



LEON COUNTY

Tourist Development Council

Thursday, September 7, 2017, 9:00 a.m.
County Commission Chambers
Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
 - Welcome & Introduction
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- V. Items for Consent Approval – **Bo Schmitz**
 - July 12, 2017 Meeting Minutes
 - Financial Reports: June 2017/July 2017; Year-to-Date Tax Collections
 - Advertising/PR Activity Report/Digital Activity and Research Reports
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
- VI. General Business – **Bo Schmitz**
 - Zimmerman Agency Presentation
 - Signature, Special, and Sports Events Grants Recommendations
 - Research Presentation – 3rd Quarter Visitors Report
 - COCA Updates
- VII. Executive Director’s Report – **Kerri Post**
 - Visit Tallahassee Marketing Roll Out: Proof Brewery, Tuesday, Oct. 3
 - Strategic Plan Update
 - 2017 “Tommy” Award Nominations due Friday, September 8
 - ARP Master Plan BOCC Workshop on Tuesday, Sept. 26
- VIII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting:

<p><u>Wednesday, November 1, 2017</u> County Commission Chambers Leon County Courthouse, Fifth Floor</p>

Leon County Tourist Development Council

Minutes of July 12, 2017

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Michelle Personette, Matt Thompson, John Kelly, Leigh Davis, Dr. Audra Pittman, Satish “Sam” Patel, Commissioner Nancy Miller,

TDC Members Absent: Russell Daws, Commissioner Scott Maddox, Commissioner Bryan Desloge,

Tourism Development Staff Present: Kerri Post, Chris Holley, Aundra Bryant, Gary Stogner, Amanda Heidecker, Lauren Pace, Andi Ratliff, Brian Hickey

Guests Present: Curtis Zimmerman – Zimmerman Agency, Oliver – Four Points by Sheraton, Phillip Downs – Downs & St. Germain, Jesse Lynn – The Pavilion at the Centre of Tallahassee. Ben Pingree – PLACE, Megan Doherty – Blueprint

I. Call to Order

Meeting was called to order at 9:02 A.M. by Chairman Bo Schmitz.

II. Introductory Remarks

The Pavilion at the Centre of Tallahassee - Kerri Post recognized Jesse Lynn for the fall lineup of concerts at the Pavilion.

STR report highlights - Occupancy, ADR, and REVPAR are up and exceeding national metrics. TDT collections are also up 12% for the year.

Air BnB – Tax collection began July 1 for Air BnB.

High Demand Rates – In response to the action item from the last meeting requested by Commissioners Proctor and Desloge in regards to high demand period rates, Kerri Post is seeking insights from other destination partners on how they respond during high demand times, and will report back to the TDC members.

III. Request for Additional Agenda Items

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

IV. Public Comment

No public comments requested.

V. Consent Agenda

Commissioner Miller made a motion to approve consent agenda. Seconded by Michelle Personette. Motion approved.

VI. General Business

Zimmerman Agency Presentation

Kerri Post described a new approach to this presentation for the annual plan from Zimmerman. This presentation by Curtis Zimmerman is a framework of their plan and feedback from the TDC members is requested. After that feedback is taken into account, a more detailed plan will be presented at the September meeting.

Curtis Zimmerman presented Kerri Post with the 2016 Bronze HSMIA Adrian Award for the #iHeartTally campaign. Kerri thanked the Tourism Development Team and Zimmerman Agency.

Curtis presented the 2017-2018 Integrated Marketing Plan Framework. Marketing goals were identified, key strategies and seasonal focuses were presented, and he provided the Media Plan snapshot. New activations in 2018 include a new creative campaign that will be introduced in the September TDC meeting with a focus on social media engagement. He also gave a brief 2016-2017 performance update.

The Framework continues emphasizing marketing activities key DMAs within the state, and increased promotional activities in two markets -- one in-state and one out-of-state – to test if the added activities positively influenced visitor growth beyond historic levels. Kerri clarified that Tampa Bay and Atlanta were selected in part based on the number of actual visitors into the destination (rather than visitation to website) and VISIT FLORIDA research indicates the Tampa Bay market is the in-state market most likely to travel in-state. The Tampa/St. Petersburg/Sarasota DMA historically is a top performer if not the leader in producing visitors to Tallahassee throughout the year. Atlanta remains the top out-of-state DMA in producing visitors to Tallahassee. Gary Stogner clarified that the focus is not limited to those in the city limits of Atlanta and Tampa, but in the greater metro areas (multiple counties).

Matt Thompson requested a clearer snapshot from Zimmerman showing the markets, website visits, agency activity to target that market, impressions, and visitor report from that area in order to get a clearer picture of media and marketing efforts in connection with who is coming to the destination. Curtis Zimmerman indicated that he could provide the requested information. John Kelly also requested a breakdown of where the FSU / FAMU / TCC incoming freshman class are coming from as these can have multiple year visits; Gary confirmed that he receives the incoming student information from FSU admissions office.

Matt Thompson requested a breakdown of the marketing connected to supporting signature events since that is where a large amount of TDC money is being spent. He also suggested the agency develop a strategy to promote organic events in our community (i.e. football games). Kerri confirmed Tourism development had recently formalized the marketing support provided by Tourism Development for Signature and Emerging Signature Events and in the coming year they plan to increase collaboration with event organizers. Michelle Personette echoed support for collaborating with all TDC supported events through advertising and social media. Staff plans to meet with future grant recipients to amplify marketing for each event. Michelle Personette indicated that the grant review committee needs to consider how the event organizers recognized TDC support in their marketing when determining the amount of funding received by each and Kerri shared this aspect will be included in the contracts that grant recipients sign this coming year. There is also a need to educate local event organizers because so many are only focused on local advertising that doesn't reach potential out of area visitors.

Second Quarter Visitors Tracking Report – Downs & St. Germain

Kerri Post clarified that there were also three events (Word of South, LeMoyne Chain of Parks Art Festival and Springtime) and one concert (Avett Brothers) during this time period, but that rather than present five research reports, Downs & St. Germain will provide TDC members with a booklet including information on all of the surveys conducted on signature events at the end of the year.

Nominations for Grant Review Committees

TDC Grant Review Committee – Satish Patel, John Kelly, Matt Thompson (Chair)

CRA Grant Review Committee – Michelle Personette

COCA Grant Review Committee – Leigh Davis

COCA Update – Audra Pittman

Economic Impact survey conducted by Americans for the Arts, will be released by COCA September 12.

Cultural Facilities Matching Grant Program – This is the second year of this program. Per the contract with the County a quarter penny is allocated towards enhancing cultural facilities. Last year 3 grantees (Challenger Learning Center, Goodwood Museum & Gardens, LeMoyné Center for the Visual Arts) received funding and were ineligible to apply this year. This year 2 programs were funded through this program. Of the \$253,988 available, only \$164,656 was awarded. COCA requested that \$65,000 of the unused funds be rolled into the marketing grant program which would require approval from the County Commission as the quarter penny is specifically allocated to cultural facilities. Audra Pittman also requested re-evaluation of keeping that amount earmarked for facilities, and instead is interested in potentially putting some of it toward the marketing grant program. She also requested that COCA receive approval to carry forward \$25,000 into the next year's cultural facilities matching grant program.

Kerri Post clarified that COCA is asking for action to reallocate those funds and make them available for immediate use (October) for marketing. Audra Pittman confirmed that the facilities grant would be kept, and COCA would roll unused funds into the marketing grant program. COCA has not yet opened up the applications for the marketing grant program as they were not certain there would be funding going forward if this action is not taken. The marketing grant is almost out of funding from previous carry forward; this action would keep it active. Bo Schmitz clarified that the TDC would need to make a recommendation to the Board of County Commissioners to support this action as this is an ordinance and a resolution adopted by the board for current allocation. Additional board members voiced approval and support to do so.

Staff members clarified that the TDC members must make an official motion to bring this matter to the Board of County Commissioners for action. Leigh Davis commented that it will require both an ordinance change and a public hearing. Kerri Post asked that COCA prepare documentation for the proposed change based on historical data to provide to the Board of County Commissioners. Audra Pittman clarified that the current agreement allows it to carry forward, the only change would be to what the carry forward can be applied to.

Bo Schmitz made motion that TDC recommend that \$65,000 be moved from the facilities grant matching program to the marketing grant program for this year, and to allow flexibility moving forward. Matt Thompson seconded. Motion approved.

Blueprint – Ben Pingree and Megan Doherty provided a review of Blueprint 2000-Blueprint 2020, including an overview of projects and examples of the efforts to incorporate both grey and green spaces. Projected economic impact is \$1.2 billion. The Blueprint 2000 projects are on schedule to be completed over the next 5 years: Blueprint 2020 is made up of 27 projects with a total estimated cost of \$756 million.

Leigh Davis added that in addition to the large projects reviewed, Blueprint has also contributed to many beneficial smaller projects. Kerri Post lauded their efforts to invest in the green spaces and creating a sense of place as it helps Leon County Tourism Development expand messaging and product marketing.

VII. Executive Director's Report

- The Knight Creative Communities Institute (KCCI) #iHeartTally letters project was unanimously approved for \$35K in funding by the Board of County Commissioners. KCCI will now present to the City of Tallahassee for additional funding.
- Nominations for the Tommy Awards are open. These awards highlight individuals and organizations that have made a significant impact in the tourism industry. Kerri Post encouraged board members to nominate leaders in the industry for these recognitions.
- Kerri Post requested a special meeting of TDC for a strategic plan meeting. Suggested date is Aug 7.
- CRA meeting has been postponed. When they reconvene Kerri Post and Ashley Edwards are planning to present on the Amphitheater Support Space in the North American Properties development.

VII. Additional Business: "For the Good of the Cause"

No additional business.

Adjournment: 10:53 a.m.

Attest: Chairman Bo Schmitz

Attest: Andi Ratliff

Tourist Development Council
Statement of Cash Flow
Period Ending June 30, 2017

3 3/4-Cents Collections		YTD	June	FY 2016/17	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 3,223,839.06	\$ 370,447.02	\$ 3,680,700	88%	(456,861)
361320	Tax Collector FS 125.315	-	-	-		-
361111	Pooled Interest Allocation	17,695.65	9,528.84	18,620		
362000	Rents & Royalties	-	-	10,200		(10,200)
365000	Merchandise Sales	2,235.11	-	3,000		
366930	Other Contributions/Partnerships	-	-	2,400		
361300	Interest Inc/FMV Adjustment	-	-	-		
369900	Miscellaneous Revenue	32,973.19	-	86,445		(20,945 misc revenue and 65,500 sport event sponsorship, registrations and grants)
399900	Appropriated Fund Balance	-	-	491,300		
	Total Estimated Receipts			4,292,665		
		\$ 3,276,743.01	\$ 379,975.86			

Acct #	EXPENDITURES	YTD	June	FY 2016/17	FY 2016/17	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 148,442.81	\$ 15,332.48	\$ 243,542	\$ 217,691	68%	\$ 69,248
51210	Regular OPS Salaries & Wages	11,576.38	1,151.85	-	21,749	53%	10,173
52100	FICA	11,637.52	1,214.75	18,406	16,999	68%	5,361
52200	Retirement Contributions	23,554.17	2,465.30	35,403	34,778	68%	11,224
52210	Deferred Compensation	347.15	34.90	766	766	45%	419
52300	Life & Health Insurance	23,754.16	1,768.98	46,155	43,742	54%	19,988
52400	Workers Compensation	416.23	42.88	397	497	84%	81
53400	Other Contractual Services	80,426.64	8,333.33	115,500	115,500	70%	35,073
54000	Travel & Per Diem	2,912.66	160.00	7,500	7,500	39%	4,587
54101	Communications - Phone System	590.04	98.34	1,380	3,150	19%	2,560
54300	Utilities-160-950-591001-552	10,875.00	1,208.34	14,500	14,500	75%	3,625
54400	Rental & Leases	5,654.06	443.11	9,500	9,500	60%	3,846
54505	Vehicle Coverage	730.00	-	730	730	100%	-
54600	Repair & Maintenance	1,091.00	-	34,000	34,000	3%	32,909
54601	Vehicle Repair	1,023.36	-	520	522	196%	(501)
54900	Other Current Charges	1,428.47	-	1,971	1,971	72%	543
55100	Office Supplies	902.57	-	1,000	1,000	90%	97
55200	Operating Supplies	620.97	-	3,000	3,000	21%	2,379
55210	Fuel & Oil	202.87	17.78	460	460	44%	257
55400	Publications, Memberships	958.23	-	2,300	2,300	42%	1,342
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 696,637.43	\$ 150,669.59	\$ 1,141,473	\$ 1,321,473	53%	\$ 624,836
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 354,651.79	\$ 38,713.31	\$ 488,689	\$ 488,689	73%	\$ 134,037
51210	Regular OPS Salaries & Wages	11,576.53	1,151.86	-	-	0%	(11,577)
52100	FICA	27,334.62	3,002.03	38,765	38,765	71%	11,430
52200	Retirement Contributions	26,127.90	2,834.21	35,252	35,252	74%	9,124
52210	Deferred Compensation	59.04	-	-	-		(59)
52300	Life & Health Insurance	27,672.87	1,520.14	64,766	64,766	43%	37,093
52400	Workers Compensation	1,495.46	160.27	1,367	1,367	109%	(128)
53400	Other Contractual Services	54,912.00	2,425.00	87,700	87,700	63%	32,788
54000	Travel & Per Diem	18,428.76	463.10	70,890	70,890	26%	52,461
54100	Communications Services	1,815.76	-	7,823	7,823	23%	6,007
54101	Communications - Phone system	-	-	1,015	1,015	0%	1,015
54200	Postage	2,716.80	-	48,000	48,000	6%	45,283
54400	Rental & Leases	1,422.48	-	3,347	3,347	43%	1,925
54700	Printing	3,010.63	874.89	5,400	5,400	56%	2,389
54800	Promotional Activities	4,928.13	645.89	29,500	59,500	8%	54,572
54860	TDC Direct Sales Promotions	25,506.11	-	59,667	59,667	43%	34,161
54861	TDC Community Relations	285.25	-	13,300	13,300	2%	13,015
54862	TDC Merchandise	1,952.21	5.60	4,000	4,000	49%	2,048
54900	Other Current Charges	282,312.09	9,083.04	285,000	350,500	81%	68,188
54948	Other Current Chrg - Amphitheater	50,000.00	-	100,000	100,000	50%	50,000
55100	Office Supplies	1,416.92	-	3,700	3,700	38%	2,283
55200	Operating Supplies	2,653.37	-	5,000	5,000	53%	2,347
52250	Uniforms	1,181.05	-	2,000	2,000	59%	819

Tourist Development Council
Statement of Cash Flow
Period Ending June 30, 2017

Acct # EXPENDITURES	YTD	June	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 12,926.28	\$ -	\$ 17,363	\$ 17,363	74%	4,437
55401 Training	2,150.00	-	8,000	8,000	27%	5,850
58160 TDC Local T&E	1,269.51	40.66	1,500	1,500	85%	230
58320 Sponsorship & Contributions	7,748.98	-	16,100	16,100	48%	8,351
Special Events/Grants (304)						
58300 Grants & Aids	\$ 336,656.15	64,450.00	515,000	645,000	52%	308,344
Welcome Center CIP (086065)						
56200 Building	11,816.50	-	41,300	41,300	29%	29,484
Countywide Automation (470)						
54110 Com-net Communications	-	-	8,590	8,590	0%	8,590
54600 Repairs and Maintenance	-	-	2,875	2,875	0%	2,875
Risk Allocations (495)						
54500 Insurance	6,858.00	-	6,858	6,858	100%	-
Indirect Cost (499)						
54900 Indirect Cost Charges	-	-	236,000	236,000	0%	236,000
Line Item Funding - (888)						
58214 Cultural Facilities Grant Program	-	-	245,380	245,380	0%	245,380
58215 Local Arts Agency Program	545,734.58	-	981,520	981,520	56%	435,785
Transfers (950)						
591220 Transfer to Fund 220	102,671.26	11,407.92	136,895	136,895	75%	34,224
591220 Transfer to Fund 305	112,500.00	12,500.00	150,000	150,000	75%	37,500
Salary Contingency (990)						
59900 Other Non-operating Uses	-	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 3,065,572.75</u>	<u>\$ 332,219.55</u>	<u>\$ 5,454,065</u>	<u>\$ 5,852,890</u>		

1 1/4-Cents Collections						
Acct # REVENUES	YTD	June	FY 2016/17	FY 2016/17	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) ²	\$ 1,074,613.02	\$ 123,482.34	\$ 1,226,900	\$ 1,226,900	88%	152,287
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 1,074,613.02</u>	<u>123,482.34</u>	<u>\$ 1,226,900</u>	<u>\$ 1,226,900</u>		

Acct # EXPENDITURES	YTD	June	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,042,522</u>	<u>\$ 5,042,522</u>	0%	5,042,522

NOTES TO THE FINANCIAL STATEMENT
As of June 30, 2017

REVENUES

- 1- Revenue for the 3 3/4-cent collections \$370,447.
- 2 - Revenue for the 1 1/4 -cent collections \$123,482.

EXPENSES

Transfers to 220 for building payments - YTD total \$102,671.
Transfers to 305 for Apalachee Regional Park Captial Project - YTD total \$112,500.

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

3 3/4-Cents Collections		YTD	July	FY 2016/17	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 3,546,485.92	\$ 322,646.86	\$ 3,680,700	96%	(134,214)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	17,695.65	-	18,620			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	2,235.11	-	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-	-			
369900	Miscellaneous Revenue	32,973.19	-	86,445		(20,945 misc revenue and 65,500 sport event sponsorship, registrations and grants)	
399900	Appropriated Fund Balance	-	-	491,300			
	Total Estimated Receipts			4,292,665			
		\$ 3,599,389.87	\$ 322,646.86				
Acct #	EXPENDITURES	YTD	July	FY 2016/17	FY 2016/17	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 163,760.29	\$ 15,317.48	\$ 243,542	\$ 217,691	75%	\$ 53,931
51210	Regular OPS Salaries & Wages	12,762.73	1,186.35	-	21,749	59%	8,986
52100	FICA	12,810.89	1,173.37	18,406	16,999	75%	4,188
52200	Retirement Contributions	26,134.56	2,580.39	35,403	34,778	75%	8,643
52210	Deferred Compensation	382.05	34.90	766	766	50%	384
52300	Life & Health Insurance	27,484.00	3,729.84	46,155	43,742	63%	16,258
52400	Workers Compensation	459.19	42.96	397	497	92%	38
53400	Other Contractual Services	88,759.97	8,333.33	115,500	115,500	77%	26,740
54000	Travel & Per Diem	2,912.66	-	7,500	7,500	39%	4,587
54101	Communications - Phone System	786.72	196.68	1,380	3,150	25%	2,363
54300	Utilities-160-950-591001-552	12,083.33	1,208.33	14,500	14,500	83%	2,417
54400	Rental & Leases	6,147.85	493.79	9,500	9,500	65%	3,352
54505	Vehicle Coverage	730.00	-	730	730	100%	-
54600	Repair & Maintenance	1,091.00	-	34,000	34,000	3%	32,909
54601	Vehicle Repair	1,023.36	-	520	522	196%	(501)
54900	Other Current Charges	1,428.47	-	1,971	1,971	72%	543
55100	Office Supplies	902.57	-	1,000	1,000	90%	97
55200	Operating Supplies	620.97	-	3,000	3,000	21%	2,379
55210	Fuel & Oil	202.87	-	460	460	44%	257
55400	Publications, Memberships	1,138.23	180.00	2,300	2,300	49%	1,162
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 706,395.78	\$ 9,758.35	\$ 1,141,473	\$ 1,321,473	53%	\$ 615,077
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 388,032.39	\$ 33,380.60	\$ 488,689	\$ 488,689	79%	\$ 100,657
51210	Regular OPS Salaries & Wages	12,762.88	1,186.35	-	-	0%	(12,763)
52100	FICA	29,906.29	2,571.67	38,765	38,765	77%	8,859
52200	Retirement Contributions	28,755.95	2,628.05	35,252	35,252	82%	6,496
52210	Deferred Compensation	59.04	-	-	-		(59)
52300	Life & Health Insurance	30,555.73	2,882.86	64,766	64,766	47%	34,210
52400	Workers Compensation	1,641.96	146.50	1,367	1,367	120%	(275)
53400	Other Contractual Services	55,412.00	500.00	87,700	87,700	63%	32,288
54000	Travel & Per Diem	18,743.80	315.04	70,890	70,890	26%	52,146
54100	Communications Services	1,815.76	-	7,823	7,823	23%	6,007
54101	Communications - Phone system	-	-	1,015	1,015	0%	1,015
54200	Postage	2,716.80	-	48,000	48,000	6%	45,283
54400	Rental & Leases	1,422.48	-	3,347	3,347	43%	1,925
54700	Printing	3,775.53	764.90	5,400	5,400	70%	1,624
54800	Promotional Activities	4,928.13	-	29,500	59,500	8%	54,572
54860	TDC Direct Sales Promotions	25,506.11	-	59,667	59,667	43%	34,161
54861	TDC Community Relations	285.25	-	13,300	13,300	2%	13,015
54862	TDC Merchandise	1,952.21	-	4,000	4,000	49%	2,048
54900	Other Current Charges	318,049.60	35,737.51	285,000	350,500	91%	32,450
54948	Other Current Chrg - Amphitheater	50,000.00	-	100,000	100,000	50%	50,000
55100	Office Supplies	1,416.92	-	3,700	3,700	38%	2,283
55200	Operating Supplies	2,653.37	-	5,000	5,000	53%	2,347
52250	Uniforms	1,181.05	-	2,000	2,000	59%	819

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

Acct # EXPENDITURES	YTD	July	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 12,926.28	\$ -	\$ 17,363	\$ 17,363	74%	4,437
55401 Training	2,150.00	-	8,000	8,000	27%	5,850
58160 TDC Local T&E	1,296.15	26.64	1,500	1,500	86%	204
58320 Sponsorship & Contributions	7,748.98	-	16,100	16,100	48%	8,351
Special Events/Grants (304)						
58300 Grants & Aids	\$ 438,456.15	101,800.00	515,000	645,000	68%	206,544
Welcome Center CIP (086065)						
56200 Building	\$ 11,816.50	-	41,300	41,300	29%	29,484
Countywide Automation (470)						
54110 Com-net Communications	\$ -	-	8,590	8,590	0%	8,590
54600 Repairs and Maintenance	-	-	2,875	2,875	0%	2,875
Risk Allocations (495)						
54500 Insurance	\$ 6,858.00	-	6,858	6,858	100%	-
Indirect Cost (499)						
54900 Indirect Cost Charges	\$ -	-	236,000	236,000	0%	236,000
Line Item Funding - (888)						
58214 Cultural Facilities Grant Program	\$ -	-	245,380	245,380	0%	245,380
58215 Local Arts Agency Program	859,690.42	313,955.84	981,520	981,520	88%	121,830
Transfers (950)						
591220 Transfer to Fund 220	\$ 114,079.17	11,407.91	136,895	136,895	83%	22,816
591220 Transfer to Fund 305	458,333.33	345,833.33	150,000	150,000	306%	(308,333)
Salary Contingency (990)						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 3,962,945.72</u>	<u>\$ 897,372.97</u>	<u>\$ 5,454,065</u>	<u>\$ 5,852,890</u>		

1 1/4-Cents Collections						
Acct # REVENUES	YTD	July	FY 2016/17	FY 2016/17	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) ²	\$ 1,182,161.97	\$ 107,548.95	\$ 1,226,900	\$ 1,226,900	96%	44,738
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 1,182,161.97</u>	<u>107,548.95</u>	<u>\$ 1,226,900</u>	<u>\$ 1,226,900</u>		

Acct # EXPENDITURES	YTD	July	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,042,522</u>	<u>\$ 5,042,522</u>	0%	5,042,522

NOTES TO THE FINANCIAL STATEMENT
As of July 31, 2017

REVENUES

- 1- Revenue for the 3 3/4-cent collections \$322,647
- 2 - Revenue for the 1 1/4 -cent collections \$107,549.

EXPENSES

Transfers to 220 for building payments - YTD total \$114,079.
Transfers to 305 for Apalachee Regional Park Captial Project - YTD total \$458,333.
Quarterly payment to COCA in the amount of \$313,956 for a YTD total of \$859,690.

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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
FY2012/2013 (3-cents)	223,165.00	242,102.27	228,817.94	168,858.73	181,755.81	203,535.02	254,217.13	229,551.36	238,558.94	226,915.85	191,671.88	232,633.20	2,621,783.14
(1-cent - 4th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
(1-cent - 5th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
Total	371,941.67	403,503.79	381,363.24	281,431.22	302,926.35	339,225.04	423,695.21	382,585.60	397,598.24	378,193.08	319,453.13	387,722.00	4,369,638.57
Gain/Loss - Month: 3 cent	10%	0.4%	(24%)	(2%)	(7%)	(10%)	18%	8%	35%	14%	10%	5%	
Gain/Loss - YTD: 3 cent	10%	5%	(7%)	(6%)	(6%)	(7%)	(3%)	(2%)	1%	3%	3%	3%	
Year to date: 3-cent	223,165.00	465,267.28	694,085.22	862,943.95	1,044,699.76	1,248,234.79	1,502,451.91	1,732,003.27	1,970,562.22	2,197,478.06	2,389,149.94	2,621,783.14	
Year to date: 1-cent (4th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
Year to date: 1-cent (5th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	254,369.92	320,647.85	266,966.41	274,611.29	261,235.88	226,314.73	272,939.44	3,084,854.17
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73	3,084,854.17	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
FY2015/2016 (3-cents)	228,332.36	362,035.48	250,128.83	201,511.55	258,206.32	298,807.96	257,975.77	292,428.16	227,755.66	246,658.44	234,636.94	283,649.73	3,142,127.20
(1-cent - 4th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
(1-cent - 5th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27	379,592.76	411,097.40	391,061.57	472,749.55	5,236,878.66
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%	(17%)	(6%)	4%	4%	
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%	2%	2%	
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1,856,998.27	2,149,426.43	2,377,182.08	2,623,840.52	2,858,477.47	3,142,127.20	
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
FY2016/2017 (3-cents)	279,350.57	402,675.76	286,875.89	220,992.43	229,301.07	268,643.22	352,496.71	312,977.43	305,523.32	266,100.52	247,835.77	-	3,172,772.68
(1-cent - 4th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	-	1,057,590.89
(1-cent - 5th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	-	1,057,590.89
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	413,059.61	-	5,287,954.46
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	(100%)	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	1%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,172,772.68	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,057,590.89	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,057,590.89	

Notes:

- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
- (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
- (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.
- (4) The collection of the 4th Penny Bed Tax began November, 2004 (Revenues reported for December, 2004) and are designated for the proposed Performing Arts Center.
- (5) The Tourist Tax collection percentages may fluctuate greatly for the 1st quarter of the fiscal year. The fluctuations usually "true-up" after the end of the 2nd quarter of the fiscal year.
Example: FY2006/2007: 1st quarter, Gain/Loss - YTD: 3-cent is 17%. 2nd quarter, Gain/Loss -YTD: 3-cent is 6%.
- (6) Due to holiday schedule, \$105,864.94 of December 2007 total collections were not included in the December 2007 Tax Collectors Report. The \$105,864.94 will be included in the January 2008 Tax Collectors Report.
- (7) Collection of 5th Penny began May, 2009. Collection reflected in June Tax Collection report.

Date Created: Aug 16, 2017

Visit Tallahassee

For the Month of July 2017



Table Of Contents	1
Trend Leon County, FL	2
Response Leon County, FL	3
Help	4

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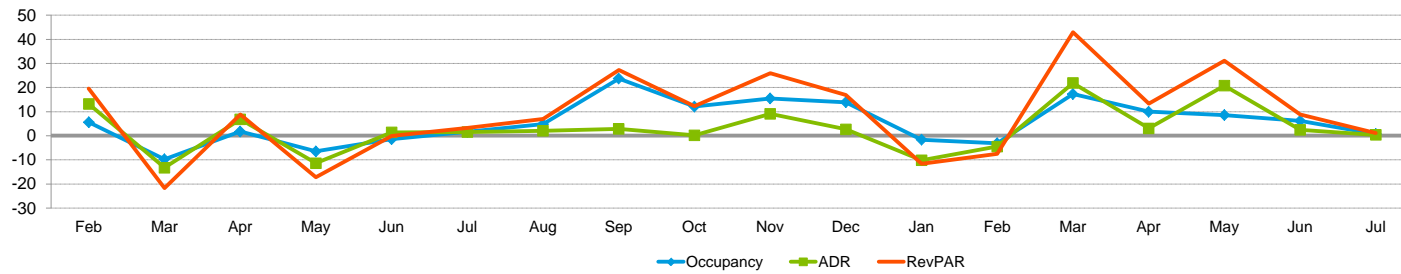
Tab 2 - Trend Leon County, FL

Currency: USD - US Dollar

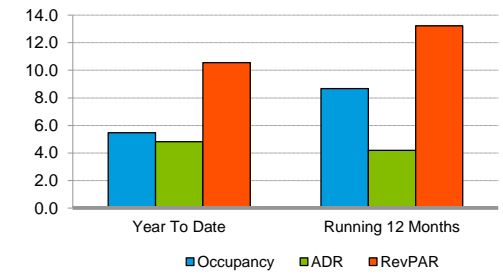
Visit Tallahassee

For the Month of July 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	72.3	65.6	64.8	60.1	66.0	65.0	66.8	66.1	71.8	65.3	57.3	58.1	70.0	76.9	71.2	65.3	70.1	65.5
Last Year	68.4	72.6	63.6	64.3	67.0	64.0	63.8	53.5	64.1	56.5	50.3	59.0	72.3	65.6	64.8	60.1	66.0	65.0
Percent Change	5.6	-9.7	1.8	-6.5	-1.4	1.7	4.8	23.7	12.1	15.5	13.9	-1.6	-3.2	17.3	10.0	8.6	6.1	0.7

Year To Date		
2015	2016	2017
64.9	64.6	68.1
63.4	64.9	64.6
2.3	-0.5	5.5

Running 12 Months		
2015	2016	2017
61.8	61.6	67.0
61.2	61.8	61.6
0.9	-0.2	8.7

ADR	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	105.03	89.64	103.91	87.25	86.34	81.86	91.92	96.53	128.29	110.30	88.06	91.91	100.35	109.26	107.09	105.39	88.47	82.16
Last Year	92.81	103.36	97.24	98.50	85.13	80.61	90.05	93.87	128.04	101.12	85.76	102.32	105.03	89.64	103.91	87.25	86.34	81.86
Percent Change	13.2	-13.3	6.9	-11.4	1.4	1.5	2.1	2.8	0.2	9.1	2.7	-10.2	-4.5	21.9	3.1	20.8	2.5	0.4

Year To Date		
2015	2016	2017
92.00	93.69	98.21
85.16	92.00	93.69
8.0	1.8	4.8

Running 12 Months		
2015	2016	2017
94.24	96.48	100.51
86.39	94.24	96.48
9.1	2.4	4.2

RevPAR	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	75.90	58.77	67.29	52.46	57.02	53.21	61.45	63.84	92.17	72.00	50.45	53.38	70.22	84.00	76.27	68.81	62.02	53.78
Last Year	63.50	75.08	61.87	63.34	57.04	51.55	57.42	50.17	82.09	57.15	43.13	60.39	75.90	58.77	67.29	52.46	57.02	53.21
Percent Change	19.5	-21.7	8.8	-17.2	0.0	3.2	7.0	27.2	12.3	26.0	17.0	-11.6	-7.5	42.9	13.3	31.2	8.8	1.1

Year To Date		
2015	2016	2017
59.70	60.49	66.88
54.01	59.70	60.49
10.5	1.3	10.6

Running 12 Months		
2015	2016	2017
58.20	59.48	67.34
52.87	58.20	59.48
10.1	2.2	13.2

Supply	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	152,376	168,702	163,260	168,702	163,260	168,702	168,702	163,260	168,702	163,140	168,578	168,578	152,264	168,578	163,140	168,578	163,140	166,718
Last Year	151,928	168,206	162,780	168,237	162,810	168,237	168,237	162,810	172,329	166,770	172,329	168,733	152,376	168,702	163,260	168,702	163,260	168,702
Percent Change	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-2.1	-2.2	-2.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-1.2

Year To Date		
2015	2016	2017
1,150,404	1,153,735	1,150,996
1,160,428	1,150,404	1,153,735
-0.9	0.3	-0.2

Running 12 Months		
2015	2016	2017
1,980,582	1,996,210	1,983,378
2,007,094	1,980,582	1,996,210
-1.3	0.8	-0.6

Demand	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	110,106	110,598	105,727	101,427	107,819	109,668	112,771	107,966	121,205	106,489	96,578	97,896	106,553	129,613	116,186	110,065	114,361	109,139
Last Year	103,951	122,183	103,569	108,189	109,087	107,590	107,277	87,024	110,478	94,254	86,666	99,587	110,106	110,598	105,727	101,427	107,819	109,668
Percent Change	5.9	-9.5	2.1	-6.3	-1.2	1.9	5.1	24.1	9.7	13.0	11.4	-1.7	-3.2	17.2	9.9	8.5	6.1	-0.5

Year To Date		
2015	2016	2017
746,499	744,932	783,813
735,981	746,499	744,932
1.4	-0.2	5.2

Running 12 Months		
2015	2016	2017
1,223,194	1,230,631	1,328,822
1,228,262	1,223,194	1,230,631
-0.4	0.6	8.0

Revenue	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	11,564,710	9,914,248	10,985,731	8,849,896	9,308,801	8,977,025	10,366,073	10,421,986	15,549,444	11,746,173	8,504,911	8,998,103	10,692,180	14,161,157	12,442,722	11,599,294	10,117,188	8,966,677
Last Year	9,647,955	12,628,526	10,071,085	10,656,682	9,286,685	8,672,845	9,660,641	8,168,546	14,145,947	9,531,145	7,432,492	10,190,093	11,564,710	9,914,248	10,985,731	8,849,896	9,308,801	8,977,025
Percent Change	19.9	-21.5	9.1	-17.0	0.2	3.5	7.3	27.6	9.9	23.2	14.4	-11.7	-7.5	42.8	13.3	31.1	8.7	-0.1

Year To Date		
2015	2016	2017
68,681,066	69,790,504	76,977,321
62,676,053	68,681,066	69,790,504
9.6	1.6	10.3

Running 12 Months		
2015	2016	2017
115,275,265	118,729,275	133,565,908
106,113,394	115,275,265	118,729,275
8.6	3.0	12.5

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

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PUBLIC RELATIONS ACTIVITY REPORT

June/July 2017



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

MEDIA RELATIONS RESULTS

	June/July 2017	Year to Date
Impressions	1,260,000	71,350,680
Publicity Value	\$40,250	\$467,206.35
Story Placements	9	53

SUCCESS AREAS

- Secured two national placements with *Daily Mom*, the go-to website and online resource for moms (key travel decision makers), reaching 145,000+ unique monthly visitors.
- Individual stay with *Orlando Date Night Guide* – an online resource for couples looking for date destinations – resulted in a “Three Perfect Days” in Tallahassee feature, e-blast inclusion to 16,000 email subscribers, and social media posts reaching 50,000 followers.
- Impacted target saturation market through multi-page article in *Tampa Bay Magazine* – a leading lifestyle publication, providing readers with the best in lifestyle choices, from dining to travel and beyond.
- Garnered coverage of Tallahassee in a direct-flight market through *Carolina Style* article, highlighting Tallahassee’s craft beer scene.



Social Media Account Status

- Facebook
 - Followers: 53,155
 - Annual Avg. Engagement Rate: 4.79%
- Twitter
 - Followers: 10,687
 - Annual Avg. Engagement Rate: 2.82%
- Instagram
 - Followers: 10,466
 - Annual Avg. Engagement Rate: 7.88%
- Pinterest
 - Followers: 359

#iHeartTally Performance

- YTD Total Mentions: 35,013
- YTD Twitter Mentions: 8,017
- YTD Instagram Mentions: 26,996
- YTD Impressions: 37,886,484

Completed Activations

- T.O.U.R. Guide Facebook Ads: Mission San Luis
 - Receiving 440 engagements, reaching 11,000+ individuals and generating 280 link clicks to the website
- Facebook Live: St. Marks Wildlife Refuge, Lofty Pursuits
- KidzBop Sweepstakes paid social support
 - Receiving 1,975 sweepstakes entries, 953 email opt ins with 1,500+ engagements, reaching 103,600+ individuals and generating 1,400+ link clicks to the website.
- Instagram Takeover: Partner with Alex Armitage to showcase the beautiful outdoor spaces in and around the Capital City.
 - The weekend long activation garnered more than 3,300 engagements between likes and comments.
- Media Stay Social Support - "How Does She" Blog
- Dining and Nightlife Canvas Ad
 - Receiving 97,600+ engagements, reaching 206,800+ individuals and generating 1,200+ link clicks to the website.

Future and In-Progress Activations

- Florida Tap Invitational Giveaway Paid Social Support
- T.O.U.R. Guide Facebook Ads - Challenger Learning Center, Tallahassee Automobile Museum
- Fall Canvas Ad - in concepting phase
- Trailhassee relaunch paid social and organic support
- Trailhassee themed sweepstakes / giveaway
- Florida Jazz and Blues live social support
- Facebook Live & 360 activations - locations/images to be determined



Social Media Fiscal Year Performance

Followers	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	50,691	50,745	50,727	50,901	50,942	51,958	52,216	52,389	52,608	52,756	53,155	
TW	9,574	9,685	9,722	10,000	10,100	10,134	10,236	10,300	10,452	10,590	10,687	
IG	8,482	8,720	8,820	9,019	9,257	9,532	9,759	9,994	10,186	10,350	10,466	
PIN	314	323	324	328	328	335	340	344	349	344	359	

ENG Rate	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	3.53%	5.17%	5.97%	3.63%	3.98%	4.92%	6.92%	4.04%	4.33%	3.27%	6.92%	
TW	3.22%	2.94%	2.34%	9.90%	1.69%	2.18%	1.54%	2.52%	1.95%	1.20%	1.50%	
IG	8.13%	8.22%	7.39%	7.43%	9.17%	8.11%	9.15%	5.08%	7.83%	8.37%	7.80%	

#HeartTally	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Twitter Mentions	630	500	693	713	731	800	880	850	640	1,000	580	
Instagram Mentions	2,007	2,061	1,886	1,883	2,002	2,839	3,256	3,139	2,904	2,748	2,288	
Total Mentions	2,637	2,561	2,579	2,596	2,733	3,639	4,136	3,989	3,544	3,748	2,868	
Impressions	2,489,300	1,260,160	1,440,516	1,851,740	2,234,620	5,944,928	4,393,500	3,048,660	2,853,420	8,926,090	3,443,550	

Social Media Fiscal Year Highlights

- Cross Country Event Live Tweeting
- Facebook Live Activations: Goodwood Jams, Winterfest, Lofty Pursuits, St. Mark's
- T.O.U.R. Guide Facebook Ads
- V-Day Giveaway Sweepstakes Paid Social Activation
- Facebook 360 degree images at key destination locations
- Outdoor Canvas Ad
- The Avett Brothers concert at Cascades Park live activations on Facebook, Twitter and Instagram
- Baseball & Brews Sweepstakes paid social support
- Trails & Tastes Sweepstakes paid social support
- Father's Day WWE partner promotion
- Dining and Nightlife Canvas Ad



Projects Completed

- T.O.U.R. Guide June Advertising
- Partner Emails: 6/13, 6/27, 7/18
- Consumer Emails: July, August, Summer Getaway, Kids Bop Kids
- Summer Getaway Promotion
- Father's Day Promotion
- Kid's Bop Kids Promotion
- Madden Media Article #1
- eBrains Email Campaign
- Sponsored editorial content with Madden Media (launched in June)
- New Trailahassee photography

Projects Underway

- Destination photography (dining and attractions)
- Trailahassee Website Relaunch (Targeting 2017)
- Fall and Winter Promotions
- Integrated Marketing Activation Plan (Launch October 1)
- Florida Tap Invitational Promotion (Currently Live)
- T.O.U.R. Guide Rack Card
- Trailahassee Rack Card
- Visitors Guide Cover
- Cross Country Emails
- Marketing Rollout 2017 (Oct 3)
- ARP Brand Identity

Upcoming Media Placements

- FSU and FAMU Sports Partnerships - Begin in August
- Digital Media (Digital Display, Mobile and Video) - Running through September
- Sports Events Media Group (SEMG) - August and October
- Florida Society of Association Executives (FSAE) - September through December
- Madden Media Custom Editorial Campaign - Articles will release August and September
- Tallahassee Democrat Limelight - Monthly TOUR Guide Ad - August and September
- SpotX Digital Video - August and September
- Travel Spike - September only
- Paid Search - Running through September





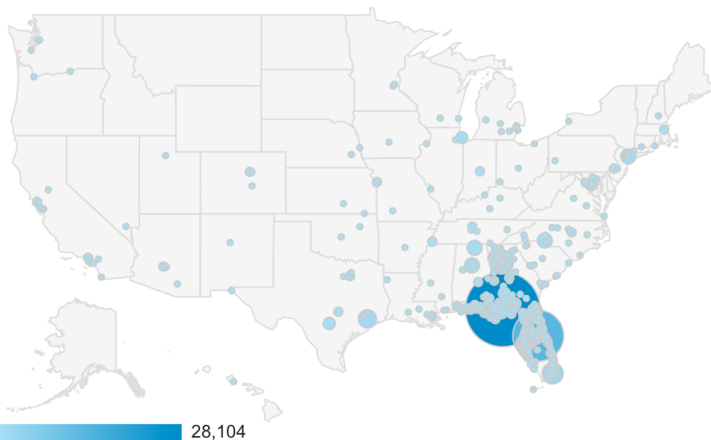
Advertising Overview:

- Digital advertising continued with video, mobile and high-impact display placements across a variety of websites, featuring Outdoors, Dining and Nightlife, Arts, Culture and History messaging, resulting in efficient clicks at under \$4 cost per click (CPC) and serving over 8MM impressions
- The T.O.U.R. guide program was supported through ad placements in the **Tallahassee Democrat** and across social media, highlighting the Museum of Florida History and Florida Historic Capitol Museum in June
- #iHeartTally advertising continued to run online and in publications, ***Emerald Coast*** and ***Orlando Magazine***
- Paid search efforts continued to drive potential visitors to VisitTallahassee.com, garnering a 37.6% increase in year-over-year site clicks during June

Website Performance Overview:

- Website traffic continued to increase as both June and July garnered year-over-year increases, 37% and 6.2% respectively.
- Top pages included Events, Explore, Budget Friendly Self-Guided Tour, Trails & Taste Sweepstakes, Outdoors, Sundown Summer Concert Series and Nightlife.
- For Top cities Atlanta remained at #3 in June and July.

Website Metric	June 2017	July 2017
Sessions	58,266	44,551
Page Views	124,138	95,176
Average Pages Viewed per Session	2.13	2.14
Avg Session Duration	02:12	02:21
Bounce Rate	36.04%	35.91%
Mobile Sessions	32,163	27,373
Mobile + Tablet Sessions	36,767	30,599



City	Last Month Visits
Tallahassee	28,104
Orlando	13,353
Atlanta	2,530
Miami	2,289
Tampa	1,655
Houston	1,382
Birmingham	1,051
Jacksonville	1,008
New York	937
Charlotte	902



Visit Tallahassee
PROGRAM HIGHLIGHTS
June/July 2017

I. Marketing Communications

Development Activities:

- Wrote and edited copy and discussed design concepts, layout and editorial changes with Rowland Publishing for the 2018 visitor guide.
- Worked with Zimmerman to execute Tallahassee photo shoot
- Developed a comprehensive outline of marketing resources and plans for promoting events that receive signature grant funds.
- Attended and presented at the grants workshop on July 19
- Participated in planning meetings with Zimmerman
- Edited social media content ensuring relevant and engaging posts
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Provided administrative support to Choose Tallahassee and attended Executive Committee and Action Team meetings
- Attended the Division's Emergency Preparedness Industry Meeting at The Edison
- Attended cross country planning meeting with the sports marketing staff
- Completed the self-evaluation and evaluation(s) for direct reports
- Reviewed appointment leads for Travel Media Showcase and requested appointments with 40 (maximum number) attending journalists
- Discussed marketing and collaboration opportunities with Jesse Lynn at the Tallahassee Pavilion and created a Back-to-School promotional sweepstakes featuring the Kidz Bop musical performance at this venue.
- Secured prize components for Back-to-School promotional sweepstakes.
- Discussed potential media visits during the 5th Annual Florida Tap Invitation with Bryan Smith from Proof Brewing Co. and developed a collaborative plan for securing journalist visits and coverage of the event.
- Secured participating partners for the 2017-18 T.O.U.R. Guide Program
- Met with Tiffany Baker from the Historic Capitol Museum and discussed marketing opportunities for the Downtown Historic Walking Tour that is scheduled to launch in September.
- Participated in a meeting with Street Art Tallahassee and Maggie Theriot from Leon County's Resource Stewardship to discuss #iHeartTally mural.
- Updated Leon County Tourism/Visit Tallahassee information in COCA's media guide
- Provided information and images of Apalachee Regional Park to Sherri Middleton, Managing Editor of *Sports Event Magazine* for an upcoming article about venues and destinations.

- Coordinated a conference call with Lisa Ard from Sweet South Cottage and discussed marketing and PR opportunities for the upcoming French Country Flea Market.
- Submitted information for the Leon County Links
- Attended a Canopy Roads Committee meeting to discuss their plans and opportunities for future collaboration
- Coordinated and/or wrote feature stories for VisitTallahassee.com for Father's Day, rainy day activities in Tallahassee and National Hot Dog Day.

Performance Measures:

- Reviewed, edited and approved social media posts (Facebook, Twitter and Instagram)
- Updated content on VisitTallahassee.com and CapitalCityAmphitheater.com
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

II. Meetings & Conventions/Customer Service

Development Activities:

- Attended and exhibited at the Society of Government Meeting Professionals National Education Conference in Ft. Lauderdale attended by 225 state and federal government meeting planners.
- Assisted meeting groups with Special Event Grants applications.
- Provided assistance to team during the grant process by reviewing applications, gathering data and attending the workshop.
- Met with Derek Hutzley and discussed options for Tallahassee to host the 2019 Shiners State Convention.
- Continuing supporting the Tallahassee-Leon County Office of Economic Vitality with venue selection and pre-planning for the 8th Americas Competitiveness Exchange on Innovation and Entrepreneurship (ACE 8) in December 2017.
- Attended the five-year celebration of the Four Points by Sheraton Tallahassee Downtown.
- Coordinated welcome bags for a number of upcoming groups including FSU new facility orientation, the Florida Association of Environmental Professional Annual Conference and the Bailey Family Reunion.
- Assisted the Florida Association for Pupil Transportation and the Florida Association of School Administrators with group dining options and the Florida Nurses Association and the Florida Association of Environmental Professionals with transportation needs for the upcoming Legislative Session.
- Assisted Florida History Day with gathering hotel room pick up reports for its 2017 post event report.
- Met with Lily Etemadi at the University Center Club and discussed future collaborations and creative ways of promoting Tallahassee for meetings.

- Attended and networked at the Florida Society of Association Executives (FSAE) Annual Conference attended by nearly 275 association executives and decision makers.
- Continue gathering data about pending hotel projects here and maintaining partner contacts in iDSS database.
- Hosted the Society of Government Meeting Professionals meeting with hotel partner, Springhill Suites by Marriott Tallahassee Central, on July 18 with 25 meeting planners attending.

Performance Measures:

- Sent three leads with 300 visitors, 350 room nights and an estimated \$141,887 in direct spending.
- Currently working eight tentative groups with 1,505 visitors, 1,891 room nights and an estimated \$1,292,860 in direct spending.
- Booked three groups with 160 visitors, 230 room nights and an estimated \$71,408 in direct spending.

Events Hosted (Anticipated numbers):

- American Physical Society (June 7-9, 2017) with 35 visitors, 111 room nights and an estimated \$26,957 in direct spending.
- Bailey Family Reunion (June 9-10, 2017) with 80 visitors, 50 room nights and an estimated \$18,560 in direct spending.

Performance Measures:

- Sent three leads with 300 visitors, 350 room nights and an estimated \$141,887 in direct spending.
- Currently working eight tentative groups with 1,505 visitors, 1,891 room nights and an estimated \$1,292,860 in direct spending.
- Booked three groups with 160 visitors, 230 room nights and an estimated \$71,408 in direct spending.

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- Bailey Family Reunion (June 9-10, 2017) with 80 visitors, 50 room nights and an estimated \$18,560 in direct spending.

III. Leisure Sales

Development Activities:

- Coordinating the Division's transition to the new IDSS Cyclone version of the database. For this process I attended the 2017 iDSS Tourism Academy in Long Beach, CA where I learned about Cyclone and the implementation process.

- Took part in the Leon County multi-agency hurricane preparedness exercise at the Public Safety Complex.
- Participated in a site visit with Bob Burton, Director of Operations for Wildwood Church, at construction site for the new community center.
- Assisted Gary Stogner with sponsorships for the Big Bend Scenic Byway and its Legacy Portal campaign.
- Assisted the Ladewig Family Reunion with itinerary ideas as well as securing group restaurant reservations.
- Met with Pastor Rutledge about the possibility of developing an annual gospel music event.
- Participated in the Division's June Partner Industry meeting at The Edison that focused on emergency response and communication with industry partners.
- Joined the Division staff at a meeting with Proof Brewing Company and discussed upcoming events and marketing ideas for the craft brewing community.
- Met with Ryan LaPete, owner of DEEP Brewing, about our upcoming plans for marketing craft brewing in Tallahassee.
- Prepared for and attended, the South Central Motor Coach Association, Alabama Motor Coach Association, and the Georgia Motor Coach Association 2017 Regional meeting in Arlington, TX and met with 22 motor coach operators about planning group tours to Tallahassee.
- Assisted six event coordinators with grant applications.
- Researched buyers and prepared for attending Connect Marketplace 2017 in New Orleans, LA. Secured 22 appointments with event coordinators representing the specialty market segment.
- Assisted the Dingler and Sutton families in planning and coordinating their annual family reunions.
- Assisted the sports department with securing rental needs for the upcoming 2017-18 cross country season.
- Joined other members of the Tourism Department for a monthly meeting of the sales and marketing teams. We will have an open forum to discuss best practices and coordinate assistance needed among market segments.
- Participated in the Division's grant workshop.

Performance Measures:

- Sent one lead with 150 visitors, 75 room nights and an estimated \$78,300 in direct spending.
- Currently working six tentative groups with 912 visitors, 1136 room nights and an estimated \$1,481,088 in direct spending.

IV. Visitor Services

Development Activities June & July

- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events

- Assisted sales departments by fulfilling requests for, and coordinating delivery of promotional items for upcoming groups, events, and tradeshow.
- Ordered promotional items for departments.
- Compiled and distributed bi-weekly “What’s Happening in Tallahassee” to partners.
- Worked with Leon County Human Relations in the process of filling open Visitor Services Representative position.
- Attended Internet Destination Sales System training in Long Beach, CA, June 19-22.
- Assembled and delivered welcome baskets for visiting journalists, and contest winners.
- Updated Visitor Center Gift Shop inventory and added new products from current vendors
- Increased offerings in the Gift Shop, establishing agreements with new consignor: The Hare & The Hart.
- Worked with Leon County Facilities on updates to the Visitor Information Center.
- Assisted Marketing Department with verifying information for Visitor Guide.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- June: Provided services to 172 walk-in visitors (153 domestic and 19 international)
- July: Provided services to 238 walk-in visitors (199 domestic and 39 international)

Telephone Visitor Services

- June: Fulfilled 103 telephone inquiries
- July: Fulfilled 112 telephone inquiries

Visitor Gift Store Sales

- June: \$151.22 in total sales
- July: \$773.54 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: June - 8 | July - 7
- Inquiries from advertisements: June - 351 | July - 184
- Website requests for visitor guides: June - 76 | July - 62
- Provided to Visitor Center guests: June – 88 | July – 131
- Distributed to area partners: June – 1,235 | July –510
- Distributed to regional welcome centers: June - 85 | July – 0
- Choose Tallahassee inquiries: June - 1 | July - 2

Group Services Requests:

- Distributed 3,538 visitor guides and other material to the following:
 - Park Charleston Homeowners Welcome Group
 - Hyde Park Community Family Reunion
 - Washington, Martin, Steven Family Reunion
 - Metcalf Family Reunion
 - FAMU School of Nursing 80th Anniversary
 - Rosier Family Reunion
 - FSU Counseling Center
 - Dixon-Larkins Family Reunion
 - Hawkins, Clark, Gather Family Reunion
 - Big Bend Showdown
 - Florida Courts Technology Commission
 - Bennett Family Reunion
 - Long / Baker Family Reunion
 - Kraft Peterson Wedding
 - Dinger Family Reunion
 - Beckwith/Dukes Family Reunion
 - Agape Covenant Fellowship Church Women's Retreat
 - Sumie Society 54th Annual National Juried Exhibit
 - Florida A&M University New Student Orientation
 - Florida State University New Faculty Orientation
 - McCaskin/Silples Family Reunion
 - John Fulsom Family Reunion
 - Florida State University College of Education Research Bootcamp

VI. Sports Marketing

Development Activities:

- Hosted two Special Event Grants workshops that reviewed eligibility, the application process and important criteria that the review committee and TDC consider.
- Conducted a logistics meeting with the USA Track & Field Officials Association, Leon County Parks and FSU Athletics.
- Followed up with all Sports Special Event Program Grantees and processed outstanding grants for 2016-17.
- Started compiling the 2016-17 Fiscal Year information and annual highlights for the end of year annual report.
- Site visit at Apalachee Regional Park to identify an expanded area for spectators and coaches. This new access resulted from spectators' requests to see additional areas of the course and finish line.
- Participated in a Tourist Development Council meeting at the County Court House.
- Conducted a site visit with the Zimmerman Agency at Apalachee Regional Park to discuss creative for a new park logo and signage plan.

- Planned the September Tallahassee Sports Council meeting and sports event committee meeting.
- Took part in Apalachee Regional Park Master Plan conference call with Leon County Parks & Recreation as well as Wood + Partners, Inc.
- Distributed the development link for Trailahassee.com to multiple community partners and engaged citizens including Tallahassee/Leon County GIS team, Zimmerman Agency, Leon County Parks and Recreation and City of Tallahassee Parks, Recreation and Neighborhood Affairs.
- Met with City of Tallahassee Parks, Recreation and Neighborhood Affairs staff to plan out the 2018 baseball and softball tournament schedule, discussed additional marketing of the 2018 Capital City Senior Games.
- Continued working on the process for the Apalachee Regional Park Master Plan.
- Continued planning and organizing the 2017 cross country season at Apalachee Regional Park.
- Conducted a site visit to the new Wildwood Church Community Center/Sports Complex and discussed possible opportunities to collaborate.
- Conducted a site visit to the Florida State University Indoor Tennis Complex to discuss alternative uses including, basketball, volleyball, meetings and dining options.
- Concluded the rebranding committee for the National Association of Sports Commission.
- Met with the tournament director of the Gold Star Elite Showcase to assure the tournament's success.
- Met with the ownership and management team of Proof Brewing to discuss various opportunities to partner and collaborate.

Performance Measures:

Events Hosted (Anticipated numbers)

- 26th Annual Capital City Invitational (Softball), (June 9-10) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.
- Goldstar Invitational, (June 23-25) 1,200 visitors, 800 room nights and a direct visitor spending of \$556,800.
- Jacksonville Storm Showcase, (July 6-9) with 2,100 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.
- AAU Track & Field National Qualifier, (June 22-25) 1,000 visitors, 750 room nights and direct visitor spending of \$525,248.
- Black Softball Circuit, Super NIT (adult slow pitch softball), (June 22-25) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.
- Area Tallahassee Aquatic Club (ATAC) Long Course Invitational Swim Meet, (June 22 – 25, 2017) with 300 rooms nights, 1,500 visitors and estimated direct spending \$733,593.
- Area I-IV Florida Assoc. Swimming Championships, (July 29 – 30, 2017) with 150 rooms nights, 200 visitors and estimated direct spending \$399,674.
- Comets Jamboree (youth basketball), (June 16-18, 2017) with 32 room nights, 115 visitors and estimated direct spending \$47,730.

- Comets Big Bend Showdown (youth basketball), (July 21-23, 2017) with 83 room nights, 280 visitors and estimated direct spending \$116,213.
- The Ride for Hope, (June 9-10, 2017) with 30 room nights, 200 visitors and estimated direct spending \$174,263.
- Victory is My Destiny Boxing, (July 22, 2017) 60 room nights, 120 visitors and estimated direct spending \$23,853.
- 2017 North Florida Junior Designated (July 22-24, 2017) 400 room nights, 400 visitors and estimated direct spending \$207,254.

Events Booked (Anticipated numbers)

- Goldstar Invitational, (June 23-25) 1,200 visitors, 800 room nights and a direct visitor spending of \$556,800.
- Jacksonville Storm Showcase, (July 6-9) with 2,100 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.

Leads Distributed (Anticipated numbers)

- Victory is My Destiny Boxing, (July 22, 2017) 60 room nights, 120 visitors and estimated direct spending \$23,853.
- Area I-IV Florida Assoc. Swimming Championships, (July 29 – 30, 2017) with 150 rooms nights, 200 visitors and estimated direct spending \$399,674.
- Florida State University Cross Country Invitational and 2017 Pre State, (October 6-7, 2017) with 1,000 room nights, 3,500 visitors and estimated direct spending \$860,000.



*Visit
Tallahassee*
A Division of Leon County

2017 - 2018 Marketing Communications Plan
September 7, 2017

THE Z!MMERMAN AGENCY



CONTENTS

● Situation Summary	Page 3
● Insights	Page 5
● Marketing Goals	Page 7
● Key Marketing Strategies	Page 8
● Target Audience	Page 9
● Value Proposition	Page 10
● Positioning Platform	Page 11
● Tactics	Page 12
● Message Framework	Page 17
● Creative Strategy	Page 18
● Creative Campaign	Page 19
● Media	Page 29
● Key Performance Metrics	Page 30
● Reporting	Page 31
● Budget	Page 32



SITUATION SUMMARY

- Eight consecutive years of growth in TDT collections.
- Collections increased 61.4%, hotel occupancy increased 24%.
- Current visitor profile:
 - Married, mid-40's, HHI \$80K+, 70% college educated, mostly from Florida and the Southeast, 80% drive and stay 2.6 days. 25% are first time visitors.
 - Percentage of repeat visits is higher than average.
- Website visitor traffic:
 - 62% female, 18-54
 - 38% male, 18-34
 - Top markets for traffic: Tallahassee, Orlando, Miami, Atlanta, Tampa
 - Mobile experienced 25% growth driven by paid search and social media
 - Visitors are heavily engaged with *explore* and *event* tabs on site.



SITUATION SUMMARY

- A history of promoting a more conventional view of Tallahassee including history, natural resources, Florida's State Capital, FSU/FAMU sports.
- #ihearttally campaign created brand disciples/sharing of the Tallahassee message.
- There is now a need/desire to expand and control the narrative.
- Tallahassee is a truly evolving story with an expanded offering of music, cultural activity, cuisine, craft beer, shopping and nightlife.



INSIGHTS

- There is a growing trend toward visiting secondary size cities. Millennials in particular find smaller markets attractive, accessible, affordable.
- J.D. Power ranks Columbus, Ohio and Richmond high as places to visit despite describing them as “challenged” as typical destinations.
- Family adventure is a new trend in family travel with an emphasis on long weekend getaways.
- Top 3 destination considerations are food and beverage options, things to do and places to stay in that order.
- Millennials consider themselves travelers — not tourists — and prefer an immersive, authentic experience.
- Where millennials travel and what they post in social media channels are considered an extension of their identity.



INSIGHTS

- Solo travel is another growing trend — not limited to millennials, but they like the adventure of “going it alone.”
- 1/5th of boomer travelers have taken a solo trip in the last year.
- Families with young children are 8% more likely to turn to social media for research on travel options/destinations.
- Boomers seek “a value driven getaway” and a “quieter atmosphere”
- 55+ travelers are the fastest growing segment on Facebook.
- Millennials place high degree of trust in travel related content posted by older travelers.
- 67% of vacation images posted are of parks and nature images.
- Events, packages and messages that provide immersive experiences will draw interest from travelers, particularly millennials, but also boomers.



2017-2018 MARKETING GOALS



1

Increase TDT collections with a focus on March, April, June, July and October need periods.

2

Increase average length of stay (2.6 days) to boost TDT collections and overall economic impact.

3

Increase awareness and appreciation for tourism's contributions to the local economy among residents, businesses and government officials.

4

Increase partner engagement and investment in all Visit Tallahassee programs.

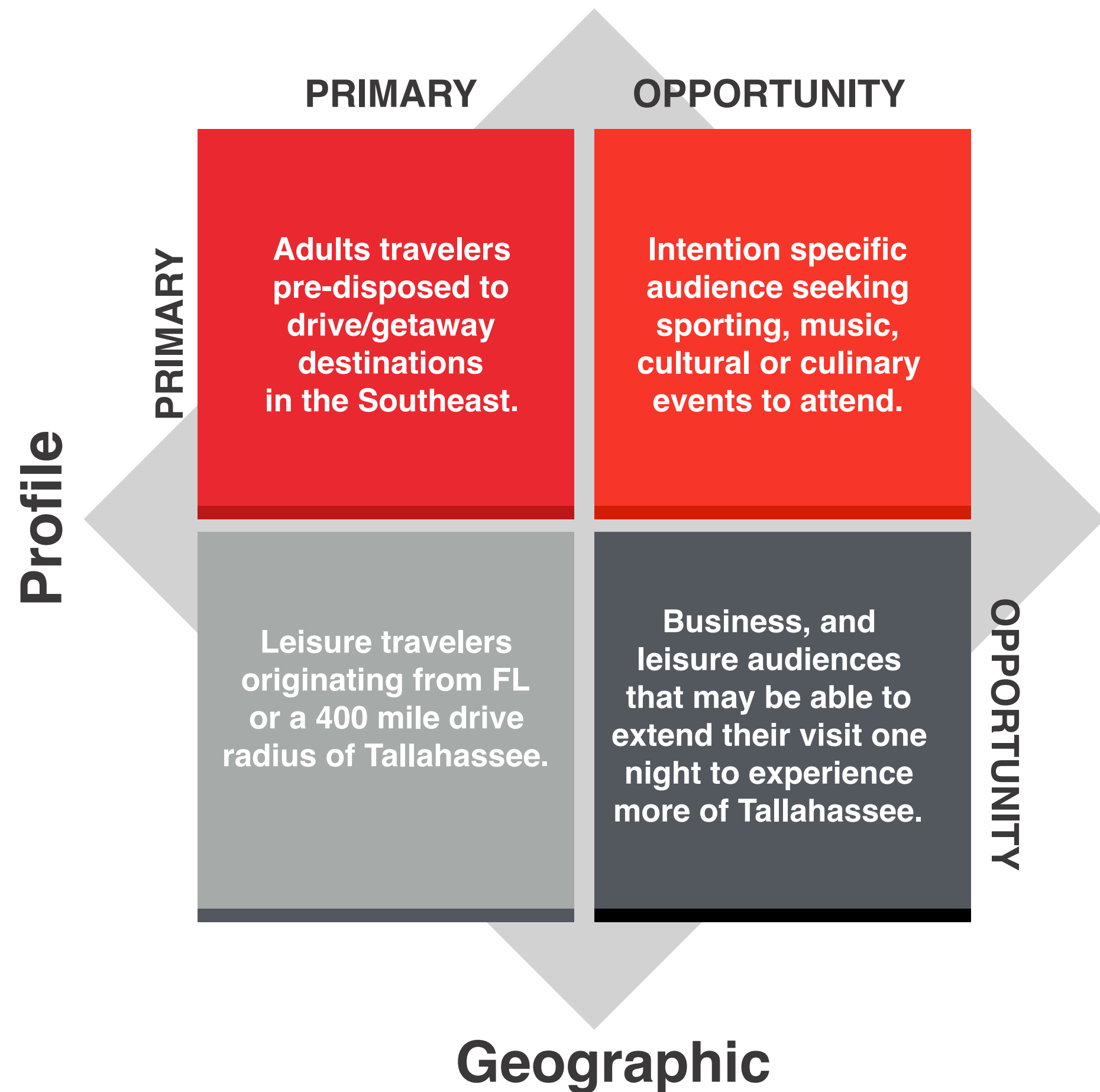


2017-2018 KEY STRATEGIES

1. Utilize highly integrated marketing to communicate Tallahassee's natural beauty, rich history, surprising culinary and nightlife, unique experiences and engaging personality to affect consideration and intent to visit.
2. Develop highly targeted seasonal campaigns to increase destination awareness while creating demand and intent to visit throughout the year.
3. Enhance awareness of major events that influence long range and impulse travel decisions.
4. Establish Tallahassee as a desirable and authentic destination that offers options beyond the "sameness" of beaches or the "manufactured experiences" of a Florida theme park.



TARGET AUDIENCE



Audience Overview

To a greater extent, our audiences have been influenced by state government, FSU and FAMU. The greatest percentage of leisure business comes from Florida with Georgia and Alabama also producing a meaningful number of visitors. The percentage of friends and family as part of the visitor mix is high.



Key to our success

Increasing our share of first time visitors and informing/influencing visitors to stay one additional night.



Geographic

Expanding the focus to a five-hour drive radius will increase the mix of potential visitors.



Local

There is a dual purpose to delivering the message locally; to promote the viability of tourism locally, and to further develop brand disciples to promote Tallahassee to friends, families and visitors.



Influencers

While third party endorsement via PR provides an opportunity to expand reach, bloggers and social media influencers are important audiences. The role of travel review sites is now key to destinations.



Emerging

The cultural and culinary scene in Tallahassee has evolved considerably in the past five years. There is a growing audience of leisure travelers using events (music, cultural, culinary, etc.) and soft adventure (trails, fishing, hiking, biking) as the catalyst to weekend/getaway travel.



VALUE PROPOSITION

Friendly, beautiful and evolving destination, rich in natural resources and history with an energizing vibe that comes alive thru sports, outdoor, nature, music and culture.

Business Traveler

Access to the people, institutions and organizations that make Tallahassee the Capital of Florida in more ways than one.

Leisure Traveler

A surprising experience. Natural resources and history set the stage for a vibrant, and alive scene for music, sports, cultural and culinary delights.

Florida State, FAMU, TCC

State Capital, Government

Private Business

Florida State, FAMU

Natural Resources

Music, Cultural, Arts History, Events

Culinary, Craft Beer

Florida State Capital



POSITIONING PLATFORM

Top-of-Mind

We *are* Florida's Capital City. And, we are home to FSU and FAMU. Once you visit you recognize the beauty of our surroundings and the friendliness of our people — but we have to get you here first.

Florida's Capital City and home to Florida State, FAMU and state government.

Tallahassee is accessible and affordable to our audiences and provides an *authentic* and *immersive* experience.

Benefits

To the right audience, Tallahassee is accessible and affordable. It is a surprising experience worthy of a long weekend, or at the very least another night. The growing schedule of events, and accommodation and culinary options allows for a more complete destination experience than ever before.

Attributes

Natural resources and history are abundant. And, the lure of sporting events at two major institutions cannot be overstated. Now, we can include an impressive line-up of events, restaurants, craft beer options and more.

Friendly, beautiful and evolving destination, rich in natural resources and history with a growing cultural and culinary scene.

When you know *all* there is to do in Tallahassee, it will surprise you.

Bottom-Line

At the end of the proverbial day, what do want our audience to know?



TACTICS

Advertising/Content Development

New creative campaign will emphasize content/messaging that highlights broader appeal of the destination and the ability to focus on key products/segments. #iHearttally will maintain a role locally and in specific promotional initiatives.

Digital

Launch new trailahassee.com and set the architecture and content strategy for new visittallahassee.com site while more aggressively updating content.

Direct Communications

Elevate the email marketing strategy to drive engagement and travel intent through targeted, segmented and optimized messaging.

Promotions/Grant Support

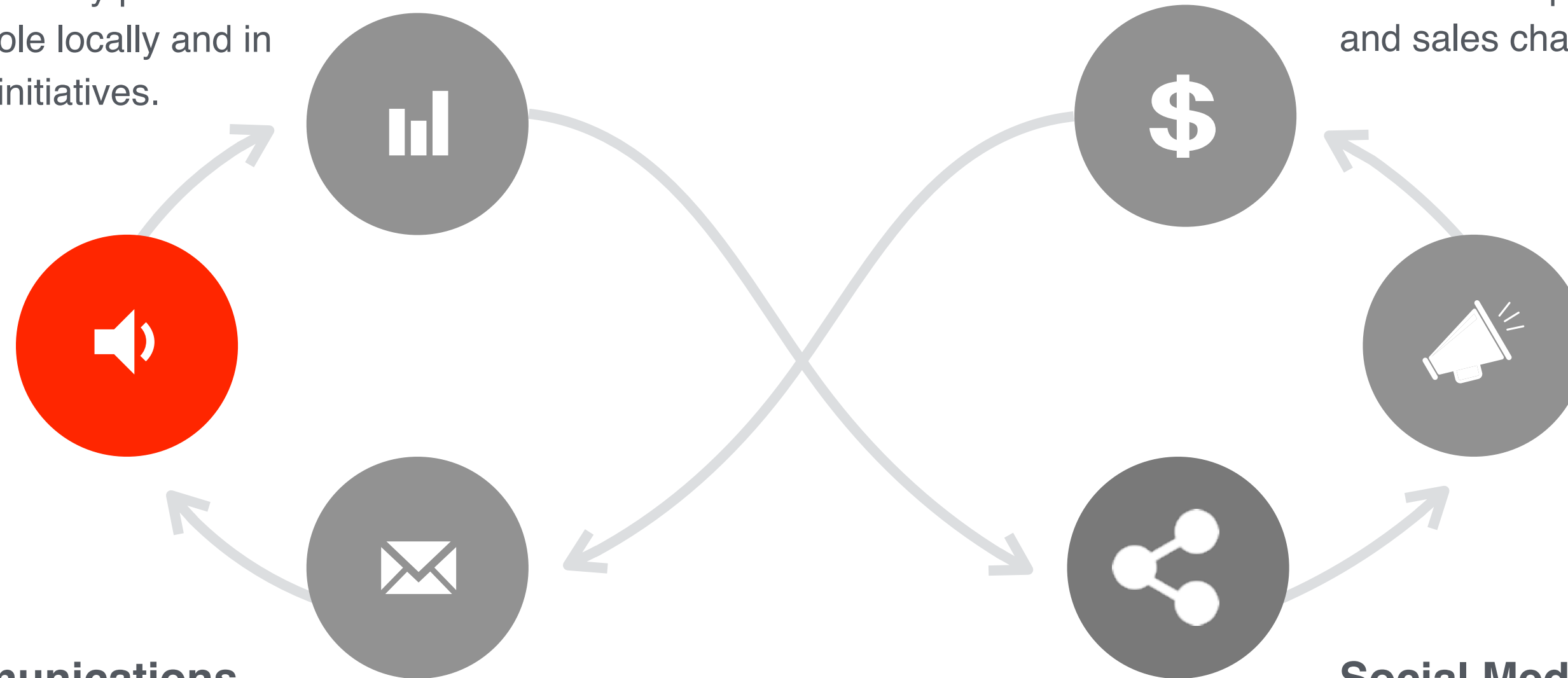
While it is the responsibility of the grant recipient to promote the event, the destination will provide additional support through appropriate marketing and sales channels.

Public Relations

PR will be key to expanding the narrative through product specific angles. Market specific focus and expanding reach will be a key objective. And, efforts will continue to gain exposure via large, national media channels.

Social Media

Content strategy will expand the narrative via video, product focused images, and timely event and product support. There will be a shift from a growth strategy to increased engagement in the channels proving most effective to the destination



Launch Trailhassee.com, featuring improved navigation for improved user-experience and a fresh, modern design. Support site launch with an integrated marketing campaign, including a Trailhassee backpack style teaser targeting fitness editors, bloggers and outdoor enthusiasts as invitations for individual stays, dedicated digital media support and engaging social media.

Generate awareness of the Capital City being a dog-friendly destination. Integrate dog-friendly messaging in social, using #DogsofTally, and thru email, by using custom content (copy, GIFs, video), to highlight al fresco restaurants, bars, trails & dog-friendly events.

Pitch existing events and unique trails to outdoor, men's interest, fitness, metro and newspaper media to showcase the destination: Tallahassee Marathon, Urban Gorilla, Spaghetti 100, Tree-to-Tree Adventures, Capital City to Sea Trail, Birding and Butterflies, ARP video, etc.

Launch Facebook canvas ad and video activation to highlight key product offerings for outdoors, culinary and craft beer, as well as the new Trailhassee.com website. Align social content to feature Tallahassee's outdoors, culinary/craft beer scene and college football.

Activate email segmentation strategy with the existing email database through incentives to update their interests and preferences, leading to dedicated email series for key destination products

Execute multiple sweepstakes that speak to major destination products, including the Tap into Tally Sweepstakes, FSU Football Sweepstakes supported by FSU Athletics, FSU/FAMU ticket giveaway and the Trailhassee Sweepstakes (drive site engagement and in-market trail visits).

Feature our outdoor recreation and trails, growing craft beer scene, college football and signature (and seasonal) events through consumer emails, testing new content and capabilities.

Support the new trailhassee.com site through a new monthly email series, featuring popular trails, events and interest pieces.

Biking

Hiking

Running

Fishing

Paddling

Birding

Football

Craft Beer Scene

Dog Friendly

Products/Segments



Key Activations

Winter Season

Appeal to families and baby boomers to take a day or weekend trip to experience seasonal events, holiday occasions and shopping by pitching regional metros/newspapers, women's interest magazines, travel blogs, national newspapers, and radio.

Emphasize holiday events and increase local ambassadors by identifying major holiday events (Nutcracker, White Christmas, Winter Fest) to surprise locals and out-of-towners with tickets on social media.

Execute multiple sweepstakes that speak to our major products including a Holiday Sweepstakes that will highlight Tallahassee's holiday events and boutique shopping and a 'Spring Fling' Sweepstakes that will be activated against Valentine's Day.

Expand arts & culture narrative through live social activations, short videos of events and tailored content across social channels. Social will also integrate COCA video series content and recommends a collaborative pop-up art event with COCA to highlight local artists.

Distribute custom video content highlighting Tallahassee's outdoors, adventure opportunities and native wildlife as well as our holiday/seasonal events and partners to use on social media, targeted display, mobile and native ads, and email.

Support cross country events with onsite support and collateral, as well as increase coverage of these events and participating teams on our social media channels and pitching teams or winners' hometown media and on social media.

Events

Holiday Shopping

Arts & Culture

Outdoor Recreation

Baby Boomers

Cross Country

Products/Segments



Key Activations

Spring Season

Enhance the growing reputation of Tallahassee as a culinary destination by pitching Alfresco Dining with a view/angle to regional metros/newspapers, women's interest (online only) publications, travel blogs/publications, national newspapers and radio.

Execute multiple sweepstakes that speak to our major products including an Arts & Culture themed Sweepstakes that will promote major cultural and music events and a Baseball & Brews Sweepstakes.

Feature our major arts & culture events, signature events, museums and Tallahassee's growing culinary scene through consumer email. Continue email segmentation strategies to define audience content preferences.

Distribute custom video content highlighting Tallahassee's major art and cultural attractions and growing music scene to use on social media, targeted display, mobile and native ads, and email.

Execute Atlanta and Tampa in-market activations during March using highly integrated, experiential marketing tactics.

Music

Culinary

Arts/Culture

Events

Outdoor Recreation

Millennials

Foodies

Dog Friendly

Products/Segments



Key Activations

Summer Season

Appeal to families, Florida residents and Florida vacationers to stop in Tallahassee for a mid-way break or mini-vacation by pitching southeast regional metros/newspapers, family, parent, AAA and senior publications, mommy bloggers, travel blogs, and radio.

Execute multiple sweepstakes that speak to our major products including a Summer Sweepstakes that will promote Trailahassee and outdoor recreation and a Family Getaway Sweepstakes that will target families for a 3-day getaway.

Activate social media influencer campaign to highlight Tallahassee as a family-friendly Florida destination that has it ALL: arts, culture, music, history, outdoors, great dining, etc.

Distribute custom video content highlighting Tallahassee's family, pet-friendly and affordable attributes to use on social media, targeted display, mobile and native ads, and email.

Activate around National Great Outdoors Month and National Parks & Recreation month to emphasize abundance of outdoor activities and Trailahassee. Create video vignettes that show real-life, intimate moments of people enjoying these activities.

Feature family-friendly and affordable attractions as well as our diverse outdoor activities across consumer emails. Continue email segmentation strategies to define our email audience content preferences.

Families driving to/through Florida

Florida Residents

Family Friendly

Outdoor Recreation

Sports

Products/Segments



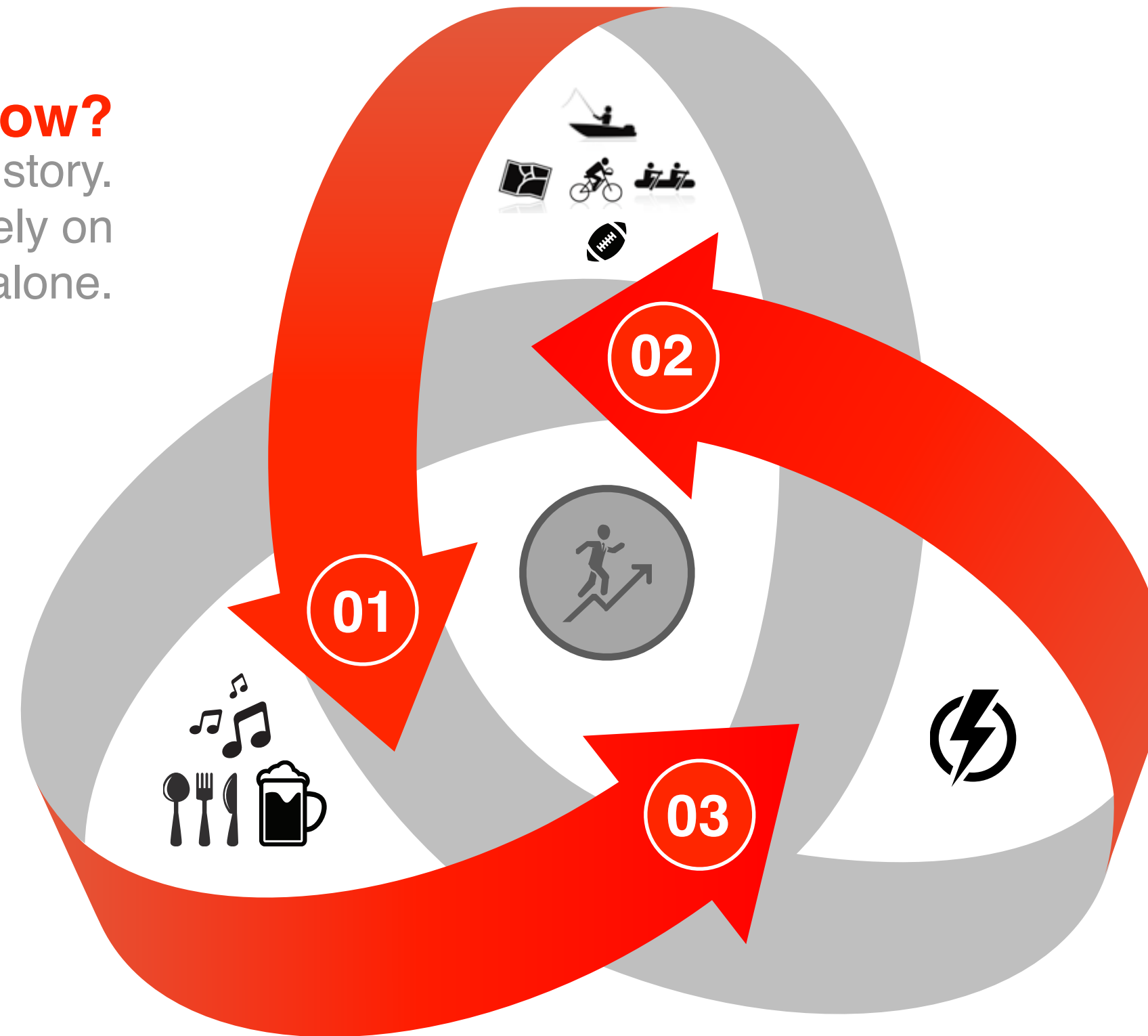
MESSAGE FRAMEWORK

What you know?

It's not the old story. It's not the new story.
It's the *entire* story. We just can't rely on
what has worked in the past alone.

What you may not know?

There is so much more to tell you about
Tallahassee. How cool? Who knew?!



Energy/Vibrancy

There is a sense of energy, and
youthfulness to Tallahassee and our
messaging should reflect that feeling.



CREATIVE STRATEGY



How cool? Who knew? Look at ALL of the things Tallahassee has to offer visitors.



We need to give the audience a reason **why** a visit is worthwhile.
We need to inspire **how** the visitor experience can exceed expectations.
We need to communicate **what** is different about our visitor experience.



TALLAHASSEE

TALLAHASSEE

GO TALLAHASSEE OUT

LEAVE STRESS BEHIND AND FIND YOURSELF
AMONG TALLAHASSEE'S NATURAL WONDERS

With over 800 trails ready to be hiked, biked or paddled, Tallahassee has an abundance of outdoor recreation options. Even better, there are experts here ready to outfit you, share their secrets and point you in the right direction. So come see what Tallahassee has to offer off the beaten path. For more info go to VisitTallahassee.com



TALLAHASSEE

NIGHT LONG

TALLAHASSEE LIGHTS THINGS UP
LONG AFTER THE SUN GOES DOWN



Listen to music legends at Bradfordville Blues Club. Sip craft beer at Proof Brewing Co. Play classic video games at Fire Betty's Arcade Bar. Or sip expertly poured cocktails at Liberty Bar. There's no shortage of ways to spend a night out in Tallahassee. For more info go to VisitTallahassee.com



TALLAHASSEE

FOR
ONE

ON GAME DAY, FOOTBALL FANATICS
FLOCK TO TALLAHASSEE

Whether you're here to watch the Seminoles chant or the Rattlers strike, Tallahassee does game day right. There are tailgates, halftime shows, fireworks ... and some great football too. For more info go to VisitTallahassee.com



TALLAHASSEE
THE WORLD'S
A STAGE

SOUTHERN
SHAKESPEARE
FESTIVAL **MAY**
12 - 14

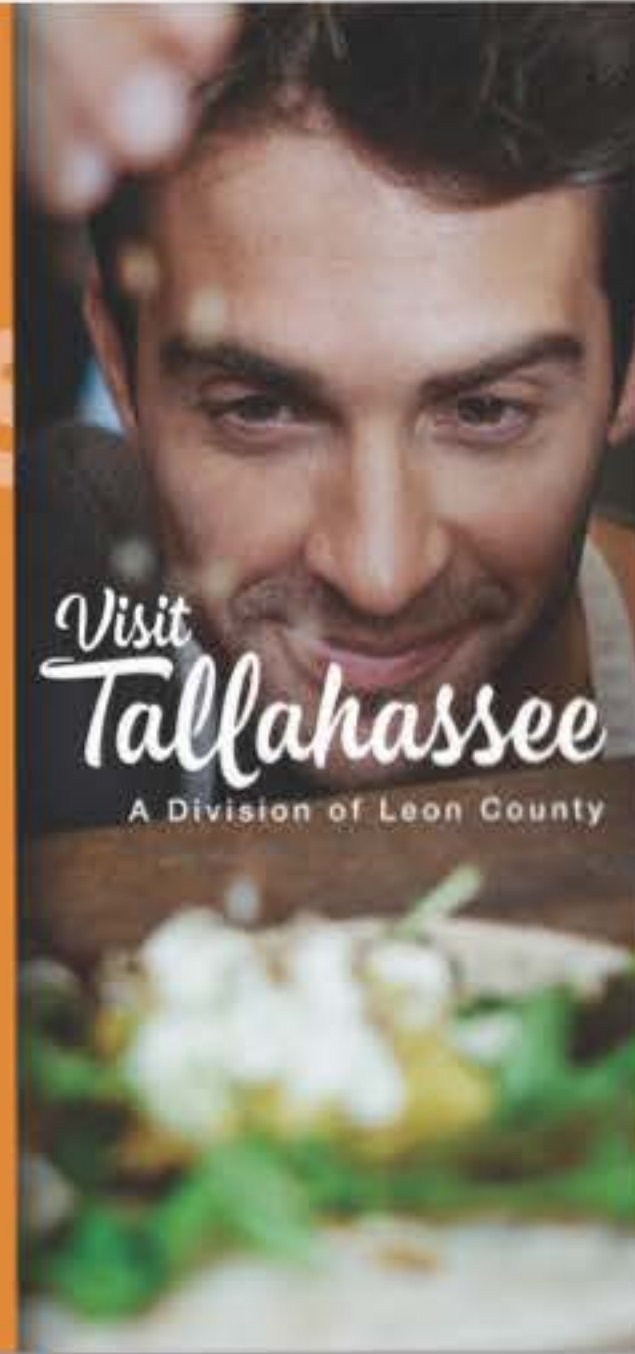


Visit
Tallahassee
A Division of Leon County

LEARN MORE

TALLAHASSEE
IN GOOD
TASTE

LEARN MORE



ART FOR
TALLAHASSEE

LEMOYNE
CHAIN OF PARKS
ART FESTIVAL

APR
21 & 22

Visit
Tallahassee
A Division of Leon County

LEARN MORE



GO
TALLAHASSEE
OUT

UNCOVER WILD ADVENTURES
ON THE WACISSA RIVER



Visit
Tallahassee
A Division of Leon County

LEARN MORE

TALLAHASSEE
THAT
JAZZ



OCT
12 - 14

VisitTallahassee.com

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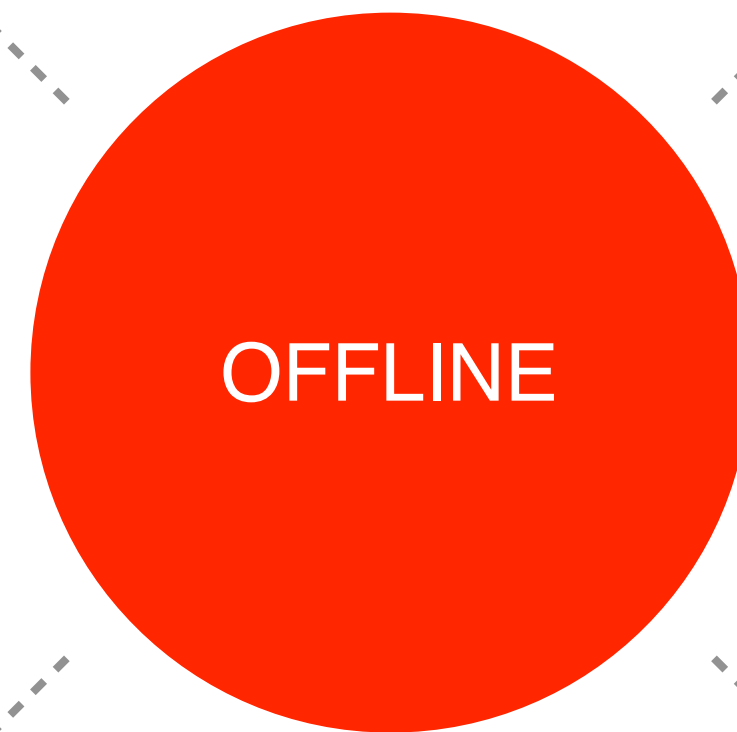
MEDIA APPROACH

Location Based Targeted Media

Contextual Based Targeted Media

Targeted City Lifestyle Magazines

Targeted Newspaper Travel Sections



Paid Social Media

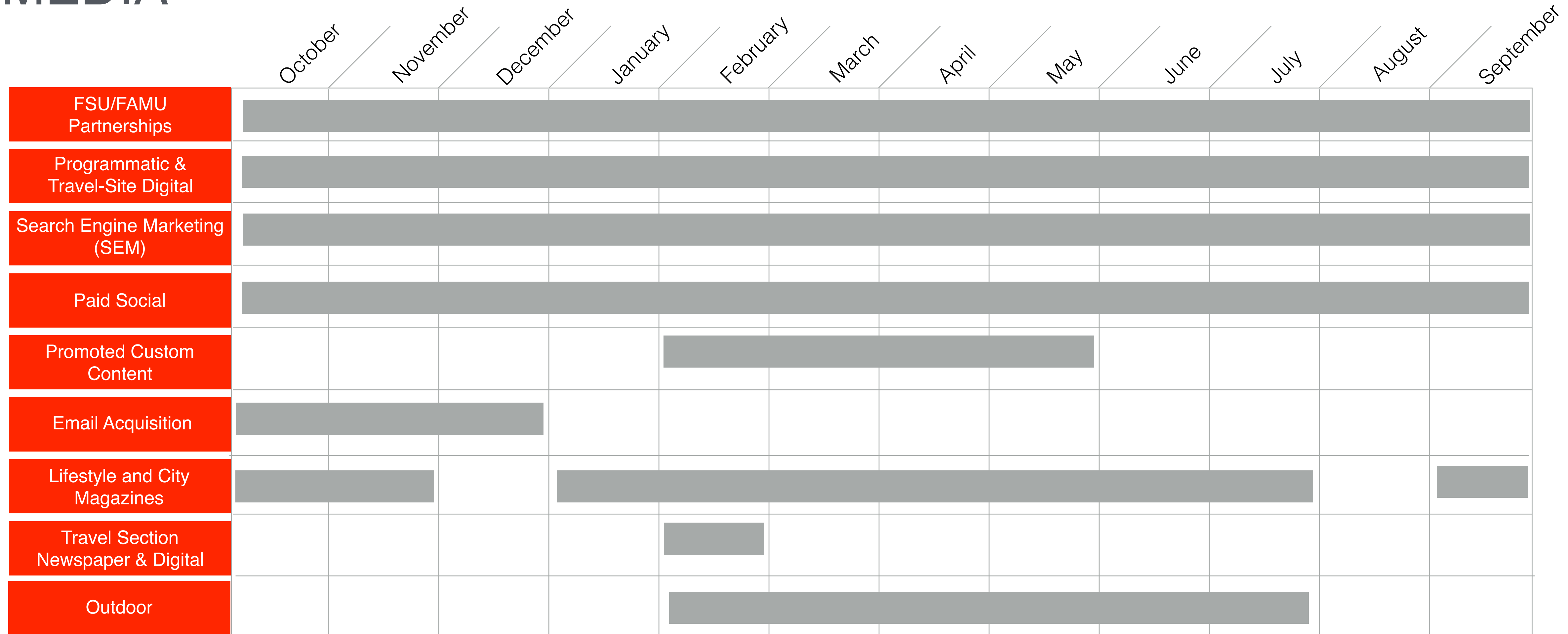
Paid Search

Local/NW FL Magazines

Outdoor



MEDIA



Note: Exposure will be elevated in October and February through July in order to obtain higher awareness levels during travel planning periods in order to increase visitation during need months



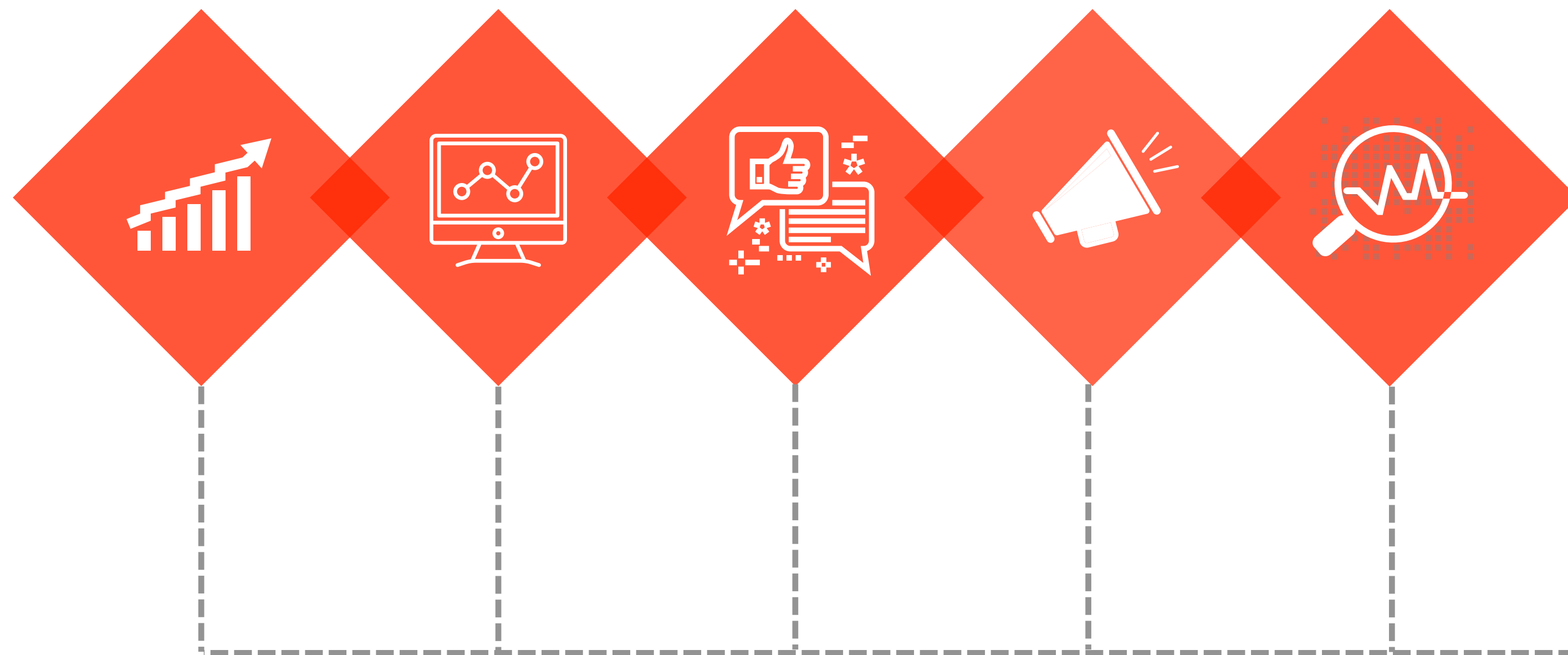
KEY PERFORMANCE METRICS

- 20% increase in overall website traffic.
- Increase average time on the website to exceed three minutes.
- Attain 12 PR story placements per month in markets outside of Tallahassee.
- Increase Twitter followers 15% with a 20% increase in engagement rate.
- Increase Facebook followers 15% and grow engagement by 35%.
- Increase Instagram followers 30% with a 25% increase in engagements.
- 30% increase in the consumer data base opt-ins.



MEASUREMENT & REPORTING

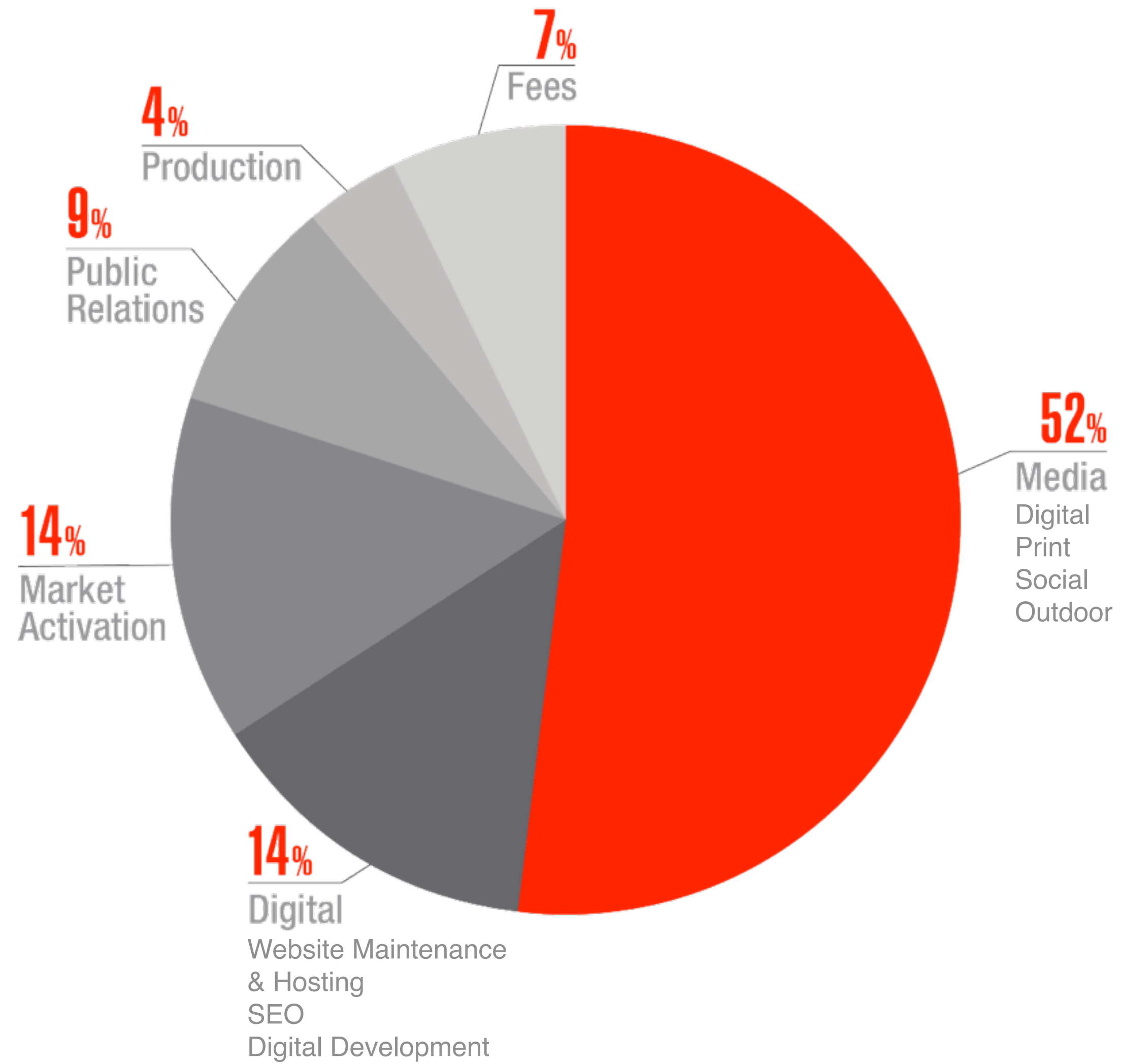
Reporting Dashboards



- **Actual Performance**
Impact on TDT collections, competitive reporting, YTD comps.
- **Digital Performance**
Website(s), e.mail, click thru,CPC, campaign, traffic generation, etc.
- **Social Media Performance**
Engagement, sentiment, interest, benchmark vs comp set, visit intent.
- **Public Relations Production**
Audience, market and storyline penetration. To include reach and total exposure.
- **Actual Site Learnings**
Audiences, traffic sources, top pages, demographics, device, recommended adjustments.



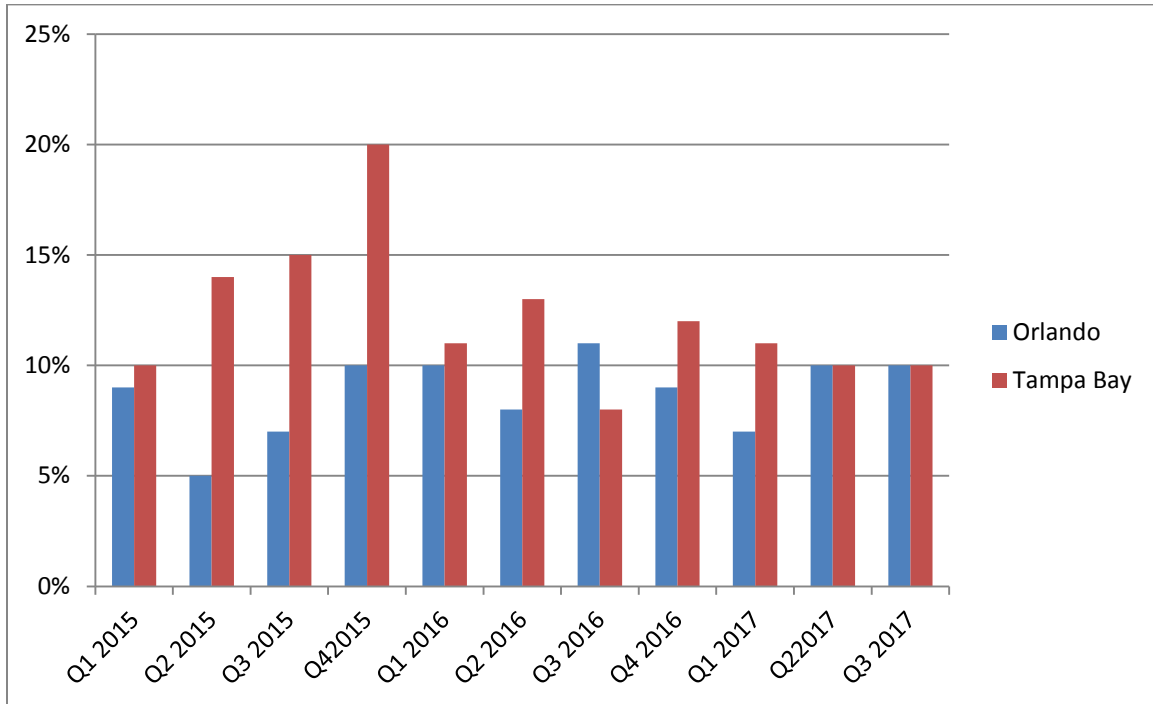
BUDGET



THANK YOU



Visitation 2015-2017: Downs & St. Germain Research
Represents Percentage of Total Visitors By Quarter



Other Indicators

***FSU Alumni By DMA**

	FSU Alumni	Pct./Florida Total
Orlando/Daytona/Melbourne: (Population: 4,030,109)	29,905	15.2%
Tampa/St. Petersburg/Sarasota (Population: 5,011,89)	34,371	17.5%

***FSU Fall Enrollment**

Orlando/Daytona/Melbourne -- 4,987
Tampa/St. Petersburg/Sarasota – 6,051

*Florida State University, Office of Institutional Research

Florida Residents Taking Pleasure Trips In-State

(VISIT FLORIDA/D.K. Shifflet & Associates) Study: 2014

Top origin areas of in-state, resident travelers: (1) Tampa/St. Petersburg/Sarasota, 19%, (2) Orlando (14%)

Visitation 2015-2017: Downs & St. Germain Research
Represents Percentage of Total Visitors By Quarter

SRDS Lifestyle Activities & Interests (Where index within the DMA exceeds national average)

Of nine categories considered, the Tampa/St. Petersburg/Sarasota DMA exceeded Orlando/Daytona/Melbourne DMA in four while sharing positions in the remaining five.

Tampa/St. Petersburg/Sarasota exceeded the national average in:

- Attending Arts & Cultural events
- Bicycling Frequently
- Health & Natural Food
- Wines

Both DMAs exceeded the national average in:

- Gourmet/Fine Food
- Military Veterans in the Household
- Travel For Pleasure
- Walking For Health
- Travel Within the USA

VisitTallahassee.com Traffic

Orlando/Daytona/Melbourne provides the second highest traffic to the site and maintained that position for the past three months while Tampa/St. Petersburg/Sarasota ranks third. While a positive indicator of intent to visit, web site traffic does not always translate into actual visitation. Tampa/St. Petersburg/Sarasota has consistently produced more visitors to the Tallahassee area over the past two years while trailing in web site visits.

Social Media: Facebook

The two DMAs have similar number of followers to the Visit Tallahassee page – Tampa/St. Petersburg/Sarasota (1,877), Orlando/Daytona/Melbourne (1,775)



Marketing Support for Signature Event Grant Recipients

- Brochures, flyers and posters displayed in the Leon County Visitor Information Center (106 E. Jefferson St.). Collateral to be provided by event coordinator.
- Feature story on VT.com – this includes appearing on applicable landing pages, for example Arts & Culture, Outdoors & Nature, History & Heritage, Sports & Activities. Tourism staff will write article with information provided by event coordinator.
- Display event information/image on the VT.com events calendar and as a feature event. This is the most visited section of the website and an excellent resource for visitors and residents looking for things to do. Event coordinator is responsible for submitting event information and images via this link: <http://www.visittallahassee.com/events/submission/>.
- All signature events will be included in monthly e-mails to consumer database at least three months in advance of event. Event coordinator is responsible for providing information to VT, date of when complete information is received will determine number of e-mail inclusions.
- Integrated social posts across all VT social platforms. This includes posting about the event, sharing details regarding special announcements and other information provided to VT. Social media posts will include either a link to the feature story or event listing on VT.com, both of which will include a link to the festival/event website. (NOTE: story and/or listing may contain a link to the Capital City Amphitheater ticketing website for concert events.) It is the responsibility of the event coordinator to provide all content/images to VT prior the official announcement of event/festival. VT/Z Social team will work with event coordinator to develop a plan that includes:
 - Announcement/Pre-Event Activation – Simultaneously announcing event/festival via social with event coordinator and VT. If applicable, this can include “live” coverage of major announcements and/or pre-event activities. May also include “Teaser” posts prior to announcement.

- VT to provide paid social exposure for event on FB, Twitter and/or Instagram. Market(s), demographic and psychographic targeting will be determined in pre-planning, as well as the platforms most suited.
 - Social team will utilize new content formats to showcase the event. The type of content will be dependent upon the event and platform (for example: videos, FB live, 360-degree images, Boomerang and/or carousels)
 - Specific post breakdown by platform (frequency increases as event approaches):
 - FACEBOOK: ≥ (2) post per month for the 2-4 months leading up to the event, ≥(1) post per week the month prior to the event, ≥(1) post at the beginning of the week of the event, ≥(1) post each day of event.
 - TWITTER: ≥ (2) posts per month for the 2-4 months leading up to the event, ≥(1) post per week the month prior to the event, ≥(1) post at the beginning of the week of the event, ≥(1) post each day of event.
 - INSTAGRAM: ≥ (1) post prior to the event – timeframe and quantity of posts is dependent upon images provided by event coordinator, ≥(1) post each day of the event. Instagram is a visual platform, therefore numerous quality images are needed. VT will not post event/festival flyers or the same image repeatedly.
- The VT staff will provide a customized media list(s) to event coordinator and advise/assist with outreach to appropriate journalists. Event coordinator to provide parameters for the target media.
 - PR pitching of event six months prior to event to appropriate publications.
 - Distribute event press release to customized target media list when the event is announced and another release one month prior to the event with additional details for media inquiries. Full release to be provided to VT staff and staff reserves the right to change and/or re-write release accordingly.
- Tourism staff will work with event organizers to identify opportunities for implementing radio sweepstakes promotions in major cities outside of Leon County that generate overnight visitors for event package(s) and/or ticket give-a-ways. Event coordinator is responsible for securing the components of the prize packages.
- **Leon County Community & Media Relations (CMR) Team Support:**
Contact: Olivia Smith, SmithO@LeonCountyFL.gov and 850-606-5300
- - Leon County website – event added to spotlight rotation and calendar of events. Event coordinator responsible for providing graphics.

- Inclusion in Leon County Links ad in the Tallahassee Democrat, resulting in:
 - Equivalent of two 1/8 page ad placements in Tallahassee Democrat
 - Dozens of radio spots on various stations across Red Hills Radio and Cumulus
 - Two e-mail blasts to approximately 14,000 recipients
 - Two months of digital displays on Comcast Channel 16 and CenturyLink, as well as the County's online video channel
 - Printed distribution of ad content throughout all Leon County facilities, including: libraries, community centers, park kiosks, throughout the courthouse, etc.
- Display and distribute event posters and/or postcards throughout Leon County facilities. Event coordinator responsible for providing complete materials for distribution.
- Display event creative on DSEM signage, library (if digital available) and on courthouse signage. Event coordinator is responsible for providing creative in usable digital format.
- Inclusion in Waste Pro mailing – inclusion date is dependent on Waste Pro schedule. Event coordinator is responsible for providing needed creative.



MEMORANDUM

DATE: 08/31/2017

TO: Leon County Tourist Development Council

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

SUBJECT: FY2018 Signature Event Grant Review Committee Funding Recommendations

The Tourist Development Grant Review Committee (TDGRC) comprised of Matt Thompson (Chair)-For The Table/Madison Social, Sam Patel-Sleep Inn, and John Kelly- DoubleTree by Hilton respectfully brings forward the funding recommendations for nine Signature Events for the Leon County Signature Event Grant Program FY2017-18.

The TDGRC conducted their meeting on August 31, 2017 at the Leon County Tourism office and the meeting was well attended by the Signature Event grant applicants. After carefully considering nine event applications and their ability to generate room nights for our community, especially during non-peak times and shoulder seasons, the TDGRC is recommending funding for all nine events. The TDGRC recommended a total amount of \$329,323 of the \$350,000 allocated. Attached you will find the listing of events summarizing the TDGRC's recommendations.

Three Emerging Signature Events were included in the nine events funded (Florida State Soccer Invitational, LeMoynne Chain of Parks Art Festival, Southern Shakespeare Festival). The new designation allows events generating 1,250 room nights with the willingness and opportunity to grow to receive Signature Event grant funds. In addition to increased marketing support, these events will also receive an economic impact study from Downs and St. Germain Research.

The recommended Signature Events will bring an anticipated 57,998 visitors to Tallahassee and will generate a projected 36,005 room nights.

Further, the TDGRC is recommending leaving the remaining balance of \$20,677 in the Signature Event grant fund for future opportunities and encouraged Florida Jazz and Blues Festival to request additional funds once their second event has been completed and reports are final. Thank you for your consideration.

FY 18- TOURIST DEVELOPMENT COUNCIL Signature Event Grants

	Event	Organization	Amount Request	Final Award Recommendation
1	Florida State Invitational Tournament	Tallahassee Tottenham Hotspur Futbol Club, Inc.	\$25,000	\$22,167
2	LeMoyne Chain of Parks Art Festival	LeMoyne Art Foundation	\$35,000	\$30,000
3	Southern Shakespeare Festival	Southern Shakespeare Company	\$51,200	\$25,000
7	Springtime Tallahassee	Springtime Tallahassee	\$60,000	\$57,600
4	Doak After Dark 3	Florida State Athletics	\$40,000	\$36,000
5	Market Days	Tallahassee Museum	\$60,000	\$44,000
6	Red Hills Horse Trials	Red Hills Horse Trials	\$80,000	\$50,622
8	Word of South	Florida Litfest, Inc.	\$50,000	\$42,778
9	Florida Jazz and Blues Festival	Florida Jazz and Blues Festival, Inc.	\$60,000	\$21,156
	Grant Program Budget \$350,000	Totals:	\$461,200	\$329,323
		Funds Remaining:		\$20,677



MEMORANDUM

DATE: 08/31/2017

TO: Leon County Tourist Development Council

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

SUBJECT: FY2018 Special Event Grant Review Committee Funding Recommendations

The Tourist Development Grant Review Committee (TDGRC) comprised of Matt Thompson (Chair)-For The Table/Madison Social, Sam Patel-Sleep Inn, and John Kelly- DoubleTree by Hilton respectfully brings forward the funding recommendation for 27 Special Events for the Leon County Special Event Grant Program FY2017-18.

The TDGRC conducted their meeting on August 31, 2017 at the Visit Tallahassee office and the meeting was well attended by the Special Events grant applicants. After carefully considering 27 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDGRC is recommending funding 23 events a total amount of \$100,000 of the \$100,000 allocated in the Special Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.

The recommended Special Events will bring an anticipated 21,085 visitors to Tallahassee and will generate a projected 9,386 room nights. Thank you for your consideration.

FY 18- TOURIST DEVELOPMENT COUNCIL Special Event Grants

	Event	Organization	Amount Request	Final Award Recommendation
1	French Country Flea Market	Sweet South Cottage	\$10,000	\$6,120
2	Experience Asia 2017	Asian Coalition of Tallahassee	\$5,000	\$3,528
3	Ms. K presents Tally's 8th Dance SHOWOUT Showcase	Ms. K presents Tally's 8th SHOWOUT Dance Showcase	\$600	\$0
4	NAESC Southeast Regional Conference	FAMU-FSU College of Engineering	\$1,063	\$719
5	Southeastern Magnetic Resonance Conference	National High Magnetic Field Laboratory	\$2,999	\$2,500
6	PACE Center for Girls, Leon	PACE Center for Girls, Leon	\$1,475	\$746
7	Moon Over Maclay	Friends of Maclay Gardens, Inc.	\$2,999	\$2,405
8	FSU Homecoming Parade	FSU Alumni Association	\$1,500	\$1,044
9	Class of 1967 Emeritus Alumni Society Induction	FSU Alumni Association	\$2,000	\$1,629
10	Mission San Luis Winter Solstice Festival	Mission San Luis Living History Museum (Friends of Florida History)	\$3,000	\$2,424
11	Theory Winter School 2018	FSU/National High Magnetic Field Laboratory	\$6,000	\$4,676
12	Florida YMCA Youth In Government - Leadership Development Programs	Florida YMCA Youth In Government	\$9,999	\$8,658
13	Children's Week	United Way of Florida	\$12,000	\$8,312
14	Advocate '18	Florida Association of School Administrators	\$2,900	\$2,065
15	Florida Senior Day	United Way of Florida	\$8,000	\$5,901
16	ArtiGras at Railroad Square	Shops & Studios of Railroad Square Art Park, Inc.	\$1,250	\$906
17	AKC Dog Show-2018 North Florida Classic Cluster	Ochlockonee River Kennel Club	\$10,000	\$8,242
18	Horizon Spring Speaker Series	Tallahassee Scientific Society	\$5,000	\$0
19	My Heart in a Suitcase	Holocaust Education Resource Council	\$2,000	\$0
20	2018 St. Patrick's Festival	Tallahassee Irish Alliance d/b/a Tallahassee Irish Society	\$1,800	\$0
21	Tallahassee Wine Mixer	FSU CollegeTown	\$5,000	\$3,560
22	Tenth Annual Southeast PeaceJam Public Talk and Youth Conference	FSU Center for Leadership and Social Change	\$5,200	\$4,286
23	2018 Spring Home Show Series	FSU Flying High Circus	\$11,000	\$7,562
24	Florida History Day State Competition	Friends of the Museums of Florida History	\$8,624	\$7,246
25	Layman Convention	11th Episcopal District Lay Organization AME Church	\$5,000	\$3,864
26	Florida Tap Invitational	Madison Social	\$12,500	\$10,462
27	Friday Night Block Party	Florida State Athletics	\$5,000	\$3,148
	Grant Program Budget \$100,000	Totals:	\$141,909	\$100,000
		Funds Remaining:		\$0



Visit
Tallahassee
A Division of Leon County

INTER-OFFICE MEMORANDUM

DATE: 9/05/2017

TO: Kerri Post, Director of Visit Tallahassee

FROM: Brian Hickey, Director of Sports

SUBJECT: Tallahassee Sports Council Recommendation for Leon County Sporting Events FY2017-18 1st Cycle Grant Program

The Tallahassee Sports Council (TSC) has reviewed and shared input with the staff of Visit Tallahassee Sports department and respectfully brings forward the funding recommendation of 67 sporting events for the first cycle of the Leon County Special Event Grant Program FY2017-18. The TSC is recommending a total amount of \$109,600.

The first cycle sporting event grants will bring an anticipated 33,977 visitors to Tallahassee and will generate a projected 14,459 room nights with more than \$12 million in estimated direct visitors spending.

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
1	ATAC	ATAC Mac Crutchfield Short Course Invitational Swim Meet	January 26, 2018	January 28, 2018	450	200	\$ 195,833	\$ 1,500	\$ 1,250
2	ATAC	ATAC Long Course Invitational Swim Meet	June 21, 2018	June 24, 2018	1,500	350	\$ 940,798	\$ 2,500	\$ 2,000
3	ATAC	Area I-IV Florida Assoc. Swimming Championships	July 27, 2018	July 28, 2018	200	120	\$ 51,161	\$ 800	\$ 600
4	Comets Basketball	Comets Round Robin	March 17, 2018	March 17, 2018	95	38	\$ 19,757	\$ 500	\$ 250
5	Comets Basketball	Comets Spring Shoot-Out	April 13, 2018	April 15, 2018	62	178	\$ 64,897	\$ 500	\$ 500
6	Comets Basketball	Comets Take Charge-Breast Cancer Awareness	April 20, 2018	April 22, 2018	115	64	\$ 50,046	\$ 500	\$ 500
7	Comets Basketball	Comets Capital Challenge	May 11, 2018	May 13, 2018	115	24	\$ 43,286	\$ 500	\$ 500
8	Comets Basketball	Summer Xplosion	May 18, 2018	May 20, 2018	213	71	\$ 92,694	\$ 1,000	\$ 500
9	Comets Basketball	Comets Jamboree	June 8, 2018	June 10, 2018	125	36	\$ 54,398	\$ 500	\$ 500
10	Comets Basketball	Comets Big Bend Showdown	July 20, 2018	July 22, 2018	280	84	\$ 121,852	\$ 1,000	\$ 1,000

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
11	Florida State University Women's Golf	Florida State Match Up	February 9, 2018	February 11, 2018	100	190	\$ 50,802	\$ 2,999	\$ 2,000
12	Florida State University Men's Golf	Seminole Intercollegiate	February 24, 2018	February 25, 2018	90	195	\$ 51,785	\$ 2,000	\$ 2,000
13	FSU Equestrian/ Intercollegiate Horse Show	FSU Equestrian Hunt Seat Horseshow	October 28, 2017	October 29, 2017	175	100	\$ 46,359	\$ 3,000	\$ 2,000
14	Equestrian/Intercollegiate Horse Show	FSU Western Show	February 24, 2018	February 24, 2018	150	50	\$ 31,230	\$ 3,000	\$ 1,500
15	FSU Men's Tennis	Bedford Cup	October 5, 2017	October 8, 2017	150	135	\$ 73,750	\$ 1,000	\$ 500
16	FSU Womens Tennis	FSU Annual All Conference Showdown	November 10, 2017	November 12, 2017	100	150	\$ 39,777	\$ 2,000	\$ 500
17	FSU Men's Tennis	FSU Spring Invitational	January 13, 2018	January 14, 2018	100	104	\$ 27,906	\$ 1,500	\$ 500
18	Gym Force Gymnastics Booster Club	1st Annual Girls AAU North Florida Qualifier	January 12, 2018	January 13, 2018	1,200	200	\$ 522,223	\$ 3,000	\$ 1,800
19	Gym Force Gymnastics Booster Club	19th Annual Gym Force Classic	February 2, 2018	February 4, 2018	600	200	\$ 261,111	\$ 4,000	\$ 1,800

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
20	GBL, LLC	Capital City Classic Series	March 10, 2018	March 11, 2018	85	160	\$ 58,359	\$ 1,500	\$ 750
21	GBL, LLC	College Student Athlete Experience	April 7, 2018	April 8, 2018	145	70	\$ 45,127	\$ 1,500	\$ 1,000
22	GBL, LLC	Battle of Champions Tallahassee	June 23, 2018	June 24, 2018	165	110	\$ 52,113	\$ 2,500	\$ 750
23	Lincoln High School	Capital City Classic	December 8, 2017	December 9, 2017	1,000	300	\$ 311,224	\$ 2,500	\$ 1,200
24	Lincoln High School	Trojan Invite	January 13, 2018	January 13, 2018	300	90	\$ 30,156	\$ 1,000	\$ 750
25	Lincoln High School/ Chiles High School	FHSAA 2A Region 1 Wrestling Tournament	February 23, 2018	February 24, 2018	1,200	580	\$ 410,592	\$ 3,500	\$ 2,500
26	North Florida School of Aikido	North Florida School of Aikido Annual Seminar	December 1, 2017	December 3, 2017	20	30	\$ 9,913	\$ 1,000	\$ 500
27	North Florida School of Aikido	North Florida School of Aikido Annual Seminar	March 23, 2018	March 24, 2018	25	40	\$ 12,559	\$ 1,500	\$ 750
28	North Florida School of Aikido	North Florida School of Aikido Weapons w/ Melissa Bell Sensei	June 8, 2018	June 10, 2018	25	40	\$ 12,559	\$ 1,000	\$ 500
29	North Florida School of Aikido	ASU Florida Regional Testing Seminar	August 11, 2018	August 12, 2018	70	110	\$ 35,165	\$ 2,000	\$ 750

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
30	Prostyle Tallahassee Volleyball	5th Annual Tallahassee Invitational	February 3, 2018	February 4, 2018	5,000	1,500	\$ 1,579,200	\$ 10,000	\$ 10,000
31	Prostyle Tallahassee Volleyball	3rd Annual Raj Johnson Memorial Volleyball Tournament	February 17, 2018	February 18, 2018	2,500	1,000	\$ 789,600	\$ 5,000	\$ 3,000
32	Tallahassee Community College Athletics	Tallahassee Community College Seal Financial Tip-Off Classic (Men's)	November 10, 2017	November 11, 2017	50	20	\$ 13,245	\$ 1,499	\$ 500
33	Tallahassee Community College Athletics	Tallahassee Community College Capital Courtyard Women's Basketball Classic	November 14, 2017	November 16, 2017	150	140	\$ 52,943	\$ 2,100	\$ 1,500
34	Tallahassee Community College Athletics	Tallahassee Community College Men's Holiday Classic	December 28, 2017	December 29, 2017	80	42	\$ 20,750	\$ 1,499	\$ 1,000
35	Tallahassee Community College Athletics	Tallahassee Community College Womens Holiday Classic	December 28, 2017	December 29, 2017	100	42	\$ 26,490	\$ 1,499	\$ 1,000
36	Trousdell Gymnastics Center Staff & Boosters	Canopy Roads Classic	October 6, 2017	October 8, 2017	150	65	\$ 75,156	\$ 1,000	\$ 750
37	TGC Boosters	Capital City Cup-Gymnastics	February 10, 2018	February 11, 2018	750	50	\$ 233,418	\$ 1,500	\$ 750
38	Capital City Cyclists	Spaghetti 100	October 7, 2017	October 7, 2017	120	75	\$ 55,897	\$ 1,000	\$ 600
39	FSU Club Softball	Seminole Slam	October 13, 2017	October 15, 2017	150	50	\$ 64,322	\$ 2,300	\$ 1,000
40	The Bryant Howell Youth Baseball Foundation	The Bryant Howell Youth Baseball Foundation	October 14, 2017	October 15, 2017	50	20	\$ 15,561	\$ 1,200	\$ 600

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
41	FSU Club Tennis	FSU Club Tennis Tournament	October 27, 2017	October 28, 2017	200	150	\$ 62,245	\$ 1,065	\$ 500
42	Tallahassee Mountain Bike Association	Brewtallaty Duathlon	November 18, 2017	November 18, 2017	15	15	\$ 4,451	\$ 1,200	\$ 500
43	Leon/Rickards High School	2017 Leon/Rickards Fast Break Basketball Thanksgiving Invitational	November 24, 2017	November 25, 2018	200	40	\$ 62,224	\$ 2,000	\$ 500
44	USTA Florida	Winter Festival Invitational Tennis Tournament	December 1, 2017	December 3, 2017	250	200	\$ 124,597	\$ 3,500	\$ 1,500
45	The Maclay School	Maclay Soccer Invitational	December 1, 2017	December 2, 2017	240	120	\$ 74,694	\$ 2,500	\$ 2,000
46	Maclay School	Maclay School Holiday Hoops Tournament	December 28, 2017	December 30, 2017	150	30	\$ 74,758	\$ 3,000	\$ 500
47	Inspire Group	Inspire MLK Basketball Invitational Tournament	January 12, 2018	January 15, 2018	140	105	\$ 71,858	\$ 5,000	\$ 3,500
48	Gulf Winds Track Club	Tallahassee Marathon	February 4, 2018	February 4, 2018	1,200	400	\$ 356,545	\$ 5,000	\$ 5,000
49	Tallahassee Serinas Synchronized Swimming, Inc.	Florida Synchronized Swimming Championship and Invitational	February 17, 2018	February 18, 2018	450	200	\$ 142,128	\$ 3,000	\$ 1,750
50	FSU Club Cheer: Garnet Girls	Seminole Showdown	February 17, 2018	February 18, 2018	32	52	\$ 19,045	\$ 4,600	\$ 2,000
51	Warner Sports Promotions	ASG President's Day Invitational	February 17, 2018	February 18, 2018	4,000	2,000	\$ 1,263,360	\$ 7,500	\$ 7,500
52	Town of Havana	Havana Hills Ride	February 22, 2018	February 25, 2018	125	199	\$ 75,149	\$ 2,999	\$ 1,000
53	Hang Tough Foundation	Champions Ride Tallahassee	February 24, 2018	February 25, 2018	50	50	\$ 18,654	\$ 3,000	\$ 1,500

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
54	Tallahassee International Rowing Association	Junior Rowing Regatta	March 16, 2017	March 18, 2017	440	220	\$ 191,481	\$ 1,500	\$ 750
55	Florida A&M Athletics	67th Annual FAMU T&F Relays	March 3, 2018	March 3, 2018	1,000	100	\$ 268,264	\$ 1,200	\$ 1,000
56	Men's Ultimate Frisbee	Tally Classic	March 10, 2018	March 11, 2018	800	300	\$ 252,672	\$ 2,000	\$ 2,000
57	City of Tallahassee/ Friends Of Our Parks Foundation	Open at Tallahassee Disc Golf Tournament	March 23, 2018	March 24, 2018	240	160	\$ 104,445	\$ 750	\$ 750
58	Florida State University Track & Field	FSU Relays	March 23, 2018	March 24, 2018	2,500	1,000	\$ 851,962	\$ 6,000	\$ 5,000
59	Red Hills Coaching & Triathlon	Red Hills Triathlon	March 30, 2018	March 31, 2018	100	45	\$ 104,445	\$ 1,000	\$ 500

**Tallahassee Sports Council
Leon County Special Event Grants FY2017-18
1st Cycle Grants**

	Organization	Event Name	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Visitor Spending	Requested	Recommend
60	Florida Disabled Outdoors Association	SportsAbility	April 7, 2018	April 5, 2018	170	250	\$ 147,529	\$ 5,000	\$ 3,500
61	Godby High School Flag Football Program	Capital City Classic Flag Football Tournament	April 6, 2018	April 7, 2018	750	200	\$ 236,800	\$ 2,500	\$ 2,500
62	TMH Foundation	USTA Tallahassee Tennis Challenger	April 23, 2018	April 28, 2018	300	340	\$ 202,174	\$ 5,000	\$ 4,500
63	Ministries of Tallahassee, Inc/CCCC Track	Tallahassee AAU District Qualifier	June 2, 2018	June 2, 2018	300	30	\$ 62,392	\$ 1,000	\$ 500
64	Tallahassee Memorial HealthCare (TMH)	The Ride for Hope	June 8, 2018	June 9, 2018	200	30	\$ 184,776	\$ 1,000	\$ 500
65	DDC Players Association	U.S. Open Overall Frisbee Tournament	June 10, 2018	June 17, 2018	70	160	\$ 56,656	\$ 6,000	\$ 4,000
66	Ernie Sims Big Hits Foundation	Ernie Sims Track Invitational	July 14, 2018	July 14, 2018	250	30	\$ 51,994	\$ 1,000	\$ 500
67	City of Tallahassee PRNA Tennis Division	2018 North Florida Junior Designated	July 21, 2018	July 23, 2018	500	500	\$ 217,593	\$ 6,000	\$ 5,500
					Total Visitors	Total Room Nights	Total DMAI Estimated Direct Visitor Spending	Total Grant Request	Total Recommended Grant Request
					33,977	14,459	\$ 12,470,076	\$ 168,210	\$ 109,600
							Total Grant Funds	\$ 115,000	\$ 115,000
							Grant Funds Remaining	\$ (53,210)	\$ 5,400



Leon County Division of Tourism Development/Visit Tallahassee

3rd Quarter Visitor Tracking Report

April – June 2017



Study Objectives

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



Methodology

- Internet survey and in-person interviews
- Sample size – 786 completed surveys
- Third quarter* FY 2017 visitors to Tallahassee
- Data collection: April 2017 – June 2017

*April, May and June 2017



Executive Summary

Tourism Snapshot: April - June 2017

Visitor Statistics	3 rd Qtr 2016	3 rd Qtr 2017	% Change
Visitors	600,528	633,319	+5.4%
Direct Expenditures*	\$120,689,000	\$141,740,000	+17.4%
Total Economic Impact	\$190,688,600	\$223,949,200	+17.4%
Lodging Statistics	3 rd Qtr 2016	3 rd Qtr 2017	% Change
Occupancy**	63.5%	68.9%	+8.5%
Room Rates**	\$92.17	\$100.32	+8.8%
RevPAR**	\$58.53	\$69.03	+17.9%
Room Nights***	326,312	346,600	+6.2%
TDT Collections****	\$1,296,933	\$1,618,329	+24.8%

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

** From STR Report

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

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



Tourism Snapshot: FY2016 vs. FY2017

Visitor Statistics	Oct 15 - June 16	Oct 16 - June 17	% Change
Visitors	1,796,319	1,839,052	+2.4%
Direct Expenditures*	\$422,649,400	450,347,600	+6.6%
Total Economic Impact	\$667,786,000	711,549,200	+6.6%
Lodging Statistics	Oct 15 - June 16	Oct 16 - June 17	% Change
Occupancy**	62.1%	67.3%	+8.4%
Room Rates**	\$98.82	\$103.24	+4.4%
RevPAR**	\$61.36	\$69.48	+13.2%
Room Nights***	965,225	1,018,325	+5.5%
TDT Collections****	\$3,961,970	\$4,431,394	+11.8%

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

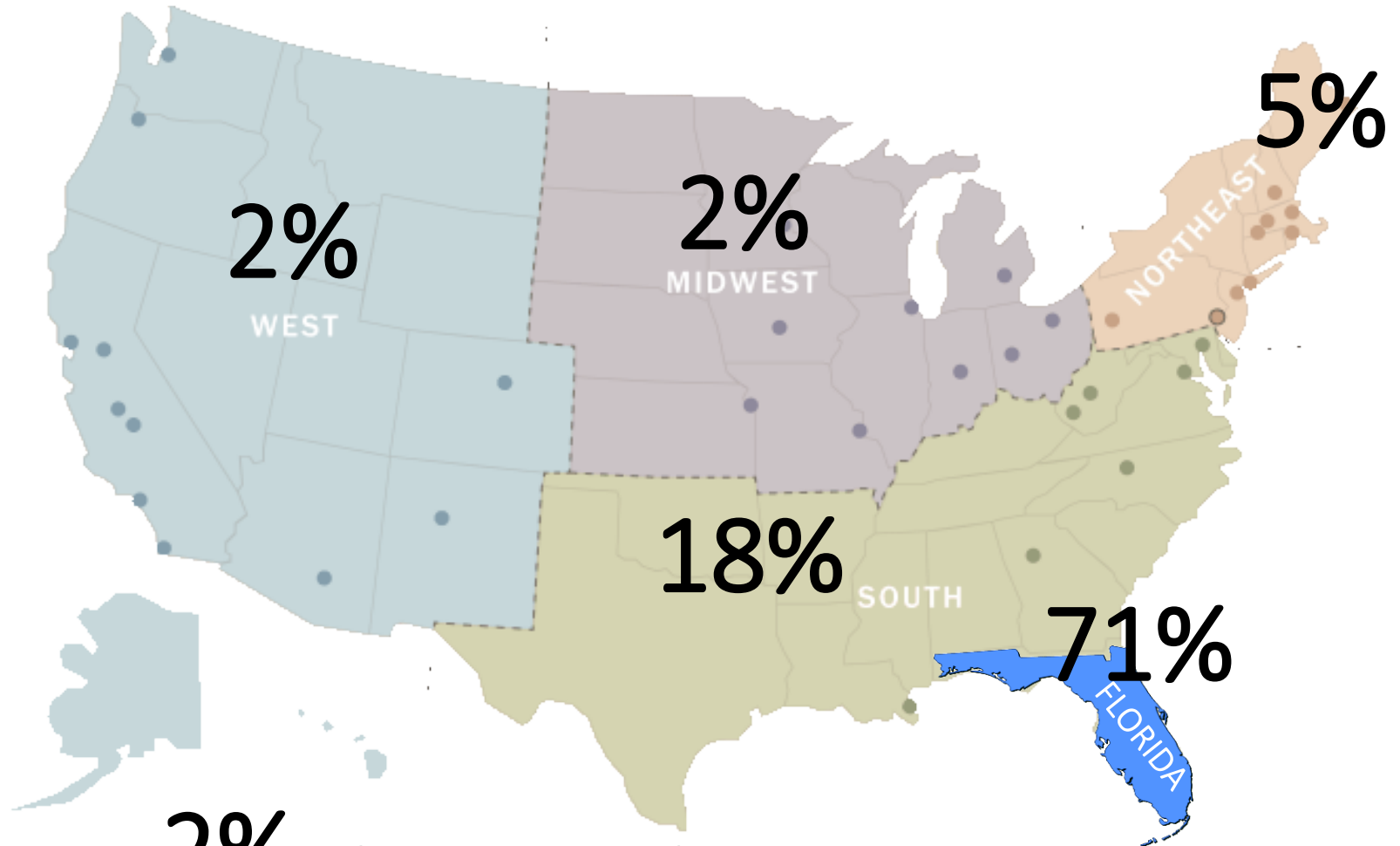
** From STR Report

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

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



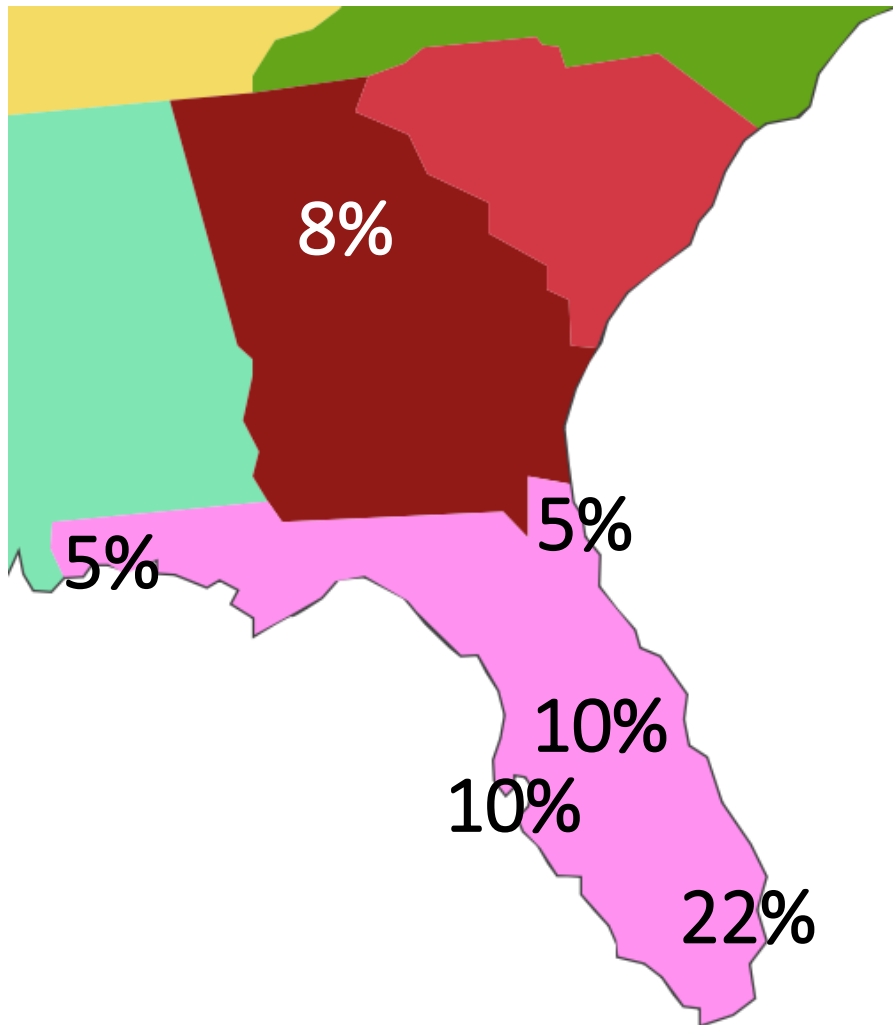
Origin of Visitors



2% of visitors were from areas outside the U.S.



Origin of Visitors

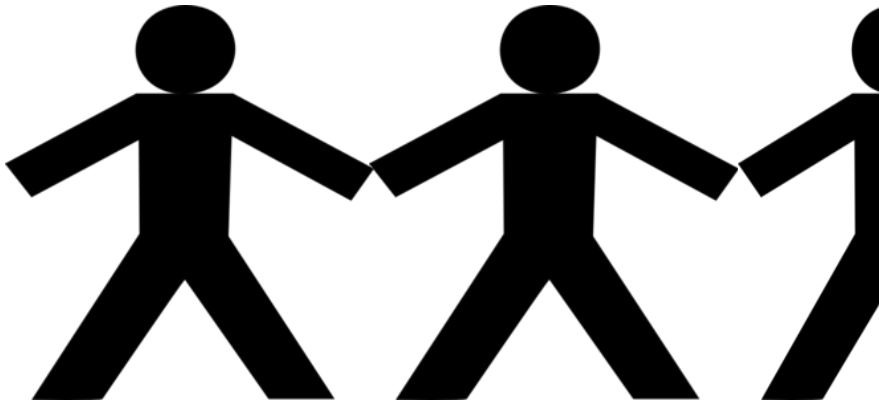


Top 6 Markets
Miami-Ft. Lauderdale
Orlando
Tampa-Clearwater-St. Pete
Atlanta
Pensacola-Mobile
Jacksonville

Travel Parties

The typical visitor traveled in a party composed of **2.4** people

45% traveled with at least one person under the age of 20 in their travel party



Length of Stay

- Visitors spent **2.8** nights in Leon County
- **71%** of visitors who stayed overnight booked a hotel



Transportation

- **77%** of visitors drove to Leon County



Visitation

➤ 26% were first time visitors



Visitor Satisfaction

- Visitors gave Leon County a rating of **8.4 out of 10** as a place to visit
- **98%** of visitors will return to Leon County



Top Reasons for Visiting

Education



Visit friends & relatives



Business



Government



Special Event



Top Activities During Visit

Restaurants



Education



Visit friends & relatives



Special Event



Attractions



Relax and unwind



Family time



Business



Visitor Spending

- Visitors spent **\$247** a day
- Visitors spent **\$692** on their trip



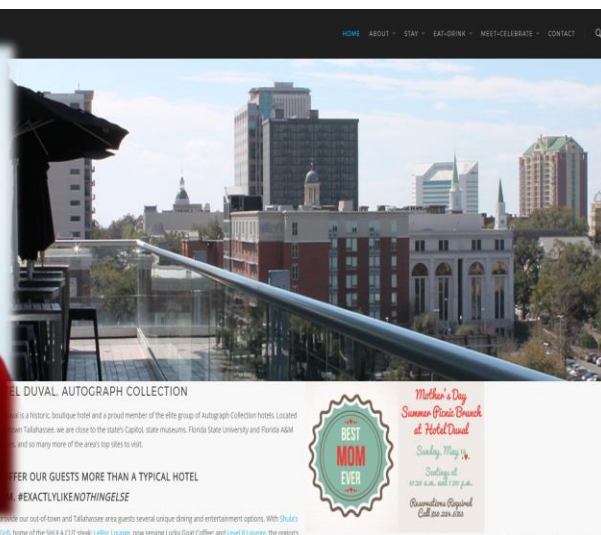
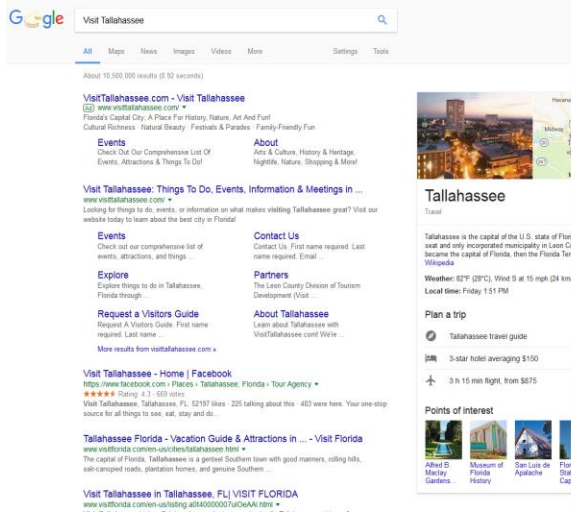
Trip Planning

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

Search on Google,
Bing, etc.

Talk to friends

Go to a hotel
website



Finding Their Way Around

- **98%** of visitors have smartphones/tablets
- **8 in 10** use their smartphone to plan their trip or learn how to get around while they are here.



Perceptions of Leon County



Nice place to visit

- “Tallahassee is a great place to escape from the fast-paced city life. Lots to see and do, but still has that country feel to it.”



Beautiful

- “Tallahassee is a beautiful city filled with amazing sights and good places to eat. Would totally recommend to anyone planning on visiting Florida to stop by.”



Lots of attractions & activities

- “Lots to do. The river, beaches and downtown are all in a few minutes drive. There is something for everyone.”



Demographics

- The typical Leon County Visitor:
 - Is **48** years old
 - Has a household income of **\$94,700**
 - Is Caucasian (**71%**)
 - Is a college graduate (**79%**)
 - Is married (**73%**)
 - Is male (**54%**)



Detailed Findings

Visitors' Expenditures

- Visiting parties spent **\$247** a day and **\$692** on their trip.

	Average Daily Expenditure Q3 2016	Total Trip Expenditure Q3 2016	Average Daily Expenditure Q3 2017	Total Trip Expenditure Q3 2017
Accommodations	\$106	\$254	\$109	\$305
Restaurants	\$46	\$110	\$52	\$146
Groceries	\$7	\$17	\$9	\$25
Shopping	\$23	\$55	\$23	\$64
Entertainment	\$24	\$58	\$24	\$68
Transportation	\$22	\$53	\$22	\$62
Other	\$5	\$12	\$8	\$22
Total	\$233	\$559	\$247	\$692



2016 – 2017 Comparisons

	Apr – June 2016	Apr – June 2017
Age	43	48
Gender (Male)	49%	54%
Household income	\$86,500	\$94,700
From Florida	61%	71%
From the Southeast	89%	89%
Travel party	2.4 people	2.4 people
Drove to Tallahassee	81%	77%
Nights spent	2.4	2.8
Stayed hotel/motel	67%	71%



2016 – 2017 Comparisons

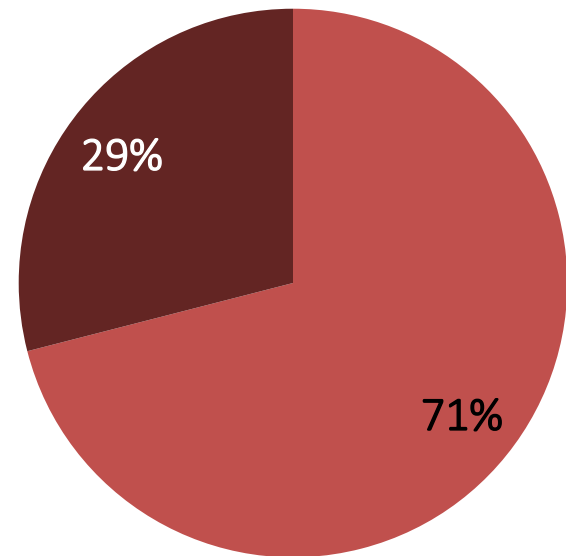
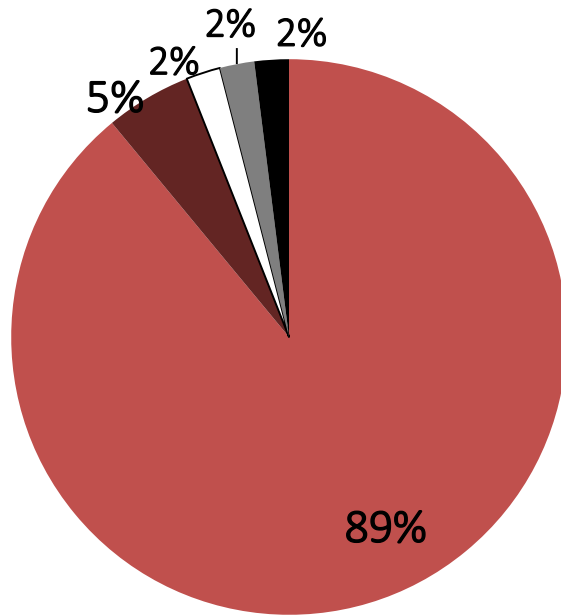
	Apr – June 2016	Apr – June 2017
Traveled with at least 1 other person	68%	73%
Traveled with people under the age of 20	49%	45%
Tallahassee was primary destination	91%	95%
Definitely/probably will return	95%	98%
Rating of their experience	8.1	8.4
Spending per trip	\$559	\$692
1st time visitors	28%	26%
Visited Tallahassee more than 10 times	18%	15%

¹On a 10-point scale.



Origin of Tallahassee Visitors

7 out of 10 visitors were from Florida.



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

- Florida
- Other

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

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

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

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



Top Visitor Origin Markets

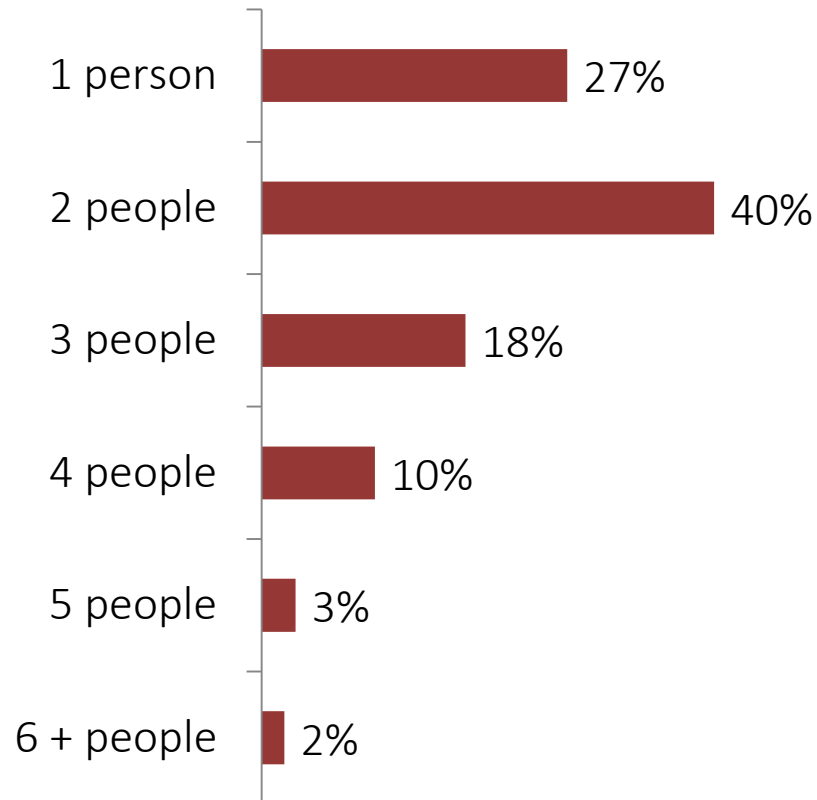
	Apr – June 2016	Apr – June 2017
Miami-Ft. Lauderdale	17%	22%
Orlando	11%	10%
Tampa-Clearwater-St. Petersburg	8%	10%
Atlanta	15%	8%
Jacksonville	5%	5%
Pensacola-Mobile	9%	5%
Surrounding counties*	8%	3%
Naples-Ft. Myers	2%	3%
Panama City-Destin	2%	3%
Sarasota-Bradenton	1%	3%
Gainesville	1%	3%
Melbourne-Vero Beach	1%	3%

*Gadsden, Liberty, Wakulla, & Jefferson Counties



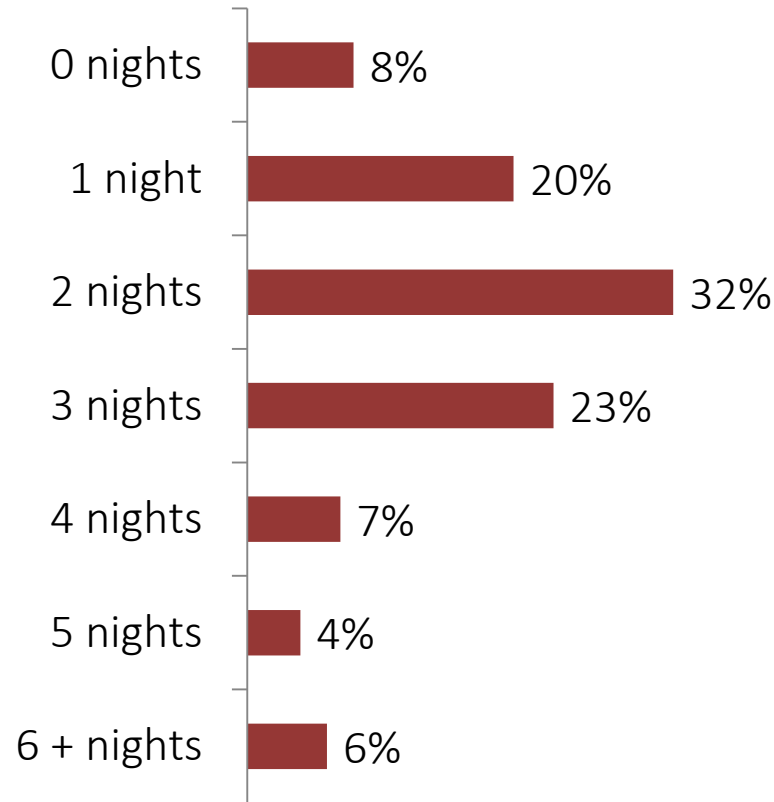
Travel Party

- Traveled in a party composed of **2.4** people.
- **45%** traveled with people under the age of 20.
- **73%** traveled with at least one other person.



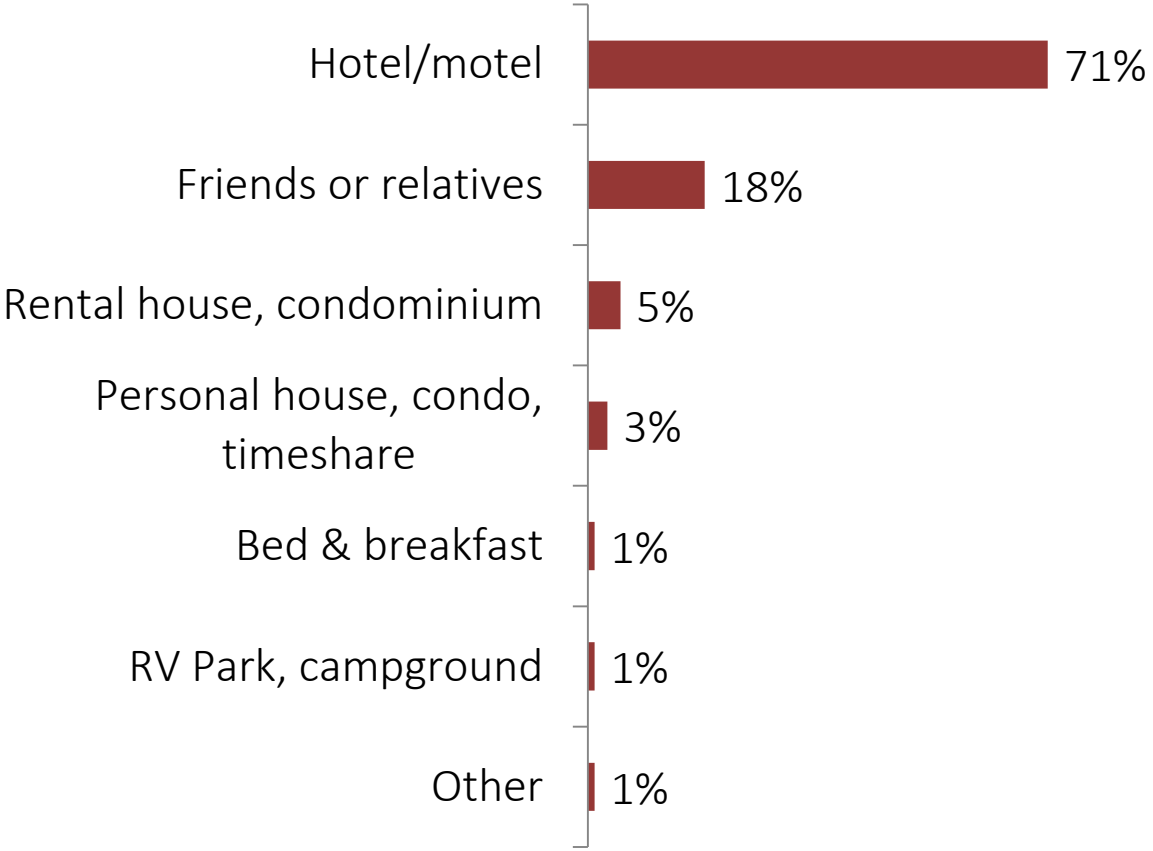
Length of Stay

- Spent **2.8** nights in Leon County.
- **72%** stayed 2 nights or more:



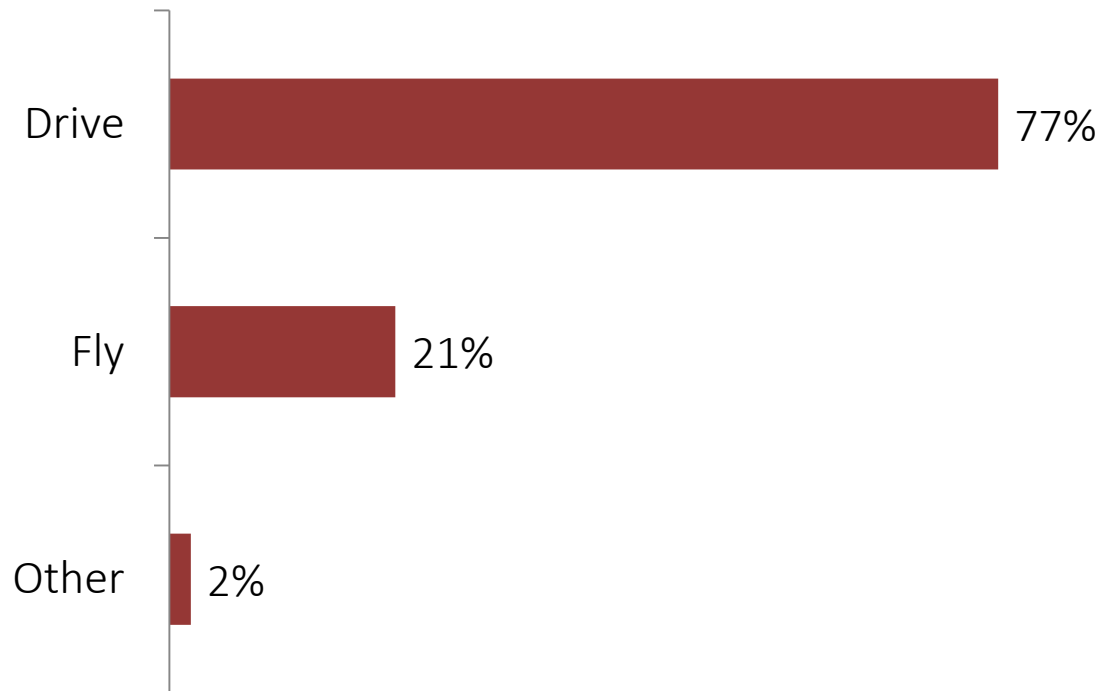
Accommodations for Overnight Visitors

- 7 out of 10 visitors (**71%**) who stayed overnight booked a hotel.



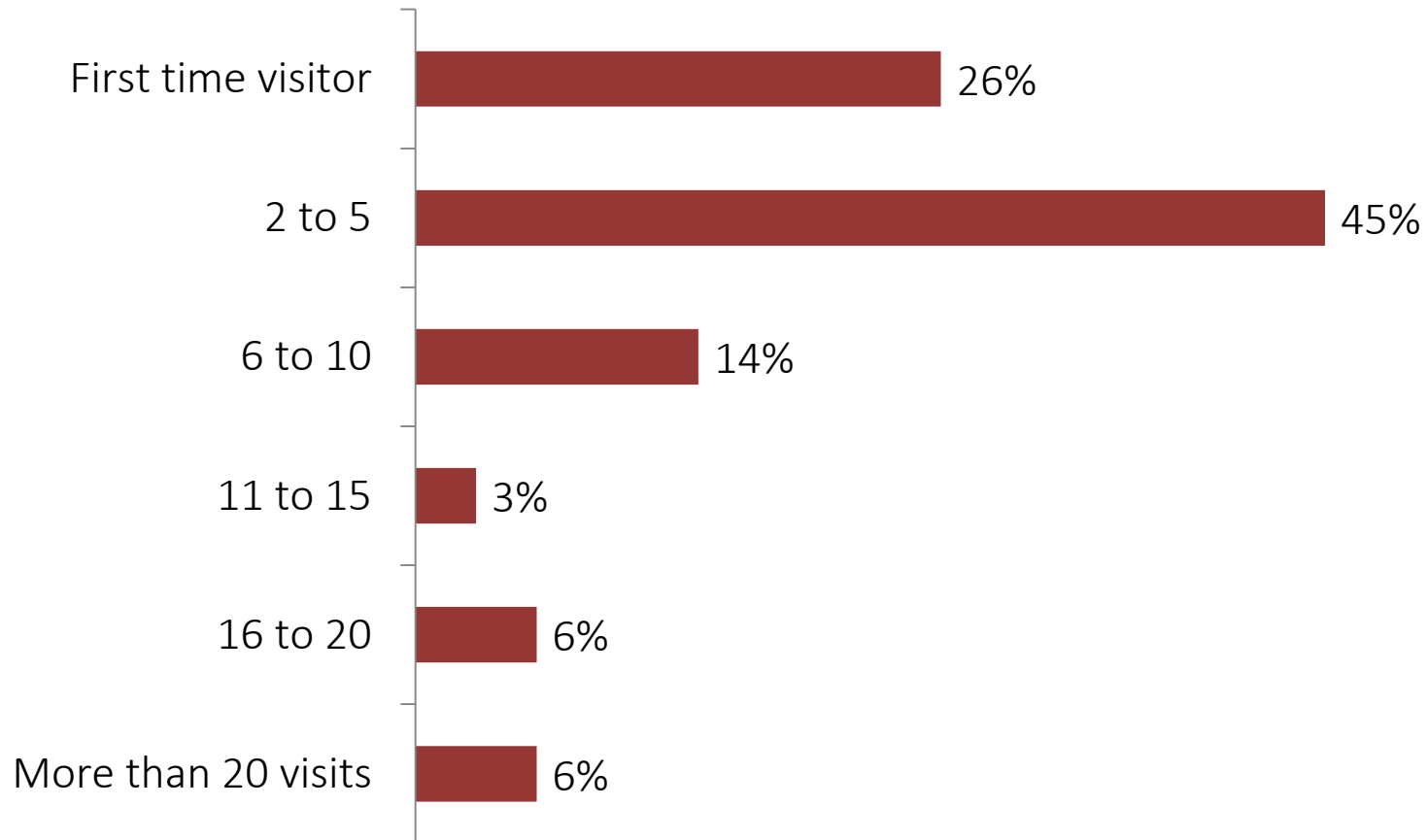
Trip to Tallahassee

- **95%** indicated that Leon County was the primary destination for their trip.
- **77%** drove to Leon County.



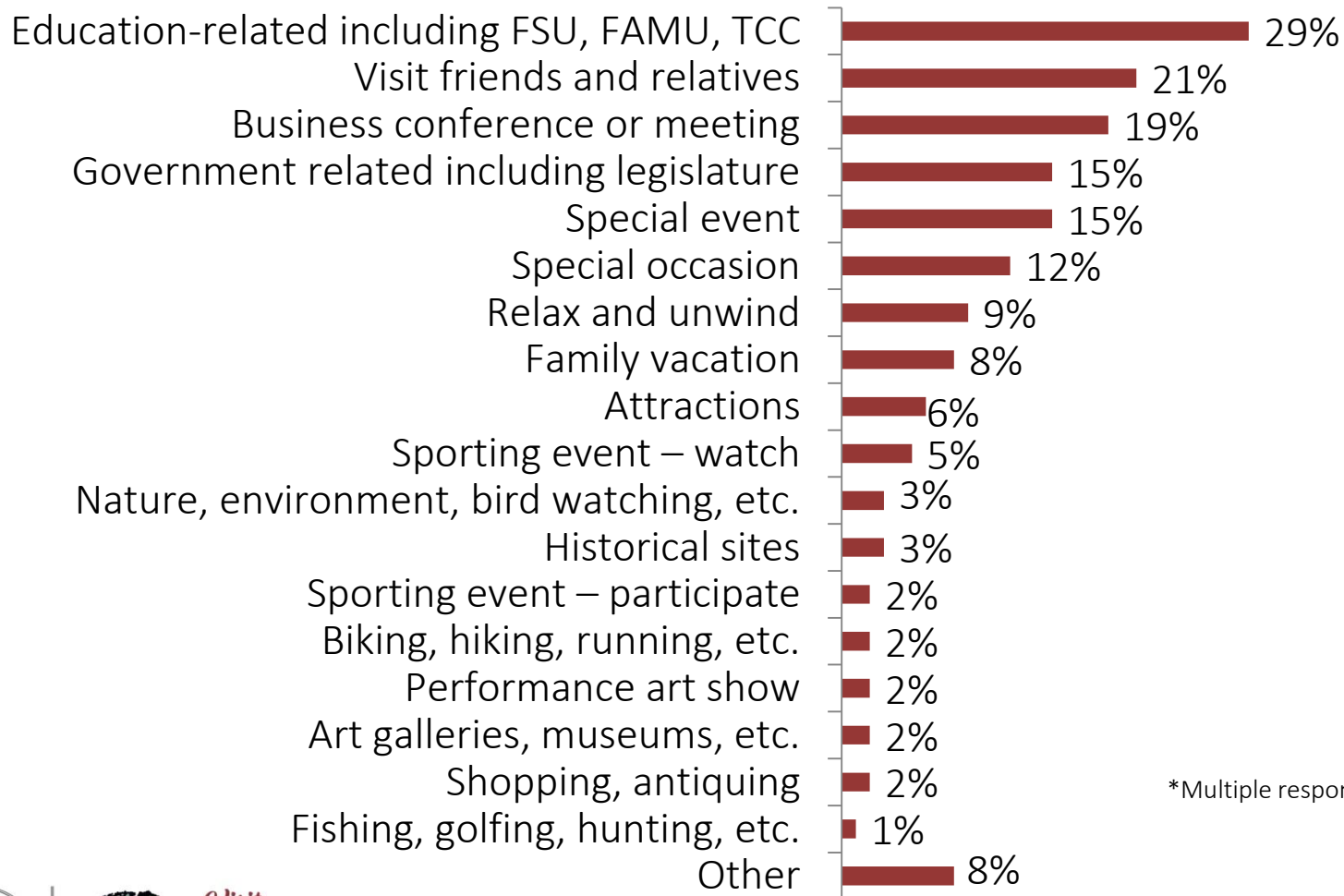
Experience with Tallahassee

- **26%** were first time visitors.
- **15%** have visited Tallahassee more than 10 times.



Reasons for Visiting

- 3 in 10 visitors (**29%**) came for education-related reasons.*

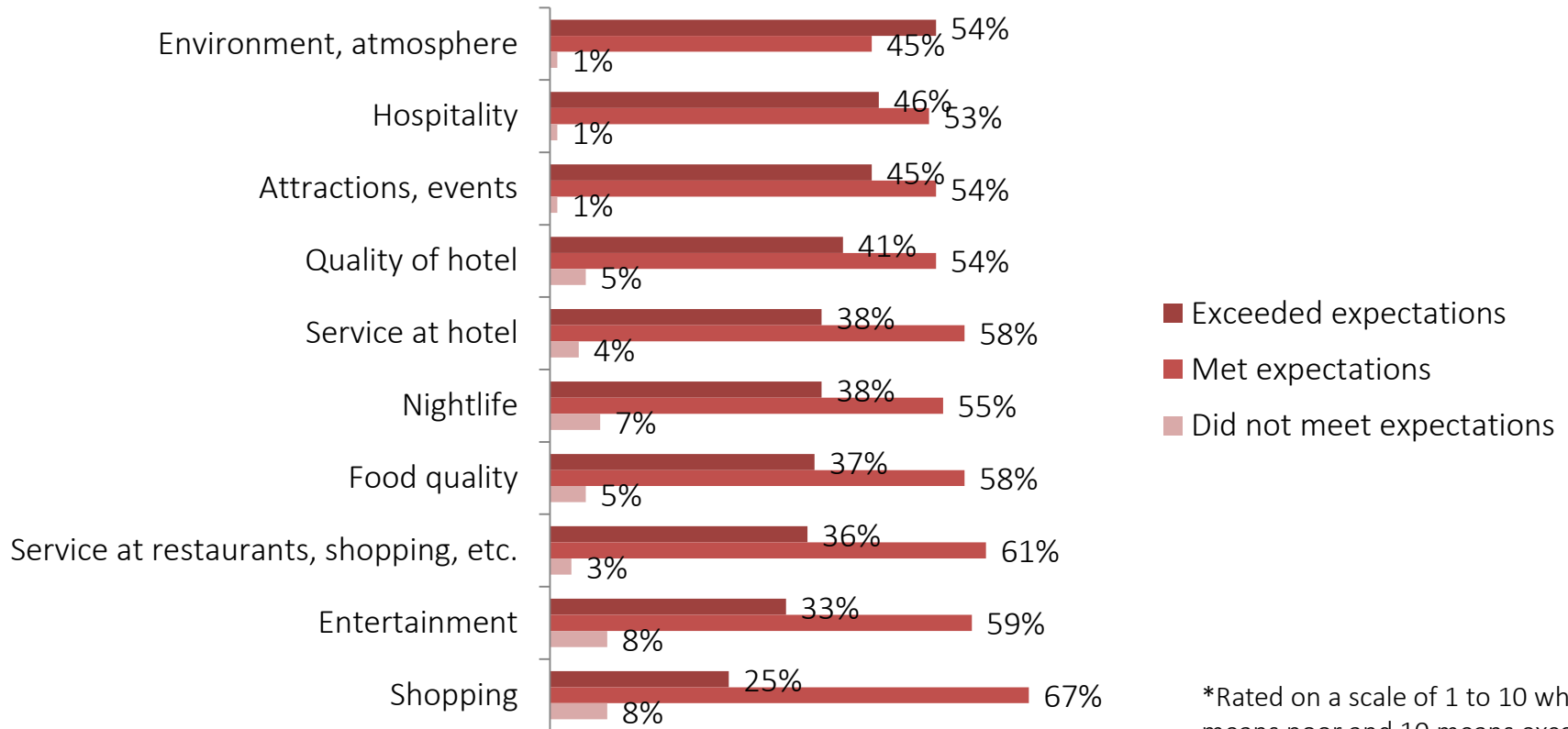


*Multiple responses permitted



Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.4 out of 10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:

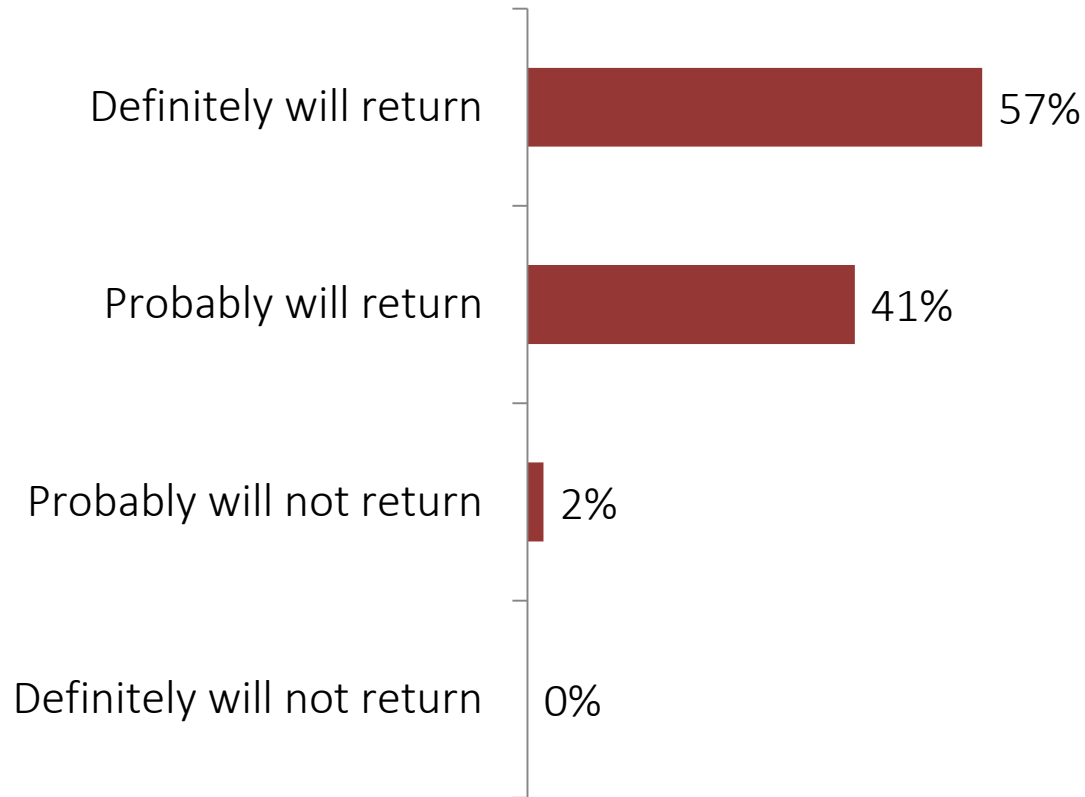


*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



Likelihood of Returning

•98% of visitors will return to Leon County.*



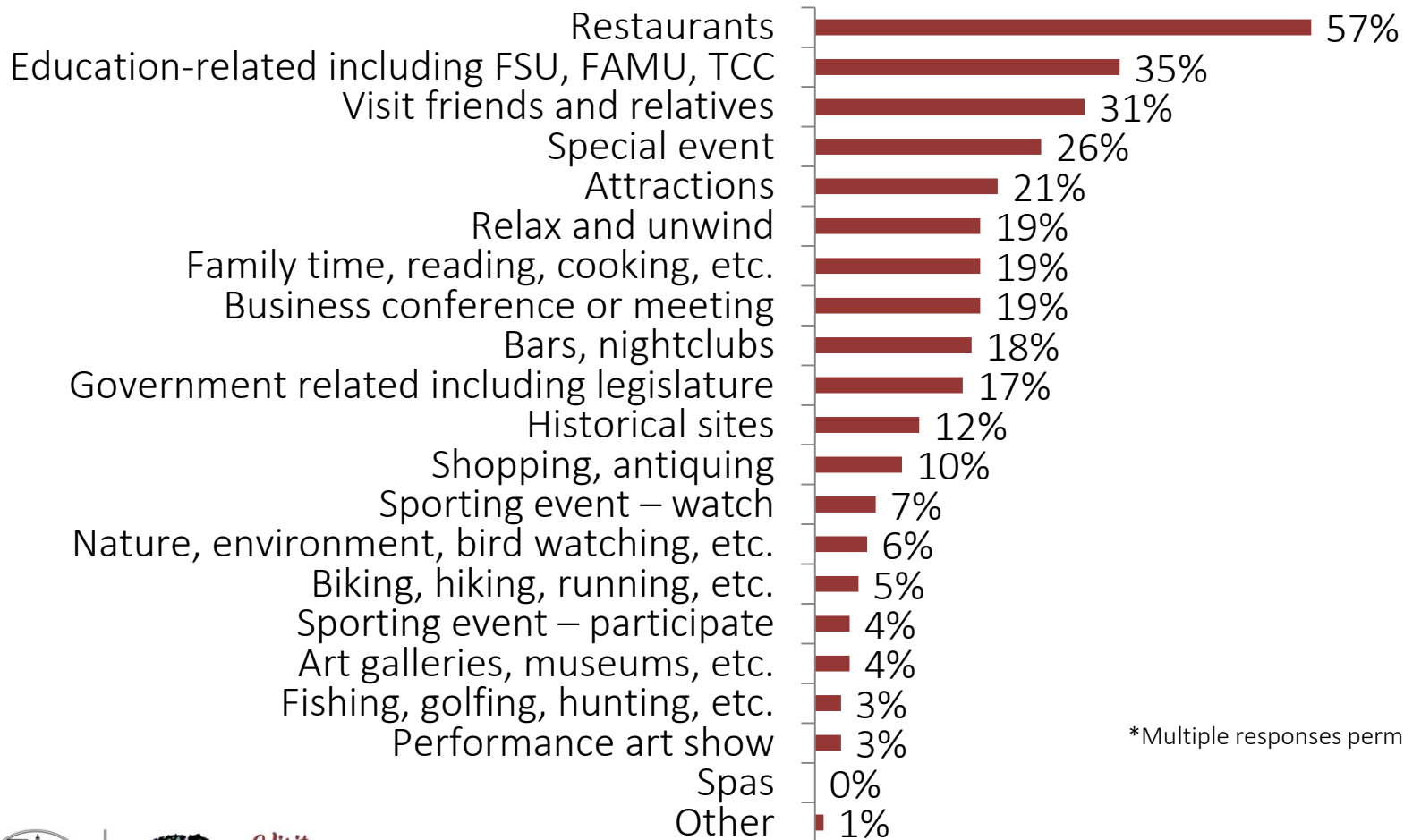
*2% of visitors will not return for the following reasons:

1. Event/occasion for visit is over (2%)
2. Prefer other areas (1%)



Visitors' Activities

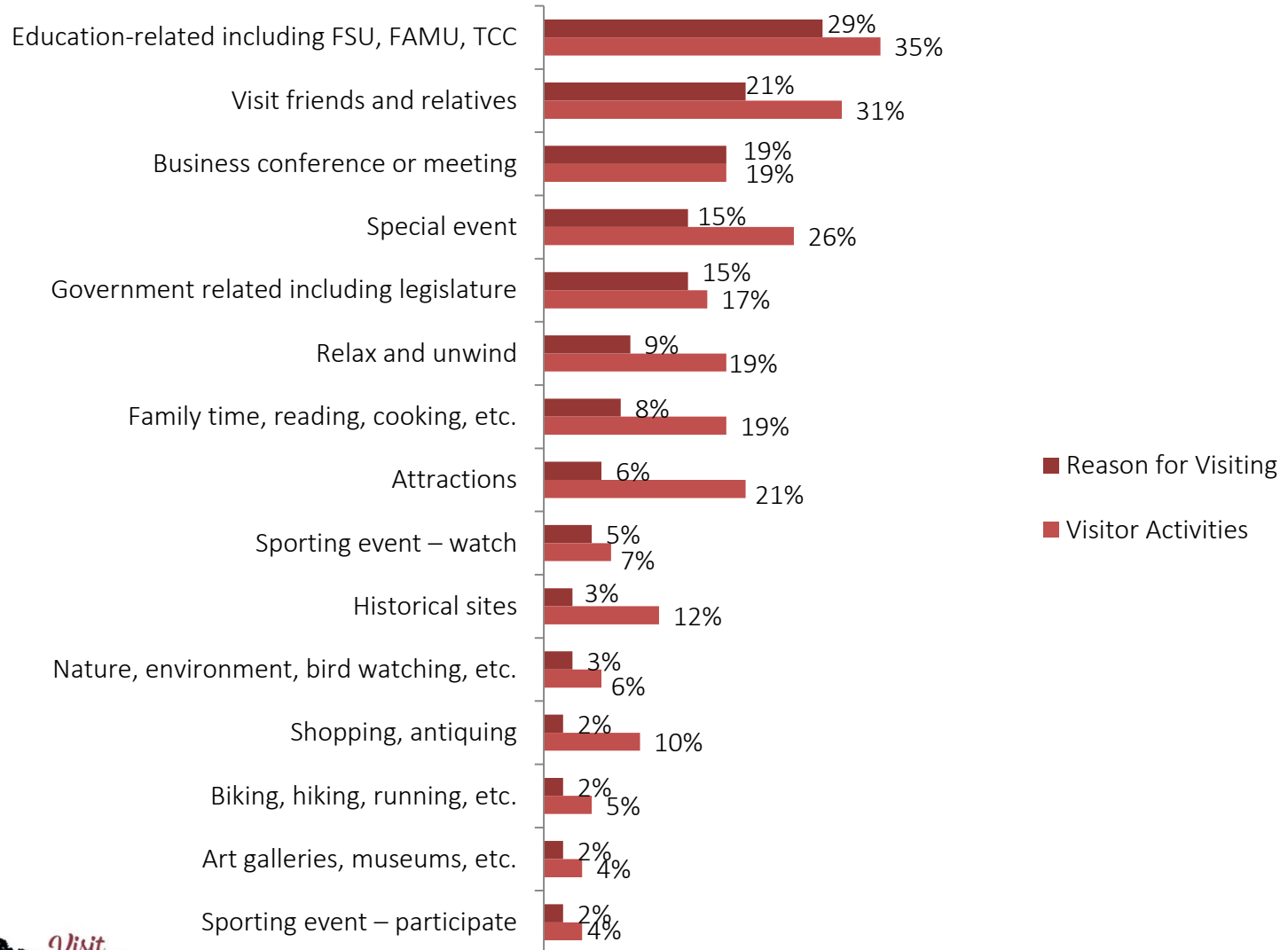
- 3 in 5 visitors (57%) ate in area restaurants:*



*Multiple responses permitted

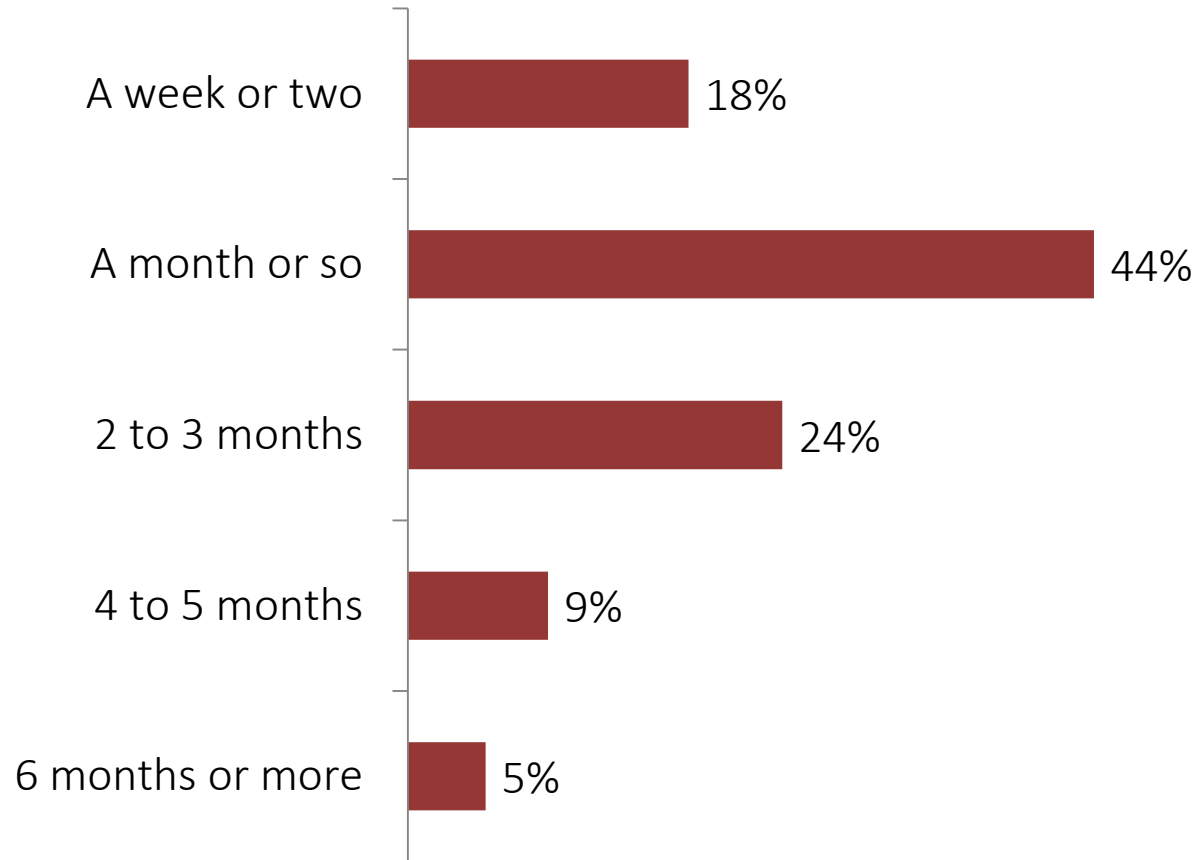


Reasons for Visiting vs. Visitor Activities



Trip Planning

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



Sources of Information

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



*Multiple responses permitted



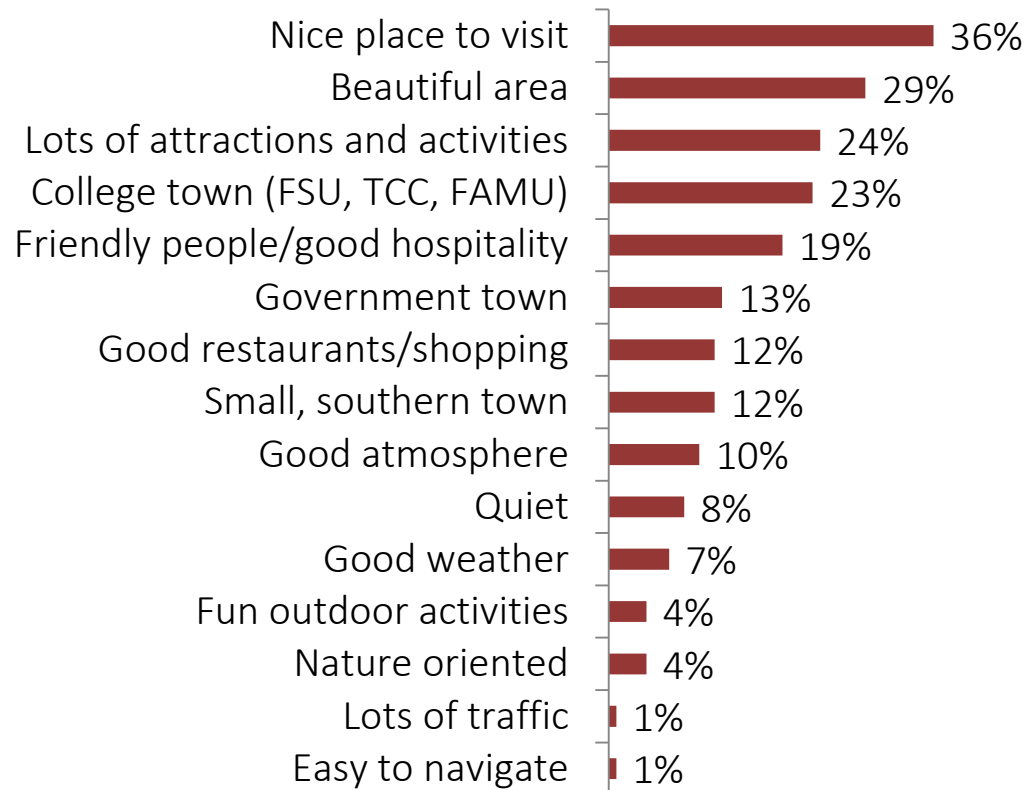
Finding Their Way Around

- Nearly all visitors have smartphones/tablets (98%).
- 79% use their smartphone to plan their trip or to learn how to get around while they are in Leon County.
- 3% of visitors requested a Visitors Guide prior to their visit to Leon County.
- 1% of visitors stopped at the Visitors Center during their visit to Leon County.



Perceptions of Leon County*

- Visitors describe Leon County as a nice place to visit and a beautiful area with lots of attractions and activities.



*Open-ended responses, multiple responses permitted



Comments from Visitors

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

“Tallahassee is a great place to escape from the fast-paced city life. Lots to see and do, but still has that country feel to it.”

“It is a nice place to visit. There are a ton of great local restaurants and bars.”

“Tallahassee is a great city to visit with events at FSU, good accommodations, restaurants, and entertainment in the downtown/FSU area.”

“Wonderful place to come visit. Really enjoyed the downtown area.”

“Tallahassee is a great place to visit. We have family here, so we come frequently.”



Comments from Visitors

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

“Beautiful city with nice people and amazing weather!”

“We love Tallahassee. The campus is beautiful, downtown is stunning, and the people here are extremely nice.”

“Beautiful countryside, great historic sites, reasonable accommodations and a nice shopping mall.”

“Tallahassee is a beautiful city filled with amazing sights and good places to eat. Would totally recommend to anyone planning on visiting Florida to stop by.”

“Beautiful rolling hills, seasons, a nice break from South Florida.”



Comments from Visitors

- From visitors who describe Leon County as having **lots of attractions and activities**:

“I have so much fun every time I come here. All the events are always well-organized and the people are extremely nice.”

“It has some great trails and we absolutely loved Tallahassee Museum, wildlife and zip lining course. Beautiful scenery as well. And nice weather compared to Central Florida.”

“Lots to do. The river, beaches and downtown are all in a few minutes drive. There is something for everyone.”

“A lot of free things to do. A good place to visit as a family, affordable, well kept. Pet friendly. Loved that you can bring your dog to so many places. An enjoyable vacation!”



Comments from Visitors

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

“I think this is a great place to go to school. There are so many nice people and the food is great.”

“It's an amazing town for college. Everything is affordable and there are great local bars and restaurants.”

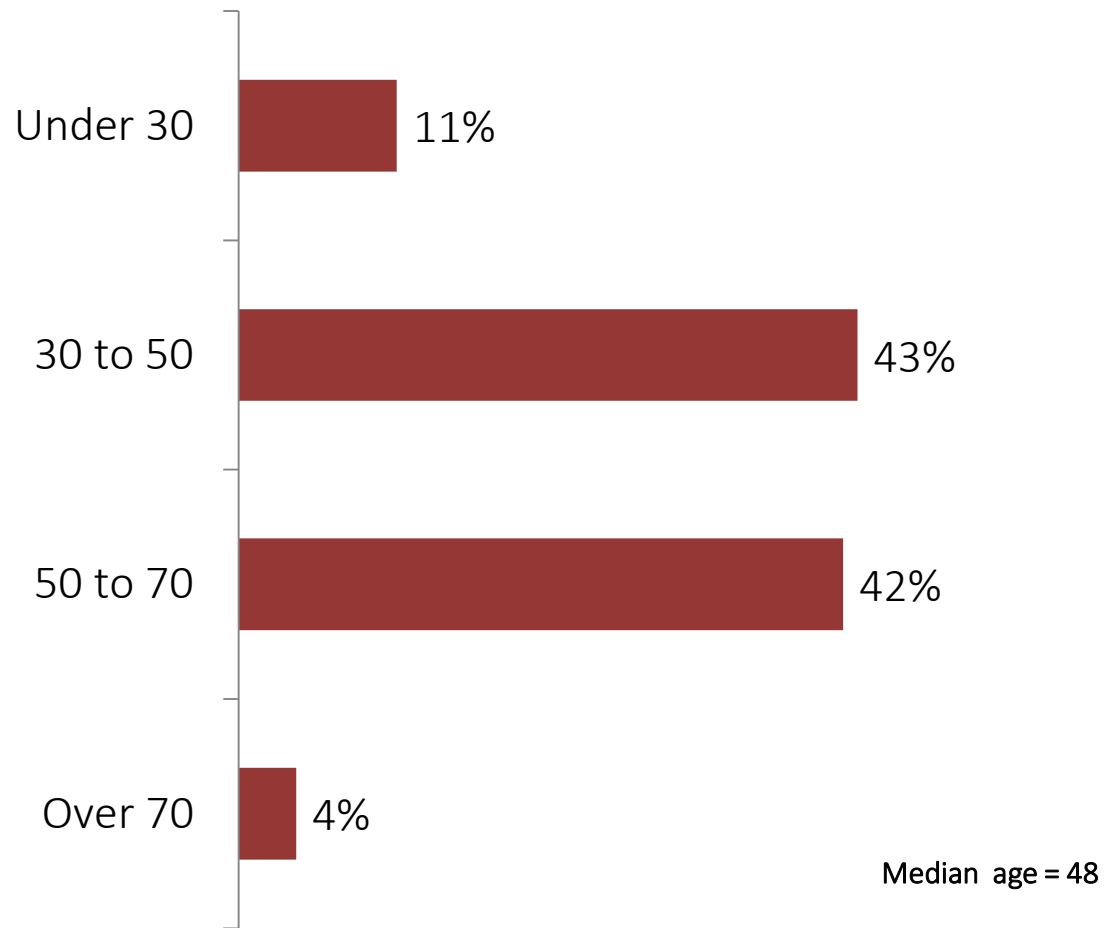
“I've had my best days here during college. 100% would recommend.”

“Great place, and FSU is a great campus.”

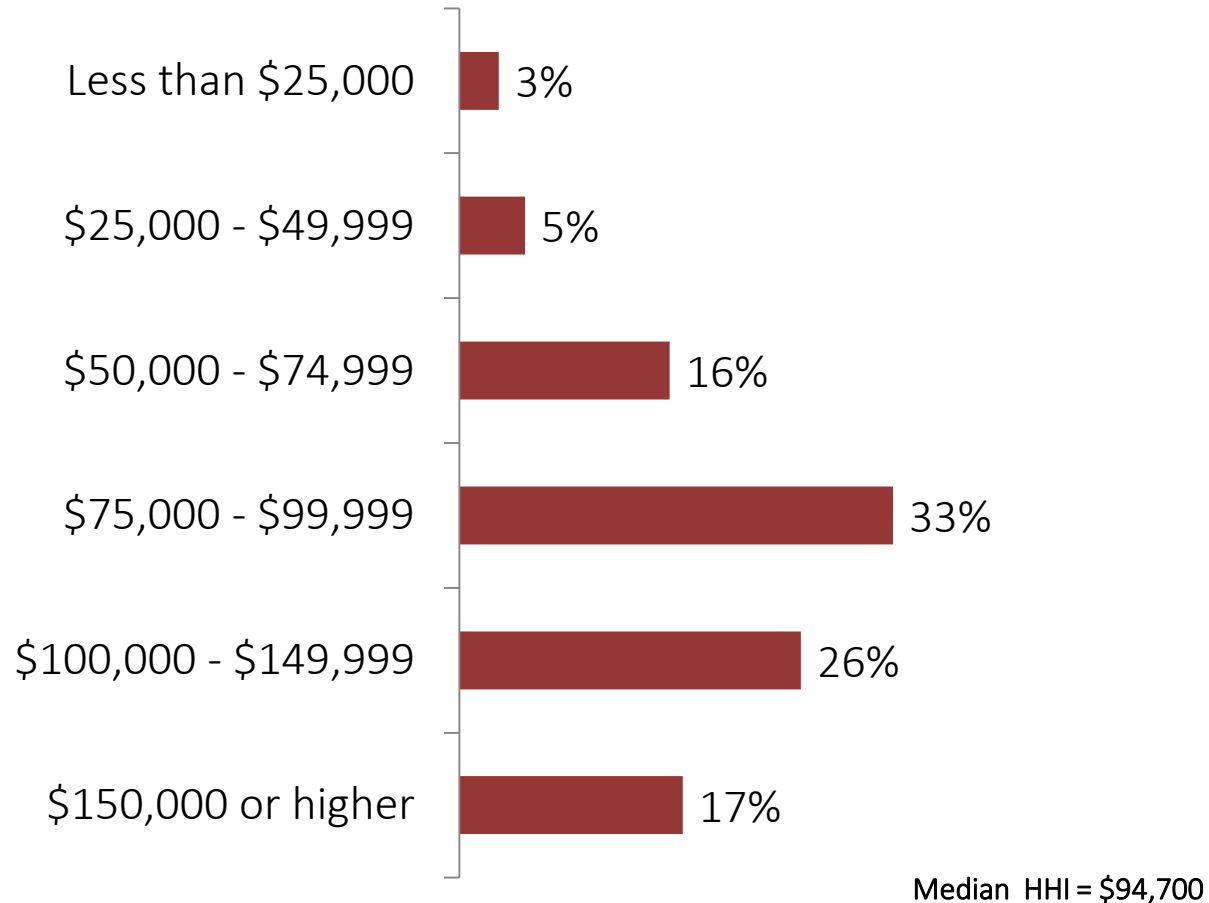
“Very nice, definitely a college town.”



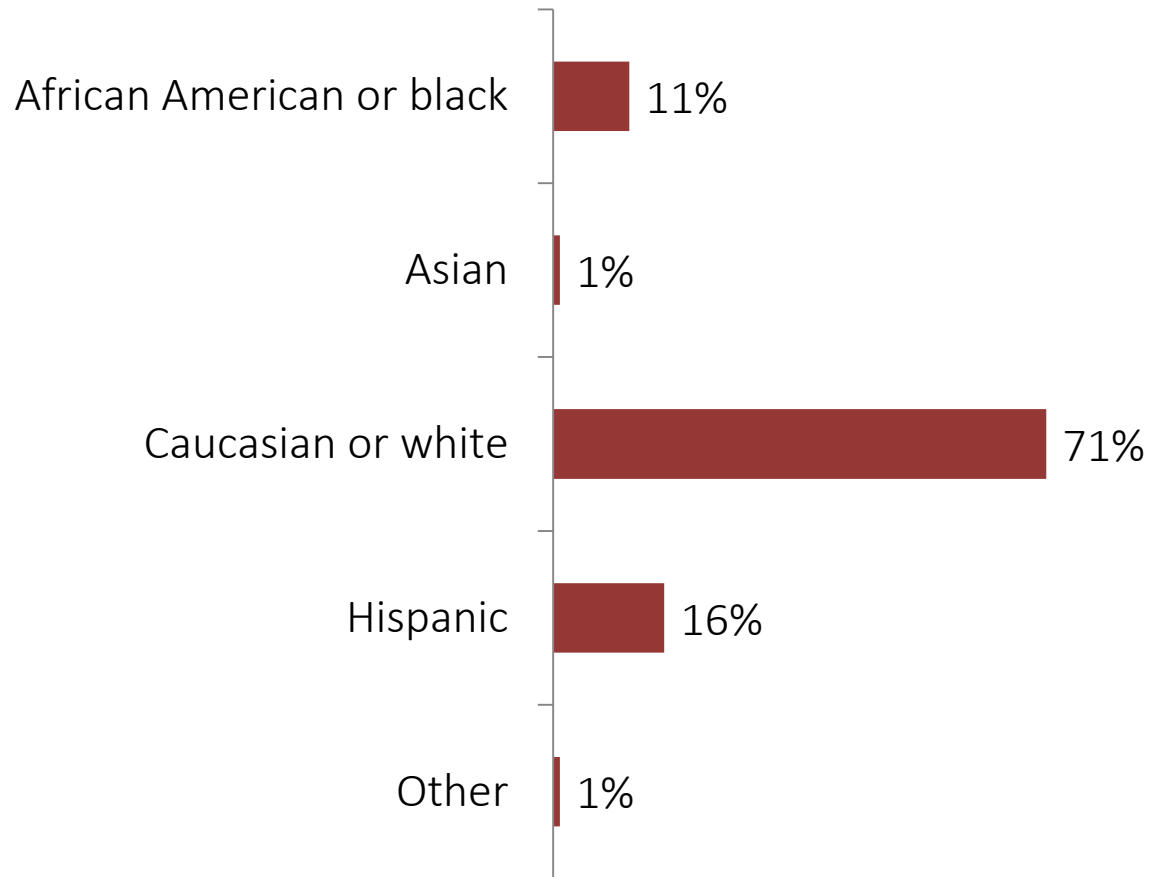
Age of Visitors



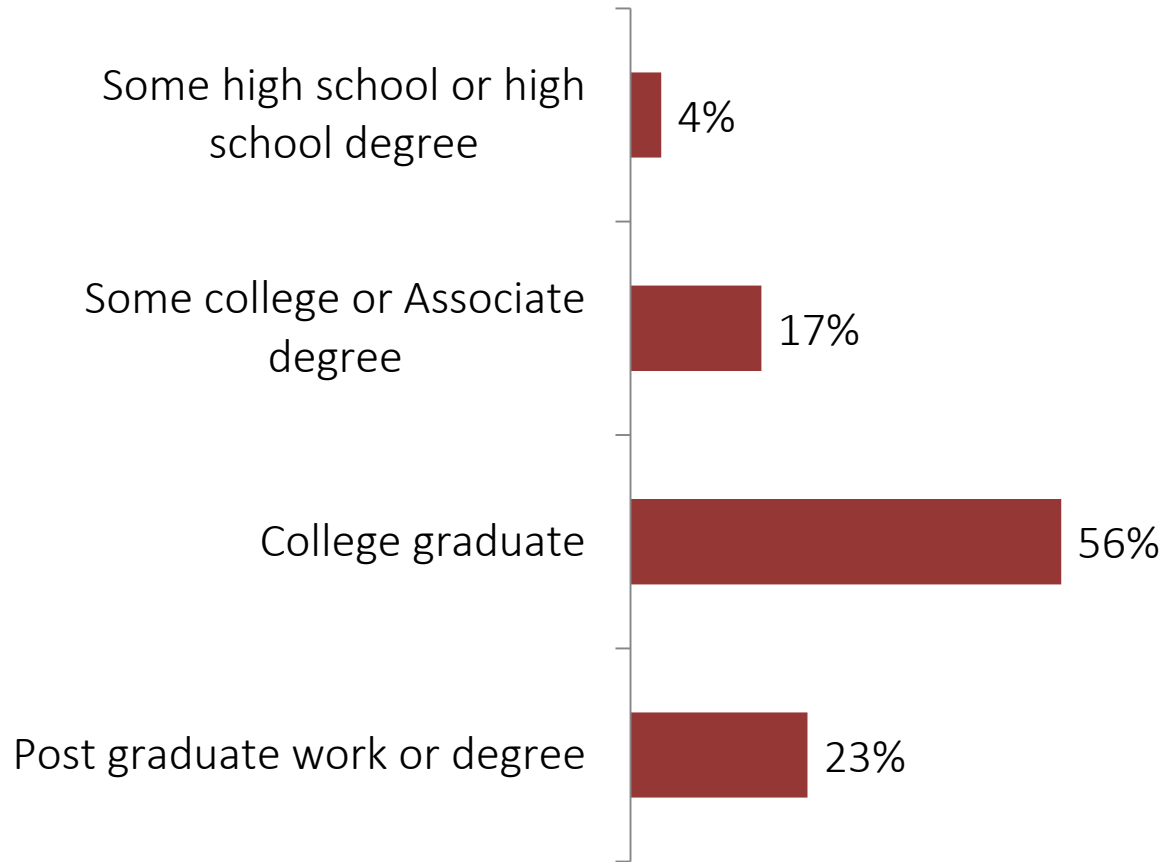
Visitors' Total Household Income



Race/Ethnicity of Visitors

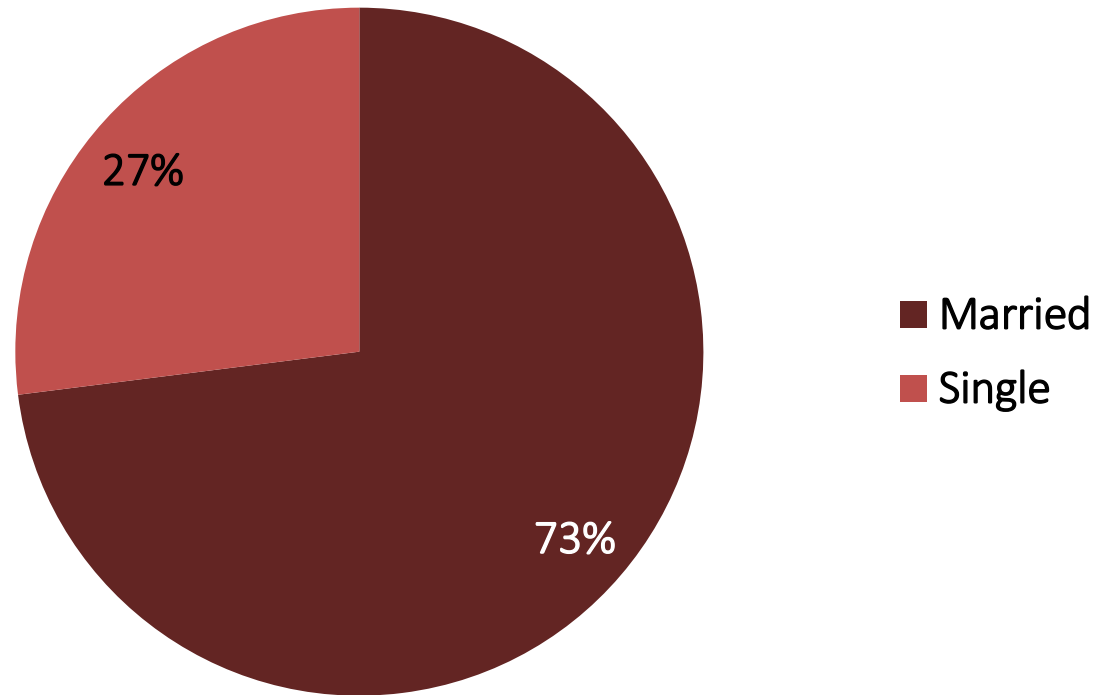


Education

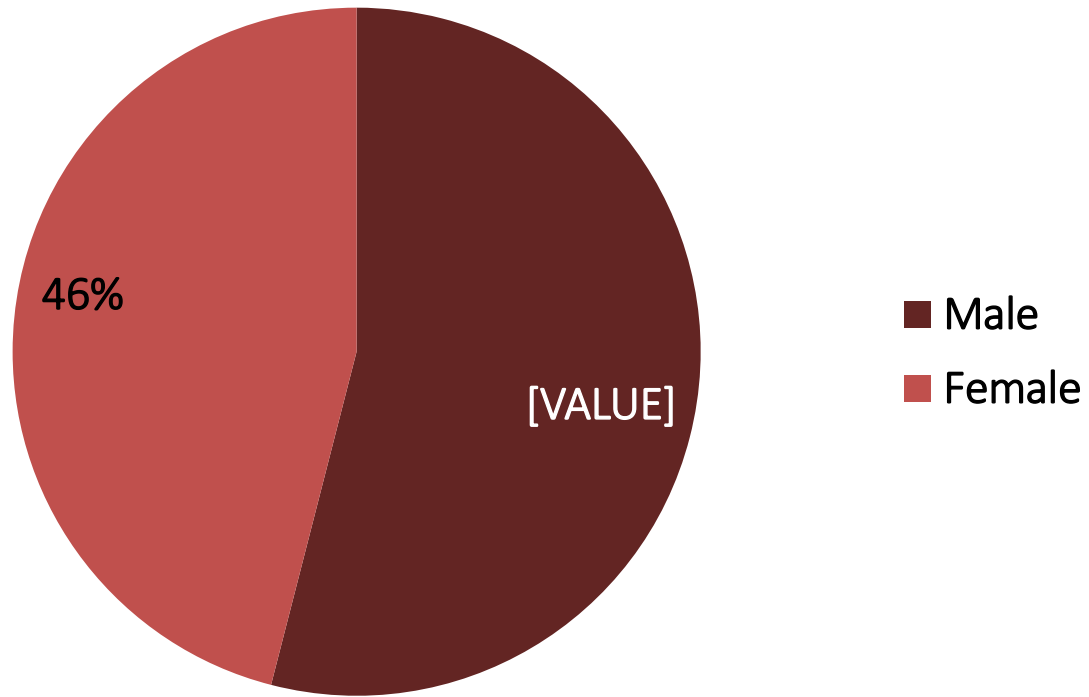


Marital Status

3 in 4 visitors were married.



Gender



Apr – June 2017 Visitor Tracking Report

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Proposed Destination Assessment and Strategic Plan Overview

Goal: Perform an assessment (SWOT) of destination tourism product and services; provide report on findings and recommendations; suggest product development and/or services including infrastructure; engage TDC, industry, community leaders and stakeholders, and community.

Strategic Plan Development (3-5 Months)

- I. Online survey to industry
- II. Conduct two public meetings
- III. Pre-session discussions with TDC
- IV. Strategic Plan session/workshop with TDC
- V. Post-session report with recommendations for implementation
- VI. Present Draft Strategic Plan to TDC
- VII. Present Final Strategic Plan to TDC and BOCC



TDC STRATEGIC PLAN WORK GROUP SWOT ANALYSIS Monday, August 7, 2017

Strengths

- Number and quality of Sports facilities/venues
- Diversity of products within the destination
- Affordability
- “Built-in Business” associated with universities and government
- Improvements and growth in quality of:
 - lodging
 - entertainment
 - food/culinary
 - craft beer
- Enhanced sophistication of the community and its offerings
- 65K college students here
- Being the Capital of Florida
- “College town” atmosphere
- Natural Beauty – Not what most think as a typical Florida destination
- Proximity to the Gulf Coast
- Friendly people and Southern charm
- Working relationship with local governments
- Proximity to major markets – Atlanta, Jacksonville, Tampa
- Young and educated population and visitor base
- Unique districts, each with its own personality
- Trailhassee/Trails for outdoor recreation of all types
- Community Brand identity – a lot of interest and discussion among many different groups

Weaknesses

- Fragmented community
- Community Brand Identity – A lot of interest and discussion among many different groups
- Tourism brand confusion with two logos
- Resistance to change
- Difficulty moving new ideas forward -- The process/challenges to completion
- Stagnant economic status and mindset among state workers
- Lack of beautiful gateways (entry points to the city from major highways and airport)
- Lack of air service, cost of airfare, etc.
- Distance from major airline hubs
- Lack of meeting space for major conferences/meetings
- Not a walkable destination (connectivity)
- Communication and collaboration among the universities
- Visitation decrease when Legislative Session is in January and February
- Timeline for releasing the ACC football schedule
- Lack of dining options downtown
- High cost of renting Sports facilities/venues
- Lack of major Corporations in the community
- Lack of Private investment capital

Opportunities

- Thomasville and Tallahassee Connection - Red Hills Region
- Clarifying Tallahassee's unique emotional positioning and connection with community
- Statewide Film industry/FSU Film School
- FSU expansion toward airport
- Heightening interest in College sports beyond football
- The site of America's First Christmas
- Taking advantage of organic celebrations
- Expanding relationships and synergy with colleges and activities
- Linking Trails, connectivity
- Sustainability and recognition as a "Green Community"
- Educating the community on Apalachee Regional Park (ARP) and other recreational assets
- Pursue Iron Man-/Triathlon events
- Elevate the profile of the area's diverse culinary options

- Coordinate a calendar of events among Gulf Winds Track Club, Triathlon Club, Capital City Cyclists
- Recreational offerings at major area lakes for a variety of activities
- Position us as the Festival Capital of the South
- Improve communication/coordination between concert/performance venues
- Development of and the potential for cultural community
- Make a bigger splash with concerts by securing bigger name talent
- Development of the Madison Mile/Arena District w/Convention Center
- Proximity to major markets – Atlanta, Jacksonville, Tampa

Threats

- Uncertain future of VISIT FLORIDA and its role
- Lack of a unified tourism industry voice
- Uncertain political environment and potential threats to *F.S. 125.0104*
- College Football “Bubble” – time/financial costs of a football weekend and options for attending a game in person
- Catastrophic University or State Government event
- Catastrophic Impact to community from hurricanes or terrorism event
- Aggressive competition from other Northwest Florida destinations
- Ensuring the right developments with the right mix of retail and residential
- Complacency resulting from “built- in” business (travel resulting from universities and government)
- Local government very sensitive to “squeaky wheels”
- High crime rate
- Current FBI Investigation
- Media bias