

WORKSHOP

Review of the Tourist Development Council

**Leon County Board of County Commissioner Chambers
Leon County Courthouse, 5th Floor**

**February 26, 2008
1:30 – 3:00 p.m.**

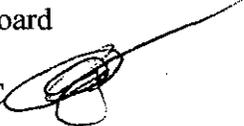
This document distributed: February 21, 2008

Board of County Commissioners

Workshop Request

Date of Meeting: February 26, 2008
Date Submitted: February 21, 2006

To: Honorable Chairman and Members of the Board

From: Guy P. Thompson, Executive Director, TDC
Thomas A. Waits, Chairman, TDC 

Subject: Review of the Tourist Development Council

Statement of Issue:

This agenda item requests Board approval of the Review of the Tourist Development Council.

Background:

At the November 27, 2007 regular meeting of the Board of County Commissioners, the Board requested staff schedule a workshop on a comprehensive review of the TDC. At the December 11, 2007 regular meeting of the Board of County Commissioners, the Board approved the request to schedule a comprehensive review of the Tourist Development Council for February 26, 2008.

Analysis:

The attached Review of the Tourist Development Council provides information on the structure, statutory requirements and TDC programs and activities.

Options:

1. Accept the review of the Tourist Development Council.
2. Do not accept the review of the Tourist Development Council.
3. Board Direction.

Recommendation:

Option #1

Attachments:

1. Review of the Tourist Development Council

TAW/GPT/wb



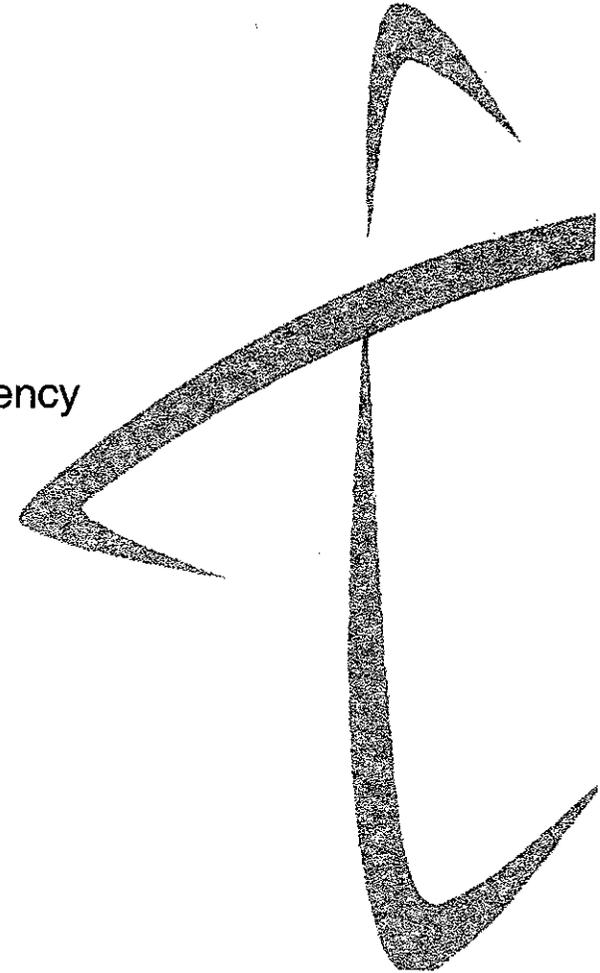
Review of Tourist Development Council

February 26, 2008

Attachment 1

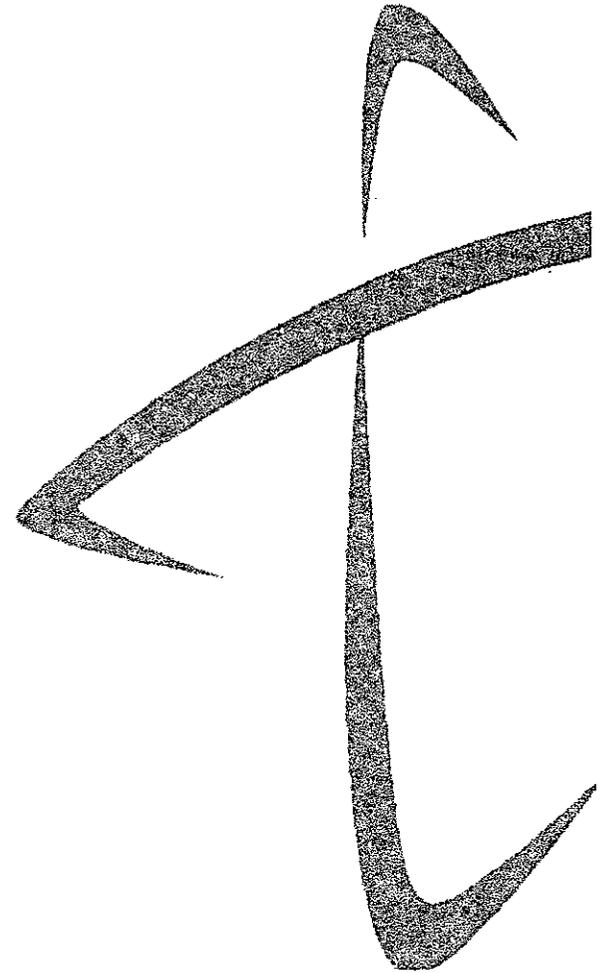
What's Inside

- ▶ Opening Introductions Guy Thompson
- ▶ Tourism Outlook/Partnerships Bud Nocera
- ▶ TDC Programs Guy Thompson
- ▶ Convention & Visitors Bureau Sharon Liggett
- ▶ Research Dr. Mark Bonn
- ▶ Advertising & PR The Zimmerman Agency
- ▶ Special Event Grants Guy Thompson
- ▶ Industry Tracking Guy Thompson
- ▶ 2007 Results Guy Thompson



Opening Introductions

- ▶ Guy Thompson: Executive Director Leon County TDC



Tourism Outlook/Partnerships

- ▶ Bud Nocera: President/CEO VISIT FLORIDA
- ▶ Responsible for all corporate functions in close consultation with VISIT FLORIDA's Board of Directors and Florida Commission on Tourism since 2003.
- ▶ Previously held tourism-related positions at:
 - Jacksonville CVB
 - Lee County CVB
 - Florida Aquarium in Tampa
 - City of Fort Myers

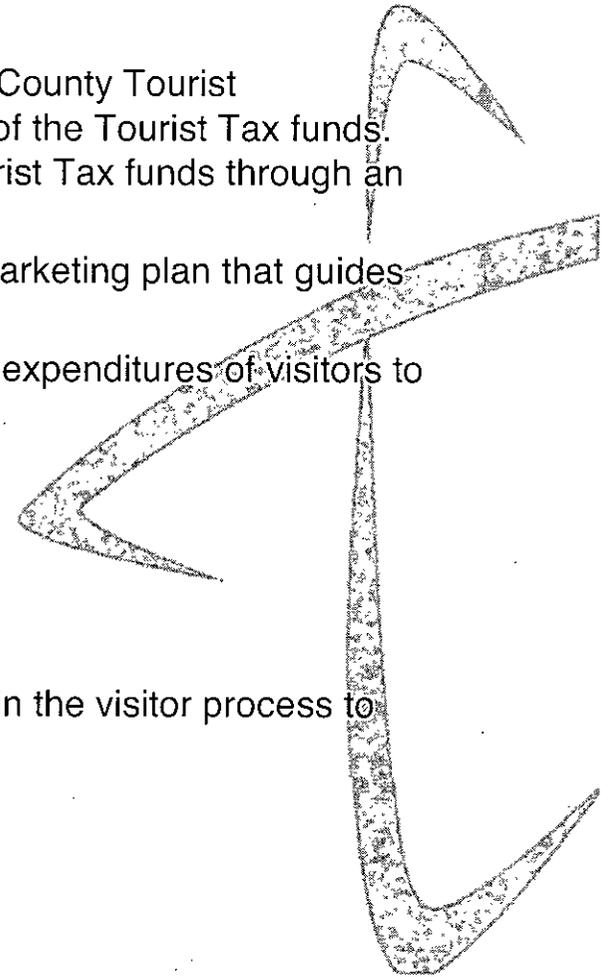


TDC Programs

- ▶ Florida Statute 125.0104 authorizes the Board of County Commissioners of Leon County Florida to levy and impose a Tourist Development Tax on the exercise within County boundaries of the privilege of renting, leasing, or letting for consideration any living quarters or accommodations in any hotels, apartment hotel, motel, resort motel apartment, apartment motel, rooming house, mobile home park, recreational vehicle park, or condominium for a term of six months or less.
- ▶ Leon County Ordinance No. 88-01 imposed a 2% Tourist Development Tax on January 14, 1988.
- ▶ Leon County Ordinance No. 93-19 increased the Tourist Development Tax from 2% to 3% on November 23, 1993.
- ▶ Leon County Ordinance No. 04-35 imposed an additional 1% Tourist Development Tax on October 12, 2004.

TDC Programs

- ▶ Leon County has a 4% Tourist Development Tax rate. The Leon County Tourist Development Council tourism programs are solely funded by 3% of the Tourist Tax funds. The proposed Performing Arts Center is funded by 1% of the Tourist Tax funds through an inter-local agreement with the City of Tallahassee.
- ▶ Leon County Ordinance No. 95-15 adopts and incorporates the marketing plan that guides the activities of the Leon County Tourist Development Council.
- ▶ The goal of the plan is to increase the number, length of stay and expenditures of visitors to Leon County.
- ▶ The marketing plan encompasses the following elements:
 - Research and Administration
 - Advertising/Public Relations
 - Direct Marketing
 - Special Projects/Events
- ▶ Our mission is to provide information and assistance at any point in the visitor process to **create and enhance a positive visitor experience.**



TACVB

- ▶ Sharon Liggett: President/CEO Tallahassee Area Convention & Visitors Bureau
- ▶ **What is a Convention & Visitors Bureau**
 - Convention and visitors bureaus are also called ***destination marketing or management organizations***, and act as the community, county(ies) or local authority leader in tourism marketing and development.
 - A bureau's primary mission is frequently to market cities, towns, counties or regions to potential visitors. Further, they provide local visitor/meeting planning services, and act as a catalyst and/or builder in ensuring the development of appropriate attractions, facilities/services, and infrastructure needed to provide destination experiences.
- ▶ **The CVB is:**
 - An umbrella organization that solicits and services all types of travelers
 - Essentially an information clearinghouse, convention management consultant and promotional body for the community
 - Also a coordinating entity that brings together the interests of local government, trade and civic associations, and individual travel suppliers to build outside visitor traffic to an area
 - Foremost a tourism economic development agent that assists in increasing an area's income and employment and enhancing the quality of life for its residents

TACVB



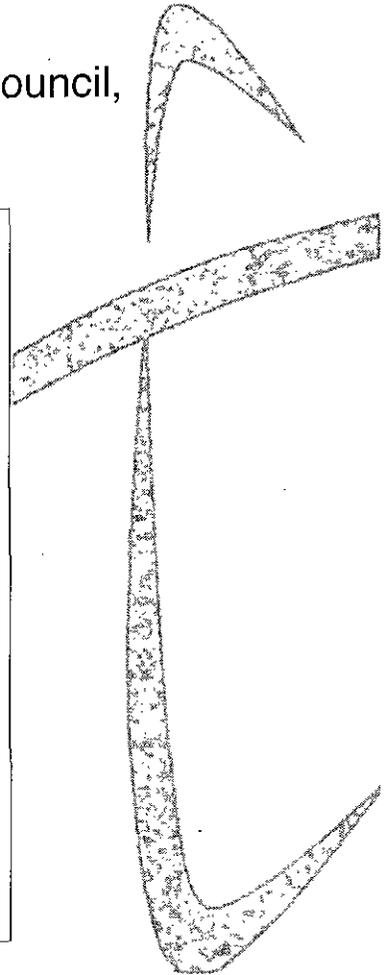
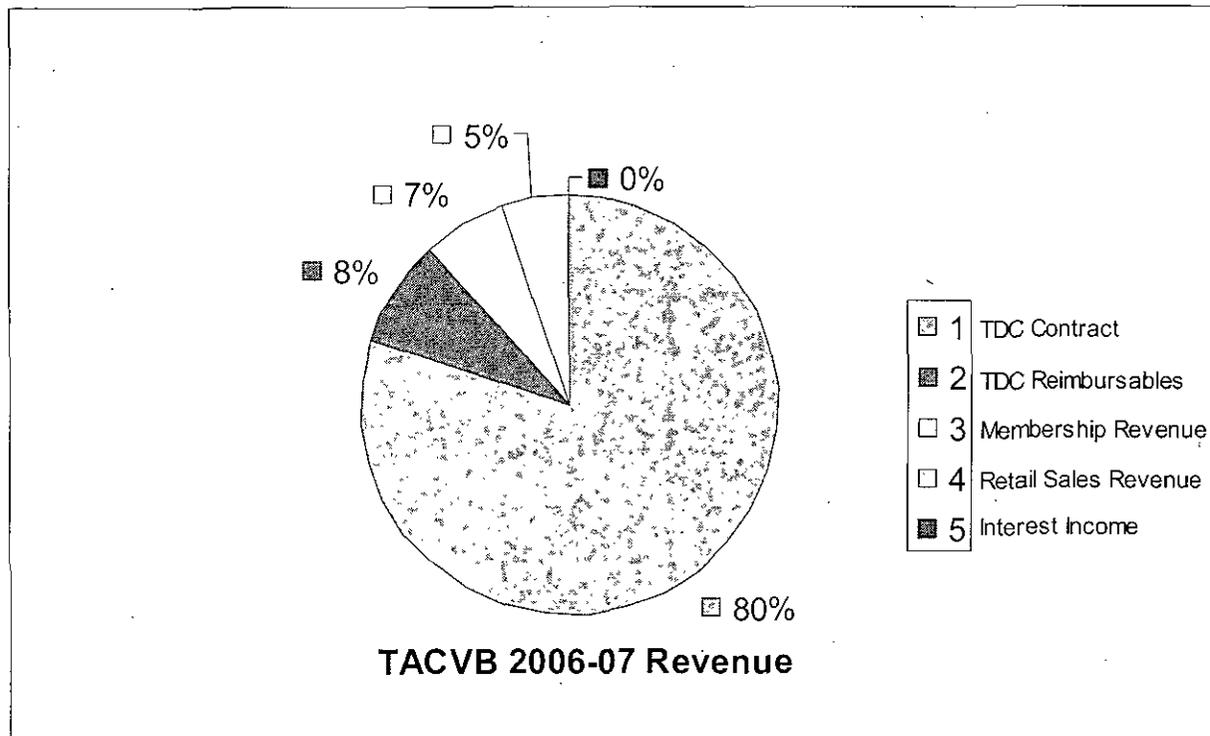
What is the TACVB?

The Tallahassee Area Convention & Visitors Bureau (TACVB) was founded in 1986 as a private, not-for-profit membership organization 501 © (6) with more than 350 tourism and hospitality industry partners.

The mission of the TACVB is to stimulate economic development by offering the highest quality visitor experience and expand awareness of area attractions, natural and historical resources to visiting and resident populations to enhance the economy of Leon County.

TACVB

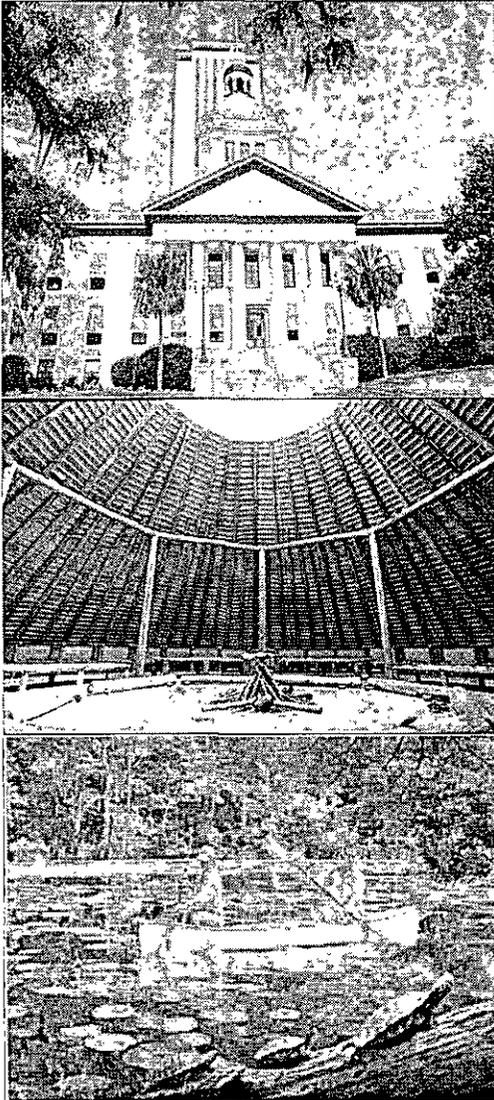
- ▶ **Funding sources** include a contract from the Tourist Development Council, member dues, gift shop sales and sponsorships.



TACVB

What makes Tallahassee a unique destination?

- **State capital:**
 - Rich in political history and activity
- **Premier collegiate market:**
 - Home of FSU, FAMU and TCC
- **Good year-round weather:**
 - Allows visitors to experience terrific nature-based, sports and recreation activities in our many award-winning parks.
- **Renowned cultural and heritage sites:**
 - Reflecting the diversity of our community and our state.
 - Mission San Luis, Union Bank, Riley House, Knott House, Goodwood, Maclay, Old Capitol
- **Wonderful annual events with national attention:**
 - Springtime Tallahassee, Market Days, Arts in the Park, Winterfest and Red Hills Horse Trials.
- **Distinctive mix of museums and attractions:**
 - LeMoyne, Mary Brogan, Challenger Center, Museum of Florida History, Tallahassee Museum, Tallahassee Automobile Museum



TACVB

What makes Tallahassee a unique destination?

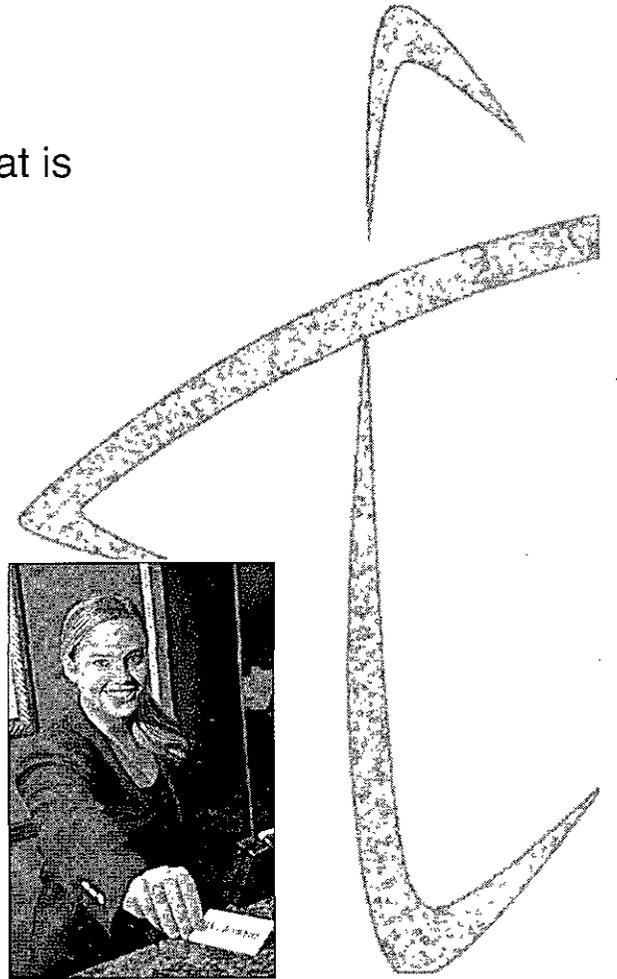
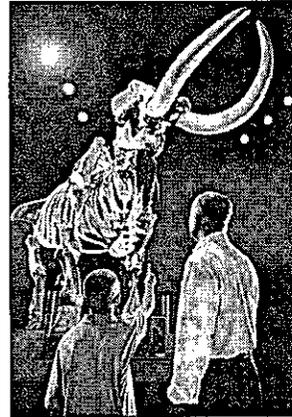
- **Family oriented community**
 - Weddings & reunions
- **Perfect for meetings and small conventions**
 - State Capital, Colleges, Associations and growing *Local Business Community*.
- **Film Stakeholders Group**
 - Promoting Tallahassee as an ideal community: Film, video, TV, music and commercial production.
 - Tallahassee Film Festival
- **Tallahassee Sports Council**
 - Grant program
 - Sports Tourism Marketing
 - Ability to draw major sporting events to Tallahassee



TACVB

Marketing Goals of the TACVB (2007-2008)

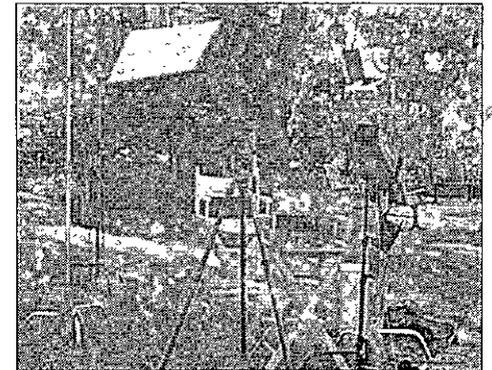
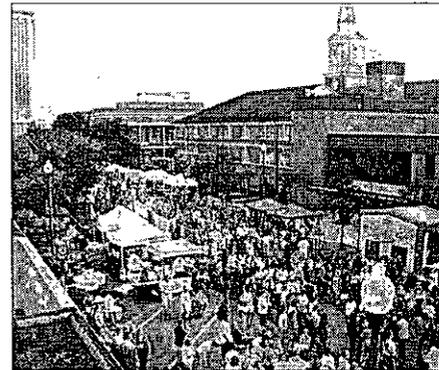
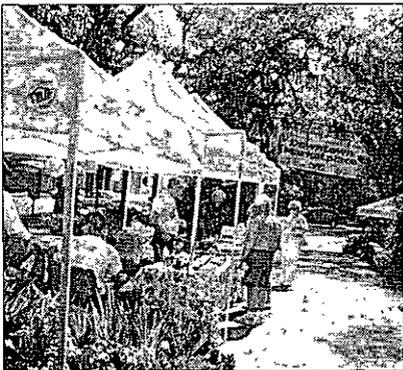
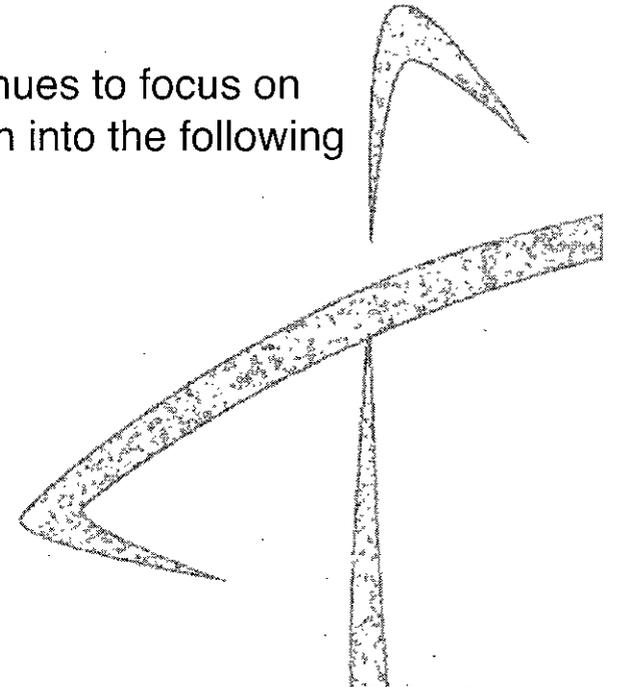
- ▶ The TACVB developed a cohesive marketing strategy that is designed to accomplish the following goals:
 - Positive promotion of tourism for the Tallahassee area
 - Increased brand awareness
 - Exposure to new market segments
 - Increased length of stay
 - Increased hotel nights/bed tax



TACVB

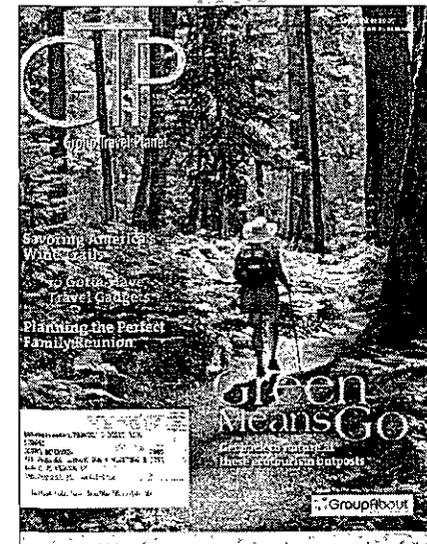
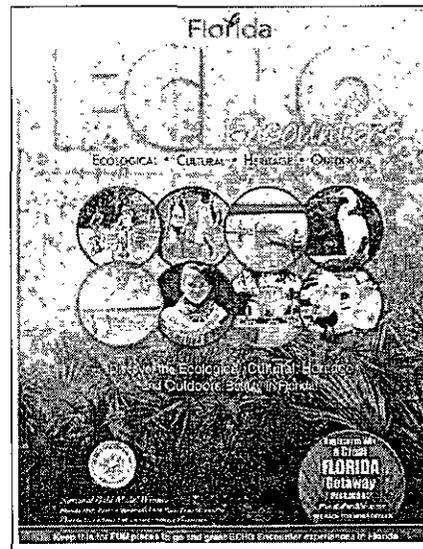
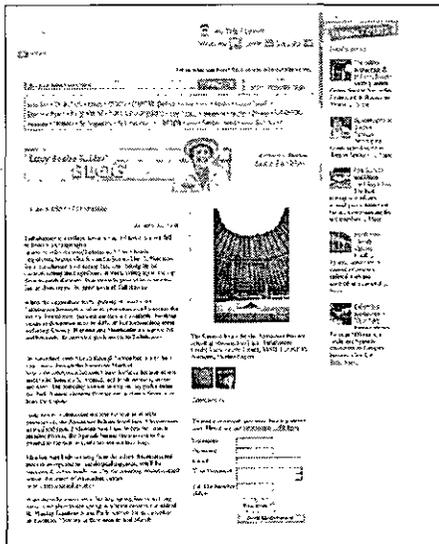
TACVB Marketing Direction

- ▶ Guided by its three-year strategic plan, the TACVB continues to focus on building brand recognition and expanding the area's reach into the following market segments:
 - Leisure Travel
 - Meetings & Conventions
 - Sports & Recreation
 - Tallahassee Sports Council
 - Film, Video, TV, Music and Commercial Production Industry
 - Film Industry Stakeholders Group
 - Local TACVB Members and Stakeholders
 - Tourism Industry Partners



TACVB

- ▶ **Seek Innovative and cost effective marketing strategies:**
 - Initiating Web-based activities
 - Expanding niche market advertising efforts
 - Increasing cooperative advertising and marketing programs
 - Improving tracking mechanisms
 - Refining current databases to increase service delivery and targeted promotions



TACVB

- ▶ Marketing plans are based on support from:
 - Project Funding:
 - Tourist Development Council
 - Advertising, Public Relations & Interactive Strategies:
 - The Zimmerman Agency
 - Primary Research:
 - Dr. Mark Bonn/FSU: Local visitor research
 - Additional Research and Data Sources:
 - Destination Marketing International Association
 - Travel Industry of America
 - Visit Florida
 - Original Florida—(University of Florida)
 - Trade Publications
 - Tourism Media Clips
 - Website hosting:
 - IMARCS Group



TACVB

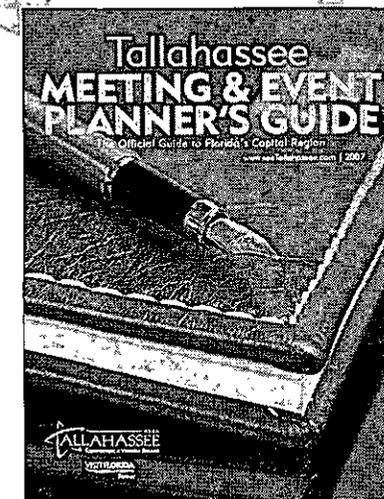
- ▶ IMARCS Group is the host company for the area's official tourism website: www.VisitTallahassee.com.
- ▶ IMARCS in a partnership with The Zimmerman Agency, designed and programmed the website and has developed numerous database-driven aspects of the site including an online calendar of events and a members only section.
- ▶ In addition, inquiries for Visitor Guides and general information are handled through the website along with a fully-featured html email system that allows the TACVB to communicate with both domestic and international visitors.



TACVB

TACVB Marketing Tools

- **Website:**
 - Averages almost 20,000 visitors per month
- **Collateral Materials:**
 - Distribute more than 200,000 guides annually
- **Banners & Signage:**
 - Trade show and events
- **Promotional Items:**
 - Increase brand recognition for Tallahassee
- **Lead Fulfillment:**
 - Phone calls and inquires generated from marketing efforts
- **Member Communications:**
 - Newsletters, E-blasts and Hospitality Roundtables
- **Themed Promotions:**
 - Black History Month, Holiday Happenings
- **Special Programs:**
 - Hotel Hotline, Legislative Housing Directory, Hot Deals
- **Visitor Services:**
 - Over 23,000 visitors served at three Information Centers annually
- **Group Services:**
 - Assists groups in local planning, site visits, itineraries and transportation

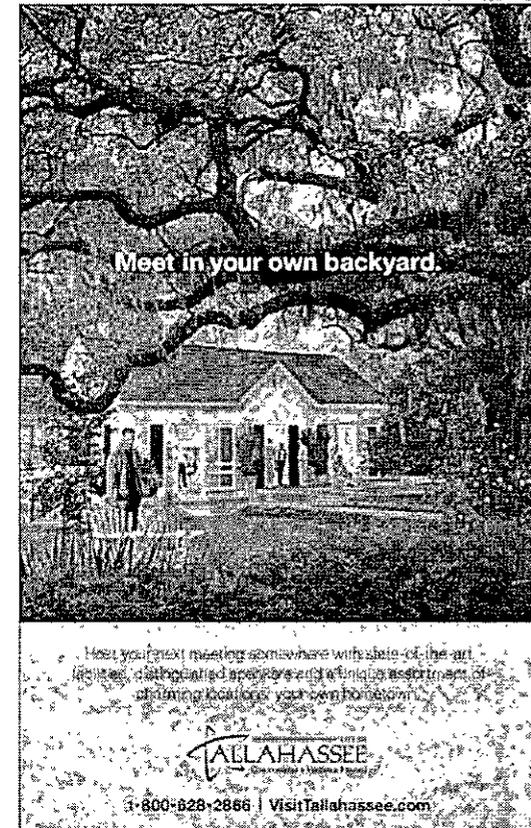


TACVB

TACVB Advertising and Promotional Efforts

In addition to The Zimmerman Agency initiatives, the TACVB takes advantage of opportunities related to targeted activities

- Leisure Travelers:
 - Print: Weddings & Reunions Magazine, Florida Humanities Council, ABA & NTA Directories, Florida Motor Coach Directory, Visit Florida & Original Florida co-ops, Rejuvenations Magazine, Florida Monthly Magazine, Florida Fishing & Boating Guide, ECHO Newspaper Insert, Downtowns & Small Towns, The Villages Newspaper,
 - Collateral Materials: Rack brochure, Southern Manors & More Brochure, Walking Guide Brochure
- Meetings & Conventions:
 - Print Advertising: TSAE Directory & Magazine, RCMA Directory, MPI Directory, SGMP Directory, FSAE
- Sports Council:
 - Collateral Materials: Brochure, Banner
- Industry Relations:
 - Print Advertising: Florida Attractions Directory, Florida Restaurant & Lodging Guide, VisitFlorida Publications
- Film:
 - Print Advertising: P3 Magazine and other industry trade journals



TACVB

TACVB Trade Show Efforts

Goal: To showcase Tallahassee's amenities and hospitality services resulting in increased visibility, lead generation and visitation.

- Leisure Travelers:
 - Bridal shows, alumni groups, reunions, military travel groups, motorcoach, bank travel programs, school groups, VisitFlorida Welcome Center Festivals
- Meetings & Conventions:
 - Regional associations, state government, colleges, religious, corporate, healthcare
- Sports Council:
 - National Association of Sports Commissions, Amateur Softball Association, TEAMS Conference
- Film:
 - Film Florida Show, Film Legislative Day, other industry-related shows and events
- Membership:
 - Chamber events, Professional Women's Forum, downtown events



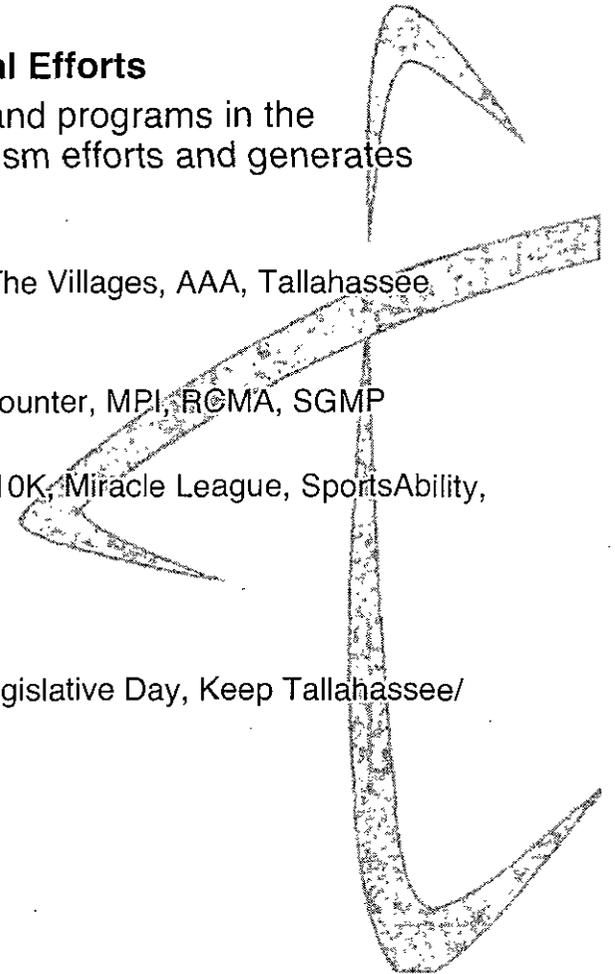
TACVB



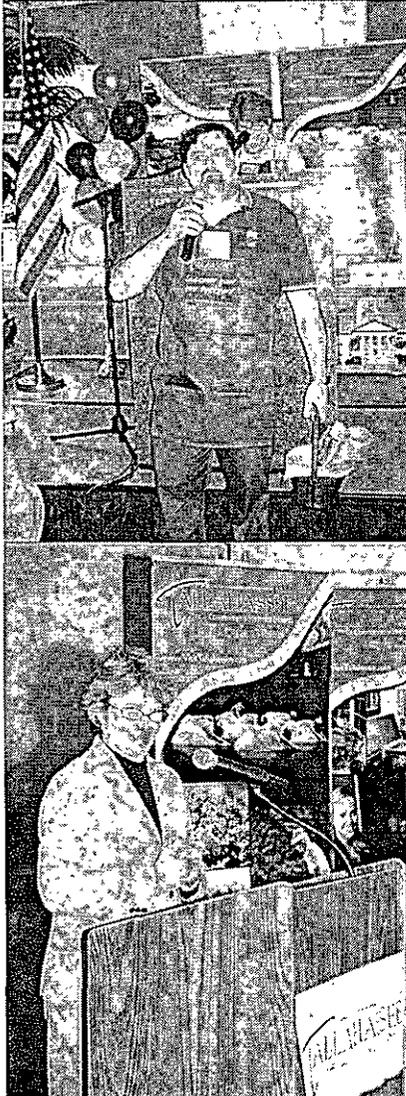
TACVB Sponsorships and Promotional Efforts

Goal: Targeted support of activities and programs in the community that enhances local tourism efforts and generates overnight visitation.

- Leisure Travelers:
 - Visit Florida, Original Florida, The Villages, AAA, Tallahassee Trust
- Meetings & Conventions:
 - TSAE, FSAE, Visit Florida Encounter, MPI, RCMA, SGMP
- Sports Council:
 - Special Olympics, Springtime 10K, Miracle League, SportsAbility, Tallahassee Fitness Festival
- Film:
 - Tallahassee Film Festival
- Industry Partners:
 - Visit Florida Tourism Week, Legislative Day, Keep Tallahassee/ Leon County Beautiful
- Membership:
 - Tallahassee Chamber



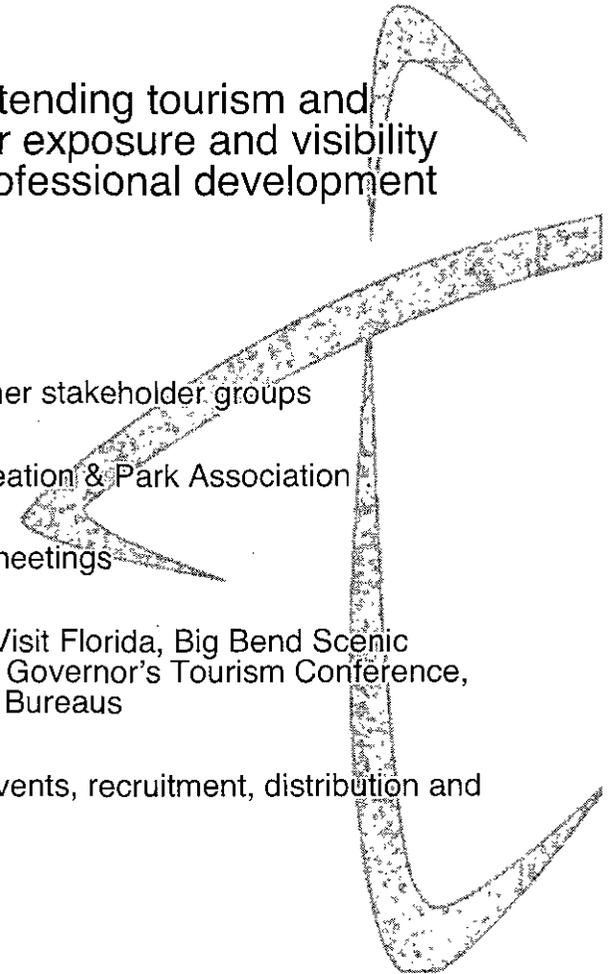
TACVB



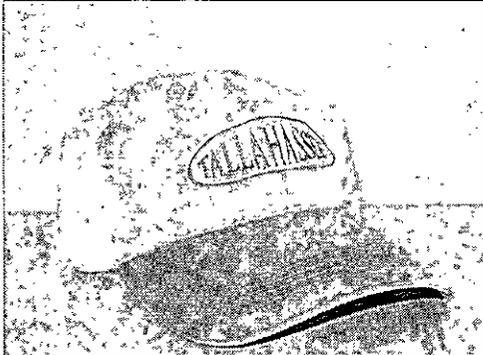
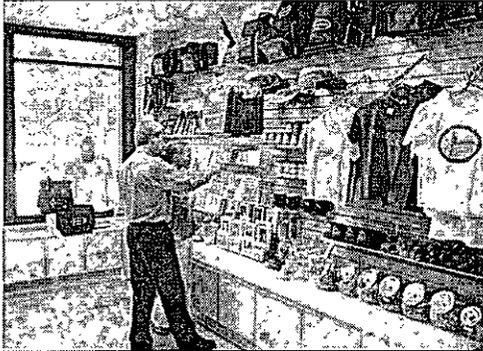
Conferences & Meetings

Goal: Increase industry partnerships by attending tourism and hospitality meetings which result in greater exposure and visibility for the Tallahassee area. Also includes professional development for staff and board members.

- Leisure:
 - Site visits, itinerary and group tour planning
- Meetings & Conventions:
 - Travel to SGMP, MPI, TSAE, FSAE, and other stakeholder groups
- Sports Council:
 - Florida Sports Foundation and Florida Recreation & Park Association
- Film:
 - Film Florida and Tallahassee Film Festival meetings
- Industry Relations:
 - Industry meetings such as Original Florida, Visit Florida, Big Bend Scenic Byway, and other industry related meetings, Governor's Tourism Conference, Florida Association of Convention & Visitors Bureaus
- Membership:
 - Member site visits, member meetings and events, recruitment, distribution and brochure fulfillment



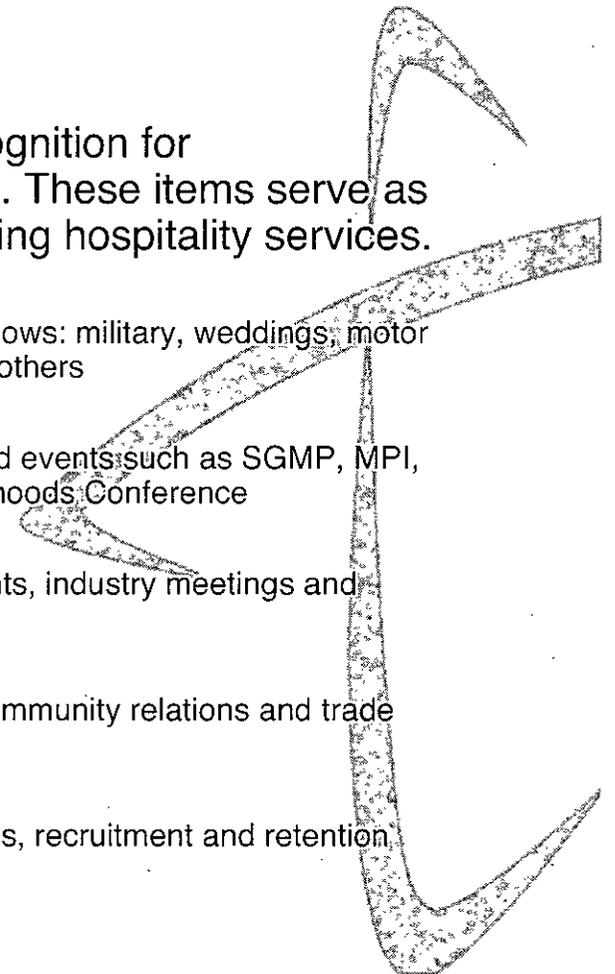
TACVB



Promotional Items

Goal: Increase visibility and brand recognition for Tallahassee, and the surrounding area. These items serve as a key element in providing award-winning hospitality services.

- Leisure:
 - Branded items for the following trade shows: military, weddings, motor coach, bus tours, reunions, alumni and others
- Meetings & Conventions:
 - Branded items for industry meetings and events such as SGMP, MPI, TSAE, FSAE, RCMA, Florida Neighborhoods Conference
- Sports Council:
 - Branded items for various sporting events, industry meetings and community relations
- Film:
 - Branded items for industry meetings, community relations and trade shows
- Membership:
 - Community sponsorships, special events, recruitment and retention premiums

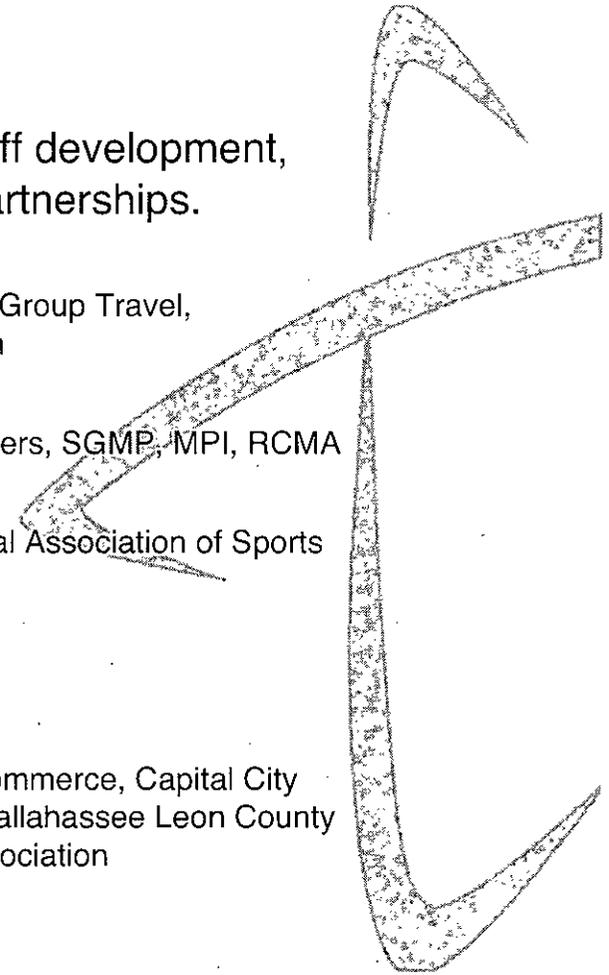


TACVB

Professional Partnerships

Goal: Provide the TACVB with an excellent source for staff development, networking, industry relations and developing strategic partnerships.

- Leisure
 - COCA, ABA, NTA, Bank Travel, Florida Motor Coach, Domestic Group Travel, Georgia/Florida/Alabama Motor Coach Association, Travel South
- Meetings & Conventions
 - TSAE, FSAE, FACVB, National Coalition of Black Meeting Planners, SGMP, MPI, RCMA
- Sports Council
 - Amateur Softball Association, Florida Sports Foundation, National Association of Sports Commissions, Florida Recreation & Parks Association
- Film
 - Film Florida
- Industry Relations
 - Visit Florida, Original Florida, SKAL, Tallahassee Chamber of Commerce, Capital City Chamber of Commerce, Leadership Tallahassee, DMAI, Keep Tallahassee Leon County Beautiful, University Center, Downtown Merchants Business Association



Targeted Results 2006-2007

TACVB

Group Sales Activities

No. of Groups Booked*	62
Room Nights Booked	7,474
Anticipated Direct Spending	\$2,598,658
Anticipated Economic Impact	\$4,103,006

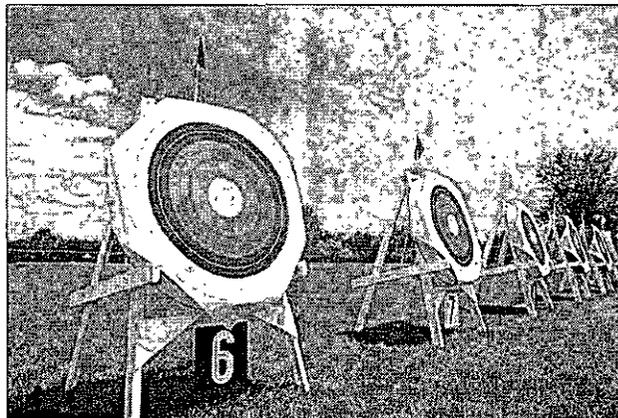
**"Booked" means they will occur this year or in subsequent years.*

No. of Visitors Hosted*	4,770
Room Nights Hosted	5,801
Direct Spending	\$2,043,167
Economic Impact	\$3,123,557

**"Hosted" means they have already occurred in this fiscal year.*

Sports

Total number of events	71
Room Nights	12,840
Visitors	32,442
Direct Spending	\$11,363,902
Economic Impact	\$17,045,852



2007-2008 Projections

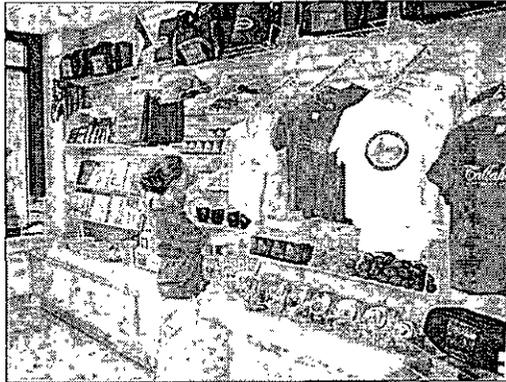
TACVB

Category	Department	Groups	R. Nights	Visitors	Days	Direct Spend.*	Econ. Impact**
Hosted Oct 07-Jan 08	Leisure	4	980	476	11	203,744	305,615
	Meetings & Conventions	4	555	335	18	246,012	369,019
	Sports Council-Grants	15	2,379	7,443	25	1,576,479	2,364,718
		23	3,914	8,254	54	2,026,235	3,039,352
Booked for Future 2008	Leisure	2	102	45	6	18,001	34,402
	Meetings & Conventions	13	5,628	1,383	399	1,035,385	1,553,078
	Sports Council-Major	3	1,830	3,188	9	1,275,064	1,912,596
	Sports Council-Grants	46	15,163	25,267	123	8,810,441	13,215,661
	Sports Council-Other	6	5,530	7,530	19	4,204,211	6,306,315
			70	28,253	37,413	556	15,343,102
Pending	Leisure	15	560	906	44	319,883	443,022
	Meetings & Conventions	13	6,167	5,415	39	2,377,452	3,566,178
	Sports Council-Major	2	3,750	10,000	4	2,666,800	4,000,200
		30	10,477	16,321	87	5,364,135	8,009,400
	Total Projected	123	42,644	61,988	697	22,733,472	34,070,804

*Direct Spending Multiplier of \$133.34

**US Dept. of Commerce Multiplier of 1.5

TACVB



2006-2007 – Visitor Services

Visitor Services

Web Site Sessions

213,972 unique visitors to www.VisitTallahassee.com
(207% increase over prior year)

Visitor Centers

78,710 visitors (12% increase over prior year)

Group Services

322 groups serviced representing 36,192 individuals receiving tourism information.
(20% increase in groups served over prior year)

2007-2008 Projections – Visitor Services

Experience Tallahassee FY 2007-2008*

Visitor Services

Web Site Sessions

20,000+ users monthly (30% increase over same period last year)

Visitor Centers (3)

5000+ visitors monthly (2% ahead of last year's inauguration numbers)

Group Services

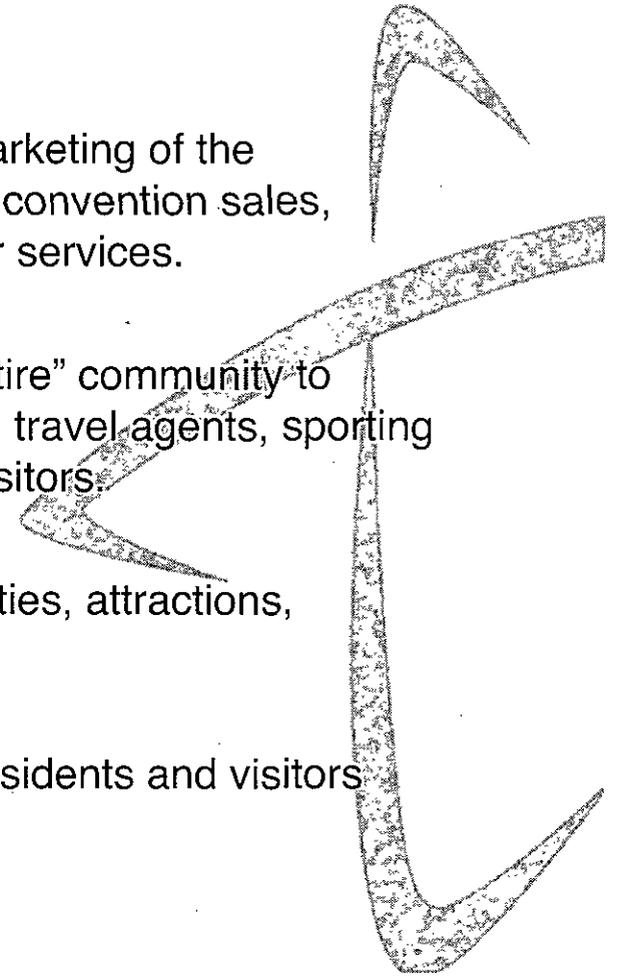
20 groups serviced monthly representing an average of 1200 individuals receiving information (30% more groups than last year)

*Averages are based on data collected October 1, 2007-January 31, 2008

TACVB

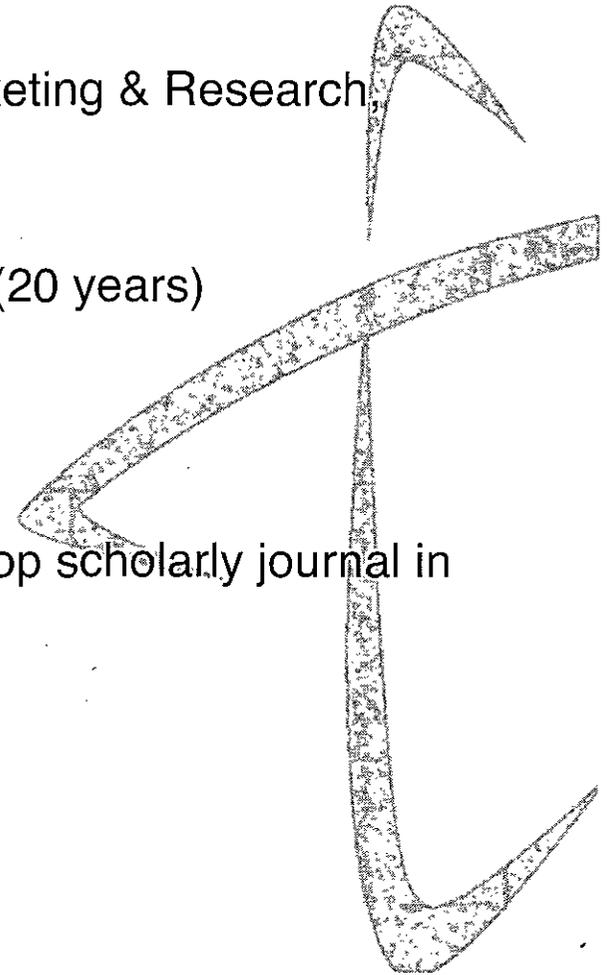
In a nutshell...

- ▶ The TACVB promotes the long-term development and marketing of the Tallahassee-Leon County area, focusing on meeting and convention sales, leisure tourism marketing, sporting events, film and visitor services.
- ▶ We create campaigns which market and promote our “entire” community to meeting professionals, business travelers, tour operators, travel agents, sporting event organizers, filmmakers, producers and individual visitors.
- ▶ We represent our members such as hotels, meeting facilities, attractions, restaurants and other providers serving travelers.
- ▶ We provide the best tourism and hospitality services to residents and visitors alike.



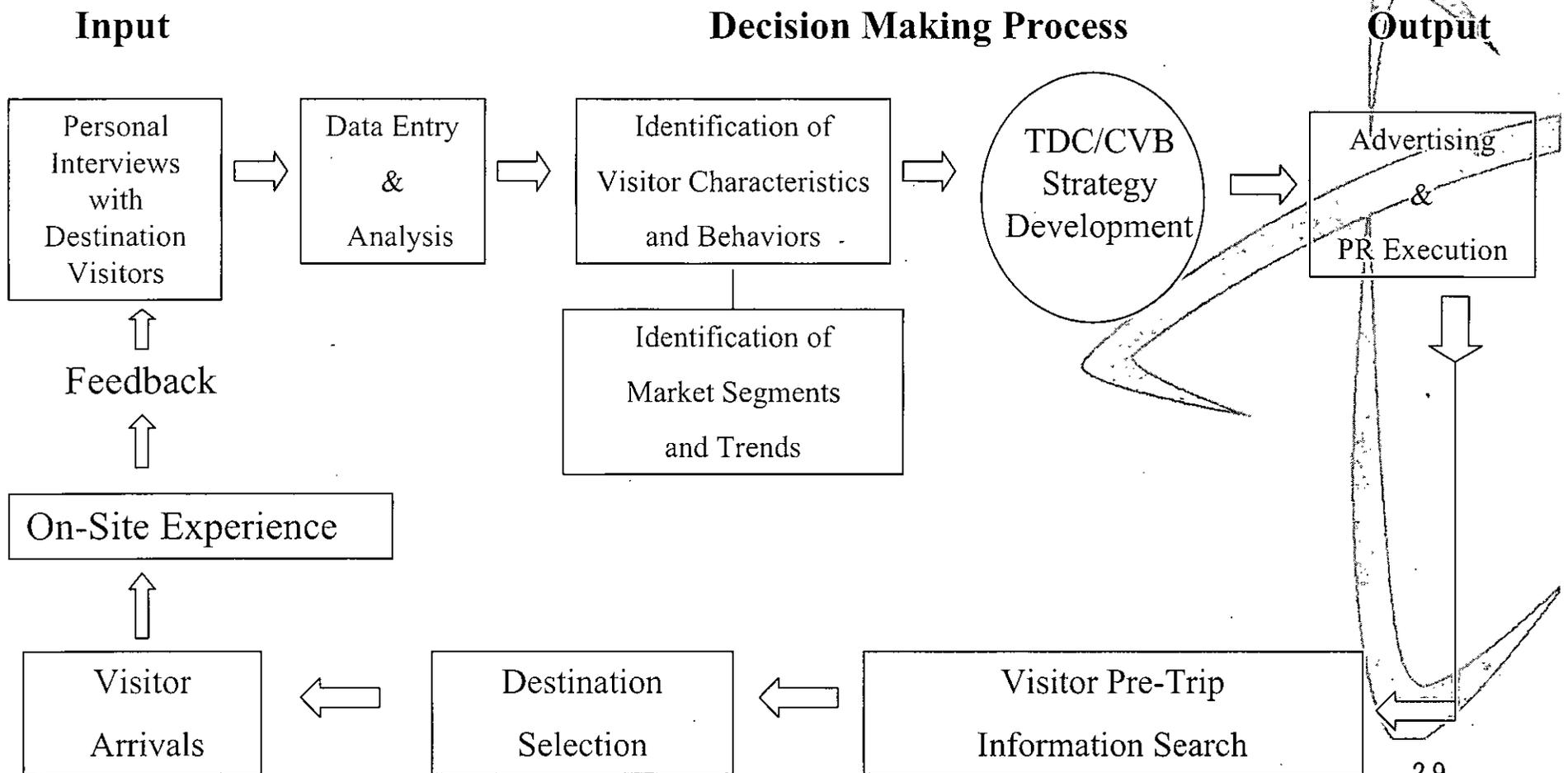
Research Program: Dr. Mark Bonn

- ▶ Ph.D. in Resource Development and Tourism Marketing & Research, Texas A&M University.
- ▶ Tenured Full Professor, College of Business, FSU (20 years)
- ▶ Dedman Professor in Services Management
- ▶ Associate Editor, *Journal of Travel Research* (the top scholarly journal in the travel, tourism and hospitality field).



Research

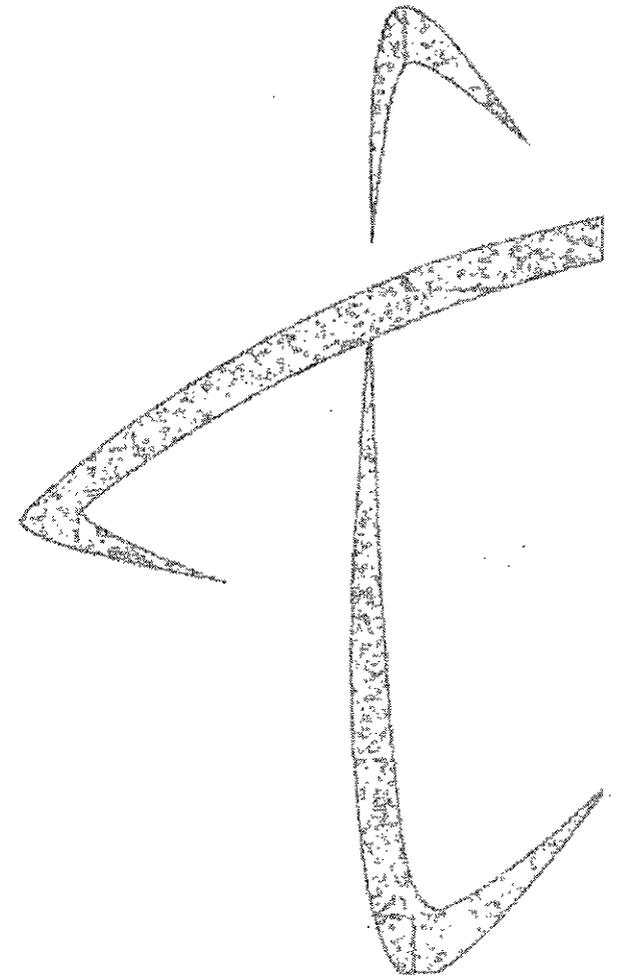
Research Process for Tourism Destination Development



Research

Key Objectives:

- ▶ Consumer Behavior Issues
- ▶ Trip Satisfaction
- ▶ Brand Image Perceptions
- ▶ Spending
- ▶ Internet Usage for Trip Planning
- ▶ Activities
- ▶ Willingness to Return
- ▶ ROI: Economic Impact



Research

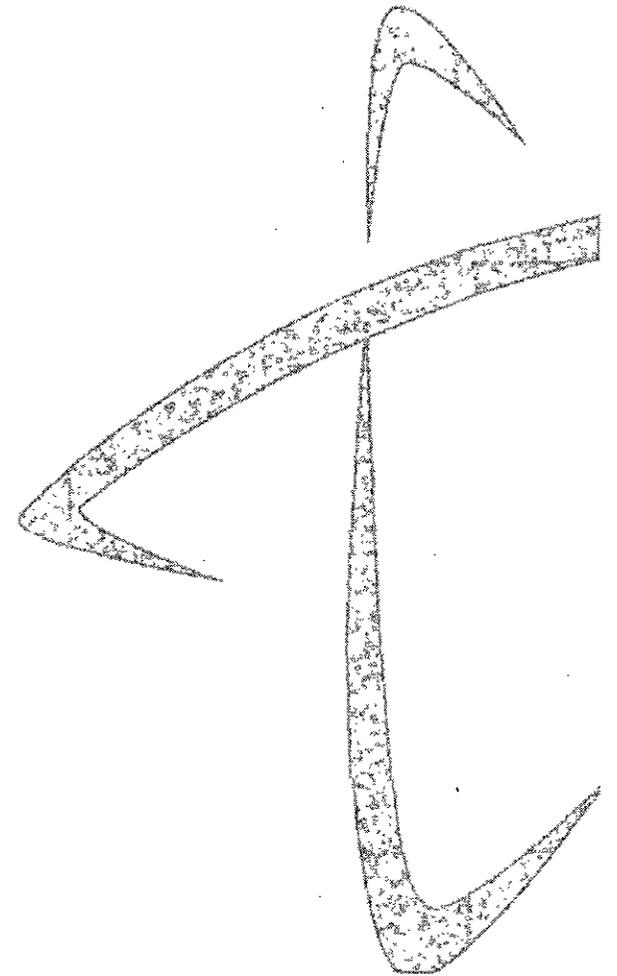
2007 Key Findings:

- ▶ 2.4 Million Visitors/Year
- ▶ \$641 Million in Spending
- ▶ \$186.43 Million supported in Salaries & Wages
- ▶ 15,103 Jobs Supported

Research

2007 Lodging Performance:

- ▶ 5,734 Units (3.2%)
- ▶ \$83 ADR
- ▶ 56% Occupancy Rate
- ▶ US, State and Local Trends Indicate:
Rising ADR's & Declining Occupancy



Research

Segmentation Opportunities:

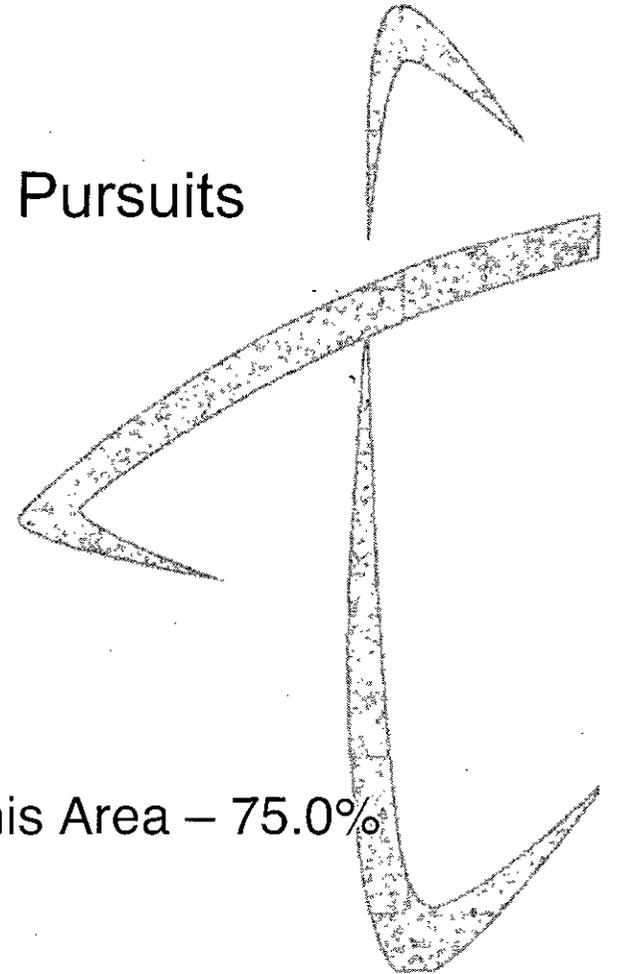
Ecotourism Market- Environmental Pursuits

Party Size – 2.59

Nights Spend – 2.32

Daily Expenditures - \$291.73

Frequently Seek Information about Traveling to this Area – 75.0%



Research

Segmentation Opportunities:

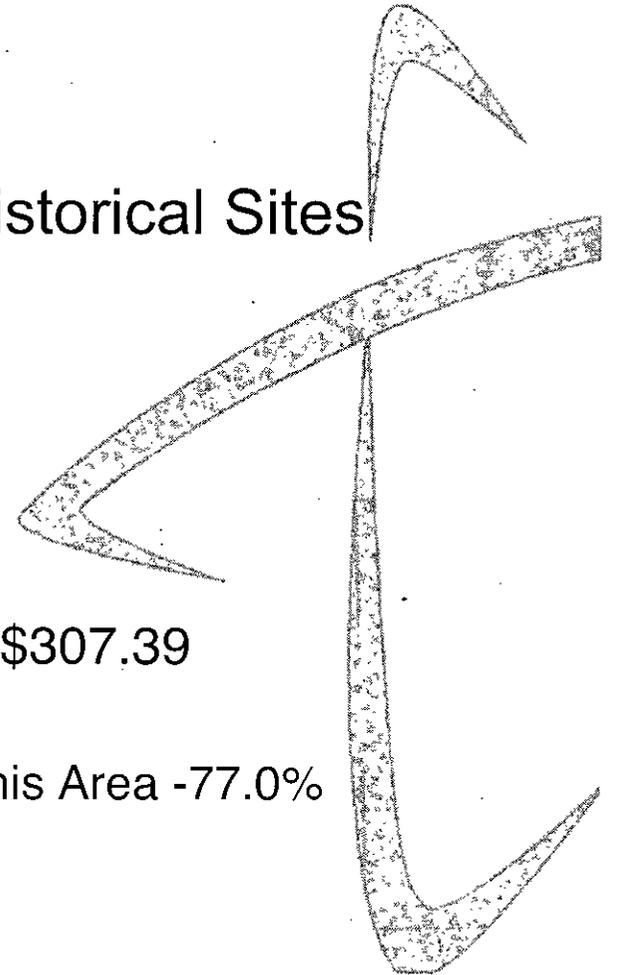
History & Culture Market: Museums/Historical Sites

Party Size – 2.96

Nights Spent – 2.61

Daily Expenditure Per Party Per Day - \$307.39

Frequently Seek Information about Traveling to this Area -77.0%



Research

Segmentation Opportunities:

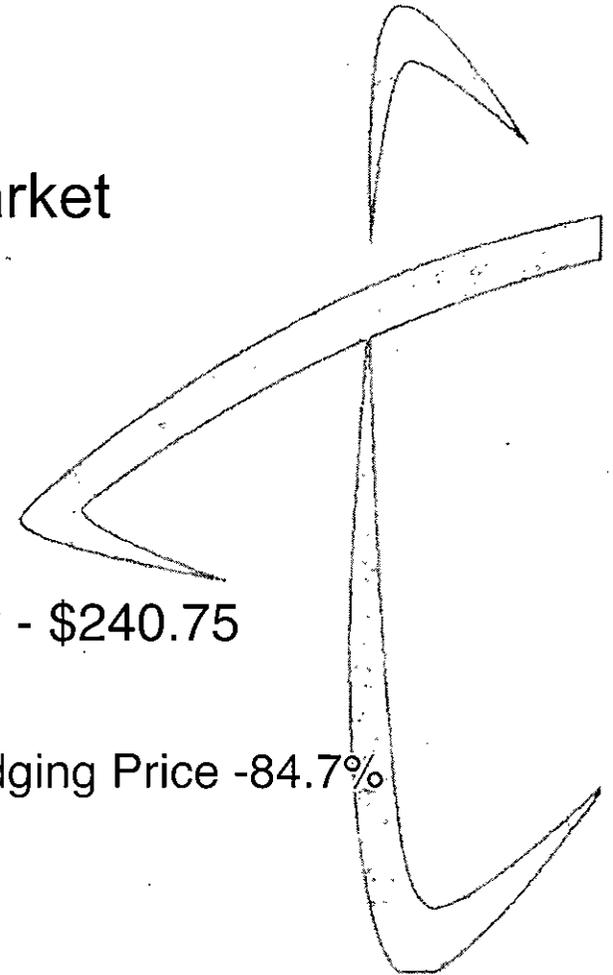
Conference & Meetings Market

Party Size – 1.80

Nights Spent – 1.90

Daily Expenditure Per Party Per Day - \$240.75

Frequently Seek On-Line Information about Lodging Price -84.7%

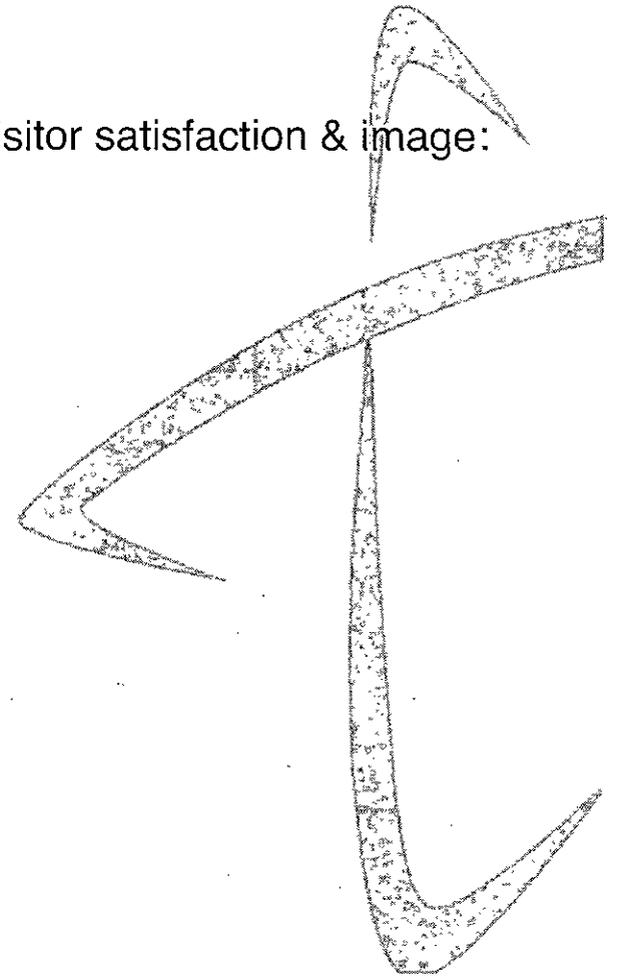


Research

Visitor Satisfaction & Image:

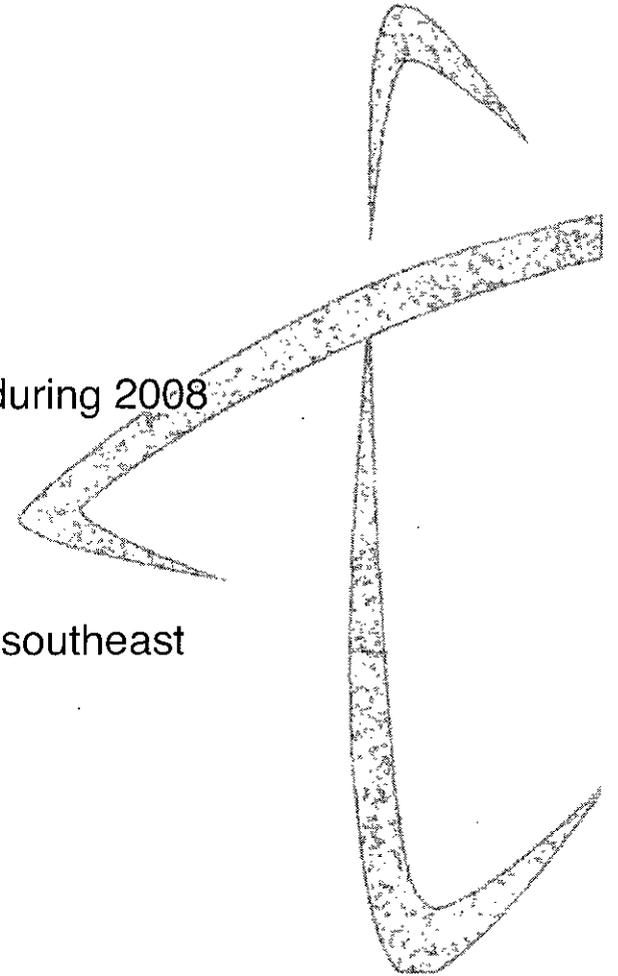
The following destination attributes are critical to positive visitor satisfaction & image:

- ▶ Value for the Dollar
- ▶ Overall Quality
- ▶ Perception of Environment
- ▶ Signage & Direction
- ▶ Service
- ▶ Activities
- ▶ Transportation



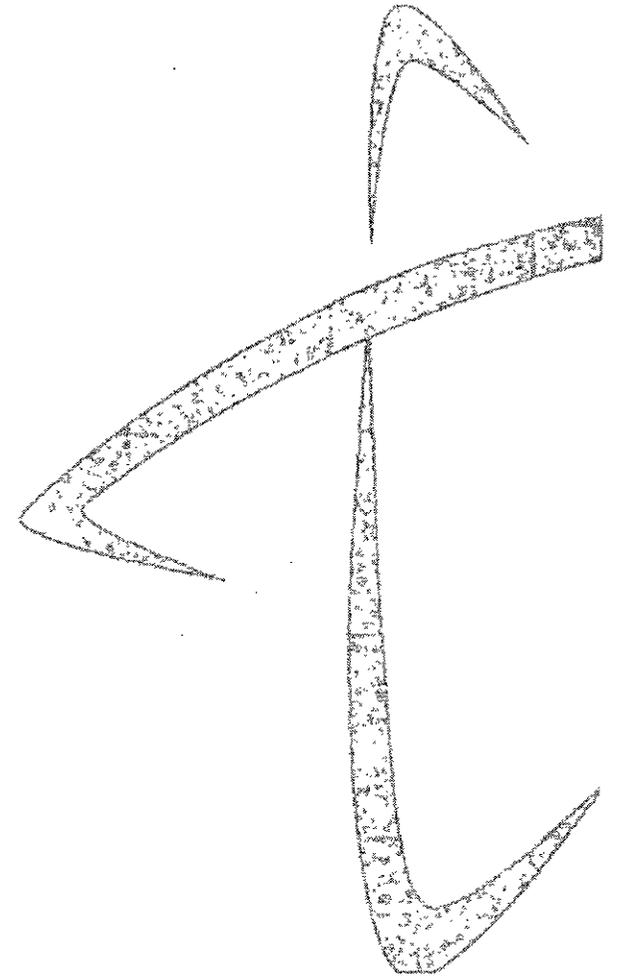
The Zimmerman Agency

- ▶ Founded in 1987 -- 20+ years
- ▶ \$140 million in billings
- ▶ 136 full-time professionals
- ▶ Focus on hospitality and travel
- ▶ Solution driven strategies
- ▶ 10 clients celebrate more than 10 years with the agency during 2008
- ▶ More than 500 creative awards in agency history
- ▶ Largest PR firm in Florida
- ▶ Largest independent hospitality PR firm in the U.S.
- ▶ Largest in-house interactive division of any agency in the southeast



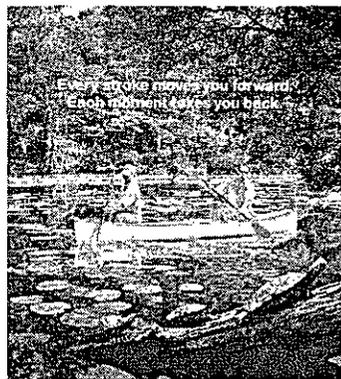
Advertising & PR Objectives

- ▶ Drive calls into visitor center
- ▶ Build traffic to website
- ▶ Pull auto travelers off I-10
- ▶ Entice out-of-town visitors for special events
- ▶ Get comprehensive stories written about the area
- ▶ Involve local residents in tourism effort
- ▶ Support TACVB direct sales efforts
- ▶ Increase overall visitation levels



Advertising

- ▶ Leisure Travelers
 - VISIT FLORIDA Co-ops
 - Southeast Tourism Society Co-ops
 - Southern Living
 - AAA Travel Guides

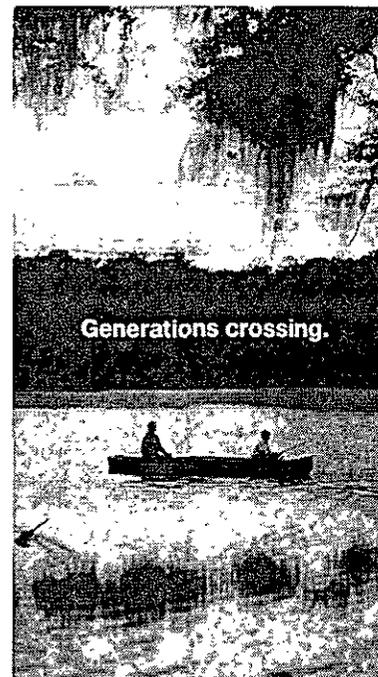


Every day is moving you forward.
Each moment is yours to enjoy.

Slow down, kick back and enjoy the simpler things in life along the winding rivers, rolling hills, and tree-lined trails that have made Tallahassee famous. Call to find out more about the natural wonders you'll discover in Florida's capital city.

TALLAHASSEE
FLORIDA'S CAPITAL CITY

1-877-761-6143
VisitTallahassee.com

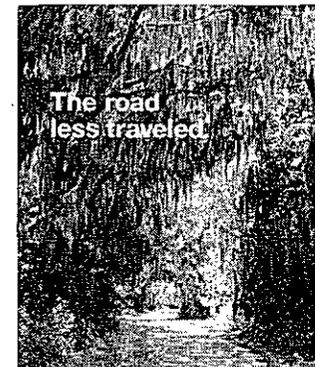


Generations crossing.

Surround yourself with an array of angling options ranging from lakes, rivers and flats to nearby deep-sea fishing when visiting Florida's capital city.

TALLAHASSEE
FLORIDA'S CAPITAL CITY

1-800-628-2866 | VisitTallahassee.com



The road less traveled.

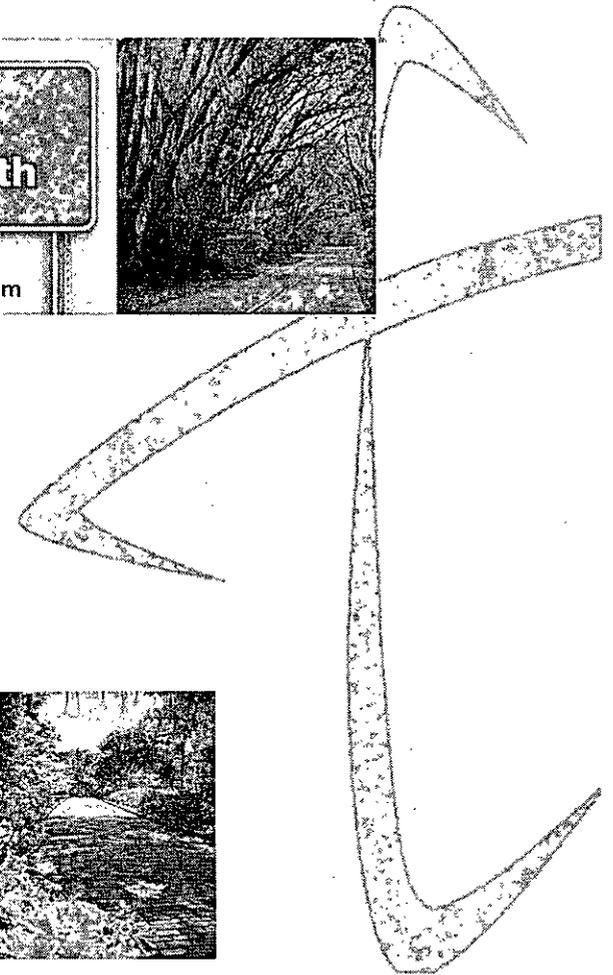
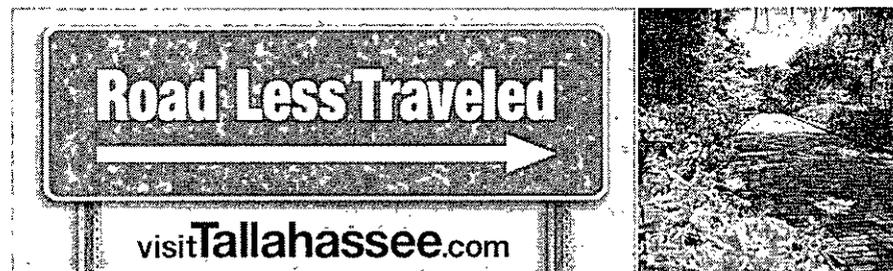
Experience sun-dappled mornings, breezy afternoons and fresh air evenings amidst the winding roads of Florida's capital city.

TALLAHASSEE
FLORIDA'S CAPITAL CITY

1-800-628-2866
VisitTallahassee.com

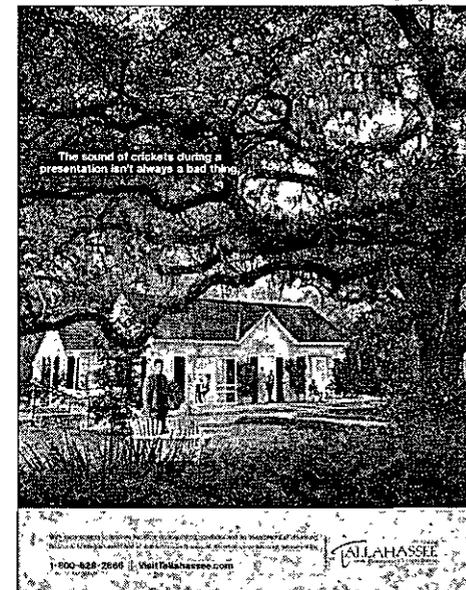
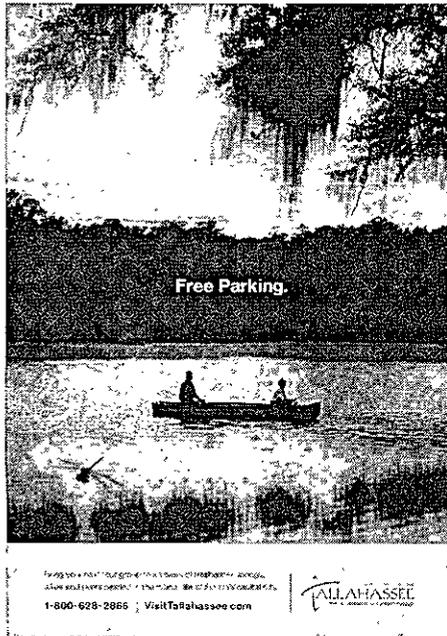
Advertising

- ▶ I-10 Auto Travelers



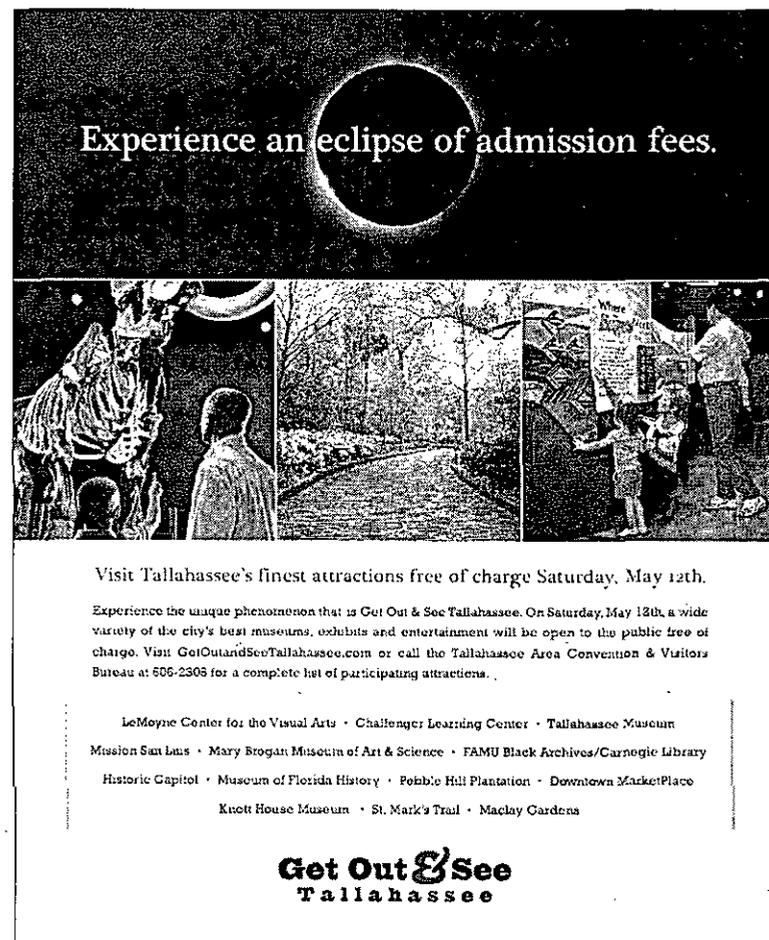
Advertising

- ▶ Group Planners
 - Group Meeting Planners
 - Film Location Managers
 - Motorcoach Operators



Advertising

- ▶ Local Residents
 - Get Out & See Tallahassee



Experience an eclipse of admission fees.

Visit Tallahassee's finest attractions free of charge Saturday, May 12th.

Experience the unique phenomenon that is Get Out & See Tallahassee. On Saturday, May 12th, a wide variety of the city's best museums, exhibits and entertainment will be open to the public free of charge. Visit GetOutandSeeTallahassee.com or call the Tallahassee Area Convention & Visitors Bureau at 904-2306 for a complete list of participating attractions.

LeMoyne Center for the Visual Arts • Challenger Learning Center • Tallahassee Museum
Mission San Luis • Mary Brogan Museum of Art & Science • FAMU Black Archives/Carnegie Library
Historic Capitol • Museum of Florida History • Poinsett Hill Plantation • Downtown MarketPlace
Knott House Museum • St. Mark's Trail • MacLay Gardens

Get Out & See
Tallahassee

Public Relations

- ▶ \$1 Million in Ad Equivalency
- ▶ 117 Million Combined Print Publicity
 - Wall Street Journal
 - Atlanta Journal-Constitution
 - Washington Post
 - Southern Living
 - Miami Herald
 - Delta Sky
 - Tampa Tribune
 - Mature Living
- ▶ \$88,000 In-kind Services

10:1 roi

The Washington Post



Tallahassee:
Not the Florida
You Know

It is not just a matter of the city's name being misspelled, but of the city's identity being misunderstood. Tallahassee is not the Florida you know. It is a city of history, culture, and natural beauty. The city's name is a reflection of its rich heritage and its unique character. The city's identity is a reflection of its people and its values. The city's name is a reflection of its history and its future. The city's identity is a reflection of its present and its potential.

Time can stand still in Tallahassee



OFF THE BEATEN TRACK

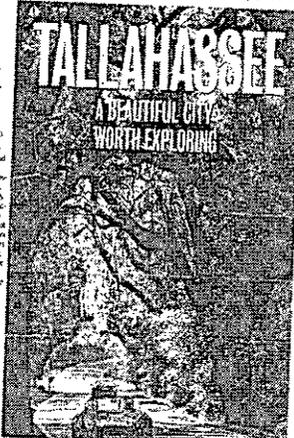
Tallahassee

A popular and picturesque Florida city, Tallahassee is a hidden gem. The city is known for its rich history and its beautiful scenery. The city's name is a reflection of its unique character and its rich heritage. The city's identity is a reflection of its people and its values. The city's name is a reflection of its history and its future. The city's identity is a reflection of its present and its potential.



It is a beautiful city, worth exploring. The city is known for its rich history and its beautiful scenery. The city's name is a reflection of its unique character and its rich heritage. The city's identity is a reflection of its people and its values. The city's name is a reflection of its history and its future. The city's identity is a reflection of its present and its potential.

The Greenville Sun



Time can stand still in Tallahassee

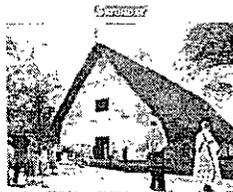


Public Relations

- ▶ Get Out & See Tallahassee (GOAST)
 - \$20,000 Comcast Sponsorship
 - 11 Democrat Hits
 - 10 Radio Promotions and Remotes
 - Record Web Visitors - VisitTallahassee.com Splash Page
 - Waived Admissions at 14 Local Attractions
 - Signage, Guides/Maps, Flyers, Marquees, Manpower

TALLAHASSEE DEMOCRAT

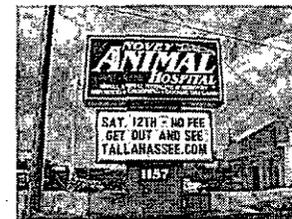
BEST BETS



After a long search for a new home, the city of Tallahassee has found a new home for the city's historic landmarks. The city has purchased the historic building at 11157...

The city has purchased the historic building at 11157...

Z



Public Relations

▶ Get Out & See Tallahassee

- Mary Brogan: “lost count after 4,000”; 23 new family memberships
- Tallahassee Museum: 3,200 compared to typical Saturday’s 350
- Museum of Florida History: 900 visitors; NINE times normal Saturday
- Knott House: 10 times the traffic, three times the tours; a record
- Challenger Center: sold out all but one planetarium show
- LeMoyne: nine times normal attendance
- Historic Capitol: 320 visitors; quadrupled average
- Mission San Luis: tripled attendance; increased gift shop sales
- Pebble Hill: doubled attendance; higher than GOAST 2005

Get Out & See
Tallahassee

Public Relations

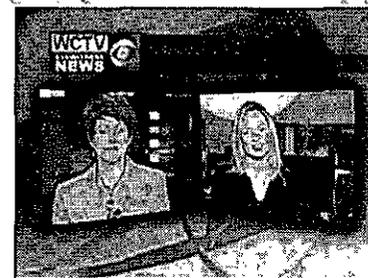
▶ Broadcast Features -- More than 166 Million Households

- History Channel
- Florida Roadtrip
- Local

- Inauguration
- Usual Suspects
- GOAST

- Out-of-Town Guests: Thanksgiving
- New Year's Resolutions
- New Automobile Museum

- TACVB Annual Meeting
- FIT Festival
- In the Spotlight



Public Relations

▶ Broadcast Merchandising -- More than 7 Million Listeners

- Jacksonville
- Albany
- Savannah
- Columbus
- Macon
- Valdosta
- West Palm Beach





Special Event Grants

Special Event Grants FY2006/2007

	\$ Requested	\$ Awarded	# Of Events	Estimated Visitors	Room Nights	Economic Impact
Cultural	\$97,597	\$57,750	20	9,548	1,855	\$4,129,406
General	\$82,198	\$33,925	23	6,485	3,286	\$3,383,969
Sports	\$275,834	\$185,234	82	32,399	12,792	\$16,940,247
Sponsorships	\$13,171	\$7,646	8	245	200	\$71,004
TOTAL	\$468,800	\$284,555	133	48,677	18,133	\$24,524,626

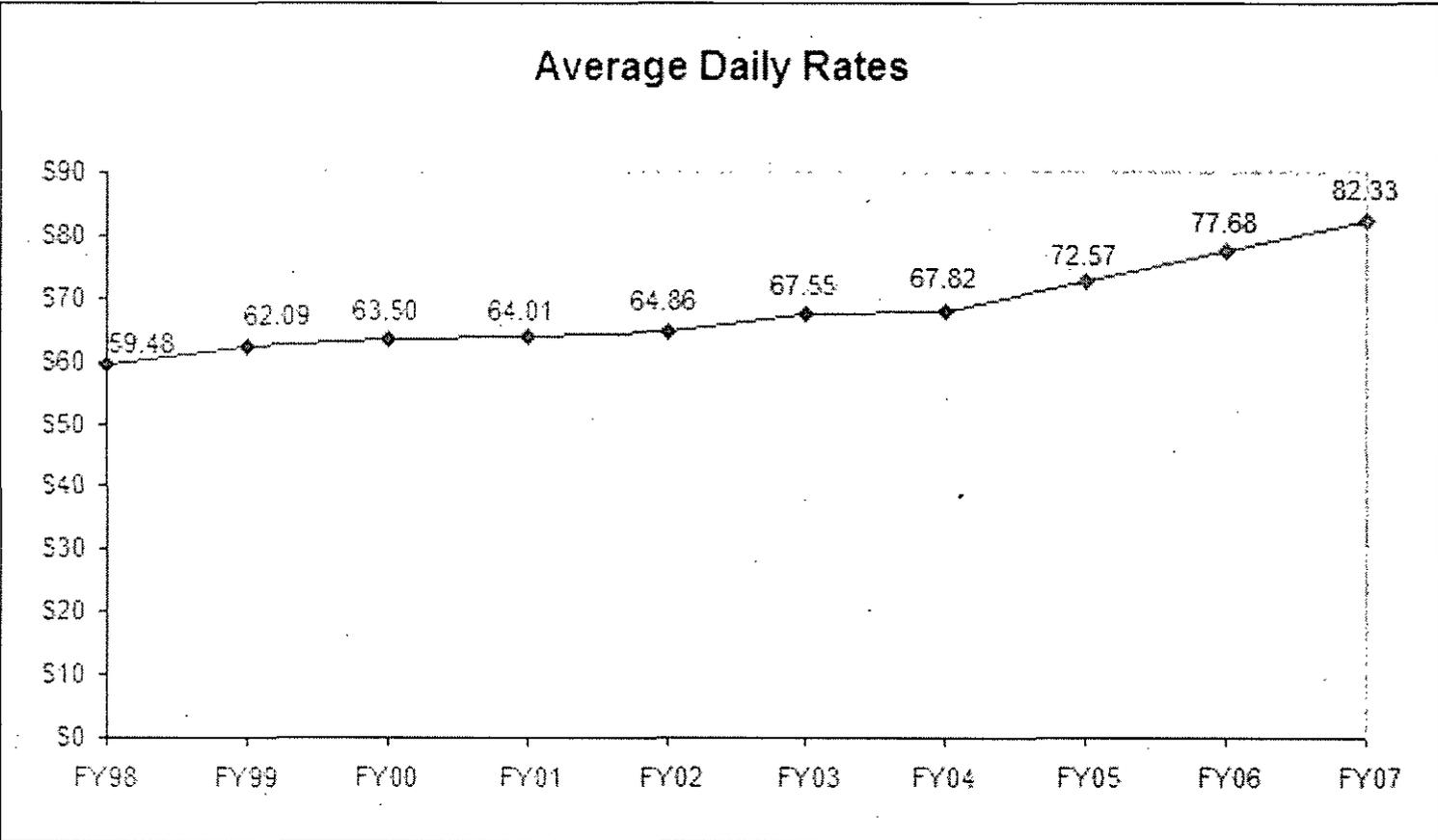
Special Event Grants

Special Event Grants FY2007/2008

	\$ Requested	\$ Awarded	# Of Events	Estimated Visitors	Room Nights	Economic Impact
Cultural	\$71,798	\$30,499	16	7	7	\$1,400
General	\$85,923	\$43,300	23	339	273	\$235,012
Sports	\$390,400	\$234,450	76	2,379	304	\$587,829
Sponsorships	\$26,000	\$26,000	2	92	221	\$92,005
TOTAL	\$574,121	\$334,249	117	2,817	805	\$916,246

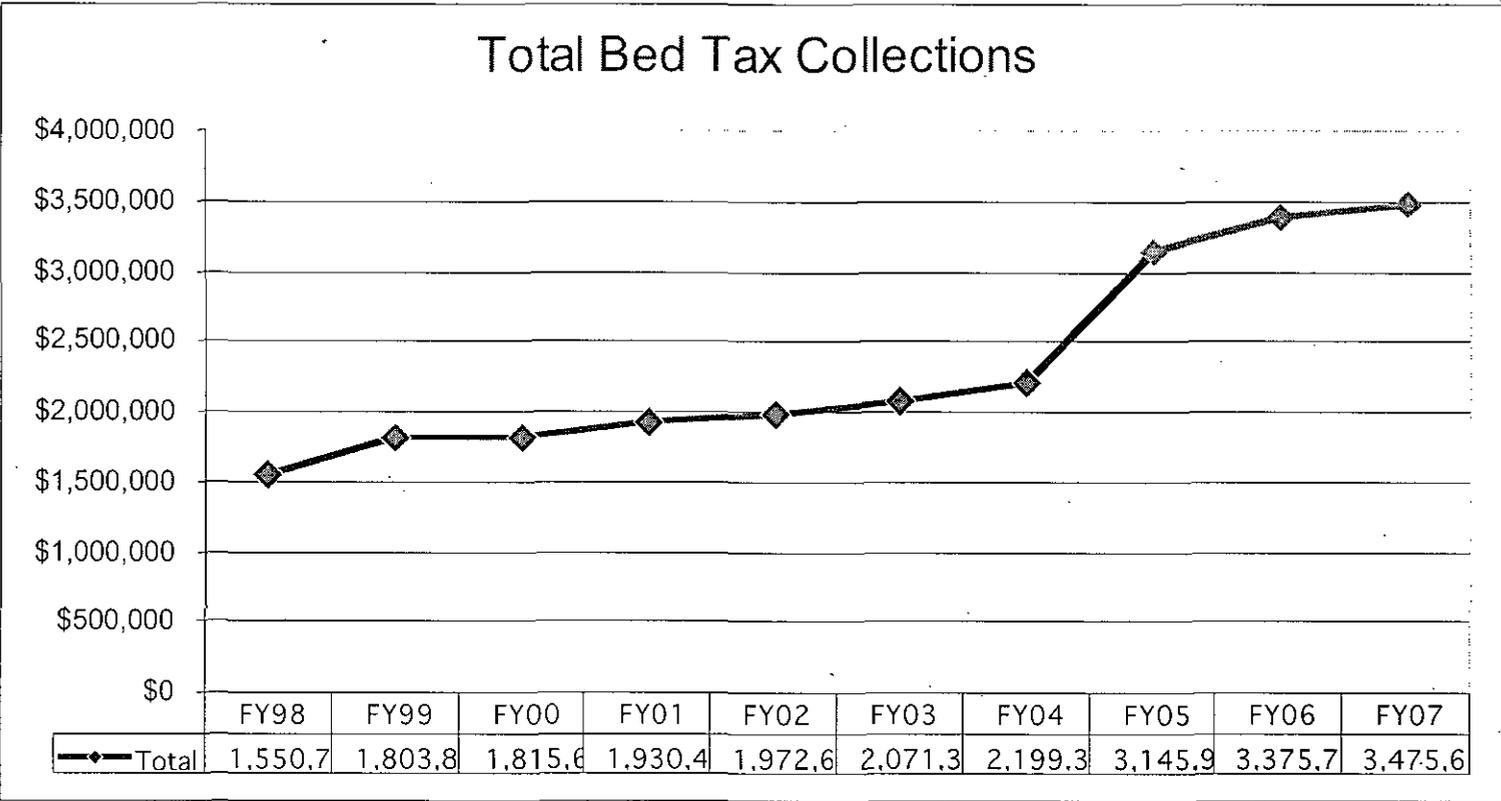
* Estimated Visitors, Room Nights, and Economic Impact reflect events that have occurred through December 31, 2007.

Industry Tracking

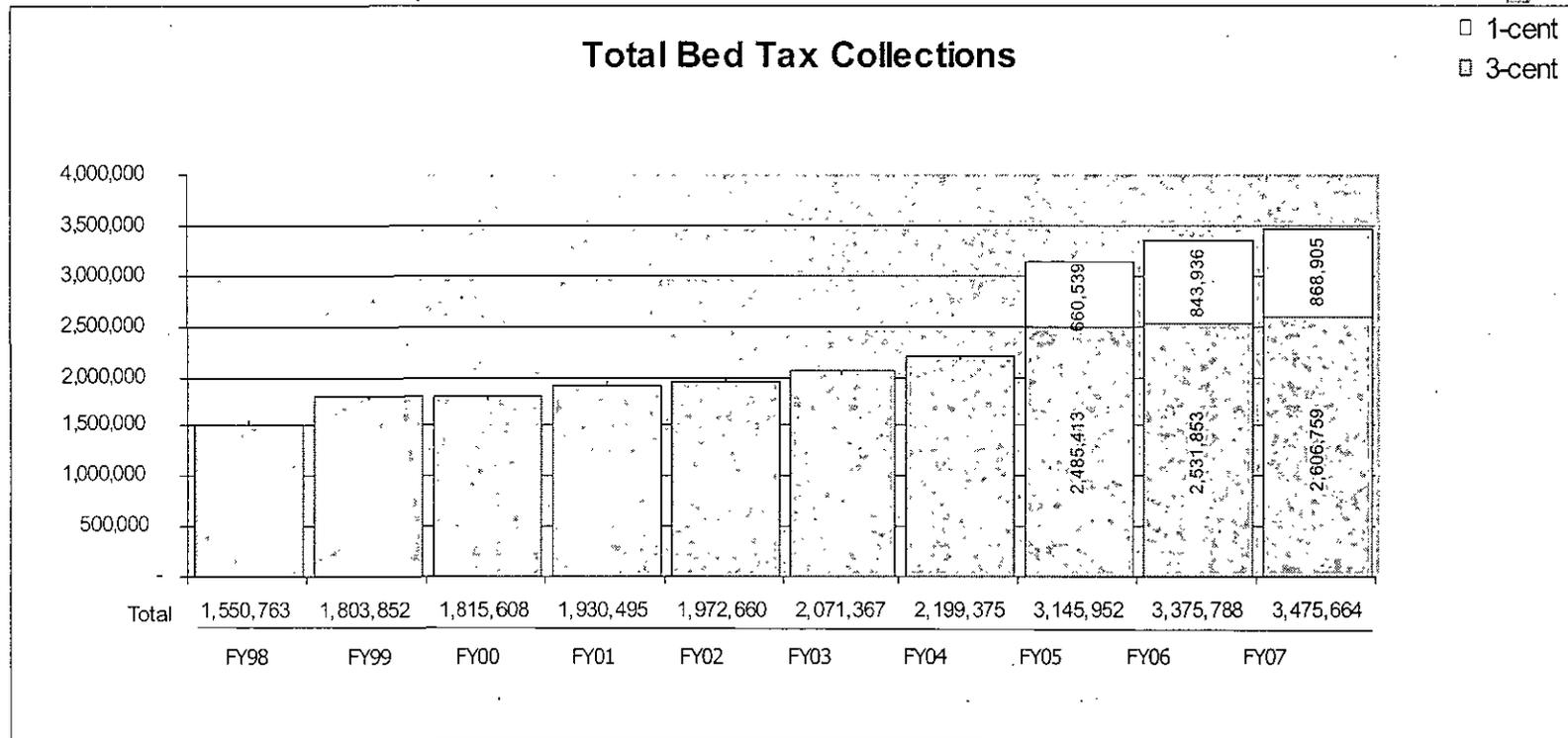


October 1 through September 30 fiscal year

Industry Tracking



Industry Tracking



HOW TOURISM DOLLARS ARE SPENT

TRAVELERS



AIR

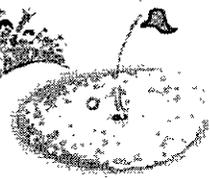
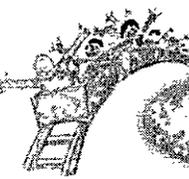
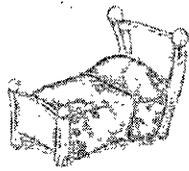
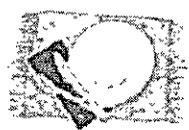
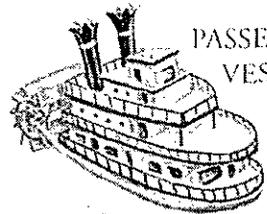
MOTORCOACH

TRAIN

RENTAL CAR

RV

PASSENGER VESSEL



TRAVEL AGENCY

MEETINGS/ CONVENTIONS

GAS

FOOD

CAMPGROUND

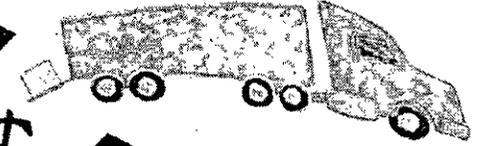
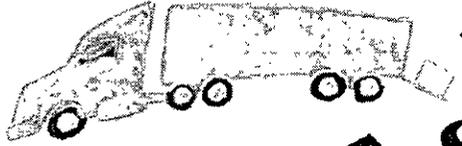
LODGING

AMUSEMENT

RECREATION

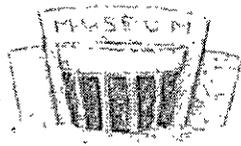
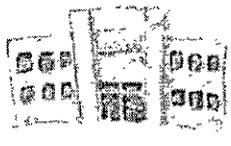
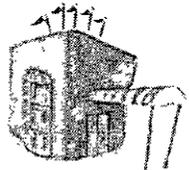
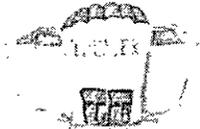
ENTERTAINMENT

WAGES, SALARIES, PROFITS, TAXES



OUTSIDE GOODS & SERVICES

LOCAL GOODS & SERVICES



THEATER

SPORTS

SHOPPING

SCHOOL

MUSEUM

BANK

BAKERY

FARM

2007 Results

- ▶ 2.4 Million Visitors
- ▶ \$641 Million in Spending
- ▶ \$186.43 Million supported in Salaries & Wages
- ▶ 15,103 Jobs Supported

