



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday September 12, 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**
 - July 11, 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**
 - First Florida Capitol Project Presentation by Tallahassee Mayor John Dailey and the First Florida Capitol Committee
 - Downs & St. Germain Research Presentation – FY24 Q3 (Apr-Jun) Visitor Tracking and Tourism Economic Impact Report (T4)
 - Concert Update
 - FY25 Tourism Special Event Grant Award Recommendations
 - Tallahassee Sports Council FY25 Sports Events Grant Award Recommendations & Update
 - COCA FY25 Cultural Program & Tourism Marketing Grant Award Recommendations & Update (T5)
- VI. Executive Director's Report – **Kerri Post**
 - Amtrak Station/Tourism Offices/Visitor Center Tornado Damage Update
 - Status Update on RFPs – Branding, Digital Advertising/Marketing, PR & Research
 - Bicentennial Update – On the Homestretch and the Best is Yet to Come
 - Bicentennial Reunion Program Economic Impact Report at November TDC Meeting
 - Recognition of Russell Daws Nomination for Distinguished Servant Leadership Award
- VII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
November 7, 2024
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday July 11, 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, County Commissioner Bill Proctor, Joshua Brock, Carolanne Savage, Russell Daws, and Liaison Amanda Heidecker. Telephonically present were City Commissioner Dianne Williams-Cox, and Liaison Kathleen Spehar. Absent members were Matt Thompson and Emily Johnson-Truitt.

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

Chairperson Michelle Personette, called the meeting to order at 9:01 a.m.

Chairperson Personette entertained a motion to permit Commissioner Williams-Cox and Liaison member Spehar to join telephonically.

Russell Daws moved, seconded by Commissioner Richardson for approval to permit Commissioner Williams-Cox and Ms. Spehar to join the TDC meeting virtually. The motion passed unanimously 5 - 0.

Chairperson Personette entertained a motion to revise the agenda to move up the FY25 Revised Tourism Event Grant Guidelines and Legacy Grant Recommendations ahead of Downs & St. Germain Research Presentation.

Commissioner Richardson moved, seconded by Russell Daws approval to move up the FY25 Revised Tourism Event Grant Guidelines and Legacy Grant Recommendations ahead of Downs & St. Germain Research Presentation. The motion passed unanimously 5 - 0.

Public Comment – Powell Kreis spoke in support of the FY25 Tourism Legacy Grant for the LeMoyne Chain of Parks Arts Festival.

Bert Pope recapped how the Hernando de Soto Winter Encampment - America's First Christmas site was discovered, and suggested the use of billboard advertising to draw visitors wishing to see where America's first Christmas may have taken place in 1539.

Consent – Michelle Personette, entertained a motion for approval for the three items of consent.

1. May 2, 2024, Meeting Minutes
2. Financial Reports: Division Budget FY 2024 YTD and the Tourism Development Tax Collections and Smith Travel Report
3. Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports

Russell Daws moved, seconded by Commissioner Richardson for approval of the items for Consent. The motion passed unanimously 5 - 0.

General Business

FY25 Revised Tourism Event Grant Guidelines and Legacy Grant Recommendations –

Ms. Post provided a brief background on Legacy Grants for new members of the TDC, highlighted the modifications to the Legacy Event Guidelines, and presented the recommendations for the proposed FY 2025-2027 three-year Legacy Event Grants, consisting of Springtime Tallahassee, Market Days, LeMoyné Chain of Parks, ASG Capital Cup, and the Florida State Invitational, noting the two long-established soccer tournaments now qualify as Legacy Events. Mr. Daws recused himself due to a conflict, so the chair separated the actions.

Commissioner Richardson moved, seconded by Commissioner Williams Cox for approval of the Legacy Event Grant Guidelines as presented. The motion passed unanimously 5 - 0.

Commissioner Richardson moved, seconded by Russell Daws for approval of the Springtime Tallahassee, LeMoyné Chain of Parks, ASG Capital Cup and Florida State Invitational FY25-27 Legacy Event Grants as recommended. The motion passed unanimously 6 - 0.

Commissioner Richardson moved, seconded by Joshua Brock for the approval of the Market Days Legacy Event Grant as recommended. The motion passed unanimously 5 – 0 with Russell Daws recused.

Proposed FY 2024-2025 Tourism Grant Program Overview Review – Ms. Post presented a brief recap of the FY 2024-2025 Tourism Event Grant Program changes approved at the May 2 Tourist Development Council Meeting. Ms. Post highlighted the recommendations of the proposed FY2025 funding levels for the respective grant programs and reviewed the changes in the Sports and Special Events Guidelines.

Commissioner Richardson moved, seconded by Russell Daws for the approval of the Sports Events Grant Guidelines. The motion passed unanimously 6 - 0.

Russell Daws moved, seconded by Commissioner Richardson for the approval of the Special Events Guidelines. The motion passed unanimously 6 - 0.

Amanda Heidecker reported on Sports Grants Review Committee (SGRC) process and provided recommendations for the TDC's consideration to appoint to the SGRC as follows: Amanda Heidecker, Judy Alexander, and Ben Holmes.

Commissioner Richardson moved, seconded by Russell Daws for the approval and appointment of the Sports Grant Review Committee consisting of Amanda Heidecker, Judy Alexander, and Ben Holmes. The motion passed unanimously 6 – 0.

Downs & St. Germain Research Presentation - 2024 Winter/Spring Events and FY22-FY24

Isiah Lewis presented on the quarterly Economic Impact Report for Winter/Spring Events Visitor Tracking Study and presented the Legislative Session Comparison FY 2024 vs 2022 as requested at the May TDC meeting. Commissioner Proctor noted the FHSAA Football Championships economic impact was significantly lower than projected. Discussion ensued. Ms. Post will look into the data and report back.

Status Report on the Hernando de Soto Winter Encampment - America's First Christmas – Ms. Post presented an informational item to provide background and context on the historic Hernando DeSoto Winter Encampment site as "America's First Christmas." She highlighted its viability as a tourist attraction, and the current state of lead-paint abatement and building repairs taking place. Discussion ensued.

Motion to direct staff to reach out to the Secretary of State and have a conversation regarding the Florida Department of State's future considerations for the site, signage and hosting events.

Russell Daws moved, seconded by Joshua Brock for the approval to direct staff to reach out to the Secretary of State regarding plans for the site of America's First Christmas. The motion passed unanimously 6 - 0.

FY24 Belgrade, Serbia World Athletics Cross Country Championships Future Organizers Site

Visit/Meetings Recap Presentation – Taylor Walker shared highlights of the team's trip to Belgrade,

Serbia including the various meetings attended, “Welcoming the World” to Florida activations, course design and the ceremonial passing of the flag to Taylor Wheaton represented the USA and Visit Tallahassee for the 2026 Cross Country Championship. Discussion ensued.

Mountain Bike Trail Master Plan - IMBA Ride Center™ Designation Update – Taylor Walker and Amanda Heidecker provided updates on the status of the IMBA Ride Center designation, and the goal to achieve a Bronze level designation. The site visit from Rock Solid Trails for the initial assessments of the area’s trails was productive and the development of a Tallahassee Mountain Bike Trails Master Plan is well underway.

Concert Update – Ms. Post stated the RFP for County concerts professional services was put out to bid and three proposals were received. Scott Carswell Presents, LLC scored the highest and was awarded the contract. Visit Tallahassee will be partnering with FSU Opening Nights again this year, featuring KC and the Sunshine Band on Saturday, October 12th. Additional concerts for the fall are also being planned and will be announced later next month.

Tallahassee Sports Council Update – Amanda Heidecker shared updates on the FHSAA Beach Volley Championship and announced Visit Tallahassee was awarded the NJCAA Cross Country Championships for 2027.

COCA Update – Ms. Spehar shared updates on events and festivals that are happening this summer, and the launching of a new musical app. She also provided updates on the May 10 Tornado impacts, to Arts and Culture organizations and noted the reduction of Government funding of arts and culture statewide.

Executive Director’s Report

Amtrak Station/Tourism Offices/Visitor Center Tornado Damage Update - Ms. Post updated the TDC members on the Amtrak damage due to the tornado and noted the building is fully insured. At this time, county Engineering has no information yet on the estimated cost to restore/repair the building or how long it will take.

Meeting District/Conference Space and Bicentennial Reunions Program Update - Ms. Roach presented updates on Meeting District/Conference Space. Three separate meetings were held with Artie White, Director of P.L.A.C.E., Paul Harlacher, FSU Associate Vice President for Academic Affairs - Budget & Finance and Michelle Personette, and Keith Bowers, Director, Office of Economic Vitality (OEV) to continue elevating the conversations about the need for a meeting conference center and/or meeting district. Additional meetings have been scheduled with the three Chambers for July and August. Discussion ensued.

Additional Business: “For the Good of the Cause” – Michelle Personette

Russell Daws invited the members to the Tallahassee Museum for the annual Swamp Stomp Festival and the opening of the Bicentennial Exhibit.

ADJOURN

There being no further additional business, Chairperson Michelle Personette requested a motion for adjournment, Commissioner Richardson moved, seconded by Joshua Brock, the meeting adjourned at 10:38 a.m.

Attest: Michele Personette
Chairperson

Attested: Shelby Bishop

**Next TDC Meeting:
September 12, 2024
County Commission Chambers**

Leon County Tourist Development Council

Statement of Cash Flow

Period Ending July 2024

4-Cents Collections		YTD	July	FY 2023/24	% Revenue
Acct #	REVENUES	Actuals	Actuals	Budget	Received
312100	Local Option Tax (4-cents)	\$ 6,091,883.70	\$ 550,640.18	\$ 6,456,029.00	94%
361320	Tax Collector FS 219.075	\$ 18,558.15	\$ -	\$ -	
361111	Pooled Interest Allocation	\$ 83,988.78	\$ -	\$ 178,790.00	47%
365000	Merchandise Sales	\$ 18,228.76	\$ 1,165.59	\$ 6,007.00	303%
366500	Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500.00	0%
366930	Other Contributions/Partnerships	\$ -	\$ -	\$ -	
361300	Interest Inc/FMV Adjustment	\$ 112,913.62	\$ -	\$ -	
369900	Miscellaneous Revenue	\$ 211,459.91	\$ 173,161.35	\$ 183,450.00	115%
399900	Appropriated Fund Balance	\$ 391,800.00	\$ -	\$ 191,800.00	204%
Total Estimated Receipts		\$ 6,928,832.92	\$ 724,967.12	\$ 7,028,576	99%

Acct #	EXPENDITURES	YTD	July	FY 2023/24	FY 2023/24	% Budget
	<i>Administration (301)/Marketing (303)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent
51200	Salaries & Wages	\$ 658,163.09	\$ 35,195.16	\$ 887,762.00	\$ 887,762.00	74%
51250	Regular OPS Salaries & Wages	\$ 147,230.90	\$ 7,066.79	\$ 207,530.00	\$ 207,530.00	71%
51500	Special Pay	\$ -	\$ -	\$ 3,400.00	\$ 3,400.00	0%
52100	FICA	\$ 58,471.37	\$ 3,075.46	\$ 83,716.00	\$ 83,716.00	70%
52200	Retirement Contributions	\$ 134,981.16	\$ 6,990.21	\$ 178,234.00	\$ 178,234.00	76%
52210	Deferred Compensation	\$ 485.07	\$ 22.97	\$ 1,566.00	\$ 1,566.00	31%
52300	Life & Health Insurance	\$ 168,004.96	\$ 9,552.57	\$ 213,669.00	\$ 213,669.00	79%
52400	Workers Compensation	\$ 1,482.80	\$ 74.71	\$ 4,095.00	\$ 4,095.00	36%
53400	Other Contractual Services	\$ 206,501.33	\$ 27,337.35	\$ 663,325.00	\$ 748,325.00	28%
54000	Travel & Per Diem	\$ 45,854.87	\$ 1,870.54	\$ 99,732.00	\$ 99,732.00	46%
54100	Communications Services	\$ 7,657.27	\$ 809.40	\$ 9,600.00	\$ 9,600.00	80%
54101	Communications - Phone System	\$ -	\$ -	\$ 780.00	\$ 780.00	0%
54200	Postage	\$ 6,881.12	\$ 168.45	\$ 10,000.00	\$ 10,000.00	69%
54400	Rental & Leases	\$ 7,989.00	\$ 1,323.25	\$ 30,370.00	\$ 30,370.00	26%
54505	Vehicle Coverage	\$ 632.00	\$ 632.00	\$ 632.00	\$ 632.00	100%
54600	Repair & Maintenance	\$ 743.75	\$ -	\$ 15,151.00	\$ 15,151.00	5%
54601	Vehicle Repair	\$ 28.00	\$ -	\$ 835.00	\$ 835.00	3%
54700	Printing	\$ 9,398.27	\$ 1,151.24	\$ 10,182.00	\$ 22,182.00	42%
54800	Promotional Activities	\$ 91,108.21	\$ 3,438.00	\$ 40,416.00	\$ 79,416.00	115%
54860	TDC Direct Sales Promotions	\$ 30,495.13	\$ 6,975.00	\$ 55,957.00	\$ 87,957.00	35%
54861	TDC Community Relations	\$ 43,291.94	\$ -	\$ 35,000.00	\$ 70,000.00	62%
54862	TDC Merchandise	\$ 13,562.77	\$ 880.17	\$ 30,260.00	\$ 30,260.00	45%
54900	Other Current Charges	\$ 1,078,562.84	\$ 23,394.88	\$ 703,565.00	\$ 1,307,203.00	83%
54948	Other Current Chrg - Amphitheater	\$ 582,520.28	\$ -	\$ 457,694.00	\$ 1,132,694.00	51%
55100	Office Supplies	\$ 3,860.42	\$ 717.69	\$ 18,500.00	\$ 18,500.00	21%
55200	Operating Supplies	\$ 4,716.29	\$ -	\$ 20,000.00	\$ 20,000.00	24%
55210	Fuel & Oil	\$ 87.76	\$ 47.72	\$ 320.00	\$ 320.00	27%
52250	Uniforms	\$ 990.09	\$ -	\$ 10,000.00	\$ 19,000.00	5%
55400	Publications, Memberships	\$ 26,899.64	\$ 7,312.98	\$ 34,556.00	\$ 34,556.00	78%
55401	Training	\$ 2,037.75	\$ -	\$ 15,000.00	\$ 15,000.00	14%
56400	Machinery & Equipment	\$ -	\$ -	\$ -	\$ -	
58160	TDC Local T&E	\$ 1,142.12	\$ 84.62	\$ 3,500.00	\$ 6,500.00	18%
58320	Sponsorship & Contributions	\$ 39,389.40	\$ -	\$ 81,426.00	\$ 81,426.00	48%

Advertising/Public Relations (302)						
53400	Other Contractual Services	\$ 761,012.58	\$ 95,892.15	\$ 1,500,000.00	\$ 1,725,000.00	44%
54900	Other Current Charges & Obligations	\$ 86,682.93	\$ 33,552.70	\$ 250,000.00	\$ 250,000.00	35%
Special Events/Grants (304)						
58300	Grants & Aids	\$ 435,614.45	\$ 253,700.00	\$ 700,000.00	\$ 700,000.00	62%
Welcome Center CIP (086065)						
56200	Building	\$ 17,884.63	\$ -	\$ 176,000.00	\$ 276,000.00	
Countywide Automation (470)						
54110	Com-net Communications	\$ -	\$ -	\$ 5,326.00	\$ 5,326.00	0%
54600	Repairs and Maintenance	\$ -	\$ -	\$ 2,825.00	\$ 2,825.00	0%
Risk Allocations (495)						
54500	Insurance	\$ 75,668.00	\$ 75,668.00	\$ 6,922.00	\$ 6,922.00	1093%
Indirect Cost (499)						
54900	Indirect Cost Charges	\$ 283,000.00	\$ -	\$ 283,000.00	\$ 283,000.00	100%
Line Item Funding - (888)						
58214	Cultural Facilities Grant Program	\$ -	\$ -	\$ -	\$ -	
58215	Local Arts Agency Program	\$ -	\$ -	\$ 1,614,468.00	\$ 1,614,468.00	0%
Transfers (950)						
591220	Transfer to Fund 220	\$ -	\$ -	\$ -	\$ -	0%
591001	Transfer to Fund 001	\$ 21,393.00	\$ -	\$ -	\$ 28,524.00	0%
Salary Contingency (990)						
59900	Other Non-operating Uses	\$ -	\$ -	\$ -	\$ -	
	Reserve for Fund Balance	\$ -	\$ -	\$ -	\$ -	
	Total Expenditures	\$ 5,054,425.19	\$ 596,934.01	\$ 8,465,314	\$ 10,312,476	49%

1-Cent Collections

Acct # REVENUES	YTD Actuals	July Actuals	FY 2023/24 Adopt. Budget	FY 2023/24 Adj. Budget	% Revenue Received
312110 Local Option Resort (1 -cent)	\$ 1,522,969.21	\$ 137,660.05	\$ 1,614,468.00	\$ 1,614,468.00	94%
361111 Pooled Interest	\$ -	\$ -	\$ -	\$ -	
361320 Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -	
366930 Refund from Prior Years	\$ -	\$ -	\$ -	\$ -	
Total Revenues	1,522,969.21	137,660.05	\$ 1,614,468	\$ 1,614,468	94%

Acct # EXPENDITURES (305)	YTD Actuals	July Actuals	FY 2023/24 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent
58100 Aids to Government Agencies	\$ 1,501,511.58	\$ 427,800.00	\$ 2,049,072.00	\$ 2,049,072.00	73%
Total Expenditures	\$ 1,501,511.58	\$ 427,800.00	\$ 2,049,072.00	\$ 2,049,072.00	73%

NOTES TO THE FINANCIAL STATEMENT As July 31, 2024

REVENUES

- 1 - Revenue for the 4-cent collections \$ 6,091,883.70
- 2 - Revenue for the 1-cent collections \$ 1,501,511.58
- 3 - Revenue Miscellaneous Revenue \$ 173,616.35 - FHSAA Football revenues came in, plus Cross country profitshares

EXPENSES

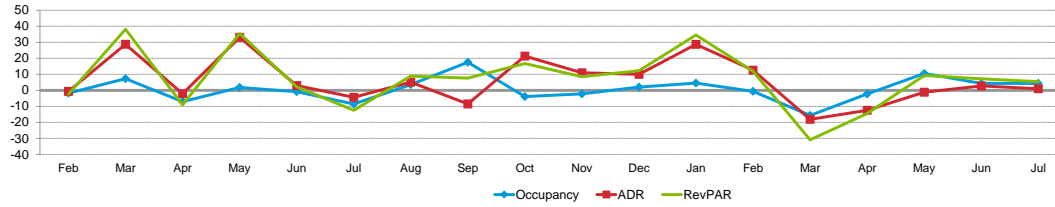
- 4 - Risk Allocations 160-495-54500-541 payment posting of \$75,668.00 - This is an errant posting by Finance that is corrected in the August statement. Our insurance payment is \$6,922.00 as is in the approved budget.

Tab 2 - Trend Leon County, FL

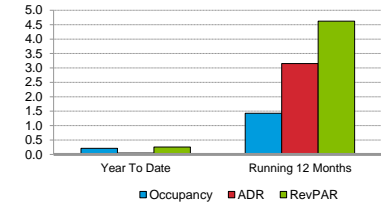
Currency: USD - US Dollar

Visit Tallahassee
For the Month of July 2024

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	65.2	71.7	62.8	59.2	62.8	55.5	65.6	70.0	61.9	58.7	51.4	58.2	64.8	60.5	61.4	65.4	65.5	57.9
Last Year	66.3	66.8	67.6	58.1	63.3	60.6	63.3	59.5	64.4	60.0	50.4	55.7	65.2	71.7	62.8	59.2	62.8	55.5
Percent Change	-1.7	7.3	-7.1	1.8	-0.8	-8.5	3.6	17.5	-3.9	-2.2	2.0	4.5	-0.6	-15.6	-2.2	10.5	4.3	4.4

Year To Date		
2022	2023	2024
62.6	61.8	61.9
56.7	62.6	61.8
10.5	-1.3	0.2

Running 12 Months		
2022	2023	2024
60.4	60.8	61.7
52.4	60.4	60.8
15.5	0.7	1.4

ADR	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	117.08	141.90	127.40	135.48	106.81	99.26	122.91	121.30	176.30	146.59	111.77	136.49	131.85	116.22	111.52	133.97	109.77	100.27
Last Year	117.81	110.20	130.14	101.80	103.68	103.75	116.88	132.48	145.17	132.09	101.57	106.01	117.08	141.90	127.40	135.48	106.81	99.26
Percent Change	-0.6	28.8	-2.1	33.1	3.0	-4.3	5.2	-8.4	21.4	11.0	10.0	28.7	12.6	-18.1	-12.5	-1.1	2.8	1.0

Year To Date		
2022	2023	2024
111.53	120.08	120.14
95.69	111.53	120.08
16.6	7.7	0.0

Running 12 Months		
2022	2023	2024
114.68	122.75	126.62
91.15	114.68	122.75
25.8	7.0	3.2

RevPAR	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	76.33	101.74	80.05	80.18	67.11	55.04	80.60	84.89	109.08	86.04	57.41	79.40	85.44	70.31	68.51	87.62	71.93	58.03
Last Year	78.16	73.66	87.97	59.17	65.68	62.89	74.01	78.88	93.43	79.25	51.15	59.01	76.33	101.74	80.05	80.18	67.11	55.04
Percent Change	-2.3	38.1	-9.0	35.5	2.2	-12.5	8.9	7.6	16.7	8.6	12.3	34.6	11.9	-30.9	-14.4	9.3	7.2	5.4

Year To Date		
2022	2023	2024
69.83	74.18	74.38
54.24	69.83	74.18
28.8	6.2	0.3

Running 12 Months		
2022	2023	2024
69.31	74.68	78.13
47.72	69.31	74.68
45.3	7.7	4.6

Supply	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	178,976	198,152	191,760	198,152	191,760	198,152	198,152	191,760	198,059	191,670	203,639	203,639	183,932	203,639	197,070	203,639	196,380	201,376
Last Year	181,496	200,942	194,460	200,942	194,460	200,942	200,942	194,490	200,942	191,760	198,152	198,152	178,976	198,152	191,760	198,152	191,760	198,152
Percent Change	-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	2.8	2.8	2.4	1.6

Year To Date		
2022	2023	2024
1,374,215	1,355,104	1,389,675
1,364,749	1,374,215	1,355,104
0.7	-1.4	2.6

Running 12 Months		
2022	2023	2024
2,368,657	2,341,390	2,372,955
2,303,394	2,368,657	2,341,390
2.8	-1.2	1.3

Demand	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	116,675	142,082	120,488	117,261	120,476	109,886	129,945	134,208	122,542	112,496	104,610	118,473	119,187	123,198	121,063	133,186	128,688	116,546
Last Year	120,407	134,313	131,454	116,788	123,189	121,810	127,236	115,802	129,322	115,047	99,790	110,295	116,675	142,082	120,488	117,261	120,476	109,886
Percent Change	-3.1	5.8	-8.3	0.4	-2.2	-9.8	2.1	15.9	-5.2	-2.2	4.8	7.4	2.2	-13.3	0.5	13.6	6.8	6.1

Year To Date		
2022	2023	2024
860,472	837,163	860,341
773,601	860,472	837,163
11.2	-2.7	2.8

Running 12 Months		
2022	2023	2024
1,431,627	1,424,350	1,464,142
1,205,833	1,431,627	1,424,350
18.7	-0.5	2.8

Revenue	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	13,660,391	20,160,884	15,350,404	15,887,028	12,868,200	10,906,787	15,971,886	16,279,368	21,603,608	16,491,228	11,691,904	16,169,941	15,715,251	14,317,823	13,500,487	17,842,314	14,125,872	11,685,935
Last Year	14,185,494	14,800,675	17,107,441	11,889,142	12,772,250	12,637,332	14,870,809	15,341,171	18,773,624	15,197,068	10,134,648	11,692,292	13,660,391	20,160,884	15,350,404	15,887,028	12,868,200	10,906,787
Percent Change	-3.7	36.2	-10.3	33.6	0.8	-13.7	7.4	6.1	15.1	8.5	15.4	38.3	15.0	-29.0	-12.1	12.3	9.8	7.1

Year To Date		
2022	2023	2024
95,965,038	100,525,987	103,357,623
74,022,391	95,965,038	100,525,987
29.6	4.8	2.8

Running 12 Months		
2022	2023	2024
164,181,905	174,843,307	185,995,617
109,908,781	164,181,905	174,843,307
49.4	6.5	6.0

Census %	2023												2024					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	66	66	66	66	66	66	66	66	66	66	67	67	67	67	67	67	67	67
Census Rooms	6392	6392	6392	6392	6392	6392	6392	6392	6389	6389	6569	6569	6569	6569	6569	6546	6496	6496
% Rooms Participants	94.4	94.8	94.8	94.8	94.8	93.2	93.2	93.2	93.2	93.2	90.7	93.4	93.4	94.9	92.5	91.3	91.6	94.1

A blank row indicates insufficient data.

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MARKETING COMMUNICATIONS

JULY - AUGUST 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: \$4.8 Million
Media Value for
July - August = \$2,085,365



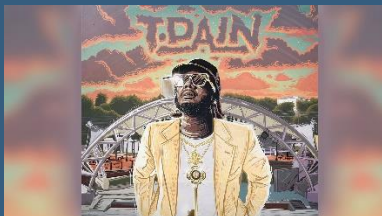
FY2024 Earned Media Stories
YTD = 121
Media Stories
July - August = 26



Social Media Followers
Facebook: 96,500
Instagram: 30,600



Consumer E-Newsletters
Sent: 5 YTD: 24
Industry E-Newsletters
Sent: 5 YTD: 31
Bicentennial E-Newsletters
Sent: 7 YTD: 9



T-Pain Concert Sells Out

In July, it was announced that Tallahassee's own musical superstar, T-PAIN, would perform in concert as part of the Bicentennial Festival weekend. The show SOLD OUT in a matter of hours making it one of the fastest to ever sell out the Adderley Amphitheater.

HIGHLIGHTS

- Announced three concerts taking place at the Adderley Amphitheater this fall. KC & The Sunshine Band in partnership with Opening Nights on October 12, JJ Grey & Mofro on October 19, and T-Pain as part of the Bicentennial Festival on Sunday November 10. The T-Pain concert sold-out in near record time signaling the excitement surrounding the performance.
- Initiated the RFP request for Branding Services, PR and Digital Advertising. The process is expected to be completed in September.
- Supported the Grants Manager through in-person and virtual workshops, updated content on the website and answered marketing questions from applicants.
- In August Visit Tallahassee concluded the 2024 "Bicentennial Backyard Bucket List" challenge encouraging residents to explore their backyard and become local ambassadors. The program featured more than 100 local businesses and boosted Visit Widget with 2064 mobile app downloads, 11,351 total widget users, 188,410 total widget views, and 6,058 website views.
- Katie Kole attended the Destinations International Marketing Summit held in Tampa Florida.
- Katie Kole and Scott Lindeman attended the US Travel Association ESTO Marketing Conference in Columbus, Ohio.
- Katie Kole, Scott Lindeman, and Bryan Smith attended VISIT FLORIDA's Governors Conference on Tourism in Tampa.



ON THE HORIZON

- In September, Visit Tallahassee will launch a Florida deskside media mission to engage directly with writers, editors, influencers, and content creators from leading media outlets across the state, with a special focus on the Jacksonville to Miami corridor. PR Specialist Renee Jones, alongside representatives from the Zimmerman Agency, will spearhead this initiative to amplify Tallahassee's presence and appeal.



DIGITAL MARKETING HIGHLIGHTS



Our recent Instagram Reel showcasing **Tallahassee Nurseries** as the South's Best Garden Shop by Southern Living was an outstanding success, generating 29,000 views! This engaging content resonated with our audience and resulted in over 900 shares!

Our Instagram Reel, showcasing user-generated content from **Tiffany Bonilla (@tiffboni)**, highlighted some of the best parks in Tallahassee for parents to take their kids. Featuring popular spots like **Tom Brown Park, Cascades Park, Alfred B. Maclay Gardens**, and more, the Reel generated 18,000 views and over 300 shares. This highlights the effectiveness of user-generated content in promoting our outdoor attractions and kid-friendly activities.



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%	37%	N/A
Maintain an average open rate over 35% for industry newsletter campaign.	35%	32%	N/A
Net Increase Annual Facebook Followers by 16,000	16,000	139	123%
Net Increase Annual Instagram Followers by 6,000	6,000	419	96%
Increase Annual Mobile App Downloads by 1,000	1,000	492	190%

PUBLIC RELATIONS HIGHLIGHTS

- Visit Tallahassee received a total of **1.4 million media impressions** in July/August.
- Executed two (2) broadcast TV interviews with Live in Tallahassee – promoting the Bicentennial Backyard Bucket List to our community.
- Coordinated two (2) influencer partnerships for the Bicentennial Backyard Bucket List encouraging participation through first-hand experiences.

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	76%	1	13
Secure 5 metro features in core fly and drive markets	160%	0	8
Execute 4 radio promotions in key drive markets	100%	0	4
Generate a minimum of 6 national feature stories	250%	0	15
Negotiate 2 in-book promotions in leading national, niche and/or regional publications	150%	2	3
Secure 4 niche articles within the outdoor, biking, F&B, accessibility, and birding categories	50%	1	2
Earn local publicity for Backyard Bucket List totaling 3-5 media features, 2-3 interviews, and 2-4 influencer collaborations	100%	3	9



VISITOR SERVICES & GRANT MANAGEMENT

JULY-AUGUST 2024

Wendy Halleck, Director

AT A GLANCE

2023-2024 Grant Program

Granted Events Held -97

Post-Event Reports
Processed - 62



Visitor Services

Visitor Guides Distributed:
YTD- 57,343

YTD Group Services and
Welcome Bags: 89 requests
serving 9,037 visitors.

July-August 2024
Calls Received: 351
Walk-ins: 544



FYTD Gift Shop Sales:
\$19,402.40

Gift Shop Sales
July-August 2024
\$2,356.73

MISSION STATEMENT

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

HIGHLIGHTS

- Prepared for the FY2025 Grant Cycle, reaching out to former and potential new grant applicants. Facilitated 3 Grant Application Orientation Workshops.
- Provided support to first time and returning applicants and reviewed all Special Event Grant Applications for eligibility.
- Added new Tallahassee themed, FSU and FAMU themed merchandise for sale at the Visitor Center Gift Shop in preparation for back to school.
- Facilitated shipments of Visitor Guides to locations throughout Leon County and Florida.
- Processed 2023-2024 Post Event Reports for Legacy, Signature and Special Events.
- Greeted participants of the Bicentennial Bucket List and Tallahassee Brew Tour Challenge at the Cascades Park Visitor Center and distributed prizes.
- Met with the staff at the Airport Welcome Center to discuss enhancing the presence of Visit Tallahassee information and materials at the airport.

ON THE HORIZON

- Hosting a booth at The Downtown Market to increase exposure of the Cascades Park Visitor Center to the local community and tourists.
- Adding educational opportunities and onsite visits to attractions to increase expertise of our Visitor Services Representatives.
- Adding updated signage to the Cascades Park Visitor Center.
- Collaborating with local businesses to add an Entertainment and Nightlife feature to the website, mobile app, and Visitor Center rack cards.



GOAL AT A GLANCE

Meetings & Groups FY2024
Room Nights Goal:
14,111

Meetings & Group YTD
Room Nights:
18,757

Out & About



Staff exhibited at the **Tallahassee Beer Festival** as part of the yearlong Bicentennial Celebration.

The **Tallahassee Beer Festival** is just one example of the many groups that creatively recognized and celebrated the Bicentennial this year in our community. In addition to incorporating the Bicentennial logo in their event marketing some groups used this as an opportunity to educate and created history scavenger hunts and social media post that included fun facts about Tallahassee.



HIGHLIGHTS

- Janet Roach was honored as **Volunteer of the Month** by the North Florida Chapter of Meeting Professional International for contributions to the Strategic Partnership and Communications Committees, and for being recognized as a key figure in the North Florida meetings community.

- Collaborated with the marketing team to produce marketing materials and social media posts encouraging **Florida-based meeting planners to host an event** during Tallahassee's Bicentennial year.

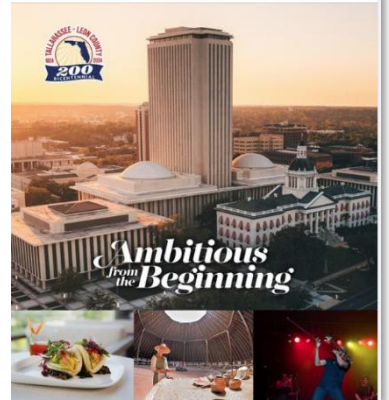
- Met with stakeholders from the **Big Bend Chamber of Commerce and Greater Tallahassee Chamber of Commerce** to continue discussions about the prospect of identifying and developing a "Meeting District" in Tallahassee-Leon County.

- Attended the **Florida Society of Association Executives (FSAE) Annual Conference** in Orlando and gained exposure for the destination through an educational session and sponsoring the final day bag station storage.

- Assisted and supported a variety of groups** including the Corvette Caravan, Preservation on Main Street Conference, Florida Chamber of Commerce Fly, AKA Cluster Meeting, and Motors, Drives Systems and Magnetic Conference plus several reunions generating an estimated 1,255 room nights.

- Networked and attended the **Society of Government Meeting Professional Florida Capital Chapter** Board Meeting and Monthly Education Meeting.

- Continued to promote the popular Bicentennial Reunion Program and recognize attendees with **welcome signage at area hotels**. In it's first 3 months, the program has attracted over 15 different reunion groups to Tallahassee.





GOAL AT A GLANCE

FY 2023-2024

Room Nights Goal:

41,926

YTD Room Nights:

25,456

ON THE HORIZON

Cross-Country Season is here! Please join us at Apalachee Regional Park for another great slate of races!

9/7: HOKA Nights of Thunder

9/27: NCAA Pre-Regionals

10/11-12: FSU Invitational /Pre-State Meet

10/21: SWAC Conference Championship

10/25: NJCAA Region 8 Championship

11/15: NCAA Regional Championships

11/16: FHSAA State Championship

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

- Welcomed Bailey Geason to the staff as our new Assistant Sports Sales Manager.
- Hosted quarterly Tallahassee Sports Council Meeting at the Office of Resource Stewardship Gathering Room
- Reviewed and provided recommendations for sports grants in the Visit Tallahassee Grant Program
- Presented to Gulf Winds Track Club on our progress with The World Cross-Country Championships.
- Continued working with Rock Solid on the master plan for the IMBA Ride Center designation.
- Met and finalized plans with new vendors for Cross-Country season.
- Began recruiting volunteers for this season and for the 2026 World Athletics Cross-Country Championships.
- The Sports Department will be travelling to T.E.A.M.S. Conference & Expo, SPORTS The Relationship Conference, and Sports Congress, to solicit new business and further our professional education.
- Finalized hiring executive director for 2026 World Athletics Cross-Country World Championships- Paul Hardy
- Selected date for site visit with World Athletics Staff for the Cross-Country World Championships
- Welcomed interns, Sydney Copstead and Johnna Bowden!

EVENTS HOSTED

The sports department supported 4 events over this quarter:

- 7/20-7/21: Tallahassee Comets Big Bend Showdown
- 7/23-7/28: Babe Ruth Baseball Regionals
- 7/27-7/28: ATAC Area 1&4 Championships



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2024
Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY

Pre-Visit

- Planning cycle
- Planning sources
- Recall of advertising
- 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





Visitor Tracking Study

- » Interviews were completed in person and online with **503 visitors** at the Tallahassee International Airport, the Tallahassee Museum, parks, attractions, and events between **April 1st and June 30th, 2024.**

WHAT HAPPENED IN TALLAHASSEE: April-June 2024



Springtime Tallahassee

Chain of Parks Art Festival

Word of South

Southern Shakespeare

University Graduations

FSU & FAMU Spring Games



FY24 Q3 ECONOMIC SNAPSHOT



62.7%

OCCUPANCY
RATE

↑ 1.5%



\$119.66

AVERAGE DAILY
RATE

↓ 2.7%



642,200

VISITOR
NUMBER

↑ 4.4%



\$192,014,300

DIRECT
SPEND

↑ 2.8%

Vs. 2023



Visit
Tallahassee
Pretty. Unexpected.

FY24 Q3 VISITOR SNAPSHOT

Vs. 2023:

- » More visitors recalled seeing advertising for the Tallahassee area prior to their trip (+4% points)
- » More visitors reported being influenced by advertising to visit the Tallahassee area (+4% points)
- » Trip planning cycle was slightly longer (+2 days)
- » Tallahassee saw more visitors from Florida (+14% points) and fewer from other areas of the U.S., particularly the Southeast (-7% points)
- » More visitors spent only one night in the area (+14% points)



A long, narrow swimming pool with clear blue water, reflecting the sky and surrounding tropical trees. The pool is flanked by lush green grass and dense foliage, including palm trees and cypresses. The sky is bright blue with scattered white clouds. The right side of the image is darkened, and the text 'EXECUTIVE SUMMARY' is overlaid in white.

EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2024 vs 2023

	April-June 2023	April-June 2024	Percent Change
Visitors ¹	614,900	642,200	+4.4%
Direct Expenditures ²	\$186,719,000	\$192,014,300	+2.8%
Total Economic Impact ³	\$308,566,200	\$314,903,500	+2.1%

	April-June 2023 ⁴	April-June 2024 ⁵	Percent Change
Occupancy	61.8%	62.7%	+1.5%
Room Rates	\$123.00	\$119.66	-2.7%
Room Nights	363,500	392,400	+8.0%
TDT Collections ⁶	\$2,444,975	\$2,281,604	-6.7%

¹Increases in units and occupancy resulted in increases in visitor number and visitor spending.

²Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³Multiplier for FY2024 updated to 1.64 from 1.65 in FY2023.

⁴From STR.

⁵From STR, DBPR, and Key Data (via Zartico).

⁶From Leon County Tax Collector.



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY23 YTD ¹	FY24 YTD ¹	Percent Change
Visitors	1,798,500	1,883,000	+4.7%
Direct Expenditures ²	\$565,102,200	\$601,409,900	+6.4%
Total Economic Impact	\$933,870,900	\$986,312,300	+5.6%
Room Nights	1,087,600 ³	1,120,300 ⁴	+3.0%
TDT Collections ⁵	\$6,553,538	\$7,033,529	+7.3%

¹Year to Date data includes Oct-June of the given fiscal year

²Includes spending for accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³From STR.

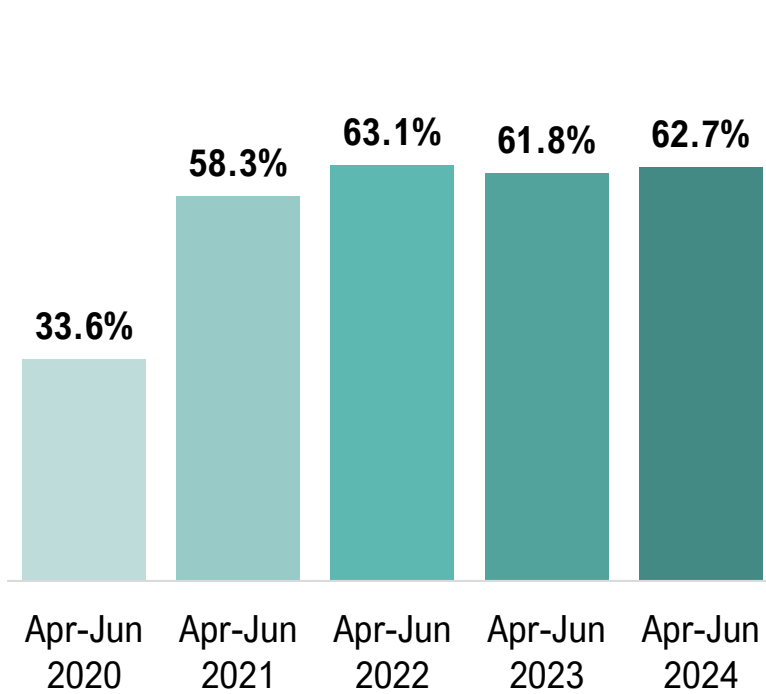
⁴From STR, DBPR, and Key Data (via Zartico).

⁵From Leon County Tax Collector.

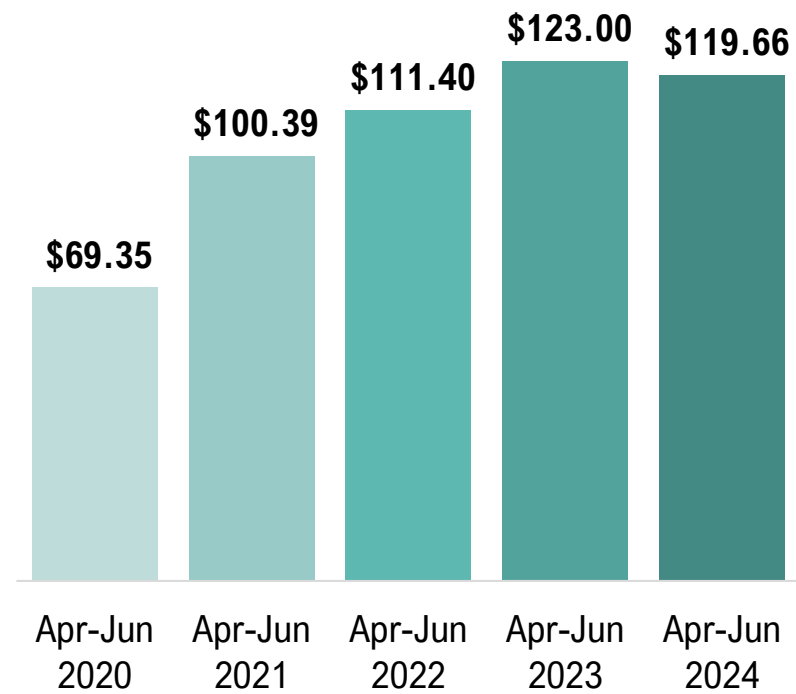


5-YEAR VIEW – LODGING METRICS

Occupancy Rate

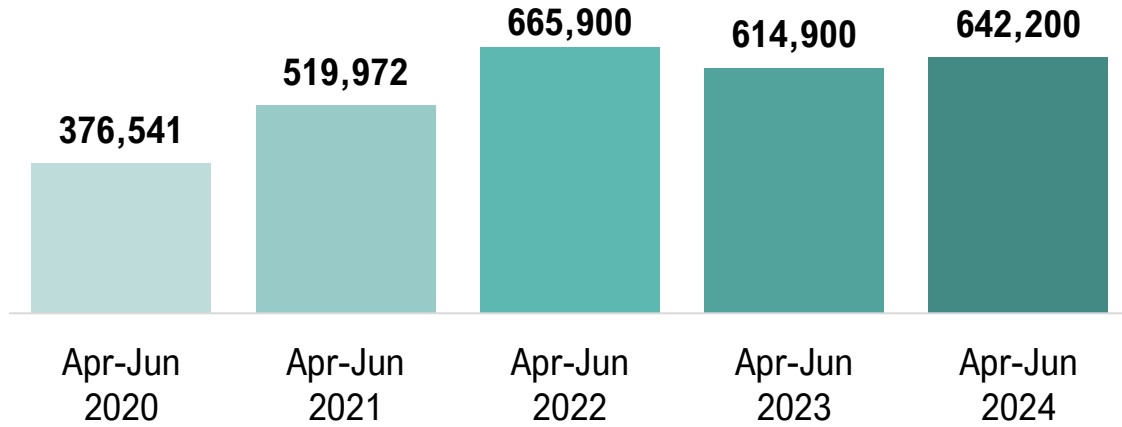


Average Daily Rate

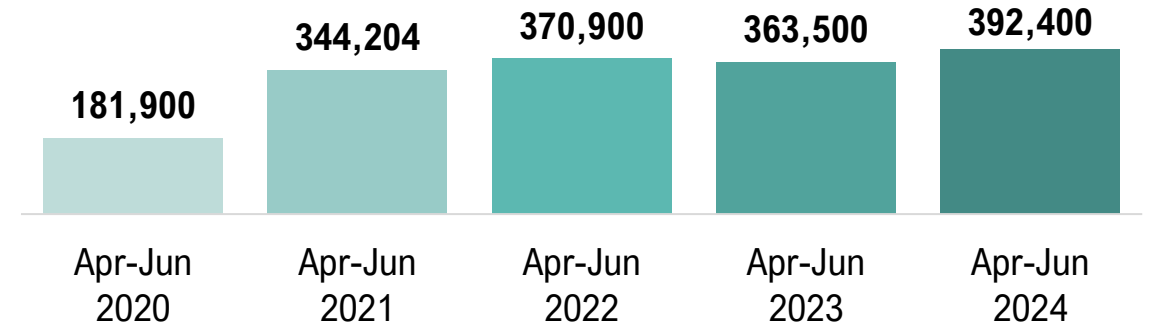


5-YEAR VIEW – KEY METRICS

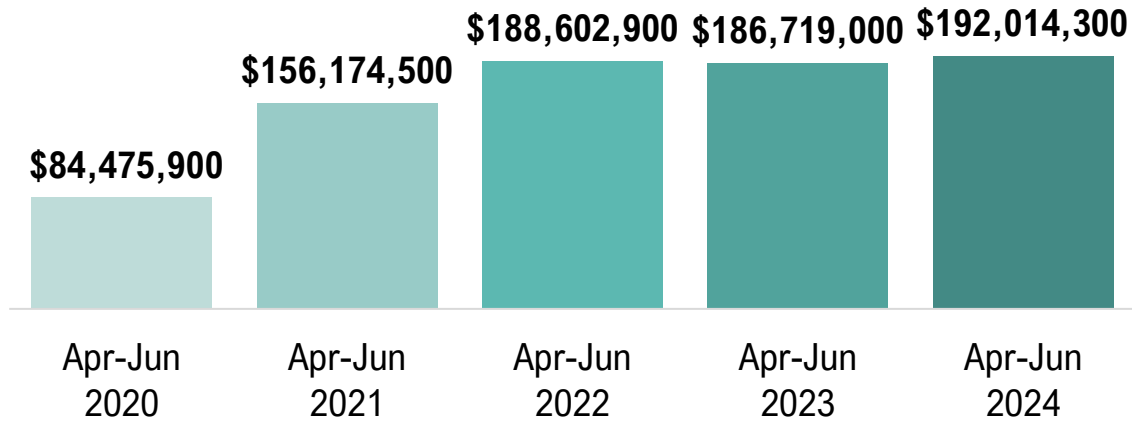
Visitors



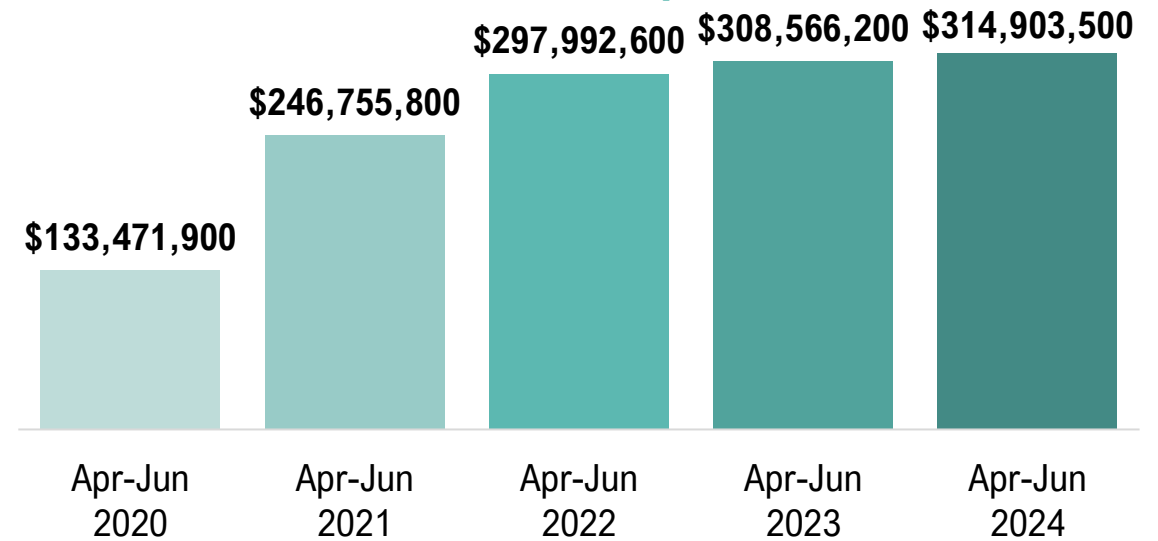
Room Nights



Direct Spending




Economic Impact





STUDY OBJECTIVES: VISITOR JOURNEY

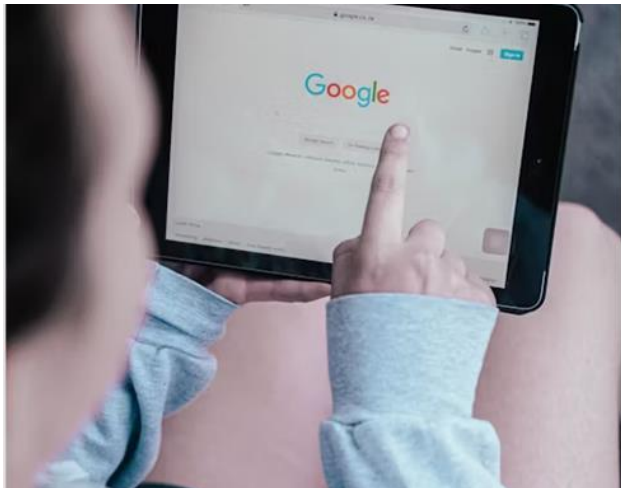


FY24 Q3 TRIP PLANNING

 67% of visitors planned their trip a month or less in advance

 Tallahassee was 78% of visitors' primary destination

 Top trip planning sources in FY24 Q3*:



34% Search on Google



32% Talk to friends and family



27% Prior knowledge of the area

*Multiple responses permitted.

FY24 Q3 ADVERTISING INFLUENCE



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



This information influenced **8%** of all visitors to come to the area



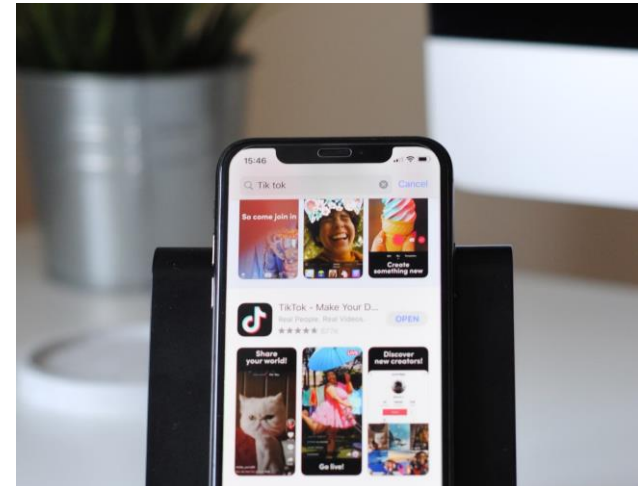
Top sources of ad recall in FY24 Q3*:



3% Video streaming services



2% Television



2% Personal social media



*Multiple responses permitted. Percentages out of all visitors.

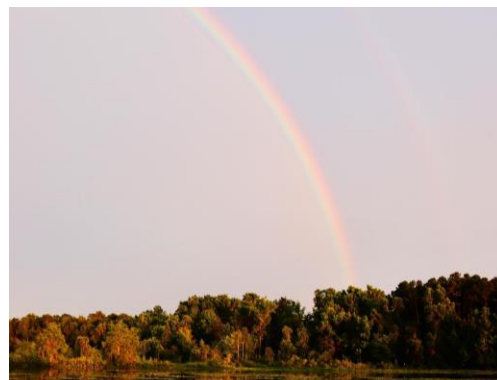
FY24 Q3 REASONS FOR VISITING*



The top reasons visitors came to the Tallahassee area in FY24 Q3:



38% Visit friends/relatives



19% Relax and unwind



18% Conference/meeting



17% Special event

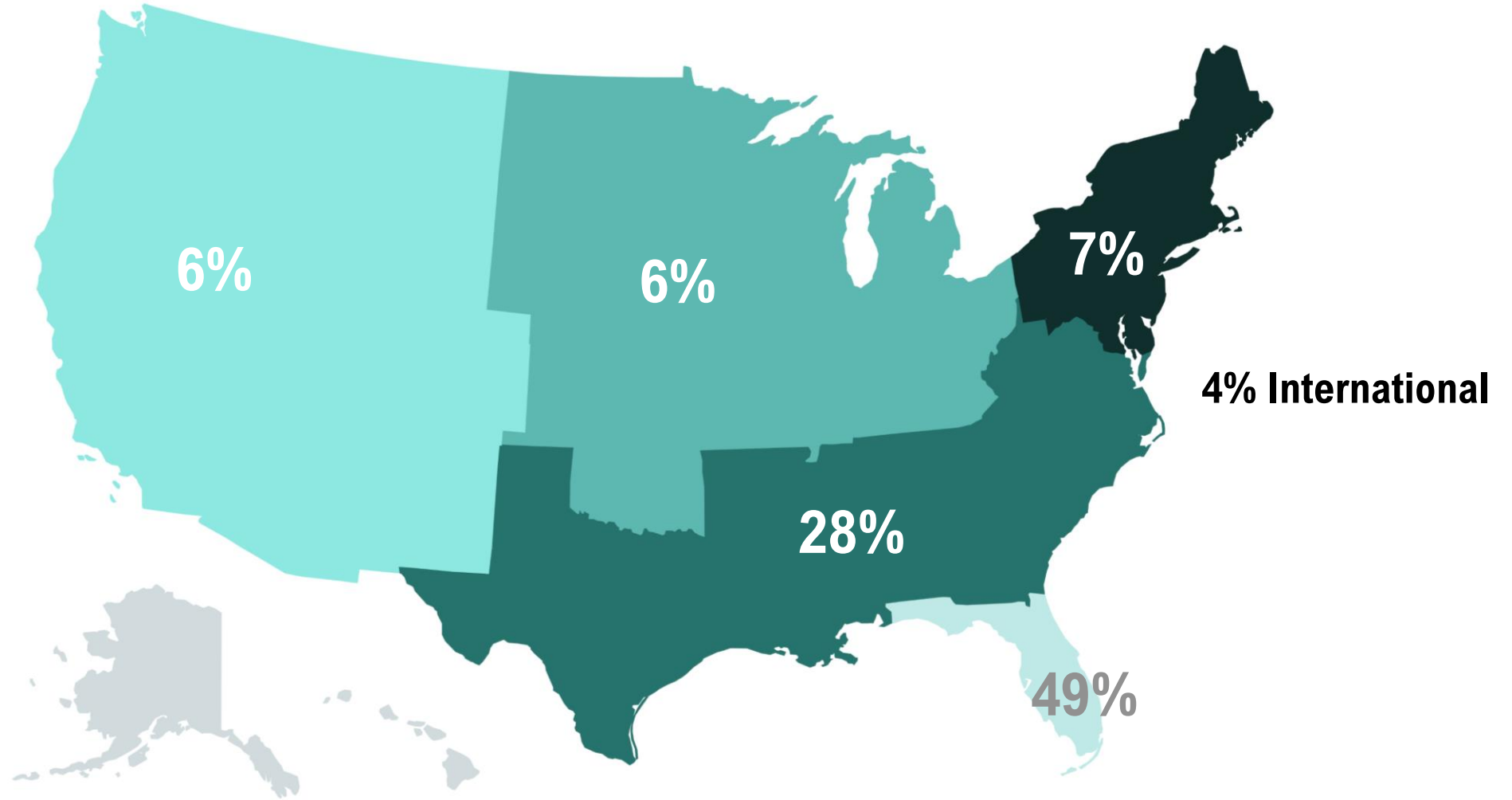


*Multiple responses permitted.

STUDY OBJECTIVES: VISITOR JOURNEY



FY24 Q3 REGION OF ORIGIN



FY24 Q3 TOP ORIGIN MARKETS



The top visitor markets in FY24 Q3:



10% Surrounding Areas*



9% Miami-Ft. Lauderdale



6% Atlanta



6% Orlando Area



*Includes counties surrounding Tallahassee and Thomasville.

FY24 Q3 VISITOR PROFILE



Average travel party size was **2.6** and **28%** of visitors traveled with children



The average visitor in FY24 Q3:

- Is **43** years old
- Has a median household income of **\$86,300** per year
- Has a college degree (**70%**)
- Is married (**58%**)
- Race/ethnicity breakdown:
 - Caucasian (**69%**)
 - African American (**17%**)
 - Hispanic (**9%**)
 - Asian (**3%**)
 - Other race/ethnicity (**2%**)



STUDY OBJECTIVES: VISITOR JOURNEY



FY24 Q3 ACCOMMODATIONS AND VISITATION*



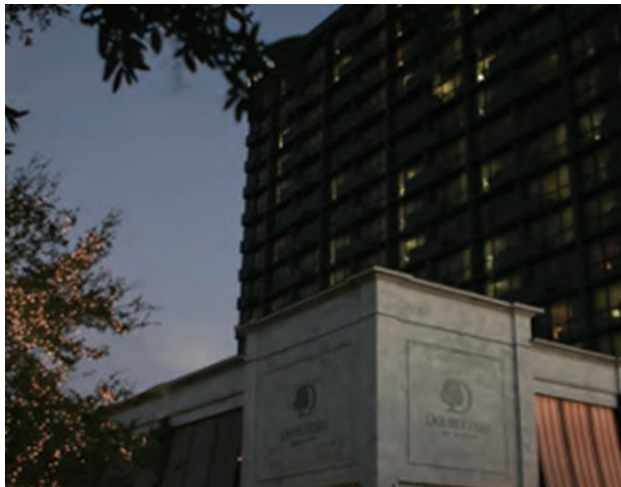
Nearly **half** of Tallahassee visitors stayed in a hotel or motel



Typical visitors spent **3.1** nights in Tallahassee



1 in 4 were first-time visitors to the area



46% Hotel or motel



27% Friends/family's home



15% Day tripper



*12% of visitors stayed in other types of accommodations.

FY24 Q3 TOP VISITOR ACTIVITIES*



While in Tallahassee, visitors spent their time:



67% Dining at restaurants



52% Visiting friends/family

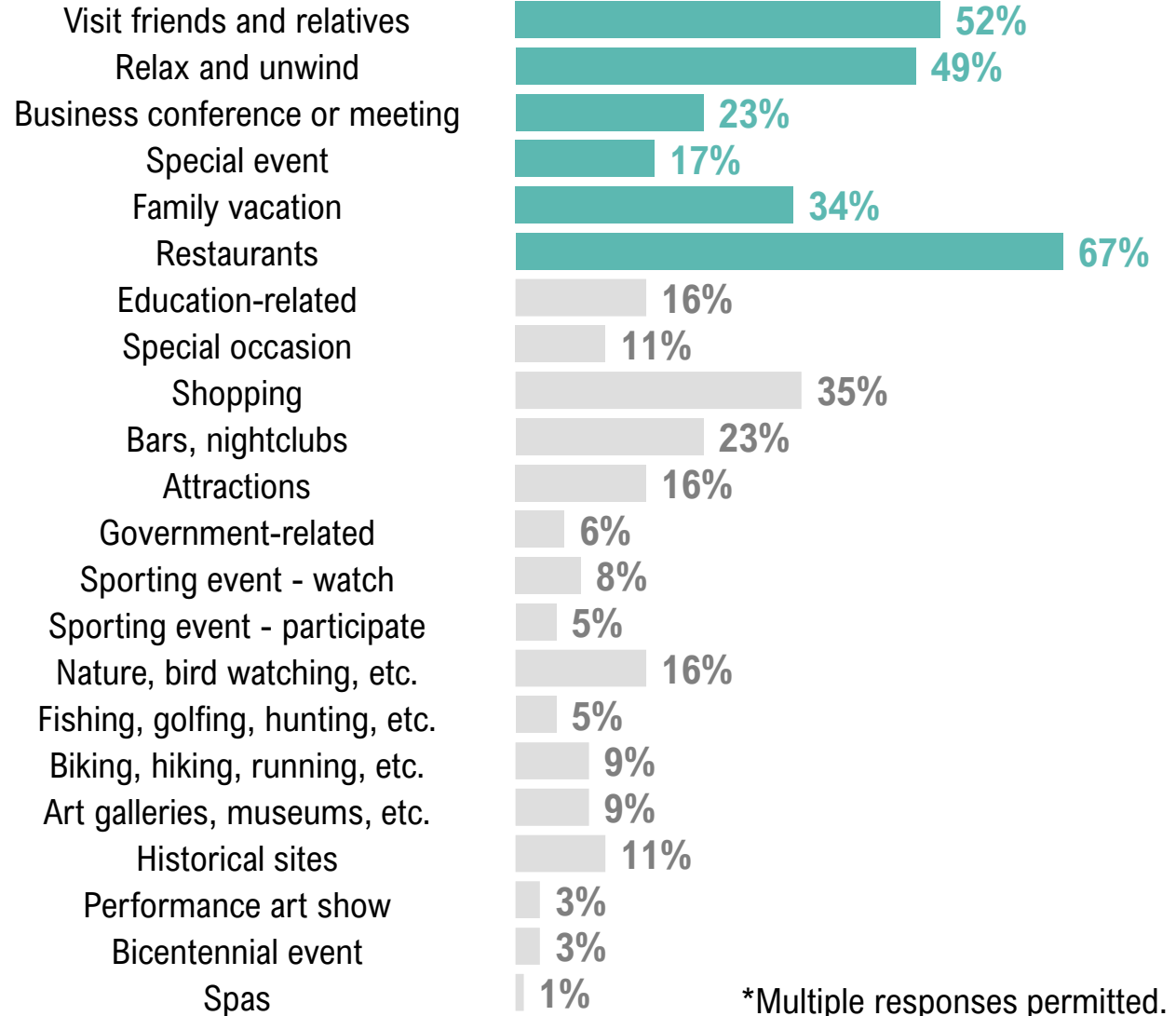
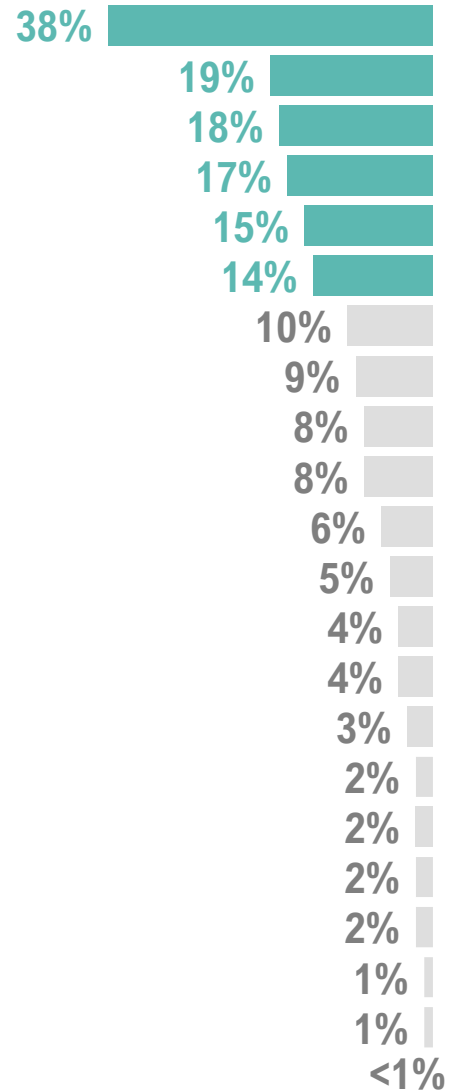


49% Relaxing and unwinding



*Multiple responses permitted.

FY24 Q3 REASONS FOR VISITING VS VISITOR ACTIVITIES*



*Multiple responses permitted.

FY24 Q3 SPENDING



While in Tallahassee during FY24 Q3, the typical 2.6-person travel party spent:



\$250 per day



\$775 per trip



STUDY OBJECTIVES: VISITOR JOURNEY



FY24 Q3 VISITOR SATISFACTION



Visitors gave Tallahassee an average rating of **7.8 out of 10***



89% of visitors will return; **62%** 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.”

FY24 Q3 PERCEPTIONS OF TALLAHASSEE



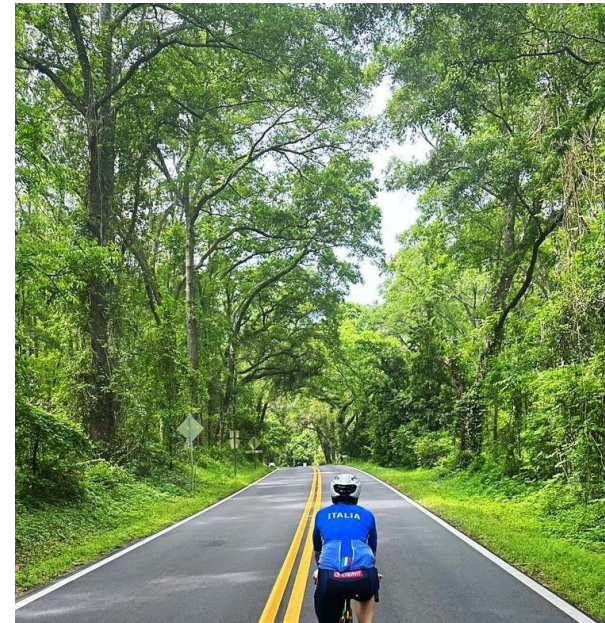
When asked to describe Tallahassee, visitors said:



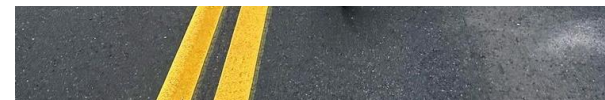
“Tallahassee has a Caribbean feel. It’s warm, sunny, and life moves at a slower pace!”



“This is a quiet, laid-back area. It reminds me of going home.”



“Definitely a nature-lover’s paradise!”





DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY24 3rd Quarter)



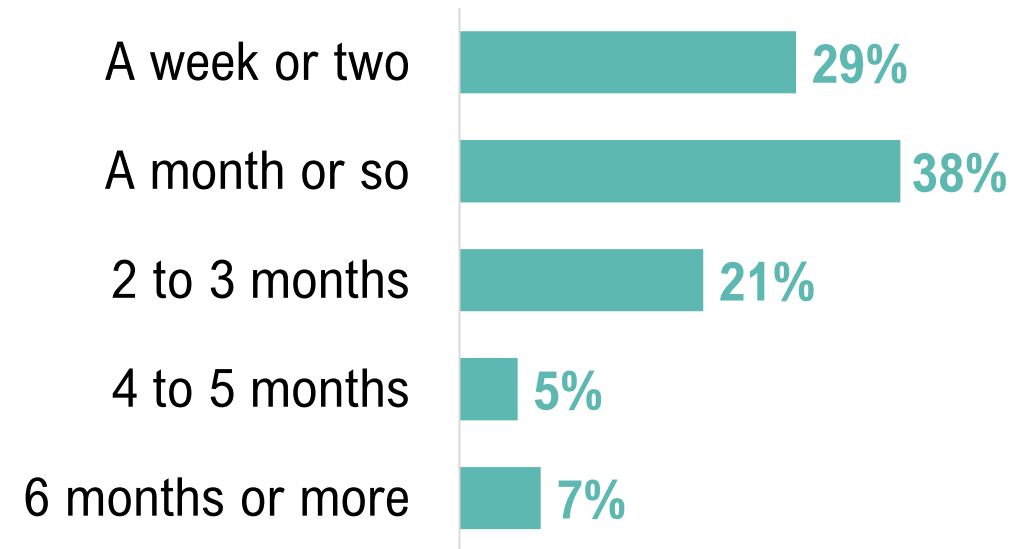
Visitors to Tallahassee have a short planning window, as over **2 in 3** visitors plan their trip **a month or less in advance**



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



The **average trip planning window** was **41 days**



TRIP PLANNING SOURCES* (FY24 3rd Quarter)

Over **1 in 3** visitors used Google to plan their trip, **+11% points** from 2023

Nearly **1 in 3** talked to friends and family to plan their trip



*Multiple responses permitted.

**Response option not included in previous years.



ADVERTISING RECALL (FY24 3rd Quarter)



Nearly **1 in 6** visitors to Tallahassee recalled advertising for the area prior to their trip, **+4% points** from 2023



This information influenced **8%** of all visitors to come to the Tallahassee area, **+4% points** from 2023

Recalled advertising

15%

Did not recall advertising

81%

Not sure

4%



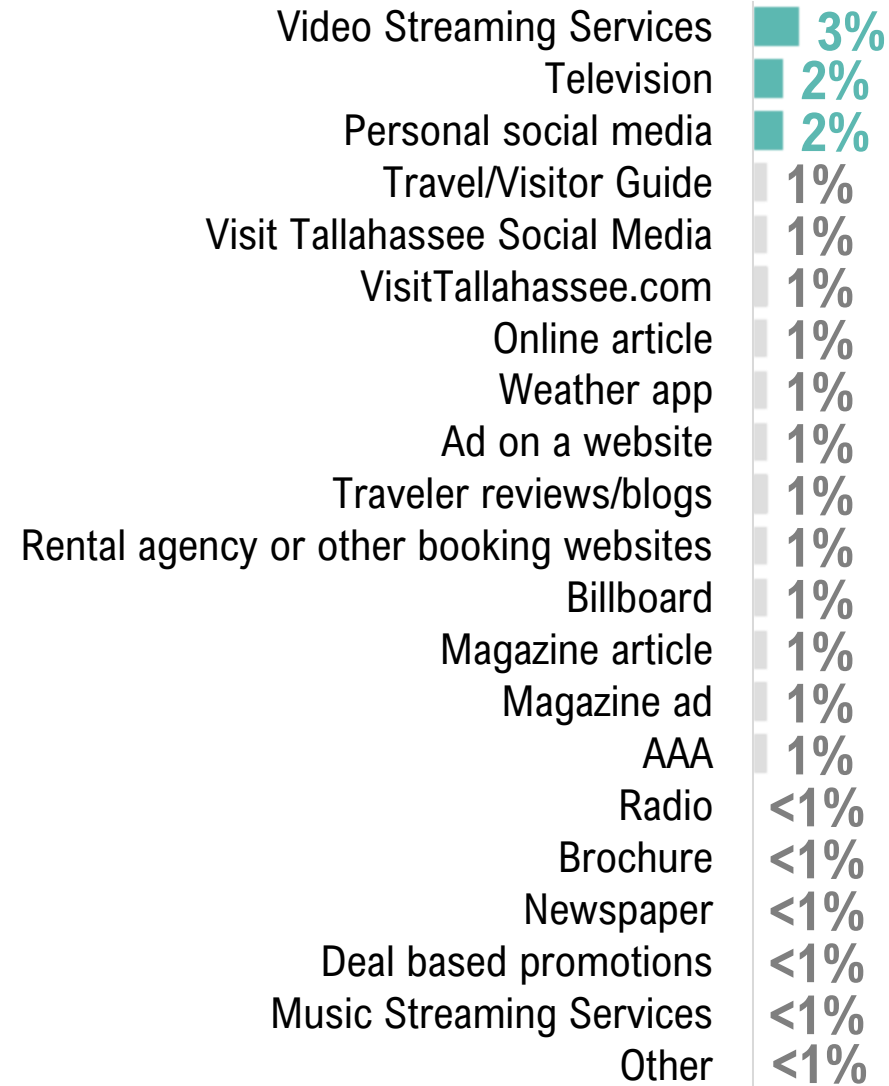
ADVERTISING RECALL SOURCES¹ (FY24 3rd Quarter)



Out of **all visitors²**, **3%** recalled seeing advertising for Tallahassee on **video streaming services**



2% of all visitors recalled seeing ads on **television** or on their **personal social media**




¹Multiple responses permitted.


²Based on all visitors, including those who did not recall seeing advertising for Tallahassee.



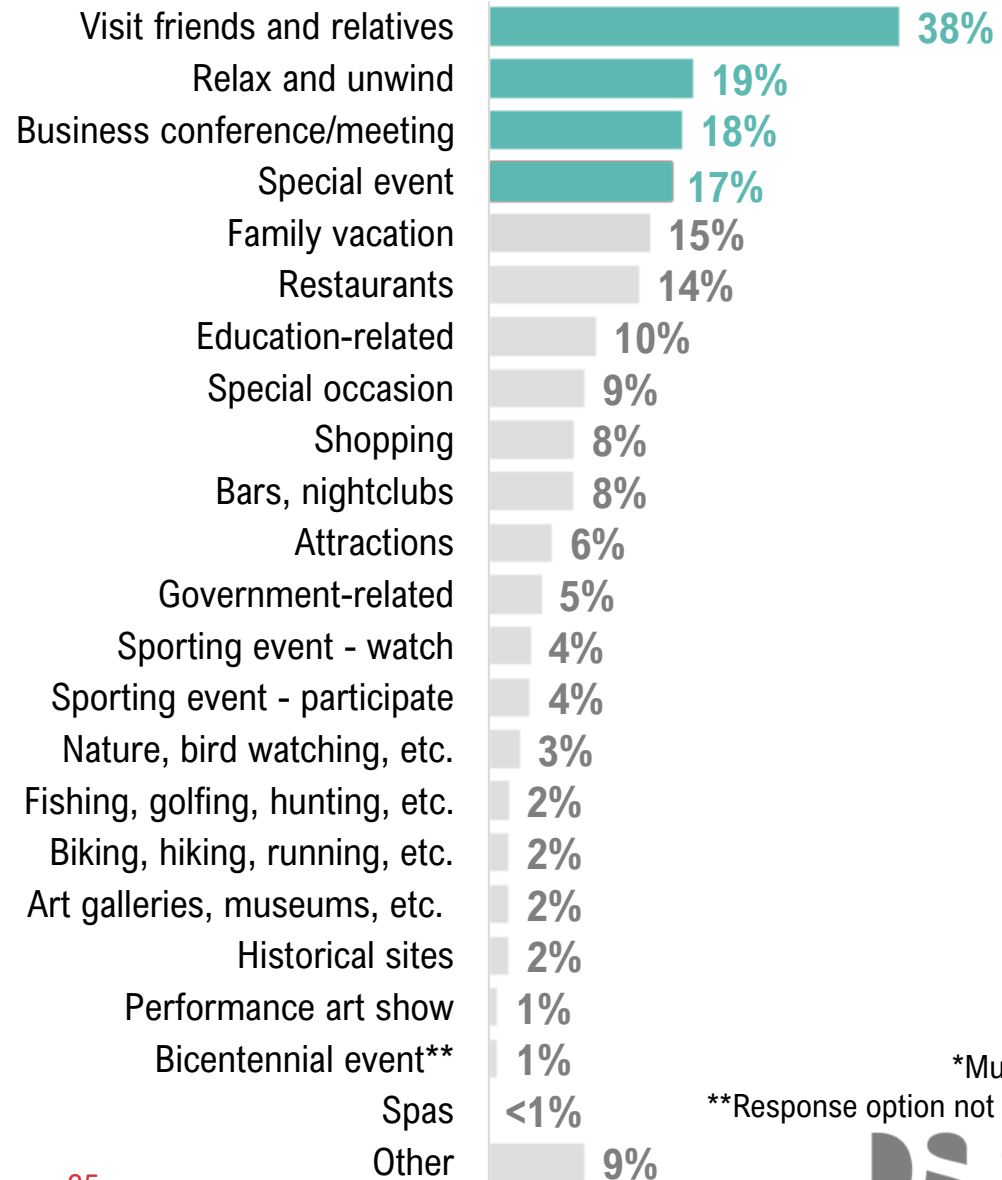
REASONS FOR VISITING* (FY24 3rd Quarter)


 Nearly **2 in 5** visitors came to Leon County to visit friends and family


 Nearly **1 in 5** came to the area to relax and unwind


 Another nearly **1 in 5** came for a business conference or meeting


 Over **1 in 6** came for a special event



*Multiple responses permitted.

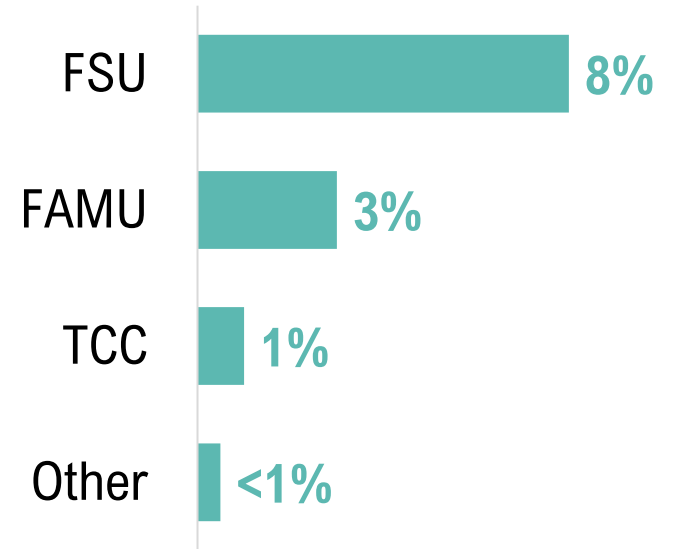
**Response option not included in previous years.



EDUCATION-RELATED VISITS* (FY24 3rd Quarter)

➤➤➤ 13% of **all** visitors to Tallahassee came to the area for activities related to FSU

➤➤➤ 4% of **all** visitors came to the area for activities related to FAMU



*Multiple responses permitted.

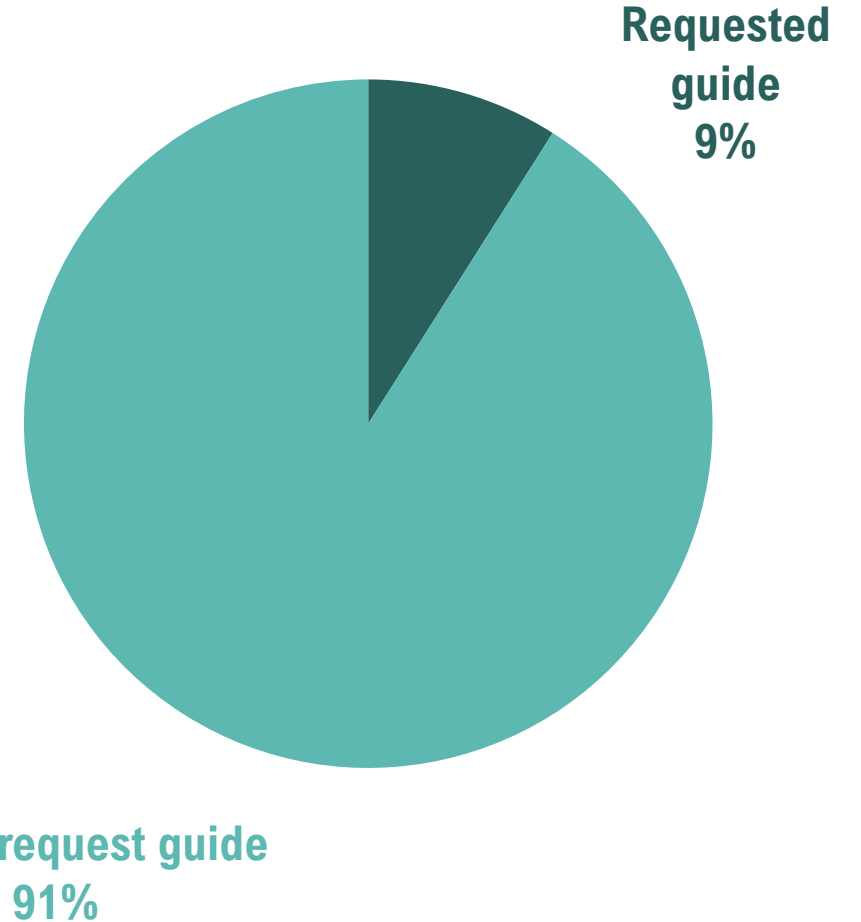
VISITORS GUIDE (FY24 3rd Quarter)



Nearly **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 **8.1***



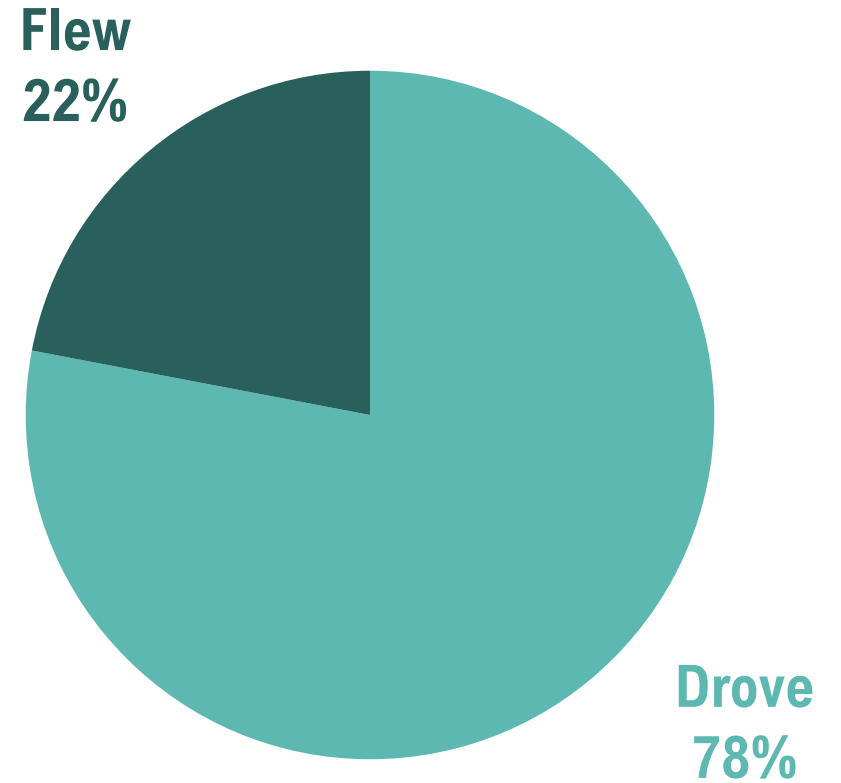
*Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent. Based on a small sample.



TRANSPORTATION (FY24 3rd Quarter)

➤➤➤ Nearly **4 in 5** visitors drove to Leon County

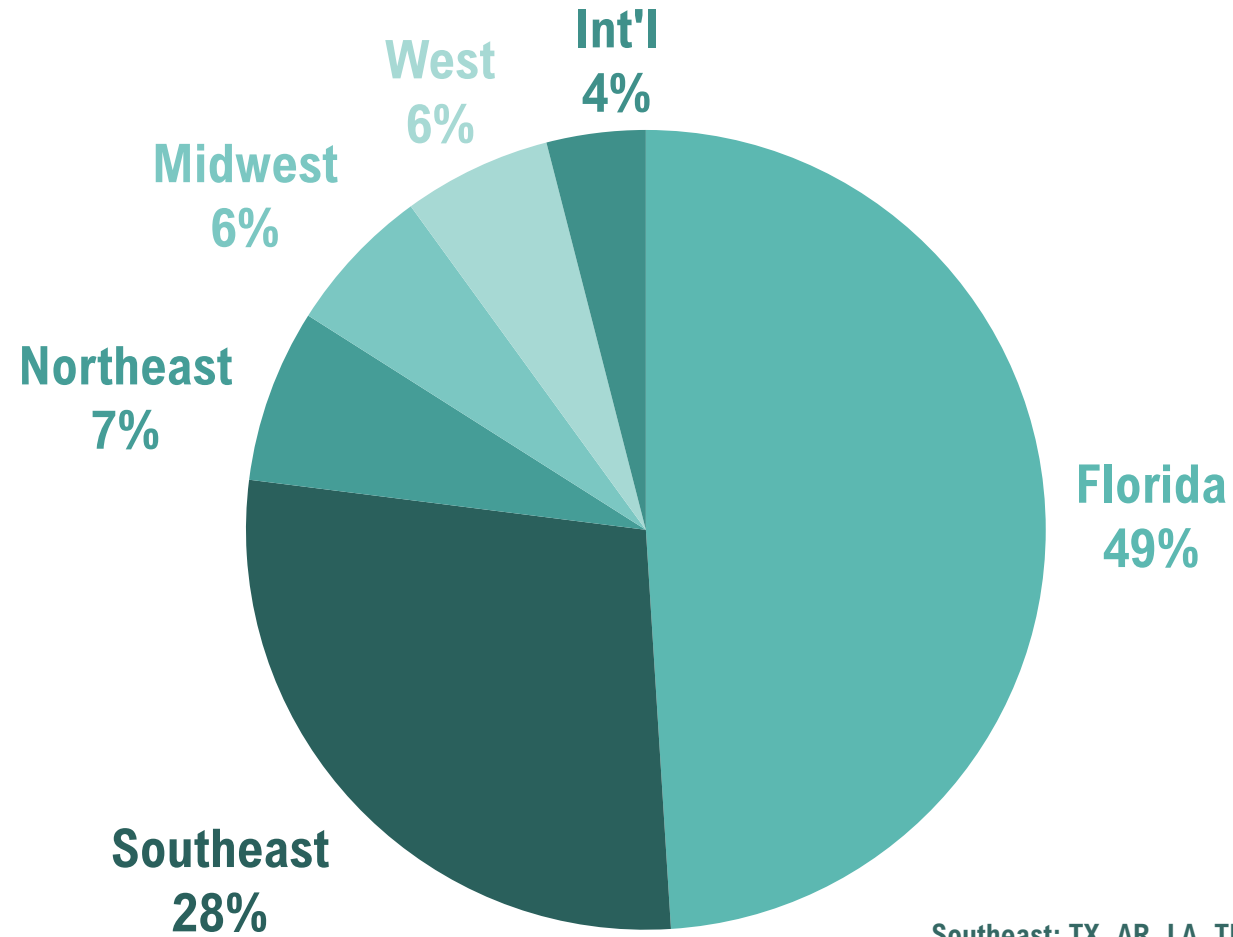
➤➤➤ **78%** of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY24 3rd 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 3rd Quarter)



66% of Leon County visitors came from **15** markets

Market	April-June 2023	April-June 2024
Surrounding Areas ¹	7%	10%
Miami-Ft. Lauderdale	5%	9%
Atlanta	7%	6%
Orlando Area	6%	6%
Jacksonville	4%	5%
Panama City	2%	5%
Tampa-St. Petersburg	6%	5%
Pensacola-Mobile	4%	4%
Gainesville	2%	3%
West Palm Beach-Ft. Pierce	3%	3%
Charlotte	3%	2%
New York ²	3%	2%
Raleigh-Durham	1%	2%
Sarasota	1%	2%
Washington, D.C. Area ³	2%	2%



¹Includes counties surrounding Tallahassee and Thomasville.

²Includes parts of New York, New Jersey, & Connecticut.

³Includes parts of Maryland, Virginia, & West Virginia.

TRAVEL PARTIES (FY24 3rd Quarter)

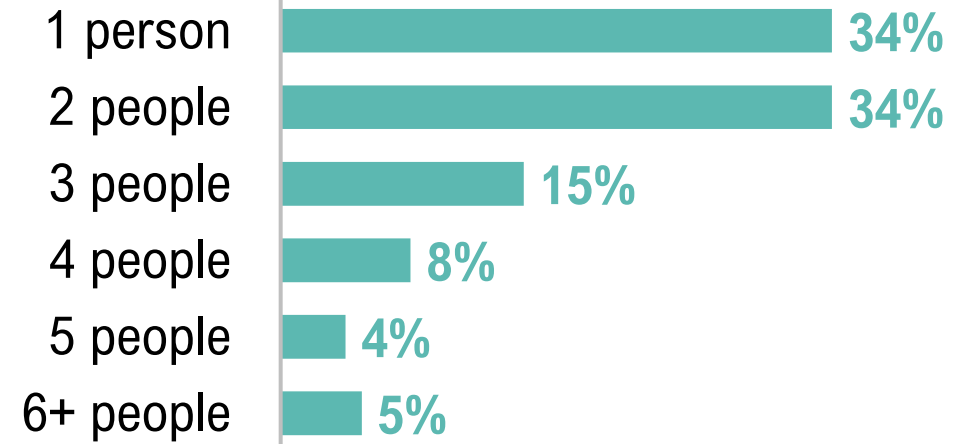


Typical visitors traveled in a party of **2.6** people



28% of visitors traveled with children aged 20 or younger, while **14%** traveled with children aged 12 or younger

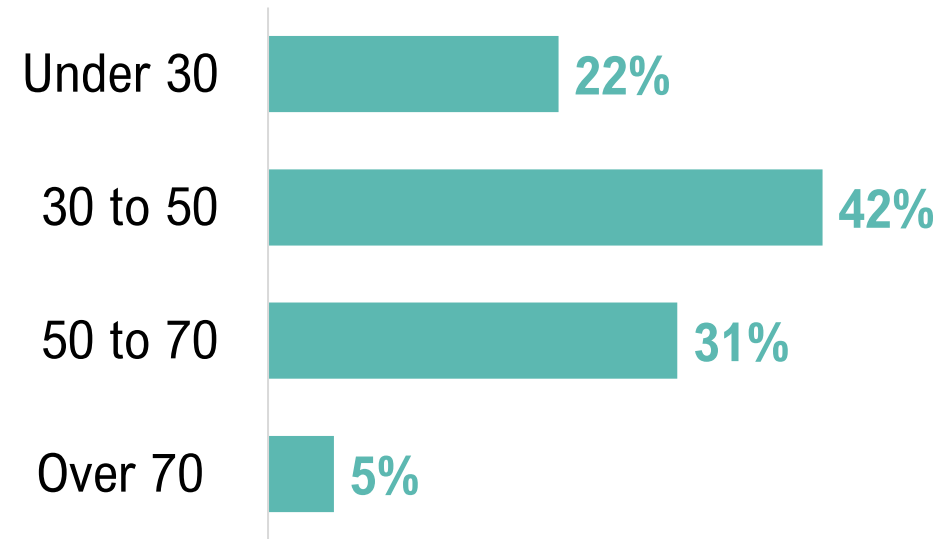
Travel Party Size



AGE OF VISITORS (FY24 3rd Quarter)



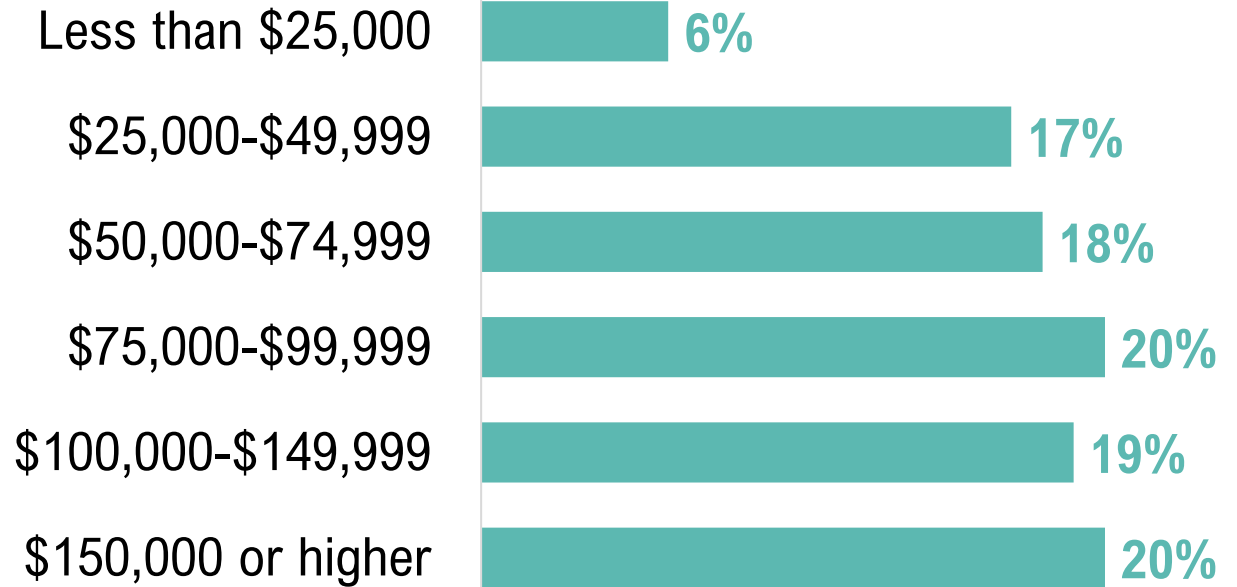
Typical visitors to Leon County were **43** years old



HOUSEHOLD INCOME OF VISITORS (FY24 3rd Quarter)

Typical visitors to Leon County had a median household income of **\$86,300** per year

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



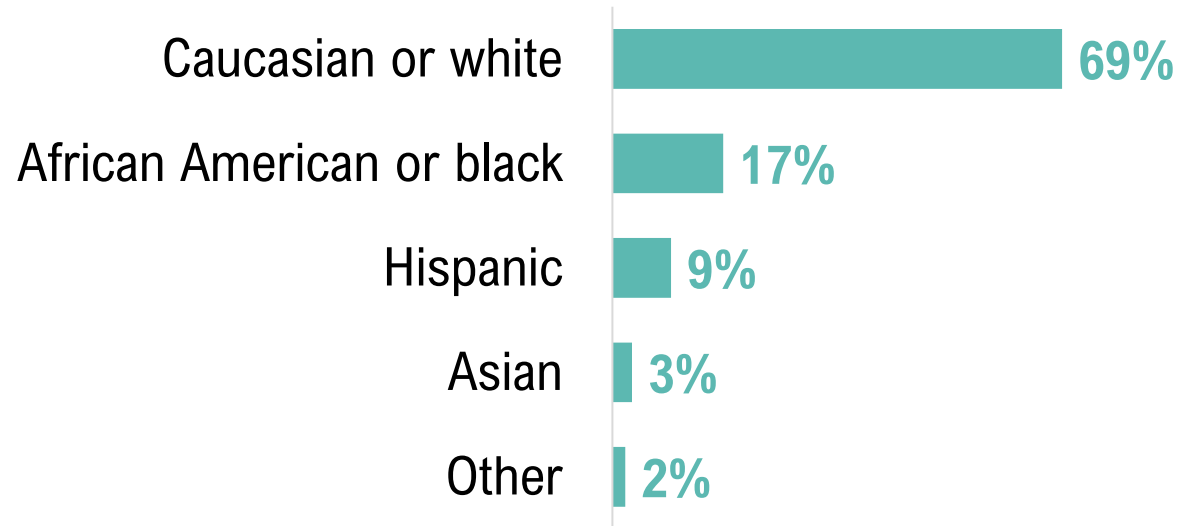
RACE/ETHNICITY OF VISITORS (FY24 3rd Quarter)



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



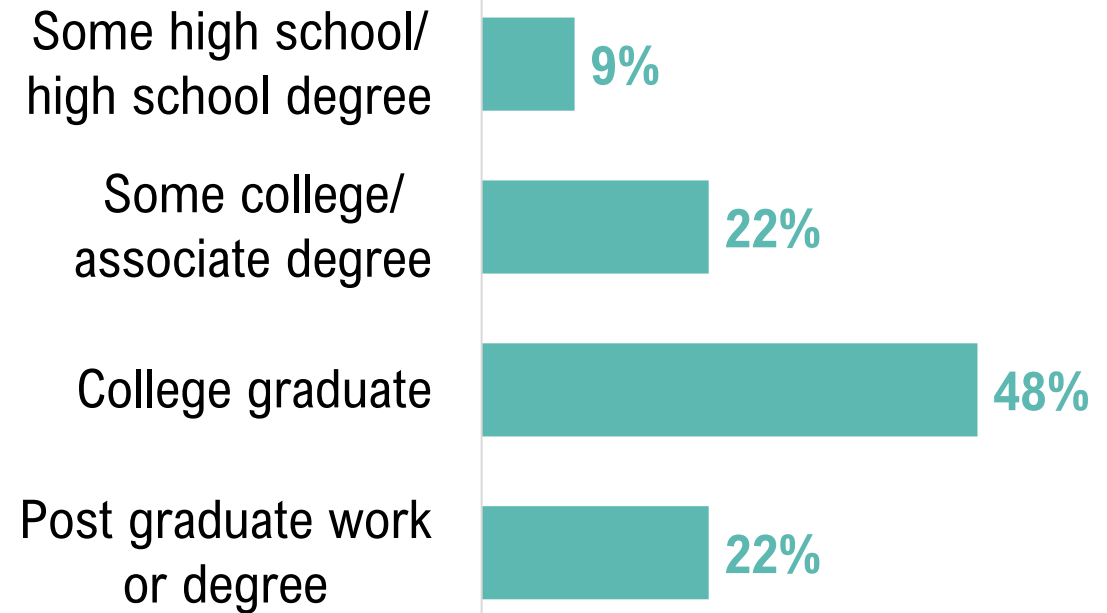
Over **1 in 6** visitors to Leon County were African American/Black



EDUCATIONAL ATTAINMENT OF VISITORS (FY24 3rd Quarter)



7 in 10 visitors to Leon County had a college degree

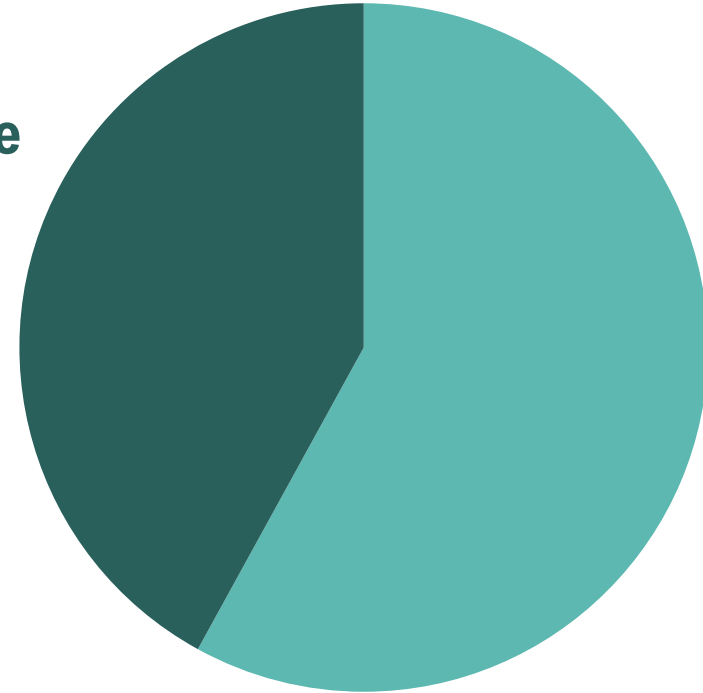


MARITAL STATUS OF VISITORS (FY24 3rd Quarter)



Nearly **3 in 5** visitors to Leon County were married

Single
42%

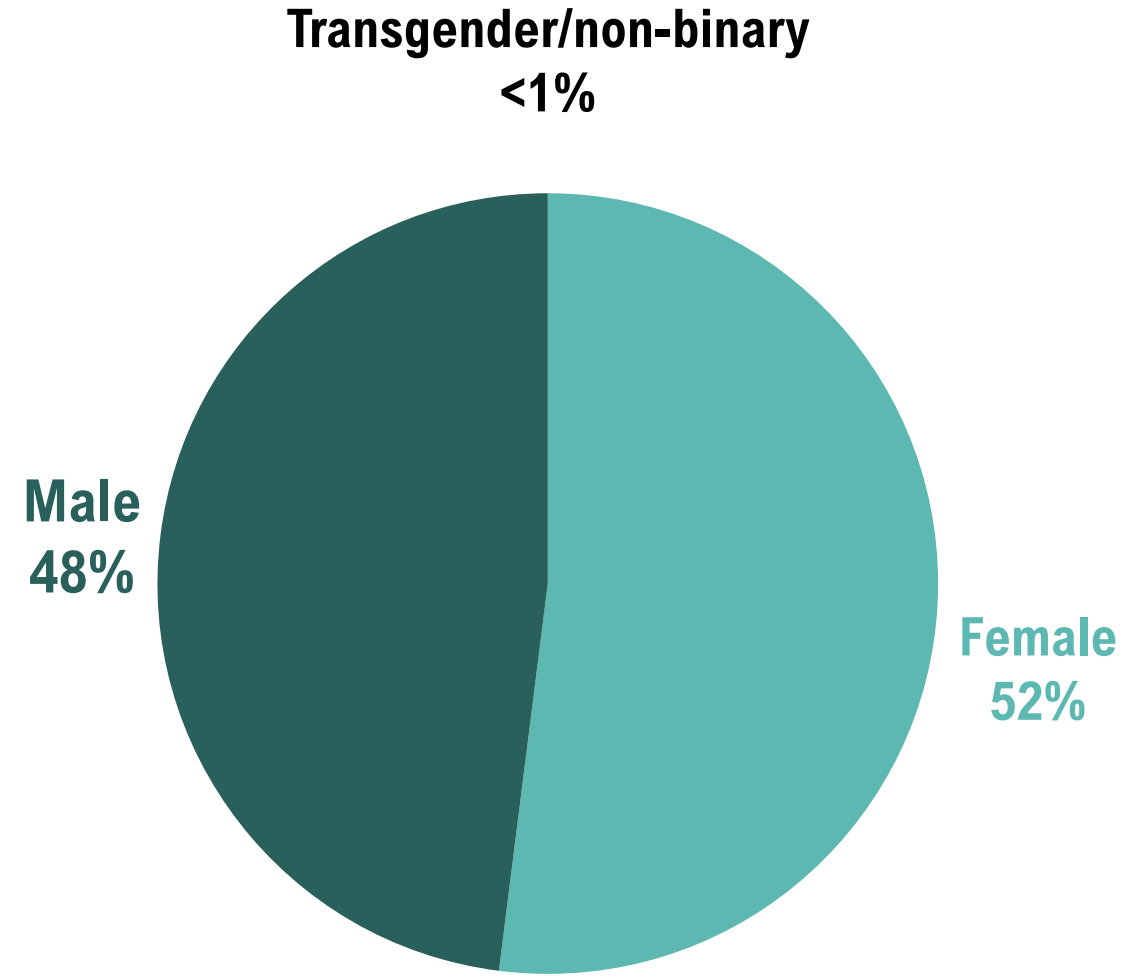


Married
58%

GENDER OF VISITORS* (FY24 3rd Quarter)



52% of visitors to Leon County were female



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

STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS (FY24 3rd Quarter)



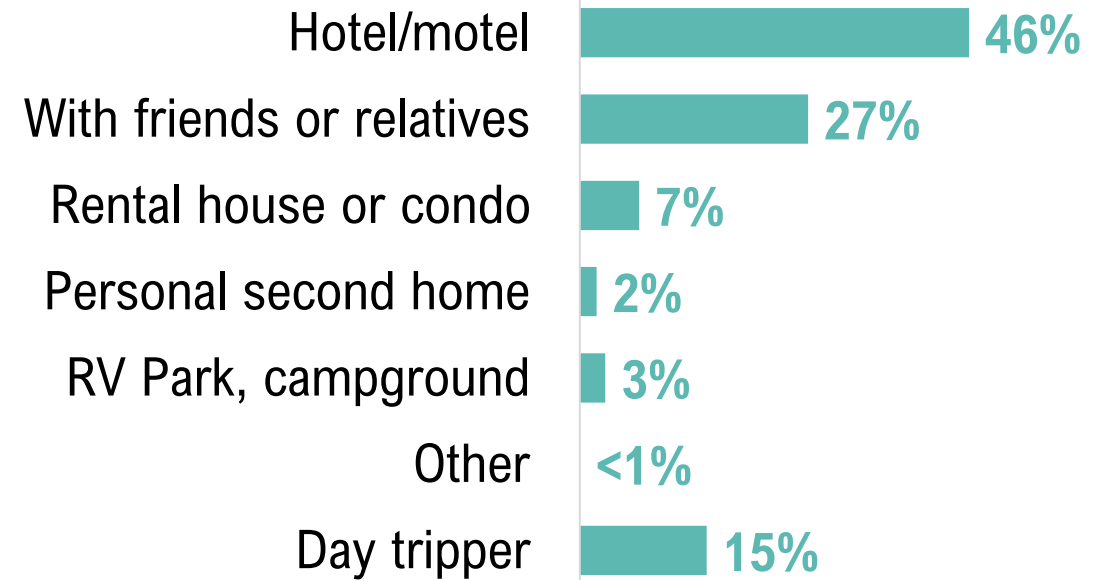
Nearly **half** of visitors stayed in a hotel/motel



Over **1 in 4** stayed with friends or relatives



Vacation rentals, which have a significant presence in other Florida destinations, have a smaller presence in Tallahassee



TRAVEL PARTY SPENDING (FY24 3rd Quarter)

	Spending per Day	Spending per Trip
Lodging	\$67	\$208
Restaurants	\$64	\$198
Groceries	\$18	\$56
Shopping	\$39	\$121
Entertainment	\$19	\$59
Transportation	\$33	\$102
Other	\$10	\$31
Total	\$250	\$775



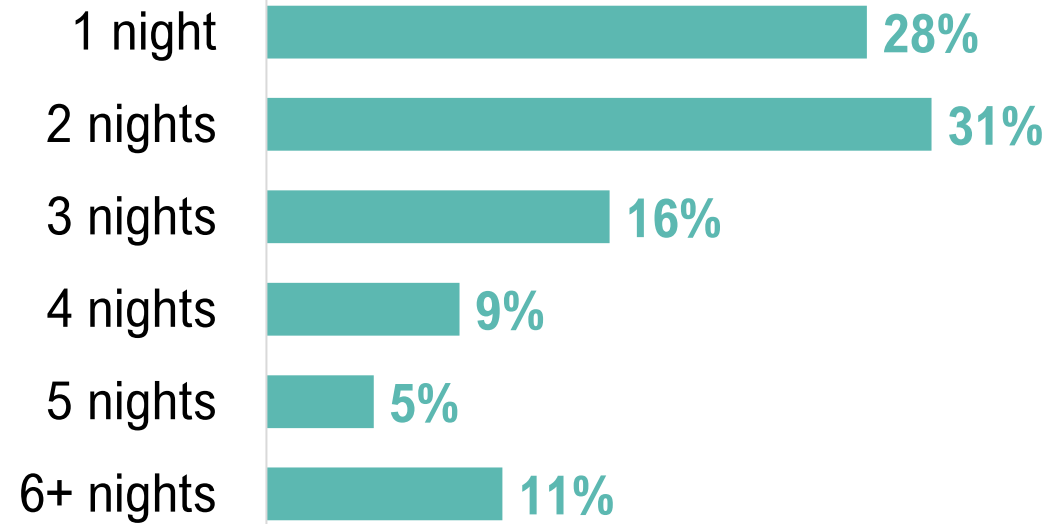
OVERNIGHT VISITORS (FY24 3rd Quarter)



Typical visitors stayed **3.1** nights in Leon County



Nearly **3 in 5** visitors stayed 1 or 2 nights in Leon County



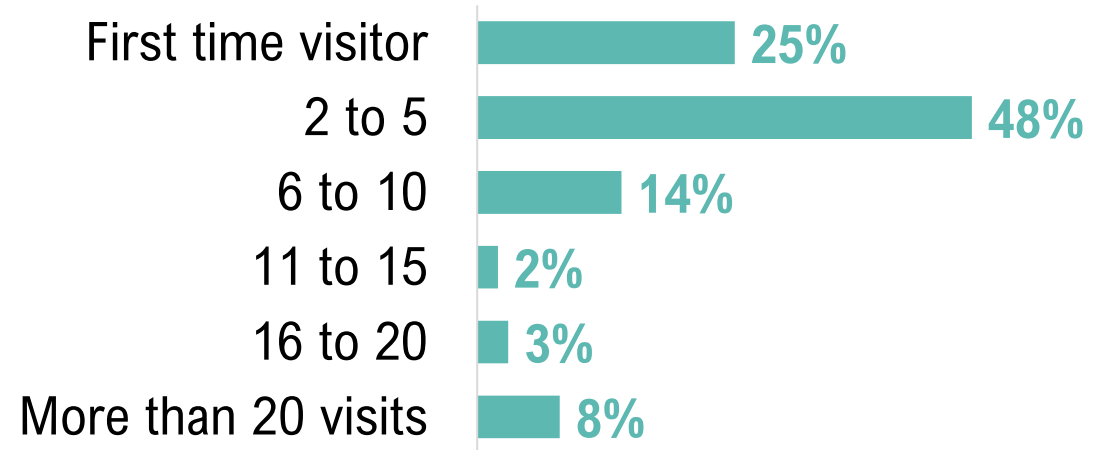
VISITS TO TALLAHASSEE – LEON COUNTY (FY24 3rd Quarter)



1 in 4 visitors were visiting Leon County for the first time, **-3% points** from 2023



Over **1 in 8** visitors had previously visited Leon County more than 10 times



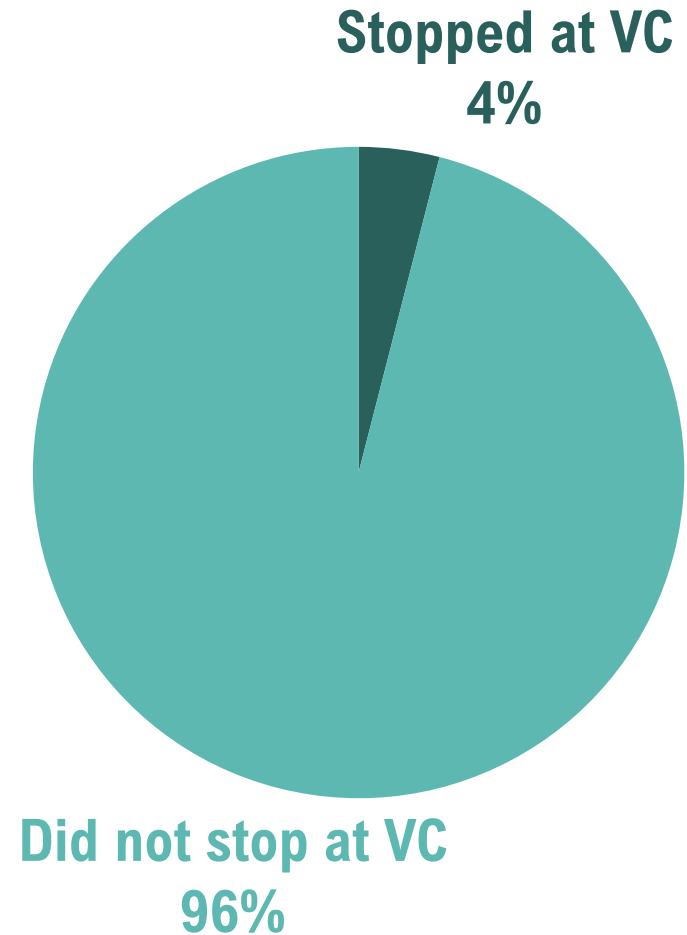
VISITORS CENTER (FY24 3rd Quarter)



4% of visitors stopped at the Visitors Center



Those who went to the Visitors Center gave it a rating of 8.6*



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

ACTIVITIES DURING VISIT* (FY24 3rd Quarter)



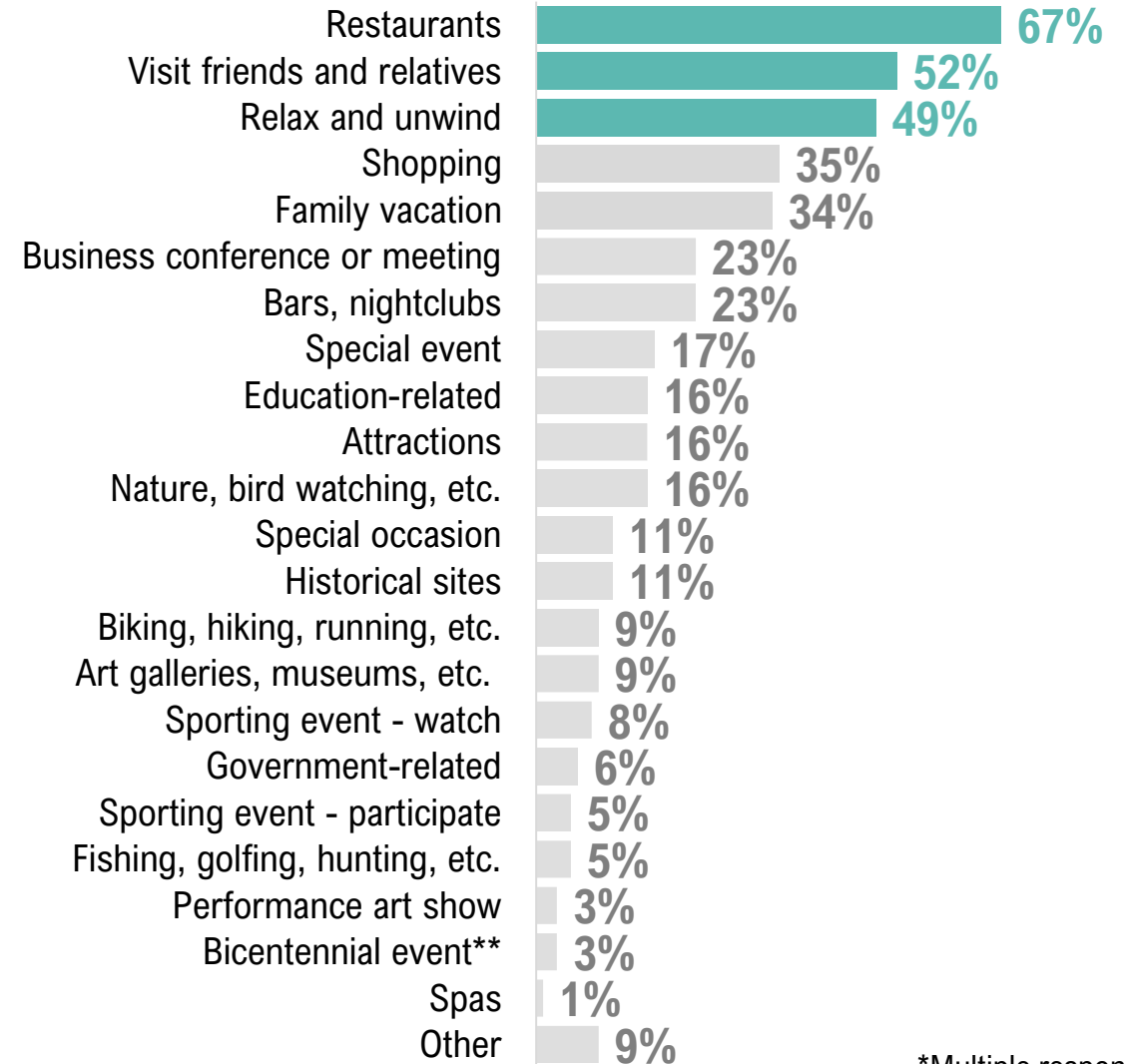
Over **2 in 3** visitors dined at restaurants during their trip



Over **half** of visitors spent time with friends and family while in Tallahassee



Nearly **half** of visitors spent time relaxing and unwinding during their trip

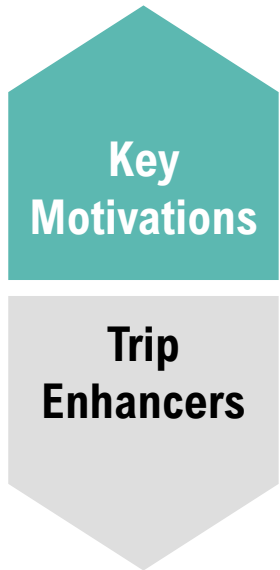


*Multiple responses permitted.

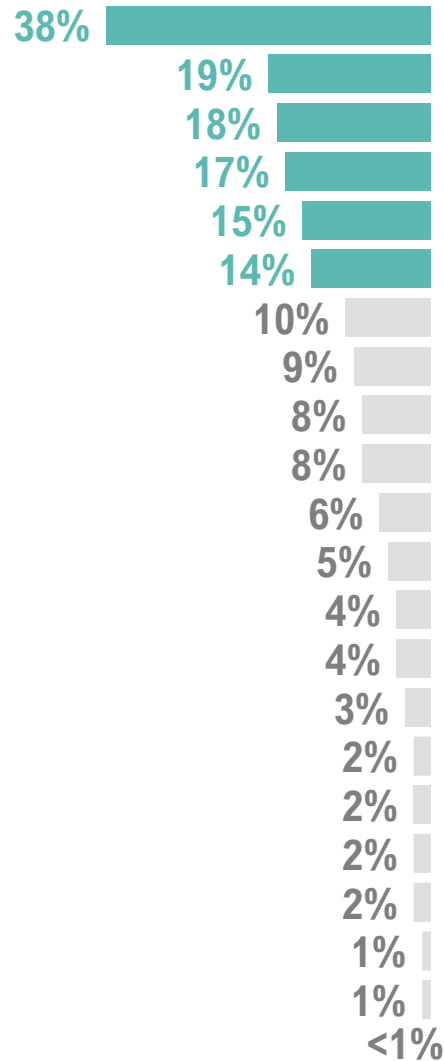
**Response option not included in previous years.



REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY24 3rd Quarter)

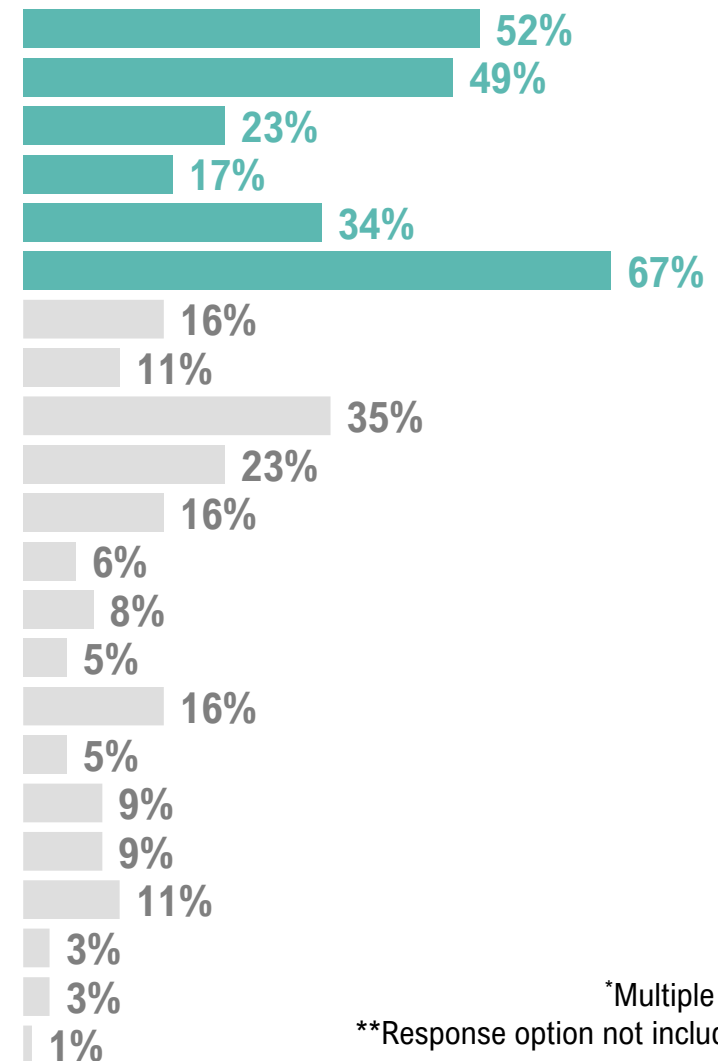


Reasons for Visiting*



- Visit friends and relatives
- Relax and unwind
- Business conference or meeting
- Special event
- Family vacation
- Restaurants
- Education-related
- Special occasion
- Shopping
- Bars, nightclubs
- Attractions
- Government-related
- Sporting event - watch
- Sporting event - participate
- Nature, bird watching, etc.
- Fishing, golfing, hunting, etc.
- Biking, hiking, running, etc.
- Art galleries, museums, etc.
- Historical sites
- Performance art show
- Bicentennial event**
- Spas

Visitor Activities*



*Multiple responses permitted.
 **Response option not included in previous years.



STUDY OBJECTIVES: VISITOR JOURNEY



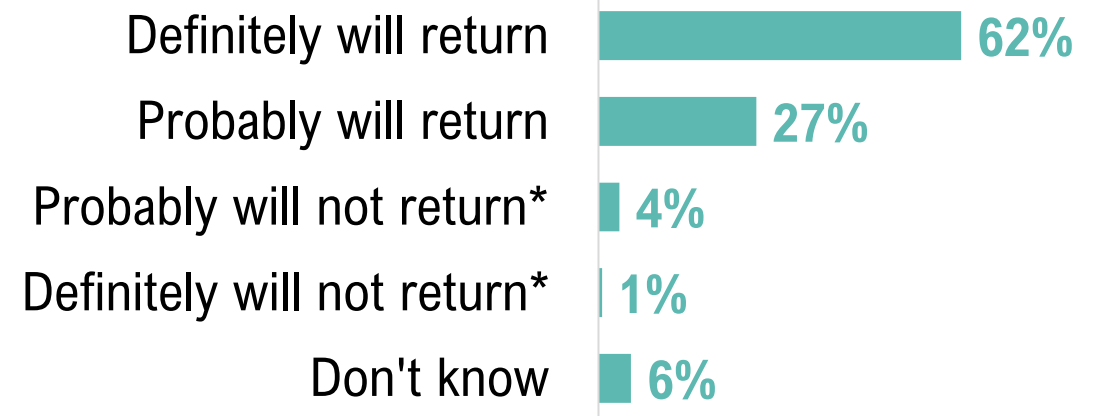
VISITOR SATISFACTION¹ (FY24 3rd Quarter)



Visitors gave Leon County an average rating of **7.8** as a place to visit



89% of visitors will return (**62%** 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

¹Rated on a scale of 1 to 10, where 1 is the worst and 10 is the best.



RATING EXPERIENCES IN TALLAHASSEE (FY24 3rd Quarter)



Leon County's **hospitality** exceeded the expectations of nearly **2 in 5** visitors

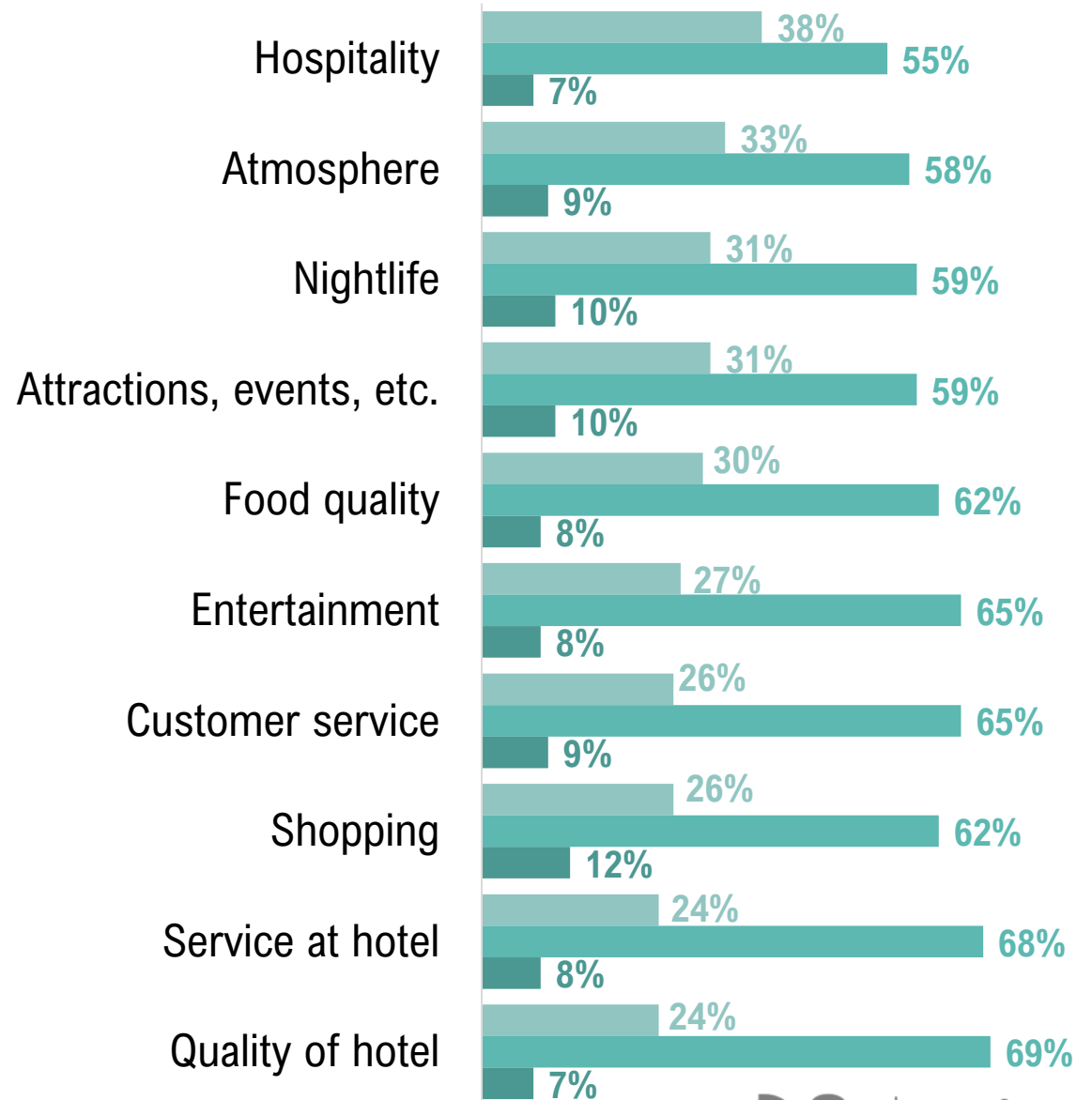


Leon County's **atmosphere, nightlife,** and **events** were more likely than other areas to exceed expectations



Hotel quality in Leon County was least likely to exceed visitors' expectations

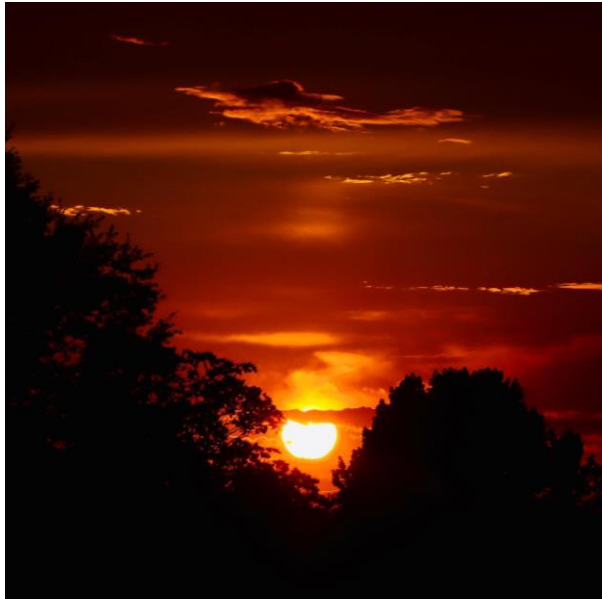
- Exceeded expectations
- Met Expectations
- Did not meet expectations



PERCEPTIONS: "SOUTHERN CHARM" (FY24 3rd Quarter)



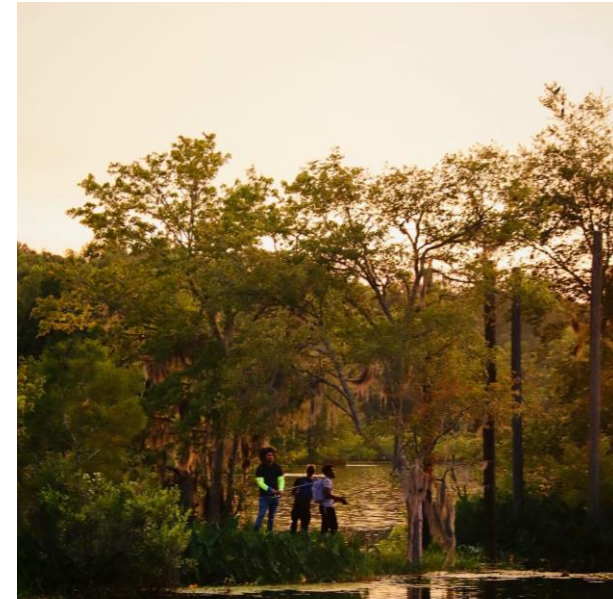
"The people here are kind and courteous – definite small-town vibes!"



"Tallahassee has a leisurely feel, more relaxed, a slower pace of life."



"We really appreciated the hospitality we experienced everywhere we went."



"This is a quiet, laid-back area. It reminds me of going home!"



PERCEPTIONS: “LOTS TO SEE AND DO” (FY24 3rd Quarter)



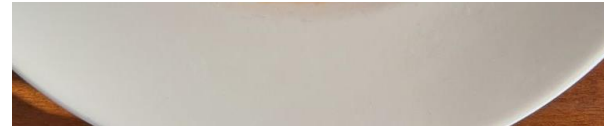
“Tallahassee is a college town, with all the fun things to do that go along with that!”



“This is a big football town – we love the energy here on game day!”



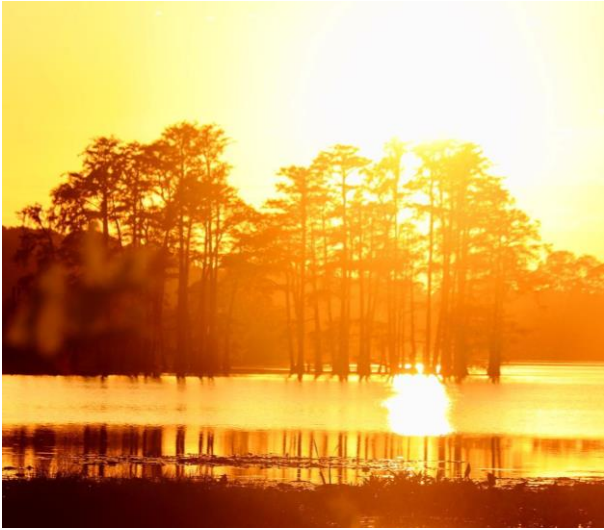
“It’s a fun city with good nightlife, restaurants, museums, and other activities.”



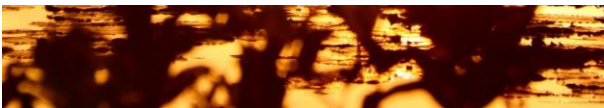
“It’s not as rural as I expected – I found some really good stores and historical attractions here.”



PERCEPTIONS: “BEAUTIFUL” (FY24 3rd Quarter)



“To me, Tallahassee has a Caribbean feel. It’s warm, sunny, and life moves at a slower pace.”



“There are some really nice parks here. We especially enjoy all the lakes!”



“It’s so different from other parts of Florida – more wooded and hilly. A nice change.”



“This is definitely a nature-lover’s paradise!”



A tropical landscape featuring a long, narrow swimming pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage, including several tall palm trees. The sky is bright blue with scattered white clouds. The overall scene is serene and well-maintained.

YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Trip Planning Cycle	April – June 2023	April – June 2024
Tallahassee was primary destination	83%	78%
A week or two in advance	30%	29%
A month or so in advance	36%	38%
2 to 3 months in advance	21%	21%
4 to 5 months in advance	5%	5%
6 months or more in advance	6%	7%

Top Trip Planning Sources	April – June 2023	April – June 2024
Search on Google	23%	34%
Talk to friends and family	31%	32%
Prior knowledge of the area	NA*	27%

*Response option not included prior to 2024.



YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Advertising Recall	April – June 2023	April – June 2024
Recalled ads for Tallahassee	11%	15%
Influenced to visit by ads	4%	8%

Top Reasons for Visiting	April – June 2023	April – June 2024
Visit friends and family	38%	38%
Relax and unwind	15%	19%
Business conference/meeting	18%	18%
Special event	14%	17%

Pre-Visit	April – June 2023	April – June 2024
Requested a Visitors Guide	6%	9%
Drove to Tallahassee	75%	78%
Flew to Tallahassee	24%	22%



YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Market of Origin	April – June 2023	April – June 2024
Surrounding Areas*	7%	10%
Miami-Ft. Lauderdale	5%	9%
Atlanta	7%	6%
Orlando Area	6%	6%
Jacksonville	4%	5%
Panama City	2%	5%
Tampa-St. Petersburg	6%	5%

Region of Origin	April – June 2023	April – June 2024
Florida	35%	49%
Southeast (other than Florida)	35%	28%
Northeast	11%	7%
Midwest	9%	6%
West	9%	6%
International	1%	4%



*Includes counties surrounding Tallahassee and Thomasville.

YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Travel Parties	April – June 2023	April – June 2024
Travel Party Size	2.5	2.6
Traveled with Other Visitors	61%	66%
Traveled with Children under 20	32%	28%
Traveled with Children under 12	10%	14%

Visitor Profile	April – June 2023	April – June 2024
Median Age	44	43
Gender (Female)	51%	52%
Median Household Income	\$97,400	\$86,300
College Degree or Higher	75%	70%
White/Caucasian	70%	69%
African American	19%	17%
Married	63%	58%



YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Accommodations	April – June 2023	April – June 2024
Hotel/Motel	49%	46%
Friends/Family Home	30%	27%
Day Tripper	13%	15%
Rental House or Condo	4%	7%
RV Park/Campground	1%	3%
Personal Second Home	2%	2%

Trips Experience	April – June 2023	April – June 2024
Average Nights Stayed	3.3	3.1
1 st Time Visitor	28%	25%
10+ Prior Visits to Leon County	23%	13%
Stopped at Visitor Center	3%	4%



YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Average Daily Spending	April – June 2023 ¹	April – June 2024
Accommodations ²	\$67	\$67
Restaurants	\$57	\$64
Groceries	\$16	\$18
Shopping	\$35	\$39
Entertainment	\$15	\$19
Transportation	\$32	\$33
Other	\$7	\$10
Total	\$229	\$250

Average Total Trip Spending	April – June 2023 ¹	April – June 2024
Accommodations ²	\$223	\$208
Restaurants	\$190	\$198
Groceries	\$52	\$56
Shopping	\$116	\$121
Entertainment	\$49	\$59
Transportation	\$105	\$102
Other	\$22	\$31
Total	\$759	\$775

¹Updated to reflect accommodation spend for all visitors instead of paid visitors.

²Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Top Activities	April – June 2023	April – June 2024
Restaurants	75%	67%
Visit friends and relatives	50%	52%
Relax and unwind	47%	49%
Shopping	26%	35%
Family vacation	39%	34%
Business conference/meeting	20%	23%
Bars/nightclubs	25%	23%
Special event	15%	17%
Education-related	16%	16%
Attractions	17%	16%
Nature/parks	21%	16%



YEAR OVER YEAR COMPARISONS (FY24 3rd Quarter)

Post Trip Evaluation	April – June 2023	April – June 2024
Overall Rating	7.9	7.8
Will return to Leon County	93%	89%
Exceed + Met Expectations: Quality of hotel	95%	93%
Exceed + Met Expectations: Hospitality	95%	93%
Exceed + Met Expectations: Service at hotel	95%	92%
Exceed + Met Expectations: Food quality	94%	92%
Exceed + Met Expectations: Entertainment	94%	92%
Exceed + Met Expectations: Customer service	93%	91%
Exceed + Met Expectations: Atmosphere	95%	91%
Exceed + Met Expectations: Nightlife	93%	90%
Exceed + Met Expectations: Attractions/events	95%	90%
Exceed + Met Expectations: Shopping	92%	88%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 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.

DS downs & st. germain
RESEARCH



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY25 Grant Program Report

Grant programs: Cultural Grant and Cultural Tourism Marketing Grant Updates:

- To ensure equity across all grant programs, panel review was split by funding source. Applications to TDT-funded grant programs were reviewed on August 28; applications to non-TDT-funded grant programs are tentatively scheduled for review on February 5, pending City funding decisions.
- Cultural Grant award amount increased from FY24.
- The panel was held virtually, with coaching options held in-person and virtually.
- The grant programs were successfully administrated through Submittable, COCA’s new online system.
- The required County review process for statutory compliance to §125.0104, Fla. Stat., was completed. The request from COCA for the County to define its criterion for the eligibility review remains.

The Cultural Grant and Cultural Tourism Marketing Grant applications were approved by the COCA Board of Directors at the Wednesday, September 4 meeting.

Results:

Program	FY25 Applicants	FY25 Awards	FY24 Applicants	FY24 Awards	FY23 Applicants	FY23 Awards
Cultural Grant	38 total	36 total	32 total	31 total	29 total	25 Total
	4 new, 34 returning	1 deemed ineligible per County review and withdrawn; 1 withdrawn by applicant	1 new, 31 returning	2 deemed ineligible per County review; 1 accepted with revisions; 1 withdrawn	2 new, 27 returning	0 new, 25 returning, 4 ineligible per County review
Marketing Grant	38 total	36 total	31 total	30 total	23 total	23 total
	5 new, 33 returning	1 deemed ineligible per County review and withdrawn; 1 withdrawn by applicant	2 new, 29 returning	2 deemed ineligible per County review; 1 accepted with revisions; 1 withdrawn	1 new, 22 returning	1 new, 22 returning

Grant program principles:

ACCESS: Offer opportunities for eligible organizations to apply for both of our grant programs.

EQUITY: Ensure funds are available for all programs and distributed through an equitable process that allows as many grantees as possible access to funds.

SUPPORT: Balance resource allocation to long-time grantees of the program with opportunities for new grantees.

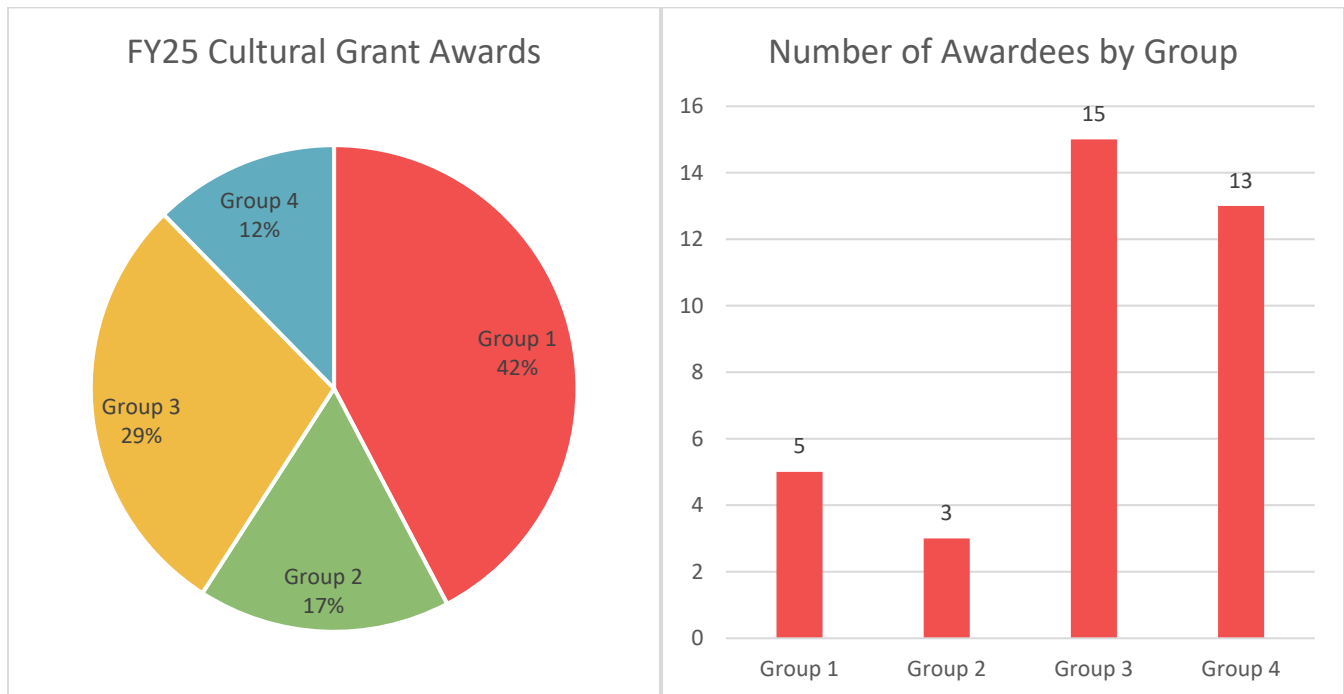
FLEXIBILITY: Balance the requirements of the programs with streamlined processes that will simplify the application process while keeping existing compliances in place. This will allow organizations the flexibility to respond to new programmatic realities and needs.

FY25 CULTURAL GRANT AWARDS

The mission of COCA’s Cultural Grant Program is to serve and support the community of non-profit arts and cultural organizations within Tallahassee and Leon County through program funding which enhances the quality of life as well as the tourism and economic development of our community. An applicant’s programming must contribute to the tourism development of Leon County in accordance with Florida Statute 125.0104.

The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; programs that bring arts, cultural and historic exhibits, or events to underserved areas; programs which engage members of the community in the creative and/or artistic process.

Application Summary	Award Summary		
38 applications received	Group 1	5 awardees	\$795,573
All applications reviewed by COCA Grants Manager and Executive Director	Group 2	3 awardees	\$315,958
Eligibility verified by Director of Tourism	Group 3	15 awardees	\$537,387.20
1 applications deemed ineligible for TDT funds and subsequently withdrawn; 1 application withdrawn by applicant	Group 4	13 awardees	\$231,805.10
36 eligible applications reviewed by panel	Total	36 awardees	\$1,880,723.30



Cultural Grant			
Grant #	Organization	Group	Award

FY25CG-01	Arts and Cultural Experiences at Railroad Square, Inc.	4	\$17,000
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The First Friday festival series has occurred each month, "rain or shine", for over 20 years, drawing an average of 1800 patrons each month. This free community event provides patrons with a relaxed and safe setting to experience art and culture while also providing the local artists with a high traffic event to sell their products and services. Recently this community of artists was impacted by a tornado, making the success of this event even more critical, as well as our need for funding so that we can continue to offer critical services like free off-site parking and free shuttles.

FY25CG-02	621 Gallery	4	\$30,000
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621 Gallery offers unique and contemporary exhibition season programming and outreach which is extended through special annual events and festivals. The gallery strives to provide a platform for local, regional & national emerging to mid-career artists. These include artist talks, workshops, open studio hours and more. Visiting artists stay at hotels in the area for the installation & de-installation of their exhibit. These exhibitions & programs draw a large range of local patrons, in addition to numerous weekly visits from tourists staying in local hotels.

FY25CG-03	Theater with a Mission Inc	4	\$30,000
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Five years of dramatizing Tallahassee's Bicentennial has taught Theater with a Mission (TWAM) that people will travel to Tallahassee to experience Florida history firsthand. TWAM's Bicentennial Birthday Bash appeals to fans of: > vintage dance & historical theater, a national network > historical reenactments & experiential learning, a tri-state network > family adventures & animal encounters, a regional network. A schedule packed with period balls, dramatic reenactments, carriage rides, children's activities, animals to pet, historical foods, and Native American ball games invites cultural tourists to spend a whole weekend in Florida's Capital County, just in time for its 200th birthday.

FY25CG-04	Tallahassee Film Society	4	\$21,205
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Reels on the Rails © describes TFS's programming of excellent movies not otherwise shown in Tallahassee, fostering greater awareness of film as a relevant art form, promoting cultural diversity with many themes, and creating year-round programming for residents, students, and visitors. Reels on the Rails © brings year-round culturally rich programming to a setting designed for engaged viewing and thoughtful discussions. The variety of films attracts diverse audience members historically marginalized by art-house film programming. Worldwide foreign language films give filmgoers their first exposure to cultures, crises, and historical political concepts from nations worldwide.

FY25CG-05	Asian Coalition of Tallahassee, Inc.	4	\$26,187
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Asian Coalition of Tallahassee (ACT) projects go on all year with activities that embraces culture with projects that promote the Asian culture. Experience Asia, our signature event, is held at the end of September to commemorate the contributions of the Asian and Asian American groups in Tallahassee and the community at large. Our event ranks number 3 as one of the favorite events in the city. People are fascinated by the Asian culture and Experience Asia showcases Asian culture.

FY25CG-06	USA Dance 6010	4 \$19,462.50
------------------	-----------------------	----------------------

FL Sunshine Dance is a dance competition, a sport, an art, a culture, and a hobby. National Ballroom Week Showcase is similar to a recital or concert, but for dance. We will also hold a general social dance after the FL Sunshine dance and Showcase. Followed by workshops/dance camp the following day for those that are interested in taking group classes or private lessons. We are also looking into a Broadway Theatre dance kids group joining this program from Miami, FL to get more children and young adults introduced to ballroom dance.

FY25CG-07	Tallahassee Hispanic Theater	4 \$6,320.70
------------------	-------------------------------------	---------------------

THT is requesting funding to produce its Hispanic Night performances in November 2025 and the 8th Annual Micro Theater Festival, which will be celebrated during the Summer of 2025 at Goodwood Museum and Gardens. The past editions of the festival have been very successful and we are continuing to work on making it a Summer cultural landmark in Tallahassee that can attract visitors during a time of the year when the local cultural offer isn't very extensive.

FY25CG-08	Tallahassee Civic Chorale, Inc.	4 \$8,100
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The 2024/25 Season will consist of three regular concerts, five sing-outs in selected facilities, as well as other festivals and local events such as may arise.

FY25CG-09	Tallahassee Community Friends of Old-Time Dance	4 \$5,284.80
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Tallahassee Community Friends of Old-Time Dance (TCFOOTD) promotes traditional folk dance, especially contra dance, and music traditions from New England, Ireland, Quebec, Scotland, England and Appalachia. A contra dance is a communal dance where a caller, accompanied by a live string band, guides dancers through a variety of folk dances. TCFOOTD holds 1-2 contra dances per month, and welcomes dancers of all levels of experience and all walks of life regardless of gender identity, marital status, physical ability, culture, age, race or religion. Contra dances are about building community: meeting new people and making new friends, set to music.

FY25CG-10	SPEBSQSA Chapter PO24, Inc. / Capital Chordsmen of Tallahassee	4 \$10,800
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During two distinct periods of the year - early summer and the Christmas Holiday season - we will present high quality public performances of appropriate music arranged in the unique 4-part acapella style known as barbershop harmony.

FY25CG-11	Embrace World Cultures	4 \$13,950
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Tallahassee Raqs is an exhilarating event that unites world-class cultural dancers from across the globe, fostering an environment of cultural exchange and artistic growth. Our program offers an immersive experience with dynamic dance workshops, a captivating performance showcase, and an informative class on dance practices complemented by an interactive Q&A session. Whether you're a seasoned dancer or an enthusiastic beginner, Tallahassee Raqs provides a unique opportunity to share your cultural heritage, learn innovative dance techniques, and connect with a vibrant community of dance aficionados.

FY25CG-12 **Ayoka Afrikan Drum and Dance, Inc.** **4 \$22,484.70**

Throughout the 2024/2025 year, the proposed "It's Ayoka For ME!" programming strives to enrich and educate the lives of participants through four distinct categories of our African diaspora dance, drumming, and cultural learning: 1) Weekly community classes, 2) international artist teaching residencies, 3) our once a year Dance-a-Thon, and 4) our three-day annual African Drum and Dance Festival. These opportunities are designed to embrace artistic and cultural diversity while establishing Ayoka as a leading creative resource in the promotion of tourism and culture in Tallahassee/Leon County.

FY25CG-13 **Tallahassee Historical Society** **4 \$21,010.40**

The Tallahassee Historical Society is the third oldest historical association in the State of Florida and was founded in 1933. Our mission is to educate, commemerate and preserve the history of Tallahassee and its surrounding areas. We do this through a combination of public meetings, lectures, field trips, publications, social media and other communications.

FY25CG-14 **Southern Shakespeare Company** **3 \$47,778**

Modeled after America's most famous sketch comedy show and featuring a local music act sandwiched between Shakespeare-themed comedy skits, SNL: Shakespeare Night Live continues SSC's tradition of inviting visitors into Tallahassee for the weekend for our fall dinner-theater production at one of Tallahassee's premiere venues, The Moon.

FY25CG-15 **Theatre Tallahassee** **3 \$85,000**

Theatre Tallahassee respectfully requests funding to support its 2024-2025 Season, for the portion of shows running from October through July. The show production season is the heart of our mission. Support from COCA grants will assist in the improved artistic development and successful marketing of TT's Mainstage and Studio Season, providing quality performing arts to the Tallahassee community. The success of our production season plays a pivotal role in assuring the ongoing successful implementation of every other project the theatre undertakes and its ability to reach the community.

FY25CG-16 **Making Light Productions, Inc.** **3 \$85,000**

Making Light Productions is seeking an \$85,000 grant to support our inclusive and award-winning theatre program. Annually, we stage over 28 productions with 76 performances, emphasizing cultural value and artistic excellence. Our educational initiatives welcome children aged 4-18 of all abilities, showcasing musicals and plays at the Making Light Theatre. We embrace neurodiverse casting, necessitating additional staff to assist with physical and cognitive challenges, ensuring comprehensive support for all students. Our program uniquely attracts regional families and offers performance and crew opportunities to neurodivergent adults through our Tallahassee Children's Theatre at MLP.

FY25CG-17	EnhanceAbility / Able Artists Gallery	3 \$27,534
<i>Our gallery, which showcases the works of local, regional, national, and international artists with disabilities, is seeking funding to expand our marketing, exhibitions, workshops, events, and outreach as we strive to facilitate a sense of hope, pride, and opportunity for all artists. We believe that the arts have the power to promote understanding, inspire change, and create a more inclusive and equitable society. We are committed to creating a welcoming and accessible space for all visitors and strive to have a greater impact on the community and tourism while serving as a hub for cultural and artistic activities.</i>		
FY25CG-18	The Tallahassee Bach Parley, Inc.	3 \$28,127.70
<i>Tallahassee Bach Parley concerts feature local professional musicians along with occasional guest artists performing Baroque music on Period Instruments. This unique programing highlights Leon County as a visitor destination because the next closest similar organization is in Atlanta, GA. These concerts are a unique event that also appeals to a wide audience. Parley concerts are free and open to the public, with a \$10 suggested – not required – donation, which allows community members of all income levels to attend.</i>		
FY25CG-19	Tallahassee Youth Orchestras Inc	3 \$26,549.10
<i>Tallahassee Youth Orchestras provides the only full-orchestra experience for students in the region. We offer ensembles appropriate to all levels of young musicians, with a need-based scholarship program to ensure all can afford to participate. We present four concerts each season in FSU concert halls, two additional performances featuring smaller ensembles in community locations, and travel to Jackson County for a residency each August. Our high-quality performances feature low ticket prices, making live music accessible. Our Community Orchestra provides free performances in support of civic events. We provide educational outreach programs that reach over 550 students every year.</i>		
FY25CG-20	John G. Riley Center / Museum of African American History and Culture Inc.	3 \$62,100
<i>The 2024 launch of our four-part exhibition series, “African Americans in Tallahassee: From the Antebellum Period to the Civil Rights Era.” Each exhibition advances the comprehensive narrative of resistance, resilience, and celebration. The Antebellum Period exhibit opened in January 2024. The Civil War and Reconstruction” (2024) Post-War Era (2025) The Civil Rights Era in 2026. We’ve hosted an annual presentation of lectures, held in tandem with each installment of the 4-part exhibition series.</i>		
FY25CG-21	Choice Impact Community Development Corporation / Javacya Arts Conservatory	3 \$17,982
<i>JECO promotes unity within communities through music, advocating for ongoing investment in the diversity of classical music to advance equity and fairness. Rooted in cultural responsiveness and diversity advocacy, Javacya's esteemed 45-year-old organization maintains a commitment to innovation and excellence in orchestral experiences, actively promoting diverse orchestras and BIPOC composers.</i>		

FY25CG-22

Pas de Vie, Inc.

3 \$28,863

"The Arts Live Here" is a familiar saying in the Tallahassee arts and cultural community. After more than 35 years of performances, Pas de Vie is proud to be part of Tallahassee's cultural tradition. Our annual performance season includes special school performances of The Nutcracker and Peter & the Wolf, and full performances of The Nutcracker and Spotlight on Dance. These events have seen an increased number of attendees from outside of Leon County and we hope to continue to draw additional visitors to our community to enjoy our performances and everything Tallahassee and Leon County have to offer visitors.

FY25CG-23

Florida Litfest, Inc.

3 \$9,000

The program for which we are requesting funding is a series of author and/or musician appearances, including at least one event that will be offered at no charge to students in public schools.

FY25CG-24

**The Tallahassee
Community Chorus, Inc.**

3 \$27,000

The Tallahassee Community Chorus seeks grant funding to support its 2024-2025 concert season, its 37th season of filling Tallahassee and the surrounding areas with song! The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members, educational and singing opportunities for students, and provides graduate students with conducting and internship experiences.

FY25CG-25

**Institute of Music
Business, Inc.**

3 \$25,643.70

The Music Business Conference has been developed and is orchestrated by IMB to provide education and opportunity, in the form of an annual event and year round activities that attracts attendees from all over the United States. The Music Business Conference is poised to offer a valuable platform for students and emerging artists to explore and identify potential career paths in the music industry. Funding will be used for marketing/publicity, performers, conference speakers/presenters, audio visual, and venue space.

FY25CG-26

**The Artist Series of
Tallahassee, Inc.**

3 \$23,542.20

The Artist Series of Tallahassee will present a public, five-concert series, featuring world renowned classical music ensembles and soloists, encouraging tourists and locals to explore all that Tallahassee has to offer through the Arts. Programs of The Artist Series contribute to Tallahassee's thriving cultural scene and help attract visitors who shop, dine, and book lodging in Tallahassee and Leon County. The Artist Series impacts tourism and stimulates the local economy by presenting a high quality arts experience performed by world class artists not typically appearing outside of major markets.

FY25CG-27

**Mickee Faust Alternative
Performance Club, Inc.**

3 \$26,100

Although Mickee Faust was rendered homeless from tornadoes that decimated Railroad Square, our resilient 37-year-old company is committed to producing Queer as Faust 17. Our festival will include a "Moveable Mini Mickee" in the spring. Then in Pride month, the Festival will showcase a queer film night, a guest performance, and a full-length, all-original cabaret. All events will be held at different businesses on the Southside or in Midtown. Our hope is that our out-of-town marketing will be supplemented by Visit Tallahassee featuring Faust's 17th year of queer programming by including us in their "5 Reasons LGBTQ Visitors Love Tallahassee."

FY25CG-34	Tallahassee Museum of History and Natural Science, Inc.	1 \$295,264
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The Tallahassee Museum seeks grant funding to remain a vibrant, educational, cultural, and economic hub for Leon County and a gathering place to learn about our cultural and natural environments while strengthening community development and being recognized as a premier tourist destination. Funding will assist the Museum in serving the County's educational and cultural needs through a dynamic and diverse program of exhibits, programs, events, professional assistance, outreach services, and professionally maintained collections and facilities.

FY25CG-35	LeMoyne Art Foundation, Inc.	1 \$102,000
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LeMoyne Arts is requesting funding for exhibits and related events during the period of October 2023 through September 2024. This includes 9 - 11 rotating exhibits, and approximately 24 supporting events associated with the exhibits (Opening Receptions, artist talks, holiday events, workshops). These exhibits and events engage visitors and the community, through shared experiences and art appreciation, to promote learning, enjoyment, and form new and long-lasting relationships with one another. This is our mission in action.

FY25CG-36	Florida State University (Challenger Learning Center)	1 \$176,000
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Embark on a journey of innovation and exploration with Launchpad: S.T.E.A.M Discovery Carts at Challenger Learning Center! Our interactive carts will ignite curiosity and foster learning by offering hands-on, S.T.E.A.M-based activities that engage and inspire minds of all ages. Join us for a unique educational adventure where science and creativity meet!

New Grantees: Institute of Music Business, Striker Youth Arts Project, Tallahassee Community Friends of Old-time Dance, Tallahassee Historical Society

BIPOC Grantees: Asian Coalition of Tallahassee, Ayoka Afrikan Drum and Dance, Choice Impact Community Development Corporation, DJ Demp Foundation, Strikers Youth Arts Project, Tallahassee Hispanic Theater

FY25 CULTURAL TOURISM MARKETING GRANT AWARDS

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of Leon County’s arts and cultural organizations and their programming, to those outside of the County. Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors. For the purposes of this grant, organizations will need to specify marketing and promotional initiatives which use media outlets or strategies that are not primarily focused on the local Tallahassee/Leon County market. Use of these grant funds should raise the overall awareness of Leon County as a desirable place to visit.

Application Summary	Award Summary
38 applications received	17 applicants funded at 100%
All applications reviewed by COCA Grants Manager and Executive Director	18 applicants funded at 90%
Eligibility verified by Director of Tourism	1 applicants funded at 80%
1 applications deemed ineligible for TDT funds and withdrawn; 1 application withdrawn by the applicant	0 applicants not funded
36 eligible applications reviewed by panel	36 awards totaling \$118,143

Cultural Tourism Marketing Grant			
Grant #	Organization	Group	Award

FY25CGTMG-01	Arts and Cultural Experiences at Railroad Square, Inc.	4	\$3,500
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The First Friday festival series has occurred each month, "rain or shine", for over 20 years, drawing an average of 1800 patrons each month. This free community event provides patrons with a relaxed and safe setting to experience art and culture while also providing the local artists with a high traffic event to sell their products and services. Recently this community of artists was impacted by a tornado, making the success of this event even more critical, as well as our need for funding so that we can continue to offer critical services like free off-site parking and free shuttles.

FY25CTMG-02	621 Gallery	4	\$3,500
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621 Gallery offers unique and contemporary exhibition season programming and outreach which is extended through special annual events and festivals. The gallery strives to provide a platform for local, regional & national emerging to mid-career artists. These include artist talks, workshops, open studio hours and more. Visiting artists stay at hotels in the area for the installation & de-installation of their exhibit. These exhibitions & programs draw a large range of local patrons, in addition to numerous weekly visits from tourists staying in local hotels.

FY25CTMG-03

**Theater with a Mission
Inc**

4 \$3,500

Five years of dramatizing Tallahassee's Bicentennial has taught Theater with a Mission (TWAM) that people will travel to Tallahassee to experience Florida history firsthand. TWAM's Bicentennial Birthday Bash appeals to fans of: > vintage dance & historical theater, a national network > historical reenactments & experiential learning, a tri-state network > family adventures & animal encounters, a regional network. A schedule packed with period balls, dramatic reenactments, carriage rides, children's activities, animals to pet, historical foods, and Native American ball games invites cultural tourists to spend a whole weekend in Florida's Capital County, just in time for its 200th birthday.

FY25CTMG-04

Tallahassee Film Society

4 \$3,500

Reels on the Rails © describes TFS's programming of excellent movies not otherwise shown in Tallahassee, fostering greater awareness of film as a relevant art form, promoting cultural diversity with many themes, and creating year-round programming for residents, students, and visitors. Reels on the Rails © brings year-round culturally rich programming to a setting designed for engaged viewing and thoughtful discussions. The variety of films attracts diverse audience members historically marginalized by art-house film programming. Worldwide foreign language films give filmgoers their first exposure to cultures, crises, and historical political concepts from nations worldwide.

FY25CTMG-05

**Asian Coalition of
Tallahassee, Inc.**

4 \$3,500

Asian Coalition of Tallahassee (ACT) projects go on all year with activities that embraces culture with projects that promote the Asian culture. Experience Asia, our signature event, is held at the end of September to commemorate the contributions of the Asian and Asian American groups in Tallahassee and the community at large. Our event ranks number 3 as one of the favorite events in the city. People are fascinated by the Asian culture and Experience Asia showcases Asian culture.

FY25CTMG-06

USA Dance 6010

4 \$3,150

FL Sunshine Dance is a dance competition, a sport, an art, a culture, and a hobby. National Ballroom Week Showcase is similar to a recital or concert, but for dance. We will also hold a general social dance after the FL Sunshine dance and Showcase. Followed by workshops/dance camp the following day for those that are interested in taking group classes or private lessons. We are also looking into a Broadway Theatre dance kids group joining this program from Miami, FL to get more children and young adults introduced to ballroom dance.

FY25CTMG-07

**Tallahassee Hispanic
Theater**

4 \$2,340

THT is requesting funding to produce its Hispanic Night performances in November 2025 and the 8th Annual Micro Theater Festival, which will be celebrated during the Summer of 2025 at Goodwood Museum and Gardens. The past editions of the festival have been very successful and we are continuing to work on making it a Summer cultural landmark in Tallahassee that can attract visitors during a time of the year when the local cultural offer isn't very extensive.

FY25CTMG-08	DJ Demp Foundation	4 \$3,150
<i>Our program provides a platform for students to use visual and performing arts to prevent bullying by embracing collaboration, improvisation and artistic freedom. We use music and art based events and activities to encourage a culture of empathy, diversity and inclusion. Our art-based bullying prevention program empowers youth and provides a safe space for children and young adults to create and express themselves. Our purpose is to inspire and uplift youth to combat the negative impact of bullying.</i>		
FY25CTMG-09	Tallahassee Civic Chorale, Inc.	4 \$3,150
<i>The 2024/25 Season will consist of three regular concerts, five sing-outs in selected facilities, as well as other festivals and local events such as may arise.</i>		
FY25CTMG-10	Tallahassee Community Friends of Old-Time Dance	4 \$3,103.20
<i>Tallahassee Community Friends of Old-Time Dance (TCFOOTD) promotes traditional folk dance, especially contra dance, and music traditions from New England, Ireland, Quebec, Scotland, England and Appalachia. A contra dance is a communal dance where a caller, accompanied by a live string band, guides dancers through a variety of folk dances. TCFOOTD holds 1-2 contra dances per month, and welcomes dancers of all levels of experience and all walks of life regardless of gender identity, marital status, physical ability, culture, age, race or religion. Contra dances are about building community: meeting new people and making new friends, set to music.</i>		
FY25CTMG-11	SPEBSQSA Chapter PO24, Inc. / Capital Chordsmen of Tallahassee	4 \$3,150
<i>During two distinct periods of the year - early summer and the Christmas Holiday season - we will present high quality public performances of appropriate music arranged in the unique 4-part acapella style known as barbershop harmony.</i>		
FY25CTMG-12	Embrace World Cultures	4 \$3,150
<i>Tallahassee Raqs is an exhilarating event that unites world-class cultural dancers from across the globe, fostering an environment of cultural exchange and artistic growth. Our program offers an immersive experience with dynamic dance workshops, a captivating performance showcase, and an informative class on dance practices complemented by an interactive Q&A session. Whether you're a seasoned dancer or an enthusiastic beginner, Tallahassee Raqs provides a unique opportunity to share your cultural heritage, learn innovative dance techniques, and connect with a vibrant community of dance aficionados.</i>		
FY25CTMG-13	Ayoka Afrikan Drum and Dance, Inc.	4 \$3,150
<i>Throughout the 2024/2025 year, the proposed "It's Ayoka For ME!" programming strives to enrich and educate the lives of participants through four distinct categories of our African diaspora dance, drumming, and cultural learning: 1) Weekly community classes, 2) international artist teaching residencies, 3) our once a year Dance-a-Thon, and 4) our three-day annual African Drum and Dance Festival. These opportunities are designed to embrace artistic and cultural diversity while establishing Ayoka as a leading creative resource in the promotion of tourism and culture in Tallahassee/Leon County.</i>		

FY25CTMG-29

**The Tallahassee Ballet,
Inc.**

2 \$3,500

The Tallahassee Ballet (TTB) seeks funding to support its 2024-2025 Season performances and programming. Tourists will travel to see excellence. TTB contributes to Leon County's appeal as a visitor destination by providing the only professional dance company performances with live orchestration within a 200-mile radius. TTB also holds auditions for national companies as one of their regional destinations, a two-week professional summer intensive workshop, and a free backstage look at performance preparation in TTB's state-of-the-art 1,400-square-foot facility.

FY25CG-30

**Young Actors Theatre of
Tallahassee, Inc.**

2 \$3,500

Since 1975, Young Actors Theatre (YAT) has been on a mission to spark joy in the lives of children and families through the performing arts. Through educational training and performance opportunities for students 3-18, YAT reaches audience members via a season of professional-caliber theatrical productions at its on-site theater, as well as community festivals and special events. In the past two years, YAT has performed on Broadway, at Disney World, and on Royal Caribbean's Allure of the Seas ship. This year, YAT is to perform on Broadway at Arts for Autism, a concert featuring national performing groups alongside Broadway artists.

FY25CTMG-31

**Goodwood Museum and
Gardens, Inc.**

2 \$3,500

Goodwood Museum & Gardens seeks funding for cultural programming set amidst historic architecture and heirloom gardens. The 21-acre property is an intact cultural landscape with 16 historic structures and expansive gardens reflecting 200 years of history. Programming includes music, theater and visual arts, exhibits featuring historic collections and new research, and educational offerings for all ages. Goodwood has local, national and international appeal, welcoming approximately 50,000 visitors from 48 states and 20 countries in the past twelve months. Through key strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.

FY25CTMG-32

**Florida State University
(Opening Nights)**

1 \$3,500

Opening Nights requests grant funds to support its 2024-25 season of public and educational performances.

FY25CTMG-33

**Tallahassee Symphony
Orchestra, Inc.**

1 \$3,500

The Tallahassee Symphony Orchestra seeks funding to support a wide array of concert offerings, both classical and popular, in indoor and outdoor arenas, and geared toward diverse audiences of adults, children, families, and curious experience-seekers. Whether it be the music of Beethoven, Michael Jackson, or John Williams, the TSO offers something for everyone in settings that are welcoming and attractive to people throughout Leon County and beyond. Additionally, our education and engagement programs will provide one-of-a-kind opportunities for the citizens of our community by living by our mission to "engage, enrich, and inspire."

