

Ordinance Number 95-15

AN ORDINANCE AMENDING CHAPTER 11 OF THE CODE OF LAWS OF LEON COUNTY, FLORIDA; AMENDING SECTION 11-47 RELATING TO TOURIST DEVELOPMENT PLAN FUNDING; AMENDING EXHIBIT A RELATING TO THE LEON COUNTY TOURIST DEVELOPMENT COUNCIL MARKETING PLAN EXECUTIVE SUMMARY; PROVIDING FOR ORDINANCES IN CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF LEON COUNTY, FLORIDA, that:

1            Section 1.     Section 11-47 of the Code of Laws of Leon County, Florida, is hereby  
2 amended to read as follows:

3            **Section 11-47. Tourist development plan funded.**

                 The tax revenues received pursuant to this article shall be used to fund the Leon  
5            County Tourist Development Plan, which is attached hereto as Exhibit A and  
6            which is hereby adopted and incorporated into this article.

7            Section 2.     Conflicts.

8            All ordinances or parts of ordinances in conflict with the provisions of this ordinance are  
9 hereby repealed to the extent of such conflict, except to the extent of any conflicts with the  
10 Tallahassee-Leon County 2010 Comprehensive Plan as amended, which provisions shall prevail  
11 over any parts of this ordinance which are inconsistent, either in whole or in part, with the said  
12 Comprehensive Plan.

13           Section 3.     Severability.

14           If any word, phrase, clause, section or portion of this Ordinance shall be held invalid or

1 unconstitutional by a court of competent jurisdiction, such portion or words shall be deemed a  
2 separate and independent provision and such holding shall not affect the validity of the remaining  
3 portions thereof.

4 Section 4. Effective Date.

5 This Ordinance shall have effect upon becoming law.

6 BOARD OF COUNTY COMMISSIONERS  
7 LEON COUNTY, FLORIDA

8  
9 BY:

*Rudy Maloy*  
Rudy Maloy, Chairman

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12 ATTEST:

13  
14 Dave Lang  
15 Clerk of the Circuit Court



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18 BY:

*Dave Lang*

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21 APPROVED AS TO FORM

*Herbert W.A. Thiele*

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27 Herbert W.A. Thiele, Esq.  
28 County Attorney

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*Public Hearing*  
*9.12.1995*

**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
MARKETING PLAN  
EXECUTIVE SUMMARY**

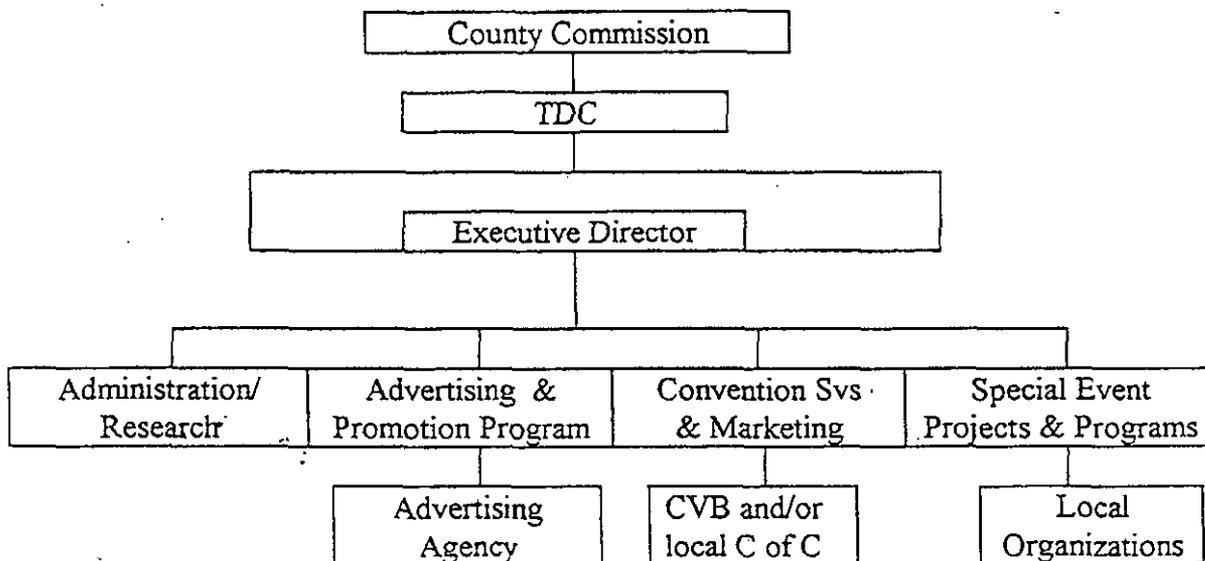
The marketing plan contained herein to become the ten-year blueprint to guide the activities of the Leon County Tourist Development Council (TDC). The goal of the plan is to increase the number, length of stay and expenditures of visitors to Leon County in pursuit of business, conference/convention experience or pleasure.

The marketing plan will encompass the following elements: (1) advertising and public relations/promotion; (2) convention and services and direct marketing; (3) special projects and events; (4) research; and (5) administration. The initial budget for these combined activities is estimated to be greater than one million dollars. The budget allocations for these elements shall be limited to the percentage ranges listed, and in no case, shall the total of all budget allocations for these elements exceed 100 percent of the annual estimated revenue budget as approved by the TDC and the Commission.

Research and Administration	15 - 25%
Advertising	15 - 30%
Direct Marketing/convention services	40 - 60%
Special Projects/Events	5 - 15%

It is the intent of the TDC and County Commission that excess funds accumulated annually in the Reserve for Fund Balance/Contingencies shall be used in non-budgeted tourism promotion situations, such as natural disasters, emergencies, or unanticipated opportunities.

The organizational chart of the TDC is presented below.



The TDC is authorized to hire a staff director who will coordinate the activities conducted by the organization. The Council has the authority to retain professional consultants administered by staff to handle advertising, public relations, research and other marketing functions. The staff director is also responsible for coordinating with community groups interested in promoting visitor business.

Research will identify the size and scope of our target market and help to refine the creative message we intend to convey. The plan will encompass a creative identity to be projected consistently to this target market. Advertising messages will be created and produced to increase awareness of Leon County as a destination for business, convention and vacation travel. The plan will encourage the creation and marketing of special events that enhance the image of Leon County as a desirable visitor destination.

## Administration

The TDC will hire a director and support staff as necessary to handle administrative matters and to carry out the policies of the council. The responsibilities of the director will include but not be limited to the following.

1. Ensure all programs and monitor activities comply with state and local statutes and ordinances.
2. Direct, coordinate and monitor activities of all professional firms or vendors under contract to the TDC.
3. Coordinate and act as liaison to all local organizations involved with convention and visitor development including Chamber, CAVB, arts groups, state and local tourist agencies, hotel , and restaurant associations, etc. Also work with local, state, and regional media to effectively communicate TDC programs to the public and to convey the importance of increased visitor business to the local economy.
4. All other duties as assigned by the TDC.

The administration arm of the TDC may be buttressed by additional staff from the Chamber, the CAVB or other organizations, where appropriate . It is the intention of the

TDC to maximize coordination among visitor development staffs of various civic and private organizations for the overall achievement of our community visitor goals.

### Research and Analysis

The goal of research is to accurately target TDC expenditures for maximum effectiveness by creating the most effective message for the most appropriate markets. The TDC will seek to generate information from potential visitors which can be utilized in developing our marketing strategies. The information will be gathered by interviews with visitors at hotels, airports, business conferences and conventions, and special events. Interviews also will be conducted with visitors in key target cities like Atlanta and Miami to determine their perceptions of Tallahassee as a destination for convention, vacation, business, etc.

Questions will be asked and research analyzed on items such as length of stay, money spent, demographic considerations and interests in specific activities, etc.

Research will be the basis for the TDC marketing plan. It will establish an initial benchmark from which to measure our success with our advertising, promotion and direct sales strategies. Research will provide the necessary information to make course corrections in the marketing strategy.

## Advertising

Advertising is an important component in the marketing plan and ad dollars will comprise at least 15 - 30% of the total budget. An advertising agency will be retained by the TDC after a thorough search of appropriate firms is conducted. The agency will be responsible for developing a creative image of Tallahassee that will be uniformly projected in all the visitor-related advertising (including logo, theme, slogan, TV, radio, print, etc.)

The agency, as directed and coordinated by the TDC and staff, will be responsible for the following tasks:

1. Consumer advertising in state, regional and national newspaper, magazines TV and outdoor;
2. Advertising directed at travel agent marketplace including direct mail, trade publications, etc;
3. Advertising to national trade associations of meeting planners and conventions;
4. Cooperative advertising programs with hotel, airlines, attractions, etc.

## Public Relations Activities

A public relations firm should be retained by the TDC to perform the following functions:

1. Develop a public relation strategy consistent with the goals of the TDC plan.
2. Develop and coordinate promotions to support advertising effort.
3. Develop and coordinate promotions with the local hotels, airlines, rental car agencies, restaurants, and convention facilities.
4. Develop and implement publicity strategy for key markets.
5. Coordinate with advertising agency to design and produce sales and support materials including:
  - Area guidebook
  - Rack brochures
  - Travel Agent posters
  - Meeting and convention planners facilities guide
  - Press kit shells
  - Other materials as needed
6. Design and implement strategy to communicate with local citizens the achievements and goals of the TDC.
7. Develop and coordinate strategy to support advertising and publicity efforts.

8. Promotions with local airlines, hotels, car rental agencies.

### **Direct Sales and Marketing**

Direct marketing is a very important component of the TDC's marketing plan. It is vital to effectively mesh the direct marketing efforts with the advertising and public relations strategies in order to be successful in winning convention and visitors business. Direct marketing involves a host of activities directed at meeting of convention planners, mailing information to them and developing an effective package to offer them. It involves joining associations of meeting planners and similar organization and becoming actively involved with them. It also involves doing a good job of servicing these groups when they come to Leon County. It will be important for the TDC staff director to work closely with local groups, especially the Chamber and the Convention and Visitors Bureau, in maximizing the direct marketing efforts. The advertising and public relations agencies will be supportive in making sure our printed materials, ad, and publicity are cohesive and effectively communicate the message.

### **Convention Services**

An essential ingredient in marketing conventions to prospects is the quality of services rendered. An incredible number of details must be efficiently handled to make a convention a success: hotel rooms, air and ground transportation, secretarial services, catering, etc. The TDC must be prepared to coordinate and streamline this process for the

convention process. The capabilities of our convention services staff will have an important bearing on repeat and referral business.

### Special Events - Coordination with Local Groups

The TDC has set aside 5 - 15% of the overall budget to work with local groups and organizations on meritorious projects which may directly benefit the visitor industry. The TDC and its staff will entertain requests for funding promotion dollars for events designed to increase visitor and convention business. The TDC will fund these promotions in the event they are consistent with the goals as adopted in this plan and insofar as the budget permits.

### Summary

This marketing plan is the product of many hours of individual, sub-committee and full committee work. Subsequent to adoption, it should not be easily amended. The members of the TDC believe this plan should comprise the marketing direction for the next ten years for Leon County. Naturally, advertising, direct sales and public relations strategies will change focus from time to time and be re-directed as our market grows and expands. It is the firm conviction of the TDC, however, that the monies raised by taxing hotel and motel rooms should be used for promoting visitor and convention business and not for other purposes. By adhering to this general plan we can effectively promote this county to our target markets and successfully compete with the other SMSAs in Florida seeking additional visitors and their expenditures.