



LEON COUNTY

Tourist Development Council

Thursday, September 6, 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**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - July 19, 2018 Meeting Minutes
 - Financial Reports: June 2018/July 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 Presentations: 3rd Quarter Report - Phillip Downs, Ph. D.
 - New “Seasoned Local” Program Overview – Andi Ratliff
 - FY 19 Draft Marketing & PR Plan – Curtis Zimmerman
 - Signature/Emerging Signature Events and Special Event Grants Recommendations – Matt Thompson
 - Sports Events Grants Recommendations – Leigh Davis
 - COCA Updates – Audra Pittman
 - Current Vendors Contract Terms – Kerri Post
- VI. Executive Director’s Report – **Kerri Post**
 - FY 19 Strategic Plan/Annual Marketing Plan Launch & Proposed FY19 Industry Meetings Schedule
 - ARP Cross Country Championship Events - Fall Schedule
 - Staffing Update
 - Destination Discovery – Urban Air Adventure Park & Mimi’s Table
 - New Hotel Projects Update
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

TDC Meeting – Thursday, November 1, 2018

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

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 million
- LeMoyne Center for Visual Arts- \$1.8 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 June 30, 2018

3 3/4-Cents Collections		YTD	June	FY 2017/18	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 3,284,302.72	\$ 377,643.26	\$ 3,957,938	83%	(673,635)
361320	Tax Collector FS 125.315	4,659.91	1,462.03	-		4,660
361111	Pooled Interest Allocation	20,866.51	9,103.01	40,755		
362000	Rents & Royalties	-	-	10,200		(10,200)
365000	Merchandise Sales	5,374.84	528.02	3,000		
366500	Special Event Grant Reimbursements	14,000.00	-	20,000		
366930	Other Contributions/Partnerships	45.00	45.00	2,400		
361300	Interest Inc/FMV Adjustment	-	-	-		
369900	Miscellaneous Revenue ³	137,570.95	6,391.95	165,000		
399900	Appropriated Fund Balance	-	-	491,300		
	Total Estimated Receipts			4,690,593		
		\$ 3,466,819.93	\$ 395,173.27			

Acct #	EXPENDITURES	YTD	June	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (301)							
51200	Salaries & Wages	\$ 158,325.32	\$ 21,996.39	\$ 201,939	\$ 201,939	78%	\$ 43,614
51250	Regular OPS Salaries & Wages	13,026.39	1,236.99	15,980	15,980	82%	2,954
52100	FICA	12,481.71	1,736.89	16,950	16,950	74%	4,468
52200	Retirement Contributions	26,066.54	3,067.89	34,546	34,546	75%	8,479
52210	Deferred Compensation	338.20	35.60	766	766	44%	428
52300	Life & Health Insurance	27,351.38	1,951.98	47,397	47,397	58%	20,046
52400	Workers Compensation	445.68	60.41	390	390	114%	(56)
53400	Other Contractual Services	77,136.65	-	115,500	115,500	67%	38,363
54000	Travel & Per Diem	1,486.17	-	7,500	7,500	20%	6,014
54101	Communications - Phone System	295.02	98.34	1,419	1,419	21%	1,124
54300	Utilities-160-950-591001-552	10,875.00	1,208.34	14,500	14,500	75%	3,625
54400	Rental & Leases	3,207.88	644.10	9,500	9,500	34%	6,292
54505	Vehicle Coverage	463.00	-	463	463	100%	-
54600	Repair & Maintenance	415.00	-	34,000	34,000	1%	33,585
54601	Vehicle Repair	1,035.41	-	465	465	223%	(570)
54900	Other Current Charges	618.25	57.75	1,971	1,971	31%	1,353
55100	Office Supplies	25.44	-	1,000	1,000	3%	975
55200	Operating Supplies	1,041.77	267.59	3,000	3,000	35%	1,958
55210	Fuel & Oil	200.63	32.70	510	510	39%	309
55400	Publications, Memberships	2,279.57	-	2,300	2,300	99%	20
55401	Training	-	-	3,000	3,000	0%	3,000
Advertising/Public Relations (302)							
53400	Other Contractual Services	\$ 895,834.68	\$ 136,917.32	\$ 1,316,473	\$ 1,441,473	62%	\$ 545,638
Marketing (303)							
51200	Salaries & Wages	\$ 313,200.45	\$ 30,496.17	\$ 471,654	\$ 471,654	66%	\$ 158,454
51210	Regular OPS Salaries & Wages	13,026.44	1,237.00	15,980	15,980	0%	2,954
52100	FICA	24,266.20	2,337.65	38,959	38,959	62%	14,693
52200	Retirement Contributions	24,599.67	2,444.18	38,863	38,863	63%	14,263
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	29,795.29	4,213.76	61,978	61,978	48%	32,183
52400	Workers Compensation	1,358.36	137.45	1,487	1,487	91%	129
53400	Other Contractual Services	80,365.48	2,118.40	105,500	105,500	76%	25,135
54000	Travel & Per Diem	22,554.14	1,146.24	68,549	68,549	33%	45,995
54100	Communications Services	2,976.43	260.74	7,823	7,823	38%	4,847
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	2,567.06	-	38,000	38,000	7%	35,433
54400	Rental & Leases	1,562.80	146.85	3,347	3,347	47%	1,784
54700	Printing	5,226.22	464.10	6,400	6,400	82%	1,174
54800	Promotional Activities	16,408.73	46.96	34,500	79,500	21%	63,091
54860	TDC Direct Sales Promotions	25,028.03	22.41	55,322	55,322	45%	30,294
54861	TDC Community Relations	2,913.21	-	13,300	13,300	22%	10,387
54862	TDC Merchandise	2,695.81	712.24	5,000	5,000	54%	2,304
54900	Other Current Charges	350,884.81	13,922.44	473,000	473,000	74%	122,115
54948	Other Current Chrg - Amphitheater	150,100.00	81,350.00	100,000	190,000	79%	39,900
55100	Office Supplies	3,578.65	49.32	3,700	3,700	97%	121

55200	Operating Supplies	2,773.26	19.90	5,000	5,000	55%	2,227
52250	Uniforms	1,483.46	-	4,000	4,000	37%	2,517

Acct #	EXPENDITURES	YTD Actuals	June Actuals	FY 2017/18 Adopt. Budget	FY 2017/18 Adj. Budget	% Budget Spent	Under/(Over)
Administration (303)(Continued)							
55400	Publications, Memberships	\$ 16,530.17	\$ 42.57	\$ 21,768	\$ 21,768	76%	5,238
55401	Training	-	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	983.01	-	1,500	1,500	66%	517
58320	Sponsorship & Contributions	4,000.00	2,500.00	19,400	19,400	21%	15,400
Special Events/Grants (304)							
58300	Grants & Aids	\$ 404,113.16	88,431.13	565,000	610,000	66%	205,887
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	586,733.88	275,377.49	1,055,165	1,055,165	56%	468,431
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	\$ 3,806,991.35	\$ 676,789.29	\$ 5,703,085	\$ 6,291,558		

1 1/4-Cents Collections		YTD Actuals	June Actuals	FY 2017/18 Adopt. Budget	FY 2017/18 Adj. Budget	% Revenue Received	Variance
Acct #	REVENUES						
312110	Local Option Resort Tax (1 1/4-cents) ²	\$ 1,094,767.57	\$ 125,881.08	\$ 1,319,313	\$ 1,319,313	83%	224,545
361111	Pooled Interest	-	-	-	-	-	-
361320	Tax Collector FS 125.315	-	-	-	-	-	-
366930	Refund from Prior Years	-	-	-	-	-	-
	Total Revenues	\$ 1,094,767.57	125,881.08	\$ 1,319,313	\$ 1,319,313		

Acct #	EXPENDITURES	YTD Actuals	June 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 June 30, 2018

REVENUES

- ¹- Revenue for the 3 3/4-cent collections \$377,643.
- ² - Revenue for the 1 1/4 -cent collections \$125,881.

EXPENSES

Grant program payments continue for FY18 - \$88,431 during this period.

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Date Created: Jul 16, 2018

Visit Tallahassee

For the Month of June 2018



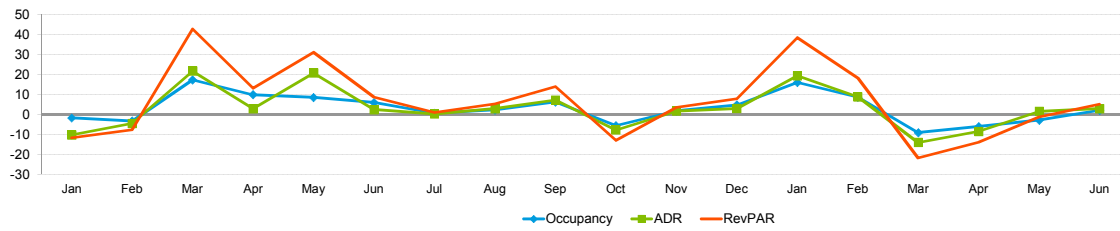
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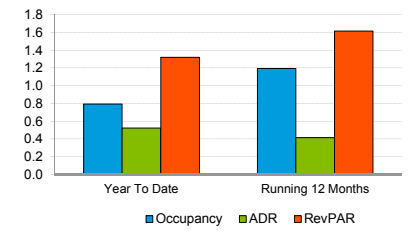
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Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Monthly Percent Change



Overall Percent Change



2017													2018					
Occupancy (%)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	57.9	69.8	76.8	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	71.5
Last Year	58.9	72.1	65.4	64.6	60.0	65.9	64.9	66.7	66.0	71.7	65.1	57.2	57.9	69.8	76.8	71.1	65.1	69.9
Percent Change	-1.7	-3.2	17.4	10.0	8.5	6.0	0.7	6.3	6.0	2.4	6.3	4.8	16.1	8.8	-9.1	-6.0	-2.8	2.2

2017													2018					
ADR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	91.69	100.09	108.95	106.83	105.20	88.31	82.00	94.41	103.45	118.20	112.04	90.56	109.54	108.96	93.76	97.84	106.88	90.96
Last Year	102.04	104.74	89.44	103.70	87.05	86.14	81.70	91.72	96.43	128.04	110.05	87.89	91.69	100.09	108.95	106.83	105.20	88.31
Percent Change	-10.1	-4.4	21.8	3.0	20.8	2.5	0.4	2.9	7.3	-7.7	1.8	3.0	19.5	8.9	-13.9	-8.4	1.6	3.0

2017													2018					
RevPAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	53.12	69.89	83.67	75.95	68.52	61.76	53.61	64.49	72.60	80.06	74.31	54.27	73.67	82.75	65.46	65.39	67.68	65.02
Last Year	60.11	75.56	58.52	67.03	52.24	56.81	53.05	61.20	63.67	91.81	71.67	50.26	53.12	69.89	83.67	75.95	68.52	61.76
Percent Change	-11.6	-7.5	43.0	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

2017													2018					
Supply	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	170,810	154,280	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	176,390	170,700
Last Year	170,965	154,392	170,934	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	165,300
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0	-2.0	1.6	3.3	3.3	3.3

2017													2018					
Demand	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	98,957	107,724	131,179	117,515	111,257	115,601	110,469	115,407	113,694	113,378	107,456	100,312	112,580	114,828	121,194	114,074	111,696	122,021
Last Year	100,711	111,378	111,850	106,927	102,573	109,091	110,986	114,061	109,216	122,562	107,645	97,667	98,957	107,724	131,179	117,515	111,257	115,601
Percent Change	-1.7	-3.3	17.3	9.9	8.5	6.0	-0.5	1.2	4.1	-7.5	-0.2	2.7	13.8	6.6	-7.6	-2.9	0.4	5.6

2017													2018					
Revenue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	9,073,837	10,782,093	14,291,990	12,554,616	11,703,768	10,208,519	9,057,977	10,895,335	11,761,369	13,401,225	12,038,896	9,084,546	12,331,708	12,511,868	11,363,524	11,161,383	11,937,847	11,098,657
Last Year	10,276,542	11,665,656	10,003,769	11,087,808	8,929,160	9,397,543	9,067,755	10,461,800	10,532,096	15,693,092	11,846,771	8,584,115	9,073,837	10,782,093	14,291,990	12,554,616	11,703,768	10,208,519
Percent Change	-11.7	-7.6	42.9	13.2	31.1	8.6	-0.1	4.1	11.7	-14.6	1.6	5.8	35.9	16.0	-20.5	-11.1	2.0	8.7

2017													2018					
Census %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	60	60	60	60	60	60	59	59	58	58	58	58	58	58	60	61	61	61
Census Rooms	5510	5510	5510	5510	5510	5510	5450	5450	5400	5400	5400	5400	5400	5400	5600	5690	5690	5690
% Rooms Participants	91.9	91.9	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

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To learn more about the Hotel Data Conference, visit HotelDataConference.com.

Date Created: Aug 17, 2018

Visit Tallahassee

For the Month of July 2018



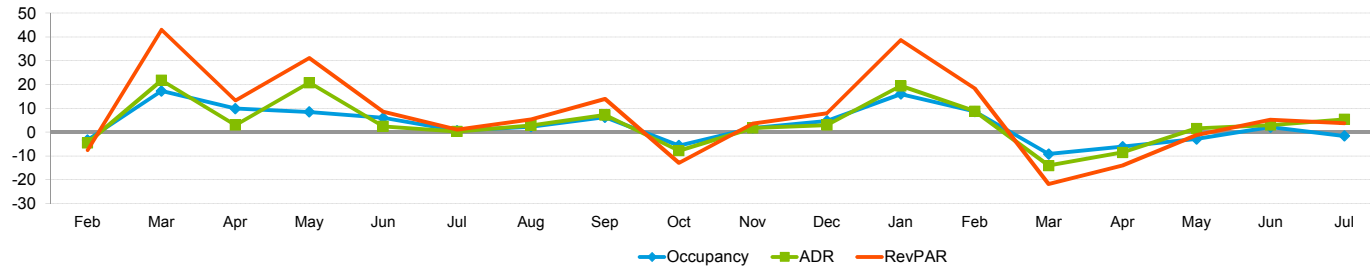
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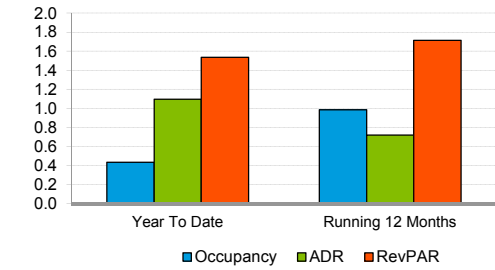
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	69.8	76.8	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	
Last Year	72.1	65.4	64.6	60.0	65.9	64.9	66.7	66.0	71.7	65.1	57.2	57.9	69.8	76.8	71.1	65.1	69.9	65.4	
Percent Change	-3.2	17.4	10.0	8.5	6.0	0.7	2.4	6.3	-5.5	1.9	4.8	16.1	8.8	-9.1	-6.0	-2.8	2.2	-1.5	

ADR	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	100.09	108.95	106.83	105.20	88.31	82.00	94.41	103.45	118.20	112.04	90.56	109.54	108.96	93.76	97.84	106.88	91.00	86.48	
Last Year	104.74	89.44	103.70	87.05	86.14	81.70	91.72	96.43	128.04	110.05	87.89	91.69	100.09	108.95	106.83	105.20	88.31	82.00	
Percent Change	-4.4	21.8	3.0	20.8	2.5	0.4	2.9	7.3	-7.7	1.8	3.0	19.5	8.9	-13.9	-8.4	1.6	3.1	5.5	

RevPAR	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	69.89	83.67	75.95	68.52	61.76	53.61	64.49	72.60	80.06	74.31	54.27	73.67	82.75	65.46	65.39	67.68	65.02	55.68	
Last Year	75.56	58.52	67.03	52.24	56.81	53.05	61.20	63.67	91.81	71.67	50.26	53.12	69.89	83.67	75.95	68.52	61.76	53.61	
Percent Change	-7.5	43.0	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	

Supply	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	154,280	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	176,390	170,700	176,390	
Last Year	154,392	170,934	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	165,300	168,950	
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0	-2.0	1.6	3.3	3.3	3.3	4.4	

Demand	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	107,724	131,179	117,515	111,257	115,601	110,469	115,407	113,694	113,378	107,456	100,312	112,580	114,828	121,194	114,074	111,696	121,956	113,564	
Last Year	111,378	111,850	106,927	102,573	109,091	110,986	114,061	109,216	122,562	107,645	97,667	98,957	107,724	131,179	117,515	111,257	115,601	110,469	
Percent Change	-3.3	17.3	9.9	8.5	6.0	-0.5	1.2	4.1	-7.5	-0.2	2.7	13.8	6.6	-7.6	-2.9	0.4	5.5	2.8	

Revenue	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	10,782,093	14,291,990	12,554,616	11,703,768	10,208,519	9,057,997	10,895,335	11,761,369	13,401,225	12,038,896	9,084,546	12,331,708	12,511,868	11,363,524	11,161,383	11,937,847	11,098,565	9,821,575	
Last Year	11,665,656	10,003,769	11,087,808	8,929,160	9,397,543	9,067,755	10,461,800	10,532,096	15,693,092	11,846,771	8,584,115	9,073,837	10,782,093	14,291,990	12,554,616	11,703,768	10,208,519	9,057,997	
Percent Change	-7.6	42.9	13.2	31.1	8.6	-0.1	4.1	11.7	-14.6	1.6	5.8	35.9	16.0	-20.5	-11.1	2.0	8.7	8.4	

Census %	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Census Props	60	60	60	60	60	59	59	58	58	58	58	58	58	60	61	61	61	61	
Census Rooms	5510	5510	5510	5510	5510	5450	5450	5400	5400	5400	5400	5400	5400	5600	5690	5690	5690	5690	
% Rooms Participants	91.9	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	

Year To Date	2016	2017	2018	Running 12 Months	2016	2017	2018
	Occupancy	64.5	68.0		68.3	61.6	66.9
ADR	64.9	64.5	68.0	61.8	61.6	66.9	
RevPAR	-0.7	5.4	0.4	-0.3	8.6	1.0	

Year To Date	2016	2017	2018	Running 12 Months	2016	2017	2018
	Occupancy	93.47	97.98		99.06	96.26	100.30
ADR	92.00	93.47	97.98	94.24	96.26	100.30	
RevPAR	1.6	4.8	1.1	2.1	4.2	0.7	

Year To Date	2016	2017	2018	Running 12 Months	2016	2017	2018
	Occupancy	60.25	66.60		67.62	59.25	67.07
ADR	59.70	60.25	66.60	58.20	59.25	67.07	
RevPAR	0.9	10.5	1.5	1.8	13.2	1.7	

Year To Date	2016	2017	2018	Running 12 Months	2016	2017	2018
	Occupancy	1,168,999	1,166,260		1,186,380	2,013,706	2,009,658
ADR	1,150,404	1,168,999	1,166,260	1,980,582	2,013,706	2,009,658	
RevPAR	1.6	-0.2	1.7	1.7	-0.2	0.2	

Year To Date	2016	2017	2018	Running 12 Months	2016	2017	2018
	Occupancy	753,516	792,702		809,892	1,239,525	1,343,853
ADR	746,499	753,516	792,702	1,223,194	1,239,525	1,343,853	
RevPAR	0.9	5.2	2.2	1.3	8.4	1.2	

Year To Date	2016	2017	2018	Running 12 Months	2016	2017	2018
	Occupancy	70,428,233	77,672,820		80,226,470	119,315,039	134,790,694
ADR	68,681,066	70,428,233	77,672,820	115,275,265	119,315,039	134,790,694	
RevPAR	2.5	10.3	3.3	3.5	13.0	1.9	

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Projects Completed

- T.O.U.R. Guide June (Historic Capitol Museum and Museum of Florida History) and July (Gulf Specimen Marine Lab)
- Consumer Emails: Fun For All Ages, Trailahassee Great Outdoors Sweepstakes, Trailahassee Featured Trail of the Month (June and July), Train Concert, Plan a Trip for Summer & Trails and Taste Sweepstakes
- Trailahassee Great Outdoor Sweepstakes (July)
- Trails & Tastes Sweepstakes (July)
- Gridiron Giveaway Promotion (August)
- RFP Template Design (August)
- Southern Living Ballot Collateral and Digital Media Support (August)
- FSU/FAMU Season Ticket Giveaway (August)
- Website Articles: Music and Taste, Top Dog Parks, Football Weekend Itinerary, Top 10 Most Instagrammable Spots, Top Trails, Dog Friendly Patios, and Boutique Shopping in Tallahassee
- ***FSU Unconquered Magazine***
- Orlando Magazine (Fall Getaways)
- Democrat Print Insertions: Train Concert

Projects Underway

- Dining and Attractions Photoshoots
- Destination Video Production
- 2018-2019 Planning (Oct 1)
- New Destination Logo Development
- New Business Cards and Letterhead (following new logo)
- Van Wrap Designs
- Outdoor Billboard Designs
- Partner Co-op Program
- Florida Tap Invitational Promotion (September)
- Top Ten Things to Do In Tallahassee Flyer

Upcoming Media Placements

- Digital Media (Digital Display, Mobile and Video) - Annual media
- Tallahassee Democrat Limelight - Monthly TOUR Guide Ad
- Paid Search - Annual media
- FSU Sponsorship
- FAMU Sponsorship
- ***Orlando Magazine*** September



Advertising Overview:

- Digital advertising continued with video, mobile and high-impact display placements across a variety of websites, featuring Outdoors, Dining and Nightlife, Arts, Culture and History messaging.
- The T.O.U.R. guide program was supported through ad placements in the **Tallahassee Democrat** and across social media, highlighting events at the Historic Capitol Museum, Museum of Florida History and Gulf Specimen Marine Lab
- Paid search efforts continued to drive potential visitors to VisitTallahassee.com, garnering 15,712 total clicks to the website
 - Year-over-year we continue to see improvement with a 66% decrease in CPC in July, and a 235% increase in site traffic as a result of paid search efforts.

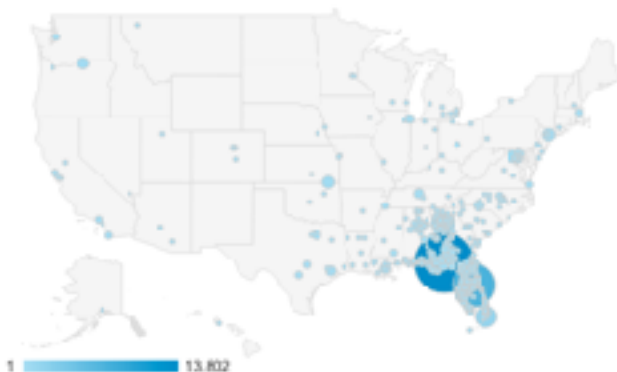
2017-2018 Website KPIs:

- Goal: 23% increase in overall website traffic (or 715,921 sessions) - Through July, we are 74.38% to goal
- Goal: Increase average time on site to exceed 3 mins - At 02:08, we are 71.11% towards the goal (slightly up year over year)
- Goal: 20% increase in Trailahassee.com website traffic (or 19,365 sessions) - Through July, the site has exceeded this goal with 20,415 sessions

Website Performance Overview:

- Overall traffic has increased by 9.72% in July, seeing a few shifts in top cities such as Orlando (now #2 after a 45% increase in traffic), Miami (despite a 42% decrease, is still #3) and Coffeyville (new to the top 10 after a 93% increase).
- On Trailahassee.com, overall traffic is up by 45% year over year. Compared to May, traffic was up 80.17% as June was an extraordinary month in performance due to the Outdoor

Website Metric	June 2018	July 2018
Sessions	52,722	57,845
Page Views	117,063	128,053
Average Pages Viewed per Session	2.22	2.21
Avg Session Duration	02:01	02:01
Bounce Rate	42.90%	39.32%
Mobile Sessions	30,113	34,338
Mobile + Tablet Sessions	34,222	38,644



City	Visits
Tallahassee	13,802
Orlando	7,479
Miami	1,637
Atlanta	1,521
Tampa	997
Jacksonville	753
Birmingham	726
Ashburn	561
Coffeyville	536
Boardman	469

PUBLIC RELATIONS ACTIVITY REPORT

June/July 2018



Below is a snapshot of the public relations efforts for The Leon County Division of Tourism (Visit Tallahassee) either initiated or completed in June or July 2018. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

MEDIA RELATIONS RESULTS

	June/July 2018	Year-to-Date	Annual Goal
Impressions	265,044	85,637,291	85,000,000
Publicity Value	\$30,860	\$225,118	\$475,000
Story Placements	12	267	72

SUCCESS AREAS

- Supporting Trailahassee.com's re-launch, secured a fall outdoors themed promotion with *Runner's World* highlighting nearby trails, local restaurants and breweries, to appear in the November 2018 issue, reaching more than 677,000 outdoor enthusiasts.
- Resulting from Atlanta's in-market activation, secured and executed an individual stay for Shandra Hill-Smith from *Atlanta Social Season* and *The Champion Newspaper*, reaching a combined print and digital audience of 72,000, focusing on family-friendly destination partners.
- The last of the three-part series entitled "Tally Up Your Appetite And Thirst At These Hot Spots In The Capital City" ran online and in print in the *Osprey Observer's* collection of monthly newspapers, reaching more than 60,000 readers in the Tampa area. The four story placements resulted from March's in-market activation.
 - *Osprey Observer Bloomingdale/Fish Hawk* (14,000 circ.)
 - *Osprey Observer Riverview/Apollo Beach* (20,000 circ.)
 - *Osprey Observer Valrico* (13,000 circ.)
 - *Ospreyobserver.com* (13,282 UV)
- Executed three geo-targeted radio promotions valued at more than \$20,000 supporting

the TRAIN concert at the Capital City Amphitheater through a combination of on-air announcements and website, social media and e-blast inclusion of Tallahassee messaging.

- *WFSY-FM*, Panama City, FL/Dothan, AL (35,190 listeners)
- *WKTK-FM*, Gainesville/Ocala, FL (45,000 listeners)
- *WPEZ-FM*, Macon, GA (16,885 listeners)



Social Media Account Status

- Facebook

- Followers: 58,526
 - Goal: 15% Increase (62,228)
 - Percent to Goal: 55.4%
- Engagements: 240,677
 - Goal: 35% Increase (393,018)
 - Percent to Goal: 61.24%

- Twitter

- Followers: 11,843
 - Goal: 15% Increase (12,647)
 - Percent to Goal: 49%

- Engagements: 22,374
 - Goal: 20% Increase (37,009)
 - Percent to Goal: 60.4%

- Instagram

- Followers: 12,093
 - Goal: 30% Increase (13,739)
 - Percent to Goal: 59%
- Engagements: 65,364
 - Goal: 25% Increase (81,775)
 - Percent to Goal: 79.93%

Completed Activations

- WWE LIVE SummerSlam Heatwave Tour Lead Gen Giveaway
- Trailhassee Sweepstakes
- Trails & Taste Sweepstakes
- T.O.U.R. Guide: Gulf Specimen Marine Lab

Future and In-Progress Activations

- Trailhassee Canvas Ad
- Trailhassee relaunch paid social and organic support
- Trailhassee Trails Of The Month Ads
- Facebook fan acquisition ad
- FSU/FAMU Season Ticket Giveaway
- Gridiron Giveaway
- Instagrammable Hotspots
- Mission San Luis FREE Day



Social Media Fiscal Year Performance

Followers	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	52,656	52,768	52,753	52,900	53,170	53,660	54,667	55,429	56,171	57,144		
TW	11,090	11,147	11,208	11,349	11,437	11,561	11,653	11,749	11,811	11,843		
IG	10,694	10,800	10,876	11,015	11,128	11,270	11,566	11,712	11,858	12,093		

ENG	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	13,594	8,053	8,197	9,413	10,530	40,943	56,419	17,256	12,959	63,313		
TW	2,701	7,664	502	1,195	1,689	1,271	1,251	1,411	3,064	1,626		
IG	4,131	5,361	3,436	2,992	2,116	3,388	5,224	12,757	9,150	16,809		

#iHeartTally	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Twitter Mentions	1,330	1,140	1,082	1,056	450	680	390	470	470	290		
Instagram Mentions	2,672	2,382	2,943	3,076	2,165	2,532	2,302	2,268	2,099	2,169		
Total Mentions	4,002	3,522	4,110	3,903	2,699	3,274	2,692	2,748	2,600	2,510		
Impressions	2,936,448	2,336,138	4,041,703	2,871,493	1,833,480	6,108,485	4,350,131	4,218,919	4,816,137	4,723,926		

Social Media Fiscal Year Highlights

- Cross Country Event Live Tweeting
- Facebook Live Activations: Florida Jazz and Blues, Doak After Dark, Market Days, Red Hills Horse Trials
- T.O.U.R. Guide Facebook Ads
- Promotions: Winter Sweepstakes, Sesame Street Live Sweepstakes, Swept Away Sweepstakes, Harlem Globetrotters, Capital to Capital Sweepstakes
- Signature Event Ad Support: Florida Jazz and Blues, Doak After Dark,
- Surprise and Delight: Basketball ticket giveaways via Twitter
- Promoted posts:
 - St. Marks Greenway, Multi-use Trail, Top 15 Florida Restaurants article, 31 days of Holiday Joy, XC Championships, Florida Beer News article, CraftBeer.com, NJ Daily XC article
- Washington D.C. Direct Flight Facebook ads
- Market Activations in Tampa paid social support
- Baseball & Brews Sweepstakes
- Atlanta Market Activation
- Southern Shakespeare Festival
- Tally Brew Basket Giveaway
- FSU Women's Softball
- Train
- Juke Jam Florida Festival
- Boosted Post: TLH Letters, Gulf Specimen Marine Lab Turtle Release
- National Outdoors Month
- National Tourism Week
- Monster Jam Lead Gen Giveaway

Visit Tallahassee
PROGRAM HIGHLIGHTS
June/July 2018

I. Marketing Communications

Development Activities:

- Coordinated individual media visits for Eddie Sanchez, the creator of the travel website Hungry in LA; Chinese KOL and travel influencers Liu Yang and Tang Kaihung; freelance producer Dalia Colon; and Jaime Legagneur and Glenn Herbert with the Florida Podcast Network
- Edited and reviewed feature stories for VisitTallahassee.com regarding Kid-Friendly Restaurants, Tallahassee's Top 10 Most Instagrammable Spots, 10 Amazing Tallahassee Trails, Gameday Weekends in Tallahassee, A Girls-Only Guide to Tallahassee's Best Shopping, Tallahassee's Best Local Shopping Spots, 5 Dog Friendly Parks in the Tallahassee Area, Your Taste Buds Will Love Tallahassee, 5 Indoor Activities To Keep You Cool This Summer, 10 Outdoor Activities To Beat The Summer Heat, Music in the Air in Florida's Capital City.
- Edited and coordinated distribution of news releases for Proof Brewing Company's 6th Annual Florida Tap Invitational and Donald L. Tucker Civic Center's Summer Events.
- Tracked progress of marketing activities in weekly status calls with Zimmerman.
- Fulfilled 11 requests for Tallahassee information and/or photography.
- Solicited event input and information from 2018 T.O.U.R. Guide Program participants.
- Provided information on Capital City Amphitheater's Train concert to Leon County's Community and Media Relations for the June 2018 Leon County Link.
- Reviewed/compared media and PR database options with Meltwater and Cision staff. Completed Cision paperwork and documentation for fiscal year 2018-2019.
- Completed the Leon County Senior Management self-evaluation and e-assessment.
- Completed CPR and AED training through Leon County Emergency Medical Services.
- Completed workplace sustainability workshop coordinated by the Leon County Office of Sustainability.
- Reviewed and uploaded new photography to the Visit Tallahassee Media Gallery.
- Coordinated interview for Kerri Post with WTXL-TV regarding Capital City Amphitheater's Train concert.

- Coordinated interview for Kerri Post with WCTV regarding public art in Tallahassee.
- Discussed Tallahassee feature and individual media visit opportunities with Jaime Legagneur and Glenn Herbert with the Florida Podcast Network.
- Collaborated with VISIT FLORIDA and submitted a press release highlighting Tallahassee as a top outdoor destination.
- Developed and created self-guided tours for visitor services, highlighting family-friendly attractions and budget-friendly Tallahassee activities.
- Discussed Tallahassee feature opportunities with David Sendra Redação from FLY Magazine for an upcoming Florida article.

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 and exhibited at the Society of Government Meeting Professionals National Education Conference in Norfolk, VA attended by 225 state and federal government meeting planners.
- Assisted meeting and leisure groups applying for Special Event Grants and assisted the team by reviewing applications, gathering data and attending the workshop.
- Assisted the 2019 Shiners State Convention in securing motor coach transportation for next summer's conference.
- Attended the Society of Government Florida Capital Chapter Annual Awards Banquet held at Four Points by Sheraton where Visit Tallahassee received recognition as a sponsor.
- Coordinated hotel site tours for Visit Tallahassee at the Tru by Hilton, Wyndham Garden Inn, and Holiday Inn & Suites to see updates.
- Assisted the following meeting groups with destination information; Florida Academy of Nutrition & Dieticians, Coliseum of Comics, Clear Learning, Morley, Mini Takes the States-Rally to Tally, Children's Week, Academy Sports, Football College Letterman Association, Southeast Asian Store Owners Association,

Florida Commission on the Status of Woman, All Destinations Inc., and Florida Educational Negotiators.

- Attended and networked at the Florida Society of Association Executives (FSAE) Annual Conference attended by nearly 275 association executives and decision makers.
- Coordinated welcome bags for the Football College Letterman Association and Dairy Farmers of America.
- Assisted Florida History Day with gathering hotel room pick up reports for the post event report.

Performance Measures:

- Sent five leads with 2,915 visitors, 1,514 room nights and an estimated \$2,628,687 in direct spending.
- Booked two groups with 65 visitors, 47 room nights and an estimated \$15,556 in direct spending.

Events Hosted (Anticipated numbers):

- 11th Episcopal District Lay Organization AME Church-Layman Convention (June 18-22, 2018) with 226 visitors, 226 room nights and an estimated \$119,709 in direct spending.
- Upledger Institute (July 11-15, 2018) with 10 visitors, 32 room nights and an estimated \$10,859 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.
- Met with Challenger Learning Center, Tallahassee Museum, Museum of Florida History, The Knott House, and The Grove and discussed available group activities and other information necessary for the Group Guide.
- Met with Erica Bradley and discussed venue and itinerary options for Bradley Family Reunion in June 2019.
- Assisted Evelyn Hamilton with venue options for Bridal Shower.
- Met with Tallahassee Beer Society and Tally Mac Shack and discussed Capital City Cook Off and sponsorship opportunities with Fresh from Florida.
- Assisted five event coordinators with grant applications.
- Assisted in gathering history and information for Special and Signature Grant applications for individual applicants and the Grant Review Committee.

- Met with Beth Rodan from Four Points by Sheraton and discussed the hotel's new meeting space.
- Participated in site visits of the new TRU Hotel and recently renovated Wyndham, Days Inn, and Holiday Inn.
- Participated in two grant workshops.
- Represented Visit Tallahassee at the Florida Panhandle National Heritage Area Feasibility Study meeting.
- Met with Mary Graddick from the Tallahassee Automobile Museum and discussed details for the Mini Takes the States 2018 Rally in Tally.
- Provided destination information and other assistance to more than 200 participants in the Mini Takes the States Rally in Tally at the Tallahassee Automobile Museum.
- Reviewed three post event grant reports.
- Updated and maintained the dining options listed on VisitTallahassee.com
- Updated hotel information for the Emergency Preparedness plan.
- Updated attractions and dining information for the 2019 visitors guide.

Performance Measures:

- Sent one lead with 7,000 visitors and 6,050 room nights.
- Currently working one tentative group with 3,000 visitors and 1,280 room nights.

Events Hosted (Anticipated Numbers):

- Mini Takes The States 2018 – Rally in Tally (July 14 -15) with 1,500 visitors and 650 room nights.

IV Sports Marketing

Development Activities:

- Hosted three Special Event Grants workshops that reviewed eligibility, the application process and important criteria that the review committee and TDC consider.
- Followed up with all Sports Special Event Program Grantees and processed outstanding grants for 2017-18.
- Started compiling the 2017-18 Fiscal Year information and annual highlights for the end of year annual report.
- Site visit at Apalachee Regional Park to identify signage needs on and around the cross country course.
- Planned the September Tallahassee Sports Council meeting and sports event committee meeting.

- Took part in Apalachee Regional Park Master Plan design meetings to assist in producing the second edition of the 30% plans.
- Met with City of Tallahassee Parks, Recreation and Neighborhood Affairs staff to plan out the 2018/19 baseball and softball tournament schedule, discussed additional marketing of the 2019 Capital City Senior Games.
- Continued planning and organizing the 2018 cross country events at Apalachee Regional Park.
- Provided input in the development and design of a new Visit Tallahassee logo.
- Worked with visitor services to develop a plan for branding give away items.
- Researched and registered for the 2018 International Mountain Bike Associations (IMBA) Trail Labs in Bentonville, Arkansas. These labs will be an educational opportunity that will assist with the future development and pursuit of a Bronze IMBA Ride Center designation for Leon County.

Performance Measures:

Leads Distributed (Anticipated numbers)

- Tomahawk Diving Clinic, (July 7) 50 room nights, 120 visitors and estimated direct spending \$23,853.
- Area I-IV Florida Assoc. Swimming Championships, (July 27-29) with 450 rooms nights, 1200 visitors and estimated direct spending \$499,674.
- 2018 Tallahassee Babe Ruth Regionals, (July 5-7) with 210 room nights, 570 visitors and an estimated direct spend of \$284,672.
- FHSA Cross Country State Finals 2018, (November 8-10) with 3,200 room nights, 2,500 visitors and an estimated direct spend of \$2,167,277

Events Hosted (Anticipated numbers):

- U.S Open Overall Frisbee Tournament, (June 10 – 16) 161 room nights and a direct spend of \$201,076
- The Ride For Hope, (June 9) 30 room nights and a direct spend of \$28,170
- AAU Track & Field District Qualifier, (June 02-03) 150 visitors, 30 room nights and direct visitor spending of \$39,284
- Battle of Champions Session III, (July 28-29) 542 Visitors, 39 room nights and a direct spend of \$33,673
- Ernie Sims Track Invitational, (July 14) 160 visitors, 30 room nights and an estimated direct spend of \$27,549
- Jacksonville Storm Fast Pitch Softball Showcase, (July 6-8) anticipated 2100 visitors, 2400 room nights and an estimated direct spending \$1,330,869.
- Comets Big Bend Showdown (youth basketball), (July 20-22) 786 visitors, 117 room nights and estimated direct spending \$97,371
- Gold Star Elite Invitational, (June 22-24) 1200 visitors, 800 room nights and an estimated direct spend of \$556,800.
- Capital City Invitational Softball Tournament, (June 9-11) 1000 visitors, 730 room nights with an estimated direct spend of \$348,000.

V. Visitor Services

Development Activities for June & July

- Supervised spring marketing intern.
- Coordinated the installation of new office furniture with Leon County Facilities and Accent Office Interiors.
- Completed process of filling open Visitor Services Representative position, and trained new employee Arnold Abellera.
- Coordinated assembly and distribution of group service items.
- Oversaw the processing, tracking and organization of contracts, post event reports, and web site event pages for signature, special event and sports grants...
- Conducted a Grant Workshop with area partners to review the grant process for Fiscal Year 2019.
- Worked with marketing department in designing a replacement for the T.O.U.R. guide promotion.
- Assisted with updated to iDSS partner database, VisitTallahassee.com website and event calendar.
- Assisted in coordination and delivery of bi-weekly Happenings ALL Around Town.
- Delivered Visitor Guides and maps to local partners.
- Coordinated the delivery of #iHeartTally letters to local partners for upcoming events.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- June: Provided services to 202 walk-in visitors (179 domestic and 23 international)
- July: Provided services to 173 walk-in visitors (149 domestic and 24 international)

Telephone Visitor Services

- June: Fulfilled 180 telephone inquiries
- July: Fulfilled 160 telephone inquiries

Visitor Gift Store Sales

- June: \$600.90 in total sales
- July: \$519.26 in total sales

Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: June - 18 | July - 7
- Inquiries from advertisements: June - 20 | July - 21
- Website requests for visitor guides: June - 130 | July - 134
- Provided to Visitor Center guests: June - 91 | July – 121
- Distributed to area partners: June - 592 | July – 830
- Distributed to regional welcome centers: June - 0 | July – 0

Group Services Requests:

- Distributed 5,816 visitor guides and other material to the following:
 - FAMU New Student Orientation
 - Cromwell Family Reunion
 - Florida Annual AME Conference
 - Harris Jones Family Reunion
 - Kaplan Bryant Wedding
 - Zingales Pool Tournament
 - Dairy Farmers of America
 - Congress of Education
 - Johnson Duban Family Reunion
 - Addison/Robinson Family Reunion
 - Dugans Family Reunion
 - Babe Ruth & Cal Ripken Tournaments
 - Sara Nadine Wedding
 - One Voice Youth Conference
 - Tomahawk Diving Clinic
 - Jacksonville Storm Showcase
 - Shuler/Thompson Wedding
 - Gainer Family Reunion
 - St John's Episcopal Church Ordination
 - Herring Family Reunion
 - Mitchell Family Reunion
 - Florida A&M University New Student Orientation
 - Leon High School
 - Florida State University New Faculty Orientation
 - Knight Family Reunion
 - Haisley Family Reunion
 - USTA National 18's Junior Tournament
 - Woodard Family Reunion
 - Johnson & Robinson Family Reunion
 - Londontown Apartments New Residents
 - Johns/Hawkins Family Reunion
 - Orientation for Veteran Students

- Daniels Family Reunion
- Old Lincoln High School 50th Class Reunion
- Shadeville High School Reunion
- Old Lincoln High School 45th Class Reunion
- Girls Scout Volunteer Conference
- Kelly Chavers Realty



Leon County Division of Tourism/ Visit Tallahassee

3rd Quarter Visitor Tracking Report
April – June 2018



Study Objectives

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



Methodology

- Internet survey and in-person interviews
- Sample size – 555 completed surveys
- Third quarter* FY 2018 visitors to Tallahassee
- Data collection: April 2018 – June 2018

*April, May, & June 2018



Executive Summary



Tourism Snapshot: Apr - June 2018

Visitor Statistics	3rd Qtr 2017	3rd Qtr 2018	% Change
Visitors	633,319	613,312	-3.2%
Direct Expenditures*	\$141,740,000	\$136,279,300	-3.9%
Total Economic Impact	\$223,949,200	215,321,300	-3.9%
Lodging Statistics	3rd Qtr 2017	3rd Qtr 2018	% Change
Occupancy**	68.9%	67.2%	-2.5%
Room Rates**	\$100.32	98.56	-1.8%
RevPAR**	\$69.03	66.23	-4.1%
Room Nights***	346,600	347,955	+0.4%
TDT Collections****	\$1,618,329	1,490,104	-7.9%

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

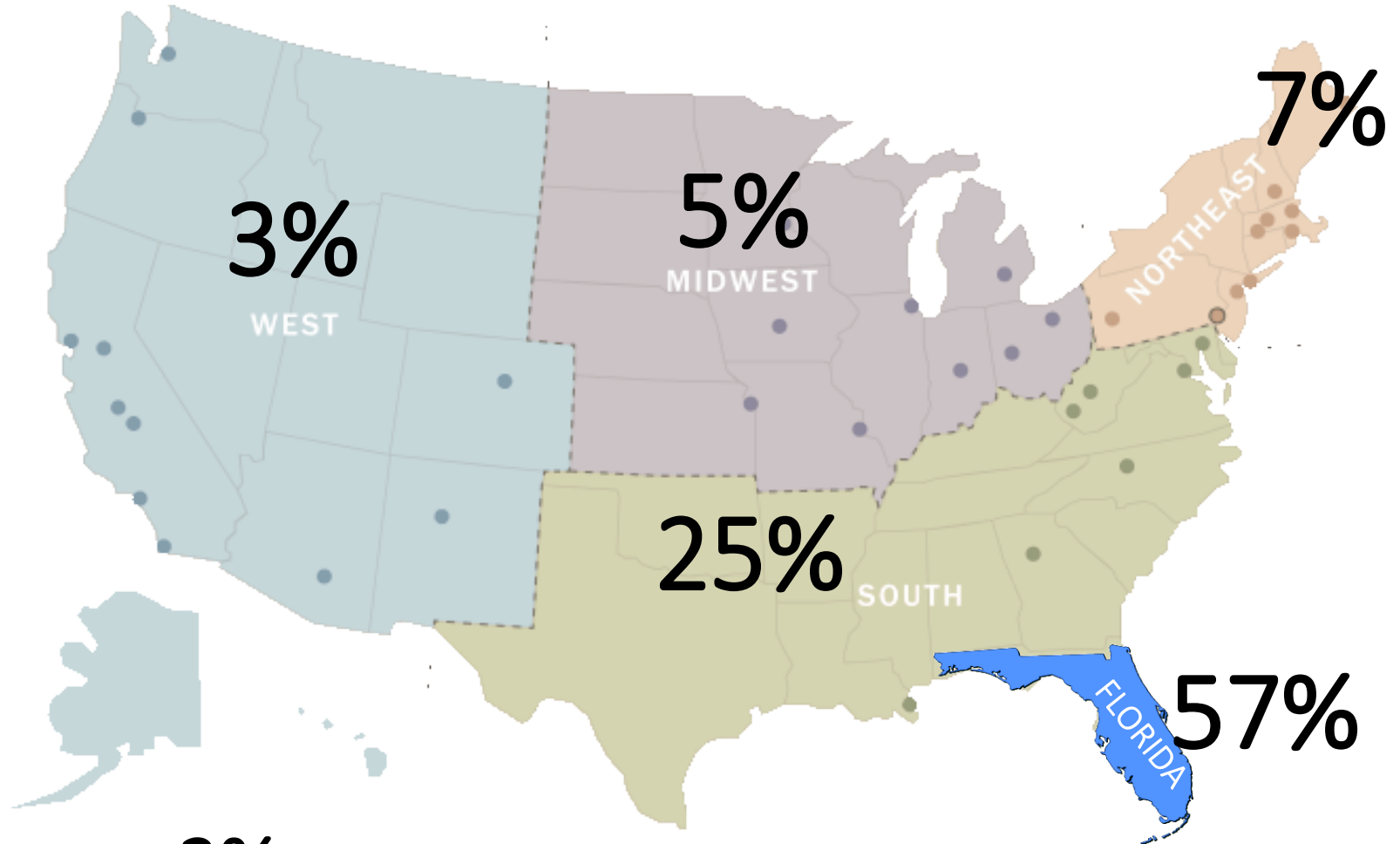
** From STR Report

*** Reflects a 3.3% year-over-year increase in hotel inventory

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



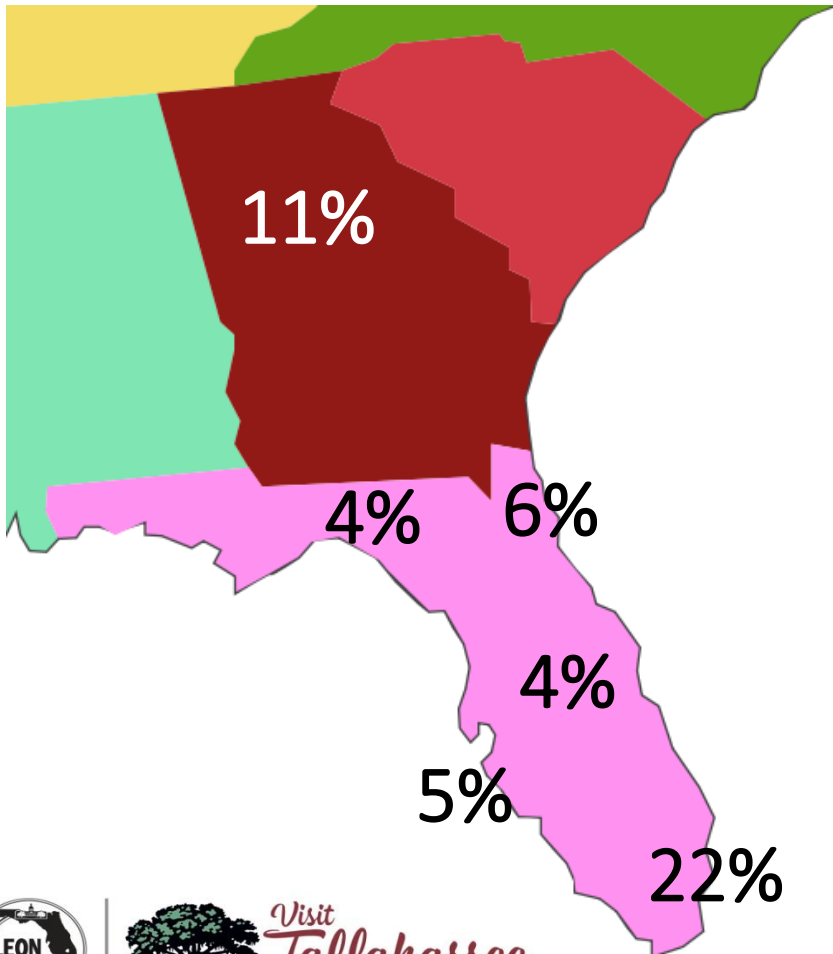
Origin of Visitors



3% of visitors were from areas outside the U.S.

Origin of Visitors

52% of visitors were from 6 U.S. markets



Top 6 Markets
Miami-Ft. Lauderdale
Atlanta
Jacksonville
Tampa-Clearwater-St. Pete
Orlando
Surrounding areas



Travel Parties

The typical visitor traveled in a party composed of **2.6** people

22% traveled with at least one person under the age of 20 in their travel party



Length of Stay

- Visitors spent **2.7** nights in Leon County
- **60%** of visitors who stayed overnight booked a hotel



Transportation

- 94% of visitors drove to Leon County



Visitation

➤ 32% were first time visitors



Visitor Satisfaction

- Visitors gave Leon County a rating of **8.1 out of 10¹** as a place to visit
- **86%** of visitors will return to Leon County



¹ 10 = Excellent; 1 = Poor



Top Reasons for Visiting

Education-related



Visit friends & relatives



Special Event



Business



Watch a sporting event



Top Activities During Visit

Restaurants



Visit friends & relatives



Attractions



Education-related



Bars, nightclubs



Family time



Relax and unwind



Special event



Visitor Spending

- Visitors spent **\$242** a day
- Visitors spent **\$654** on their trip



Trip Planning

- **44%** of visitors planned their trip within a month of travel
- Top trip planning sources:

Search on Google,
etc.

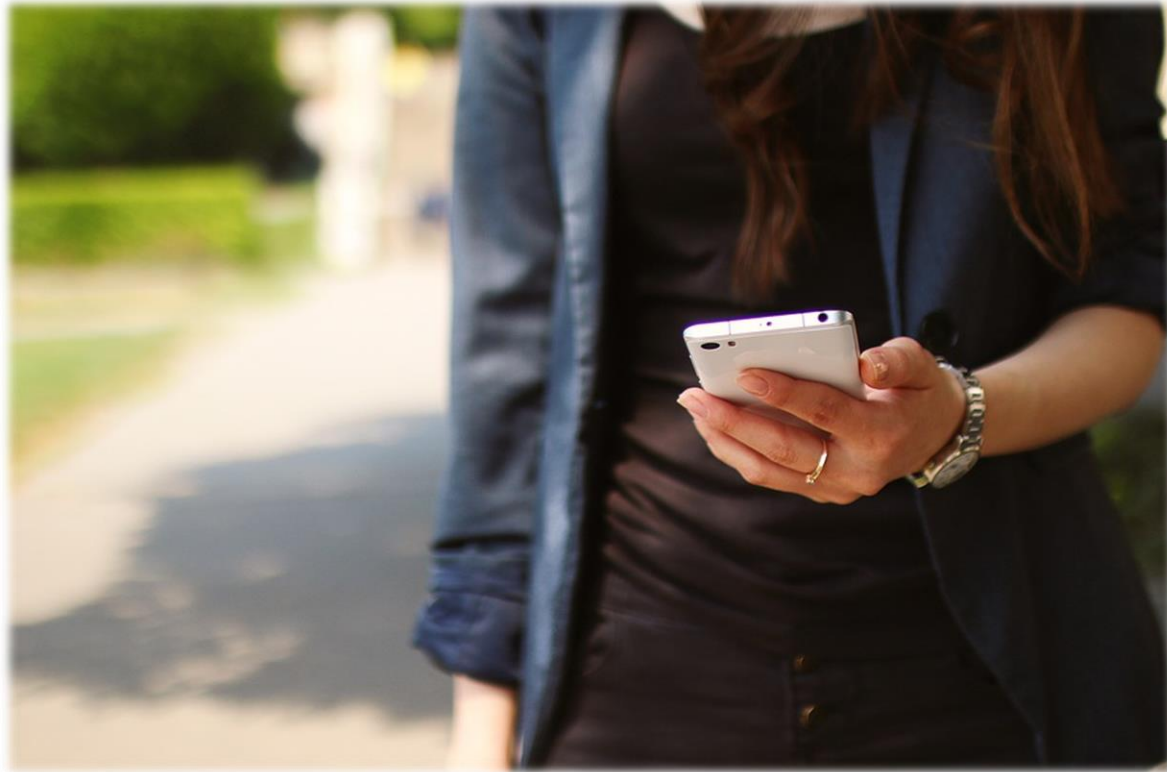
Talking to friends

Go to a hotel
website



Finding Their Way Around

- **100%** of visitors have smartphones/tablets
- **85%** use their smartphone to plan their trip or learn how to get around while they are here.



Perceptions of Leon County



Beautiful

“The city itself is great, there are so many wonderful and beautiful areas of Tallahassee.”



Nice place to visit

“Tallahassee is one of my favorite places to visit.”



Friendly people & good hospitality

“Friendly and very good customer service. From cashiers to managers, workers are very friendly. Citizens in the county were friendly and accommodating.”



Demographics

- The typical Leon County Visitor:
 - Is **41** years old
 - Has a household income of **\$99,100**
 - Is Caucasian (**69%**)
 - Is a college graduate (**70%**)
 - Is married (**55%**)
 - Is female (**49%**)



Detailed Findings



Visitors' Expenditures

- Visiting parties spent **\$242** a day and **\$654** on their trip.

	Average Daily Expenditure Q3 2017	Total Trip Expenditure Q3 2017	Average Daily Expenditure Q3 2018	Total Trip Expenditure Q3 2018
Accommodations	\$109	\$305	\$93	\$215
Restaurants	\$52	\$146	\$53	\$143
Groceries	\$9	\$25	\$11	\$30
Shopping	\$23	\$64	\$23	\$62
Entertainment	\$24	\$68	\$25	\$68
Transportation	\$22	\$62	\$26	\$70
Other	\$8	\$22	\$11	\$30
Total	\$247	\$692	\$242	\$654



2017 – 2018 Comparisons

	April – June FY 2017	April – June FY 2018
Age	48	41
Gender (Female)	54%	49%
Household income	\$94,700	\$99,100
From Florida	71%	57%
From the Southeast	89%	82%
Travel party	2.4 people	2.6 people
Drove to Tallahassee	77%	94%
Nights spent	2.8	2.7
Stayed hotel/motel	71%	60%



2017 – 2018 Comparisons

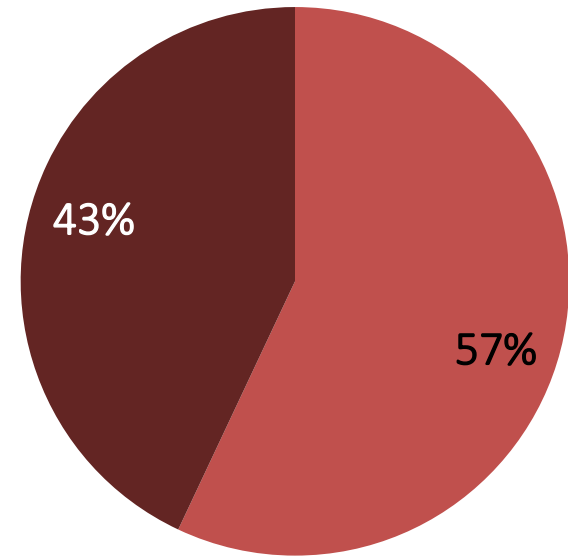
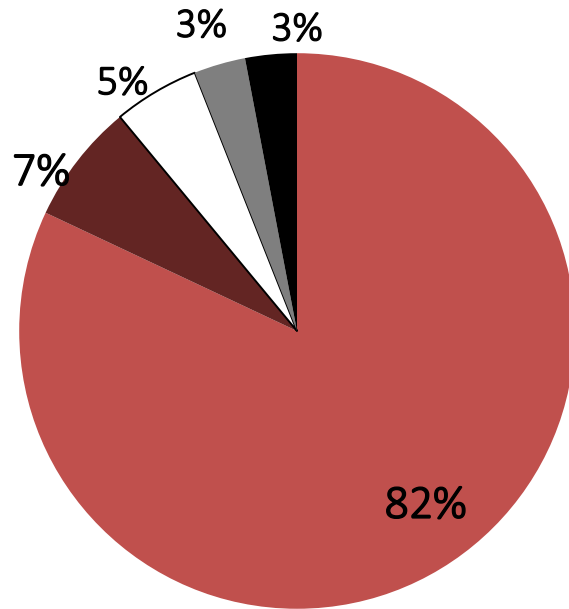
	April - June FY 2017	April - June FY 2018
Traveled with at least 1 other person	73%	69%
Traveled with people under the age of 20	45%	22%
Tallahassee was primary destination	95%	92%
Definitely/probably will return	98%	86%
Rating of their experience ¹	8.4	8.1
Spending per trip	\$692	\$654
1st time visitors	26%	32%
Visited Tallahassee more than 10 times	15%	27%

¹On a 10-point scale.



Origin of Tallahassee Visitors

6 out of 10 visitors were from Florida.



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

- Florida
- Other

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

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

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

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



Top Visitor Origin Markets

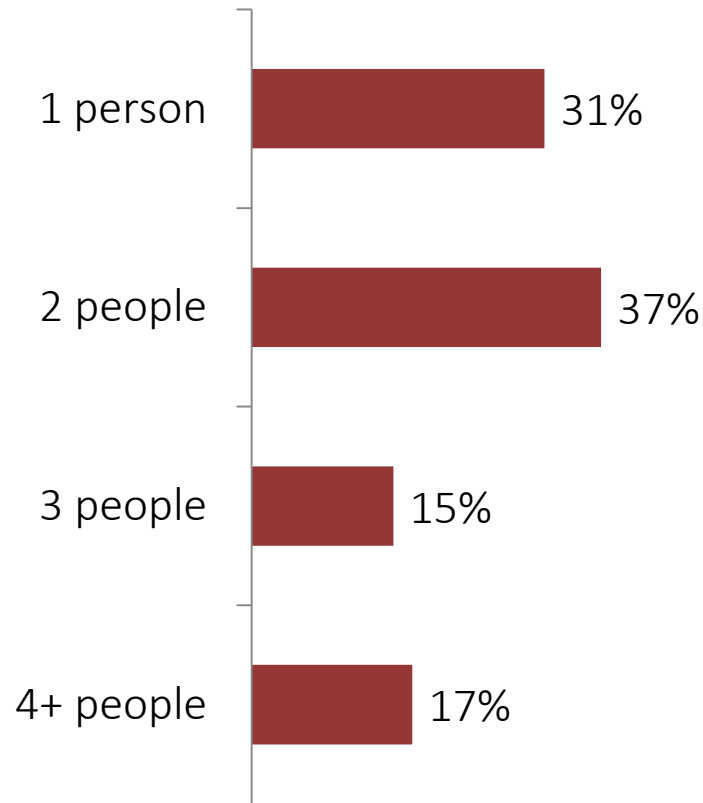
	Apr – June FY 2017	Apr – June FY 2018
Miami-Ft. Lauderdale	22%	22%
Atlanta	8%	11%
Jacksonville	5%	6%
Tampa-Clearwater-St. Petersburg	10%	5%
Orlando	10%	4%
Surrounding counties*	3%	4%
Pensacola-Mobile	5%	3%
Sarasota-Bradenton	3%	3%
Panama City-Destin	3%	3%
New York City	1%	2%
Charlotte	1%	2%
Naples-Ft. Myers	3%	2%
Washington DC-Baltimore	1%	2%
Raleigh-Durham NC	<1%	2%

*Gadsden, Liberty, Wakulla, & Jefferson Counties



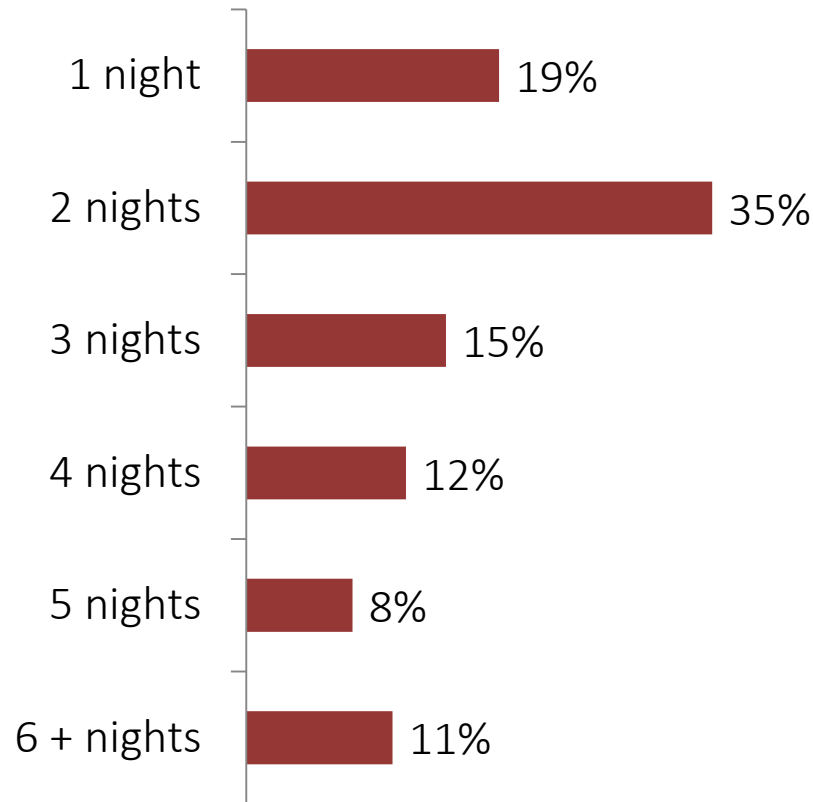
Travel Party

- Traveled in a party composed of **2.6** people.
- **22%** traveled with people under the age of 20.
- **69%** traveled with at least one other person.



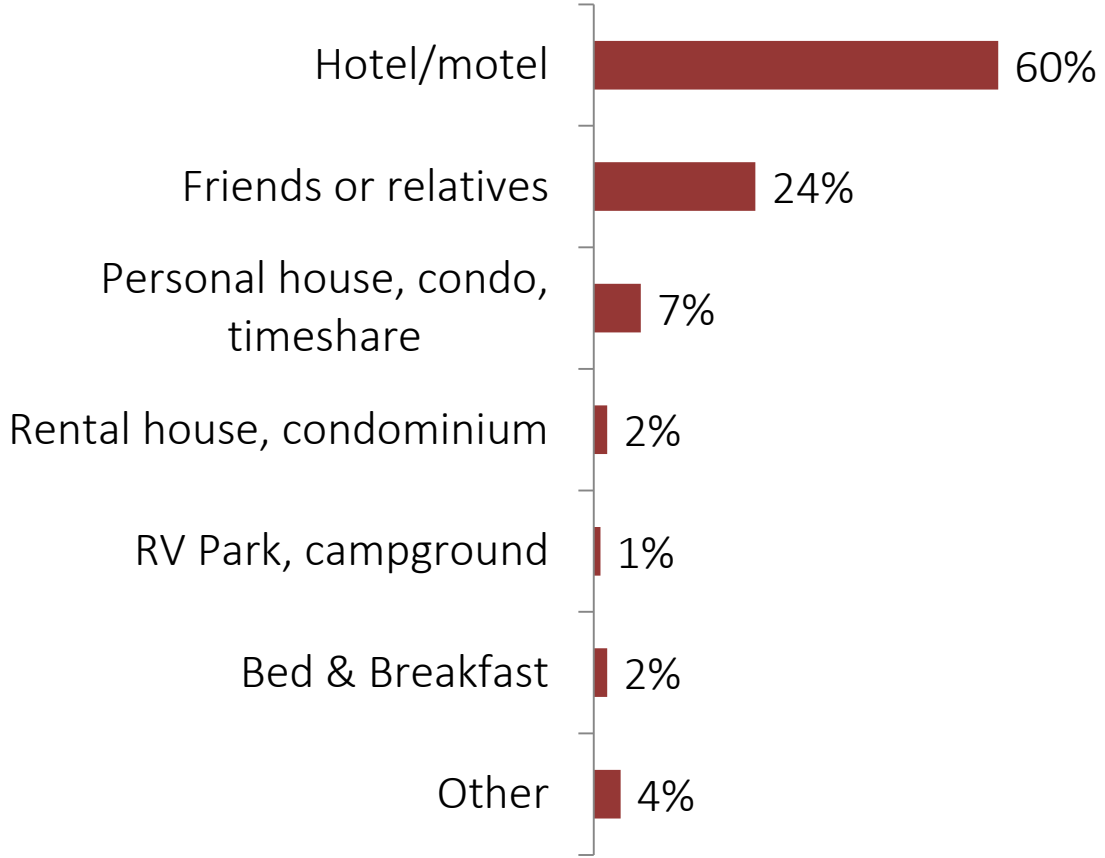
Length of Stay

- Spent **2.7** nights in Leon County.
- **81%** stayed 2 nights or more:



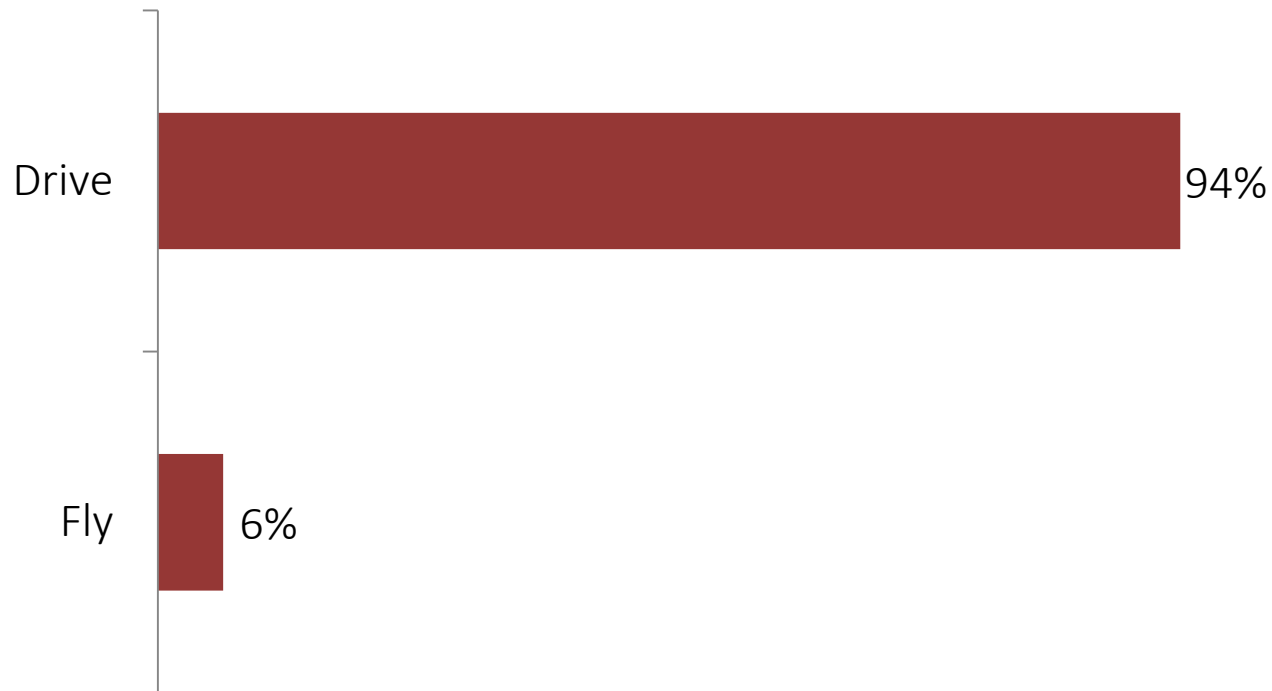
Accommodations for Overnight Visitors

•60% who stayed overnight booked a hotel.



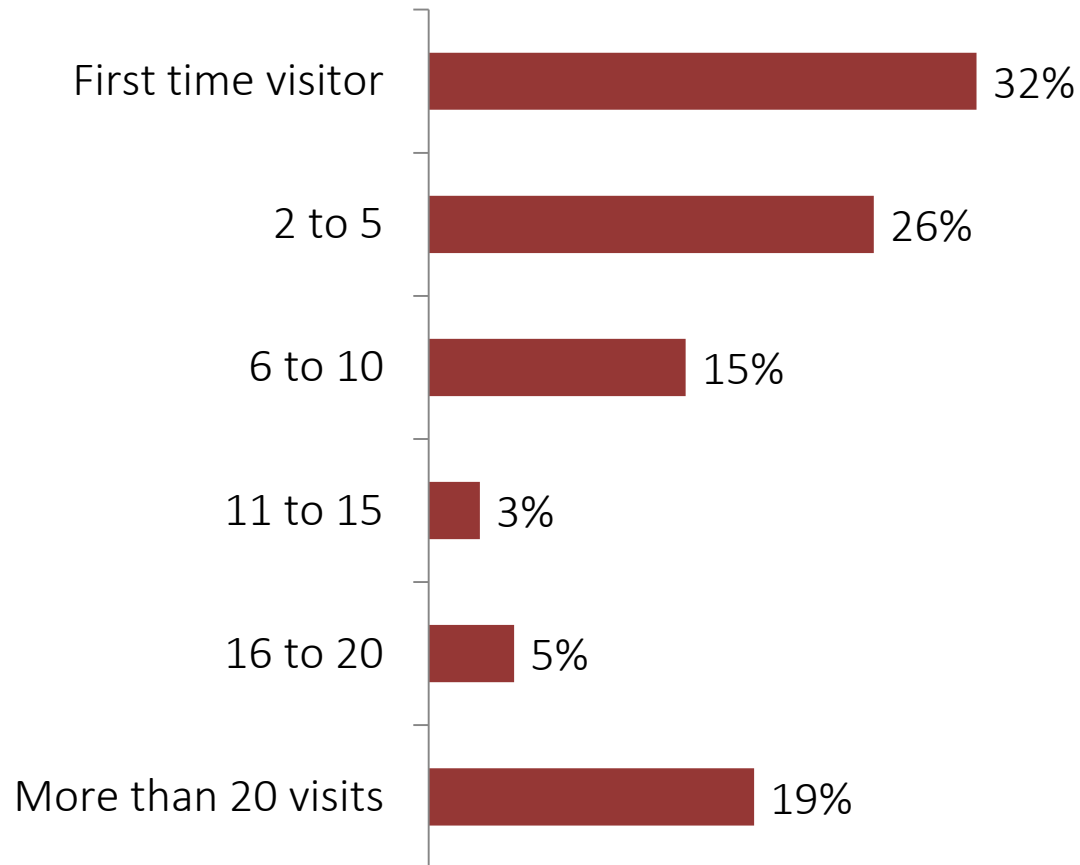
Trip to Tallahassee

- **92%** indicated that Leon County was the primary destination for their trip.
- **94%** drove to Leon County.



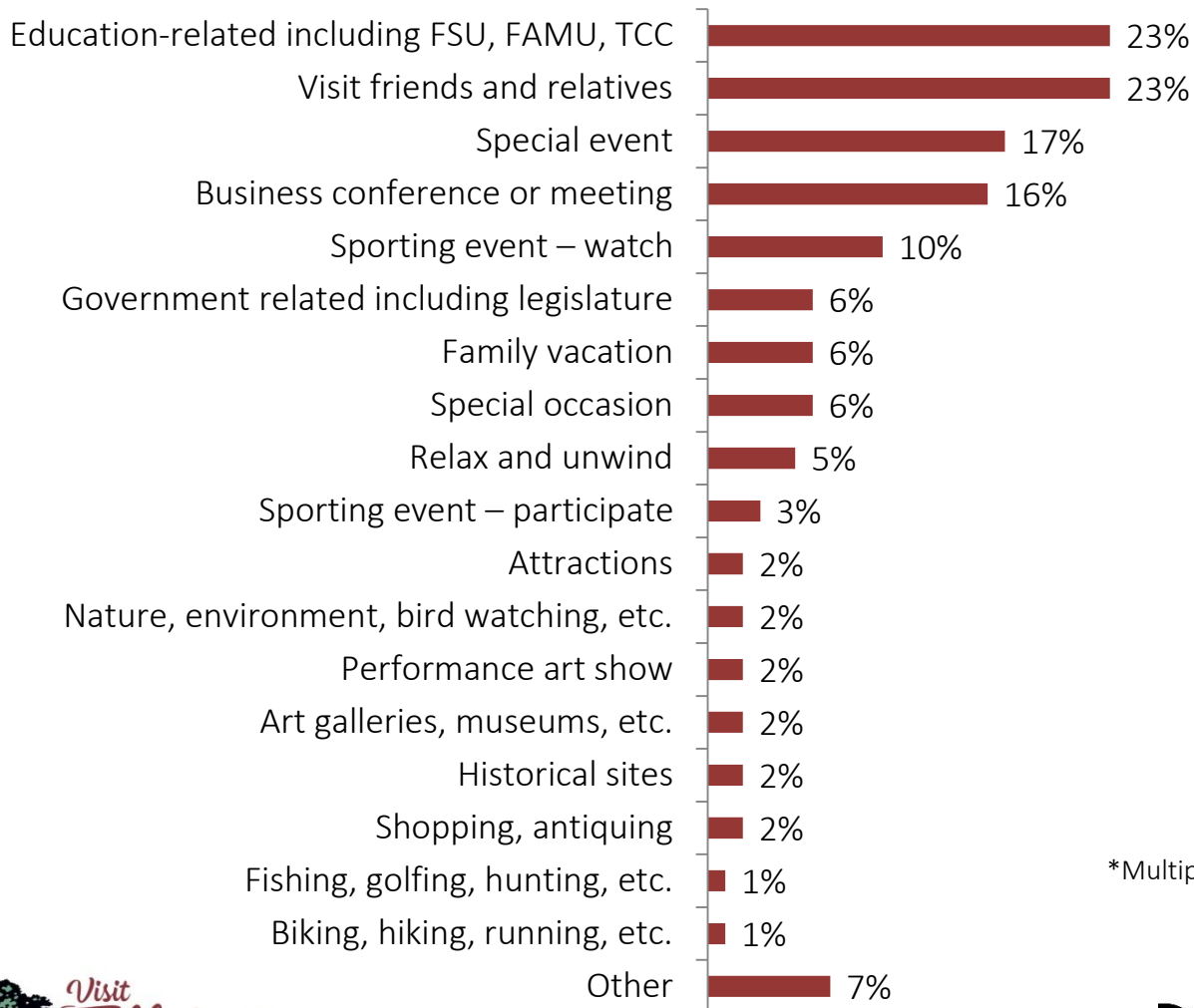
Experience with Tallahassee

- **32%** were first time visitors.
- **27%** have visited Tallahassee more than 10 times.



Reasons for Visiting

- 2 in 10 visitors (**23%**) came for education-related reasons.*

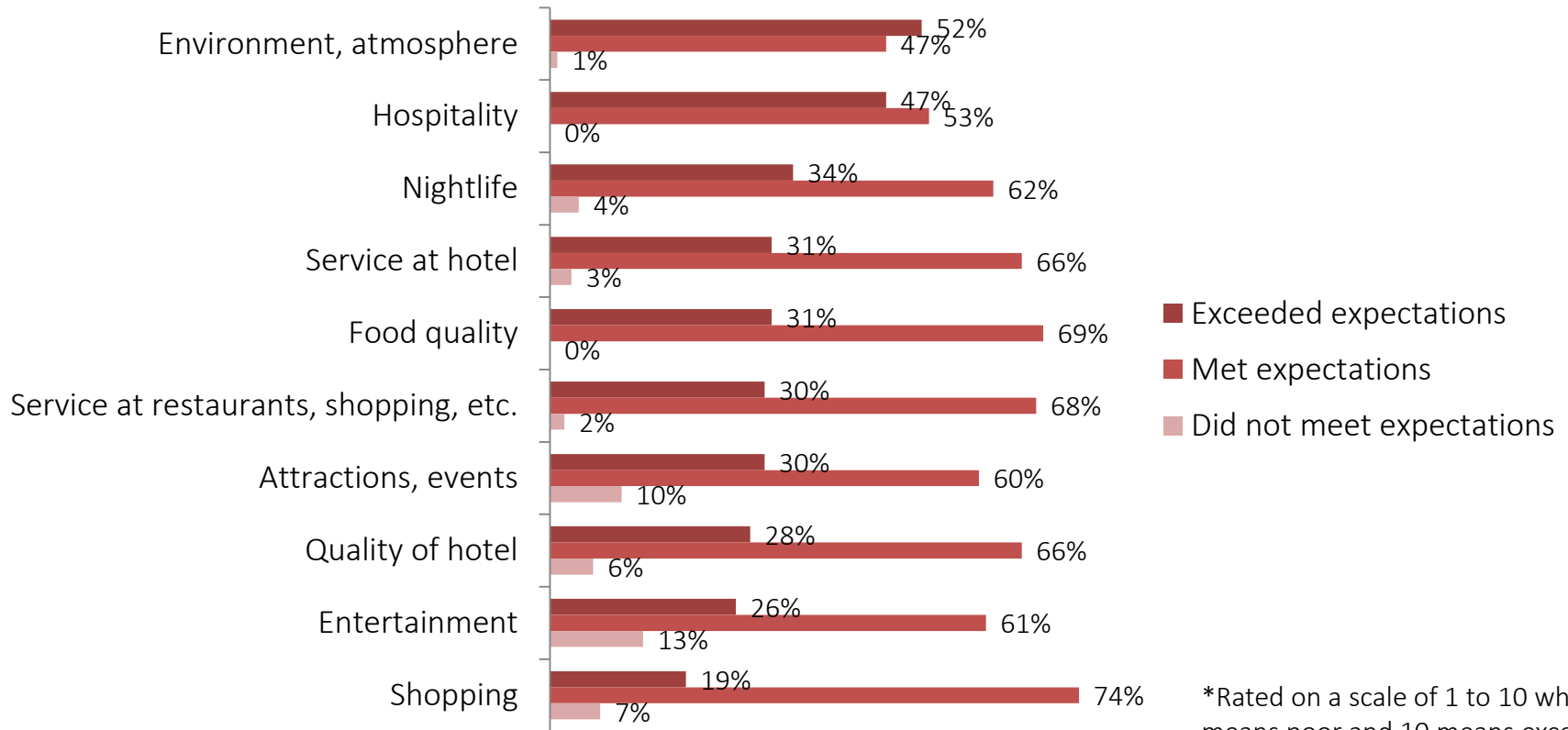


*Multiple responses permitted



Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.1 out of 10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:

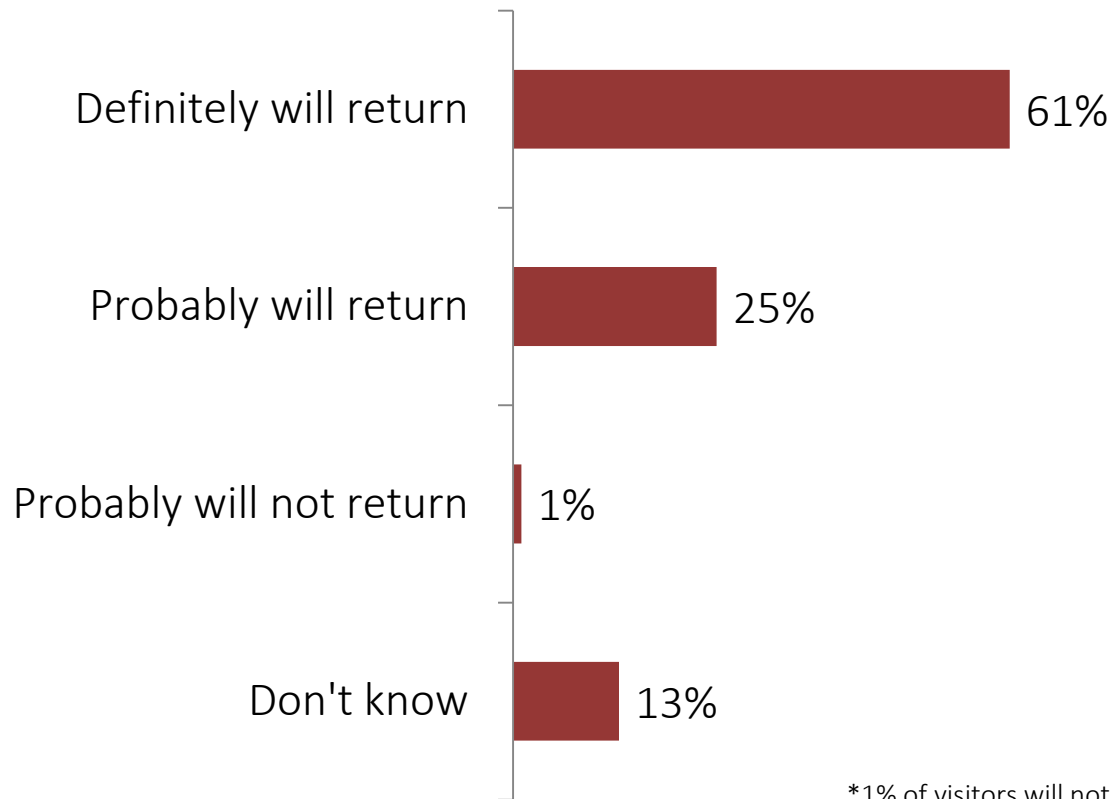


*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



Likelihood of Returning

•86% of visitors will return to Leon County.*



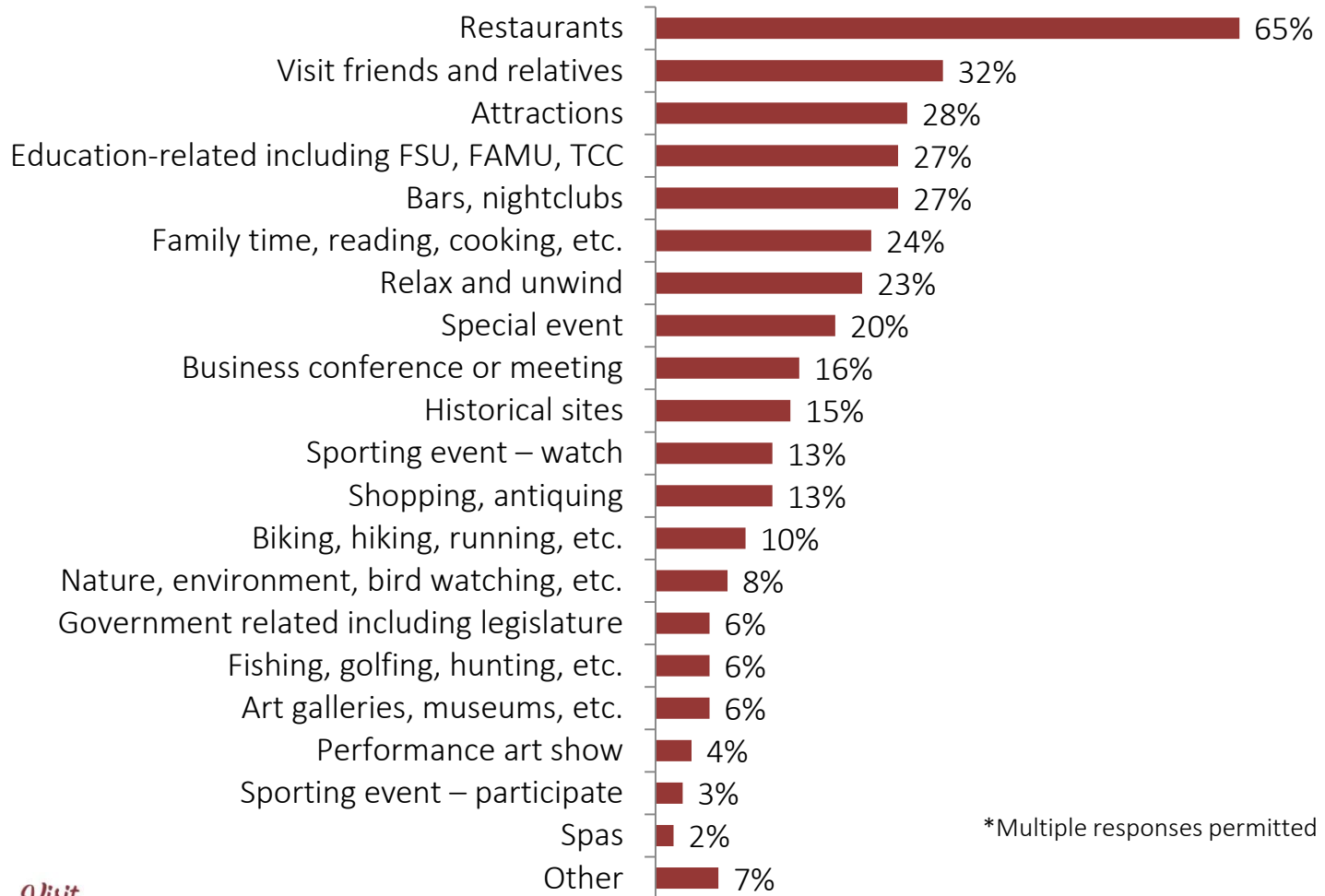
*1% of visitors will not return for the following reasons:

1. Not enough to do during the day
2. Limited shopping, restaurants



Visitors' Activities

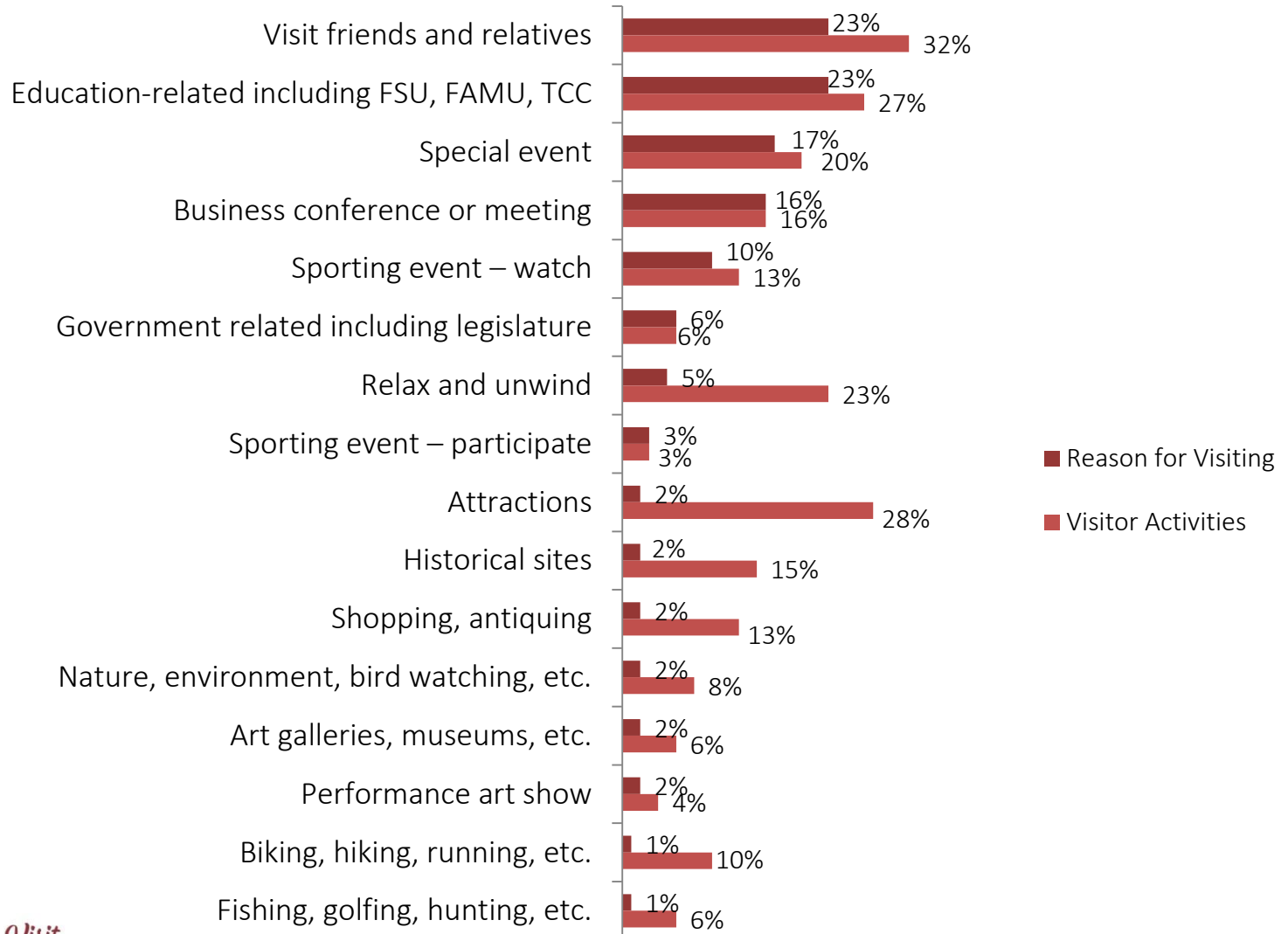
- 2 in 3 visitors (65%) ate in area restaurants:*



*Multiple responses permitted

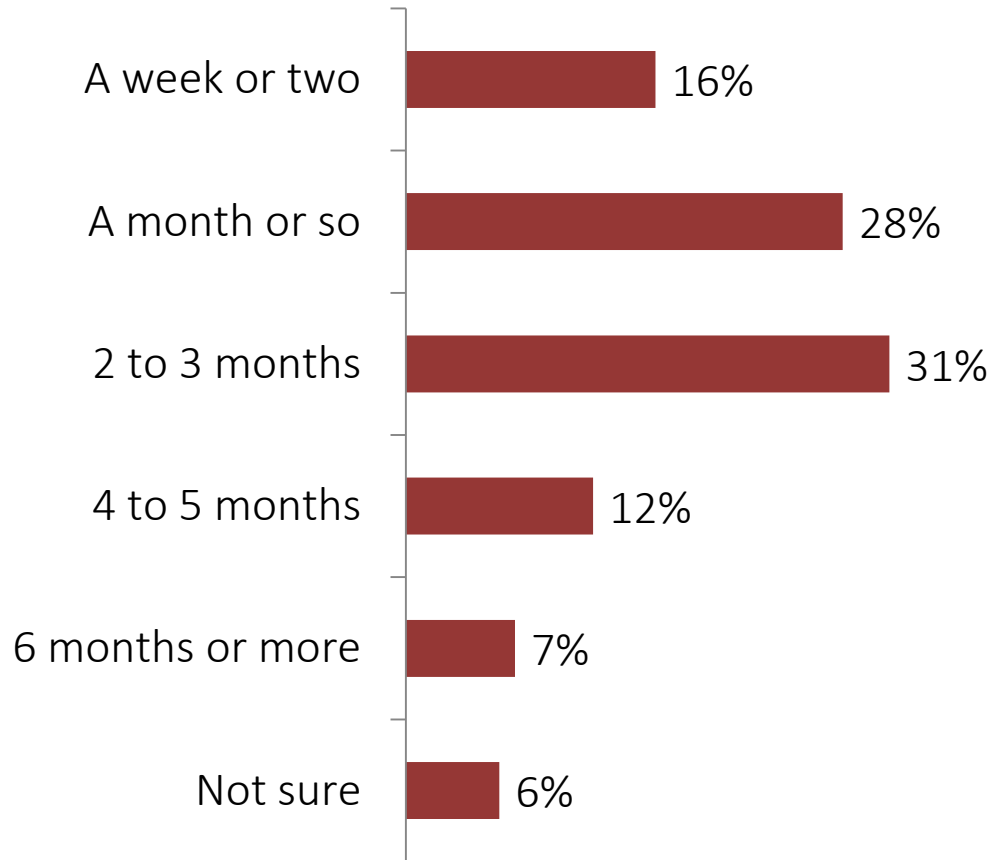


Reasons for Visiting vs. Visitor Activities



Trip Planning

- 4 in 10 visitors (44%) planned their trip within a month of travel.



Sources of Information

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



*Multiple responses permitted



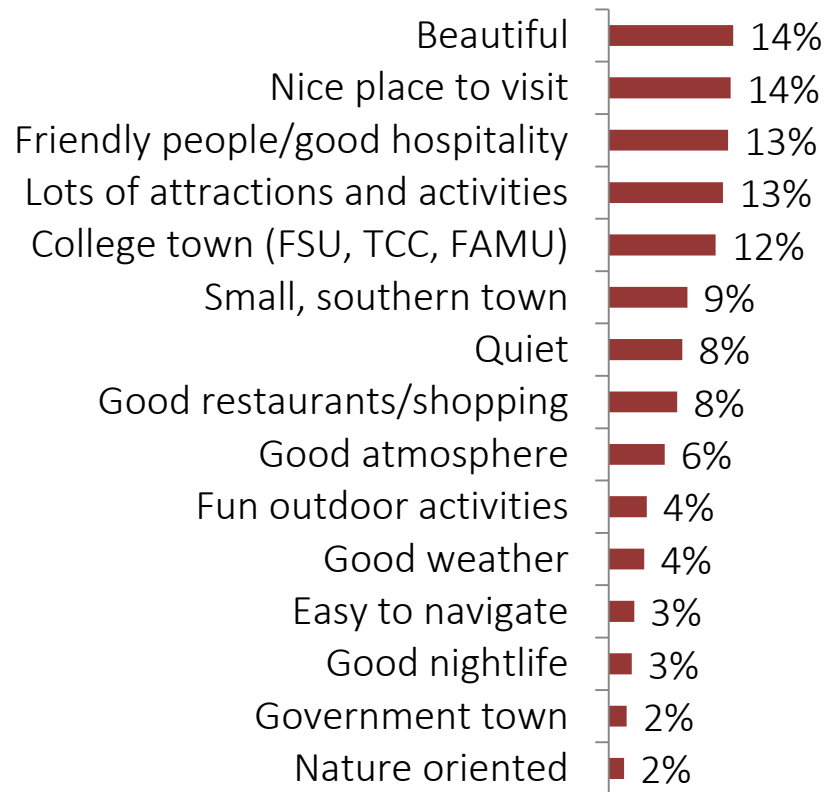
Finding Their Way Around

- All visitors have smartphones/tablets (**100%**).
- **85%** use their smartphone to plan their trip or to learn how to get around while they are in Leon County.
- **10%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- **1%** of visitors stopped at the Visitors Center during their visit to Leon County.



Perceptions of Leon County*

- Visitors describe Leon County as a nice place to visit and a beautiful area with friendly people.



*Open-ended responses, multiple responses permitted



Comments from Visitors

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

“Historical, beautiful, lots to do and see.”

“Very green – paradise. Wonderful weather and great people.”

“Beautiful, friendly town with a welcoming community.”

“The city itself is great, there are so many wonderful and beautiful areas of Tallahassee.”

“The hilly terrain came as a surprise. Beautiful trees and landscape.”



Comments from Visitors

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

“Tallahassee is one of my favorite places to visit.”

“Nice and stress free.”

“It’s such a nice, safe town.”

“It’s a great place to spend a few days.”

“Very fun place to visit.”

“Leon County is a unique place to visit.”



Comments from Visitors

- From visitors who describe Leon County as having **friendly people and good hospitality**:

“Friendly and very good customer service. From cashiers to managers, workers are very friendly. Citizens in the county were friendly and accommodating.”

“I've enjoyed the change of scenery as well the friendly attitude from the people in the area.”

“Great folks and great restaurants. Slower lifestyle than I am used to.”

“It's a nice place with lots of nice people and things to do.”

“Friendly, good weather, well kept.”



Comments from Visitors

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

“Always a great time. Everything is very affordable, the residents and students are very welcoming. There is always something to do.”

“Tallahassee is such a beautiful place to visit filled with excitement and joy, from its weather on beautiful games days to the exotic and family owned restaurants.”

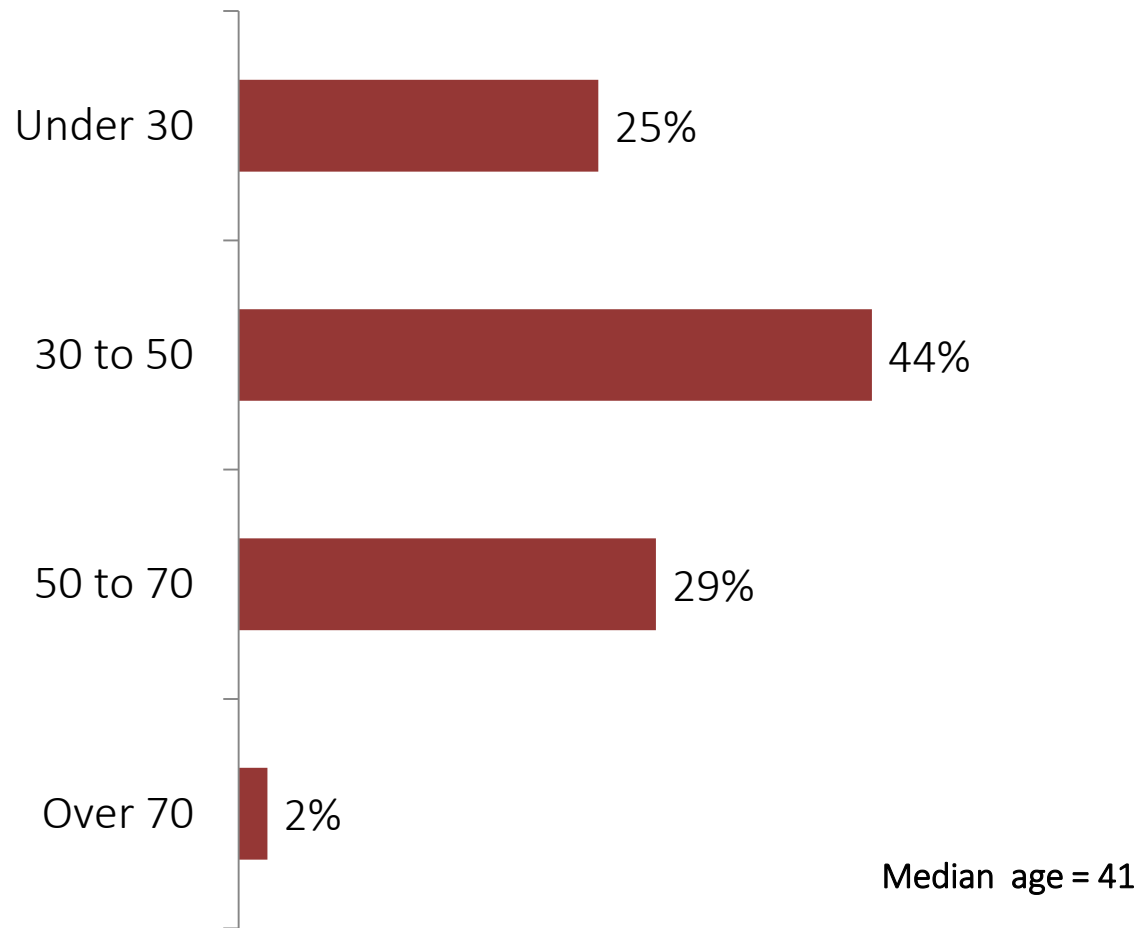
“Interesting town. Nice university, parks, museums and history.”

“We were pleasantly surprised by the diversity of Tallahassee and the surrounding area.”

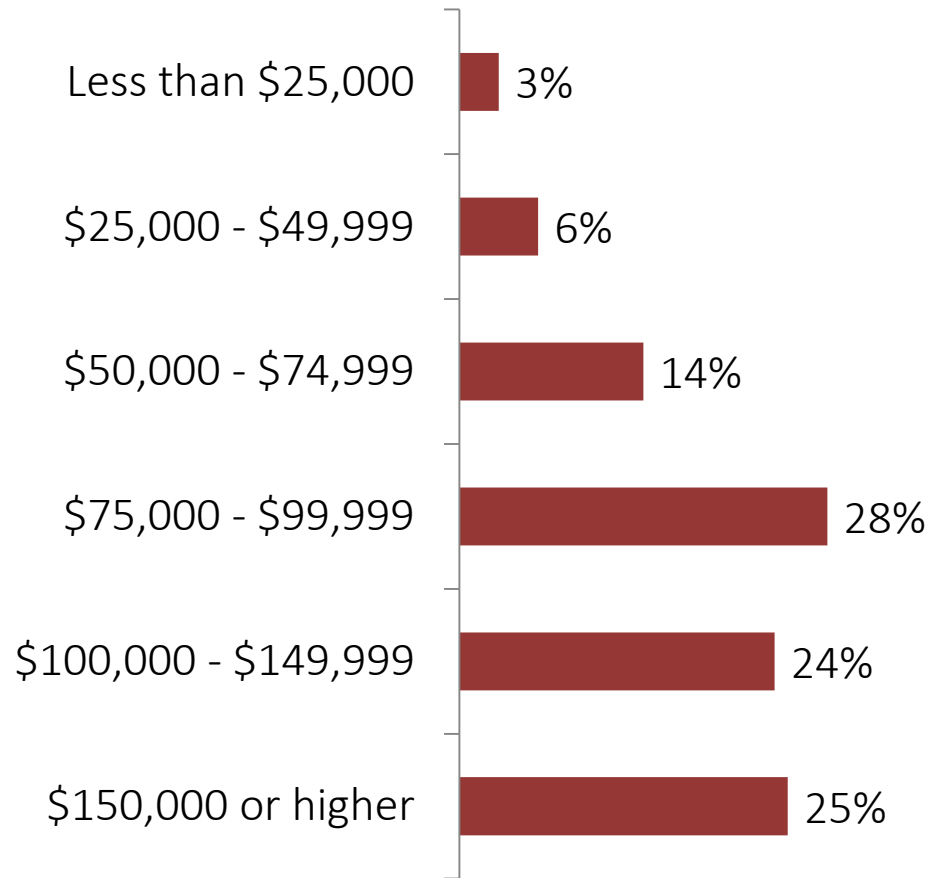
“There are things for all kinds of people to do. Love it!”



Age of Visitors



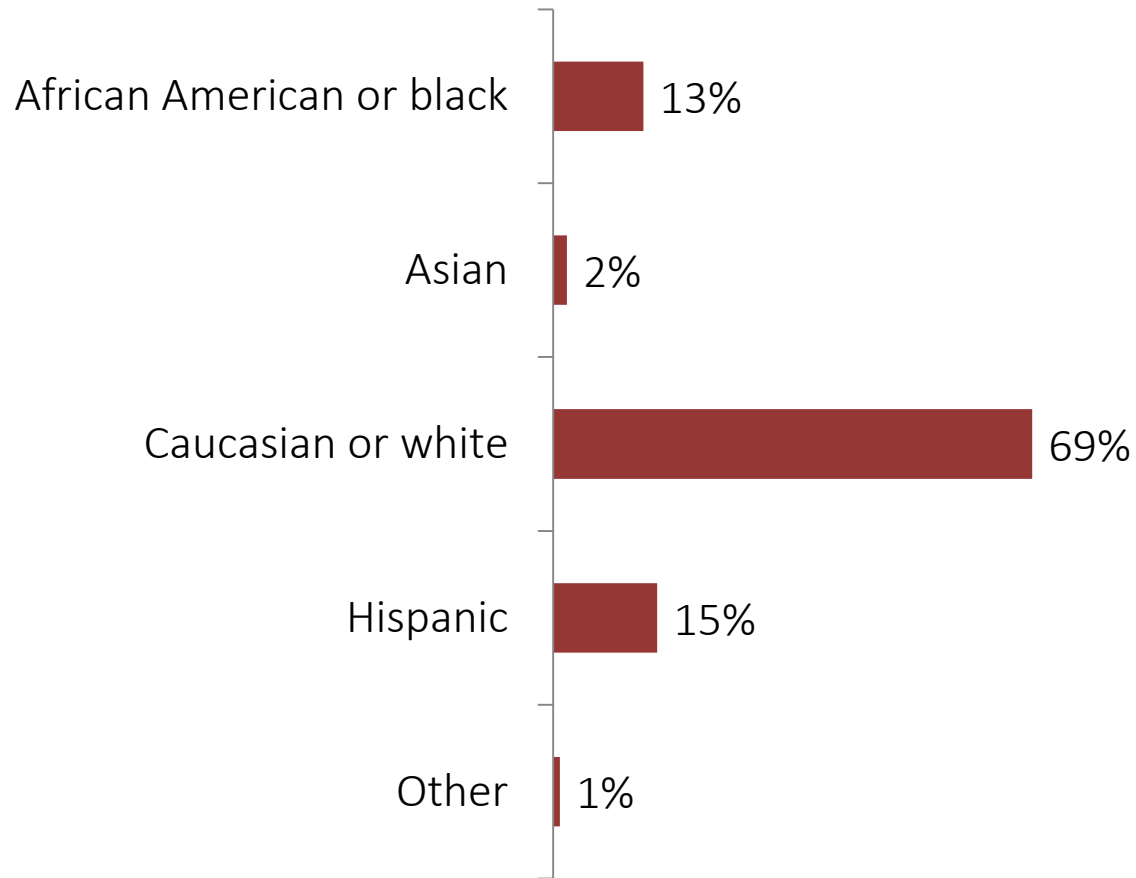
Visitors' Total Household Income



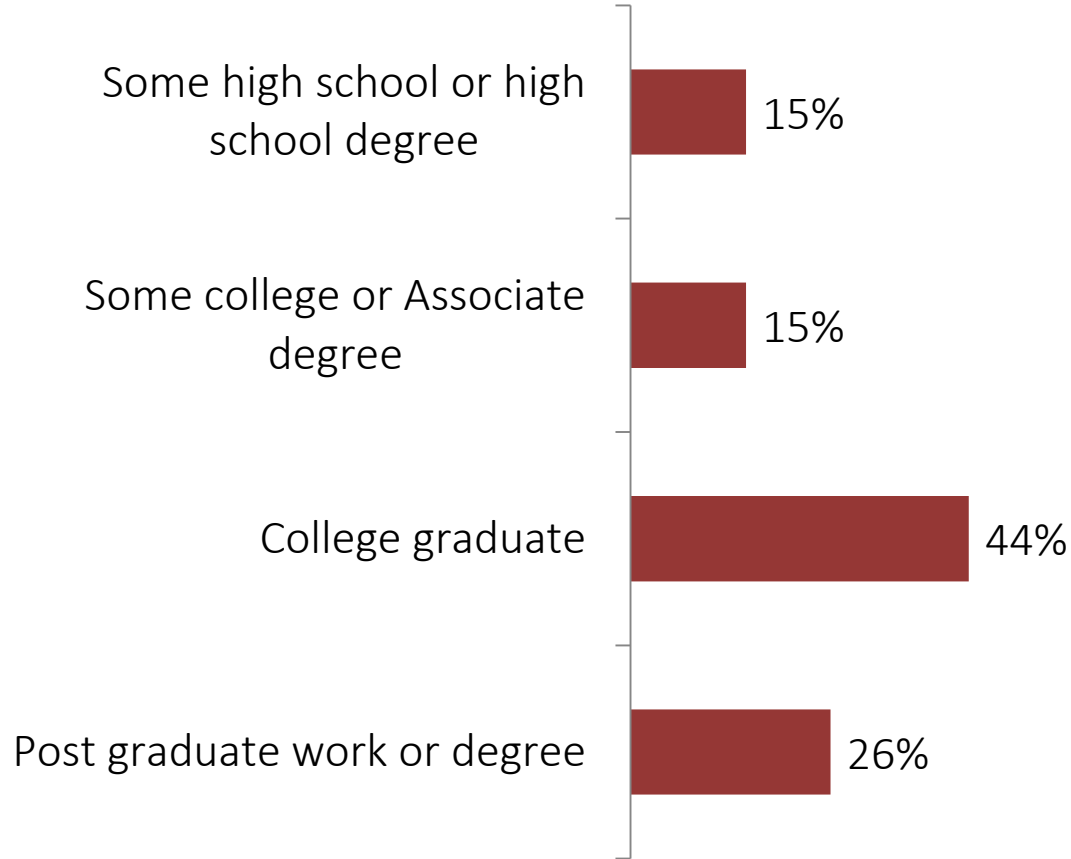
Median HHI = \$99,100



Race/Ethnicity of Visitors

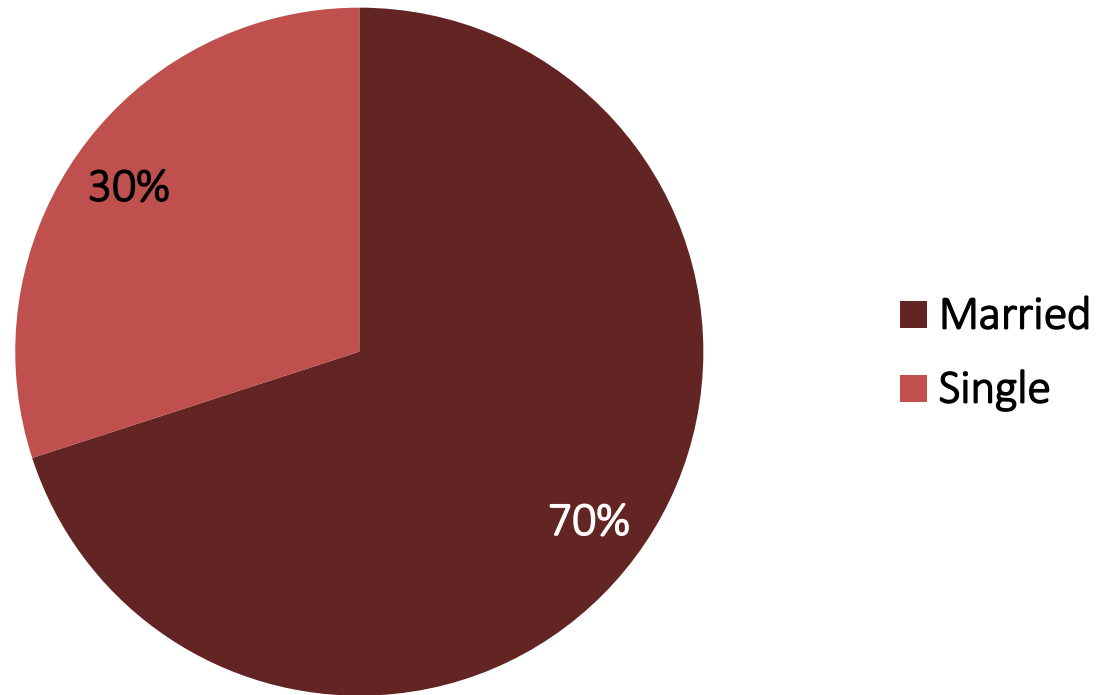


Education

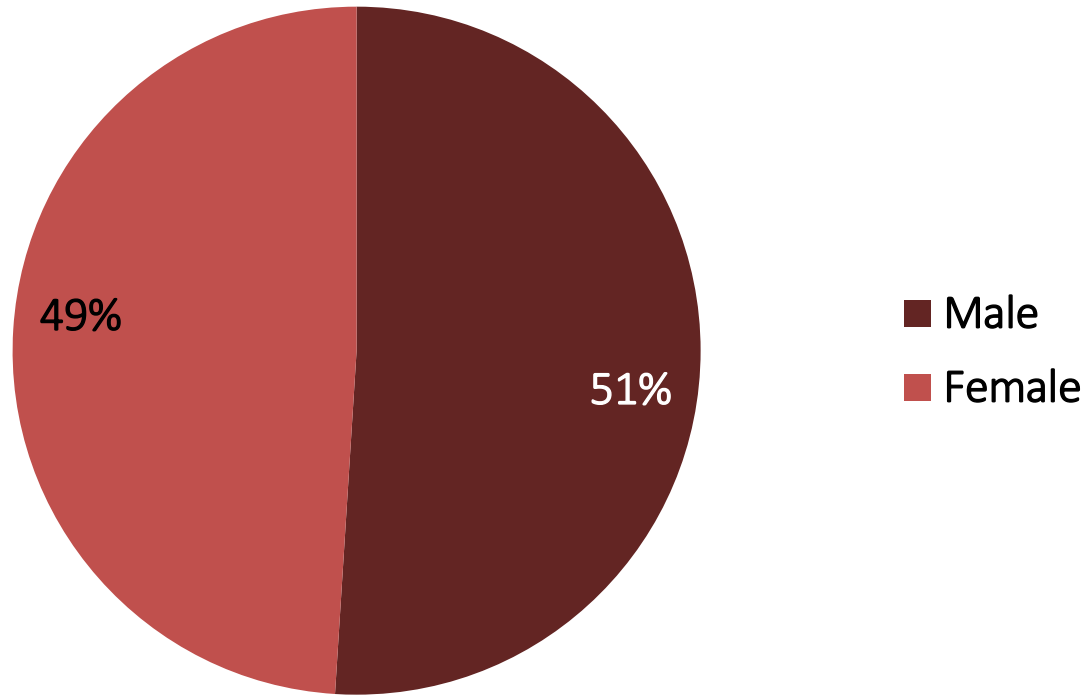


Marital Status

7 in 10 visitors were married.



Gender



Apr – June 2018 Visitor Tracking Report

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

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com
Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com
Rachael Anglin, Senior Project Director, rachael@dsg-research.com
Isiah Lewis, Project Director, isiah@dsg-research.com
Downs & St. Germain Research
850-906-3111: www.dsg-research.com





Leon County Division of Tourism/ Visit Tallahassee

3rd Quarter Visitor Tracking Report
April - June 2018





Visit
Tallahassee

A Division of Leon County

THE SEASONED LOCAL

JOIN
TALLAHASSEE
THE FUN

INTRODUCING
THE



SEASONED LOCAL PROGRAM

*Encouraging Locals to
Experience ALL of Tallahassee*

The new program aims to **engage** and **educate** locals on Leon County's Tourism offerings and attractions. The program **incentivizes participation** through a tiered prize system and makes participation simple and rewarding.

Higher engagement is encouraged by rewarding consumers for habits or activities that they are already participating in or completing--while exposing them to other tourism offerings that they may not be aware of.

TALLAHASSEE'S SEASONAL CHECKLIST

The new program will be organized as a **must-see seasonal list** of 25-30 activities and attractions. This will give consumers multiple months to complete the tasks they choose, and **allows locals to complete the list at their leisure.**

Unveiling the program in the Fall of 2018, we aim to make the checklist easier to complete as the program becomes first established. That momentum can then be used to carry the program on into the Winter, Spring and Summer. The checklists will have a combination of free and paid activities, but will require no additional effort from our industry partners. Each task will have a **call to action** at each location, such as "Take a photo with Herman the Mastodon at the Museum of Florida History".



JOIN TALLAHASSEE THE FUN

Registration or Verification

Styled similarly to the "Happenings ALL Around Town" events update, the seasonal checklist will be available for download on VisitTallahassee.com or in the Visitors Center and at select participating partners. **This reemphasizes rewarding locals for activities that they are already completing.**

There are two different ways for participants to verify their completed tasks. They will have the option to submit a form/upload their images on VisitTallahassee.com (similar to the current Trailahassee sweepstakes) to select their prize. We will also have a checkbox for those who would like to sign up for our mailing list. Participants can also choose to bring in their corresponding images to the Visitor's Center for prize pick-up, if they prefer.



1. Select a photo to upload
2. Fill in the form with your info
3. Click the button below

UPLOAD PHOTO
COMPUTER INSTAGRAM

NAME: First _____ Last _____
EMAIL: _____
PHONE: _____
CITY, STATE AND ZIP: City _____ State _____ Zip _____

I Agree - By entering, I agree to adhere to the rules and regulations associated with this contest.
 Sign Up - Receive emails from Visit Tallahassee and Trailahassee.com keeping you up to date with the latest happenings in and around Tallahassee.

ENTER

HAPPENINGS
TALLAHASSEE
AROUND TOWN
Fall - Winter 2018

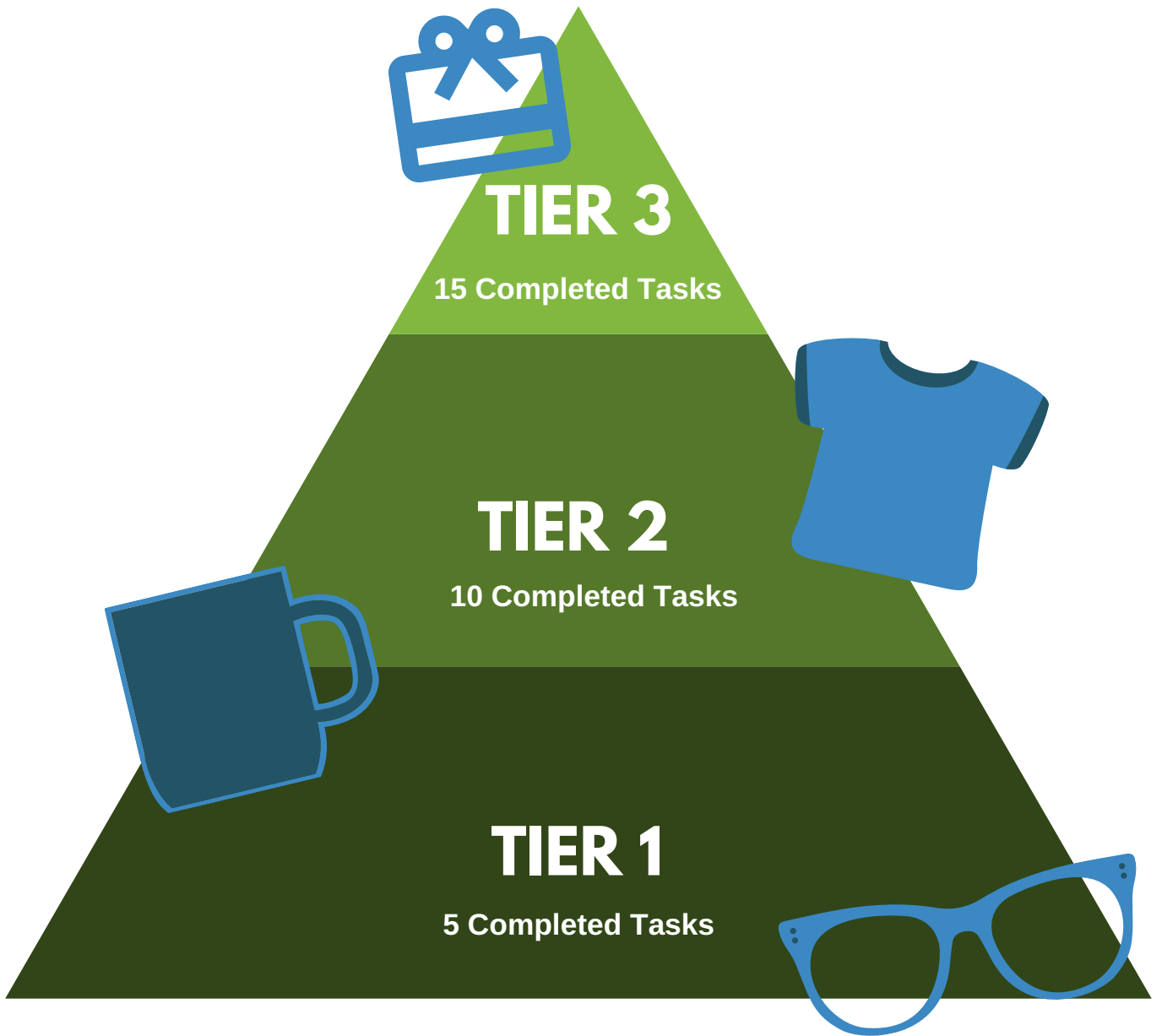
- Take a photo with hermie the Mastodon at the Museum of Florida History
- Grab a drink at one of Tallahassee's local breweries
- Take a photo at the Downtown Farmers Market
- Take a photo with hermie the Mastodon at Cascades Park
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- Grab a drink at the Downtown Farmers Market

FEATURED ATTRACTIONS
Dorothy B. Owen Park - The park features six acres of lush gardens with azaleas, camellias, palms, and other local flora as well as a classic manor-style home and inn. The park's camellias are noted as some of the finest in the area.
3205 Thomasville Rd., Tallahassee, FL 32312
(850)891-3515 / TallGov.com/ParkInfo-CO-Owen.aspx

FEATURED LOCAL FLAVORS
Cuban Grill - Family owned and operated since 1998, the Cuban Grill serves authentic, home-cooked Cuban fare in a casual neighborhood atmosphere.
2743 Capital Circle NE Tallahassee, FL 32308
(850)323-8135 / CubanGrill.org

VisitTallahassee.com
3205 Thomasville Rd., Tallahassee, FL 32312
(850)891-3515 / TallGov.com

#HeartTally



TIERED PRIZE SYSTEM

Participants do not need to complete the full list in order to obtain a reward. The seasonal list will have a tiered prize system to encourage any level of participation.



TIER 3

15 Completed Tasks



TIER 2

10 Completed Tasks



TIER 1

5 Completed Tasks

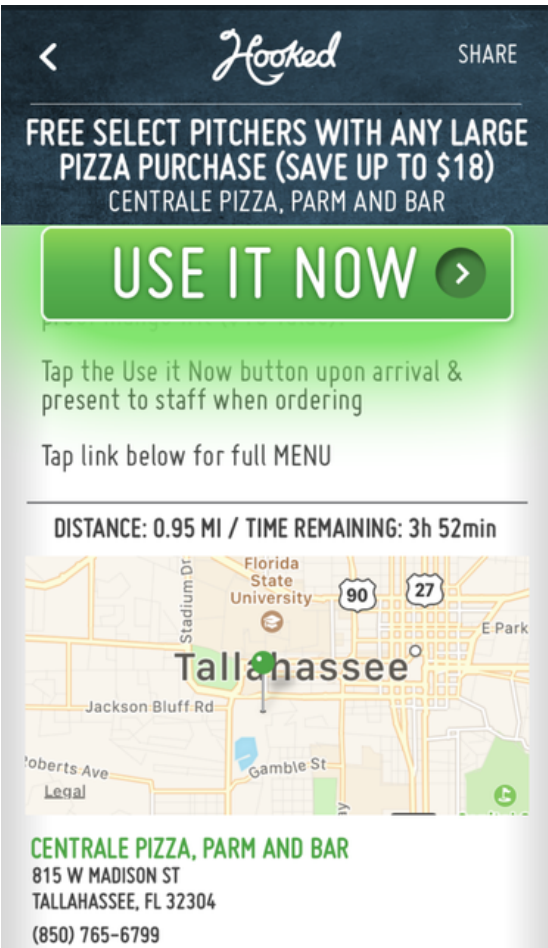
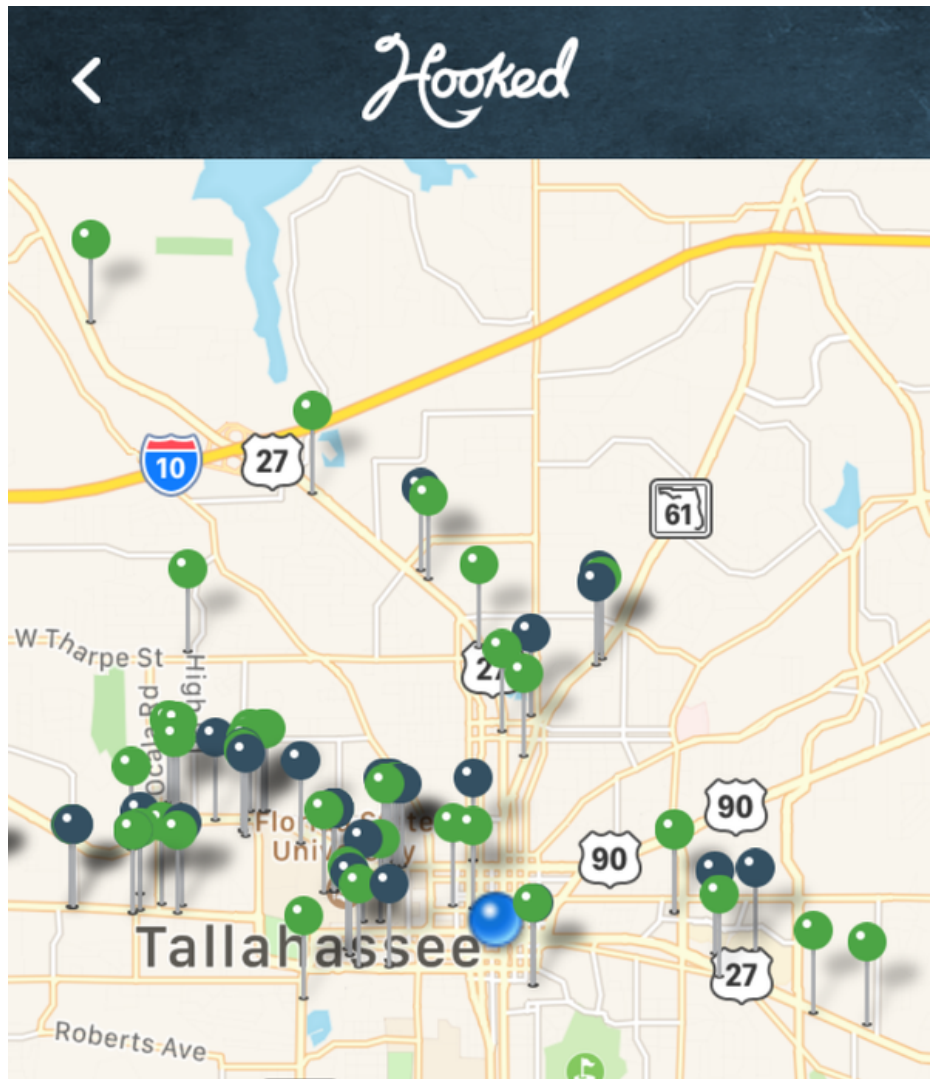


PRIZES!

- TIER 1: SUNGLASSES, KOOZIE, TLH MAGNET
- TIER 2: TLH SHIRT, TLH CAMPFIRE MUG, #IHEARTTALLY CANVAS TOTE.
- TIER 3: TLH SHIRT WITH TLH MAGNET IN A CANVAS BAG
TLH HAT IN A CANVAS BAG
TLH CAMPFIRE MUG WITH A BAG OF LUCKY GOAT COFFEE IN A CANVAS BAG
TLH COTON COLORS ORNAMENT (EXCLUSIVE) IN A CANVAS BAG

Outreach

This program is designed for those who are seeking new and exciting experiences in Tallahassee. This aligns well with incoming freshmen and college students, as well as retirees "choosing Tallahassee", who are looking to engage with their peers but are unaware of the county's offerings. Tapping into that market would be a huge success for this program. We should aim to make program information available during student orientations, Market Wednesdays, and in the dorms at both universities. Likewise, reaching out to social groups, community centers and organizations could have a huge impact as well.



Potential Future Growth

Further growth of the program may lead to the development of an app. This future app may encompass Trailahassee.com or various other parts of VisitTallahassee.com. Similar in design to a very popular app among college students called Hooked, this app could have all of the stops on the seasonal list marked on a map. Instead of uploading an image, participants could instead "check-in" at an attraction via the GPS on their phone.

This can also lead to more **industry participation**, should partners want to offer special deals or notify users for special events and offerings. Likewise, Visit Tallahassee could send notifications for concerts, signature events, promotions and more. Future developments can offer consumers bonuses for referring friends, posting on social media with #iHeartTally or meeting certain benchmarks.



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2018-2019 Plan Overview

THE Z!MMERMAN AGENCY



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CRITICAL RESEARCH FINDINGS

- Similar to past findings, continue to see:
 - College town/universities and capital/government are top associations with Tallahassee among potential visitors.
 - Non-Florida potential visitors have limited knowledge of Tallahassee.
 - Most visitors come to Tallahassee for a specific purpose (government, universities, visit friends and family, etc.) rather than for a leisure vacation or getaway.
- Beyond universities, government, and friends; good weather and learning about Florida history are key reasons for visiting.
- Unique descriptor pairs that distinguish Tallahassee from competitive and aspirational destinations are:
 - Capital/College town/Government town
 - Young/Historic
 - Lively/Relaxed



2019-2021 TOURISM STRATEGIC GOALS



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1 Advocate for destination enhancing development.

2 Enhance the awareness, interest and support of Leon County's visitor economy.

3 Work to enhance the visitor experience throughout Leon County.

4 Analyze opportunities to increase budgetary resources of the Leon County Division of Tourism / Visit Tallahassee.



2018-2019 MARKETING GOALS

- Increase year-round visibility and demand as a preferred destination.
- Communicate the importance of tourism and its contributions to the local economy and educate residents about the area's offerings and events.
- Extend reach, engage new audiences, gain greater exposure for partners and elevate positioning as a desirable travel destination.
- Build upon established industry partnerships.

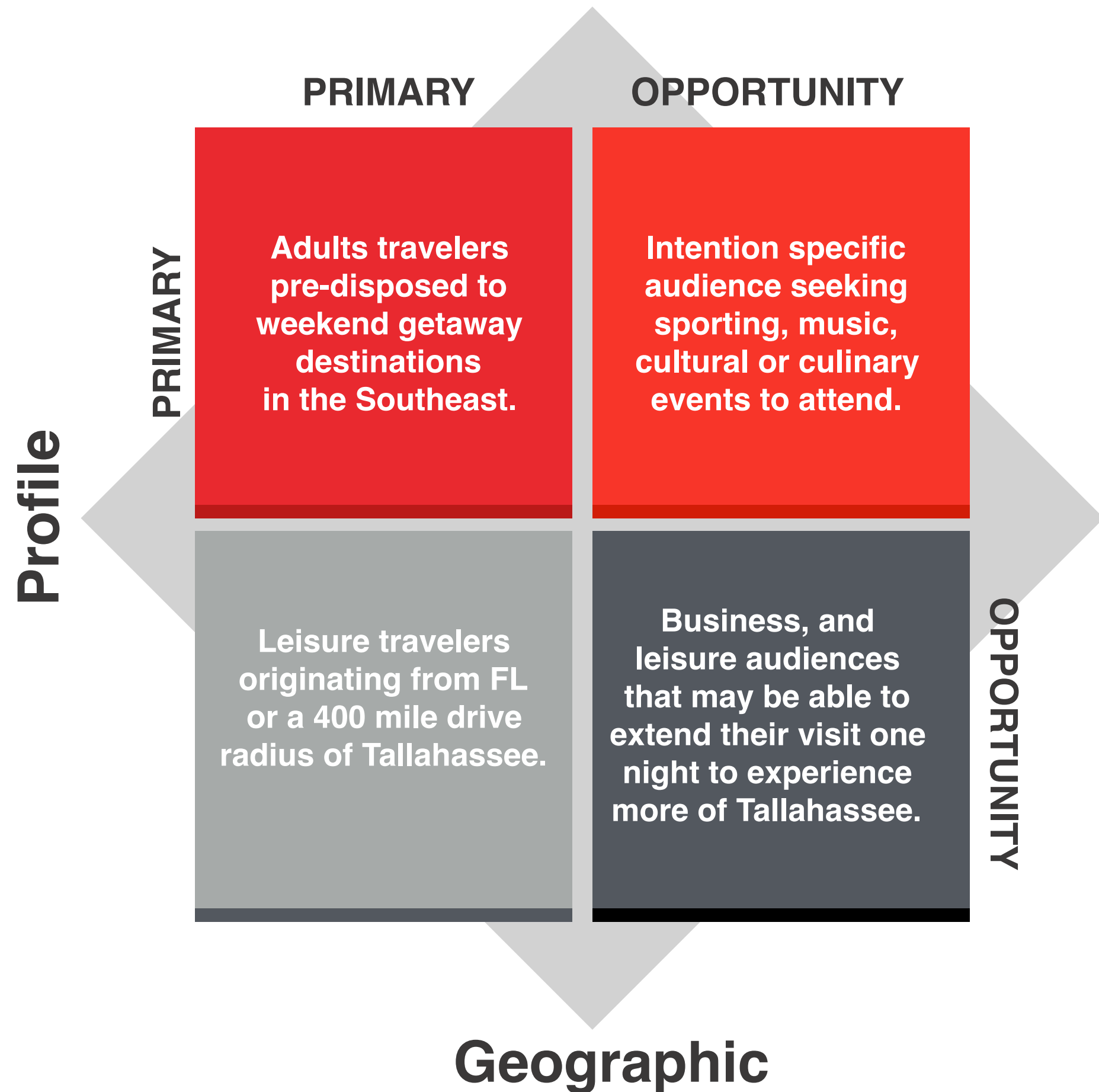


2018-2019 KEY STRATEGIES

1. Utilize highly integrated marketing to communicate unique paradoxes (young/historic and lively/relaxed) incorporating core messaging to highlight natural beauty, rich history, surprising culinary and nightlife and unique experiences.
2. Develop highly targeted seasonal campaigns to increase destination awareness while creating demand and intent to visit throughout the year.
3. Enhance awareness of major events that influence long range and impulse travel decisions, both out-of-market and locally.
4. Establish Tallahassee as a welcoming and authentic destination that offers the perfect weekend getaway.



TARGET AUDIENCE



Audience Overview

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



Key to our success

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



Geographic

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



Local

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



Influencers

While third party endorsement via PR provides an opportunity to expand reach, bloggers and social media influencers are important audiences.



Emerging

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



2018-2019 MARKETING PRIORITIES

Brand Evolution

Develop new logo and tagline.

- Roll out across marketing materials, ads and digital properties
- Reveal new complimentary van wrap

Refresh destination website to drive user engagement and quality leads.

- Site optimizations across core pages, along with a new Sports section.

Targeted Growth

Optimize and expand media mix.

- Refine media activities to increase high performing campaigns and drive destination engagement in key markets.

Launch local marketing initiatives.

- Drive in-market awareness of destination marketing thru segmented approach.

Increase targeted leads and custom emails across key markets and interest segments.

Expand partner engagement and relationships.

- Develop new partner co-op program.
- Hold industry meetings during year.

Expand Narrative

Activate new positioning research and findings.

- Introduce new messaging that incorporates the perceive paradoxes of the destination.

Launch new promotions based on consumer response and destination research.



Key Activations

Fall Season

Launch new logo and tag line to establish Tallahassee as a welcoming and energetic destination, expanding the narrative beyond downtown.

Launch "Top 10 Instagrammable Hotspots of Tallahassee" and distribute custom video content through new Instagram TV series that feature trails, partners and local hotspots.

Launch Outdoors and a "Tallahassee is Hopping" focused Facebook lead generation promotions to drive email opt-in both locally and out-of-market.

Continue Gridiron Giveaway sweepstakes (FSU vs. Clemson football tickets).
Launch Tap into Tally Sweepstakes promoting the 6th annual Florida Tap Invitational, featuring craft beer and outdoors.

Feature outdoor recreation (including birding), football/sports, and local "brewing" scene through targeted emails and PR initiatives.

Launch revamped outdoor billboard campaign based on learnings and optimizations out of 2018.

Biking

Hiking

Running

Paddling

Birding

Football

Craft Beer Scene

Products/Segments



Key Activations

Winter Season

Launch email acquisition campaigns to increase targeted email leads both locally and across key markets with high travel intent, such as Atlanta and Tampa.

Launch new Instagram IGTV series with custom video content and "Your Weekend Itinerary," providing followers a list of things to do during their weekend stay.

Launch winter Facebook lead gen ads, featuring Outdoors, holiday shopping and a New Year, New You giveaway.

Execute a Romantic Getaway promotion with Valentine's Day, highlighting spring signature events, boutique shopping and dining partners.

Feature outdoor recreation, holiday shopping/events and entertainment in monthly emails and PR initiatives. Feature new website content crafted through Madden Media partnership, aligning with key messaging products.

Events

Holiday Shopping

Arts & Culture

Outdoor Recreation

Baby Boomers

Sports

Entertainment

Products/Segments



Key Activations

Spring Season

Launch custom Spring media activations, including new high impact and rich media placements to showcase Spring in Tallahassee (including signature events and partners)

Launch media saturation in Tampa and Atlanta, as well as execute on-site activations with custom content and giveaways.

Host an out-of-market social media influencer campaign to highlight Tallahassee as a family-friendly destination. Continue running "Your Weekend Itinerary" Instagram series and distributing custom video content through IGTV series.

Launch Spring social promotions and Facebook lead generation programs featuring signature events and craft beer week.

Execute multiple sweepstakes that speak to our major product offerings including two promotions exclusively targeting Tampa and Atlanta, as well as a new Culinary Delights Sweepstakes that will feature a variety of dining partners and signature events.

Feature outdoor recreation, arts & culture, music and culinary cuisine through targeted emails and PR efforts.

Music

Culinary/Foodies

Arts & Culture

Events

Outdoor Recreation

Millennials

History

Dog Friendly

Products/Segments



Key Activations

Summer Season

Continue to activate digital media (including rich media placements) to drive both summer travel and pre-planning for the Fall

Promote #iHeartTally and video series across key audiences, as well as drive local usage of the #iHeartTally hashtag.
Continue "Your Weekend Itinerary" Instagram series and distributing custom video content through IGTV series.

Activate Dog Days of Summer campaign, Birmingham market activation, News Bureau, Awards/Accolades, Executive Interviews, Media Experiences, Co-op Promotions

Activate Summer Slowdown Sweepstakes, showcasing our relaxing and exciting family-friendly attractions.
Launch Outdoor Adventurer Sweepstakes, featuring kayaking, biking and trail favorites.

Activate outdoor adventurers and summer "staycation" Facebook lead generation promotions.

Promote family and dog friendly content and outdoor recreation through targeted emails and PR efforts.

Families driving to/through Florida

Florida/Georgia/Alabama Residents

Family-Friendly

Outdoor Recreation

Dog Friendly

Products/Segments

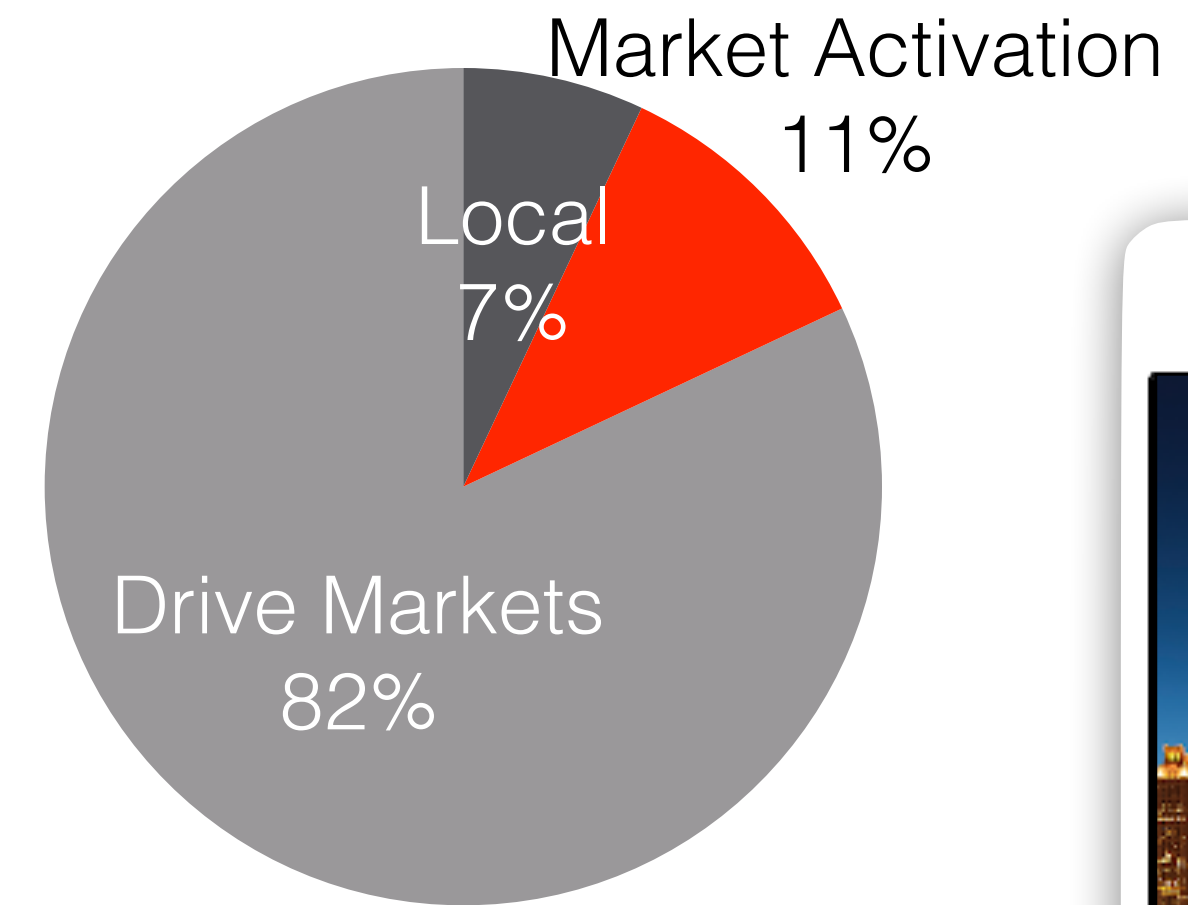


PLAN OVERVIEW



MEDIA OVERVIEW

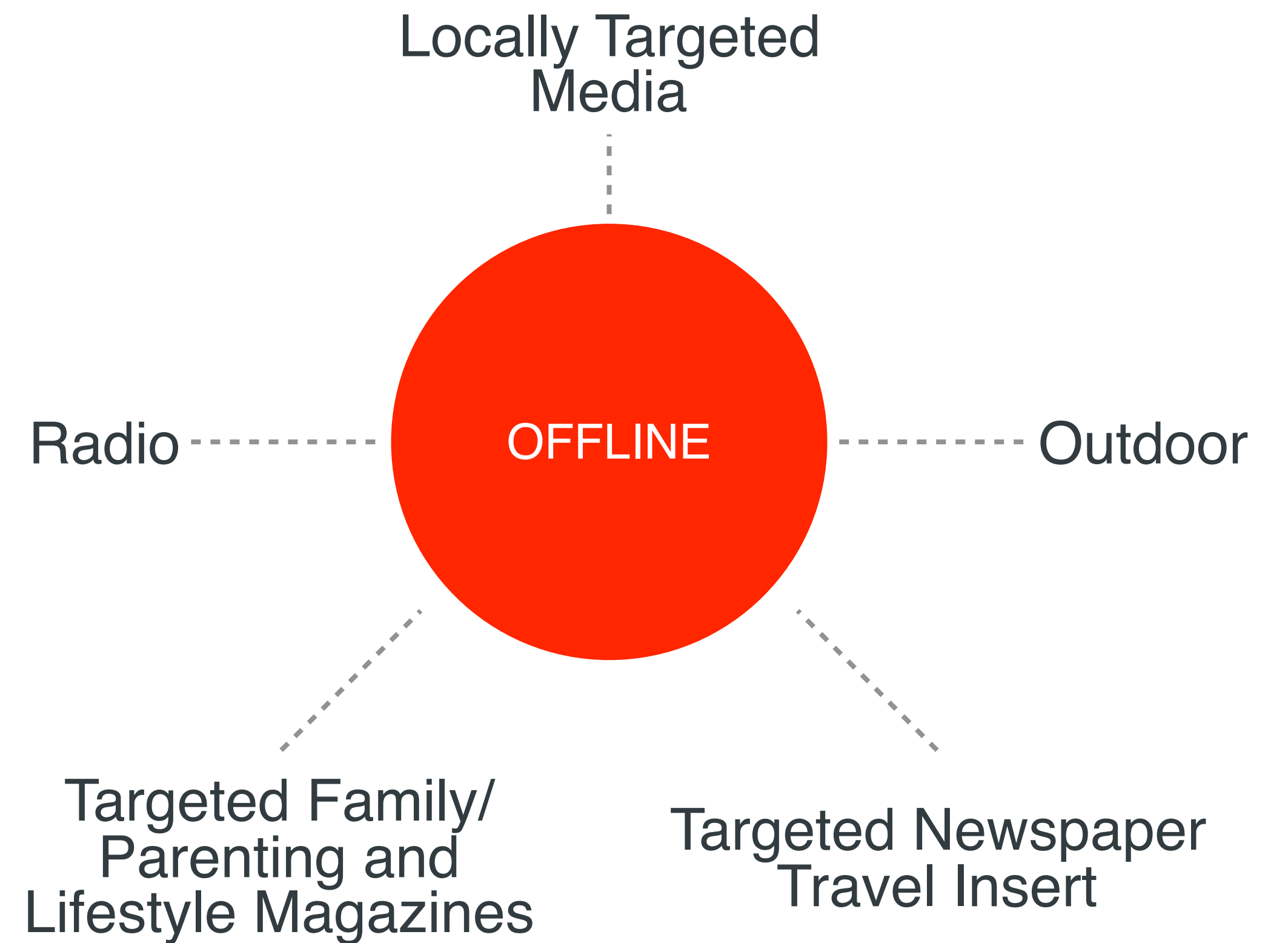
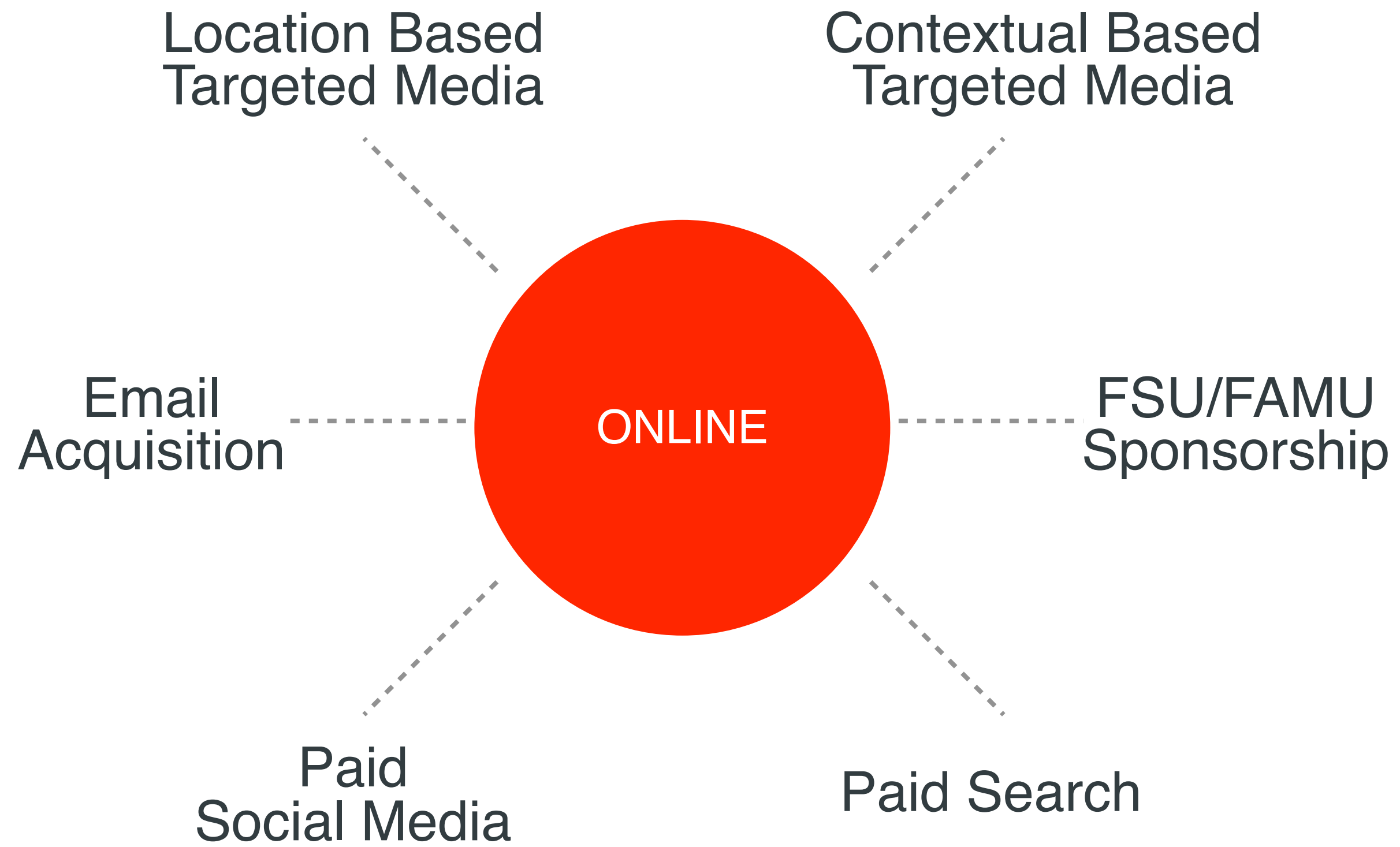
- Drive efficient web traffic and engagement, amplifying search, digital media and lead-gen.
 - Drive consideration during need periods and support key markets through targeted flights.
- Integrate print and digital through new partnerships.
 - Family/parent magazines, Outdoor Recreation (Blue Ridge Outdoors)
 - AJC, Flamingo, America's Best Vacations and The Democrat (advertorial spreads).
- Local exposure via targeted print and digital.
- Overall increase of 20% in YOY spend.
 - Primarily allocated to digital media.



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MEDIA APPROACH



MEDIA

	October	November	December	January	February	March	April	May	June	July	August	September
FSU/FAMU Partnerships	Active											
Programmatic Digital	Active											
Search Engine Marketing (SEM)	Active											
Paid Social	Active											
Promoted Custom Content	Active											
Email Acquisition		Active										
Print Programs (+ Digital)	Active											
Radio					Active							
Outdoor	Active											



MEDIA BREAKDOWN

	2018/2019 FY	% of Total	2017/2018 FY	% of Total	% Change
FSU	\$89,550	11%	\$127,000	19%	-29%
FAMU	\$40,000	5%	\$40,000	6%	0%
Outdoor	\$62,872	8%	\$30,853	5%	104%
Print Programs (+ Digital)	\$117,436	14%	\$91,250	14%	29%
Digital Media	\$321,600	40%	\$248,810	37%	29%
Paid Search	\$90,000	11%	\$78,120	12%	15%
Sports	\$0.00	0%	\$2,976	0%	-100%
Concerts	\$30,000	4%	\$7,351	1%	308%
Ad Serving	\$4,000	0%	\$3,000	0%	33%
FSU Watch Party	\$5,000	1%	\$5,000	1%	0%
Choose Tallahassee	\$10,000	1%	\$0.00	0%	N/A
Social	\$40,000	5%	\$40,000	6%	0%
Total	\$810,458		\$674,360		20%
Market Activation Spend	\$70,000		\$110,465		-37%
Grand Total	\$880,458		\$784,825		12%



MARKET ACTIVATION OVERVIEW (ATLANTA & TAMPA BAY)

- Increase market exposure and leads through expanded coverage and optimized footprint.
 - Develop custom collateral, featuring seasonal events, offers and partners.
- Increase social media and paid search efforts as key drivers of qualified site traffic.
 - Continue high performing digital media and in-market radio buys, reflecting a \$70,000 media allocation.
- Continue media desk side appointments, paired with new personalized media dinners to generate story placements.
 - Key markets include Atlanta, Tampa, Orlando and Birmingham.



LOCAL MARKETING: RESIDENTS

- Launch new ***Seasoned Local*** program to engage local residents.
 - Segment media and email subscribers to drive awareness.
 - Incentivize participation through exciting and new, tiered prizing.
- Allocate \$20,000 of programmatic digital media to reach local audience.
 - Paired with new quarterly advertorial spreads in the *Democrat* and across *Rowland* magazines.
- Increase local email subscribers through social lead-gen campaign.
 - Activate targeted giveaways to drive new opt-ins and engage locals.
 - Remarket new email subscribers through targeted email series.
- Target local residents with new, engaging content across social media.



LOCAL MARKETING: INDUSTRY

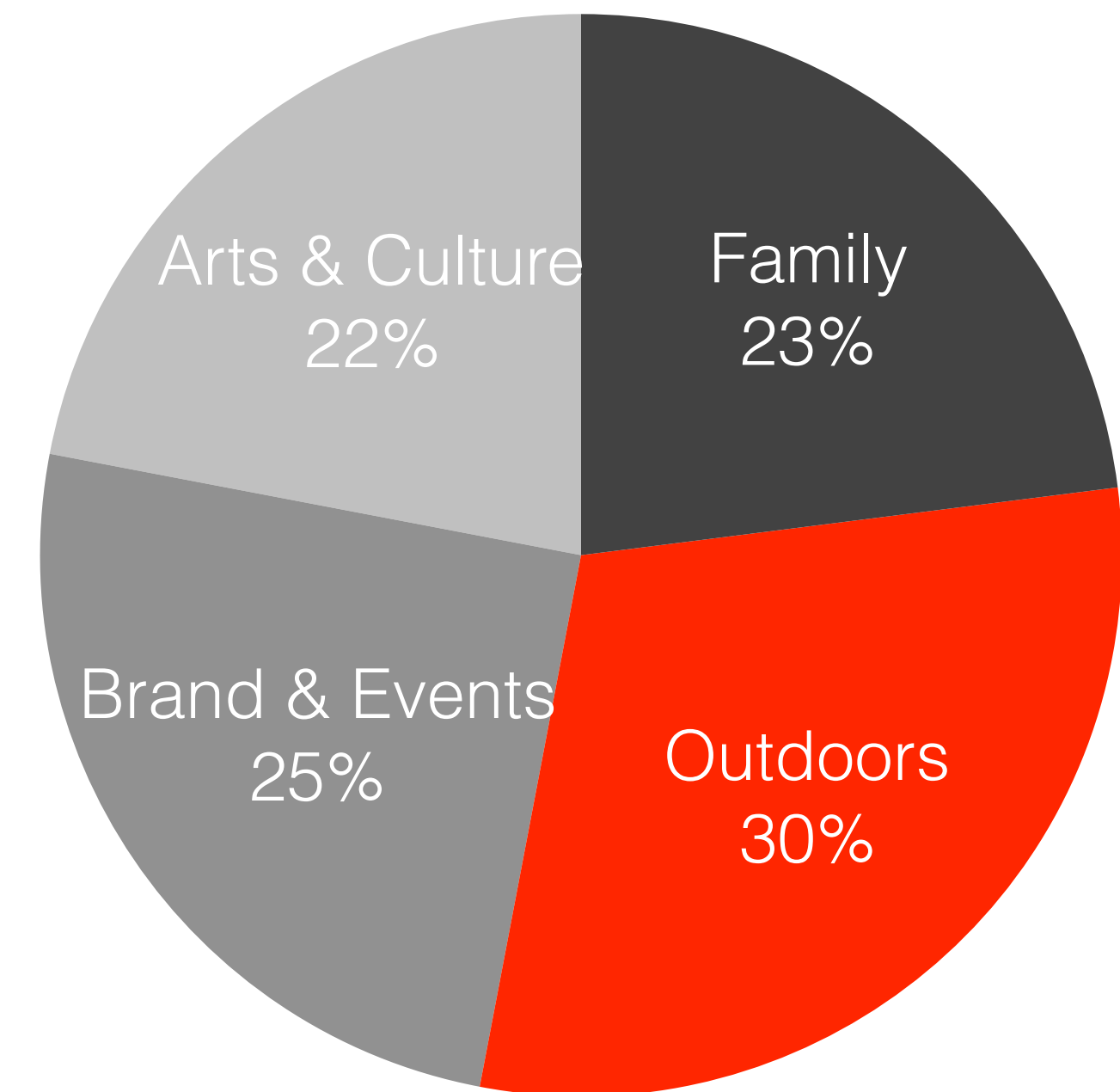
- Engage local partners through industry meeting series.
 - Feature destination news and trends, upcoming co-op opportunities and digital promotions.
- Upcoming events:
 - Annual Marketing Launch - Sep 27
 - Holiday Meet-up (Dec TBD)
 - National Tourism Week (May TBD)
- Distribute monthly newsletters.
 - Inform partners on upcoming partnership opportunities, promotions and exciting developments.
- Coordinate events and programming during National Tourism Week.
- Provide greater marketing value to the industry through opportunities offered in a co-op marketing program.



OUTDOOR RECREATION & TRAILS MARKETING EFFORTS

- Activate segmented and high impact digital media campaign.
 - Drive engaged site traffic to Trailhassee.com.
 - Continue success of Facebook canvas ad series and targeted media.
- Seasonally pitch outdoor offerings aligned with visitor activities.
- Feature award-winning parks, trails and unique activities in targeted email series.

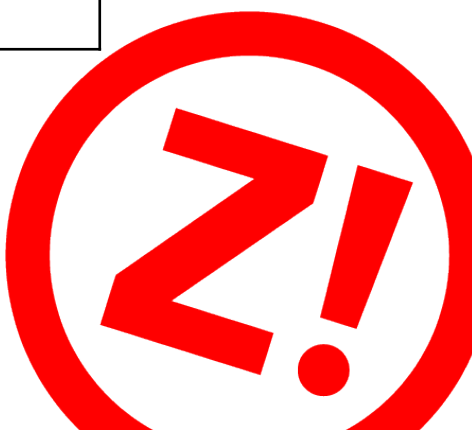
Digital Creative Breakdown



OUTDOOR MARKETING EFFORTS CONTINUED

- "Trail of the Month" series through email and social media.
 - Feature unique trails each month.
 - Integrate trails into new IGTV video series and "Your Weekend Itinerary" on Instagram.

MONTH	FEATURED TRAIL
October	St. Mark's Wildlife Refuge
November	Letchworth Love Mounds
December	Dorothy B. Oven
January	Apalachee Regional Park
February	Elinor Klapp-Phipps
March	Maclay Gardens
April	Cascades Park / Capital Connector Trail
May	Wakulla River
June	Tom Brown Park
July	Wacissa River
August	Lake Ella
September	Mission San Luis



DIGITAL PROMOTIONS STRATEGY

- Develop integrated seasonal promotions.
 - Exceed 2018 performance (11,764 total leads from digital promotions).
 - Engage industry partners and deliver new post-campaign reports.
 - 44 total partners in 2018.
- Highlight partners through engaging canvas ads and Instagram stories.
- Create onsite promotions in both Tampa and Atlanta.
 - Engage potential visitors and drive new leads in key markets.
- Execute locally targeted lead generation campaigns.
 - Drive local email opt-ins for remarketing.



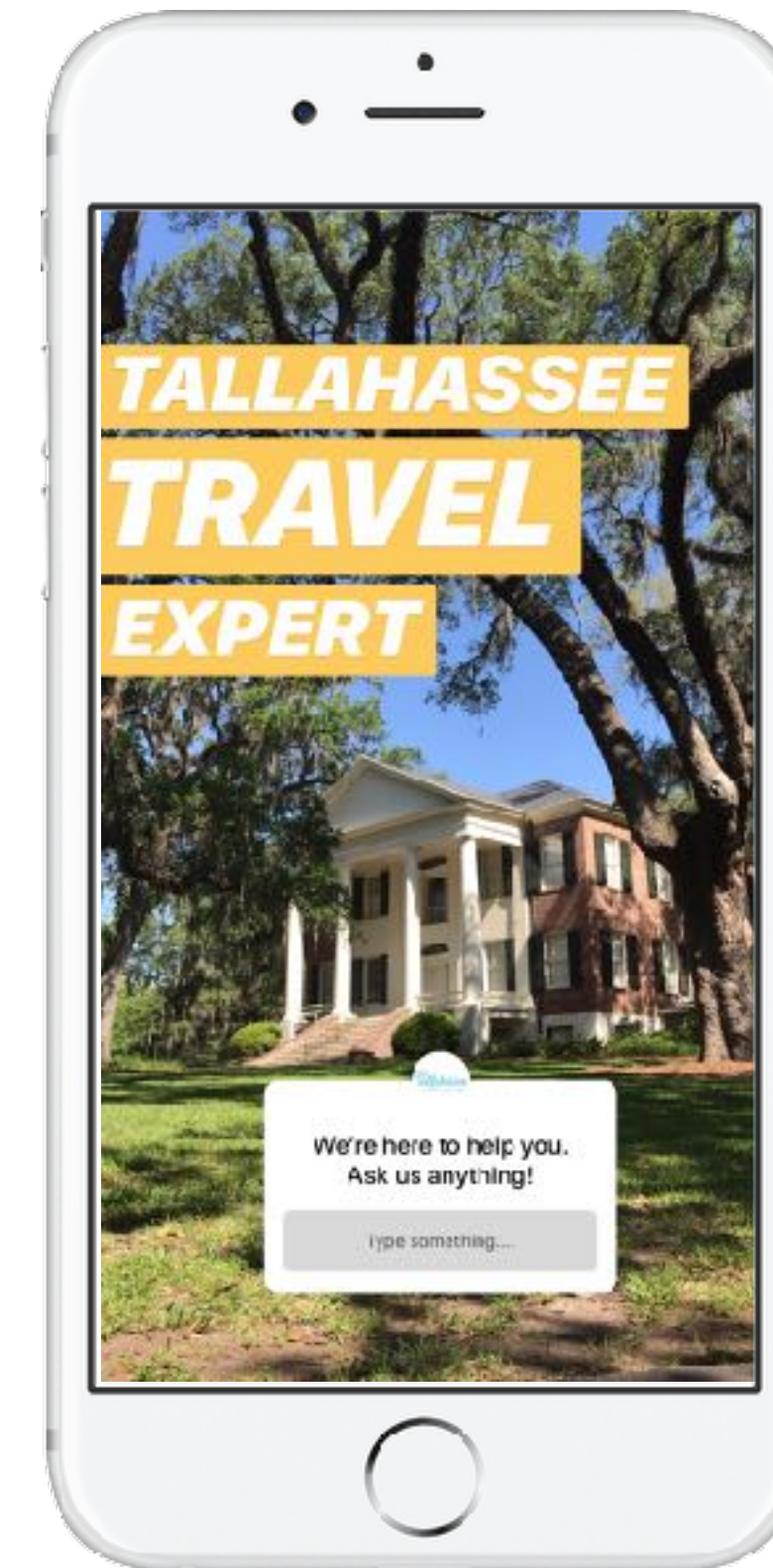
DIGITAL PROMOTIONS STRATEGY

PROMOTION THEME	HOOK/EVENT
Fall	
Gridiron Giveaway	FSU vs. Clemson game
Tap Into Tally Sweepstakes	Florida Tap Invitational and Local Brewing (beer & coffee)
Tallahassee Is Hopping Promotion	Florida Tap Invitational and Local Breweries
Opt Outside Promotion	Outdoor Recreation & Trails
Winter	
Local Holiday Shopping Promotion	Holiday Shopping, Support Local Businesses
New Year, New You Outdoor Promotion	Outdoor Recreation, Exercise and Healthy Habits
Romantic Getaway Giveaway	Valentine's Day & Local Arts
Date Night Promotion	Romantic Night-Out: Dining, Local Arts & Premier Events
Spring	
Spring And Brews (Tampa)	Weekend getaway (Brewers Guild Festival)
Spring Into Spring Promotion	Local Arts & Culture, Entertainment & Signature Events
Family Getaway (Atlanta)	Affordable weekend getaway (Dogwood Festival)
Culinary Delights Sweepstakes	Alfresco Dining & Signature Events
Hop Onto Tally's Ale Trail Promotion	Weekend getaway (Brewers Guild Festival)
Summer	
Staycation Promotion	Weekend staycation (targeting Locals)
Summer Slowdown Sweepstakes	Family-Friendly
Outdoor Adventurer Sweepstakes	Outdoor Recreation & Trails



SOCIAL MEDIA OVERVIEW

- Serve audiences unique content and drive new followers.
 - Activate new IGTV, Instagram stories and Facebook canvas ads.
- Launch targeted media campaigns.
 - Highlight partner activities and events.
 - Drive traffic to VisitTallahassee.com.
- Launch new local lead-gen promotions.
- Activate local social media influencers.

A screenshot of a contest entry form titled 'Capital to Capital Getaway'. The form includes a list of prizes and a registration section. The prizes listed are:

- American Airlines Flight for two from DCA to TLH April 12-15
- Three-night accommodations at Four Points by Sheraton
- Two tickets to the Tedeschi Trucks Band on April 13
- Two tickets to the Garnet & Gold Spring Game's VIP tailgate
- Two tickets to Florida State's Garnet & Gold Spring Game on April 14
- Postgame concert featuring Salt-N-Pepa, Vanilla Ice and Roc-A-Fella
- Dinner for two at Coosh's Bayou Rouge

The registration section asks for the following information:

- Full name: Drew Fancher
- Email: drew.fancher@gmail.com
- Phone number: US +1 (615) 419-9930
- Zip code: US 32309

Buttons for 'Cancel' and 'Next' are visible at the bottom right.

PUBLIC RELATIONS OVERVIEW

Target Markets

PRIMARY

Albany	Gainesville	Pensacola-
Atlanta	Jacksonville	Mobile
Birmingham	Macon	Sarasota
Charlotte	Miami-Ft.	Tampa-St. Pete
Dallas-Ft. Worth	Lauderdale	Washington
Daytona Beach-	Montgomery	D.C.
Melbourne	NYC	West Palm
Dothan	Orlando	Beach-Ft.
Ft. Myers-Naples	Panama City-Destin	Pierce

SECONDARY

Chattanooga	Knoxville
Columbia (SC)	Louisville
Columbus (GA)	Memphis
Greensboro	Nashville
Houston	New Orleans-Baton Rouge
Huntsville	Raleigh-Durham

Objective

Generate year-round visibility (editorial and promotional exposure) for Visit Tallahassee/Leon County, ultimately increasing visitation and length of stay through a dynamic public relations campaign integrated with advertising, digital and social efforts.



Atlanta, Tampa, Orlando & Birmingham Activations

Four markets will be impacted Spring 2019 through PR activations, including media appointments and receptions.



Media Experiences

Third party endorsement via PR provides an opportunity to expand reach through personalized individual stays and small group media tours.



Awards

Target recognition rankings, like *Southern Living's* South's Best City, within aspirational media, including travel specific, and key niche media groups.



Co-op Promotions

Execute in-book/digital promotions with complimentary brands, with a goal of email address collection. Align with paid media buys where applicable.



Signature Events & Concerts

Promoted through new integrated 90-day activation plans, aligning with partner wish lists and target markets.



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PUBLIC RELATIONS SEASONAL PLAN

Fall

Messages:

- Outdoors & Nature
- Sports/Weekend Game Plan
- Brewing Scene
- Dining & Entertainment

Audiences:

- FSU/FAMU Fans
- Outdoor/Nature Enthusiasts
- Foodies
- Event Goers
- Locals

Media:

- Radio
- Newspapers in FSU/FAMU Opponent/Alumni Markets
- Fitness
- Men's Interest/Outdoors
- Adventure Blogs/Influencers
- Metros

Winter

Messages:

- Shopping
- Bars & Nightclubs
- History & Heritage
- Holiday

Audiences:

- Families/Multigenerational Travelers
- Couples
- Foodies
- Event Goers
- Locals

Media:

- Women's Interest
- Travel Specific
- Metros/Newspapers
- Influencers

Spring

Messages:

- Art Galleries & Museums
- Performances & Festivals
- Hiking & Biking
- What's New

Audiences:

- Millennials
- Art/Culture/History Buffs
- Event Goers
- Locals

Media:

- Arts/Culture Influencers
- ATL/Tampa/Orlando/Birmingham Outlets
- Metros/Newspapers
- Epicurean
- Women's Interest/Fitness
- Travel Specific

Summer

Messages:

- Family Friendly
- Attractions
- Rest & Relaxation
- Dog Days of Summer/Pet Friendly

Audiences:

- Families/Multigenerational Travelers
- City Explorers
- Event Goers
- Locals

Media:

- Family/Parent
- AAA
- Senior
- Mom Blogs/Influencers
- GA, AL, TN, MS, AR, LA, TX, OK Metros/Newspapers



EMAIL MARKETING STRATEGY

- Develop robust, integrated email messaging calendar:
 - Segmented Consumer Emails
 - Utilize customized website articles, events and seasonally relevant content.
 - Trail of the Month
 - Beyond trails, feature relevant events and interest pieces.
 - Promotions Emails
 - Drive traffic to VisitTallahassee.com and highlight local partners.
 - Plan a Trip Emails
 - Highlight seasonally relevant events and engaging content on a quarterly basis.



EMAIL MARKETING STRATEGY CONTINUED

- Test email performance through segmentation.
 - Utilize tailored email content and targeted consumer segments.
- Execute email acquisition campaigns.
 - Drive leads in key markets (Tampa, Atlanta, Orlando and Tallahassee)
- Keep the email database healthy through re-engagement campaign.
 - “Win back” inactive subscribers through targeted email series.
- Develop website articles, listicles and itineraries.
 - Increase site engagement and travel intent.



2018-2019 KEY PERFORMANCE INDICATORS

- 20% increase in overall website traffic (576,931 total traffic YTD)
- Increase average time on site to exceed 3 minutes. (2:08 YTD average)
- Achieve 20% increase in Trailhassee.com conversions (102 YTD)
- 20% increase in Trailhassee.com site traffic (22,250 total sessions YTD)
- Increase engagement across all digital platforms by 15%
 - Facebook (240,677 YTD), Twitter (22,374 YTD) & Instagram (65,364 YTD).
- Increase the use of #iHeartTally by 15% across relevant social platforms.
- Increase story placements in national, regional and niche magazines, newspapers, online and broadcast in identified DMAs by 10%.
 - 2017-18 KPI: 120 story placements
- 20% increase in email database opt-ins (137,055 total | 57,980 growth YTD)






MEMORANDUM

DATE: 08/30/2018

TO: Leon County Tourist Development Council Members

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

SUBJECT: FY2019 Signature Event / Emerging Signature Event Grant Funding Recommendations

The Tourist Development Grant Review Committee (TDGRC) for the Leon County Signature Event and Emerging Signature Event Grant Program FY2018-19 comprised of Matt Thompson (Chair)-For The Table/Madison Social, Sam Patel-Sleep Inn, and Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn respectfully presents the funding recommendation for eleven (11) Signature Events and Emerging Signature Events.

The TDGRC conducted their meeting on August 17, 2018 at the Leon County Tourism office and the meeting was well attended by the Signature Events grant applicants. After carefully considering eleven event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TDGRC is recommending funding for all eleven events. The TDGRC recommended a total amount of \$390,000, of the \$390,000 allocated in the Signature Event / Emerging Signature Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.

It was an especially challenging year to review the Signature/Emerging-Signature Events and recommend event grant funding as more than \$611,000 was requested yet only \$390,000 was available. One factor contributing to the increase in funding requests was the elimination of the CRA 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 from the CRA and will not receive funding in 2019.

The recommended Signature Events / Emerging Signature Events are anticipated to bring 117,561 visitors to Tallahassee and will generate a projected 49,137 room nights. Thank you for your consideration.



BELOW IS AN EXAMPLE OF THE EMAIL THAT WAS SENT TO SIGNATURE/EMERGING SIGNATURE EVENT APPLICANTS TO PROVIDE CLARIFICATION FOR THOSE WHO HAD QUESTIONS ON THE PROCESS AND/OR REQUESTED COPIES OF THEIR INDIVIDUAL GRANT SCORE SHEETS.

Thank you for participating in the 2018-2019 Visit Tallahassee-Leon County Division of Tourism Grant Application process. It was an especially challenging year for the Signature/Emerging-Signature Events Grant Review Committee to assess and recommend event grant funding as more than \$611,000 was requested yet only \$390,000 was available. As requested, the attached documents include a copy of your grant application review score sheets, along with a summary of the scores for your event. As useful insight, I encourage your review of the individual scoring sheets as those forms may indicate an area(s) on your application you may wish to give more attention in the future.

To provide additional clarification, please allow me to recap the review process, which may help address further questions you may have:

- 1.) As shared in the August 17, 2018 Grant Review Committee meeting, the first step in the review process is for the Grant Review Committee to assess the applications independently, initially scoring the applications in the areas of Tourism Development, Marketing, Event Evaluation, and Technical, as outlined in the Signature Event Grant Program Guidelines, and noting any questions/concerns they may wish to ask the applicant during the review meeting. As also noted in the Guidelines, based on the information presented in the application, at this time the Grant Review Committee has the authority to adjust the recommended funding level (shown on the spreadsheet as "Request Adjusted by Reviewer") at their discretion.
- 2.) As step two, the initial scores and "adjusted requests" from the initial assessments of the three independent reviews are compiled into averages for each applicant. These average scores and funding recommendations are again reviewed by the Committee. As outlined in the Signature Event Grant Program Guidelines, funding recommendations were identified for each event by multiplying the average score by the average "adjusted request" amount, and only applications scoring above 70% are considered for funding. The Grant Review Committee reserves the right to revise their scores and adjusted requests at this time if they so desire.



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- 3.) Upon review of the revised scores and revised funding levels, 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. The remaining Signature/Emerging-Signature events scoring and funding recommendations were maintained at the revised average levels. There was an approximate \$20,000 balance remaining to be allocated at the Grant Review Committee's discretion after hearing from the Signature/Emerging Events applicants at the August 17, 2018 public meeting. The final grant amount recommendation is reflected in the FINAL section at the bottom of the spreadsheet.

As shared in the August 17, 2018 Grant Review meeting, these grant funding recommendations will be presented to the Tourist Development Council (TDC) for their consideration at their Sept. 6, 2018 meeting in Leon County Commission Chambers on the 5th floor of the Courthouse downtown.

FY 19- TOURIST DEVELOPMENT COUNCIL Emerging and Signature Event Grants

	Event	Organization	Amount Request	AVG Points (100 Pts)	Avg. Request Adjusted	Awarded Amount with score factor
	Emerging Signature Events					
1	Warner Soccer	ASG Predisential Invitational	\$20,000	79.00	\$16,667	\$13,167.00
2	Florida Jazz and Blues Festival, Inc.	Florida Jazz and Blues Festival	\$60,000	71.67	\$29,000	\$28,771.00
3	Southern Shakespeare Company	Southern Shakespeare Festival	\$59,500	75.00	\$30,667	\$25,000.00
	Signature Events					
5	Florida State Athletics	Doak After Dark 4	\$60,000	78.33	\$42,667	\$33,422.00
6	Tallahassee Museum	Market Days	\$60,000	87.33	\$48,000	\$46,000.00
7	Red Hills Horse Trials	Red Hills Horse Trials	\$75,000	88.33	\$51,874	\$50,622.00
8	Tallahassee Tottenham Hotspur Futbol Club, Inc.	Florida State Invitational Tournament	\$27,500	90.67	\$25,000	\$22,667.00
9	Springtime Tallahassee	Springtime Tallahassee	\$70,000	85.00	\$50,867	\$62,600.00
10	Florida Litfest, Inc.	Word of South	\$60,000	83.33	\$39,259	\$42,778.00
11	Florida State Athletics	Doak After Dark 5	\$60,000	80.00	\$38,333	\$30,667.00
12	LeMoyne Art Foundation	LeMoyne Chain of Parks Art Festival	\$59,000	82.33	\$41,667	\$34,306.00
	Total Grant Funds	Totals:	<u>\$611,000</u>		<u>\$414,000</u>	\$390,000.00

<u>\$390,000</u>	Total Funds allocated to Emerging / Signature (after adjusted request and score factor)	\$390,000	Funding remaining from Initial \$390,000	\$0
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MEMORANDUM

DATE: 08/30/2018

TO: Leon County Tourist Development Council Members

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

SUBJECT: FY2019 Special Event Grant Funding Recommendations

The Tourist Development Grant Review Committee (TDGRC) for the Leon County Special Event Grant Program FY2018-19 comprised of Matt Thompson (Chair)-For The Table/Madison Social, Sam Patel-Sleep Inn, and Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn respectfully presents the funding recommendation for twenty-five (25) Special Events.

The TDGRC conducted their meeting on August 17, 2018 at the Leon County Tourism office and the meeting was well attended by the Special Events grant applicants. After carefully considering 28 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDGRC is recommending funding 25 events a total amount of \$100,000 of the \$100,000 allocated in the Special Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.

The recommended Special Events are anticipated to bring 19,385 visitors to Tallahassee and will generate a projected 8,780 room nights. Thank you for your consideration.

FY 19- TOURIST DEVELOPMENT COUNCIL Special Event Grants

	Event	Organization	Amount Request	AVG Points (100 Pts)	Avg. Request Adjusted	Avg Request Adjusted x Average Score	Recommended award amount
1	Asian Coalition of Tallahassee	Experience Asia 2018	\$5,000	76.67	\$3,833	\$2,939	\$3,939
2	FSU Student Alumni Association	FSU Homecoming	\$1,499	75.00	\$1,166	\$875	\$1,499
3	FSU Alumni Association	Emeritus Alumni Society Reunion - Class of 1968	\$2,000	75.00	\$1,400	\$1,050	\$2,000
4	Friends of Maclay Gardens Inc.	Moon Over Maclay!	\$2,999	71.67	\$1,167	\$836	\$2,000
5	Kuumba Creations, LLC	3rd Annual Tallahassee African Fashion Weekend	\$2,410	66.67	\$900	\$0	\$0
6	STEM Veterans USA	2018 STEM Veterans USA STEM Conference	\$3,000	63.00	\$833	\$0	\$0
7	Alfred B. Maclay Gardens State Park	30th Annual Camellia Christmas	\$1,499	80.00	\$1,133	\$907	\$1,499
8	Mission San Luis	Winter Solstice Celebration	\$3,000	85.67	\$2,667	\$2,284	\$3,000
9	Junior League of Tallahassee	Sunshine State Ball	\$1,500	76.00	\$1,167	\$887	\$1,500
10	Center for Leadership and Social Change	Multicultural Leadership Summit	\$1,499	66.00	\$833	\$0	\$0
11	Florida Association of School Administrators	Advocate '19	\$1,499	76.33	\$1,000	\$763	\$1,499
12	Florida YMCA Youth in Government	Florida YMCA Youth in Gov. - Leadership Dev. Programs	\$9,999	77.67	\$5,000	\$3,883	\$4,883
13	Shops and Studios of Railroad Square Art Park	ArtiGras at Railroad Square	\$2,998	78.33	\$1,833	\$1,436	\$2,436
14	Ochlocknee River Kennel Club	AKC Dog Show - 2019 North Florida Classic Cluster	\$10,000	88.33	\$8,000	\$7,067	\$9,000
15	Shops and Studios of Railroad Square Art Park	Sankofa (African) Concert @ Cascades	\$2,998	73.33	\$1,500	\$1,100	\$2,100
16	Natural Bridge Historical Society, Inc. Citizen Support Organization	Reenactment of the Battle of Natural Bridge	\$4,500	80.00	\$2,500	\$2,000	\$3,000
17	The Tally Mac Shack	Capital City Cook-Off	\$5,999	76.33	\$3,667	\$2,799	\$4,799
18	Tallahassee Irish Alliance -	2019 St. Patrick's Day Festival	\$3,000	71.67	\$1,167	\$836	\$2,000
19	Madison Social	The Tallahassee Wine Mixer	\$4,500	70.00	\$3,500	\$2,450	\$3,450
20	United Way of Florida	Children's Week	\$9,999	76.67	\$6,000	\$4,600	\$6,187
21	Florida Senior Day	Florida Senior Day	\$7,000	82.50	\$5,333	\$4,400	\$5,988
22	Delta Sigma Theta Sorority, INC.	Florida Delta Days at the State Capital - 2019	\$9,315	70.00	\$3,167	\$2,217	\$3,217
23	FSU Center for Leadership and Social Change	2019 PeaceJam Southeast Nobel Laureate Public Talk and Conference	\$5,250	74.67	\$3,500	\$2,613	\$3,613
24	FSU Flying High Circus	FSU Flying High Circus 2019 Homeshow Series	\$9,500	80.67	\$6,500	\$5,243	\$6,243
25	Friends of the Museum of Florida History	Florida History Day State Competition	\$9,975	85.00	\$6,333	\$5,383	\$7,383
26	John Gilmore Riley Center/Museum Inc.	Crossroads" Annual Florida Heritage Tour	\$2,999	80.00	\$1,667	\$1,333	\$2,333
27	Madison Social	2019 Florida Tap Invitational	\$10,000	77.50	\$4,750	\$3,681	\$6,681
28	CollegeTown	Tallahassee Wine, Craft Beer, and Food Festival	\$30,000	70.00	\$12,500	\$8,750	\$9,750
	Total Grant Funds	Totals:	\$133,937		\$80,516	\$61,583	\$100,000

Total Available Funds:	\$100,000	Total Funds allocated to special (after adjusted request and score factor)	\$100,000	Funding remaining from Initial \$100,000	(\$0)
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Current Tourism Development Contract Terms

Contracted Agent	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Advertising/PR: Zimmerman		Initial Term		Renewal	Renewal	Renewal				
Research: Downs & St. Germain		Initial Term		Renewal	Renewal	Renewal				
Concerts: Scott Carswell Presents		Initial Term	Renewal	Renewal	Renewal	Extension (through June 30, 2021)				
Visitor Guide: Rowland Publishing		Initial Term			Renewal	Renewal	Renewal			
Culture and Arts: COCA		Five (5) fiscal years 1 and 1/4 Penny					*Final Payment			
IA/City of Tallahassee/Capital City Amphitheater			Five (5) years April 12, 2016 - April 12, 2021						Renewal	Renewal

*Note: The 1/4 penny collected for the Capital Facilities Matching Grant Program administered through COCA is collected fully and dispursed the following fiscal year. The final year of the agreement FY19 is scheduled to be administered in FY2020.

Hotel Projects in Tallahassee/Leon County (Updated August 29, 2018)

Project Name	Total Acres	Rooms	Review Status	Review Type	Location/Address	Jurisdiction	Comments
Recently Completed (2018 - Current)							
Hampton Inn & Suites	1.93	124	Completed	Type A	824 Railroad Avenue	City	Opened March 2018; 6 story, 124 Rooms
Tru by Hilton Tallahassee Central	1.72	90	Completed	Type A	2814 Apalachee Parkway	City	Opened April 2018; 4 story, 90 Rooms
Under Construction							
Holiday Inn - Apalachee Parkway	2.19	103	Under Construction	Type B	2003 Apalachee Parkway	City	Under Construction; Projected completion October 2018; Site Plan (TSP150062) signed March 2017; demolition of existing 59,481 office building
Holiday Inn Express	0.94	62	Under Construction	Type A	1308 West Brevard Street	City	Under Construction; Building Permit Issued December 2017; 62-room Holiday Inn Express
Washington Square - Loews Hotel	1.33	260	Under Construction	Type B	219 South Calhoun Street	City	Under Construction; 16-story, 575,840 square foot mixed use building including a 260-room Loews Hotel
Approved Site Plan							
Drury Inn & Suites	2.73	180	Approved Site Plan	Type B	1680 Raymond Diehl Road	City	Site Plan (TSP160016) signed July 2016; seven-story, 180 room hotel
Hotel Indigo	0.64	142	Approved Site Plan	Type B	826 West Gaines Street	City	Building Permit approved June 2018; 96,383 sq. ft. hotel, 142 guest rooms, 4,473 sf ground floor restaurant, a 976 sf rooftop bar and 2,770 sf of meeting space.
Under Review							
Cascades Mixed-Use Development - AC Hotels by Marriott	5.30	154	Under Review	Type B	East Gaines Street	City	Clearing Site; Site Plan (TSP180044) received June 2018; Planned Unit Development (PUD) Application (TRZ180007) received April 2018. \$30 million, 7-story, 154 room AC Hotels by Marriott with 5,000 sf of meeting space and rooftop bar
Proposed/Early Stage							
Market Square Hotel	3.14	128	Proposed	Pre-Submittal	1481 Timberlane Road	City	Pre-Submittal (TPA180067) completed August 2018; The project is the construction of a four-story, 128 room, 70,100 square foot hotel. The proposed brand is an upscale select service business traveler hotel.



Source Data:
 Project Dox; Permit Enforcement Tracking System (PETS)
 City of Tallahassee Growth Management Department;
 Leon County Department of Development Support and Environmental Management

Information has been gathered from the City of Tallahassee Growth Management Department, the Leon County Department of Development Support and Environmental Management, the Tallahassee-Leon County Planning Department, the Tallahassee-Leon County Office of Economic Vitality and field surveys. This report is intended to be an informative compilation of major on-going and proposed Senior Housing/Assisted Living projects in the City of Tallahassee and Leon County. The accuracy of any and all information contained herein is not guaranteed. This report is for informational purposes only and any reliance on the information contained herein is at the user's own risk. Neither the City of Tallahassee nor Leon County assumes any responsibility for any use of the information contained herein; nor will the City of Tallahassee or Leon County be liable for any damages of any type or losses of any type resulting from the use of this information.