** – Chairperson, Michelle Personette called the meeting to order at 9:00 a.m.
- II. **Request for Additional Agenda Items** – Chairperson Personette confirmed there were no request for additional agenda items.
- III. **Public Comment** – Chairperson Personette confirmed there were several public comments pertaining to the CRA TDT/Arts Grant Application Recommendations agenda item and recognized each speaker. Mary Sterner Lawson waived her time in support of LeMoyne Arts. Alan Hanstein Executive Director of the Challenger Learning Center thanked everyone for their support of the Center. He then mentioned the Center will celebrate it's 20th anniversary this year. Dan Taylor waved his time in support of LeMoyne Arts. Paul Craft waived his time in support of LeMoyne Arts. Arielle Raff, Executive Director LeMoyne Art gave a brief presentation on the LeMoyne construction project. Commissioner Richardson gave brief comments in support of LeMoyne. Donna Cotterell spoke of Indaba Theatre's purpose to inspire, empower, uplift, and create healthy outlets of self-expression. Commissioner Richardson thanked Ms. Cotterell for all she does to promote Arts and Culture in the community.
- IV. **Items for Consent Approval**
 - Approval of the November 3, 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

Commissioner Richardson moved, duly seconded by Russel Daws, approval of the Items for Consent. The motion passed unanimously 8-0.

V.

General Business:

FSU Planned Development - Kevin Graham presented on FSU Planned Developments – FSU-TMH Academic Health Center, St. Joe FSU-TMH Academic Health Center & Panama City Beach, Dunlap Football Center, College of Business Legacy Hall, and the Interdisciplinary Research & Commercialization Building. The Airport “Gateway” will connect FSU, FAMU Way & Springhill Road to Innovation Park and North Florida Innovation Labs. Mr. Graham also indicated that a new hotel development would be a private sector decision and the Gateway will be a driving force for private development. Discussion ensued.

Update on Meeting Space and Groups Business Initiative – Ms. Post gave an update on the need for a group meeting space and exploring possible community-focused solutions. Ms. Post also noted a market feasibility analysis for a Sports Complex was discussed at the County Commission Meeting Annual Retreat. Matt Thompson suggested the TDC request a presentation from the Florida Sports Foundation at a future meeting. All agreed and discussion ensued.

CRA TDT/Arts Grant Application Recommendations – Stephen Cox gave a presentation on 2022-2023 Tourist Development Tax (TDT) Arts Grants process and also explained the scoring process. The recommendations were Challenger Learning Center \$713,450.000, Indaba, Inc. Florida Litfest, Inc: Tallahassee Symphony Orchestra; Southern Shakespeare Company, \$521,550.00 & LeMoyne Art Foundation \$765,000.00. Chairperson Personette thanked Russell Daws for his service on the CRA/TDT Grant Review Committee. Discussion ensued.

Matt Thompson moved, duly seconded by Commissioner Richardson, approval of the recommendations from CRA TDT/Arts Grant Funding. The motion passed unanimously 7-0. With 1 Chairperson Michelle Personette recused.

Downs & St. Germain Research Presentation FY23 Q1 Visitor Report - Mr. Isiah Lewis presented FY 2023 1st Quarter Visitor Tracking Report. The presentation included the Annual Economic Report Pre-Visit, Travel Party Profile, Trip Experience, Post Evaluation and Economic Impact on Destination. Matt Thompson asked about the ability to extract football game impact out of the monthly/quarterly data to better understand the impact of visitors to the destination outside of home football games. DSG will look into doing that.

Visitor Tracking & Research Presentation on 2022 FAMU Homecoming – Mr. Stephen McClenny presented on the “Zartico Destination Operating System” providing intelligence, analytics and data visualizations for visitor movement in the market. Ms. Post indicated that this tracking system was first used for FAMU Homecoming and would be utilized for other large events in the future.

Bicentennial Organizational Management Plan Update – Ms. Post an overview of the Bicentennial Steering Committee and the six different Task Forces:
1.) Programming/Events/Activities, 2.) Marketing, 3.) Education, 4.)Community Outreach & Inclusion, 5.) Faith-Based, 6.) Legislative/State Government. Ms. Post shared that both the City and the County have their respective 200th anniversaries in 2024. It is anticipated that Bicentennial events will take place monthly in 2024 throughout the community. Ms. Post stated that in 2023 the goal is to build awareness and develop the plans for year-long Bicentennial programming in 2024. Discussion ensued.

Concert Update – Scott Carswell gave an update on upcoming spring concerts.

Tallahassee Sports Council Update & 2nd Cycle Grant Recommendations

Amanda Heidecker gave a brief TSC update includes recommending 15 event applications for a total \$17,900.00 from the available balance of \$17,915.00. Ms. Heidecker mentioned that the football schedule is released so staff has been working on scheduling the dates for the 2023 cross country events.

Russel Daws moved, duly seconded by Commissioner Richardson to move the list of recommendations as suggested. The motion passed unanimously 8-0.

COCA Update – Kathleen Spehar gave a brief overview of upcoming events, artport Gallery opening “Her Golden Renaissance” and also highlighted WEFT//Women Empowering Fiber Traditions is a group fiber art exhibition of 20 women artists in the region. Ms. Spehar announced that COCA has moved into Domi Station at 914 Railroad Avenue.

- VI. **Executive Director’s Report** – Kerri Post commended Scott Lindeman for all of the great work producing the 2023 Visit Tallahassee Guide.
- Staffing Update – Two vacant positions are being advertised - Senior Operations Manager and the Director of Sports
 - Capital City Amphitheater Renamed “The Adderly Amphitheater”
 - Amtrak Building Construction/Move-in Update – staff anticipates moving in the restored building in 4 to 6 weeks. Signage is up and the building looks terrific.
 - Three staff members will be going to Bathurst, Australia to observe the 2023 World Cross Country Championship event implementation and participate in future-site programming meetings.
- VII. Additional Business: “For the Good of the Cause” – Chairperson Personette confirmed there was no additional business.

Commissioner Richardson moved, duly seconded by Commissioner Williams-Cox, adjournment of the TDC meeting. The motion passed unanimously 8-0

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 11:21 a.m.

Attest: Michelle Personette,
Chairperson

Attest: Shelby Bishop
Visitor Services Specialist

Leon County Tourist Development Council

Statement of Cash Flow

Period Ending March 31, 2023

4-Cents Collections						
Acct # REVENUES	YTD	March	FY 2022/23		% Revenue	Variance
	Actuals	Actuals	Budget		Received	
312100 Local Option Tax (4-cents) ¹	\$ 3,187,246.68	\$ 504,428.48	\$ 5,230,434		61%	(2,043,187)
361320 Tax Collector FS 219.075	\$ 5,485.30	\$ -	\$ -			5,485
361111 Pooled Interest Allocation	\$ -	\$ -	\$ 56,753			
365000 Merchandise Sales	\$ 4,092.35	\$ 1,382.95	\$ 5,730			
366500 Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500			
366930 Other Contributions/Partnerships	\$ -	\$ -	\$ -			
361300 Interest Inc/FMV Adjustment	\$ -	\$ -	\$ -			
369900 Miscellaneous Revenue ³	\$ 107,248.62	\$ 10,866.24	\$ 33,533			
399900 Appropriated Fund Balance	\$ -	\$ -	\$ 253,645			
Total Estimated Receipts			5,592,595			
			-			
			\$ 3,304,072.95			\$ 516,677.67

Acct # EXPENDITURES	YTD	March	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	\$ 356,741.31	\$ 47,340.40	\$ 866,998.00	\$ 866,998.00	41%	\$ 510,257
51250 Regular OPS Salaries & Wages	\$ 34,785.71	\$ 12,364.25	\$ 79,212.00	\$ 79,212.00	44%	44,426
51500 Special Pay	\$ -	\$ -	\$ 3,255.00	\$ 3,255.00	0%	3,255
52100 FICA	\$ 28,662.46	\$ 4,449.59	\$ 71,826.00	\$ 71,826.00	40%	43,164
52200 Retirement Contributions	\$ 59,029.00	\$ 9,242.81	\$ 136,721.00	\$ 136,721.00	43%	77,692
52210 Deferred Compensation	\$ 620.09	\$ 99.16	\$ 1,566.00	\$ 1,566.00	40%	946
52300 Life & Health Insurance	\$ 51,109.27	\$ 4,286.09	\$ 184,297.00	\$ 184,297.00	28%	133,188
52400 Workers Compensation	\$ 821.03	\$ 118.44	\$ 4,446.00	\$ 4,446.00	18%	3,625
53400 Other Contractual Services	\$ 62,952.99	\$ 120.18	\$ 425,000.00	\$ 515,000.00	12%	452,047
54000 Travel & Per Diem	\$ 23,775.36	\$ 4,123.67	\$ 79,500.00	\$ 79,500.00	30%	55,725
54100 Communications Services	\$ 3,141.29	\$ 1,075.29	\$ 9,600.00	\$ 9,600.00	33%	6,459
54101 Communications - Phone System	\$ -	\$ -	\$ 1,445.00	\$ 1,445.00	0%	1,445
54200 Postage	\$ 916.57	\$ 673.85	\$ 7,500.00	\$ 7,500.00	12%	6,583
54400 Rental & Leases	\$ 4,360.82	\$ 1,277.41	\$ 27,000.00	\$ 27,000.00	16%	22,639
54505 Vehicle Coverage	\$ -	\$ -	\$ 557.00	\$ 557.00	0%	557
54600 Repair & Maintenance	\$ 431.15	\$ -	\$ 15,000.00	\$ 15,000.00	3%	14,569
54601 Vehicle Repair	\$ 191.28	\$ 160.00	\$ 731.00	\$ 731.00	26%	540
54700 Printing	\$ 5,767.89	\$ 1,552.28	\$ 10,000.00	\$ 10,000.00	58%	4,232
54800 Promotional Activities	\$ 38,663.69	\$ 31,216.47	\$ 40,000.00	\$ 40,000.00	97%	1,336
54860 TDC Direct Sales Promotions	\$ 16,660.99	\$ 4,727.99	\$ 55,000.00	\$ 55,000.00	30%	38,339
54861 TDC Community Relations	\$ 22,503.56	\$ -	\$ 35,000.00	\$ 35,000.00	64%	12,496
54862 TDC Merchandise	\$ 2,034.46	\$ 418.96	\$ 15,000.00	\$ 15,000.00	14%	12,966
54900 Other Current Charges	\$ 719,705.52	\$ 25,355.67	\$ 679,500.00	\$ 1,154,500.00	62%	434,794
55100 Office Supplies	\$ 385.33	\$ 106.43	\$ 15,000.00	\$ 15,000.00	3%	14,615
55200 Operating Supplies	\$ 1,127.31	\$ -	\$ 8,000	\$ 8,000	14%	6,873
55210 Fuel & Oil	\$ -	\$ -	\$ 340.00	\$ 340.00	0%	340
52250 Uniforms	\$ 381.08	\$ -	\$ 4,500.00	\$ 4,500.00	8%	4,119
55400 Publications, Memberships	\$ 6,026.77	\$ 317.97	\$ 33,500.00	\$ 33,500.00	18%	27,473
55401 Training	\$ -	\$ -	\$ 15,000.00	\$ 15,000.00	0%	15,000
56400 Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160 TDC Local T&E	\$ 2,089.19	\$ 805.38	\$ 3,500.00	\$ 3,500.00	60%	1,411
58320 Sponsorship & Contributions	\$ 4,500.00	\$ 1,800.00	\$ 35,000.00	\$ 35,000.00	13%	30,500

<u>Advertising/Public Relations (302)</u>												
53400	Other Contractual Services	\$	569,511.13	\$	295,593.60	\$	1,170,000.00	\$	1,402,000.00	41%	\$	832,489
<u>Special Events/Grants (304)</u>												
58300	Grants & Aids	\$	57,817.00	\$	21,763.00	\$	700,000.00	\$	700,000.00	8%		642,183
<u>Welcome Center CIP (086065)</u>												
56200	Building	\$	-	\$	-		-		-			-
<u>Countywide Automation (470)</u>												
54110	Com-net Communications	\$	-	\$	-	\$	6,320.00	\$	6,320.00	0%		6,320
54600	Repairs and Maintenance	\$	-	\$	-	\$	2,615.00	\$	2,615.00	0%		2,615
<u>Risk Allocations (495)</u>												
54500	Insurance	\$	-	\$	-	\$	6,666.00	\$	6,666.00	0%		6,666
<u>Indirect Cost (499)</u>												
54900	Indirect Cost Charges	\$	-	\$	-	\$	274,000.00	\$	274,000.00	0%		274,000
<u>Line Item Funding - (888)</u>												
58214	Cultural Facilities Grant Program	\$	-	\$	-	\$	-	\$	-			-
58215	Local Arts Agency Program	\$	378,824.31	\$	-	\$	1,307,609.00	\$	1,307,609.00	29%		928,785
<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	\$	-	\$	-	\$	-	\$	-			-
	Total Expenditures	\$	2,453,536.56	\$	468,988.89	\$	6,331,204	\$	7,128,204			

1-Cent Collections

Acct #	REVENUES	YTD Actuals	March Actuals	FY 2022/23 Adopt. Budget	FY 2022/23 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent)	\$ 797,059.06	\$ 126,106.58	\$ 1,307,609.00	\$ 1,307,609.00	61%	510,550
361111	Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320	Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930	Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
	Total Revenues	797,059.06	126,106.58	\$ 1,307,609	\$ 1,307,609		

Acct #	EXPENDITURES (305)	YTD Actuals	March 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
	Total Expenditures	\$ -	\$ -	\$ 2,049,072.00	\$ 2,049,072.18	0%	2,049,072

NOTES TO THE FINANCIAL STATEMENT As of March 31, 2023

REVENUES

- 1- Revenue for the 4-cent collections \$ 504,428.48
- 2- Revenue for the 1-cent collections \$ 126,106.58
- 3 -

EXPENSES

- 4 -

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	349,360.01	359,333.87	369,813.17	442,474.54	4,731,948.78
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2022/2023 (3-cents)	453,134.99	526,249.19	436,616.96	292,669.34	366,445.39	390,021.60	-	-	-	-	-	-	2,465,137.46
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.20	-	-	-	-	-	-	821,712.49
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.20	-	-	-	-	-	-	821,712.49
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.00	-	-	-	-	-	-	4,108,562.45
Gain/Loss - Month: 3 cent	23%	10%	12%	-1%	0%	-4%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	-10%	-23%	-31%	-37%	-43%	-48%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.46	2,465,137.46	2,465,137.46	2,465,137.46	2,465,137.46	2,465,137.46	2,465,137.46	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.49	821,712.49	821,712.49	821,712.49	821,712.49	821,712.49	821,712.49	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.49	821,712.49	821,712.49	821,712.49	821,712.49	821,712.49	821,712.49	

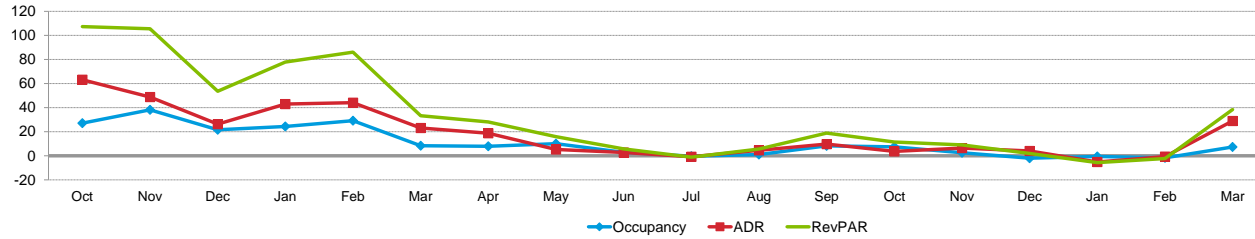
- Notes:
- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
 - (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
 - (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist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

Tab 2 - Trend Leon County, FL

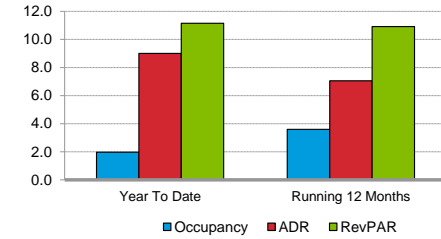
Visit Tallahassee
For the Month of March 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	59.9	58.7	51.5	56.0	66.4	66.9	67.4	58.1	63.4	60.6	62.6	59.6	64.4	60.2	50.4	55.7	65.3	71.8
Last Year	47.2	42.5	42.3	45.0	51.4	61.7	62.5	52.7	61.6	60.8	62.0	55.0	59.9	58.7	51.5	56.0	66.4	66.9
Percent Change	27.1	38.2	21.6	24.4	29.2	8.3	7.9	10.1	2.9	-0.4	1.1	8.3	7.5	2.5	-2.0	-0.5	-1.7	7.3

ADR	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	140.12	124.06	97.63	111.82	117.88	110.24	130.52	101.77	103.61	103.70	117.53	132.54	145.26	132.01	101.52	106.03	117.10	142.13
Last Year	85.88	83.39	77.29	78.19	81.82	89.58	109.93	96.65	100.82	104.56	112.44	120.75	140.12	124.06	97.63	111.82	117.88	110.24
Percent Change	63.2	48.8	26.3	43.0	44.1	23.1	18.7	5.3	2.8	-0.8	4.5	9.8	3.7	6.4	4.0	-5.2	-0.7	28.9

RevPAR	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	84.00	72.81	50.25	62.64	78.27	73.72	88.02	59.10	65.64	62.85	73.60	78.98	93.58	79.41	51.21	59.09	76.44	102.02
Last Year	40.51	35.42	32.72	35.21	42.06	55.30	68.73	50.97	62.09	63.61	69.68	66.46	84.00	72.81	50.25	62.64	78.27	73.72
Percent Change	107.3	105.6	53.6	77.9	86.1	33.3	28.1	15.9	5.7	-1.2	5.6	18.8	11.4	9.1	1.9	-5.7	-2.3	38.4

Supply	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	200,446	193,980	200,446	200,446	181,020	200,415	193,950	200,415	193,950	200,415	200,415	193,980	200,415	191,250	197,625	197,625	178,500	197,625
Last Year	188,852	182,760	192,820	192,820	177,520	196,447	191,850	203,019	196,470	203,019	203,019	193,950	200,446	193,980	200,446	200,446	181,020	200,415
Percent Change	6.1	6.1	4.0	4.0	2.0	2.0	1.1	-1.3	-1.3	-1.3	-1.3	0.0	0.0	-1.4	-1.4	-1.4	-1.4	-1.4

Demand	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	120,156	113,847	103,175	112,294	120,198	134,013	130,798	116,375	122,876	121,472	125,515	115,598	129,111	115,037	99,682	110,133	116,523	141,851
Last Year	89,094	77,630	81,627	86,842	91,250	121,278	119,948	107,079	121,002	123,513	125,806	106,753	120,156	113,847	103,175	112,294	120,198	134,013
Percent Change	34.9	46.7	26.4	29.3	31.7	10.5	9.0	8.7	1.5	-1.7	-0.2	8.3	7.5	1.0	-3.4	-1.9	-3.1	5.8

Revenue	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	16,836,580	14,123,551	10,072,954	12,556,360	14,168,526	14,774,230	17,071,693	11,843,668	12,731,678	12,596,052	14,751,266	15,321,039	18,754,145	15,186,251	10,120,115	11,677,811	13,644,353	20,161,426
Last Year	7,651,079	6,473,241	6,309,149	6,790,020	7,465,959	10,863,565	13,185,378	10,348,749	12,199,311	12,914,750	14,145,719	12,889,958	16,836,580	14,123,551	10,072,954	12,556,360	14,168,526	14,774,230
Percent Change	120.1	118.2	59.7	84.9	89.8	36.0	29.5	14.4	4.4	-2.5	4.3	18.9	11.4	7.5	0.5	-7.0	-3.7	36.5

Census %	2021			2022												2023		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	66	66	66	66	66	66	66	66	66	66	66	66	66	65	65	65	65	65
Census Rooms	6466	6466	6466	6466	6465	6465	6465	6465	6465	6465	6465	6465	6465	6375	6375	6375	6375	6375
% Rooms Participants	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	94.6	94.6	93.0	94.6	95.0

A blank row indicates insufficient data.

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Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".



JANUARY-MARCH 2023 *Highlights*

- Developed sweepstakes for the on-site activation at the 2023 Florida Brewers Guild Craft Beer Festival.
- Through a number of PR initiatives, Visit Tallahassee received a total of 14.4 million+ earned impressions.
- Over Q2, paid social campaigns reached 4,771,114 people, gained 176,404 engagements and earned 50,257 link clicks to VisitTallahassee.com.
- The March reel promoting the return of the Downtown Farmer's Market reached over 7K people, garnering 462 total engagements.
- The Black History Month and Tallahassee Highland Games social media campaigns were the top performing campaigns in terms of cost per click.
- VisitTallahassee.com saw an 18% decrease on bounce rate, from 25.34% in Q1 to 20.72% in Q2.
- There was a higher average session rate on VisitTallahassee.com in Q2, with the average user being on the site for 3:04.
- Visit Widget showed a 10% increase of pageviews in Q2, totaling 12,342.
- The Visit Tallahassee App performance showed 21% more sessions in Q2 and 185% more new users.

2022/2023 GOALS	ANNUAL % TO GOAL	PERIOD GROWTH	YTD TOTAL
PUBLIC RELATIONS			
Secure 18 Media Experiences (6 publications and 12 influencers)	50% of goal	8	9
6 metro features in top two tier markets	66% of goal	2	4
4 radio promotions	25% of goal	1	1
4 articles within niche outlets	75% of goal	2	3
3 national features	267% of goal	2	8
1 in-book promotion	0% of goal	0	0
SOCIAL MEDIA			
Increase Facebook Engagements by 15% to 168,887	3% of goal	3,386	4,819
Increase Facebook Impressions by 80% to 1,993,417	18% of goal	196,119	358,351
Increase Instagram Followers by 18% to 27,128	86.8% of goal	475	23,544
Increase Instagram Engagements by 50% to 98,646	12.8% of goal	4,831	12,610
Increase Twitter Followers by 5% to 15,810	96.6% of goal	304	15,266
Increase Twitter Engagements by 25% to 5,805	14% of goal	416	706
Increase Instagram Impressions by 10% to 2,576,214	53% of goal	520,108	1,353,118
Increase Instagram Engagements by 10% to 52,120	76% of goal	14,254	39,500
Increase Facebook Impressions by 5% to 12,141,695	59% of goal	4,251,006	7,190,228
Increase Facebook Engagements by 10% to 170,703	203% of goal	162,149	345,915



2022/2023 GOALS	ANNUAL % TO GOAL	PERIOD GROWTH	YTD TOTAL
DIGITAL			
Increase Website Visitors 15% to 173,605	82.6% of goal	60,640	143,357
Increase Page Views 10% to 488,386	55% of goal	123,211	268,684
Reduce Bounce Rate to be under 40%	51.8% over goal	20.7%	-4.6%
Achieve a Click Through Rate (CTR) of 9.19% or higher	21% above benchmark	11.1%	0%
Achieve an efficient Cost Per Click (CPC) of \$1.53 or lower	44% above the benchmark	\$2.20	\$0.00
MOBILE APP / WIDGET			
Total Annual Sessions of Mobile App / Widget to 18,000 sessions	53.1% of goal	4,850	9,564
Increase Annual Use of Mobile App / Widget to 13,200 users	69% of goal	4,626	9,101
Increase Annual Mobile App Downloads to 2,300	44.2% of goal	523	1,016
Increase Annual Mobile App Pageviews to 96,000	54.1% of goal	27,087	51,983

Q2 PUBLIC RELATIONS *Highlights*

- Through a number of PR initiatives, Visit Tallahassee received a total of 14.4 million+ earned impressions.
- 16 total earned placements were secured this quarter highlighting Tallahassee within ***Southern Living, New Mobility Magazine, Blue Ridge Outdoors, I Love Central Florida***, and more.
- Two hosted media opportunities were secured with ***Southern Lady*** - the national women’s-interest publication reaching 130K readers and ***Southern Fairways Magazine*** - a leading regional golf magazine showcasing the best in golf travel, leisure and lifestyle, reaching 95K+.
- Landed a podcast interview opportunity for Visit Tallahassee with ***The Family Vacationer*** - spotlighting family-friendly partners and activities in and around Florida’s Capital City.
- Secured four (4) attendees for the “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***.



Southern Living

BLUE RIDGE outdoors

NEW MOBILITY



VISITTALLAHASSEE.COM **Highlights**

- In Q2, there were a total of 60,640 sessions on the Visit Tallahassee website.
- Most of the traffic to the site came from Organic Searches (SEO), followed by Direct Searches.
- There was a 15% increase in the average session duration, with the average user being on the site for 3:04.
- The bounce rate is on the decline, currently sitting at 20.7%.
 - › There has been a decrease of 18% since FY21/22 Q4, while the average industry site is 55%-65%.
- Mobile users access the site the most with 74.3% of activity, followed by desktop with 24%.

Top Pages:

1. Homepage
2. Things To Do
3. Events
4. Eat & Drink
5. 10 Things To Do In Tallahassee With Kids blog

Top Markets:

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

SESSIONS: 60,640
PAGEVIEWS: 123,211
AVERAGE SESSION DURATION: 3:04

MBTALLAHASSEE.COM **Highlights**

- In Q2 there were 8,347 sessions on MBTallahassee, with a total of 6,375 new users and 13,548 pageviews.
- The majority of mobile traffic is from Android users at 77.6%, followed by iOS users at 22.4%.
- In Q2, 83.6% of the users were new visitors while 16.4% were returning users.

Top Viewed Pages:

1. Homepage
2. Trails
3. Events
4. About
5. Off the Trail

Top Markets:

1. Atlanta
2. Birmingham
3. Orlando
4. Mobile
5. Charlotte

SESSIONS: 8,347
PAGEVIEWS: 13,548
NEW USERS: 6,375
AVERAGE SESSION DURATION: 0:51



DIGITAL MEDIA **Highlights**

- **2,172,243** total digital media impressions were delivered in Q2.
- The digital display ads garnered an average Click Through Rate (CTR) of **1.11%**, well above the **.47%** industry average.
 - › *The Inclusive campaign was top-performing achieving a 1.23% CTR, while the Mountain Biking campaign delivered the highest engagement of 1.22%.*
- In Q2, Paid Search generated just over 8% of VisitTallahassee.com's web traffic alone.
- Paid Search campaigns garnered a **9.76% CTR**, which is above the industry average of 9.2%.
 - › There was a 254% increase in total conversions, while gaining efficiencies by reducing the CPC by 3% QoQ.
- *The Brand* campaign achieved an average cost per click of \$1.35, 12% below industry average, allowing the campaign to drive higher clicks for the budget.
 - › This campaign promotes the specific "Visit Tallahassee" brand and destination using keywords and specific language in ads. The keywords, although more generalized, are strategically determined to reach a larger, broader audience.

VISIT WIDGET **Highlights**

- In Q2, we continued to see strong usage of the Visit Widget application.
- We saw an increase in the overall traffic coming to the widget, with 5% more sessions and 5% more users.
 - › *There was also an increase of 64% in Android downloads, with the top locations being Tallahassee, Orlando, and Atlanta.*
- Most of the popular items are things to do around Tallahassee, showing users leveraging the app as a resource and discovery tool.
- 55.8% are returning users and 44.2% are new users of the application.

TOTAL USERS:
69% of goal

TOTAL APP SESSIONS:
53.1% of goal

TOTAL APP PAGEVIEWS:
54.1% of goal

Top 10 Most Popular Items

1. Tallahassee Brew Tour Challenge
2. Springtime Tallahassee
3. Downtown Heritage Trail
4. Field Day Music Festival
5. Tally Highland Games
6. Tallahassee Jazz & Blues Festival 2023
7. Tallahassee Picnic
8. Budget Friendly Tallahassee
9. Extreme Rodeo
10. Springtime Music Festival

Visit Widget & App Performance

Total Users: **4,626**

Avg. Session: **2:19**

Total Sessions: **4,850**

Pageviews: **27,087**

iOS Downloads: **322**

Android Downloads: **202**



SOCIAL MEDIA **Highlights**

- During Q2, Visit Tallahassee’s social media gained 1,438 followers across Facebook, Twitter, and Instagram.
- The March Instagram reel promoting the Downtown Farmer’s Market reached over 7K people and earned 462 engagements.
- Paid social campaigns reached 4,771,114 people, gained 176,404 engagements and earned 50,257 link clicks to VisitTallahassee.com.
- Paid social consideration/traffic goals continued to exceed expectations in Q2. Top performing paid efforts based on Cost Per Result (CPR) included the Black History Month Traffic campaign (\$0.05 CPC) and Highland Games Traffic campaign (\$0.17 CPC).

Social Media Snapshot

TOTAL NEW FANS	TOTAL REACHED	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL #IHEARTTALLY
1,438	3,946,667	423,213	5,904,920	8,033,706

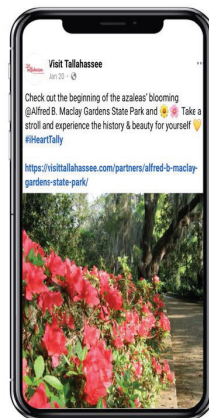
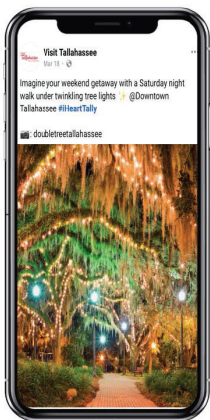
Facebook HIGHLIGHTS

- 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.
- Organic Facebook efforts earned 196,119 impressions, 3,386 engagements and 659 new page likes.
- Paid Facebook efforts earned 4,235,758 impressions, 161,031 engagements and 1,254 new page likes and 59 mobile app downloads.



TOTAL PAGE LIKES:
72,925

ENGAGEMENTS:
185,199





Instagram HIGHLIGHTS

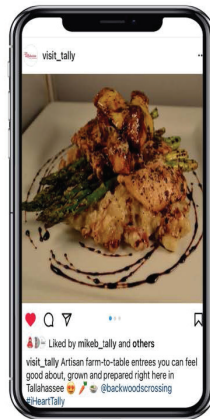
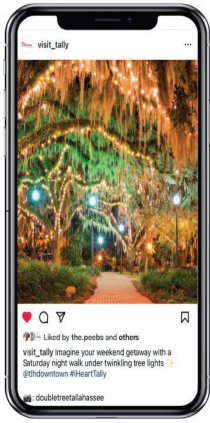


- In Q2, the Instagram account gained 475 followers, over 4K organic engagements, and 906,307 organic impressions.
- Paid Instagram efforts earned 520,108 impressions and 14,254 engagements.
- Top performing paid efforts, based on CPRs, included the Black Owned Restaurants Traffic campaign, the Highland Games Traffic campaign and the Chain of Parks Awareness campaign.
- Top performing organic content featured posts that highlighted different locations in Tallahassee including, but not limited to, Twinkling Tree Lights in Downtown and Live Oaks at Goodwood Museum.

NEW FOLLOWERS:
475

TOTAL FOLLOWERS:
23,544

ENGAGEMENTS:
19,085



Twitter HIGHLIGHTS

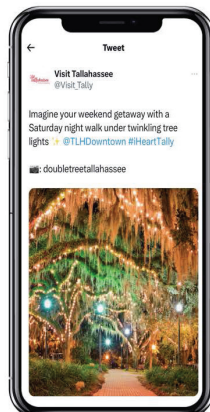
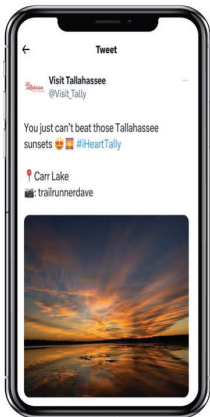


- In Q2, the Twitter account received 414 engagements and 31,320 impressions.
- Top performing content featured the Olean's Cafe highlight and the sunset at Carr Lake.

NEW FOLLOWERS:
304

TOTAL FOLLOWERS:
15,266

ENGAGEMENTS:
414





MARKETING COMMUNICATIONS

JANUARY/FEBRUARY/MARCH/APRIL 2023

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

AT A GLANCE



FY2023 Media Value
Goal: \$2 Million
\$ 397,103
Media Value for
Jan-Apr = **\$ 166,088**



FY2023 Earned Media Stories
72
Media Stories
Jan-Apr = **32**



FY2023 Social Media Engagements
385,417



Foodies Photography Class

Partnered with Tallahassee Foodies to sponsor and attend a photography class at Charlie Park to learn how to take professional food photography.



HIGHLIGHTS

- During Black History Month, highlighted the expansive sites, stories, and tastes of Tallahassee's African American culture across all digital platforms.
- Renee Jones attended Travmedia's International Media Marketplace (IMM) in New York City. IMM is the leading global networking event connecting the travel industry with top journalists, editors, influencers, and broadcasters.
- Scott Lindeman attended the WXC Championships in Bathurst Australia as the marketing representative for the Tallahassee/Leon County Future Organizing Committee ahead of the 2026 championships.
- Katie Kole was interviewed on the Family Vacationer podcast dedicated to family travel.
- Partnered with Visit Florida to host social media influencer Amber Mamain (@global_munchkins) to promote Tallahassee to over 350k followers.
- Supported Willie Nelson & Family concert with promotional advertising and pre-concert receptions at Park View.
- Visit Tallahassee along with the Tallahassee Beer Society sponsored and attended the Florida Brewers Guild Craft Beer Festival in Tampa.
- The marketing team and Zimmerman Agency staff traveled to Atlanta as title sponsor of the Kids Village at the 87th Annual Dogwood Festival in April.
- Presented a detailed research report about visitation and economic impact of FAMU Homecoming week activities with data from Zartico and Downs & St. Germain.
- Rebranded existing Capital City Amphitheater content with The Adderley Amphitheater at Cascades Park across all digital platforms.



NEW DIGITAL CONTENT MANAGER

Welcomed **Bryan "Smitty" Smith** to the team as our new Digital Content Manager. Having previously worked at Proof Brewing for over 10 years, Bryan brings his dynamic social media marketing and website development skills to Visit Tallahassee/Leon County Division of Tourism.

ON THE HORIZON

Hosting national media writers, editors, and influencers for a "Foodie Fam" intended to highlight area restaurants and chefs.



AT A GLANCE

2022-2023 Grant Program

Granted Events Held – 41

Post-Event Reports
Processed - 19



Visitor Services

Visitor Guides Distributed:
23,246

Group Services and
Welcome Bags: 32 requests
serving 2,543 visitors

Calls Received: 210

Walk-ins: 661



YTD Gift Shop Sales: \$4,437
Gift Shop Sales
Jan - Mar: **\$1,923**

MISSION STATEMENT

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

HIGHLIGHTS

- Developed concepts for display fixtures at the gift shop at the new Visitor Center at the Historic Amtrak Station.
- Collaborated with local artisans to produce exclusive Tallahassee and regionally themed products for the new gift shop, as well as other unique items that reflect the diversity of talent in our community.
- Collaborated with local food product producers to add unique local flavors to the Amtrak Station gift shop offerings.
- Contacted industry partners and distributed 2023 Visitor Guides to area hotels and attractions.
- Conducted interviews for new Visitor Center Representatives.

ON THE HORIZON

- Grand opening of the new Visitor Center at the Historic Amtrak Station, scheduled for Wednesday May 10, 2023.
- Reevaluation of gift shop offerings at the Cascades Park Satellite Visitor Center to include additional products of convenience to visitors, as well as a selection of locally produced items.
- Meeting with retail and food business owners in various geographical sectors of the community to identify strategies to encourage greater traffic to local shopping and dining districts and to increase distribution points of Visitor Guides.
- Training new and current Visitor Center Representatives to increase knowledge about the various artists and producers represented at the gift shop.
- FY24 Grant Submission Cycle is proposed for Summer 2023.



GOAL AT A GLANCE

FY 2022-2023
Room Nights Goal:
40,705

YTD Room Nights: 20,039

ON THE HORIZON

The annual ASG Capital cup, held at the FSU Rec Plex will host over 2000 soccer players ages 8-19 from Florida, Georgia, and Alabama.



For the 2nd year in a row Visit Tallahassee will host the FHSAA Beach Volleyball State Championship May 12-13 at the FSU Beach Volleyball Complex

OUT & ABOUT



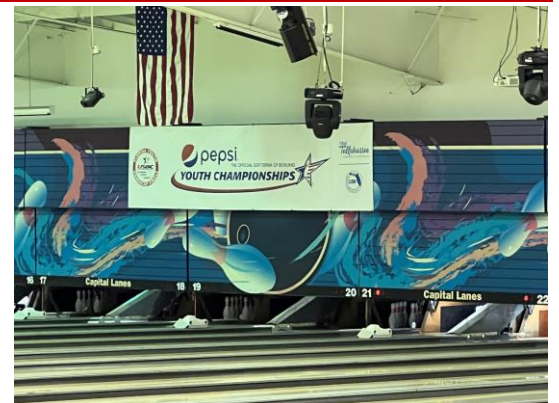
Leon County Parks Director Amanda Heidecker, Tourism Sales & Sports Director Ryan Zornes and Tourism Marketing & Communications Director Scott Lindeman celebrate finishing a community 10k race at the Worlds Cross Country Championships in Bathurst Australia.

MISSION STATEMENT

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

HIGHLIGHTS

- Hosted The 2023 Pepsi USBC Youth Bowling Championships over 5 weekends for over 2600 bowlers ages 4-18.
- Attended the 2023 World Athletics Cross Country Championships in Bathurst Australia in preparation to host the 2026 edition in Tallahassee.
- Attended the Running USA Conference in Denver Colorado
- Hosted quarterly Tallahassee Sports Council Meeting at the Donald L. Tucker Center.
- Attended the Sunshine Sports Council think tank in Panama City Beach with over 20 other Florida destinations and rights holders.
- Hosted the Archery Shooters Association for a site visit at Apalachee Regional Park to discuss the potential for a future event.
- Awarded over \$17,000 in grants to 14 different groups for the second cycle of the grant program.
- Created the FY23/24 sales plan for the sports department.
- Attended the Tourism Day Florida Sports Foundation Industry Round Table held at FSU's Dunlap Champions Club.
- Continued preparations for the 2023 FHSAA Beach Volleyball State Championship
- Began preparations for another full schedule of Cross-Country events for the fall Season



EVENTS HOSTED

- Tallahassee Senior Games
- The Open at Tallahassee Disc Golf Tournament
- 2023 Gymforce Classic
- ATAC Mac Crutchfield Short Course Invitational Swim Meet
- Tallahassee Marathon



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MEETINGS & GROUP SALES

JANUARY/FEBRUARY/MARCH 2023

Ryan Zornes, Senior Sales & Sports Director

Janet Roach, Meetings Director

Taylor Walker, Group Sales & Business Development Director

GOAL AT A GLANCE

Meetings & Group FY2023

Room Nights Goal:
13,700

Meetings & Group YTD

Room Nights: 4,175

OUT AND ABOUT



Exhibited and supported the **FIRST** (For Inspiration and Recognition of Science and Technology) **Robotics Competition-Tallahassee Regional**, March 24-26, as they hosted their second year event in Tallahassee with over 1,500 participants.



Exhibited at the **Florida Brewers Guild Craft Beer Festival** in Tampa to promote the Tallahassee craft beer scene and the Tallahassee Beer Society.

HIGHLIGHTS



In celebration of **Global Meetings Industry Day** on March 30. The Meetings Department coordinated a comprehensive local awareness campaign that included hosting FSAE's Meeting Planner Roundtable, numerous social media posts on Visit Tallahassee accounts, creating a dedicated landing page VisitTallahassee.com, a custom email blast to meeting planners, and motivated partners to wear blue in recognition of the economic impact meetings have on our community.

- In final stages of approving the scope of work and next steps with IMBA (International Mountain Biking Association) to establish a masterplan for a **ride center designation**.
- Provided logistical support for the **Tallahassee Highland Games & Scottish Festival** at Apalachee Regional Park in preparation for the two day festival with traditional Scottish culture, games, and entertainment.
- Participated in the **Travel and Adventure Show** in Atlanta to showcase Tallahassee to outdoor and nature enthusiasts from a prime drive market.
- Hosted **A Taste of Florid Destination Celebration Client Event** on February 20 with nine (9) other Florida destinations that was attended by 125 government and association meeting planners.
- Participated and conducted 50 pre-qualified appointments with meeting planners at **Florida Encounter** (2/2-2/4) and **Rendezvous South** (2/27-3/1) and attended the **FSAE Women's Summit** (2/22) attended by 90 association and meeting professionals.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Overview of Cross-Country
Season Events and January-
March 2023 Economic Metrics



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CROSS-COUNTY SEASON EVENTS OVERVIEW

	FHSAA XC Championships	NAIA XC Championships	SWAC XC Championships
Total Economic Impact	\$2,376,700	\$723,300	\$171,500
Direct Spend	\$1,440,500	\$438,400	\$103,900
Out-of-County-Visitors	7,175	1,429	408
Total Visitors	7,734	2,500	450
Room Nights	4,214	2,062	322



TOURISM SNAPSHOT: KEY METRICS 2023 vs 2022

	Jan-Mar 2022	Jan-Mar 2023	Percent Change
Visitors*	592,900	620,200	+4.6%
Direct Expenditures**	\$164,335,600	\$169,447,300	+3.1%
Total Economic Impact**	\$259,650,300	\$280,023,500	+7.8%

	Jan-Mar 2022	Jan-Mar 2023	Percent Change
Occupancy***	63.5%	64.3%	+1.3%
Room Rates***	\$113.96	\$121.75	+6.8%
RevPAR***	\$72.36	\$78.29	+8.2%
Room Nights***	368,671	374,000	+1.4%
TDT Collections****	\$1,782,849	\$1,748,560	-1.9%

* Visitor and Spending metrics outpace TDT collections due to increases in non-paid accommodation visitors as well as inflation

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

Multiplier increase from 1.58 to 1.65 in FY2023

***From STR Report

**** From Leon County Tax Collector



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY22 YTD*	FY23 YTD*	Percent Change
Visitors	1,118,800	1,183,600	+5.8%
Direct Expenditures**	\$350,907,600	\$378,383,200	+7.8%
Total Economic Impact**	\$554,434,100	\$625,304,700	+12.8%
Room Nights***	707,743	724,100	+2.3%
TDT Collections****	\$3,842,278	\$4,108,563	+6.9%

* Year to Date data includes from Oct-Dec and Jan-Mar of the given fiscal year respectively

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

Multiplier increase from 1.58 to 1.65 in FY2023

***From STR Report

**** From Leon County Tax Collector



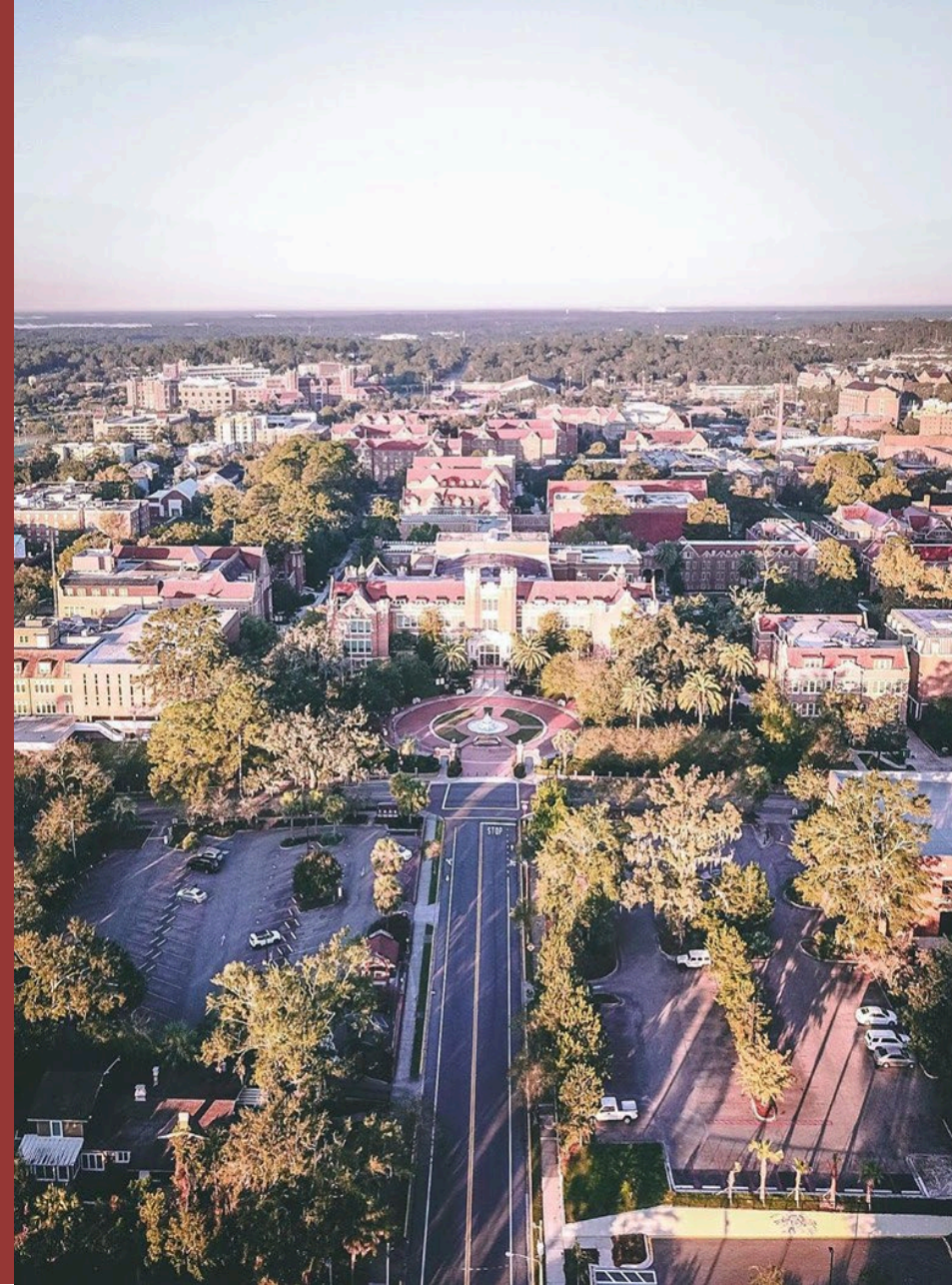
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Overview of Cross-Country Season Events and January-March 2023 Economic Metrics

Kerri Post

Executive Director, Leon County Division of Tourism/ Visit Tallahassee
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FY 2023 Division of Tourism (Visit Tallahassee) Budget

FY24 TDT Collection Projection @100%	\$	1,751,580
FY24 TDT Collection Projection @97%	\$	1,699,033
FY24 TDT Collection Projection @95%	\$	1,614,468
FY24 TDT Collection 4-Cent	\$	6,456,029
Other Revenue (merchandise sales, misc revenue, Sports Foundation Grants, Event Sponsorships)	\$	121,030
Appropriated Fund Balance	\$	296,674

Total Actual Budget (5 cent @ 95% + Other Revenue+Appropriated Fund Balance)	\$	8,488,201
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Acct #	EXPENDITURES	FY 2023 Adopted Budget	FY 2024 Proposed Budget	Year-Over- Year % Difference
<i>Administration(301)/Marketing(303)</i>				
51200	Salaries & Wages	846,862	874,703	3%
51250	Regular OPS Salaries & Wages	58,212	174,510	67%
51500	Special Pay	3,255	3,400	4%
52100	FICA	70,725	70,789	0%
52200	Retirement Contributions	134,507	143,778	6%
52210	Deferred Compensation	1,566	1,566	0%
52300	Life & Health Insurance	184,158	213,527	14%
52400	Workers Compensation	4,373	3,520	-24%
53400	Other Contractual Services	425,000	663,325	36%
54000	Travel & Per Diem	79,500	99,732	20%
54100	Communications Services	9,600	9,600	0%
54101	Communications - Phone System	1,445	1,780	19%
54200	Postage	7,500	10,000	25%
54300	Utilities-160-950-591001-552	-	-	0%
54400	Rental & Leases	27,000	30,370	11%
54505	Vehicle Coverage	557	632	12%
54600	Repair & Maintenance	15,000	15,151	1%
54601	Vehicle Repair	731	835	12%
54700	Printing	10,000	20,000	50%
54800	Promotional Activities	40,000	80,000	50%
54860	TDC Direct Sales Promotions	55,000	75,957	28%
54861	TDC Community Relations	35,000	65,000	46%
54862	TDC Merchandise	15,000	30,260	50%
54900	Other Current Charges	679,500	836,565	19%
54948	Other Current Chrg-Amphitheater	450,000	507,694	11%
55100	Office Supplies	13,000	18,500	30%
55200	Operating Supplies	17,000	20,000	15%
55210	Fuel & Oil	340	320	-6%
55250	Uniforms	4,500	16,500	73%
55400	Publications, Memberships	33,500	34,556	3%
55401	Training	15,000	15,000	0%
56400	Machinery & Equipment	12,000	-	-100%
58160	TDC Local T&E	3,500	5,500	36%
58320	Sponsorship & Contributions	35,000	81,426	57%

	<u><i>Advertising/Public Relations (302)</i></u>			
53400	Other Contractual Services	1,170,000	1,500,000	22%
54900	Other Current Charges - Bicentennial & Signage	100,000	250,000	60%
	<u><i>Special Events/Grants (304)</i></u>			
58300	Grants & Aids	700,000	700,000	0%
	<u><i>Welcome Center CIP (086065)</i></u>			
56200	Building	-		
	<u><i>Countywide Automation (470)</i></u>			
54110	Com-net Communications	6,320	6,700	6%
54600	Repairs and Maintenance	2,615	2,615	0%
	<u><i>Risk Allocations (495)</i></u>			
54500	Insurance	6,666	6,922	4%
	<u><i>Indirect Cost (499)</i></u>			
54900	Indirect Cost Charges	274,000	283,000	3%
	<u><i>Line Item Funding - (888)</i></u>			
58214	Cultural Facilities Grant Program	-	-	
58215	Local Arts Agency Program	1,307,609	1,614,468	19%
	<u><i>Transfers (950)</i></u>			
591220	Transfer to Fund 220			
591220	Transfer to Fund 305	-	-	
	<u><i>Salary Contingency (990)</i></u>			
59900	Other Non-operating Uses			
	Reserve for Fund Balance	-	-	

Total		6,855,541	8,488,201	19%
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Marketing & Communications

The FY2023-2024 Marketing & Communications Sales Plan is in alignment with the Division of Tourism's FY22-26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact from FY22-26.

FY 2023-2024 Sales Plan

Content Development

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: Develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising, and promotional programs/campaigns on an annual basis.

Tactics:

- Maintain and expand comprehensive, engaging content across our website, mobile app, social media, blogs, and digital media outlets.
- Create content on VisitTallahassee.com that is contextually relevant to our target audiences including Bicentennial storytelling, outdoor (mountain biking, trails, bird watching, paddling, and hiking), inclusiveness, history/heritage, emerging culinary/brewery scene, and arts & culture. (*Target 1.2.2, Target 1.2.3, Target 1.2.5, and Target 1.2.6*)
- Work with publishing agency to redesign the Visitor Guide, providing more opportunities for fresh and engaging content including images showing diversity and inclusiveness, while celebrating Tallahassee/Leon County's 200th anniversary. (*Target 1.2.3*)
- Generate new GPS routed itineraries and interactive challenges for the Mobile App. (*Target 1.2.4*)
- Work with sales team to develop itineraries surrounding major sporting or high-profile events to extend stays and showcase the destination to attendees and athletes. (*Target 1.2.4*)
- Continue to work with the Bicentennial team to develop content for Tallahassee200.com website.

Paid Media

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: 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.

Tactics

- In partnership with new agency, develop new branding campaign and creative for the destination.
- Working with agency of record, utilize data driven and targeted digital channels including display and video ads, streaming media services, and paid search to drive engagement.
- Incorporate email campaigns to inspire, engage and nurture relationships with visitors by optimizing messaging based on user interests.
- Expand the visibility and brand identity of the Bicentennial through paid and earned media.
- Use paid social media to keep the destination top of mind and stimulate future visitation to Tallahassee.
- Activate in-market visitor targeting using the mobile app to push timely information to visitors while in Tallahassee.
- Increase year-round visibility to key targeted audiences and expand reach to target audiences, including outdoor (mountain biking, 700+ miles of trails, bird watching, paddling, and hiking), inclusiveness, history/heritage, arts & culture, and targeted market activations. *(Target 1.2.2, Target 1.2.3, Target 1.2.5, and Target 1.2.6)*
- Expand positioning and promotion of Tallahassee as a “getaway” destination through seasonal itineraries and sweepstakes opportunities to targeted audiences. *(Target 1.2.4)*

Strategic Goal 3.0: Host 100,000 residents and visitors as part of the County Amphitheater Concert Series over from FY 22-26.

Tactics:

- Design and implement a targeted paid media plan to support The Adderley Amphitheater Concert Series optimizing promotion and boost ticket sales.

Public Relations (Earned Media)

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: 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.

Tactics

- Develop robust public relations plan to pitch the Bicentennial celebration and commemoration to regional, national, and international media outlets.
- Showcase Tallahassee to leisure travelers, along with spotlighting the new or remodeled meeting spaces, restaurants, attractions, and hotel properties.

- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists' and influencers specific editorial needs resulting in coverage for the destination. *(Target 1.2.4)*
- Execute desk-side media appointments with top media writers, publishers, and editors to keep Tallahassee top of mind.
- Differentiate the destination through targeted outreach showcasing outdoor/trails adventure, arts and culture, inclusiveness, history/heritage, arts, and culture, etc.
- Increase quantity of articles and quality of placement of articles in local, regional, and national magazines, newspapers, websites, and influencer blog posts, supporting seasonal promotions, destination updates, festivals, and events. *(Target 1.2.2, Target 1.2.3, Target 1.2.5, and Target 1.2.6)*

Social Media

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%

Strategic Goal 2.0: 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.

Tactics:

- Develop Bicentennial hashtag to promote relevant anniversary events and activities.
- Focus messaging in selected geographic drive markets. When appropriate, expand to direct fly markets.
- Produce new photography and engaging video content to continually refresh our digital asset library.
- Increase engagement across Facebook, Instagram, Twitter, and YouTube. Engage in online conversation designed to transform visitors into ambassadors.
- Share partner-produced and user-generated content tagged with #iHeartTally on social media, VisitTallahassee.com and the Visit Tallahassee Mobile App.
- Generate custom content for social media to promote events and support our industry partners.
- Develop niche-targeted photo and video content (culinary/brewery scene, arts & culture, history & heritage sites) to reach new audiences and to re-introduce existing assets to residents and repeat visitors. *(Target 1.2.3 and Target 1.2.4)*
- Launch Tik Tok social media account to expand digital footprint.

Industry/Local

Strategic Priority 2.0: Increase Local Awareness of The Division of Tourism/Visit Tallahassee and the Value of Tourism in Tallahassee/Leon County

Strategic Goal 2.0: 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.

Tactics:

- Work with Community & Media Relations (CMR) department to inform public of upcoming Bicentennial events and activities through quarterly press releases.
- Work with sales team to host quarterly industry meetings for partners to network and share best practices and information. *(Target 2.2.6)*
- Utilize the industry e-newsletter and Facebook/LinkedIn partner page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics, and other pertinent information.
- Develop programming/events for local industry and media during National Travel & Tourism Week in May. *(Target 2.2.3)*
- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with the annual Summer Backyard Bucket List Challenge. *(Target 2.2.4)*
- Educate frontline hotel staff about timely events and dining options with our "What's Happening" product.
- Coordinate regular media interviews and appearances that communicate Visit Tallahassee's role in tourism promotion, its marketing and promotional activities, campaigns, and the importance of tourism. *(Target 2.2.2)*
- Create press releases highlighting destination updates and coordination distribution with Leon County Community & Media Relations (CMR) department. *(Target 2.2.2)*

Strategic Priority 3.0: Increase Industry/Community Engagement and Cultivate New Partnerships to Enhance Destination Development.

Strategic Goal 3.0: Increase outreach and engagement by cultivating new partnerships to enhance destination development.

Tactics:

- Continue to collaborate and support Choose Tallahassee and COCA in marketing efforts, participating in regular meetings to ensure that communication is open and key partners are informed of Visit Tallahassee efforts. *(Target 3.3.5)*
- Develop targeted cooperative advertising opportunities for industry partners. *(Target 3.3.6)*
- Work with local partners (COCA, Downtown Improvement Authority, TLH Airport, Capital City Chamber, Tallahassee Foodies, etc.) to help communicate when high profile events or peak dates are forthcoming. *(Target 3.3.5)*

- Leverage partnerships with FSU-Learfield and FAMU Athletics to host ticket giveaways to high-profile athletic events, targeting university alumni and booster groups in desirable geographic markets. (Target 3.3.3)

Budget Summary:

DATE	SHOW/EVENT	LOCATION	TARGET	SHOW COST	TRAVEL COST	INDUSTRY PARTICIPATION	FY23/24 NET COST	FY22/23 COST
August	ESTO (US Travel Association)	TBD	Industry/ Media	\$1,000	\$1,000		\$2,000	\$2,000
Sept.	Visit Florida Governors Conference	TBD	Industry Event	\$400	\$800		\$1,200	\$1,200
May	Destinations Florida Marketing Conference – 2 ppl	TBD	Industry Event	\$600	\$1,400		\$2,000	\$2,000
TBD	Two In-Market Activations – 3 ppl	Tampa & Atlanta	Media	\$0	\$6,000	Yes	\$6,000	\$6,000
TBD	Visit Florida Domestic Media Missions (two cities)	TBD	Media	\$1,500	\$1,000		\$2,500	\$2,500
Year-Round	Individual Media Visits	Tallahassee	Media	\$0	\$10,875	Yes	\$10,875	\$10,875
				\$3,500	\$21,075		\$24,575	\$24,575

Visitor Services

The FY2023-2024 Visitor Services Department Plan is in alignment with the Division of Tourism's FY2022-2026 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact from FY22-26.

FY 2023-2024 Department Plan

Strategic Priority 3.0: Increase Industry/Community Engagement and Cultivate New Partnerships to Enhance Destination Development

Strategic Goal 3.0: Increase outreach and engagement by cultivating a minimum of 10 new or expanded program partnerships and collaborations annually throughout all sectors of Leon County

Tactics:

- Work with the Events and Grants Manager to to:
 - Support festivals, sporting competitions, and other community events that will attract visitors by awarding grant funds to organizations conducting Legacy, Signature, Special, and Sports Event granted organizations. (Target 3.3.10)
 - Conduct group workshops and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources. (Target 3.3.10)
 - Work with grantees to explain and expedite the accurate completion of grant funding agreements and post-event reports in accordance with approved policies. (Target 3.3.10)
 - Track the performance of grant recipients for evaluation by the grant review committee.
 - Facilitate consistent communication with all parties involved in the grants process.
 - Monitor grant agreement deliverables, payment requests, and timely payments for completed post-event reports.

Strategic Priority 4.0: Increase Visitor Services in Market to Enhance the Visitor Experience and Extend Stays.

Strategic Goal 4.0: Increase Visitor Services through diversifications and collaborations with other government entities and community organizations.

Tactics

- Increase the visibility of Tallahassee/Leon County through Visitor Guide and print material distribution by managing, tracking and coordinating the distribution of 70,000 Visit Tallahassee Visitor Guides and 45,000 rack cards through:

- Annual regional distribution of Visitor Guides and Visit Tallahassee rack cards to Florida AAA offices, chambers of commerce, attractions, and lodging establishments along I-75, I-10 and in specific regions of the State. (Target 4.4.5)
- Collaboration with local merchant associations groups to promote visitor traffic to business districts and to increase distribution sites for Visitor Guides.
- Semi-annual distribution of Visitor Guides to local industry partners at the beginning and middle of the calendar year. Coordinate regular deliveries both in and out of market. (Target 4.4.5)
- Distribution of Visitor Guides, tear-off map pads, and rack cards to VISIT FLORIDA® Welcome Centers, destination marketing organizations such as Visit Wakulla and Discover Thomasville, and military bases. (Target 4.4.5)
- Distribution of Visit Tallahassee rack cards to seven service plazas along the Florida Turnpike.
- Distribution of Visitor Guides and rack cards locally at Leon County Visitor Information Center, special and sporting events, and through requests from various groups for welcome packets. (Target 4.4.5)
- Promote new primary Visitor Information Center and Gift Shop, located at the renovated Amtrak Station building on Railroad Avenue by:
 - Encouraging tourist and community awareness of the new primary Visitor Information Center and Gift Shop by planning evening hours and special events on First Fridays.
 - Developing and implementing an opportunity for industry partners and local vendors to be featured at the Visitor Information Centers at the historic Amtrak building. (Target 4.4.3)
 - Expanding and diversifying Gift Shop offerings by increasing consignments featuring unique local items and/or vendors that appeal to visitors and the local community. (Target 4.4.3)
 - Incorporating Bicentennial information, promotional, and gift items into both Visitor Information Centers.
 - Seasonally decorating and refreshing the merchandise/display in the Visitor Information Center and Gift Shops to provide a positive first impression and stimulate merchandise sales. (Target 4.4.3)
 - Continuing to promote the satellite Visitor Information Center at Cascades Park. (Target 4.4.3)
- Work with Public Relations Specialist to support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.
 - Provide customized visitor packets with Visitor Guides, marketing materials, and promotional items for visiting groups, journalists, VIPs, and promotional contest winners.
 - Coordinate production and delivery of requested branded materials for staff use at trade shows and conferences and ship/deliver for sales staff.

Budget Summary:

DATE	SHOW/EVENT	LOCATION	SHOW COST	TRAVEL COST	FY23 NET COST	FY22 COST
Sept	Florida Governors Conference on Tourism	TBD	\$400	\$1,025	\$1425	\$1425
Sept.	Destinations International Visitor Services Summit	TBD	\$500	\$3,000	\$3,500	3,500
			\$900	\$4,025	\$4,925	\$4,925

FY 2023-2024 Sales Plan

The FY2023-2024 Sports Sales Plan is in alignment with the Division of Tourism's FY22-FY26 Strategic Plan. The goals and tactics are aligned with the goal of generating \$5 billion in economic impact over the next five years.

Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic marketing and sales by 3%.

Strategic Goal: The Sales Department (sports, meetings and conventions, leisure sales) to generate 275,000 room nights over the next five (5) year targeting diverse high-profile and high- impact events.

Annual Goal: Attract 20 State, Regional, or National, Championships across all sports over FY24. (Target 1.1.1)

- Highlight our communities natural appeal to identify outdoor pursuit-based events of championship level.
- Work with our communities' collegiate athletics departments, the local school system, and local clubs and organizations to identify and bid on championship level events.
- Identify corporate opportunities with organizations that can raise the National profile of our communities' sports facilities.

Annual Goal: Continue to build upon the reputation of Apalachee Regional Park as a destination venue for cross country athletes by securing state, regional, and national competitions. (Target 1.1.4)

- Capitalize on the success at Apalachee Regional Park to implement the sports departments own cross country event.
- Develop or attract a national established annual championship to use Apalachee Regional Park as its home.
- Monitor and pursue the cross-country events and championships held around the country to help maintain Apalachee Regional Park as the premier cross-country facility in the nation.
- Continue to partner with World Athletics and USATF on strategies to keep Tallahassee as the top destination in the sport of cross-country.

Strategic Priority 2.0: Increase local awareness of the Division of Tourism/Visit Tallahassee and the value of tourism in Tallahassee/Leon County.

Strategic Goal: Identify a minimum 20 opportunities to create collaborative partnerships to increase local awareness of the role of the Division and the economic impact of tourism in Tallahassee.

Annual Goal: Identify a minimum of ten (10) opportunities to create collaborative partnerships to increase awareness of the role of the sports tourism department and the economic impact of sports tourism and events (Target 2.2.1)

- Identify opportunities that are market specific to our sports tourism strengths that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.
- Conduct a bi-annual review of community sports facilities, to include site visits, to stay aware of new or changing facilities while showing support to facility owners.
- Identify sporting events that have both a tourism draw and local appeal for the community. Work to bring these events to Tallahassee and work with the marketing department to advertise locally via traditional channels.
- Leverage the Tallahassee Sports Councils connectivity with the community to assist us in establishing sports tourism as a major driver of economic impact within the community.
- Explore options on a state and regional level for partners to leverage resources for the upcoming World Athletics Cross Country World Championships.

Strategic Priority 3.0: Increase industry/community engagement and cultivate new partnership to enhance the destination development

Strategic Goal: Increase outreach and engagement in the sports tourism industry by cultivating new partnerships and collaboration with all sectors of Leon County.

Annual Goal: Expand the overall profile of DEI based sporting events in the community (Target 3.3.1)

- Expand involvement in new sports DEI partnerships or programs. (i.e. black-owned sporting events, LGBTQ+ sporting events, etc).
- Establish at least 2 new or expanded sport partnerships with event rights holders, boards, or colleges/universities.
- Continue engagement and collaboration with community partners/agencies that are major participants in the future development of sports facilities or community spaces rooted in sports.
- Expand or continue support of at least 70 sporting events that attract visitors and engage residents.

Annual Goal: Establish at least three (3) new or expanded sport partnerships with event rightsholders, boards, agencies, or colleges/universities. (Target 3.3.3)

- Identify, engage, and collaborate with new community partners and agencies that play significant roles in the future development of sports facilities.

- Pursue placement on local committees or boards that can impact sports tourism on our community, i.e.: Sports ETA boards, Gulf Winds Track Club, etc.

FY 2023/2024 SPORTS TRAVEL AND TRADESHOW SUMMARY						
Date	Date	Location	Target	Show Cost	Travel Cost	Net Cost
TEAMS & USOC*	Sept 23-26, 2023	Anaheim, CA	Multiple Governing Bodies	\$3,000	\$4,000	\$7,000
Sports ETA*	April 23-25, 2024	Portland, OR	Multiple Governing Bodies	\$2,850	\$5,000	\$6,800
Sunshine Sports Council*	February	Florida	Multiple Governing Bodies	\$500	\$3,000	\$3,500
Florida Sports Foundation Summit*	November	TBA	Multiple Governing Bodies	\$500	\$3,000	\$3,500
Sports The Relationship Conference	Sept 11-14	South Bend, IN	Running Governing Bodies	\$3,000	\$4,500	\$7,500
Compete Sports Diversity Summit *	January	TBD	Multiple LGBTQ+ Governing Bodies	\$2,955	\$4,000	\$6,955
2024 World Athletics Cross Country World Championships*	February	Medulin, Croatia	World Athletics		\$15,000	\$15,000
			Totals	\$12,805	\$38,500	\$51,305
Memberships						
Florida Sports Foundation Membership			Membership	\$ 2,000		
USATF Membership			Membership	\$ 120		
Sunshine Sports Council			Membership	\$ 500		
Sports ETA Membership			Membership	\$ 1,590		
YBOA Membership			Membership	\$ 500		
			Total Memberships	\$ 5,210		

*Denotes two or more staff traveling

Meetings & Conventions

The FY2023-2024 Meetings and Conventions Sales Plan is in alignment with the Division of Tourism's FY22 - FY26 Strategic Plan. The goals and tactics are aligned with the goal of generating \$5 billion in economic impact over the next five years.

FY 2023-2024 Sales Plan

Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic sales growth by 3%.

Strategic Goal: The Sales Department (sports, meetings and conventions, leisure sales) to generate 275,000 room nights over the next five (5) year targeting diverse high-profile and high-impact events.

Target Goal: Attract 85 new meetings and conventions in the next five (5) years.

Annual Goal: Attract 17 new meetings and conventions.
(Target 1.1.2)

- Expand the meetings and group webpage content to include customized messaging that highlights and packages Visit Tallahassee sales support and tools that can be used when promoting the destination to meeting planners and decision makers at tradeshow, events and digital marketing.
- Target historical groups and associations with an increased focus on events that would enhance the destinations Bicentennial celebration.
- Explore new meetings opportunities by increased involvement with local chambers of commerce and local business community.
- Continue to create and send targeted email blasts to showcase new and renovated meeting spaces, hotel properties, and diverse destination assets.

Strategic Priority 2.0: Increase local awareness of the Division of Tourism/Visit Tallahassee and the value of tourism in Tallahassee/Leon County.

Strategic Goal: 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.

Target Goal: Conduct at least two (2) Tourism industry education programs annually to provide industry information/resources, promote collaboration, and share trends/best practices in the industry.

Annual Goal: Generate at least 20 articles/stories in local media outlets annually.
(Target 2.2.2)

- Explore the opportunity to develop an op ed piece to support the Global Meetings Industry Day campaign highlighting the importance of meetings on the local economy.
- Collaborate with marketing department to produce editorial content that highlights meetings hosted in the destination that utilize hotels and other meeting assets.

Annual Goal: Create collaborative partnerships to increase local awareness of the role meetings and conventions have on the local economy. (Target 2.2.6)

- Develop group packages that include dining, entertainment, and team building to highlight the significant economic impact meeting and conventions play in our local economy.
- Expand the scope and awareness of the Global Meetings Industry Day campaign that includes community partners, social media, and co-hosting a meeting planner event with the Florida Society of Association Executives, to highlight the important role meetings have as an economic driver for the community.

Strategic Priority 3.0: Increase industry/community engagement and cultivate new partnerships to enhance destination development.

Strategic Goal: Increase outreach and engagement by cultivating a minimum of 10 new or expanded program partnerships and collaborations annually through out all sectors of Leon County.

Target Goal: Establish at least five (5) new or expanded Meetings and Leisure Group partnerships and collaborations with the airport, Colleges/Universities, and/or hotel, etc. (Target 3.34)

Annual Goal: Establish at least one (1) new or expanded Meeting and Leisure Group partnership and collaboration with the airport, Colleges/Universities, and/or hotel, etc.

- Collaborate with the business community through expanding relationships with the Jim Moran Institute, Domi Station, the Office of Economic Vitality.
- Continue cultivating a meetings and conference space focused action plan to identify and explore possible community-focused solutions to address the lack of meeting spaces with adjacent guest rooms in the community.
- Conduct meetings with stakeholders including chambers of commerce, Universities/Colleges, etc. to analyze existing or growing areas of the community that could support a "meeting district" (i.e. Valencia Hotel project, Cascades Park, and Railroad Avenue) in small groups and one on one.

FY 2023/2024 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 2023	FSAE Education Expo	Tallahassee, FL	Association	\$700	\$0	\$700
October 2023	MPI Education*	Jacksonville, FL	Corporate & Association	\$500	\$750	\$1,250
February 2024	Florida Encounter	Miami, FL	Corporate & Association	\$2,700	\$1,200	\$3,900
February 2024	Rendezvous South*	Spartanburg, SG	Association & Specialty	\$4,000	\$3,000	\$7,000
April 2024	MPI Meetings Academy	Tampa, FL	Corporate & Association	\$ 500	\$700	\$1,200
April 2024	AKA-SARC*	TBA	Fraternal	\$ 0	\$4,000	\$4,000
May 2024	XSITE	Tallahassee, FL	Association & Government	\$1,700	0	\$1,700
June 2024	SGMP NEC	TBA	Government	\$1,200	\$1,200	\$2,400
June 2024	MPI WEC	TBA	Corporate & Association	\$1,200	\$1,500	\$2,700
July 2024	FSAE Annual Meeting*	TBA	Association	\$2,200	\$2,000	\$4,200
August 2024	Connect Marketplace	TBA	Association & Specialty	\$4,000	\$1,200	\$5,200
Year Round	MPI North Florida Meetings	Jacksonville	Corporate & Association	\$80	\$500	\$580
Year Round	SGMP Monthly Meetings	Tallahassee, FL	Government	\$100	\$0	\$100
Year Round	FSAE Power Luncheons	Tallahassee, FL	Association	\$245	\$0	\$245
TOTAL				\$19,125	\$16,050	\$35,175

*Denotes two or more staff attending

Group Sales and Business Development

FY 2023-2024 Sales Plan

The FY2023-2024 Group Sales and Business Development Plan is in alignment with the Division of Tourism's FY22-26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact over the next five years.

Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic marketing and sales by 3% annually.

Strategic Goal: Sales Department (sports, meetings and conventions, group sales) to generate 275,000 room nights over the next five (5) years targeting diverse high-profile and high-impact events

Target Goal: Attract 85 new leisure groups in the next five (5) years.

Annual Goal: Attract 20 new leisure groups. (Target 1.1.3)

- Work with community partner attractions and venues to showcase all leisure market segments what they have to offer for visitors.
- Support wedding/special events, fraternal, multi-cultural, and family/social reunions by assisting with itineraries, hotel leads, dining and entertainment options.
- Enhance the awareness of Tallahassee as a group travel destination and sustain memberships with National Tour Association (NTA), Military Reunion Network, and Student Youth Travel Association (SYTA) to leverage awareness into leads.
- Renew the email communication with Information, Ticket, and Travel offices at military bases in the region.

Annual Goal: Amplify the promotion of the emerging culinary/brewery scene. (Target 1.2.5)

- Research and evaluate new conference/trade show opportunities that align with the destination's strengths.
- Work with partners in the culinary/brewery scene to amplify their promotions.
- Assess potential collaborations with local culinary and brewery festivals to bolster their appeal for tourists, while simultaneously seeking out mobile festivals capable of traveling to various destinations.

Annual Goal: Amplify the promotion of arts/culture and history/heritage sites. (Target 1.2.6)

- Strengthen partnerships within the local attractions, historic venues, and art/culture organizations in the community.
- Incorporate the Bicentennial Celebration as part of the strategy to attract Social, Alumni, and Reunion groups.

Strategic Priority 2.0: Increase local awareness of the Division of Tourism/Visit Tallahassee and the value of tourism in Tallahassee/Leon County.

Strategic Goal: 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.

Target Goal: Identify 2-4 opportunities to create collaborative partnerships to increase local awareness of the role of leisure and economic impact of tourism in Tallahassee.

Annual Goal: Present to at least 2 community groups annually (Target 2.2.1)

- Feature Tallahassee as a key destination for nature activities such as mountain biking, hiking, kayaking, birding, and fishing.
- Explore new opportunities and partnerships to expand on bike and running tourism.

Strategic Priority 3.0: Increase industry/community engagement and cultivating new partnerships to enhance destination development.

Strategic Goal: Increase outreach and engagement in the leisure tourism industry by cultivating new partnerships and collaborations with all sectors of Tallahassee-Leon County

Target Goal: Increase industry/community engagement and cultivate new partnerships to enhance destination development

Annual Goal: Establish at least five (5) new or expanded Meetings and Leisure Group partnerships and collaborations with the airport, colleges/Universities, and/or hotel, etc. (Target 3.3.4)

- Coordinate with sponsors to ensure contract deliverables are properly executed at sporting events and concerts
- Support the sales department with soliciting new sports related business and identifying and maintaining revenue opportunities for events

Annual Goal: Support 900 community events, sporting competitions, festivals performances, and cultural programming that will attract visitors and residents (Target 3.3.10)

- Assist the Sports Department with distributing leads to hotels for major sporting events such as: USATF Cross Country Club Championships, FHSAA Cross Country State Championships, and NCAA Cross Country Championships.
- Continue assisting local festivals, events, and organizations with marketing, event planning, and partnerships to help facilitate growth and group travel.

FY 2023/2024 Group Sales and Business Development TRAVEL AND TRADESHOW SUMMARY						
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
March 9-10	Travel and Adventure Show*	Atlanta, Ga	Affinity	\$4,000	\$2,800	\$6,800
October 12-15	Florida Birding and Nature Festival	Apollo Beach, Fl	Affinity			
February 19-23	Wildlife Viewing & Nature Tourism Academy	Duck, North Carolina	Affinity			
2024 – July 16-19	iCast	Orlando, Fl	Affinity			\$2000
October	Villages Travel Expo	The Villages, Fl	Leisure			
TBA	Sunshine sports council think tank	TBA	Sports			
April 22-25	Sports ETA	Portland, Oregon	Sports			
August 9-13	Student Youth Travel Association	New York, New York	Affinity			
	Tourism Academy	TBA	Education	\$900	\$1,500	\$2,400
TOTAL						

*Denotes two staff attending tradeshow



MEMORANDUM

DATE: May 4, 2023

TO: Leon County Tourist Development Council Members (TDC)

FROM: Kerri L. Post, Executive Director, Leon County Division of Tourism

SUBJECT: Proposed FY 2023/2024 Tourism Event Grant Program Overview and Guidelines Review

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.

The continued investment in the growth, stature, and participation in these events generates a return on investment as demonstrated by hotel occupancy rates and visitor spending in the community. As a result, the overnight stays and visitor spending enhances TDT collections and provides additional revenues to support the Tourism Event grant programs and the overall growth of the market as a destination.

Proposed Budget Allocation for Each Grant Program

For FY 2024 the proposed total Grant Funding budget allocation is \$700,000. The proposed FY 2024 funding levels allocated to the respective grant programs are as follows:

- Legacy Event Grants are for the largest events that generate the greatest ROI. For FY 2024, these grants are proposed at \$255,500. In FY 2023, \$340,000 was awarded for four events. Red Hills Horse Trials canceled their event in FY 2023 so only \$240,000 was distributed.

- Signature Events/Emerging Signature Event grants are for large events consistently producing significant ROI. For FY 2024, the amount proposed is \$130,000. In FY 2023, \$118,507 was allocated to five applicants.
- Special Event Grants are for smaller and/or newer events with a demonstrated history, or significant potential to generate overnight stays from visitors outside of Leon County/Tallahassee. For FY 2024, the amount proposed is \$184,500. In FY 2023, \$131,493 was allocated to 30 applicants. We anticipate increased applicants for Bicentennial events.
- Sports Event Grants are specifically for events categorized as amateur sporting events that either have a history of or show potential to generate overnight stays from visitors outside of Leon County/Tallahassee. For FY 2024, the amount proposed is \$130,000. In FY 2023, \$110,000 was allocated to 49 applicants in two cycles.

FY 2023 Proposed Grant Budget Allocation					
Program Type	FY2019/20	FY2020/21	FY2021/22	FY2022/23	FY2023/24
Legacy	\$300,000	\$240,000	\$280,000	\$340,000	\$255,500
Signature/Emerging Signature	\$235,000	\$110,000	\$130,000	\$130,000	\$130,000
Special	\$100,000	\$40,000	\$60,000	\$120,000	\$184,500
Sports	\$130,000	\$60,000	\$90,000	\$110,000	\$130,000
Total	\$765,000	\$450,000	\$560,000	\$700,000	\$700,000

Overview of Revisions in Grant Guidelines

The Leon County Division of Tourism/Visit Tallahassee grant policies and procedures have been updated for FY 2024. Attached you will find the updated Grant Guidelines for Signature/Emerging Signature Events, Special Events, and Sports Events for your review.

The policies and procedures were updated last year with language from the TDC revised and Board of County Commissioner’s approved Grant Policy regarding peak visitor periods. The following dates are the recommended peak visitor periods for FY 2023/2024:

- | | |
|----------------------------|---|
| October 6-7, 2023 | FSU Football Game (Parents Weekend) |
| October 27-28, 2023 | FAMU Football Game (Homecoming) |
| November 10-11, 2023 | FSU and FAMU Football Game |
| December 15, 2023 | FSU/FAMU/TCC Graduation |
| January 9 – March 11, 2024 | Florida Legislative Session (Monday – Thursday) |
| May 3-4, 2024 | FSU/FAMU/TCC Graduation |

Additionally, this year language pertaining to the Tallahassee/Leon County Bicentennial commemoration and celebration was added. To encourage Bicentennial events throughout 2024, Tourism is encouraging grant applicants to incorporate the Bicentennial anniversary

in their events either through inclusion of the Bicentennial Logo/URL or including Bicentennial Programming. Inclusion of Bicentennial elements comprise of 5% of total scoring/rating criteria.

Proposed Tourism Event Grant Application and Review Process Timeline

The timeline below provides for a 30-day grant application cycle.

June 28 – Grant Application Cycle Opens (30 day cycle)

July – Mandatory Grant Application Workshops

July 28 – Grant Application Cycle Closes

August 29 – Public Meeting of TDC Grant Review Committee

September 14 - TDC review/approval of grant funding recommendations

September / October Award letters and Grant Agreements sent to grantees

Leon County Division of Tourism



Visit
Tallahassee

Pretty. Unexpected.

SIGNATURE & EMERGING SIGNATURE EVENTS

FY24 GRANT PROGRAM



POLICIES & PROCEDURES
DRAFT REVISED MAY 4, 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.

The Leon County Division of Tourism annually allocates funds to four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County of Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

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 events and the Tourist Development Tax generated from those sales.

II. DEFINITIONS

Signature Event:

- A. An event that offers programming for the public over one or more days while demonstrating the potential to generate a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy, are preferred.
- B. 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. (See page 6 for FY24 specific dates).
~~An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session (See page 6 for FY24 specific dates).~~
- C. An event that significantly distinguishes and elevates the appeal of Tallahassee/Leon County and has the potential to generate state, national and international media exposure.
- D. An event that has broad visitor and public appeal for motivating travel.
- E. An event that has an established organizational structure to fully plan, market and produce the event.
- F. An annual event.

Emerging Signature Event:

- A. When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 hotel room nights, and historically generates near that amount, the event may apply to be considered for designation as an Emerging Signature Event that may be eligible for increased funding and marketing support from the Leon County Division of Tourism/Visit Tallahassee.
- B. An Emerging Signature Event is an existing event with a record of growing attendance and room nights whose organization is interested, willing and able to grow their event to generate at least 1,500 room nights.
- C. Organizations must work with Leon County Division of Tourism/Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition from Special or Sports Event status to Emerging Signature event grant status and funding levels.

- D. Organizations must be able to identify and document in their grant application what new features or aspects will be added to help grow the event, i.e. add another day of activities.
- E. Organizations must also agree and allow Leon County Division of Tourism/Visit Tallahassee’s Research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 hotel room nights. If the initial study indicates the room nights generated did not reach the 1,250 target for hotel room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the Emerging Signature Event status again.
- 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. (See page 6 for FY24 specific dates).
~~An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session (See page 6 for FY24 specific dates).~~

III. STATEMENT OF POLICIES

- A. Grant applications will only be received during the advertised cycle. No applicant may be considered for or receive more than one Signature/Emerging Signature Event Grant 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.
- B. Grant funds are intended to supplement the organization’s budget for the event referenced in the application. Signature/Emerging Signature events must meet community standards and align with the County’s Tourism marketing objectives and positioning.
- C. Signature/Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture and Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.
- D. Each application will be evaluated against established criteria, past performance and historic precedent.

1. 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?).
 2. 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.
 3. Application must provide a statement of need for grant funding.
 4. Hotels secured for the event must be located within Leon County.
 5. 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.
- E. For new events that demonstrate the potential to generate the minimum 1,500 hotel room nights, the TDC has the option to fund the event through a Signature Event grant in its initial three (3) years.
- F. 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 8).
- G. 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 completely different event or activity
- H. Events will not be considered for funding if the event occurs during the following peak visitor periods:
- | | |
|-----------------------------------|--|
| <u>October 6-7, 2023</u> | <u>FSU Football Game (Parents Weekend)</u> |
| <u>October 27-28, 2023</u> | <u>FAMU Football Game (Homecoming)</u> |
| <u>November 10-11, 2023</u> | <u>FSU and FAMU Football Game</u> |
| <u>December 15, 2023</u> | <u>FSU/FAMU/TCC Graduation</u> |
| <u>January 9 – March 11, 2024</u> | <u>Florida Legislative Session (Monday – Thursday)</u> |
| <u>May 3-4, 2024</u> | <u>FSU/FAMU/TCC Graduation</u> |
- I. 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.
- J. 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.

- K. 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.
- L. 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.
- M. Leon County Division of Tourism/Visit Tallahassee staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Signature/Emerging Signature Event grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
- N. It is the intent of the TDC to discourage the support of two competing Signature/Emerging Signature events. This includes events that take place during the same week/weekend or similarly-themed concerts or festivals.
- O. To be 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.
- P. Any funds granted will be subject to audit by the Leon County Auditor.
- Q. 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:
 - i. 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
 - ii. If applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

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.

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



- T. 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.

U. 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 complying with 125.0104 Statutory requirements and that all required materials have been supplied. Failure to supply all the required materials may 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: _____

Signature/Emerging Signature Event

Event Date: _____

Grant Reviewer: _____

Rating Criteria		Scores	
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	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	
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	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	
<u>Bicentennial Branding</u>	<u>Inclusion of Bicentennial Anniversary logo/url or including Bicentennial programming as part of the event. (5 points)</u>	<u>5</u>	
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	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Signature/Emerging Signature Event Funding Levels
1,250 – 1,499	\$10,000 – 14,999
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Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would require approval by the Leon County Board of County Commissioners.

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The intent of the Signature/Emerging Signature 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.
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- 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.**

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

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the 100 maximum points possible. As an example, if Application #1 scored 90, the percentage for Application #1 would be 90%.

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

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

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- E. A post event budget showing revenues and expenses.
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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:

Wendy Halleck (850) 606-2305 • Wendy.Halleck@VisitTallahassee.com

Leon County Division of Tourism



Visit
Tallahassee

Pretty. Unexpected.

SIGNATURE & EMERGING SIGNATURE EVENTS

FY24 GRANT PROGRAM



POLICIES & PROCEDURES
DRAFT REVISED MAY 4, 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.

The Leon County Division of Tourism annually allocates funds to four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County of Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

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 events and the Tourist Development Tax generated from those sales.

II. DEFINITIONS

Signature Event:

- A. An event that offers programming for the public over one or more days while demonstrating the potential to generate a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy, are preferred.
- B. 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. (See page 6 for FY24 specific dates).
- C. An event that significantly distinguishes and elevates the appeal of Tallahassee/Leon County and has the potential to generate state, national and international media exposure.
- D. An event that has broad visitor and public appeal for motivating travel.
- E. An event that has an established organizational structure to fully plan, market and produce the event.
- F. An annual event.

Emerging Signature Event:

- A. When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 hotel room nights, and historically generates near that amount, the event may apply to be considered for designation as an Emerging Signature Event that may be eligible for increased funding and marketing support from the Leon County Division of Tourism/Visit Tallahassee.
- B. An Emerging Signature Event is an existing event with a record of growing attendance and room nights whose organization is interested, willing and able to grow their event to generate at least 1,500 room nights.
- C. Organizations must work with Leon County Division of Tourism/Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition from Special or Sports Event status to Emerging Signature event grant status and funding levels.
- D. Organizations must be able to identify and document in their grant application what new features or aspects will be added to help grow the event, i.e. add another day of activities.

- E. Organizations must also agree and allow Leon County Division of Tourism/Visit Tallahassee’s Research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 hotel room nights. If the initial study indicates the room nights generated did not reach the 1,250 target for hotel room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the Emerging Signature Event status again.
- 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. (See page 6 for FY24 specific dates).

III. STATEMENT OF POLICIES

- A. Grant applications will only be received during the advertised cycle. No applicant may be considered for or receive more than one Signature/Emerging Signature Event Grant 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.
- B. Grant funds are intended to supplement the organization’s budget for the event referenced in the application. Signature/Emerging Signature events must meet community standards and align with the County’s Tourism marketing objectives and positioning.
- C. Signature/Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture and Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.
- D. Each application will be evaluated against established criteria, past performance and historic precedent.
 - 1. 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?).
 - 2. 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.
 - 3. Application must provide a statement of need for grant funding.

- 4. Hotels secured for the event must be located within Leon County.
 - 5. 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.
- E. For new events that demonstrate the potential to generate the minimum 1,500 hotel room nights, the TDC has the option to fund the event through a Signature Event grant in its initial three (3) years.
 - F. 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 8).
 - G. 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 completely different event or activity
 - H. Events will not be considered for funding if the event occurs during the following peak visitor periods:

October 6-7, 2023	FSU Football Game (Parents Weekend)
October 27-28, 2023	FAMU Football Game (Homecoming)
November 10-11, 2023	FSU and FAMU Football Game
December 15, 2023	FSU/FAMU/TCC Graduation
January 9 – March 11, 2024	Florida Legislative Session (Monday – Thursday)
May 3-4, 2024	FSU/FAMU/TCC Graduation
 - I. 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.
 - J. 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.
 - K. 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.

- L. 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.
- M. Leon County Division of Tourism/Visit Tallahassee staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Signature/Emerging Signature Event grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
- N. It is the intent of the TDC to discourage the support of two competing Signature/Emerging Signature events. This includes events that take place during the same week/weekend or similarly-themed concerts or festivals.
- O. To be 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.
- P. Any funds granted will be subject to audit by the Leon County Auditor.
- Q. 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:

- i. 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
- ii. If applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

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.

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



- T. 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

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For questions or additional information, please contact:

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Leon County Division of Tourism



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SPECIAL EVENTS

FY24 GRANT PROGRAM



POLICIES & PROCEDURES
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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 four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

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:

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<u>October 27-28, 2023</u>	<u>FAMU Football Game (Homecoming)</u>
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<u>May 3-4, 2024</u>	<u>FSU/FAMU/TCC Graduation</u>

- 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. 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.



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	
<u>Bicentennial Branding</u>	<u>Inclusion of Bicentennial Anniversary logo/url or including Bicentennial programming as part of the event. (5 points)</u>	<u>5</u>	
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	
Total possible points:		100	

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 County 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 ANNUAL GRANT TIMELINE

June 28 – Grant Application Cycle Opens (30 day cycle)

July – Mandatory Grant Application Workshops

July 28 – Grant Application Cycle Closes

August 29 – Public Meeting of TDC Grant Review Committee

September 14 - TDC review/approval of grant funding recommendations

September / October Award letters and 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 CountyTourism/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



Leon County Division of Tourism



Visit
Tallahassee
Pretty. Unexpected.

SPECIAL EVENTS

FY24 GRANT PROGRAM



POLICIES & PROCEDURES
DRAFT REVISED MAY 4, 2023

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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	
Total possible points:		100	

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 County 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 ANNUAL GRANT TIMELINE

June 28 – Grant Application Cycle Opens (30 day cycle)

July – Mandatory Grant Application Workshops

July 28 – Grant Application Cycle Closes

August 29 – Public Meeting of TDC Grant Review Committee

September 14 - TDC review/approval of grant funding recommendations

September / October Award letters and 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 CountyTourism/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



Leon County Division of Tourism



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SPORTS EVENTS

FY24 GRANT PROGRAM



POLICIES & PROCEDURES
DRAFT REVISED MAY 4, 2023

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**Leon County Division of Tourism/Visit Tallahassee
Sports 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 “Sports Event” is defined as a new or existing sporting event, exhibition, competition, team training, 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 four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

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 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.
- 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 Country.
 - 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 completely 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:

<u>October 6-7, 2023</u>	<u>FSU Football Game (Parents Weekend)</u>
<u>October 27-28, 2023</u>	<u>FAMU Football Game (Homecoming)</u>
<u>November 10-11, 2023</u>	<u>FSU and FAMU Football Game</u>
<u>December 15, 2023</u>	<u>FSU/FAMU/TCC Graduation</u>
<u>January 9 – March 11, 2024</u>	<u>Florida Legislative Session (Monday – Thursday)</u>
<u>May 3-4, 2024</u>	<u>FSU/FAMU/TCC Graduation</u>

- 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:
 - i. 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
 - ii. 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. 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.

- O. 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.



P. 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.

Q. 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 complying with 125.0104 Statutory requirements and that all required materials have been supplied. Failure to supply all the required materials may 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: _____
Event Date: _____

Sports Event
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	
<u>Bicentennial Branding</u>	<u>Inclusion of Bicentennial Anniversary logo/url or including Bicentennial programming as part of the event. (5 points)</u>	<u>5</u>	
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	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Sports 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 County Commissioners.

IV. FUNDING ELIGIBILITY

The intent of the Sports Events 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 Sports Event Funding Levels
Less than 100	\$0 - \$1,499
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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%.
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- 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 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 TSC Grant Review Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.

VI. SPORTS EVENTS ANNUAL GRANT TIMELINE

First Cycle

June 28 – Grant Application Cycle Opens (30 day cycle)

July – Mandatory Grant Application Workshops

July 28 – Grant Application Cycle Closes

August 29 – Public Meeting of TDC Grant Review Committee

September 14 - TDC review/approval of grant funding recommendations

September / October Award letters and Grant Agreements sent to grantees

Second Cycle

Nov 1 – Second Cycle Sports Grant Application Cycle Opens

Dec 31 – Application Cycle Closes

Jan 2023 – TSC Grant Committee Application Review and Recommendations

Feb 2023 – TSC and TDC Review/Approval of Grant Funding Recommendations

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.
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 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:

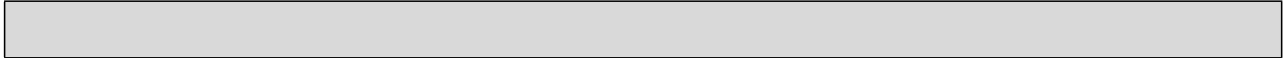
- A. An invoice from the awarded organization to the Leon County Division of Tourism / Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
- B. Valid invoices for allowable expenses.
- C. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits. Proof of payment must match invoices submitted.
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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.

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SPORTS EVENTS

FY24 GRANT PROGRAM



POLICIES & PROCEDURES
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**Leon County Division of Tourism/Visit Tallahassee
Sports 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.

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A “Sports Event” is defined as a new or existing sporting event, exhibition, competition, team training, 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 four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

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 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.
- 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 Country.
 - 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 completely 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:

October 6-7, 2023	FSU Football Game (Parents Weekend)
October 27-28, 2023	FAMU Football Game (Homecoming)
November 10-11, 2023	FSU and FAMU Football Game
December 15, 2023	FSU/FAMU/TCC Graduation
January 9 – March 11, 2024	Florida Legislative Session (Monday – Thursday)
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:
 - i. 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
 - ii. 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. 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.

- O. 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.



P. 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.

Q. 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 may 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: _____

Sports 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	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Sports 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 County Commissioners.

IV. FUNDING ELIGIBILITY

The intent of the Sports Events 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 Sports 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 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 TSC Grant Review Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.

VI. SPORTS EVENTS ANNUAL GRANT TIMELINE

First Cycle

June 28 – Grant Application Cycle Opens (30 day cycle)

July – Mandatory Grant Application Workshops

July 28 – Grant Application Cycle Closes

August 29 – Public Meeting of TDC Grant Review Committee

September 14 - TDC review/approval of grant funding recommendations

September / October Award letters and Grant Agreements sent to grantees

Second Cycle

Nov 1 – Second Cycle Sports Grant Application Cycle Opens

Dec 31 – Application Cycle Closes

Jan 2023 – TSC Grant Committee Application Review and Recommendations

Feb 2023 – TSC and TDC Review/Approval of Grant Funding Recommendations

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

