



LEON COUNTY

Tourist Development Council

Thursday, November 8, 2018, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
 - Welcome New TDC Members - Mandy Stringer and Mike Collins
 - Recognize Russell Daws for his 14 Years of Service on the TDC
 - Recognize Commissioner Nancy Miller for her 8 Years of Service on the TDC
 - Recognize Leigh Davis for her 3 Years of Service on the TDC
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - September 6, 2018 and Revised July 19, 2018 Meeting Minutes
 - Financial Reports: August 2018/September 2018; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
 - Research Presentation: Logo and Tagline Focus Groups Report – Phillip Downs
 - Advertising Agency RFP Review and Next Steps – Kerri Post
 - New “Legacy Events” Update and Next Steps – Kerri Post
 - Proposed 2019 TDC Meeting Dates – Kerri Post
 - International Mountain Bike Association (IMBA) Designation – Joe Piotrowski
 - Co-op Marketing Opportunities Overview - Zimmerman Agency
 - Scott Carswell Presents Update – Scott Carswell
 - COCA Updates – Audra Pittman
- VI. Executive Director’s Report – **Kerri Post**
 - Dec. 4 Holiday Industry Meeting 5:30-7:30pm at 1105 Bistro
 - Staffing Update
 - 106 E. Jefferson Street Building Update
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting – Thursday, January 10, 2019

9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor

Leon County Tourist Development Council

Minutes of September 6, 2018 Meeting

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Michelle Personette, Russell Daws, Sam Patel, , Sharon Priester, Matt Thompson, Leigh Davis, Dr. Audra Pittman, Commissioner Scott Maddox, Commissioner Nancy Miller

TDC Members Absent: Commissioner Bryan Desloge

Tourism Development Staff Present: Kerri Post, Aundra Bryant, Andi Ratliff, Janet Roach, Gary Stogner, Amanda Heidecker, Joseph Piotrowski, Katie Gardocki, David Eckmann-intern, .

Guests Present: Joseph St. Germain - Downs & St. Germain, Nicole Vandernick – The Zimmerman Agency, Alicia Holmes – The Zimmerman Agency, Mallory Hartline – Z, Amanda Lewis – Z, Tom Barron – Red Hills Horse Trials, Jane Barron – Red Hills Horse Trials,

I. Call to Order

Meeting was called to order at 9:03 A.M. by Chairman Bo Schmitz.

II. Request for Additional Agenda Items

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

III. Public Comment –

Tom Barron representing Red Hills Horse Trials presented a brief history of TDC funding of Red Hills Horse Trials, and the re-investment the event makes to the local hospitality industry. He stated that the recommended grant of \$50,622.00 is insufficient. He asked that the TDC reconsider the funding recommendation to fund the \$75,000 grant requested.

IV. Items for Consent Approval

Michelle Personette noted a correction in the minutes from the previous meeting. Kerri Post confirmed this was corrected and the updated minutes would be redistributed at the next meeting. **Commissioner Maddox made a motion to amend the items for consent approval to include all except the July TDC Minutes. Russell Daws seconded this amendment which passed unanimously. Commissioner Maddox made a motion to approve the amended items for consent approval. Michelle Personette seconded the motion. The motion was approved unanimously.**

V. General Business

- **Research Presentations: 3rd Quarter Report** – Joseph St. Germain presented the research results for April – June 2018 Visitor Tracking Report. This provided an overview of direct spending and economic impact, a profile of the demographics of 3rd quarter visitors including top origin markets, and compared visitor demographics for 2017-2018.

- Seasoned Local Program – Andi Ratliff –

Andi Ratliff presented an overview of the Seasoned Local program that is currently in development to replace the T.O.U.R. Guide program modeled after Madison Social's successful "Bucket List" promotion. The program is intended to increase local engagement and knowledge of many of the area's unique offerings. Matt Thompson offered to share lessons learned with staff.

- FY 19 Draft Marketing & PR Plan – Mallory Hartline –

Mallory Hartline highlighted research findings and 2019-2021 Tourism Strategic Goals that helped develop the draft marketing PR plan. Noted strategies include integrated marketing to communicate the unique paradoxes of the area, highly targeted seasonal campaigns, increasing awareness of major events, and establishing Tallahassee as a welcoming destination. Marketing priorities include brand evolution, targeted growth and expanded narrative. New logos and taglines are currently being tested as a part of the brand evolution. TDC members noted that increased media attention in the election season and throughout the end of the calendar year should be considered when discussing rebranding, and questioned if the timeline for rebranding should be moved until later in the timeline. Kerri Post confirmed that the timing is well noted and that the rebranding is in the exploratory stage, it will not be rolled out until it has been tested and vetted.

Noted focuses in the FY 2019 plan included:

- Local awareness and engagement has been increased in the proposed plan and budget. Local engagement efforts include both the local residents and the local hospitality industry.
- Year round focus on the area's trails and nature based offerings. Engagement on Trailahassee.com helped influence featured trails that will be promoted along with partners that are located in close proximity to the selected trails. These will be integrated into email and digital promotions.
- The in-market activations in FY 2018 gave great insight into how to maximize those efforts in fiscal year 2019. Personalized media dinners is one new approach that will be employed. The media receptions that were utilized gave staff little one on one conversation with the individual journalists. Kerri Post clarified that this is an allowable expense per statute 125.0104 and that it is for the purpose of establishing a relationship with these media outlets. Two new destinations (Orlando and Birmingham) will be added to the list of in-market activations for FY 2019.
- Public Relations will seek recognition awards. Tallahassee is included in the Southern Living campaign for "South's Best" City, currently open for voting.

Spring events were mentioned by TDC members with a suggestion to include strategically targeting those audiences while they are in the area.

- Signature/Emerging Signature Events and Special Event Grants Recommendations – Matt Thompson –

Matt Thompson thanked fellow Grant Review Committee members Sam Patel and Sharon Priester for their service. He noted that Special Event Grants had 110K in requests for 100K available funds (Special) and over 600K requested for 390K in

available funds for Signature/Emerging Event Grants. He noted that after individual scoring, the Grant Review Committee made the determination to set the six established and proven Signature events (Market Days, Red Hills International Horse Trials, Springtime Tallahassee, Doak After Dark, Word of South, LeMoyne Chain of Parks) to their respective FY 18 funding levels to ensure these established Signature events would at a minimum maintain the existing funding level for FY19.

As Chairman of the grant review committee for the past two years, Matt Thompson provided the following insights and suggestions:

1. Increase funding for Signature Events
2. Find a way to cap/discourage groups from unrealistically increasing their funding requests. 60,000+ is too open ended.
3. Requirement of a sustainability plan should be required.
4. Facilitate additional workshops to educate grantees
5. Balanced focus in the review process and scoring process to include total economic impact. He encouraged the TDC to maintain the grant review committee make up of two hoteliers and one non-hotelier.

Matt Thompson requested that the TDC members support the recommended funding levels that were presented. TDC members indicated support for these suggestions and noted that the economic impact reports conducted by Downs and St. Germain are beneficial in evaluation of Signature Events. Additional suggestions for consideration by TDC members included: limiting an organization to one Signature Event each year, and requiring an event to show measurable growth in order to receive increased funding. Commissioner Maddox thanked the committee for their hard work in making the recommendations on funding awards. **Commissioner Maddox made a motion to approve the Signature/Emerging event funding recommendations as presented by the Grant Review Committee, Commissioner Miller seconded the motion. Russell Daws recused himself. The motion passed unanimously.**

Concern was expressed for the stability of Red Hills, and it was suggested that perhaps there were other ways to supplement funding for the event this year without changing the recommended grant award amounts. Kerri Post noted that allocating additional funds from the Tourist Development Trust Fund for any event would require the Board of County Commissioners approval. **Commissioner Maddox made a motion Commissioner Miller seconded that the TDC request that the BOCC allow a one-time expenditure of 25,000 from the Tourist Development Trust Fund for Red Hills Horse Trials this year.** Several members expressed concern this motion should be reconsidered. Matt Thompson noted that in the Grant Review Committee Meeting Red Hills representatives expressed the loss of the international designation would not hurt event participation or attendance. Jane Barron confirmed that carrying the international designation is expensive and a National event will bring in the same number of participants but would not have the same level of riders, or sponsors which would affect the economic impact. She noted that they are in a very competitive event and the additional funding is needed to remain competitive. Matt Thompson suggested establishing rules for a one-time request in order to protect the sustainability of the Tourist Development Trust Fund while also providing support to signature events. **Matt Thompson made a substitute motion to Commissioner Maddox's motion to direct staff to bring back guidelines for Signature Events to apply for a one time exception over a specified period of time for a designated amount of money, taking into effect past performance, that would be considered for the next grant**

cycle. Russell Daws seconded. Discussion ensued. The motion passed 6-1 with Commissioner Maddox opposed.

Michelle Personette made a motion to approve the Special Event funding recommendations presented by the Grant Review Committee. Russell Daws seconded. The motion was unanimously approved.

- Sports Events Grants Recommendations – Leigh Davis – Leigh Davis presented the recommendation of the Tallahassee Sports Council to award \$111,399 of the \$115,00 in available funding to 66 out of 67 sports event grant applicants. **Russell Daws made a motion to approve the Sport Event Grant funding recommendations presented by the TSC. Commissioner Miller seconded the motion which unanimously passed.**
- COCA Updates – Audra Pittman – Audra Pitman provided an update on the COCA grant process. Applications have been submitted and these will be reviewed and approved by the COCA Board later in September. The recommended grants to receive funding will be presented to the TDC following the completion of that process.
- Current Vendors Contract Terms – Kerri Post –

Kerri Post noted that two contracts (Zimmerman Agency, Downs & St. Germain) are up for renewal and will go out for Request for Proposal (RFP) in early 2019. RFPs will be drafted by staff this fall and will be brought to the TDC in November for review. Once those RFPs are reviewed by the TDC they will be vetted by the Leon County Attorney's office and processed through Leon County Purchasing Department. Kerri Post requested that TDC members with historical knowledge of this process provide insight in this process provide staff significant feedback on the new RFP. Additional contracts that are set to expire the following fiscal year were also presented. It was noted that as a part of this review it should be required that all of these contracted entities, on retainer present an update at every TDC meeting.

VI. Executive Director's Report

- FY 19 Strategic Plan/Annual Marketing Plan Launch & Proposed FY19 Industry Meetings Schedule – Kerri Post gave highlights of the scheduled five industry events that will keep more consistent communication with local industry partners throughout the year as outlined in the Tourism Strategic Plan rather than simply having one annual Marketing Rollout.
 - The Marketing Launch on September 27, which will highlight the marketing plan and the newly developed strategic plan.
 - Holiday Meeting: includes Visitor Guide, printed Marketing Plan, and an initiative titled Tourism Gives Back that includes a toy drive.
 - Tourism Week: May 2019 Tommy Awards highlighting industry leaders, may also include Tallahassee Sports Council Hall of Fame Awards. This would also include a Tourism Gives Back component in the form of a food drive.
- ARP Cross Country Championship Events – The 2018 Fall Schedule includes the FSU Invitational and Pre-State Meet October 12-13, NCAA South Regionals November 9, FHSAA State Cross Country Championships November 10. This is the seventh year in a row that Tallahassee has hosted this event.
- Staffing Update – The Marketing Communication Director position under HR review, and the Visitor Services Director interviews will begin soon. The Marketing/PR Representative is currently being advertised.

- Destination Discovery – A new trampoline and adventure park going coming to Governor Square Blvd. which will add to family attractions and brings in 60 new jobs. Additionally, a new restaurant, Mimi’s Table, is opening in midtown.
- New Hotel Projects - Another hotel is in planning stages at Market Square and previously noted hotel projects throughout Leon County are in various stages of progress.

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

Russell Daws shared the Museum has an open Director of Marketing and Membership position at Tallahassee Museum. Commissioner Miller requested educational materials on the destination for security personnel at City Hall.

Adjournment: 11:24

Attest: Chairman Bo Schmitz

Attest: Andi Ratliff

Leon County Tourist Development Council

Minutes of July 19, 2018 Meeting

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Michelle Personette, Russell Daws, Sam Patel, Sharon Priester, Leigh Davis and Dr. Audra Pittman

TDC Members Absent: Commissioner Bryan Desloge, Matt Thompson, Commissioner Nancy Miller, Commissioner Scott Maddox

Tourism Development Staff Present: Kerri Post, Aundra Bryant, Janet Roach, Gary Stogner, Katie Gardocki, Joe Piotrowski, Amanda Heidecker, and Connor Rand. Interns: Amber Fling and Courtney Caswell

Guests Present: Phillip Downs (Downs & St. Germain), Rachael Anglin (Downs & St. Germain), Marvin Meyer (Red Hills Horse Trials), Jane Barron (Red Hills Horse Trials), Nicki Paden (Leon County Administration), Jon Brown (Florida Jazz & Blues), Ashleigh Dellinger (Zimmerman Agency), Nicole Vandersnick (Zimmerman Agency), Mallory Hartline (Zimmerman Agency), Alicia Holmes (Zimmerman Agency), Brittany Yazdorpanah (College Town).

I. Call to Order

Meeting was called to order at 9:04 A.M. by Chairman Bo Schmitz.

II. Request for Additional Agenda Items

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

III. Public Comment

There were no public comments.

IV. Items for Consent Approval

Russell Daws moved for approval and it was seconded by Sharon Priester. The motion was approved unanimously.

V. General Business

Research Presentations- Highlights of Spring Signature Events, Phillip Downs, Ph.D., Downs & St. Germain Research

Phillip Downs provided an overview of the economic impact of six Spring Signature Events: Springtime Tallahassee, Red Hills International Horse Trials, LeMoyne Chain of Parks Art Festival, Word of South Festival, Tottenham Florida State Invitational Tournament, and Southern Shakespeare Festival. Phillip Downs addressed questions about how the responses of surveyed attendees were analyzed to develop the report. He noted that the statistical data indicates spring events are taking Tallahassee- Leon County in the direction of a more year round attraction based on seasonal visitor traffic. Spring Signature Events generated an estimated \$6 million in direct spend, and over \$9 million in economic impact.

During the overview of each event, it was noted that Springtime Tallahassee and Red Hills Horse Trials experienced a drop in attendance over last year, and possible reasons for the reduction in attendance were discussed, including weather. The report showed that LeMoyne Chain of Parks Art Festival, Word of South Festival, and Tottenham Florida State Invitational Tournament had increases year over year. It was also noted that weather was a factor for Tottenham Florida State Invitational Tournament and Word of South, with both still showing increases. Kerri Post noted three signature events, Tottenham Florida State Invitational Tournament, Word of South, and FSU Spring Game, all occurred on the same weekend in 2018.

Set Grant Review Committee Dates–Kerri Post

Kerri Post reported that the grant application window closed on Friday, July 13 for Special, Signature, and Sports (1st cycle). Staff is preparing the materials for the TDC Grant Review Committee that includes amount requested, projected room nights, and history of the events.

At the May TDC Meeting, Matt Thompson agreed to chair the TDC Grant Committee, two other members Sam Patel and Sharon Priester agreed to serve on the committee. The TDC Grant Review Meeting will take place Friday, August 17 from 10 AM- Noon. This is when the committee will determine funding recommendations and can ask questions of applicants.

Kerri Post remarked the grant process is very competitive with \$390,000 in available funds for Signature and Emerging Signature Events yet more than \$611,000 in requests. There are also a number of new Sports and Special Events that applied for funding.

COCA Updates – Presented by Dr. Audra Pittman

Audra Pittman reported on the economic development and marketing initiatives, including a partnership with *Tallahassee Magazine* and *Emerald Coast Magazine* (print, digital and social) profiling artists of different disciplines and ages and their connection to Tallahassee, in addition to the continued weekly profiles in the *Tallahassee Democrat* highlighting arts in school, and a weekly Sunday article relating to an arts event that will occur in the week ahead. COCA is also partnering with the Jim Moran Institute to kick off the Tallahassee Arts Entrepreneur Institute in August that will create a cohort for arts businesses that are for profit to connect resources to support and sustain their businesses.

Audra Pittman reported she met with Blueprint about the plans for the development of FAMU Way, including art in public spaces that will strengthen the arts culture in our community and remarked that the move of the Visit Tallahassee offices and Visitor Information Center to the historic Amtrak Station will also help to connect Cascades Park, Railroad and Gaines Streets.

Audra Pittman provided an update on the FY 18 Cultural Facilities Matching Grant Program. The following projects will be brought to the TDC for approval after they are approved by the COCA Board in September:

- Tallahassee Community College: Black Box Theater- \$100,000
 - Goodwood Museum and Gardens: Main House Renovations- \$72,000
 - LeMoyne Center for Visual Arts: LeMoyne Renovations- \$100,000
 - FAMU Black Archives: Archives Exhibition and STEAM Education Expansion- \$97,821
- | | |
|----------------------------------|-----------|
| Total FY 18 Funding Recommended: | \$369,821 |
| Total FY 18 Funding Available: | \$369,821 |

Audra Pittman asked for a council member serve as the TDC representative Cultural Arts Panelist. It was noted that Leigh Davis has served on this committee for the last two years and Michelle Personette and Russell Daws are ineligible to serve. Chairman Bo Schmitz agreed to be the TDC representative for the August 24 meeting.

TDC Member Term Limits – Kerri Post

Kerri Post noted that Chairman Bo Schmitz is at the end of his first 4 year term and has applied for reappointment, and Russell Daws has served for three consecutive terms and is not eligible for reappointment due to term limits. She thanked him for his tremendous leadership since 2004.

Kerri Post asked for the TDC members to make recommendations for applicants and encourage them to submit applications to serve. The TDC Board of Directors consists of three elected, three lodging, and three tourism representatives. The vacant position would be for the tourism representative that has traditionally represented museums and attractions. Applications are accepted and the Board of County Commissioners makes the appointment. Currently there is

one applicant. The Board of County Commissioners is expected to make the appointments in October and prefers to have multiple candidates to consider.

VI. Executive Director's Report – Kerri Post

Community Redevelopment Agency (CRA) Arts Funding Update

Three meetings took place this past week, Community Redevelopment Agency (7/16/18), Leon County Commission (7/17/18), and City Commission (7/18/18), that completed the approval process of the CRA Arts Funding to determine the projects that will be funded by the \$3 million in TDT collections originally allocated for the performing arts center. The approved statement from the TDC regarding the funding recommendations was forwarded to the members of the three respective bodies in a letter. The TDC was recognized at all three meetings for their careful consideration.

At the July 16, 2018 meeting, after extensive discussion and comments from the public the CRA recommended Arts Funding for the following arts groups:

- TLH Arts- \$1.8 million
- LeMoyne Center for Visual Arts- \$1 million
- Riley House- \$189,000

These recommendations were not the same as the recommendations of the CRA Arts Funding Review Committee, that included funding to LeMoyne Center for Visual Arts, Riley House and Big Bend CDC. Kerri Post clarified the CRA Board has changed since its inception. Leon County is no longer represented on the CRA Board.

The project funding recommendations of the CRA Board for the CRA Arts Funding were subsequently approved by the County and City Commissions at their respective meetings.

The next step is for the CRA to create agreements with each group that includes deliverables and timelines for funding and construction. Kerri Post noted that she was advocating that the CRA contracts include a requirement that each group present to the TDC annually on progress. She also stated that the CRA will be updating the TDC on the status of the contracts at a future meeting.

Russell Daws stated overall he was pleased with the outcome as a panelist. He said that he believes that the panel would have had a different ranking of the arts groups with different information. He also said that the review committee didn't feel empowered to support the TLH Arts project because there was a significant financial risk even though they had a great application. He said that the elected bodies did well by supporting TLH Arts. He also stated that the arts community showed great support and he hopes they also provide financial support since over \$1.2 million needs to be raised for these groups. Chairman Bo Schmitz and several members of the TDC thanked Russell Daws for serving on the CRA Arts Funding Committee and championing tourism development throughout the process. Many TDC members noted they are proud of the TDC actions in an unpopular and unprecedented situation.

Kerri Post also reported that the CRA eliminated their large event grant program due to budget constraints. This impacts five Signature Events: Springtime Tallahassee, Word of South, LeMoyne Chain of Parks Arts Festival, Florida Jazz and Blues Festival and Southern Shakespeare Festival. Each of these groups previously received \$25,000 and will not receive funding in 2019. The TDC grants program has already seen an increase in funding requests due to this loss of funding support. It was not clear if this was a one year reduction or permanent change.

Staffing Update

Kerri Post provided an update on Tourism staff:

- Katie Gardocki from the Doubletree joined the team in the Leisure Sales position.
- Andi Ratliff was promoted into the Senior Operations Manager position formally held by Chris Holley. This created an opening for the Visitor Services Manager position and the

- application period for this job closed last Friday.
- The second round of interviews for the Marketing/Communications position are scheduled for next week.
 - Kerri Post also recognized two summer interns Amber Fling and Courtney Caswell. Amber served on the marketing team and Courtney served on the sports team.

Leon County Tourism Report per F.S. 228.1226(3)(c)

Kerri Post reported that the meeting packet included a copy of the tourism report submitted to the Governor, Speaker of the House, and Senate President as required per statute 228.1226(3)(c) that was enacted during the last Legislative Session as a result of partnering with VISIT FLORIDA.

Emergency Preparedness Tourism Industry Meeting

On August 1, Tourism staff will hold an Emergency Preparedness Tourism Industry Meeting from 3-4:30 pm at the Hilton Garden Inn Central. Kevin Peters, Director of Leon County Emergency Management will be present to talk about plans for hurricane season. This provides an opportunity to reconnect and inform industry partners to improve responsiveness in case of emergency and add more partners to the GroupMe App. The meeting will also include a brief summary of this TDC meeting.

Regional Tourism Leaders Meeting

Kerri Post reported that she will lead a regional tourism meeting with tourism leaders from surrounding counties including Franklin, Gadsden, Wakulla, Jefferson, and Thomas County, Georgia at 10 am on August 1 at the Division of Tourism offices to discuss shared opportunities and explore potential marketing collaboration such as trails, and arts and culture. Other potential topics include increasing communications and cooperation between counties in regards to emergency preparedness and other high peak periods such as football games and event weekends. A follow-up meeting is scheduled for September 27.

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

Michelle Personette asked that a staff report be given at the September meeting on the vendor contracts and terms, in order for the TDC to be fully aware of the timing of all contracts and the process of RFP's and renewals.

Russell Daws reported that the Tallahassee Museum is accepting applications for a full time Director of Marketing & Membership.

Adjournment: 9:58

Attest: Chairman Bo Schmitz

Attest: Janet Roach

Tourist Development Council
Statement of Cash Flow
Period Ending August 31, 2018

3 3/4-Cents Collections		YTD	August	FY 2017/18		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 3,961,375.93	\$ 320,465.19	\$ 3,957,938	100%	3,438	
361320	Tax Collector FS 125.315	7,353.58	-	-		7,354	
361111	Pooled Interest Allocation	20,866.51	-	40,755			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	5,726.46	351.62	3,000			
366500	Special Event Grant Reimbursements	14,000.00	-	20,000			
366930	Other Contributions/Partnerships	45.00	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue ³	137,643.58	-	165,000			
399900	Appropriated Fund Balance	-	-	491,300			
Total Estimated Receipts				4,690,593			
		\$ 4,147,011.06	\$ 320,816.81				
Acct #	EXPENDITURES	YTD	August	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 197,321.43	\$ 23,311.09	\$ 201,939	\$ 201,939	98%	\$ 4,618
51250	Regular OPS Salaries & Wages	16,450.12	1,835.76	15,980	15,980	103%	(470)
52100	FICA	15,537.40	1,811.37	16,950	16,950	92%	1,413
52200	Retirement Contributions	32,566.47	3,657.51	34,546	34,546	94%	1,980
52210	Deferred Compensation	427.20	53.40	766	766	56%	339
52300	Life & Health Insurance	35,923.31	5,181.95	47,397	47,397	76%	11,474
52400	Workers Compensation	576.99	77.81	390	390	148%	(187)
53400	Other Contractual Services	131,713.30	19,166.66	115,500	115,500	114%	(16,213)
54000	Travel & Per Diem	2,476.00	915.84	7,500	7,500	33%	5,024
54101	Communications - Phone System	939.81	644.79	1,419	1,419	66%	479
54300	Utilities-160-950-591001-552	12,083.33		14,500	14,500	83%	2,417
54400	Rental & Leases	3,770.65	204.00	9,500	9,500	40%	5,729
54505	Vehicle Coverage	463.00	-	463	463	100%	-
54600	Repair & Maintenance	1,158.98	279.03	34,000	34,000	3%	32,841
54601	Vehicle Repair	1,075.36	-	465	465	231%	(610)
54900	Other Current Charges	777.25	79.50	1,971	1,971	39%	1,194
55100	Office Supplies	36.56	52.25	1,000	1,000	4%	963
55200	Operating Supplies	1,163.62	121.85	3,000	3,000	39%	1,836
55210	Fuel & Oil	203.23	-	510	510	40%	307
55400	Publications, Memberships	2,362.00	14.77	2,300	2,300	103%	(62)
55401	Training	459.00	-	3,000	3,000	15%	2,541
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 1,118,035.87	\$ 113,099.80	\$ 1,316,473	\$ 1,441,473	78%	\$ 323,437
<i>Marketing (303)</i>							
51200	Salaries & Wages	\$ 381,723.95	\$ 41,142.32	\$ 471,654	\$ 471,654	81%	\$ 89,930
51210	Regular OPS Salaries & Wages	16,450.19	1,835.77	15,980	15,980	0%	(470)
52100	FICA	29,644.22	3,215.52	38,959	38,959	76%	9,315
52200	Retirement Contributions	29,770.36	2,873.40	38,863	38,863	77%	9,093
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	36,422.96	3,905.47	61,978	61,978	59%	25,555
52400	Workers Compensation	1,665.02	183.95	1,487	1,487	112%	(178)
53400	Other Contractual Services	95,233.68	1,618.80	105,500	105,500	90%	10,266
54000	Travel & Per Diem	27,584.76	2,245.62	68,549	68,549	40%	40,964
54100	Communications Services	3,706.89	368.08	7,823	7,823	47%	4,116
54101	Communications - Phone system	1,054.00	1,054.00	1,054	1,054	100%	-
54200	Postage	2,789.10	150.70	38,000	38,000	7%	35,211
54400	Rental & Leases	2,268.15	152.85	3,347	3,347	68%	1,079
54700	Printing	6,022.27	664.18	6,400	6,400	94%	378
54800	Promotional Activities	16,433.41	24.68	34,500	79,500	21%	63,067
54860	TDC Direct Sales Promotions	26,458.03	1,430.00	55,322	55,322	48%	28,864
54861	TDC Community Relations	3,540.01	626.80	13,300	13,300	27%	9,760

54862	TDC Merchandise	2,750.57	-	5,000	5,000	55%	2,249
54900	Other Current Charges	417,867.05	24,035.79	473,000	473,000	88%	55,133
54948	Other Current Chrg - Amphitheater	150,100.00	-	100,000	190,000	79%	39,900
55100	Office Supplies	3,578.65	-	3,700	3,700	97%	121
55200	Operating Supplies	3,787.72	425.00	5,000	5,000	76%	1,212
52250	Uniforms	2,356.18	-	4,000	4,000	59%	1,644

Acct #	EXPENDITURES	YTD	August	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 19,214.16	\$ 2,683.99	\$ 21,768	\$ 21,768	88%	2,554
55401	Training	-	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	1,016.04	-	1,500	1,500	68%	484
58320	Sponsorship & Contributions	4,000.00	-	19,400	19,400	21%	15,400
	<i>Special Events/Grants (304)</i>						
58300	Grants & Aids	\$ 538,186.88	53,938.72	565,000	610,000	88%	71,813
	<i>Welcome Center CIP (086065)</i>						
56200	Building	\$ 29,887.94	-	-	29,484	101%	(404)
56300	Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
	<i>Countywide Automation (470)</i>						
54110	Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600	Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
	<i>Risk Allocations (495)</i>						
54500	Insurance	\$ 7,306.00	-	7,306	7,306	100%	-
	<i>Indirect Cost (499)</i>						
54900	Indirect Cost Charges	\$ 273,000.00	-	273,000	273,000	100%	-
	<i>Line Item Funding - (888)</i>						
58214	Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215	Local Arts Agency Program	875,814.06	-	1,055,165	1,055,165	83%	179,351
	<i>Transfers (950)</i>						
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	-	-	-	-	0%	-
	<i>Salary Contingency (990)</i>						
59900	Other Non-operating Uses	\$ 9,467.00	-	50,000	50,000	19%	40,533
	Reserve for Fund Balance	-	-	-	-	-	-
	Total Expenditures	\$ 4,759,276.13	\$ 313,083.02	\$ 5,703,085	\$ 6,291,558		

1 1/4-Cents Collections							
Acct #	REVENUES	YTD	August	FY 2017/18	FY 2017/18	% Revenue	Variance
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort Tax (1 1/4-cents) ²	\$ 1,320,458.63	\$ 106,821.73	\$ 1,319,313	\$ 1,319,313	100%	(1,146)
361111	Pooled Interest	-	-	-	-	-	-
361320	Tax Collector FS 125.315	-	-	-	-	-	-
366930	Refund from Prior Years	-	-	-	-	-	-
	Total Revenues	\$ 1,320,458.63	106,821.73	\$ 1,319,313	\$ 1,319,313		

Acct #	EXPENDITURES	YTD	August	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
	Total Expenditures	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853

**NOTES TO THE FINANCIAL STATEMENT
As of August 31, 2018**

REVENUES

- ¹- Revenue for the 3 3/4-cent collections \$320,465.19
- ² - Revenue for the 1 1/4 -cent collections \$106,821.73

EXPENSES

Grant program payments continue for FY18 - \$53,938.72 during this period.

#####

Tourist Development Council
Statement of Cash Flow
Period Ending September 31, 2018

3 3/4-Cents Collections

Acct # REVENUES	YTD	September	FY 2017/18	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Resort Tax (3 3/4-cents)	\$ 4,364,689.57	\$ 403,313.64	\$ 3,957,938	110%	406,752
361320 Tax Collector FS 125.315	7,353.58	-	-		7,354
361111 Pooled Interest Allocation	20,866.51	-	40,755		
362000 Rents & Royalties	-	-	10,200		(10,200)
365000 Merchandise Sales	5,875.00	148.54	3,000		
366500 Special Event Grant Reimbursements	14,000.00	-	20,000		
366930 Other Contributions/Partnerships	45.00	-	2,400		
361300 Interest Inc/FMV Adjustment	-	-	-		
369900 Miscellaneous Revenue	137,643.58	-	165,000		
399900 Appropriated Fund Balance	-	-	491,300		
Total Estimated Receipts			4,690,593		
	\$ 4,550,473.24	\$ 403,462.18			

Acct # EXPENDITURES	YTD	September	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (301)						
51200 Salaries & Wages	\$ 212,862.16	\$ 15,540.73	\$ 201,939	\$ 201,939	105%	\$ (10,923)
51250 Regular OPS Salaries & Wages	18,036.47	1,586.35	15,980	15,980	113%	(2,056)
52100 FICA	16,770.57	1,233.17	16,950	16,950	99%	179
52200 Retirement Contributions	35,384.40	2,817.93	34,546	34,546	102%	(838)
52210 Deferred Compensation	462.80	35.60	766	766	60%	303
52300 Life & Health Insurance	39,313.29	3,389.98	47,397	47,397	83%	8,084
52400 Workers Compensation	629.79	52.80	390	390	161%	(240)
53400 Other Contractual Services	141,296.63	9,583.33	115,500	115,500	122%	(25,797)
54000 Travel & Per Diem	2,902.18	426.18	7,500	7,500	39%	4,598
54101 Communications - Phone System	939.81	-	1,419	1,419	66%	479
54300 Utilities-160-950-591001-552	12,083.33	-	14,500	14,500	83%	2,417
54400 Rental & Leases	3,950.65	180.00	9,500	9,500	42%	5,549
54505 Vehicle Coverage	463.00	-	463	463	100%	-
54600 Repair & Maintenance	1,238.48	79.50	34,000	34,000	4%	32,762
54601 Vehicle Repair	1,075.36	-	465	465	231%	(610)
54900 Other Current Charges	777.25	-	1,971	1,971	39%	1,194
55100 Office Supplies	36.56	-	1,000	1,000	4%	963
55200 Operating Supplies	1,163.62	-	3,000	3,000	39%	1,836
55210 Fuel & Oil	203.23	-	510	510	40%	307
55400 Publications, Memberships	2,389.20	27.20	2,300	2,300	104%	(89)
55401 Training	459.00	-	3,000	3,000	15%	2,541
Advertising/Public Relations (302)						
53400 Other Contractual Services	\$ 1,244,430.65	\$ 126,394.78	\$ 1,316,473	\$ 1,441,473	86%	\$ 197,042
Marketing (303)						
51200 Salaries & Wages	\$ 405,791.71	\$ 24,067.76	\$ 471,654	\$ 471,654	86%	\$ 65,862
51210 Regular OPS Salaries & Wages	18,036.56	1,586.37	15,980	15,980	0%	(2,057)
52100 FICA	31,561.88	1,917.66	38,959	38,959	81%	7,397
52200 Retirement Contributions	31,804.92	2,034.56	38,863	38,863	82%	7,058
52210 Deferred Compensation	-	-	-	-		-
52300 Life & Health Insurance	38,505.58	2,082.62	61,978	61,978	62%	23,472
52400 Workers Compensation	1,779.86	114.84	1,487	1,487	120%	(293)
53400 Other Contractual Services	105,333.68	10,100.00	105,500	105,500	100%	166
54000 Travel & Per Diem	31,412.52	3,827.76	68,549	68,549	46%	37,136
54100 Communications Services	3,779.96	73.07	7,823	7,823	48%	4,043
54101 Communications - Phone system	1,054.00	-	1,054	1,054	100%	-
54200 Postage	2,789.10	-	38,000	38,000	7%	35,211
54400 Rental & Leases	2,415.00	146.85	3,347	3,347	72%	932
54700 Printing	6,022.27	-	6,400	6,400	94%	378
54800 Promotional Activities	16,433.41	-	34,500	79,500	21%	63,067
54860 TDC Direct Sales Promotions	29,153.03	2,695.00	55,322	55,322	53%	26,169
54861 TDC Community Relations	3,540.01	-	13,300	13,300	27%	9,760
54862 TDC Merchandise	2,750.57	-	5,000	5,000	55%	2,249

54900	Other Current Charges	431,020.23	13,153.18	473,000	473,000	91%	41,980
54948	Other Current Chrg - Amphitheater	118,512.36	(31,587.64)	100,000	190,000	62%	71,488
55100	Office Supplies	3,578.65	-	3,700	3,700	97%	121
55200	Operating Supplies	3,787.72	-	5,000	5,000	76%	1,212
52250	Uniforms	2,880.03	523.85	4,000	4,000	72%	1,120

Acct #	EXPENDITURES	YTD Actuals	September Actuals	FY 2017/18 Adopt. Budget	FY 2017/18 Adj. Budget	% Budget Spent	Under/ (Over)
Administration (303)(Continued)							
55400	Publications, Memberships	\$ 19,214.16	\$ -	\$ 21,768	\$ 21,768	88%	2,554
55401	Training	-	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	1,051.14	35.10	1,500	1,500	70%	449
58320	Sponsorship & Contributions	5,250.00	1,250.00	19,400	19,400	27%	14,150
Special Events/Grants (304)							
58300	Grants & Aids	\$ 560,676.88	22,490.00	565,000	610,000	92%	49,323
Welcome Center CIP (086065)							
56200	Building	\$ 29,887.94	-	-	29,484	101%	(404)
56300	Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
Countywide Automation (470)							
54110	Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600	Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
Risk Allocations (495)							
54500	Insurance	\$ 7,306.00	-	7,306	7,306	100%	-
Indirect Cost (499)							
54900	Indirect Cost Charges	\$ 273,000.00	-	273,000	273,000	100%	-
Line Item Funding - (888)							
58214	Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215	Local Arts Agency Program	875,814.06	-	1,055,165	1,055,165	83%	179,351
Transfers (950)							
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	-	-	-	-	0%	-
Salary Contingency (990)							
59900	Other Non-operating Uses	\$ 9,467.00	-	50,000	50,000	19%	40,533
	Reserve for Fund Balance	-	-	-	-	-	-
	Total Expenditures	\$ 4,975,134.66	\$ 215,858.53	\$ 5,703,085	\$ 6,291,558		

1 1/4-Cents Collections

Acct #	REVENUES	YTD Actuals	September Actuals	FY 2017/18 Adopt. Budget	FY 2017/18 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort Tax (1 1/4-cents) ²	\$ 1,454,896.51	\$ 134,437.88	\$ 1,319,313	\$ 1,319,313	110%	(135,584)
361111	Pooled Interest	-	-	-	-	-	-
361320	Tax Collector FS 125.315	-	-	-	-	-	-
366930	Refund from Prior Years	-	-	-	-	-	-
	Total Revenues	\$ 1,454,896.51	134,437.88	\$ 1,319,313	\$ 1,319,313		

Acct #	EXPENDITURES	YTD Actuals	September Actuals	FY 2017/18 Adopt. Budget	FY 2017/18 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
	Total Expenditures	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853

NOTES TO THE FINANCIAL STATEMENT As of September 30, 2018

REVENUES

¹- Revenue for the 3 3/4-cent collections \$403,313.64

² - Revenue for the 1 1/4 -cent collections \$134,437.88

EXPENSES

Grant program payments continue for FY18 - \$22,490.00 during this period.

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Date Created: Oct 17, 2018

Visit Tallahassee

For the Month of September 2018



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

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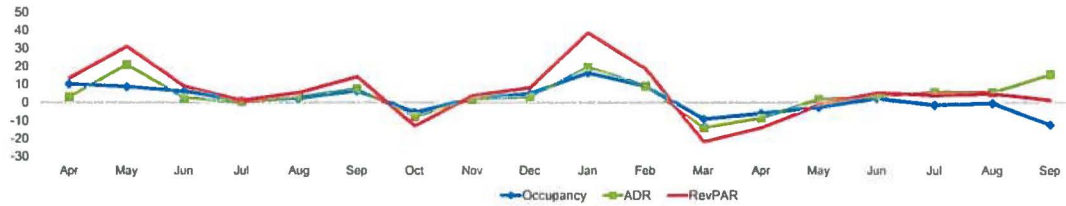
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Vax Tallahassee

For the Month of September 2018

Monthly Percent Change



Overall Percent Change



	2017												2018					Year To Date			Running 12 Months				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2018	2017	2018	2018	2017	2018	
Occupancy (%)	71.1	65.1	69.9	65.4	68.3	70.2	67.7	66.3	59.9	67.3	75.9	69.8	66.8	63.3	71.4	64.4	67.9	61.6	64.9	68.2	67.5	62.8	67.3	66.6	
This Year	64.6	60.0	65.9	64.9	66.7	66.0	71.7	85.1	67.2	57.9	69.8	78.8	71.1	85.1	69.9	65.4	68.3	70.2	63.5	64.9	68.2	61.8	62.8	67.3	
Last Year	10.0	8.5	6.0	9.7	7.3	6.3	-5.9	1.8	4.8	16.1	8.8	-9.1	-6.0	-2.8	2.2	-1.6	-8.6	-12.3	2.2	5.2	-1.1	1.7	7.2	-8.6	
Percent Change																									
ADR	106.83	105.20	88.31	82.00	94.43	103.45	118.26	112.04	90.56	109.54	105.96	93.76	97.84	108.88	91.00	80.51	99.41	119.25	93.59	98.10	101.16	96.55	101.19	102.56	
This Year	103.70	87.05	86.14	81.70	91.72	96.43	128.04	110.05	87.89	91.99	100.00	108.95	106.83	105.20	88.31	82.00	94.43	103.45	91.95	93.59	96.19	94.00	96.55	101.10	
Last Year	3.0	20.8	2.5	6.4	3.0	7.3	-7.7	1.8	3.0	19.5	8.9	-13.9	-8.4	1.6	3.1	5.5	5.3	15.3	1.8	4.9	3.0	2.1	4.7	1.5	
Percent Change																									
RevPAR	75.95	68.52	61.76	53.61	64.48	72.60	80.96	74.31	54.27	73.67	82.75	65.46	65.39	67.68	65.02	55.60	67.51	73.40	60.73	67.01	68.25	60.68	68.08	68.56	
This Year	67.03	52.24	56.81	53.95	61.20	63.67	91.81	71.67	50.26	53.12	69.89	83.67	75.95	68.52	61.76	53.61	64.48	72.60	58.40	60.73	67.01	58.43	60.68	68.06	
Last Year	13.3	31.2	8.7	1.1	5.4	14.0	-12.8	3.7	8.0	38.7	18.4	-21.8	-13.9	-1.2	5.3	3.9	4.7	1.1	4.0	10.3	1.9	3.8	12.2	0.7	
Percent Change																									
Supply	165,300	170,810	165,300	168,950	166,950	162,000	167,400	162,000	167,400	167,400	151,200	173,600	170,700	170,700	170,900	170,700	176,300	176,300	170,700	1,505,353	1,497,210	1,533,470	2,019,013	2,004,254	2,030,270
This Year	165,420	170,934	165,420	170,934	170,934	165,420	170,934	165,300	170,810	170,810	154,280	170,810	165,300	170,810	166,300	169,950	168,950	162,000	1,481,451	1,505,353	1,497,210	1,980,843	2,019,013	2,004,254	
Last Year	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0	1.6	3.3	3.3	3.3	4.4	4.4	5.4	1.6	-0.5	2.4	1.9	-0.7	1.3		
Percent Change																									
Demand	117,515	111,257	115,601	110,469	115,369	113,687	113,378	107,456	100,312	112,580	114,828	121,194	114,074	111,096	121,958	113,545	110,715	105,077	978,793	1,021,758	1,034,665	1,265,501	1,349,832	1,355,611	
This Year	106,627	102,573	109,091	110,988	114,061	106,216	122,562	107,645	97,667	96,957	107,724	131,479	117,515	111,257	115,601	110,469	115,369	113,687	948,800	978,793	1,021,758	1,223,238	1,265,501	1,349,832	
Last Year	9.9	8.5	6.0	-0.5	1.1	4.1	-7.9	-0.2	2.7	13.8	6.6	-7.6	-2.9	0.4	5.5	2.8	3.8	-7.6	3.8	4.6	1.3	3.7	6.4	0.5	
Percent Change																									
Revenue	12,554,616	11,703,768	10,208,510	9,057,997	10,894,384	11,761,336	13,401,225	12,038,896	9,054,546	12,331,708	12,511,068	14,291,990	11,161,363	11,037,847	11,098,565	9,822,300	11,008,455	12,529,916	91,422,129	100,328,540	104,665,566	122,479,748	136,452,518	130,190,233	
This Year	11,087,808	8,029,180	9,397,543	9,087,755	10,481,800	10,532,096	15,603,062	11,846,771	8,584,115	9,073,837	10,782,093	14,291,990	12,554,616	11,703,768	10,208,510	9,057,997	10,894,384	11,761,336	86,510,253	91,422,129	100,328,540	115,720,857	122,479,748	136,452,518	
Last Year	13.2	31.1	8.6	-0.1	4.1	11.7	-14.6	1.8	5.8	35.9	16.0	-20.5	-11.1	2.0	8.7	8.4	9.3	6.5	5.7	9.7	4.3	5.8	11.4	2.0	
Percent Change																									
Census %	60	60	60	59	59	58	58	58	58	58	60	60	61	61	61	61	61	61	5610	5610	5600	5600	5600	5600	
Census Props	5610	5610	5510	5450	5450	5400	5400	5400	5400	5400	5400	5400	5600	5600	5600	5600	5600	5600	5610	5610	5600	5600	5600	5600	
Census Rooms	91.9	91.9	91.9	91.8	91.8	87.0	89.7	89.7	89.7	89.7	90.1	90.2	90.2	90.2	90.2	90.2	90.2	88.6	91.9	91.9	91.9	91.8	91.8	91.8	
% Rooms Participants																									

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Date Created: Sep 18, 2018

Visit Tallahassee

For the Month of August 2018



Table Of Contents
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1
2
3
4

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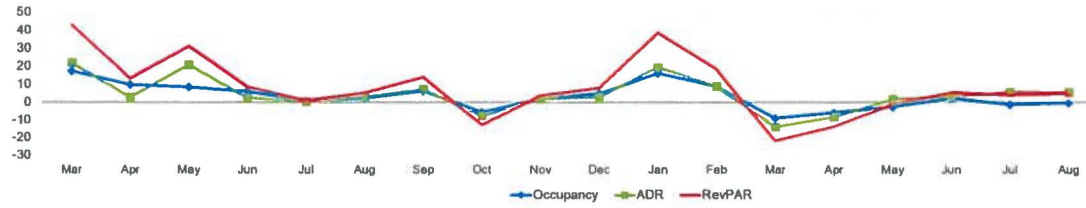
Tab 2 - Trend Leon County, FL

Currency: USD - US Dollar

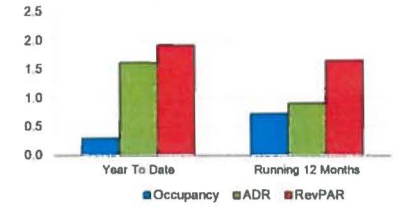
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For the Month of August 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
This Year	78.8	71.1	85.1	89.9	85.4	88.3	79.2	87.7	89.3	59.9	87.3	75.9	88.8	88.8	83.3	71.4	84.4	87.9			
Last Year	65.4	84.6	60.0	65.9	64.9	66.7	66.0	71.7	65.1	57.2	57.9	69.8	76.8	71.1	69.9	65.4	66.3				
Percent Change	17.4	10.0	8.6	6.0	9.7	2.3	6.3	-5.5	1.9	4.8	18.1	8.8	-9.1	-6.0	-2.8	2.2	-1.6	-0.6			

ADR		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
This Year	108.95	100.83	105.20	88.31	82.00	94.43	103.45	118.20	112.04	90.56	109.54	108.98	93.76	97.84	106.88	91.00	86.51	99.47			
Last Year	89.44	103.70	87.05	86.14	81.70	81.72	96.43	128.04	110.05	87.89	81.86	100.06	108.95	106.83	105.20	88.31	82.00	94.43			
Percent Change	21.8	3.0	20.8	2.6	8.4	3.6	7.3	-7.7	1.8	3.0	19.5	8.9	-13.9	-6.4	1.6	3.1	5.5	5.3			

RevPAR		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
This Year	83.67	75.95	88.52	61.78	53.61	64.48	72.00	80.06	74.31	54.27	73.67	82.75	65.46	65.39	67.68	65.02	55.69	67.51			
Last Year	58.52	67.03	52.24	58.81	53.05	61.20	83.67	91.81	71.67	50.26	53.12	86.89	83.67	75.95	86.52	81.76	53.61	64.48			
Percent Change	43.0	13.3	31.2	8.7	1.1	5.4	14.0	-12.8	3.7	8.6	36.7	18.4	-21.8	-13.9	-1.2	5.3	3.9	4.7			

Supply		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
This Year	170,810	165,300	170,810	165,300	168,950	168,950	162,000	167,400	162,000	167,400	167,400	151,200	173,600	170,700	176,300	176,700	176,300	176,300			
Last Year	170,934	166,420	170,934	166,420	170,934	170,934	166,420	170,934	166,420	170,934	170,934	154,260	170,810	165,300	170,810	166,300	166,950	166,950			
Percent Change	-0.1	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0	-2.0	1.8	3.3	3.3	3.3	4.4	4.4			

Demand		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
This Year	131,178	117,515	111,257	115,601	110,469	115,369	113,694	113,378	107,450	100,312	112,580	114,828	121,194	114,074	111,696	121,958	113,545	119,715			
Last Year	111,860	106,927	102,573	108,091	110,386	114,061	108,216	122,562	107,945	87,667	98,957	107,724	131,179	117,515	111,257	115,601	110,468	115,369			
Percent Change	17.3	9.9	8.5	6.8	-0.5	1.1	4.1	-7.5	-0.2	2.7	13.6	6.6	-7.6	-2.9	0.4	5.5	2.8	3.8			

Revenue		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
This Year	14,291,990	12,554,616	11,703,768	10,208,519	9,057,997	10,894,384	11,791,369	13,401,225	12,038,896	8,084,548	12,331,708	12,511,868	11,363,524	11,181,383	11,937,847	11,098,585	9,822,300	11,908,455			
Last Year	10,003,769	11,087,806	8,920,160	9,397,543	9,067,755	10,481,800	10,532,096	15,083,062	11,846,771	8,584,115	9,073,637	10,782,093	14,291,990	12,554,616	11,703,768	10,208,519	9,057,997	10,894,384			
Percent Change	42.9	13.2	31.1	8.8	-0.1	4.1	11.7	-14.9	1.6	5.8	35.9	16.0	-20.5	-11.1	2.0	8.7	8.4	9.3			

Census %		2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
Census Props	60	60	60	60	60	58	58	58	58	56	58	58	60	61	61	61	61	61			
Census Rooms	5610	5610	5510	5510	5450	5450	5400	5400	5400	5400	5400	5400	5600	5690	5690	5690	5690	5690			
% Rooms Participants	91.9	91.9	91.9	91.9	91.8	91.8	87.0	89.7	89.7	89.7	89.7	89.7	90.1	90.2	90.2	90.2	90.2	90.2			

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Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
64.7	68.0	68.2	61.8	67.0	67.5
64.7	64.7	68.0	61.8	61.8	67.0
0.0	5.0	0.3	0.0	8.4	0.7

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
03.24	97.53	99.11	06.38	100.53	101.45
91.78	93.24	97.53	94.86	96.38	100.53
1.6	4.8	1.6	1.8	4.3	0.9

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
60.37	66.33	67.61	59.57	67.35	68.47
60.41	60.37	66.33	58.63	59.57	67.35
1.6	9.9	1.9	1.6	13.1	1.7

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
1,339,933	1,335,210	1,362,770	2,016,403	2,007,674	2,021,570
1,318,641	1,339,933	1,335,210	1,980,613	2,016,403	2,007,674
1.6	-0.4	2.1	1.8	-0.4	0.7

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
867,577	808,071	829,588	1,246,309	1,345,161	1,384,428
853,776	867,577	808,071	1,224,243	1,246,309	1,345,161
1.6	4.7	2.4	1.8	7.9	1.4

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
80,890,033	88,567,204	92,135,850	120,116,198	135,223,278	136,421,686
78,341,707	80,890,033	88,567,204	116,131,804	120,116,198	135,223,278
3.3	9.5	4.0	3.4	12.6	2.4



FISCAL YEAR 2018 HIGHLIGHTS

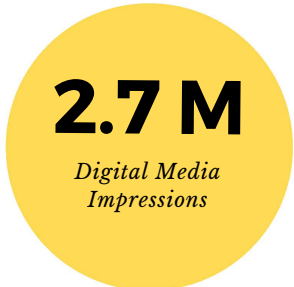
- Coming out of September, website traffic for the year was up 6% year over year and website pageviews exceeded 1.3 million
- Social media followers landed over 87,000 coming out of September (13% increase YOY) and #iHeartTally mentions for the year were over 50,000 (234.5 million impressions)
- Publicity reached 127+ million potential visitors and a record 519 story placements

2017 - 2018 KPIS:	% TO GOAL (AS OF SEP 2018)
Increase website traffic by 20% (Goal: 715,921 sessions)	88% to goal and up 6% year over year
Increase average time on the website to exceed three minutes.	02:22
Garner 6 out-of-market PR story placements per month (Goal: 72)	277
Increase Twitter followers 15% (Goal: 12,647 followers).	12,040 followers (95% to goal)
Increase Twitter engagement by 20% (Goal: 37,009 engagements).	24,228 engagements (65% to goal)
Increase Facebook followers 15% (Goal: 62,228 fans).	62,805 fans (101% to goal)
Increase Facebook engagement by 35% (Goal: 393,018 engagements).	380,041 engagements (96% to goal)
Increase Instagram followers by 30% (Goal: 13,739 followers).	12,333 followers (89.7% to goal)
Increase Instagram engagement by 25% (Goal: 81,775 engagements).	96,855 (148% to goal)
30% increase in the consumer data base opt-ins (Goal: 105,165).	131,638 (125% to goal)



MEDIA HIGHLIGHTS: AUG-SEP 2018

- 2,661,484 total digital media impressions
- Website traffic driven by paid search made up 18% of site traffic, a 300% year over year increase
- Paid search conversions totaled over 12,400 across the two months





WEBSITE: AUG-SEP 2018

- Traffic in August and September is up 3% YOY.
- 217,435 total pageviews between August and September, up 13% year over year

+10%

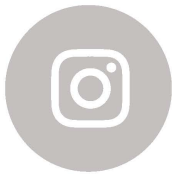
in pages per visit YOY

35%

bounce rate

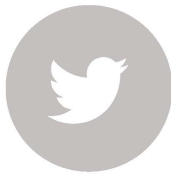
SOCIAL MEDIA: AUG-SEP 2018

- Garnered 6,000+ new followers
- Over 3,000 new #iHeartTally mentions



98,000+

Engagements as of
Sep 2018



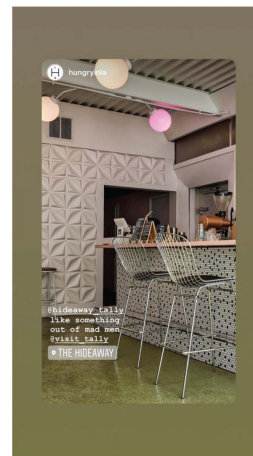
24,200+

Engagements as of
Sep 2018



104,000+

Engagements as of
Sep 2018



PR HIGHLIGHTS: AUG-SEP 2018

Across August and September, publicity reached 200,000+ potential visitors highlighting Tallahassee as an ideal fall getaway for outdoors and activities

	Aug-Sep 2018	Fiscal Year 2018	Annual Goal
Impressions	218,740	76,299,104	85,000,000
Publicity Value	\$23,315	\$248,433	\$475,000
Story Placements	10	277	72



Visit Tallahassee
PROGRAM HIGHLIGHTS
August/September 2018

I. Marketing Communications

Development Activities:

- Reviewed recommendations from the Zimmerman Agency and finalized FY 19 advertising budget and media plan
- Initiated programming discussion and creative necessary for launching the Season Local program with the Zimmerman Agency
- Finalized promotional elements, creative and timing for FSU and FAMU football sweepstakes
- Finalized promotional videos for Tallahassee Museum and the Bradfordville Blues Club
- Finalized #iHeartTally promotional video for social media
- Finalized creative for the promotional card for the Southern Living Best City promotion
- Finalized creative for the FAMU Strike Magazine
- Finalized social media canvas ad focusing on “10 Instagramable spots” in Tallahassee
- Worked with the Zimmerman Agency in developing creative elements necessary for logo testing
- Finalized creative elements and promotional schedule for the Tap Invitational
- Developed invitation, presentation and creative elements for the 2018 Marketing Launch

Performance Measures:

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

II. Meetings & Conventions/Customer Service

Development Activities:

- Attended, networked and conducted 35 face to face appointments at Connect Marketplace- Association in Salt Lake City, UT.

- Reviewed and assisted the Visit Tallahassee team with finalizing post event reports for special event grant recipients for year end.
- Attended the Society of Government Florida Capital Chapter monthly meeting with an education topic of being prepared for an active shooter situation.
- Attended and networked at the Florida Society of Association Executives (FSAE) Annual Conference attended by nearly 275 association executives and decision makers.
- Registered and coordinated booth share for partners (Springhill Suites and Challenger Learning Center) and promotional items for the Florida Society of Association Expo, October 3.
- Assisted Experience Tallahassee with Visit Tallahassee materials for the upcoming event October 12.
- Collaborated with the marketing team and advertising agency in the creation of a bid template to be used by the Visit Tallahassee sales team when responding to request for proposals that require extensive destination and event specific detail.
- Assisted the Visit Tallahassee public relations team with content for an article about Florida in Northeast Meeting Magazine that will run in winter 2019.
- Attended, networked and conducted 33 face to face meetings at the Small Market Meetings Conference held in Ontario, CA attended by over 100 association and specialty organization meeting planners and decision makers.
- Selected partner venue, Au Peche Mignon for the November 15 Florida Society of Association Executives (FSAE) Meeting Planner Roundtable and continuing to coordinate the educational program and event details with FSAE staff.
- Serving as the event coordinator for the 2018 Marketing Launch at The Gathering including coordinating the venue, menu, parking and event details along with Visit Tallahassee Marketing team and the Zimmerman Agency.
- Served on the interview committee for the Visitor Services position and conducted 14 candidate interviews.
- Assisted the Sports Department with preparing 400 packets for the FSU Invitation Pre-State Cross Country race.
- Assisted the following meeting groups with destination information; North Florida Literary Festival, Southeastern Chapter of the Music Library Association, Florida Social Emotional Learning District Collaborative Symposium and Florida Facility Managers Association Operations Seminar.

Performance Measures:

- Sent two leads with 300 visitors, 650 room nights and an estimated \$192,043 in direct spending.
- Booked two groups with 520 visitors, 660 room nights and an estimated \$340,995 in direct spending.

Events Hosted (Anticipated numbers):

- North Florida Literacy Festival (August 17-18, 2018) with 20 rooms and 25 visitors and estimated direct spending \$27,757.
- Ascension Hospital Meeting (August 14, 2018) with 500 attendees and \$40,025 in direct spending.

III. Leisure Sales

Development Activities:

- Maintained VisitTallahassee.com calendar of events and updated partner listing as necessary.
- Compiled and distributed bi-weekly “Happenings ALL Around Town” to partners.
- Attended the Emergency Preparedness meeting for Industry Partners.
- Met with Bryan Smith from Proof for details on Tap Invitational.
- Reviewed three post event special event grant reports.
- Participated in two Grant signing workshops.
- Met with Jason Dennard and Drew Longenecker to get contracts signed for Doak After Dark
- Represented Visit Tallahassee at two Florida Panhandle National Heritage Area Feasibility Study meetings.
- Updated and maintained the dining options listed on VisitTallahassee.com.
- Updated contact information for restaurants in iDSS.
- Updated information on restaurants and attractions for the 2019 Visitor Guide.
- Delivered Visitor Guides and Maps to Hotel Partners.
- Assisted Buster Brown with venue and hotel options for the Gavin Family Reunion Labor Day of 2019.
- Assisted Life Center Fellowship with securing a host hotel for the Ministry Development Summit.
- Met with Serene with the FSU Student Organization FreeCon to assist with venue and hotel options for the 15th Annual FreeCon convention.
- Established a partnership with Paddle Florida to have the Visit Tallahassee Logo on the Paddle Florida Website.
- Met with Alex English and Lauren Izzo on updates with the DoubleTree by Hilton’s rooftop addition.
- Participated in a site visit to The Gathering for the Visit Tallahassee Marketing Launch.
- Attended the Visit Tallahassee Marketing Launch.

Performance Measures:

- Sent three leads with 3,500 visitors and 1,500 room nights.

- Currently working one tentative group with 500 visitors and 200 room nights.

IV Sports Marketing

Development Activities:

- Assisted individuals and organizations submitting applications for the Leon County Special, Signature and Sports Event Grant Program. Reviewed assembled, organized books for the review and scoring by the review committee.
- Worked with Florida State Athletics, Leon County Parks & Recreation on the event planning for 3,400 athletes participating in the Florida State Cross Country Invitational & Pre-State Meet.
- Amanda and Joe attended the Connect Sports Marketplace in Salt Lake, UT with more than 25 appointments with potential sports planners.
- Planned and hosted the November Tallahassee Sports Council meeting at Aloft hotel.
- Hosted the Tallahassee Sports Council grants review committee formalizing a recommendation to the full board of \$111,399 for 66 sports bring an anticipated 31,828 visitors to Tallahassee and will generate a projected 11,258 room nights with more than \$11 million in estimated direct visitors spending.
- Assisted with the continued development of the site plans for the future Apalachee Regional park operations building and awards stage.
- Hosted numerous local organizing committee planning meetings with the various organizations for a cohesive plan between Florida High School Athletic Association Cross Country State Meet and NCAA Cross County South Regional Championship. The meetings consisted of the flow of traffic, parking, volunteers and other logistical and event marketing.
- Followed up with all Sports Special Event Program Grantees and processed remaining post event for 2017-18.
- Took part in a logistics meeting with FHSAA (Alex Ozuna & J.A. Colasanti) for the upcoming FHSAA Cross Country State Championship on November 10.
- Participated in the Visit Tallahassee Annual Marketing Launch at the Gathering.
- Worked with numerous baseball and softball tournament organizers to secure their 2019 dates and to confirm they didn't conflict with each other
- Met with Tallahassee Marathon organizers to talk about collaborating in marketing efforts for the 2019 marathon.

Performance Measures:

Events Hosted (Anticipated numbers)

- USA Softball 14U Southern Nationals, (August 2-4, 2018) with 40 rooms and 100 visitors and estimated direct spending \$19,757.

Events Booked (Anticipated numbers)

- YBOA Super-Regionals, (April 26-28, 2019) with 475 room nights, 1,000 visitors and estimated direct spending \$382,712.

Leads Distributed (Anticipated numbers)

- Capital City Classic Wrestling Tournament, (December 7-8, 2019) with 300 room nights, 1,400 visitors and estimated direct spending \$ \$311,224.
- Trojan Invitational Wrestling Tournament, (January 12, 2019) with 90 room nights, 380 visitors and estimated direct spending \$30,156.
- Florida High School Athletic Association (FHSAA) State Cross Country State Championship, (November 10, 2018) 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.
- Florida State University Cross Country Invitational and Pre State Meet, (October 12-13, 2018) with 1,000 room nights, 3,500 visitors and estimated direct spending \$860,000.

IV. Visitor Services

Development Activities for August & September

- Supervised fall marketing and visitor services interns.
- Coordinated assembly and distribution of group service items.
- Oversaw the fiscal year 2019 grant application process, including review of grant applications, preparation of grant applications for grant review committee and assistance with the grant review and scoring meeting.
- Managed the creation, distribution, tracking and organization of contracts for fiscal year 2019 granted events; and managed review and processing of signed contracts
- Communicated with grantees concerning end of fiscal year 2018 post event reports, and managed review and processing of completed post event reports.
- Worked with Marketing department in designing and ordering promotional items for the new Seasoned Local program. Coordinated with Zimmerman team on the promotional
- Assisted sales departments by ordering promotional items for upcoming groups and events.
- Assisted sports department with purchase of volunteer apparel, signage and promotional items for upcoming cross country meets.
- Added new vendors and inventory to Visitor Center Gift Shop.
- Completed monthly sales report and deposit for Visitor Center Gift Shop, including end of fiscal year payment requests for consignor sales.

- Assisted in the interview process to fill the open Visitor Services Director position.
- Assisted with industry emergency response meeting.
- Assisted with preparation for Marketing Launch Event.
- Monitor and respond to contact requests through VisitTallahassee.com
- Oversaw distribution of Visitor Guides and Local Maps to area partners.
- Oversaw daily operations in the Visitor Center and VIC staff, continue training for new VIC staff member.
- Coordinated the delivery of #iHeartTally letters to local partners for upcoming events.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- August: Provided services to 176 walk-in visitors (141 domestic and 35 international)
- September: Provided services to 160 walk-in visitors (132 domestic and 28 international)

Telephone Visitor Services

- August: Fulfilled 139 telephone inquiries
- September: Fulfilled 131 telephone inquiries

Visitor Gift Store Sales

- August: \$477.77 in total sales
- September: \$251.88 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: August - 22 | September - 15
- Inquiries from advertisements: August - 14 | September - 8
- Website requests for visitor guides: August - 122 | September - 84
- Provided to Visitor Center guests: August - 93 | September – 48
- Distributed to area partners: August - 580 | September – 75
- Distributed to regional welcome centers: August - 455 | September – 15

Group Services Requests:

- Distributed 1,296 visitor guides and other material to the following:

○ North Florida Literacy Festival 2018
○ Zorn Wedding
○ Tallahassee Memorial Healthcare Medical Residents
○ College Football Letterman's Association
○ Fine Arts at Florida State University

○ Zingales Nine Ball Amateur Pool Tournament
○ Tallahassee Community College Workforce Welcome
○ Jonathan Ferrell Kick Off Classic
○ Fountain Family Reunion
○ North American Butterfly Association 13th Biennial Members Meeting
○ Florida A&M University Orientation
○ Florida Dobson Class Reunion '78
○ League of Southeast Credit Unions Staff Retreat
○ Capital Medical Society Alliance New Physicians
○ Florida State Board of Administration Enterprise Risk Management Forum
○ Williams Taylor Family Reunion
○
○
○
○ Event Name
○ Local Love Fest
○ Forston Reunion K-Day 2018
○ Leon County Schools New Teacher Welcome Reception
○ Florida State University Alumni Association Emeritus Alumni Society Reunion
● Brooks Family Reunion
● Florida State University College of Law Candidates
● Balboa Golf Invitational
● Tallahassee Memorial Healthcare General Surgery Residents

Logo and Tagline Testing for the Leon County Division of Tourism/Visit Tallahassee

September 2018



downs & st. germain
RESEARCH

Study purpose

Purpose

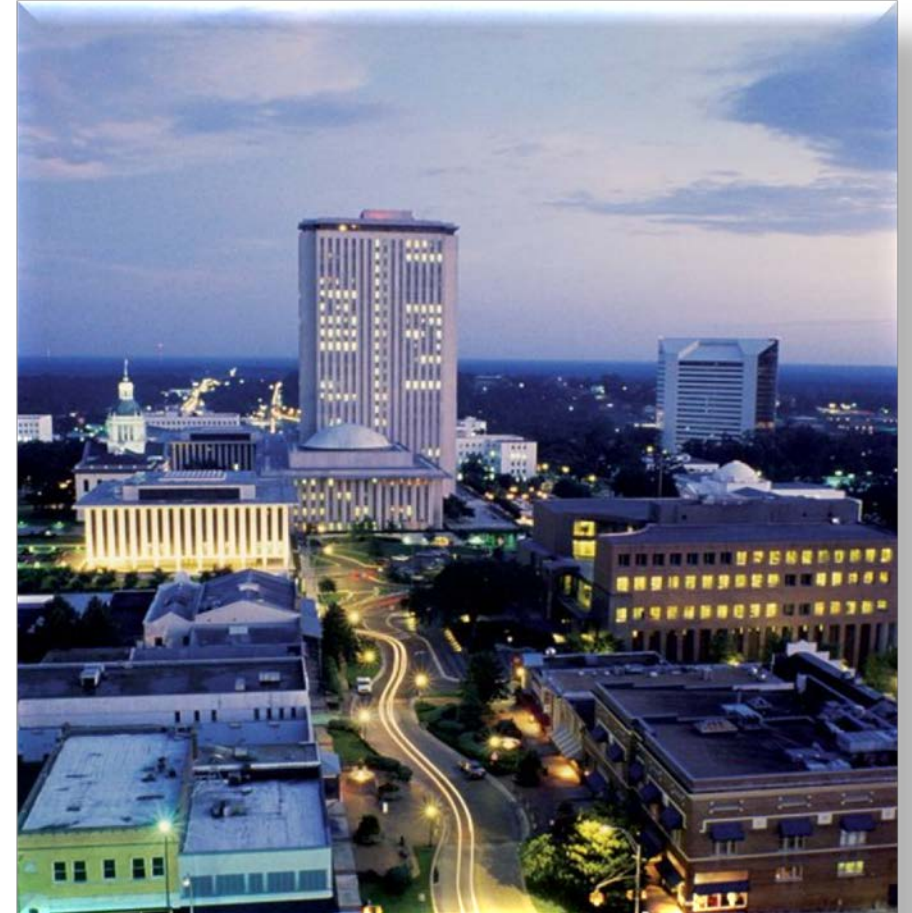
- Test reactions to 5 logos and 5 taglines for Leon County Division of Tourism/Visit Tallahassee



Methodology

Two focus groups – 6 participants/group

- Tampa
 - All had visited Tallahassee at least twice in the past 3 years
 - Mix of reasons for visiting, ethnicities, ages, income, and gender



Critical Findings from Focus Groups



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RESEARCH

Logo

Visit
Tallahassee

- Excellent for capturing the essence of Tallahassee
- Excellent for relating to the perceived paradoxes¹ of Tallahassee as expressed by participants in the Unique Emotional Positioning Study

¹Paradoxes included “young vs. historic” and “lively vs. relaxed”.

Taglines

Various taglines had different strengths.

- *Florida's Past, Present, and Future*
 - Related well to colleges and government
- *Fun. It's in our nature.*
 - Related well to nature/ecotourism
- *When You're Here, You're Home.*
 - Related well to small-town feel

Detailed Findings



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RESEARCH

Logo 1: Color Options



Preferred Color
Scheme



- Instant Reactions
 - Business-like (hotel, airport, etc.)
 - Bland
- Most Descriptive Words
 - Simple
 - Government
- Words related to Unique Emotional Positioning
 - Young (1¹) ----- Historic (0¹)
 - Lively (1) ----- Relaxed (1)
 - Welcoming (1)
- No one felt this logo captured the essence of Tallahassee

¹ “Young” was associated with this logo by 1 person: no one associated “Historic” with this logo.

- “It’s generic. Like it looks very plain.”
- “It reminded me of a hotel. Normally when you see that circle and symbol it reminds me of – I can’t remember what hotel, but it’s something I’ve seen before.”
- “Not exciting, just something you’d see in an airport or business.”

Logo 2: Color Options

No Preferred
Color Scheme

VISIT
Tallahassee

VISIT
Tallahassee

VISIT
Tallahassee

- Instant Reactions
 - Colorful
 - Eye catching
- Most Descriptive Words
 - Welcoming
 - Lively
- Words related to Unique Emotional Positioning
 - Young (2¹) ----- Historic (2¹)
 - Lively (5) ----- Relaxed (4)
 - Welcoming (5)
- Two participants felt this logo captured the essence of Tallahassee

¹ “Young” was associated with this logo by 2 people: “Historic” was associated with this logo by 2 people.

- “I think it’s like a classy font. I also put – and this is hard to explain but – Florida. Just because of the nature.”
- “To me, it’s really eye-catching so that way you spend a little more time looking at it, where as if it’s not, you just glaze over it.”
- “Young, the way the font is, I feel like it is for a little bit of a younger generation.”
- “Yeah, I was thinking of like Margaritaville down in Key West. It just has that feel; that beachy, relaxed feel. Just with the colors and the font and everything, it made me think of Key West.”

Logo 3: Color Options

Visit Tallahassee

Visit Tallahassee

Preferred Color
Scheme



Visit Tallahassee

- Instant Reactions
 - Different (negative)
 - Not much to it
- Most Descriptive Words
 - Easy to read
 - Simple
- Words related to Unique Emotional Positioning
 - Young (2¹) ----- Historic (3¹)
 - Lively (2) ----- Relaxed (1)
 - Welcoming (3)
- No one felt this logo captured the essence of Tallahassee

¹ “Young” was associated with this logo by 2 people: “Historic” was associated with this logo by 3 people.

- “I think it is organic but not in a good way. It is too plain.”
- “The first thing I noticed was the orange and green, FAMU’s colors. That was the first thing that jumped out at me. And I did like the emphasis on Tallahassee, that it is bigger than ‘visit’.”
- “This is boring cause there is not much to it. It is just plain and simple.”

Logo 4: Color Options



Visit
Tallahassee

Preferred Color
Scheme



Visit
Tallahassee



Visit
Tallahassee

- Instant Reactions
 - Bland
 - Confusing
- Most Descriptive Words
 - Simple
 - Government
- Words related to Unique Emotional Positioning
 - Young (0¹) ----- Historic (1¹)
 - Lively (1) ----- Relaxed (1)
 - Welcoming (0)
- No one felt this logo captured the essence of Tallahassee

¹ No one associated “Young” with this logo: “Historic” was associated with this logo by 1 person.

- “This is another bored ad. This is something I would pass by in the Tallahassee Airport. Basic.”
- “It is still boring, it just reminds me of something you’d see for like a hospital or medical advertisement. It is something I skip over because it is filled with a lot of nonsense.”
- “I think the initials are kind of confusing. Like I know it is Tallahassee but someone looking at that if they didn’t have Tallahassee next to it wouldn’t know what it is.”
- “The logo to me looks like some corporate logo rather than for a city. For a city I think that’s probably a bad thing. Also, it’s a little bit bland as well, it didn’t stand out.”

Logo 5: Color Options

Preferred Color
Scheme



Visit
Tallahassee

Visit
Tallahassee

Visit
Tallahassee

- Instant Reactions
 - Like the font
 - Appealing
- Most Descriptive Words
 - Welcoming
 - Many experiences
- Words related to Unique Emotional Positioning
 - Young (4¹) ----- Historic (1¹)
 - Lively (6) ----- Relaxed (4)
 - Welcoming (10)
- Ten participants felt this logo captured the essence of Tallahassee

¹ “Young” was associated with this logo by 4 people: “Historic” was associated with this logo by 1 person.

- “It made me smile. It’s appealing. If I was flipping through the page quick, it would make me stop and go, ‘this could be interesting’.”
- “Welcoming. I just really like the style, the font, and it has a nice relaxed flow to it. If I were to see this on the sign it would catch my eye.”
- “I thought of many experiences because the logo makes it look like a very fun city to visit.”
- “If you’re looking for that relaxed thing the city can definitely offer that, and if you’re looking for something more fun and exciting [it has that too].”

Tagline 1

“Florida’s Past, Present, and Future”

- Connected to
 - Government
 - Colleges
- 2 people thought this logo captured the essence of Tallahassee

Tagline 1: “*Florida’s Past, Present, and Future*” Quotes

- “This relates to the two colleges that are there. You have FSU that has history and some of the programs that they have there are absolutely amazing, and the kids that are coming out of there are our future, too.”
- “It is a college town and the government, so there is that future aspect, but that’s not all Tallahassee has to offer.”
- “It reminds me of college students, State Capital, government, and history. It kind of ties it all together.”
- “You have the colleges, government, and the changes that are coming. It is all-encompassing.”

Tagline 2

“Fun. It’s in our nature.”

- Connected to
 - Nature (there was some disagreement that Tallahassee is a nature destination)
 - Fun (there was some disagreement that Tallahassee is “fun”)
- 5 people thought this logo captured the essence of Tallahassee

Tagline 2: “*Fun. It’s in our nature.*”

- “Most people don’t think about that when they think about Tallahassee, but there is a lot to do with state parks.”
- “When I see this I think maybe there is more to do outdoors. When I was up there, there wasn’t. It sounds like white water rafting, you know what I am saying?”
- “I think of college town, I think of somewhere fun to go visit.”
- “I went there for work, but I didn’t see it as the most exciting place to go. There are plenty of other places to go.”

Tagline 3

“When You’re Here, You’re Home.”

- Connected to
 - Small-town feel
- 4 people thought this logo captured the essence of Tallahassee

Tagline 3: “*When You’re Here, You’re Home.*” Quotes

- “If you are looking for a home or a home town, you can feel it there.”
- “There’s always so many welcoming small places, but I said it still has that small-town feel, little city feel in a growing town.”
- “People don’t treat you like a tourist.”
- “I think it has that small town feel, but also it is a college town and people do come and go, they don’t always stay around.”

Tagline 4

“Where open minds find open arms”

- Connected to
 - Cheesy/corny
 - Not Tallahassee
- No one thought this logo captured the essence of Tallahassee

Tagline 4: *“Where open minds find open arms”*

- “It’s too cheesy.”
- “I cannot imagine somebody saying that out loud.”
- “Doesn’t remind me of the culture at all. Doesn’t really go with Tallahassee.”
- “To me, this sounds like it would be more about diversity and it doesn’t really make me think of Tallahassee.”

Tagline 5

“Where Welcome Awaits You”

- Connected to
 - Welcoming (Not all agree that Tallahassee is welcoming)
- 1 person thought this logo captured the essence of Tallahassee

Tagline 5: “*Where Welcome Awaits You*”

- “I felt like when I went, it was very welcoming there. The restaurants and the people were very welcoming to me and my family.”
- “Yes, the people are nice there. Very. You wouldn’t know unless you actually went.”
- “Tallahassee isn’t just about being welcomed. It’s great that you’re welcomed, but it doesn’t mean that it’s really welcoming.”
- “It doesn’t resonate with me for Tallahassee, but I think it’s a nice tagline.”

Logo and Tagline Testing Presentation
for the
Leon County Division of Tourism/Visit Tallahassee
September 2018

Kerri Post – Executive Director
Leon County Division of Tourism Tallahassee

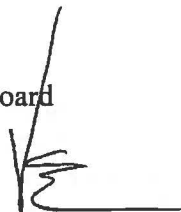
Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
Rachael Anglin, Senior Project Director
Isiah Lewis, Project Director
Downs & St. Germain Research



Leon County Board of County Commissioners

Agenda Item #22

October 23, 2018

To: Honorable Chairman and Members of the Board
From: Vincent S. Long, County Administrator 
Title: Modifications to the County's Tourism Grant Programs

Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
Lead Staff/ Project Team:	Kerri Post, Director, Division of Tourism Nicki Paden, Management Analyst

Statement of Issue:

This item seeks the Board's approval to award Tourism Signature Event Grants to Springtime Tallahassee in the amount of \$62,600 and Red Hills Horse Trials in the amount of \$75,000. Signature Event Grant awards exceeding \$60,000 require the Board's approval. This item also seeks Board consideration of a FY 2020 budget discussion item to develop a new Tourism grant category for 'Legacy Events' that have a strong performance record for generating room nights and providing a significant economic impact to the community.

Fiscal Impact:

This item has a fiscal impact. Adequate funds are budgeted to fully fund Springtime Tallahassee as recommended by the Tourist Development Council (TDC). A Budget Amendment Request in the amount of \$24,378 is provided from the Tourism Fund Balance to award Red Hills Horse Trials a total of \$75,000. Upon Board direction, as part of the FY 2020 budget process, staff would prepare a budget discussion item for the Board's consideration outlining the guidelines and criteria for the Legacy Event Grants along with the associated funding levels and modifications for all of the Tourism grant programs.

Staff Recommendation:

- Option #1: Approve the Tourist Development Council's recommendation to award Springtime Tallahassee a Signature Event Grant in the amount of \$62,600.
- Option #2: Approve the staff recommendation to award Red Hills Horse Trials a Signature Event Grant in the amount of \$75,000 which requires a Resolution and Budget Amendment Request in the amount of \$24,378 (Attachment #1).
- Option #3: Direct staff to further develop the Legacy Event Grants guidelines, criteria, and associated modifications to the Tourism grant programs to be brought back to the Board as a budget discussion item for the FY 2020 budget process.

Report and Discussion

Background:

This item seeks the Board's approval to award Tourism Signature Event Grants to Springtime Tallahassee in the amount of \$62,600 and Red Hills Horse Trials (RHHT) in the amount of \$75,000. Signature Event Grant awards exceeding \$60,000 require the Board's approval. This item also seeks the Board's approval to develop a new Tourism grant category for 'Legacy Events' to be brought back to the Board for consideration as part of the FY 2020 budget process.

Each year, Leon County Government reinvests Tourist Development Taxes (TDT) generated from transient lodging sales, to promote Leon County as a visitor destination. The Leon County Division of Tourism's budget, as approved by the Board each year, is comprised entirely of TDT revenues and includes funding for grant programs to support events designed to draw visitors to Leon County. The Division of Tourism administers competitive grant programs each year for event funding through three categories: Signature, Special and Sports events. In addition, TDT revenues are annually dedicated to the Council on Culture and Arts (COCA) to administer grant programs to support local cultural arts programs and activities.

The County's Tourism grants support many local organizations with a demonstrated history, or significant potential to draw visitors to the area for an event. The Board most recently modified these competitive grant programs during a Workshop on Tourism and Cultural Grant Funding Efforts on February 7, 2017 to enhance the County's Tourism Grant Programs (Attachment #2). Among the modifications approved by the Board was the creation of the Emerging Signature Events Grant as a subcategory of Signature Events. The Signature Event Grant Program is designed to support larger community events, festivals, and activities that generate a minimum of 1,500 room nights and generate a significant economic impact for hospitality related businesses. The Emerging Signature Event subcategory was designed to identify events generating between 1250 – 1499 room nights which are ripe for growth, in order to provide additional marketing support and financial investment so the events could soon meet the Signature Event-1,500 room night threshold.

The modifications approved at the February 7, 2017 workshop were immediately implemented for the FY 2018 application and funding cycle and also applied to the recently completed FY 2019 application cycle. Signature Event Grant applications are reviewed by a Grants Review Committee comprised of TDC members who provide funding recommendations to the full TDC for approval. Under the Signature Events Grant Program, the TDC is authorized to award grants up to \$60,000. Board approval is required to approve grant awards above \$60,000.

This agenda item seeks the Board's approval for two FY 2019 Signature Event Grants and, as part of the County's efforts to continually evaluate and improve its programs and processes, this item proposes a new Tourism grant category for 'Legacy Events' to be brought back to the Board for consideration as part of the FY 2020 budget process.

The Tourism Grants Program is essential to the following FY2017-FY2021 Strategic Plan Bold Goal:

- Grow the five-year tourism economy to \$5 billion. (BG1)

This particular Bold Goal aligns with the Board's Economy Strategic Priority:

- (EC4) Grow our tourism economy, its diversity, competitiveness and economic impact.

Analysis:

Leon County utilizes TDT revenues to offer grant opportunities to local organizations that put on events to attract visitors to the destination and provide programming and activities which enhance the market for both residents and visitors. Tourism in Leon County is nearly a \$1 billion industry employing 14,500 people and bolstered year-round by a variety of festivals, cultural activities, and athletic competitions. The County's tourism grant programs leverage private donations for these events to the benefit of the community by attracting visitors from regional, national, and international markets. The brand exposure associated with some of the larger events and festivals that take place each year promotes our destination at a fraction of the cost to the County than a traditional marketing campaign. In 2018, Leon County welcomed nearly 2.4 million visitors from 44 states and 27 countries (through June).

From cultural activities to athletic competitions, Leon County's continued investment in the growth, stature, and participation in these events continues to generate a return on investment as demonstrated by hotel occupancy rates and visitor spending in the community. As a result, the overnight stays and visitor spending enhances TDT collections and provides additional revenues to support the County's tourism grant programs and the overall growth of the market as a destination.

For the FY 2019 cycle, the Division of Tourism received 11 Signature/Emerging Event Grant applications. Following the Grants Review Committee's scoring of the applications, the TDC approved 10 of the 11 funding requests for Signature/Emerging Event Grants at its meeting on September 6, 2018. The remaining funding request, by Springtime Tallahassee in the amount of \$70,000, was recommended by the TDC for a \$62,600 Signature Event Grant. The TDC's recommendation requires Board approval as it is above the \$60,000 limit established by the Board (Option #1). For informational purposes, the following table provides the 11 Signature/Emerging Event Grant awards and recommendations by the TDC for FY 2019.

Table #1: FY 2019 Signature/Emerging Event Grant Awards and Recommendations by the TDC

Events	Grant Requested	Awarded/ Recommended by TDC
<i>Signature Events</i>		
Springtime Tallahassee	\$70,000	\$62,600 ¹
Red Hills Horse Trials	\$75,000	\$50,622 ²
Market Days	\$60,000	\$46,000
LeMoyne Chain of Parks Art Festival	\$59,000	\$34,306
Word of South Festival	\$60,000	\$42,778
Doak After Dark (Fall)	\$60,000	\$33,422
Doak After Dark (Spring)	\$60,000	\$30,667
Florida State Invitational Soccer Tournament	\$27,500	\$22,667
<i>Emerging Events</i>		
ASG Presidents' Day Soccer Invitational	\$20,000	\$13,167
Southern Shakespeare	\$59,500	\$25,000
Florida Jazz & Blues Festival	\$60,000	\$28,771
¹ Springtime Tallahassee requires Board approval because it exceeds \$60,000. ² This agenda item presents an analysis and recommendation for the Board to award Red Hills Horse Trials a \$75,000 Signature Event Grant.		

The TDC also spent time discussing the RHHT funding request for \$75,000 and the Grant Review Committee's recommendation to maintain the funding level from the prior year at \$50,622. The RHHT event organizers attended the TDC meeting to provide more details on the competitive landscape, the financial viability of the event at the recommended funding level, and reinforced the need for the full \$75,000 request this year, and going forward, in order to maintain the level of success and notoriety the event has brought the community. International accreditation of equestrian events in Ocala and Wellington, Florida have altered the competitive landscape for RHHT in recent years by seeking the same top equestrian riders and their sponsors, offsetting the costs for some riders, and offering larger purses/prizes.

The TDC acknowledged the long track record, recurring economic impact, and room nights generated each year by RHHT in expressing support for their funding request, but did not wish to modify any of the other grant awards in order to satisfy RHHT's funding request. With all of the FY 2019 Signature/Emerging Event Grant funds allocated, members of the TDC expressed support for RHHT and requested staff to explore potential long-term solutions.

Staff analyzed the Signature Event Grant Program including the grant awards dating back to the FY 2017 funding cycle, one year prior to the implementation of the Emerging Event Grant. The analysis shows the need for a solution that continues to encourage and financially support growing festivals and events without negatively, or unexpectedly, impacting community events that have a longstanding track record of generating significant amounts of overnight visitation.

Staff from County Administration and the Division of Tourism met with RHHT organizers to discuss their grant funding concerns and share the findings from the review of the Signature Event Grant Program. Based on the financial need demonstrated by RHHT, the findings from the analysis of the Signature Event Grant Program, and RHHT's track record of producing more than 3,000 room nights each year with an economic impact of over \$3 million, this agenda item seeks Board approval to award RHHT a Signature Event Grant in the amount of \$75,000. Should the Board wish to approve a \$75,000 grant, a Budget Amendment Request in the amount of \$24,378 from the Tourism Fund Balance is provided should the Board wish to award the full \$75,000 grant to RHHT (Option #2).

Review of Tourism Signature Event Grant Program

The Division of Tourism budgeted \$390,000 in FY 2019 for Signature Event Grants due to a \$41,000 carry forward and a budget increase of \$50,000 since the implementation of the Emerging Events Grant commencing with the FY 2018 grant cycle. The County received 11 funding requests during the FY 2019 grant cycle totaling \$611,000, two more than requested in the prior year, and 157% of the amount budgeted for this grant program.

The creation of the Emerging Event Grant has led to additional funding requests for the TDC's consideration in competition with community events that have a long-standing track record of producing overnight visitation. In addition, nearly all of the FY 2019 applicants requested more funding than in previous years, citing the reduction and/or elimination of other funding sources such as the State of Florida and the Downtown Community Redevelopment Agency (CRA). It should be noted that the CRA restored large event grant funding in the FY 2019 Downtown CRA budget on September 12, 2018, long after these applications were submitted to the County.

Table #2 shows the 11 Signature/Emerging Event Grants awards and recommendations for FY 2019 compared to the prior two funding cycles. As previously explained, the Emerging Event Grants were implemented as a subcategory of Signature Events in FY 2018 to support select events to reach their growth potential. The shaded cells in Table #2 indicate events which had previously been funded by other Tourism grants but have grown in recent years and subsequently qualified for the Signature/Emerging Event Grant Program. This demonstrates the success of working with event organizers and providing the necessary resources to grow their events.

Table #2: Tourism Signature Event Grant Awards, FY 2017 – FY 2019, with Emerging Signature Events Commencing in FY 2018.

Events	FY 2017 Grant Awards	FY 2018 Grant Awards	FY 2019 Grant Awards/ Recommendations	+/- Since FY 2017
<i>Signature Events</i>				
Springtime Tallahassee	\$60,000	\$57,600	\$62,600 ¹	+\$2,600 or +4%
Red Hills Horse Trials	\$60,000	\$50,622	\$50,622 ²	-\$9,378 or -16%
Market Days	\$50,000	\$44,000	\$46,000	-\$4,000 or -8%
LeMoyne Chain of Parks Art Festival	\$14,500	\$30,000	\$34,306	+\$19,806 or +137%
Word of South Festival	\$45,000	\$42,778	\$42,778	-\$2,222 or -5%
Doak After Dark (Fall)	N/A	\$36,000	\$33,422	N/A
Doak After Dark (Spring)	\$40,000	N/A	\$30,667	-\$9,333 or -23%
Florida State Invitational Soccer Tournament	\$20,000	\$22,167	\$22,667	+\$2,667 or +13%
<i>Emerging Events</i>				
ASG Presidents' Day Soccer Invitational	\$8,000	\$7,500	\$13,167	+\$5,167 or +65%
Southern Shakespeare	\$13,500	\$25,000	\$25,000	+\$11,500 or +85%
Florida Jazz & Blues Festival ³	\$45,000	2018 Event Canceled	\$28,771	-\$16,229 or -36%
¹ Springtime Tallahassee requires Board approval because it exceeds \$60,000. ² This agenda item presents an analysis and recommendation for the Board to award Red Hills Horse Trials a \$75,000 Signature Event Grant. ³ The Florida Jazz and Blues Festival was funded through the Signature Event Program in FY 2017 prior to the creation of the Emerging Event Grant. In FY 2018, the Florida Jazz and Blues Festival was awarded \$41,156 but the event was canceled. The funding was carried forward to the FY 2019 grant cycle.				

Examples of these growing events include:

- The Southern Shakespeare Festival was funded by the Special Event Grant until the implementation of the Emerging Event Grant in FY 2018 and generated nearly 800 room nights last year.
- The Florida State Invitational Soccer Tournament sanctioned by the Florida Youth Soccer Association was funded through the Sports Events Grant Program in FY 2017 but met the thresholds for Signature Event funding in FY 2018 and generated over 1,500 room nights last year with an economic impact of nearly \$800,000.

- The LeMoyne Chain of Parks Art Festival has continuously increased hotel room nights in recent years having received funds from the Special Event Grant in FY 2017, the Emerging Event Grant in FY 2018, and the Signature Event Grant in FY 2019. LeMoyne's room nights grew by 48% in FY 2018 totaling 2,250 with an economic impact of more than \$1.3 million.

While an additional \$50,000 was added to the Signature Event Grant budget to accommodate the inclusion of Emerging Signature Events, Table #2 shows that \$66,938 was awarded to Emerging Events for FY 2019, effectively reducing the available funds for established Signature Events as an unintended consequence. Emerging Events were awarded nearly twice that amount in FY 2018, two of which met the thresholds to apply as a Signature Event in FY 2019 (LeMoyne and FSU Invitational Soccer). As shown in Table #2, three of the top five Signature Events (in terms of room nights and economic impact) have been awarded less funding since FY 2017. In the case of RHHT, its funding has been reduced by \$9,378 (16%) since the FY 2017 despite a strong performance record of generating more than 3,000 room nights each year with an economic impact of over \$3 million. Another example of Emerging Events negatively impacting one of the community's largest Signature Events is the 8% reduction to Market Days as shown in Table #2. Market Days generated nearly 4,200 room nights last year and an economic impact of almost \$3.9 million.

The findings from this analysis on the Signature/Emerging Event Grant Program call for a solution that continues to encourage and financially support growing festivals and events without negatively, or unexpectedly, impacting community events that have a long-standing track record of generating significant amounts of overnight visitation. As a result, the next section outlines the parameters for a new Legacy Event Grant for the Board's consideration to address the issues identified herein.

Creation of a new Legacy Event Grant

Staff is proposing the creation of a new Tourism grant category for 'Legacy Events' to ensure the continued success of long-standing community events and facilitate their regional and national growth through multiyear funding agreements with the County. Should the Board approve this concept as described herein, a budget discussion item will be brought back to the Board during the FY 2020 budget process to finalize and approve this new grant program so that it can be implemented in time for the FY 2020 grant cycle.

Organizations that hold Legacy Events will have the opportunity to enter into three-year funding agreements with the County, approved by the Board and subject to annual appropriation, thereby ensuring the continuity and reliability of financial support from the County in order to focus on the event. While the funding for Legacy Events would be a designated amount annually, these organizations would no longer have to compete through the annual grant process with much smaller and less established events. They would still be required to provide pre- and post-event documentation to ensure the County's ongoing return on investment.

The criteria to qualify for a Legacy Grant include:

- An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum of 2,000 room nights for at least three of the last five years.
- An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
- An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

At this time, only the three largest visitor events meet this criteria: Springtime Tallahassee, RHHT, and Market Days. It is anticipated and appropriate for the current Signature/Emerging Events to evolve, as some Special Events may advance to Emerging Signature Event status, some Emerging Signature Events will advance to Signature Events, some Signature events may advance to become Legacy Events, and others may attrition naturally in an event's life cycle. Based on their recent and projected turnout, Word of South and the LeMoyne Chain of Parks Art Festival are expected to meet these criteria in the next year or two.

To further develop this concept and balance the needs of the other Tourism grant programs, staff is recommending a preliminary award ceiling of \$100,000 in annual financial support for this new grant but will bring back final recommendations to the Board in a budget discussion item. For the initial round of agreements to commence in FY 2020, staff anticipates the funding levels to be consistent with the FY 2019 funding requests (less than \$100,000) assuming that there are no changes to the event programming or duration. The three-year grant agreements benefit the County because they give staff the opportunity to adjust the remaining Tourism grant budgets each year as needed, knowing that the largest funding requests will not be part of the regular grant cycle competing with smaller events for limited resources.

Should the Board wish to further evaluate this new grant program, staff would bring back the specific guidelines and criteria for the Legacy Event Grants along with the associated funding levels and modifications for all of the Tourism grant programs as a budget discussion item. Should the Board approve any modifications to the Tourism grant programs presented at that time, those changes would be implemented in time for the FY 2020 grant application cycle opening in May of 2019.

Options:

1. Approve the Tourist Development Council's recommendation to award Springtime Tallahassee a Signature Event Grant in the amount of \$62,600.
2. Approve the staff recommendation to award Red Hills Horse Trials a Signature Event Grant in the amount of \$75,000 which requires a Resolution and Budget Amendment Request in the amount of \$24,378 (Attachment #1).
3. Direct staff to further develop the Legacy Event Grants guidelines, criteria, and associated modifications to the Tourism grant programs to be brought back to the Board as a budget discussion item for the FY 2020 budget process.
4. Board direction.

Recommendation:

Options #1, #2 and #3

Attachments:

1. Budget Amendment Request in the amount of \$24,378 to support Red Hills Horse Trials
2. February 7, 2017 Board Workshop on Tourism and Cultural Grant Funding Efforts

RESOLUTION NO.

WHEREAS, the Board of County Commissioners of Leon County, Florida, approved a budget for fiscal year 2018/2019; and,

WHEREAS, the Board of County Commissioners, pursuant to Chapter 129, Florida Statutes, desires to amend the budget.

NOW, THEREFORE, BE IT RESOLVED, that the Board of County Commissioners of Leon County, Florida, hereby amends the budget as reflected on the Departmental Budget Amendment Request Form attached hereto and incorporated herein by reference.

Adopted this 23rd day of October, 2018.

LEON COUNTY, FLORIDA

BY: _____
Nick Maddox, Chairman
Board of County Commissioners

ATTEST:
Gwendolyn Marshall, Clerk of the Court and Comptroller
Leon County, Florida

BY: _____

Approved as to Form:
Leon County Attorney's Office

BY: _____
Herbert W. A. Thiele, Esq.
County Attorney

**FISCAL YEAR 2018/2019
BUDGET AMENDMENT REQUEST**

No: BAB19001
Date: 9/28/2018

Agenda Item No: _____
Agenda Item Date: 10/23/2018

County Administrator

Deputy County Administrator

Vincent S. Long

Alan Rosenzweig

**Request Detail:
Revenues**

Account Information				Title	Current Budget	Change	Adjusted Budget
Fund	Org	Acct	Prog				
160	000	399900	000	Appropriated Fund Balance	720,000	24,378	744,378
					Subtotal:	24,378	

Expenditures

Account Information				Title	Current Budget	Change	Adjusted Budget
Fund	Org	Acct	Prog				
160	304	58300	552	Other Grants & Aids (Red Hills Horse Trials)	615,000	24,378	639,378
					Subtotal:	24,378	

Purpose of Request:

This budget amendment appropriates \$24,378 from the Tourist Development fund balance to award Red Hills Horse Trials a total of \$75,000 in grant funding from the Signature Event Grant allocation.

Group/Program Director

Budget Manager

Scott Ross, Director, Office of Financial Stewardship

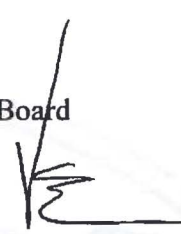
Approved By: Resolution Motion Administrator

Leon County Board of County Commissioners

Cover Sheet for Workshop

February 7, 2017

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator 

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

County Administrator Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
Lead Staff/ Project Team:	Kerri L. Post, Director, Tourism Development Brian Hickey, Sr. Sports Manager, Tourism Development Chris L. Holley II, Assistant to the Director

Fiscal Impact:

This item has no fiscal impact. Recommendations presented herein to modify the Tourism grant programs would be implemented for the FY 2018 funding cycle at a funding level determined by the Board as part of the annual budget process.

Staff Recommendation:

- Option #1: Accept the status report on Tourism and Cultural grant funding.
- Option #2: Approve the modifications to the Tourism grant programs as recommended by the Tourist Development Council (Attachment #1).

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 2

Report and Discussion

Background:

During the September 13, 2016 meeting, the Board requested a workshop on the Tourism Development Division's process for funding events in the community with Tourist Development Tax (TDT) funds. This workshop will provide a comprehensive review of the Tourism Division's event funding programs and processes, including programs supported by the TDT through the cultural grant programs administered by the Council on Culture and Arts (COCA), and highlight recent actions taken by both the City of Tallahassee and Community Redevelopment Agency (CRA) related to event funding.

TDT revenues are generated from transient lodging sales in order to promote Leon County as a visitor destination. The Leon County Tourist Development Council (TDC) serves as an advisory council to the Leon County Board of County Commissioners, authorized by Section 125.0104 Florida Statutes and established locally by Leon County Ordinance No. 88-01, to provide guidance on administering the TDT funds. The annual tourism budget, as approved by the Board each year, includes funding for grant programs to support events designed to draw visitors to Leon County.

Analysis:

There are many funding opportunities and avenues for local organizations seeking financial assistance in support of festivals, sporting events, and cultural programming or activities. This workshop item discusses nine publicly funded grants (Attachment #2) that support these types of activities, highlights ongoing coordination efforts, and offers recommendations to enhance several of the grants under the County's purview.

Leon County utilizes TDT revenues directly (administered by the Tourism Division) and indirectly (administered by COCA) to offer grant opportunities to local organizations that put on events to attract visitors to the destination and provide cultural programming and activities which enhance the market for both residents and visitors. The Tourism Division's budget is comprised entirely of TDT revenues totaling \$4,807,407 in FY 17. Of that amount, Leon County budgeted \$515,000 for three grant programs administered by the Tourism Division; Signature Event Grants, Special Event Grants and Sports Event Grants. Another \$1,226,900 of TDT funds are allocated to COCA to administer the Cultural Plan and associated grant programs. These grants are described in further detail along with the grant programs administered by the City of Tallahassee and the CRA. And finally, this item provides recommended enhancements to the County's existing Tourism grant programs and describes opportunities to better coordinate with other local grant programs in the community.

Tourism Grants and Application Process

The Special Events, Sports, and Signature Event Grant Programs support many local organizations with a demonstrated history, or significant potential to draw visitors to the area for a given event. The awarding of these Tourism grants requires the approval of the TDC. The approved FY 17 Tourism grant awards for all three programs are included in Attachment #3.

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 3

Special Event Grant – Budget of \$100,000

A Special Event is defined as a new or existing organized concert, exhibition, festival, fair, conference or celebration which is of interest to the general public. For the purpose of this grant program, the public interest should include Leon County residents and those living outside Leon County who would visit the destination and stay overnight to observe and/or participate. Grant funds are paid on a reimbursement basis after a satisfactory post-event report has been received and approved by staff. FY17 grant awards range from \$900 to \$14,500. Examples of recent Special Event Grants include: John G. Riley Center & Museum – Annual Florida Heritage Tour (\$4,499), Tallahassee Latin Dance Festival (\$1,200), LeMoyne Chain of Parks Art Festival (\$14,500).

Sports Event Grant – Budget of \$115,000

A Sports Event is defined as a new or existing sporting event, exhibition, competition, team training, conference or celebration which is of interest to Leon County residents and those living outside Leon County who would visit the destination and stay overnight to observe and/or participate. Grant funds are paid on a reimbursement basis after a satisfactory post-event report has been received and approved by staff. FY17 grant awards range from \$250 to \$17,000. Examples of recent Special Event Grants include: Gulf Winds Track Club - Tallahassee Marathon (\$6,000), Area Tallahassee Aquatic Club (ATAC) - ATAC Long Course Invitational Swim Meet (\$2,000), Lincoln High School - Capital City Classic Wrestling Tournament (\$1,200).

Signature Event Grant – Budget of \$300,000

On December 10, 2013 the Board approved the creation of the Tourism Signature Event Grant Program in response to a growing demand for new and large community events with the potential to draw a large number of visitors to the community. This new grant program offered a dedicated revenue source to satisfy these funding requests for large events. Previously, requests of this nature sought funding support from the Division of Tourism Development's unallocated fund balance on a case-by-case basis rather than allowing for a more deliberative process. Applications are now reviewed and approved each year by the TDC.

A Signature Event is defined as a large-scale event that is recognized as synonymous with the destination; increases the visibility of the destination through state, national and international media exposure; generates a minimum of 1,500 room nights through Leon County's commercial lodging properties during traditionally low times of occupancy; generates a significant economic impact for other hospitality related businesses such as restaurant and retail establishments; as well as increase local sales tax collections. Grant funds are paid on a reimbursement basis after a satisfactory post-event report has been received and approved by staff. Additionally, each event has an Economic Impact Study conducted by Tourism Development's research firm of record, which is subsequently presented to the TDC.

The TDC utilizes the established guidelines for awarding the grant funds which emphasizes the projected hotel room nights to be generated by the event. FY17 Signature Event Grant awards range from \$40,000-\$60,000. Examples include: Red Hills International Horse Trials (\$60,000),

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 4

Florida Jazz and Blues Festival (\$45,000) and Word of South (\$45,000). As the newest of the three Tourism grant programs, now in the fourth year of operation, the TDC has recommend several modifications to the Signature Event Grant Program which are described later in this item.

It is important to note that in addition to the support available to large community events and festivals through the Signature Event Grant Program, the Board approved utilizing \$160,000 of the BP oil spill settlement to subsidize and/or enhance community festivals approved for Signature Event Grant funding through marquee concerts at the Capital City Amphitheater. The BP oil spill settlement funds are to support concerts that feature well-known headlining artists and events that would otherwise be viewed as cost prohibitive. To date, \$40,000 of the \$160,000 in BP funds has been used to support concerts associated with the multiday Florida Jazz and Blues Festival.

Based on the Board's guidance, the remaining funds will be utilized for the next two Word of South Festivals and the next Florida Jazz and Blues Festival through the fall of 2018 so long as they are also approved as Signature Events. This non-recurring stimulus with the BP funds is designed to showcase these relatively new festivals in the market and provide a seasonal balance to the County's investment in these outdoor activities.

Application Process for Tourism Grants

In May of each year, the Tourism Division advertises the opening of the grant cycle with a press release, social media posts, email blasts to past applicants and newsletter updates to the industry driving organizations to the online grant application system. Tourism staff offers grant workshops to educate organizations on the grant process, the goals of the grant programs and the benefits of the grants to the community. This past funding cycle, the Tourism Division partnered with COCA, the CRA and the Downtown Improvement Authority (DIA) to conduct joint grant workshops prior to the start of the grant cycles in an effort to educate local organizations on which programs best fit their event and/or program.

Throughout the 90-day application period, organizations have the opportunity to review and discuss their event and application with staff both in the grant workshops and one-on-one. Organizations with a single or multi-day event can qualify for TDC grants, CRA/DIA grants, and potentially receive co-sponsorship support by the City of Tallahassee in the form of in-kind services if the event location takes place within a CRA district or on a City property. Organizations requesting grant funds for multiple cultural events or programming produced throughout the year can qualify for COCA grant programs. Both TDC and COCA grant policies contain language that specifically prohibits organizations to receive grant funds from both organizations for the same events or programming, as both grant programs are supported by TDT funding. An organization can apply to the TDC for event specific funding and COCA for year-round programming and activities.

Staff reviews and compiles all of the Tourism grant applications into a report along with any past performance history if available. All applications are reviewed and scored by a Grants Review

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 5

Committee comprised of members of the TDC, the Tallahassee Sports Council, and area leaders in the tourism industry. Upon reviewing the applications, the award amount is calculated based on the applicant scores and a final recommendation is brought before the TDC for approval.

For FY16, the County made a significant improvement to streamline the grant application process by transitioning to an online application for all Tourism event grants. The online process saved more than 200 hours of staff time, mostly spent on data entry, a value of more than \$5,500. Applicants and grant awardees have benefited from quicker response times in both processing an application as well as reviewing post-event reports, allowing the awardees to receive their funds faster. Additionally, the new system produced concise, uniform, detailed reports which simplified the evaluation and scoring of grant applications.

Modifications to the Tourism Grant Programs

As staff convened with the grant funding organizations over the course of the fall, a simultaneous review of the County's Tourism grant programs was conducted to assess areas for improvement. Following this internal review, staff proposed changes for the TDC's consideration that will increase collaboration, transparency, predictability and accountability in providing grant funding for tourism events in Leon County; provide consistent requirement language, grammar, etc. across all three grant programs; encourage increased private sector funding support; provide more effective communication to applicants/public regarding the objectives and requirements of Tourism grant programs.

After an in-depth review of the Tourism grant programs, staff and the TDC recommend a series of enhancements to these three grant programs (Attachment #1). The following is a high level summary of the recommended changes:

1. Requires a contract agreement for all grant applicants that will include clear deliverables and a final budget.
2. Clarifies requirements for the public announcements of events and logo use for events receiving funds from Leon County Government.
3. Revises the grant application scoring matrix for all three TDC grant programs to provide a more detailed evaluation of the grant proposal while also providing instructive feedback to the applicant.
4. Adds a 25% dollar-for-dollar funding match requirement for all Signature Event Grants, as well as Special and Sports Events Grants in excess of \$10,000.
5. Revises the recommended room nights and funding guidelines for all three Tourism grant programs. The adjustments also closed the funding award gap between the programs.

Matching requirements are a common prerequisite for cultural grants because demonstrate the organizational and community commitment to the given project, program, or activities in which funds are being sought. Federal, state, and local cultural grant programs of this nature generally call for a cash match of no less than 20% in addition to in-kind requirements. The proposed modifications to the County's grant programs proposes a 25% dollar-for-dollar match for all Signature Events as well as Special and Sports Events in excess of \$10,000, to bring them more

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 6

in line with grant programs that offer higher levels of funding. Currently, two of the other local grant programs (the CRA Downtown Large Event and COCA Capital Facilities Matching Grant Programs) described later in this item have match requirements. While in-kind support would not count toward the 25% match, funds from other government agencies could be applied toward the match.

The following tables outline the recommended funding guidelines for each Tourism grant program. Table #1 illustrates the recommended Special Event and Sports Event funding guidelines based on the estimated number of room nights generated by the event. These grant programs offer awards of up to \$15,000 for an estimated 1,499 hotel room nights. Among the modifications to Special and Sports Event Grants in Table #1 is the adjustment of the funding ranges so that there is a clear transition to the next stage of funding and applicants can easily identify which grant program is best suited for their event. If an organization anticipates more than 1,499 hotel room nights for a given event, the applicant would be directed to apply for a Signature Event Grant.

Table #1: Recommended Funding Guidelines for Special & Sports Event Grants

Estimated Room Nights	Current Funding Range	Recommended Funding Range
Less than 100	\$0 – \$1,200	\$0 – \$1,499
100 – 199	\$1,201 – \$2,399	\$1,500 – \$2,999
200 – 499	\$2,400 – \$4,499	\$3,000 – \$5,999
500 – 1,000	\$4,500 – \$7,000	\$6,000 – \$9,999
1,001 – 1,499	\$7,000+	\$10,000 – \$15,000

Note: Both the Special Event and Sports Event Grants will continue to share the same funding ranges.

Table #2 outlines the recommended funding guidelines for the Signature Event Grant Program with awards ranging from \$15,000 to \$60,000. The funding guidelines are based on estimated hotel room nights generated with grant awards starting at \$15,000. This closes the gap between grant programs and allows for a smoother transition from a Special/Sport Event Grant to a Signature Event Grant. In light of Signature Events being made up of large community festivals and/or multi-day events, additional guidance is provided in Table #2 to demonstrate the estimated return on the TDT investment and the estimated economic impact based on the anticipated number of room nights. An Economic Impact Study will continue to be required of every Signature Event to evaluate these factors.

Table #2: Recommended Funding Guidelines for Signature Event Grants

Estimated Room Nights	TDT Generated (informational)	Economic Impact (informational) ¹	Recommended Funding Range
1,500 – 2,999	\$7,217	\$ 714,596	\$15,000 – 30,000
3,000 – 4,999	\$14,435	\$1,388,307	\$30,000 – 50,000
5,000+	\$24,058	\$2,307,059	\$60,000+ ²

- 1. The Economic Impact is based on the model developed by Destination Marketing Association International that is being used as the industry standard. It also calculates local expenditures as well as those from overnight visitors. Average Daily Rate = \$96.23 in FY 2016.*
- 2. Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.*

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 7

The TDC will continue to approve the funding awards for the Signature Event Grant Program but for events that anticipate generating more than 5,000 hotel room nights, the TDC may only award funding above \$60,000 subject to the Board's approval.

COCA Grant Programs

Each year, Leon County Government supports cultural arts programs and activities through COCA with a combination of general revenue (\$150,000) and TDT revenue. The City of Tallahassee also provides \$150,000 annually to COCA in support of these programs. COCA is a non-profit organization designated to serve as the local arts agency for Tallahassee and Leon County. COCA is the umbrella agency for arts and culture, and works with and for those who produce, invest in, and enjoy the arts and culture in the area. COCA administers grant programs on behalf of the County and City, distributing over \$1.3 million in grant funding annually, largely comprised of TDT funding, to non-profit arts and cultural organizations that contribute significantly to the quality of life and tourism industry in Leon County.

Since the Cultural Plan Update in 2014 and reallocation of TDT funds previously dedicated to the performing arts center, the County provides 1¼ cents of TDT revenue to COCA. This represents 25 percent of the County's overall TDT collections which has been forecasted at \$1,226,900 million in FY17. One-cent of TDT revenue (currently \$981,520) supports the grants and administration of the Cultural Grant and the Cultural Tourism Marketing Grant Programs which help foster arts and cultural activities (operating and programming) provided by eligible 501c(3) organizations.

The Cultural Tourism Marketing Grant Program was created by COCA following the Cultural Plan Update in 2014 to meet the needs identified by cultural organizations. In response to another priority of the 2014 Cultural Plan Update, the County dedicated an additional ¼ cent of TDT to create the Cultural Facilities Matching Grant Program to support the construction, renovation, acquisition, and/or equipping of eligible cultural facilities. Each of these programs is described below in further detail.

Developed by a community task force, COCA's grant guidelines are reviewed and revised every year. A diverse panel of community volunteers, including a representative from the TDC, reviews applications and makes the funding recommendations. COCA offers technical reviews, consultations, and grant writing workshops to assist applicants throughout the grant process. Additionally, there is ongoing communication between COCA and TDC staff during the application and pre-review stages to communicate and cross-check information to ensure there is no duplication of event funding requests. The latest awards for each of the COCA grants are included in Attachment #4.

COCA Cultural Grant Program – Budget of \$992,440

COCA's Cultural Grant Program is designed to support programs that create broader public access and participation in the arts which enhance the community's quality of life, local economy, and tourism impact. Eligible organizations must be a 501c(3), have arts and/or history as its primary purpose, and have been providing arts or cultural programming in their discipline

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 8

for at least three complete fiscal years. Eligible organizations must offer multiple events and/or cultural programming regularly available to the public and produced throughout the year. Recipients of County TDT funds through COCA, are required to demonstrate efforts that promote, enhance, and grow the destination. Recipients of general revenue funds must demonstrate dedication to creating broader public access, benefit and participation in arts and cultural activities in our community, enhancing both quality of life and our local economy. COCA offers applicants an appeal process before a final vote is taken by its board of directors. Once approved by COCA, the awards are then reported to the TDC.

COCA Cultural Tourism Marketing Grant Program – Budget of \$62,550

The Cultural Tourism Marketing Grant Program is designed to increase visibility of arts and cultural organizations in Leon County and therein positively impact tourism revenues. Funds are to be awarded to organizations that wish to develop, execute and evaluate effective marketing and promotional initiatives targeted towards attracting travel and tourism to Leon County for engagement in arts and cultural presentations and activities. Examples of eligible opportunities include, but are not limited to: media placement and production (print, online, broadcast, and radio), printed materials, tradeshow registration fees and booth rentals, video/CD-ROM, DVD production, public relations/media communications, promotional items, and website development.

Although County TDT funds are utilized for the three Tourism Event Grant Programs and all three COCA Grant Programs, there are significant differences in the purpose and eligibility criteria. Before describing COCA’s Cultural Facilities Matching Grant Program which is unique in that it is specific to capital improvements, staff has prepared Table #3 as a summary comparison of the three Tourism grants and two COCA grants described thus far.

Table #3: County Tourism and COCA Grant Program Comparisons

County Tourism Event Grants	COCA’s Cultural & Tourism Marketing Grant Programs
Single or multi-day event, concert, exhibition, festival, sports competition, fair, conference or celebration; Large-scale multi-day events	Multiple event cultural programming regularly available to the public and produced throughout the year; Cultural Tourism activities; and Cultural Facility Improvement
Ability to attract and document overnight visitors to Leon County.	Organization must have arts and/or history as its primary purpose and describe efforts to serve visitors.
Organizations can be a 501c(3), division of state/local government, university, or private entity.	Organization must be a 501c(3) and have a governing Board of Directors.
New or existing events may qualify.	Organization must have been providing arts or cultural programming in their discipline for at least three complete fiscal years.
Funding is administered on a reimbursement basis after a satisfactory post-event report is received and approved by County staff.	Funding is typically administered in three payments (Nov, Feb, May) - advance, interim and final payments - after interim and final reports are received and approved by COCA.

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 9

COCA Cultural Facilities Matching Grant Program – Budget of \$249,359

The Cultural Facilities Matching Grant Program offers support and funding for renovation, new construction, acquisition or equipping of cultural facilities located in Leon County. The guidelines for this program were approved by the Board on March 8, 2016 with the 2016 award recommendations approved on July 12, 2016. The County's Tourism Plan (Ordinance) calls for the dedication of a ¼ cent of the TDT specifically to support this matching grant program for cultural organizations for a five-year period from FY 2015 – FY 2019. Monies accrued from the ¼ cent each year are to be awarded in arrears. For example, TDT collections from FY 2015 were awarded during FY 2016.

A cultural facility is a building that shall be used primarily for the programming, production, presentation, exhibition, or any combination of the above functions of any of the arts and cultural disciplines including, but not limited to: music, dance, theater, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, programs of museums, historical sites, and historical/heritage facilities.

To be an eligible applicant, organizations must be physically located in Leon County, a non-profit tax exempt Florida Corporation, and have provided at least three years of year-round arts or cultural programming in the County. Applicants may apply for a minimum of \$5,000 and maximum of \$100,000 but requests must be no greater than 50% of the total eligible budget costs for the project. Organizations may only submit a single application per year and those who are awarded funding will not be eligible for capital funding in the fiscal year immediately following their grant award. Matching fund requests must be at least 1:1 and may consist of the following:

- Cash on hand or liquid assets, which are required to make up at least 25% of the total match.
- Irrevocable pledges.
- In-kind contributions to consist of no more than 50% of the applicant's total match requirement.
- Prior eligible expenditures directly related to the project made within two years prior to the application date.
- A portion of the value of the land or building (up to 10%) directly used for the grant project.

As previously mentioned, the Board approved the awards for the first year of funding on July 12, 2016. Once the next slate of applications has been evaluated by COCA, staff will prepare another agenda item for the Board's consideration.

City of Tallahassee Special Event Co-Sponsorships – Estimated \$125,000 In-Kind Support

The Tallahassee City Commission has established a Special Event Committee, which is responsible for making recommendations to the City Commission on which events should receive city co-sponsorship and the appropriate level of in-kind services. The City's in-kind services to support special events may include electric, water, solid waste, staging, sound/audio,

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 10

rental fees, barricades, and police. Applications are on a 2-year award cycle and the next grant cycle will be open in 2018.

CRA Grant Programs

The CRA grant programs are designed to support events and activities within the Greater Frenchtown/Southside District Community Redevelopment Area and the Downtown District Community Redevelopment Area that promote the goals and objectives of the respective redevelopment plans.

Downtown Promotional and Special Events Grant Program – Budget of \$85,000

The CRA budgeted \$85,000 in FY17 to fund small special events and/or promotional activities, up to \$10,000, within the Greater Frenchtown/Southside District Community Redevelopment Area and the Downtown District Community Redevelopment Area (\$50,000 for Greater Frenchtown/Southside District and \$35,000 for the Downtown District). The Greater Frenchtown grant program is managed by CRA staff while the Downtown District grant program is managed by the DIA. Recent CRA grant awards include the Frenchtown Heritage Fest (\$5,000), John G. Riley's Rock-A-Thon (\$1,000), and the Experience Asia Festival (\$4,000).

Downtown Large Event Grant Program – Budget of \$100,000

The FY17 CRA budget includes \$100,000 for a new large downtown special events grant program. Events must be held in the Downtown District, at Cascades Park or Kleman Plaza only between April 15, 2017 and September 30, 2017. Examples of recent large events supported by this grant program include the Word of South Festival and the Tallahassee Jazz and Blues Festival, both of which took place at Cascades Park. CRA staff is currently reexamining the program guidelines for the FY18 cycle however the CRA recently approved interim guidelines for the \$25,000 remaining in FY17 which are outlined as follows:

- Events must be held on or between April 15, 2017 and September 30, 2017.
- Applicants must be not-for-profit organizations and cannot be associated with a public institution (e.g., federal, state or local government or university); political organizations or religious organizations.
- The minimum grant amount will be \$10,000. The applicant will be required to demonstrate they have an equal amount of funds invested in the event. In-kind funds do not meet this requirement.
- The event must be open to the public and the majority (more than 60 percent) of the event activities must be free.
- Recipients of funds from the Downtown District's FY 2017 Promotional and Special Events Program are not eligible to apply, however recipients of grant funding from the TDC or COCA are eligible to apply.
- Preference will be given to events that are intended to attract a regional (including attendees from other states) audience, and generate hotel stays within the City of Tallahassee.

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 11

Coordination with Partner Organizations

In the early summer of 2016, the TDC contemplated modifications to the Signature Event Grant Program. When the new Tourism Director began in August, it was an opportune time to conduct a comprehensive review of all three grant programs and processes with fresh eyes and in coordination with organizations that also provide financial support for community events. In October 2016, Tourism staff convened the first of four meetings with partner organizations in the community to each share an overview of their respective grants programs, the primary objectives of the programs, process for evaluations, tracking and monitoring mechanisms, and the overall challenges of managing the programs with the expressed intent to identify opportunities for enhancement. Participants included:

- Dr. Audra Pittman, Executive Director of COCA
- Kevin Carr, Grants Program Manager for COCA
- Roxanne Manning, Executive Director of the CRA
- Sherri Curtis, Principle Planner for the CRA
- Paige Carter-Smith, Executive Director for the DIA
- Allen Thompson, Events Coordinator for the DIA
- Ashley Edwards, Director of Parks, Recreation and Neighborhood Affairs for the City

This group exchanged a significant amount of information during these meetings and identified opportunities for increased communication and collaboration. One of the opportunities identified for further exploration was an online event grant application portal as a singular point of entry that communicates the objectives of all the event grant funding programs and captures basic organizational and budget information. It is important to keep the funding sources separate; however a shared portal with a robust system to facilitate every aspect of the process would be welcomed by the applicant organizations and could generate significant efficiencies for the applicant, panelists/reviewers, and program administrators.

Another concept identified by this workgroup was to better align the grant application materials and timing to mitigate duplicative application forms and provide a more concise time period for organizations to learn their total financial commitments from the various funding partners. This would also benefit the staff and policy makers charged with reviewing and scoring grant applications. Should a singular portal be pursued, each funding partner would then be able to monitor all grant applications in real time. The singular application portal is still being explored by the aforementioned organizations to determine the full extent of benefits associated with this concept. Once the analysis has been completed, staff will bring back an agenda item to the Board if there are any legal, policy, or financial considerations.

For the FY18 grant cycles, staff will post a new page on the VisitTallahassee.com website that will feature all four of the organizations that provide event grant funding to better educate the community on the various resources available and help them identify the grant programs best suited for a given event/activity until a determination can be made on a collaborative online grant portal system. Further, coordinated educational sessions will once again commence in May among representatives from each of the aforementioned funding organizations in support of local

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

February 7, 2017

Page 12

cultural programming, activities, and events that enrich the destination and attract visitors to the community. Specific to the County's Tourism grants, the online application process will continue to be utilized for upcoming grant cycle.

Based on the Board's guidance, staff will finalize the modifications to the three Tourism grant programs for the FY18 grant cycle and continue to explore the appeal and practicality of an online event grant application portal to better serve the funding agencies and grant applicants.

Options:

1. Accept the status report on Tourism and Cultural grant funding.
2. Approve the modifications to the Tourism grant programs as recommended by the Tourist Development Council (Attachment #1).
3. Do not accept the status report on Tourism grant funding.
4. Board Direction.

Recommendation:

Options #1 and #2.

Attachments:

1. Recommended modifications to the Tourism Signature, Special, and Sports Event grant programs
2. Summary of local resources available to support festivals, events and cultural programming in Leon County
3. FY 2017 Tourism grant awards lists
4. Latest COCA grant award lists

Table #1: Economic Impact and Room Nights Generated County-Funded Signature/Emerging Events

	2016 Grant Award	2016 Room Nights	2016 Economic Impact	2017 Grant Request	2017 Grant Award	2017 Room Nights	2017 Economic Impact	2018 Grant Request	2018 Grant Award	2018 Room Nights	2018 Economic Impact	2019 Grant Request	2019 Grant Award Recommended by TDC	+/- Since FY 2017
<i>Signature Events</i>														
Springtime Tallahassee	\$60,088*	8,500*	\$9,119,900*	\$60,000	\$60,000	6,690	\$6,940,000	\$60,000	\$57,600	3,564	\$2,439,200	\$70,000	\$62,600	+\$2,600 or +4%
Red Hills Horse Trials	\$134,000*	4,035*	\$3,296,900*	\$60,000	\$60,000	5,980	\$4,442,200	\$80,000	\$50,622	3,320	\$3,336,700	\$75,000	\$50,622	-\$9,378 or -16%
Market Days	\$25,000	3,650	\$4,657,800	\$50,000	\$50,000	5,674	\$5,017,400	\$60,000	\$44,000	4,193	\$3,882,700	\$60,000	\$46,000	-\$4,000 or -8%
LeMoyne Chain of Parks Art Festival	\$4,667	1,080	\$913,700	\$20,000	\$14,500	1,522	\$1,034,100	\$35,000	\$30,000	2,250	\$1,306,800	\$59,000	\$34,306	+\$19,806 or +137%
Word of South Festival	\$50,000	650	\$871,700	\$50,000	\$45,000	1,970	\$990,700	\$50,000	\$42,778	2,170	\$1,104,100	\$60,000	\$42,778	-\$2,222 or -6%
Doak After Dark (Fall)	\$50,000	1,000	N/A	N/A	N/A	N/A	N/A	\$40,000	\$36,000	486	\$10,840	\$60,000	\$33,422	N/A
Doak After Dark (Spring)	N/A	N/A	N/A	\$40,000	\$40,000	500	N/A	N/A	N/A	N/A	N/A	\$60,000	\$30,667	-\$9,333 or -23%
Florida State Invitational Soccer Tournament	\$12,000	2,305	N/A	\$20,000	\$20,000	1,293	N/A	\$25,000	\$22,167	1,533	\$795,300	\$27,500	\$22,667	+\$2,667 or +13%
<i>Emerging Events</i>														
ASG Presidents' Day Soccer Invitational	\$6,000	1,854	N/A	\$10,000	\$8,000	681	N/A	\$7,500	\$7,500	1,040	N/A	\$20,000	\$13,167	+\$5,167 or +65%
Southern Shakespeare	\$8,400	581	\$346,800	\$16,500	\$13,500	208	N/A	\$51,200	\$25,000	790	\$474,300	\$59,500	\$25,000	+\$11,500 or +85%
Florida Jazz & Blues Festival	\$42,500	342	\$196,100	\$50,000	\$45,000	106	48,500	\$60,000	N/A*	N/A	N/A	\$60,000	\$28,771	-\$16,229 or -36%
*event economic impact numbers were not estimated in 2016; 2015 numbers are shown here.														
Events that did not receive economic impact reports are noted above, for these events room night numbers are reported from post event reports.														



Visit
Tallahassee
A Division of Leon County

PROPOSED 2019 TDC MEETING DATES

Thursday, January 10, 2019

Thursday, March 7, 2019

Thursday, May 2, 2019

Thursday, July 18, 2019
(avoiding July 4th week, CRA Meeting 9:30 AM on July 11)

Thursday, September 12, 2019
(avoiding Labor Day - Tuesday Sept. 3 - week,)

Thursday, November 7, 2019

FY19 Cultural Grant Program Funding Recommendations

Application #	Organization	Project Name	Request Amount	Total Weighted Score	COCA BOD Approved Final Funding Amount
CG2019-1101	Mickee Faust Alternative Performance Community	Spring Cabaret	\$ 6,100.00	97.60	\$ 5,612.00
CG2019-1302	Tallahassee Community Chorus	Unity Concert	\$ 4,000.00	95.80	\$ 3,680.00
CG2019-0201	Tallahassee Film Society	World Lens Film Series	\$ 3,400.00	95.60	\$ 3,128.00
CG2019-0202	Tallahassee Film Society	Florida Animation Festival	\$ 3,450.00	95.20	\$ 3,174.00
CG2019-1001	Florida Litfest Inc, dba Word of South	Expanded Programming- Literature	\$ 7,000.00	94.60	\$ 5,796.00
CG2019-0301	Tallahassee Civic Chorale	2018-19 Concert Season	\$ 7,000.00	94.30	\$ 5,796.00
CG2010-1002	Florida Litfest Inc, dba Word of South	Expanded Programming - Music	\$ 7,000.00	94.00	\$ 5,796.00
CG2019-0501	Capital Chordsmen	June 2019 All-Disney Shows	\$ 7,000.00	93.40	\$ 5,796.00
CG2019-0801	Theater with a Mission	Florida for Sale, 1819	\$ 5,250.00	92.80	\$ 4,347.00
CG2019-1702	Theatre Tallahassee	Educational Programs	\$ 2,500.00	92.80	\$ 2,070.00
CG+2:392019-	Theater with a Mission	Loco for Love Festival	\$ 5,250.00	92.40	\$ 4,347.00
CG2019-2901	FSU Challenger Learning Center	STEAM Programs	\$ 39,768.00	98.50	\$ 36,586.56
CG2019-2902	FSU Challenger Learning Center	IMAX and Planetarium Programming	\$ 79,405.00	98.50	\$ 73,052.60
CG2019-2002	Young Actors Theatre	Mainstage Season	\$ 25,500.00	97.90	\$ 23,460.00
CG2019-2401	Tallahassee Museum of History and Natural Science	Collections, Research and Exhibitions	\$ 199,938.00	97.90	\$ 183,942.96
CG2019-1901	LeMoyné Arts	Ongoing Art Exhibits	\$ 47,028.00	97.60	\$ 43,265.76
CG2019-2402	Tallahassee Museum of History and Natural Science	Educational Programs and Cultural Ev	\$ 125,062.00	97.60	\$ 115,057.04
CG2019-1102	Mickee Faust Alternative Performance Community	Queer as Faust	\$ 8,350.00	97.30	\$ 7,682.00
CG2019-2001	Young Actors Theatre	Community Outreach	\$ 39,500.00	97.30	\$ 36,340.00
CG2019-2202	The Tallahassee Ballet	Cultural Opportunities for Youth	\$ 27,000.00	97.30	\$ 24,840.00
CG2019-2701	FSU Opening Nights	Parsons Dance Company	\$ 15,000.00	97.00	\$ 13,800.00

FY19 Cultural Grant Program Funding Recommendations

CG2019-2201	The Tallahassee Ballet	2018-19 Season	\$ 61,141.00	96.70	\$ 56,249.72
CG2019-1301	Tallahassee Community Chorus	Masterworks Series	\$ 16,000.00	96.40	\$ 14,720.00
CG2019-2302	Tallahassee Symphony Orchestra	Community Outreach and Engagemen	\$ 27,452.00	96.10	\$ 25,255.84
CG2019-1602	Southern Shakespeare Company	From V to McB: Presenting Marc Sing	\$ 11,000.00	95.90	\$ 10,120.00
CG2019-1202	Artist Series of Tallahassee	Public Concert Series	\$ 7,660.00	95.80	\$ 7,047.20
CG2019-2301	Tallahassee Symphony Orchestra	2018-19 Subscription Series	\$ 74,223.00	95.80	\$ 68,285.16
CG2019-2101	Goodwood Museum and Gardens	Cultural and Educational Programs	\$ 27,000.00	95.60	\$ 24,840.00
CG2019-2102	Goodwood Museum and Gardens	The Workers and the Wealth Exhibit	\$ 43,000.00	95.60	\$ 39,560.00
CG2019-1902	LeMoynes Arts	Conferences & Cultural Exchange Init	\$ 12,000.00	95.50	\$ 11,040.00
CG2019-1201	Artist Series of Tallahassee	Expanded Artist In Residence Progra	\$ 10,890.00	95.20	\$ 10,018.80
CG2019-1601	Southern Shakespeare Company	Education Outreach Project	\$ 34,900.00	95.00	\$ 32,108.00
CG2019-1701	Theatre Tallahassee	2018-19 Production Season	\$ 47,500.00	94.40	\$ 39,330.00
CG2019-1801	John Gilmore Riley Center/Museum	Soul Voices Oral History Project	\$ 22,200.00	94.30	\$ 18,381.60
CG2019-1501	Tallahassee Bach Parley	Concert Series	\$ 20,500.00	93.70	\$ 16,974.00
CG2019-1502	Tallahassee Bach Parley	Community Engagement	\$ 9,163.00	93.40	\$ 7,586.96
CG2019-1802	John Gilmore Riley Center/Museum	Uncrowned Queens Exhibit	\$ 27,800.00	93.10	\$ 23,018.40
CG2019-2601	FSU Museum of Fine Arts	General Programming	\$ 15,000.00	92.50	\$ 10,335.40
CG2019-0401	Pas de Vie Ballet	Renewed Staging of Nutcracker	\$ 3,500.00	91.90	unfunded requests
CG2019-0402	Pas de Vie Ballet	Spotlight on Dance	\$ 3,500.00	91.90	
CG2019-1401	Tallahassee Youth Orchestras	Youth Ensemble Rehearsals and Perf	\$ 21,594.00	91.90	
CG2019-1402	Tallahassee Youth Orchestras	Guest Artist Concert - Howard Levy	\$ 7,000.00	91.60	
CG2019-2501	FSU Opera Outreach Program	Opera Outreach Programs	\$ 14,000.00	91.00	

**FY19 Cultural Grant Program
Funding Recommendations**

CG2019-0101	Irish Repertory Theater	Pop Up Theater Program	\$ 1,152.00	87.40	
CG2019-0702	621 Gallery	Programs	\$ 5,175.00	84.60	
CG2019-0701	621 Gallery	Exhibitions	\$ 5,000.00	83.70	
CG2019-0601	Shops & Studios of Railroad Square Art Park, Inc.	Caribe 2018	\$ 7,000.00	80.50	
CG2019--0901	The Sharing Tree	STEAM Series	\$ 6,000.00	69.90	
CG2019-0902	The Sharing Tree	Creative Play Lab	\$ 6,000.00	69.90	
			\$ 1,211,851.00		\$ 1,022,440.00

**FY19 COCA Cultural Tourism Marketing Grant Panel Meeting
Thursday, September 27, 2018**

Application #	Organization	Total Average Score	requested funding amount	funding percentage	recommended grant funding amount
MG-2019-01	621 Gallery Inc	22.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-02	Asian Coalition of Tallahassee	21.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-03	Challenger Learning Center	23.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-04	Florida State University Museum of Fine Arts	23.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-05	Goodwood Museum and Gardens, Inc.	21.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-06	John G. Riley Center/Museum	20.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-07	Lemoyne Arts	21.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-08	Mickee Faust Alternative Performance Club, Inc.	22.33	\$ 3,000.00	100	\$ 3,000.00
MG-2019-09	Southern Shakespeare Company	23.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-10	Tallahassee Bach Parley	23.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-11	Tallahassee Civic Chorale, Inc.	21.33	\$ 3,000.00	100	\$ 3,000.00
MG-2019-12	Tallahassee Community Chorus, Inc.	23.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-13	Tallahassee Hispanic Theater	18.00	\$ 3,000.00	90	\$ 2,700.00
MG-2019-14	Tallahassee Museum	21.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-15	Tallahassee Symphony Orchestra	23.33	\$ 3,000.00	100	\$ 3,000.00
MG-2019-16	Tallahassee Youth Orchestras	18.67	\$ 3,000.00	90	\$ 2,700.00
MG-2019-17	Theatre Tallahassee	20.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-18	The Artist Series of Tallahassee	22.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-19	Theater with a Mission	22.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-20	The Sharing Tree	21.67	\$ 3,000.00	100	\$ 3,000.00
MG-2019-21	The Tallahassee Ballet	21.33	\$ 3,000.00	100	\$ 3,000.00
MG-2019-22	The Tallahassee Film Society	21.00	\$ 3,000.00	100	\$ 3,000.00
MG-2019-23	Word of South	25.00	\$ 3,000.00	100	\$ 3,000.00
			\$ 69,000.00		\$ 68,400.00

FY19 Cultural Tourism Marketing Grant Panel
Kati Schardl (Chair, Non-voting) COCA Board of Directors
Alice Maxwell Director of Marketing, Tallahassee Community College
Rick Oppenheim CEO, RB Oppenheim Associates
Chirag Shah CEO, The Current Agency

Select Year: 2018

The 2018 Florida Statutes

Title XI
 COUNTY ORGANIZATION AND INTERGOVERNMENTAL
 RELATIONS

Chapter 125
 COUNTY
 GOVERNMENT

View Entire
 Chapter

125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement.—

(1) **SHORT TITLE.**—This section shall be known and may be cited as the “Local Option Tourist Development Act.”

(2) **APPLICATION; DEFINITIONS.**—

(a) **Application.**—The provisions contained in chapter 212 apply to the administration of any tax levied pursuant to this section.

(b) **Definitions.**—For purposes of this section:

1. “Promotion” means marketing or advertising designed to increase tourist-related business activities.
2. “Tourist” means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3)(a).
3. “Retained spring training franchise” means a spring training franchise that had a location in this state on or before December 31, 1998, and that has continuously remained at that location for at least the 10 years preceding that date.

(3) **TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.**—

(a)1. It is declared to be the intent of the Legislature that every person who rents, leases, or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, roominghouse, mobile home park, recreational vehicle park, condominium, or timeshare resort for a term of 6 months or less is exercising a privilege which is subject to taxation under this section, unless such person rents, leases, or lets for consideration any living quarters or accommodations which are exempt according to the provisions of chapter 212.

2.a. Tax shall be due on the consideration paid for occupancy in the county pursuant to a regulated short-term product, as defined in s. [721.05](#), or occupancy in the county pursuant to a product that would be deemed a regulated short-term product if the agreement to purchase the short-term right were executed in this state. Such tax shall be collected on the last day of occupancy within the county unless such consideration is applied to the purchase of a timeshare estate. The occupancy of an accommodation of a timeshare resort pursuant to a timeshare plan, a multisite timeshare plan, or an exchange transaction in an exchange program, as defined in s. [721.05](#), by the owner of a timeshare interest or such owner’s guest, which guest is not paying monetary consideration to the owner or to a third party for the benefit of the owner, is not a privilege subject to taxation under this section. A membership or transaction fee paid by a timeshare owner that does not provide the timeshare owner with the right to occupy any specific timeshare unit but merely provides the timeshare owner with the opportunity to exchange a timeshare interest through an exchange program is a service charge and not subject to taxation under this section.

b. Consideration paid for the purchase of a timeshare license in a timeshare plan, as defined in s. 721.05, is rent subject to taxation under this section.

(b) Subject to the provisions of this section, any county in this state may levy and impose a tourist development tax on the exercise within its boundaries of the taxable privilege described in paragraph (a), except that there shall be no additional levy under this section in any cities or towns presently imposing a municipal resort tax as authorized under chapter 67-930, Laws of Florida, and this section shall not in any way affect the powers and existence of any tourist development authority created pursuant to chapter 67-930, Laws of Florida. No county authorized to levy a convention development tax pursuant to s. 212.0305, or to s. 8 of chapter 84-324, Laws of Florida, shall be allowed to levy more than the 2-percent tax authorized by this section. A county may elect to levy and impose the tourist development tax in a subcounty special district of the county. However, if a county so elects to levy and impose the tax on a subcounty special district basis, the district shall embrace all or a significant contiguous portion of the county, and the county shall assist the Department of Revenue in identifying the rental units subject to tax in the district.

(c) The tourist development tax shall be levied, imposed, and set by the governing board of the county at a rate of 1 percent or 2 percent of each dollar and major fraction of each dollar of the total consideration charged for such lease or rental. When receipt of consideration is by way of property other than money, the tax shall be levied and imposed on the fair market value of such nonmonetary consideration.

(d) In addition to any 1-percent or 2-percent tax imposed under paragraph (c), the governing board of the county may levy, impose, and set an additional 1 percent of each dollar above the tax rate set under paragraph (c) by the extraordinary vote of the governing board for the purposes set forth in subsection (5) or by referendum approval by the registered electors within the county or subcounty special district. No county shall levy, impose, and set the tax authorized under this paragraph unless the county has imposed the 1-percent or 2-percent tax authorized under paragraph (c) for a minimum of 3 years prior to the effective date of the levy and imposition of the tax authorized by this paragraph. Revenues raised by the additional tax authorized under this paragraph shall not be used for debt service on or refinancing of existing facilities as specified in subparagraph (5)(a)1. unless approved by a resolution adopted by an extraordinary majority of the total membership of the governing board of the county. If the 1-percent or 2-percent tax authorized in paragraph (c) is levied within a subcounty special taxing district, the additional tax authorized in this paragraph shall only be levied therein. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph shall be the first day of the second month following approval of the ordinance by the governing board or the first day of any subsequent month as may be specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(e) The tourist development tax shall be in addition to any other tax imposed pursuant to chapter 212 and in addition to all other taxes and fees and the consideration for the rental or lease.

(f) The tourist development tax shall be charged by the person receiving the consideration for the lease or rental, and it shall be collected from the lessee, tenant, or customer at the time of payment of the consideration for such lease or rental.

(g) The person receiving the consideration for such rental or lease shall receive, account for, and remit the tax to the Department of Revenue at the time and in the manner provided for persons who collect and remit taxes under s. 212.03. The same duties and privileges imposed by chapter 212 upon dealers in tangible property, respecting the collection and remission of tax; the making of returns; the keeping of

books, records, and accounts; and compliance with the rules of the Department of Revenue in the administration of that chapter shall apply to and be binding upon all persons who are subject to the provisions of this section. However, the Department of Revenue may authorize a quarterly return and payment when the tax remitted by the dealer for the preceding quarter did not exceed \$25.

(h) The Department of Revenue shall keep records showing the amount of taxes collected, which records shall also include records disclosing the amount of taxes collected for and from each county in which the tax authorized by this section is applicable. These records shall be open for inspection during the regular office hours of the Department of Revenue, subject to the provisions of s. [213.053](#).

(i) Collections received by the Department of Revenue from the tax, less costs of administration of this section, shall be paid and returned monthly to the county which imposed the tax, for use by the county in accordance with the provisions of this section. They shall be placed in the county tourist development trust fund of the respective county, which shall be established by each county as a condition precedent to receipt of such funds.

(j) The Department of Revenue is authorized to employ persons and incur other expenses for which funds are appropriated by the Legislature.

(k) The Department of Revenue shall promulgate such rules and shall prescribe and publish such forms as may be necessary to effectuate the purposes of this section.

(l) In addition to any other tax which is imposed pursuant to this section, a county may impose up to an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by majority vote of the governing board of the county in order to:

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.

2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.

3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.

4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. [212.0305](#) from levying more than the 2-percent tax authorized by this section, and the provisions of paragraphs (4)(a)-(d), shall not apply to the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph shall be the first day of the second month following approval of the ordinance by the governing board or the first day of any subsequent month as may be specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(m)1. In addition to any other tax which is imposed pursuant to this section, a high tourism impact county may impose an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by extraordinary vote of the governing board of the county. The tax revenues received pursuant to this paragraph shall be used for one or more of the authorized uses pursuant to subsection (5).

2. A county is considered to be a high tourism impact county after the Department of Revenue has certified to such county that the sales subject to the tax levied pursuant to this section exceeded \$600 million during the previous calendar year, or were at least 18 percent of the county's total taxable sales under chapter 212 where the sales subject to the tax levied pursuant to this section were a minimum of \$200 million, except that no county authorized to levy a convention development tax pursuant to s. [212.0305](#) shall be considered a high tourism impact county. Once a county qualifies as a high tourism impact county, it shall retain this designation for the period the tax is levied pursuant to this paragraph.

3. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph shall be the first day of the second month following approval of the ordinance by the governing board or the first day of any subsequent month as may be specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(n) In addition to any other tax that is imposed under this section, a county that has imposed the tax under paragraph (l) may impose an additional tax that is no greater than 1 percent on the exercise of the privilege described in paragraph (a) by a majority plus one vote of the membership of the board of county commissioners in order to:

1. Pay the debt service on bonds issued to finance:

a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. [288.1162](#).

b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

A county that imposes the tax authorized in this paragraph may not expend any ad valorem tax revenues for the acquisition, construction, reconstruction, or renovation of a facility for which tax revenues are used pursuant to subparagraph 1. The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. [212.0305](#) from levying more than the 2-percent tax authorized by this section shall not apply to the additional tax authorized by this paragraph in counties which levy convention development taxes pursuant to s. [212.0305\(4\)\(a\)](#). Subsection (4) does not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by the board of county commissioners or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the

Department of Revenue within 10 days after approval of the ordinance.

(4) ORDINANCE LEVY TAX; PROCEDURE.—

(a) The tourist development tax shall be levied and imposed pursuant to an ordinance containing the county tourist development plan prescribed under paragraph (c), enacted by the governing board of the county. The ordinance levying and imposing the tourist development tax shall not be effective unless the electors of the county or the electors in the subcounty special district in which the tax is to be levied approve the ordinance authorizing the levy and imposition of the tax, in accordance with subsection (6). The effective date of the levy and imposition of the tax shall be the first day of the second month following approval of the ordinance by referendum, as prescribed in subsection (6), or the first day of any subsequent month as may be specified in the ordinance. A certified copy of the ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance. The governing authority of any county levying such tax shall notify the department, within 10 days after approval of the ordinance by referendum, of the time period during which the tax will be levied.

(b) At least 60 days prior to the enactment of the ordinance levying the tax, the governing board of the county shall adopt a resolution establishing and appointing the members of the county tourist development council, as prescribed in paragraph (e), and indicating the intention of the county to consider the enactment of an ordinance levying and imposing the tourist development tax.

(c) Prior to enactment of the ordinance levying and imposing the tax, the county tourist development council shall prepare and submit to the governing board of the county for its approval a plan for tourist development. The plan shall set forth the anticipated net tourist development tax revenue to be derived by the county for the 24 months following the levy of the tax; the tax district in which the tourist development tax is proposed; and a list, in the order of priority, of the proposed uses of the tax revenue by specific project or special use as the same are authorized under subsection (5). The plan shall include the approximate cost or expense allocation for each specific project or special use.

(d) The governing board of the county shall adopt the county plan for tourist development as part of the ordinance levying the tax. After enactment of the ordinance levying and imposing the tax, the plan of tourist development may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the governing board.

(e) The governing board of each county which levies and imposes a tourist development tax under this section shall appoint an advisory council to be known as the “(name of county) Tourist Development Council.” The council shall be established by ordinance and composed of nine members who shall be appointed by the governing board. The chair of the governing board of the county or any other member of the governing board as designated by the chair shall serve on the council. Two members of the council shall be elected municipal officials, at least one of whom shall be from the most populous municipality in the county or subcounty special taxing district in which the tax is levied. Six members of the council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the council shall be electors of the county. The governing board of the county shall have the option of designating the chair of the council or allowing the council to elect a chair. The chair shall be appointed or elected annually and may be reelected or reappointed. The members of the council shall serve for staggered terms of 4 years. The terms of office of the original members shall be prescribed in the resolution required under paragraph (b). The council shall meet at least once each quarter and, from time to time, shall make recommendations to the county governing board for the effective operation of the special projects or for uses of the tourist development tax revenue and perform

such other duties as may be prescribed by county ordinance or resolution. The council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the county governing board or its designee. Expenditures which the council believes to be unauthorized shall be reported to the county governing board and the Department of Revenue. The governing board and the department shall review the findings of the council and take appropriate administrative or judicial action to ensure compliance with this section. The changes in the composition of the membership of the tourist development council mandated by chapter 86-4, Laws of Florida, and this act shall not cause the interruption of the current term of any person who is a member of a council on October 1, 1996.

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:

a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;

b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;

3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;

5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is

levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

- a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;
- b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
- c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
- d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
- e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(b) Tax revenues received pursuant to this section by a county of less than 750,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. [186.901](#). These population estimates shall be those in effect on July 1 of each year.

(c) A county located adjacent to the Gulf of Mexico or the Atlantic Ocean, except a county that receives revenue from taxes levied pursuant to s. [125.0108](#), which meets the following criteria may use up to 10 percent of the tax revenue received pursuant to this section to reimburse expenses incurred in providing public safety services, including emergency medical services as defined in s. [401.107\(3\)](#), and law enforcement services, which are needed to address impacts related to increased tourism and visitors to an area. However, if taxes collected pursuant to this section are used to reimburse emergency medical services or public safety services for tourism or special events, the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department. To receive reimbursement, the county must:

1. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
2. Have at least three municipalities; and
3. Have an estimated population of less than 225,000, according to the most recent population

estimate prepared pursuant to s. 186.901, excluding the inmate population.

The board of county commissioners must by majority vote approve reimbursement made pursuant to this paragraph upon receipt of a recommendation from the tourist development council.

(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., and 5. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(e) Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraphs (a)-(d) of this subsection is expressly prohibited.

(6) REFERENDUM.—

(a) No ordinance enacted by any county levying the tax authorized by paragraphs (3)(b) and (c) shall take effect until the ordinance levying and imposing the tax has been approved in a referendum election by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

(b) The governing board of the county levying the tax shall arrange to place a question on the ballot at the next regular or special election to be held within the county, substantially as follows:

FOR the Tourist Development Tax

AGAINST the Tourist Development Tax.

(c) If a majority of the electors voting on the question approve the levy, the ordinance shall be deemed to be in effect.

(d) In any case where a referendum levying and imposing the tax has been approved pursuant to this section and 15 percent of the electors in the county or 15 percent of the electors in the subcounty special district in which the tax is levied file a petition with the board of county commissioners for a referendum to repeal the tax, the board of county commissioners shall cause an election to be held for the repeal of the tax which election shall be subject only to the outstanding bonds for which the tax has been pledged. However, the repeal of the tax shall not be effective with respect to any portion of taxes initially levied in November 1989, which has been pledged or is being used to support bonds under paragraph (3)(d) or paragraph (3)(l) until the retirement of those bonds.

(7) AUTOMATIC EXPIRATION ON RETIREMENT OF BONDS.—Notwithstanding any other provision of this section, if the plan for tourist development approved by the governing board of the county, as amended pursuant to paragraph (4)(d), includes the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization, the county ordinance levying and imposing the tax automatically expires upon the later of:

(a) The retirement of all bonds issued by the county for financing the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention

center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization; or

(b) The expiration of any agreement by the county for the operation or maintenance, or both, of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum. However, this does not preclude that county from amending the ordinance extending the tax to the extent that the board of the county determines to be necessary to provide funds to operate, maintain, repair, or renew and replace a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum or from enacting an ordinance that takes effect without referendum approval, unless the original referendum required ordinance expiration, pursuant to the provisions of this section reimposing a tourist development tax, upon or following the expiration of the previous ordinance.

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

(a) Any person who is taxable hereunder who fails or refuses to charge and collect from the person paying any rental or lease the taxes herein provided, either by himself or herself or through agents or employees, is, in addition to being personally liable for the payment of the tax, guilty of a misdemeanor of the first degree, punishable as provided in s. [775.082](#) or s. [775.083](#).

(b) No person shall advertise or hold out to the public in any manner, directly or indirectly, that he or she will absorb all or any part of the tax, that he or she will relieve the person paying the rental of the payment of all or any part of the tax, or that the tax will not be added to the rental or lease consideration or, when added, that it or any part thereof will be refunded or refused, either directly or indirectly, by any method whatsoever. Any person who willfully violates any provision of this subsection is guilty of a misdemeanor of the first degree, punishable as provided in s. [775.082](#) or s. [775.083](#).

(c) The tax authorized to be levied by this section shall constitute a lien on the property of the lessee, customer, or tenant in the same manner as, and shall be collectible as are, liens authorized and imposed in ss. [713.67](#), [713.68](#), and [713.69](#).

(9) COUNTY TOURISM PROMOTION AGENCIES.—In addition to any other powers and duties provided for agencies created for the purpose of tourism promotion by a county levying the tourist development tax, such agencies are authorized and empowered to:

(a) Provide, arrange, and make expenditures for transportation, lodging, meals, and other reasonable and necessary items and services for such persons, as determined by the head of the agency, in connection with the performance of promotional and other duties of the agency. However, entertainment expenses shall be authorized only when meeting with travel writers, tour brokers, or other persons connected with the tourist industry. All travel and entertainment-related expenditures in excess of \$10 made pursuant to this subsection shall be substantiated by paid bills therefor. Complete and detailed justification for all travel and entertainment-related expenditures made pursuant to this subsection shall be shown on the travel expense voucher or attached thereto. Transportation and other incidental expenses, other than those provided in s. [112.061](#), shall only be authorized for officers and employees of the agency, other authorized persons, travel writers, tour brokers, or other persons connected with the tourist industry when traveling pursuant to paragraph (c). All other transportation and incidental expenses pursuant to this subsection shall be as provided in s. [112.061](#). Operational or promotional advancements, as defined in s. [288.35\(4\)](#), obtained pursuant to this subsection, shall not be commingled with any other funds.

(b) Pay by advancement or reimbursement, or a combination thereof, the costs of per diem and incidental expenses of officers and employees of the agency and other authorized persons, for foreign travel at the current rates as specified in the federal publication "Standardized Regulations (Government Civilians, Foreign Areas)." The provisions of this paragraph shall apply for any officer or employee of the

agency traveling in foreign countries for the purposes of promoting tourism and travel to the county, if such travel expenses are approved and certified by the agency head from whose funds the traveler is paid. As used in this paragraph, the term “authorized person” shall have the same meaning as provided in s. [112.061\(2\)\(e\)](#). With the exception of provisions concerning rates of payment for per diem, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph. As used in this paragraph, “foreign travel” means all travel outside the United States. Persons traveling in foreign countries pursuant to this subsection shall not be entitled to reimbursements or advancements pursuant to s. [112.061\(6\)\(a\)2](#).

(c) Pay by advancement or reimbursement, or by a combination thereof, the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of officers and employees of the agency and other authorized persons when meeting with travel writers, tour brokers, or other persons connected with the tourist industry, and while attending or traveling in connection with travel or trade shows. With the exception of provisions concerning rates of payment, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph.

(d) Undertake marketing research and advertising research studies and provide reservations services and convention and meetings booking services consistent with the authorized uses of revenue as set forth in subsection (5).

1. Information given to a county tourism promotion agency which, if released, would reveal the identity of persons or entities who provide data or other information as a response to a sales promotion effort, an advertisement, or a research project or whose names, addresses, meeting or convention plan information or accommodations or other visitation needs become booking or reservation list data, is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution.

2. The following information, when held by a county tourism promotion agency, is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution:

a. Booking business records, as defined in s. [255.047](#).

b. Trade secrets and commercial or financial information gathered from a person and privileged or confidential, as defined and interpreted under 5 U.S.C. s. 552(b)(4), or any amendments thereto.

3. A trade secret, as defined in s. [812.081](#), held by a county tourism promotion agency is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution. This subparagraph is subject to the Open Government Sunset Review Act in accordance with s. [119.15](#) and shall stand repealed on October 2, 2021, unless reviewed and saved from repeal through reenactment by the Legislature.

(e) Represent themselves to the public as convention and visitors bureaus, visitors bureaus, tourist development councils, vacation bureaus, or county tourism promotion agencies operating under any other name or names specifically designated by ordinance.

(10) LOCAL ADMINISTRATION OF TAX.—

(a) A county levying a tax under this section or s. [125.0108](#) may be exempted from the requirements of the respective section that:

1. The tax collected be remitted to the Department of Revenue before being returned to the county; and

2. The tax be administered according to chapter 212,

if the county adopts an ordinance providing for the local collection and administration of the tax.

(b) The ordinance shall include provision for, but need not be limited to:

1. Initial collection of the tax to be made in the same manner as the tax imposed under chapter 212.

2. Designation of the local official to whom the tax shall be remitted, and that official’s powers and duties with respect thereto. Tax revenues may be used only in accordance with the provisions of this

section.

3. Requirements respecting the keeping of appropriate books, records, and accounts by those responsible for collecting and administering the tax.

4. Provision for payment of a dealer's credit as required under chapter 212.

5. A portion of the tax collected may be retained by the county for costs of administration, but such portion shall not exceed 3 percent of collections.

(c) A county adopting an ordinance providing for the collection and administration of the tax on a local basis shall also adopt an ordinance electing either to assume all responsibility for auditing the records and accounts of dealers, and assessing, collecting, and enforcing payments of delinquent taxes, or to delegate such authority to the Department of Revenue. If the county elects to assume such responsibility, it shall be bound by all rules promulgated by the Department of Revenue pursuant to paragraph (3)(k), as well as those rules pertaining to the sales and use tax on transient rentals imposed by s. [212.03](#). The county may use any power granted in this section to the department to determine the amount of tax, penalties, and interest to be paid by each dealer and to enforce payment of such tax, penalties, and interest. The county may use a certified public accountant licensed in this state in the administration of its statutory duties and responsibilities. Such certified public accountants are bound by the same confidentiality requirements and subject to the same penalties as the county under s. [213.053](#). If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

(a) Interest shall be paid on undistributed taxes collected and remitted to the Department of Revenue under this section. Such interest shall be included along with the tax proceeds distributed to the counties and shall be paid from moneys transferred from the General Revenue Fund. The department shall calculate the interest for net tax distributions using the average daily rate that was earned by the State Treasury for the preceding calendar quarter and paid to the General Revenue Fund. This rate shall be certified by the Chief Financial Officer to the department by the 20th day following the close of each quarter.

(b) The interest applicable to taxes collected under this section shall be calculated by multiplying the tax amounts to be distributed times the daily rate times the number of days after the third working day following the date the tax is due and payable pursuant to s. [212.11](#) until the date the department issues a voucher to request the Chief Financial Officer to issue the payment warrant. The warrant shall be issued within 7 days after the request.

(c) If an overdistribution of taxes is made by the department, interest shall be paid on the overpaid amount beginning on the date the warrant including the overpayment was issued until the third working day following the due date of the payment period from which the overpayment is being deducted. The interest on an overpayment shall be calculated using the average daily rate from the applicable calendar quarter and shall be deducted from moneys distributed to the county under this section.

History.—ss. 1, 2, 3, 4, 5, 6, 7, 8, ch. 77-209; s. 3, ch. 79-359; s. 72, ch. 79-400; s. 4, ch. 80-209; s. 2, ch. 80-222; s. 5, ch. 83-297; s. 1, ch. 83-321; s. 40, ch. 85-55; s. 1, ch. 86-4; s. 76, ch. 86-163; s. 61, ch. 87-6; s. 1, ch. 87-99; s. 35, ch. 87-101; s. 1, ch. 87-175; s. 5, ch. 87-280; s. 4, ch. 88-226; s. 6, ch. 88-243; s. 2, ch. 89-217; ss. 31, 66, ch. 89-356; s. 2, ch. 89-362; s. 1, ch. 90-107; s. 1, ch. 90-349; s. 81, ch. 91-45; s. 230, ch. 91-224; s. 3, ch. 92-175; s. 1, ch. 92-204; s. 32, ch. 92-320; s. 4, ch. 93-233; s. 1, ch. 94-275; s. 3, ch. 94-314; s. 37, ch. 94-338; s. 3, ch. 94-353; s. 1, ch. 95-133; s. 1434, ch. 95-147; s. 3, ch. 95-304; s. 1,

ch. 95-360; s. 1, ch. 95-416; ss. 44, 46, ch. 96-397; s. 43, ch. 96-406; s. 15, ch. 97-99; s. 1, ch. 98-106; s. 58, ch. 99-2; s. 1, ch. 99-287; ss. 6, 11, 14, ch. 2000-312; s. 11, ch. 2000-351; s. 14, ch. 2001-252; s. 10, ch. 2002-265; s. 1, ch. 2003-34; s. 1, ch. 2003-37; s. 2, ch. 2003-78; s. 145, ch. 2003-261; s. 1, ch. 2005-96; s. 1, ch. 2009-133; s. 1, ch. 2012-180; s. 1, ch. 2013-168; s. 2, ch. 2016-6; s. 1, ch. 2016-220; s. 1, ch. 2017-36; s. 5, ch. 2018-118.

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