



Thursday, March 5, 2015, 9 a.m.
Board of County Commissioners Assembly Room
301 South Monroe Street

MEETING AGENDA

- I. Call to Order and Recognition of Guests – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
 - January 8, 2015 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: January 2015 / February 2015
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report/Digital Activity Report
 - Marketing Research Reports
- IV. General Business – **Bo Schmitz**
 - Wayfinding Signage Presentation—Brian Weebler, County/City Planning Department
 - First Quarter Research Report—Phillip Downs, Kerr-Downs Research
 - 2nd Cycle Sports Grants—Brian Hickey
 - Online Special Events and Sports Grant Form—Zimmerman Agency
 - Marketing Discussion/Direction: Room Keys versus Tablets
 - Staff Reports
- V. Director's Report – **Lee Daniel**
 - Amphitheater & STAGE Committee Report Updates
 - Cultural Plan Update
 - Towns of the ACC
 - Economic Impact Studies
 - Airport Conference
 - Tallahassee Magazine and Spring on Stage
 - Red Hills International Horse Trials Workshop
 - July Meeting Date
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

May 7, 2015 – 9:00 a.m.
Board of County Commissioners
Commission Chambers

Tourist Development Council

Minutes of the January 8, 2015 Meeting

- Members Present:** Russell Daws, Chair
Commissioner Nancy Miller
Commissioner Scott Maddox
Chucha Barber
Bo Schmitz
Marion McGee
Jonathan Brashier
Dr. Audra Pittman
Leslie Smith
- Members Absent:** Commissioner Bryan Desloge
Paresh Master
- Staff Present:** Lee Daniel, Tourism Development
Aundra Bryant, Tourism Development
Chris Holley, Tourism Development
Gary Stogner, Tourism Development
Janet Roach, Tourism Development
Lauren Pace, Tourism Development
Lorrie Allen, Tourism Development
Brian Hickey, Tourism Development
Amanda Heidecker, Tourism Development
Lynda Belcher, Tourism Development
Colleen Dwyer, Tourism Development
- Guests Present:** Phillip Downs, Kerr & Downs
Mallory Hartline, Zimmerman Agency
Cristina Paredes, Leon County Economic Vitality
M'Lisa Ingram, City Commissioner Nancy Miller's Office
Jennifer Naff, Springtime Tallahassee
Tim Jansen, Springtime Tallahassee
Jason Hatfield, Zimmerman Agency
Ryan Aamodt, Leon County Administration

Chairman Russell Daws called the meeting to order at 9:05 AM and recognized the guests that were present Jennifer Naff and Tim Jansen from Springtime Tallahassee. The agenda item pertaining to the Special Events Grants was pulled because Chucha Barber had to leave the meeting early. Also, Chairman Daws asked that the minutes be corrected to reflect that Phillip Downs was present at the November 6, 2014 meeting. A new agenda item was added on Research in the General Business Section.

Consent Agenda: Commissioner Miller moved for consent and Chucha Barber second the motion. The motion was unanimously approved. Chairman Daws turned the meeting over to Lee Daniel to talk about the Election of a Chairman for the 2015 Calendar Year. He mentioned that Bo Schmitz had expressed an interest in the position. Commissioner Maddox moved to elect Bo Schmitz as Chairman and it was second by Commissioner Miller. The motion was unanimously approved. Lee Daniel expressed his appreciation to Chairman Daws for his great leadership and dedicated service. Bo Schmitz would assume the Chairmanship starting in March 2015.

Signature Event Funding Requests:

1. Board Chair Tim Jansen explained that Springtime Tallahassee is expanding its festival and will produce a free concert on Friday, March 27 with national recording artist the Eli Young Band. By adding this show on Friday, Springtime Tallahassee will now qualify for Signature Event Grant funding and will become a full two-day event that will increase the opportunity for economic impact through tourism by bringing more visitors to the community and increasing length of stay.

Based on the previously approved Signature Event Grant Guidelines, \$25,000 is the maximum amount the 2015 Springtime Tallahassee could request. Chucha Barber moved, seconded by Commissioner Miller to award Springtime Tallahassee \$25,000 from the Signature Event budget line item. The motion passed unanimously.

Lee Daniel suggested that the TDC might want to request that the Board of County Commissioners recommend to the Community Redevelopment Agency the second \$25,000 needed by Springtime Tallahassee come from the funds previously set aside for a performing arts center. This would be a one-time request. Commissioner Miller moved, seconded by Jonathan Brashier that this recommendation be made to the Board of County Commissioners. It passed unanimously.

2. Brian Hickey presented a request to utilize \$35k from the Signature Event Grant fund to bid on bringing the AAU National Track & Field Qualifier to Tallahassee. These funds would only be spent if Tallahassee was awarded the bid. Bo Schmitz moved, seconded by Chucha Barber to approve this request. The motion passed unanimously.

Staff Reports

Marketing: Lauren Pace began her report by welcoming Lynda Belcher as the newest member of the team as TDC Marketing and PR Specialist. Lauren also highlighted the following events. Finalized the copy for the 2015 Meeting Planner Guide; Working on Spring On Stage – there will be a Photo Shoot conducted by Rowland Publishing Company; Working on revisions for Capital Cuisine Restaurant Rack Cards; Black History Month Sales and Promotion Activities- African Heritage Media Tour; Capital City Amphitheater Website; Gary Stogner attended the Visit Florida Marketing Retreat.

Meeting and Convention: Gary Stogner gave report for Janet Roach on the following: Janet attended the Florida Encounter Conference; Also, met with twenty five meeting planners at the Conference; Hosted focus group meeting to discuss Convention Center and Hotel needs; Met with FSU Real Estate Planners.

Leisure: Lorrie Allen gave her report on her activities: Attended the Alafia Fat Tire Festival and the GLB Travel Festival; collaborated with John G. Riley Connect The Dots Tour; working with FAM Travel from Los Angeles who is working on bringing Asian students to Tallahassee in 2017; will attend Zora Neale Hurston Festival; will attend American Bus Association and National Tour Association.

Visitors Services: Colleen Dwyer gave her report on her activities. She has been busy updating information in IDSS and the Meeting/Planners Guide. Also, she worked on the email distribution list and visitors group tracking strategy.

Sports: Brian Hickey gave his report and stated that his team has been busy opening up the second cycle for more sports events. One event from the first cycle will be the Local Pro Style Volleyball Club which consists of over ninety teams. This past fall Brian mentioned that there were three major events at Apalachee Regional Park: NCAA Region I Cross Country, FSU Cross Country Invitational and FHSSA State Championship which brought into Tallahassee over 527 teams, 4,980 participants, 9,500 visitors, 4,800 room nights and there was a \$3.7m in visitors spending. He also stated that he is trying to bid on the FHSSA Cross Country for 2015, 2016 and plans on hosting two directors of girls fast pitch softball tournament for February 2016. In reference to the grant process, He has been making revisions to the special grant and sports grant application and policies.

Chairman Russell Daws gave special admiration and accolades to the TDC for doing such a great job in every aspect. He stated that he has had the distinct privilege to serve with such an awesome group of individuals over the years.

Research: Phillip Downs gave an update on his data collection for the first quarter. He has been working on documenting on the impact of visitors to Tallahassee and research directed at increasing visitation to Tallahassee. Phillip Downs stated that they have been using the email survey method to get feedback. They also have been doing onsite survey as a second method during football games, get downs, market days, Cascade Park, attractions and properties. As of now there are over 600 surveys being reviewed. Kerr & Downs just sent a questionnaire to the

Visit Tallahassee team to work on. Lee Daniel stated that Kerr-Downs would be doing an impact study on Springtime Tallahassee and the Red Hills Horse Trial Event.

Director's Report: Lee Daniel pointed out that the Board is planning on having a workshop dealing with the long range plan for the Red Hills International Horse Trials. He also mentioned that the final step for the penny reallocation for COCA the Tourism Plan which will be dealt with at the Public Hearing on January 27, 2015. Lee Daniel also talked about the marketing funds and suggested that we put the balance of the quarter penny in a contingency fund until we get further into the fiscal year and to see where we are with the fund balance. We are up about 12 percent over last year's collection at this time.

Amphitheater: Lee Daniel mentioned that we have the Pink Floyd Experience, the Avett Brothers and Wilco Concerts coming up soon. Also, he is happy to announce that the Beach Boys will be coming to Tallahassee on May 15th. The Stage Committee is responsible for bringing back a report to both boards with the county report scheduled to be presented on May 12th. Some of the concerts are being partnered with FSU and local automobile dealers.

Marketing Campaign: The Zimmerman Agency along with Rowland Publishing is working with the TDC to help promote the March, April and May events called "Spring On Stage". We will feature our events in the Tallahassee Magazine, 850, Southern Living and Emerald Coast Magazine. The cover feature of the March-April Tallahassee Magazine will feature a photo spread which will promote all of the major spring festivals.

Lee Daniel commented on the AAU and ACC Track & Field Championship which will be held in Tallahassee. In July 2015, Tallahassee will host a thousand person family reunion which will culminate a great year of tourism. At the March 5th TDC meeting the Blackwater Corporation will make a special presentation and give details about their plans to enhance the Tallahassee Mall properties.

For the Good of the Cause: Marion McGee announced that the John G. Riley House will be hosting the premier showing of the movie "Selma" on today at 5:30 PM. Prior to the showing there will be a panel discussion with various groups, clergy and special guest.

Chairman Russell Daws

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
January 2015

I. Marketing Communications

Development Activities:

- Distributed an African American Heritage Media Kit to 74 media contacts in Florida, Georgia and Alabama
- Sent invitations for the African American Heritage group media tour (May 6-9) to 45 editors of regional newspapers and lifestyle publications in Florida, Georgia, Alabama and four national African American magazines -- two confirmed RSVP's to-date
- Developed social media plan for Black History Month, including the launch of an African American Heritage Pinterest Board
- Finalized copy and layout for 2015 Tear-Off Maps
- Reviewed the 2015 Social Strategy and spring social promotions with the Zimmerman Agency
- Participated in weekly status calls with Zimmerman to track progress on activities
- Analyzed social media content and statistics to ensure relevant and engaging posts
- Coordinated meeting with two local restaurateurs - David Gywnn from Cypress Restaurant and Sharon Dennard from Nefetari's - and County staff to discuss 'Dining Under the Canopy' concept. Shington Lamy, Cristina Parades, Lee Daniel, Gary Stogner and Lauren Pace from Leon County attended.
- Discussed marketing and promotions opportunities with Bharat Chhabria, owner of Brass Tap locations in Tallahassee.
- Coordinated logistics for Spring on Stage photo shoot, provided editorial copy to Rowland Publishing and proofed final layout.
- Participated in VISIT FLORIDA Twitter Chat regarding "Arts & Culture"
- Reviewed and approved news release for the 2nd annual Tallahassee Invitational Volleyball Tournament
- Developed editorial content for website featured stories including MLK Dare to Dream Festival and the Tallahassee Marathon
- Discussed details and logistics of making the grant application digital with Zimmerman and iDSS representatives.
- Discussed advertising opportunities with Bill Syrett from Southern Living magazine and Gary Stogner.
- Strategized local promotions for upcoming Spring Concert Series with Cristina Parades, Mathieu Cavell, Ryan Aamodt, Gary Stogner and Lee Daniel.
- Launched Capital Cuisine Restaurant Week partner sign up and sent e-blast to past participants

Performance Measures:

- Reviewed, edited and approved social media (Facebook, Twitter, and Instagram) posts and Pinterest boards
- Updated content on VisitTallahassee.com, showcasing more relevant edits and content

- Managed the blog site and bloggers by reviewing and scheduling blog posts and when appropriate, integrating with social media channels
- Developed and distributed e-newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

II. Meetings & Conventions/Customer Service

Development Activities:

- Facilitated the approval of Transportation Funding for Capital Insurance's 45th Annual Conference, May 25-28 and assisted the group in finding transportation options.
- Negotiated a partnership with the XSITE Tradeshow that provided a complimentary sponsorship registration in exchange for sending out an email invitation to 1,200 meeting professionals and decision makers.
- Assisted with the 2015 Meeting Planner's Guide by provided new content for the expanded venue listings and verifying existing listings.
- Co-hosted a HelmBriscoe event at Painting with Twist with Visit Tallahassee Sports and Holiday Inn Express for 20 meeting planners and sports rights holders.
- Met with Helena Sadvary with Mission San Luis to discuss possible marketing and efforts their museum could attract more day meetings at their venue.
- Attended the Society of Government Meeting Professional (SGMP) Winter National Board Meeting, January 15-17 in Alexandria, VA.

Performance Measures:

- Sent one new lead with 2,100 visitors, 1,300 room nights and an estimated \$1,255,873 in direct spending.
- Currently working 10 tentative groups with 1,565 visitors, 1,982 room nights and an estimated \$1,437,545 in direct spending.

Hosted in January:

- Date Recognition Corporation Training (January 26, 2015) with 500 attendees and an estimated \$56,069 in direct spending.
- Julnet Solutions - Group for Research in Pathology Education (January 26-31, 2015) with 85 visitors, 90 room nights and estimated \$55,403 in direct spending.

III. Leisure Travel

Development Activities:

- Attended the American Bus Association Annual Marketplace in St. Louis January 10-13, Florida Huddle Hosted by VISITFLORIDA in Ft. Lauderdale January 14-16 and National Tour Association in New Orleans January 18-21, 2015 conducting 92 individual appointments with international and domestic

travel buyers consisting of wholesalers, tour operators, receptive tour operators and incentive travel.

- Prepared itineraries, room blocks and secured step-on-guides specializing in African American History for Gerber Tours bringing 225 visitors with 450 room nights and an estimated spend of \$78,300 March 17-19, 2015.
- Promoted the area's African American heritage sites at the 26th Annual Zora Neale Hurston Festival of the Arts and Humanities held in Eatonville January 30-February 1, 2015.
- Prepared college campus tour itineraries for Arrow Collegiate Tours and Kings College Tours for visits in April 2016.
- Assisted one wedding, six school groups and two family reunion with venue selection, group dining arrangements, attraction information, step on guides and coach meet and greets.

Performance Measures: (Anticipated numbers)

- Currently working five tentative groups with 1,915 room nights and an estimated \$719,664 in direct spending.
- Booked two groups with 225 visitors, 225 room nights and an estimated direct spending of \$75,400.

Hosted the following groups:

- Rey Royal Excursions with 242 visitors, 884 room nights and an estimated \$84,215 in direct spending.

IV. Visitor Services

Development Activities:

- Verified information for the 2015 Meeting Planners Guide
- Ordered promotional items for Sports and Marketing Departments.
- Created window display advertising Spring on Stage and upcoming concerts

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- Provided services to 287 walk-in visitors (210 domestic and 77 international)

Telephone Visitor Services

- Received and fulfilled telephone inquiries

Visitor Gift Store Sales

- \$198.69 in total sales

Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Mail Fulfillment

- 29 phone and mail requests.
- 418 inquiries from advertisements.
- 149 website requests for visitor guides.

Group Services Requests:

- Distributed 1,494 visitor guides and other material to the following:
 - Weems Welcome Committee, January 10

- Visit Tallahassee Sports Marketing Legacy Tournaments, January 16-18
- Gym Force Gymnastics, Gym Force Classic 1st AAU North Florida Qualifier, January 17-18
- HelmsBrisco Sponsorship, January 20
- Tallahassee Tennis Association, Tallahassee Winter Series Level 6 Tournament, January 24-25
- JulNet Solutions, Group for Research in Pathology Education Forum, January 26-31
- Leon County School class, January 28
- Florida State University College of Music, Festival of New Music, January 29-31
- Campbell/Borders wedding, January 31-February 1
- Florida State University Department of Psychology, Clinical Psychology Interview Weekend, January 30-February 1
- Florida State University Department of History, Faculty Interviews- Spring, February 1-10
- Florida Consortium of Public Charter Schools, Florida Consortium of Public Charter Schools Da, February 2-3
- North Florida Fair Association, Family Motorcoach Association Regional Rally, February 9-15
- Florida State University Osher Lifelong Learning Institute, Friendship Force International Open World Leadership Conference, February 18
- United Way of the Big Bend, Hill Day, February 17-18
- Tallahassee Writers Association, Write On! Writers Conference, April 24-26
- Distributed 1,456 visitor guides to area partners, 792 to I-10 Visit Florida Welcome Center and 66 to Monticello Chamber of Commerce.
- Provided 157 visitor guides to downtown Visitor Center guests.

V. Sports Marketing

Development Activities:

- Promoted the second cycle of the Leon County Special Event Grants Program for sporting events through email marketing to past grant participants and newsletters.
- Hosted the Tallahassee Sports Council Advisory Committee Meeting at the DoubleTree By Hilton.
- Submitted a bid to host the Amateur Athletic Union (AAU) Track & Field National Qualifier in Tallahassee at Mike Long Track June 25-28, 2015.
- Submitted an addendum to our original bid to host the USA Track & Field Club Cross Country National Championship in December of 2016 at Apalachee Regional Park.
- Took part in a Florida High School Athletics Association (FHSA) Cross Country State Championship recap conference call with Ricky Bell Leon County School and Florida High School Athletics Association Alex Ozuna Florida High School Athletics Association and the coaches committee were extremely pleased with the success of the State Championship back in November at Apalachee Regional Park.

- Took Part in a meeting with Bob Braman-Head Florida State University Track Coach, Lorrie Swiger and Alex Thomas with Florida State University Athletics Facility and Event Management to discuss the use of Mike Long Track Amateur Athletic Union Track & Field National Qualifier in June, Atlantic Coast Conference Track & Field Partnership in May and Future partnership with FSU Softball for the Atlantic Coast Conference (ACC) / Big Ten Conference tournament in spring of 2016.
- Met with Jonathan Manry and Eric Godin the new directors of the Tallahassee Marathon starting in 2016, to discuss the changes to the course and overall appeal of the current marathon.
- Took part in planning meetings with Zimmerman & IDSS regarding the creation of the online grant application.
- Assembled and submitted a bid to host the 2015 & 2016 Florida High School Athletics Association State Cross Country Championship again at Apalachee Regional Park.
- National Association Sports Commission (NASC) Board of Directors call participated in the monthly National Association Sports Commission Board of Directors conference call.

Performance Measures:

Events Hosted (Anticipated numbers)

- 2015 Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, (Jan. 23), with 400 visitors, 150 room nights and an estimated direct spending of \$265,601.
- FSU Classic Bowling Classic, (Jan. 10), with 125 visitors, 110 room nights and an estimated direct spending of \$37,726.
- 2015 AAU Gymnastics State Qualifier, (Jan. 17) with 350 visitors, 170 room nights and an estimated direct spending of \$257,220.
- Maclay School Holiday Hoops Tournament, (Jan. 1) with 250 visitors, 64 room nights and an estimated direct spending of \$187,774.
- Trojan Invitational Wrestling Tournament (Jan. 31) with 300 visitors, 90 room nights and an estimated direct spending of \$102,104.
- Capital City Cup Youth Gymnastics competition. (Jan. 10), with 200 visitors, 200 room nights and an estimated direct spending of \$78,086.

Booked (Anticipated numbers)

- United State Fastpitch Association (USFA) Sunshine State Tournament (June 13) 1,500 visitors, 850 room nights and a direct visitor spending of \$522,000.
- Goldstar Invitational (June 19) 1,200 visitors, 800 room nights and a direct visitor spending of \$556,800.

Leads Distributed (Anticipated numbers)

- FSU Track & Field Relays 2015 (March. 27) with 2,000 visitors, 800 room nights and an estimated direct spending of \$914,126.

- FSU Track & Field Seminole Invite (April 11) with 1,500 visitors, 400 room nights and an estimated direct spending of \$522,000.
- Youth Basketball Of America (YBOA) Super-Regionals 2016 (May 15) 600 visitors, 100 room nights and a direct visitor spending of \$208,800.
- Florida High School Athletics Association Regional Wrestling Tournament (March. 6), with 1,200 visitors, 420 rooms nights and an estimated direct spending of \$ 417,600.
- FL Synchronized Swimming Winter Invitational, (Feb. 21) with 300 visitors, 200 room nights and an estimated direst spending of \$104,867.
- Tallahassee Senior Games, (March 7), with 150 visitors, 170 room nights and an estimated direct spending of \$64,350.
- AAU Region 9 Track & Field National Qualifier (June 25) with 2000 visitors, 2400 room nights and an estimated direct spending of \$ 1.1 million.

Canceled Events

- United States Tennis Association (USTA) Tallahassee Winter Series BG 10-18, (Jan. 24), with 90 visitors, 59 room nights and an estimated direct spending of \$54064.
- FSU Track & Field Seminole Invite (April 8) with 1,000 visitors, 150 room nights and an estimated direct spending of \$403,758.

Visit Tallahassee
PROGRAM HIGHLIGHTS
February 2015

I. Marketing Communications

Development Activities:

- Reviewed and approved Spring on Stage rack cards and Spring Concert Series promotional posters
- Finalized 2015 Meeting Planner Guide for printing and delivery
- Developed Marketing Tool Kit for grant recipients
- Discussed spring photo shoot of Tallahassee-Leon County and upcoming events with four local photographers and collected quotes
- Reviewed and approved menu template for Capital Cuisine Restaurant Week
- Participated in weekly status calls with Zimmerman to track progress on activities
- Analyzed social media content and statistics to ensure relevant and engaging posts
- Reviewed and approved news release for Spring on Stage, Sublime with Rome concert, The Beach Boys concert and a Family Fun release for VISIT FLORIDA
- Discussed the re-launch of Tallahassee Burger Trail with Matt Wiley from Florida Restaurant and Lodging Association
- Attended two meetings regarding the upcoming Leadership Tallahassee (LT) 2.0 Eco-Tourism Program Day in April
- Discussed CleanPix system migration with our account executive and Zimmerman PR team
- Discussed sponsorship opportunities with Joel Silver from LIVE! In Tallahassee
- Developed Pinterest Board for Spring on Stage/Spring Concert Series
- Developed editorial content for website featured stories including Valentine's Day and Red Hills International Horse Trials
- Promoted the Spring Concert Series by listing the concerts on community calendars and websites in Florida, Georgia and Alabama and sending an e-blast to military bases and motorcoach operators within 300 miles
- Coordinated promotions with Downtown Improvement Authority, Challenger Learning Center and Greg Tish for the upcoming Pink Floyd Experience concert
- Discussed marketing and PR efforts for the 2015 T.O.U.R. Guide Program with Gary Stogner and Lynda Belcher
- Scheduled local TV and radio interviews for Lee Daniel to promote Spring on Stage campaign and Spring Concert Series

Performance Measures:

- Reviewed, edited and approved social media (Facebook, Twitter, and Instagram) posts and Pinterest boards
- Updated content on VisitTallahassee.com, showcasing more relevant edits and content
- Managed the blog site and bloggers by reviewing and scheduling blog posts and when appropriate, integrating with social media channels
- Developed and distributed e-newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

II. Meetings & Conventions/Customer Service

Development Activities:

- Provided current area meeting venues details and potential group information for the proposed convention center project to Leon County Administration, Lee and Gary.
- Coordinated and conducted site visits at Florida State University Conference Center, Tucker Civic Center, Tallahassee Automobile Museum and Staybridge Suites for the for the 2017 Regional Rotary Conference with an expected 300 attendees.
- Provided Transportation Funding information to Florida State University - National Undergraduate Bioethics Conference, April of 2015 and send out a request for proposal for motorcoaches for the group.
- Participated in the XSITE Tradeshow, provided welcome items for each of the 100 meeting planners in attendance and conducted 10 face to face appointments with pre-qualified planners.
- Held meeting with Joshua Goldberg with the Quality Inn & Suites to discuss partnership opportunities with the Sports and Leisure Departments.
- Attended Society of Meeting Professionals (SGMP) Florida Capital Chapter at Madison Social with 35 meeting professionals in attendance and an educational program about food trends for meeting planners.
- Continuing to work with the Florida Association of Science Teacher, now that the Florida State University Football schedule has been posted, to book their conference in October 2015.

Performance Measures:

- Sent one new leads with 200 visitors, 420 room nights and an estimated \$165,041 in direct spending.
- Currently working 9 tentative groups with 1,565 visitors, 2,117 room nights and an estimated \$1,526,733 in direct spending.

Hosted in February:

- Turner Community Youth Development 2015 Conference (February 12-16, 2015) with 150 visitors, 135 room nights and an estimated \$37,707 in direct spending.
- Florida State University Insurance Days 2015 (February 25-27, 2015) with 100 visitors, 140 sleeping rooms and an estimated \$63,071 in direct spending.

III. Leisure Travel

Development Activities:

- Exhibited at three military base travel expos in Northwest Florida – Pensacola Naval Air Station, Whiting Field Naval Air Station and NSA Naval Support Activity Panama City February 28-March 1, 2015.
- Exhibited at the 43rd Annual Raymond James Gasparilla Festival of the Arts in Tampa Bay, February 28-March 1, 2015.

- Met with Althea F. Manning and committee members to discuss transportation, dining, entertainment, attractions and room blocks for the Hadley, Hawthorne, Dickey and Walden Family Reunion (HHDW) with 1,150 visitors, 1,775 room nights and an estimated direct spending of \$609,000 on July 16-19, 2015.
- Assisting Florida State Troopers coordinate hotel blocks, banquet space and venue location for cadet graduation for 350 visitors, 200 room nights and an estimated direct spending of \$46,400 on May 20, 2015.
- Assisted King Tour and Transportation with itineraries and group dining. The group will bring six tours with 285 visitors, 467 room nights and an estimated direct spending of \$34,800. This group is a direct result of attending the American Bus Association Annual Marketplace.
- Assisting Trek Travel coordinate transportation for 250 students to visit local attractions. The students will break into three groups and rotate throughout city.
- Participated in a conference call with Lobstick Tours proposing Tallahassee as a destination for three multi-city Florida tours taking place November 2016. The Canadian Based company the competition includes Jacksonville and St. Augustine, FL.
- Assisted four wedding, eight school groups and four family reunions with venue selection, group dining arrangements, attraction information, step on guides and coach meet and greets.

Performance Measures: (Anticipated numbers)

- Currently working six tentative groups with room nights and an estimated \$732,656 in direct spending.
- Booked nine groups with 738 visitors, 467 room nights and an estimated direct spending of \$135,256.

Hosted the following groups:

- Group Voyagers (February 1-3 and 8-9, 2015) with 375 visitors, 350 room nights and an estimated \$81,664 in direct spending.
- College Reach-Out Program (February 18-20, 2015) with 20 visitors, 20 room nights and an estimated \$4640 in direct spending.
- King Tour and Transportation (February 16-20, 2015) with 50 visitors, 100 room nights and an estimated \$11,600.

IV. Visitor Services

Development Activities:

- Hosted staff training sessions on Internet Destination Sales System teaching various database uses
- Updated information on self-guided tours
- Coordinated with Florida State University National High Magnetic Field Laboratory staff to provide welcome packets for incoming scientists

Performance Measures as of February 23:

Downtown Visitor Center Walk-In Traffic

- Provided services to 280 walk-in visitors (211 domestic and 69 international)

Telephone Visitor Services

- Received and fulfilled 94 telephone inquiries

Visitor Gift Store Sales

- \$99.84 in total sales

Group Services (Visitor Inquiries/Fulfillment)

Performance Measures as of February 23:

Mail Fulfillment

- 26 phone and mail requests.
- 461 inquiries from advertisements.
- 87 website requests for visitor guides.

Group Services Requests as of February 23:

- Distributed 1,494 visitor guides and other material to the following:
 - Southeast Archeological Center, Southeast Cultural Resources Archeological Center, February 21-23
 - Florida State University Human Sciences Family and Child Services, Prospective Student Interviews, February 7
 - Prostyle Volleyball, Tallahassee Invitational 2015, February 7-8
 - Gulf Winds Track Club, Tallahassee Marathon, February 7-9
 - Florida State University Molecular Biophysics, Faculty Interviews, February 19-22
 - Office Of Governor, Governor Scott's Teacher of The Year Summit, February 24
- Distributed 614 visitor guides to area partners and 66 to Carrabelle Chamber of Commerce.
- Provided 147 visitor guides to downtown Visitor Center guests.

V. Sports Marketing

Development Activities:

- Visit Tallahassee sports department is very excited to announce we have recently been awarded the following events that we submitted bids for; 2015 & 2016 Florida High School Athletics Association (FHSA) Cross Country State Championship, 2016 USA Track & Field (USATF) Masters 5k Cross Country National Championship, 2016 USA Track & Field (USATF) Club Cross Country National Championship and the Amateur Athletics Union (AAU) Track & Field National Qualifier June 25-28 2015.
- Prepared the sports packets for the Tallahassee Sports Council Advisory meeting as well as compiled the second cycle of Leon County Special Event Sports Grants for the review committee. These events are anticipated to bring in approximately visitors 1,000 and generate an estimated 5,885 room nights while producing an anticipated 4.7 million in direct spending.
- Took part in a Senior Games Coordinators meeting to discuss the marketing a logistics of the upcoming Senior Games March 10-16, 2015.
- Participated in the Tallahassee Marathon Expo and provided visitors information on Tallahassee.
- Discussed future cross country events with Coach Braman-FSU head coach.
- Conducted a meeting with David Yon, Chuck Davis and Tom Perkins with Gulf Winds Track Club to discuss the partnership in hosting the two USATF Cross

Country National Championships that have been awarded to Tallahassee for the Fall of 2016.

- Worked with Lindsay Toussant, USATF Event Coordinator to finalize the contract to host the USATF Master's 5k Cross Country National Championship Fall 2016.
- Continued to work with the Zimmerman and IDSS to finalize the Special Event online grant application process.
- Took part in a conference call with City of Tallahassee Parks, Recreation & Neighborhood Affairs Staff and USA BMX- Nick Adams to discuss the possibility of renovating the current BMX track at Tom Brown to meet the current USA BMX standards.
- National Association of Sports Commission Board of Directors call participated in the monthly NASC Board of Directors conference call.

Performance Measures:

Events Hosted (Anticipated numbers)

- Tallahassee Marathon & Half Marathon, (Feb. 8) with 800 visitors, 235 room nights and an estimated direct spending of \$352,220.
- Association Soccer Group (ASG) Adidas Invitational Soccer Tournament, (Feb. 14), with 875 visitors, 300 room nights and an estimated direct spending of \$355,188.
- 2015 FSU Women's Golf Matchup Tournament, (Feb. 12), with 80 visitors, 240 room nights and an estimated direct spending of \$51,318.
- 19th Annual Gym Force Classic, (Feb. 214), with 1,000 visitors, 180 room nights and an estimated direct spending of \$238,857.
- Tallahassee Volleyball Invitational, (Feb.7) with 2,000 visitors, 1,000 room nights and an estimated direct spending of \$403,758.
- 3rd Annual Capital City Classic Volleyball, (Feb. 28) with 300 visitors, 500 room nights and an estimated direct spending of \$112,933.
- FL Synchronized Swimming Winter Invitational, (Feb. 21) with 300 visitors, 200 room nights and an estimated direct spending of \$104,867.
- Marvin Overby Memorial Sports Tournament, (Feb. 27) with 250 visitors, 65 room nights and an estimated direct spending of \$140,598.

Booked (Anticipated numbers)

- USATF Masters 5k Cross Country National Championship, (Fall 2016) with 1,000 visitors, 500 room nights and an estimated direct spending of \$642,976.
- USATF Club Cross Country National Championship, (Dec. 10 2016) with 4,000 visitors, 3,500 room nights and an estimated direct spending of \$ 2.5 million.
- FHSAA State Cross Country Championship, (Nov. 7) with 5,000 visitors, 1,600 room nights, and estimated direct spending \$1.2 Million.
- AAU Region 9 Track & Field National Qualifier, (June 25) with 2,000 visitors, 2,400 room nights and an estimated direct spending of \$ 1.1 million.

Leads Distributed (Anticipated numbers)

- 24th Annual Capital City Invitational (Softball) (June 5) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.

- Amateur Softball Association (ASA) 16U A Southern Nationals, (July 30) 1,000 visitors, 4,000 room nights and an estimated direct spending of \$ 1.3 million.
- FHSAA Flag Football State Championship 2015, (May 8) 196 visitors, 140 room nights and a direct visitor spending of \$68,208.

Tourist Development Council
Statement of Cash Flow
Period Ending January 31, 2015

4-Cents Collections		YTD	January	FY 2014/15	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 1,304,804.27	\$ 224,493.65	\$ 3,593,850	36%	(2,289,046)
361320	Tax Collector FS 125.315	-	-	-		-
361111	Pooled Interest Allocation	-	-	44,935		
362000	Rents & Royalties	10,200.00	10,200.00	10,200		-
365000	Merchandise Sales	924.98	269.39	5,000		
366930	Other Contributions/Partnerships	700.00		3,600		
361300	Interest Inc/FMV Adjustment	-	-			
369900	Miscellaneous Revenue	-	-			
399900	Appropriated Fund Balance			696,997		
	Total Estimated Receipts			4,354,582		
		\$ 1,316,629.25	\$ 234,963.04			

Acct #	EXPENDITURES	YTD	January	FY 2014/15	FY 2014/15	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
	Administration (301)						
51200	Salaries & Wages	\$ 67,005.29	\$ 15,844.12	\$ 237,113	\$ 237,113	28%	\$ 170,108
51210	Regular OPS Salaries & Wages	\$ 4,390.12	1,131.86	10,606	10,606	41%	6,216
52100	FICA	\$ 4,571.85	1,235.44	18,670	18,670	24%	14,098
52200	Retirement Contributions	\$ 10,612.38	2,538.06	35,077	35,077	30%	24,465
52210	Deferred Compensation	\$ 30.66	8.20	755	755	4%	724
52300	Life & Health Insurance	\$ 10,632.55	3,271.36	36,819	36,819	29%	26,186
52400	Workers Compensation	\$ 185.41	44.15	443	443	42%	258
53400	Other Contractual Services	\$ 33,939.99	8,333.33	115,500	115,500	29%	81,560
54000	Travel & Per Diem	\$ 106.56	80.49	7,500	7,500	1%	7,393
54101	Communications - Phone System	\$ 98.34	-	1,370	1,370	7%	1,272
54300	Utilities	\$ 4,619.33	1,117.55	14,500	14,500	32%	9,881
54400	Rental & Leases	\$ 2,980.30	701.70	5,000	5,000	60%	2,020
54505	Vehicle Coverage	\$ 799.00	799.00	799	799	100%	-
54600	Repair & Maintenance	\$ 555.00	260.00	34,000	34,000	2%	33,445
54601	Vehicle Repair	\$ -	-	1,210	1,210	0%	1,210
54900	Other Current Charges	\$ 421.50	79.00	1,971	1,971	21%	1,550
55100	Office Supplies	\$ 216.95	-	1,000	1,000	22%	783
55200	Operating Supplies	\$ 4,019.05	338.49	7,500	7,500	54%	3,481
55210	Fuel & Oil	\$ 106.07	31.56	1,000	1,000	11%	894
55400	Publications, Memberships	\$ 636.43	20.50	2,300	2,300	28%	1,664
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	Advertising/Public Relations (302)						
53400	Other Contractual Services	\$ 106,769.98	\$ 28,963.41	\$ 960,000	\$ 960,000	11%	\$ 853,230
	Marketing (303)						
51200	Salaries & Wages	\$ 139,104.50	34,965.28	439,517	439,517	32%	300,413
51210	Regular OPS Salaries & Wages	\$ 4,390.12	1,131.85	11,306	11,306	39%	6,916
52100	FICA	\$ 10,780.10	2,700.47	32,575	32,575	33%	21,795
52200	Retirement Contributions	\$ 10,251.20	2,571.49	30,390	30,390	34%	20,139
52210	Deferred Compensation	\$ 220.35	60.10	-	-		(220)
52300	Life & Health Insurance	\$ 8,892.21	3,156.80	45,703	45,703	19%	36,811
52400	Workers Compensation	\$ 599.73	148.70	1,368	1,368	44%	768
53400	Other Contractual Services	\$ 17,988.00	2,525.00	92,700	92,700	19%	74,712
54000	Travel & Per Diem	\$ 12,923.61	2,911.40	83,777	83,777	15%	70,853
54100	Communications Services	\$ 1,575.50	464.30	7,823	7,823	20%	6,248
54101	Communications - Phone system	\$ -	-	890	890	0%	890
54200	Postage	\$ 1,463.79	-	48,000	48,000	3%	46,536
54400	Rental & Leases	\$ 704.20	156.85	3,347	3,347	21%	2,643
54700	Printing	\$ -	-	5,000	5,000	0%	5,000
54800	Promotional Activities	\$ 6,851.24	2,476.75	87,732	104,532	7%	97,681
54860	TDC Direct Sales Promotions	\$ 18,518.75	4,655.30	65,805	70,805	26%	52,286
54861	TDC Community Relations	\$ 1,494.82	-	11,800	11,800	13%	10,305
54862	TDC Merchandise	\$ 171.26	171.26	5,000	5,000	3%	4,829
54900	Other Current Charges	\$ 56,254.43	15,555.76	227,000	232,500	24%	176,246
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ -	-	3,700	3,700	0%	3,700
55200	Operating Supplies	\$ 503.20	243.71	5,000	5,000	10%	4,497
52250	Uniforms	\$ 1,318.15	844.66	1,500	1,500	88%	182

Tourist Development Council
Statement of Cash Flow
Period Ending January 31, 2015

Acct # EXPENDITURES	YTD	January	FY 2014/15	FY 2014/15	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 11,660.48	\$ 270.00	\$ 17,163	\$ 17,163	68%	5,503
55401 Training	\$ -	-	9,245	9,245	0%	9,245
56400 Machinery & Equipment	\$ -	-	3,400	3,400		3,400
58160 TDC Local T&E	\$ 447.51	-	1,500	1,500	30%	1,052
58320 Sponsorship & Contributions	\$ 2,000.00	500.00	16,650	16,650	12%	14,650
Special Events/Grants (304)						
58300 Grants & Aids	\$ 52,377.00	1,000.00	340,000	402,500	13%	350,123
Countywide Automation (470)						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
Risk Allocations (495)						
54500 Insurance	\$ -	-	6,987	6,987	0%	6,987
Indirect Cost (499)						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
Line Item Funding - (888)						
58214 Cultural Resource Grant Program	\$ 252,250.00	-	504,500	504,500	50%	252,250
Word of South	\$ 50,000.00	-	-	50,000	0%	-
Transfers (950)						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
Salary Contingency (990)						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 915,436.91	\$ 141,307.90	\$ 4,072,775	\$ 4,212,575		

1-Cent Collections							
Acct # REVENUES	YTD	January	FY 2014/15	FY 2014/15	% Revenue	Variance	
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received		
312110 Local Option Resort Taxes (1-cent)	\$ 326,199.40	\$ 56,123.02	\$ 898,463	\$ 898,463	36%	572,264	
361111 Pooled Interest	-	-	-	-			
361320 Tax Collector FS 125.315	-	-	-	-			
366930 Refund from Prior Years	-	-	-	-			
Total Revenues	\$ 326,199.40	\$ 56,123.02	\$ 898,463	\$ 898,463			

Acct # EXPENDITURES	YTD	January	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462

NOTES TO THE FINANCIAL STATEMENT
As of January 31, 2015

REVENUES

1- Revenue deposited for January for the 4-cent collections - \$224,494.

EXPENSES

No Transfers.

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Tourist Development Council
Statement of Cash Flow
Period Ending February 28, 2015

4-Cents Collections		YTD	February	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget		Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 1,562,048.92	\$ 257,244.65	\$ 3,593,850		43%	(2,031,801)
361320	Tax Collector FS 125.315	-	-	-			-
361111	Pooled Interest Allocation	9,437.32	9,437.32	44,935			
362000	Rents & Royalties	\$ 10,200.00		10,200			-
365000	Merchandise Sales	\$ 1,109.78	184.80	5,000			
366930	Other Contributions/Partnerships	\$ 700.00		3,600			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	-	-				
399900	Appropriated Fund Balance			696,997			
	Total Estimated Receipts			4,354,582			
		\$ 1,583,496.02	\$ 266,866.77				
Acct #	EXPENDITURES	YTD	February	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 82,857.33	\$ 15,852.04	\$ 237,113	\$ 237,113	35%	\$ 154,256
51210	Regular OPS Salaries & Wages	\$ 5,566.69	1,176.57	10,606	10,606	52%	5,039
52100	FICA	\$ 5,811.31	1,239.46	18,670	18,670	31%	12,859
52200	Retirement Contributions	\$ 13,154.30	2,541.92	35,077	35,077	38%	21,923
52210	Deferred Compensation	\$ 39.91	9.25	755	755	5%	715
52300	Life & Health Insurance	\$ 13,903.91	3,271.36	36,819	36,819	38%	22,915
52400	Workers Compensation	\$ 229.69	44.28	443	443	52%	213
53400	Other Contractual Services	\$ 33,939.99	-	115,500	115,500	29%	81,560
54000	Travel & Per Diem	\$ 106.56	-	7,500	7,500	1%	7,393
54101	Communications - Phone System	\$ 393.36	295.02	1,370	1,370	29%	977
54300	Utilities	\$ 5,623.06	1,003.73	14,500	14,500	39%	8,877
54400	Rental & Leases	\$ 3,682.00	701.70	5,000	5,000	74%	1,318
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 555.00	-	34,000	34,000	2%	33,445
54601	Vehicle Repair	\$ -	-	1,210	1,210	0%	1,210
54900	Other Current Charges	\$ 500.50	79.00	1,971	1,971	25%	1,471
55100	Office Supplies	\$ 216.95	-	1,000	1,000	22%	783
55200	Operating Supplies	\$ 4,435.41	416.36	7,500	7,500	59%	3,065
55210	Fuel & Oil	\$ 106.07	-	1,000	1,000	11%	894
55400	Publications, Memberships	\$ 886.43	250.00	2,300	2,300	39%	1,414
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 154,563.09	\$ 47,793.11	\$ 960,000	\$ 960,000	16%	\$ 805,437
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 174,069.78	34,965.28	439,517	439,517	40%	265,447
51210	Regular OPS Salaries & Wages	\$ 5,566.68	1,176.56	11,306	11,306	49%	5,739
52100	FICA	\$ 13,484.03	2,703.93	32,575	32,575	41%	19,091
52200	Retirement Contributions	\$ 12,826.00	2,574.80	30,390	30,390	42%	17,564
52210	Deferred Compensation	\$ 281.53	61.18	-	-		(282)
52300	Life & Health Insurance	\$ 12,008.45	3,116.24	45,703	45,703	26%	33,695
52400	Workers Compensation	\$ 748.55	148.82	1,368	1,368	55%	619
53400	Other Contractual Services	\$ 28,488.00	10,500.00	92,700	92,700	31%	64,212
54000	Travel & Per Diem	\$ 14,097.06	1,173.45	83,777	83,777	17%	69,680
54100	Communications Services	\$ 2,176.26	600.76	7,823	7,823	28%	5,647
54101	Communications - Phone system	\$ -	-	890	890	0%	890
54200	Postage	\$ 2,566.04	1,102.25	48,000	48,000	5%	45,434
54400	Rental & Leases	\$ 1,010.40	306.20	3,347	3,347	30%	2,337
54700	Printing	\$ -	-	5,000	5,000	0%	5,000
54800	Promotional Activities	\$ 6,851.24	-	87,732	104,532	7%	97,681
54860	TDC Direct Sales Promotions	\$ 18,518.75	-	65,805	70,805	26%	52,286
54861	TDC Community Relations	\$ 3,337.57	1,842.75	11,800	11,800	28%	8,462
54862	TDC Merchandise	\$ 171.26	-	5,000	5,000	3%	4,829
54900	Other Current Charges	\$ 57,789.43	1,535.00	227,000	232,500	25%	174,711
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ -	-	3,700	3,700	0%	3,700
55200	Operating Supplies	\$ 503.20	-	5,000	5,000	10%	4,497
52250	Uniforms	\$ 1,318.15	-	1,500	1,500	88%	182

Tourist Development Council
Statement of Cash Flow
Period Ending February 28, 2015

Acct # EXPENDITURES	YTD	February	FY 2014/15	FY 2014/15	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 11,785.48	\$ 125.00	\$ 17,163	\$ 17,163	69%	5,378
55401 Training	\$ -	-	9,245	9,245	0%	9,245
56400 Machinery & Equipment	\$ -	-	3,400	3,400		3,400
58160 TDC Local T&E	\$ 720.46	272.95	1,500	1,500	48%	780
58320 Sponsorship & Contributions	\$ 2,465.00	465.00	16,650	16,650	15%	14,185
Special Events/Grants (304)						
58300 Grants & Aids	\$ 64,348.00	11,971.00	340,000	402,500	16%	338,152
Countywide Automation (470)						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
Risk Allocations (495)						
54500 Insurance	\$ -	-	6,987	6,987	0%	6,987
Indirect Cost (499)						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
Line Item Funding - (888)						
58214 Cultural Resource Grant Program	\$ 252,250.00	-	504,500	504,500	50%	252,250
Word of South	\$ 50,000.00	-	-	50,000	0%	-
Transfers (950)						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
Salary Contingency (990)						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 1,064,751.88	\$ 149,314.97	\$ 4,072,775	\$ 4,212,575		

1-Cent Collections						
Acct # REVENUES	YTD	February	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent)	\$ 390,510.56	\$ 64,311.16	\$ 898,463	\$ 898,463	43%	507,952
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 390,510.56	\$ 64,311.16	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	February	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462

NOTES TO THE FINANCIAL STATEMENT
As of February 28, 2015

REVENUES

1- Revenue estimated to be deposited for February for the 4-cent collections - \$257,245.

EXPENSES

No Transfers.

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**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
FY2010/2011 (3-cents)	176,487.38	220,185.11	222,144.54	164,079.22	167,152.22	180,699.03	230,155.03	226,826.62	168,562.63	183,202.73	163,614.65	207,745.22	2,310,854.38
(1-cent - 4th Penny)	58,829.13	73,395.04	74,048.18	54,693.07	55,717.40	60,233.01	76,718.34	75,608.87	56,187.54	61,067.58	54,538.22	69,248.41	770,284.79
(1-cent - 5th Penny)	58,829.13	73,395.04	74,048.18	54,693.07	55,717.40	60,233.01	76,718.34	75,608.87	56,187.54	61,067.58	54,538.22	69,248.41	770,284.79
Total	294,145.64	366,975.19	370,240.90	273,465.37	278,587.02	301,165.05	383,591.71	378,044.36	280,937.71	305,337.89	272,691.09	346,242.03	3,851,423.96
Gain/Loss - Month: 3 cent	(10%)	4%	45%	11%	21%	2%	5%	6%	(6%)	(2%)	(7%)	6%	
Gain/Loss - YTD: 3 cent	(10%)	(3%)	10%	10%	12%	10%	9%	9%	7%	6%	5%	5%	
Year to date: 3-cent	176,487.38	396,672.50	618,817.04	782,896.26	950,048.48	1,130,747.51	1,360,902.54	1,587,729.16	1,756,291.78	1,939,494.52	2,103,109.17	2,310,854.38	
Year to date: 1-cent (4th)	58,829.13	132,224.17	206,272.35	260,965.42	316,682.82	376,915.83	453,634.17	529,243.04	585,430.58	646,498.16	701,036.38	770,284.79	
Year to date: 1-cent (5th)	58,829.13	132,224.17	206,272.35	260,965.42	316,682.82	376,915.83	453,634.17	529,243.04	585,430.58	646,498.16	701,036.38	770,284.79	
FY2011/2012 (3-cents)	202,314.05	241,057.61	300,343.03	171,796.96	195,893.51	225,720.62	215,875.81	212,687.06	177,347.80	199,689.96	174,936.79	220,525.36	2,538,188.54
(1-cent - 4th Penny)	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
(1-cent - 5th Penny)	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
Total	337,190.08	401,762.68	500,571.72	286,328.26	326,489.18	376,201.04	359,793.01	354,478.43	295,579.66	332,816.60	291,561.31	367,542.26	4,230,314.23
Gain/Loss - Month: 3 cent	15%	9%	35%	5%	17%	25%	(6%)	(6%)	5%	9%	7%	6%	
Gain/Loss - YTD: 3 cent	15%	12%	20%	17%	17%	18%	14%	11%	11%	10%	10%	10%	
Year to date: 3-cent	202,314.05	443,371.66	743,714.69	915,511.64	1,111,405.15	1,337,125.78	1,553,001.58	1,765,688.64	1,943,036.44	2,142,726.40	2,317,663.18	2,538,188.54	
Year to date: 1-cent (4th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
Year to date: 1-cent (5th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
FY2012/2013 (3-cents)	223,165.00	242,102.27	228,817.94	168,858.73	181,755.81	203,535.02	254,217.13	229,551.36	238,558.94	226,915.85	191,671.88	232,633.20	2,621,783.14
(1-cent - 4th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
(1-cent - 5th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
Total	371,941.67	403,503.79	381,363.24	281,431.22	302,926.35	339,225.04	423,695.21	382,585.60	397,598.24	378,193.08	319,453.13	387,722.00	4,369,638.57
Gain/Loss - Month: 3 cent	10%	0.4%	(24%)	(2%)	(7%)	(10%)	18%	8%	35%	14%	10%	5%	
Gain/Loss - YTD: 3 cent	10%	5%	(7%)	(6%)	(6%)	(7%)	(3%)	(2%)	1%	3%	3%	3%	
Year to date: 3-cent	223,165.00	465,267.28	694,085.22	862,943.95	1,044,699.76	1,248,234.79	1,502,451.91	1,732,003.27	1,970,562.22	2,197,478.06	2,389,149.94	2,621,783.14	
Year to date: 1-cent (4th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
Year to date: 1-cent (5th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	-	-	-	-	-	-	-	1,207,768.65
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	-	-	-	-	-	-	-	402,589.55
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	-	-	-	-	-	-	-	402,589.55
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	-	-	-	-	-	-	-	2,012,947.75
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%								
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%								
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65								
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55								
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55								

Notes:

- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
- (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
- (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.
- (4) The collection of the 4th Penny Bed Tax began November, 2004 (Revenues reported for December, 2004) and are designated for the proposed Performing Arts Center.
- (5) The Tourist Tax collection percentages may fluctuate greatly for the 1st quarter of the fiscal year. The fluctuations usually "true-up" after the end of the 2nd quarter of the fiscal year.
Example: FY2006/2007: 1st quarter, Gain/Loss - YTD: 3-cent is 17%. 2nd quarter, Gain/Loss -YTD: 3-cent is 6%.
- (6) Due to holiday schedule, \$105,864.94 of December 2007 total collections were not included in the December 2007 Tax Collectors Report. The \$105,864.94 will be included in the January 2008 Tax Collectors Report.
- (7) Collection of 5th Penny began May, 2009. Collection reflected in June Tax Collection report.



**Visit Tallahassee
Social Report**

January 2015

Overview

	December	January	% Change
Facebook Likes	42,220	42,296	0.18%
PTAT	1,054	896	-14.99%
Twitter Followers	5,736	5,892	2.72%
Retweets (% of Total)	50 (33%)	117 (91%)	134.00%
Instagram Followers	1,124	1,318	17.26%
Likes	547	807	47.53%
Pinterest Followers	147	154	4.76%
Repins and Likes	1	0	-100.00%

These are key metrics for each of the platforms for Visit Tallahassee

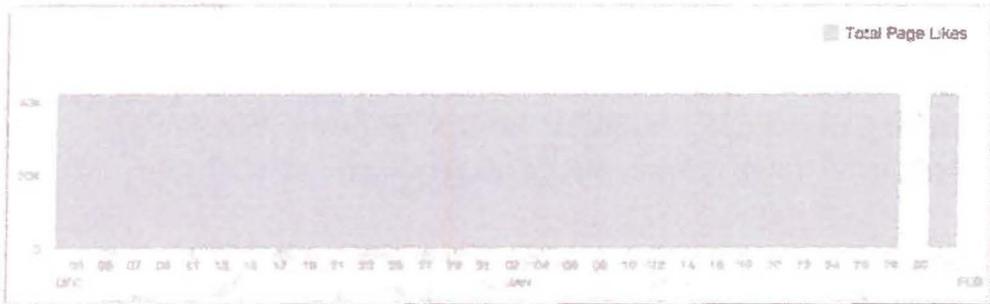
- Month over month, the VT fan base has continued to grow by significant amounts on Facebook, Twitter, Pinterest, and Instagram
- Total engagement saw an increase across nearly all platforms, showing successful performance for entirely organic content
- Coming out of a strong sweeps with paid media support, organic fanbase growth continued

Facebook Performance

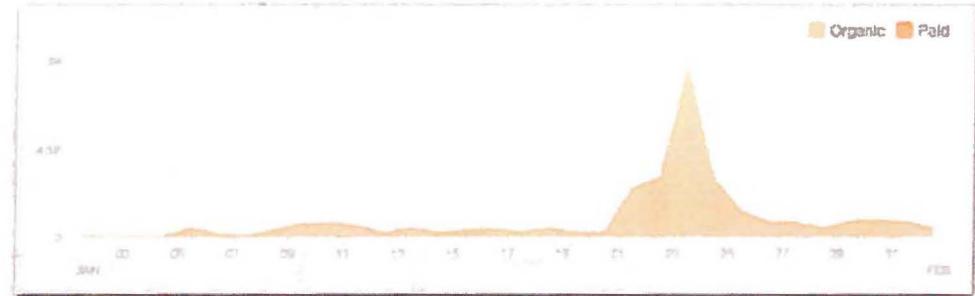
- Total likes and reach were up. Engagement in January was slightly below average. This may be attributed to coming out of a month with a sweeps and paid media support. #IHeartTally mentions were on par with average monthly metrics

	December	January	% Change
Page Likes	42,220	42,296	0.18%
Total Reach	28,906	30,214	4.53%
Post Engagements	1,064	1,037	-2.54%
Engagement Rate	3.7%	3.4%	-6.76%
#IHeartTally Mentions	91	187	105.49%

Audience Growth



Daily Reach



Facebook Performance

- Top posts on Facebook were those featuring upcoming performances at Cascades Park by well-known artists, and the historic Goodwood Museum.

Visit Tallahassee
January 22 at 6:15pm

What do you get when you mix an iconic American Rock & Roll band with a one-of-a-kind Tally experience? Our next BIG concert at Cascades Park.

Purchase tickets to see The Beach Boys on May 15 at: capitalcityamphitheater.com. #IHeartTally



Reach: 13,008
Engagement: 543
Clicks: 1,129

Visit Tallahassee
January 21 at 7:03pm

Experience the Southern charm of Goodwood Museum & Gardens. Tour the 170 year old plantation house and gardens as a weekend Tally Adventure. Learn more here: <http://bit.ly/1xKrPwE> #IHeartTally



Reach: 1,766
Engagement: 47
Clicks: 143

Visit Tallahassee
January 21 at 8:27pm Edited

Wilco is coming to Tallahassee on April 26! See the Chicago-based indie band perform at Cascades Park! Purchase tickets here: <http://bit.ly/13X7BUw> #IHeartTally



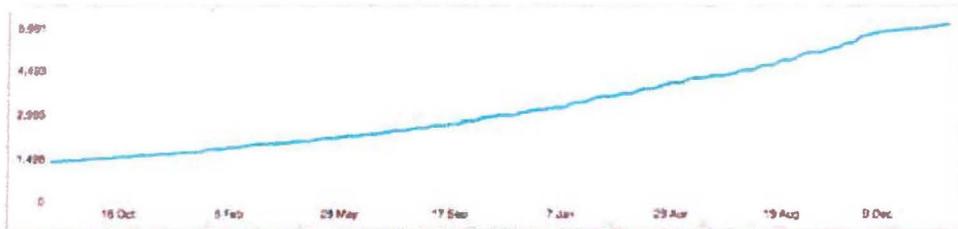
Reach: 3,858
Engagement: 118
Clicks: 199

Twitter Performance

- Twitter performance grew significantly month-over-month, showing increases in key metrics such as impressions and overall engagements
- #IHeartTally mentions occurred at a more frequent rate, and have already generated 1.8 million impressions compared to December's 2.0 million impressions

	December	January	% Change
Followers	5,736	5,892	2.72%
Total Impressions	19,628	53,908	174.65%
Post Engagements	528	1,344	154.55%
Engagement Rate	2.7%	2.5%	-7.32%
#IHeartTally Mentions	676	731	8.14%

Audience Growth



Daily Impressions



Twitter Performance

- Top posts from Twitter included announcements for the Tallahassee Marathon and recognizing local accomplishments. These posts reveal that users are highly engaged around current local events.



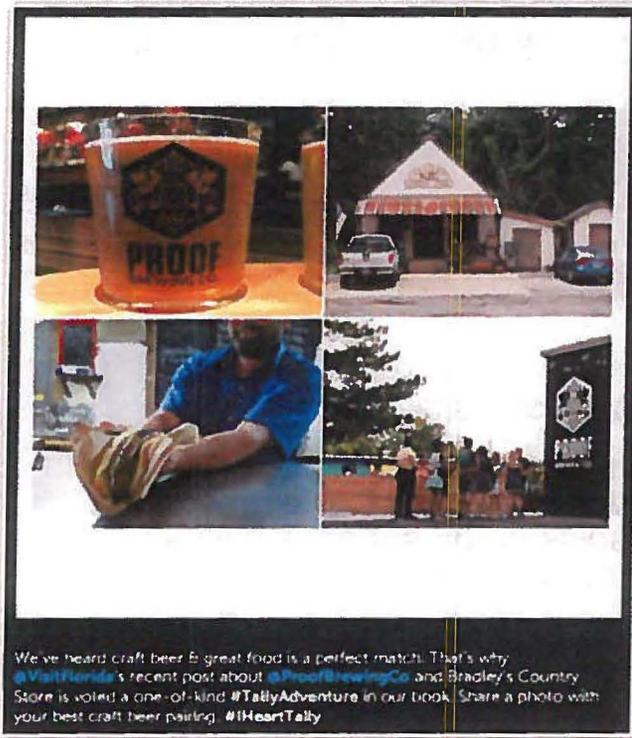
Impressions: 2,084
Engagements: 41



Impressions: 798
Engagements: 20

Instagram Performance

- Instagram posts from January garnered high engagement from posts about the destination's key attributes, local breweries and unexpected experiences, and FSU football's upcoming season
- #IHeartTally has seen 291 mentions this month, which is 16% fewer mentions than the 348 mentions in December. January averaged 9.4 mentions a day, compared to December's 18 mentions a day. This can be attributed the sweeps in December and paid media support driving traffic from other platforms



Likes: 48
Comments: 0

FLORIDA STATE 2015 FOOTBALL SCHEDULE

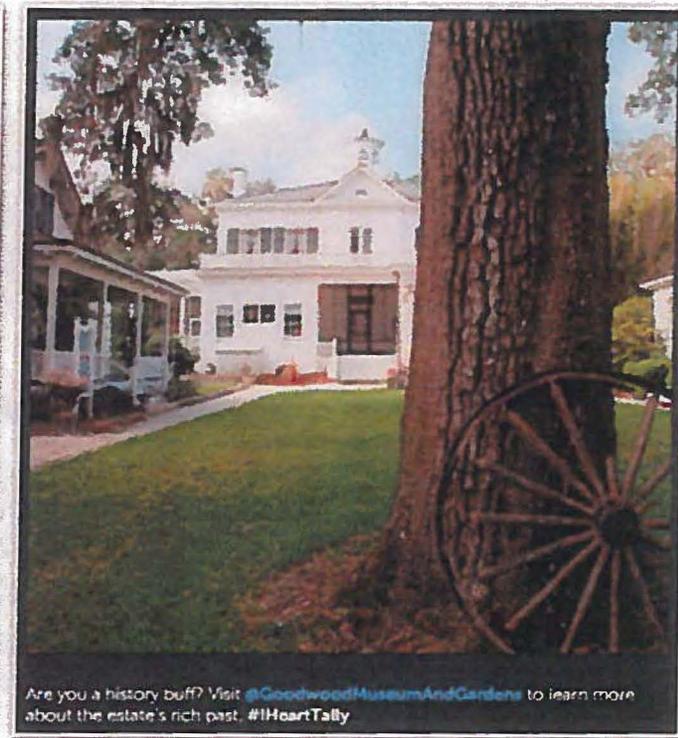
SEPT 5	TEXAS STATE	TALLAHASSEE, FL
SEPT 12	USF	TALLAHASSEE, FL
SEPT 19 (FRI)	at BOSTON COLLEGE	CHESNUT HILL, MA
SEPT 26	OPEN WEEK	
OCT 3	at WAKE FOREST	WINSTON SALEM, NC
OCT 10	MIAMI	TALLAHASSEE, FL
OCT 17	LOUISVILLE	TALLAHASSEE, FL
OCT 24	at GEORGIA TECH	ATLANTA, GA
OCT 31	SYRACUSE	TALLAHASSEE, FL
NOV 7	at CLEMSON	CLEMSON, SC
NOV 14	NC STATE	TALLAHASSEE, FL
NOV 21	CHATTANOOGA	TALLAHASSEE, FL
NOV 28	at FLORIDA	GAINESVILLE, FL

SEASON TICKETS ON SALE NOW!

SEMINOLES.COM

The 2015 @FSU_Football schedule is out! Book your gameday stay & explore local hot spots on the Visit Tallahassee website. #IHeartTally

Likes: 45
Comments: 3

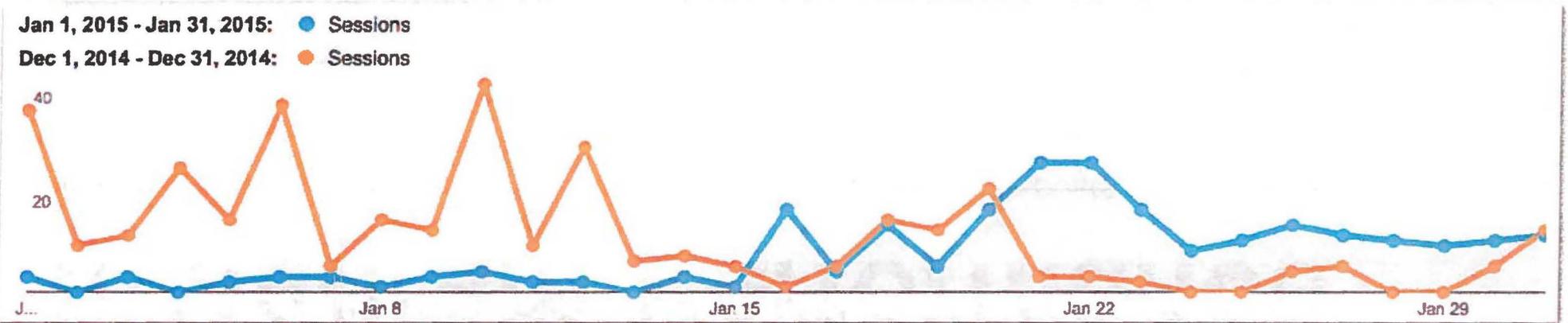


Likes: 42
Comments: 2

Website Referrals

- Below are traffic metrics on Visit Tallahassee's website, as directed via Facebook.
 - Compared to the shorter period, Visit Tallahassee saw positive performance in terms of the percent of new sessions, pages per session, session duration and bounce rate, showing a larger volume of new and longer visits to the site. Lower performance took place in terms of overall sessions, indicating that total visits to the site were not as frequent as before reflecting the strategy of pointing users to other pages.
 - A peak in site visits occurred on January 21 and 22, with posts announcing upcoming shows by The Beach Boys and Wilco.

SESSIONS		% NEW SESSIONS		PAGES/SESSION		AVG. SESSION DURATION (MIN)		BOUNCE RATE	
DEC	JAN	DEC	JAN	DEC	JAN	DEC	JAN	DEC	JAN
280	232	81.8%	83.2%	1.42	1.56	0:36	0:51	82.5%	77.2%



Takeaways

- Visit Tallahassee's Facebook fanbase has experienced growth, but overall engagement decreased slightly month-over-month
 - This relative decline can be attributed to comparative high performance with paid media in prior months. Also potentially attributable are some changes with Facebook policies that are beginning to affect organic engagement between brands and individual users
- Visit Tallahassee has seen more growth on Twitter in terms of followers, as well as increases in terms of engagements and overall impressions month-over-month
 - The success on this platform can be attributed to engaging organic content, similar to the organic content in December. Content focused on FSU accomplishments and local attractions generated the most organic engagement
 - The success of high local engagement further supports the strategy to share local events on Twitter
- Moving Forward, Visit Tallahassee should expect continued high performance and increased engagement, with exciting organic content, and if serving paid media content, or if highlighting key Tallahassee attributes
 - Call-to-action posts and those implementing professional images, accounted for the highest performances, both tools which will be continually utilized moving forward
- The Visit Tallahassee website saw increased traffic in terms of visit duration and new sessions.
 - Visits to the site were longer than in previous months, potentially due to the fact that content drove users to the Visit Tallahassee site for more details on events
- #IHeartTally mentions generated slightly lower-than-average counts on all applicable platforms this month, generating fewer total mentions for the month. The declined use can be attributed to fewer large events and activities at local venues in the month of January, generating less utilization of the hashtag.
 - Moving forward, we will continue to use upcoming popular events to promote #IHeartTally, sharing professional, partner, and user generated images in order to further drive engagements



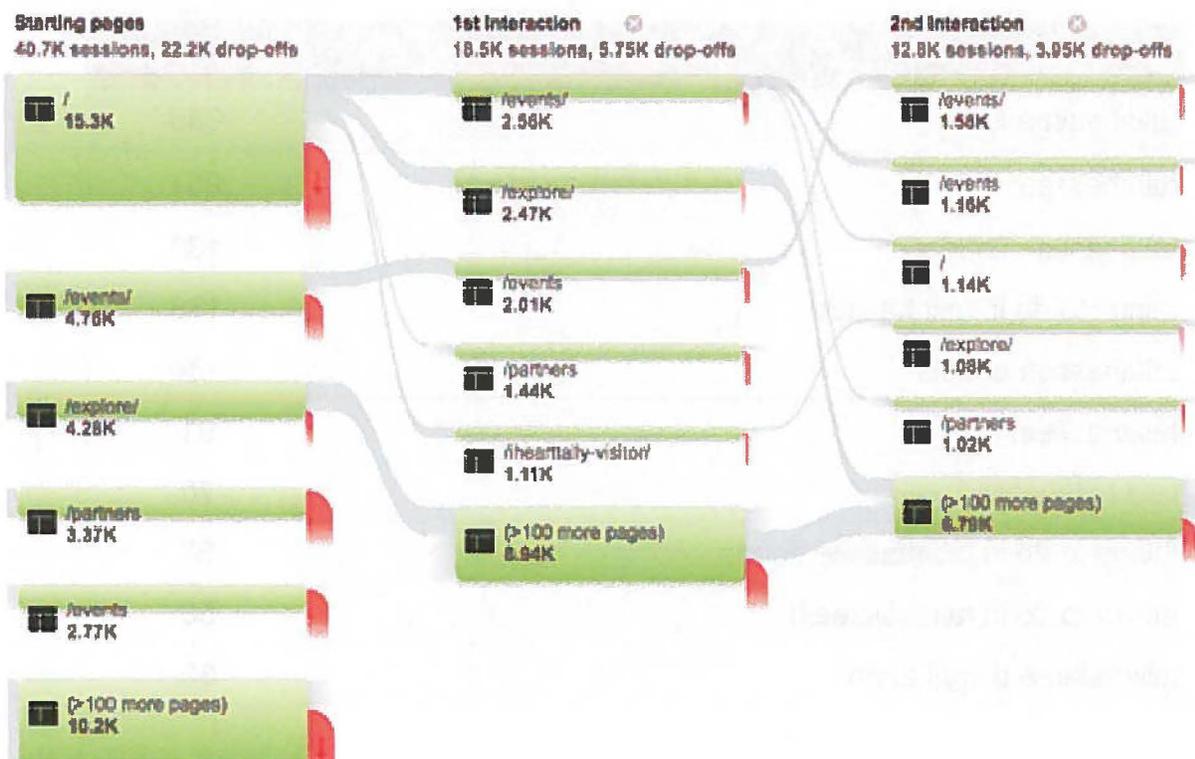
Executive Summary

In January, VisitTallahassee.com garnered over 40,000 sessions, 73% from organic traffic. Month-over-month, users stayed longer and were more engaged, viewing over three pages per session. The most searched terms within the website revealed interest around the meeting and event planner guide and black history month. Geographically, visitation from Tallahassee, Orlando, and Miami Beach were the largest contributors this month.

Website Metric	January
Sessions	40,787
Users	33,008
Page Views	126,938
Avg Pages Viewed per Session	3.11
Avg Session Duration	02:16
New Sessions	71.67%
Mobile Sessions	16,230 (39.79%)
Mobile + Tablet Sessions	20,829 (51.07%)

Behavior Flow

The map below shows the user experience upon landing on the site.





Top Content

The chart below shows the top pages viewed on the site.

Page	January Page Views	% of Total Page Views
Homepage	17,749	13.98%
Events	14,637	11.53%
Explore	12,135	9.56%
Explore: Outdoors & Nature	4,973	3.92%
Explore: Nightlife	4,603	3.63%
Dine	4,072	3.21%
Explore: History & Heritage	2,826	2.23%
Explore: Sports Activities	2,723	2.15%
Stay	2,670	2.10%
Explore: Shopping	2,659	2.09%

Keywords

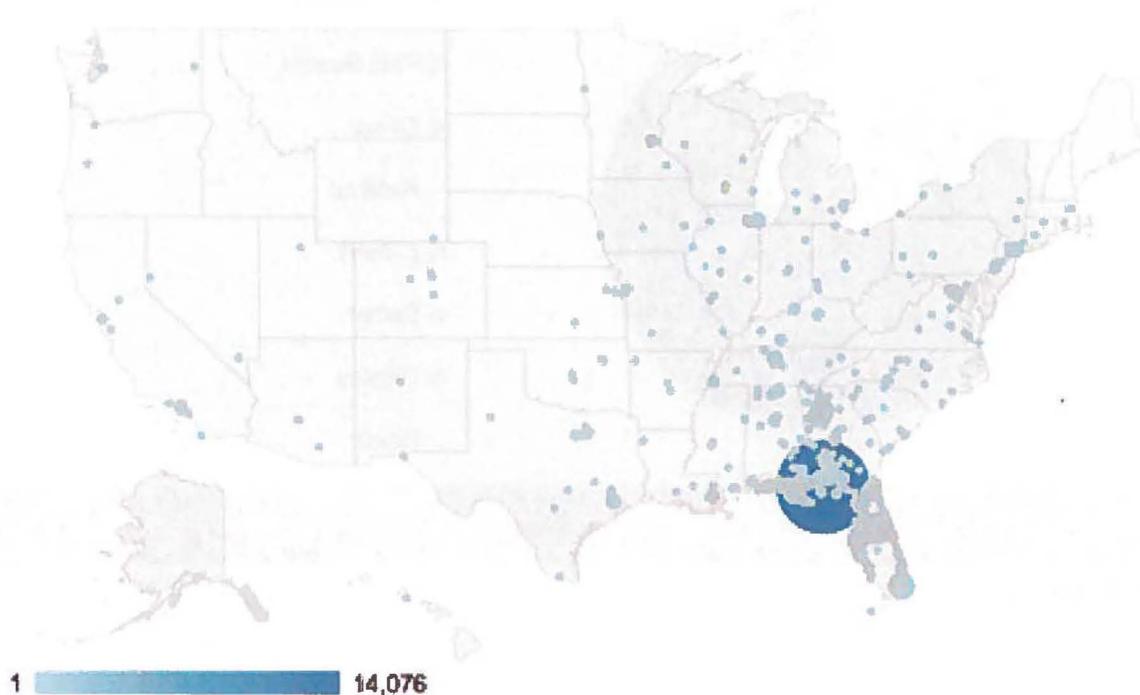
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	336
tallahassee	254
tallahassee florida	139
things to do in tallahassee	138
tallahassee events	134
tallahassee, fl	91
visit tallahassee	70
things to do in tallahassee florida	52
things to do in tallahassee fl	50
tallahassee things to do	30



Geography

The map below shows a concentration of visits by city and state.



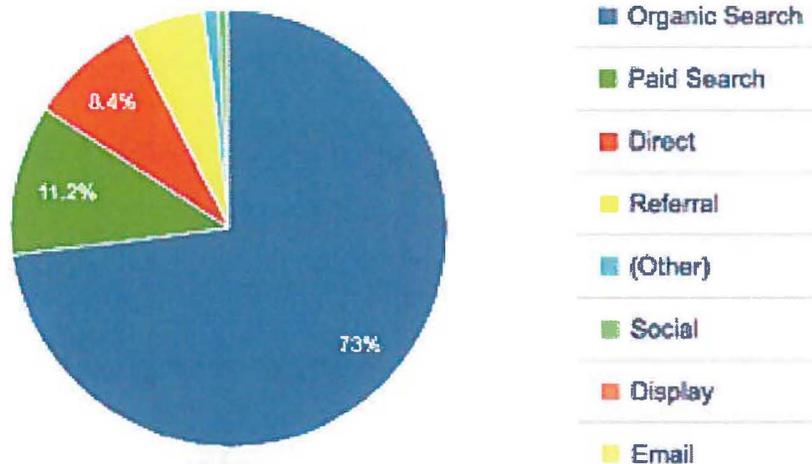
State	Visits
Florida	25,662
Georgia	2,872
Alabama	1,061
Texas	813
New York	553
California	547
Illinois	512
North Carolina	494
Tennessee	464
Pennsylvania	360

City	Visits
Tallahassee	14,076
Orlando	1,256
Miami Beach	1,029
Panama City Beach	831
Bay Lake	822
Atlanta	718
Tampa	503
Gainesville	441
Jacksonville	372
Valdosta	304



Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	January Sessions
Google (organic)	25,632
Google (CPC)	4,711
Direct Traffic	3,444
Yahoo (organic)	2,193
Bing (organic)	1,733

Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	January Sessions
visit.fsu.edu	644
facebook.com	212
famu.edu	115
visitflorida.com	112
fhsaa.org	108
forum.topic16283870.darodar.com	101
fsu.grtep.com	87
50states.com	53
twitter.com	49
search.tb.ask.com	41



Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions and out of market sessions only.

Searched Words (All)	Page Views
meeting and event planners guide	7
black history month	3
guide	3
meeting and event planner	3
restaurants	3
self guided	3
apalachee regional park	2
Beach	2
beaches	2
black history	2

Searched Words (Out of Market Only)	Page Views
restaurants	3
Beach	2
beaches	2
blue angels	2
event calendar	2
events	2
Ice skating	2
mall	2
A woman a house and a tree	1
accomodations with meeting banquet facilities	1

VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT



February 2015

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed February 1 - 28, 2015. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 190

Media Relations

Secured coverage of spring football games, the Red Hills International Horse Trials, Springtime Tallahassee, Word of South and Southern Shakespeare Festival on *PalmBeachPost.com*.

Negotiated coverage of Tallahassee's spring events on *Examiner.com*.

Garnered coverage of eight spring events under \$10 on *VisitFlorida.com*.

Secured inclusion of Tallahassee's spring events on *CandadeFreePress.com*.

Pitching Vertigo, Lofty Pursuits and Dog et Al for a "Ten to Try" feature in *Cooking with Paula Deen*.

Media Experiences

Pitching "Naturally Entertaining" food/music-themed media tour.

Secured *Orlando Style* and *Tampa Style* magazine for the April 9-12 trip.

Promotions

Pitching for radio promotions for The Beach Boys, Sublime with Rome and Wilco Amphitheater concerts. Target radio stations are located in: Florida, Georgia and Alabama, and include the following formats: adult contemporary, alternative, adult hits, classic hits, oldies and classic rock.

Secured and executed a weeklong (Feb. 14-20) radio partnership with WOOF-FM – the No. 1 Adult Contemporary station in Dothan, AL. Valued at \$5,000 with a ROI of 16:1, the register to win contest promoted the Pink Floyd Experience concert through recorded and live announcements and direct links to CapitalCityAmphitheater.com and VisitTallahassee.com through 997wooffm.com. Two Visit Tallahassee partners participated in the promotion including, Candlewood Suites Hotel and Barnacle Bills.

Secured radio partnership with WKNK-FM – the No.2 Country music station in Panama City, Fla. Valued at \$10,500 with a ROI of 31:1, the contest promotes the Avett Brothers concert through recorded and live announcements, an advertising slider on the station’s website, direct links to VisitTallahassee.com and CapitalCityAmphitheater.com, three Facebook posts, and an E-Blast to WKNK-FM’s insiders.

News Releases

Title	Concept	Status
“Sublime With Rome Plays Tallahassee as Fifth Act In Spring Concert Series”	Introduces Sublime with Rome as a “spring meets ska” concert at Tallahassee’s Capital City Amphitheater.”	Distributed to FL, GA, AL, metros & newspapers, entertainment pubs, blogs and national newspapers.

Client and Industry Relations

Provided agendas and executed status calls/meetings with Client.

Participated in CleanPix update meeting.

Conducted daily media monitoring of the Leon County Division of Tourism Development/Visit Tallahassee and general news affecting the area.

Screened marketing opportunities for maximum value and return on investment.

Publicity Monitoring

Tracked print, online and broadcast publicity daily through clip service, Google news alerts and various other methods.

###



**VISIT TALLAHASSEE JANUARY 2014 ADVERTISING
ACTIVITY REPORT
February 10, 2014**

PROJECTS COMPLETED

Trailahassee Digital Banners Resizes
Delivered 1/12

Southern Living Feb Bonus eNewsletter
Delivered 1/12

Capital City Amphitheater Website Development Updates
Completed 1/20

Van Wrap Redesign Creative
Delivered 1/21

Mar-Apr Tallahassee Magazine Insertion
Delivered 1/27

850 Managazine 2 Page Spread
Delivered 1/28

eBrains Lead Generation
Delivered 1/30

PROJECTS UNDERWAY

Meeting Planners Guide
Delivered 2/4

Southern Living March eNewsletter
Anticipated delivery 2/9

Southern Living March Image
Anticipated delivery 2/9

Amphitheater Email
Anticipated delivery 2/12

IHeartTally Cards
Anticipated delivery 2/13

Amphitheater Concert Poster
Anticipated delivery 2/13

Capital Cuisine Restaurant Week Menus
Anticipated delivery 2/13

Emerald Coast Apr/May
Anticipated delivery 2/16

Spring on Stage Rack cards
Anticipated delivery 2/16

Spring on Stage Digital Banners
Anticipated delivery 2/18

Van Wrap Installation
Anticipated delivery 2/20

Retargeting Digital Banners
Anticipated delivery 2/20

Capital Cuisine Restaurant Week Digital Banners
Anticipated delivery 2/27

UPCOMING MEDIA PLACEMENTS

Visit Florida Magazine-January 2014-December 2015

Trails.VisitFlorida.com-January –September 2015

TripAdvisor.com- October-September 2015

Huddled Masses February – April 2015

FAMUAthletics.com November-June 2015

Southern Living Magazine February 2015

Tallahassee Magazine Mar-Apr 2015

850 Magazine Mar-Apr 2015

Emerald Coast Apr-May 2015

eBrains Lead Generation Feb-June 2015

Travel Spike Feb-May 2015

Search Engine Activation Program-Google, Yahoo, Bing-October 2014-September 2015



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Fax: +1 (615) 824 3848
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Visit Tallahassee

For the Month of January 2015

Date Created: Feb 16, 2015

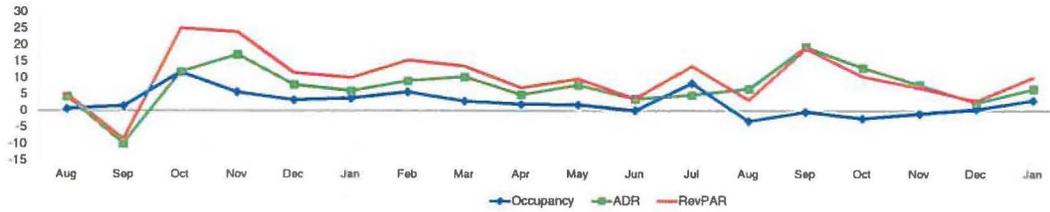
Table of Contents

Trend Leon County, FL
Response Leon County, FL
Help

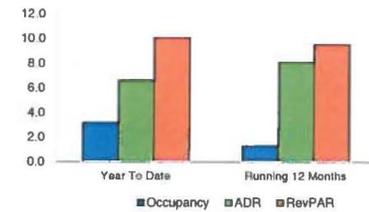
Tab
1
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3
4



Monthly Percent Change



Overall Percent Change



Occupancy (%)	2013					2014												2015	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2013	2014	2015	2013	2014	2015
This Year	64.8	53.7	62.2	58.9	43.1	52.9	66.6	70.6	63.4	61.6	64.1	62.2	62.7	53.5	60.7	58.3	49.3	54.6	51.0	52.9	54.6	56.1	59.8	60.6
Last Year	64.4	52.9	55.7	55.7	47.6	51.0	63.0	68.8	82.3	60.5	64.1	57.4	64.8	53.7	82.2	58.9	49.1	52.9	62.1	51.0	52.9	55.2	56.1	59.8
Percent Change	0.6	1.5	11.7	5.7	3.3	3.8	5.7	2.9	1.9	1.7	0.1	8.4	-3.2	-0.4	-2.4	-0.9	0.4	3.2	-2.0	3.8	3.2	1.6	6.7	1.3

ADR	2013					2014												2015	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2013	2014	2015	2013	2014	2015
This Year	77.44	81.43	102.86	102.46	76.04	78.36	85.40	93.94	88.98	93.07	78.47	74.64	82.59	97.17	116.36	110.55	77.93	83.58	73.91	78.36	83.58	78.52	83.47	90.26
Last Year	74.21	90.50	91.97	87.50	70.48	73.91	78.26	85.20	84.83	86.38	75.78	71.27	77.44	81.43	102.86	102.46	76.04	78.36	82.58	73.91	78.36	79.04	78.52	83.47
Percent Change	4.4	10.0	11.8	17.1	7.9	6.0	9.1	10.3	4.9	7.7	3.6	4.7	6.6	19.3	13.1	7.9	2.5	6.7	10.5	6.0	6.7	-0.6	6.3	8.1

RevPAR	2013					2014												2015	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2013	2014	2015	2013	2014	2015
This Year	50.20	43.74	64.01	60.33	37.36	41.47	56.85	66.34	56.46	57.29	50.32	46.40	51.81	52.00	70.65	64.48	38.46	45.94	37.68	41.47	45.94	44.02	49.93	54.69
Last Year	47.82	47.90	51.23	48.75	33.51	37.68	49.28	58.47	52.61	52.27	48.56	40.88	50.20	43.74	64.01	60.33	37.36	41.47	42.99	37.68	41.47	43.81	44.02	49.93
Percent Change	5.0	-8.7	24.9	23.6	11.5	10.0	15.4	13.5	6.9	9.6	3.6	13.5	3.2	18.9	10.4	6.9	2.9	10.1	12.3	10.0	10.1	1.0	13.4	9.5

Supply	2013					2014												2015	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2013	2014	2015	2013	2014	2015
This Year	181,318	175,470	175,739	170,070	175,739	175,739	158,732	178,715	172,890	178,653	172,890	178,653	178,653	172,890	178,653	172,890	178,653	178,653	184,946	175,739	178,653	2,157,910	2,116,146	2,100,925
Last Year	184,946	178,980	184,946	178,980	184,946	184,946	167,020	181,350	175,500	181,350	175,500	181,350	181,318	175,470	175,739	170,070	175,739	175,739	179,862	184,946	175,739	2,122,740	2,157,910	2,116,146
Percent Change	-2.0	-2.0	-5.0	-5.0	-5.0	-5.0	-5.0	1.5	1.5	-1.5	-1.5	-1.5	-1.5	1.5	1.7	1.7	1.7	2.8	-5.0	1.7	1.7	1.7	1.0	0.7

Demand	2013					2014												2015	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2013	2014	2015	2013	2014	2015
This Year	117,527	94,259	109,372	100,146	86,338	93,003	105,872	126,215	109,697	109,975	110,864	111,054	112,068	82,518	108,475	100,842	88,161	97,562	94,303	93,003	97,562	1,209,804	1,265,742	1,273,103
Last Year	119,175	94,744	103,031	99,725	87,951	94,303	105,164	124,458	109,251	109,737	112,456	104,081	117,527	94,259	109,372	100,146	86,338	93,003	93,830	94,303	93,003	1,171,198	1,209,804	1,265,742
Percent Change	-1.4	-0.5	6.2	0.4	-1.8	1.4	0.5	1.4	0.4	0.2	1.4	8.8	-4.6	-1.8	-0.8	0.7	2.1	4.9	0.7	-1.4	4.9	3.3	4.6	0.6

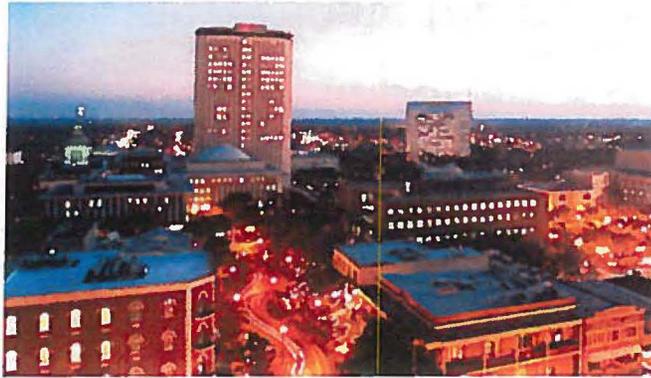
Revenue	2013					2014												2015	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2013	2014	2015	2013	2014	2015
This Year	9,101,653	7,675,415	11,240,805	10,260,904	6,564,967	7,288,017	9,024,226	11,856,466	9,760,965	10,235,744	8,699,556	8,299,403	9,255,355	8,990,323	12,622,037	11,148,358	6,870,157	8,154,575	6,969,595	7,288,017	8,154,575	94,996,477	105,637,241	114,907,157
Last Year	8,844,029	8,573,085	9,475,450	8,725,848	6,197,249	6,999,595	8,230,092	10,603,574	8,267,592	9,479,201	8,522,486	7,413,435	8,101,653	7,675,415	11,240,805	10,260,904	6,564,967	7,288,017	7,731,521	6,969,595	7,288,017	92,565,301	94,996,477	105,637,241
Percent Change	2.9	10.5	18.7	17.6	5.9	4.6	9.6	11.8	5.3	8.0	2.1	11.8	1.7	17.1	12.2	8.8	4.6	11.9	9.9	4.6	11.9	2.6	11.2	8.8

Census %	2013					2014												2015
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	63	63	61	61	61	61	61	62	62	62	62	62	62	62	62	62	62	62
Census Rooms	5849	5849	5669	5669	5669	5669	5699	5765	5763	5763	5763	5763	5763	5763	5763	5763	5763	5763
% Rooms Participants	88.3	88.3	89.7	87.4	89.7	89.7	89.7	87.6	87.6	87.6	87.6	87.6	87.6	87.6	87.6	87.6	87.6	85.6

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Source 2015 STR, Inc.

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Visit Tallahassee

1st Quarter Visitor Tracking Report

October – December 2014

Study Objectives

- Estimate direct spending and total economic impact of visitors
- Estimate room nights generated by visitors
- Develop a profile of travel parties to Tallahassee
 - Size, length of stay, number of times visited
- Assess motivation for visiting Tallahassee
- Determine likelihood of returning
- Define mode of transportation
- Assess importance & evaluation of vacation attributes
- Investigate trip planning information
- Assess use of Tallahassee Visitors Guide & Visitors Center
- Create a demographic profile of visitors

Methodology

- Internet survey & in-person interviews
- Sample size - 785 completed surveys
- First quarter* 2015 visitors to Tallahassee
- Data collection: October 2014 – January 2015

*October, November, December, 2014



Tourism Snapshot: Oct-Dec 2014

Visitor Statistics	2013	2014	% Change
Visitors	569,312	594,240	+4.4%
Direct Expenditures	\$159,140,000*	\$164,534,700	+3.4%
Total Economic Impact	\$264,713,500	\$273,687,000	+3.4%

Lodging Statistics	2013	2014	% Change
Occupancy	56.7%	56.1%	-1.1%
Room Rates	\$93.79	\$101.77	+8.5%
RevPAR	\$53.90	\$57.94	+7.5%
Room Nights	295,718	292,795	-1.0%
TDT Collections	\$1,247,914	\$1,392,151	+11.6%

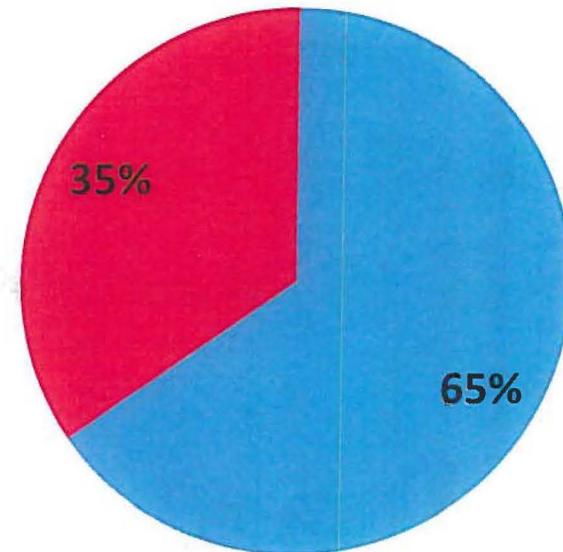
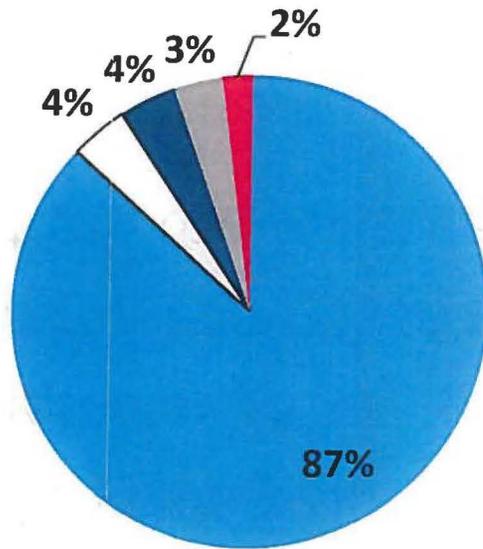
* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

Typical Tallahassee Visitor

- Traveled in a party composed of **2.6** people.
- Was **47** years old.
- Was female (**55%**).
- Had a median household income of **\$87,500**.
- Was from the Southeast (**87%**).

Origin of Tallahassee Visitors

2 out of 3 visitors were from Florida



- Southeast □ Northeast ■ Midwest
- West ■ Outside of U.S.

- Florida ■ Other

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

Origin of Tallahassee Visitors

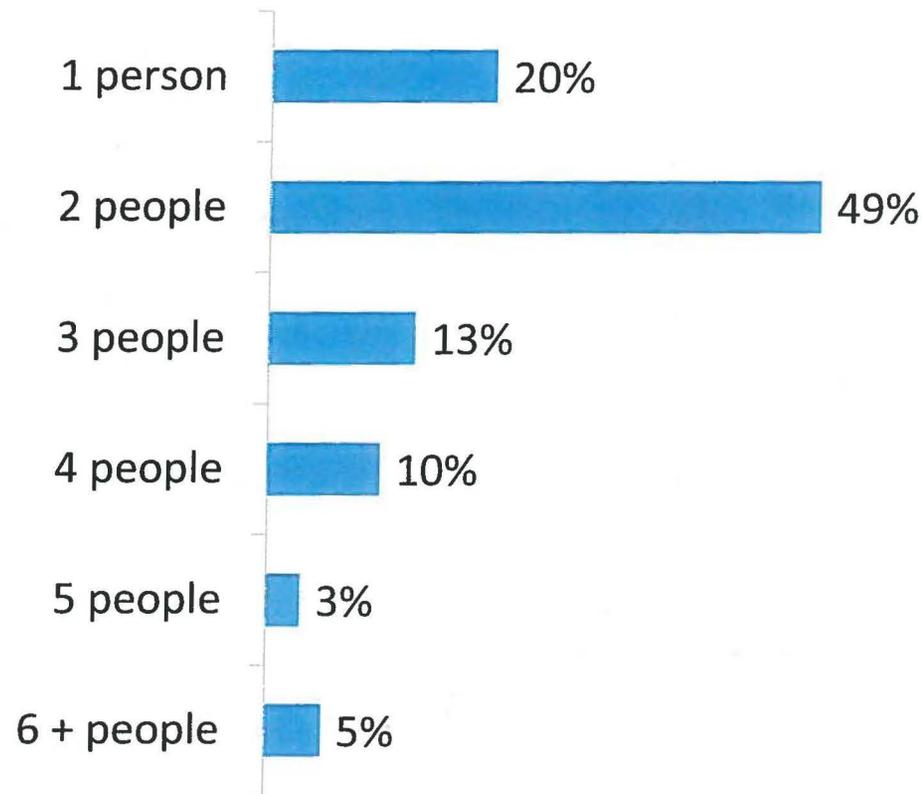
Top Markets

Surrounding Counties*	11%
Tampa	10%
Orlando	9%
Miami/Ft. Lauderdale	6%
Atlanta	6%
Jacksonville	6%
Vero Beach	4%
Pensacola	3%
Panama City	3%
Gainesville	2%
Thomasville/Valdosta	2%

*Gadsden, Liberty, Wakulla, & Jefferson Counties

Typical Tallahassee Visitor

- Traveled in a party composed of **2.6** people.
- **80%** traveled with at least one other person.
- **27%** traveled with people under the age of 20.

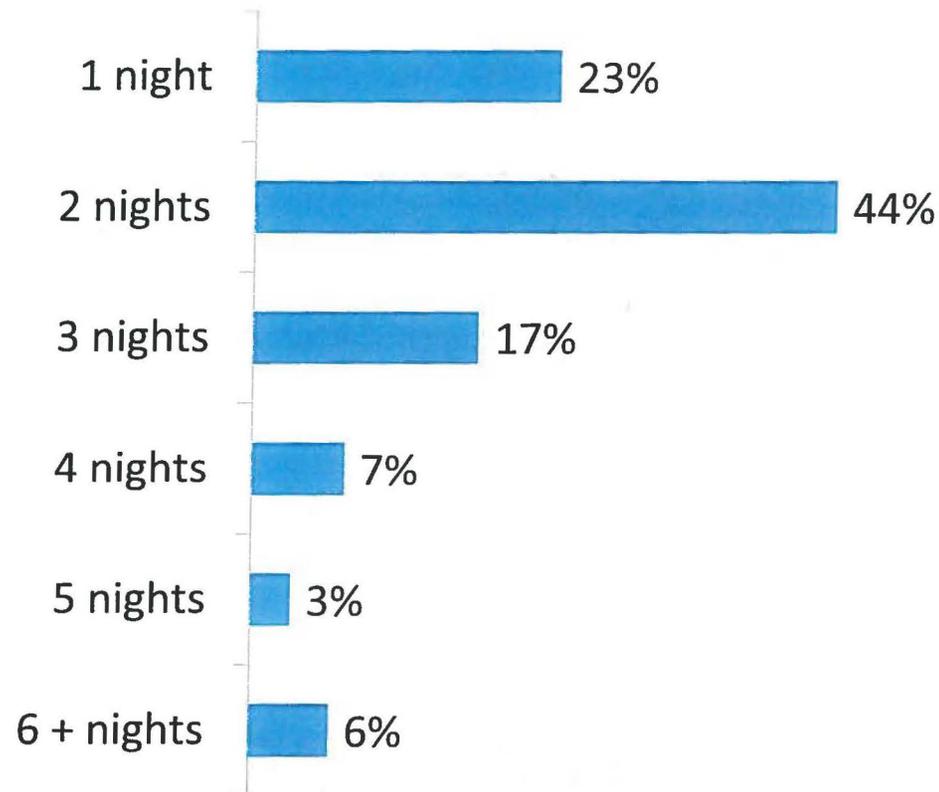


Typical Tallahassee Visitor

- **Drove** to Leon County (**83%**).
- Indicated that Leon County was the primary destination for their trip (**85%**).

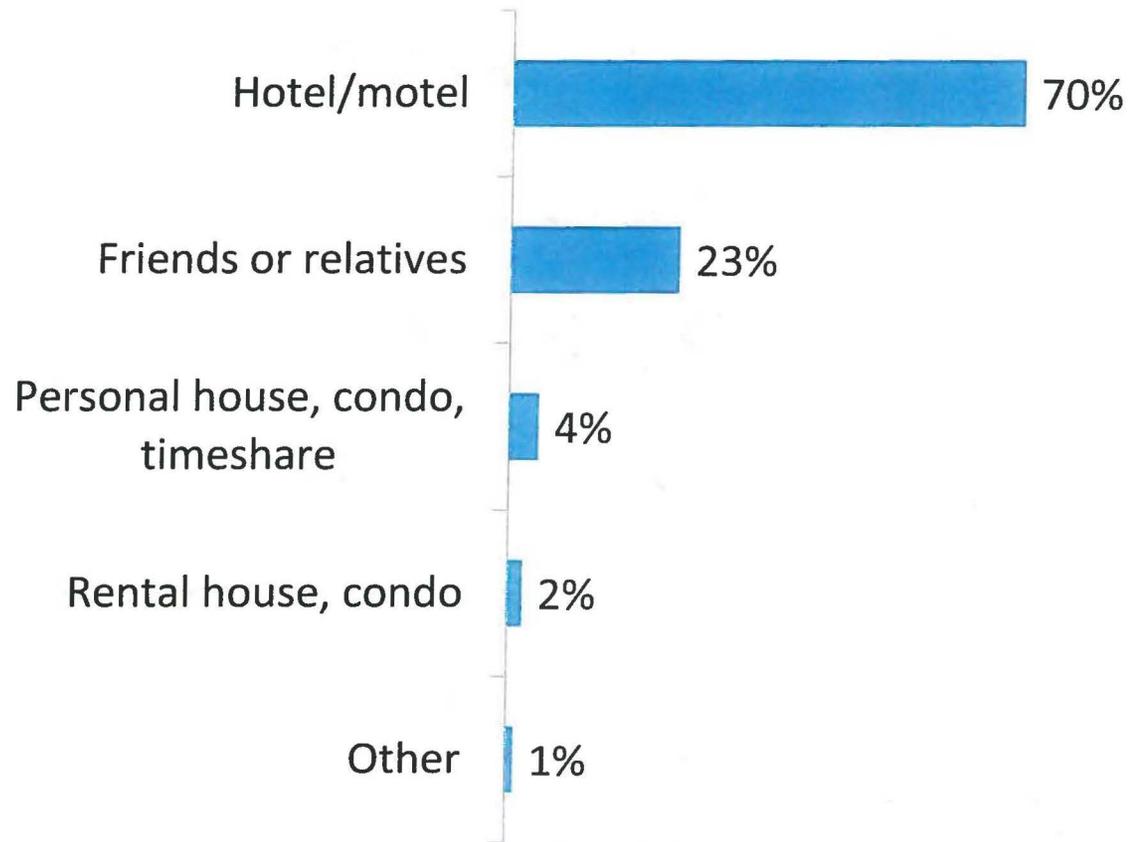
Typical Overnight Tallahassee Visitor

- Spent **2.7** nights in Leon County.
- **77%** stayed 2 nights or more:



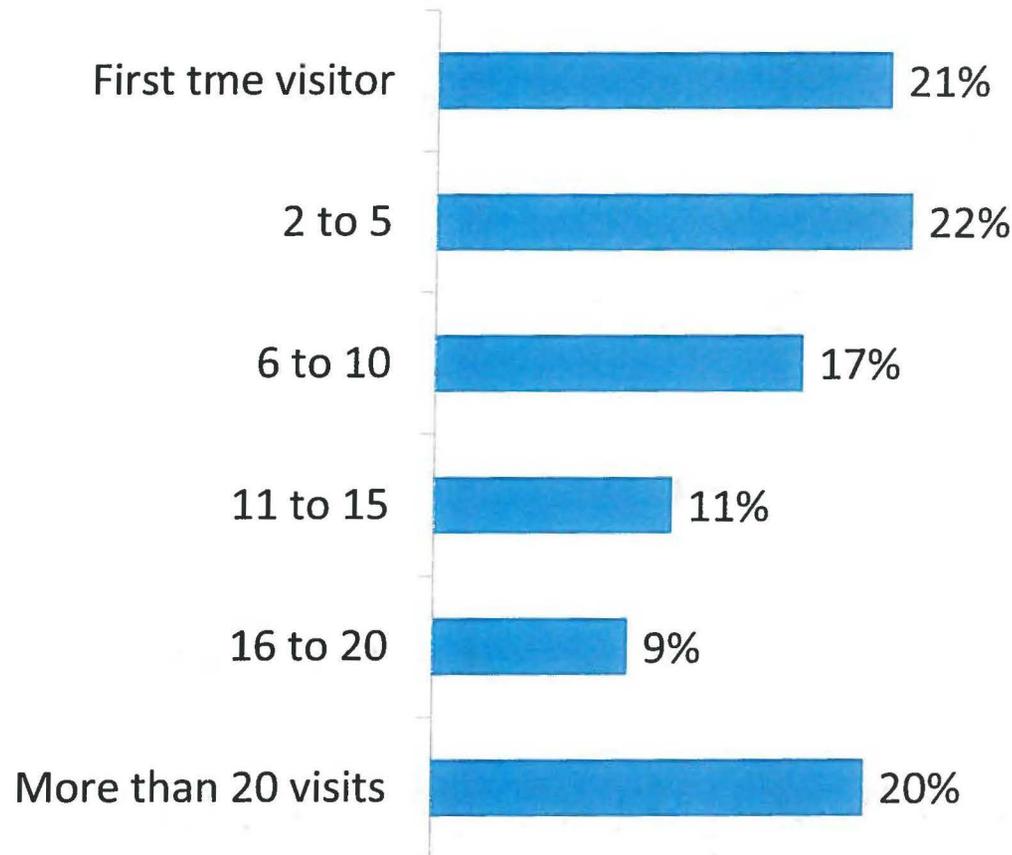
Accommodations for Overnight Visitors

- 7 out of 10 visitors who stayed overnight booked a hotel.



Experience with Tallahassee

- **21%** were first time visitors.
- **20%** have visited Tallahassee more than 20 times.



Reasons for Visiting

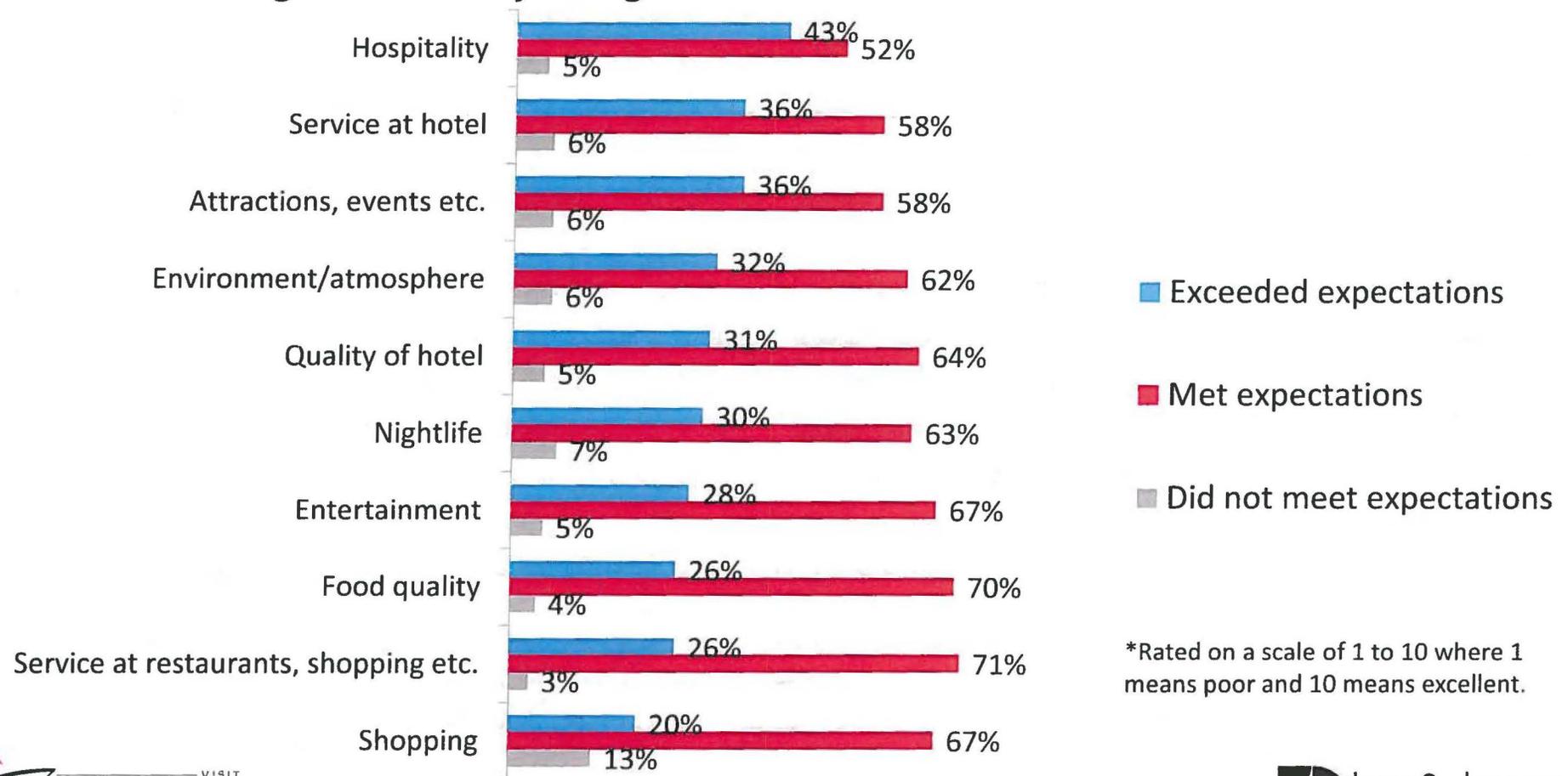
- Over half of visitors came to visit friends or our universities.*



*Multiple responses permitted

Rating Experiences in Tallahassee

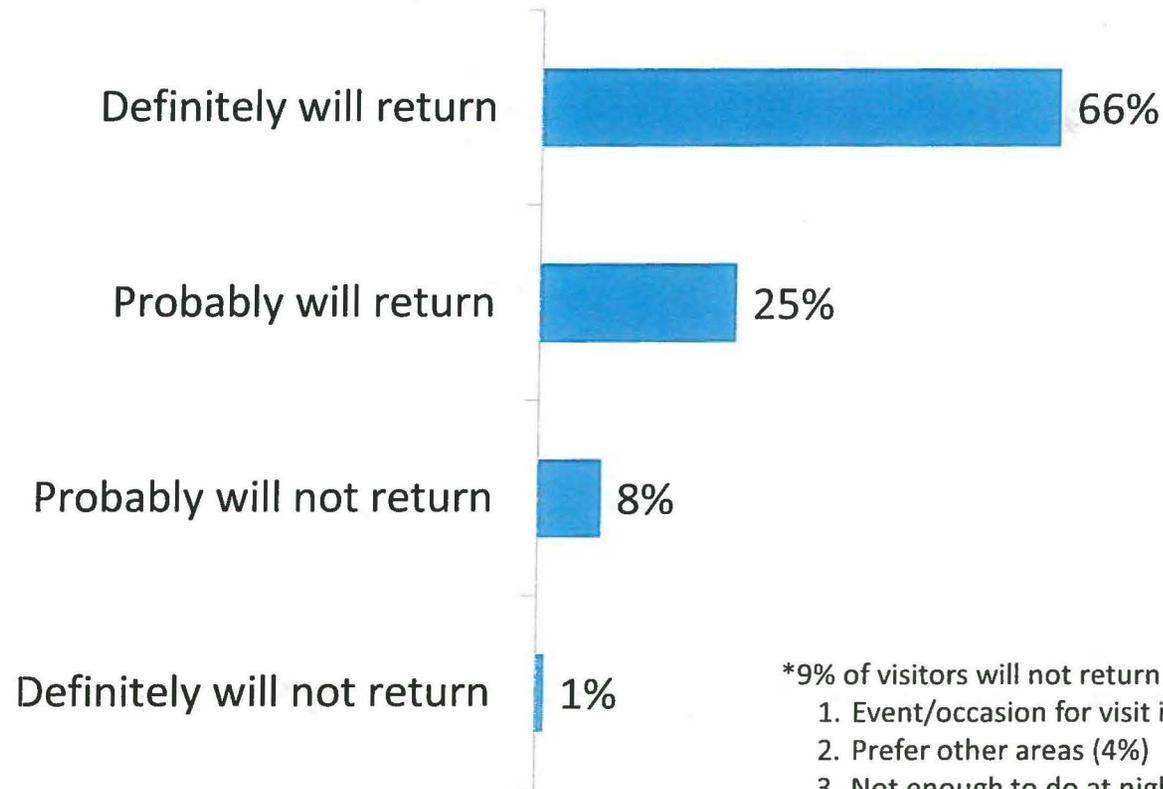
- Visitors gave Leon County a rating of **7.2 out of 10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:



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

Likelihood of Returning

•**91%** of visitors will return to Leon County.*



*9% of visitors will not return for the following reasons:

1. Event/occasion for visit is over (5%)
2. Prefer other areas (4%)
3. Not enough to do at night (2%)
4. Prefer variety in vacation spots (2%)
5. Not enough to do during the day (2%)

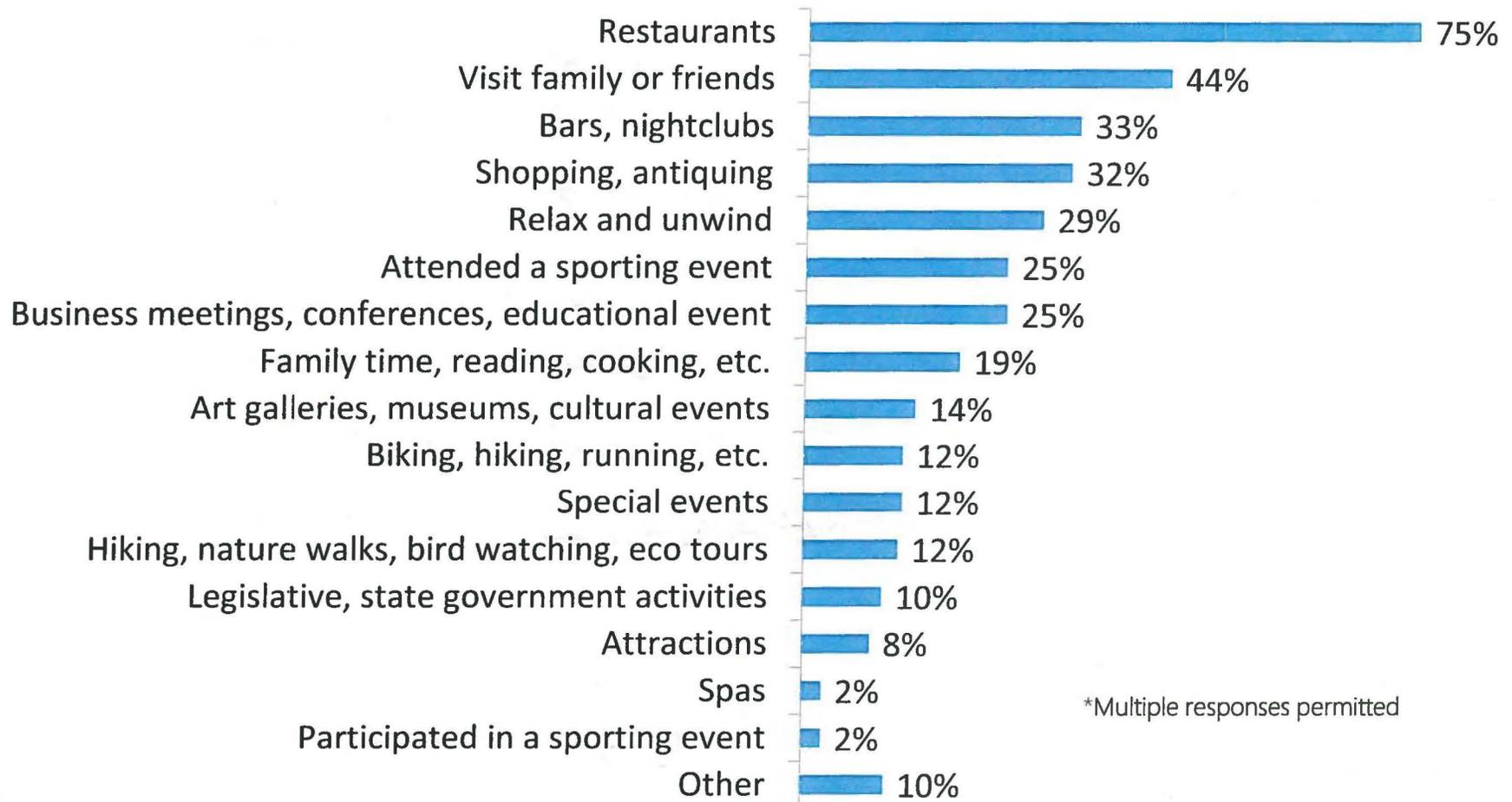
Visitors' Expenditures

- Visitors spent **\$331** a day and **\$895** on their trip.

	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$105	\$284
Restaurants	\$67	\$181
Groceries	\$11	\$30
Shopping	\$59	\$159
Entertainment	\$45	\$122
Transportation	\$33	\$89
Other	\$11	\$30
Total	\$331	\$895

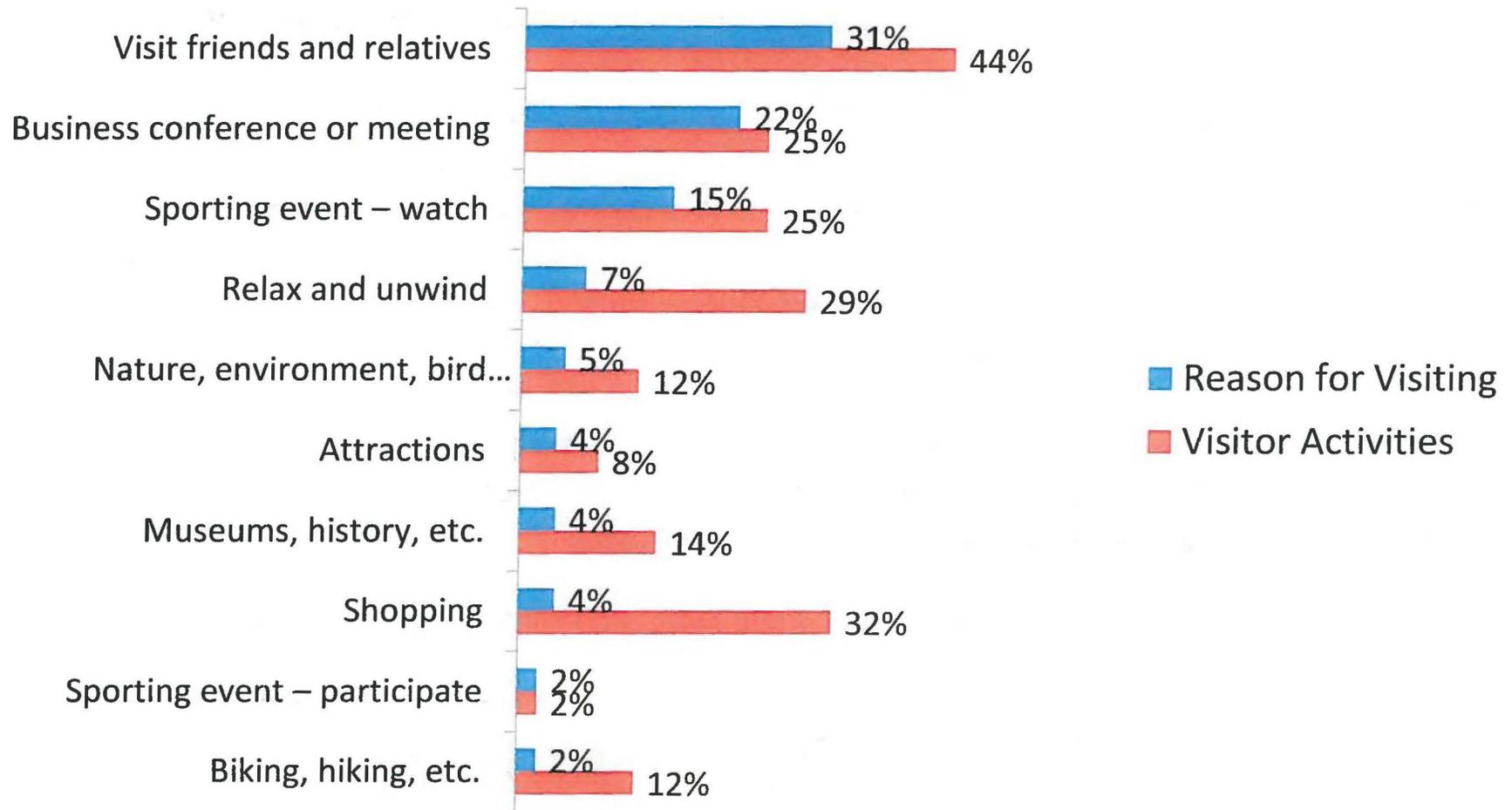
Visitors' Activities

- 3 out of 4 visitors ate in area restaurants:*



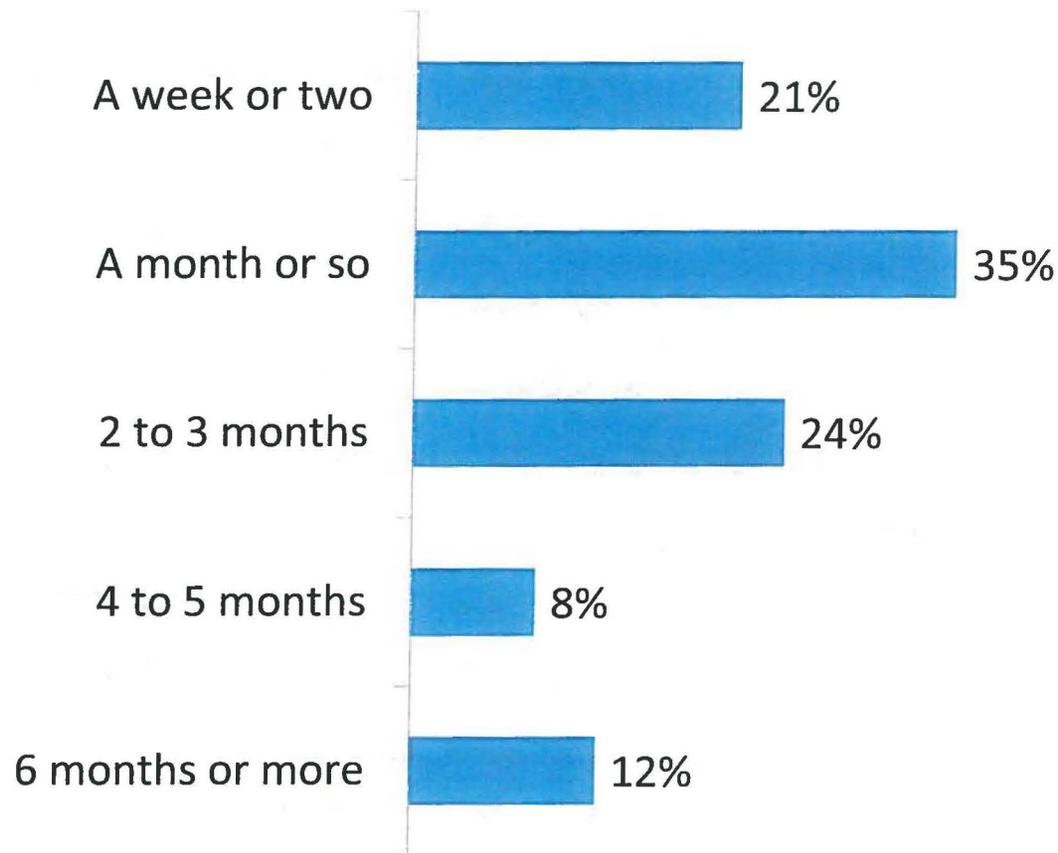
*Multiple responses permitted

Reasons for Visiting vs. Visitor Activities



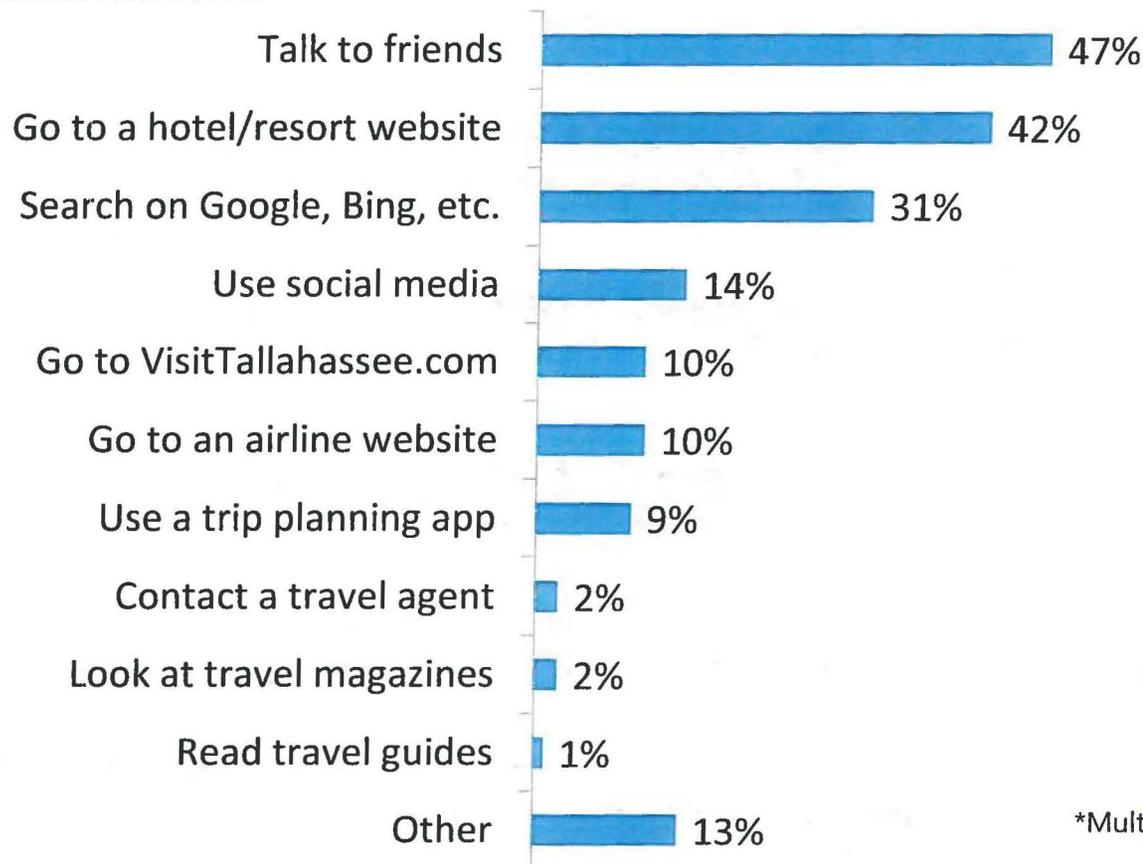
Trip Planning

- Over half of visitors planned their trip **a month** in advance.



Sources of Information

- Hotel websites and search engines were used most frequently to plan trips to Tallahassee.*



*Multiple responses permitted

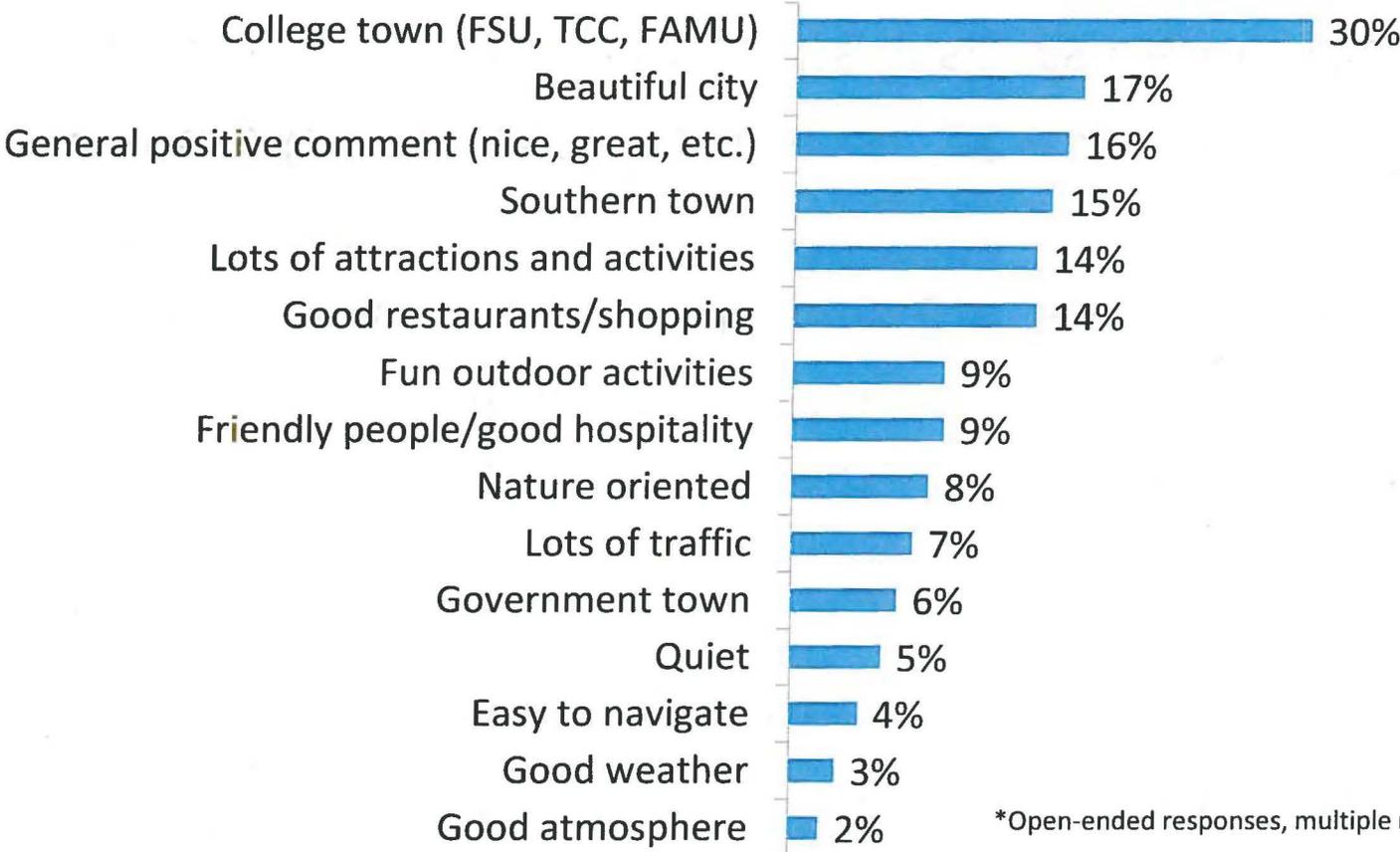
Finding Your Way Around

- Has a smartphone or tablet **(92%)**.
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County **(64%)**.
- **3%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- Visitors Guide received a rating of **6.0 out of 10***.
- **1%** of visitors stopped at the Visitors Center during their visit to Leon County.
- Visitors Center received a rating of **9.0 out of 10***.

*10=extremely useful; 1= not useful at all.

Perceptions of Tallahassee*

- Visitors describe Leon County as a college town and as a beautiful, southern city.*



*Open-ended responses, multiple responses permitted

Comments from Visitors

- From visitors who describe Leon County as a **college town**:*

“Tallahassee is a great college town with a younger vibe.”

“It was a great place to visit, enjoy the nightlife, have a few drinks, and reminisce about college. I always enjoy a great FSU game.”

“It’s a college town with a good atmosphere.”

“There are great universities (FSU & FAMU) and all of the activities and places of interest associated with them.”

*Open-ended responses

Comments from Visitors

- From visitors who describe Leon County as **beautiful**:*

"Leon County is lovely, green, open, and charming."

"Leon County is beautiful and doesn't even seem like Florida when you compare it to South Florida. It gives the feeling of being in Georgia."

"It's a very beautiful town, and the capitol is great!"

"Leon County is a pretty area of the state and there are many activities to enjoy."

*Open-ended responses

Comments from Visitors

- From visitors who describe Leon County as **Southern**:*

“Tallahassee is a southern town in Florida.”

“It is a charming southern town with just enough to do.”

“A beautiful north Florida town with southern charm.”

“It’s a very southern and charming slow-paced town.”

*Open-ended responses

Comments from Visitors

- From visitors who describe Leon County as having **lots of attractions & activities**:*

"We had a wonderful experience! It is a beautiful city with many attractions and things to do."

"There's actually quite a bit to do. There's a great brewery and some very good restaurants. The FSU campus is beautiful. If you go at the right time, they have amazing artistic performances. Don't miss the canopy roads."

"Leon County is a great vacation destination for teens, their families, and young adults. The area offers an abundance of outdoor activities. Each neighborhood has a unique flair making every adventure exciting. The city is easy to navigate, too."

*Open-ended responses

Comments from Visitors

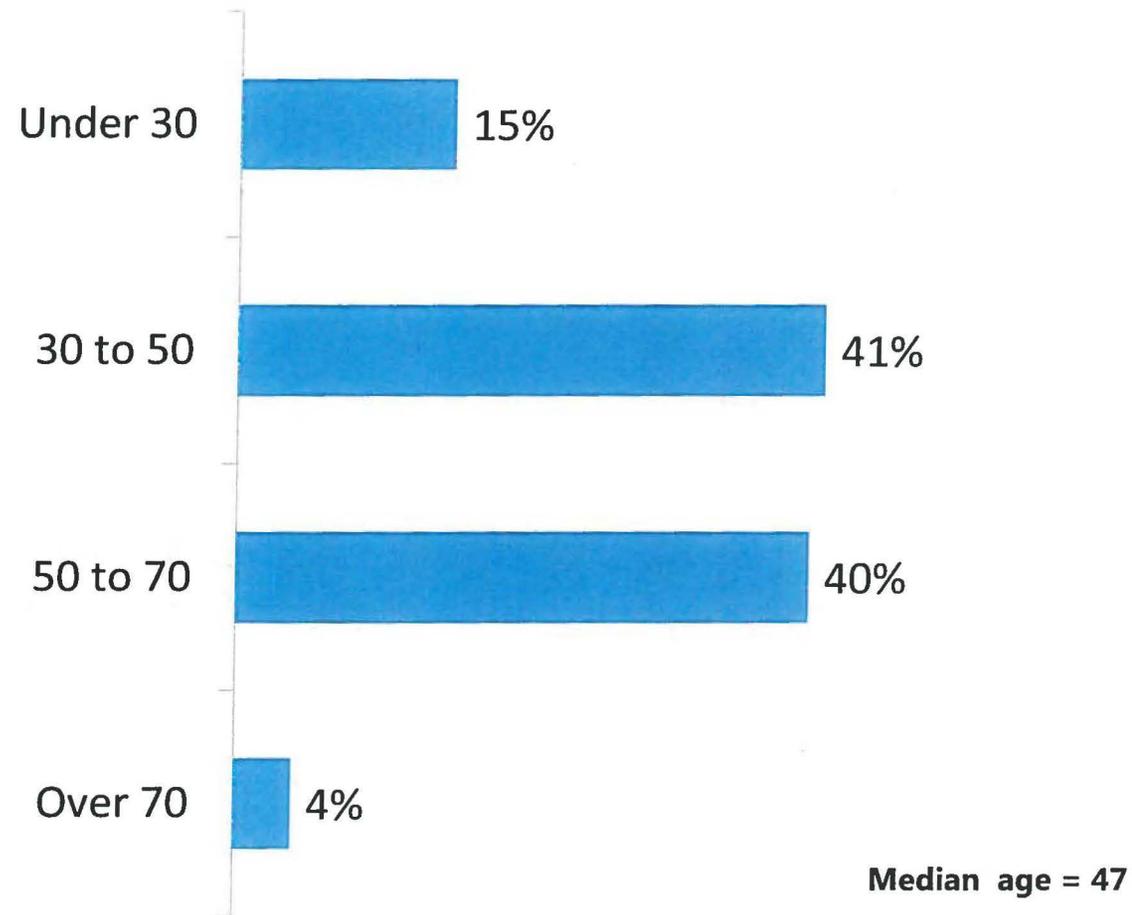
- Describes Leon County as having **good restaurants & shopping**:*

“Fantastic city to plan a getaway! Great scenic hiking and zip lining at the museum! Really cool local bars and restaurants!”

“It is a great university town with great restaurants and shopping.”

“Tallahassee is a great college town with some great places to eat. The Saturday morning market was quaint. Railroad Square was very cool.”

Age of Visitors

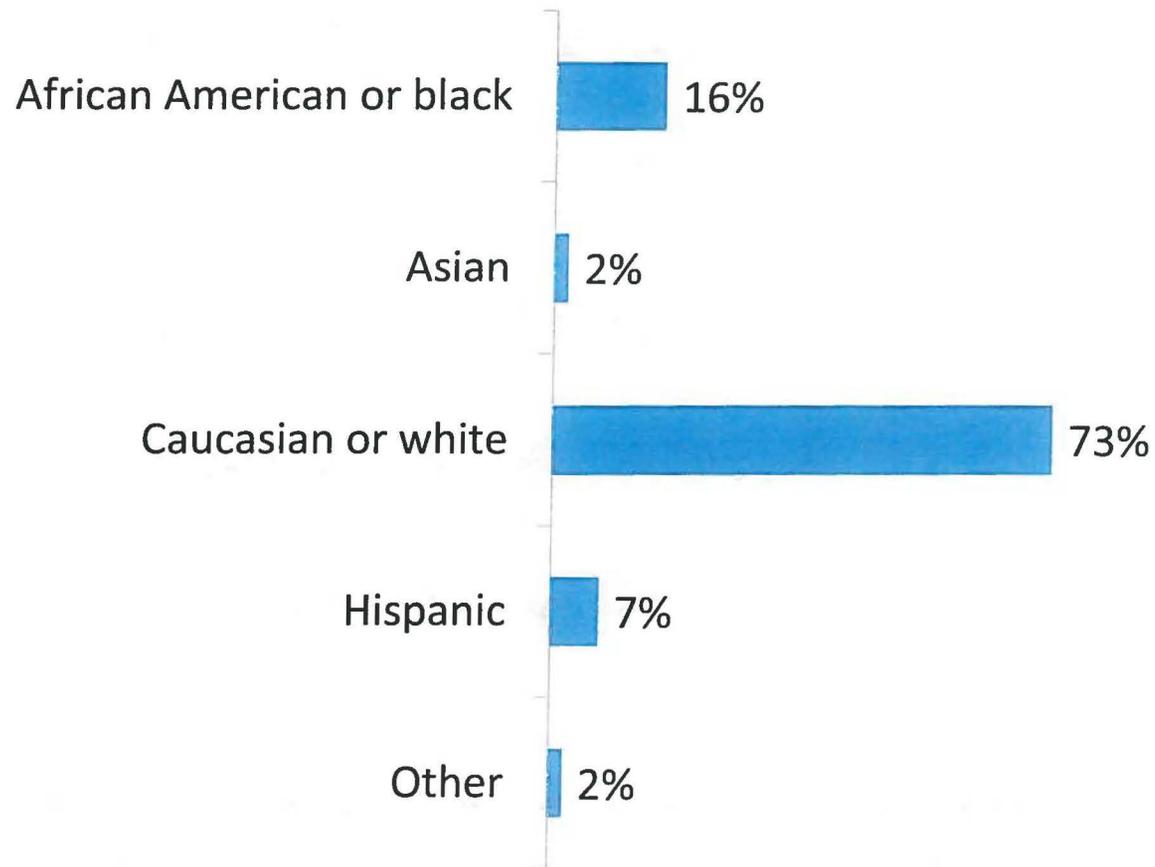


Visitors' Total Household Income

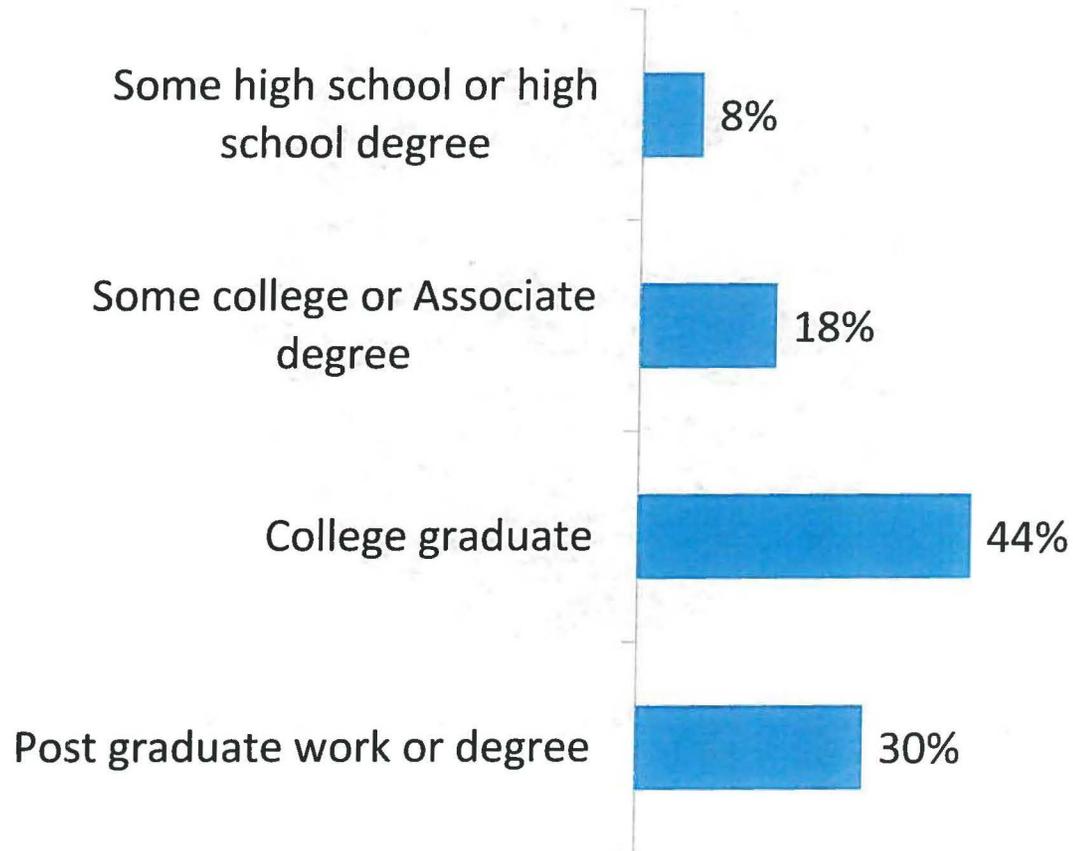


Median HHI = \$87,500

Race/Ethnicity of Visitors

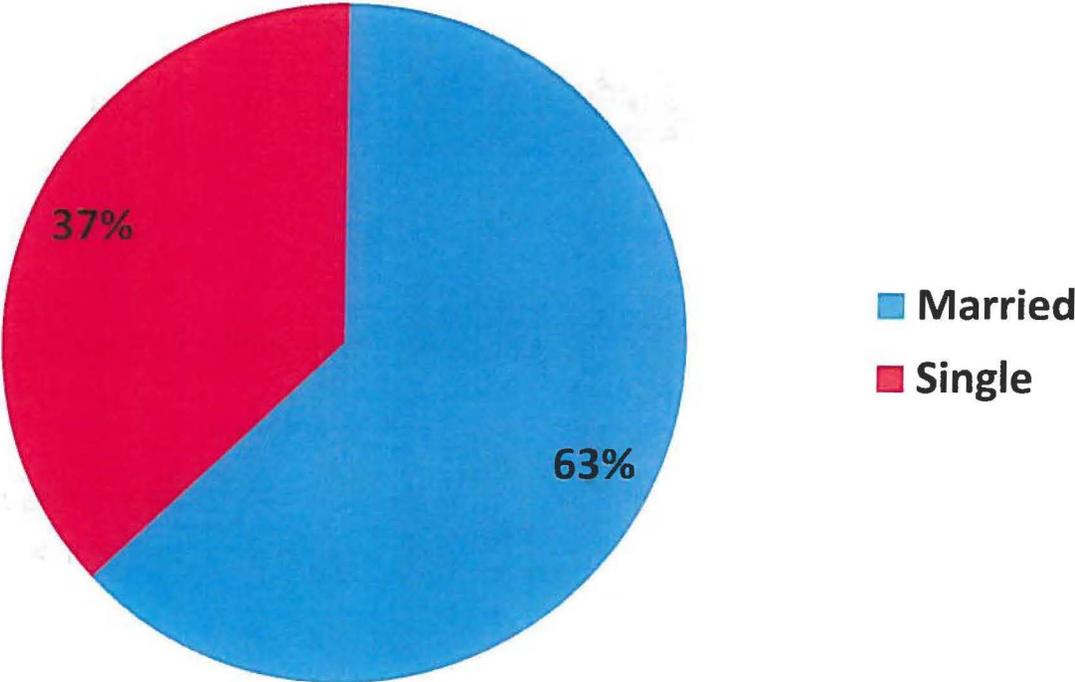


Education

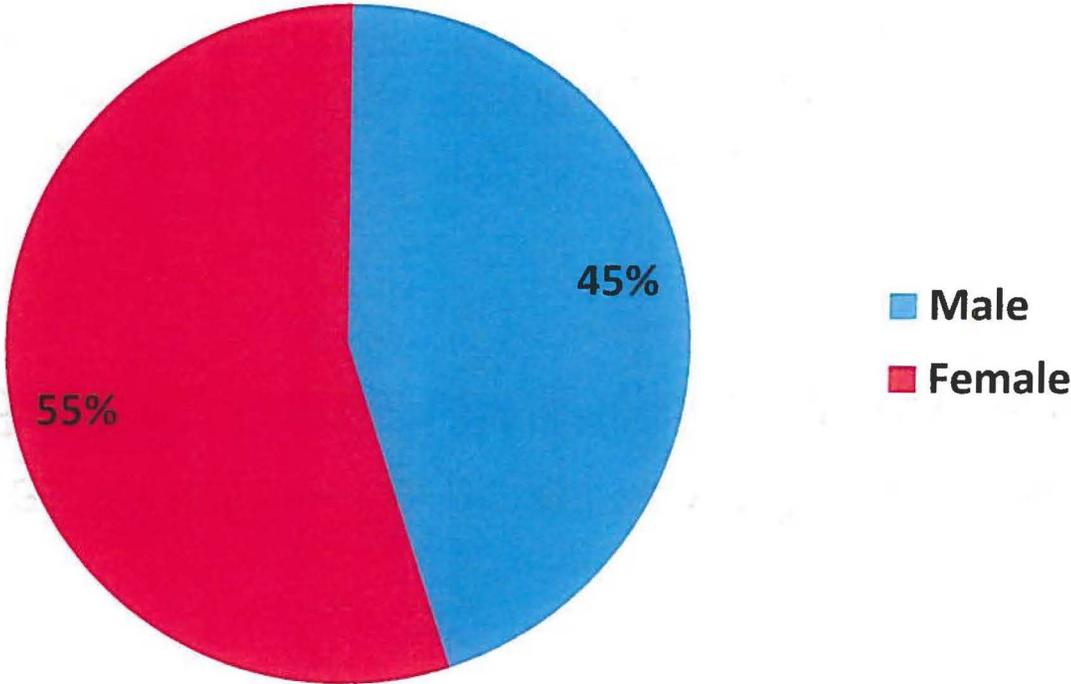


Marital Status

Nearly 2 out of 3 visitors were married.



Gender



Visit Tallahassee

1st Quarter Visitor Tracking Report

Lee Daniel, CDME – Director, Visit Tallahassee
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com
Joseph St. Germain, Ph.D., Vice President, joseph@kerr-downs.com
Rachael Powell, Project Director, rachael@kerr-downs.com
Kerr & Downs Research
850-906-3111: www.kerr-downs.com



Visit Tallahassee

October - December 2014 Visitor Profile Dashboard

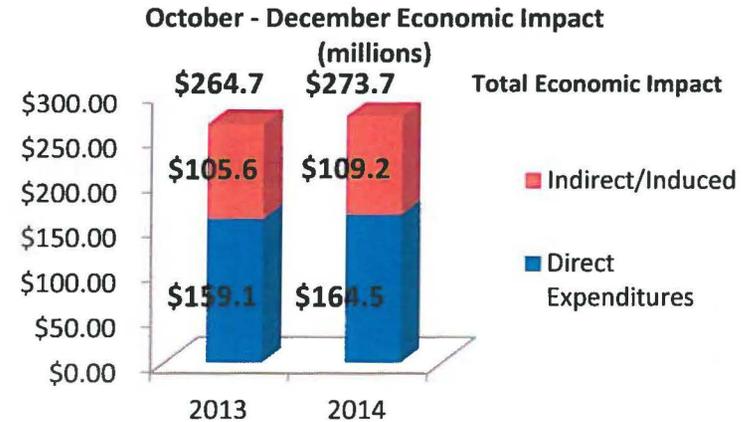
Prepared for:
Leon County Tourist Development Council
And
Visit Tallahassee

Prepared by:
Kerr & Downs Research
Phillip Downs, Ph.D., Joseph St. Germain, Ph.D., and Rachael Powell

Leon County Visitor Profile | October - December 2014

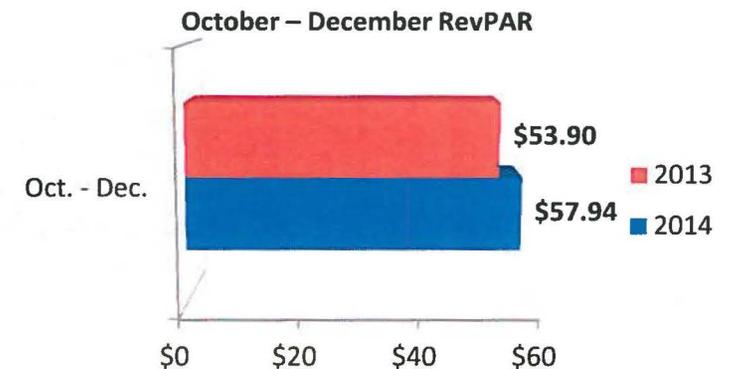
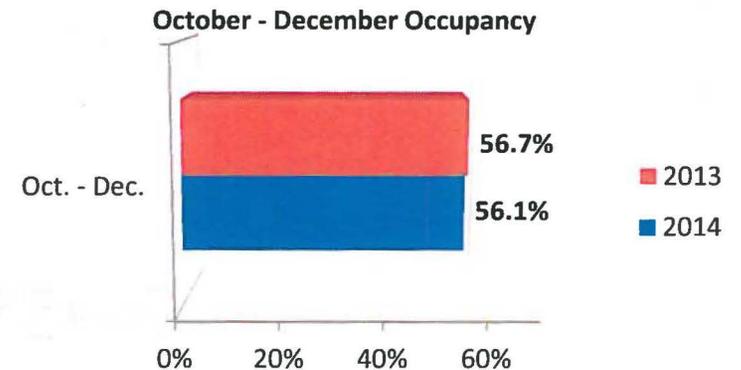
October - December

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Direct Expenditures	\$159,140,000*	\$164,534,700	+3.4%
Total Economic Impact	\$264,713,500	\$273,687,000	+3.4%



October - December

Lodging Statistics	2013	2014	% Change
Occupancy	56.7%	56.1%	-1.1%
Room Rates	\$93.79	\$101.77	+8.5%
RevPAR	\$53.90	\$57.94	+7.5%
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TDT Collections	\$1,247,914	\$1,392,151	+11.6%



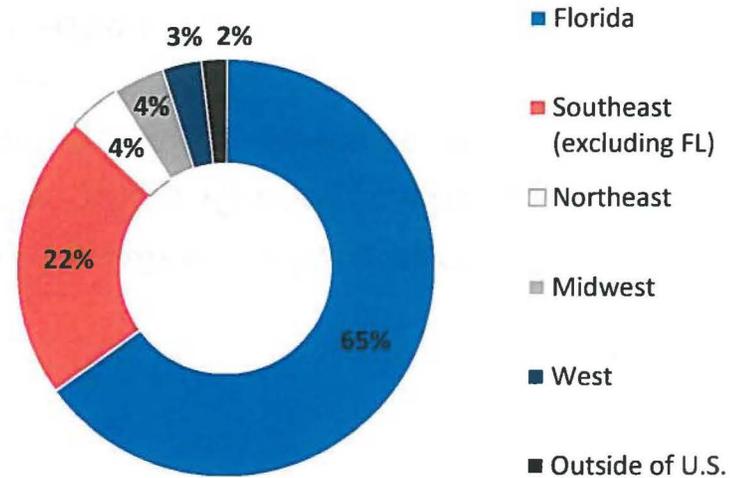
1 * Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

Leon County Profile | October - December 2014

Visitor Origin – Top Markets

Visitor Origins	October - December		
	2013 % of total	2014 % of total	% change of Visitors '13/'14
Surrounding Counties*	NR	11%	N/A
Tampa	12%	10%	-2% points
Orlando	12%	9%	-3% points
Miami/Ft. Lauderdale	15%	6%	-9% points
Atlanta	6%	6%	No Change
Jacksonville	10%	6%	-4% points
Vero Beach	NR	4%	N/A
Pensacola	4%	3%	-1% point
Panama City	NR	3%	N/A

October - December 2014 Visitor Origins

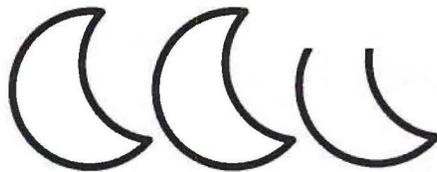


*Gadsden, Liberty, Wakulla, & Jefferson Counties
NR = Not Reported

The typical Tallahassee Visitor...

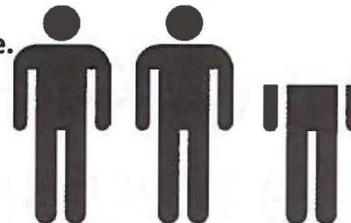
Room Nights:

2.7



Travel Party Size:

2.6 people.



Gave Leon County a rating of

7.2 out of **10** as a place to visit.



Visit Tallahassee

1st Quarter Visitor Dashboard

Lee Daniel, CDME – Director, Visit Tallahassee
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com
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850-906-3111: www.kerr-downs.com



INTER-OFFICE MEMORANDUM

DATE: 3/3/2015

TO: Lee Daniel, Director, Visit Tallahassee

FROM: Brian Hickey, Director of Sports 

SUBJECT: Tallahassee Sports Council Review of the Leon County Sporting Events 2nd Cycle Grant Program

The Tallahassee Sports Council (TSC) respectfully brings forward the funding recommendation of 20 sporting events for the second cycle of the Leon County Special Event Grant Program FY2014-15. The TSC is recommending a total amount of \$38,350.

The second cycle sporting event grants will bring an anticipated 11,505 visitors to Tallahassee and will generate a projected 5,800 room nights with an estimated direct spending impact of over \$4.8 million.

**Tallahassee Sports Council
Leon County Special Event Grants FY2014-15
2nd Cycle Grants**

Count		Organization	Event Name	First Name	Last Name	Venue	Start Date	End Date	Days	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Spending	Requested	Recommend	History	History Visitors	History Room Nights	History Awarded		
1	New	Big Shots Florida	Big Shots Tallahassee	Gene	Granger	TCC	3/7/2015	3/8/2015	2	250	150	\$ 94,890	\$ 1,500	\$ 1,000	New	New	New	New		
2	New	Big Shots Florida	Big Shots Tallahassee	Gene	Granger	TCC	4/18/2015	4/19/2015	2	250	150	\$ 94,890	\$ 1,500	\$ 1,000	New	New	New	New		
3		Big Shots Florida	Big Shots Tallahassee	Gene	Granger	TCC	5/9/2015	5/10/2015	2	250	150	\$ 94,890	\$ 1,500	\$ 1,500	2014	200	85	Bid Pool Funds		
4		Travel Ball USA	Springtime Tally Blast	Jerry	Strauss	James Messer	3/28/2015	3/29/2015	2	500	200	\$ 65,997	\$ 3,000	\$ 1,500	2014	200	200	\$ 1,200		
5		Travel Ball USA	Southern Shootout IV	Jerry	Strauss	James Messer	4/18/2015	4/19/2015	2	500	200	\$ 65,997	\$ 3,000	\$ 1,500	2014	200	200	\$ 1,200		
6		Timberwolves Baseball Boosters	Interstate High School Baseball Tournament	Robert	Garner	Chiles HS Baseball	3/6/2015	3/7/2015	2	80	80	\$ 42,391	\$ 500	\$ 500	2014	400	180	\$ 500		
7		Tiger Rock Martial Arts Tallahassee	Tiger Rock Arts National Tournament	Brad	Fantle	Maclay Webster Center	3/7/2015	3/7/2015	1	450	100	\$ 107,099	\$ 1,000	\$ 500	2013	100	64	\$ 500		
8		Florida State Athletics	NCAA Women's Basketball Tournament 1st& 2nd Rounds	Drew	Longenecker	Donald L. Tucker Center	3/16/2015	3/20/2015	5	1000	1070	\$ 1,297,384	\$ 5,000	\$ 5,000	2012	965	500	Bid Pool Funds		
9	New	FSU Men's & Women's Soccer Club	FSU Club Soccer Tournament	Dylan	Lynch	FSU Rec-Sports Plex	3/27/2015	3/29/2015	2	300	150	\$ 99,705	\$ 1,200	\$ 1,200	New	New	New	New		
10		IMG Seminole Sports Marketing	Spring Football Game- Friday Night Block Party	Jason	Dennard	Kleman Plaza	4/10/2015	4/11/2015	2	3,000	1000	\$ 910,092	\$ 5,000	\$ 5,000	2015	6000	1000	\$ 5,000		
11		Leon High School Flag Football	2015 Capital City Flag Football Classic Leon High	Ricky	Hufty	FAMU IM Fields	4/10/2015	4/11/2015	2	500	120	\$ 175,761	\$ 2,000	\$ 1,000	2014	150	41	\$ 1,000		
12	New	850 Boys Softball Team	Dudley Invitational	Reggie	Brown	FSU Rec-Sports Plex	4/24/2015	4/25/2015	2	600	600	\$ 266,115	\$ 4,000	\$ 2,650	New	New	New	New		
13	New	FSU Women's Ultimate	2015 USA Ultimate DI College Southeast Regional Championship	Kristin	Lloyd	FSU Rec- Sports Plex	4/25/2015	4/26/2015	2	450	180	\$ 115,197	\$ 8,000	\$ 3,000	New	New	New	New		
14		TMH Foundation	USTA Tallahassee Tennis Challenger	Paula	Fortunas	Forest Meadows Complex	4/25/2015	5/2/2015	7	300	350	\$ 205,943	\$ 5,733	\$ 3,000	2014	250	198	\$ 3,000		
15		Venom Foundation Inc.	Maggie Coffey Tennis Tournament	Jerrell	Lowery	Tom Brown Park	5/29/2015	5/31/2015	3	50	100	\$ 27,198	\$ 2,500	\$ 500	2014	8	20	\$ 500		
16		Friends of Park Foundation	Tallahassee Open-Disc Golf	Mario	Palmentieri	Tom Brown Park	6/13/2015	6/14/2015	2	100	95	\$ 51,438	\$ 500	\$ 500	2014	100	80	\$ 500		
17		Seminole High Performance Tennis	US Open Sectional Qualifying Tournament	Tami	Brown	Spicher Tennis Center	6/18/2015	6/21/2015	4	125	425	\$ 198,074	\$ 1,500	\$ 1,000	2014	65	271	\$ 1,000		
18		Tallahassee Lacrosse Club	2015 Capital City Shootout	Charles	Minter	Tom Brown Park	6/20/2015	6/21/2015	2	2000	300	\$ 633,748	\$ 5,000	\$ 3,000	2014	2000	271	\$ 2,000		
19		Ernie Sims Big HITS Foundation	6th Annual Ernie Sims Track Invitational	Alice	Sims	Mike Long Track	7/11/2015	7/11/2015	1	300	30	\$ 99,060	\$ 1,500	\$ 1,000	2014	300	17	\$ 1,000		
20		City of Tallahassee Parks, Recreation & Neighborhood Affairs	2014 North Florida Junior Designated Tennis Championship	Steve	Leroy	Forest Meadows Complex	7/18/2015	7/20/2015	2	500	350	\$ 189,781	\$ 6,500	\$ 4,000	2014	450	350	\$ 2,000		
										2nd Grant Cycle Totals			11,505	5,800	\$ 4,835,650	\$ 60,433	\$ 38,350.00			
										1st Grant Cycle Totals			37,900	12,737	\$ 19,273,515	\$ 133,650	\$ 80,400.00			

Total Granted		\$ 118,750.00
	115,000	\$ 115,000
	1st Cycle Events Canceled	\$ 3,750
Grants Funds Remaining		\$ -

MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Leon County Tourism Development

SUBJECT: In Hotel Marketing

DATE: March 2, 2015

Background:

One of the challenges still faced by the Tourist Development Council and staff is how to better communicate with guests staying in commercial lodging establishments on things to see and do while in Tallahassee. By making our guests fully aware of attractions, special events, dining and entertainment options, the hope is to generate additional spending, possibly increase length of stay and ultimately encourage repeat visitation.

Staff has conducted training sessions for hotel front desk staff, but numerous factors make this effort difficult and not really productive. Three alternative methods are being studied.

Analysis:

With practically 100% of our guests traveling with smart phones, tablets, or both, the goal is to find an effective means of communicating current destination information and the latest things to see and do. Recently the VisitTallahassee.com website was redesigned specifically for people accessing the site on tablets and smart phones. While many of our hotels offer the Visitor Guide either in guest rooms or in the lobby, this is an annual publication and does not offer some of the very latest activities or events and does not provide the immediacy that visitor's desire.

Therefore, three options are under consideration:

1. Purchase room keys for hotel/motels allowing us to imprint the Visit Tallahassee URL on the back of the card, directing guests to the website. An August 2013 survey of hotels and motels showed that 85.7% of responding properties said they would be receptive to having us purchase the cards with the required corporate image on the front and a welcome message and URL on the back.
2. Purchase the room key envelopes to hotel specifications with a message on the envelope.
3. Purchase an iPad or tablet to be located in hotel/motel lobby linking to the website.

Staff considers options 1 and 2 more attractive in providing the opportunity for guests to access the website from their guest room and or anywhere in the community. The challenges with options 1 and 2 include possible corporate restrictions and future technology that will eventually eliminate room keys with a smart phone being used to gain access to guest rooms. Hotel Duval is one local property preparing to utilize this technology, possibly within the next 12 months.

We hope that the three hotel members of the Tourist Development Council will be in attendance on March 5 and help lead this discussion. Costs associated with any of the options could be covered from the additional ¼ penny that is currently being held in contingency.