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Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday May 2, 2024, 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 – **Michelle Personette, Chairperson**
- II. Request for Additional Agenda Items – **Michelle Personette**
- III. Public Comment
- IV. Items for Consent Approval – **Michelle Personette**
 - February 1, 2024 and March 8, 2024 Meeting Minutes (T1)
 - Financial Reports: Division Budget FY 2024 YTD and the Tourism Development Tax Collections and Smith Travel Report (T2)
 - Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports (T3)
- V. General Business – **Michelle Personette**
 - Downs & St. Germain Research - 2024 Q2 Quarterly Report (T4)
 - FY2025 Proposed Budget (T5)
 - FY2025 Proposed Sales Plans (T6)
 - FY 2025 Proposed Grant Program Updates (T7)
 - Conference Center/Meeting District Action Plan Update
 - Concert Update
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director's Report – **Kerri Post**
 - National Tourism Week Breakfast Mtg. - Tues, May 21, 8:30-10am - Drury Plaza Hotel
 - 2026 World Athletics Cross Country Championships
 - Bicentennial Reunions Program Update (T8)
 - Proposed TDC Support Letter for proposed new Amtrak Route (T9)
- VII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
July 11, 2024
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, February 1, 2024, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

The Leon County Tourist Development Council met for a regular meeting with Chairperson Michelle Personette presiding. Council members present were City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, County Commissioner Bill Proctor, Russell Daws, Matt Thompson. Liaison member present: Amanda Heidecker. Participating (telephonically) Joshua Brock, Carolanne Savage, Emily Johnson – Truitt, and Liaison member Kathleen Spehar.

Tourism Staff present: Kerri Post, Jon LaBarre, Katie Kole, Scott Lindeman, Aundra Bryant, Renee Jones, Janet Roach, Vel Johnson, Bryan Smith, Wendy Halleck, Julie Trezek and Shelby Bishop.

Call to Order – Michelle Personette, Chairperson called the meeting to order at 9:04 a.m.

Chairperson, Michelle Personette asked for a motion for Joshua Brock, Carolanne Savage, Emily Johnson – Truitt, and Liaison member Kathleen Spehar to participate telephonically.

Commissioner Williams - Cox, moved, duly seconded by Commissioner Richardson to allow to Joshua Brock, Carolanne Savage, Emily Johnson – Truitt, and Liaison member Kathleen Spehar to participate telephonically. The motion passed unanimously 6-0.

I. **Request for Additional Agenda Items** –Chairperson Personette confirmed there were no request for additional agenda items.

II. **Public Comment** - Chairperson Personette confirmed there were no request for public comment.

III. Items for Consent Approval – **Michelle Personette**

- November 2, 2023, Meeting Minutes
- Financial Reports: Division Budget FY 2024 YTD and the Tourism Development Tax Collections and Smith Travel Report
- Advertising/PR Activity Report/Digital Activity
- Marketing Communications, Visitor Services, Sales & Sports Staff Reports

Russell Daws moved, duly seconded by Commissioner Richardson, approval of the Items for Consent. The motion passed unanimously 6-0.

IV. General Business – **Michelle Personette**

- **Downs & St. Germain Research FY24 Q1 Visitor Tracking Presentation**

Joseph St. Germain, of Downs & St. Germain presented the annual Economic Impact Report for October – December 2023 Visitor Tracking Study. Commissioner Williams-Cox commented that she would like to know the results of the AKA Cluster Conference that took place in December with the sorority and the impact it had. She then shared an update with the members an online article written by Sean Fisher with positive regard recognizing Tallahassee as an affordable place to live.

- **Request to Schedule Additional TDC meeting on March 8, 2024, to review recommendations from the TDC Grant Review Committee and Tallahassee Sports Council.**

Commissioner Proctor moved, duly seconded by Commissioner Williams – Cox for approval of an additional TDC Meeting for March 8, 2024 for the purpose of reviewing 2nd Cycle Bicentennial and Sports Events Grant recommendations. The motion passed unanimously 7-0.

- **Bicentennial Update Presentation – Kerri Post and Vel Johnson**

Ms. Post shared highlights of major Bicentennial events held since the kick-off on New Years Eve. Ms. Johnson shared updates from the Bicentennial Steering Committee, the six Task Forces and encouraged the members to visit the website TallahasseeLeonCounty.200.com She also noted the Ten Ways to Get Involved section on the website.

- **Bicentennial Reunion Program Review Presentation**

Ms. Post commended Janet Roach and Jon LaBarre for their great work developing this new program. Ms. Roach gave highlights of the incentive programs for planning Reunions (family, school class, etc.) from May through August 2024 and noted more detailed information on the program can be found on VisitTallahassee.com. Members offered additional ideas for marketing the new program. Discussion ensued.

- **Upcoming Contracts for RFP/ITN Update**

Ms. Post presented an overview on the Four (4) upcoming RFPs – 1. Management and Operations of County Concerts at the Adderley Amphitheater in Cascades Park (expiring 6/30/24); the three remaining contracts – Tourism Research, Public Relations, and Advertising and Digital Marketing - will expire 9/30/24. An additional new RPF will be issued for Branding and Creative Design Services, anticipating a brand refresh in 2025. Discussion ensued.

Commissioner Williams – Cox moved, duly seconded by Commissioner Proctor for approval to recommend an extension be granted for the Scott Carswell Presents contract to go the Board of County Commissioners for approval. Discussion ensued. Motion passed 7-0

A motion was made by Russell Daws to add an agenda item to the March 8, 2024, meeting that would require staff to bring an analysis of whether to extend the three other contracts based on consultation with County Attorney's Office. Discussion ensued. Discussion concluded with the withdrawal of this motion and Ms. Post will give an update on the progress of the RFPs to the Committee Members individually prior to the May 2nd meeting.

- **Conference Center/Meeting Space Statement of Need Discussion**

Chairperson Personette noted the updated Resolution was in their packet, asking if any member had any changes to the Resolution. It was suggested to list out the names of the universities and college and include the new name of TCC, Tallahassee State College. Discussion Ensued.

Commissioner Proctor moved, duly seconded by Commissioner Williams – Cox for approval of the amendment the Resolution to include the university names and Tallahassee State College. The motion passed unanimously 7-0.

Chairperson Personette noted the updates on the Action Plan for the Conference Center/Meeting Space. Discussion ensued.

Commissioner Williams - Cox moved, duly seconded by Commissioner Proctor for approval of the Proposed Action Plan for the sharing the Conference Center/Meeting Space Resolution. The motion passed unanimously 7-0.

- **Concert Update**

Scott Carswell shared updates on the four (4) spring concerts, March 22 – 23, 2024 Jubilee Gospel Music Festival; April 12, 2024, The Revivalists; April 14, 2024, An Evening with Melissa Etheridge; and April 26, 2024, The Flaming Lips.

- **Tallahassee Sports Council Update**

Ms. Heidecker provided a brief update on the Highlands Games, Tallahassee Marathon, FSU and FAMU football schedules, and the upcoming fall cross country season preparation. Discussion ensued.

- **COCA Update**

Ms. Spehar shared many updates including COCA's support of Tallahassee/Leon County's Bicentennial with special events year-round throughout the arts and culture community, and announced they recently launched a monthly Bicentennial newsletter *Artistic Ambition* along with monthly arts and culture articles in the Tallahassee Democrat.

V. Executive Director's Report

- **Jubilee Gospel Music Festival March 22-23, 2024**

Ms. Post commended Scott Carswell and Pastor Quincy Griffin for the great line up legendary gospel artists for the two-day festival. This Bicentennial event was specifically designed to also engage local churches and the faith-based community. Ms. Post commended Pastor Griffin for all of his excellent work and outreach for the Festival.

- **Stop at the Station**

Ms. Post commended Wendy Halleck on the success of the new themed First Friday events "Stop at the Station" partnering with COCA, Domi Station and All Saints Theater.

2026 World Athletics Cross Country Championships

Local Operating Committee (LOC) structure has been drafted and will go before the World Athletics leadership for approval during the trip to Belgrade, Serbia to attend the Future Organizers track at the 2024 World Athletics Cross Country Championships. The Marketing team is currently working with artists on logo development.

- **Legislative Update**

January 31, 2024, was Florida Tourism Day at the Capitol. Ms. Post shared an update on the five bills that have been filed to expand the uses of the Tourist Development Tax.

VI. Additional Business: "For the Good of the Cause" – Michelle Personette

Commissioner Williams – Cox stated that FAMU and FSU this year will celebrate Homecoming on the same day. She reiterated her continuing concerns about the price of lodging for the visitors coming into town for the game.

Russell Daws announced that February African American History month, also that a new art exhibit of Ernest M. Lee also known as Florida's Van Gogh. Also, announced that in March there will be an opening of a new alligator exhibit at the museum.

Commissioner Richardson announced that at the CAF Red Tails exhibit is currently at the Tallahassee Airport hosted by Dr. A.J. Brickler.

ADJOURN

There being no further additional business "For the Good of the Cause," Chairperson Michelle Personette made a motion for adjournment, duly seconded by Commissioner Richardson the meeting adjourned at 11:00 a.m.

Attest: Michele Personette
Chairperson

Attest: Shelby Bishop

Next TDC Meeting:
March 8, 2024
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING-SECOND CYCLE GRANT RECOMMENDATIONS

MEETING MINUTES

Friday, March 8, 2024, 9:00 a.m.

County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

The Leon County Tourist Development Council met for a special meeting to review Second Cycle Grant recommendations with Chairperson Michelle Personette presiding. Council members present were City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Russell Daws, Matt Thompson. Joshua Brock, Carolanne Savage, Emily Johnson – Truitt, Liaison member present Amanda Heidecker, absent County Commissioner Bill Proctor.

Tourism Staff present: Kerri Post, Jon LaBarre, Katie Kole, Janet Roach, Bryan Smith, Wendy Halleck, Taylor Wheaton, Taylor Walker, and Shelby Bishop.

- I. **Call to Order** – Michelle Personette, Chairperson called the meeting to order at 9:00 a.m.
- II. **Public Comment** - Chairperson Personette confirmed there were no request for public comment.

III. **General Business – Michelle Personette**

- **Second Cycle Bicentennial Event Grant Recommendations**

Russell Daws requested to be recused from the vote due to conflict. Chairperson Personette explained that this grant money remaining from the first grant cycle totaling \$69,100 was carried over for a second cycle she then turned the meeting over to Matt Thompson.

Mr. Thompson stated that the Tourist Development Council Grant Review Committee (GRC) was comprised of Matt Thompson (Chair) – For The Table Hospitality, Carolanne Savage - Hyatt House and Emily Johnson-Truitt – Springhill Suites respectfully presented the funding recommendation for twenty-one (21) Second Cycle Bicentennial Special Events.

The GRC conducted their meeting on March 5, 2024. The meeting was well attended by the Second Cycle Bicentennial Special Events grant applicants, with requests of 21 grant applicants totaling \$108,000. After carefully considering 21 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the GRC recommended funding all 21 events in the amount of \$69,100 fully allocating the remaining Bicentennial Special Event Grant Funding.

Commissioner Curtis Richardson moved, duly seconded by Commissioner Williams – Cox for approval of the FY2024 Second Cycle Bicentennial Special Event Grant Funding Recommendations. The motion passed unanimously 7-0.

- **Second Cycle Sports Event Grant Recommendations**

Amanda Heidecker, representing the Tallahassee Sports Council (TSC) respectfully presented the 2024 Second Cycle Sports grant funding recommended for three (3) Sports Events. The TSC conducted their grant review meeting on March 4, 2024. After careful consideration, the TSC recommended funding for all three events. The TSC recommended a total amount of \$14,950 for the Sports Second Cycle Event grant budget.

Russell Daws moved, duly seconded by Commissioner Williams – Cox for approval of the FY2024 Second Cycle Bicentennial Sports Grant Funding Recommendations. The motion passed unanimously 7-0.

Ms. Post commented on the Second Cycle Bicentennial Event Grant Program and the success of granting funding to 12 new, organizations that had never received a tourism grant previously. Through this second effort, were able to reach deeper into the community, which was one of the main goals of the Second Cycle Grant Program during the bicentennial.

IV. Executive Director's Report

- **Update on Conference Center/Meeting Space Resolution and Action Plan.**

Ms. Post noted the updated final copy of the Resolution for the Conference Center/Meeting Space was included in the meeting packet.

Ms. Post also mentioned the new prospect of bringing Amtrak back through Tallahassee. The Federal Railroad Association (FRA) is considering a new passenger rail route that would run between Dallas/Fort Worth and Miami, with a stop in Tallahassee. At this time, there is no funding designated for the Dallas/Ft. Worth - Miami route or any of the others, but Amtrak Long-Distance Service Study is mandated and intended to evaluate the restoration of daily intercity passenger rail service and the potential for new Amtrak long-distance routes. Ms. Post then suggested that the TDC consider submitting a letter of support for the new proposed route. Discussion ensued.

Commissioner Williams - Cox, moved, duly seconded by Russell Daws for a letter of support from the Leon County Tourist Development Council to support the potential Amtrak route through Tallahassee. The motion passed unanimously 7-0.

Ms. Post shared that the Sports and Marketing team are preparing to head to Belgrade, Serbia for the 2024 World Cross Country Championships and will participate in future organizers meetings all week.

V. Additional Business: "For the Good of the Cause" – Michelle Personette

ADJOURN

There being no further additional business "For the Good of the Cause," Chairperson Michelle Personette made a motion for adjournment, duly seconded by Commissioner Richardson the meeting adjourned at 9:12 a.m.

Attest: Michele Personette
Chairperson

Attest: Shelby Bishop

Next TDC Meeting:
May 2, 2024
County Commission Chambers

DRAFT

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending March, 2023

4-Cents Collections		YTD	March	FY 2023/24	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Tax (4-cents) ¹	\$ 3,736,820.96	\$ 599,095.44	\$ 6,459,029.00	58%	(2,722,208)
361320	Tax Collector FS 219.075	\$ 10,160.28	\$ -	\$ -		10,160
361111	Pooled Interest Allocation	\$ -	\$ -	\$ 178,790.00	0%	(178,790)
365000	Merchandise Sales	\$ 10,221.35	\$ 2,327.43	\$ 6,007.00	170%	4,214
366500	Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500.00	0%	(12,500)
366930	Other Contributions/Partnerships	\$ -	\$ -	\$ -		-
361300	Interest Inc/FMV Adjustment	\$ 112,913.62	\$ -	\$ -		112,914
369900	Miscellaneous Revenue ³	\$ 38,298.56	\$ -	\$ 183,450.00	21%	(145,151)
399900	Appropriated Fund Balance	\$ 4,036,304.00	\$ 226,000.00	\$ 3,810,304.00	106%	226,000
Total Estimated Receipts		<u>\$ 7,944,718.77</u>	<u>\$ 827,422.87</u>	<u>10,650,080</u>	75%	(2,705,361)

Acct #	EXPENDITURES	YTD	March	FY 2023/24	FY 2023/24	% Budget	Under/
	<i>Administration (301)/Marketing (303)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 395,660.82	\$ 62,260.95	\$ 887,762.00	\$ 887,762.00	45%	\$ 492,101
51250	Regular OPS Salaries & Wages	\$ 90,124.81	\$ 14,661.89	\$ 207,530.00	\$ 207,530.00	43%	117,405
51500	Special Pay	\$ -	\$ -	\$ 3,400.00	\$ 3,400.00	0%	3,400
52100	FICA	\$ 35,356.45	\$ 5,563.81	\$ 83,716.00	\$ 83,716.00	42%	48,360
52200	Retirement Contributions	\$ 81,609.58	\$ 12,951.50	\$ 178,234.00	\$ 178,234.00	46%	96,624
52210	Deferred Compensation	\$ 301.31	\$ 45.94	\$ 1,566.00	\$ 1,566.00	19%	1,265
52300	Life & Health Insurance	\$ 94,173.72	\$ 17,201.31	\$ 213,669.00	\$ 213,669.00	44%	119,495
52400	Workers Compensation	\$ 926.92	\$ 134.62	\$ 4,095.00	\$ 4,095.00	23%	3,168
53400	Other Contractual Services	\$ 136,029.26	\$ 53,011.14	\$ 663,325.00	\$ 748,325.00	18%	612,296
54000	Travel & Per Diem	\$ 21,093.99	\$ 12,018.90	\$ 99,732.00	\$ 99,732.00	21%	78,638
54100	Communications Services	\$ 4,123.92	\$ 831.37	\$ 9,600.00	\$ 9,600.00	43%	5,476
54101	Communications - Phone System	\$ -	\$ -	\$ 780.00	\$ 780.00	0%	780
54200	Postage	\$ 794.59	\$ 674.88	\$ 10,000.00	\$ 10,000.00	8%	9,205
54400	Rental & Leases	\$ 2,575.00	\$ 801.00	\$ 30,370.00	\$ 30,370.00	8%	27,795
54505	Vehicle Coverage	\$ -	\$ -	\$ 632.00	\$ 632.00	0%	632
54600	Repair & Maintenance	\$ 743.75	\$ 170.00	\$ 15,151.00	\$ 15,151.00	5%	14,407
54601	Vehicle Repair	\$ 28.00	\$ -	\$ 835.00	\$ 835.00	3%	807
54700	Printing	\$ 3,082.73	\$ 461.83	\$ 10,182.00	\$ 22,182.00	14%	19,099
54800	Promotional Activities	\$ 53,702.62	\$ 19,450.58	\$ 40,416.00	\$ 79,416.00	68%	25,713
54860	TDC Direct Sales Promotions	\$ 12,989.41	\$ 6,542.20	\$ 55,957.00	\$ 87,957.00	15%	74,968
54861	TDC Community Relations	\$ 39,272.59	\$ 524.46	\$ 35,000.00	\$ 70,000.00	56%	30,727
54862	TDC Merchandise	\$ 6,411.33	\$ 3,101.52	\$ 30,260.00	\$ 30,260.00	21%	23,849
54900	Other Current Charges	\$ 841,553.37	\$ 37,497.81	\$ 703,565.00	\$ 1,307,203.00	64%	465,650
54948	Other Current Chrg - Amphitheater	\$ 292,014.55	\$ 133,873.93	\$ 457,694.00	\$ 1,132,694.00	26%	840,679
55100	Office Supplies	\$ 1,776.42	\$ 167.98	\$ 18,500.00	\$ 18,500.00	10%	16,724
55200	Operating Supplies	\$ 4,100.73	\$ 737.47	\$ 20,000.00	\$ 20,000.00	21%	15,899
55210	Fuel & Oil	\$ -	\$ -	\$ 320.00	\$ 320.00	0%	320
52250	Uniforms	\$ 278.00	\$ 210.00	\$ 10,000.00	\$ 19,000.00	1%	18,722
55400	Publications, Memberships	\$ 16,714.44	\$ 2,787.98	\$ 34,556.00	\$ 34,556.00	48%	17,842
55401	Training	\$ 570.00	\$ 275.00	\$ 15,000.00	\$ 15,000.00	4%	14,430
56400	Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160	TDC Local T&E	\$ 669.91	\$ 41.61	\$ 3,500.00	\$ 6,500.00	10%	5,830
58320	Sponsorship & Contributions	\$ 20,000.00	\$ -	\$ 81,426.00	\$ 81,426.00	25%	61,426

<u>Advertising/Public Relations (302)</u>												
53400	Other Contractual Services	\$	289,533.13	\$	45,849.91	\$	1,500,000.00	\$	1,725,000.00	17%	\$	1,435,467
54900	Other Current Charges & Obligations	\$	38,831.30	\$	3,782.27	\$	250,000.00	\$	250,000.00	16%	\$	211,169
<u>Special Events/Grants (304)</u>												
58300	Grants & Aids	\$	4,500.00	\$	-	\$	700,000.00	\$	700,000.00	1%		695,500
<u>Welcome Center CIP (086065)</u>												
56200	Building	\$	17,884.63	\$	4,481.82	\$	176,000.00	\$	276,000.00			258,115
<u>Countywide Automation (470)</u>												
54110	Com-net Communications	\$	-	\$	-	\$	5,326.00	\$	5,326.00	0%		5,326
54600	Repairs and Maintenance	\$	-	\$	-	\$	2,825.00	\$	2,825.00	0%		2,825
<u>Risk Allocations (495)</u>												
54500	Insurance	\$	-	\$	-	\$	6,922.00	\$	6,922.00	0%		6,922
<u>Indirect Cost (499)</u>												
54900	Indirect Cost Charges	\$	-	\$	-	\$	283,000.00	\$	283,000.00	0%		283,000
<u>Line Item Funding - (888)</u>												
58214	Cultural Facilities Grant Program	\$	-	\$	-	\$	-	\$	-			-
58215	Local Arts Agency Program	\$	380,184.51	\$	-	\$	1,614,468.00	\$	1,614,468.00	24%		1,234,283
<u>Transfers (950)</u>												
591220	Transfer to Fund 220	\$	-	\$	-	\$	-	\$	-	0%		-
591220	Transfer to Fund 305	\$	-	\$	-	\$	-	\$	-	0%		-
<u>Salary Contingency (990)</u>												
59900	Other Non-operating Uses	\$	-	\$	-	\$	-	\$	-			-
	Reserve for Fund Balance	\$	-	\$	-	\$	-	\$	-			-
	Total Expenditures	\$	2,887,611.79	\$	440,113.68	\$	8,465,314	\$	10,283,952	28%		(7,396,340)

1-Cent Collections

Acct # REVENUES							
	YTD	March	FY 2023/24	FY 2023/24	% Revenue		
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	Variance	
312110 Local Option Resort (1 -cent)	\$ 934,204.09	\$ 149,773.86	\$ 1,614,468.00	\$ 1,614,468.00	58%	(680,264)	
361111 Pooled Interest	\$ -	\$ -	\$ -	\$ -			
361320 Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -			
366930 Refund from Prior Years	\$ -	\$ -	\$ -	\$ -			
Total Revenues	934,204.09	149,773.86	\$ 1,614,468	\$ 1,614,468	58%	(680,264)	

Acct # EXPENDITURES (305)							
	YTD	March	FY 2023/24	FY 2020/21	% Budget		
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	Under/	(Over)
58100 Aids to Government Agencies	\$ 1,073,711.58	\$ -	\$ 2,049,072.00	\$ 2,049,072.00	52%	975,360	
Total Expenditures	\$ 1,073,711.58	\$ -	\$ 2,049,072.00	\$ 2,049,072.00	52%	975,360	

NOTES TO THE FINANCIAL STATEMENT As March 31, 2024

REVENUES

¹ - Revenue for the 4-cent collections \$ 3,736,820.96

² - Revenue for the 1-cent collections \$ 934,204.09

³ -

EXPENSES

⁴ - 303- Other Current Charges Amphitheater \$133, 873.93 : these are expenses associated with Advance Funding of Spring shows including for the Jubilee Gospel Festival artist fees.

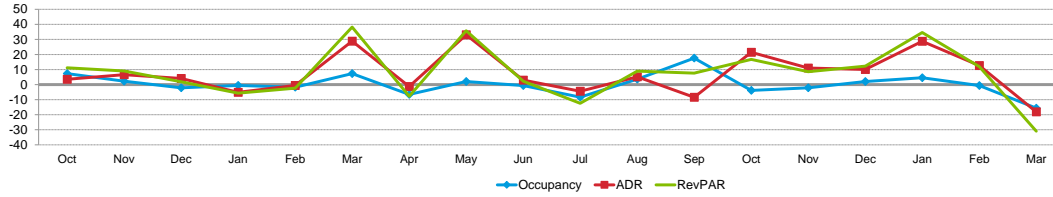
Leon County Tourist Development Council
Local Option Tourist Development Tax Collections
(Bed Tax Revenues)

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	603,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	-17%	1%	-9%	(56%)	-76%	(67%)	(50%)	-42%	-35%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	-15%	-12%	-12%	-19%	-26%	-30%	-32%	-33%	-33%	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
(1-cent - 5th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	-32%	-45%	-33%	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	-43%	-43%	-41%	-33%	-20%	-12%	-4%	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	349,360.01	359,333.87	369,813.17	442,474.54	4,731,948.78
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	616,355.29	737,457.57	7,886,581.30
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	55%	49%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	4,289,474.24	4,731,948.78	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
FY2022/2023 (3-cents)	453,134.99	526,249.19	436,616.96	292,669.34	366,445.39	390,021.67	554,820.97	442,251.68	469,912.57	371,463.79	324,449.23	479,915.40	5,107,951.16
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.12	924,701.61	737,086.13	783,187.61	619,106.31	540,748.72	799,859.00	8,513,251.95
Gain/Loss - Month: 3 cent	23%	12%	10%	-4%	0%	-4%	31%	-8%	35%	3%	-12%	8%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	11%	8%	10%	10%	8%	7.9%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.54	3,019,958.50	3,462,210.18	3,932,122.75	4,303,586.53	4,628,035.76	5,107,951.16	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
FY2023/2024 (3-cents)	501,642.16	641,951.80	474,424.27	337,883.86	445,931.47	449,321.58	-	-	-	-	-	-	2,851,155.13
(1-cent - 4th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	-	-	-	-	-	-	950,385.04
(1-cent - 5th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	-	-	-	-	-	-	950,385.04
Total	836,070.26	1,069,919.66	790,707.12	563,139.76	743,219.11	748,869.30	-	-	-	-	-	-	4,751,925.21
Gain/Loss - Month: 3 cent	11%	22%	9%	15%	22%	15%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	11%	17%	14%	14%	16%	16%	-6%	-18%	-27%	-34%	-38%	-44%	
Deposit 5-cent @97%	810,988.15	1,037,822.07	766,985.91	546,245.57	720,922.54	726,403.22	-	-	-	-	-	-	4,609,367.45
Year to date: 3-cent	501,642.16	1,143,593.95	1,618,018.22	1,955,902.08	2,401,833.55	2,851,155.13	2,851,155.13	2,851,155.13	2,851,155.13	2,851,155.13	2,851,155.13	2,851,155.13	
Year to date: 1-cent (4th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	950,385.04	950,385.04	950,385.04	950,385.04	950,385.04	950,385.04	
Year to date: 1-cent (5th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	950,385.04	950,385.04	950,385.04	950,385.04	950,385.04	950,385.04	

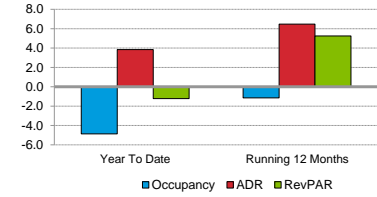
Notes:

Visit Tallahassee
For the Month of March 2024

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	64.4	60.0	50.4	55.7	65.2	71.7	63.2	59.3	62.9	55.6	65.6	70.0	61.9	58.7	51.4	58.2	64.8	60.5
Last Year	60.0	58.7	51.5	56.0	66.4	66.9	67.6	58.1	63.3	60.6	63.4	59.6	64.4	60.0	50.4	55.7	65.2	71.7
Percent Change	7.3	2.3	-2.1	-0.5	-1.8	7.3	-6.5	2.0	-0.7	-8.3	3.6	17.6	-3.9	-2.2	2.0	4.5	-0.7	-15.6

ADR	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	145.29	132.20	101.63	106.08	117.18	142.02	128.54	135.49	106.78	99.11	122.99	121.38	176.49	146.72	111.85	136.60	132.01	116.30
Last Year	140.30	124.06	97.63	111.83	117.88	110.24	130.22	101.82	103.67	103.71	116.94	132.58	145.29	132.20	101.63	106.08	117.18	142.02
Percent Change	3.6	6.6	4.1	-5.1	-0.6	28.8	-1.3	33.1	3.0	-4.4	5.2	-8.4	21.5	11.0	10.0	28.8	12.7	-18.1

RevPAR	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	93.57	79.37	51.21	59.09	76.43	101.89	81.26	80.33	67.18	55.07	80.71	85.01	109.26	86.18	57.50	79.54	85.55	70.39
Last Year	84.18	72.81	50.25	62.64	78.27	73.72	88.06	59.18	65.67	62.86	74.09	78.97	93.57	79.37	51.21	59.09	76.43	101.89
Percent Change	11.2	9.0	1.9	-5.7	-2.3	38.2	-7.7	35.7	2.3	-12.4	8.9	7.6	16.8	8.6	12.3	34.6	11.9	-30.9

Supply	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	200,415	191,250	197,625	197,625	178,500	197,625	191,250	197,625	191,250	197,625	197,625	191,250	197,532	191,250	203,112	203,112	183,456	203,112
Last Year	200,446	193,980	200,446	200,446	181,020	200,415	193,950	200,415	193,950	200,415	200,415	193,980	200,415	191,250	197,625	197,625	178,500	197,625
Percent Change	0.0	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	0.0	2.8	2.8	2.8	2.8

Demand	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	129,064	114,823	99,577	110,094	116,434	141,783	120,906	117,172	120,337	109,807	129,694	133,952	122,285	112,282	104,415	118,266	118,888	122,942
Last Year	120,261	113,847	103,175	112,278	120,198	134,013	131,165	116,488	122,866	121,482	126,973	115,549	129,064	114,823	99,577	110,094	116,434	141,783
Percent Change	7.3	0.9	-3.5	-1.9	-3.1	5.8	-7.8	0.6	-2.1	-9.6	2.1	15.9	-5.3	-2.2	4.9	7.4	2.1	-13.3

Revenue	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	18,752,223	15,179,740	10,120,144	11,678,388	13,643,408	20,135,822	15,541,715	15,875,181	12,849,114	10,883,107	15,951,301	16,258,985	21,581,817	16,474,557	11,678,298	16,155,721	15,694,966	14,298,053
Last Year	16,872,961	14,123,551	10,072,954	12,556,360	14,168,526	14,774,230	17,079,937	11,860,627	12,737,191	12,598,678	14,847,874	15,319,523	18,752,223	15,179,740	10,120,144	11,678,388	13,643,408	20,135,822
Percent Change	11.1	7.5	0.5	-7.0	-3.7	36.3	-9.0	33.8	0.9	-13.6	7.4	6.1	15.1	8.5	15.4	38.3	15.0	-29.0

Census %	2022			2023												2024		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	66	65	65	65	65	65	65	65	65	65	65	65	65	65	65	66	66	66
Census Rooms	6465	6375	6375	6375	6375	6375	6375	6375	6375	6375	6375	6375	6375	6375	6372	6552	6552	6552
% Rooms Participants	93.3	94.6	94.6	93.0	94.6	95.0	95.0	95.0	95.0	95.0	93.5	93.5	93.5	93.5	93.5	93.6	93.6	95.2

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MARKETING COMMUNICATIONS

JANUARY – MARCH 2024

Katie Kole, Senior Marketing Director
Scott Lindeman, Marketing Communications Director
Bryan Smith, Digital Content Manager
Renee Jones, PR/Marketing Specialist

AT A GLANCE



FY2024 Media Value
YTD: \$1.9 Million
Media Value for
January - March = \$1.5 Million



FY2024 Earned Media Stories
YTD = 64
Media Stories
January - March = 24



Social Media Followers
Facebook: 92,246
Instagram: 29,064



Consumer E-Newsletters
Sent: 5 YTD: 13
Industry E-Newsletters
Sent: 8 YTD: 19
Bicentennial E-Newsletters
Sent: 2 YTD: 2

Bicentennial Day at the Capitol



In January, Leon County Tourism hosted Bicentennial Day at Florida's Capitol Courtyard to highlight the significance of Tallahassee's Bicentennial to Florida's Legislators and honor the shared history and cultural heritage over the past two centuries.

HIGHLIGHTS

- Welcomed tourism partners to the Bicentennial Marketing Roll Out Event at Mission San Luis. >>>
- Announced George Thorogood and the Destroyers "Bad All Over the World – 50 Years of Rock" & 38 Special to perform at the Adderley Amphitheater on May 4, 2024.



- Exhibited at the Atlanta Travel & Adventure Show to promote the destination with thousands of travel advisors and consumers. >>>
- Produced the 2024 Meetings Planner Guide with Rowland Publishing. The digital edition is available at VisitTallahassee.com/Meetings.



- In partnership with Leon County Parks, hosted travel influencer Casey Jones @ThatMinimalistMom (over 301K+ Instagram followers) at the Coe Landing Campground for a week in February.
- During Black History Month, highlighted the expansive sites, stories, and tastes of Tallahassee's African American culture across all digital platforms.
- Hosted Brazilian journalist and content creator Carolina Grabova in March for a media stay in partnership with VISIT FLORIDA. Her son also competed in the FIRST Robotics Competition held at the Lawson Center.
- As a result of hosting Ashley Shaw on a media visit, Visit Tallahassee received a dedicated 8-page print story in the latest issue of Southern Lady magazine, reaching over 135,000 readers. The Word of South Festival, Hearth and Soul, Lucky Goat and Orchard Pond farm are just a few partners highlighted in the article, along with 30 images from around the destination. >>>



- Hosted Jacksonville Magazine publisher and editor, Joseph White for a two-night stay in March. The magazine will feature Tallahassee as a travel destination in their 2024 summer issue.
- In March, hosted five travel writers for a Bicentennial Media Tour to experience the diverse historic and cultural offerings of Florida's Capital City. The FAM included journalists representing The Local Palate, SW Georgia Living, Orlando Magazine, Global Traveler Magazine, Wealth of Geeks and more. >>>



TALLAHASSEE TEAM ATTENDS 2024 WORLD ATHLETICS CROSS COUNTRY CHAMPIONSHIPS IN BELGRADE, SERBIA



Leon County Tourism and Parks and Recreation team members attended the 2024 World Athletics Cross Country Championships in Belgrade, Serbia. The visit included a five-day future organizers training program where staff participated in extensive meetings with the World Athletics team to cover all aspects of the event, including media relations, course preview, commercial branding, and more.

1 – L-R: Mike Scott with USA Track & Field, Scott Lindeman, Taylor Wheaton, Amanda Heidecker, Katie Kole, Taylor Walker, and David Katz – Director of Competition



2 – Tallahassee focused welcome gifts for VIP area included Florida themed socks, shoelaces, sunglasses, candy from Lofly Pursuits, and Tallahassee decals.



3 – Team Tallahassee with World Athletics CEO, Sebastian Coe, and Vice President Jon Ridgeon.



4 – Official press conference held at the Belgrade City Hall.



5 – World Athletics CEO, Sebastian Coe passes the ceremonial flag to Taylor Wheaton signifying Tallahassee as the next destination for the Championships.



6 – Members of Team France loved to wear our Tallahassee '26 fashion sunglasses.



7 – Tallahassee banner on the race course.

DIGITAL MARKETING HIGHLIGHTS



The Instagram reel promoting Black-owned restaurants is Visit Tallahassee's **#1 post for engagements with over 160,000 views!** The post highlighted Olean's Café, Decadent Delights, Ma's Diner, Halisi Africa, Pineappetit, and Leon's at Lake Ella's. This post continues to perform extremely well and is still being shared, long after the original post in February.

Showcasing the **colorful Spring blooms** found all over the destination at Alfred B. Maclay Gardens State Park, Dorothy B. Owen Park, FSU's campus, The Grove Museum, and Tallahassee Nurseries, this video post earned over 40,000 organic views and led to hundreds of new followers!



DIGITAL MARKETING KPI			
2023/2024 GOALS	ANNUAL GOAL	QUARTERLY RESULTS	ANNUAL % TO GOAL
Maintain an average open rate over 35% for consumer email campaign.	35%	46.5%	N/A
Maintain an average open rate over 35% for industry newsletter campaign.	35%	40%	N/A
Net Increase Annual Facebook Followers by 16,000	16,000	8,076	86.9%
Net Increase Annual Instagram Followers by 6,000	6,000	2,106	71.2%
Increase Annual Mobile App Downloads by 1,000	1,000	392	66.4%

PUBLIC RELATIONS HIGHLIGHTS

- Visit Tallahassee received a total of 156+ million impressions, valued at \$1.5+ million in advertising equivalency.
- Executed a radio promotion in a target market with WRMF-FM West Palm Beach – reaching 273,000+ listeners.

PUBLIC RELATIONS KPI			
2023/2024 GOALS	ANNUAL % TO GOAL	PERIOD GROWTH	OVERALL GROWTH
Execute a total of 17 media and influencer experiences through individual stays and one group FAM	53%	7	9
Secure 5 metro features in core fly and drive markets	180%	3	9
Execute 4 radio promotions in key drive markets	50%	1	2
Generate a minimum of 6 national feature stories	183%	4	11
Negotiate 2 in-book promotions in leading national, niche and/or regional publications	50%	1	1
Secure 4 niche articles within the outdoor, biking, F&B, accessibility, and birding categories	0%	0	0
Earn local publicity for Backyard Bucket List totaling 3-5 media features, 2-3 interviews, and 2-4 influencer collaborations	0%	0	0



MEETINGS & GROUP SALES

JANUARY-MARCH 2024

Janet Roach, Meetings & Conventions Director

GOAL AT A GLANCE

Meetings & Groups FY2024
Room Nights Goal:
14,111

Meetings & Group YTD Room
Nights: 13,236

Out and About



Visit Tallahassee exhibited and welcomed over 2,000 attendees and 700 visitors to the FIRST Robotics -Tallahassee Regional, March 13-16, 2024 where teams designed, built, and programmed robots to compete in an action-packed game.



HIGHLIGHTS

- Presented **Using Your Meetings Location's Uniqueness to WOW Attendees** at the Florida Society of Association Executives Meeting Planner Roundtable held in the Hayward House's private meeting room.
- Partnered with seventeen Florida destinations to host a **Destination Wellness Reception** on March 26th for meeting planners at Parkview at Cascades.
- Conducted over 50 one on one appointments** with meeting planners at Florida Encounter (2/4-2/6) in Miami, FL and Rendezvous South (2/26-2/28) held in Spartanburg, SC.
- Collaborated with the Office of Economic Vitality** to submit a bid to host the 2025 Motor, Drive Systems & Magnetics Conference and Exhibition in Tallahassee to showcase Tallahassee as the Magnetic Capital of the World.



ON THE HORIZON

The Florida Historical Society Public History Forum and The Tallahassee Historical Society Bicentennial Conference, May 15-18, 2024, will bring people from throughout the state and beyond to Tallahassee and Leon County to celebrate the Bicentennial and discuss and learn about local history and culture, and experience it firsthand through tours and special events.



The Florida College Systems Council on Business Affairs Conference hosted by the Tallahassee Community College will be held at Doubletree by Hilton, May 29-31, 2024, attended by Chief Business Officers, Human Resources Directors, Controllers and Financial Services Directors, and the Chief Information Officers from each of the twenty-eight College System schools in Florida.





GOAL AT A GLANCE

**FY 2023-2024
Room Nights Goal:
41,926**

**YTD Room Nights:
23,216**

ON THE HORIZON

For the third year in a row, Visit Tallahassee will host the FHSAA Beach Volleyball State Championship.

OUT & ABOUT



The Visit Tallahassee team with the CEO and President of World Athletics



The World Athletics flag was passed to the Visit Tallahassee team, signifying the beginning of WXC Tallahassee '26!

MISSION STATEMENT

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

HIGHLIGHTS

- The sports team prepared activation plans, signage, promotional items and travel plans for their trip to Belgrade, Serbia to attend the future organizers program for the World Athletics Cross Country Championships
- Travelled to Belgrade, Serbia to attend the future organizers program for the World Athletics Cross Country Championships.
- Continued development of the World Cross Country Championship LOC structure and staffing needs.
- Attended the Sunshine Sports Council Think Tank in Lakeland, FL. A three-day education and networking conference for Florida DMO Sports Departments.
- Assisted in organizing the DC Elite Softball Showcase. A Large annual softball showcase with 75 teams, that is led by an FSU Softball Alum, the weekend includes a night at an FSU softball game, a coaches clinic, and a tournament for the teams.
- Prepared and opened RFP for the master planning process for achieving a Ride Center Designation from the International Mountain Bike Association.
- Prepared and finalized JDQ for new Assistant Sports Director Position.

EVENTS HOSTED

- February 2nd-4th The Open at Tallahassee Disc Golf Tournament at Tom Brown Park featuring 270 players from all over the country.
- February 3rd-4th The Tallahassee Highlands Games. This two-day competition and Scottish cultural festival with attendees and participants from the US and Scotland.
- Supported 15 additional sports events through grants.
- Opened and awarded grants for the Second Cycle Sports Grants Program





VISITOR SERVICES & GRANT MANAGEMENT

JANUARY-MARCH 2024

Wendy Halleck, Director

AT A GLANCE

2023-2024 Grant Programs

Granted Events Held - 21

Post-Event Reports
Processed - 1



Visitor Services

Visitor Guides Distributed:
YTD- 36,863

YTD Group Services and
Welcome Bags: 5,796
requests serving 7,199 visitors

January-March 2024

Calls Received: 529
Walk-ins: 1,113



FYTD Gift Shop Sales:
\$12,341

Gift Shop Sales
January-March 2024
\$5,665.20

MISSION STATEMENT

Enrich the destination experience for visitors, engage the local community, and increase knowledge of Tallahassee/Leon County as a tourism destination.

HIGHLIGHTS

- Directed production of new Tallahassee themed merchandise for sale at the Visitor Center Gift Shops and for promotional use.
- Prepared Second Cycle applications for the TDC Review Committee. Awarded \$69,100 to 21 Second Cycle Bicentennial Events.
- Facilitated a Special Bicentennial 2nd Cycle Grant Introduction Workshop for grantees, with outreach to a diverse pool of new grantee applicants.
- Held a Grant Orientation Workshop for new Second Cycle Grantees providing updated information to help grantees manage their grant requirements efficiently.
- Processed 2023-2024 Post Event Reports for Special Events.
- Managed the Delivery of 2024 Visitor Guides to locations locally, regionally, and statewide.
- Hosted First Friday Events on February 2nd and March 1st, in collaboration with COCA, Domi Station and All Saints Cinema, celebrating Black History Month and Women's History Month.
- Delivered new Visitor Center rack cards to hotels downtown and to those near both Visitor Centers to promote awareness and traffic to the Visitor Center and Gift Shops.

ON THE HORIZON

- Implementing new themes for "Stop at the Station" Events.
- Participating in events to increase exposure of Visitor Center to the local community and tourists.
- Hiring and training new Visitor Services Representative and continued training for current staff.
- Adding products to Visitors to the Visitor Center Gift Shops.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

January-March 2024
Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY

Pre-Visit

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

Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience

- Accommodations
- Length of stay
- Number of times in destination
- Activities in destination

Post Trip Evaluation

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

Economic Impact on Destination

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





Visitor Tracking Study

- » Interviews were completed in person and online with **503 visitors** at the Tallahassee International Airport, parks, attractions, and events between **January 1st and March 31st, 2024.**

WHAT HAPPENED IN TALLAHASSEE: Jan-Mar 2024



Bicentennial Day

Legislative Session

Florida State Invitational



QUARTERLY ECONOMIC SNAPSHOT



61.2%

OCCUPANCY
RATE

Vs. 2023

↓ 4.8%



\$128.31

AVERAGE DAILY
RATE

↑ 5.4%



579,200

VISITOR
NUMBER

↓ 6.6%



\$188,443,100

DIRECT
SPEND

↑ 11.2%

- » A longer length of stay among paid visitors this quarter resulted in fewer visitors, but higher visitor spending
- » An increase in ADR also influenced the increase in visitor spending



QUARTERLY VISITOR SNAPSHOT

Vs. 2023:

- » Tallahassee saw more visitors from elsewhere in Florida (+15% points) and fewer from other regions of the country, especially other Southeastern states (-6% points)
- » There were fewer first-time visitors to the area (-5% points)
- » Trip planning cycle increased (+3 days)
- » Visitors requesting a visitor guide increased from 7% in 2023 to 11%
- » Average travel party spend increased by \$40 per day and \$128 per trip





EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2024 vs 2023

	Jan-Mar 2023	Jan-Mar 2024	Percent Change
Visitors*	620,200	579,200	-6.6%
Direct Expenditures**	\$169,447,300	\$188,443,100	+11.2%
Total Economic Impact***	\$280,023,500	\$309,046,700	+10.4%

	Jan-Mar 2023	Jan-Mar 2024	Percent Change
Occupancy****	64.3%	61.2%	-4.8%
Room Rates****	\$121.75	\$128.31	+5.4%
Room Nights****	374,000	382,300	+2.2%
TDT Collections*****	\$1,748,560	\$2,055,228	+17.5%

*Despite the decrease in visitors and occupancy, spending increased due to an increase in ADR and in paid visitor length of stay.

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

***Multiplier for FY2024 updated to 1.64 from 1.65 in FY2023.

****From STR Report

*****From Leon County Tax Collector



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY23 YTD*	FY24 YTD*	Percent Change
Visitors	1,183,600	1,240,800	+4.8%
Direct Expenditures**	\$378,383,200	\$409,395,600	+8.2%
Total Economic Impact	\$625,304,700	\$671,408,800	+7.4%
Room Nights***	724,100	727,900	+0.5%
TDT Collections****	\$4,108,563	\$4,751,925	+15.7%

* Year to Date data includes Oct-Mar of the given fiscal year

** Includes spending for accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

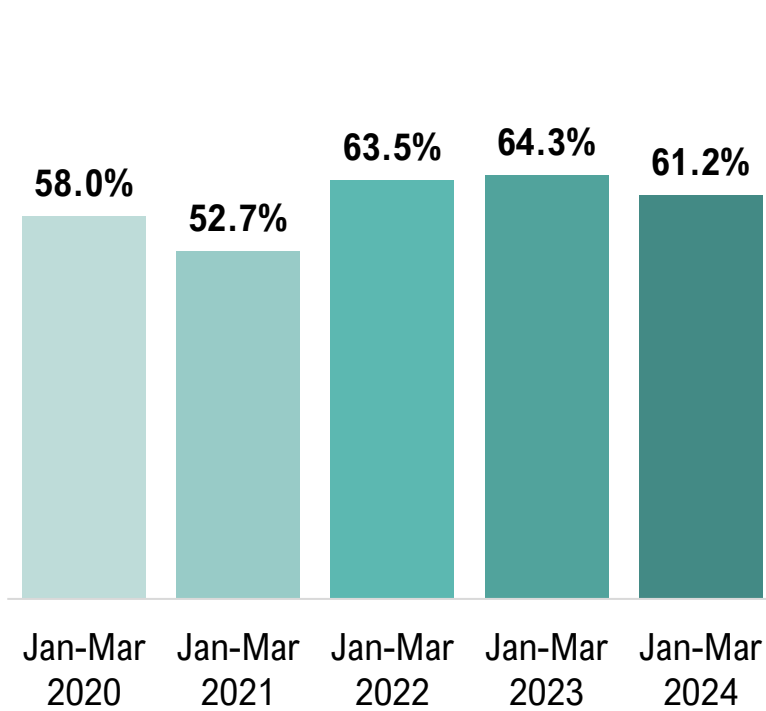
*** From STR Report

**** From Leon County Tax Collector

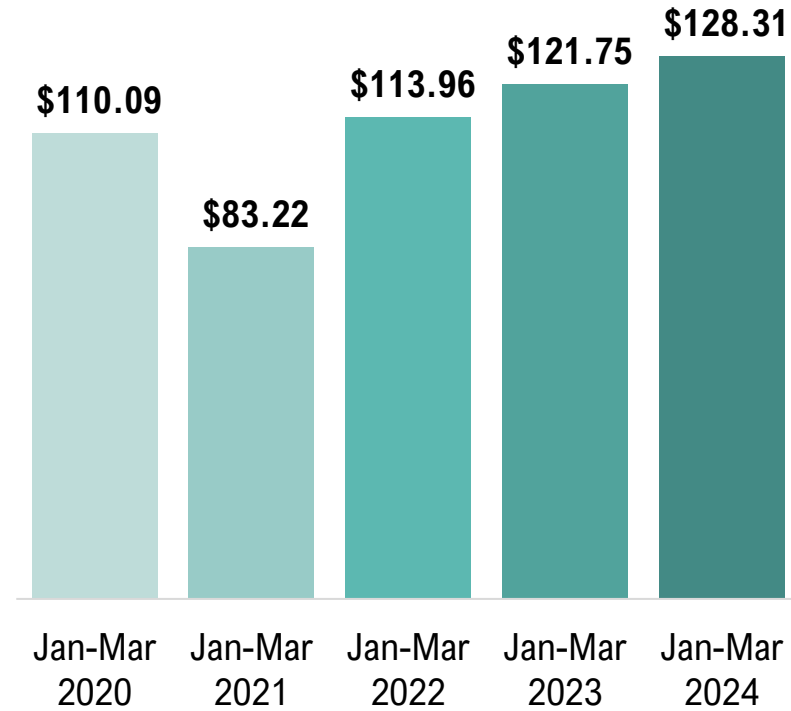


5-YEAR VIEW – LODGING METRICS

Occupancy Rate

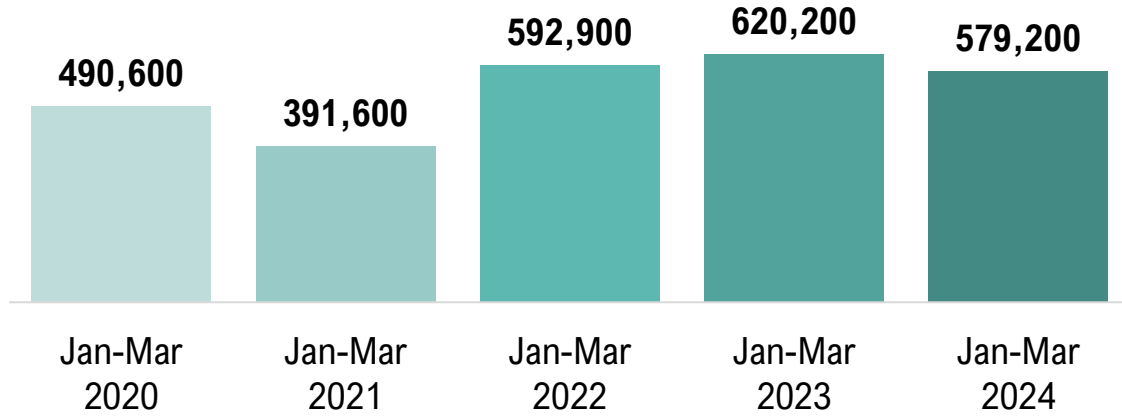


Average Daily Rate

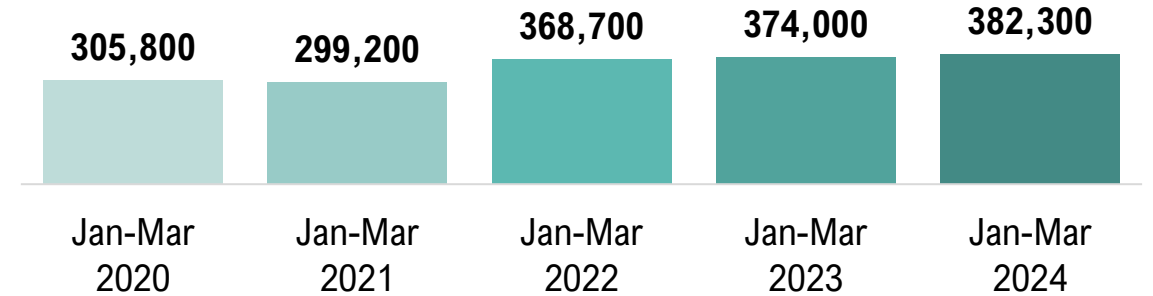


5-YEAR VIEW – KEY METRICS

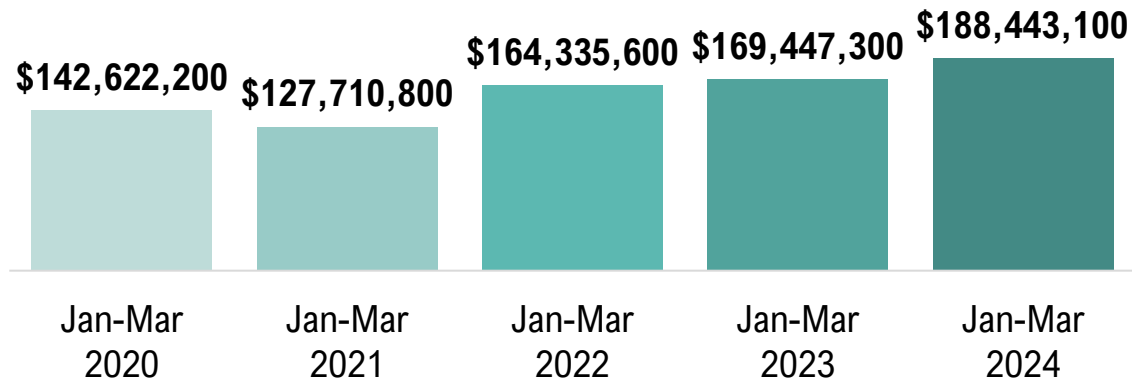
Visitors



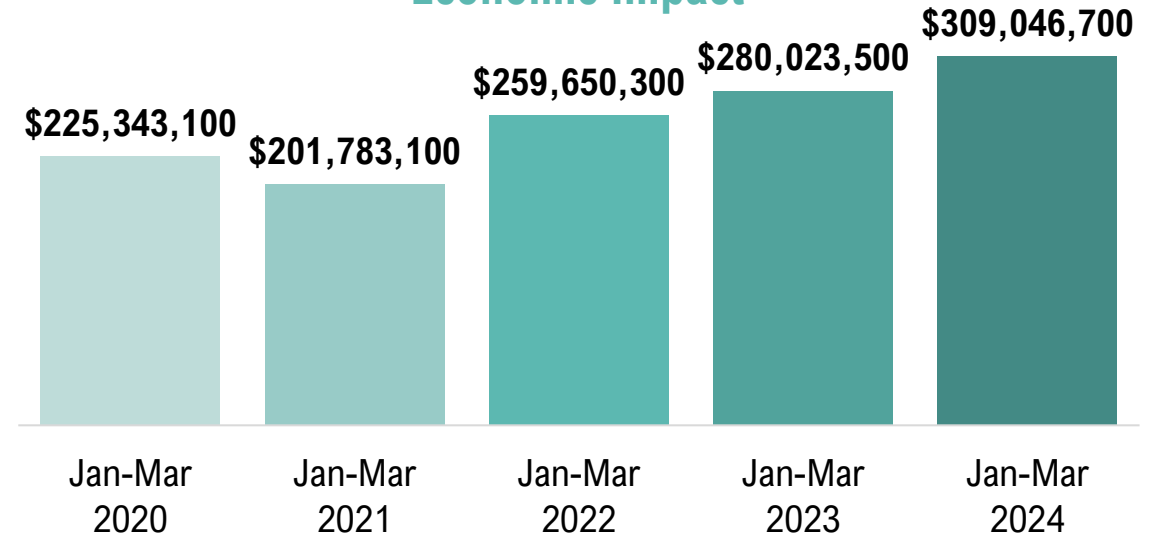
Room Nights



Direct Spending




Economic Impact




STUDY OBJECTIVES: VISITOR JOURNEY

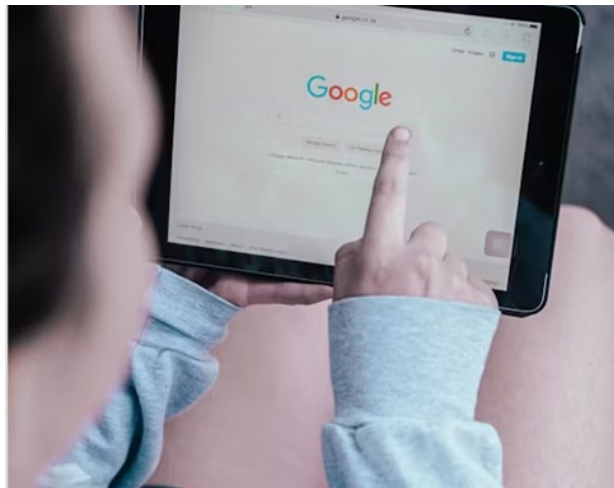


TRIP PLANNING

 70% of visitors planned their trip a month or less in advance

 Tallahassee was 86% of visitors' primary destination

 Top trip planning sources*:



30% Search on Google



29% Talk to friends and family

*Multiple responses permitted.

ADVERTISING INFLUENCE



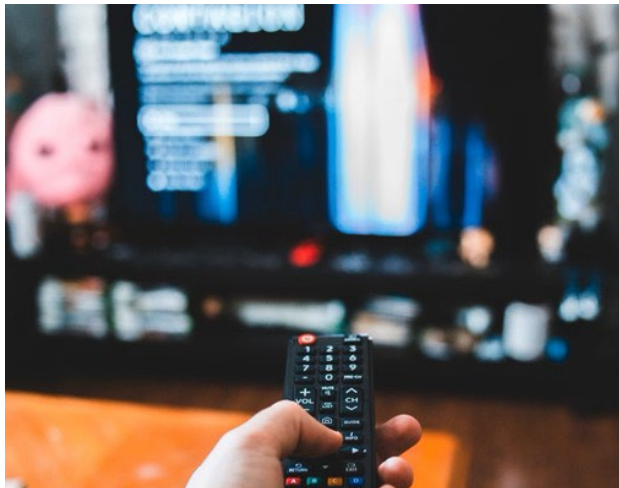
Nearly **1 in 6** visitors recalled seeing advertising for the Tallahassee area



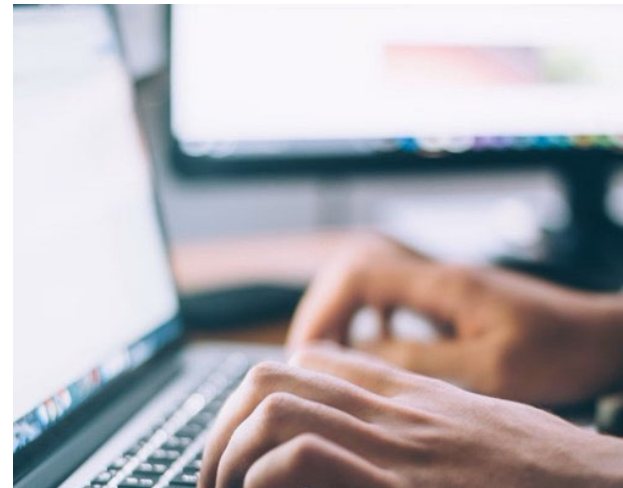
This information influenced **5%** of all visitors to come to the area



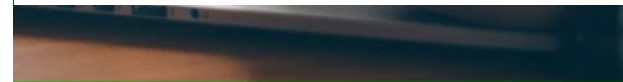
The top sources of advertising recall* were **TV** and **online articles**



3% Television



3% Online articles



*Multiple responses permitted.

REASONS FOR VISITING*



The top reasons visitors came to the Tallahassee area in FY24 Q2:



23% Visit friends and family



21% Business



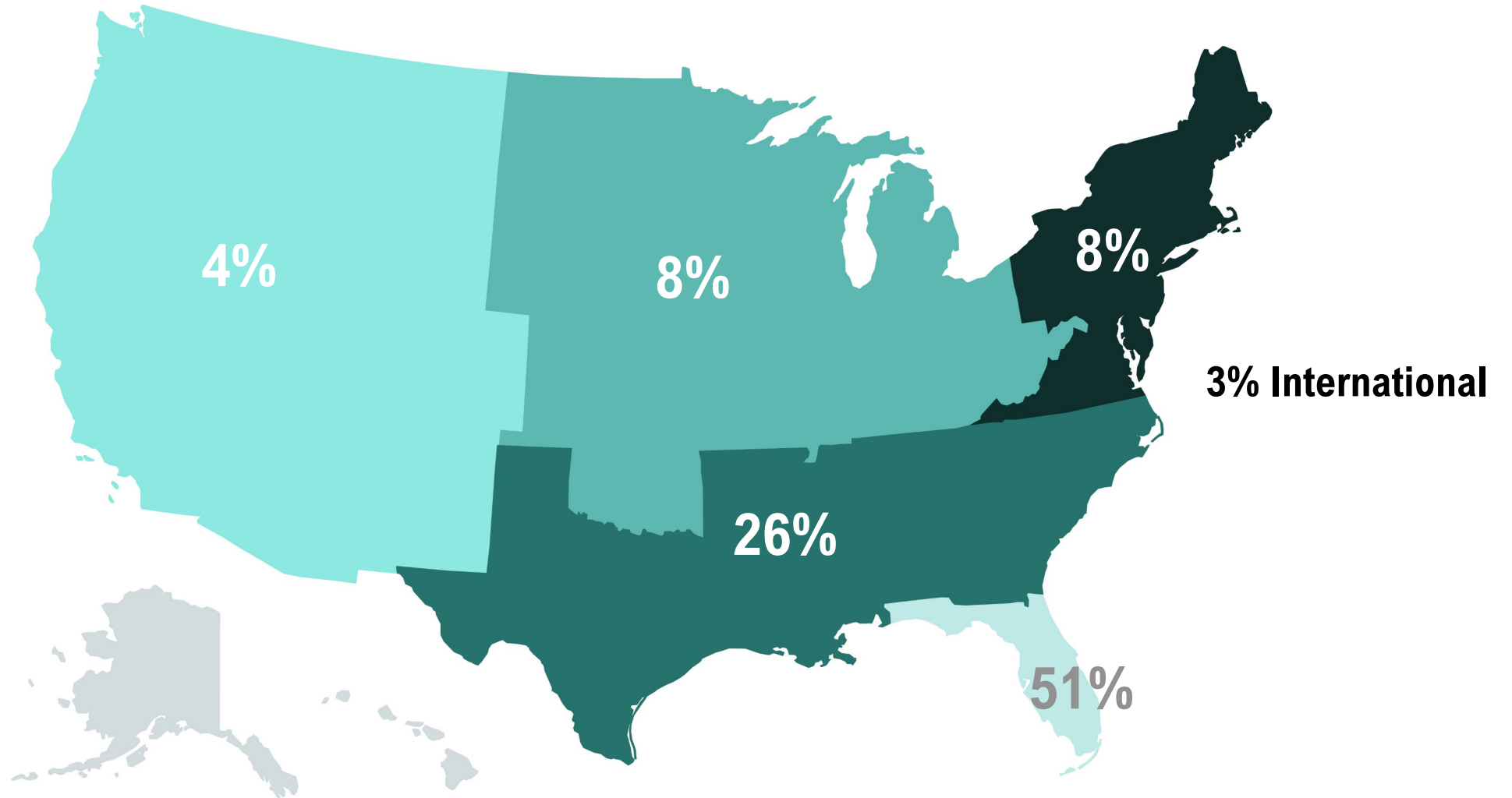
18% Watch a sporting event

*Multiple responses permitted.

STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



TOP ORIGIN MARKETS



The top visitor markets in FY24 Q2:



11% Surrounding Areas



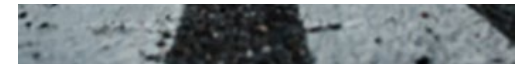
8% Miami-Ft. Lauderdale



8% Orlando Area



6% Jacksonville



VISITOR PROFILE



Average travel party size was **2.7**, and **20%** of visitors traveled with children



The average visitor:

- Is **46** years old
- Has a median household income of **\$92,000** per year
- Has a college degree (**68%**)
- Is married (**60%**)
- Race/ethnicity breakdown:
 - Caucasian (**69%**)
 - African American (**13%**)
 - Hispanic (**12%**)
 - Asian (**3%**)
 - Other race/ethnicity (**3%**)



STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS AND VISITATION*



Half of Tallahassee visitors stayed in a hotel or motel



Typical visitors spent 3.2 nights in Leon County



1 in 4 were first-time visitors to the area



50% Hotel or motel



21% Friends'/family home



19% Day tripper



*10% of visitors stayed in other types of accommodations.

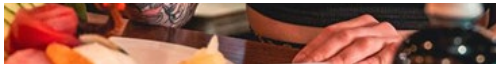
TOP VISITOR ACTIVITIES*



While in Tallahassee, visitors spent their time:



51% Dining at restaurants



37% Visiting friends/family



35% Relaxing



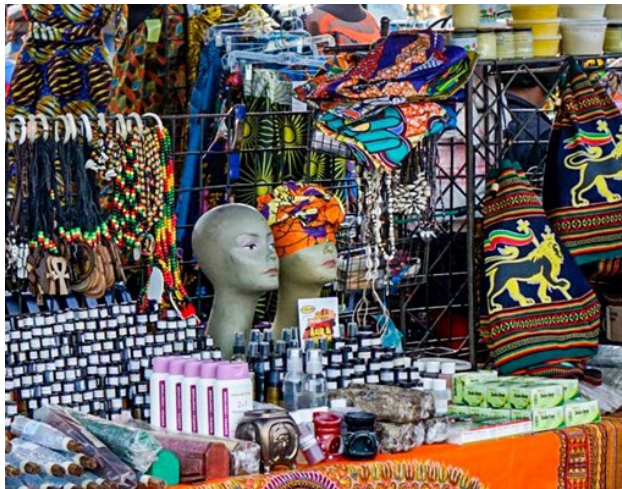
30% In business meetings



*Multiple responses permitted.

SPENDING

\$ While in Tallahassee, the typical 2.7-person travel party spent:



\$332 per day



\$1,062 per trip



STUDY OBJECTIVES: VISITOR JOURNEY



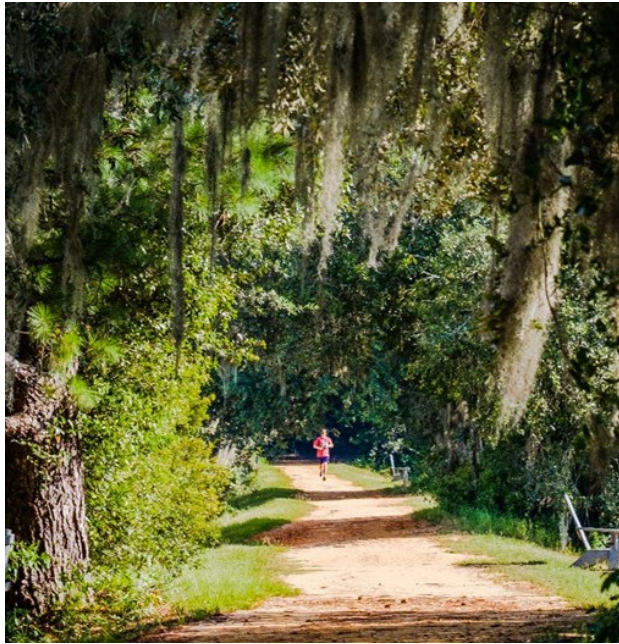
VISITOR SATISFACTION



Visitors gave Leon County an average rating of **7.9 out of 10***



93% of visitors will return; **68%** will definitely return



*Rated on a scale from 1 to 10, where 1 is “a poor place to visit” and 10 is “an excellent place to visit.”

PERCEPTIONS OF TALLAHASSEE



When asked to describe Tallahassee, visitors said:



“The food is tasty and the Southern hospitality is hard to beat!”



“It has a small-town feel while still having interesting things to do.”



“It’s a beautiful and vibrant city – the perfect getaway.”



DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY24 2nd Quarter)



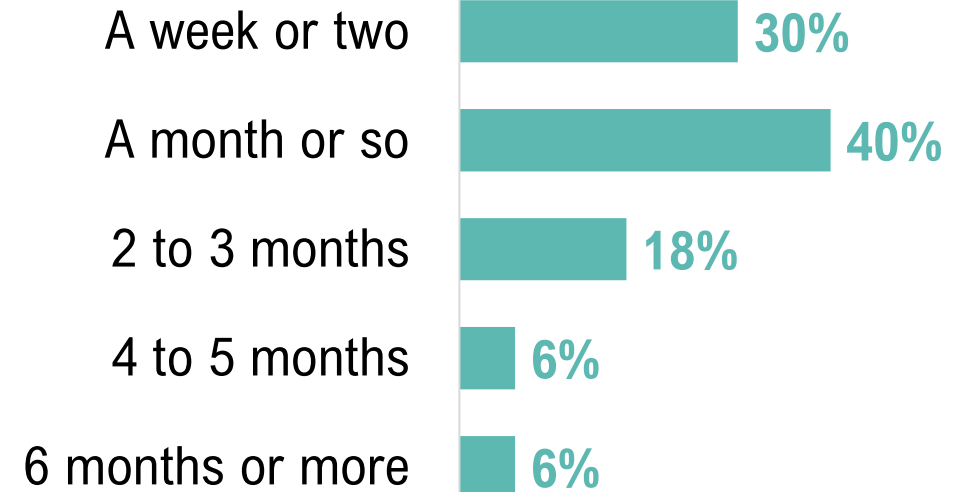
Visitors to Tallahassee have a short planning window, as **7 in 10** visitors plan their trip **a month or less in advance**



1 in 8 visitors take **4 months or longer** to plan their trips to Tallahassee



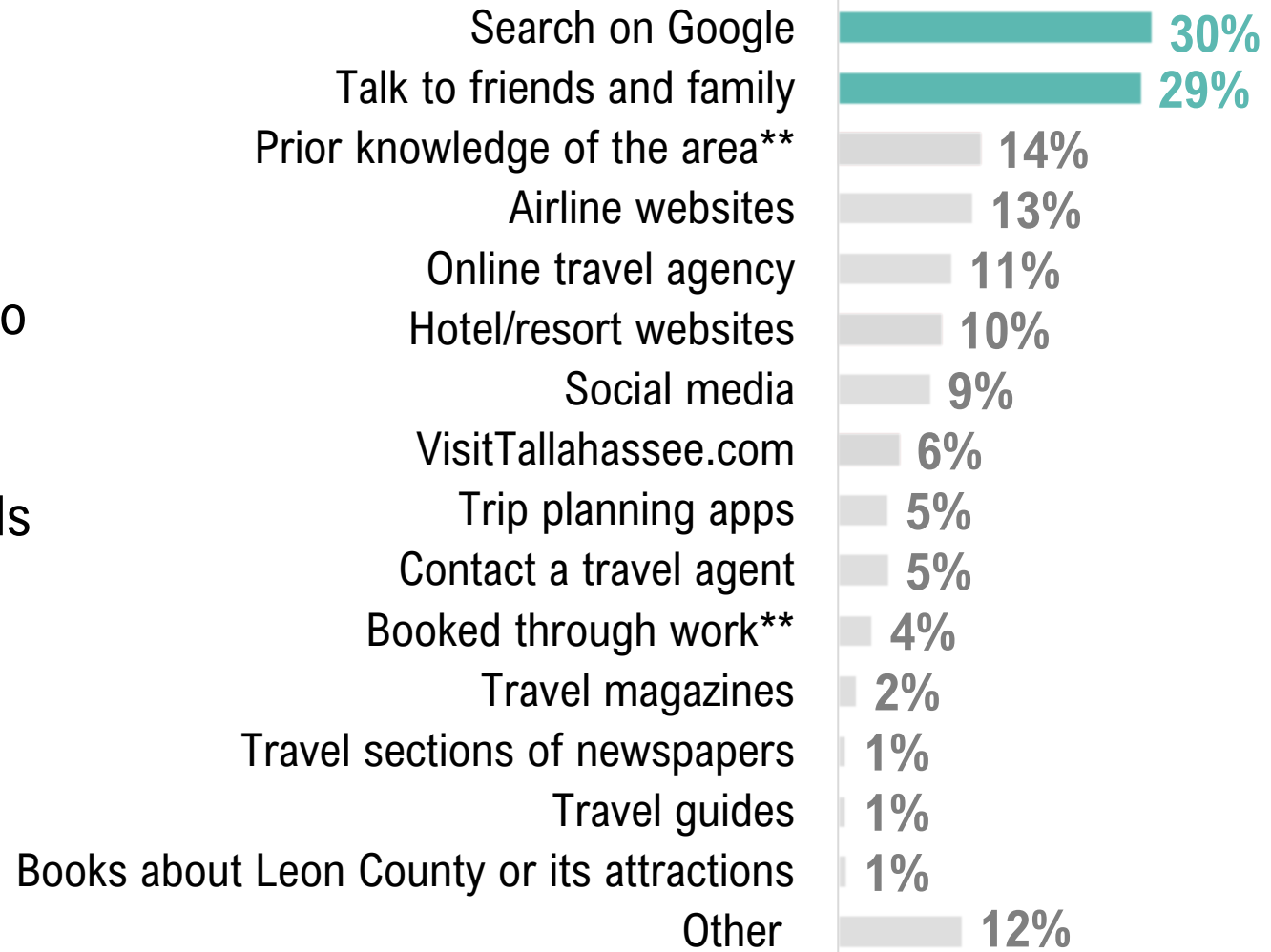
The **average trip planning window** was **40 days**, **+3 days** from 2023



TRIP PLANNING SOURCES* (FY24 2nd Quarter)


3 in 10 visitors used Google to plan their trip


Nearly 3 in 10 talked to friends and family to plan their trip



*Multiple responses permitted.

**Response option not included in previous years.



ADVERTISING RECALL (FY24 2nd Quarter)



Nearly **1 in 6** visitors to Tallahassee recalled seeing advertising for the area prior to their trip, **+3% points** from 2023



This information influenced **5%** of all visitors to come to the Tallahassee area, **+1% point** from 2023

Recalled advertising

14%

Did not recall advertising

73%

Not sure

13%



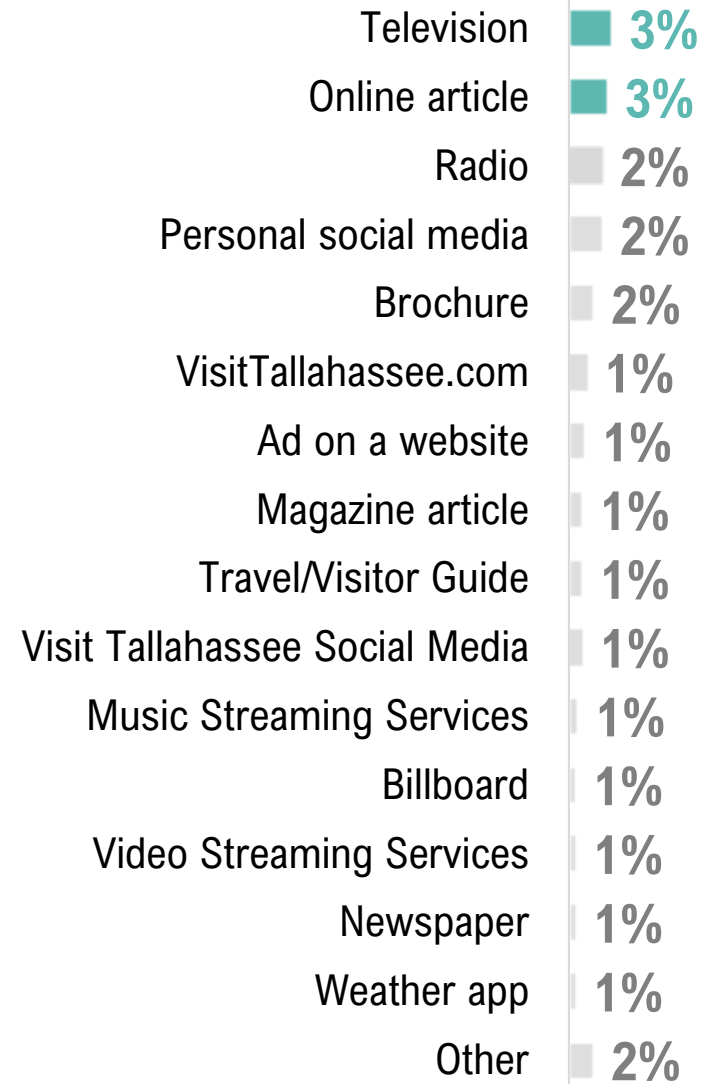
ADVERTISING RECALL SOURCES* (FY24 2nd Quarter)



Out of **all visitors****, **3%** recalled seeing advertising for Tallahassee on **TV**



An additional **3%** of all visitors recalled seeing ads in an **online article**




*Multiple responses permitted.

**Based on all visitors, including those who did not recall seeing advertising for Tallahassee.

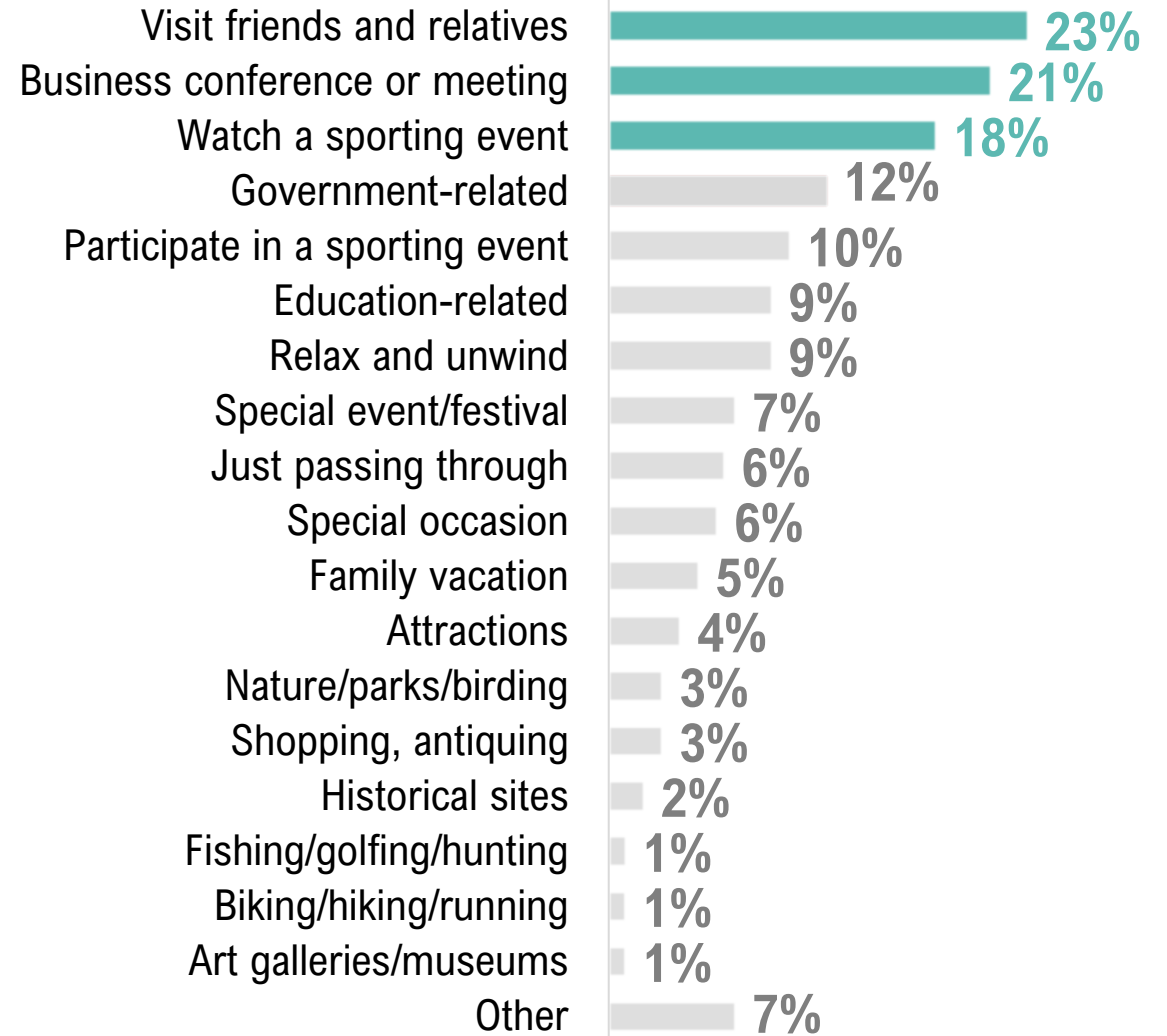


REASONS FOR VISITING* (FY24 2nd Quarter)


 Nearly **1 in 4** visitors came to Leon County to visit friends and family


 Over **1 in 5** came for a business conference or meeting


 Over **1 in 6** visitors came to the area to watch a sporting event



*Multiple responses permitted.



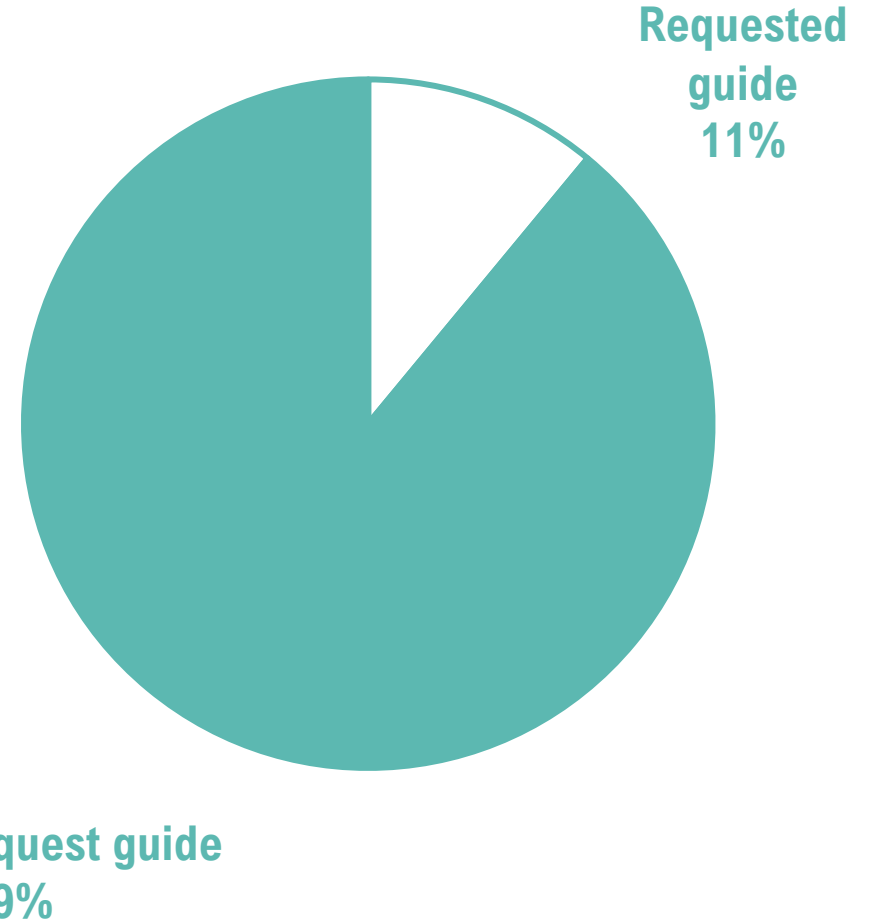
VISITORS GUIDE (FY24 2nd Quarter)



Over 1 in 10 visitors requested a Visitors Guide prior to their trip to Leon County



Those who requested a Visitors Guide gave it a rating of **6.6***



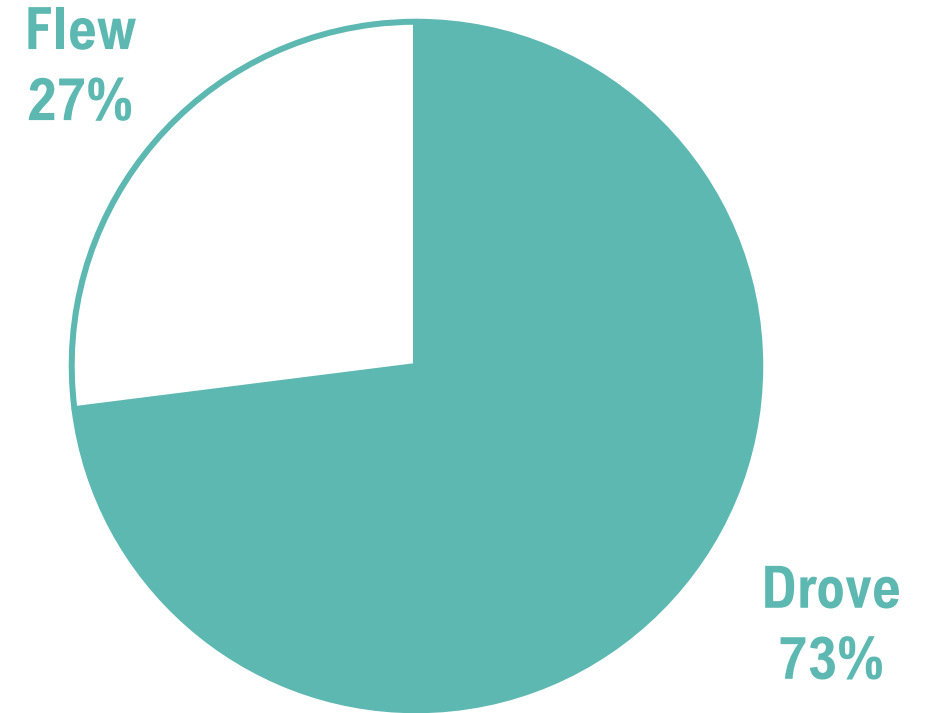
*Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent. Based on a small sample.



TRANSPORTATION (FY24 2nd Quarter)

➤➤➤ Nearly **3 in 4** visitors drove to Leon County

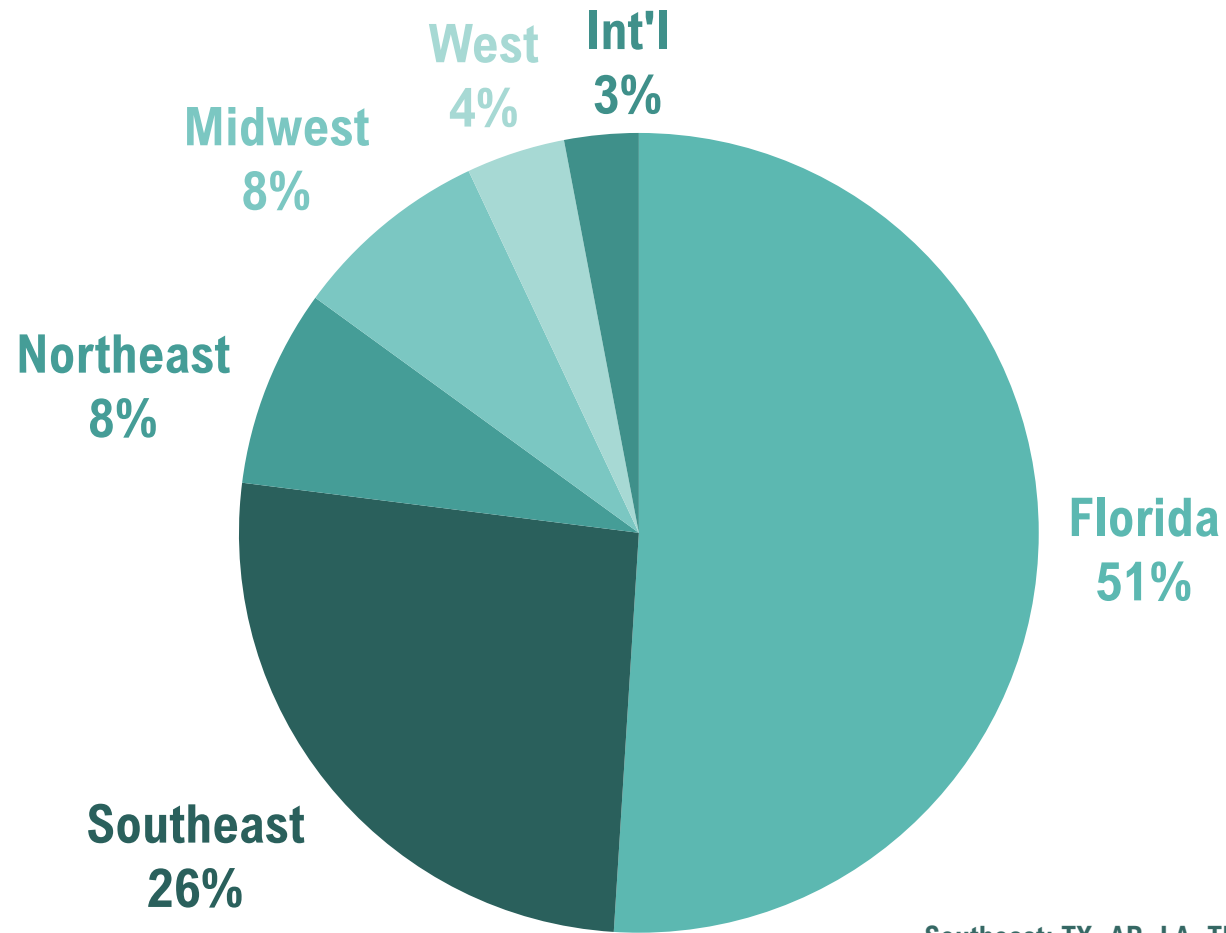
➤➤➤ **86%** of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY24 2nd Quarter)



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

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

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

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



TOP MARKETS OF ORIGIN (FY24 2nd Quarter)



65% of Leon County
visitors lived in **14** markets

Market	Jan-Mar 2023	Jan-Mar 2024
Surrounding areas	6%	11%
Miami-Ft. Lauderdale	5%	8%
Orlando-Daytona Beach-Melbourne	4%	8%
Jacksonville	6%	6%
Atlanta	6%	5%
Tampa-St. Petersburg	4%	5%
Pensacola-Mobile	6%	5%
Gainesville	1%	3%
New York	3%	3%
Charlotte	2%	2%
Dallas-Ft. Worth	3%	2%
Panama City	3%	2%
Washington, DC-Hagerstown	6%	2%
West Palm Beach-Ft. Pierce	2%	2%



TRAVEL PARTIES (FY24 2nd Quarter)

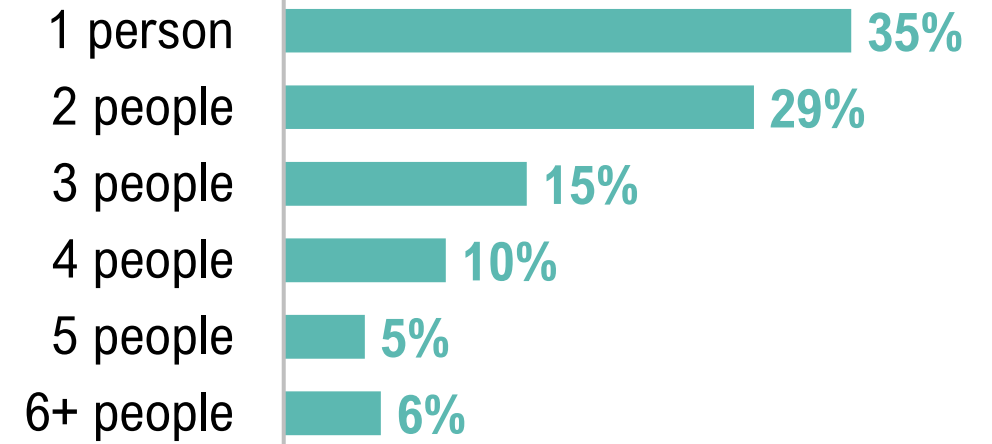


Typical visitors traveled in a party of **2.7** people



20% of visitors traveled with children aged 20 or younger, while **8%** traveled with children aged 12 or younger

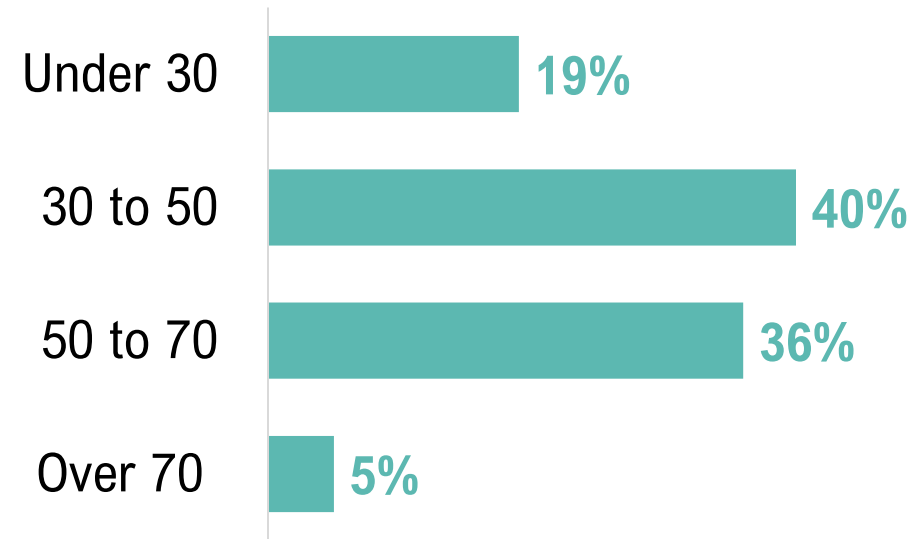
Travel Party Size



AGE OF VISITORS (FY24 2nd Quarter)



Typical visitors to Leon County were **46** years old



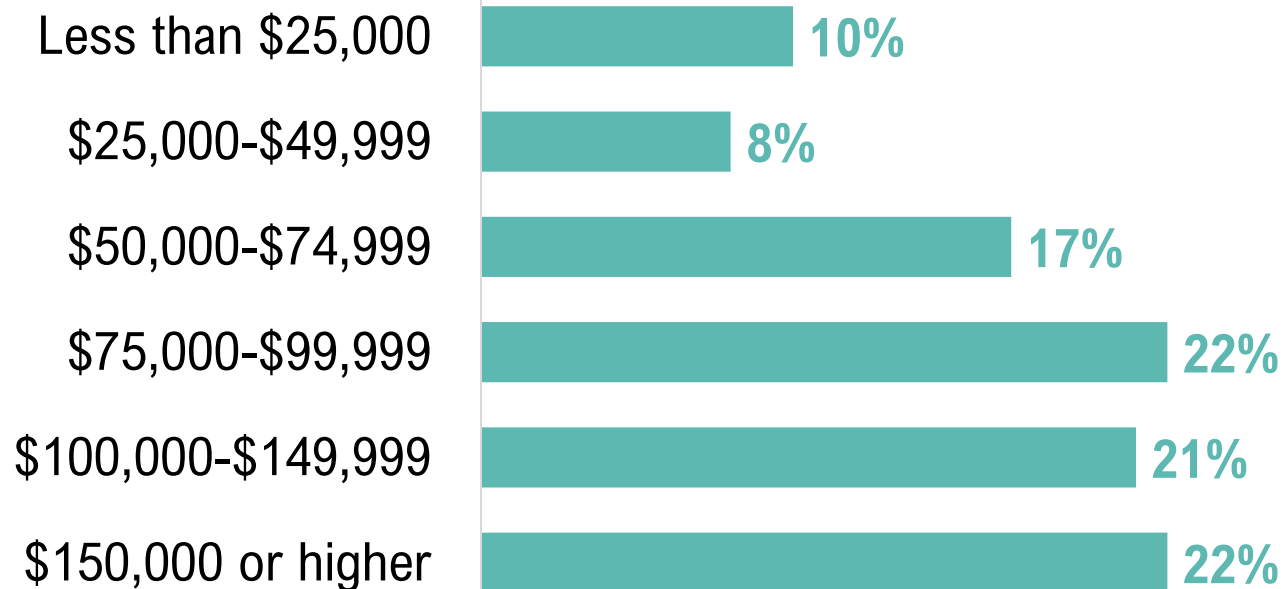
HOUSEHOLD INCOME OF VISITORS (FY24 2nd Quarter)



Typical visitors to Leon County had a median household income of **\$92,000** per year



Over **1 in 5** visitors earn over **\$150,000** per year



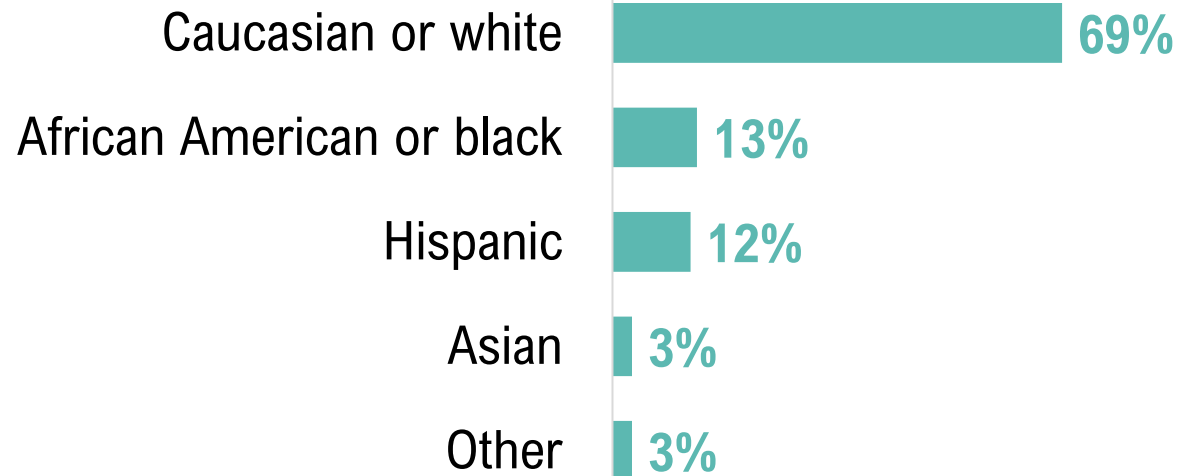
RACE/ETHNICITY OF VISITORS (FY24 2nd Quarter)



Nearly **7 in 10** visitors to Leon County were Caucasian



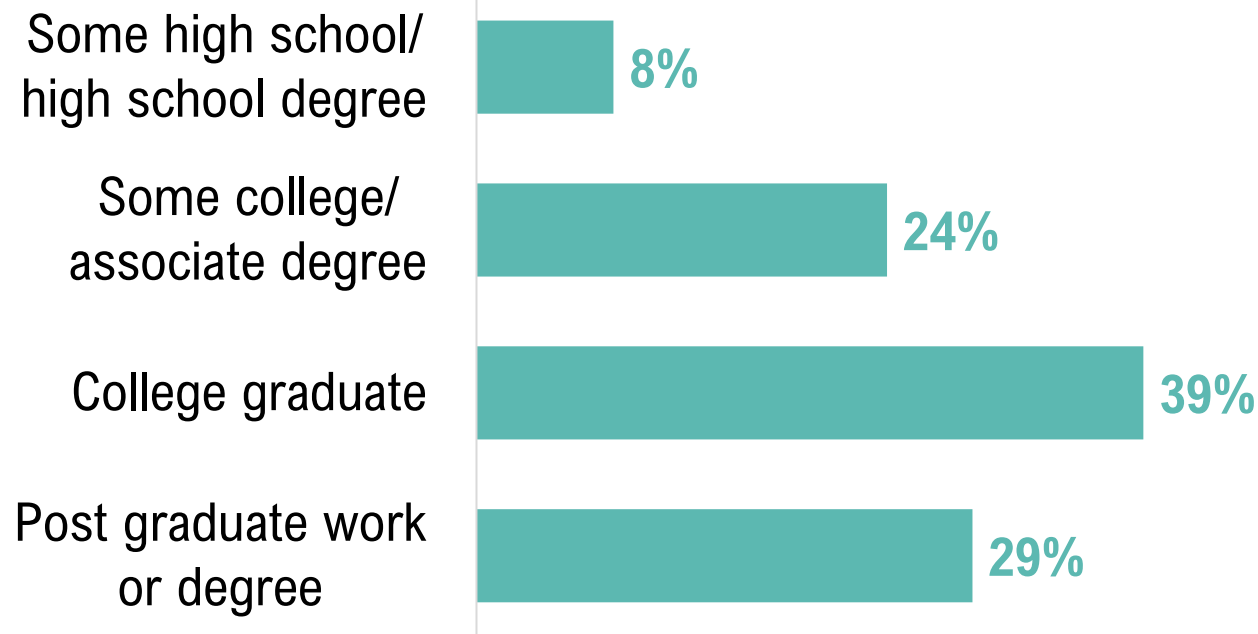
Around **1 in 8** visitors to Leon County were African American/Black or Hispanic



EDUCATIONAL ATTAINMENT OF VISITORS (FY24 2nd Quarter)



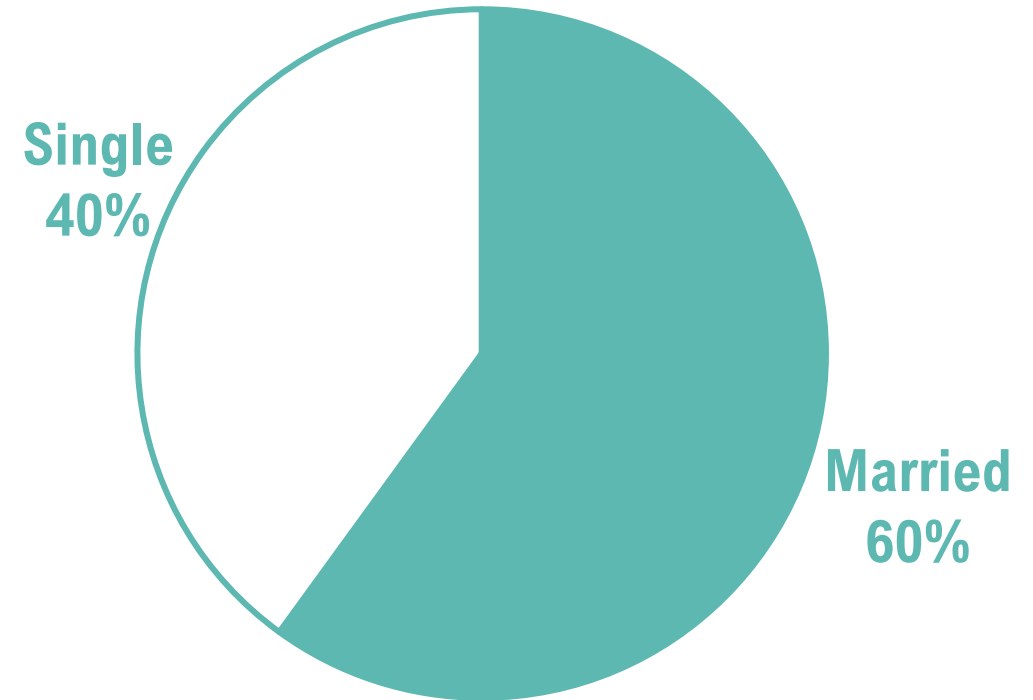
Over **2 in 3** visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS (FY24 2nd Quarter)



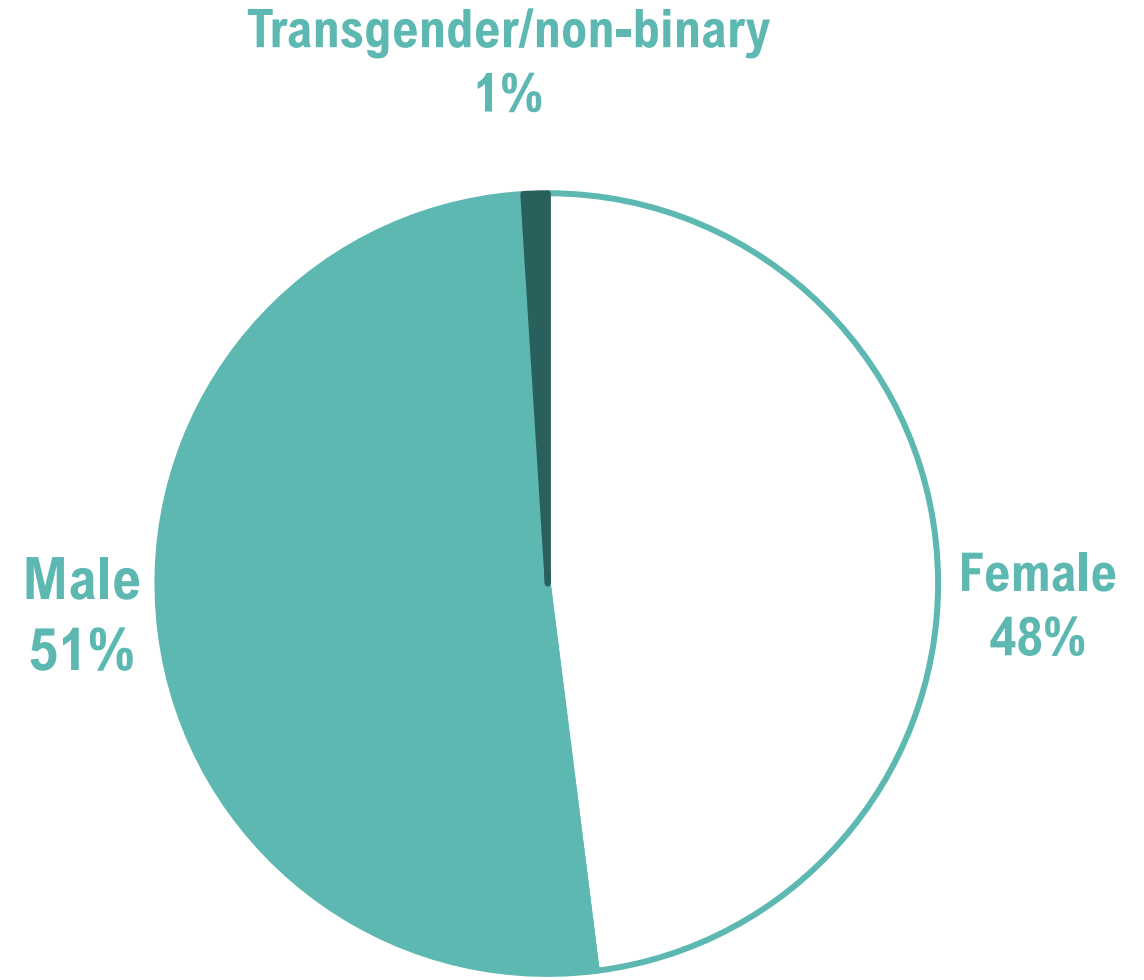
3 in 5 visitors to Leon County were married



GENDER OF VISITORS* (FY24 2nd Quarter)



51% of visitors to Leon County were male



*Gender of member of travel party interviewed. May be influenced by visitors' willingness to take a survey.

STUDY OBJECTIVES: VISITOR JOURNEY



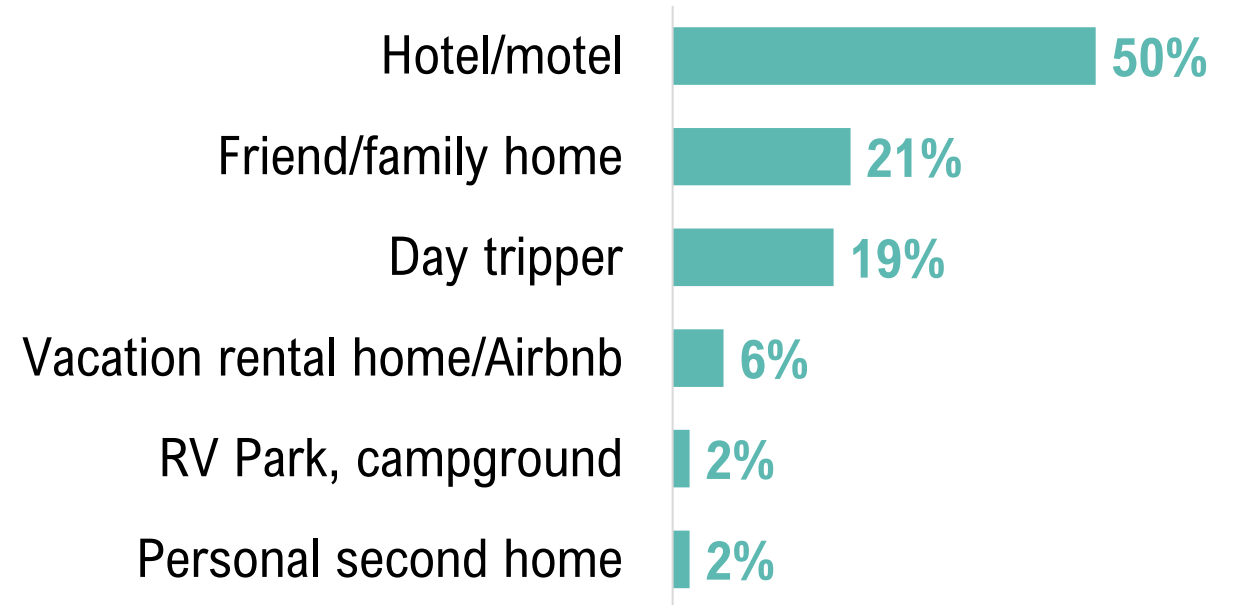
ACCOMMODATIONS (FY24 2nd Quarter)



Half of visitors stayed in a hotel/motel



Airbnb, Vrbo, and other vacation rentals, which have a significant presence in other Florida destinations, have a smaller presence in Tallahassee



TRAVEL PARTY SPENDING (FY24 2nd Quarter)

	Spending per Day	Spending per Trip
Lodging	\$128	\$410
Restaurants	\$73	\$234
Groceries	\$18	\$58
Shopping	\$35	\$112
Entertainment	\$27	\$86
Transportation	\$40	\$128
Other	\$11	\$35
Total	\$332	\$1,062



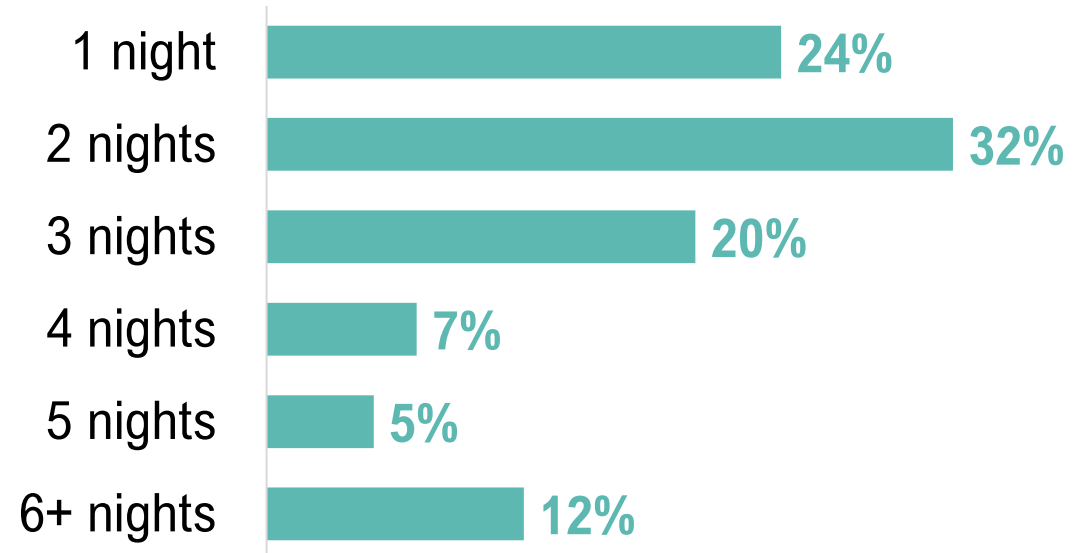
OVERNIGHT VISITORS (FY24 2nd Quarter)



Typical visitors stayed **3.2** nights in Leon County



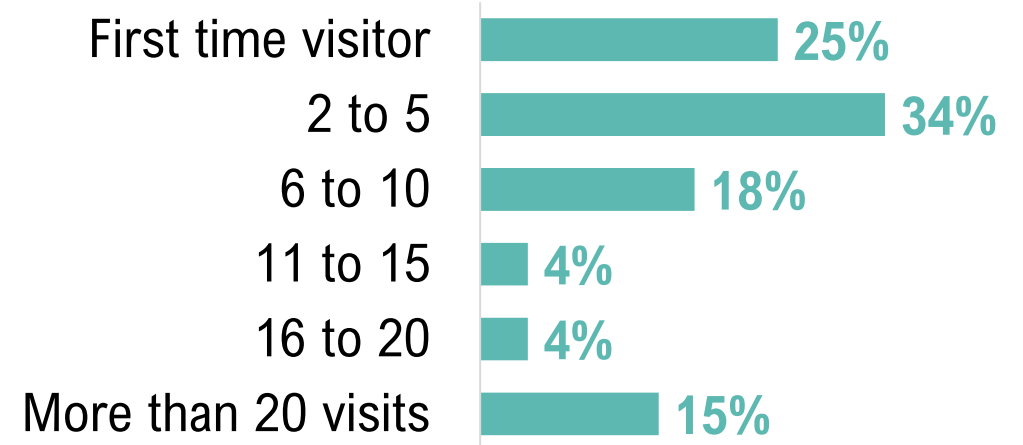
Over **half** of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY (FY24 2nd Quarter)

»»» **1 in 4** visitors were visiting Leon County for the first time, **-5% points** from 2023

»»» Nearly **1 in 4** visitors had previously visited Leon County more than 10 times



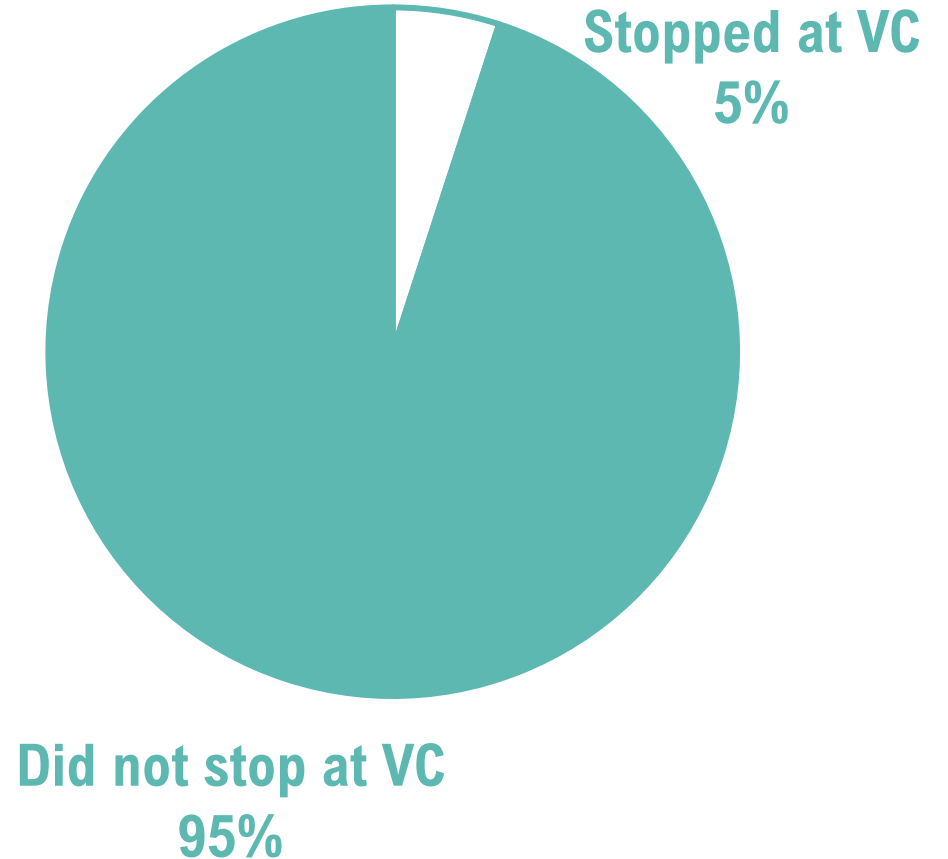
VISITORS CENTER (FY24 2nd Quarter)



5% of visitors stopped at the Visitors Center



Those who went to the Visitors Center gave it a rating of 8.0*



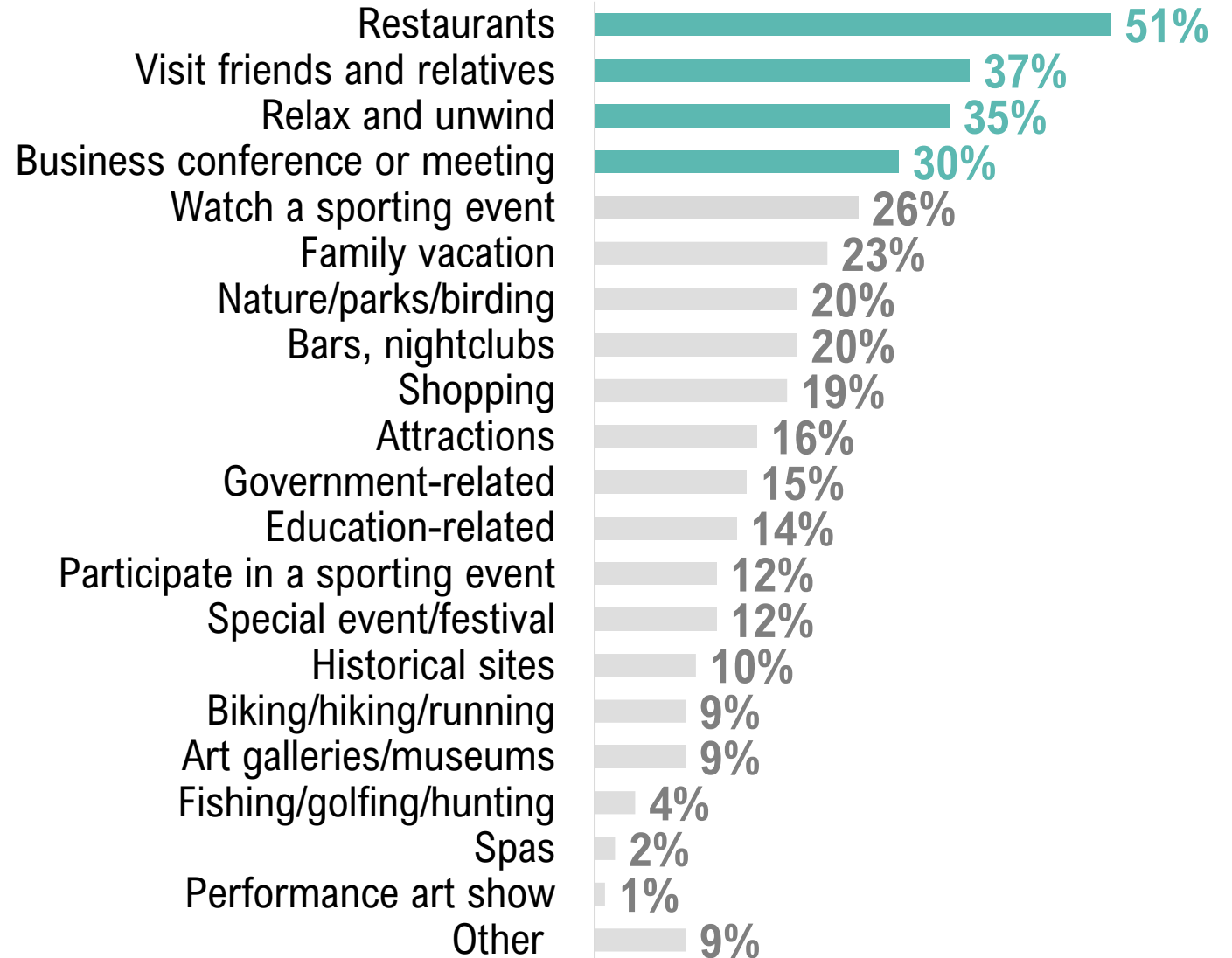
ACTIVITIES DURING VISIT* (FY24 2nd Quarter)



Over **half** of visitors dined at restaurants during their trip



Nearly **2 in 5** visitors saw friends and family while in Tallahassee

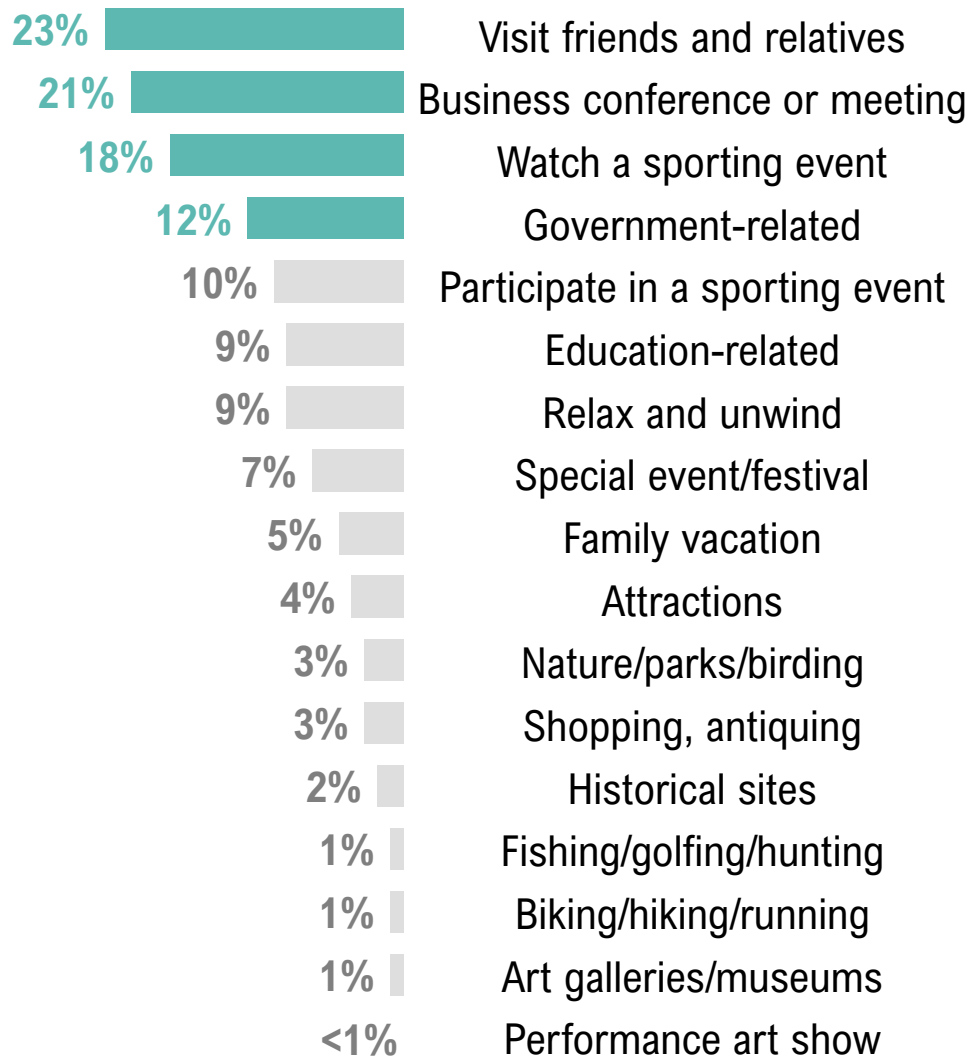


*Multiple responses permitted.

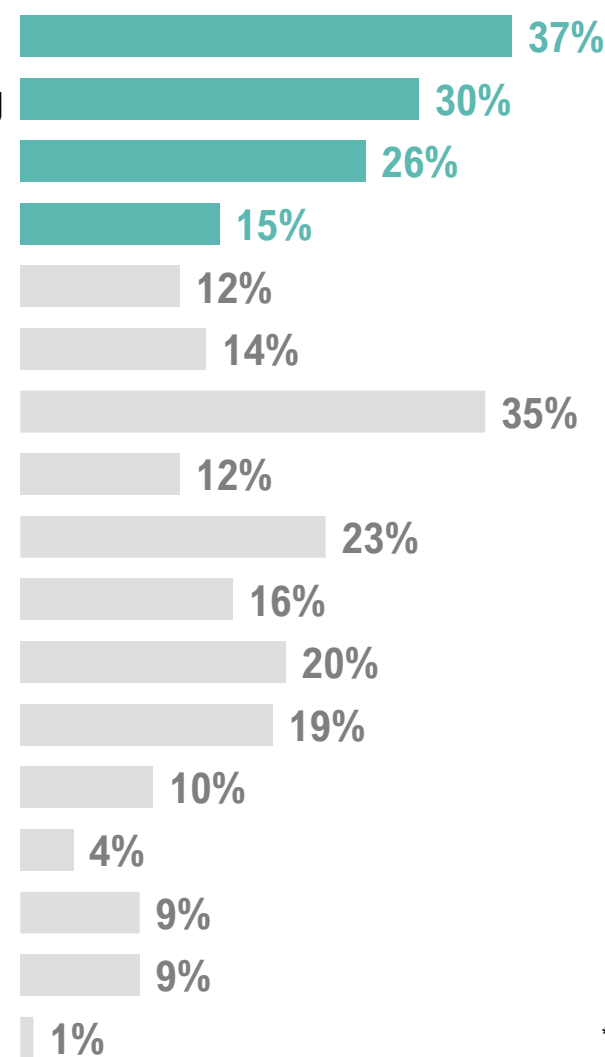


REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY24 2nd Quarter)

Reasons for Visiting*



Visitor Activities*



Key Motivations

Trip Enhancers



STUDY OBJECTIVES: VISITOR JOURNEY



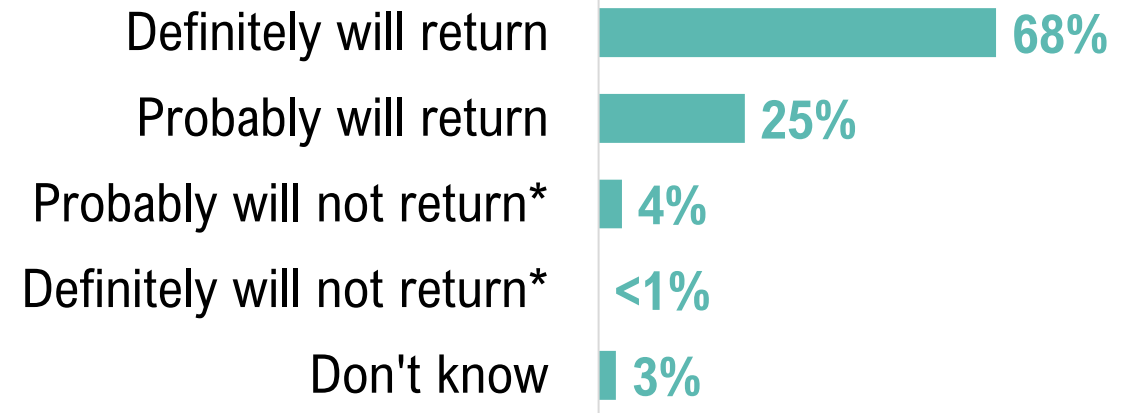
VISITOR SATISFACTION¹ (FY24 2nd Quarter)



As in 2023, visitors gave Leon County an average rating of **7.9** as a place to visit



93% of visitors will return (**68%** will definitely return) to Leon County for a future visit or vacation



*4% of visitors will not return for the following reasons:

- 1) Prefer other areas
- 2) Occasion for visit is over
- 3) Not enough to do during the day
- 4) Not enough to do at night



RATING EXPERIENCES IN TALLAHASSEE (FY24 2nd Quarter)



Leon County's **hospitality** exceeded the expectations of over **half** of visitors

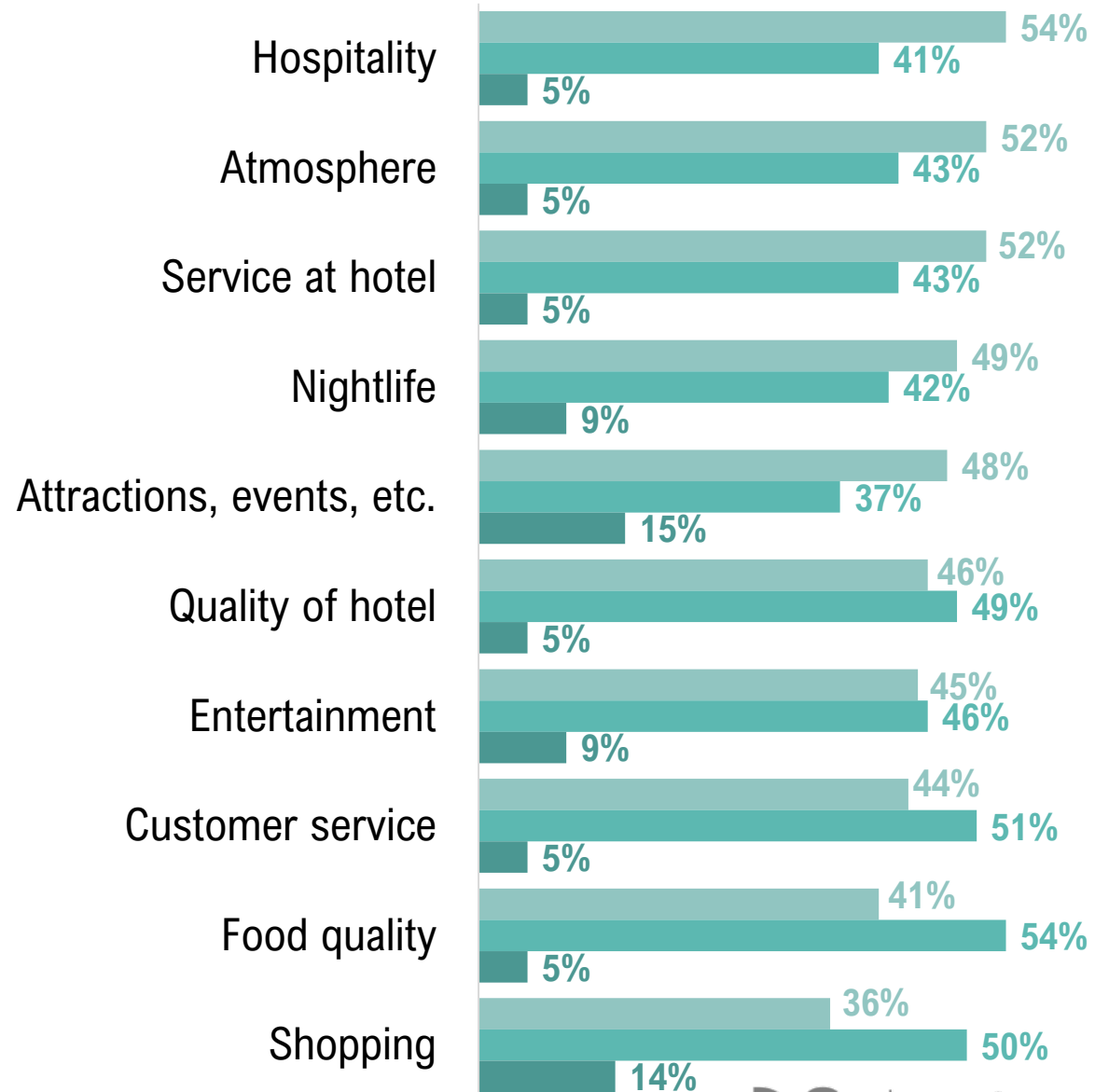


Leon County's **atmosphere** and **service at hotels** were more likely than other areas to exceed expectations



Shopping in Leon County was least likely to exceed visitors' expectations

- Exceeded expectations
- Met Expectations
- Did not meet expectations



PERCEPTIONS: “WARM AND WELCOMING” (FY24 2nd Quarter)



“A lovely southern town, beautiful trees and buildings.”



“Tallahassee is a great place to visit, with great food and Southern hospitality.”



“A place for family and friends to gather together and enjoy each other’s company.”



“The people are so friendly and remind you of home, but with palm trees.”



PERCEPTIONS: "LOTS TO DO" (FY24 2nd Quarter)



"There is a lot of excitement and interesting things to see. The shopping is great and the food is very good, affordable, and tasty."



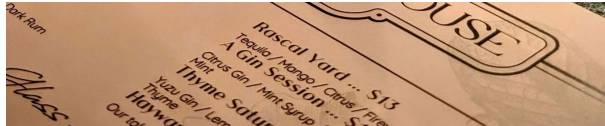
"A small town feel with a variety of things to do including outdoor activities, cultural events, shops and restaurants."



"The best, there's everything!"



"It is a beautiful, clean city with friendly people and lots of attractions."



PERCEPTIONS: "BEAUTIFUL" (FY24 2nd Quarter)



"It's a beautiful place to travel and there is a lot to see and visit!"



"It's a pretty area, with great weather and moving scenery."



"A calm and serene city to experience nature."



"It is a very pretty place with so many trees. Love all the Spanish moss!"





YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Trip Planning Cycle	Jan – Mar 2023	Jan – Mar 2024
Tallahassee was primary destination	82%	86%
A week or two in advance	36%	30%
A month or so in advance	32%	40%
2 to 3 months in advance	20%	18%
4 to 5 months in advance	3%	6%
6 months or more in advance	6%	6%

Top Trip Planning Sources	Jan – Mar 2023	Jan – Mar 2024
Search on Google	27%	30%
Talk to friends and family	23%	29%
Airline websites	27%	13%
Online travel agency	12%	11%



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Top Reasons for Visiting	Jan – Mar 2023	Jan – Mar 2024
Visit friends and family	27%	23%
Business conference/meeting	23%	21%
Watch a sporting event	17%	18%
Government-related	15%	12%
Participate in a sporting event	10%	10%

Pre-Visit	Jan – Mar 2023	Jan – Mar 2024
Requested a Visitors Guide	7%	11%
Drove to Leon County	72%	73%
Flew to Leon County	27%	27%



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Market of Origin	Jan – Mar 2023	Jan – Mar 2024
Orlando Area	4%	12%
Surrounding Areas	6%	10%
Miami-Ft. Lauderdale	5%	7%
Jacksonville	6%	6%
Atlanta	6%	5%
Tampa-St. Petersburg	4%	5%

Region of Origin	Jan – Mar 2023	Jan – Mar 2024
Florida	36%	51%
Southeast (other than Florida)	32%	26%
Midwest	9%	8%
Northeast	13%	8%
West	7%	4%
International	3%	3%



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Travel Parties	Jan – Mar 2023	Jan – Mar 2024
Travel Party Size	2.7	2.7
Traveled with Other Visitors	63%	65%
Traveled with Children under 20	16%	20%
Traveled with Children under 12	6%	8%

Visitor Profile	Jan – Mar 2023	Jan – Mar 2024
Median Age	46	46
Gender (Male)	51%	51%
Median Household Income	\$104,200	\$92,000
College Degree or Higher	76%	68%
White/Caucasian	71%	69%
African American	13%	13%
Married	66%	60%



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Accommodations	Jan – Mar 2023	Jan – Mar 2024
Hotel/Motel	50%	50%
Friends/Family Home	21%	21%
Day Tripper	17%	19%
Vacation Rental Home/Airbnb	6%	6%
RV Park/Campground	1%	2%
Personal Second Home	4%	2%

Trips Experience	Jan – Mar 2023	Jan – Mar 2024
Average Nights Stayed	3.2	3.2
1 st Time Visitor	30%	25%
10+ Prior Visits to Leon County	24%	23%
Stopped at Visitor Center	3%	5%



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Average Daily Spending	Jan – Mar 2023	Jan – Mar 2024
Accommodations*	\$122	\$128
Restaurants	\$63	\$73
Groceries	\$16	\$18
Shopping	\$30	\$35
Entertainment	\$18	\$27
Transportation	\$36	\$40
Other	\$7	\$11
Total	\$292	\$332

Average Total Trip Spending	Jan – Mar 2023	Jan – Mar 2024
Accommodations*	\$390	\$410
Restaurants	\$202	\$234
Groceries	\$51	\$58
Shopping	\$96	\$112
Entertainment	\$58	\$86
Transportation	\$115	\$128
Other	\$22	\$35
Total	\$934	\$1,062

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



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Top Activities	Jan – Mar 2023	Jan – Mar 2024
Restaurants	67%	51%
Visit friends and relatives	41%	37%
Relax and unwind	36%	35%
Business conference or meeting	28%	30%
Watch a sporting event	17%	26%
Family vacation	26%	23%
Nature/parks/birding	18%	20%
Bars, nightclubs	20%	20%
Shopping	20%	19%



YEAR OVER YEAR COMPARISONS (FY24 2nd Quarter)

Post Trip Evaluation	Jan – Mar 2023	Jan – Mar 2024
Overall Rating	7.9	7.9
Will return to Leon County	93%	93%
Exceed + Met Expectations: Service at hotel	92%	95%
Exceed + Met Expectations: Quality of hotel	92%	95%
Exceed + Met Expectations: Customer service	94%	95%
Exceed + Met Expectations: Food quality	95%	95%
Exceed + Met Expectations: Atmosphere	93%	95%
Exceed + Met Expectations: Hospitality	95%	95%
Exceed + Met Expectations: Entertainment	93%	91%
Exceed + Met Expectations: Nightlife	92%	91%
Exceed + Met Expectations: Shopping	89%	86%
Exceed + Met Expectations: Attractions/events	89%	85%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE


January-March 2024
Visitor Tracking Study

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

Downs & St. Germain Research
850-906-3111 | contact@dsg-research.com
www.dsg-research.com



Visit
Tallahassee
Pretty. Unexpected.

 downs & st. germain
RESEARCH



FY 2025 Division of Tourism (Visit Tallahassee) Budget

FY25 TDT Collection Projection @100%	\$	1,831,925
FY25 TDT Collection Projection @97%	\$	1,776,967
FY25 TDT Collection Projection @95%	\$	1,693,874
FY25 TDT Collection 4-Cent	\$	6,775,495
Other Revenue (merchandise sales, misc revenue, Sports Foundation Grants, Event Sponsorships)	\$	189,400
Appropriated Fund Balance	\$	191,860

Total Actual Budget (5 cent @ 95% + Other Revenue+Appropriated Fund Balance)	\$	8,850,629
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Acct #	EXPENDITURES	FY 2024 Adopted Budget	FY 2025 Proposed Budget	Year-Over- Year % Difference
<i>Administration(301)/Marketing(303)</i>				
51200	Salaries & Wages	887,762	959,957	8%
51250	Regular OPS Salaries & Wages	207,530	209,182	1%
51500	Special Pay	3,400	3,400	0%
52100	FICA	83,716	89,409	6%
52200	Retirement Contributions	178,234	188,728	6%
52210	Deferred Compensation	1,566	1,566	0%
52300	Life & Health Insurance	213,669	221,241	3%
52400	Workers Compensation	4,095	4,314	5%
53400	Other Contractual Services	663,325	688,420	4%
54000	Travel & Per Diem	99,732	101,780	2%
54100	Communications Services	9,600	9,600	0%
54101	Communications - Phone System	780	780	0%
54200	Postage	10,000	10,000	0%
54400	Rental & Leases	30,370	30,370	0%
54505	Vehicle Coverage	632	632	0%
54600	Repair & Maintenance	15,151	16,104	6%
54601	Vehicle Repair	835	843	1%
54700	Printing	10,182	20,000	49%
54800	Promotional Activities	40,416	80,849	50%
54860	TDC Direct Sales Promotions	55,957	76,943	27%
54861	TDC Community Relations	35,000	71,050	51%
54862	TDC Merchandise	30,260	50,528	40%
54900	Other Current Charges	703,565	983,191	28%
54948	Other Current Chrg-Amphitheater	457,694	640,618	29%
55100	Office Supplies	18,500	18,562	0%
55200	Operating Supplies	20,000	20,111	1%
55210	Fuel & Oil	320	473	32%
55250	Uniforms	10,000	16,500	39%
55400	Publications, Memberships	34,556	35,654	3%
55401	Training	15,000	15,000	0%
56400	Machinery & Equipment	-	-	
58160	TDC Local T&E	3,500	5,500	36%
58320	Sponsorship & Contributions	81,426	82,567	1%

Acct #	EXPENDITURES	FY 2024 Adopted Budget	FY 2025 Proposed Budget	Year-Over- Year % Difference
	<u><i>Advertising/Public Relations (302)</i></u>			
53400	Other Contractual Services	1,500,000	1,500,000	0%
54900	Other Current Charges - Bicentennial	250,000	100,000	-150%
	<u><i>Special Events/Grants (304)</i></u>			
58300	Grants & Aids	700,000	800,000	13%
	<u><i>Welcome Center CIP (086065)</i></u>			
56200	Building			
	<u><i>Countywide Automation (470)</i></u>			
54110	Com-net Communications	-	-	
54600	Repairs and Maintenance	-	-	
	<u><i>Risk Allocations (495)</i></u>			
54500	Insurance	-	-	
	<u><i>Indirect Cost (499)</i></u>			
54900	Indirect Cost Charges	-	-	
	<u><i>Line Item Funding - (888)</i></u>			
58214	Cultural Facilities Grant Program	1,614,468	1,646,757	2%
58215	Local Arts Agency Program	150,000	150,000	0%
	<u><i>Transfers (950)</i></u>			
591220	Transfer to Fund 220			
591220	Transfer to Fund 305	-	-	
	<u><i>Salary Contingency (990)</i></u>			
59900	Other Non-operating Uses			
	Reserve for Fund Balance	-	-	
Total		8,141,241	8,850,629	8%

Marketing & Communications

The FY2024-2025 Marketing & Communications Sales Plan is in alignment with the Division of Tourism's FY22-26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact from FY22-26.

FY 2024-2025 Sales Plan

Content Development

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

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

Tactics:

- Maintain and expand comprehensive, engaging content across our website, mobile app, social media, blogs, and digital media outlets.
- Launch and promote new Visit Tallahassee branding campaign to highlight destination assets. *(Target 1.2.4)*
- Create content on VisitTallahassee.com that is contextually relevant to our target audiences including outdoor (mountain biking, trails, bird watching, paddling, and hiking), inclusiveness, accessible, history/heritage, culinary/craft breweries, and arts & culture. *(Target 1.2.2, Target 1.2.3, Target 1.2.5, and Target 1.2.6)*
- Work with publishing agency to enhance the Visitor Guide, providing more opportunities for fresh and engaging content including images showing diversity and inclusiveness. *(Target 1.2.3)*
- Generate new GPS routed itineraries and interactive challenges for the Mobile App. *(Target 1.2.4)*
- Work with sales team to develop itineraries surrounding major sporting or high-profile events to extend stays and showcase the destination to attendees and athletes. *(Target 1.2.4)*
- Support the sports sales team with marketing and promoting the World Athletics Cross Country Championships to be hosted at Apalachee Regional Park in January 2026. *(Target 1.1.4)*

Paid Media

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

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

Tactics

- In partnership with the marketing agency, develop new branding campaign and creative for the destination. (*Target 1.2.2, Target 1.2.3, Target 1.2.4, Target 1.2.5, Target 1.2.6*)
- Working with agency of record, utilize data driven and targeted digital channels including display and video ads, streaming media services, and paid search to drive engagement.
- Incorporate email campaigns to inspire, engage and nurture relationships with visitors by optimizing messaging based on user interests.
- Use paid social media and paid search to keep the destination top of mind and stimulate future visitation to Tallahassee.
- Activate in-market visitor targeting using the mobile app to push timely information to visitors while in Tallahassee.
- Increase year-round visibility to key targeted audiences and expand reach to target audiences, including outdoor (mountain biking, 700+ miles of trails, bird watching, paddling, and hiking), inclusiveness, accessible travel, history/heritage, arts & culture, and targeted market activations. (*Target 1.2.2, Target 1.2.3, Target 1.2.5, and Target 1.2.6*)
- Expand positioning and promotion of Tallahassee as a “getaway” destination through seasonal itineraries and sweepstakes opportunities to targeted audiences. (*Target 1.2.4*)

Strategic Goal 3.0: Host 100,000 residents and visitors as part of the County Amphitheater Concert Series over from FY 22-26.

Tactics:

- Design and implement a targeted paid media plan to support The Adderley Amphitheater Concert Series optimizing promotion and boost ticket sales.

Public Relations (Earned Media)

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

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

Tactics

- Showcase Tallahassee to leisure travelers, along with spotlighting the new or remodeled meeting spaces, restaurants, attractions, and hotel properties.
- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists' and influencers specific editorial needs resulting in coverage for the destination. (*Target 1.2.4*)
- Execute desk-side media appointments with top media writers, publishers, and editors to keep Tallahassee top of mind.

- Differentiate the destination through targeted outreach showcasing outdoor/trails adventure, arts and culture, inclusiveness, history/heritage, arts, and culture, etc.
- Increase quantity of articles and quality of placement of articles in local, regional, and national magazines, newspapers, websites, and influencer blog posts, supporting seasonal promotions, destination updates, festivals, and events. (*Target 1.2.2, Target 1.2.3, Target 1.2.5, and Target 1.2.6*)

Social Media

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%

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

Tactics:

- Focus messaging in selected geographic drive markets. When appropriate, expand to direct fly markets to promote new air carriers servicing Tallahassee.
- Work with new digital agency to produce new photography and engaging video content to continually refresh our digital asset library.
- Increase engagement across Facebook, Instagram, and YouTube. Engage in online conversation designed to transform visitors into ambassadors.
- Share partner-produced and user-generated content on social media, VisitTallahassee.com and the Visit Tallahassee Mobile App.
- Generate custom content for social media to promote events and support our industry partners.
- Develop niche-targeted photo and video content (culinary/brewery scene, diversity, accessible, arts & culture, history & heritage sites) to reach new audiences and to re-introduce existing assets to residents and repeat visitors. (*Target 1.2.3 and Target 1.2.4*)

Industry/Local

Strategic Priority 2.0: Increase Local Awareness of The Division of Tourism/Visit Tallahassee and the Value of Tourism in Tallahassee/Leon County

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

Tactics:

- Work with sales team to host quarterly industry meetings for partners to network and share best practices and information. (*Target 2.2.6*)

- Utilize the industry e-newsletter and Facebook/LinkedIn partner page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics, and other pertinent information.
- Support Bicentennial website content and events.
- Develop programming/events for local industry and media during National Travel & Tourism Week in May. *(Target 2.2.3)*
- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with the annual Summer Backyard Bucket List Challenge. *(Target 2.2.4)*
- Educate frontline hotel staff about timely events and dining options with our "What's Happening" product.
- Coordinate regular media interviews and appearances that communicate Visit Tallahassee's role in tourism promotion, its marketing and promotional activities, campaigns, and the importance of tourism. *(Target 2.2.2)*
- Create press releases highlighting destination updates and coordination distribution with Leon County Community & Media Relations (CMR) department. *(Target 2.2.2)*

Strategic Priority 3.0: Increase Industry/Community Engagement and Cultivate New Partnerships to Enhance Destination Development.

Strategic Goal 3.0: Increase outreach and engagement by cultivating new partnerships to enhance destination development.

Tactics:

- Continue to collaborate and support Choose Tallahassee and COCA in marketing efforts, participating in regular meetings to ensure that communication is open and key partners are informed of Visit Tallahassee efforts. *(Target 3.3.5)*
- Work with local partners (COCA, Downtown Improvement Authority, TLH Airport, Chambers of Commerce, Tallahassee Foodies, etc.) to help communicate when high profile events or peak dates are forthcoming. *(Target 3.3.5)*
- Leverage partnerships with FSU-Learfield and FAMU Athletics to host ticket giveaways to high-profile athletic events, targeting university alumni and booster groups in desirable geographic markets. *(Target 3.3.3)*

Travel	Date	Location	Show Cost	Travel Cost	Net Cost
Out-of-Market Activation – Family – 4 team members	TBA	TBA but will happen in a target market, i.e. Tampa, Orlando, Atlanta, Jacksonville, etc.		\$6,000	\$6,000
Destinations Florida Marketing Summit – 3 team members	May	TBA	\$900	\$3,000	\$3,900
Governors Conference – 2 team members	August	TBA	\$1,000	\$2,000	\$3,000
ESTO – 2 team members	June	TBA	\$2,600	\$3,200	\$5,800
Destinations International Annual Conference	June	TBA	\$1,300	\$1,500	\$2,800
Destinations International Marketing & Communications Summit	February	TBA	\$1,300	\$1,600	\$2,900
IMM TravMedia Tradeshow	January	New York	\$5,000	\$1,600	\$6,600
Public Relations Society of America Travel and Tourism Conference	September	TBA	\$1,400	\$1,500	\$2,900
Visit Florida Media Mission/Reception	TBA	TBA	\$2,500	\$1,500	\$4,000
Deskside Appointments/Media Missions	Summer 2025	Slated for Birmingham, AL		\$1,500	\$1,500
Out-of-Market Activation – Beer – 3 team members	TBA	TBA but will happen in a target market, i.e. Tampa, Orlando, Atlanta, Jacksonville, etc.		\$3,000	\$3,000
Zarticon	May	TBA		\$1,000	\$1,000
STS Marketing College	June	Macon, GA	\$1,675	\$1,000	\$2,675
E-Tourism Summit	April	TBA	\$1,795	\$1,600	\$3,395
Individual Media Stays	TBA			\$7,000	\$7,000
		Totals	\$19,170	\$35,000	\$53,970

Memberships	
Destinations Florida	\$5,698
Destinations International	\$7,010
Visit Florida	\$6,000
Capital City Chamber	\$250
Tallahassee Chamber	\$445
Total	\$19,403

Meetings & Group Sales

The FY2024-2025 Meetings and Group Sales Plan is in alignment with the Division of Tourism's FY22-26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact from FY22-26.

FY 2024-2025 Sales Plan

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

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

Target Goal: Attract 85 new meetings and conventions in the next five (5) years.

Annual Goal: Attract 25 new meetings, conventions, & groups (Target 1.1.2 & 1.1.3)

- Capitalize on the momentum achieved with the Bicentennial Reunion Program by continuing to offer summer incentives for social, alumni, and reunion groups.
- Create and promote a meeting and group incentive program based on actualized room nights.
- Enhance the awareness of Tallahassee as a meeting and group travel destination by expanding content on the Meeting & Group pages of VisitTallahassee.com.
- Explore opportunities to expand awareness with third party planners through increased exposure with technology distribution programs such as CVENT.
- Collaborate with the marketing team to update tradeshow assets and marketing collateral to including the group rebate program and new destination highlights.
- Research and evaluate new conference/trade show opportunities that align with the destination's strengths and attributes.

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

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

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

Annual Goal: Create collaborative partnerships to increase local awareness that groups have on the local economy. (Target 2.2.6)

- Develop group itineraries with industry partners that support wedding/special events, fraternal, multi-cultural, and family/social reunions.
- Collaborate with local attractions, historic venues, and art/culture organizations in the community to expand offering for groups.
- Conduct one on one meetings with partners and hold hospitality roundtables to create partnerships and share best practices.

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

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

Target Goal: Establish at least five (5) new or expanded Meetings and Leisure Group partnerships and collaborations with the airport, Colleges/Universities, and/or hotel, etc. (Target 3.34)

Annual Goal: Establish at least one (1) new or expanded Meeting and Leisure Group partnership and collaboration with the airport, Colleges/Universities, and/or hotel, etc.

- Collaborate with the business community through expanded relationships with the Office of Economic Vitality and the local research institutions to explore opportunities for hosting meetings and conferences.
- Build awareness to the TDC Resolution that affirmed the need for a conference center/meeting district in the destination by conducting small group and one on one meeting with community stakeholders.
- Explore opportunities for partnership between meeting venues and hotels within in the Gaines Street District.

Annual Goal: Support 900 community events, sporting competitions, festivals performances, and cultural programming that will attract visitors and residents (Target 3.3.10)

- Continue assisting local festivals, events, and organizations with marketing, event planning, and partnerships to help facilitate growth and group travel.
- Aid grant recipients with securing hotel rooms, venues, and local resources.

FY 2024/2025 MEETINGS & GROUP TRAVEL AND TRADESHOW SUMMARY

Travel	Date	Location	Target	Show Cost	Travel Cost	Net Cost	
FSAE Education Expo	Oct	Tallahassee, FL	Association	\$700	\$ -	\$700	
MPI Educon*	Oct	Jacksonville	Meetings	\$1,000	\$1,250	\$2,250	
Florida Encounter*	February	TBA	Meetings and Group	\$2,700	\$2,400	\$5,100	
Renezvous South*	March	TBA	Meetings and Group	\$500	\$5,000	\$5,500	
MPI Golf Activation*	April	St. Augustine	Meetings	\$4,000	\$1,500	\$5,500	
SGMP NEC	June	TBA	Meetings	\$1,700	\$1,200	\$2,900	
FSAE Annual Conference*	July	TBA	Associations	\$1,200	\$4,000	\$5,200	
Connect	August	TBA	Meetings and Group	\$2,200	\$1,500	\$3,700	
Destination Southeast	September	TBA	Group	\$4,000	\$2,400	\$6,400	
FSAE Power Luncheons	Year Round	Tallahassee, FL	Associations	\$4,000	\$ -	\$4,000	
SGMP Capital Chapter Meetings	Year Round	Tallahassee, FL	Meetings	\$245	\$ -	\$245	
MPI NF	Year Round	Jacksonville, FL	Meetings	\$120	\$500	\$620	
The Villages Travel Expo	Spring	The Villages, FL	Group	\$100	\$1,000	\$1,100	
				Totals	\$22,465	\$20,750	\$44,215

Memberships	
MPI NF	\$450
RCMA	\$150
SGMP	\$450
FSAE- Dues	\$270
Small Market Meetings	\$500
FSAE Directory	\$225
Southeast Travel Society	\$1,060
Total	\$3,105

The FY2024-2025 Sports Sales Plan is in alignment with the Division of Tourism's FY22-FY26 Strategic Plan. The goals and tactics are aligned with the goal of generating \$5 billion in economic impact over the next five years.

FY 2024-2025 Sales Plan

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

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

Annual Goal: Attract 20 State, Regional, or National, Championships across all sports over FY25. (Target 1.1.1)

Tactics:

- Highlight our communities natural appeal to identify outdoor pursuit-based events of championship level, such as disc golf, biking, etc.
- Work with collegiate athletics departments (FSU, FAMU, & TSC), Leon County Schools, and local clubs and organizations to identify and bid on championship level events.
- Identify corporate opportunities with organizations that can raise the National profile of our communities' sports facilities.
- Work with existing annual groups to expand their events, increasing participation and room nights.

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

Tactics:

- Capitalize on the success at Apalachee Regional Park to implement the sports departments own cross country event.
- Develop or attract a national established annual championship to have Apalachee Regional Park as its home.
- Monitor and pursue the cross country events and championships held around the country to help maintain Apalachee Regional Park as the premier cross country facility in the nation.
- Continue to partner with World Athletics and USATF on strategies to keep Tallahassee as the top destination in the sport of cross country.

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

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

Annual Goal: Identify a minimum of ten (10) opportunities to create collaborative partnerships to increase awareness of the role of the sports tourism department and the economic impact of sports tourism and events (Target 2.2.1)

Tactics:

- Identify opportunities that are market specific to our sports tourism strengths that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.
- Conduct a bi-annual review of community sports facilities, to include site visits, to stay aware of new or changing facilities while showing support to facility owners.
- Identify sporting events that have both a tourism draw and local appeal for the community. Work to bring these events to Tallahassee and work with the Marketing department to promote locally via traditional channels.
- Leverage the Tallahassee Sports Council's connectivity with the community to assist us in establishing sports tourism as a major driver of economic impact within the community.
- Explore options on a state and regional level for partners to leverage resources for the upcoming World Athletics Cross Country World Championships.
- Collaborate with hotels to generate leads for upcoming sports events in the area.

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

Strategic Goal: Increase outreach and engagement in the sports tourism industry by cultivating new partnerships and collaboration with all sectors of Leon County.

Annual Goal: Expand the overall profile of DEI based sporting events in the community (Target 3.3.1)

Tactics:

- Expand involvement in new sports inclusivity partnerships or programs. (i.e., black-owned sporting events, LGBTQ+ sporting events, etc.).
- Establish at least 2 new or expanded sport partnerships with event rights holders, boards, or colleges/universities.
- Continue engagement and collaboration with community partners/agencies that are major participants in the future development of sports facilities or community spaces rooted in sports.
- Expand or maintain support of at least 70 sporting events that attract visitors and engage residents.

Annual Goal: Establish at least three (3) new or expanded sport partnerships with event rightsholders, boards, agencies, or colleges/universities. (Target 3.3.3)

- Identify, engage, and collaborate with new community partners and agencies that play significant roles in the future development of sports facilities.
- Pursue placement on local committees or boards that can impact sports tourism on our community, i.e.: Sports ETA boards, Gulf Winds Track Club, etc.

FY 2024/2025 SPORTS TRAVEL AND TRADESHOW SUMMARY

Travel	Date	Location	Target	Show Cost	Travel Cost	Net Cost
S.P.O.R.T.S. The Relationship Conference	October 14-17, 2024	Wichita, KS	Sports Events	\$3,570	\$5,600	\$9,170**
Sports Congress	December 8-11, 2024	Punta Gorda, FL	Sports Events	\$5,400	\$5,600	\$11,000**
Sports Express Conference	January 27-31, 2025	San Juan, PR	Sports Events	\$9,000	\$5,000	\$14,000**
Sunshine Sports Council Think Tank	February	Lake County, FL	Education/Networking	\$975	\$3,000	\$3,975***
Sports ETA Symposium	April 14-17, 2025	Tulsa, OK	Education/ Sports Events	\$2,400	\$5,600	\$8,000**
Florida Sports Foundation Annual Summit	May	TBA, FL	Education/ Sports Events	\$0	\$5,600	\$5,600**
Totals				\$21,345	\$30,400	\$51,745

**Two Staff Travelling

*** Three Staff Travelling

Memberships	
Florida Sports Foundation Membership	\$2,000
USATF Membership	\$120
Sunshine Sports Council	\$750
Sports ETA Membership	\$1,250
Amateur Athletic Union	\$150
Total	\$4,270

Visitor Services

The FY2024-2025 Visitor Services Department Plan is in alignment with the Division of Tourism's FY2022-2026 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact from FY22-26.

FY 2024-2025 Department Plan

Strategic Priority 3.0: Increase Industry/Community Engagement and Cultivate New Partnerships to Enhance Destination Development

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

Tactics:

- Work with the Grants and Contract Manager to:
 - Support festivals, sporting competitions, and other community events that will attract visitors by awarding grant funds to organizations conducting Legacy, Signature, Special, and Sports Event granted organizations. (Target 3.3.10)
 - Conduct group workshops and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources. (Target 3.3.10)
 - Work with grantees to explain and expedite the accurate completion of grant funding agreements and post-event reports in accordance with approved policies. (Target 3.3.10)
 - Track the performance of grant recipients for evaluation by the grant review committee.
 - Facilitate consistent communication with all parties involved in the grants process.
 - Monitor grant agreement deliverables, payment requests, and timely payments for completed post-event reports.

Strategic Priority 4.0: Increase Visitor Services in Market to Enhance the Visitor Experience and Extend Stays.

Strategic Goal 4.0: Increase Visitor Services through diversifications and collaborations with other government entities and community organizations.

Tactics

- Increase the visibility of Tallahassee/Leon County through Visitor Guide and print material distribution by managing, tracking and coordinating the distribution of 70,000 Visit Tallahassee Visitor Guides and 45,000 rack cards through:

- Annual regional distribution of Visitor Guides and Visit Tallahassee rack cards to Florida AAA offices, chambers of commerce, attractions, and lodging establishments along I-75, I-10 and in specific regions of the State. (Target 4.4.5)
- Collaboration with local merchant associations groups to promote visitor traffic to business districts and to increase distribution sites for Visitor Guides.
- Semi-annual distribution of Visitor Guides to local industry partners at the beginning and middle of the calendar year. Coordinate regular deliveries both in and out of market. (Target 4.4.5)
- Distribution of Visitor Guides, tear-off map pads, and rack cards to VISIT FLORIDA® Welcome Centers, destination marketing organizations such as Visit Wakulla and Discover Thomasville, and military bases. (Target 4.4.5)
- Distribution of Visit Tallahassee rack cards to seven service plazas along the Florida Turnpike.
- Distribution of Visitor Guides and rack cards locally at Leon County Visitor Information Center, special and sporting events, and through requests from various groups for welcome packets. (Target 4.4.5)
- Promote Visit Tallahassee by tabling at local events and distributing Visitor Guides, information and promotional materials.
- Promote Primary Visitor Information Center and Gift Shop, located at the renovated Train Station building on Railroad Avenue by:
 - Encouraging tourist and community awareness of the primary Visitor Information Center and Gift Shop by planning evening hours and special events on First Fridays.
 - Providing informational rack cards featuring Visitor Centers and Gift Shops to downtown hotels and to hotels in the immediate vicinity of both Visitor Centers.
 - Developing and implementing opportunities for industry partners and local vendors to be featured at the Visitor Information Centers at the historic Amtrak building. (Target 4.4.3)
 - Expanding and diversifying Gift Shop offerings by increasing consignments featuring unique local items and/or vendors that appeal to visitors and the local community. (Target 4.4.3)
 - Facilitating the production of unique Tallahassee themed merchandise for promotional use and for sale in the Visitor Center gift shops.
 - Incorporating Bicentennial information, promotional, and gift items into both Visitor Information Centers throughout 2024.
 - Seasonally decorating and refreshing the merchandise/display in the Visitor Information Center and Gift Shops to provide a positive first impression and stimulate merchandise sales. (Target 4.4.3)
 - Continuing to promote the satellite Visitor Information Center at Cascades Park. (Target 4.4.3)
 - Work with Public Relations Specialist to support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.

- Provide customized visitor packets with Visitor Guides, marketing materials, and promotional items for visiting groups, journalists, VIPs, and promotional contest winners.
- Coordinate production and delivery of requested branded materials for staff use at trade shows and conferences and ship/deliver for sales staff.



MEMORANDUM

DATE: May 2, 2024

TO: Leon County Tourist Development Council Members (TDC)

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

SUBJECT: Proposed FY 2024-2025 Tourism Grant Program Overview Review

Each year the Leon County Division of Tourism/Visit Tallahassee utilizes Tourist Development Tax (TDT) revenues to offer grant opportunities to local organizations that produce events to attract visitors to the destination and provide programming and activities which enhance the market for both visitors and residents. The County's Tourism grant programs leverage private funding for these events to the benefit of the community by attracting visitors from around the state, region, and nation. The brand exposure associated with some of the larger events and festivals that take place each year promotes and positions Tallahassee/Leon County as a vibrant and diverse destination.

The continued investment in the growth, stature, and participation in these events continue to generate a return on investment as demonstrated by hotel occupancy rates and visitor spending in the community. As a result, the overnight stays and visitor spending enhances TDT collections and provides additional revenues to support the Tourism grant programs and the overall growth of the market as a destination.

At this meeting, we are seeking consideration of the following:

- A proposed \$100,000 increase in grant funding – resulting in increased funding for organizations.
- A proposed dedicated portion of grant funding for out-of-market paid advertising and revised formula for funding levels for projected room nights
- The proposed timeline for the FY24-25 Tourism Event Grant Programs
- The recommendations for the Peak Visitor Periods/Black-out dates for grant funding
- Appointment of TDC Grant Review Committee 3-4 members

Each item is presented in more detail below. The Division of Tourism/Visit Tallahassee continues to engage organizations of all types in the destination, including sports, non-profits, higher education, and more, to sustain and grow the local tourism economy.

Proposed Budget Allocation for Grant Program & Out-of-Market Paid Advertising

For FY 2024-2025, we are proposing a total Grant Funding budget of \$800,000, a \$100,000, or 14.3%, increase over FY 2024 (\$700,000). Recognizing the costs of producing events has increased dramatically over the past several years, the increase in recommended funding accounts for event cost increases as well as the intention to dedicate a portion of the event grant funding for out-of-market advertising (a required statutory component for use of TDT) to grow event attendance by out-of-town visitors and generate increased visibility of the destination in regional markets. Additionally, the rubric utilized by the Grant Review Committees (TDC and TSC) to recommend grant funding levels based on identified projected room nights to be generated by the event, have not been updated in more than 10 years while event costs, room rates and visitor spending have all increased during this period. We are seeking consideration of this new direction and will present updated Tourism Event Grant Program Guidelines with the recommended changes at the July 11 TDC Meeting to allow sufficient time for County Attorney’s Office review.

Proposed Tourism Event Grant Application and Review Process Timeline

The proposed timeline below provides for a 30-day grant application cycle.

July 11, 2024	Present updated policy and guidelines to the TDC
July 15, 2024	Grant Application Cycle Opens (30-day cycle)
July/August	Mandatory Grant Application Workshops
August 15, 2024	Application Cycle Closes
August 19, 2024	Grant Reviewer Portal Opens
August 25, 2024	Application Scoring Completed
Sept. 5, 2024	TDC Grant Review Committee (GRC) Public Meeting
Sept 12, 2024	TDC Meeting –Approval of GRC Award Recommendations

Peak Visitor Periods for FY 2024-2025 Grants

The County Tourism Grant Policy states that “grant funding will not be considered for events that occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends anticipated to fill existing hotel room inventory, FAMU

homecoming weekend, FSU or FAMU spring and fall graduation weekends, and Monday through Thursday during the regular legislative session. Sports and Special Events grants may be permitted during some FSU home football game weekends except for those games anticipated to fill existing hotel room inventory.”

After careful review and consideration of the FY24 FSU and FAMU football schedules, staff is recommending the following dates as the black-out dates where events will not be considered for funding if the event occurs during the following peak visitor periods:

October 5-6, 2024	FSU Football Game vs. Clemson
November 1-2, 2024	FSU & FAMU Football Game (FAMU Homecoming)
November 22-23, 2024	FSU Football Game (Homecoming)
November 29-30, 2024	FSU Football Game vs. Florida
December 13, 2024	FSU/FAMU/TSC Graduation
March 4 – May 2, 2025	Florida Legislative Session (Monday – Thursday)
May 2-3, 2025	FSU/FAMU/TSC Graduation

Legacy Event Grants

Additionally, at the July 11, 2024 TDC Meeting, staff will present a detailed overview of the Legacy Event Grants program well as recommendations for the FY 2024-2025 Legacy Event Grant awards and the draft three-year funding agreements for the qualifying grantees.

A Legacy Event is an event, festival, or tournament that has been taking place in the community for a minimum of five years and annually generates a high number of room nights and reliably generates a minimum \$1 million dollars in economic impact for the community. These events are large, multi-day events that are well known and draw visitors from across the country.

Three-year funding agreements for Legacy Grants contain mutually agreed upon goals and deliverables for each year and are reviewed annually by staff and each event organizer. The agreement will allow for variances as a result of acts of God (i.e. weather). Legacy Grants require approval by the Tourist Development Council and the Board of County Commissioners.



Bicentennial Reunions Incentive Program Participation

- 13 Industry partners (10 hotels and 3 attractions) provided special offers to reunions.
- 11 Reunions participating in program receiving:
 - Special offers at participating hotels
 - Reunion welcome bags with Bicentennial themed items
 - Welcome signage at participating partner hotels(s)

Bicentennial Reunions Package Promotion

- Incentive funding has been allocated to support Bicentennial Reunions through room credits, signage, and other perks. (\$40,000)
- Dedicated advertising media budget to promote the Incentive program. (\$10,000)
- Dedicated landing page at VisitTallahassee.com/Reunions
- Dedicated content promoting the incentive package on TallahasseeLeonCounty200.com
- Social media posts on Visit Tallahassee channels.
- 2-Page Ad in March issue of "Reunions Magazine" – a trusted resource publication for reunion planners.
- Reunions Magazine Directory Listing with destination overview and incentive program information.
- 3-Month digital banner ads (March, April, May) promoting the incentive program.
- Custom email blast to Reunions Magazine newsletter database (March, April, May)
- Alumni Associations of FSU, FAMU, TCC and Leon County Schools have been contacted to promote the package for classes holding reunions this summer.
 - ZPR is attempting to secure interviews with Janet for added exposure.



Leon County Tourist Development Council

Per Florida Statute 125.0104 the Tourist Development Council is an authorized advisory council to the Leon County Board of County Commissioners

Michelle Personette,
Chair, FSU, Challenger
Learning Center

Bill Proctor
Leon County
Board of County
Commissioners

Dianne Williams-Cox
Tallahassee City
Commission

Curtis Richardson
Tallahassee City
Commission

Carolanne Savage
Hyatt House

Emily Johnson-Truitt
Springhill Suites

Russell Daws
Tallahassee Museum

Matt Thompson
For The Table
Hospitality

Joshua Brock
Holiday Inn E. Capitol -
Universities

Amanda Heidecker
Leon County Parks &
Recreation -
Tallahassee Sports
Council

Kathleen Spehar
Tallahassee Council on
Culture & Arts (COCA)

Staff: Kerri L. Post
Leon County
Division of
Tourism/Visit
Tallahassee

March 12, 2024

Federal Railroad Administration
ATTN: Amtrak Long Distance Service Study
1200 New Jersey Avenue S.E.
Washington, DC 20590

Purpose of Letter: To support the proposed Dallas-Fort Worth (DFW) – Miami route to bring Amtrak through Tallahassee, Florida.

On behalf of the Leon County Tourist Development Council (TDC), we strongly support the DFW-Miami proposed route. As the official statutorily-authorized tourism development entity for Tallahassee and Leon County, the state capital of Florida, we are excited with the prospect of bringing Amtrak through Tallahassee, as both Dallas-Fort Worth and Miami/Fort Lauderdale are key feeder markets for visitors to our destination. Additionally, the New Orleans to Jacksonville section will provide much-desired visitor connectivity across the Gulf Coast/North Florida while also providing much-needed visitor spending to the beautiful mid-size and rural communities in this part of the Sunshine State. It is our strong belief both residents and visitors would utilize this new route if it were created. It would also be a major destination enhancement for Tallahassee to have another mode of transportation to and from Florida's Capital City.

Additionally, in the March 8, 2024 meeting of the Leon County Tourist Development Council (TDC), we unanimously voted in favor of supporting the proposed new route between Dallas-Fort Worth and Miami as we see the economic value and quality of life benefit it would bring to our community and others along what is sure to be a very popular new route.

Thank you for your consideration and we would be most grateful for this new route to be included in the recommendations to Congress.

Thank you,

Michelle Personette, Chair
Leon County Tourist Development Council

Kerri Post

From: Rick Minor, Leon County Commission <minorr@leoncountyfl.gov>
Sent: Wednesday, March 6, 2024 2:19 PM
To: Kerri Post
Subject: Amtrak for Tallahassee? We need your feedback by March 8th!

EXTERNAL MESSAGE: Carefully consider before opening attachments or links.



Hello Kerri,

We have encouraging news on **the prospect of bringing Amtrak through Tallahassee**, but we need your help by March 8th!

The Federal Railroad Association (FRA) is considering a new passenger rail route that would run between Dallas/Fort Worth and Miami, with stops in Tallahassee, Pensacola and Jacksonville. It's seeking public input on this route and 14 others before it delivers its final report of recommendations to Congress. See the proposed route below.



At this time, there is no funding designated for the Dallas/Ft. Worth - Miami route or any of the others, but this Amtrak Long-Distance Service Study was mandated by the Bipartisan Infrastructure Law of 2021 and is intended to "evaluate the restoration of daily intercity passenger rail service and the potential for new Amtrak long-distance routes".

We want to ensure that the DFW-Miami route, running through Tallahassee, remains one of the "proposed preferred routes" in the upcoming final report that will be provided to Congress later this spring. The FRA is seeking public comments on this route and the others, so **we need to let the Federal Railroad Administration know how much we want Amtrak in Tallahassee!**

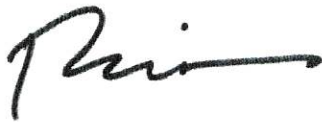
IMPORTANT: How you can help:

1) Provide input on this new proposed route. Click [HERE](#) to send to the FRA a pre-formatted email message, or send using ContactUs@FRALongDistanceRailStudy.org. In the email body, please include your full name and explain why you support the proposed DFW-Miami route going through Tallahassee. How would you use it? How would it benefit Leon County and North Florida? Just 2 or 3 sentences will be enough.

2) Spread the word. Please forward this email message to your friends, family and co-workers and ask them to send in their own comments by **Friday, March 8th at 11:59pm ET**. Anyone who understands the benefits of this route should provide input... they don't need to live in Tallahassee or even in Florida. The more support we generate, the more likely an Amtrak stop in Tallahassee will be included in the final report.

Thank you VERY much for your support, and please don't hesitate to contact me if you have any questions.

All the best,



Rick Minor
Commissioner, Leon County District 3
(850) 606-5363
MinorR@leoncountyfl.gov

P.S. For more info on the FRA's Amtrak study:

- The Amtrak Daily Long-Distance Service Study [website](#).
- [Current version of the FRA presentation](#). Pages 65 and 119 show the DFW-Miami route running through Tallahassee.
- An [article on Trains.com](#) regarding the study and the proposed routes.

P.P.S. If you'd like to receive email updates on this initiative and others, please sign up for our County Commission District 3 e-newsletter at www.LeonCountyFL.gov/RickMinor. Thank you!

PLEASE NOTE: Per Florida's Public Records Law ([Chapter 119](#) of the Florida Statutes), most written communication to or from County officials and staff regarding County business are public records available to the public and media upon request. As such, this email correspondence, as well as petition submissions, are subject to public disclosure.