



LEON COUNTY

Tourist Development Council

Thursday, September 11, 2025, 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 – **Chair**
- III. Public Comment
- IV. Items for Consent Approval – **Chair**
 - May 8, 2025, Meeting Minutes (T1)
 - Financial Reports: Division Budget FY 2025 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 – FY25 Q3 (Apr.–Jun.) Visitor Tracking and Tourism Economic Impact Report (T4)
 - FY26 Tourism Special Event Grant Award Recommendations (T5)
 - Concert Update
 - World Athletics Cross Country Championships 2026 Update – 4 Months To Go!
 - Tallahassee Sports Council – FY26 Sports Grant Award Recommendations & Update (T6)
 - COCA - FY26 Cultural & Tourism Marketing Grant Award Recommendations & Update (T7)
- VI. Executive Director's Report – **Kerri Post**
 - Update on COCA One-Year Agreement Amendment
 - Update on Choose Tallahassee Three-Year Agreement
 - Amtrak Office Repair Update
- VII. Additional Business: "For the Good of the Cause" – **Chair**

Next TDC Meeting:

Thursday, November 6, 2025, 9:00 A.M.
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, May 8, 2025, 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 County Commissioner Bill Proctor, City Commissioner Curtis Richardson, City Commissioner Dianne Williams - Cox, Joshua Brock, Emily Johnson -Truitt, Carolanne Savage, Matt Thompson, Liaison Kathleen Spehar, and Liaison Amanda Heidecker, Russell Daws was absent.

Tourism Staff present: Kerri Post, Jon LaBarre, Scott Lindeman, Genesis Leggett, Taylor Wheaton, Wendy Halleck, Bryan Smith, Taylor Walker, Julie Trezek, Renee Jones, Bailey Geason, Shelby Bishop, Johnna Bowden (Intern), Jasmine Dotch (Intern), and Trent Stukes (Intern).

The Chair called the meeting to order at 9:00 a.m.

Request for Additional Agenda Items: None

Public Comment: None

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

1. Meeting Minutes February 6, 2025
2. Financial Reports: Division Budget FY 2025 YTD and the Tourism Development Tax Collection and Smith Travel Report
3. Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports

Commissioner Williams-Cox moved, seconded by Emily Johnson -Truitt, for approval of the items for consent. The motion passed unanimously, 5-0.

General Business:

Downs & St. Germain Research Presentation: FY25 Q2 Economic Impact Report - Isiah Lewis presented the quarterly Visitor Tracking Report for FY25 Q2 (Jan. – Mar.). Ms. Post noted under the Educational Attainment question that "Trade School/Technical Degree" was added per the TDC's request, and it is now being tracked as a new data point. Ms. Savage requested a comparison analysis of session-over-session economic impact to be presented at an upcoming meeting. Discussion ensued.

FY26 Proposed Budget Review – Ms. Post presented the FY 2026 Proposed Division of Tourism (Visit Tallahassee) Budget overview, noting the FY26 Budget includes a modest increase of 5% and a realignment of funds focusing on transitioning from Bicentennial activities and events to hosting the 2026 Worlds Cross Country Championships. Ms. Post stated staff may be coming back to the Board in the fall to request additional funding for the 2026 World Cross Country Championships, if needed, once the costs estimates of required deliverables are fully determined. Commissioner Williams - Cox stated the board would understand if staff needed to come before the Board more than once as costs change and needs may arise as we get closer to the event.

Commissioner Williams - Cox moved, seconded by Commissioner Richardson, for approval of the FY26 Proposed Budget. The motion passed unanimously, 7-0.

FY26 Grant Program Overview & FY26 Grant Guidelines Review – Kerri Post presented the proposed budget allocation for the Grant Program of \$800,000 with no increase from FY25 and highlighted the revisions to the proposed FY26 Grant Guidelines for Special Event Grants and Sports Event Grants. There is not a funding recommendation for Signature/Emerging Signature Events Grants as currently no Special Events meet the minimum qualifications for elevation to this category.

As included in the meeting materials, Ms. Post outlined the proposed extended application window and grant review timeline, the recommended blackout dates and noted the adjusted Downs & St. Germain economic impact study frequency to every other year instead of every year for events receiving grants of >\$10,000, and further clarified allowable and prohibited expenses for grant reimbursement. Additionally, she highlighted the modifications to the scoring rubric and noted examples were now included to help grantees track room nights.

Commissioner Williams-Cox moved, seconded by Emily Johnson - Truitt, for approval of the FY26 Grant Program Overview & FY26 Grant Guidelines. The motion passed unanimously, 7-0.

Chair Personette entertained a motion for appointing the TDC Grants Review Committee.

Commissioner Williams-Cox moved, seconded by Emily Johnson - Truitt, for approval of appointment of the Grants Review Committee consisting of Matt Thompson, Carolanne Savage, Emily Johnson – Truitt, and Joshua Brock. The motion passed unanimously, 7-0.

Concert Update – Ms. Post recognized and congratulated Mr. Carswell for celebrating the 40th anniversary of The Moon. Discussion ensued. Scott Carswell presented highlights of the spring concerts, featuring Jubilee Gospel Music Festival, Word of South - featuring The Violent Femmes performing with the TSO, Wilco and Waxahatchee - partnering with the Chain of Parks, and Alison Krauss & Union Station. Mr. Carswell also noted he is supporting Shakespeare in the Park Festival again this year and is working on the fall lineup.

Matt Thompson requested a representative from Florida State be invited to give a presentation at the November TDC meeting regarding stadium upgrades and further connecting Visit Tallahassee and Florida State University for concert opportunities. Ms. Post indicated she and Mr. Carswell had recently met with Michael Alford for this purpose and would be delighted to extend an invitation for him to present to the TDC.

Worlds Cross Country Championships (WXC26) Update Presentation – Taylor Wheaton and Amanda Heidecker presented Worlds Athletics updates for the January 10, 2026: there will be five official world championship races, featuring more than 700 elite global athletes and team officials representing over 60 countries and being broadcast globally in more than 70 countries by NBC, with an estimated 10,000 spectators anticipated to generate \$4.3 Million in economic impact. Ms. Heidecker announced the official schedule has been finalized, they anticipate ticket sales to be available in June along with the Fun Run race registration and online merchandise sales. Ms. Wheaton presented highlights on sponsorships secured and verbal agreements to date.

The Zimmerman Agency and Leon County Community & Media Relations (CMR) along with Visit Tallahassee are all working together on the WXC26 marketing efforts. Chair Personette asked staff to send the presentation to the Council so they can share the information with others. Discussion ensued. Ms. Heidecker indicated staff will check into the possibility of sponsorships for the Fun Run.

Tallahassee Sports Council Update – Amanda Heidecker thanked Matt Thompson for hosting the Sports Council Meeting and she highlighted a couple of recent sports events including the USBC Bowling Championships hosted over six weekends that brought in over 7000 room nights. Ms. Heidecker thanked Capital City Lanes and Taylor Walker for bringing the USBC to Tallahassee. Ms. Heidecker also noted for the fourth year in a row Visit Tallahassee will be hosting FHSA Sand Volleyball State Championships at Florida State University.

COCA Update – Kathleen Spehar provided updates on COCA’s recent activities and events, and shared COCA is continuing to celebrate its 40th anniversary this year. She noted three new sculptures will be coming to the downtown area and six new murals for buildings on the Southside, Frenchtown and Downtown area. Ms. Spehar announced COCA’s Mid-Year Report is available online and the grants program for 2026 is open and accepting applications. In addition, she noted COCA is advocating to the legislature for the TDC function to remain destination marketing with local control, securing funding for the arts through the legislative process and the revitalization of the Railroad Square Arts District.

Executive Director’s Report – Kerri Post presented updates on the legislative session and specifically noting the possible impacts to the Tourist Development Council from HB 7033 redirecting Tourist Development Tax (TDT) funding towards property taxes and eliminating all TDCs in the state. Discussion ensued. Commissioner Proctor suggested a resolution from the TDC be sent to our legislative delegation with data illustrating the many local benefits of Tourism including a >\$1.3 billion dollar economic impact last year alone in Tallahassee-Leon County. Commissioner Williams – Cox stated the local delegation is also in opposition of the TDT portion of the bill and utilizing existing legislative relationships will make a difference. Discussion ensued.

Commissioner Proctor moved, seconded by Carolanne Savage, for approval for the TDC Staff to draft a letter on behalf of the TDC while working with lobbyist group to distribute the letter to not support HB 7033. The motion passed unanimously, 8-0.

Ms. Post introduced Genesis Leggett, the new Tourism Marketing Communications Director. Due to time constraints for Commissioners to attend another event, additional updates under the Executive Director’s Report will be provided in an email to the TDC and Ms. Post also noted the TDC packet included informational documents for the Blueprint IA - Fairgrounds Beautification & Improvement Project, a Reunions Program update, the current What’s Happening flier, and a TD news article on a new hotel proposed for the former Washington Square site.

Additional Business: “For the Good of the Cause” – Commissioner Williams - Cox inquired about the TDC business to be conducted at the July meeting and suggested it might be cancelled. Chair Personette entertained a motion for the July 10, 2025, meeting to be cancelled.

Commissioner Williams – Cox moved, seconded by Commissioner Proctor, for the cancellation of the July 10, 2025, TDC meeting. The motion passed unanimously, 8-0.

Next TDC Meeting:

**Thursday, September 11, 2025, 9:00 A.M.
County Commission Chambers**

Leon County Tourist Development Council

Statement of Cash Flow

Period Ending July, 2025

4-Cents Collections

Acct # REVENUES

YTD	July	FY 2024/25	% Revenue	
Actuals	Actuals	Budget	Received	Variance
\$ 6,402,398.65	\$ 574,274.60	\$ 6,680,875.00	96%	(278,476)
\$ 15,104.50	\$ -	\$ -		15,105
\$ -	\$ -	\$ 214,510.00	0%	(214,510)
\$ 19,525.88	\$ 1,025.81	\$ 10,373.00	188%	9,153
\$ -	\$ -	\$ 12,500.00	0%	(12,500)
\$ -	\$ -	\$ -	0%	-
\$ -	\$ -	\$ -	0%	-
\$ 46,749.13	\$ 892.00	\$ 189,400.00	25%	(142,651)
\$ -	\$ -	\$ 191,860.00	0%	(191,860)
\$ 6,483,778.16	\$ 576,192.41	\$ 7,299,518.00	89%	(815,740)

Acct # EXPENDITURES

Administration (301)/Marketing (303)

	YTD	July	FY 2024/25	FY 2024/25	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
\$	739,406.92	\$ 74,729.42	\$ 976,756.00	\$ 976,756.00	76%	\$ 237,349
\$	84,033.68	\$ 4,150.04	\$ 209,182.00	\$ 274,182.00	31%	190,148
\$	21.62	\$ -	\$ 3,600.00	\$ 3,600.00	1%	3,578
\$	53,857.16	\$ 5,818.80	\$ 90,693.00	\$ 90,693.00	59%	36,836
\$	137,008.62	\$ 13,270.46	\$ 194,115.00	\$ 194,115.00	71%	57,106
\$	33.77	\$ -	\$ 1,566.00	\$ 1,566.00	2%	1,532
\$	152,082.23	\$ 8,512.03	\$ 221,432.00	\$ 221,432.00	69%	69,350
\$	1,343.33	\$ 123.82	\$ 4,814.00	\$ 4,814.00	28%	3,471
\$	313,970.77	\$ 41,794.69	\$ 688,420.00	\$ 838,420.00	37%	524,449
\$	29,052.83	\$ 3,627.38	\$ 101,780.00	\$ 101,780.00	29%	72,727
\$	6,989.30	\$ -	\$ 9,600.00	\$ 9,600.00	73%	2,611
\$	-	\$ -	\$ 102.00	\$ 102.00	0%	102
\$	10,905.54	\$ 21.55	\$ 10,000.00	\$ 10,000.00	109%	(906)
\$	7,900.78	\$ 749.00	\$ 31,090.00	\$ 31,090.00	25%	23,189
\$	747.00	\$ -	\$ 747.00	\$ 747.00	100%	-
\$	6,197.80	\$ 4,900.00	\$ 16,104.00	\$ 16,104.00	38%	9,906
\$	97.25	\$ -	\$ 1,125.00	\$ 1,125.00	9%	1,028
\$	6,055.61	\$ 448.83	\$ 20,000.00	\$ 32,000.00	19%	25,944
\$	67,960.10	\$ 8,698.24	\$ 80,849.00	\$ 80,849.00	84%	12,889
\$	37,907.18	\$ 7,817.64	\$ 76,943.00	\$ 88,943.00	43%	51,036
\$	14,165.01	\$ 5,156.26	\$ 71,050.00	\$ 102,050.00	14%	87,885
\$	17,847.73	\$ 1,829.24	\$ 50,528.00	\$ 65,528.00	27%	47,680
\$	945,274.54	\$ 165,272.97	\$ 983,191.00	\$ 1,083,191.00	87%	137,916
\$	451,529.24	\$ -	\$ 640,618.00	\$ 1,125,618.00	40%	674,089
\$	3,282.54	\$ 519.86	\$ 18,562.00	\$ 18,562.00	18%	15,279
\$	5,721.92	\$ -	\$ 20,111.00	\$ 20,111.00	28%	14,389
\$	3,664.24	\$ -	\$ 10,000.00	\$ 10,000.00	37%	6,336
\$	481.22	\$ 138.00	\$ 16,500.00	\$ 31,500.00	2%	31,019
\$	36,718.05	\$ 2,816.06	\$ 35,654.00	\$ 35,654.00	103%	(1,064)
\$	10,380.39	\$ 170.18	\$ 15,000.00	\$ 15,000.00	69%	4,620
\$	-	\$ -	\$ -	\$ -	0%	-
\$	474.66	\$ 25.90	\$ 5,500.00	\$ 8,500.00	6%	8,025
\$	54,619.43	\$ 3,750.00	\$ 82,567.00	\$ 82,567.00	66%	27,948

Advertising/Public Relations (302)

53400	Other Contractual Services	\$	671,321.10	\$	190,699.57	\$	1,500,000.00	\$	1,875,000.00	36%	\$	1,203,679
54300	Utility Services	\$	-	\$	-	\$	-	\$	-	0%	\$	-
54600	Repairs and Maintenance	\$	104,963.25	\$	-	\$	-	\$	-	0%	\$	(104,963)
54700	Printing and Binding	\$	766.36	\$	-	\$	-	\$	-	0%	\$	(766)
54800	Promotional Activities	\$	559.25	\$	-	\$	-	\$	-	0%	\$	(559)
54900	Other Current Charges & Obligations	\$	26,489.18	\$	-	\$	100,000.00	\$	225,000.00	12%	\$	198,511
55408	Machinery and Equip 1,000-19,999	\$	9,186.45	\$	-	\$	-	\$	8,181.00	112%	\$	(1,005)

Special Events/Grants (304)

58300	Grants & Aids	\$	621,919.94	\$	316,078.38	\$	800,000.00	\$	800,000.00	78%		178,080
-------	---------------	----	------------	----	------------	----	------------	----	------------	-----	--	---------

Welcome Center CIP (086065)

56201	Building Improvements	\$	-	\$	-	\$	-	\$	208,101.00	0%		208,101
56410	Intfstructure Less Than 200,000	\$	-	\$	-	\$	-	\$	50,000.00	0%		50,000

Countywide Automation (470)

54110	Com-net Communications	\$	-	\$	-	\$	-	\$	11,220.00	0%		11,220
54600	Repairs and Maintenance	\$	-	\$	-	\$	-	\$	7,015.00	0%		7,015

Risk Allocations (495)

54500	Insurance	\$	14,996.00	\$	14,996.00	\$	-	\$	14,996.00	100%		-
-------	-----------	----	-----------	----	-----------	----	---	----	-----------	------	--	---

Indirect Cost (499)

54990	Indirect Cost Charges	\$	325,000.00	\$	-	\$	-	\$	325,000.00	100%		-
-------	-----------------------	----	------------	----	---	----	---	----	------------	------	--	---

Line Item Funding - (888)

58214	Cultural Facilities Grant Program	\$	-	\$	-	\$	-	\$	-	0%		-
58215	Local Arts Agency Program	\$	538,818.26	\$	-	\$	1,646,757.00	\$	1,646,757.00	33%		1,107,939

Transfers (950)

591001	Transfer to Fund 001	\$	30,434.17	\$	343.41	\$	-	\$	40,121.00	0%		9,687
591305	Transfer to Fund 305	\$	795,599.17	\$	362,859.91	\$	-	\$	1,520,319.00	100%		724,720

Salary Contingency (990)

59900	Other Non-operating Uses	\$	-	\$	-	\$	-	\$	-	0%		-
	Reserve for Fund Balance	\$	6,339,784	\$	1,239,318	\$	8,734,956	\$	12,307,909	52%		5,968,125

1-Cent Collections**Acct # REVENUES**

	YTD	July	FY 2024/25	FY 2024/25	% Revenue	
Acct #	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	Variance
312110 Local Option Resort (1 -cent)	\$ 1,600,596.17	\$ 143,568.65	\$ 1,646,757.00	\$ 1,646,757.00	97%	(46,161)
361111 Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320 Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930 Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
Total Revenues	1,600,596.17	143,568.65	1,646,757	1,646,757	97%	(46,161)

Acct # EXPENDITURES (305)

	YTD	July	FY 2024/25	FY 2020/21	% Budget	Under/
Acct #	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ -	\$ 547,561.00	0%	547,561
Total Expenditures	\$ -	\$ -	\$ -	\$ 547,561.00	0%	547,561

**NOTES TO THE FINANCIAL STATEMENT
As of July 31, 2025****REVENUES**

¹ - YTD Revenue through July for the 4-cent collections of \$6,420,399 are \$369,952 over last year's collection.

² - YTD Revenue for the 1-cent collections \$1,600,596

³ - Revenue collected in Advance

EXPENSES

160-302-54600-552 repairs & Maintenance- Are due to new signage costs not contemplated by Tourism during the CIP Matrix process and were incurred from the Administration Office.

160-304-58300-552 Grans & Aids- Grant disbursements continue to be processed in a timely manner.

160-950-591305-552 Transfer to Fund 305-cost is for Amtrak Office Building Repairs which have begun.

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

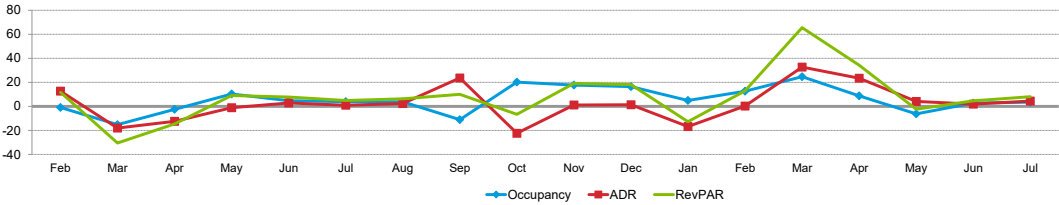
	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	-17%	1%	-9%	(56%)	-76%	(67%)	(50%)	-42%	-35%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	-15%	-12%	-12%	-19%	-26%	-30%	-32%	-33%	-33%	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
(1-cent - 5th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	-32%	-45%	-33%	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	-43%	-43%	-41%	-33%	-20%	-12%	-4%	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	349,360.01	359,333.87	369,813.17	442,474.54	4,731,948.78
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	616,355.29	737,457.57	7,886,581.30
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	55%	49%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	4,289,474.24	4,731,948.78	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
FY2022/2023 (3-cents)	453,134.99	526,249.19	436,616.96	292,669.34	366,445.39	390,021.67	554,820.97	442,251.68	469,912.57	371,463.79	324,449.23	479,915.40	5,107,951.16
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.12	924,701.61	737,086.13	783,187.61	619,106.31	540,748.72	799,859.00	8,513,251.95
Gain/Loss - Month: 3 cent	23%	10%	12%	-1%	0%	-4%	31%	-8%	35%	3%	-12%	8%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	11%	8%	10%	10%	8%	7.9%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.54	3,019,958.50	3,462,210.18	3,932,122.75	4,303,586.53	4,628,035.76	5,107,951.16	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
FY2023/2024 (3-cents)	501,642.16	641,951.80	474,424.27	337,883.86	445,931.47	449,321.58	432,559.64	414,883.62	521,518.88	425,752.72	359,424.47	511,712.17	5,517,006.63
(1-cent - 4th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	144,186.55	138,294.54	173,839.63	141,917.57	119,808.16	170,570.72	1,839,002.21
(1-cent - 5th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	144,186.55	138,294.54	173,839.63	141,917.57	119,808.16	170,570.72	1,839,002.21
Total	836,070.26	1,069,919.66	790,707.12	563,139.76	743,219.11	748,869.30	720,932.74	691,472.70	869,198.13	709,587.87	599,040.78	852,853.62	9,195,011.05
Gain/Loss - Month: 3 cent	11%	22%	9%	15%	22%	15%	(22%)	-6%	11%	15%	11%	7%	
Gain/Loss - YTD: 3 cent	11%	17%	14%	14%	16%	16%	9%	7%	7%	8%	8%	8%	
Deposit 5-cent @97%	810,988.15	1,037,822.07	766,985.91	546,245.57	720,922.54	726,403.22	699,304.76	670,728.52	843,122.19	688,300.23	581,069.56	827,268.01	8,919,160.72
Year to date: 3-cent	501,642.16	1,143,593.95	1,618,018.22	1,955,902.08	2,401,833.55	2,851,155.13	3,283,714.77	3,698,598.39	4,220,117.27	4,645,869.99	5,005,294.46	5,517,006.63	
Year to date: 1-cent (4th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	1,094,571.59	1,232,866.13	1,406,705.76	1,548,623.33	1,668,431.49	1,839,002.21	
Year to date: 1-cent (5th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	1,094,571.59	1,232,866.13	1,406,705.76	1,548,623.33	1,668,431.49	1,839,002.21	
FY2024/2025 (3-cents)	537,896.80	584,930.03	543,621.40	361,296.11	397,692.70	484,782.70	608,732.11	496,679.60	490,647.83	444,026.75	-	-	4,950,306.04
(1-cent - 4th Penny)	179,298.93	194,976.68	181,207.13	120,432.04	132,564.23	161,594.23	202,910.70	165,559.87	163,549.28	148,008.92	-	-	1,650,102.01
(1-cent - 5th Penny)	179,298.93	194,976.68	181,207.13	120,432.04	132,564.23	161,594.23	202,910.70	165,559.87	163,549.28	148,008.92	-	-	1,650,102.01
Total	896,494.66	974,883.39	906,035.66	602,160.19	662,821.17	807,971.16	1,014,553.52	827,799.34	817,746.38	740,044.59	-	-	8,250,510.06
Gain/Loss - Month: 3 cent	7%	(9%)	15%	-11%	8%	8%	41%	20%	(6%)	4%	-100%	-100%	
Gain/Loss - YTD: 3 cent	7%	(2%)	3%	4%	1%	2%	7%	9%	7%	7%	-1%	-10%	
Deposit 5-cent @97%	869,599.82	945,636.89	878,854.59	584,095.38	642,936.53	783,732.03	984,116.91	802,965.36	793,213.99	717,843.25	-	-	8,002,994.76
Year to date: 3-cent	537,896.80	1,122,826.83	1										

Tab 2 - Trend Leon County, FL

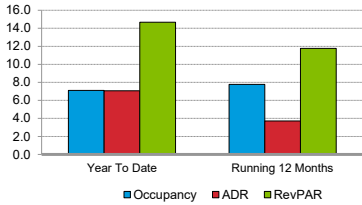
Visit Tallahassee
For the Month of July 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024												2025						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	64.6	60.8	61.3	65.3	65.8	57.7	68.1	62.2	74.4	69.1	59.8	60.8	72.7	75.8	66.6	61.2	67.6	59.7
	Last Year	65.2	71.7	62.8	59.2	62.8	55.5	65.6	69.9	61.9	58.7	51.4	58.0	64.6	60.8	61.3	65.3	65.8	57.7
Percent Change	-0.9	-15.2	-2.5	10.3	4.7	4.0	3.8	-11.0	20.2	17.7	16.5	4.9	12.6	24.7	8.7	-6.3	2.7	3.5	

Year To Date			
2023	2024	2025	
61.8	61.9	66.3	
62.6	61.8	61.9	
-1.3	0.1	7.1	

Running 12 Months			
2023	2024	2025	
60.8	61.7	66.5	
60.4	60.8	61.7	
0.7	1.4	7.8	

ADR	2024												2025					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	132.01	116.36	111.54	133.96	109.86	100.20	125.81	150.01	136.88	148.34	113.31	113.47	132.38	154.45	137.73	139.46	111.86	104.63
Last Year	117.08	141.90	127.40	135.48	106.81	99.26	122.86	121.32	176.28	146.58	111.76	136.37	132.01	116.36	111.54	133.96	109.86	100.20
Percent Change	12.8	-18.0	-12.4	-1.1	2.9	0.9	2.4	23.6	-22.3	1.2	1.4	-16.8	0.3	32.7	23.5	4.1	1.8	4.4

Year To Date			
2023	2024	2025	
120.08	120.15	128.64	
111.53	120.08	120.15	
7.7	0.1	7.1	

Running 12 Months			
2023	2024	2025	
122.75	126.63	131.34	
114.68	122.75	126.63	
7.0	3.2	3.7	

RevPAR	2024												2025					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	85.26	70.75	68.33	87.44	72.30	57.77	85.71	93.35	101.79	102.47	67.81	69.03	96.29	117.12	91.73	85.33	75.62	62.45
Last Year	76.33	101.74	80.05	80.18	67.11	55.04	80.60	84.84	109.05	86.03	57.41	79.07	85.26	70.75	68.33	87.44	72.30	57.77
Percent Change	11.7	-30.5	-14.6	9.1	7.7	5.0	6.3	10.0	-6.7	19.1	18.1	-12.7	12.9	65.5	34.3	-2.4	4.6	8.1

Year To Date			
2023	2024	2025	
74.18	74.33	85.24	
69.83	74.18	74.33	
6.2	0.2	14.7	

Running 12 Months			
2023	2024	2025	
74.68	78.09	87.29	
69.31	74.68	78.09	
7.7	4.6	11.8	

Supply	2024												2025					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	183,932	203,639	197,070	203,639	196,380	201,376	203,763	197,190	203,763	195,750	202,275	202,275	182,700	204,135	197,550	204,135	197,550	204,135
Last 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
Percent Change	2.8	2.8	2.8	2.8	2.4	1.6	2.8	2.8	2.9	2.1	-0.7	-0.7	-0.7	0.2	0.2	0.2	0.6	1.4

Year To Date			
2023	2024	2025	
1,355,104	1,389,675	1,392,480	
1,374,215	1,355,104	1,389,675	
-1.4	2.6	0.2	

Running 12 Months			
2023	2024	2025	
2,341,390	2,372,955	2,395,221	
2,368,657	2,341,390	2,372,955	
-1.2	1.3	0.9	

Demand	2024												2025					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	118,794	123,819	120,717	132,916	129,237	116,115	138,811	122,713	151,521	135,216	121,040	123,068	132,901	154,800	131,575	124,908	133,549
Last Year	116,675	142,082	120,488	117,261	120,476	109,886	129,990	134,103	122,528	112,488	104,610	118,072	118,794	123,819	120,717	132,916	129,237	116,115
Percent Change	1.8	-12.9	0.2	13.4	7.3	5.7	6.8	-8.5	23.7	20.2	15.7	4.2	11.9	25.0	9.0	-6.0	3.3	4.9

Year To Date			
2023	2024	2025	
837,163	859,670	922,655	
860,472	837,163	859,670	
-2.7	2.7	7.3	

Running 12 Months			
2023	2024	2025	
1,424,350	1,463,389	1,501,956	
1,431,627	1,424,350	1,463,389	
-0.5	2.7	8.8	

Revenue	2024												2025					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	15,682,118	14,407,200	13,464,900	17,805,531	14,198,241	11,634,403	17,464,142	18,407,722	20,740,559	20,057,923	13,715,354	13,963,927	17,592,860	23,908,916	18,121,421	17,419,220	14,938,702
Last Year	13,660,391	20,160,884	15,350,404	15,887,028	12,868,200	10,906,787	15,971,075	16,269,697	21,598,724	16,488,663	11,691,302	16,101,166	15,682,118	14,407,200	13,464,900	17,805,531	14,198,241	11,634,403
Percent Change	14.8	-28.5	-12.3	12.1	10.3	6.7	9.3	13.1	-4.0	21.6	17.3	-13.3	12.2	66.0	34.6	-2.2	5.2	9.6

Year To Date			
2023	2024	2025	
100,525,987	103,293,558	118,694,047	
95,965,038	100,525,987	103,293,558	
4.8	2.8	14.9	

Running 12 Months			
2023	2024	2025	
174,843,307	185,313,018	209,079,746	
164,181,905	174,843,307	185,313,018	
6.5	6.0	12.8	

Census %	2024												2025						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Census Props	67	67	67	67	67	67	68	68	68	67	67	67	67	68	68	68	68	68	
Census Rooms	6569	6569	6569	6569	6546	6496	6573	6573	6573	6525	6525	6525	6525	6585	6585	6585	6585	6585	
% Rooms Participants	93.4	94.9	92.5	91.3	91.6	94.1	92.6	92.6	90.6	90.4	90.4	90.4	90.4	90.5	90.5	90.5	90.5	90.5	

A blank row indicates insufficient data.

2025 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2025 STR, LLC / STR Global, Ltd. trading as "STR".



Visit
Tallahassee
Pretty. Unexpected.

AT A GLANCE



FY 2025 Media Value
YTD: \$2.3 Million

Media Value for April - August
\$719,000



FY 2025 Earned Media Stories
YTD: 80

Media Stories Apr-Aug = 31



Social Media Followers

Facebook: 122,000

Instagram: 36,600



Consumer E-Newsletters

Sent: 6 YTD: 12

Industry E-Newsletters

Sent: 9 YTD: 14



In partnership with Tallahassee Foodies and the Capital City Chamber of Commerce, launched the "Beyond Your Block" summer campaign targeting residents, to encourage residents to explore different areas of Leon County.

MARKETING COMMUNICATIONS

APRIL – AUGUST 2025

Scott Lindeman, Senior Marketing Director

Genesis Leggett, Marketing Communications Director

Bryan Smith, Digital Content Director

Renee Jones, PR/Marketing Specialist

HIGHLIGHTS

- Welcomed new Marketing Communications Director, Genesis Leggett.
- Promoted a busy April lineup of concerts at the Adderley resulting in packed houses at Violent Femmes with the Tallahassee Symphony Orchestra concert in partnership with Word of South Festival, Wilco & Waxahatchee in partnership with Chain of Parks and Alison Krauss and Union Station.
- Celebrated National Travel & Tourism Week with a luncheon at Hotel Indigo that was attended by over 100 tourism partners.
- Digital Content Director, Bryan, attended the Government Social Media Conference (GSMCON) in Orlando.
- Scott Lindeman attended the Southeast Tourism Society Marketing College in Macon, GA and the US Travel ESTO Marketing Conference in Phoenix.
- Scott Lindeman and Genesis Leggett attended the VISIT FLORIDA Governor's Conference on Tourism, held in Orlando in August.
- Hosted industry partners for the Tourism Hurricane Preparedness Meeting at the Residence Inn in partnership with the Division of Emergency Management.
- Announced and promoted two concerts to be held at the Adderley this fall: Gladys Knight and John Williams: A Cinematic Celebration with the Tallahassee Symphony Orchestra.
- Launched the World Athletics Cross Country Championships Tallahassee 26 official social media channels in cooperation with World Athletics. The Facebook and Instagram accounts can be followed @worldxcchampionships.
- Revealed the official logo for the World Athletics Cross Country Championships Tallahassee 26 on the World Athletics website garnering international exposure for Tallahassee-Leon County. The reveal coincided with the 200 days-to-go countdown ahead the event.
- Developed and launched digital marketing campaigns to promote the World Athletics Cross Country Championships Tallahassee 26 intended to "Welcome the World to Tallahassee!"

ON THE HORIZON: Birmingham Media Mission

In October, Visit Tallahassee will host an immersive media activation in Birmingham, Alabama. This fresh and experiential approach to the traditional desk-side meeting will bring a 'Taste of Tallahassee' directly to national and regional journalists along with content creators.

The event will feature a cooking demonstration led by Chef Leon Brunson of Leon's at Lake Ella, Beard-nominated pastry chef Sylvia Gould, and chef Matthew Swezey from Black Radish. Suzie Busch-Transeau with Hearth & Soul will provide the decor, Ology Brewing is supplying craft beer and cocktails, and local artist Laura Patrick with Lello & Co. will paint a Tallahassee-inspired canvas on site.



Digital Marketing Highlights

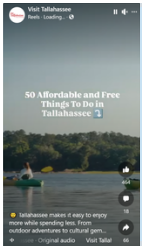
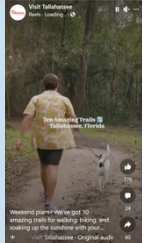


Recap Reel of Alison Krauss & Union Station

The recap Reel from the Alison Krauss & Union Station concert at the Adderley Amphitheater reached 87,200 views and generated 1,500 interactions across Facebook and Instagram. The content strongly resonated with audiences, showcasing the energy of the performance and the excitement of the crowd.

"10 Amazing Trails" Reel

The "10 Amazing Trails" Reel reached 78,600 people across Facebook and Instagram, driving viewers to explore more on our website. With 3,700+ interactions and an 8.8% engagement rate on Instagram, the content showcased strong interest in Tallahassee's outdoor experiences.



50 Affordable & Free Things to Do Reel

The Reel highlighting "50 Affordable & Free Things to Do in Tallahassee" reached 63,000 people and generated 1,900 interactions across Facebook and Instagram. The post helped drive traffic to our website, making the blog the #1 viewed post of the year and reinforcing Tallahassee as an affordable travel destination.

Tree-To-Tree Adventures POV Reel

The Reel showcasing Tree-to-Tree Adventures at the Tallahassee Museum, created in collaboration with the museum, earned 56,689 views and 5,200 interactions across Instagram with an amazing 9.2% engagement rate. The Reel framed the activity as a "perfect date idea" shown through a POV perspective. The collaboration highlights the value of working with our partners to connect audiences and amplify Tallahassee's appeal as a destination.



DIGITAL MARKETING KPI

2024/2025 GOALS	ANNUAL GOAL	QUARTERLY RESULTS	% OF GOAL
Maintain an average open rate of over 35% for consumer email campaigns.	35%	40.5%	N/A
Maintain an average open rate of over 35% for the industry newsletter campaign.	35%	40%	N/A
Net increase annual Facebook followers by 25,000	25,000	9,695	91.5%
Net increase annual Instagram followers by 2,500	2,500	1,055	94.3%
Increase annual Mobile App downloads by 1,000	1,000	1,015	101.5%

Public Relations

- As a result of pitching efforts, Leon's at Lake Ella and The Monroe were named to Taste of the South's "Taste 50" list, earning two culinary recognitions.
- Over 9.5 million impressions were garnered including top features in *Conde Nast Traveler*, *Reader's Digest*, *Food & Wine* and more.
- Received one dedicated niche placement within Sports Travel Magazine and secured one regional radio promotion with West Palm Beach's No. 1 station (slated to run this November) -- highlighting World Athletics Cross Country Championships.
- Hosted 7 media publications across 6 experiences with VUE Atlanta, Taste of the South, Boca Magazine, OUTSFL, Miami Herald, Rough Guide to Florida, and Palm Beach Media.
- Hosted 3 content creator experiences with @mackenziebiehl, @davinefairytale and @blackgirlsguideatl

Sunshine, Speakeasies & Soulful Stops: A First-Timer's Guide To Tallahassee

Aurora Dominguez · July 9, 2025



Condé Nast
Traveler

FOOD & WINE

Reader's
Digest

PUBLIC RELATIONS KPI

2024/2025 GOALS	% Complete	QUARTERLY RESULTS	Overall YTD
18 National features spotlighting the destination in roundup or dedicated articles	44%	6	8
15 media and influencer experiences coordinated through individual stays (proactively secured by Zimmerman as well as opportunistic leads with Visit Florida and other partners) along with one group FAM	120%	9	18
Negotiate 6 Radio, TV, social and/or in-book promotions in key markets	67%	1	4
Secure 3 Dedicated Top Market Placements (eg. South Florida, Texas, Atlanta etc.)	133%	1	4
Secure 3 Niche Articles – spotlighting outdoor (birding, biking, hiking), food & beverage, and accessible travel.	100%	2	3



Visit
Tallahassee
Pretty. Unexpected.

AT A GLANCE

2024- 2025 Grant Program

5 Legacy and 33 Special Granted
Events Held

Post - Event Reports Processed
33



Visitor Services

Visitor Guides Distributed:

YTD: 39,298

FYTD: 41,596

April - July: 35,688

YTD Group Services and Welcome Bags

73 requests servicing 6,738 visitors

April - July 2025

Calls Received: 355

Walk-Ins: 972



FYTD Gift Shop Sales:

\$14,088.78

Gift Shop Sales:

April - August 2025

\$8,045.45

VISITOR SERVICE & GRANT MANAGEMENT

APRIL – AUGUST 2025

Wendy Halleck, Visitor Services Director

MISSION STATEMENT

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

HIGHLIGHTS

- Greeted and provided information and promotional materials to travelers at the I-10 Welcome Center Summer Showcase in Pensacola Florida.
- Hosted Visit Tallahassee information and welcome table at Word of South, The LeMoyne Chain of Parks Arts Festival and Tallahassee Beer Fest.
- Facilitated bi-annual delivery of Visitor Guides to 88 partner locations statewide.
- Added new partner locations to increase distribution of Visitor Guides and monthly "What's Happening."
- Arranged tour of the Tallahassee Automobile Museum as part of an enhanced training program for Tourism staff.
- Collaborated with local, regional and state agencies to add new brochures to the Visitor Information Center.
- Added new locally made products to the Visitor Center Gift Shop.
- Developed new Tallahassee branded merchandise and refreshed FSU and FAMU products.
- Completed the review of Tourism Grant Guidelines for FY 2026.
- Implemented three Grant Orientation Workshops, leading to the submission of 39 Special Event Grants.
- Held two Grant Reviewer workshops to provide guidance on updated grant scoring policy.

Tourism Staff
assisting visitors at

LeMoyne's
Chain of Parks Art Festival



ON THE HORIZON

- Grant Implementation Workshops for FY2025/26 Grantees.
- Staff Visit Tallahassee information table at Florida Greenways and Recreation Expo in September at the Tallahassee Senior Center.
- Lunch and Learn presentation for Leon County Senior Outreach in October
- Tourism staff familiarization outing to the Grove Museum and Union Bank.
- Promote the Worlds Athletics Cross Country Championships to Visitor Center guests
- Develop an e-commerce platform on the Visit Tallahassee website for sale of Tallahassee themed merchandise.



Visit
Tallahassee
Pretty. Unexpected.

GOAL AT A GLANCE

Meetings & Groups FY 2025
Room Nights Goal:
14,534

Meetings & Groups
YTD Room Nights:
10,951

OUT & ABOUT



Coordinated an immersive **Emancipation Day Cultural Tour** for 150 attendees of the FAMU Student Success and Workforce Development Spring Symposium beginning at the Emancipation Proclamation reading and included tours of the Historic Capitol, Florida State Capitol, Cascades Park, Smokey Hollow and the Union Bank Museum showcasing our community's rich history and heritage.

MEETINGS & GROUP SALES

APRIL – AUGUST 2025

Janet Roach, Meeting Group Sales Director

MISSION STATEMENT

Promoting meetings, conventions, and group travel through strategic engagement with planners, decision makers, and targeted audience segments, while collaborating with local industry partners to create memorable experiences for group visitors to positively impact the local economy.

HIGHLIGHTS

- Janet Roach was awarded the Society of Government Meeting Professionals (SGMP) Legacy Award for leadership and significant contributions to the growth and sustainability of the industry.



- Hosted a Hotel Roundtable with 30+ hotel partners to share industry data and trends from Downs & St. Germain Research, discuss survey insights, and explore new opportunities for collaboration and partnership.
- Conducted over 20 appointments with pre-qualified meeting planners at Destination Southeast, August 3-5.
- Participated in the Florida Society of Association Executives (FSAE) Annual Conference to engage with key decision makers from across Florida.
- Conducted meeting with Blueprint about fairgrounds project timeline and meeting space specifications.
- Attended the Southeast Tourism Society Marketing College and completed requirements for First-Year Program Certificate.
- Exhibited and assisted in the coordination of the Society of Government Meeting Professionals (SGMP) Florida Summit, a professional development event at Mission Resort, providing continuing education credits, valuable industry networking, and visibility through supplier exhibitions.





Visit
Tallahassee
SPORTS

GOAL AT A GLANCE

FY 2024-2025
Room Nights Goal:
25,000

YTD Room Nights:
23,549

ON THE HORIZON

We are looking forward to another successful Cross Country season this fall. We will host 7 major meets and championships:

Hoka x Nights of Thunder- 9/13

FSU Cross Country Open- 9/26

NJCAA Regionals- 10/24

FSU Open-Pre-State- 10/25

SWAC Championship- 10/27

NAIA National Championship- 11/21

FHSAA State Championship- 11/22

OUT & ABOUT



Taylor Walker & Bailey Geason at the Larry Pendleton awards dinner during the Florida Sports Foundation Summit.



The Sports Team at Sports ETA Symposium in Tulsa Oklahoma.

SPORTS MARKETING

APRIL – JUNE 2025

Taylor Wheaton, Sr. Sports Director

Taylor Walker, Sports Director

Bailey Geason, Asst. Sports Director

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

APRIL

- The sports team travelled to Tulsa, Oklahoma for the Sports ETA Symposium. During the conference we met with rights holders to solicit new business, networked with our peers from sports commissions across the country, and continued our professional education. Taylor Walker completed his Sports Tourism Strategist (STS) certification.
- Completed the 2025 USBC Pepsi Youth Bowling Championship, accounting for 7000 room nights and nearly \$2 Million in direct spending in the community.
- Welcomed back DC Elite's Garnet & Gold Tournament. This 3 day softball event is managed by Danille Cox, a Florida State Softball alum.
- Taylor Wheaton and Bailey Geason attended the Sports ETA Women's Summit in Tampa, FL. This three day conference gives women in sports tourism an opportunity to expand their professional development and network with their peers.



May

- For the fourth consecutive year Visit Tallahassee hosted the FHSAA Beach Volleyball State Championship. This has been a hugely successful event, our contract with FHSAA has us hosting the championship again next year.
- Submitted a bid for a kayak bass fishing tournament with Team Kayak Series. This event will bring approximately 100 anglers from all over the country to compete on Lake Talquin for two days in February of 2026.

June

- Attended Florida Sports Foundation's annual Summit in Jensen Beach, FL. We met with rights holders to solicit new business, networked with our peers from across the state, and continued our professional education.
- Submitted bids for the 2027 USBC Pepsi Youth Bowling Championship, Youth Scholarship Open, and Women's Tournament. Securing these events would significantly grow our bowling portfolio while driving strong economic impact and generating substantial hotel room nights.
- Paul Hardy, our executive consultant for the World Athletics Cross Country Championship, came to town for a site visit. This was a very productive visit, with Paul on site we were able to host in-person local organizing group meetings and visit the course to continue event layout planning.



Visit
Tallahassee
SPORTS

SPORTS

JULY – AUGUST 2025

Taylor Wheaton, Senior Sports Director
Taylor Walker, Sports Director
Bailey Geason, Assistant Sports Director

AT A GLANCE

Room Nights Goal:

25,000

YTD Room Nights:

23,949

ON THE HORIZON:

Fall Staff Travel:

Sports ETA 4S Summit: 9/23-9/25

Compete Women's Sports Summit: 10/8-10/9

Run Disney Half Marathon: 10/22-10/26

US Sports Congress: 12/7-12/10

World Athletics will visit Tallahassee October 14th-17th for one final site visit before the World Cross Country Championship in January.

OUT AND ABOUT:



Tallahassee-Leon Babe Ruth 14U All-Stars after winning the Southeast Regionals to advance to the World Series.

HIGHLIGHTS

July

- **Hosted Babe Ruth 2025 Southeast regionals** at Lincoln High School. Five teams participated in this tournament including the Tallahassee-Leon 14U team that emerged victorious and moved on to represent Tallahassee in the World Series.
- **Supported the 18th Annual Ernie Sims Invitational** through the Visit Tallahassee sports grant program.
- **Hosted Tallahassee Sports Council meeting** at The Pickle Pad, highlighting one of Tallahassee's premier new sports facilities.

August

- **Initiated preliminary discussions with the National Crappie League** to host a tournament on Lake Talquin in January 2026. This event is expected to attract anglers from across the country, highlighting the natural beauty of Lake Talquin and showcasing its reputation as a premier fishing destination.
- Onboarded our new Visit Tallahassee intern, Lindsey Rothman, a student from Florida State University.
- Reviewed and provided recommendations for sports grants in the **Visit Tallahassee Sports Grant Program**.
- Hosted a site visit with Paul Hardy, our executive consultant and David Katz, Competition Director for the World Cross Country Championship, to continue planning efforts and meet with the local organizing group in preparation for our final readiness site visit with World Athletics in October.



Staff attended the **3rd Annual Champions Brunch** hosted by the Charlie & Tonja Ward Foundation.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2025
(FY2025 Q3)

Visitor Tracking Study



*Visit
Tallahassee*
Pretty. Unexpected.



downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **528 visitors** at the Tallahassee International Airport, the Tallahassee Museum, parks, attractions, and events between **April 1st and June 30th, 2025 (Quarter 3)**.

WHAT HAPPENED IN TALLAHASSEE: APR-JUNE 2025



Word of South Festival

Chain of Parks Art Festival

Concerts

Emancipation Day

Juneteenth

Southern Shakespeare Festival

ASG Capital Cup



Visit
Tallahassee
Pretty. Unexpected.

FY25 Q3 ECONOMIC SNAPSHOT



63.5%

OCCUPANCY
RATE

↑ 1.2%



\$131.44

AVERAGE DAILY
RATE

↑ 9.8%



628,400

VISITOR
NUMBER*

↓ 2.1%



\$205,088,900

DIRECT
SPEND

↑ 6.8%

Vs. 2024



*Visit
Tallahassee*
Pretty. Unexpected.

*Spending is up despite visitor number being down due to a higher spend per visitor.

FY25 Q3 VISITOR SNAPSHOT

Compared to April-June 2024:

- » Though slightly **fewer visitors** came to Tallahassee (-2.1%), they **spent more money** while in the area (+6.8%)
- » This quarter saw more visitors **using friends and family as a trip planning source** (+14% points)
- » More visitors came to the area for a **special event** (+7% points) or to **enjoy nature** (+6% points)
- » Fewer visitors were in the area for the **first time** (-4% points)
- » Going along with the increase in repeat visitors, this quarter's visitors were more likely to **rely on prior knowledge of the area** in their trip planning (+15% points)
- » In line with a national trend of visitors spending less on non-essentials during their trips, fewer visitors **went out to eat** (-17% points) and fewer **went shopping** (-16% points)
- » Also in line with cutting costs, this quarter saw more visitors from **Florida** and the **Southeast** (+7% points) and fewer from **other parts of the country**



A tropical landscape featuring a long, narrow 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 blue with scattered white clouds. The right side of the image is darkened, providing a background for the text.

EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS FY25 VS FY24

	April-June 2024	April-June 2025	Percent Change
Visitors ¹	642,200	628,400	- 2.1%
Direct Expenditures ²	\$192,014,300	\$205,088,900	+ 6.8%
Total Economic Impact ³	\$314,903,500	\$336,345,800	+ 6.8%

	April-June 2024	April-June 2025	Percent Change
Occupancy ⁴	62.7%	63.5%	+ 1.2%
Room Rates ⁴	\$119.66	\$131.44	+ 9.8%
Room Nights ⁴	392,400	396,400	+ 1.0%
TDT Collections ⁵	\$2,281,604	\$2,660,099	+ 16.6%

¹Spending is up despite visitor number being down due to a higher spend per visitor.

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

³Multiplier for both FY2024 and FY2025 is 1.64.

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

⁵From Leon County Tax Collector.



SESSION YEAR COMPARISON: FY25 VS FY23¹

	April-June 2023	April-June 2025	Percent Change
Visitors ²	614,900	628,400	+ 2.2%
Direct Expenditures ³	\$186,719,000	\$205,088,900	+ 9.8%
Total Economic Impact ⁴	\$308,566,200	\$336,345,800	+ 9.0%

	April-June 2023	April-June 2025	Percent Change
Occupancy ⁵	61.8%	63.5%	+ 2.8%
Room Rates ⁵	\$123.00	\$131.44	+ 6.9%
Room Nights ⁵	363,500	396,400	+ 9.1%
TDT Collections ⁶	\$2,444,975	\$2,660,099	+ 8.8%

¹Represents a YOY comparison of economic impact metrics in Leon County while the Legislature was in session.

²A higher visitor number and ADR contributed to greater direct spending and economic impact.

³Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

⁴Multiplier for FY2025 updated to 1.64 from 1.65 in FY2023.

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

⁶From Leon County Tax Collector.



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY24 YTD ¹	FY25 YTD ¹	Percent Change
Visitors	1,883,000	1,955,700	+ 3.9%
Direct Expenditures ²	\$601,409,900	\$664,821,100	+ 10.5%
Total Economic Impact	\$986,312,300	\$1,090,306,600	+ 10.5%
Room Nights ³	1,120,300	1,232,200	+ 10.0%
TDT Collections ⁴	\$7,033,529	\$7,510,465	+ 6.8%

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

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

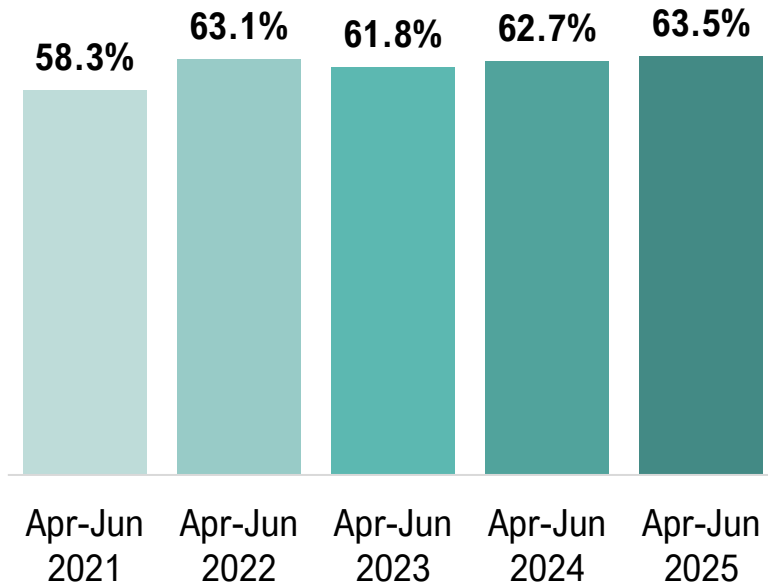
³From STR, DBPR, and Key Data (via Zartico).

⁴From Leon County Tax Collector.

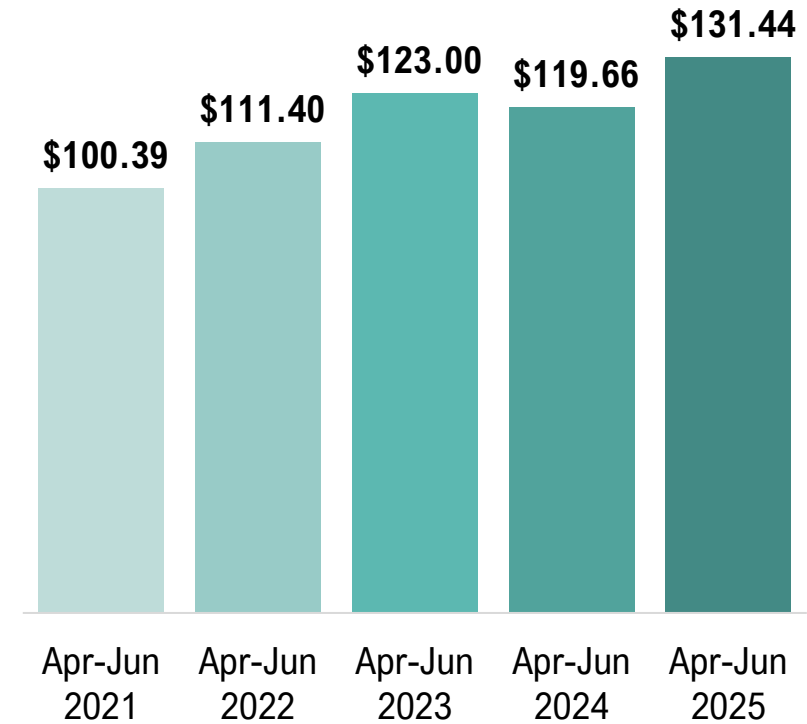


5-YEAR VIEW – LODGING METRICS

Occupancy Rate

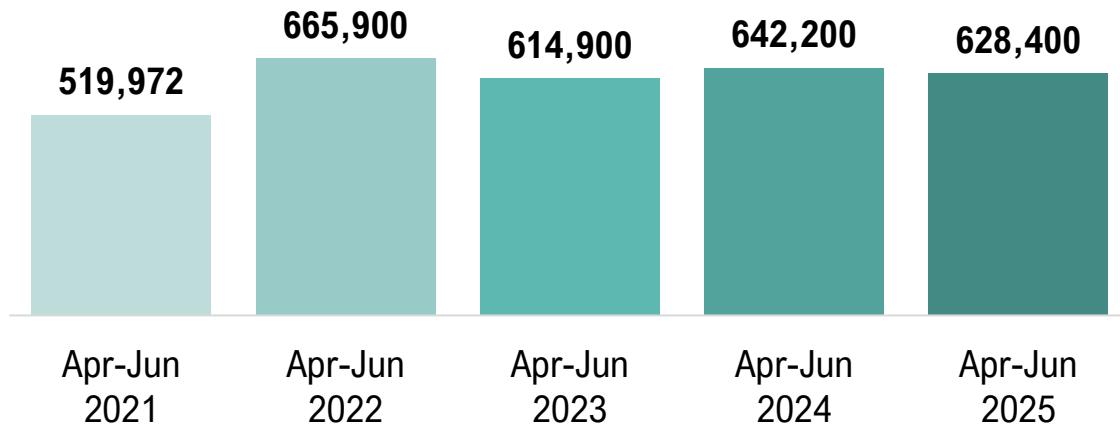


Average Daily Rate

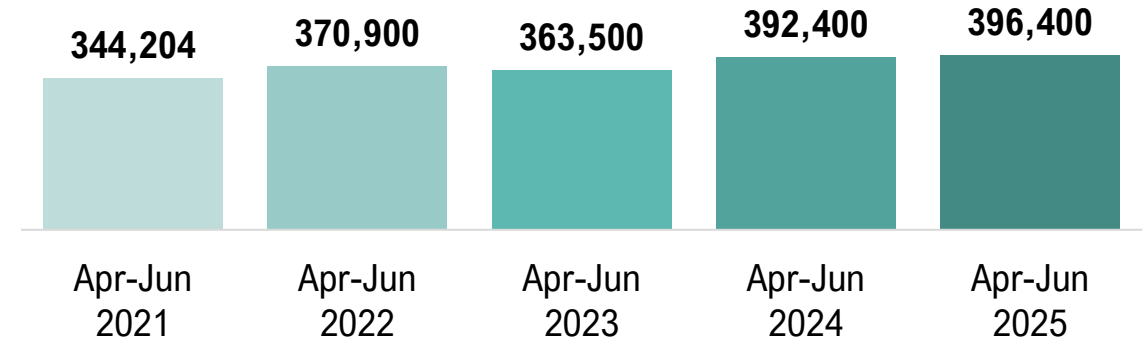


5-YEAR VIEW – KEY METRICS

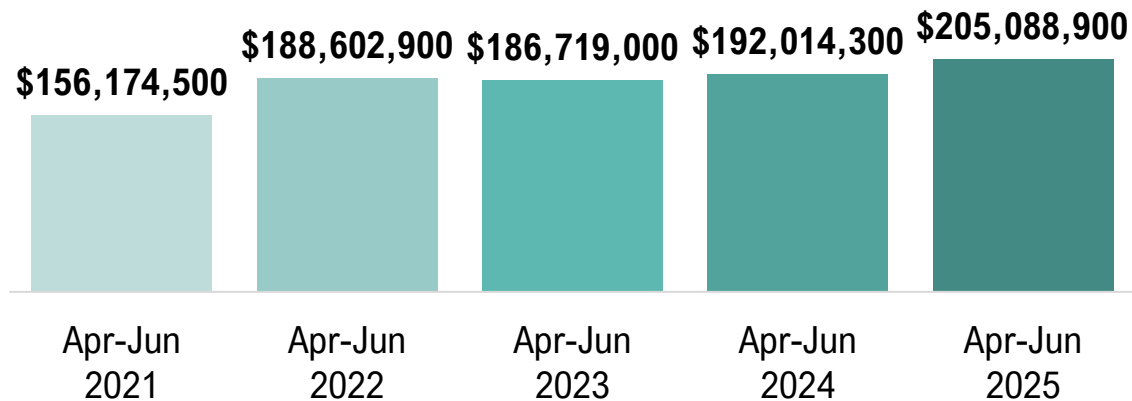
Visitors



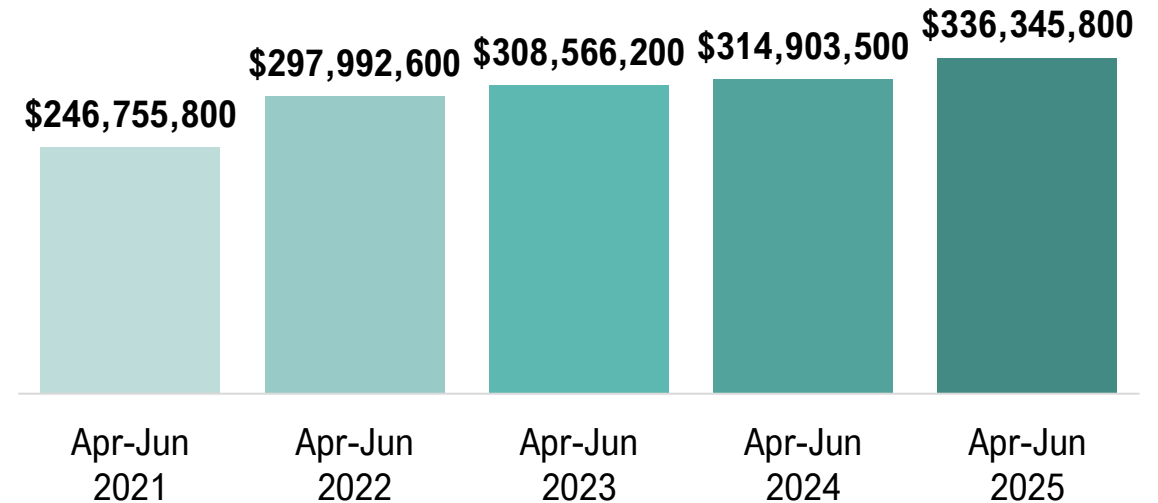
Room Nights



Direct Spending



Economic Impact



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q3 TRIP PLANNING



64% of visitors planned their trip a month or less in advance



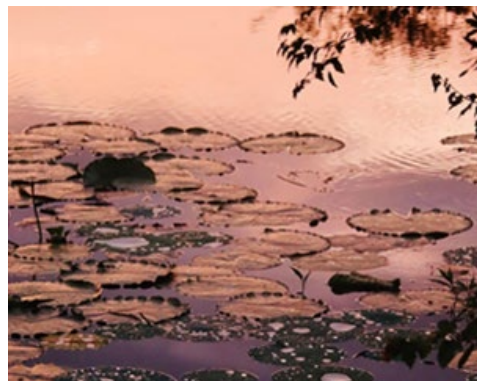
Tallahassee was 85% of visitors' primary destination



Top trip planning sources in FY25 Q3*:



46% Talk to friends/family



42% Prior area knowledge



28% Google search



16% Social media

*Multiple responses permitted.

FY25 Q3 ADVERTISING INFLUENCE



1 in 10 visitors recalled advertising for the Tallahassee area



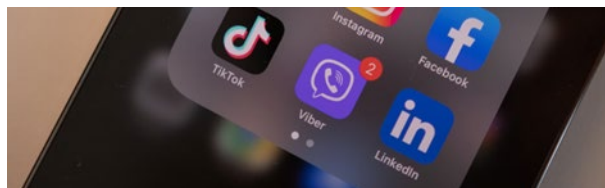
This information influenced **5%** of all visitors to come to the area



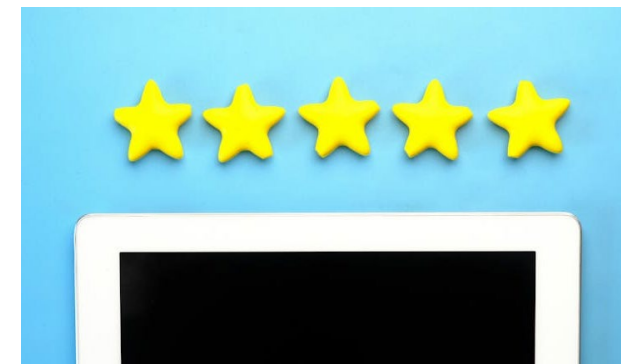
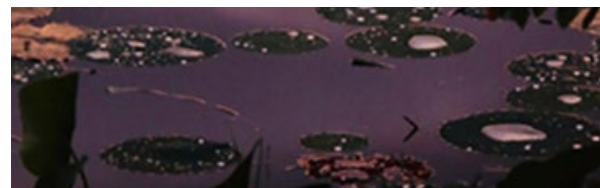
Top sources of ad recall in FY25 Q3*:



3% Personal social media



2% Visit Tallahassee social media



1% Traveler reviews/blogs



*Multiple responses permitted. Percents out of all visitors.

FY25 Q3 REASONS FOR VISITING*



The top reasons visitors came to the Tallahassee area in FY25 Q3:



34% Visit friends and relatives



23% Special event



22% Relax and unwind



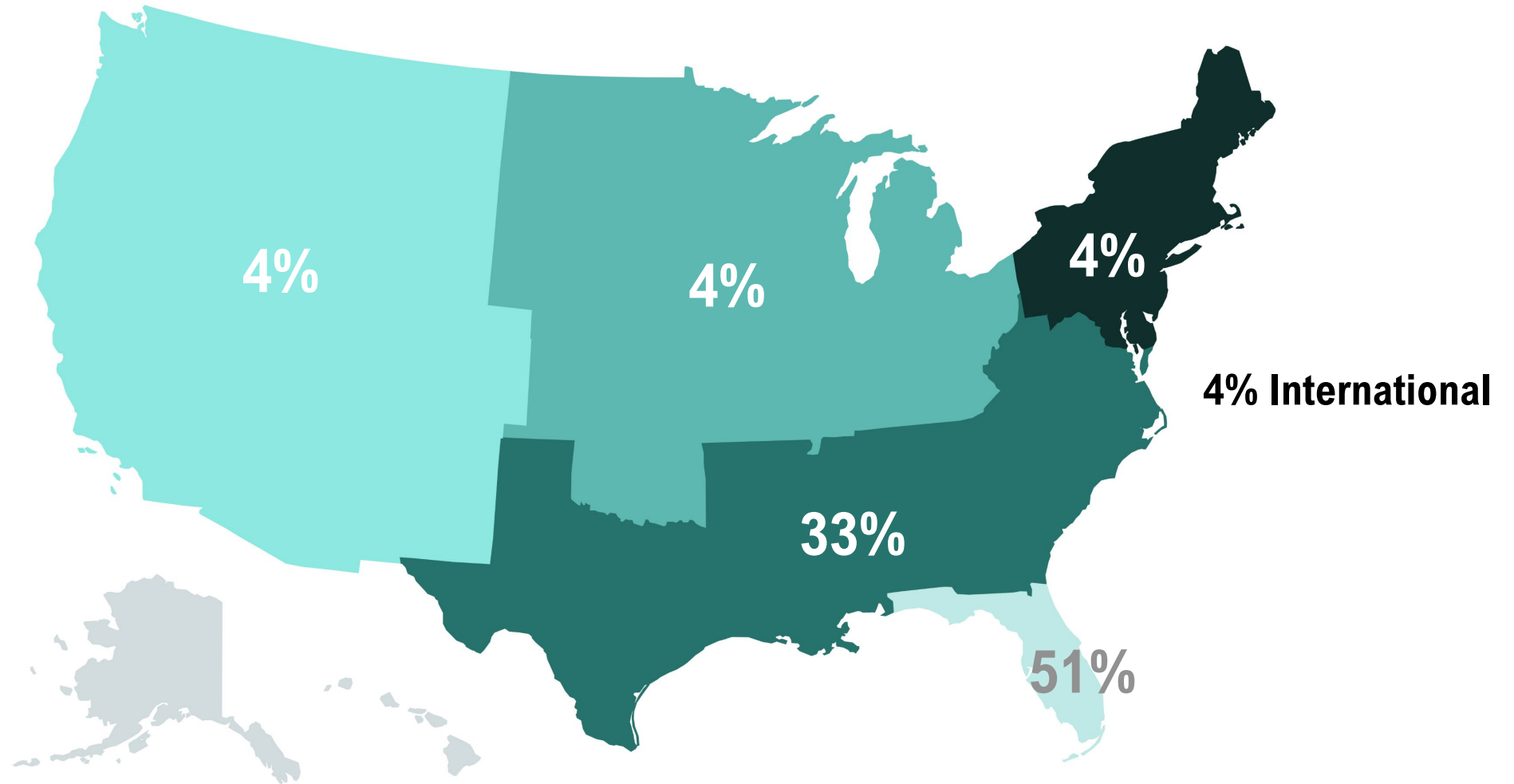
18% Business

*Multiple responses permitted.

STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q3 REGION OF ORIGIN



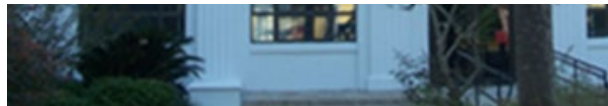
FY25 Q3 TOP ORIGIN MARKETS



The top visitor markets in FY25 Q3:



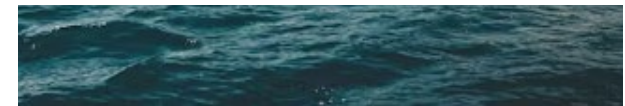
14% Surrounding Areas*



8% Atlanta



8% Miami-Fort Lauderdale



*Includes counties surrounding Tallahassee and Thomasville.

FY25 Q3 VISITOR PROFILE



Average travel party size was 2.5 and 33% of visitors traveled with children



The average visitor in FY25 Q3:

- Is 45 years old
- Has a median household income of \$87,000 per year
- Educational attainment:
 - Bachelor's degree or higher (69%)
 - Some college/assoc. degree (23%)
 - High school degree (4%)
 - Trade school/technical degree (4%)
- Is married (61%)
- Race/ethnicity breakdown:
 - Caucasian (69%)
 - African American (18%)
 - Hispanic (10%)
 - Asian (2%)
 - Other race/ethnicity (1%)



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q3 ACCOMMODATIONS AND VISITATION*



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



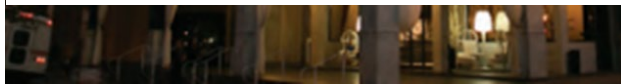
Typical visitors spent **2.9** nights in Tallahassee



Over **1 in 5** were first-time visitors to the area



47% Hotel



27% Friends/family's home



16% Day tripper



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

FY25 Q3 TOP VISITOR ACTIVITIES*



While in Tallahassee, visitors spent their time:



50% Restaurants



47% Visiting friends/family



47% Relaxing/unwinding



28% Special event



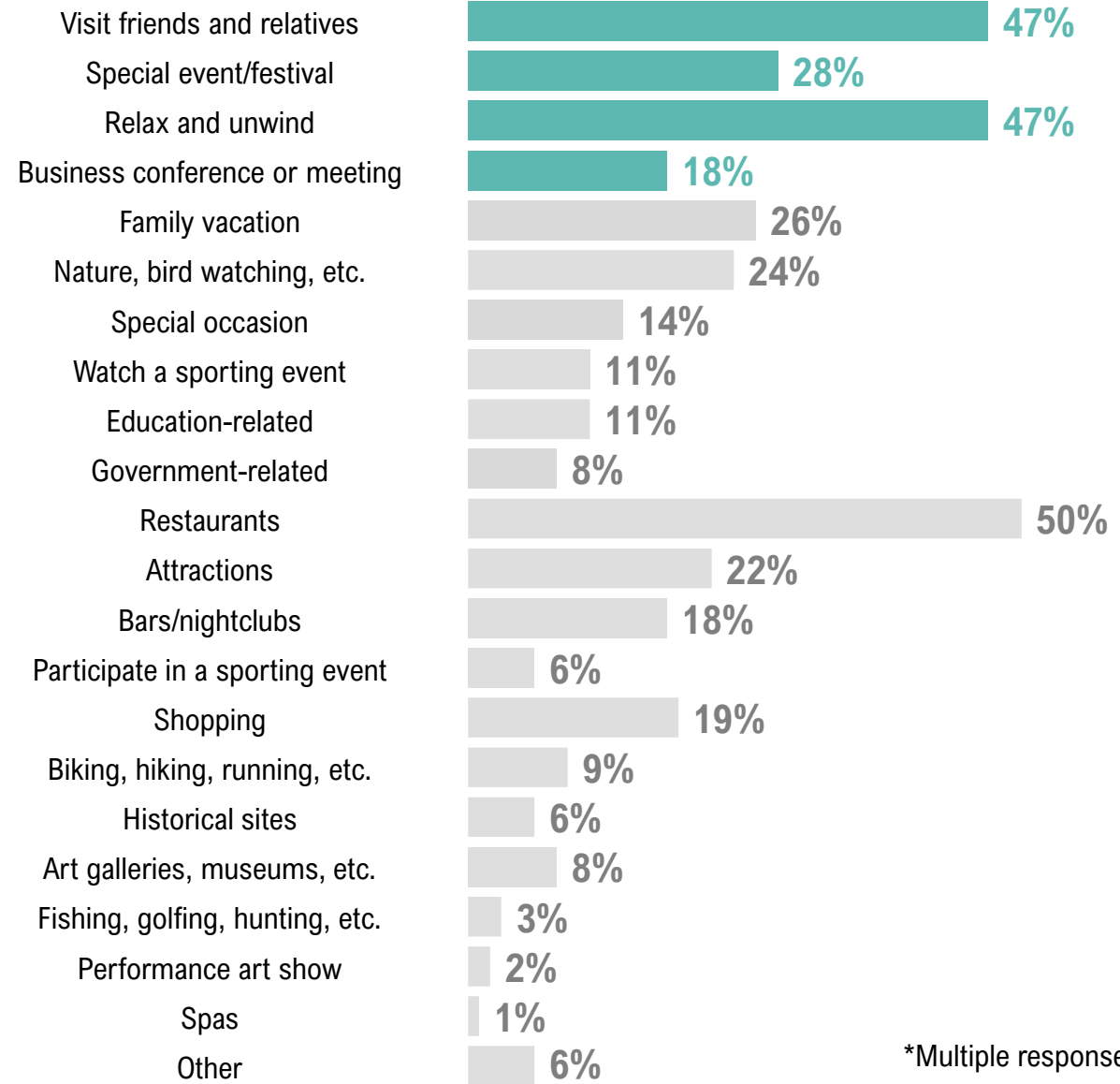
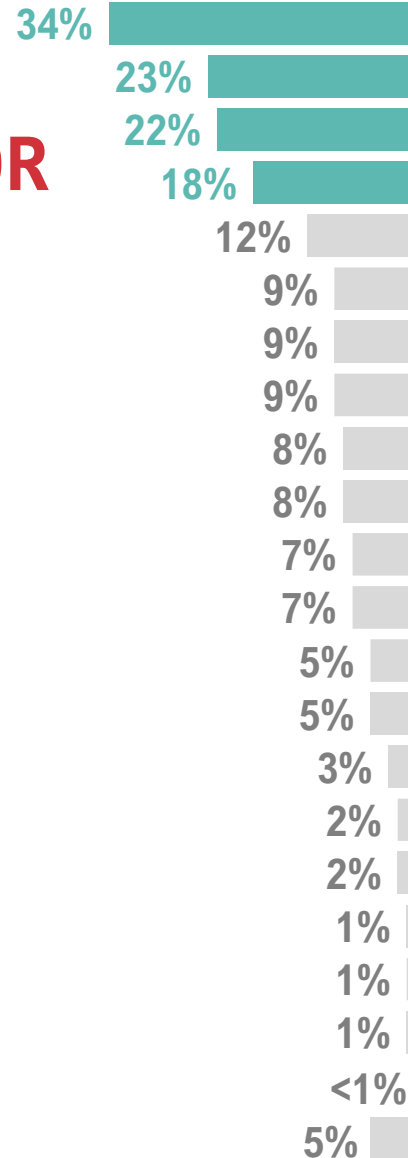
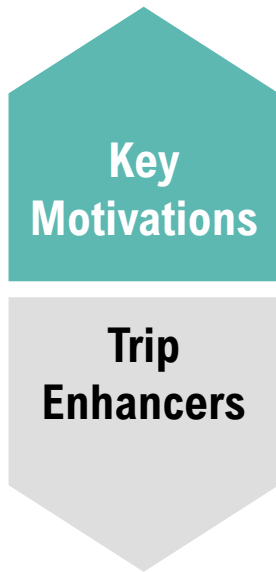
26% Family vacation

*Multiple responses permitted.

Reasons for Visiting*

Visitor Activities*

FY25 Q3 REASONS FOR VISITING VS VISITOR ACTIVITIES*



*Multiple responses permitted.

FY25 Q3 SPENDING



While in Tallahassee during FY25 Q3, the typical 2.5-person travel party spent:



\$269 per day



\$775 per trip



STUDY OBJECTIVES: VISITOR JOURNEY



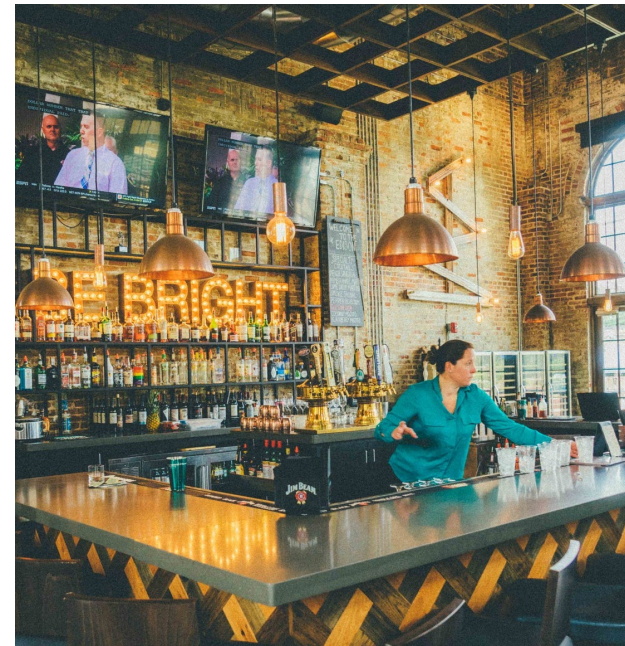
FY25 Q3 VISITOR SATISFACTION



Visitors gave Tallahassee an average rating of **7.7 out of 10***



91% of visitors will return; **56%** 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.”

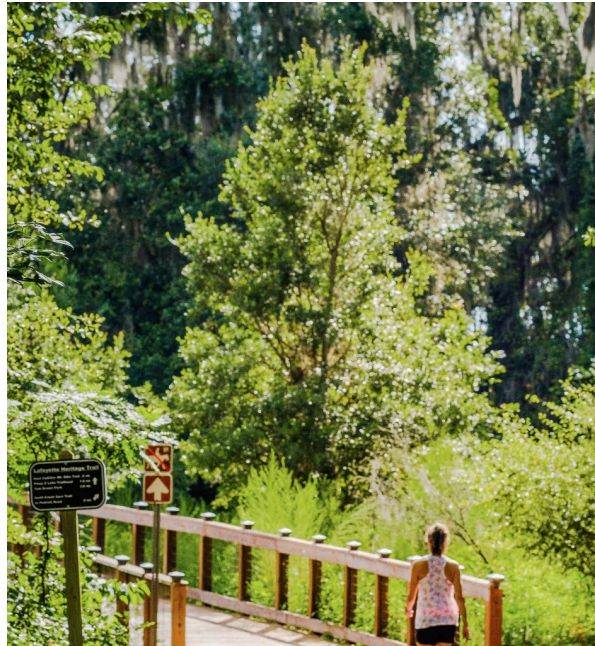
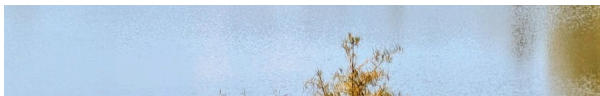
FY25 Q3 PERCEPTIONS OF TALLAHASSEE



When asked to describe Tallahassee, visitors said:



*"Tallahassee has a southern feel
with a lot of energy!"*



*"Great natural trails for those who
want to get outside and relax."*



*"There's a nice selection of
restaurants for the whole family!"*



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage. The right side of the image is partially obscured by a dark, semi-transparent overlay. The sky is bright blue with scattered white clouds.

DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



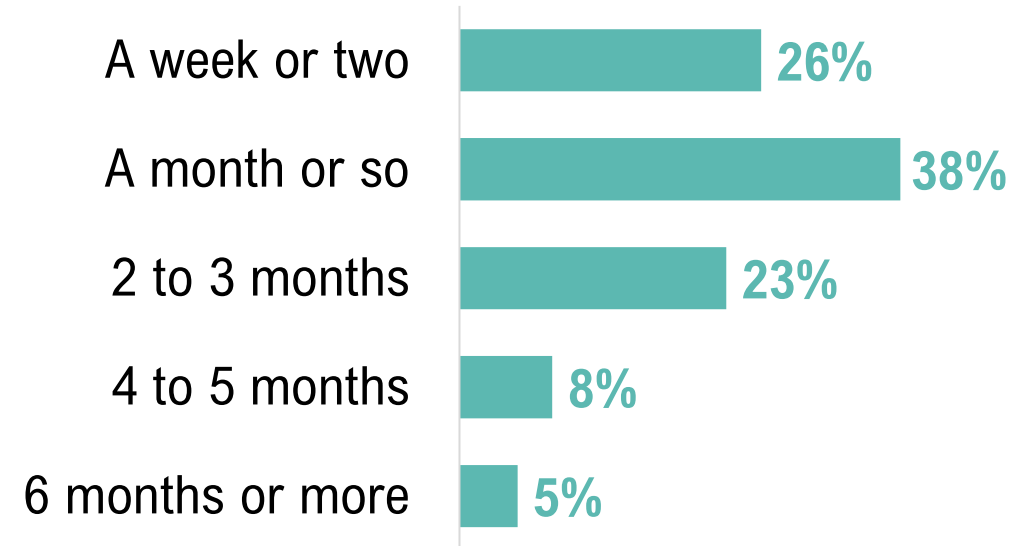
TRIP PLANNING CYCLE (FY25 3rd Quarter)



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



The **average trip planning window** was **42 days, 1 day longer** than 2024

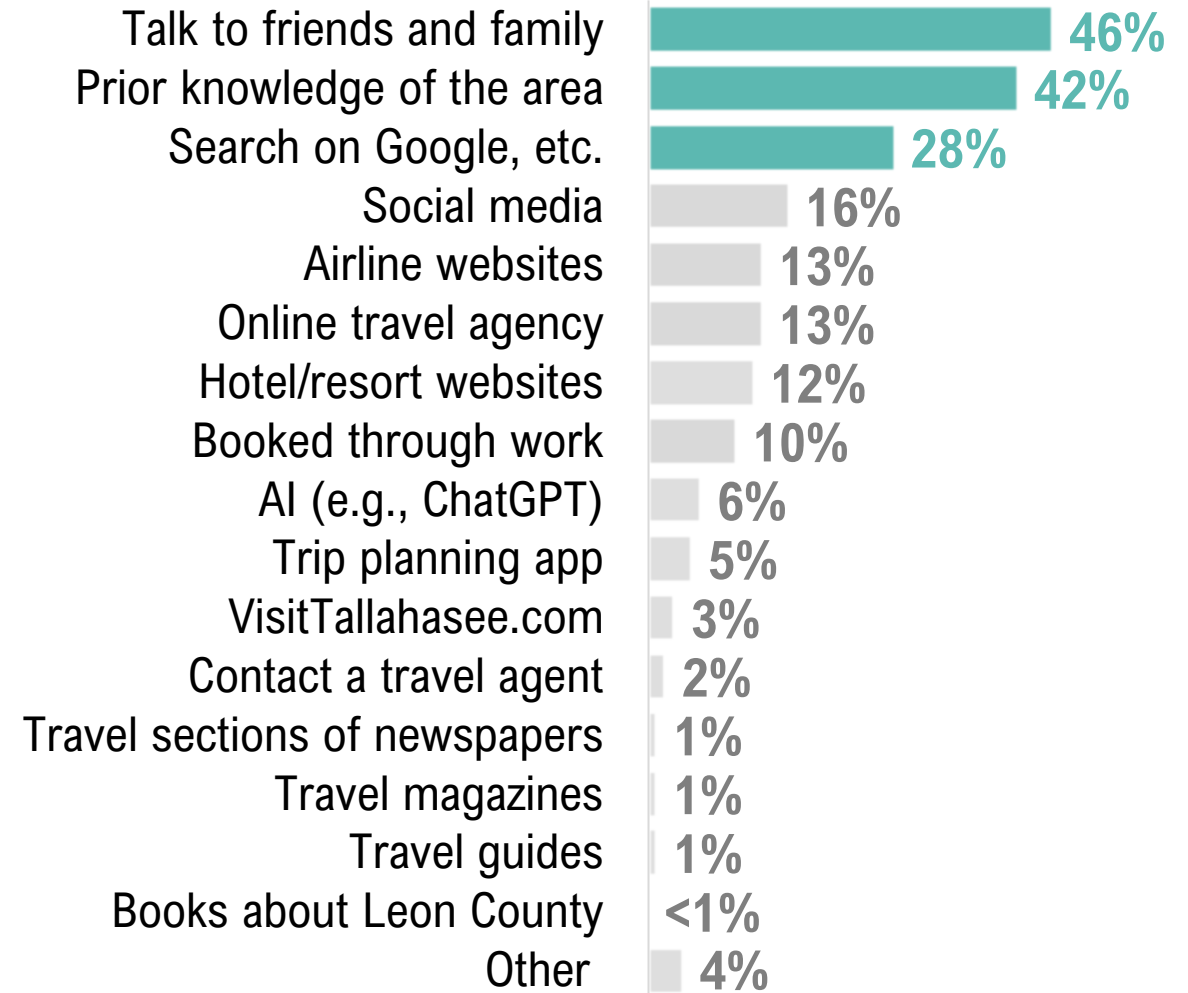


TRIP PLANNING SOURCES* (FY25 3rd Quarter)

➤➤➤ Nearly **half** of visitors talked to friends and family to plan their trip

➤➤➤ Over **2 in 5** used prior knowledge of the area in their trip planning

➤➤➤ Nearly **3 in 10** searched for information on Google



ADVERTISING RECALL (FY25 3rd Quarter)



1 in 10 visitors to Tallahassee recalled seeing advertising for the area prior to their trip, **-5% points** from 2024



This information influenced **5%** of **all** visitors to come to the Tallahassee area, **-6% points** from 2024

Recalled advertising

10%

Did not recall advertising

83%

Not sure

7%

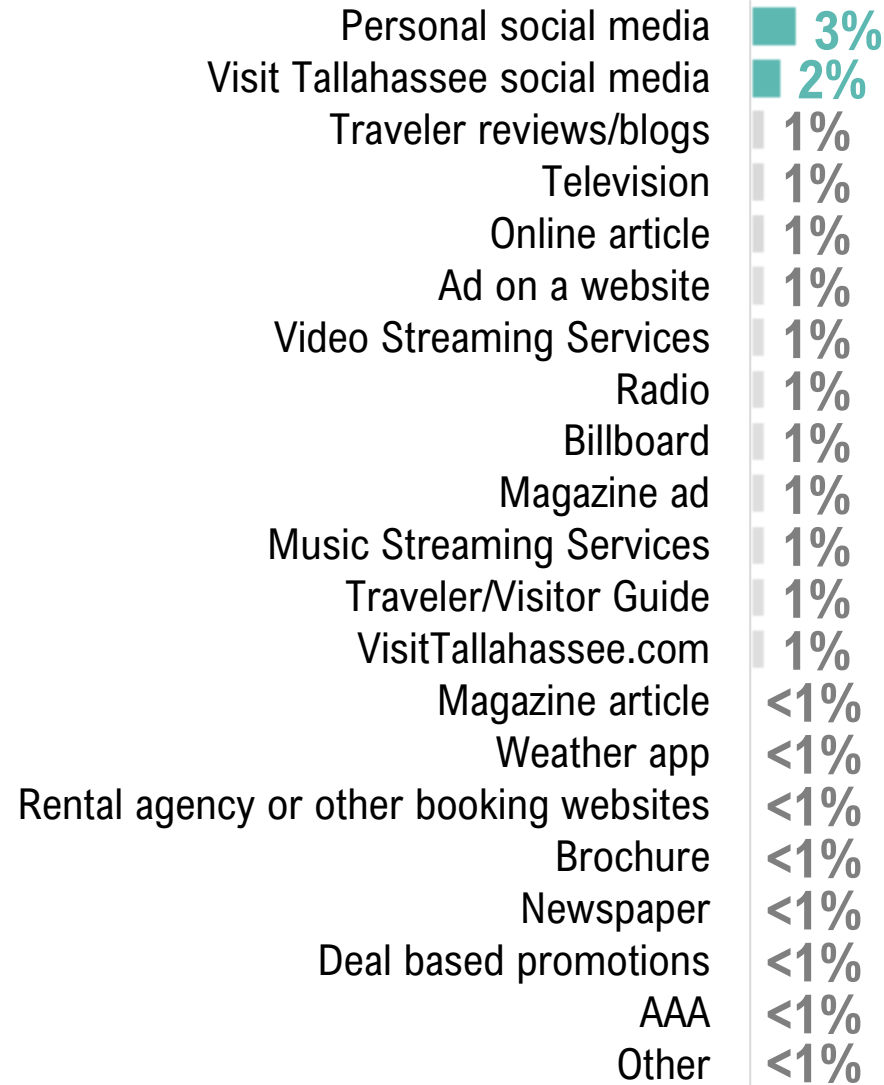
ADVERTISING RECALL SOURCES¹ (FY25 3rd Quarter)



The top source of recalled advertising was **personal social media**, noted by **3%** of all² visitors



Another **2%** of all visitors recalled seeing ads on **Visit Tallahassee's social media**



¹Multiple responses permitted.

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



REASONS FOR VISITING* (FY25 3rd Quarter)



Over **1 in 3** visitors came to Leon County to visit friends and family



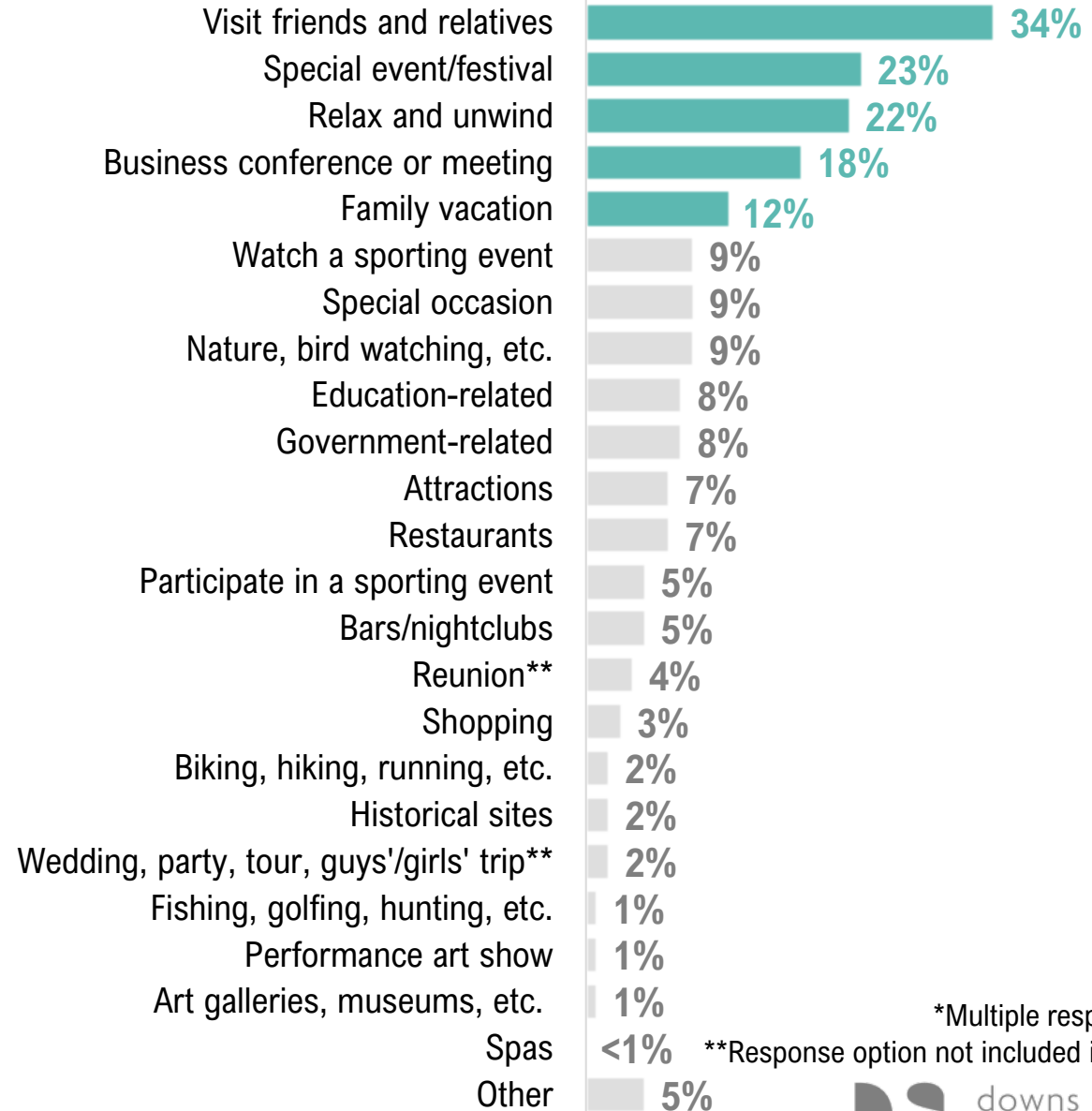
Nearly **1 in 4** came for a special event



Around **1 in 5** came to relax and unwind or for a conference/meeting



Nearly **1 in 8** came for a family vacation



*Multiple responses permitted.

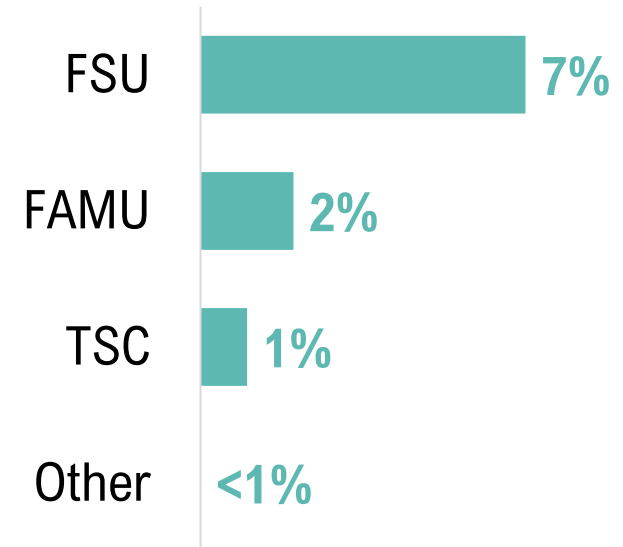
**Response option not included in previous years.



EDUCATION-RELATED VISITS* (FY25 3rd Quarter)

»»» 7% of **all** visitors to Tallahassee came to the area for activities related to FSU

»»» 2% of **all** visitors came to the area for activities related to FAMU



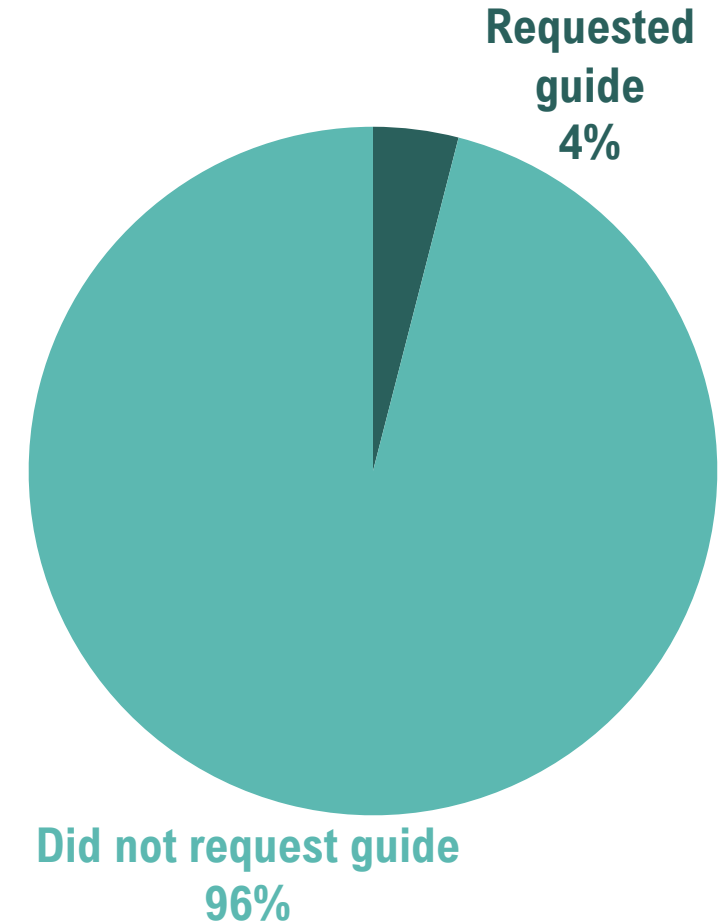
VISITORS GUIDE (FY25 3rd Quarter)



4% of visitors requested a Visitors Guide prior to their trip to Leon County



Those who requested a Visitors Guide gave it a rating of 9.0*



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



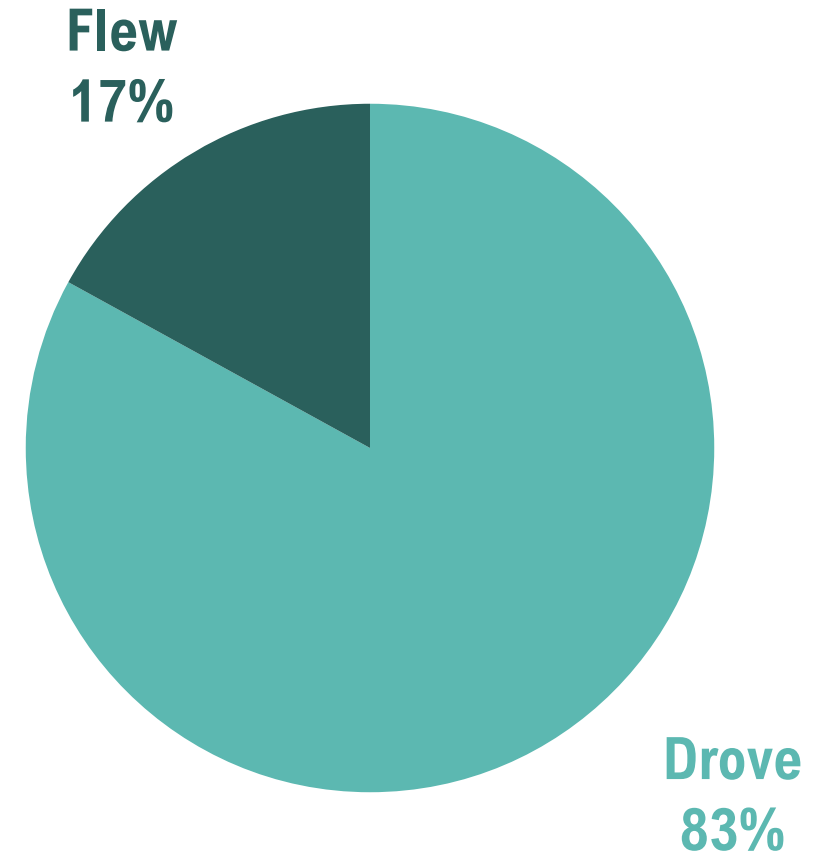
TRANSPORTATION (FY25 3rd Quarter)



Over **4 in 5** visitors drove to Leon County



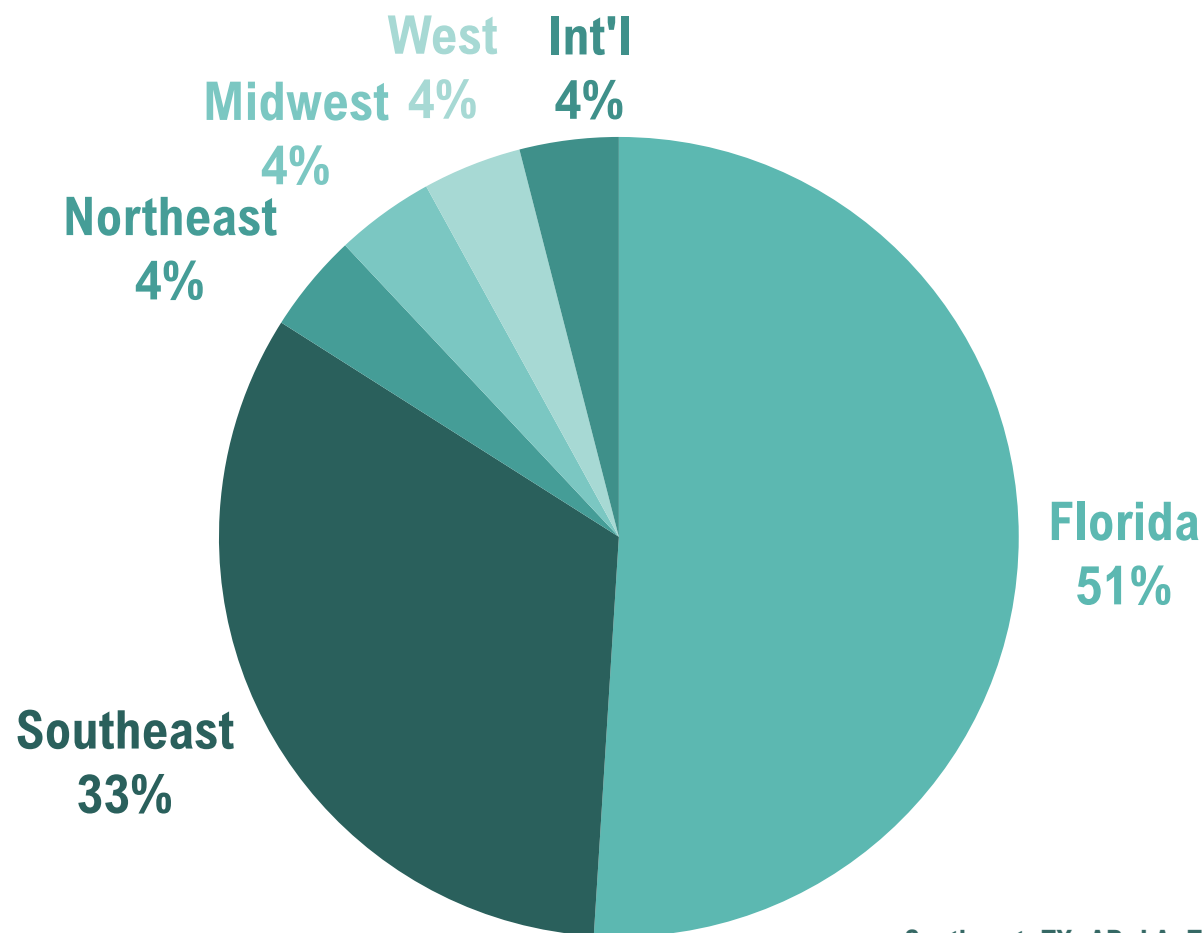
85% of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY25 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 (FY25 3rd Quarter)



71% of Leon County
visitors came from **13**
Markets

Market	April-June 2024	April-June 2025
Surrounding Areas ¹	10%	14%
Atlanta	6%	8%
Miami-Fort Lauderdale	9%	8%
Orlando-Daytona Beach-Melbourne	6%	7%
Jacksonville	5%	6%
Panama City	5%	6%
Mobile-Pensacola	4%	5%
Tampa-St. Petersburg-Sarasota	5%	5%
Gainesville	3%	3%
West Palm Beach-Ft. Pierce	3%	3%
Charlotte	2%	2%
Dallas-Fort Worth	1%	2%
Raleigh-Durham	2%	2%

¹Includes counties surrounding Tallahassee and Thomasville.



TRAVEL PARTIES (FY25 3rd Quarter)

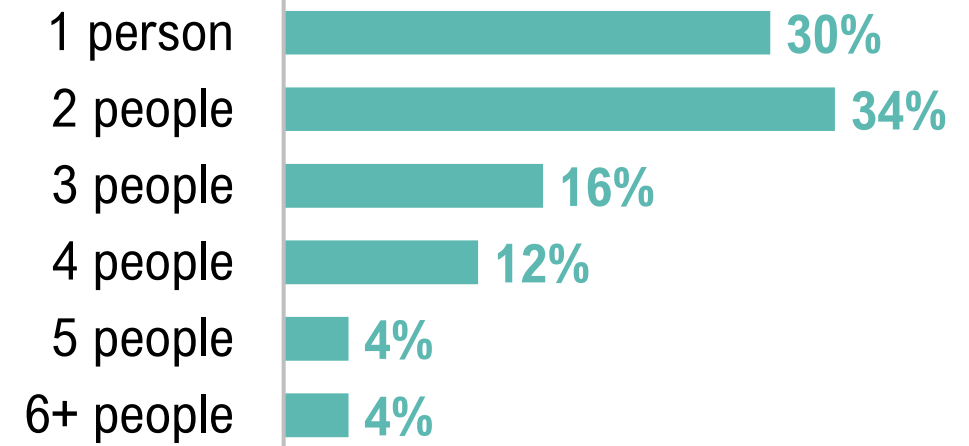


Typical visitors traveled in a party of **2.5** people



33% of visitors traveled with children aged 20 or younger, while **20%** traveled with children aged 12 or younger

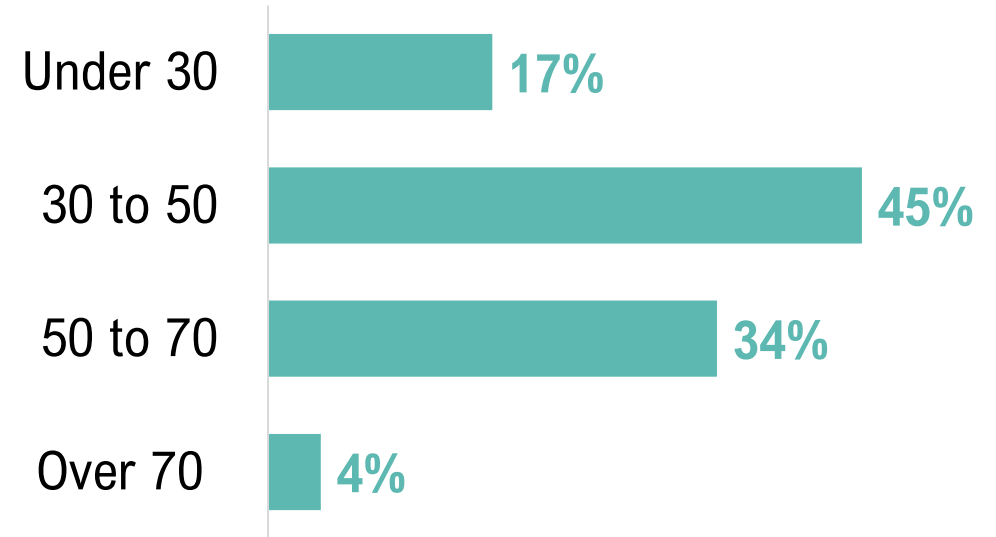
Travel Party Size



AGE OF VISITORS (FY25 3rd Quarter)



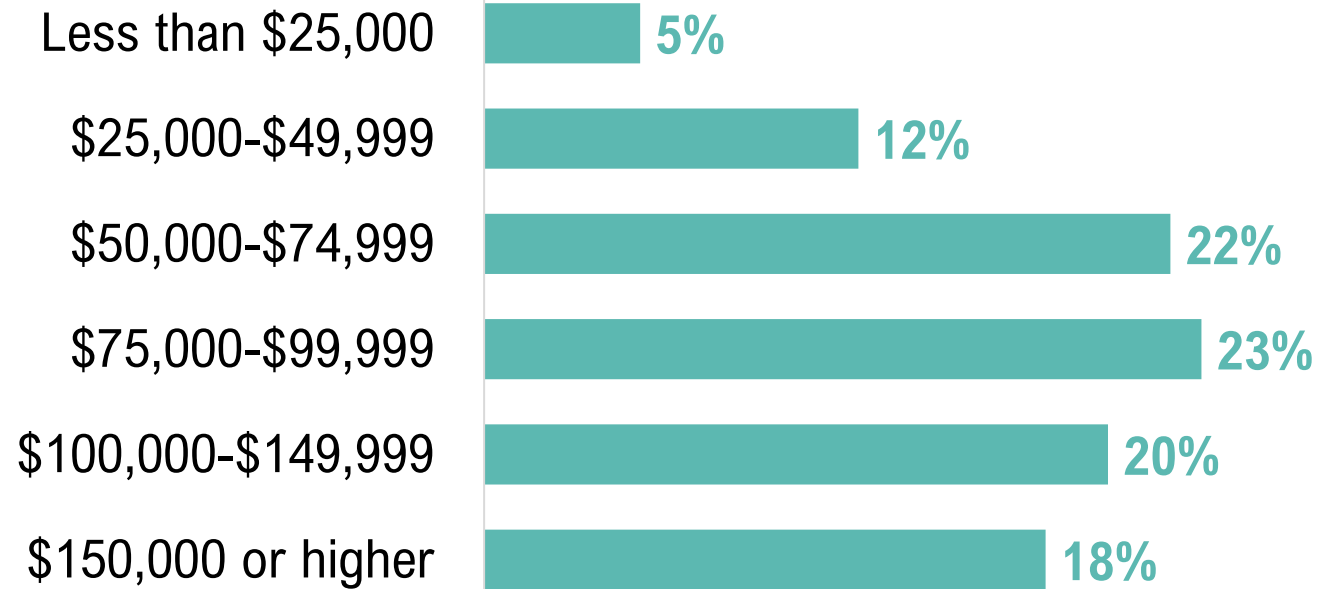
Typical visitors to Leon County were **45** years old



HOUSEHOLD INCOME OF VISITORS (FY25 3rd Quarter)

Typical visitors to Leon County had a median household income of **\$87,000** per year

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



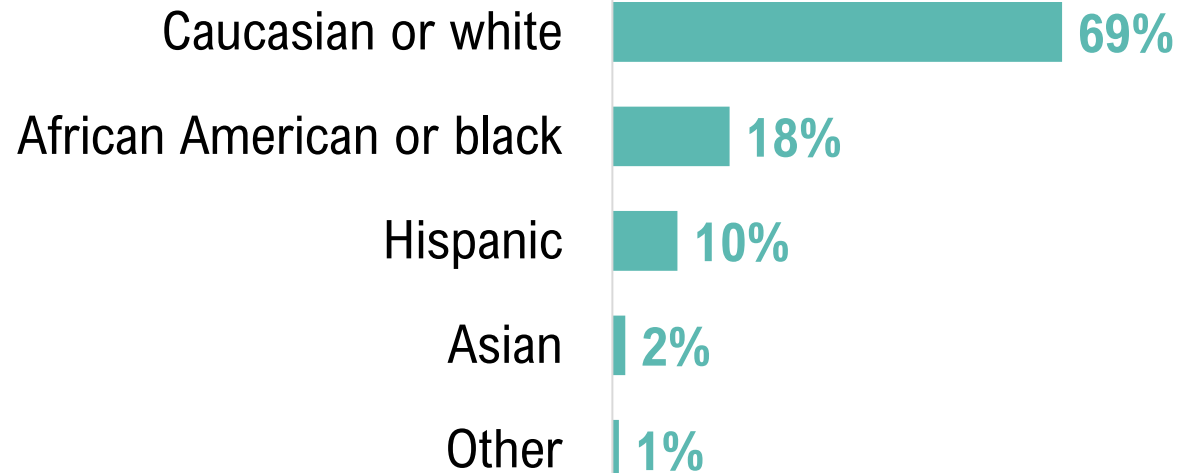
RACE/ETHNICITY OF VISITORS (FY25 3rd Quarter)



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



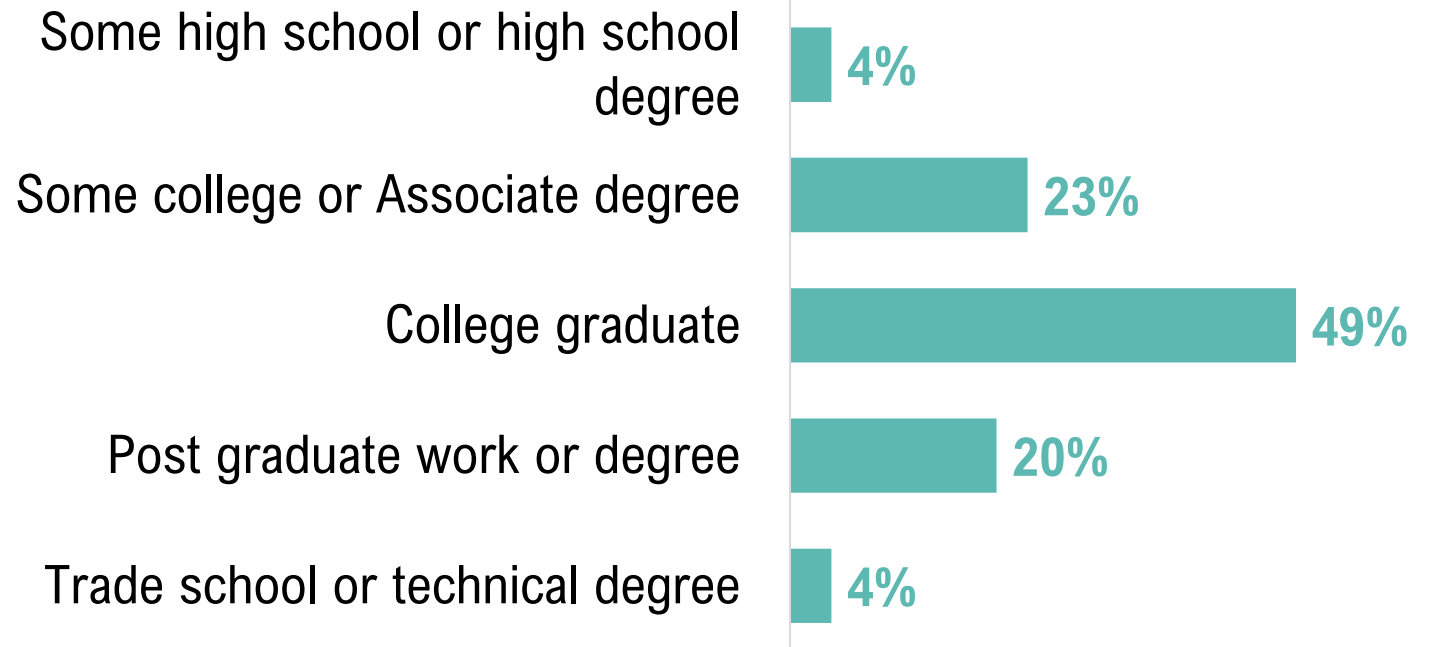
Nearly **1 in 5** visitors to Leon County were African American/Black



EDUCATIONAL ATTAINMENT OF VISITORS (FY25 3rd Quarter)



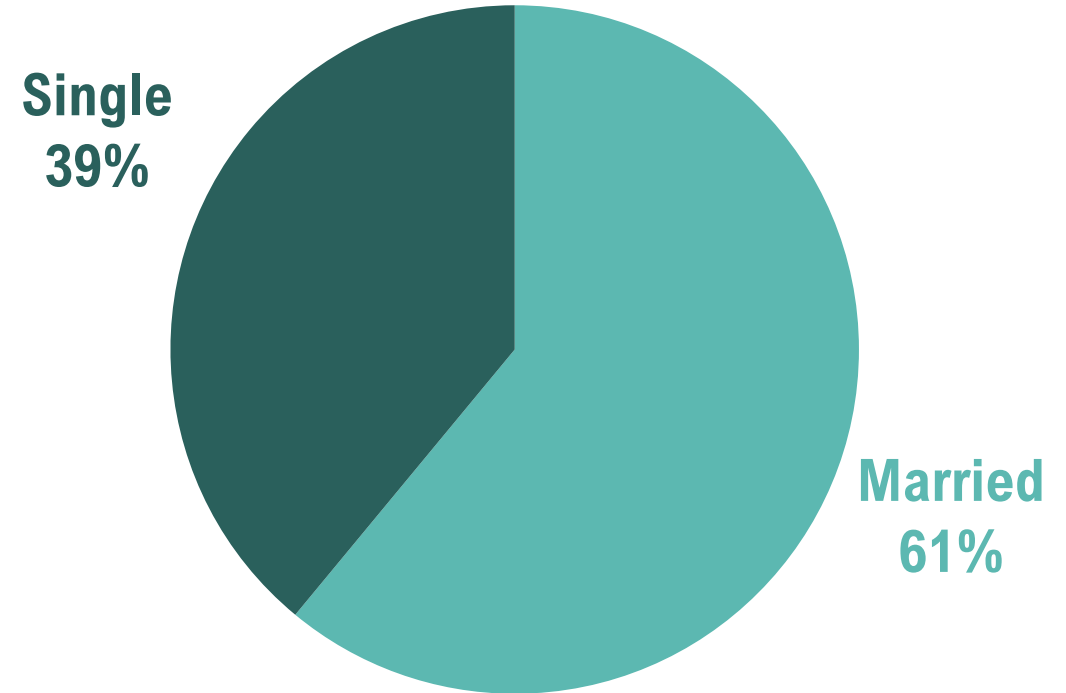
Over **2 in 3** visitors to Leon County had a bachelor's degree or higher



MARITAL STATUS OF VISITORS (FY25 3rd Quarter)



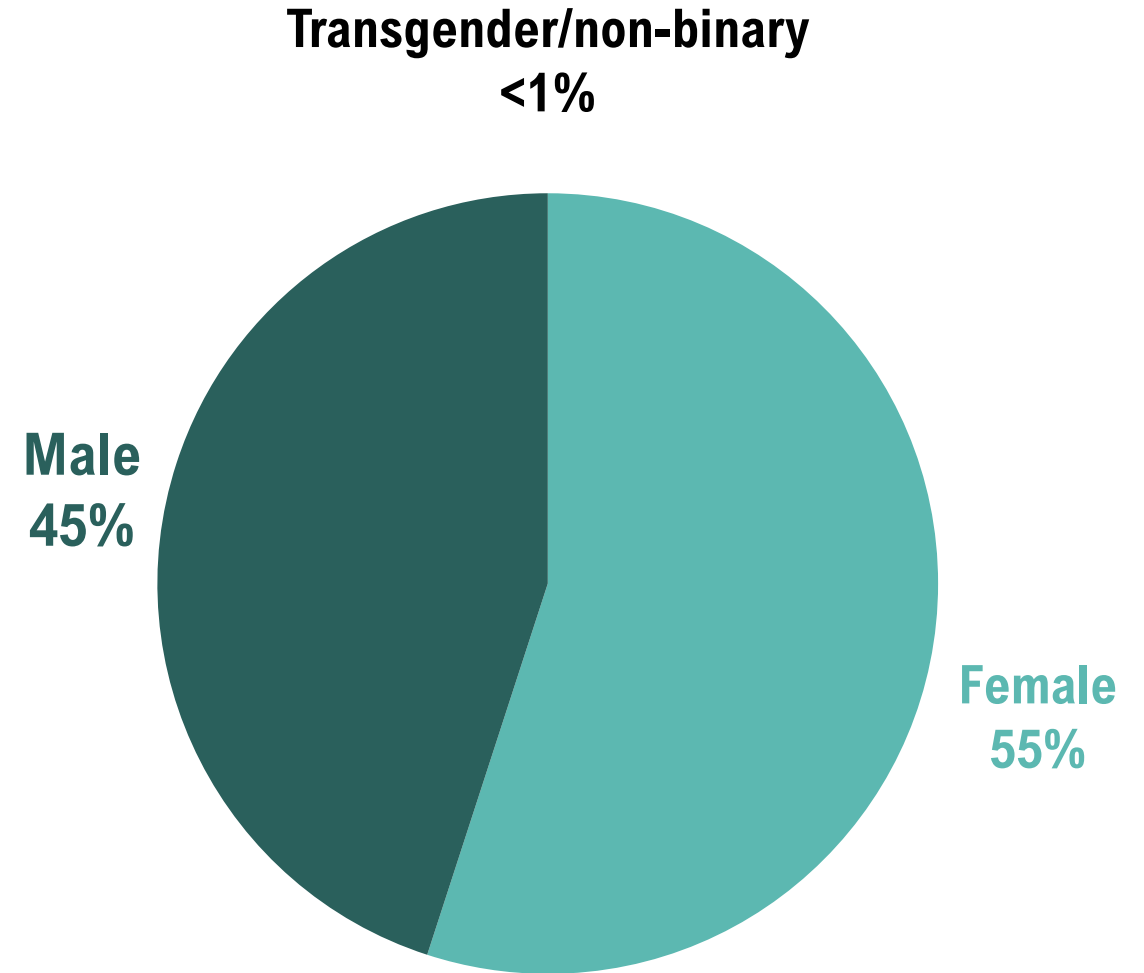
Over **3 in 5** visitors to Leon County were married



GENDER OF VISITORS* (FY25 3rd Quarter)



55% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS (FY25 3rd Quarter)



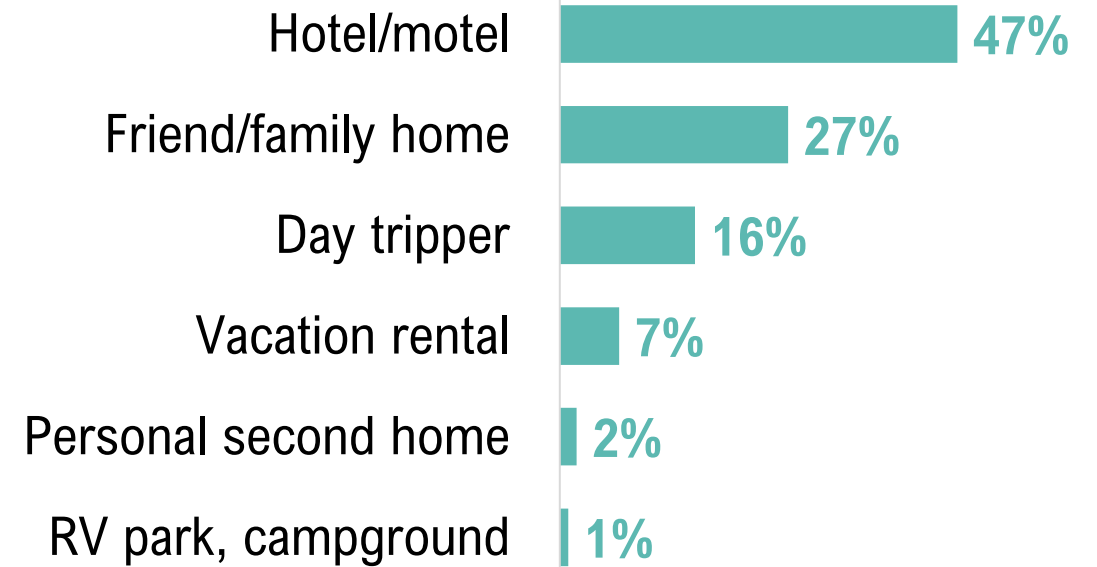
Nearly **half** of visitors stayed in a hotel



Nearly **3 in 10** stayed with friends or relatives



Over **1 in 6** came to the area just for the day



TRAVEL PARTY SPENDING (FY25 3rd Quarter)

	Spending per Day	Spending per Trip
Lodging	\$72	\$207
Restaurants	\$75	\$216
Groceries	\$19	\$55
Shopping	\$37	\$107
Entertainment	\$24	\$69
Transportation	\$37	\$107
Other	\$5	\$14
Total	\$269	\$775

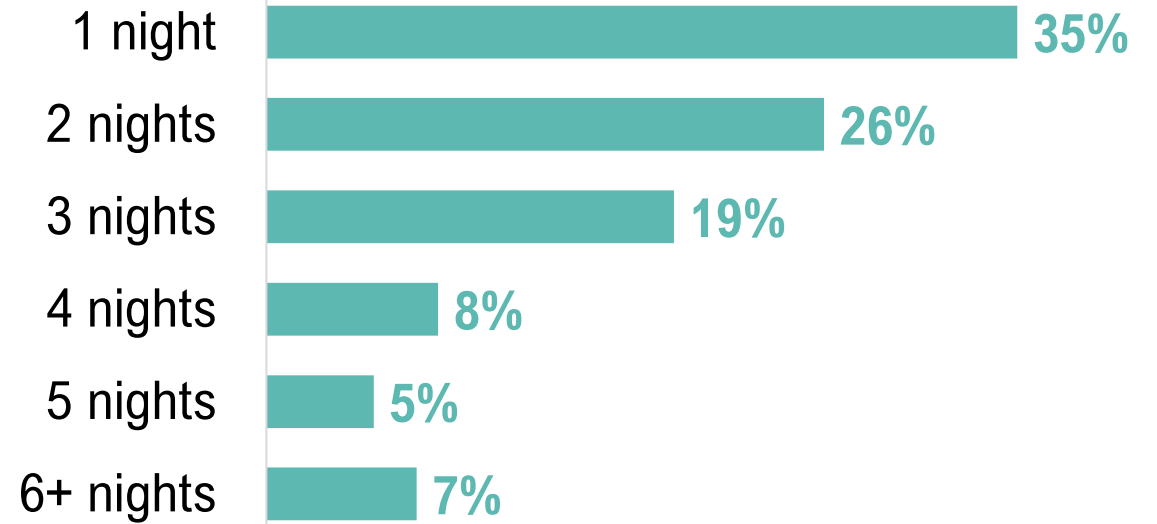
OVERNIGHT VISITORS (FY25 3rd Quarter)



Typical visitors stayed **2.9** nights in Leon County



Over **1 in 3** visitors stayed only one night in Leon County



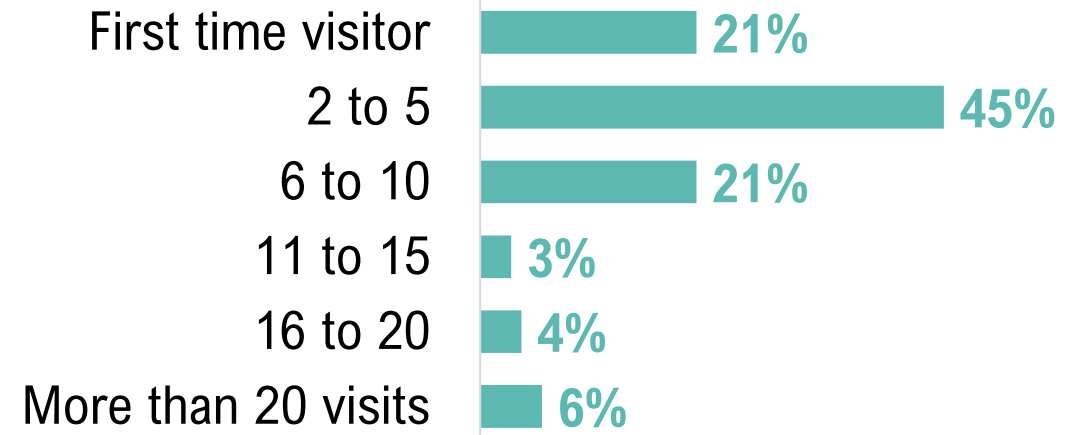
VISITS TO TALLAHASSEE – LEON COUNTY (FY25 3rd Quarter)



Over **1 in 5** visitors were visiting Leon County for the first time



Nearly **1 in 7** had previously visited Leon County more than 10 times



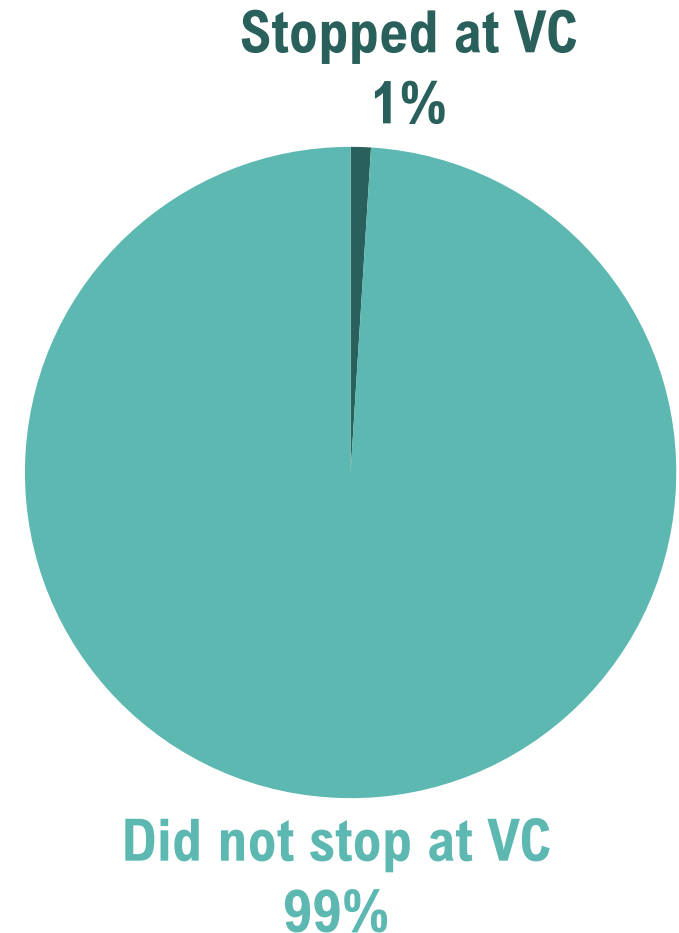
VISITOR CENTER (FY25 3rd Quarter)



1% of visitors stopped at the Visitor Center*



Those who went to the Visitor Center gave it a rating of **8.9****



* Refers to the Visit Tallahassee Visitor Center in Cascades Park, as the Railroad Square Visitor Center was closed this quarter from storm damage.
** Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

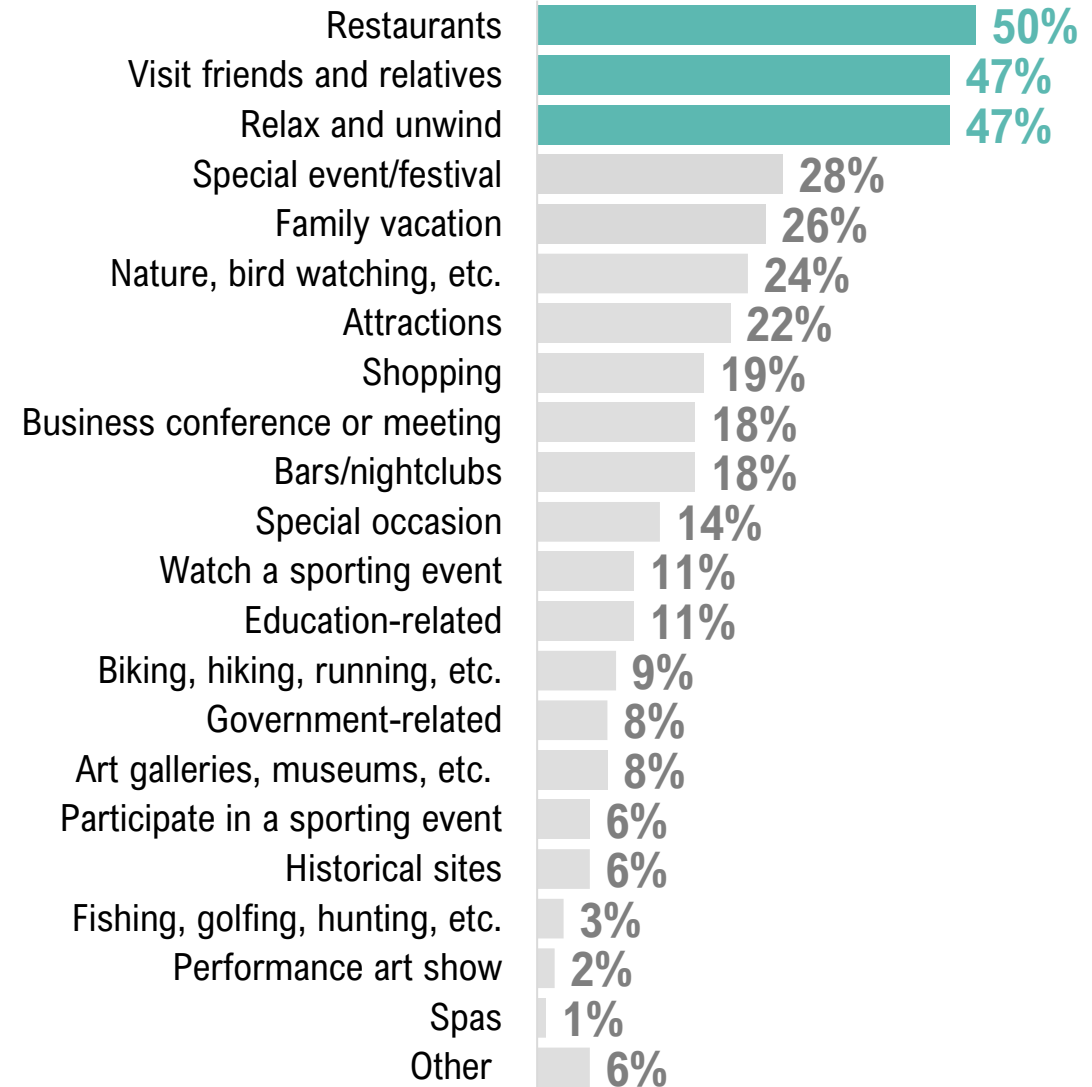
ACTIVITIES DURING VISIT* (FY25 3rd Quarter)



Half of visitors enjoyed dining at restaurants while in Tallahassee



Another nearly **half** spent time with friends and family while in the area or simply relaxing and unwind



*Multiple responses permitted.

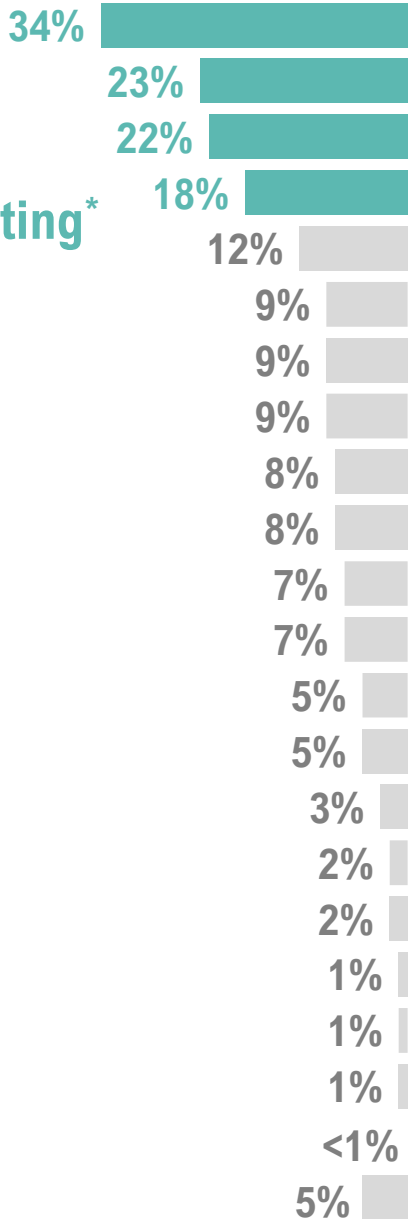


REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY25 3rd Quarter)

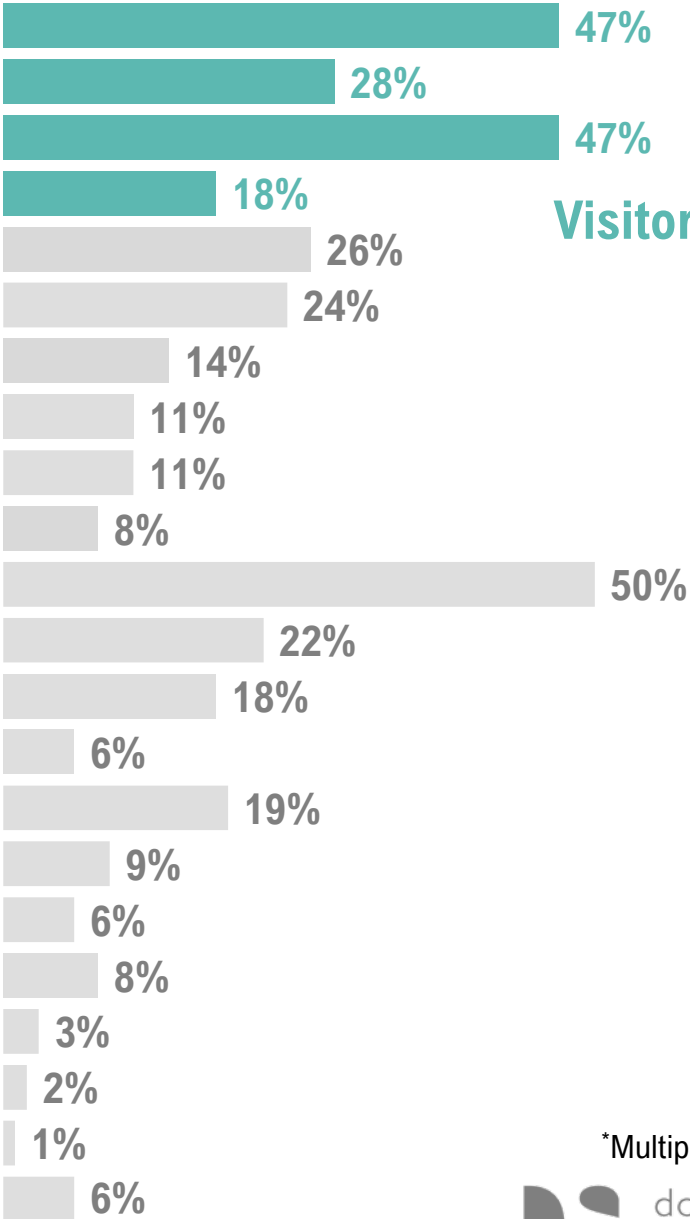
Key Motivations

Trip Enhancers

Reasons for Visiting*



Visitor Activities*



*Multiple responses permitted.

STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY25 3rd Quarter)



Visitors gave Leon County an average rating of **7.7*** as a place to visit



91% of visitors will return (**59%** will definitely return) to Leon County for a future visit or vacation

Definitely will return

56%

Probably will return

35%

Probably will not return**

4%

Definitely will not return**

<1%

Don't know**

5%

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

**4% of visitors may not return for the following reasons: Event/opportunity for visit is over or prefer other areas.



RATING EXPERIENCES IN TALLAHASSEE* (FY25 3rd Quarter)



Leon County's **hospitality** exceeded the expectations of nearly **3 in 5** visitors



Leon County's **events** exceeded the expectations of nearly **half** of visitors



Service at hotel and **entertainment** in Leon County were least likely to exceed visitors' expectations

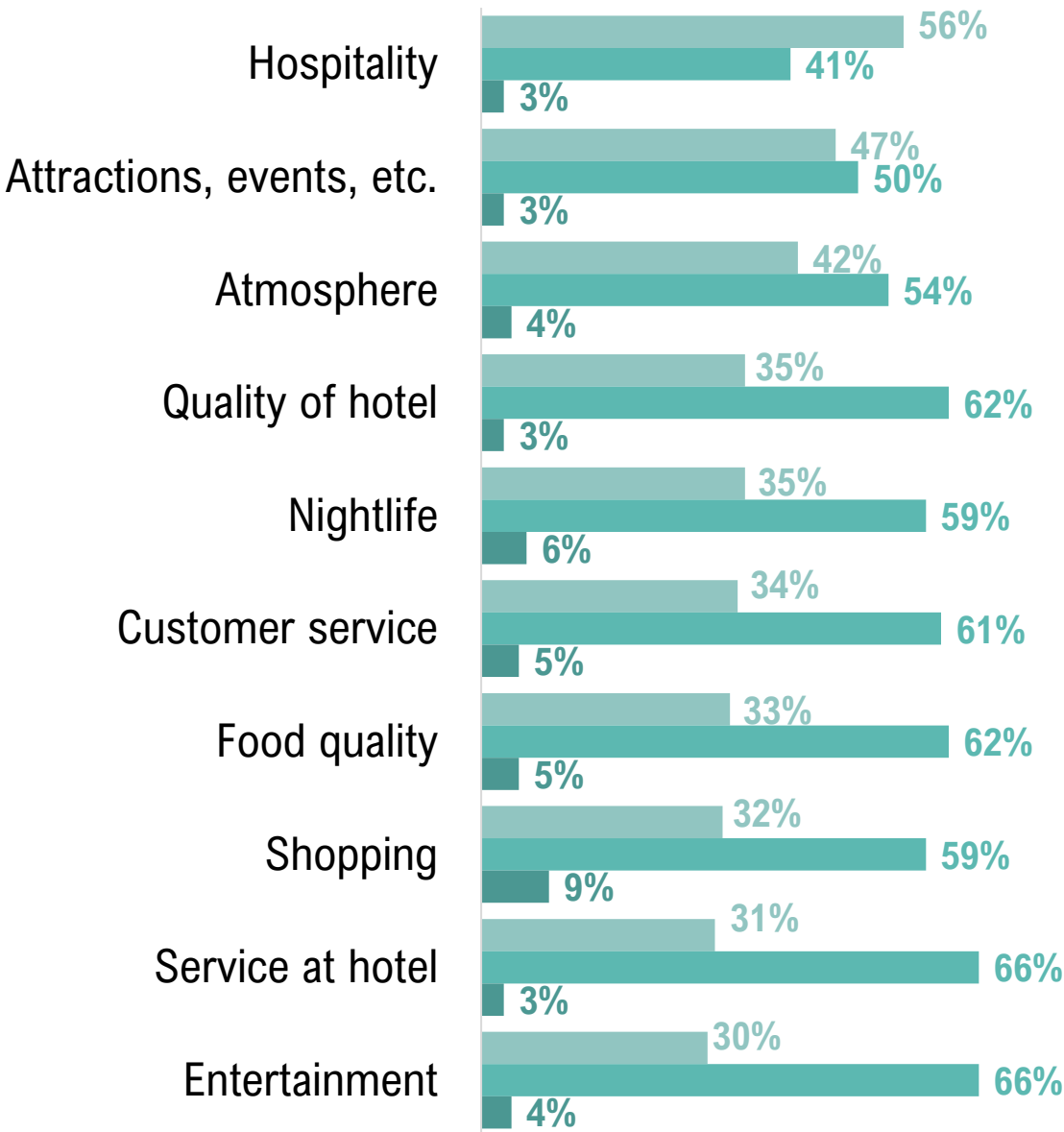
Exceeded expectations

Met Expectations

Did not meet expectations



*Based on small samples; results should be interpreted with caution.



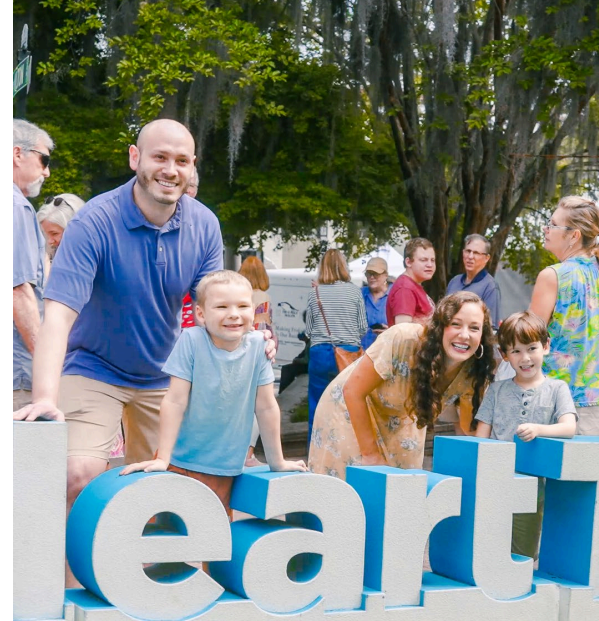
PERCEPTIONS: “FAMILY-FRIENDLY” (FY25 3rd Quarter)



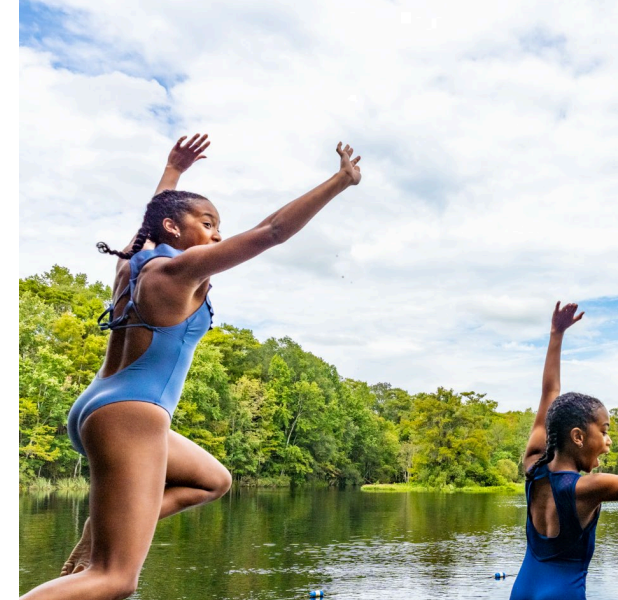
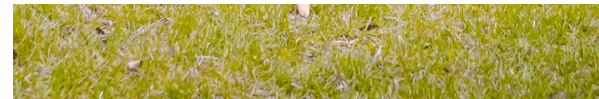
“It was a great visit! My kids loved the museum, especially the zip-lining.”



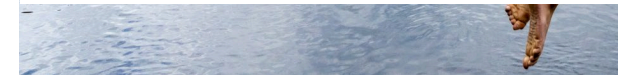
“Family-friendly and very quiet. Loved spending the day relaxing at the park.”



“A great place for me to spend time with my family.”



“We came here to visit family and there were so many things to do with them! Lots of fun.”



PERCEPTIONS: “PEACEFUL” (FY25 3rd Quarter)



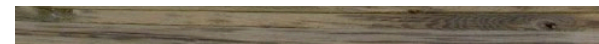
“It has a small-town vibe, and everyone is very friendly.”



“Nice break from the busy city life.”



“It’s a small, but beautiful city. It’s quaint and has a lot of southern charm.”



“The people here are so nice and the city is very peaceful compared to others I’ve visited.”

PERCEPTIONS: “SCENIC” (FY25 3rd Quarter)

“Great for hiking, fishing, and just being outdoors.”

“Small-town vibes with great nature. The parks are beautiful.”

“Beautiful scenery and a great place to raise a family.”



“Small and quaint. There are a lot of nice trails and great fishing spots!”



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage. The sky is blue with scattered white clouds. The overall scene is serene and picturesque.

YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Trip Planning Cycle	April – June 2023	April – June 2024	April – June 2025
Tallahassee was primary destination	83%	78%	85%
A week or two in advance	31%	29%	26%
A month or so in advance	37%	38%	38%
2 to 3 months in advance	21%	21%	23%
4 to 5 months in advance	5%	5%	8%
6 months or more in advance	6%	7%	5%

Top Trip Planning Sources	April – June 2023	April – June 2024	April – June 2025
Talk to friends and family	31%	32%	46%
Prior knowledge of the area	NA*	27%	42%
Search on Google	23%	34%	28%

*Response option not included in 2023.



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Advertising Recall	April – June 2023	April – June 2024	April – June 2025
Recalled ads for Tallahassee	11%	15%	10%
Influenced to visit by ads	4%	8%	5%

Top Reasons for Visiting	April – June 2023	April – June 2024	April – June 2025
Visit friends and relatives	38%	38%	34%
Special event/festival	14%	17%	23%
Relax and unwind	15%	19%	22%

Pre-Visit	April – June 2023	April – June 2024	April – June 2025
Requested a Visitors Guide	6%	9%	4%
Drove to Tallahassee	75%	78%	83%
Flew to Tallahassee	24%	22%	17%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Market of Origin	April – June 2023	April – June 2024	April – June 2025
Surrounding Areas*	7%	10%	14%
Atlanta	7%	6%	8%
Miami-Ft. Lauderdale	5%	9%	8%
Orlando-Daytona Beach-Melbourne	6%	6%	7%
Jacksonville	4%	5%	6%
Panama City	2%	5%	6%
Mobile-Pensacola	4%	4%	5%
Tampa-St. Petersburg-Sarasota	6%	5%	5%

Region of Origin	April – June 2023	April – June 2024	April – June 2025
Florida	35%	49%	51%
Southeast (other than Florida)	35%	28%	33%
Northeast	11%	7%	4%
Midwest	9%	6%	4%
West	9%	6%	4%
International	1%	4%	4%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Travel Parties	April – June 2023	April – June 2024	April – June 2025
Travel Party Size	2.5	2.6	2.5
Traveled with Other Visitors	61%	66%	70%
Traveled with Children under 20	32%	28%	33%
Traveled with Children under 12	10%	14%	20%

Visitor Profile	April – June 2023	April – June 2024	April – June 2025
Median Age	44	43	45
Gender (Female)	51%	52%	55%
Median Household Income	\$97,400	\$86,300	\$87,000
Bachelor's Degree or Higher	75%	70%	69%
White/Caucasian	70%	69%	69%
African American	19%	17%	18%
Married	63%	58%	61%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Accommodations	April – June 2023	April – June 2024	April – June 2025
Hotel	49%	46%	47%
Friend/family home	30%	27%	27%
Day tripper	13%	15%	16%
Vacation rental	4%	7%	7%
Personal second home	2%	2%	2%
RV Park, campground	1%	3%	1%

Trips Experience	April – June 2023	April– June 2024	April – June 2025
Average Nights Stayed	3.3	3.1	2.9
1st Time Visitor	28%	25%	21%
10+ Prior Visits to Leon County	23%	13%	13%
Stopped at Visitor Center*	3%	4%	1%

*Refers to the Visit Tallahassee Visitor Center in Cascades Park.



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Average Daily Spending	April – June 2023	April – June 2024	April – June 2025
Accommodations ¹	\$67	\$67	\$72
Restaurants	\$57	\$64	\$75
Groceries	\$16	\$18	\$19
Shopping	\$35	\$39	\$37
Entertainment	\$15	\$19	\$24
Transportation	\$32	\$33	\$37
Other	\$7	\$10	\$5
Total	\$229	\$250	\$269

Average Total Trip Spending	April – June 2023	April – June 2024	April – June 2025
Accommodations ¹	\$223	\$208	\$207
Restaurants	\$190	\$198	\$216
Groceries	\$52	\$56	\$55
Shopping	\$116	\$121	\$107
Entertainment	\$49	\$59	\$69
Transportation	\$105	\$102	\$107
Other	\$22	\$31	\$14
Total	\$759	\$775	\$775

¹Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Top Activities	April – June 2023	April – June 2024	April – June 2025
Restaurants	75%	67%	50%
Visit friends and relatives	50%	52%	47%
Relax and unwind	47%	49%	47%
Special event/festival	15%	17%	28%
Family vacation	39%	34%	26%
Nature, bird watching, etc.	21%	16%	24%
Attractions	17%	16%	22%
Shopping	26%	35%	19%
Business conference or meeting	20%	23%	18%
Bars/nightclubs	25%	23%	18%
Special occasion	NA*	11%	14%
Watch a sporting event	8%	8%	11%
Education-related	16%	16%	11%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Post Trip Evaluation*	April – June 2023	April – June 2024	April – June 2025
Overall Rating	7.9	7.8	7.7
Will return to Leon County	93%	89%	91%
Exceed + Met Expectations: Quality of hotel	95%	93%	97%
Exceed + Met Expectations: Hospitality	95%	93%	97%
Exceed + Met Expectations: Service at hotel	95%	92%	97%
Exceed + Met Expectations: Attractions/events	95%	90%	97%
Exceed + Met Expectations: Entertainment	94%	92%	96%
Exceed + Met Expectations: Atmosphere	95%	91%	96%
Exceed + Met Expectations: Food quality	94%	92%	95%
Exceed + Met Expectations: Customer service	93%	91%	95%
Exceed + Met Expectations: Nightlife	93%	90%	94%
Exceed + Met Expectations: Shopping	92%	88%	91%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2025

(FY2025 Q3)

Visitor Tracking Study

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



*Visit
Tallahassee*
Pretty. Unexpected.



downs & st. germain
RESEARCH



MEMORANDUM

DATE: September 11, 2025

TO: Leon County Tourist Development Council

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

FROM: Jonathan LaBarre, Tourism Operations Director; Julie Trezek, Tourism Grants and Contracts Manager

SUBJECT: FY2026 Special Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) comprised of Matt Thompson (Chair) with For The Table Hospitality, Carolanne Savage with the Hyatt House, Emily Johnson-Truitt with the Springhill Suites, and Joshua Brock with the Holiday Inn Tallahassee East respectfully presents the funding recommendation for thirty-nine (39) Special Events.

The TDCGRC conducted their meeting on August 26, 2025. The meeting was well attended by the Special Events grant applicants. After carefully considering 39 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 39 events, including 9 new events, for a total amount of \$205,000 which is the total allocated amount in the Special Event Grant budget.

Below you will find the list of events summarizing the TDCGRC's recommendations.

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
1	10th Annual Tallahassee Wine Mixer	86.33	\$5,999	\$4,083	\$3,792
2	161th Anniversary & 49th Annual Reenactment of the Battle of Natural Bridge	90.75	\$3,000	\$3,000	\$2,934
3	2026 ACC Meeting of the Minds Undergraduate Research Conference	87.25	\$5,999	\$4,325	\$4,057

4*	2026 Desert of Florida Desert Conference and Gala Day	88.50	\$10,000	\$9,875	\$9,364
5	2026 Free Shakespeare in the Park Festival	87.75	\$17,400	\$8,219	\$7,732
6*	2026 Tallahassee Chess Fest	80.50	\$2,999	\$1,725	\$1,509
7	5th Annual Tallahassee Tiki Fest	90.33	\$5,999	\$2,750	\$2,679
8	8th Annual Cool Breeze Art and Smooth Jazz Festival	78.50	\$10,000	\$2,237	\$1,902
9	8th Annual Tallahassee Beer Festival	88.50	\$6,000	\$3,825	\$3,642
10*	A Night at the Oz Dust Ballroom	83.75	\$2,999	\$1,537	\$1,401
11*	America250 Family Feuds Weekend	74.75	\$20,000	\$4,563	\$3,670
12	Beatles Night at the Moon	71.50	\$9,900	\$1,162	\$909
13	Caribbean Heritage Music Festival	76.50	\$5,999	\$2,737	\$2,263
14	FAMU Harambee Festival 2026	79.75	\$2,999	\$1,537	\$1,335
15	FAMU NAA Rattler Roundup FAMU Game Day - Southern University	78.50	\$5,999	\$3,437	\$2,908
16	Fl. Emancipation Connecting the Dots and History Conference	77.75	\$5,999	\$1,725	\$1,458
17	Florida History Day State Contest	92.00	\$13,000	\$12,250	\$12,068
18	FSU Flying High Circus 2026 Homeshow Series	87.75	\$26,000	\$14,250	\$13,387
19	How to Get People to the Polls Workshop	79.25	\$2,999	\$2,187	\$1,877
20	Infinity Con Tally	86.00	\$10,000	\$7,156	\$6,602
21*	Juneteenth Empowerment Festival	84.75	\$2,999	\$1,825	\$1,678
22	Leadership Florida Connect Class 15	88.00	\$3,000	\$3,000	\$2,846

23	Leadership Florida Education Class 10	89.75	\$2,500	\$2,500	\$2,423
24*	Moon Over Maclay	87.00	\$5,600	\$3,150	\$2,953
25	Music Business Conference 2026: Lock In and Level Up	88.75	\$5,999	\$5,499	\$5,240
26*	New Year's Eve Celebration: Countdown to Community	78.25	\$17,499	\$6,531	\$5,486
27	North Florida Classic Cluster Dog Show	92.25	\$17,000	\$12,125	\$11,978
28	Ology Smoke Fest	80.00	\$5,999	\$1,875	\$1,628
29	Pioneer Breakfast	80.50	\$5,500	\$2,663	\$2,315
30	Raqs & Romance: A Ballroom and Bellydance Fusion Celebration	75.25	\$6,000	\$1,563	\$1,281
31*	Rattler Rally with Tallahassee Nights Live	73.50	\$5,999	\$3,187	\$2,525
32	Sankofa Concert 2026 featuring Our Native Daughters	73.50	\$4,000	\$1,412	\$1,131
33*	Society for Arts Entrepreneurship Education 2026 Conference	89.00	\$9,900	\$6,881	\$6,570
34	Swamp Stomp	83.75	\$5,500	\$2,163	\$1,960
35	Tallahassee Highland Games	95.25	\$26,250	\$24,125	\$24,581
36	TallyFest 2026	84.25	\$10,000	\$2,437	\$2,219
37	The Tallahassee Regional (FIRST Robotics)	94.75	\$26,250	\$21,188	\$21,478
38	Word of South Festival of Literature & Music	94.25	\$26,250	\$17,375	\$17,525
39	Zoobilee 2025	85.00	\$5,500	\$4,038	\$3,692
TOTAL					\$205,000

*New applicants/events for FY2026



MEMORANDUM

DATE: September 11, 2025

TO: Leon County Tourist Development Council

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

FROM: Jonathan LaBarre, Tourism Operations Director; Julie Trezek, Tourism Grants and Contracts Manager

SUBJECT: FY2026 Sports Event Grant Funding Recommendations

The Tallahassee Sports Council (TSC) respectfully presents the 2026 Sports grant funding recommendation for 38 Sports Events.

After carefully considering the 38 event applications and their ability to generate room nights and economic impact for our community, especially in the non-peak times and shoulder seasons, the TSC is recommending funding all 38 events for a total of \$138,399 from the allocated sports event grant budget of \$140,000. There is \$1,601 remaining in the sports grants budget to be utilized in the second sports grant cycle in December 2025.

The recommended events are anticipated to bring 27,093 visitors to Tallahassee and are projected to generate 13,574 room nights. Of the 38 events, eight are new events to the grant program. Below you will find the list of events summarizing the TSC recommendations. Thank you for your consideration.

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
1*	2025 Cam Brown Classic	91.33	\$2,000	\$1,833	\$1,674
2	2025 CCS Southern Regional Championship	87.33	\$10,499	\$9,666	\$8,442
3	2026 Gym Force Classic Gymnastics Competition	95.67	\$6,500	\$7,000	\$6,697

4	Aikido Seminar with Melissa Bell Sensei	80.00	\$1,360	\$583	\$467
5	Aikido Seminar with Tim Magill Sensei	84.00	\$1,000	\$583	\$490
6	Area 4 Championships	93.67	\$3,000	\$3,000	\$2,810
7	ASG Academy Cup	87.00	\$10,000	\$12,000	\$10,440
8	ATAC Long Course Invitational	93.67	\$3,000	\$3,000	\$2,810
9	ATAC Mac Crutchfield Short Course Invitational Swim Meet	97.67	\$10,000	\$9,000	\$8,790
10	Bank of America Tallahassee Marathon and Half Marathon	95.00	\$10,000	\$10,000	\$9,500
11	Big Bend Brawl Wrestling Tournament	91.33	\$6,000	\$6,000	\$5,480
12	Big Bend Showdown	91.67	\$2,000	\$2,000	\$1,833
13	Boys JV Soccer Tournament	84.67	\$2,999	\$2,166	\$1,834
14	Canopy Roads Classic	80.67	\$3,000	\$1,467	\$1,183
15	Capital City Classic Flag Football Tournament	95.33	\$10,000	\$9,167	\$8,739
16	Capital City Classic Wrestling Tournament	90.67	\$4,000	\$4,000	\$3,627
17	Dirty Pecan	84.67	\$5,999	\$2,167	\$1,834
18	Ernie Sims 19th Annual Track Invitational	86.00	\$2,999	\$2,000	\$1,720
19*	FHSAA Regional Wrestling Tournament	89.00	\$3,000	\$3,000	\$2,670
20*	Girls JV Soccer Tournament	87.67	\$2,999	\$1,833	\$1,607
21*	Iron Vault Classic IV	86.67	\$2,800	\$2,000	\$1,733
22	Maggie Coffey Annual Memorial	84.33	\$2,999	\$1,167	\$984

23*	MARCH MADNESS 6	86.67	\$5,999	\$5,166	\$4,477
24	Nationals Tune-Up	87.00	\$800	\$800	\$696
25	Open at Tallahassee	91.33	\$9,500	\$9,500	\$8,677
26	Pressure in the City 4	86.00	\$5,000	\$2,333	\$2,007
27	Seminar with John Messores Shihan and George Ledyard Shihan	82.33	\$1,500	\$667	\$549
28	Spaghetti 100 Century Bicycle Ride	84.67	\$1,200	\$1,200	\$1,016
29	SportsAbility	88.00	\$2,999	\$2,999	\$2,639
30	Summer Xplosion	83.67	\$800	\$700	\$586
31	Take Charge Against Breast Cancer	89.33	\$1,000	\$1,000	\$893
32*	Tallahassee Invite	94.00	\$10,000	\$10,000	\$9,400
33	Tally Nationals II	84.00	\$2,000	\$2,333	\$1,960
34	Terry Long FSU Relays	93.00	\$12,000	\$12,000	\$11,160
35*	The Michael Fine Seminole Classic	92.67	\$2,999	\$2,999	\$2,779
36	Trojan Invitational	89.67	\$2,000	\$2,000	\$1,793
37*	UTR Pro Tennis Tour Tallahassee Men	86.33	\$3,000	\$3,000	\$2,590
38	YBOA Comets Spring Shootout	90.67	\$2,000	\$2,000	\$1,813
TOTAL					\$138,399

*New applicants/events for FY2026



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY26 CG + CTMG Panel Report

Grant programs: Cultural Grant & Cultural Tourism Marketing Grant

Program	FY26 Applicants	FY26 Awards	FY25 Applicants	FY25 Awards	FY24 Applicants	FY24 Awards
Cultural Grant	37 total	37 total	38 total	36 total	32 total	31 total
	37 returning	*Pending County eligibility review	2 new, 36 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
Cultural Tourism Marketing Grant	37 total	36 total	38 total	36 total	31 total	30 total
	1 new, 36 returning	*Pending panel review; 1 deemed ineligible during panel review and withdrawn by applicant	2 new, 36 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

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.

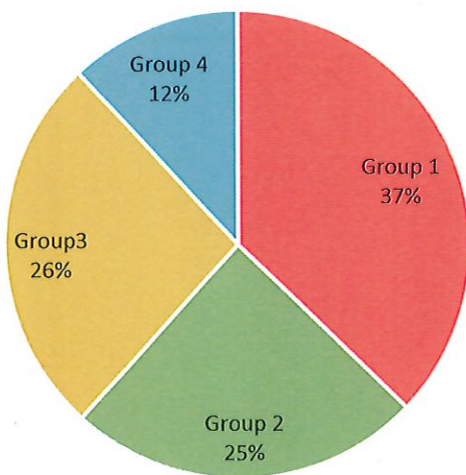
FY26 Cultural Grant Awards

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.

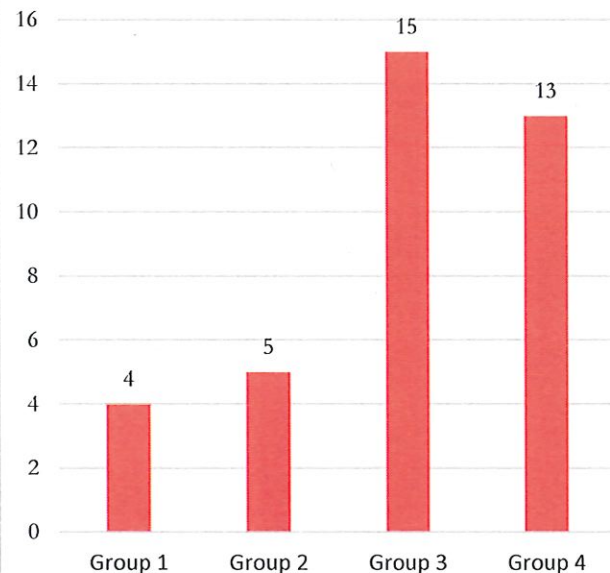
The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; 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	4 awardees	\$744,425
All applications reviewed by COCA Grants Manager	Group 2	5 awardees	\$490,982
38 eligible applications reviewed by panel	Group 3	15 awardees	\$526,206
Tourism eligibility pending	Group 4	13 awardees	\$239,059
	Total	37 awardees	\$2,000,672
* All awards are pending County approval and final eligibility determinations			

FY26 Cultural Grant Awards



Number of Awardees by Group



FY26 Cultural Grant*			
Grant #	Organization	Group	Award* & Score
FY26CG-01	Arts and Cultural Experiences at Railroad Square	4	\$16,000 94.67

First Fridays at Railroad Square

First Fridays at Railroad Square is a free, monthly community festival held in Tallahassee's historic art district, featuring local artists and creative entrepreneurs. With music, culturally diverse food, street performances, and family-friendly activities, the event both features and draws a diverse demographic. Known for its vibrant, inclusive atmosphere, First Fridays offers a consistent, year-round opportunity for residents and tourists alike, even during the City's quieter seasons. Over 20 years strong, it is one of Tallahassee's most unique and longest-running monthly traditions, nationally recognized by Forbes, Huffington Post, Trip Advisor, Forbes, and ESPN's "3-Day Weekend" as a top local experience.

FY26CG-02	Ayoka Afrikan Drum and Dance, Inc.	4	\$24,985 94.67
-----------	------------------------------------	---	-------------------

It's Ayoka for ME!

We request funding for two core facets of our "It's Ayoka for ME!" programming that share cultural traditions of Africa while fostering stronger and healthier communities locally: 1) Ongoing community drum and dance classes offered free of charge across Leon County and surrounding areas, and 2) the 2026 Ayoka Afrikan Drum and Dance Festival, featuring twenty five invited artists and class instruction in drum and dance traditions of Senegal, Guinea, Zimbabwe, Congo, Haiti, and Cuba.

FY26CG-03	Tallahassee Film Society	4	\$26,957 94.67
-----------	--------------------------	---	-------------------

Reels on the Rails©

Reels on the Rails© is the Tallahassee Film Society's year-round film series showcasing outstanding independent, documentary, and international films not otherwise shown in the region. The program fosters appreciation for film as a relevant art form while promoting cultural diversity and social awareness. Screenings feature global perspectives, including foreign-language films that introduce audiences to new cultures, histories, and ideas. Designed to reach historically underrepresented groups in art-house cinema, Reels on the Rails© offers accessible, inclusive programming in ADA-compliant venues. Post-film discussions and community engagement are central to the experience, creating space for reflection, conversation, and cultural connection.

FY26CG-04	Tallahassee Hispanic Theater	4	\$6,500 94.00
-----------	------------------------------	---	------------------

9th Annual Micro Theater Festival

THT is requesting funding to produce the 9th Annual Micro Theater Festival, which will be celebrated during the Summer of 2026 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.

FY26CG-05	Asian Coalition of Tallahassee, Inc.	4	\$15,280 93.33
-----------	--------------------------------------	---	-------------------

Experience Asia 2026

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.

FY26CG-06	EnhanceAbility / Able Artists Gallery	4	\$28,000 92.00
-----------	---------------------------------------	---	-------------------

Able Artists Gallery General Programming

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.

FY26CG-07	Tallahassee Community Friends of Old Time Dance, Inc.	4	\$6,915 92.00
-----------	---	---	------------------

Tallahassee Community Friends of Old Time Dance, Inc. General Programming

Tallahassee Community Friends of Old-Time Dance (TCFOOTD), Inc., promotes traditional folk dance and music traditions from New England, Ireland, Quebec, Scotland, England and Appalachia by holding contra dances one to two times per month. 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 welcomes dancers of all experience levels 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.

FY26CG-08	621 Gallery	4	\$28,000 91.33
-----------	-------------	---	-------------------

General Programming

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.

FY26CG-09	Big Bend Filipino-American Association, Inc.	4	\$10,500 90.67
-----------	--	---	-------------------

Big Bend Filipino-American Association General Programming

The Big Bend Filipino-American Association, Inc. (BBFAA) is requesting Cultural Grant funding and Cultural Tourism Marketing Grant funding for the 2025 to 2026 fiscal year. BBFAA is a non-profit organization with the goal of fostering cultural and social ties between the Filipinos and the community at large while generating resources towards charity and humanitarian causes.

FY26CG-10	SPEBSQSA Chapter PO24, Inc.	4	\$14,000 90.67
-----------	-----------------------------	---	-------------------

Barbershop Harmony Public Performances

During two distinct periods of the year - the Christmas Holiday season and in early summer - our chorus will present high quality public performances of choral music arranged in the distinctive 4-part acapella style known as barbershop harmony.

FY26CG-11	Tallahassee Civic Chorale, Inc.	4	\$20,000 90.67
-----------	---------------------------------	---	-------------------

Tallahassee Civic Chorale 40th Anniversary season

The 40th concert season will consist of three concerts, each celebrating some aspect of the Chorale, using its repertoire and place in the cultural life of North Florida.

FY26CG-12	Embrace World Cultures Inc	4	\$25,033 90.00
-----------	----------------------------	---	-------------------

CrystalFire World Dance and Wellness Conference

The CrystalFire World Dance and Wellness Conference is a four-day cultural event that brings internationally acclaimed artists, educators, and audiences to Leon County for an immersive experience in global dance, music, and holistic wellness. Designed to promote cross-cultural understanding and artistic excellence, the conference offers workshops, public showcases, and community engagement opportunities. It serves as a unique platform for education, inclusion, and cultural tourism—positioning Tallahassee as a vibrant hub for the arts. CrystalFire supports local economic development while addressing the community's need for diverse,

high-quality cultural programming that uplifts underrepresented voices and fosters global connection through the performing arts.

FY26CG-13	Tallahassee Historical Society, Inc.	4	\$16,889
			81.33

Tallahassee Historical Society Inc General Programming

The Tallahassee Historical Society's programs focus on preserving, educating, and fostering an appreciation for the history of Tallahassee, Leon County, and surrounding areas. They offer monthly meetings with guest speakers, participate in local events, and support various historical preservation projects. The society presents programs and lectures on various historical topics, including local and state history, architecture, archeology, and preservation. The society actively supports and participates in projects related to preserving historic buildings, cemeteries, and other historical sites. They participate in local historical events The society publishes a historical journal called "Apalachee" and other publications to disseminate historical information.

FY26CG-14	Theater with a Mission Inc	3	\$42,728
			97.33

Loco for Love Festival 2026

Theater with a Mission (TWAM) creates once-in-a-lifetime opportunities to experience Florida during the American Revolution. At a historic site unique to Leon County, Loco for Love Festival 2026 musters experts from all over the nation to lead workshops in songs, dances, games, and foods from 1776. Performers from all over the South re-create Revolutionary stories, military drills, and debates. TWAM's new play "Family Feud 1776" invites audiences to become residents of Florida 250 years ago, watch competing versions of Romeo and Juliet (Shakespeare's tragedy and Lope de Vega's comedy), and plot to support the Patriot Montagues or the Loyalist Capulets.

FY26CG-15	Pas de Vie, Inc.	3	\$37,938
			96.67

Pas de Vie Ballet 2025-26 Performance Season

"The Arts Live Here" is a familiar saying in the Tallahassee arts and cultural community. After more than 37 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.

FY26CG-16	Southern Shakespeare Company	3	\$53,264
			96.67

A Walking Midsummer

This innovative production of Shakespeare's A Midsummer Night's Dream will take place on the grounds of the beautiful Tallahassee Museum and actors will perform scenes from the play in various locations throughout.

Audiences will travel down Tallahassee Museum's wooded trails, ambling boardwalks, and through their animal exhibits, all while taking in scenes from *A Midsummer Night's Dream*. Featuring the fairy King and Queen on ziplines, custom drinks and snacks from local vendors, and family-friendly pre-show activities, this event is sure to be utterly magical and truly unforgettable.

FY26CG-17	Mickee Faust Alternative Performance Club, Inc	3	\$19,131
			96.00

Support for Mickee Faust's 39th Season

Mickee Faust Club's 39th year of programming: Fall's "Faust of Horrors," "Faust Springs Into Spring" and Community Collaborations.

FY26CG-18	The Tallahassee Community Chorus	3	\$31,827
			96.00

2025-2026 Concert Season

The Tallahassee Community Chorus seeks grant funding to support its 2025-2026 concert season, its 38th 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.

FY26CG-19	Institute for Music Business LLC	3	\$55,956
			94.67

Music, Money and Mindset Program

The Institute for Music Business (IMB) empowers youth, young adults and lifelong learners across Leon, Gadsden, Jefferson, Wakulla, and Taylor counties through immersive summer career camps and mentorship programs focused on music, media, and workforce readiness. On evenings and weekends, students engage in college tours, studio tours, songwriting, production, business training, and real-world experiences. IMB also provides vocational rehabilitation, career pathways training for youth (14-21) with disabilities, including foster youth through the Music for Life program. Funding will support marketing efforts to expand awareness and attract youth from across Florida and beyond, building a creative pipeline to postsecondary success.

FY26CG-20	Florida Litfest, Inc.	3	\$10,000
			93.33

Florida Litfest Books and Music All Year

The program for which we are requesting funding is a series of author and/or musician appearances for community at-large.

FY26CG-21		3	\$80,000
-----------	--	---	----------

Making Light
Productions, Inc.

93.33

Making Light Productions Theatre Program

Making Light Productions is seeking an \$80,000 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, teens, and adults 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.

FY26CG-22

Tallahassee Bach Parley,
Inc.

3

\$29,488

93.33

Bach Parley Concert Series

Tallahassee Bach Parley concerts showcase local professional musicians alongside guest artists from out of town, performing Baroque music on period instruments. This unique programming appeals to a broad audience and highlights Leon County as a tourist destination, as the nearest similar organization is in Atlanta, GA. Bach Parley concerts are free and open to the public, with a suggested donation of \$10. However, it is not required, making it accessible for community members of all income levels to attend.

FY26CG-23

Choice Impact
Community
Development
Corporation

3

\$29,645

92.00

Arts-in-the-Heart Concert Series present Javacya Elite Chamber Orchestra and Special Guests

Now entering its ninth season in 2026, the Arts-In-The-Heart Concert Series was founded by the 45-year-old Javacya Arts Conservatory as an extension of its esteemed educational platform supporting the Javacya Elite Chamber Orchestra. Known for bold programming and artistic excellence, the series features newly commissioned works and acclaimed performers such as violinist Rachel Barton Pine, cellist Dr. Khari Joyner, and vocalist Darryl Tookes. Through solo recitals, chamber ensembles, and orchestral collaborations, Arts-In-The-Heart offers audiences fresh, compelling compositions and masterful interpretations, serving as a vital platform for both emerging and established voices in classical music.

FY26CG-24

John Gilmore Riley
Center/Museum of
African American History
and Culture Inc.

3

\$65,960

91.33

John Gilmore Riley Center General Programming

The four-year exhibition and lecture series (2024-2027): "African Americans in Tallahassee: From the Antebellum Period to the Civil Rights Era."

FY26CG-25

The Artist Series of
Tallahassee, Inc.

3

\$28,314

91.33

The Artist Series of Tallahassee Concert Season Tourism/Marketing FY26

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.

FY26CG-26	Strikers Youth Arts	3	\$4,000
	Project, Inc		90.67

Capital City Dance Festival

Capital City Dance Festival: The three-day festival will highlight different genres of dance from master instructors from around the country. People will have the opportunity to take master classes in Hip Hop, Jazz, Contemporary, Urban Soul, Drill, and Heels, and much more! The festival will end with a culminating performance by the master instructors, visiting dance companies, and festival participants. We anticipate up to 2200 people in attendance at the festival whether in-person or virtually and we believe at minimum, 15% of our participants will be from out-of-town. This will bring tourism into the Capital City.

FY26CG-27	DJ DEMP Foundation	3	\$15,885
			88.67

DJ DEMP General Programming

Our programs fulfill the Cultural Grant's objectives by: Offering culturally relevant arts and educational experiences rooted in Southern hip-hop, music history, and live performance. These programs are developed with exemplary educational standards, providing meaningful exposure to music as a cultural art form. Creating educational opportunities for youth through outreach, performances, and interactive community events where students learn to build emotional resilience, creative expression, and confidence through music and storytelling. Serving a diverse population and support creative expression through performing arts. We attract visitors through our signature, high-impact programs which regularly draw attendees and performers from across Florida and adjoining states.

FY26CG-28	Tallahassee Youth	3	\$22,070
	Orchestras Inc		88.67

Tallahassee Youth Orchestras General Programming

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.

FY26CG-29		2	\$102,800
-----------	--	---	-----------

LeMoyne Art
Foundation, Inc.

98.67

LeMoyne Arts Programs, Exhibits, and Related Events

LeMoyne Arts seeks grant support for our gallery exhibits, exhibit-related events and hands on art making workshops from October 1, 2025, to September 30, 2026. This includes 11 rotating exhibits and at least 24 supporting events and workshops associated with the exhibits.

FY26CG-30

Goodwood Museum and
Gardens, Inc

2

\$94,525

98.00

Goodwood Museum and Gardens General Programming

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 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 46 states and 20 countries in the past twelve months alone. Moreover, through strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.

FY26CG-31

Tallahassee Ballet

2

\$134,062

98.00

The Tallahassee Ballet's 2025-2026 Season Performances and Programming

The Tallahassee Ballet (TTB) is seeking funding to support its 2025–2026 Season of performances and programming.

FY26CG-32

Young Actors Theatre Of
Tallahassee Inc.

2

\$106,361

97.33

Young Actors Theatre 25-26 Season of Shows and Touring Troupes

At Young Actors Theatre, we produce an annual season of high-quality shows for the general public that challenge our young performers and captivate multi-generational audiences. While our shows are performed by youth, they are not childish. With professional guidance and a rich history of excellence, our students create unforgettable productions, attracting and inspiring over 10,000 patrons with the magic of live theater. We also have three touring troupes that shine at festivals and major events in the area and beyond.

FY26CG-33

Theatre Tallahassee, Inc

2

\$53,234

95.33

2025-2026 Production Season

Theatre Tallahassee respectfully requests funding to support its 2025–2026 production season. The centerpiece of our organization, the production season is the core vehicle through which we fulfill our mission to enrich the community through high-quality theatrical experiences. Support from COCA will directly impact

our artistic development and marketing success. These funds will help ensure continued delivery of diverse, accessible, and compelling live theatre. The season serves as the foundation for all other programming, including education, community partnerships, and audience development. A successful season strengthens our capacity to engage new audiences, nurture talent, and contribute meaningfully to the cultural landscape.

FY26CG-34	Tallahassee Symphony Orchestra, Inc.	1	\$209,425 100.00
-----------	--------------------------------------	---	---------------------

Support for the Programs of the Tallahassee Symphony Orchestra's 45th Anniversary Season

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."

FY26CG-35	Tallahassee Museum of History and Natural Science, Inc.	1	\$350,000 99.33
-----------	---	---	--------------------

Tallahassee Museum General Programming

The Tallahassee Museum seeks grant funding to remain a vibrant educational, cultural, and economic hub for Leon County, serving as 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 enable the Museum to serve the County's educational and cultural needs through a dynamic, diverse program of exhibits, programs, events, professional assistance, outreach services, and professionally maintained collections and facilities. These programs will sustain the Museum's educational, cultural, and economic benefits provided to all citizens of Leon County, regardless of background, age, or financial status.

FY26CG-36	Florida State University (Challenger Learning Center)	1	\$155,000 94.00
-----------	---	---	--------------------

Launch Boxes: Hands-On STEAM Adventures for Curious Minds

Launch Boxes: Hands-On STEAM Adventures for Curious Minds is a community outreach initiative from the Challenger Learning Center of Tallahassee. The program delivers curated STEAM kits to children in areas across North Florida. Each box contains reusable materials, activity guides, and engaging projects aligned with educational standards. Designed for learners ages 5–13, Launch Boxes bring high-quality, hands-on science, technology, engineering, art, and math experiences directly into homes and community spaces—empowering children to explore, create, and build confidence. Activities are designed to spark curiosity not just in students, but also in families learning and discovering together.

FY26CG-37		1	\$30,000
-----------	--	---	----------

FSU Board of Trustees
(Opening Nights)

93.33

FY26 Artist & Education Programming

Opening Nights requests grant funds to support its 2025-26 season of public and educational performances.

Total **\$2,000,672**

** Pending County approval and final eligibility determinations*

FY26 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*
37 applications received	33 applications funded at 100%
All applications reviewed by COCA Grants Manager	3 applicants funded at 90%
1 application deemed ineligible and withdrawn	0 applicants funded at 80%
36 applications reviewed by panel	0 applicants not funded
Tourism eligibility pending	36 awards totaling \$138,405
* All awards are pending County approval and final eligibility determinations	

FY26 Cultural Tourism Marketing Grant*			
Grant #	Organization	Group	Award & Score*
FY26CTMG-01	Arts and Cultural Experiences at Railroad Square	4	\$4,000
			94.67

First Fridays at Railroad Square

First Fridays at Railroad Square is a free, monthly community festival held in Tallahassee's historic art district, featuring local artists and creative entrepreneurs. With music, culturally diverse food, street performances, and family-friendly activities, the event both features and draws a diverse demographic. Known for its vibrant, inclusive atmosphere, First Fridays offers a consistent, year-round opportunity for residents and tourists alike, even during the City's quieter seasons. Over 20 years strong, it is one of Tallahassee's most unique and longest-running monthly traditions, nationally recognized by Forbes, Huffington Post, Trip Advisor, Forbes, and ESPN's "3-Day Weekend" as a top local experience.

FY26CTMG-02	Ayoka Afrikan Drum and Dance, Inc.	4	\$4,000
			94.67

It's Ayoka for ME!

We request funding for two core facets of our "It's Ayoka for ME!" programming that share cultural traditions of Africa while fostering stronger and healthier communities locally: 1) Ongoing community drum and dance classes offered free of charge across Leon County and surrounding areas, and 2) the 2026 Ayoka Afrikan Drum and Dance Festival, featuring twenty five invited artists and class instruction in drum and dance traditions of Senegal, Guinea, Zimbabwe, Congo, Haiti, and Cuba.

FY26CTMG-03	Tallahassee Film Society	4	\$4,000
			94.67

Reels on the Rails®

Reels on the Rails© is the Tallahassee Film Society's year-round film series showcasing outstanding independent, documentary, and international films not otherwise shown in the region. The program fosters appreciation for film as a relevant art form while promoting cultural diversity and social awareness. Screenings feature global perspectives, including foreign-language films that introduce audiences to new cultures, histories, and ideas. Designed to reach historically underrepresented groups in art-house cinema, Reels on the Rails© offers accessible, inclusive programming in ADA-compliant venues. Post-film discussions and community engagement are central to the experience, creating space for reflection, conversation, and cultural connection.

FY26CTMG-04	Tallahassee Hispanic Theater	4	\$4,000 94.00
-------------	------------------------------	---	------------------

9th Annual Micro Theater Festival

THT is requesting funding to produce the 9th Annual Micro Theater Festival, which will be celebrated during the Summer of 2026 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.

FY26CTMG-05	Asian Coalition of Tallahassee, Inc.	4	\$4,000 93.33
-------------	--------------------------------------	---	------------------

Experience Asia 2026

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.

FY26CTMG-06	EnhanceAbility / Able Artists Gallery	4	\$4,000 92.00
-------------	---------------------------------------	---	------------------

Able Artists Gallery General Programming

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.

FY26CTMG-07	Tallahassee Community Friends of Old Time Dance, Inc.	4	\$4,000 92.00
-------------	---	---	------------------

Tallahassee Community Friends of Old Time Dance, Inc. General Programming

Tallahassee Community Friends of Old-Time Dance (TCFOOTD), Inc., promotes traditional folk dance and music traditions from New England, Ireland, Quebec, Scotland, England and Appalachia by holding contra dances one to two times per month. 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 welcomes dancers of all experience levels 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.

FY26CTMG-08	621 Gallery	4	\$4,000
			91.33

General Programming

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.

FY26CTMG-09	Big Bend Filipino-American Association, Inc.	4	\$500
			90.67

Big Bend Filipino-American Association General Programming

The Big Bend Filipino-American Association, Inc. (BBFAA) is requesting Cultural Grant funding and Cultural Tourism Marketing Grant funding for the 2025 to 2026 fiscal year. BBFAA is a non-profit organization with the goal of fostering cultural and social ties between the Filipinos and the community at large while generating resources towards charity and humanitarian causes.

FY26CTMG-10	SPEBSQSA Chapter PO24, Inc.	4	\$3,780
			90.67

Barbershop Harmony Public Performances

During two distinct periods of the year - the Christmas Holiday season and in early summer - our chorus will present high quality public performances of choral music arranged in the distinctive 4-part acapella style known as barbershop harmony.

FY26CTMG-11	Tallahassee Civic Chorale, Inc.	4	\$4,000
			90.67

Tallahassee Civic Chorale 40th Anniversary season

The 40th concert season will consist of three concerts, each celebrating some aspect of the Chorale, using its repertoire and place in the cultural life of North Florida.

FY26CTMG-12	Embrace World Cultures Inc	4	\$4,000
			90.00

CrystalFire World Dance and Wellness Conference

The CrystalFire World Dance and Wellness Conference is a four-day cultural event that brings internationally acclaimed artists, educators, and audiences to Leon County for an immersive experience in global dance, music, and holistic wellness. Designed to promote cross-cultural understanding and artistic excellence, the conference offers workshops, public showcases, and community engagement opportunities. It serves as a

unique platform for education, inclusion, and cultural tourism—positioning Tallahassee as a vibrant hub for the arts. CrystalFire supports local economic development while addressing the community’s need for diverse, high-quality cultural programming that uplifts underrepresented voices and fosters global connection through the performing arts.

FY26CTMG-13	Tallahassee Historical Society, Inc.	4	\$3,600 81.33
-------------	--------------------------------------	---	------------------

Tallahassee Historical Society Inc

The Tallahassee Historical Society's programs focus on preserving, educating, and fostering an appreciation for the history of Tallahassee, Leon County, and surrounding areas. They offer monthly meetings with guest speakers, participate in local events, and support various historical preservation projects. The society presents programs and lectures on various historical topics, including local and state history, architecture, archeology, and preservation. The society actively supports and participates in projects related to preserving historic buildings, cemeteries, and other historical sites. They participate in local historical events The society publishes a historical journal called "Apalachee" and other publications to disseminate historical information.

FY26CTMG-14	Theater with a Mission Inc	3	\$4,000 97.33
-------------	----------------------------	---	------------------

Loco for Love Festival 2026

Theater with a Mission (TWAM) creates once-in-a-lifetime opportunities to experience Florida during the American Revolution. At a historic site unique to Leon County, Loco for Love Festival 2026 musters experts from all over the nation to lead workshops in songs, dances, games, and foods from 1776. Performers from all over the South re-create Revolutionary stories, military drills, and debates. TWAM’s new play "Family Feud 1776" invites audiences to become residents of Florida 250 years ago, watch competing versions of Romeo and Juliet (Shakespeare’s tragedy and Lope de Vega’s comedy), and plot to support the Patriot Montagues or the Loyalist Capulets.

FY26CTMG-15	Pas de Vie, Inc.	3	\$4,000 96.67
-------------	------------------	---	------------------

Pas de Vie Ballet 2025-26 Performance Season

“The Arts Live Here” is a familiar saying in the Tallahassee arts and cultural community. After more than 37 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.

FY26CTMG-16	Southern Shakespeare Company	3	\$4,000 96.67
-------------	------------------------------	---	------------------

A Walking Midsummer

This innovative production of Shakespeare’s A Midsummer Night’s Dream will take place on the grounds of the beautiful Tallahassee Museum and actors will perform scenes from the play in various locations throughout. Audiences will travel down Tallahassee Museum’s wooded trails, ambling boardwalks, and through their animal exhibits, all while taking in scenes from A Midsummer Night’s Dream. Featuring the fairy King and

Queen on ziplines, custom drinks and snacks from local vendors, and family-friendly pre-show activities, this event is sure to be utterly magical and truly unforgettable.

FY26CTMG-17	Mickee Faust Alternative Performance Club, Inc	3	\$4,000 96.00
-------------	--	---	------------------

Support for Mickee Faust's 39th Season

Mickee Faust Club's 39th year of programming: Fall's "Faust of Horrors," "Faust Springs Into Spring" and Community Collaborations.

FY26CTMG-18	The Tallahassee Community Chorus	3	\$4,000 96.00
-------------	----------------------------------	---	------------------

2025-2026 Concert Season

The Tallahassee Community Chorus seeks grant funding to support its 2025-2026 concert season, its 38th 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.

FY26CTMG-19	Institute for Music Business LLC	3	\$4,000 94.67
-------------	----------------------------------	---	------------------

Music, Money and Mindset Program

The Institute for Music Business (IMB) empowers youth, young adults and lifelong learners across Leon, Gadsden, Jefferson, Wakulla, and Taylor counties through immersive summer career camps and mentorship programs focused on music, media, and workforce readiness. On evenings and weekends, students engage in college tours, studio tours, songwriting, production, business training, and real-world experiences. IMB also provides vocational rehabilitation, career pathways training for youth (14-21) with disabilities, including foster youth through the Music for Life program. Funding will support marketing efforts to expand awareness and attract youth from across Florida and beyond, building a creative pipeline to postsecondary success.

FY26CTMG-20	Making Light Productions, Inc.	3	\$4,000 93.33
-------------	--------------------------------	---	------------------

Making Light Productions Theatre Program

Making Light Productions is seeking an \$80,000 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, teens, and adults 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.

FY26CTMG-21	Tallahassee Bach Parley, Inc.	3	\$4,000 93.33
-------------	-------------------------------	---	------------------

Bach Parley Concert Series

Tallahassee Bach Parley concerts showcase local professional musicians alongside guest artists from out of town, performing Baroque music on period instruments. This unique programming appeals to a broad audience and highlights Leon County as a tourist destination, as the nearest similar organization is in Atlanta, GA. Bach Parley concerts are free and open to the public, with a suggested donation of \$10. However, it is not required, making it accessible for community members of all income levels to attend.

FY26CTMG-22	Choice Impact	3	\$4,000
	Community Development Corporation		92.00

Arts-in-the-Heart Concert Series present Javacya Elite Chamber Orchestra and Special Guests

Now entering its ninth season in 2026, the Arts-In-The-Heart Concert Series was founded by the 45-year-old Javacya Arts Conservatory as an extension of its esteemed educational platform supporting the Javacya Elite Chamber Orchestra. Known for bold programming and artistic excellence, the series features newly commissioned works and acclaimed performers such as violinist Rachel Barton Pine, cellist Dr. Khari Joyner, and vocalist Darryl Tookes. Through solo recitals, chamber ensembles, and orchestral collaborations, Arts-In-The-Heart offers audiences fresh, compelling compositions and masterful interpretations, serving as a vital platform for both emerging and established voices in classical music.

FY26CTMG-23	John Gilmore Riley	3	\$4,000
	Center/Museum of African American History and Culture Inc.		91.33

John Gilmore Riley Center General Programming

The four-year exhibition and lecture series (2024-2027): "African Americans in Tallahassee: From the Antebellum Period to the Civil Rights Era."

FY26CTMG-24	The Artist Series of	3	\$4,000
	Tallahassee, Inc.		91.33

The Artist Series of Tallahassee Concert Season Tourism/Marketing FY26

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.

FY26CTMG-25	Strikers Youth Arts	3	\$4,000
	Project, Inc		90.67

Capital City Dance Festival

Capital City Dance Festival: The three-day festival will highlight different genres of dance from master instructors from around the country. People will have the opportunity to take master classes in Hip Hop, Jazz, Contemporary, Urban Soul, Drill, and Heels, and much more! The festival will end with a culminating performance by the master instructors, visiting dance companies, and festival participants. We anticipate up

to 2200 people in attendance at the festival whether in-person or virtually and we believe at minimum, 15% of our participants will be from out-of-town. This will bring tourism into the Capital City.

FY26CTMG-26	DJ DEMP Foundation	3	\$3,600
			88.67

DJ DEMP General Programming

Our programs fulfill the Cultural Grant's objectives by: Offering culturally relevant arts and educational experiences rooted in Southern hip-hop, music history, and live performance. These programs are developed with exemplary educational standards, providing meaningful exposure to music as a cultural art form. Creating educational opportunities for youth through outreach, performances, and interactive community events where students learn to build emotional resilience, creative expression, and confidence through music and storytelling. Serving a diverse population and support creative expression through performing arts. We attract visitors through our signature, high-impact programs which regularly draw attendees and performers from across Florida and adjoining states.

FY26CTMG-27	Tallahassee Youth Orchestras Inc	3	\$2,925
			88.67

Tallahassee Youth Orchestras General Programming

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.

FY26CTMG-28	LeMoyne Art Foundation, Inc.	2	\$4,000
			98.67

LeMoyne Arts Programs, Exhibits, and Related Events

LeMoyne Arts seeks grant support for our gallery exhibits, exhibit-related events and hands on art making workshops from October 1, 2025, to September 30, 2026. This includes 11 rotating exhibits and at least 24 supporting events and workshops associated with the exhibits.

FY26CTMG-29	Goodwood Museum and Gardens, Inc	2	\$4,000
			98.00

Goodwood Museum and Gardens General Programming

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 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 46 states and 20 countries in the past twelve months alone. Moreover, through strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.

FY26CTMG-30	Tallahassee Ballet	2	\$4,000
-------------	--------------------	---	---------

98.00

The Tallahassee Ballet's 2025-2026 Season Performances and Programming

The Tallahassee Ballet (TTB) is seeking funding to support its 2025–2026 Season of performances and programming.

FY26CTMG-31	Young Actors Theatre Of Tallahassee Inc.	2	\$4,000
			97.33

Young Actors Theatre 25-26 Season of Shows and Touring Troupes

At Young Actors Theatre, we produce an annual season of high-quality shows for the general public that challenge our young performers and captivate multi-generational audiences. While our shows are performed by youth, they are not childish. With professional guidance and a rich history of excellence, our students create unforgettable productions, attracting and inspiring over 10,000 patrons with the magic of live theater. We also have three touring troupes that shine at festivals and major events in the area and beyond.

FY26CTMG-32	Theatre Tallahassee, Inc	2	\$4,000
			95.33

2025-2026 Production Season

Theatre Tallahassee respectfully requests funding to support its 2025–2026 production season. The centerpiece of our organization, the production season is the core vehicle through which we fulfill our mission to enrich the community through high-quality theatrical experiences. Support from COCA will directly impact our artistic development and marketing success. These funds will help ensure continued delivery of diverse, accessible, and compelling live theatre. The season serves as the foundation for all other programming, including education, community partnerships, and audience development. A successful season strengthens our capacity to engage new audiences, nurture talent, and contribute meaningfully to the cultural landscape.

FY26CTMG-33	Tallahassee Symphony Orchestra, Inc.	1	\$4,000
			100.00

Support for the Programs of the Tallahassee Symphony Orchestra's 45th Anniversary Season

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."

FY26CTMG-34	Tallahassee Museum of History and Natural Science, Inc.	1	\$4,000
			99.33

Tallahassee Museum General Programming

The Tallahassee Museum seeks grant funding to remain a vibrant educational, cultural, and economic hub for Leon County, serving as 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 enable the Museum to serve the County's educational and cultural needs through a dynamic, diverse program of exhibits, programs, events, professional assistance, outreach services, and professionally maintained

collections and facilities. These programs will sustain the Museum's educational, cultural, and economic benefits provided to all citizens of Leon County, regardless of background, age, or financial status.

FY26CTMG-35	Florida State University (Challenger Learning Center)	1	\$4,000 94.00
-------------	--	---	------------------

Launch Boxes: Hands-On STEAM Adventures for Curious Minds

Launch Boxes: Hands-On STEAM Adventures for Curious Minds is a community outreach initiative from the Challenger Learning Center of Tallahassee. The program delivers curated STEAM kits to children in areas across North Florida. Each box contains reusable materials, activity guides, and engaging projects aligned with educational standards. Designed for learners ages 5–13, Launch Boxes bring high-quality, hands-on science, technology, engineering, art, and math experiences directly into homes and community spaces—empowering children to explore, create, and build confidence. Activities are designed to spark curiosity not just in students, but also in families learning and discovering together.

FY26CTMG-36	FSU Board of Trustees (Opening Nights)	1	\$4,000 93.33
-------------	---	---	------------------

FY26 Artist & Education Programming

Opening Nights requests grant funds to support its 2025-26 season of public and educational performances.

			Total \$138,405
--	--	--	------------------------

** Pending County approval and final eligibility determinations*