



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Monday, February 7, 2022 at 3:00 P.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**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - November 4, 2021 Meeting Minutes (T1)
 - Financial Reports: Division Budget 2022 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- V. General Business – **Bo Schmitz**
 - FY22-26 Tourism Strategic Plan Final Presentation (T4)
 - Downs & St. Germain Research – FY22 1th Quarter Visitor Study (T5)
 - Tallahassee Community College “Rock the Roost” with Luke Bryan Concert Presentation (T6)
 - Proposed Revised 2022 TDC Meeting Dates (T7)
 - Election of FY22 Chairperson
 - TDC Representative on COCA Board & City of Tallahassee Special Events Committee
 - Concert Update
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director’s Report – **Kerri Post**
 - NCAA Cross Country Championship Victory Lap
 - Staffing Update
 - Worlds Athletics Cross Country Update
 - 2022 Legislative Session Update
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting:
May 9, 2022
County Commission Chambers



Visit Tallahassee

LEON COUNTY TOURIST DEVELOPMENT COUNCIL REGULAR MEETING November 4, 2021

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were Mike Collins, Sam Patel, Michelle Personette, City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Matt Thompson, Sharon Priester and Kathleen Spehar. Council members absent were Dr. Amanda Stringer and County Commissioner Brian Welch, who had excused absences.

Tourism Staff present: Kerri Post, Dionte Gavin, Ryan Zornes, Katie Kole, Scott Lindeman, Terri Messler, Aundra Bryant, Katie Gardocki, Janet Roach and Renee Jones.

Guests present: Mr. Chirag Shah and Dr. Elaine Bryant representing The Current Agency and E. W. Bryant & Associates, Dr. Philip Downs and Mr. Isiah Lewis representing Downs & St. Germain Research, and Jessica Harris representing the Zimmerman Agency.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no public comment submitted online.
- IV. **ITEMS FOR CONSENT APPROVAL:**
 - Sept. 9, 2021 Meeting Minutes
 - Financial Reports: Division Budget 2021 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson approval of the Items for Consent. The motion passed 7-0, Commissioner Welch and Dr. Amanda Stringer absent.

V. **GENERAL BUSINESS**

Presentation of FY22-26 Tourism Strategic Plan Final Draft

Chirag Shah and Dr. Elaine Bryant representing The Current Agency and EW Bryant and Associates presented the proposed Final Draft FY22-26 Tourism Strategic Plan for approval which included Tourism's Bold Goal, Strategic Priorities, and Five-Year Targets. A brief discussion ensued regarding partnerships and collaboration with neighboring Destination Marketing Organizations (DMOs) and Chambers of Commerce. Kerri Post noted that TDC members would receive periodic updates of progress on goals, priorities, and targets outlined in the plan.

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson approval of the FY22-26 Strategic Plan as presented. The motion passed 7-0, Dr. Amanda Stringer and Commissioner Welch absent.

Downs & St. Germain Research – fourth Quarter Visitor Study

Dr. Philip Downs and Isiah Thomas representing Downs and St. Germain Research presented the FY21 4th Quarter Visitor Tracking Study. Sharon Priester confirmed with Dr. Downs the method in which the random sample data is collected. Commissioner Richardson confirmed with Dr. Downs the total make-up of the Visitor Profile included in the study. Commissioner Richardson also remarked that staff should continue to explore ways to market to potential racially diverse visitors. Commissioner Williams-Cox requested the entire total 100% data percentage of the visitor profile be included in future Visitor Tracking studies. Dr. Downs noted the detailed information is included in the full Visitor Tracking Study as the information in the board packets is “top-level” and condensed. Commissioner Williams-Cox commented on FAMU Homecoming week and its positive economic impact on the destination as well as concerns regarding hotel rates. Matt Thompson noted both the increase in visitors and the labor shortage within the tourism industry will eventually result in not meeting the demand. He requested that staff share the labor shortage with the Office of Economic Vitality and explore ways to make tourism related jobs more a desirable career choice in order to continue to meet the demand of increased visitation to the destination.

Review of Legacy Event 3-Year Grant Contracts

Kerri Post presented the three-year Legacy Event Grant Recommendations for review and approval: Market Days, Red Hills International Horse Trials, Springtime Tallahassee Festival, and LeMoyne Chain of Parks Art Festival. She noted the criteria applicants must meet to qualify for a Legacy Event Grant: an event or festival that been taken place in the community for a minimum of five years, can reliably demonstrate an average of 2,000 room nights at least three of the last five years, generate \$1 million economic impact annually, and does not occur during peak visitor periods. She shared that in each of the contracts event organizers have stated their respective annual room night and visitor goals and include additional elements commensurate with increase in goals if requesting additional funding. Chairman Schmitz shared that Legacy Events are critical to the success of tourism and the local economy. A brief discussion ensued regarding growth of events and safeguards for three-year agreements. Ms. Post confirmed the agreements do have safeguards including post event reports, after-event budgets, marketing plans and annual budgets which are all measured against projected goals and contingent upon TDC funding allocations and availability of funds. She also shared the economic impact studies are required for all Legacy Events, Signature and Emerging Signature Events, and other special events.

Commissioner Williams-Cox moved, duly seconded by Michelle Personette approval of FY22 Legacy Event Three-Year Grant Recommendations for Market Days, Red Hills International Horse Trials, Springtime Tallahassee, and LeMoyne Chain of Parks Art Festival. The motion passed 7-0, Dr. Amanda Stringer and Commissioner Welch absent.

Draft Revisions of TDC Bylaws

Kerri Post presented proposed revisions to the TDC Bylaws. She highlighted proposed substantive modifications. Ms. Post noted two primary changes: 1) *revisions would allow TDC members to participate telephonically or virtually*; 2) *revisions designate the TDC appointed County Commissioner as Vice-Chair by virtue of position*. She shared the draft revisions will be submitted to the County Administrator for consideration and final approval.

Michelle Personette requested an addendum to the revision to article III Term of Members to include the following: *“3.3 The Council shall consist of two (2) nonvoting ex-officio representatives, one (1) from the Council on Culture & Arts and one (1) from the Tallahassee Sports council. These individuals will serve in an advisory capacity to the Council and their terms will be determined by the virtue of their office and is conditional upon their association with the aforementioned entities. “*

Election of FY22 Chairperson

Ms. Post noted as part of the Bylaw’s revisions outlining the selection or reappointment of FY22 Chairperson.

Matt Thompson moved, duly seconded by Commissioner Williams-Cox to reappoint Bo Schmitz as Chairman for FY22. The motion passed 7-0, Dr. Amanda Stringer and Commissioner Welch absent.

Proposed 2022 TDC Meeting Dates

Kerri Post presented proposed 2022 TDC Meeting Schedule options for consideration noting one option allowed the greatest participation from all members. She also shared the proposed schedule eliminates one meeting for a total of five annually. Michelle Personette noted conflicts with the February 7 and May 9 meetings. Bo Schmitz noted a conflict with the May 9 meeting.

Commissioner Williams-Cox moved, duly seconded by Sharon Priester approval of the following 2022 TDC Meeting Schedule Option 1:

- ***Monday, February 7, 2022 – 3:00 PM***
- ***Monday, May 9, 2022 – 3:00 PM***
- ***Monday, July 11, 2022 – 3:00 PM***
- ***Monday, September 12, 2022 – 3:00 PM***
- ***Monday, November 14, 2022 – 3:00 PM***

The motion passed 6-1, with Chairman Schmitz opposed due to schedule conflict for May 9 meeting. Dr. Amanda Stringer and Commissioner Welch absent.

Tallahassee Sports Council Update

Mike Collins gave a brief update on upcoming sports events and shared the protentional for Visit Tallahassee to host additional high school state championships such as volleyball, baseball, and cheerleading. He also shared that staff is working to bring additional sports events to the County, including beach volleyball and bowling. He introduced Senior Sales and Sports Director, Ryan Zornes, who provided an update on the bid for the 2026 World Athletics Cross Country Championship. Mr. Zornes noted that staff is continuing the bid process including preparing to present the bid virtually on November 10 to the World Athletics Council anticipating bid award in December. Mike Collins commended the Sports staff for their tremendous efforts thus far on the bid.

COCA Update

Kathleen Spehar provided an update on arts events and COCA marketing campaigns. Ms. Spehar shared that COCA is assisting with Leon County's Inaugural Family Day as well as the Inaugural Florida Emancipation Day Statewide Conference.

Ms. Spehar presented the FY22 COCA Grant Programs Recommendations for approval: FY22 Cultural Grants and FY22 Cultural Tourism Marketing Grants. She provided a brief overview of COCA's grant review process. Commissioner Williams-Cox asked if grantees awarded \$5000 or less could receive one-time advance payment instead of multiple payments. Ms. Spehar responded that she would review the contracts given COCA has received all County funding and therefore can make the first payment on Cultural Grants all at once similar to Cultural Tourism Marketing Grants.

Commissioner Williams-Cox moved, duly seconded by Matt Thompson approval of the FY22 COCA Grant Programs Recommendations which include twenty-seven (27) Cultural Grants and twenty-three (23) Cultural Tourism Marketing Grants. The motion passed 6-0, with Michelle Personette abstaining and Dr. Amanda Stringer and Commissioner Welch absent.

Kerri Post provided clarification and an update on the Cool Breeze Art & Smooth Jazz Festival, Inc. grant application as the applicant applied for funding from both the TDC and COCA. She stated this applicant will now have to make a choice per the TDC's Tourism Grant policy as applicants cannot receive both TDC and COCA funding for the same event. She stated staff will work with the applicant on options as it will select COCA's grant as its grant award amount is double the TDC grant award amount.

VI. Executive Director's Report – Kerri Post

- Recognized Mike Collins for his three years of service on the TDC with a plaque

- Provided a brief update on scheduled and pending concerts at Cascades Park
- Provided a summary of development and launch for the Downtown Heritage Trail

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

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 11:18 a.m.

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

DRAFT

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending December 31, 2021

4-Cents Collections

Acct # REVENUES	YTD	December	FY 2021/22	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 1,598,116.80	\$ 503,745.79	\$ 4,060,129	39%	(2,462,012)
361320 Tax Collector FS 219.075	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ -	-	56,973		
365000 Merchandise Sales	\$ 2,024.40	926.60	5,730		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	-		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ 8,521.71	8,521.71	31,396		
399900 Appropriated Fund Balance	\$ -	-	172,657		
Total Estimated Receipts			4,339,385		
			-		
			\$ 1,608,662.91	\$ 513,194.10	

Acct # EXPENDITURES	YTD	December	FY 2021/22	FY 2021/22	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 64,972.25	\$ 29,002.74	\$ 234,556	\$ 234,556	28%	\$ 169,584
51250 Regular OPS Salaries & Wages	\$ 4,726.40	2,147.46	17,347	17,347	27%	12,621
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 5,149.26	2,302.53	19,513	19,513	26%	14,364
52200 Retirement Contributions	\$ 14,471.71	6,242.62	53,073	53,073	27%	38,601
52210 Deferred Compensation	\$ 126.92	57.56	766	766	17%	639
52300 Life & Health Insurance	\$ 9,679.49	4,475.30	35,900	35,900	27%	26,221
52400 Workers Compensation	\$ 111.41	49.81	724	724	15%	613
53400 Other Contractual Services	\$ 27,599.42	9,674.71	174,000	174,000	16%	146,401
54000 Travel & Per Diem	\$ 803.08	-	7,500	7,500	11%	6,697
54100 Communications Services	\$ -	-	480	480	0%	480
54101 Communications - Phone System	\$ -	-	290	290	0%	290
54400 Rental & Leases	\$ 635.00	165.00	10,925	10,925	6%	10,290
54505 Vehicle Coverage	\$ -	-	492	492	0%	492
54600 Repair & Maintenance	\$ -	-	15,000	15,000	0%	15,000
54601 Vehicle Repair	\$ -	-	720	720	0%	720
54900 Other Current Charges	\$ 209.81	32.00	2,000	2,000	10%	1,790
55100 Office Supplies	\$ 765.39	82.17	1,500	1,500	51%	735
55200 Operating Supplies	\$ -	-	3,000	3,000	0%	3,000
55210 Fuel & Oil	\$ -	-	345	345	0%	345
55400 Publications, Memberships	\$ 50.00	-	3,000	3,000	2%	2,950
55401 Training	\$ 180.00	180.00	3,000	3,000	6%	2,820
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 141,371.45	\$ 86,486.45	\$ 965,865	\$ 1,485,865	10%	\$ 1,344,494
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 130,266.71	\$ 60,068.21	\$ 499,071	\$ 499,071	26%	\$ 368,804
51210 Regular OPS Salaries & Wages	\$ 4,726.40	2,147.46	17,347	17,347	27%	12,621
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 9,806.06	4,527.60	41,130	41,130	24%	31,324
52200 Retirement Contributions	\$ 14,232.04	6,562.45	56,166	56,166	25%	41,934
52210 Deferred Compensation	\$ 183.02	83.10	-	-		(183)
52300 Life & Health Insurance	\$ 20,983.34	9,584.12	60,682	60,682	35%	39,699
52400 Workers Compensation	\$ 359.93	164.49	2,671	2,671	13%	2,311
53400 Other Contractual Services	\$ 6,637.88	1,757.55	115,000	115,000	6%	108,362
54000 Travel & Per Diem	\$ 4,722.30	1,469.91	45,000	45,000	10%	40,278
54100 Communications Services	\$ 923.93	438.39	9,120	9,120	10%	8,196
54101 Communications - Phone system	\$ -	-	1,165	1,165	0%	1,165
54200 Postage	\$ 3,652.33	3,496.16	5,000	5,000	73%	1,348
54400 Rental & Leases	\$ 2,163.79	614.60	10,025	10,025	22%	7,861
54700 Printing	\$ 1,242.96	481.80	5,000	5,000	25%	3,757
54800 Promotional Activities	\$ 1,488.72	509.81	20,000	20,000	7%	18,511
54860 TDC Direct Sales Promotions	\$ 600.00	-	31,000	31,000	2%	30,400
54861 TDC Community Relations	\$ -	-	15,000	15,000	0%	15,000

54862	TDC Merchandise	\$	-	-	8,500	8,500	0%	8,500
54900	Other Current Charges	\$	132,044.68	50,962.97	535,000	945,000	14%	812,955
54948	Other Current Chrg - Amphitheater	\$	2,888.02	-	250,000	383,000	1%	380,112
55100	Office Supplies	\$	-	-	3,700	3,700	0%	3,700
55200	Operating Supplies	\$	168.76	-	5,000	5,000	3%	4,831
52250	Uniforms	\$	-	-	3,500	3,500	0%	3,500

Acct #	EXPENDITURES		YTD Actuals	December Actuals	FY 2021/22 Adopt. Budget	FY 2021/22 Adj. Budget	% Budget Spent	Under/ (Over)
Administration (303)(Continued)								
55400	Publications, Memberships	\$	1,238.88	\$ 1,218.90	\$ 24,000	\$ 24,000	5%	22,761
55401	Training	\$	-	-	10,000	10,000	0%	10,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	250.54	250.54	2,000	2,000	13%	1,749
58320	Sponsorship & Contributions	\$	2,250.00	500.00	32,155	32,155	7%	29,905
Special Events/Grants (304)								
58300	Grants & Aids	\$	-	-	600,000	600,000	0%	600,000
Welcome Center CIP (086065)								
56200	Building	\$	-	-	-	-	-	-
Countywide Automation (470)								
54110	Com-net Communications	\$	-	-	5,940	5,940	0%	5,940
54600	Repairs and Maintenance	\$	-	-	2,620	2,620	0%	2,620
Risk Allocations (495)								
54500	Insurance	\$	-	-	6,432	6,432	0%	6,432
Indirect Cost (499)								
54900	Indirect Cost Charges	\$	-	-	238,000	238,000	0%	238,000
Line Item Funding - (888)								
58214	Cultural Facilities Grant Program	\$	-	-	-	-	-	-
58215	Local Arts Agency Program	\$	-	-	1,014,572	1,014,572	0%	1,014,572
Transfers (950)								
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	250,000	250,000	0%	250,000
Salary Contingency (990)								
59900	Other Non-operating Uses	\$	-	-	-	-	-	-
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	Total Expenditures	\$	611,681.88	\$ 285,736.41	\$ 5,477,892	\$ 6,540,892		

1-Cent Collections

Acct #	REVENUES		YTD Actuals	December Actuals	FY 2021/22 Adopt. Budget	FY 2021/22 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent)	\$	399,529.20	\$ 125,936.45	\$ 1,014,572	\$ 1,014,572	39%	615,043
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues		399,529.20	125,936.45	\$ 1,014,572	\$ 1,014,572		

Acct #	EXPENDITURES (305)		YTD Actuals	December Actuals	FY 2021/22 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$	-	\$ -	\$ 1,982,298	\$ 1,982,298	0%	1,982,298
	Total Expenditures	\$	-	\$ -	\$ 1,982,298	\$ 1,982,298	0%	1,982,298

NOTES TO THE FINANCIAL STATEMENT As of December 31, 2021

REVENUES

- Revenue for the 4-cent collections \$ 503,745.79
- Revenue for the 1-cent collections \$ 125,936.45
- Concert Sponsorship, Co-Op, FSU XC Invitational Apparel

EXPENSES

- Expenses related to Fall XC and FHSAA football Championships.

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OCT - DEC 2021 *Highlights*

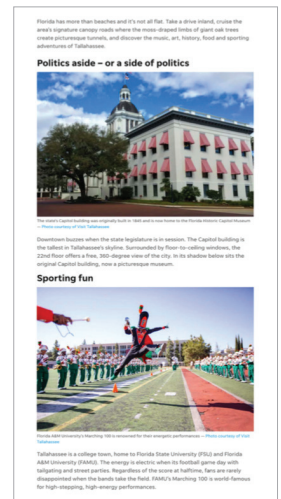
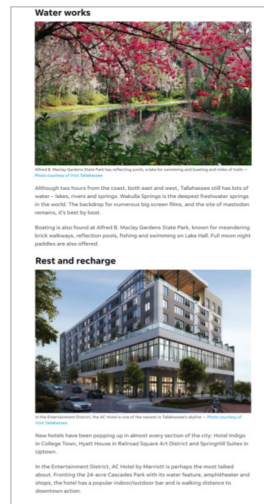
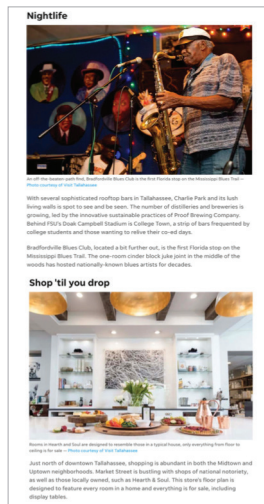
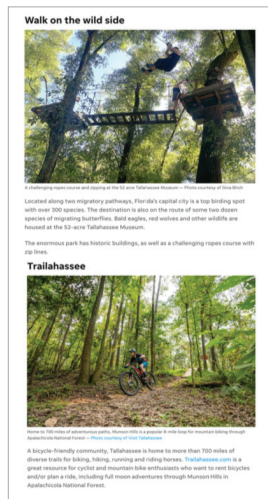
- Visit Tallahassee hosted a pre-game activation booth at the FAMU Homecoming Football game where staff talked to visitors and fans and gave out orange and green branded swag, pom poms and candies.
- Developed and ran the Pretty. Inspired. Sweepstakes exclusively for The Orlando Arts Magazine. The sweepstakes was promoted in print in the Sept/Oct issue and through email & social media.
- Visit Tallahassee received a total of 18 million+ impressions, valued at \$395,000 in publicity value.
- 29 total media placements were secured highlighting Tallahassee within key outlets including USA Today, SouthPark Magazine, Destination I Do, TimeOut, Millennium Magazine and more.
- In December, Visit Tallahassee hosted the Industry Marketing Rollout & Holiday Toy Drive. Attendees were encouraged to bring toys to donate and enjoy beer samplings from 5 out of our 6 local craft breweries while learning about the Cooperative Advertising Opportunities available to them.
- In Q1, the Visit Tallahassee Instagram account gained 747 net followers (+3.5% total followers).
- Visit Tallahassee's Instagram post on Dec. 11 featuring FSU's Westcott Building taken from College Avenue, has become the account's second-highest reaching post (18,600+ unique people reached).

FY2022 KPIs	% REACHED	GROWTH	OVERALL GROWTH
Increase traffic to VisitTallahassee.com by 7% (241,497)	18% of goal	44,469	44,469 Visitors
Increase page views on VisitTallahassee.com by 7% (506,966)	11% of goal	96,635	96,635 Page Views
increase total open rate for emails to 28%	103% of goal	29.1%	29% Total Open Rate
Improve total click rate to 10%	44% of goal	4.39%	4.39% Total Click Rate
Increase total app users to 3,432	83% of goal	2,860	2,860 Users
Increase total app sessions to 3,469	85% of goal	2,940	2,940 Sessions
Increase app page views to 28,161	65% of goal	18,251	18,251 Page Views
Increase Mobile App Downloads by 10% to 1,404	91% of goal	1,276	1,276 Total Downloads
Increase Instagram engagements by 10% (229,900)	11.4% of goal	26,174	26,174 Engagements
Increase Instagram followers by 15% (22,885)	94.4% of goal	747	21,596 Followers
Increase Facebook engagements by 15% (386,400)	6.2% of goal	23,956	23,956 Engagements
Increase Facebook impressions by 100% (13.05M)	28.9% of goal	3,773,706	3,773,706 Impressions
Increase Twitter engagements by 15% (49,720)	7.8% of goal	3,858	3,858 Engagements
Increase Twitter followers by 5% (15,595)	91.9% of goal	97	14,339 Followers
Increase #iHeartTally impressions by 15% (63,754,570)	20.5% of goal	13,061,761	13,061,761 Impressions
Host 18 media and influencer experiences	11% of goal	2	2 Experiences
Secure 6 large-scale dedicated regional features in top two-tier markets	16% of goal	1	1 Regional Feature
Land 5 radio promotions	40% of goal	2	2 Radio Promotions
Secure 3 articles within niche outlets	0% of goal	0	0 Niche Articles
Secure 3 large-scale dedicated national features	33% of goal	1	1 National Feature
Lock in 2 in-book promotions	0% of goal	0	0 In-book Promotions
Land 1 national TV promotion	0% of goal	0	0 National TV Promotion



OCT - DEC 2021 PUBLIC RELATIONS *Highlights*

- Visit Tallahassee received a total of 18 million+ impressions, valued at \$395,000.
- 29 total earned media placements were secured highlighting Tallahassee within key outlets including SouthPark Magazine, Islands, Destination I Do, TimeOut, Millennium Magazine and more.
- Landed a dedicated national placement within USA Today, reaching 1.72 million+ readers.
- Coordinated two (2) media + influencer visits, driving excitement for future travel through personalized experiences.
- Landed two (2) broadcast radio promotions in key drive markets.





OCT - DEC 2021 VT WEBSITE

Highlights

- Most of the traffic to the site was from organic search
- Traffic to the events page grew 133%

Top Pages:

1. Homepage
2. /partners/dorothy-b-oven-park/
3. Events
4. Things-To-Do
5. Tallahassee Greek Food Festival

Top Markets:

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

SESSIONS: **44,469**

AVERAGE PAGES VISITED: **2.17**

AVERAGE SESSION DURATION: **2:09**

OCT - DEC 2021 VT APP

Highlights

Visit Widget & App Performance

Total Users: **2,860**

Avg. Session: **2m 40s**

Total Sessions: **2,940**

Page Views: **18,251**

iOS Downloads: **429**

Android Downloads: **93**

Top 10 Most Popular Items

1. Downtown Heritage Trail
2. Nic's Toggery Market Square
3. Florida Korean War Memorial
4. Lake Jackson Mounds Archaeological State Park
5. Memorials Tour
6. Black Culture Experience Itinerary
7. Budget-Friendly Tallahassee
8. Rosa Parks Mural
9. Oyster City Brewing Co. Tallahassee
10. Tallahassee-Leon County Civil Rights Heritage Walk

OCT - DEC 2021 TRAILAHASSEE.COM

Highlights

- Traffic from Miami, FL and Atlanta, GA grew considerably this period
- Website visits to /j-r-alford-greenway-trail/ were up 37% this fiscal year
- Traffic to /trailahassee/walk-run-hike/ grew 152%

Top Viewed Trails:

- Miccosukee Greenway Trail
- JR Alford Greenway Trails
- St Marks Trail

Top Markets:

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

SESSIONS: **686**

AVERAGE PAGES VISITED: **7.25**

AVERAGE SESSION DURATION: **2:55**

*All website and mobile app content is created and produced by Visit Tallahassee staff



OCT - DEC 2021 EMAIL Highlights

- For Q1, overall email performance remains strong
- Our subscribers are engaging with the content we're providing
- Total open rate is down slightly from last fiscal's average, but still above industry standards
- Total click rate remains strong and shows the content is engaging

Looking at overall email performance by segment, we see strong performance particularly with our Industry Emails:

EMAIL CAMPAIGN	TOTAL OPEN RATE	TOTAL CLICK RATE	BOUNCE RATE	UNSUBSCRIBE RATE	SPAM COMPLAINT
Consumer	25.7%	3.57%	0.19%	0.12%	0.01%
Industry	32.9%	5.32%	0%	0%	0%
Special	24.2%	3.18%	0.11%	0.09%	0.01%

Visit Tallahassee
Pretty Unexpected.

EXPLORE STAY DINE

GREETINGS From "The Capital City" TALLAHASSEE FLORIDA

Cheers to a New Year in Tallahassee

Whether it's your first trip to Tallahassee or your 50th, you're sure to find something pretty and unexpected everywhere you look. Make a resolution to plan your getaway to sample award-winning dining and craft breweries, take in exciting arts and entertainment and explore more than 700 miles of trails this year in Florida's Capital City.

[PLAN YOUR TRIP](#)

Visit Tallahassee
Pretty Unexpected.

EXPLORE STAY DINE

RSVP

Marketing Roll Out Event & Toy Drive

Dec. 7th, 2021
at The Parkview at Cascades

Please join the Leon County Division of Tourism/Visit Tallahassee on **Tuesday, Dec. 7 from 5-8 p.m. at The Parkview at Cascades** as we present highlights from the past year and roll out the FY22 Marketing Plan and new FY22-26 Tourism Strategic Plan while enjoying an evening of holiday cheer and networking.

Attendees are invited to participate in our annual "Tourism Gives Back" Toy Drive by bringing an unwrapped toy donation for a child. Donated toys will be given to the Christmas Connection for distribution.

[RSVP](#)

*All email content is created and produced by Visit Tallahassee staff



OCT - DEC 2021 SOCIAL MEDIA *Highlights*

Snapshot

Total Followers	Total Reached	Total Engagements	Total Impressions	Total #iHeartTally
102,504	1,969,895	69,413	4,088,946	13,061,761

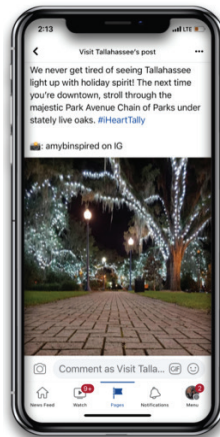
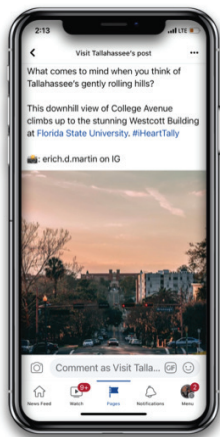
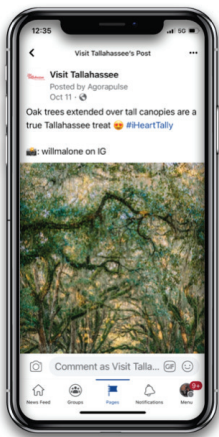
OCT-DEC 2021 *Facebook* HIGHLIGHTS

- Visit Tallahassee's top-performing posts on Facebook in Q1 included oak tree imagery and both FSU and FAMU content
- Facebook Q1 total page likes: 66,569
- Facebook Q1 engagements: 23,956



• **TOTAL PAGE LIKES:**
66,569

• **ENGAGEMENTS:**
23,956



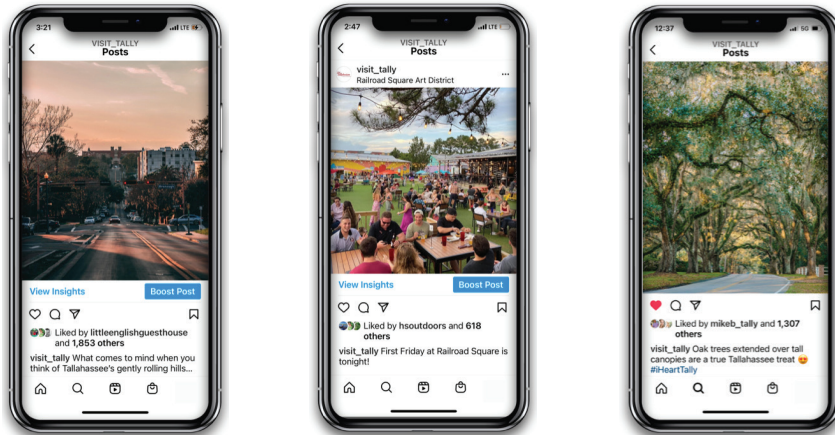


OCT-DEC 2021 *Instagram* HIGHLIGHTS

- In Q1, the Visit Tallahassee Instagram account gained 747 net followers (+3.5% total followers)
- Visit Tallahassee's Instagram post on Dec. 11 featuring FSU's Westcott Building taken from College Avenue, has become the account's second-highest reaching post (18,600+ unique people reached)



- **NEW FOLLOWERS:**
747
- **TOTAL FOLLOWERS:**
21,596
- **ENGAGEMENTS:**
26,174

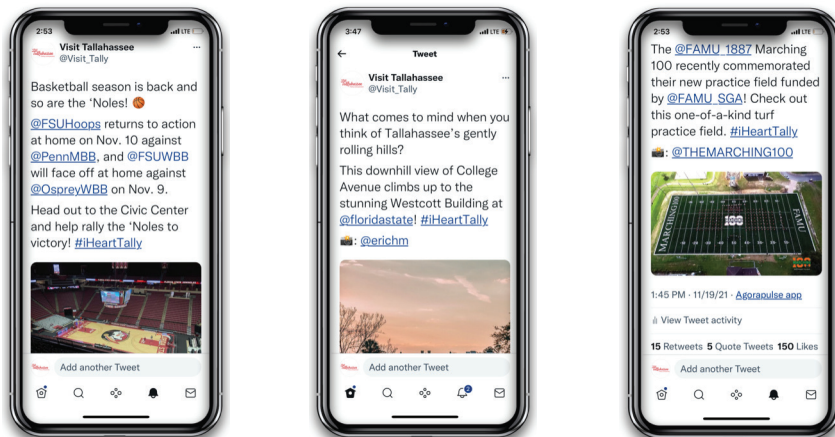


OCT-DEC 2021 *Twitter* HIGHLIGHTS

- Local figures, businesses, and partners continue to engage the Visit Tallahassee Twitter account with retweets and favorites
- This includes Florida A&M University, FSU Athletics Director Michael Alford, FSU Men's Basketball Coach Leonard Hamilton, Grammy-winning artist Ledisi, Proof Brewing Co., Simply Buckhead, and more



- **NEW FOLLOWERS:**
97
- **TOTAL FOLLOWERS:**
14,339
- **ENGAGEMENTS:**
3,858





OCT - DEC 2021 DIGITAL MEDIA

Highlights

- **3,024,648** total digital media impressions delivered.

Paid Search continued to be the strongest performing medium in terms of click-through traffic generating almost 7% of VisitTallahassee.com's web traffic alone (2% Display).

The digital display ads operated at an average of **0.16% CTR**, well above the industry average.

- *The display campaign also garnered an additional 597 view-through sessions.*

- *Top-performing Native creatives in Q1 are Ziplining image, Craft Beer image, Trails image & Mountain Biking image.*

- Paid search campaigns garnered a **10.55% CTR**, which is well above the industry average of 4.68%.

- Paid Search also garnered a total of 2,432 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a 40% improved conversion rate.

Things to Do continued to be the top-performing campaign in terms of non-brand campaigns.



MARKETING COMMUNICATIONS

OCTOBER/NOVEMBER/DECEMBER 2021

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

AT A GLANCE



FY2022 Media Value

Goal: \$2 Million

\$347,612

Media Value for

Oct/Nov/Dec = **\$347,612**



FY2022 Earned Media Stories

56

Media Stories

Oct/Nov/Dec = **56**



FY2022 Social Media

Engagements

53,988



2022 Visitor Guide

After a one-year hiatus, the 2022 edition of the Visitor Guide hit the streets. The 84-page guide is full of helpful information for visitors to plan their visit to Tallahassee. These free guides are distributed to area hotels, attractions, and museums, as well as VISIT FLORIDA Welcome Centers and AAA offices throughout the state.

MISSION STATEMENT

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

HIGHLIGHTS

- On Dec. 11, the marketing team led a community walk to launch the **Downtown Heritage Trail**, the first of several self-guided tours of Tallahassee's historic sites developed in partnership with the Tallahassee Downtown Improvement Authority, John G. Riley House Museum, City of Tallahassee, Florida Department of State, the Tallahassee Historical Society and local community leaders. Nearly 70 residents, visitors, and elected officials took part in the inaugural walk.
- Produced and distributed 2,000 informative brochures highlighting Florida's May 20th Emancipation Day, at the **Emancipation in Florida Conference**.
- Presented the FY2022 Marketing Plan and highlights of the new five-year strategic plan at the Dec. 7th **Marketing Rollout and Holiday Toy Drive** event.
- **Hosted lifestyle media writer**, Gale Gay with The Champion Newspaper, an Atlanta based publication generating multiple articles touting Tallahassee as a getaway destination.
- In December, **hosted social media influencers** and LGBTQ+ advocates Terrell & Jarius Joseph along with their two children.
- Marketing staff Katie Kole and Scott Lindeman provided several **media interviews** including WFSU/NPR, 93.3 Real Talk with Greg Tish, WTXL, WCTV and Live In Tallahassee promoting concerts, festivals and sporting events.
- Completed a sweepstakes with **Orlando Arts Magazine** to give away a trip for two to Tallahassee and experience the Tallahassee Symphony Orchestra performance of Cirque de Noel, dinner at Food Glorious Food and a two-night stay at the Hyatt House Hotel.

ON THE HORIZON

In March, Visit Tallahassee will once again be a presenting sponsor of the **Florida Brewers Guild Craft Beer Festival** in Tampa. This unique opportunity allows participating Tallahassee breweries enhanced recognition and premium booth locations in front of craft-beer lovers from around Florida.

OUT & ABOUT

Tourism staff and the Zimmerman Agency participated in a game-day activation at **FAMU Homecoming** in October. The team handed out pom-poms, prizes and shared information about Tallahassee with Rattler fans before the sold-out game.





GOAL AT A GLANCE

FY 2022

**Room Nights Goal:
40,705**

YTD Room Nights: 16,100

ON THE HORIZON

The sports team is kicking off the new year by preparing to support over 50 sporting events throughout the upcoming Spring and Summer months. Including two signature events and multiple granted events.

OUT & ABOUT



The 2021 NCAA Division 1 National Championships was hosted at Aplachee Regional Park over three days in November. This event saw the absolute best cross country runners from throughout the United States compete for the ultimate bragging rights or being the fastest team in the Country.

MISSION STATEMENT

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

HIGHLIGHTS

- Presented a bid to host the 2023 Florida Pepsi Youth State Bowling Championships. The bid was awarded to Tallahassee during the event.
- Met with Publix about future cross-country sponsorships.
- Presented to the World Athletics Council bidding for the 2026 World Cross Country Championships.
- Attended the Sports ETA Annual Symposium in Birmingham AL.
- Hosted representatives from the Florida High School Athletic Association for a site visit to plan the 2021 FHSAA State Football Championships.
- Was awarded the right to host the FHSAA State Beach Volleyball Championships in 2022, 2023, and 2024.
- Attended the Florida Sports Foundation Annual Summit in Daytona Beach, FL.
- Presented a bid for and was awarded the 2022 & 2025 NAIA Cross Country National Championships.
- Joined the Sports ETA College Town Committee.
- Hosted a site visit for the 2022 NJCAA Cross Country National Championships.

EVENTS HOSTED

- USSSA Youth Baseball Tournament
- NCAA Pre-Nationals / Pre-State
- NJCAA Regional Championships
- FHSAA State Cross Country Championships
- NCAA Division 1 Cross Country National Championships
- FHSAA 1A, 2A, & 3A State Football Championships
- USATF Club Cross Country National Championships



GOAL AT A GLANCE

FY2022

Room Nights Goal:
6,280

YTD Room Nights: 350

ON THE HORIZON



Get ready to welcome over 30 teams of high school competitors for the FIRST Robotics Tallahassee Regional Competition, March 16-19 at the FAMU Lawson Center.

OUT ANDABOUT



Happy to be chosen to be one of 40 people to provide a testimonial for the national social media campaign recognizing SGMP's 40th Anniversary.

MISSION STATEMENT

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

HIGHLIGHTS

- Exhibited at the Meeting Professionals International **EDUCON** on November 15 in St. Augustine attended by over 60 corporate and association meeting planners from the north Florida region.
- Hosted the November **Florida Society of Association Executives Meeting Planner Round Table** with a panel discussion on the topic of Diversity, Equity, and Inclusion (DEI) that included local meeting planners, business owners, and Dionte Gavin who highlighting Visit Tallahassee's DEI initiatives outlined in our strategic plan.
- Collaborated with Scott Lindeman to updating content, photos, and partner listings for the 2022 Tallahassee **Meetings Planner Guide**.
- Partnered with eight other Florida Destinations to host a client event on January 13th for 80 meeting planners in Tallahassee at Parkview at Cascades.
- Aided Leon County Administration and the Florida Association of Counties (FAC) in hosting the **FAC Innovation Day** on January 20.
- Assisted in the coordinating the **pre-concert receptions at Parkview at Cascades** for the Boz Scaggs Concert and Tallahassee Symphony Orchestra performance of Star Wars as well as the Visit Tallahassee Marketing Roll Out on December 7, coordinating catering and event logistics.
- Supported the **six cross county events** that included a variety of duties from packet pick up, hanging banners and signage, updating spectator map and websites, coordinating athlete motor coaches, event day hospitality, and coordinating athlete social events.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent five leads for future business accounting for approximately 2,760 visitors and 4,300 room nights.



AT A GLANCE

2021-2022 Grant Program

Grant Events Awarded – 72

Grant Agreements Prepared and Processed – 64

Granted Events Cancelled or Delayed - 8



Visitor Services

Visitor Guides Distributed:
3,099

Relocation Information Requests: 3

Group Services and Welcome Bags: 10 requests serving 1,138 visitors

Calls Received: 200

Walk-ins: 490

HIGHLIGHTS

- The new Visitor Information Center at Cascades Park received certification through the Visit Florida Certified Visitor Information Center Program after a review by VF staff.
- Assisted with event logistics for the inaugural Heritage Trail walk in Downtown Tallahassee which wrapped up at the Visitor Information Center and Gift Shop in Cascades Park.
- Prepared Legacy, Signature/Emerging Signature, Special and Sports Event grant agreements for grantee signatures, then forwarded for processing through County Administration.
- Worked with other County Divisions to learn and implement usage of the new DocuSign eSignature system now required by the BOCC for legal documents and agreements.
- Visitor Services representatives served as guest hosts, welcoming delegates to the Florida Statewide Emancipation History Conference held at the AC by Marriott and Parkview at Cascades in December.
- Visitor Services staff contacted industry partners to update records and arrange for delivery of new Visitor Guides, both locally and out-of-market.

ON THE HORIZON

- Stocked up on promotional items in anticipation of increased Welcome Packet requests beginning in January due to the 2022 Legislative Session.

GIFT SHOP FEATURED ITEM

H2Go 12 Oz double wall stainless steel thermal mug with copper vacuum insulation. Perfect for hot or cold beverages, maintaining temperature for hours!





MEMORANDUM

DATE: February 7, 2022

TO: Leon County Tourist Development Council

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

SUBJECT: Final FY22-26 Tourism Strategic Plan

The Leon County Board of County Commissioners (BOCC) at its annual retreat held on Monday, January 24, 2022 approved the following additions to the draft FY22-26 Tourism Strategic Plan:

- Page 5 *Executive Summary*: Additional text to the following sentence –
 - The Division’s goals and tactics are all aligned with the Bold Goal of generating \$5 billion in economic impact over the next 5 years **by implementing the Division of Tourism’s Strategic Plan** and accomplishing four major Strategic Priorities outlined in the plan.
 - Page 6 *Strategic Priority 1.0 Strategic Goal 1.0*: Target 1.1.1 Sports Target: Attract **100** state, regional, or national championships across all sports over the next five (5) years. (Revised Sports Target from 80 championships)
- Page 6 *Strategic Priority 1.0 Strategic Goal 1.0*: Additional Targets –
 - Target 1.1.4: Continue to build upon the reputation of Apalachee Regional Park as a destination venue for cross country athletes by securing state, regional, and national competitions.
 - Target 1.1.5: To further promote Leon County as a biking community, pursue the State’s “Trail Town” designation and continue to coordinate with the City, County, Blueprint, State, and the U.S. Forest Service to leverage capital improvements in pursuit of the International Mountain Biking Association (IMBA) designation.
- Page 8 *Strategic Priority 3.0 Strategic Goal 3.0*: Additional Target
 - Support 900 of community events, sporting competitions, festivals, performances, and cultural programming that will attract visitors and residents.

The BOCC will ratify actions taken at the Retreat at its February 8, 2022 regular meeting. The final Strategic Plan is anticipated to be presented by The Current Agency and EW Bryant and Associates at the March 8, 2022 or April 12, 2022 regular BOCC meeting for approval.



Visit
Tallahassee

FISCAL YEAR 2022-2026

TOURISM STRATEGIC PLAN

for the Leon County Division of Tourism/Visit Tallahassee



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STRATEGIC PRIORITIES, &
5-YEAR TARGETS

10 INDUSTRY & COMMUNITY INPUT



LETTER FROM THE DIRECTOR

On behalf of the Leon County Division of Tourism/Visit Tallahassee team, I am proud to present the Fiscal Year 2022-2026 Tourism Strategic Plan in alignment with Leon County priorities, economic goals, community desires and tourism industry needs to grow the region's visitor economy and enhance the quality of life for our residents.

The COVID-19 global pandemic has threatened our way of life and severely impacted the travel and tourism industry over the last one and a half years. While it has been a time of great challenge and change in the industry, it has also been a time of great accomplishment. Leon County tourism will continue to rise and recover and this new strategic plan outlines some of the key pieces that will get us there. Instrumental to our success will be expanding existing collaborations and cultivating new and diverse partnerships with you, the tourism industry and community.

As you prepare for the future of your individual organization, we also need to think about our future collectively as a destination. Tourism is often referred to as the "first date" for economic development as tourism marketing creates a "halo effect" for the destination, driving not only visitation but lifting business development, real estate sales, and even college recruitment. The work of the Division is inextricably linked to local businesses, the community, and local government. We are honored by the opportunity to showcase Tallahassee/Leon County each and every day.

The Leon County Division of Tourism/Visit Tallahassee operates as the Destination Marketing Organization (DMO) to advertise and market visitation to Florida's capital region. There is so much to celebrate in the destination: recent hotel development has increased room inventory by over 10%, sports tourism continues strong momentum, meetings and group sales are returning, and leisure travel is increasing with emphasis on trails and outdoor recreation. And there is also much to do in the years ahead.

We are an evolving destination. We are a creative destination. We are an innovative destination. We are a pretty and unexpected destination. But above all, we are a community.

KERRI L. POST, DIRECTOR

LEON COUNTY DIVISION OF TOURISM/VISIT TALLAHASSEE



EXECUTIVE SUMMARY

LEON COUNTY DIVISION OF TOURISM/ VISIT TALLAHASSEE

The Division of Tourism (Visit Tallahassee) promotes the Tallahassee – Leon County area through tourism advertising, public relations, direct sales, visitor service functions, and marketing research. The Division also provides staff support to the Tourist Development Council (TDC). The TDC, an eleven-member advisory council, with nine voting members per Florida Statute 125.0104: and two ad hoc, non-voting members, appointed by the Leon Board of County Commissioners (BOCC) to make recommendations to the BOCC on matters pertaining to tourism marketing and expenditures of Tourist Development Tax revenue.

The Division's current Strategic Plan has provided guidance with goals and objectives for the last three years and the Plan for 2022-2026 outlines strategic direction for the coming five years. This document outlines a five-year vision for the Leon County Division of Tourism/Visit Tallahassee. The subsequent goals developed in this document are designed to power future discussions and actions of the Division of Tourism, Tourist Development Council (TDC), tourism industry stakeholders, and community/business leaders to create collaborative opportunities to enhance visitor spending in the region.

THE STRATEGIC PLANNING PROCESS

The strategic planning process for the development of the FY2022-2026 Tourism Strategic Plan for the Leon County Division of Tourism/Visit Tallahassee began in July 2021. The development of the Strategic Plan is postured within the framework of the mission and vision for the Division of Tourism/Visit Tallahassee. The Mission Statement for Visit Tallahassee provides the purpose for organizational existence which is **to enhance the region's economic growth and quality of life by collaboratively inspiring the vitality of Tallahassee's visitor economy.**

The vision statement for the Division of Tourism/Visit Tallahassee describes the future strategic priorities that align with its mission. The vision for the Division of Tourism/Visit Tallahassee is **for the Tallahassee Region to be recognized and appreciated as one of the most diverse and vibrant destinations in the Southeast.**

The **Process** included extensive outreach to guide the Strategic Plan's development with **more than 250 points of views registered** via an online community survey (162), interviews with community/business leaders (40), and conducting five public meetings (50) representing diverse organizations and individuals from various interest groups across the spectrum of Tallahassee/Leon County.

This level of community input was critical in the TDC's ultimate decisions on its recommended path forward for this Strategic Plan.

EXECUTIVE SUMMARY CONTINUED

THE STRATEGIC PLAN

The Division's goals and tactics are all aligned with the **Bold Goal** of generating **\$5 billion in economic impact** over the next 5 years **by implementing the Division of Tourism's Strategic Plan** and accomplishing four major Strategic Priorities outlined in the plan.

The **Strategic Priorities** are to:

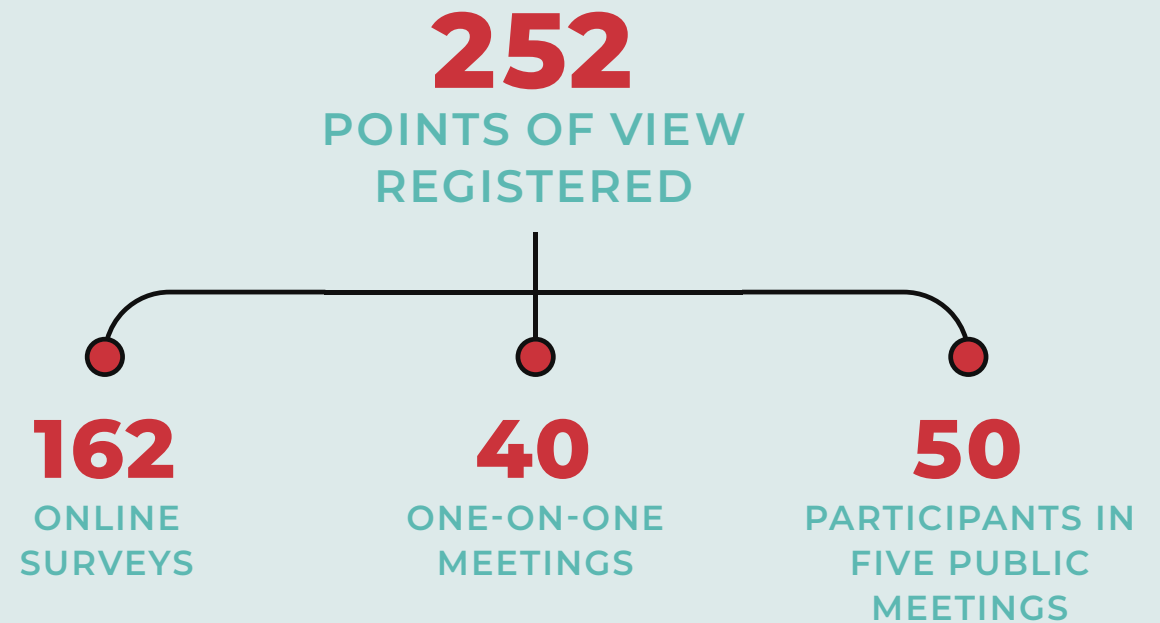
Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic marketing and sales by 3% annually.

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

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

Strategic Priority 4.0: Increase visitor services in market to enhance the visitor experience and extend stays.

The Plan provides detailed information regarding the timeline, organizations represented and industry/public input data points. It also provides details for each of the Strategic Priorities with associated **5-Year Targets** for implementation. The specific tactics will be outlined in the Division of Tourism's annual Marketing and Sales Plans presented to the TDC and evaluated against the Bold Goal and Strategic Priorities each year.



FY 22-26 TOURISM BOLD GOAL, STRATEGIC PRIORITIES, & 5-YEAR TARGETS

TOURISM BOLD GOAL Grow our tourism economy, its diversity, competitiveness, and economic impact by generating \$5 billion in economic impact over the next five (5) years.*

Strategic Priority 1.0

INCREASE THE VISITATION TO TALLAHASSEE/LEON COUNTY THROUGH STRATEGIC MARKETING AND SALES BY 3% ANNUALLY.

Strategic Goal 1.0: Sales Department (sports, meetings and conventions, leisure sales) to generate 275,000 room nights over the next five (5) years targeting diverse high-profile and high-impact events.

Target 1.1.1: Sports Target : Attract 100 state, regional, or national championships across all sports over the next five (5) years.

Target 1.1.2: Meetings and Conventions Target: Attract 85 new and diverse meetings and conventions in the next five (5) years.

Target 1.1.3: Leisure Group Target: Attract 85 new and diverse leisure groups over the next five (5) years.

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

Target 1.1.5: To further promote Leon County as a biking community, pursue the State’s “Trail Town” designation and continue to coordinate with the City, Blueprint, State, and U.S. Forest Service to leverage capital improvements in pursuit of the International Mountain Biking Association (IMBA) designation.

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

Target 1.2.1: Provide technical assistance, financial and promotional support for the 2024 Bicentennial Committee and community activities.

Target 1.2.2: Expand the visibility and brand identity of outdoor recreation activities (cross country, 700+ miles of trails, mountain biking, birding, etc.).

Target 1.2.3: Expand the development and marketing of Diversity, Equity, & Inclusion (DEI) marketing assets working with industry partners and subject matter experts.

Target 1.2.4: Increase positioning and promotion as a “Get-Away” destination by producing seasonal itineraries/programming by target audiences (families, couples, millennials, etc.).

*To be reviewed on an annual basis

Target 1.2.5: Amplify the promotion of the emerging culinary/brewery scene.

Target 1.2.6: Expand the promotion of arts/culture and history/heritage sites.

Strategic Goal 3.0: Host 100,000 residents and visitors as part of the County Amphitheater Concert Series over the next five (5) years.

Target 1.3.1: Increase annual concert budget and target diverse artists/acts, and increase advance bookings.

Target 1.3.2: Create additional partnerships with local organizations producing concert series – i.e., Tallahassee Downtown Improvement Authority Sundown Concert Series, Tallahassee Symphony Orchestra, Florida State University Opening Nights.

Strategic Priority 2.0

INCREASE LOCAL AWARENESS OF *THE DIVISION OF TOURISM/VISIT TALLAHASSEE* AND THE VALUE OF TOURISM IN TALLAHASSEE/LEON COUNTY.

Strategic Goal 2.0: Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee.

Target 2.2.1: Division staff to present to at least five (5) community groups annually (Rotary, Chambers of Commerce, Leadership Tallahassee, etc.)

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

Target 2.2.3: Implement National Travel & Tourism Week program annually promoting the local economic impact and the quality of life benefits of tourism.

Target 2.2.4: Conduct a resident/business education campaign annually promoting awareness of major events such as cross-country events.

Target 2.2.5: Develop an annual resident marketing campaign to encourage exploring different activities and learn more about Tallahassee assets in the community and explore the development of a local “Tourism Ambassador” program.

Target 2.2.6: Conduct at least two (2) Tourism industry education programs annually to provide industry information/resources, promote collaboration and share trends/best practices in the industry.

Strategic Priority 3.0

INCREASE INDUSTRY/COMMUNITY ENGAGEMENT AND CULTIVATE NEW PARTNERSHIPS TO ENHANCE DESTINATION DEVELOPMENT.

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

Target 3.3.1: Expand support for at least five (5) DEI Marketing partnerships and programming (i.e., Black-owned restaurants, LGBTQ+ events, etc.) annually

Target 3.3.2: Conduct at least two (2) tourism industry meetings annually by targeted industry sector (i.e., short-term rentals (such as AirBnB), Uber drivers, the running community, etc.) and/or within the entertainment districts.

Target 3.3.3: Establish at least ten (10) new or expanded Sport partnerships and collaborations with event rights-holders, boards, and colleges/universities.

Target 3.3.4: Establish at least five (5) new or expanded Meetings and Leisure Groups partnerships and collaborations with the airport, colleges/universities, and/or hotels, etc.

Target 3.3.5: Continue engagement and collaboration with at least two (2) community partners/agencies annually that have a shared interest in destination development (such as Office of Economic Vitality, Blueprint Intergovernmental Agency, Chambers of Commerce, Council on Culture and Arts, Tallahassee International Airport, Downtown Improvement Authority, etc.).

Target 3.3.6: Expand annual co-op marketing and advertising opportunities offered to the industry to leverage resources and generate additional partner exposure.

Target 3.3.7: Revisit collaboration and partnership with the Florida Department of State on site enhancement and promotional opportunities for the national historic DeSoto Encampment Site as America's First Christmas.

Target 3.3.8: Continue to focus TDT funding on programs/activities that generate the greatest ROI for Tallahassee/Leon County.

Target 3.3.9: Expand frequency to bi-annual Regional Tourism Meetings with DMOs in surrounding areas.

Target 3.3.10: Support 900 of community events, sporting competitions, festivals, performances, and cultural programming that will attract visitors and residents.

Strategic Priority 4.0

INCREASE VISITOR SERVICES IN MARKET TO ENHANCE THE VISITOR EXPERIENCE AND EXTEND STAYS.

Strategic Goal 4.0: Increase visitor services through various diversifications and collaborations with other government entities and community organizations.

Target 4.4.1: Continue to explore future opportunities to establish a visitor center presence in the Market Street District or other locations to attract/serve visitors from I-10.

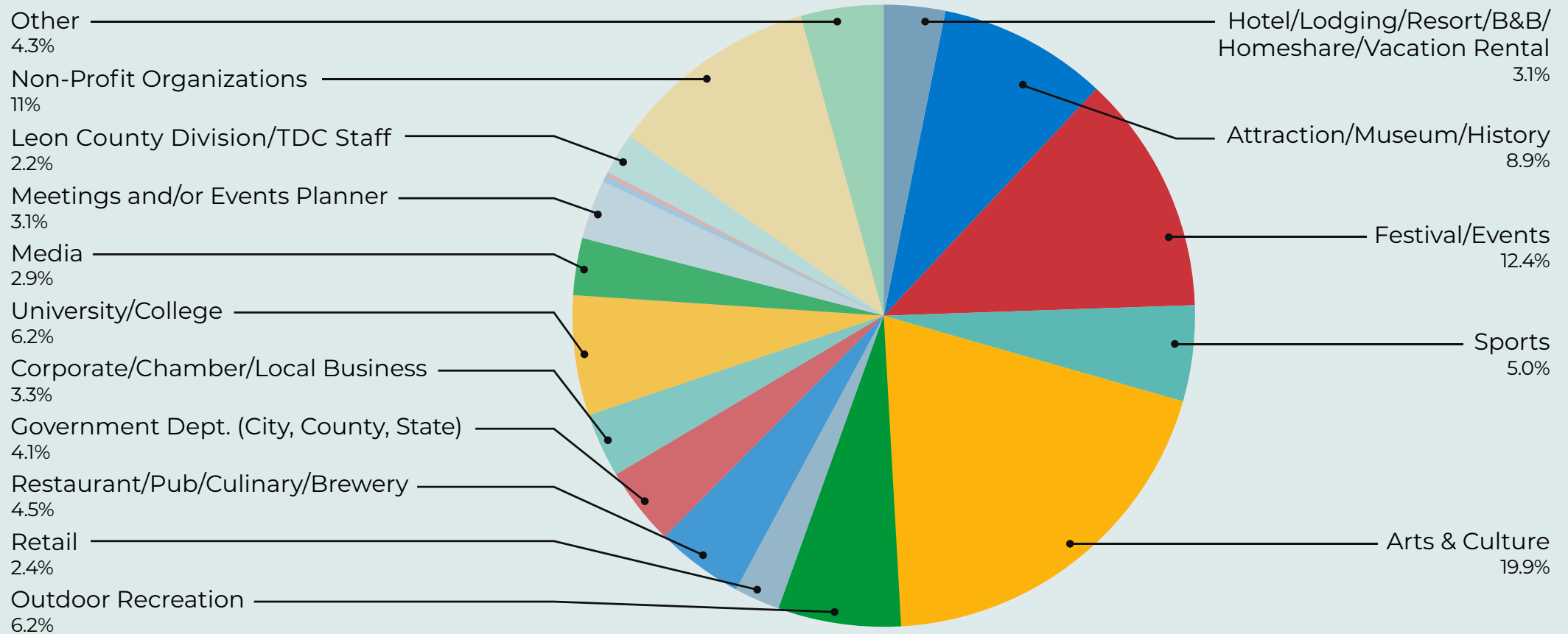
Target 4.4.2: Develop and implement a quarterly featured industry partner opportunity at the Visitor Information Center and Gift Shop at Cascades and at the historic Amtrak building beginning Summer 2023.

Target 4.4.3: Expand and diversify local product offerings by featuring new local items and/or vendors annually in the gift shop(s) at Visitor Information Center(s).

Target 4.4.4: Continue working with community planning agencies to implement destination way-finding signage (as budget allows) from the airport, downtown and key sites around the community.

Target 4.4.5: Provide enhanced visitor information services to lodging partners (hotels and short-term rentals) utilizing both innovative and traditional methods such as QR codes to website/app/events, tear-off way-finding maps and the “What’s Happening” flier.

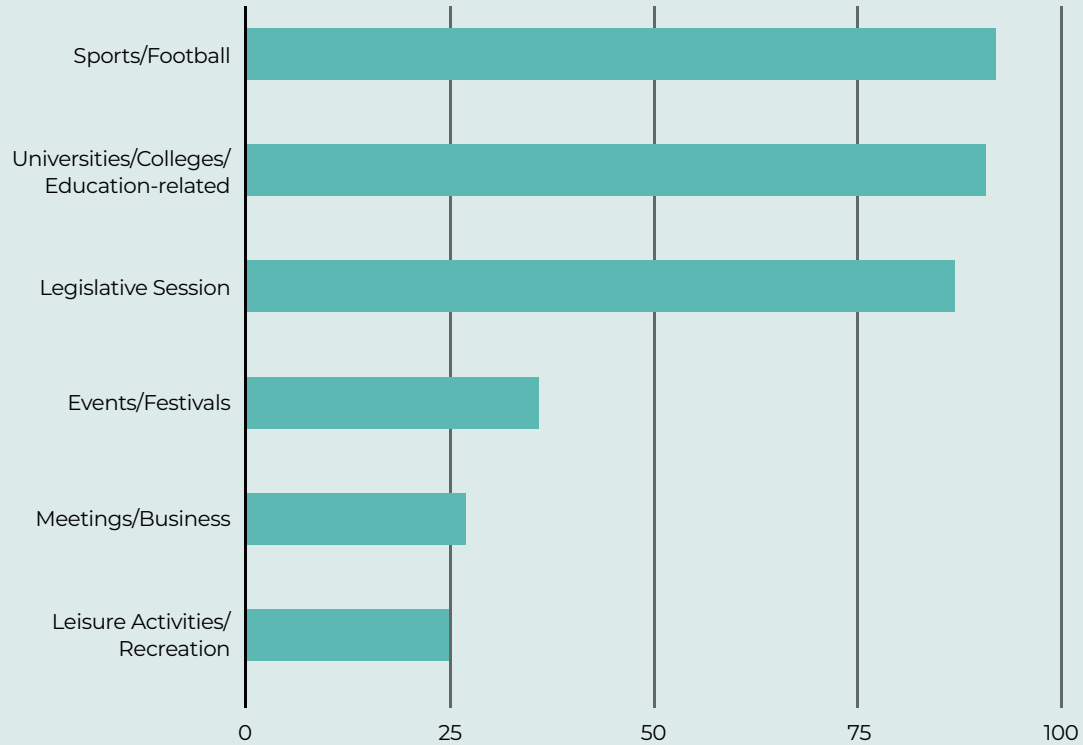




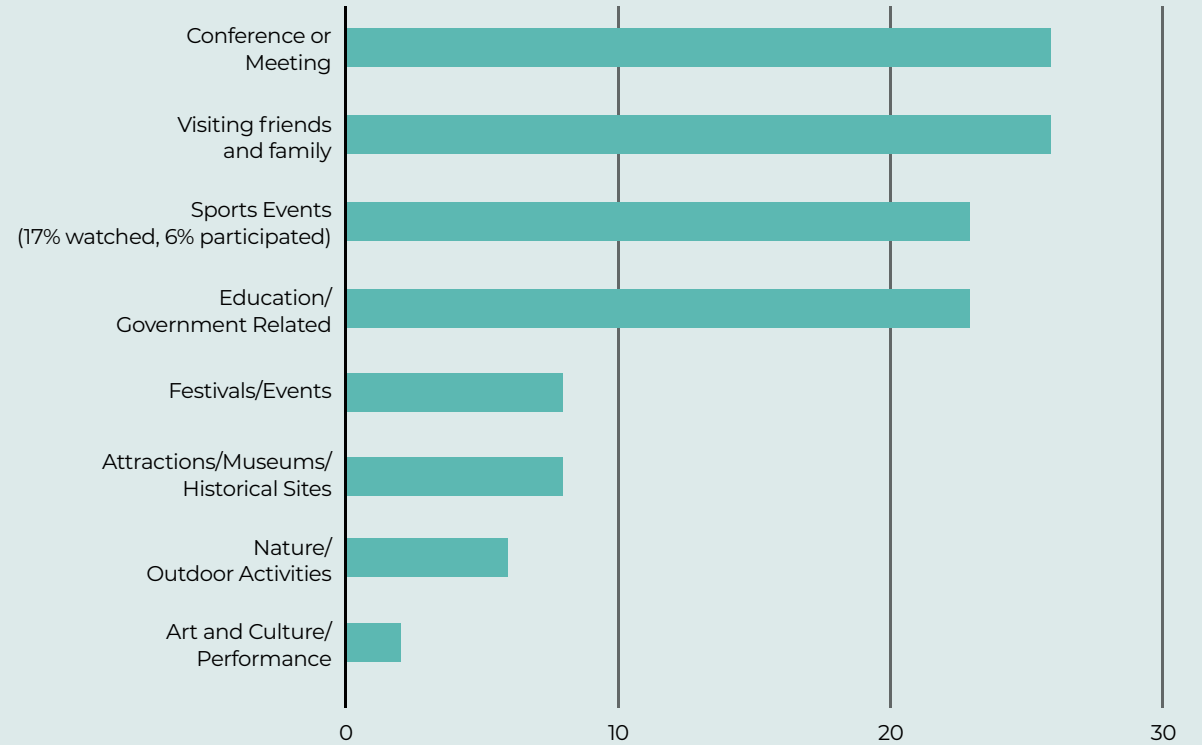
***Additionally, another 90 viewpoints were gained through one-on-one interviews and public meetings of TDC staff members, city and county leaders, and community members.**

TOP REASONS VISITORS COME TO TALLAHASSEE/LEON COUNTY:

PERCEIVED RESULTS BASED ON ONLINE SURVEY



(ACTUAL) REASONS FOR VISITING IN FY19



*Source: Downs & St. Germain Research, FY2019 Economic Impact & Visitor Tracking Report

STRENGTHS, WEAKNESSES, AND OPPORTUNITIES

STRENGTHS AS A VISITOR DESTINATION

- Scenic beauty, outdoor recreation, trails, parks
- Universities/education-related
- Sports (watch and participate)
- State Capital/Government
- Sense of community, small-town, friendly people
- Variety of arts and culture activities
- Good Restaurants/Dining
- Year-round events

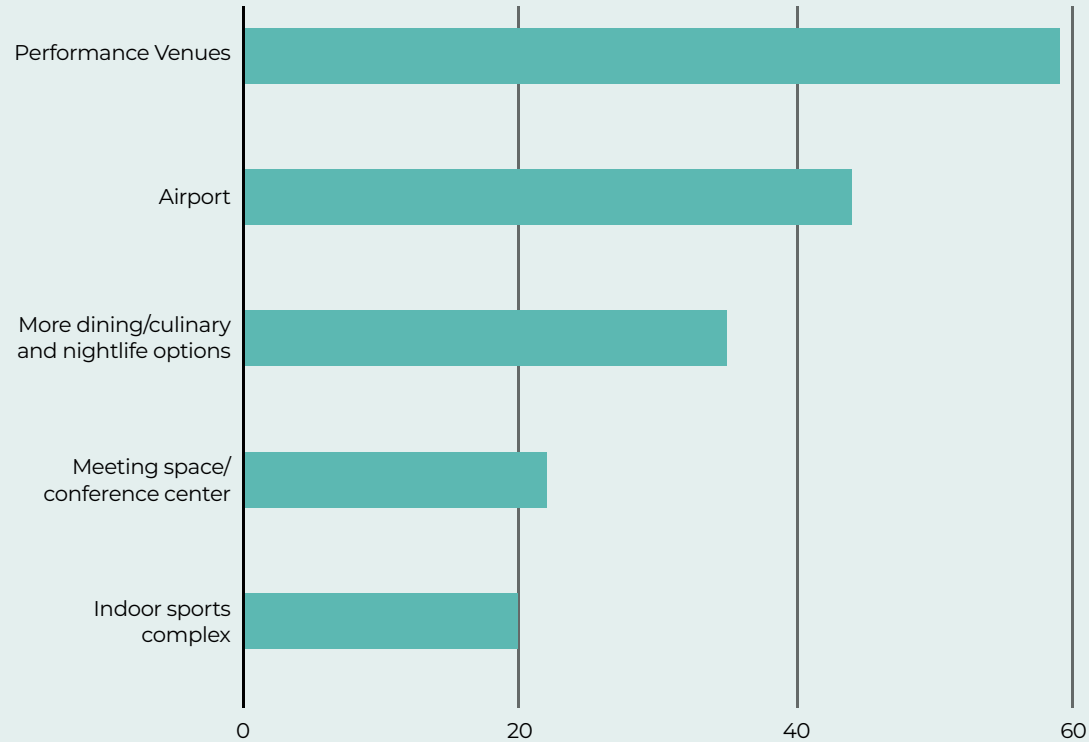
WEAKNESSES AS A VISITOR DESTINATION

- Airport - High cost and limited flights
- Difficult destination to get to
- Lacking conference/meeting space, event spaces, and performance venues
- Lack of number and variety of entertainment options (cultural, shopping, attractions, music, etc.)
- Resident perception there is not much to do here
- COVID-19 is impacting travel/visitation/businesses/budgets
- Public awareness of crime/negative media
- No big year-round attractions, no national sports team
- Competition from larger markets with more offerings
- Focus the use of TDT funding on activities that generate the greatest ROI

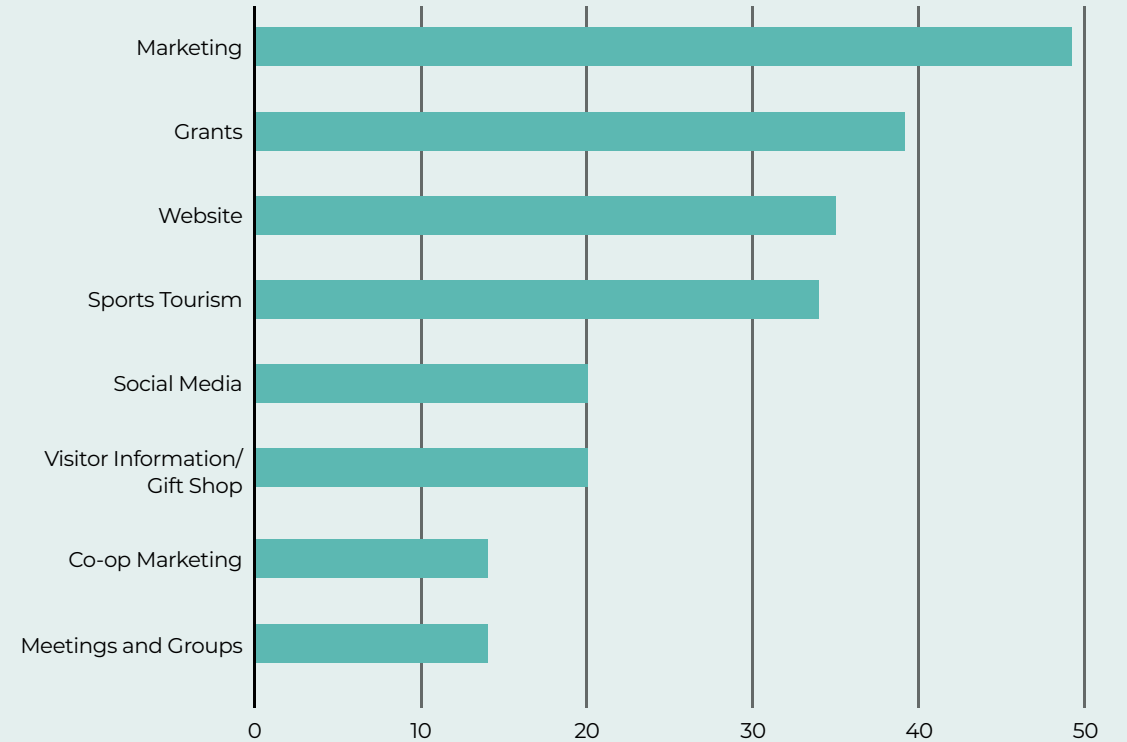


STRENGTHS, WEAKNESSES, AND OPPORTUNITIES

TOP FIVE THINGS THAT COULD BE BUILT OR ENHANCED TO DRAW MORE VISITORS



EIGHT PRIMARY STRENGTHS OF THE LEON COUNTY DIVISION OF TOURISM/VISIT TALLAHASSEE



MARKETING INITIATIVES TO INCREASE TOURISM IN TALLAHASSEE/LEON COUNTY

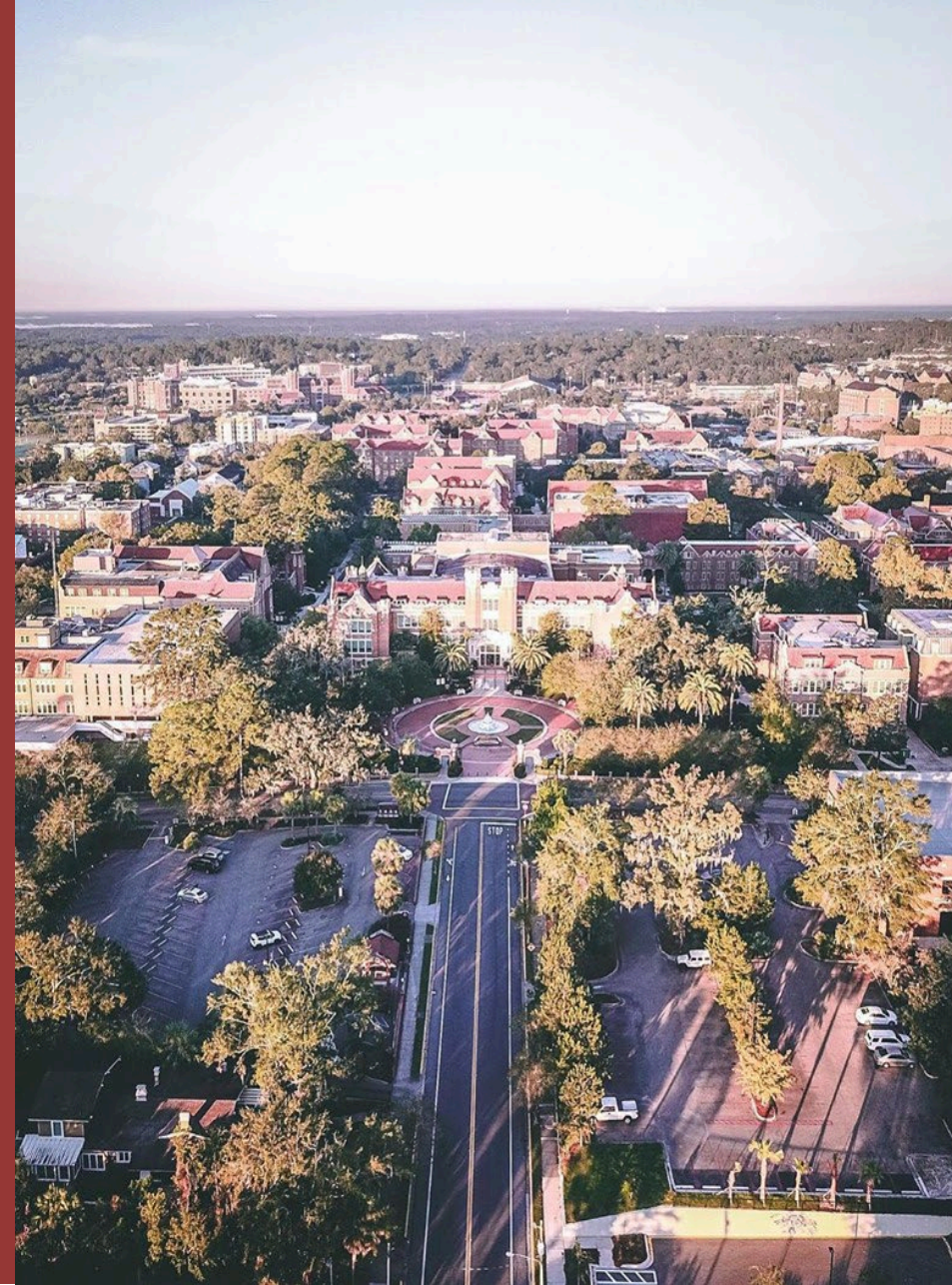
- Increase marketing and promotions
- More use of video and social media
- Utilize vibrant, upbeat marketing, be more fun, use both trendy and traditional media
- More use of QR codes (and for use at hotels)
- Educate locals, FAM trips for locals
- More collaborations and partnerships with colleges/ universities, running community and other local organizations
- Establish a Visitor Center off I-10 to help capture interstate traffic
- Put DEI at the forefront
- Promote outdoor recreation, trails, mountain biking, parks, greenways
- More focus on history, all history
- Stop comparing ourselves to others, need more self-esteem, we are a destination
- Produce seasonal itineraries and “Best of” itineraries/brochures by an audience (i.e. family)
- Offer more co-op advertising
- Use Doak Campbell for more concerts and events
- Dynamic billboards
- Focus on “Get-a-ways” and quick trips
- More advertorials
- Expand partnership with Tallahassee Foodies
- Create a brewery passport
- Have more concerts with diverse music acts
- Present a “This Weekend” communication to stay an extra day
- Develop Sports tours of “must-see” sites for Rattler/Nole fans
- Develop and market DeSoto Encampment site/First Christmas
- More sports events, more mountain biking
- Develop local ambassadors/influencers, better educate residents
- Focus regionally
- Focus on arts and culture
- Target millennials

THANK YOU!



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October – December 2021 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



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

- Visitor origin
- Party size
- Party composition
- Demographics

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

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

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



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **503 visitors** at local hotels, the Tallahassee International Airport, parks, attractions, and events between **October 1st 2021** and **December 31st 2021**



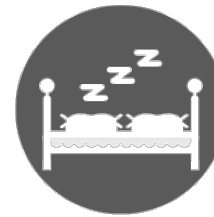
WHAT HAPPENED IN TALLAHASSEE: OCT-DEC

- » COVID-19 Pandemic
- » Florida State home football games (same number as 2020)
- » FAMU home football games (4 more than 2020*)
- » Downtown Getdown/Friday Night Block Party
- » Frenchtown Rising
- » FHSAA Football championships
- » Market Days
- » NCAA Cross Country Championships
- » Fall Graduation for the universities



QUARTERLY SNAPSHOT

- » Key metrics vis-à-vis 2020 were up dramatically, i.e., visitation up 52% and TDT collections up 118%
- » Key metric in comparison to 2019 were also up considerably, i.e., visitation up 12% and TDT collections up 19%
- » The impact of sporting events continue to be seen within key metrics
- » Visitor travel party sizes increased significantly which may be due to the return of sporting events



57.0%

OCCUPANCY
RATE

Vs. 2020

↑ 30.4%

Vs. 2019

↓ 3.7%



\$121.63

AVERAGE DAILY
RATE

↑ 47.7%

↑ 10.1%



\$69.33

REVENUE PER
ROOM

↑ 92.6%

↑ 5.4%



EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2021 vs 2020

	Oct-Dec 2020	Oct-Dec 2021	Percent Change
Visitors*	358,900	525,900	+46.5%
Direct Expenditures**	\$116,407,000	\$186,572,000	+60.3%
Total Economic Impact	\$180,430,900	\$294,783,800	+63.4%

	Oct-Dec 2020	Oct-Dec 2021	Percent Change
Occupancy***	43.7%	57.0%	+30.4%
Room Rates***	\$82.35	\$121.63	+47.7%
RevPAR***	\$35.99	\$69.33	+92.6%
Room Nights***	246,437	339,072	+37.6%
TDT Collections****	\$945,281	\$2,059,429	+117.9%

* Visitor percentage increase exceeds occupancy due to an increase in Travel party size and a decrease in Length of stay as well as an increase in the number of rental units

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

***From STR Report

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



TOURISM SNAPSHOT: KEY METRICS 2021 vs 2019

	Oct-Dec 2019	Oct-Dec 2021	Percent Change
Visitors*	487,700	525,900	+7.8%
Direct Expenditures**	\$155,244,600	\$186,572,000	+20.2%
Total Economic Impact	\$245,286,500	\$294,783,800	+20.2%

	Oct-Dec 2019	Oct-Dec 2021	Percent Change
Occupancy***	59.2%	57.0%	-3.7%
Room Rates***	\$110.50	\$121.63	+10.1%
RevPAR***	\$65.80	\$69.33	+5.4%
Room Nights***	326,672	339,072	+3.8%
TDT Collections****	\$1,725,038	\$2,059,429	+19.4%

* Visitor percentage increase exceeds occupancy due to a large increase in rental units since 2019 as well as an increase in travel party size

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

*** From STR Report

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



STUDY OBJECTIVES: VISITOR JOURNEY

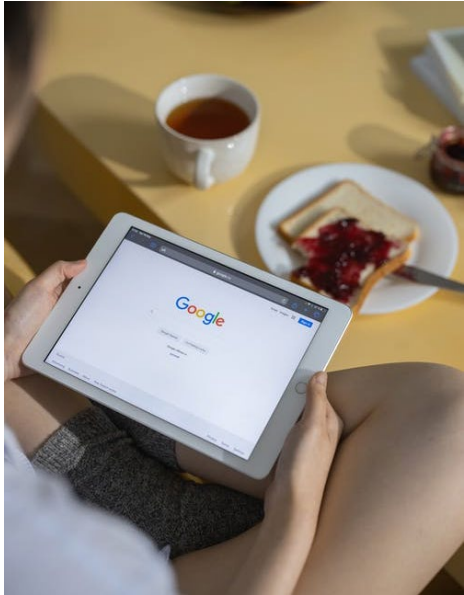


TRIP PLANNING CYCLE

- » **76%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **87%** of visitors' primary destination



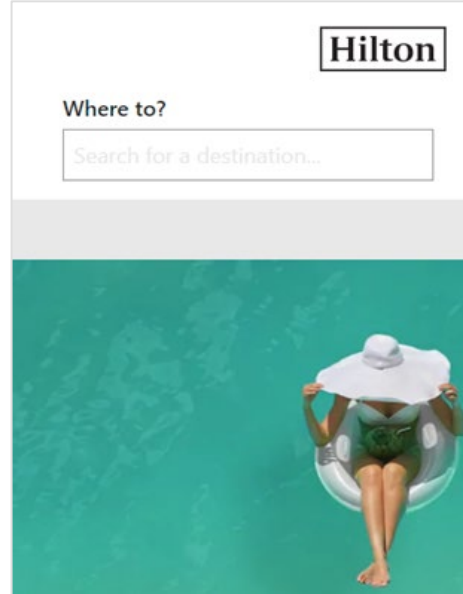
TOP TRIP PLANNING SOURCES



32% Search on Google



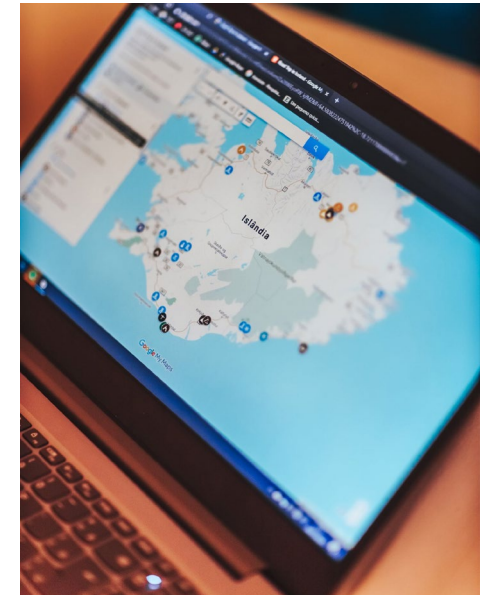
27% Talk to Friends/Family



24% Hotel/Resort Website



20% Airline Website



20% Online travel agency

TOP REASONS FOR VISITING



29% Visit Friends/Family



28% Business
Conference/Meeting



22% Watch a sporting event



17% Education Related



TRANSPORTATION

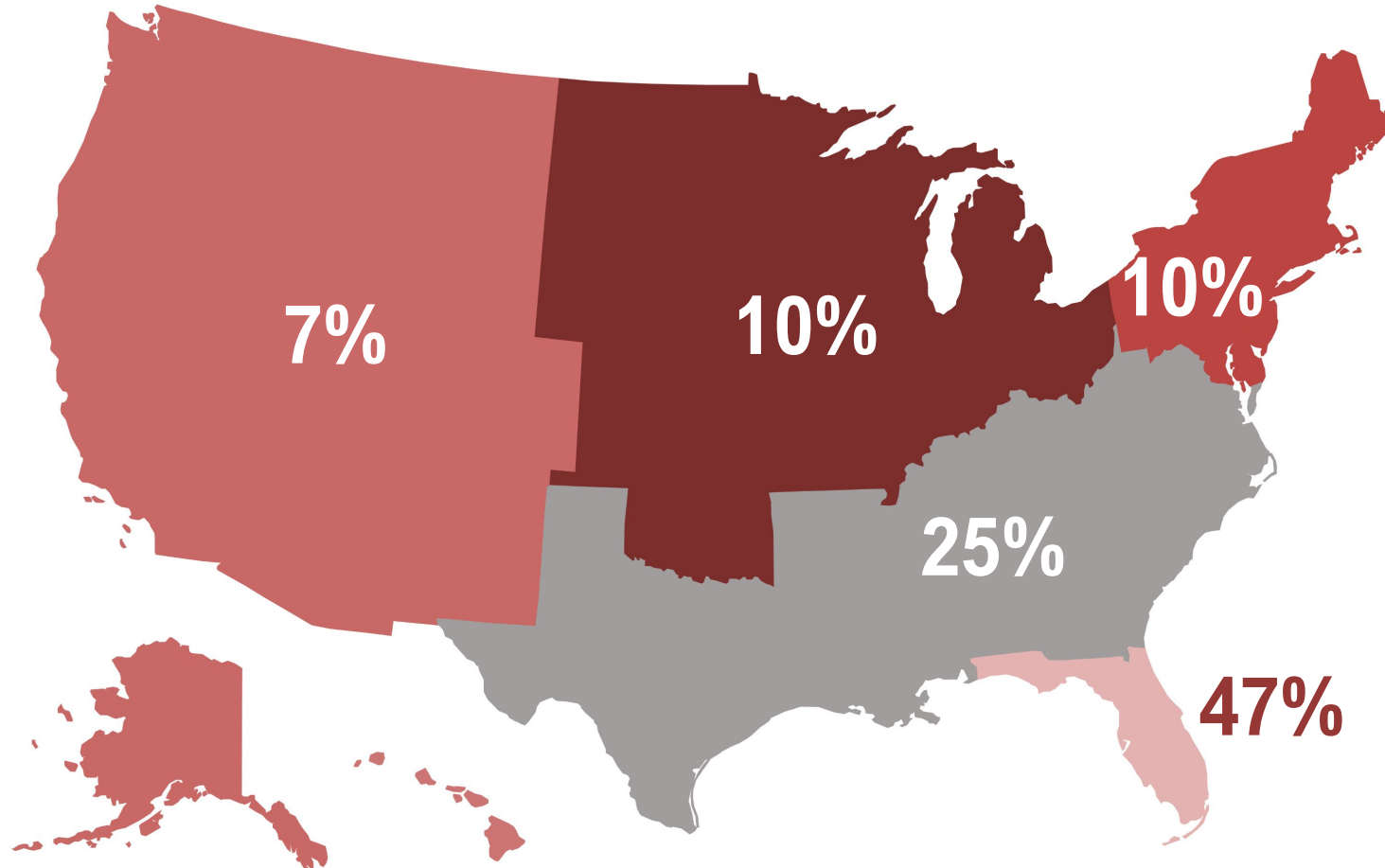
» **78%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



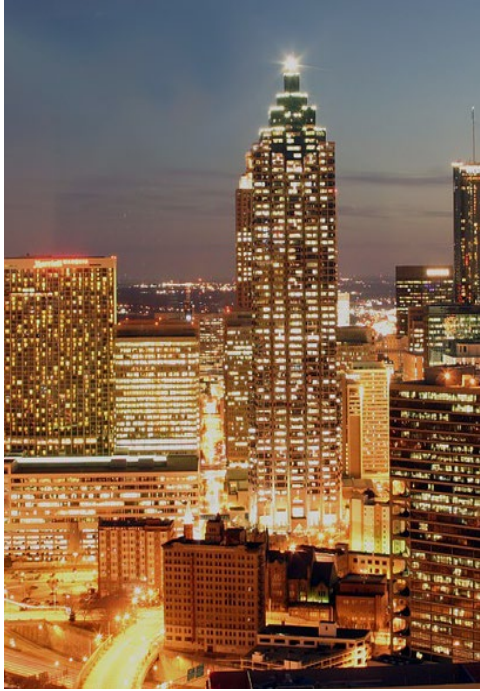
1% of visitors were from areas outside the U.S.



TOP MARKETS OF ORIGIN



14% Miami – Ft. Lauderdale



8% Atlanta



6% Tampa Bay area



5% Orlando



5% Jacksonville



TRAVEL PARTIES

The typical visitor traveled in a party composed of **2.9** people



39% traveled with at least one person under the age of 20, while **12%** traveled with children aged 12 or younger



VISITOR PROFILE

- » Leon County Visitor Profile:
 - » Is **44** years old
 - » Has a household income of **\$94,400** per year
 - » Is equally likely male (**53%**) or female (**47%**)
 - » Has a college degree (**73%**)
 - » Is married (**56%**)
 - » Racial breakdown
 - » Caucasian (**64%**)
 - » African American (**21%**)
 - » Hispanic (**9%**)
 - » Asian (**3%**)
 - » Other race/ethnicity (**3%**)



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS



53% Hotel/Motel



23% Friends'/Family home



12% Day Tripper



OVERNIGHT VISITORS

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



VISITS TO TALLAHASSEE – LEON COUNTY

- » **17%** were first time-visitors to Leon County
- » **20%** had previously visited more than 10 times



TOP ACTIVITIES DURING VISIT



74% Restaurants



39% Relax and Unwind



37% Visit Friends/Family



32% Business



TRAVEL PARTY SPENDING

- » Travel parties spent **\$346** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$1,176** over the course of their trip



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **8.2** out of 10* as a place to visit
- » **88%** of visitors will return to Leon County



*Rated on a scale of 1 to 10, where 1 is the worst and 10 is the best.



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

BEAUTIFUL CITY

“The sunset here is beautiful, it’s intoxicating. I can always get lost in Tallahassee’s natural beauty.”

COLLEGE TOWN

“It’s a college town with a lot to do as far as nightlife but they have added some attractions like Cascades for a more natural visit.”

NICE PLACE TO VISIT

“My daughter lives here and I visit twice a month or however often I can because this city is great to me!”



DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



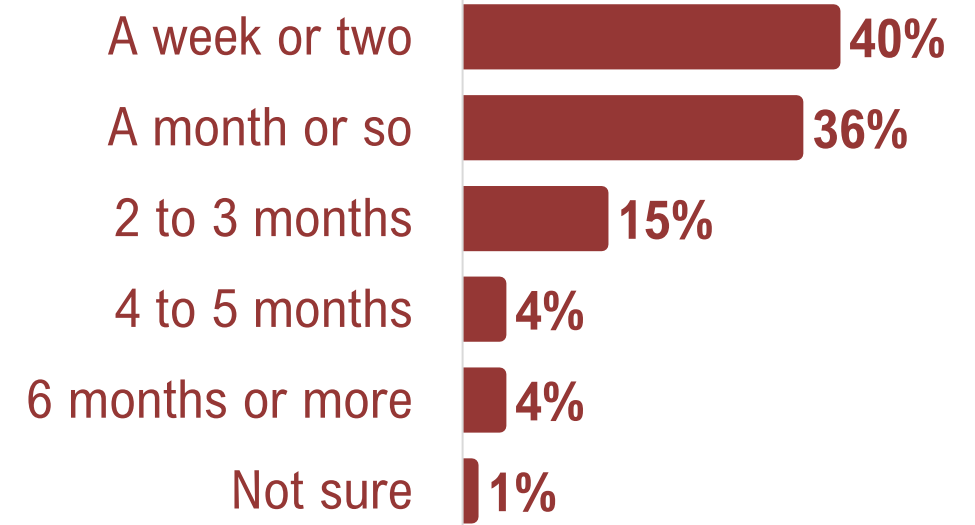
TRIP PLANNING CYCLE



Tallahassee is an impulse destination for **Over 3 in 4** visitors whose planning windows **are less than a month**



Just under **1 in 20** visitors take **longer than 6 months** to plan their trips to Tallahassee



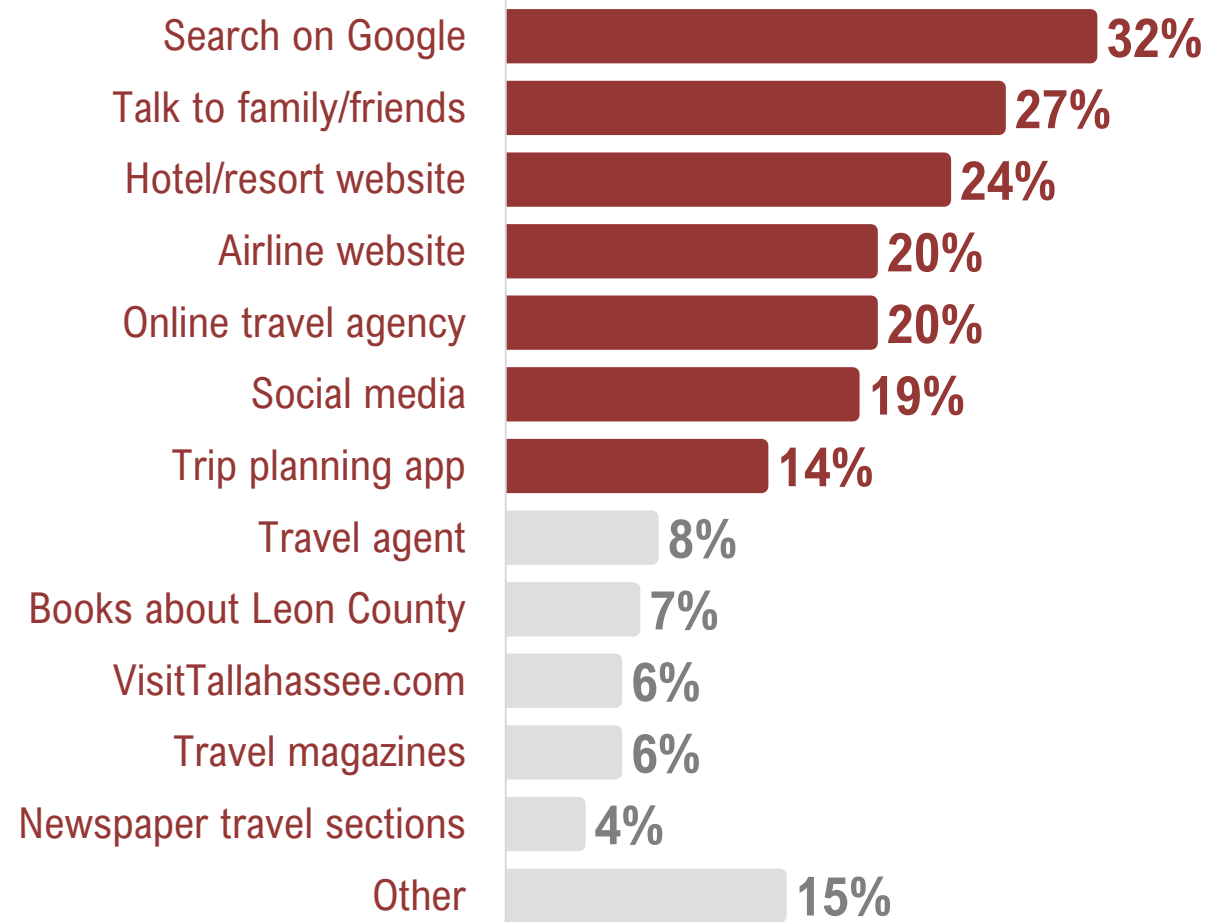
TRIP PLANNING SOURCES*



Nearly 1 in 3 visitors planned their trip to Leon County by searching on Google



Over 1 in 4 visitors talked to friends and family to plan their trip



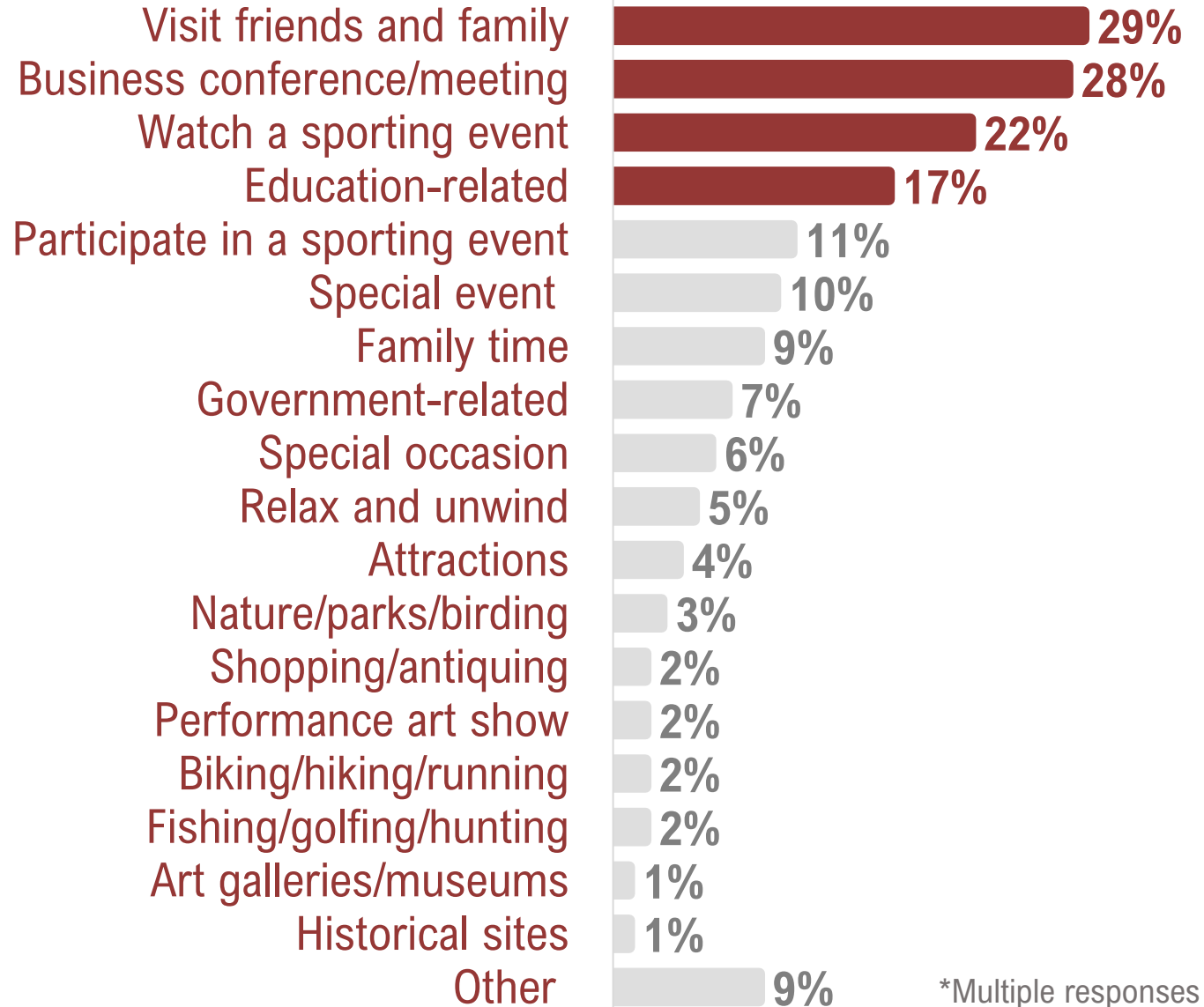
REASONS FOR VISITING*



Nearly 1 in 3 visitors came to Leon County to visit friends and family



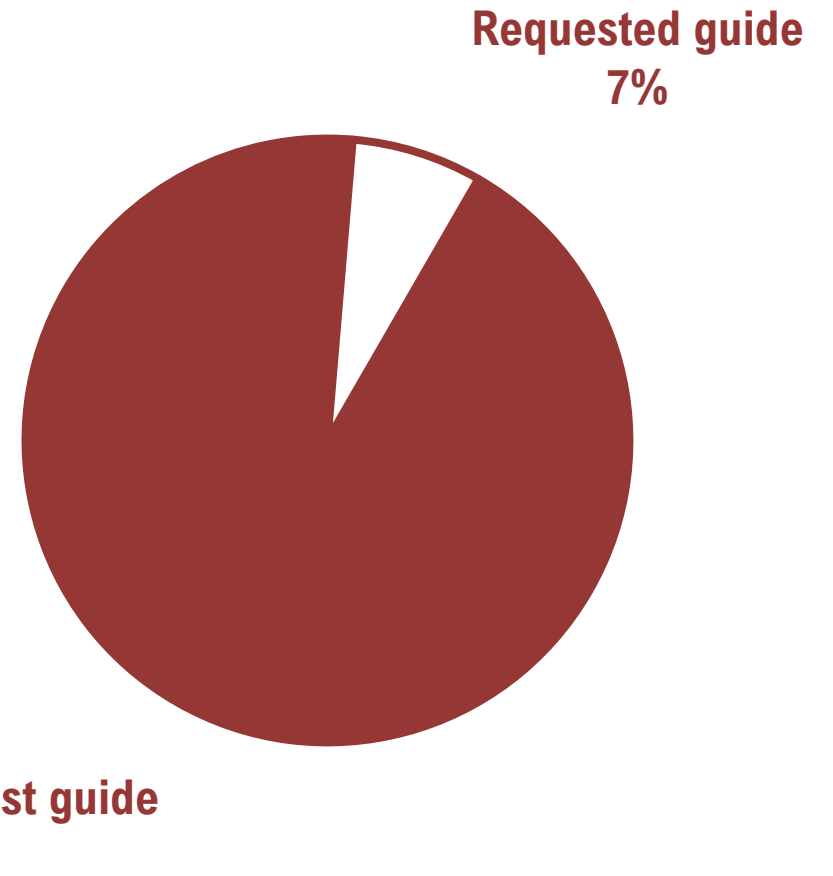
Tallahassee's business environment (**28%**) and watching sporting events in town (**22%**) had a strong influence on visitors' reasons for visiting



VISITORS GUIDE



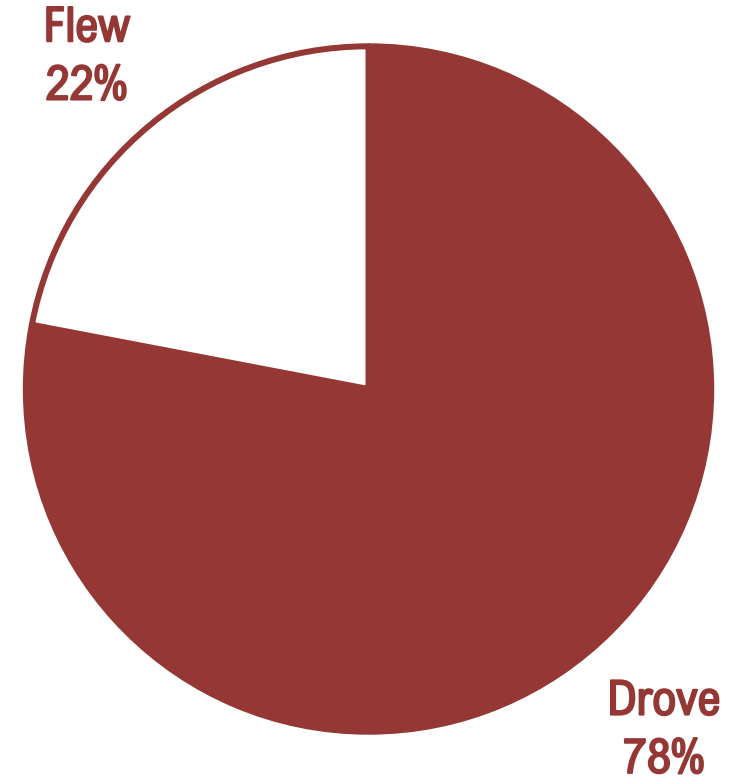
7% of visitors requested a Visitors Guide prior to their trip to Leon County



TRANSPORTATION

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

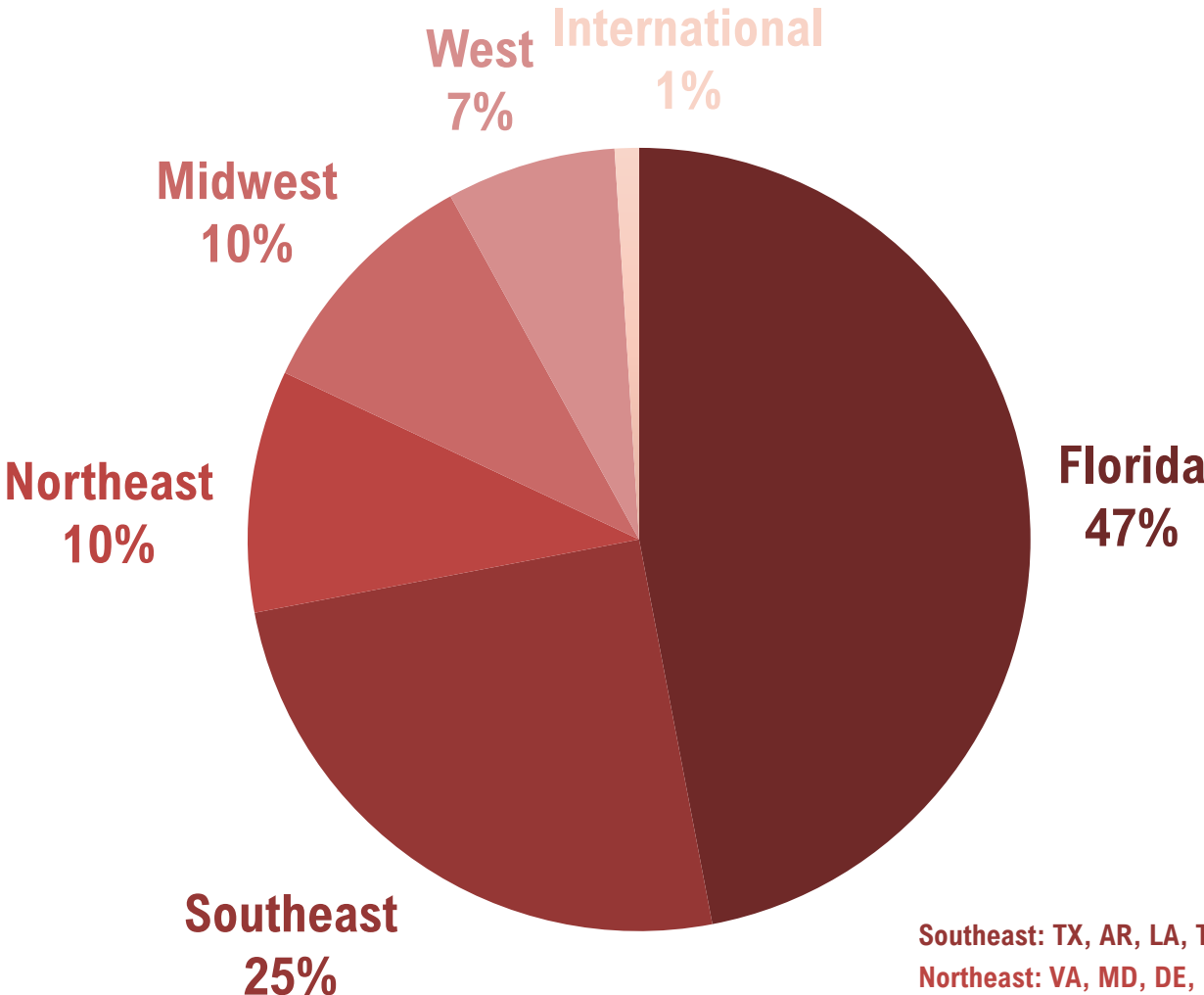
➤➤➤ **78%** of visitors drove to Leon County for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



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



TOP MARKETS OF ORIGIN



54% of Leon County visitors lived in **11** markets

Market	Oct-Dec 2019	Oct-Dec 2020	Oct-Dec 2021
Miami – Ft. Lauderdale	17%	15%	14%
Atlanta	6%	8%	8%
Tampa Bay area	8%	7%	6%
Orlando	8%	7%	5%
Jacksonville	6%	5%	5%
Pensacola - Mobile	3%	3%	4%
Panama City - Destin	1%	2%	3%
Washington D.C.	1%	1%	3%
Houston	2%	1%	2%
Gainesville	3%	3%	2%
New York City	1%	1%	2%



TRAVEL PARTIES

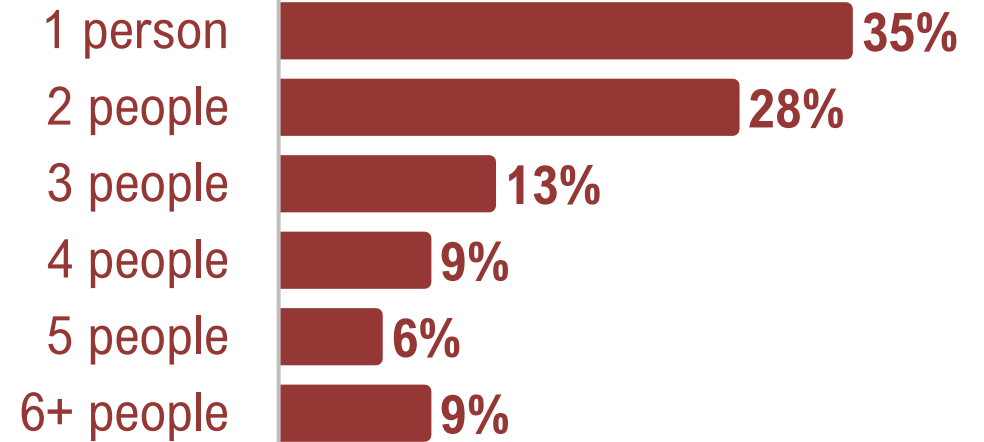


Typical visitors traveled in a party of **2.9** people



39% of visitors traveled with children aged 20 or younger, while **12%** traveled with children aged 12 or younger

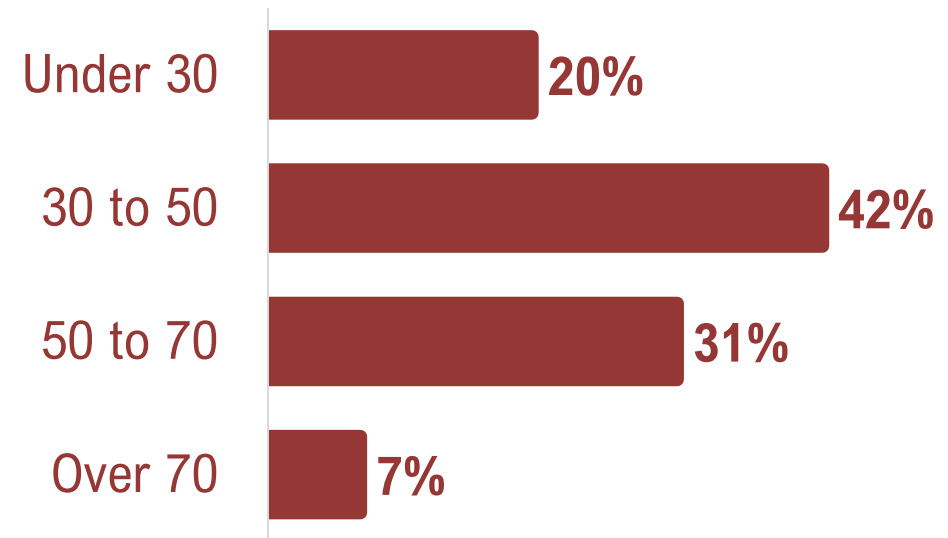
Travel Party Size



AGE OF VISITORS



Typical visitors to Leon County were **44** years old



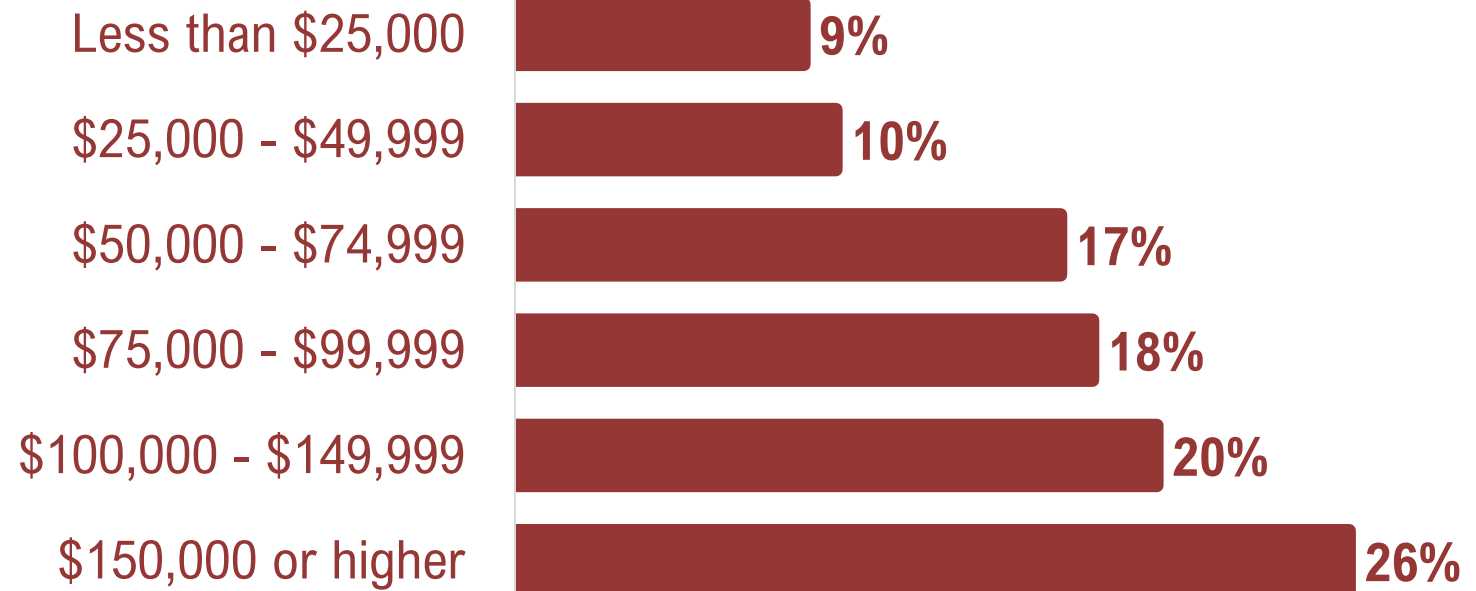
HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a household income of **\$94,400** per year



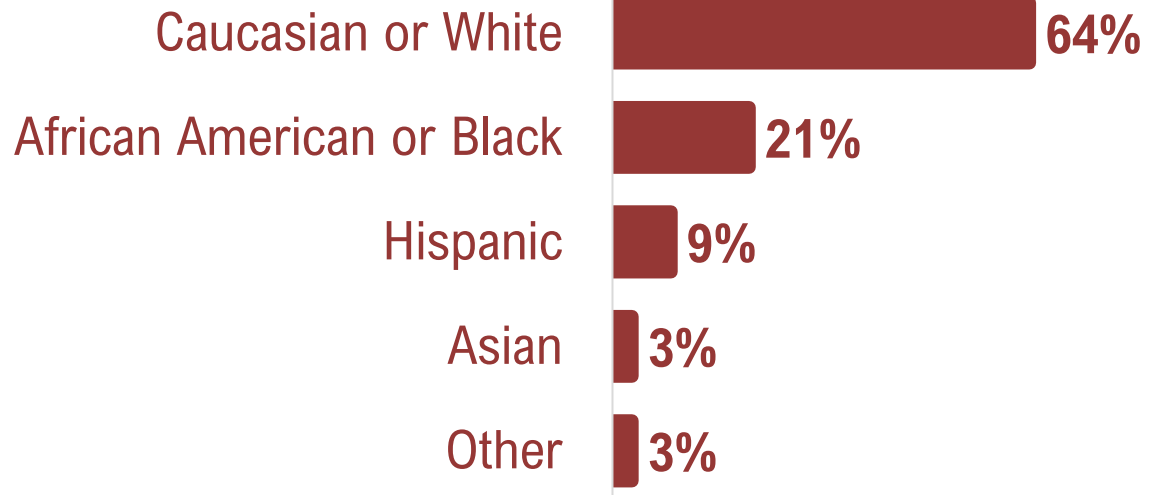
Almost 1 in 4 visitors earn over \$150,000, reflecting the percentage who come to do business with governments, universities, and local businesses



RACE/ETHNICITY OF VISITORS



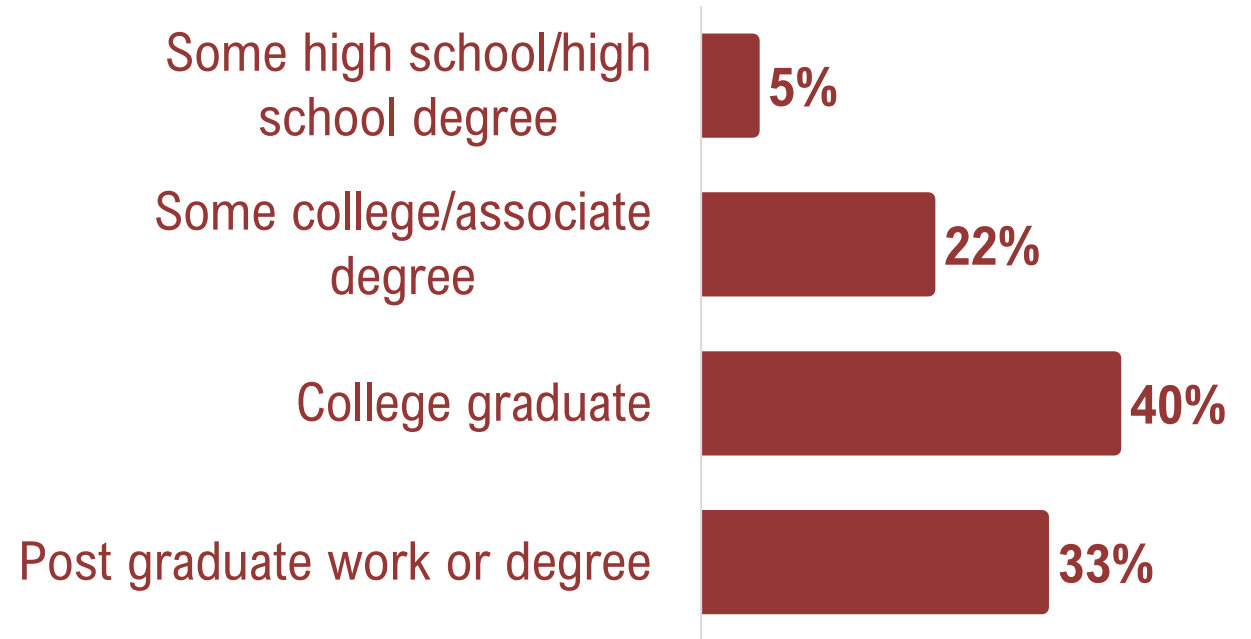
Nearly 2 in 3 visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS



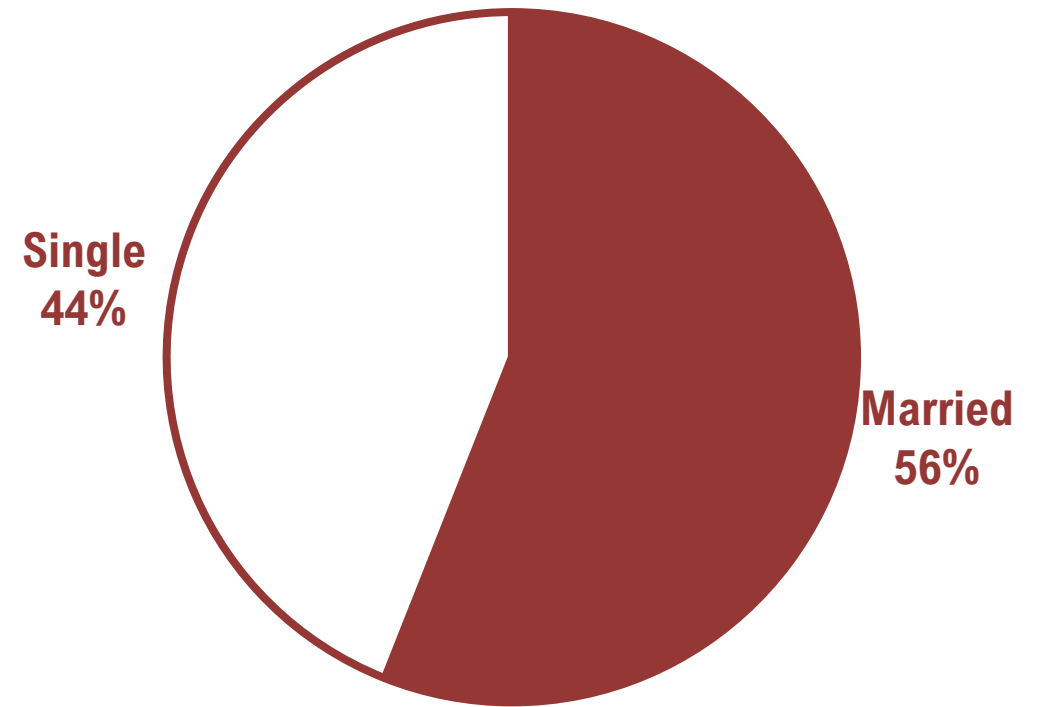
Over 7 in 10 visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS



Over 1 in 2 visitors to Leon County were married

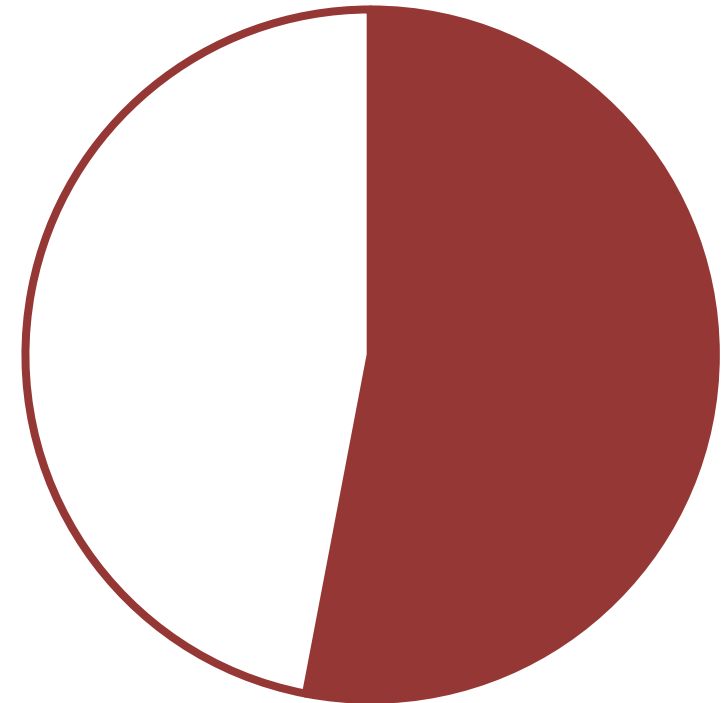


GENDER OF VISITORS



53% of visitors to Leon County were male

Female
47%



Male
53%

STUDY OBJECTIVES: VISITOR JOURNEY



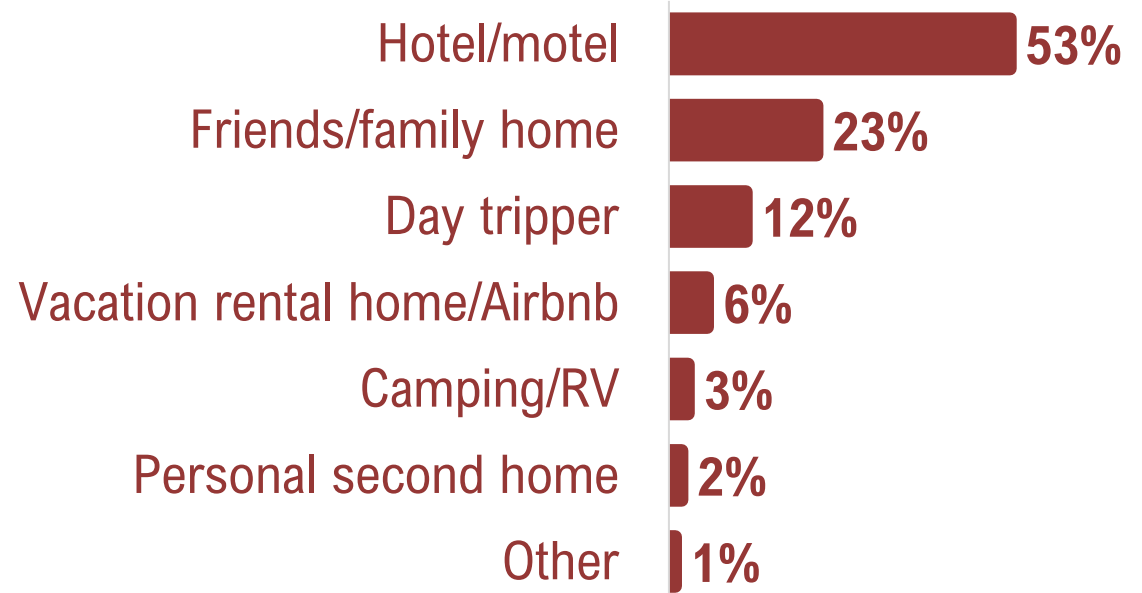
ACCOMMODATIONS



Over 1 in 2 visitors stayed in a hotel/motel



Airbnb, HomeAway, VRBO, etc., which have significant presence in other Florida destinations, have a smaller presence in Tallahassee



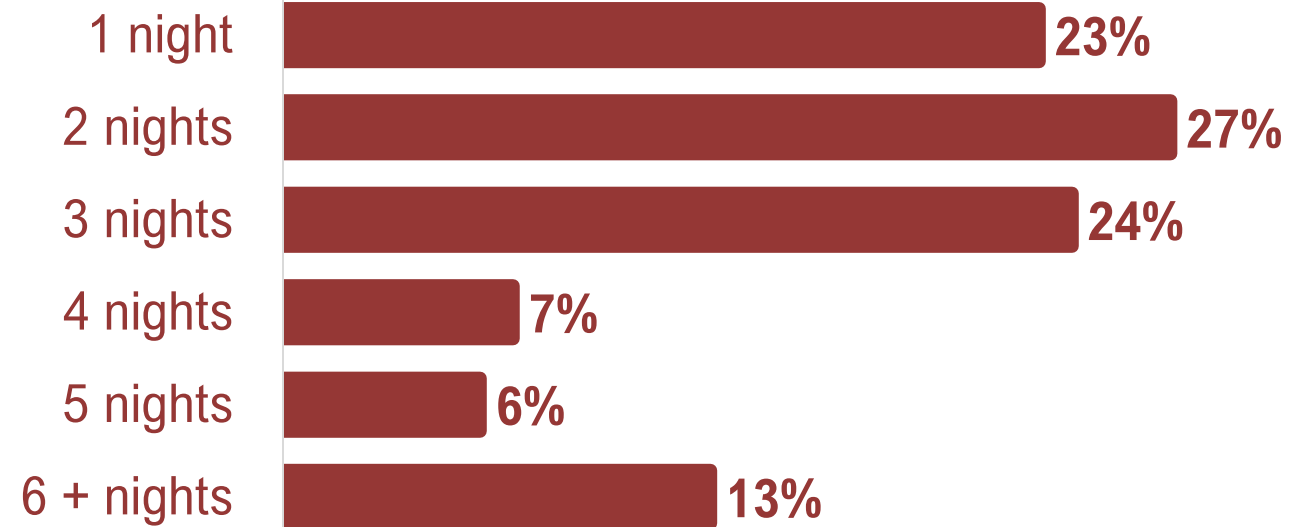
OVERNIGHT VISITORS




Typical visitors stayed **3.4** nights in Leon County




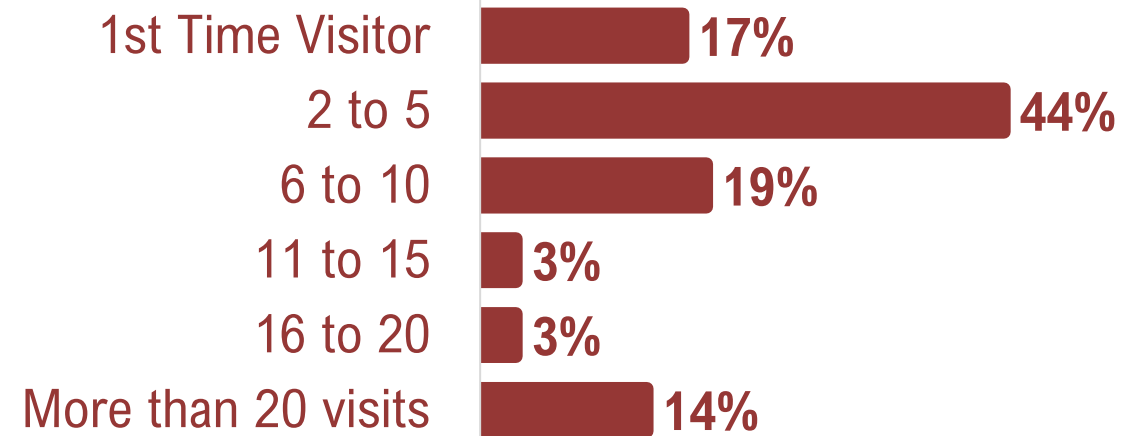
45% of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

 **1 in 6** visitors were visiting Leon County for the first time

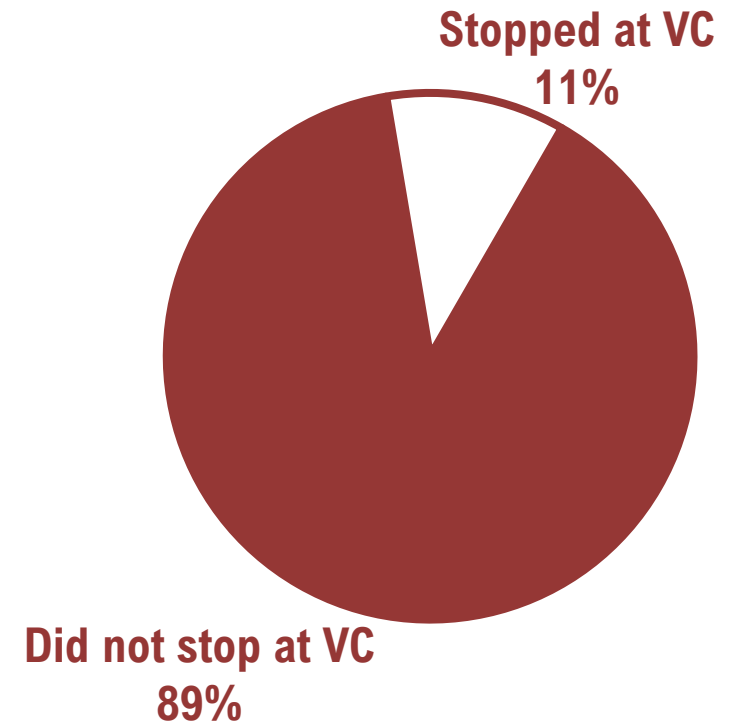
 **1 in 5** visitors had previously visited Leon County more than ten times



VISITORS CENTER



1 in 10 visitors stopped at the Visitors Center



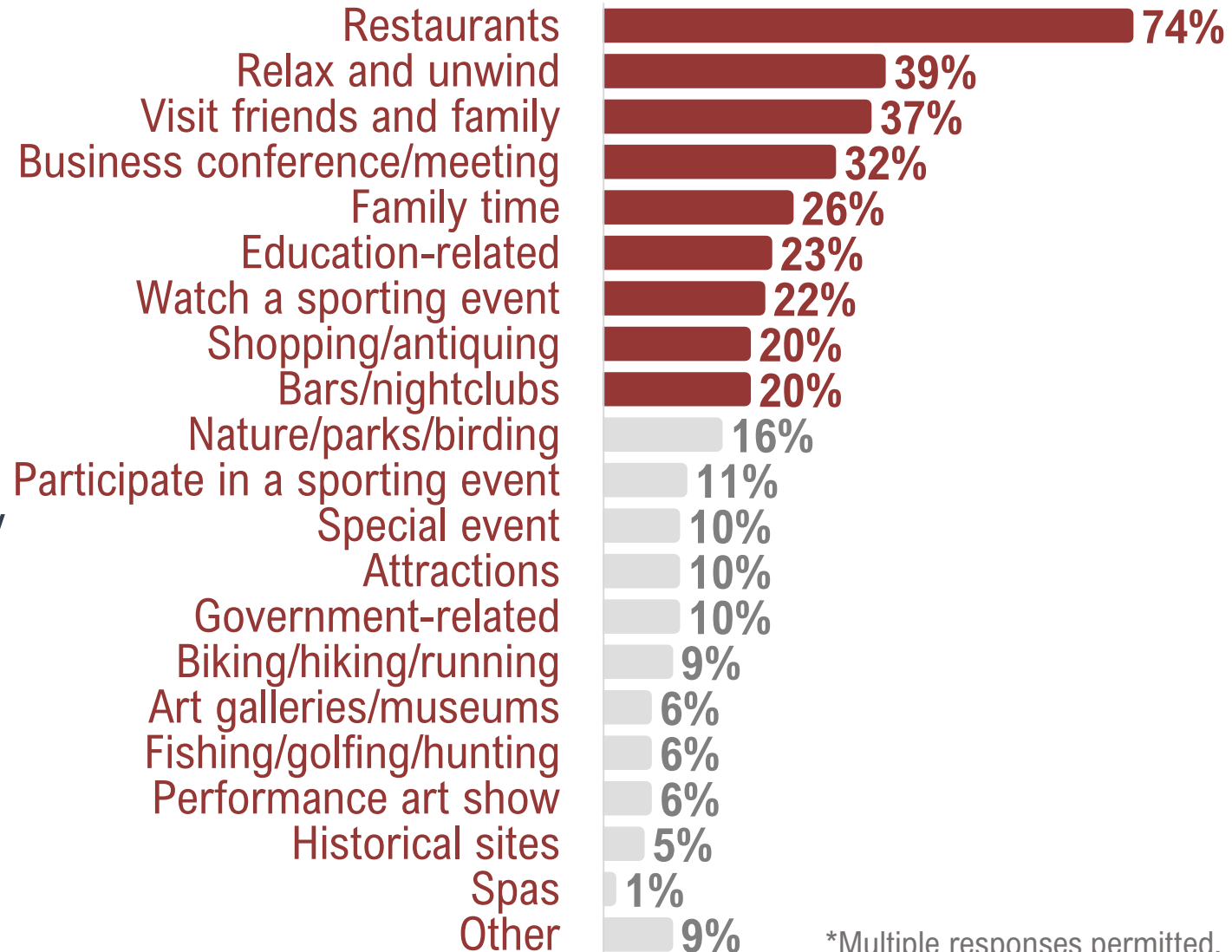
ACTIVITIES DURING VISIT*



3 in 4 visitors dined out at restaurants during their trip



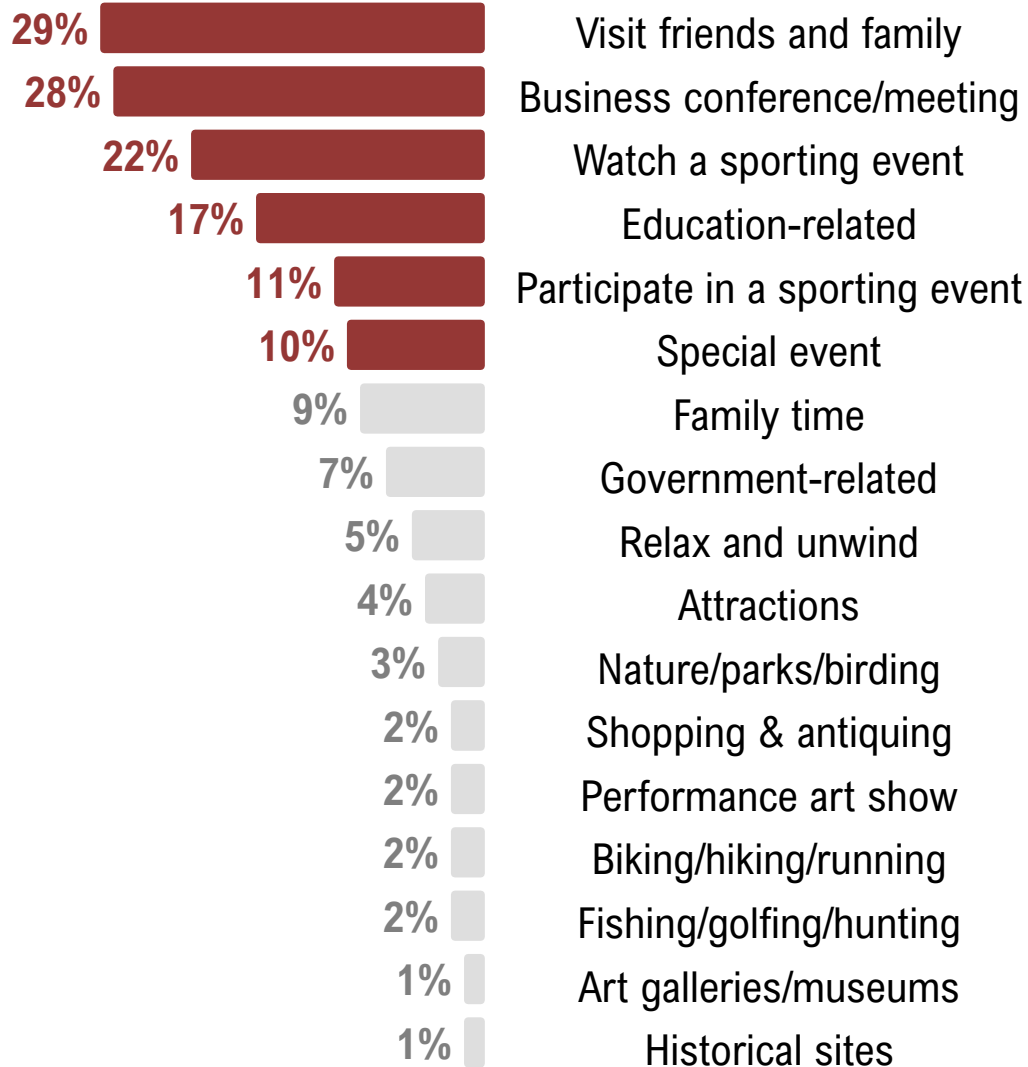
Nearly 2 in 5 visitors relaxed and unwound and spent time with family



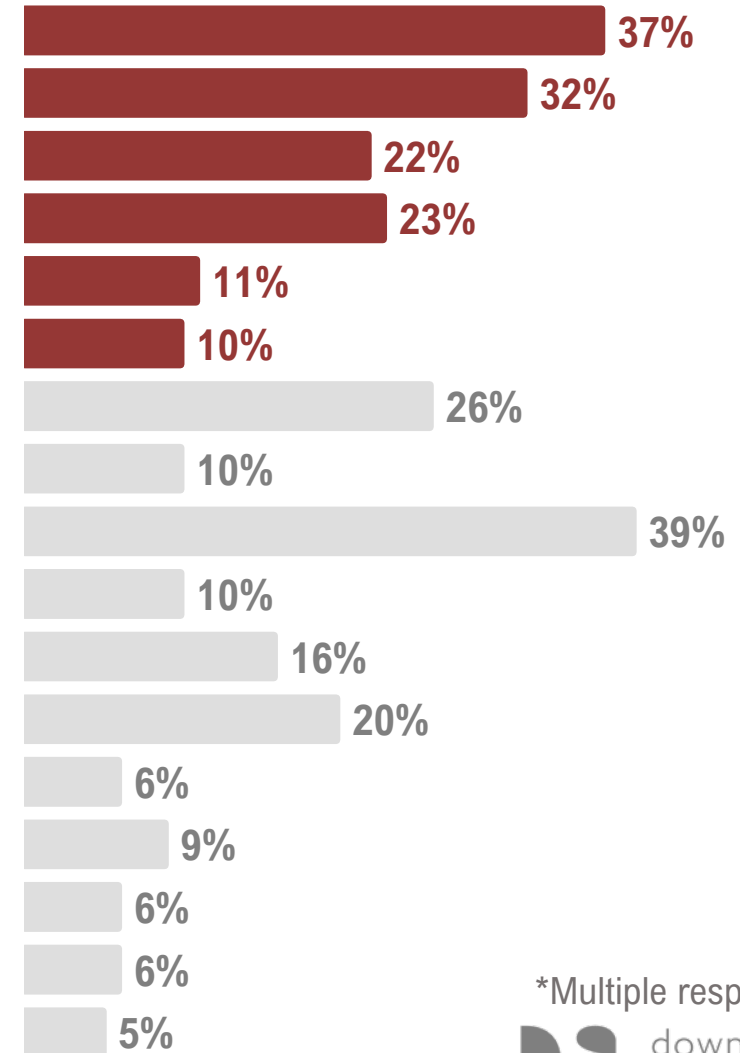
REASONS FOR VISITING VS. VISITOR ACTIVITIES



Reasons for Visiting*



Visitor Activities*



VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$138	\$469
Restaurants	\$63	\$214
Groceries	\$21	\$71
Shopping	\$42	\$143
Entertainment	\$29	\$99
Transportation	\$36	\$122
Other	\$17	\$58
Total	\$346	\$1,176



FINDING THEIR WAY AROUND

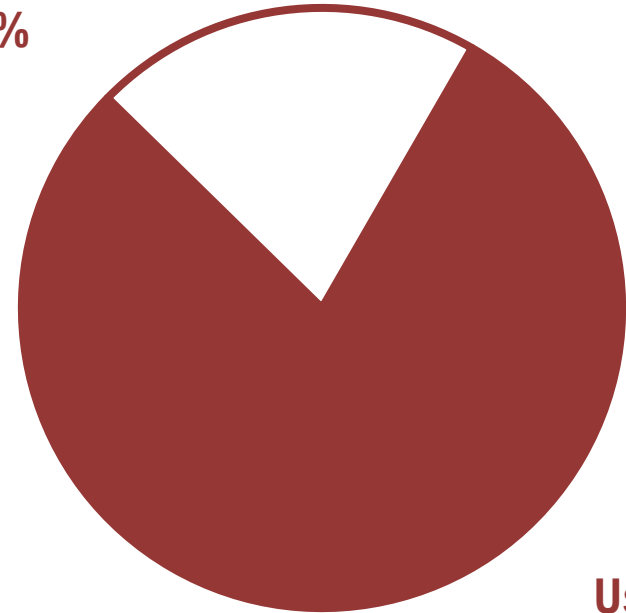


98% of visitors have a smartphone or tablet



4 in 5 visitors used their smartphone or tablet to get around Leon County

Did not use smartphone
21%



Used smartphone
79%

STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION

 Visitors gave Leon County an average rating of **8.2¹** as a place to visit

 **88%** of visitors will return to Leon County for a future visit or vacation*



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

- 1) Event/occasion for visit is over
- 2) Prefer other areas



RATING EXPERIENCES IN TALLAHASSEE



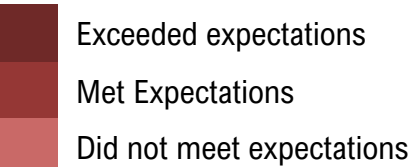
Leon County's hospitality exceeded the expectations of **over 2 in 5** visitors



Hospitality, quality and service of the hotels in Leon County were more likely than other experiences to exceed expectations



Shopping was most likely to be reported as not meeting expectations



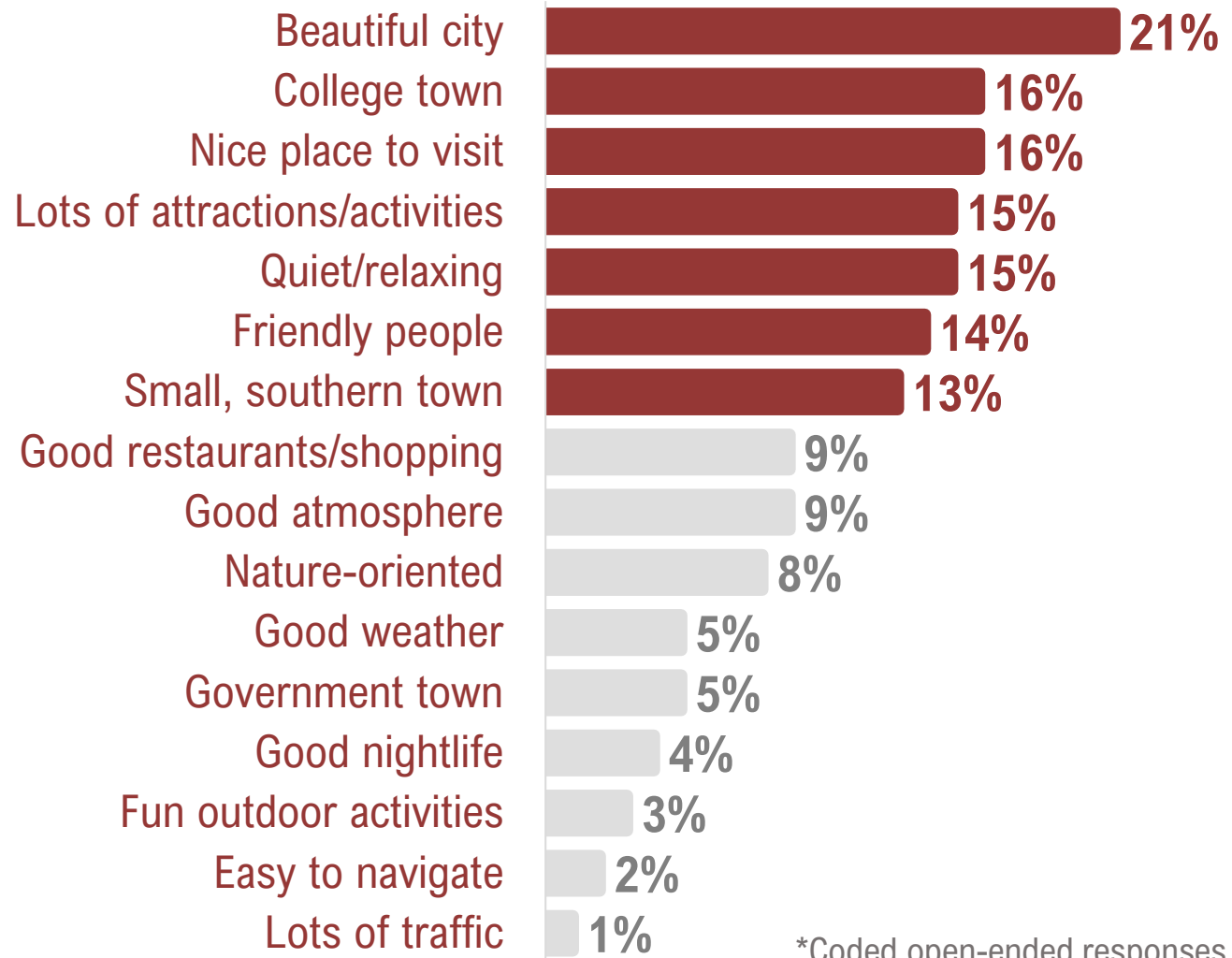
PERCEPTIONS OF TALLAHASSEE – LEON COUNTY*



A plurality of visitors describe Leon County as a **“Beautiful city”** and a **“College town”**



Almost all **descriptors** of Tallahassee as a destination were **positive**



*Coded open-ended responses.
Multiple responses permitted.



PERCEPTIONS: “BEAUTIFUL CITY”



“Tallahassee has its own special culture, with a bunch of places to enjoy the beautiful scenery.”



“It’s a beautiful place to relax and the fishing in the area is great.”



“The sunset here is beautiful, it’s intoxicating. I can always get lost in Tallahassee’s natural beauty.”



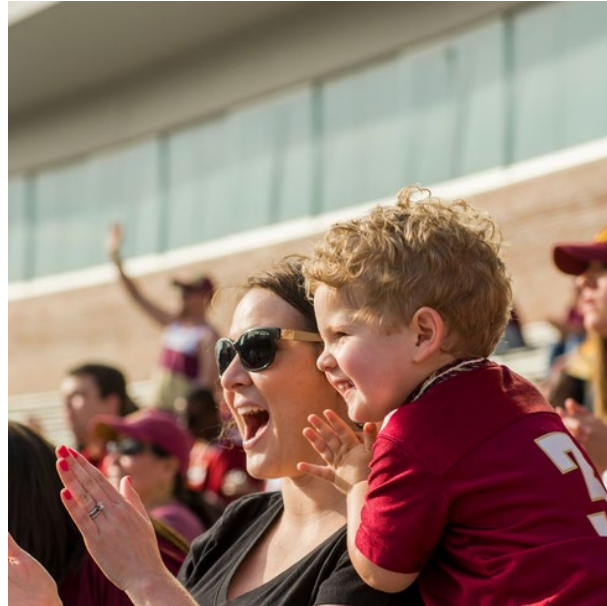
“It’s a beautiful northern Florida town with very welcoming people and an easy drive to get there.”



PERCEPTIONS: “COLLEGE TOWN”



“It’s a college town with a lot to do as far as nightlife but they have added some attractions like Cascades for a more natural visit.”



“It has a great college town from a student aspect, that Gaines Street area kind of reminds me of Asheville.”



“I came here on a break from college and really liked it. I’m now considering applying to FSU. The people here are so nice!”



“It’s a little bit colder than what I am used to in Miami, but they have great schools and a very interesting history up here!”



PERCEPTIONS: “NICE PLACE TO VISIT”



“Tallahassee is great for a family get away and you can’t forget about the great sports games!”



“My daughter lives here and I visit twice a month or however often I can because this city is great to me!”



“It was cold this weekend but seriously we had a really great time and wish that we could stay longer.”



“I would describe Tallahassee as Austin East, it’s a really nice place I just wish there was more of a music scene.”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Oct – Dec 2020	Oct – Dec 2021
Tallahassee was Primary Destination	84%	87%
A week or two in advance	42%	40%
A month or so in advance	29%	36%
2 to 3 months in advance	19%	15%
4 to 5 months in advance	4%	4%
6 months of more in advance	5%	4%

Top Trip Planning Sources	Oct – Dec 2020	Oct – Dec 2021
Search on Google	30%	32%
Talk to Family/Friends	18%	27%
Hotel/Resort Website	30%	24%
Airline Website	10%	20%
Online Travel Agency	20%	20%



YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Oct – Dec 2020	Oct – Dec 2021
Visit friends and family	38%	29%
Business conference/meeting	26%	28%
Watch a sporting event	18%	22%
Education-related	13%	17%
Participate in a sporting event	9%	11%
Special event	3%	10%

Pre-Visit	Oct – Dec 2020	Oct – Dec 2021
Requested a Visitors Guide	4%	7%
Drove to Leon County	82%	78%
Flew to Leon County	18%	22%



YEAR-TO-YEAR COMPARISONS

Market of Origin	Oct – Dec 2020	Oct – Dec 2021
Miami – Ft. Lauderdale	15%	14%
Atlanta	8%	8%
Tampa Bay area	7%	6%
Orlando	7%	5%
Jacksonville	5%	5%
Pensacola – Mobile	3%	4%

Region of Origin	Oct – Dec 2020	Oct – Dec 2021
Southeast	69%	72%
Northeast	13%	10%
Midwest	9%	10%
West	7%	7%
International	2%	1%



YEAR-TO-YEAR COMPARISONS

Travel Parties	Oct – Dec 2020	Oct – Dec 2021
Travel Party Size	2.5	2.9
Traveled with Other Visitors	65%	65%
Traveled with Children	23%	39%
Traveled with Children under 12	3%	12%

Visitor Profile	Oct – Dec 2020	Oct – Dec 2021
Median Age	42	44
Gender (Male)	55%	53%
Median Household Income	\$95,800	\$94,400
College Degree or Higher	70%	73%
White/Caucasian	65%	64%
African American	20%	21%
Married	55%	56%



YEAR-TO-YEAR COMPARISONS

Accommodations	Oct – Dec 2020	Oct – Dec 2021
Hotel/Motel	52%	53%
Friends/Family Home	26%	23%
Day Tripper	13%	12%
Vacation Rental Home/Airbnb	4%	6%
Camping/RV	2%	3%
Personal Second Home	2%	2%

Trips Experience	Oct – Dec 2020	Oct – Dec 2021
Average nights stayed	3.5	3.4
1 st Time Visitor	21%	17%
10+ Prior Visits to Leon County	29%	20%
Stopped at Visitor Center*	0%	11%
Used a smartphone to get around	79%	79%

*The Visitor Center was closed due to COVID-19 in 2020.



YEAR-TO-YEAR COMPARISONS

Top Activities	Oct – Dec 2020	Oct – Dec 2021
Restaurants	55%	74%
Relax and unwind	35%	39%
Visit friends and family	38%	37%
Business conference/meeting	26%	32%
Family time	24%	26%
Education-related	14%	23%
Watch a sporting event	20%	22%
Shopping/antiquing	15%	20%
Bars/nightclubs	16%	20%
Nature/parks/birding	12%	16%



YEAR-TO-YEAR COMPARISONS

Average Daily Spending	Oct – Dec 2020	Oct – Dec 2021
Accommodations	\$120	\$138*
Restaurants	\$51	\$63
Groceries	\$20	\$21
Shopping	\$40	\$42
Entertainment	\$24	\$29
Transportation	\$29	\$36
Other	\$14	\$17
Total	\$298	\$346

Average Total Trip Spending	Oct – Dec 2020	Oct – Dec 2021
Accommodations	\$420	\$469
Restaurants	\$179	\$214
Groceries	\$70	\$71
Shopping	\$140	\$143
Entertainment	\$84	\$99
Transportation	\$102	\$122
Other	\$49	\$58
Total	\$1,044	\$1,176

*Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Oct – Dec 2020	Oct – Dec 2021
Overall Rating	8.2	8.2
Will return to Leon County	90%	88%
Exceed + Met Expectations: Hospitality	98%	98%
Exceed + Met Expectations: Nightlife	98%	88%
Exceed + Met Expectations: Food quality	97%	97%
Exceed + Met Expectations: Customer service	97%	87%
Exceed + Met Expectations: Service at hotel	95%	95%
Exceed + Met Expectations: Quality of hotel	94%	94%
Exceed + Met Expectations: Environment/atmosphere	97%	97%



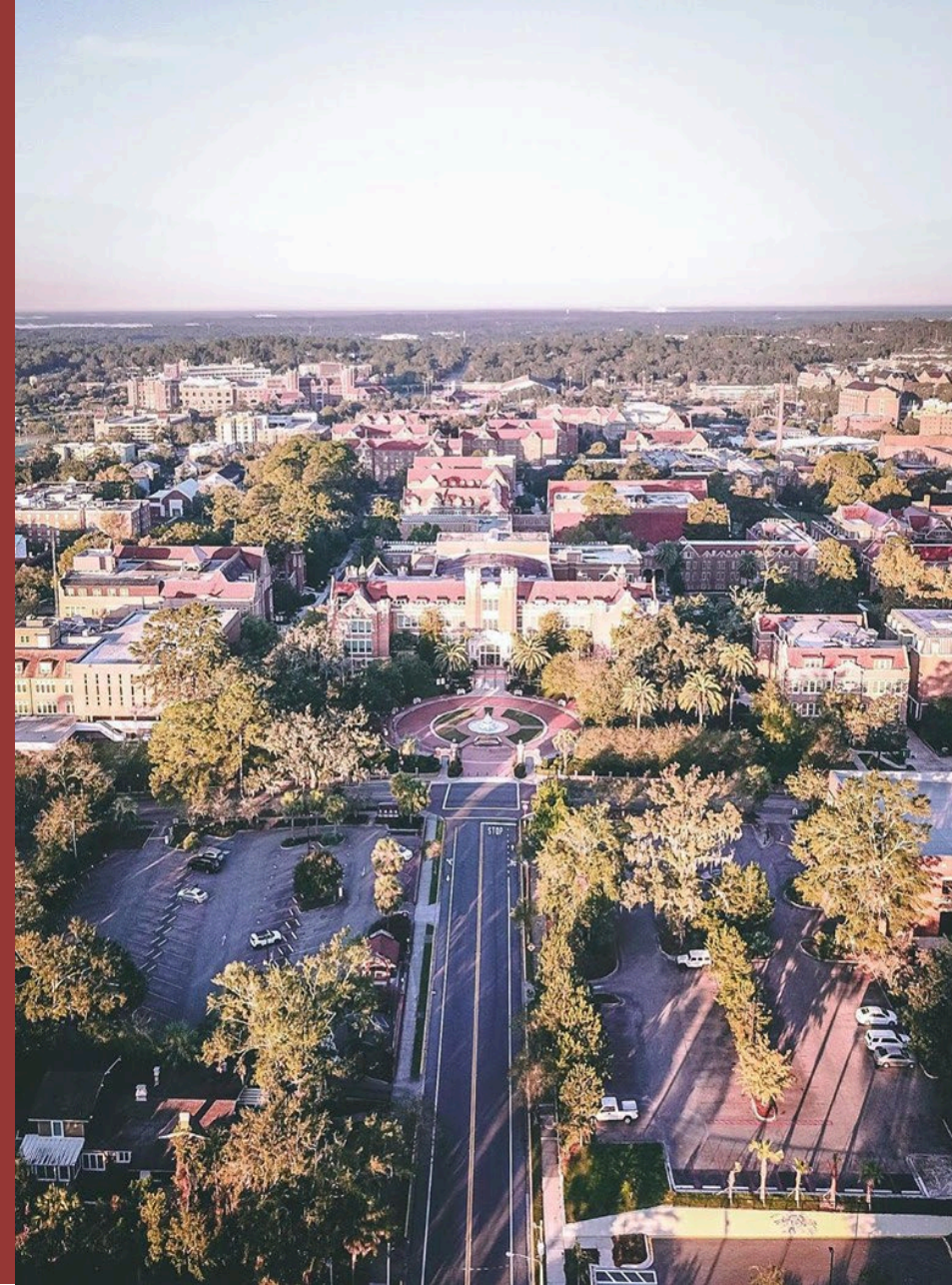
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Oct – Dec 2021 Visitor Tracking Study

Kerri Post

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

Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
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Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH



MEMORANDUM

DATE: February 7, 2022

TO: Leon County Tourist Development Council

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

SUBJECT: Sponsorship Request for Tallahassee Community College's Inaugural "Rock the Roost" Concert on July 23, 2022

This request seeks your consideration to provide \$50,000 in sponsorship for the inaugural "Rock the Roost" Concert with Luke Bryan on July 23, 2022 to be held on the intramural fields on Tallahassee Community College (TCC) campus. TCC has made a formal request for an investment of \$100,000 (TCC Request Letter attached). Staff has reviewed the request and contemplated the many considerations and implications that the out-of-cycle event funding request poses. Based on this review, staff is recommending for the TDC's consideration for a sponsorship in the amount of \$50,000 (Event Sponsor Tiers attached) to be allocated from the Tourism Fund Balance.

"Rock the Roost" is projected to be an annual outdoor concert featuring chart topping artists. This first year concert features Thomas Luther "Luke" Bryan, an American country music singer and songwriter, arguably one of the most popular country music artists in the country and worldwide. Bryan's first 10 albums have included 27 number one hits. Since 2018, Bryan has been a judge on the popular singing competition *American Idol*. According to Pollstar, an industry leading artist tour history report, Luke Bryan concerts averages 100% ticket sellout.

Luke Bryan is currently touring across two (2) countries and has 16 upcoming concerts. Currently, Tallahassee is the only stop in Florida and the entire southeast on his tour. The concert will include three (3) acts in addition to the headliner including local popular and well-established country-rock Tobacco Road Band, Riley Green, and Mitchell Tenpenny. TCC has a goal of selling 20,000 tickets bringing visitors from across the southeast and projects an estimated 6,000 room nights. Luke Bryan was last in Tallahassee in 2013 and sold out with more than 14,000 tickets sold and his popularity has grown dramatically since then. Additionally, the concert is scheduled in July, a need-period for visitation for Tallahassee/Leon County. This concert will provide significant economic impact to local restaurants, hotels, and local businesses when visitor spending is most needed.

According to TCC, the working budget for this event is \$1.55M which includes talent, stage/production, marketing, Luke Bryan Fan Club Pre-sale, student pre-sale, and public on-sale, accommodations, public safety, parking attendants, additional uniformed security, enhanced safety protocols.

Based on room night generation for similar granted events, TCC's VVIP Sponsorship level is commensurate with staff's recommendation. This sponsorship level includes media promotions, naming area, viewing area, video board logo looping, website logo placement and more. In 2016, FSU's Doak After Dark (Doak After Dark) concert featured country band Old Dominion funded in part by a Signature Event grant in the amount of \$50,000. In 2017, Doak After Dark concert featured country music artists Blake Shelton, Jake Owen, and Big and Rich funded in part by a Signature Event grant in the amount of \$40,000.

While this new music festival funding request is outside of the regular Tourism Event Grant cycle, there is adequate funding available in the Tourism Fund Balance to support the event. Appropriating \$50,000 in Tourism Fund Balance will leave the estimated balance well above the minimum 15% operating reserve requirement of \$680,000. Staff will encourage TCC to apply for Signature/Emerging Signature Event grant funding during the FY23 grant cycle which awards applicants up to \$60,000.

TCC's Vice President of Institutional Advancement/Executive Director of TCC Foundation, Heather Mitchell, will be in attendance at the TDC meeting to provide a brief presentation on the concert and answer any questions you may have.



January 27, 2022

Ms. Kerri Post
Division of Tourism
315 S. Calhoun Street, Suite 540
Tallahassee, FL 32301

Dear Kerri,

Thank you for the opportunity to partner on Tallahassee Community College's new event for our community – *Rock the Roost*. This is a concert event that we will hold annually on our campus and all funds raised will support student scholarships, program enrichments and facility enhancements on our campus. I am very excited to share with you that we have confirmed Luke Bryan for our first Rock the Roost concert artist!

The concert will be held on Saturday, July 23, 2022. This event is part of his 2022 Tour, and to date, we are the ONLY concert date he has booked for the state of Florida. The concert will include three acts before Luke takes the stage. It will open with local favorite Tobacco Road, and Luke's team is bringing Riley Green & Mitchell Tenpenny to perform prior to his performance. Our goal is 20,000 tickets sold, bringing in people from across the southeast.

The working budget for this event is \$1.55M. Major parts of our budget include funding for the following areas:

1. Talent
2. Stage/Production
3. Marketing - We have engaged both a local marketing firm, BowStern (also a TCC alumni), and a national marketing firm, Twenty 6 Social, in crafting our strategy. Our strategy includes guerilla marketing, email marketing, social medial, digital, text campaigns, print, television and radio. To date, we have achieved the following milestones for marketing:
 - Announcement
 - Luke Bryan Fan Club Pre-Sale
 - TCC Student Pre-Sale
 - Public On-Sale
4. Accommodations – we anticipate over 6,000 room nights for our local hotels.
5. Public Safety – This will be a critical element to our planning. While we are in the early stages of this planning, we have partnerships with TCC's Police Department, TPD, LCSO, and our own Law Enforcement Academy Classes as well as Leon EMS. At this time, our plan includes the following:
 - 100 law enforcement officials
 - 5 EMT/Ambulances

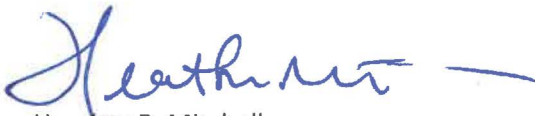
- 25 parking attendants
- 25 additional uniformed security
- Enhanced cleaning across the venue including hand-washing stations and free-standing hand sanitizer stations.
- All transactions will be cashless.

Rock the Roost will be an annual event, hosted during an off-tourism season for our community. This event will bring thousands to Tallahassee for hotel stays, eating our local restaurants, and shopping in our local businesses. It will be such wonderful thing for our community's tourism efforts.

We are working with a variety of local businesses, inside and outside of our community, to assist us in making this a success. We would very much like to partner with the Tourist Development Council as well. We are asking for an investment of \$100,000 from the TDC to support these efforts.

Thank you for your consideration of this request. We are excited to bring Luke Bryan to our community and look forward to working with Visit Tallahassee to make this a smashing success!

Sincerely,



Heather R. Mitchell

Vice President Institutional Advancement, Tallahassee Community College
Executive Director, Tallahassee Community College Foundation



TCC EAGLES | **ROCK THE ROOST**
JULY 23, 2022 | TCC CAMPUS | OUTDOOR CONCERT
Luke Bryan and Guests | 20,000 TICKETS

Sponsorship Opportunities

Stage Sponsor - \$100,000 (Exclusive)

- National and local advertising - TV, Radio, and Social
- Name/ Logo placement on all event promotions- before, during, and after event
- Stage branding - video board looping, banners, video ads
- Onsite activation
- Event fence branding
- Product/ merchandise placement
- Stage mentions
- Observation Deck
- Luke Bryan autographed item
- VVIP access (VVIP is only limited to 300 tickets)
- Private Entrance
- Parking
- Catered Food
- Private Bar
- Private Restrooms

VVIP Sponsor - \$50,000 (4 Available)

- Media Promotions: TV, Radio, and Social
- VVIP Naming Area
- VVIP Viewing Area
- Private Entrance
- Parking
- Catered Food
- Private Bar
- Private Restrooms
- VVIP Tickets
- General Admission Tickets
- Product Placement
- Fence Banner
- Video Boards (looping logo)
- Sampling Opportunity
- Website (placed logo)

VIP Sponsor - \$25,000 (4 Available)

- Media Promotions: TV, Radio, and Social
- VIP Naming Area
- VIP Viewing Area
- Private Entrance
- Parking
- Private Food Vendor
- Private Bar
- Private Restrooms
- VIP Tickets
- General Admission Tickets
- Product Placement
- Fence Banner
- Video Boards (looping logo)
- Sampling Opportunity
- Website (placed logo)

Craft Beer Garden Sponsor - \$15,000 (Exclusive)

- Media Promotions: Social
- Craft Beer Garden Branding
- General Admission Tickets
- Product/ Merchandise Placement
- Website (placed logo)

Misting Zone Sponsor - \$10,000 (Exclusive)

- Media Promotions: Social
- Misting Zone Branding
- General Admission Tickets
- Product/ Merchandise Placement
- Website (placed logo)

Community Sponsor - \$10,000 (5 Available)

- Media Promotions: Social
- General Admission Tickets
- Fence Banner
- Product/ Merchandise Placement
- Website (placed logo)

TCC Eagles ROCK THE ROOST will be an annual event like no other in Tallahassee. We hope you will partner with us, as we create something special! We're excited to hear about your goals and how we can help you achieve them. Get in touch and let's talk about ways we can work together!



MEMORANDUM

DATE: February 7, 2022

TO: Leon County Tourist Development Council

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

SUBJECT: Proposed 2022 Tentative Revised TDC Meeting Schedule

Annually, the Tourist Development Council (TDC) adopts a meeting calendar that will generally schedule regular council meetings. The TDC adopted its 2022 Meeting Schedule at its regular meeting on November 4, 2021 with intent to allow regular participation for all members. This item seeks Council consideration to approve a revised 2022 Tentative TDC Meeting Schedule with the same intent. In drafting the current and proposed revised Tentative TDC meeting schedules, staff reviewed and considered the adopted 2022 meeting schedules for the Leon County Board of County Commission, City of Tallahassee Commission, Community Redevelopment Agency, and Blueprint Intergovernmental Agency. Staff is proposing a revised schedule (Option #1) for the remainder of 2022 which would revert back to the historical meeting day and time:

Option # 1 – Proposed Revised TDC Meeting Schedule – First Thursday of the Month:

Thursday, May 5, 2022 – 9:00 AM
Thursday, July 7, 2022 – 9:00 AM
Thursday, September 1, 2022 – 9:00 AM
Thursday, November 3, 2022 – 9:00 AM

Option # 2 – Current TDC Meeting Schedule – First Monday of the Month (with the exception of November due to Election Day November 7):

Monday, May 9, 2022 – 3:00 PM
Monday, July 11, 2022 – 3:00 PM
Monday, September 12, 2022 – 3:00 PM
Monday, November 14, 2022 – 3:00 PM

If adopted, the revised 2022 Tentative Meeting schedule will be posted on the TDC's meeting page on the County website.