



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday November 7, 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 – **Chair**
- II. Request for Additional Agenda Items
- III. Public Comment
- IV. Items for Consent Approval – **Chair**
 - September 12, 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 – **Chair**
 - Downs & St. Germain Research Presentation: FY24 Economic Impact Report (T4)
 - FY25 Proposed TDC Meeting Date Schedule (T5)
 - Nominations for FY25 TDC Chair
 - FY24 Tourism Strategic Plan Report Presentation- Jon LaBarre (T6)
 - Concert Update
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director’s Report – **Kerri Post**
 - Social Media Milestone Announcement
 - Amtrak Station/Tourism Offices/Visitor Center 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- Jon LaBarre
- VII. Additional Business: “For the Good of the Cause” – **Chair**

Next TDC Meeting:
TBD
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, September 12, 2024, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

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

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, Addie Carroll-Beal, Bailey Geason, Shelby Bishop, Sydney Copstead (Intern), and Johnna Bowden (Intern).

Chairperson Michelle Personette, called the meeting to order at 9:05 a.m.

Request for additional Agenda Items: None

Public Comment: None

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

1. July 11, 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 8-0.

General Business:

First Florida Capitol (FFC) Project Presentation by Senator Bill Montford representing Mayor John Dailey and the First Florida Capitol Committee - Senator Montford invited the TDC board to join in on the construction of the log cabin capitol being built in Cascades Park honoring the Bicentennial. Senator Montford mentioned that the Mayor of St. Augustine and the Mayor of Pensacola will be attending the November 10, 2024, event. Ms. Post reminded the committee that a replica of the capitol was built in 1924 and 1974, for previous anniversaries, and now in 2024. Ms. Post thanked Senator Montford, the Mayor, the City and the FFC Organization for their leadership continuing the tradition of building a replica of the first Florida capitol to honor the Bicentennial.

Downs & St. Germain Research Presentation - FY24 Q3 (Apr-Jun) Visitor Tracking and Tourism Economic Impact Report Jordan Turner presented the quarterly Economic Impact Report for FY24 Q3 (Apr-Jun) Events, Economic, and Visitor Tracking Study. Commissioner Williams-Cox inquired if we are tracking whether people have career training or certifications other than high school, some college or a college degree. Ms. Turner indicated that they were not currently asking these questions specifically but could add them to their surveys. Russell Daws inquired on the status of TDT collections against budget

for this year and Ms. Post responded that she anticipated TDT collections at year-end we would be about \$400K over budget, based on current trajectory. Discussion ensued.

Concert Update - Scott Carswell, representing Scott Carswell Presents, provided updates on three upcoming concerts, KC and the Sunshine Band Oct.12, JJ Grey & Mofro Oct.19, and T-Pain Nov.10. Mr. Carswell stated that the spring lineup is under development and progressing in a timely manner.

FY25 Tourism Special Events Grant Award Recommendations – Ms. Post thanked the Grant Review Committee members for their leadership and service and reviewing the grants. Mr. Thompson explained the criteria the committee used to score the grants, the top two priorities being heads in beds and accurate attendee forecast numbers. \$220,000 was allocated and distributed among 39 grantees. **Commissioner Williams-Cox moved, seconded by Commissioner Richardson for approval of the FY25 Tourism Special Event Grant Award Recommendations. The motion passed unanimously 6-0, with Russell Daws and Matt Thompson abstaining.**

Tallahassee Sports Council FY25 Sports Events Grant Award Recommendations & Updates - Ben Holmes, representing Tallahassee Sports Council, presented the FY25 Sports Events Grant Award Recommendations to be distributed among 49 grant applications. Of the \$160,000 budget allocated for Sports Events Grants, \$144,800 was recommended for distribution, leaving \$15,200 for a potential second cycle in December. City Commissioner Williams-Cox inquired about the portion of the allocated funding not recommended and Mr. Holmes explained they typically have some funding remaining for the second cycle as events are added throughout the year. **Russell Daws moved, seconded by Commissioner Williams-Cox for approval of the Tallahassee Sports Council FY25 Sports Events Grant Award Recommendations & Updates. The motion passed unanimously 8-0.**

COCA FY25 Cultural Program & Tourism Marketing Grant Award Recommendations & Update - Ms. Spehar presented FY25 COCA Grant Award Recommendations totaling \$1,998,866.30. Russell Daws inquired about the amount of Grant Awards exceeding the TDT funds projected in the Tourism Budget for the FY25 COCA program. Ms. Spehar explained that funds are given out on actual funds available, rather than TDT budget projections. Kerri Post shared additional background on the COCA grant funding being changed to currently available funds, from historically based on projected funds, began with COCA after the COVID pandemic when COCA paid out all of their grants in 2020 which depleted all of their reserves. Discussion ensued. Commissioner Williams-Cox commended COCA on the wide range of organizations and the increase in funding levels of the COCA Grant Awards during this current time of need, and Commissioner Richardson concurred. Additional discussion ensued. Ms. Post also inquired with COCA about the Indaba, Inc. cultural program grant application that she had reviewed for eligibility but was not on the list COCA presented to the TDC and Ms. Spehar noted that the applicant had withdrawn their application. Ms. Post also shared an update from the August 22, 2024 CRA meeting where the CRA's attorney, Mr. Lou Norvell, provided an update to the CRA on the \$143,000 CRA/TDT Arts Grant that was awarded to Indaba, Inc. to produce an event that did not occur. Mr. Norvell noted CRA staff had met with the applicant and that by her description, the money has been spent with some of the funds may have been diverted for an unauthorized purpose, and the CRA and City are exploring all legal options and remedies and will be prepared to file suit if the funds cannot be recouped. Discussion ensued. Commissioner Williams-Cox proposed safeguards be put in place on grant programs for future events. **Commissioner Williams-Cox moved, seconded by Commissioner Richardson for approval of the COCA FY25 Cultural Program & Tourism Marketing Grant Award Recommendations. The motion passed unanimously 7-0, with Russell Daws abstaining.**

Executive Director's Report

Amtrak Station/Tourism building/Visitor Center Tornado Damage Update - Ms. Post updated the TDC members on the Amtrak building, noting staff receives monthly updates and the goal of staff, County Engineering and Architects is to keep the building on the National Register. The most optimistic timeline is early next summer to be able to return to the building.

Status Update on Tourism RFPs - Branding, Digital Advertising/Marketing, PR & Research - Ms. Post presented updates on the four RFPs. Branding, Digital Advertising/Marketing, PR & Research. Branding at this time has been paused, though numerous proposals were received. Six proposals were received for Digital Advertising/Marketing, and three for PR. The majority of the proposals received for these services were disqualified for not meeting MWBE requirements, leaving two Digital Advertising/Marketing and one PR able to move forward meeting the MWBE requirements. Ms. Post noted that with such an unusually high amount of respondents being disqualified, this may be an opportunity to examine both the communication in the RFP clearly detailing all of the specific MWBE requirements to applicants, as well as an opportunity to work with OEV to assist more local businesses in registering and qualifying for this designation, which she had shared with Darryl Jones. Several TDC members concurred.

Bicentennial Update - On the Homestretch and the Best is Yet to Come - Ms. Post thanked Vel Johnson and Doug Alderson for all the great work accomplished so far during the Bicentennial. She highlighted more Bicentennial upcoming events, the big Bicentennial weekend in November on the 9 & 10, renaming of the street for T-Pain, and the New Years Eve celebration at Cascades.

Bicentennial Reunion Program Economic Impact Report at the November TDC Meeting - Ms. Post thanked the hotel partners that participated in the Bicentennial Reunions inaugural program stating that there will be a full recap at the November TDC meeting. Ms. Post shared that meetings with community leaders are continuing regarding the Conference Center Meeting Space and commended Ms. Roach for her good work.

Recognition of Russell Daws Nomination for Distinguished Servant Leadership Award - Ms. Post recognized Russell Daws for his long-standing service to the community and his well-deserved nomination for the Leadership Tallahassee Distinguished Servant Leadership Award.

Ms. Post recognized and commended Brian Rowland for production of the Bicentennial issue of the Tallahassee Magazine. Rowland Publishing has also produced the Visit Tallahassee Visitors Guide for the last 25+ years, however Rowland Publishing has sold Tallahassee Magazine to Palm Beach Media. Ms. Post asked the TDC to join her in recognizing the many years of great work that Brian Rowland and Tallahassee Magazine have done to champion Leon County Tourism over the years.

Ms. Post announced that Katie Kole would be leaving the Tourism team to be the new Marketing & Communications Director at Tallahassee Memorial Hospital, noting she would be sorely missed. Ms. Personette thanked Ms. Kole for her service to the Tourism Industry, stating that her creativity, energy, steadiness, and keeping a level head in all that she does will be missed. Ms. Post also announced the retirement of Aundra Bryant at the end of October.

Ms. Post thanked the Visit Tallahassee Team for their continued focus and resilience, and the grants team for all the hard work and long hours in the preparing the FY25 Tourism Grants Program.

Ms. Post announced two new faces joining the team, Interns from FSU Graduate School, Sydney Copstead and Johnna Bowden. Also, introduced Bailey Gleason - Assistant Sports Director who joined Visit Tallahassee during the summer.

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

Commissioner Williams-Cox thanked the Visit Tallahassee Team and thanked the Bicentennial Team for keeping the TDC members informed and up to date on all the events happening. She offered condolences to Ms. Spehar on the loss of her mother. Lastly, Commissioner Williams-Cox made a motion to authorize the Executive Director to handle DJ Demp Week’s request for appeal of their Grant Award and to keep the Board informed and to provide information regarding the outcome of the appeal and DJ Demp Week.

Commissioner Williams-Cox moved, seconded by Commissioner Richardson for approval for the Executive Director to facilitate the grant appeal request for Demp Week. The motion passed unanimously 8-0.

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 10:28 a.m.

Attest: Michele Personette
Chairperson

Attested: Shelby Bishop

Leon County Tourist Development Council

Statement of Cash Flow

Period Ending September 2024

| 4-Cents Collections | | YTD | September | FY 2023/24 | % Revenue |
|----------------------------|------------------------------------|-----------------|---------------|-----------------|-----------|
| Acct # | REVENUES | Actuals | Actuals | Budget | Received |
| 312100 | Local Option Tax (4-cents) | \$ 7,218,554.18 | \$ 661,814.83 | \$ 6,456,029.00 | 112% |
| 361320 | Tax Collector FS 219.075 | \$ 25,782.46 | \$ - | \$ - | |
| 361111 | Pooled Interest Allocation | \$ 166,567.76 | \$ 82,578.98 | \$ 178,790.00 | 93% |
| 365000 | Merchandise Sales | \$ 20,046.18 | \$ 626.28 | \$ 6,007.00 | 334% |
| 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 | \$ - | \$ 183,450.00 | 115% |
| 399900 | Appropriated Fund Balance | \$ 391,800.00 | \$ - | \$ 191,800.00 | 204% |
| Total Estimated Receipts | | \$ 8,147,124.11 | \$ 745,020.09 | 7,028,576 | 116% |

| Acct # | EXPENDITURES | YTD | September | FY 2023/24 | FY 2023/24 | % Budget |
|--------|---|-----------------|---------------|---------------|-----------------|----------|
| | <i>Administration (301)/Marketing (303)</i> | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent |
| 51200 | Salaries & Wages | \$ 853,995.93 | \$ 125,442.52 | \$ 887,762.00 | \$ 887,762.00 | 96% |
| 51250 | Regular OPS Salaries & Wages | \$ 186,283.02 | \$ 24,888.11 | \$ 207,530.00 | \$ 207,530.00 | 90% |
| 51500 | Special Pay | \$ 132.30 | \$ 132.30 | \$ 3,400.00 | \$ 3,400.00 | 4% |
| 52100 | FICA | \$ 75,639.53 | \$ 10,892.17 | \$ 83,716.00 | \$ 83,716.00 | 90% |
| 52200 | Retirement Contributions | \$ 173,903.35 | \$ 24,928.06 | \$ 178,234.00 | \$ 178,234.00 | 98% |
| 52210 | Deferred Compensation | \$ 613.70 | \$ 82.69 | \$ 1,566.00 | \$ 1,566.00 | 39% |
| 52300 | Life & Health Insurance | \$ 210,232.55 | \$ 32,919.26 | \$ 213,669.00 | \$ 213,669.00 | 98% |
| 52400 | Workers Compensation | \$ 1,897.67 | \$ 265.29 | \$ 4,095.00 | \$ 4,095.00 | 46% |
| 53400 | Other Contractual Services | \$ 315,980.87 | \$ 95,471.16 | \$ 663,325.00 | \$ 748,325.00 | 42% |
| 54000 | Travel & Per Diem | \$ 66,962.40 | \$ 15,538.43 | \$ 99,732.00 | \$ 99,732.00 | 67% |
| 54100 | Communications Services | \$ 10,202.43 | \$ 1,712.52 | \$ 9,600.00 | \$ 9,600.00 | 106% |
| 54101 | Communications - Phone System | \$ 780.00 | \$ 780.00 | \$ 780.00 | \$ 780.00 | 100% |
| 54200 | Postage | \$ 10,338.25 | \$ 3,457.13 | \$ 10,000.00 | \$ 10,000.00 | 103% |
| 54400 | Rental & Leases | \$ 26,136.25 | \$ 17,222.25 | \$ 30,370.00 | \$ 30,370.00 | 86% |
| 54505 | Vehicle Coverage | \$ 632.00 | \$ - | \$ 632.00 | \$ 632.00 | 100% |
| 54600 | Repair & Maintenance | \$ 743.75 | \$ - | \$ 15,151.00 | \$ 15,151.00 | 5% |
| 54601 | Vehicle Repair | \$ 432.02 | \$ 404.02 | \$ 835.00 | \$ 835.00 | 52% |
| 54700 | Printing | \$ 10,120.43 | \$ 351.11 | \$ 10,182.00 | \$ 22,182.00 | 46% |
| 54800 | Promotional Activities | \$ 91,313.21 | \$ 205.00 | \$ 40,416.00 | \$ 79,416.00 | 115% |
| 54860 | TDC Direct Sales Promotions | \$ 49,331.78 | \$ 7,308.31 | \$ 55,957.00 | \$ 87,957.00 | 56% |
| 54861 | TDC Community Relations | \$ 44,190.84 | \$ 855.37 | \$ 35,000.00 | \$ 70,000.00 | 63% |
| 54862 | TDC Merchandise | \$ 18,035.26 | \$ 3,300.52 | \$ 30,260.00 | \$ 30,260.00 | 60% |
| 54900 | Other Current Charges | \$ 1,185,313.53 | \$ 81,046.53 | \$ 703,565.00 | \$ 1,307,203.00 | 91% |
| 54948 | Other Current Chrg - Amphitheater | \$ 661,872.65 | \$ 79,352.37 | \$ 457,694.00 | \$ 1,132,694.00 | 58% |
| 55100 | Office Supplies | \$ 4,202.68 | \$ 303.88 | \$ 18,500.00 | \$ 18,500.00 | 23% |
| 55200 | Operating Supplies | \$ 5,985.58 | \$ 322.94 | \$ 20,000.00 | \$ 20,000.00 | 30% |
| 55210 | Fuel & Oil | \$ 188.44 | \$ 100.68 | \$ 320.00 | \$ 320.00 | 59% |
| 52250 | Uniforms | \$ 1,407.96 | \$ 417.87 | \$ 10,000.00 | \$ 19,000.00 | 7% |
| 55400 | Publications, Memberships | \$ 27,184.60 | \$ 264.98 | \$ 34,556.00 | \$ 34,556.00 | 79% |
| 55401 | Training | \$ 2,851.71 | \$ - | \$ 15,000.00 | \$ 15,000.00 | 19% |
| 56400 | Machinery & Equipment | \$ - | \$ - | \$ - | \$ - | |
| 58160 | TDC Local T&E | \$ 1,427.75 | \$ 195.38 | \$ 3,500.00 | \$ 6,500.00 | 22% |
| 58320 | Sponsorship & Contributions | \$ 74,464.37 | \$ 25,074.97 | \$ 81,426.00 | \$ 81,426.00 | 91% |

| <u>Advertising/Public Relations (302)</u> | | | | | | |
|---|-------------------------------------|------------------------|------------------------|---------------------|----------------------|------------|
| 53400 | Other Contractual Services | \$ 1,021,463.21 | \$ 165,616.08 | \$ 1,500,000.00 | \$ 1,725,000.00 | 59% |
| 54900 | Other Current Charges & Obligations | \$ 118,074.52 | \$ 27,909.35 | \$ 250,000.00 | \$ 250,000.00 | 47% |
| <u>Special Events/Grants (304)</u> | | | | | | |
| 58300 | Grants & Aids | \$ 625,011.26 | \$ 128,446.94 | \$ 700,000.00 | \$ 700,000.00 | 89% |
| <u>Welcome Center CIP (086065)</u> | | | | | | |
| 56200 | Building | \$ 17,884.63 | \$ - | \$ 176,000.00 | \$ 276,000.00 | |
| <u>Countywide Automation (470)</u> | | | | | | |
| 54110 | Com-net Communications | \$ 5,326.00 | \$ 5,326.00 | \$ 5,326.00 | \$ 5,326.00 | 100% |
| 54600 | Repairs and Maintenance | \$ 2,825.00 | \$ 2,825.00 | \$ 2,825.00 | \$ 2,825.00 | 100% |
| <u>Risk Allocations (495)</u> | | | | | | |
| 54500 | Insurance | \$ - | \$ - | \$ 6,922.00 | \$ 6,922.00 | 0% |
| <u>Indirect Cost (499)</u> | | | | | | |
| 54900 | Indirect Cost Charges | \$ 283,000.00 | \$ - | \$ 283,000.00 | \$ 283,000.00 | 100% |
| <u>Line Item Funding - (888)</u> | | | | | | |
| 58214 | Cultural Facilities Grant Program | \$ - | \$ - | \$ - | \$ - | |
| 58215 | Local Arts Agency Program | \$ 1,783,832.13 | \$ 1,783,832.13 | \$ 1,614,468.00 | \$ 1,614,468.00 | 110% |
| <u>Transfers (950)</u> | | | | | | |
| 591220 | Transfer to Fund 220 | \$ - | \$ - | \$ - | \$ - | 0% |
| 591001 | Transfer to Fund 001 | \$ 26,147.00 | \$ 2,377.00 | \$ - | \$ 28,524.00 | 0% |
| <u>Salary Contingency (990)</u> | | | | | | |
| 59900 | Other Non-operating Uses | \$ - | \$ - | \$ - | \$ - | |
| | Reserve for Fund Balance | \$ - | \$ - | \$ - | \$ - | |
| | Total Expenditures | \$ 7,996,360.56 | \$ 2,669,568.32 | \$ 8,465,314 | \$ 10,312,476 | 78% |

1-Cent Collections

| Acct # | REVENUES | YTD Actuals | September Actuals | FY 2023/24 Adopt. Budget | FY 2023/24 Adj. Budget | % Revenue Received |
|--------|-------------------------------|---------------------|-------------------|--------------------------|------------------------|--------------------|
| 312110 | Local Option Resort (1 -cent) | \$ 1,804,636.30 | \$ 165,453.18 | \$ 1,614,468.00 | \$ 1,614,468.00 | 112% |
| 361111 | Pooled Interest | \$ - | \$ - | \$ - | \$ - | |
| 361320 | Tax Collector FS 219.075 | \$ - | \$ - | \$ - | \$ - | |
| 366930 | Refund from Prior Years | \$ - | \$ - | \$ - | \$ - | |
| | Total Revenues | 1,804,636.30 | 165,453.18 | 1,614,468 | 1,614,468 | 112% |

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

NOTES TO THE FINANCIAL STATEMENT As September 30, 2024

REVENUES

- 1 - Revenue for the 4-cent collections \$ 7,218,554.18
- 2 - Revenue for the 1-cent collections \$ 1,804,636.30
- 3 - Revenue Miscellaneous Revenue \$

EXPENSES

- 4 - COCA Payments Made for FY24- \$1,783,832.13



MARKETING COMMUNICATIONS

SEPTEMBER 2024

Scott Lindeman, Marketing Communications Director

Bryan Smith, Digital Content Manager

Renee Jones, PR/Marketing Specialist

AT A GLANCE



FY2024 Media Value
YTD: \$11 Million
Media Value for
September = \$6,200,00



FY2024 Earned Media Stories
YTD = 132
Media Stories
September = 11



Social Media Followers
Facebook: 100,000
Instagram: 31,000



Consumer E-Newsletters
Sent: 1 YTD: 25
Industry E-Newsletters
Sent: 1 YTD: 32
Bicentennial E-Newsletters
Sent: 3 YTD: 12



Hurricane Helene

Provided vital communication with local tourism partners during the approach of Hurricane Helene to ensure continuing service before, during and after the storm. Thank you to all the partners that stepped up to support recovery efforts of our neighboring communities hit hardest by the storm.

HIGHLIGHTS

- To amplify Tallahassee's presence and appeal, PR Specialist Renee Jones, alongside representatives from the Zimmerman Agency, successfully completed 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.
- Achieved 100,000 followers on the Visit Tallahassee Facebook page!
- Met with representatives from the Word of South festival ahead of their 2025 event to align our marketing and promotional efforts.
- Attended planning sessions with the Worlds of Work program through the Chamber of Commerce and Lively Technical School. Tourism staff will lead the hospitality group and introduce area high-school students to potential career paths in the hospitality industry.
- Discussed options for increasing Tallahassee-Leon County's accessibility promotion with producers from the accessibility media outlet, Wheel The World.
- Completed the RFP process to select a new Digital Marketing firm and Public Relations agency. The Zimmerman Agency was selected again to represent Visit Tallahassee for both services.
- Supported the Grants Manager through in-person and virtual workshops, updated content on the website and answered marketing questions from applicants.
- Marketing Communications Director, Scott Lindeman, was stationed at the Emergency Operations Center during Hurricane Helene's approach to the area, to support the Emergency Support Functions (ESF-18) in the event Tallahassee suffered catastrophic damage due to the storm.
- Bid farewell to former Senior Marketing Director Katie Kole and began the search for her replacement moving forward.

ON THE HORIZON



As we approach the close of this Bicentennial year, we invite the entire community to join us for the **Bicentennial Festival Weekend Spectacular, at Cascades Park on November 9th and 10th**. Our Bicentennial team has planned a full weekend of

events celebrating our community's heritage and culture, culminating in the sold-out, **T-Pain** concert at the Adderley Amphitheater. The event promises to be an unforgettable celebration of Tallahassee-Leon County's 200 years.

DIGITAL MARKETING HIGHLIGHTS



Our recent Instagram post highlighting the beautiful Red Spider Lillies at **The Grove Museum** generated just over 5,000 views! This engaging post encouraged followers to visit the museum's stunning grounds and gorgeous flowers that bloom only once a year during a short window.!

Our Instagram Reel in partnership with **Tallahassee Foodies** highlighted outdoor dining and patios featuring **Jeri's Love On a Plate in Market Square**. The post generated 6,000 views effectively promoting our diverse culinary scene.



| DIGITAL MARKETING KPI | | | |
|--|-------------|-------------------|------------------|
| 2023/2024 GOALS | ANNUAL GOAL | QUARTERLY RESULTS | ANNUAL % TO GOAL |
| Maintain an average open rate over 35% for consumer email campaign. | 37% | 38% | N/A |
| Maintain an average open rate over 35% for industry newsletter campaign. | 35% | 37% | N/A |
| Net Increase Annual Facebook Followers by 16,000 | 16,000 | 1,209 | 140% |
| Net Increase Annual Instagram Followers by 6,000 | 6,000 | 608 | 105% |
| Increase Annual Mobile App Downloads by 1,000 | 1,000 | 45 | 190% |

PUBLIC RELATIONS HIGHLIGHTS

- Visit Tallahassee received a total of **431.5 million impressions in September alone** thanks to significant national exposure due to three (3) featured articles on Thrillist, Yahoo News, and Mommy Poppins- reaching a readership of over 400 million.
- Executed a Florida Media Mission with eight appointments, including Flamingo Magazine and Modern Luxury, plus select freelancers from The Atlanta Journal Constitution and Thrillist.

| 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 | 200% | 2 | 10 |
| Execute 4 radio promotions in key drive markets | 100% | 0 | 4 |
| Generate a minimum of 6 national feature stories | 300% | 3 | 18 |
| 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 |



Visit Tallahassee SPORTS

SPORTS MARKETING

SEPTEMBER- 2024

Taylor Wheaton, Sr. Sports Director
Taylor Walker, Sports Director
Bailey Geason, Asst. Sports Director

GOAL AT A GLANCE

FY 2023-2024

Room Nights Goal:
41,926

YTD Room Nights:
25,456

ON THE HORIZON

- 11/15: NCAA Cross Country Regional Championship
- 11/16: FHSAA Cross Country State Championship



OUT & ABOUT

The sports team with Sports Commissions from across the state in the Florida booth at TEAMS Conference & Expo



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

September 2024

- Hosted the inaugural Hoka X Nights of Thunder Cross Country Festival featuring teams from across the southeast region. This event served as an outstanding showcase for Apalachee Regional Park, The Capital of Cross Country.
- Hosted a site visit for the United States Bowling Congress staff. In 2025, we will once again host the USBC Pepsi Youth Bowling State Championship, welcoming approximately 3,000 youth bowlers over six weekends between March and April.
- Taylor Wheaton and Taylor Walker attended TEAMS Conference & Expo in Anaheim, California. We met with multiple rights holders about bringing events to Leon County, as well as continued our professional education and development.

Year End Review

- Hosted seven major cross country races including the ACC Conference Championship, SWAC Conference Championship, AAU National Championship, USATF Club National Championship and the FHSAA State Championship for the twelfth consecutive year.
- Hosted the FHSAA Football State Championship at FAMU's Bragg Memorial Stadium for all nine divisions over three days. This is the first time the championships have been hosted at an HBCU.
- The sports and marketing teams attended the 2024 World Athletics Cross Country Championships in Belgrade, Serbia as a part of the future organizers program to prepare for Tallahassee-Leon County to host the 2026 World Championships.
- For the third consecutive year, we hosted the FHSAA Beach Volleyball State Championship at FSU's beach volleyball courts.
- Contracted with Rock Solid Trail Contracting to create a roadmap for achieving an International Mountain Bicycling Association Ride Center Designation.
- Began assembling staff for the 2026 Cross Country World Championship





GOAL AT A GLANCE

Meetings & Groups FY2024
Room Nights Goal:
14,111

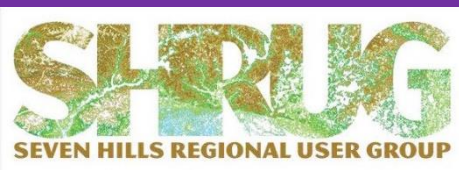
Meetings & Group YTD
Room Nights:
16,400

Out and About



Met with Marsha Shalley and Kevin Dombrow to welcome the new-to-Tallahassee extended stay hotel brand, **stayAPT Suites** opening November 2024 off Apalachee Parkway.

On the Horizon



The **Seven Hills Regional User Group (SHRUG) Workshop 2024** will be hosted at the Donald L. Tucker Civic Center, November 13-14, 2024, with Geographic Information Systems (GIS) professionals attending from around the region.

HIGHLIGHTS

- **Assisted a variety of groups** with finding meeting space and sleeping rooms including the Florida Wildlife Society, Prescription Drug Monitoring Program (PDMP) South Regional Meeting, Buchholz High School College Tour, FAMU Symposium, Jan's Trips, and Landmark Educational Tours.
- Exhibited at the **Meeting Professionals International (MPI) EDUCON** in St. Augustine and conducted one of one appointment with meeting planners.
- Supported communities **Hurricane Helene** efforts by providing daily hotel availability and assisting the Florida Restaurant and Lodging Association with information to place emergency response personnel.
- Networked and gained industry knowledge at **Society of Government Meeting Professionals (SGMP)** programs about Contract Negotiation and Designing for Meetings & Gatherings: Location, Scenery, and Imagery.
- Selected to serve on the **Sponsorship and Marketing Committees** for the Florida Society of Association Executives Annual Conference.



YEAR END HIGHLIGHTS

- **The Bicentennial Reunion Program – Gather, Reconnect, Celebrate** provided an estimated \$187,000 in economic impact. The sixteen (16) participating reunions (14 family reunions, 2 class reunions) welcomed over 2,000 attendees and 875 visitors to our community this summer. Each group received Bicentennial themed welcome bags and welcome signage at of the participating partner hotels. Thirteen (13) industry partners (10 hotels and 3 attractions) offered reunion special values as part of the program.
- Supported the Initiation **a collaborative opportunity for developing a Meeting District and/or Conference Center** in Tallahassee-Leon County that included an action plan, statement of need, one-page flyer and conducted stakeholder meetings with the aim to support year-round economic growth.



VISITOR SERVICES & GRANT MANAGEMENT

OCTOBER 2023-SEPTEMBER 2024

Wendy Halleck, Director
Shelby Bishop, Diana Ramsdell, Landis Grenville,
& Erin Hill – Visitor Service Representatives

AT A GLANCE

2023-2024 Grant Program

Granted Events Held - 87

Post-Event Reports
Processed - 86



Visitor Services

Visitor Guides Distributed:
YTD- 65,510

FY23/24 Group Services and
Welcome Bags: 106 requests
serving 10,772 visitors.

FY23/24
Calls Received: 1,758
Walk-ins: 3,695



FY23/24 Gift Shop Sales:
\$20,028
=
Up **46%**
Over Last Year!

MISSION STATEMENT

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

FY23/2024 HIGHLIGHTS

- Facilitated the grant process for both the FY23/24 regular and Special Bicentennial Cycles. Processed post event reports for Legacy and Signature and Special Events. Opened the FY2025 Grant Cycle, with revised guidelines, awarding \$220,000 to 39 Special events. Facilitated FY2024/25 Grant Application and Grant Implementation Workshops.
- Revised Legacy Grant guidelines and elevated two high performing events to Legacy status in addition to our three continuing Legacy Granted Events.
- Added new Tallahassee themed, locally produced, FSU and FAMU themed merchandise for sale at the Visitor Center Gift Shop. Added new local authors to the collection of books for sale at Visitor Center in collaboration with Midtown Reader.
- Facilitated biannual shipments of Visitor Guides to locations locally, regionally, and statewide.
- Activated Cascades Park Visitor Center to full time after closure of main Visitor Center due to tornado damage suffered in May.
- Participated in community events, such as Springtime Tallahassee and TCC. Collaborated on events with FSU, FAMU, COCA, DOMI Station and other local organizations and businesses. Promoted and assisted with Bicentennial Bucket List, Tallahassee Brew Tour Challenge, and the Bicentennial Reunion Incentive program.
- Increased information available to our visitors for dining, shopping and entertainment and local points of interest.

ON THE HORIZON

- Develop an online sales platform for locally themed merchandise.
- Increase our presence at community events such as the Downtown Market and larger granted events.
- Onsite visits to attractions to increase expertise of our Visitor Services Representatives.
- Increased outreach and use of QR coded materials to hotels, Airbnb, VRBO, airport and community partners.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Fiscal Year 2024
Economic Impact Report



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH



Visitor Tracking Study

- » The economic impact of tourism for the Leon County Division of Tourism/Visit Tallahassee was based on data from the following sources:
 - » 2,148 interviews conducted by Downs & St. Germain Research with visitors to Leon County
 - » Twelve (12) monthly STR Reports
 - » Florida Department of Business and Professional Regulation (DBPR)
 - » Key Data (via Zartico)
 - » Downs & St. Germain Research's tourism database
 - » Various government agencies and data sources
 - » IMPLAN Online Economic Impact Modeling software
 - » TDT collections provided by Leon County

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 overall scene is serene and tropical.

EXECUTIVE SUMMARY

FY2024 ECONOMIC IMPACT

Visitor spending generated

\$1,324,598,900

in economic impact to Leon County's
economy, up 6.1% from FY2023



FY2024 TOTAL DIRECT SPEND

Visitors to Leon County spent

\$807,682,200

throughout the county in FY2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up 6.9% from FY2023



FY2024 VISITORS

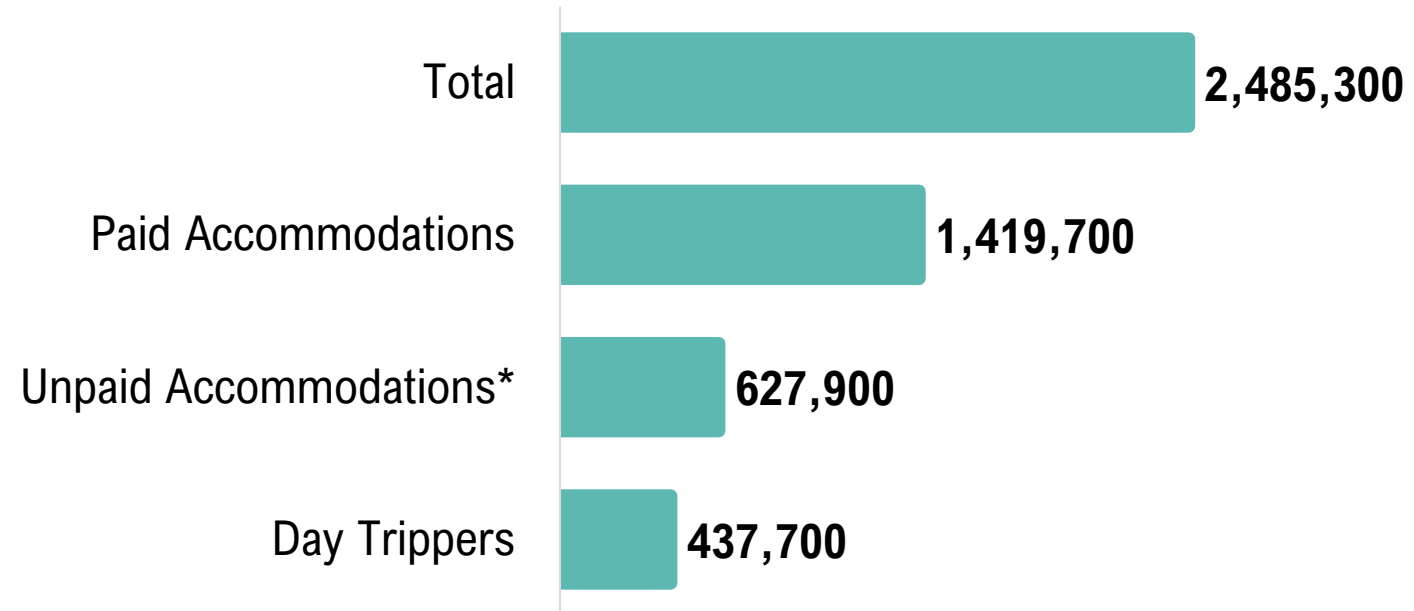
Leon County attracted

2,485,300

visitors in FY2024, up 4.0% from
FY2023



FY2024 VISITORS BY TYPE



*Visitors staying in personal second homes or with friends/relatives.

FY2024 TOTAL ROOM NIGHTS

Visitors to Leon County generated

1,509,300

nights in county accommodations throughout FY2024, up 3.7% from FY2023



FY2024 JOBS SUPPORTED

Visitors to Leon County supported

12,200

jobs throughout the county in
FY2024, down 4.6% from FY2023



FY2024 WAGES GENERATED

Visitors to Leon County supported
\$407,860,400
in wages paid to employees who
live in Leon County in FY2024, up
1.2% from FY2023



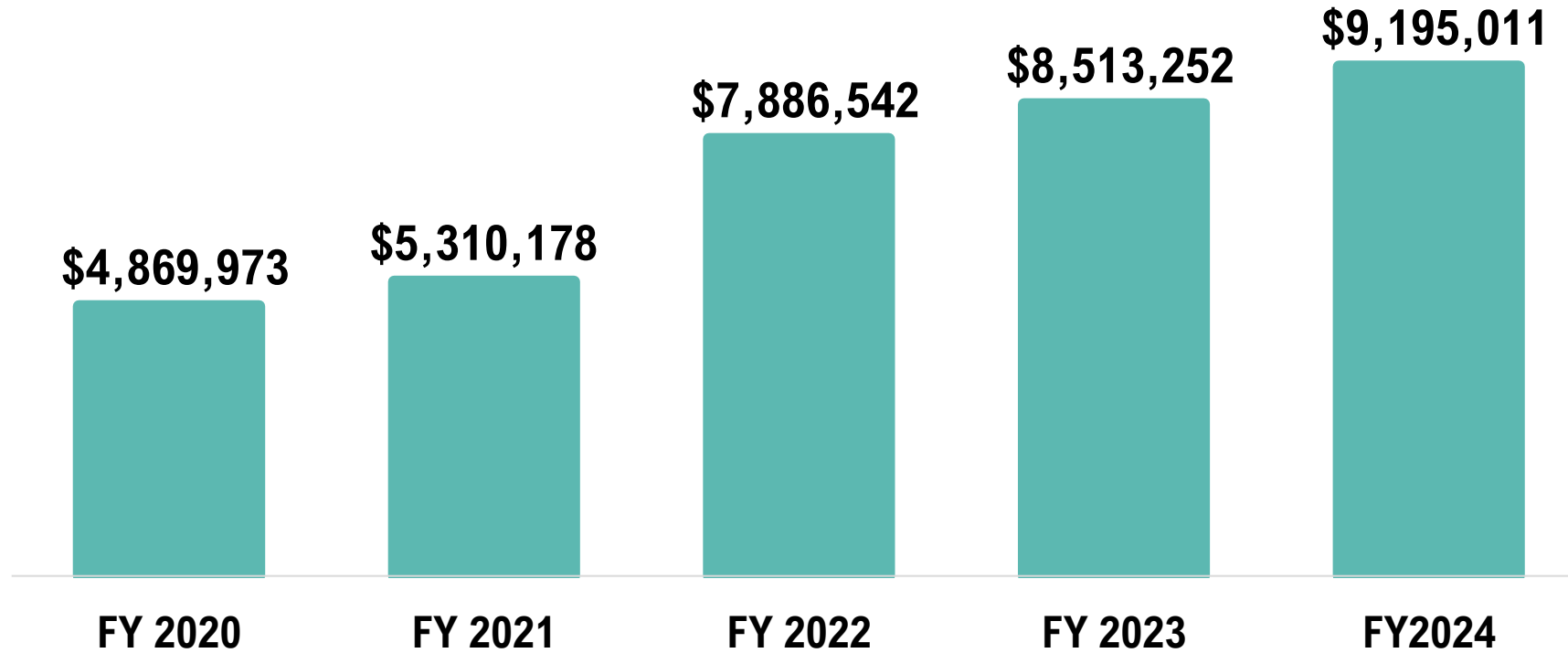
FY2024 VISITORS SUPPORT JOBS

Every
204

visitors supports a new job in Leon
County



TDT COLLECTIONS FY2020 – FY2024



FY2024 TOP MARKETS OF ORIGIN

| Market | FY2023 | FY2024 |
|--|--------|--------|
| Surrounding Areas ¹ | 8% | 11% |
| Miami-Ft. Lauderdale | 6% | 8% |
| Orlando Area | 6% | 8% |
| Atlanta | 6% | 7% |
| Tampa-St. Petersburg | 6% | 7% |
| Jacksonville | 5% | 6% |
| Panama City | 3% | 5% |
| Pensacola-Mobile | 3% | 4% |
| West Palm Beach-Ft. Pierce | 2% | 3% |
| Dallas-Fort Worth | 2% | 2% |
| Gainesville | 2% | 2% |
| New York ² | 3% | 2% |
| Sarasota | 1% | 2% |
| Washington, DC-Hagerstown ³ | 3% | 2% |

¹Includes counties surrounding Tallahassee and Thomasville.

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

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



DETAILED FINDINGS

FY2024 KEY PERFORMANCE INDICATORS

| | FY2023 | FY2024 | % Change |
|--------------------------------------|------------------------|------------------------|----------|
| Visitors | 2,390,100 | 2,485,300 | +4.0% |
| Direct Expenditures ¹ | \$755,581,900 | \$807,682,200 | +6.9% |
| Total Economic Impact ² | \$1,248,651,900 | \$1,324,598,900 | +6.1% |
| Room Nights Generated | 1,455,300 ³ | 1,509,300 ⁴ | +3.7% |
| Jobs Supported | 12,790 | 12,200 | -4.6% |
| Wages Paid | \$403,216,500 | \$407,860,400 | +1.2% |
| Local Taxes Paid ⁵ | \$43,307,801 | \$45,763,387 | + 5.7% |
| Tourist Development Tax ⁶ | \$8,513,252 | \$9,195,011 | +8.0% |

¹Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

²Multiplier for FY2024 updated to 1.64 from 1.65 in FY2023.

³From STR.

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

⁵Local tax collections in Leon County attributable to tourism.

⁶From Leon County Tax Collector.



FY2024 KEY PERFORMANCE INDICATORS

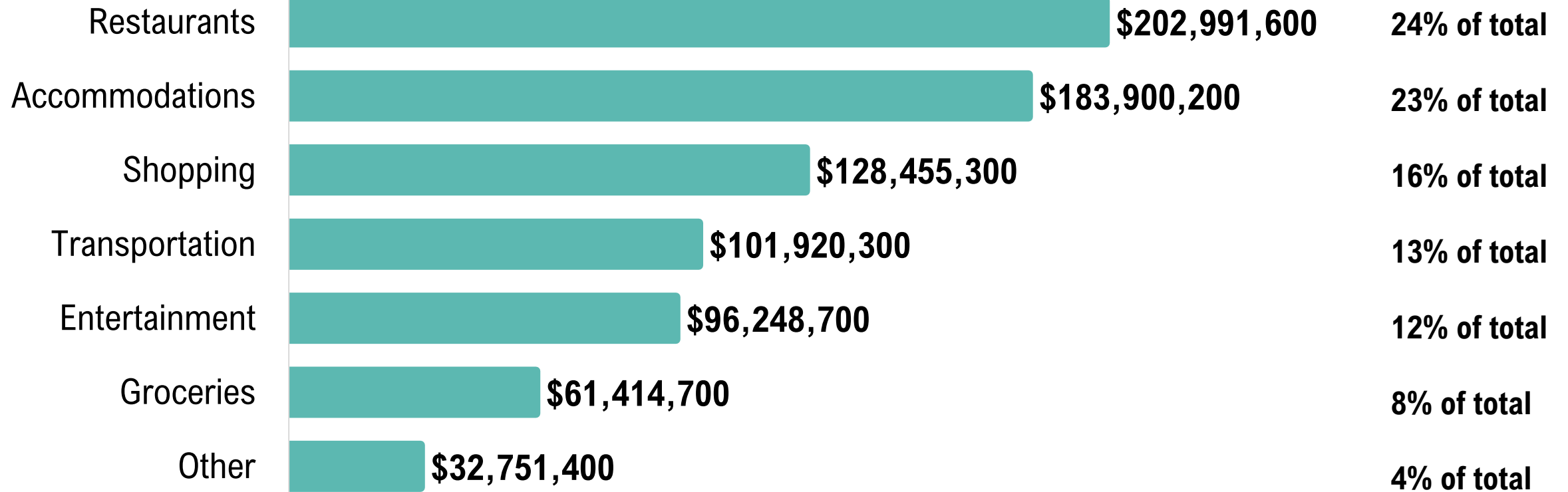
| | FY2023 | FY2024 | % Change |
|-----------------------------------|----------|----------|----------|
| Occupancy | 62.2% | 60.7% | -2.5% |
| Room rates | \$121.32 | \$129.83 | +7.0% |
| Travel party size | 2.7 | 2.7 | - |
| Nights spent | 3.3 | 3.1 | -0.2 |
| Will return | 92% | 92% | - |
| Rating of experience ¹ | 8.0 | 8.0 | - |



¹On a 10-point scale.

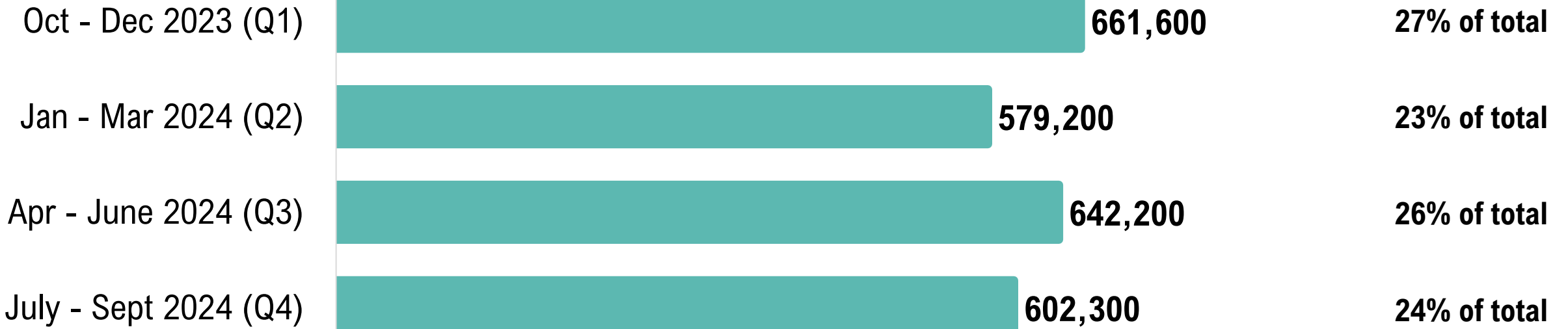
FY2024 DIRECT SPENDING BY CATEGORY

Total FY2024 Direct Spend: **\$807,682,200**



FY2024 VISITORS BY QUARTER

Total FY2024 Visitors: 2,485,300



FY2024 DIRECT SPENDING BY QUARTER

Total FY2024 Direct Spend: \$807,682,200



FY2024 ROOM NIGHTS BY QUARTER*

Total FY2024 Room Nights: 1,509,300



*From STR.

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

FY2024 QUARTERLY COMPARISONS

| | Oct-Dec 2023 (Q1) | Jan-Mar 2024 (Q2) | Apr-Jun 2024 (Q3) | July-Sept 2024 (Q4) |
|--------------------|----------------------|----------------------|----------------------|------------------------|
| Visitors | 661,600 | 579,200 | 642,200 | 602,300 |
| Occupancy | 57.3% | 61.2% | 62.7% | 61.2% |
| Travel Party Size | 2.8 | 2.7 | 2.6 | 2.5 |
| Mean Nights Stayed | 3.1 | 3.2 | 3.1 | 3.1 |
| Median Age | 48 | 46 | 43 | 43 |
| Median HH Income | \$90,500 | \$92,000 | \$86,300 | \$81,300 |
| From Southeast* | 25% | 26% | 28% | 31% |
| From Florida | 59% | 51% | 49% | 47% |
| Drove | 83% | 73% | 78% | 85% |
| First-Time Visitor | 18% | 25% | 25% | 28% |



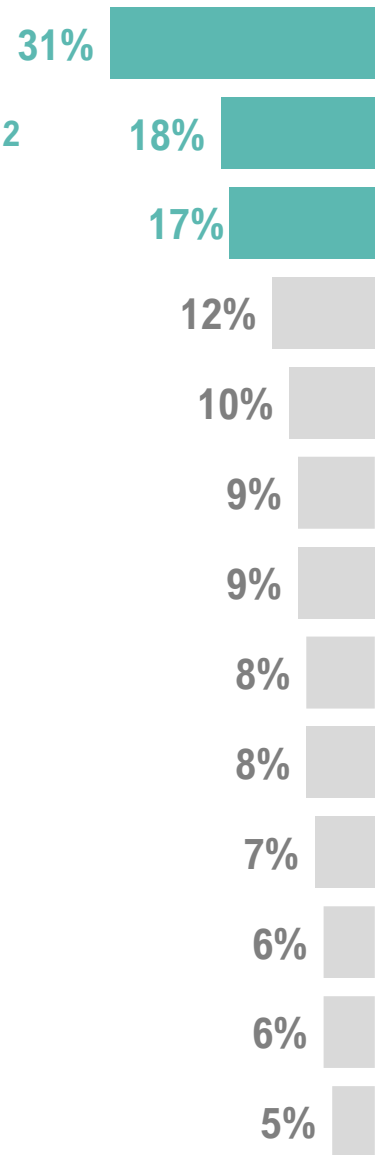
FY2024 QUARTERLY COMPARISONS

| | Oct-Dec 2023 (Q1) | Jan-Mar 2024 (Q2) | Apr-Jun 2024 (Q3) | July-Sept 2024 (Q4) |
|--|----------------------|----------------------|----------------------|------------------------|
| Rating of Leon County ¹ | 8.5 | 7.9 | 7.8 | 7.6 |
| Likelihood of Returning | 92% | 93% | 89% | 93% |
| Travel Party Spend Per Trip | \$936 | \$1,062 | \$775 | \$869 |
| Used VisitTallahassee.com ² | 6% | 6% | 8% | 2% |
| Married | 58% | 60% | 58% | 59% |
| Has Bachelor's Degree | 65% | 68% | 70% | 68% |



FY2024 REASONS FOR VISITING VS. VISITOR ACTIVITIES¹

Reasons for Visiting²



Visit friends and relatives

Watch a sporting event

Business conference or meeting

Relax and unwind

Education-related

Family vacation

Special event

Special occasion

Restaurants

Participate in a sporting event

Attractions

Shopping

Government-related

46%

22%

17%

40%

16%

27%

18%

9%

56%

7%

17%

26%

8%

Visitor Activities²

Key Motivations

Trip Enhancers

¹Top 13 reasons for visiting and corresponding activity data shown.
²Multiple responses permitted.



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Fiscal Year 2024 Economic Impact Report

Kerri Post
Executive Director, Leon County Division of Tourism
Visit Tallahassee
850-606-2313, Kerri.Post@VisitTallahassee.com

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





PROPOSED TDC 2025 MEETING DATES

After reviewing the 2025 meeting schedules of the Leon County Board of County Commissioners, Tallahassee City Commissioners, Blueprint, CRA, and COCA, we present this meeting schedule for your consideration. We took in consideration of the holiday dates for Emancipation Day, Memorial Day, Independence Day, and Labor Day.

Thursday, February 6, 2025 – 9:00 AM

Thursday, May 8, 2025 – 9:00 AM

Thursday, July 10, 2025 – 9:00 AM

Thursday, September 11, 2025 – 9:00 AM

Thursday, November 6, 2025 – 9:00 AM



Visit
Tallahassee

FISCAL YEAR 2022-2026

TOURISM

STRATEGIC PLAN

UPDATE SUMMARY FY2024

for the Leon County Division of Tourism/Visit Tallahassee



FY2022-FY2026 TOURISM STRATEGIC PLAN

BOLD GOAL: GROW OUR TOURISM ECONOMY, ITS DIVERSITY, COMPETITIVENESS, AND ECONOMIC IMPACT BY GENERATING \$5 BILLION IN ECONOMIC IMPACT OVER THE NEXT FIVE (5) YEARS.

| STRATEGIC PRIORITY NO. 1 | INCREASE THE VISITATION OF TALLAHASSEE THROUGH STRATEGIC MARKETING AND SALES BY 3% ANNUALLY. | Current Progress | |
|--------------------------|---|-------------------------------|-----|
| STRATEGIC GOAL 1.0 | Sales Department (sports, meetings and groups sales) to generate 275,000 room nights over the next five (5) years targeting diverse high-profile and high-impact events. | 160,369-Room Nights Generated | 58% |
| STRATEGIC GOAL 2.0 | Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising, and promotional programs/campaigns on an annual basis. | 52-Programs and campaigns | 69% |
| STRATEGIC GOAL 3.0 | Host 100,000 residents and visitors as part of the County Amphitheater Concert Series over the next five (5) years. | 73,820-concert attendees | 74% |
| STRATEGIC PRIORITY NO. 2 | INCREASE LOCAL AWARENESS OF THE DIVISION OF TOURISM/VISIT TALLAHASSEE AND THE VALUE OF TOURISM IN TALLAHASSEE/LEON COUNTY. | Current Progress | |
| STRATEGIC GOAL 2.0 | Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee. | 83-Partnerships | 83% |

FY2022-FY2026 TOURISM STRATEGIC PLAN

BOLD GOAL: GROW OUR TOURISM ECONOMY, ITS DIVERSITY, COMPETITIVENESS, AND ECONOMIC IMPACT BY GENERATING \$5 BILLION IN ECONOMIC IMPACT OVER THE NEXT FIVE (5) YEARS.

| | | | |
|---------------------------------|---|-------------------------|---------------------------|
| STRATEGIC PRIORITY NO. 3 | INCREASE INDUSTRY/COMMUNITY ENGAGEMENT AND CULTIVATE NEW PARTNERSHIPS TO ENHANCE DESTINATION DEVELOPMENT. | Current Progress | |
| STRATEGIC GOAL 3.0 | Increase outreach and engagement by cultivating a minimum of 10 new or expanded program partnerships and collaborations annually throughout all sectors of Leon County. | 65- Collaborations | 130% |
| STRATEGIC PRIORITY NO. 4 | INCREASE VISITOR SERVICES IN MARKET TO ENHANCE THE VISITOR EXPERIENCE AND EXTEND STAYS. | Current Progress | |
| STRATEGIC GOAL 4.0 | Increase visitor services through various diversifications and collaborations with other government entities and community organizations. | 92- Collaborations | 19 Collaborations in FY24 |

FY2022-FY2026 TOURISM STRATEGIC PLAN

BOLD GOAL: GROW OUR TOURISM ECONOMY, ITS DIVERSITY, COMPETITIVENESS, AND ECONOMIC IMPACT BY GENERATING \$5 BILLION IN ECONOMIC IMPACT OVER THE NEXT FIVE (5) YEARS.

| | STRATEGIC PRIORITY HIGHLIGHTS | DEPARTMENT | 3 YEAR TOTALS |
|---------------------|--|-------------------------------------|---|
| TARGET 1.1.1 | Sports Target: Attract 100 state, regional, or national championships across all sports over the next five (5) years. | SPORTS | 63-Events hosted and/or Supported |
| TARGET 1.2.3 | Expand the development and marketing of Diversity, Equity, & Inclusion (DEI) marketing assets working with industry partners and subject matter experts. | MARKETING | 12-New Marketing Assets/Partnerships |
| TARGET 1.3.1 | Increase annual concert budget and target at least 10 diverse artists/acts each year and increase advance bookings. | EXECUTIVE DIRECTOR & OPERATIONS MGR | 35-concerts hosted |
| TARGET 2.2.1 | Division staff to present to at least five (5) community groups annually (Rotary, Chambers of Commerce, Leadership Tallahassee, etc.) | ALL | 41-Presentations |
| TARGET 3.3.1 | Support 900 of community events, sporting competitions, festivals, performances, and cultural programming that will attract visitors and residents. | ALL | 427-Events Supported |
| TARGET 4.4.3 | Expand and diversify local product offerings by featuring new local items and/or vendors annually in the gift shop(s) at Visitor Information Center(s). | VISITOR SERVICES | 43 -New Local Vendors sourced at the Amtrak and Cascade VIC Locations |

3-Year Economic Impact of Tourism
\$3,725,022,500 (\$3.7B*)

74.5% of total 5-year goal
of
\$5,000,000,000 (\$5B)

*Source Downs & St. Germain Research