



LEON COUNTY
TOURIST DEVELOPMENT COUNCIL

Thursday, May 7, 2015, 9 a.m.
Board of County Commissioners Assembly Room
301 South Monroe Street

MEETING AGENDA

- I. Call to Order and Welcome New Member– **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
 - March 5, 2014 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: March 2015 / April 2015
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report/Digital Activity Report
 - Marketing Research Reports
- IV. General Business – **Bo Schmitz**
 - FY 2016 Online Special Event Grant Guidelines/Application
 - Marketing Research Studies—Phillip Downs
 - Hotel Key Envelope Cards
- V. Director's Report – **Lee Daniel**
 - Capital Cuisine Restaurant Week
 - Amphitheater Concerts & STAGE Committee Report
 - COCA Contract
 - Red Hills Horse Trials Workshop
- VI. FY 2016 Proposed Budget; Sales Plans; Advertising & Public Relations—
Visit Tallahassee Staff & Zimmerman Agency
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

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

Tourist Development Council

Minutes of the March 5, 2015 Meeting

Members Present: Bo Schmitz, Chair
Commissioner Bryan Desloge
Russell Daws
Chucha Barber
Marion McGee
Jonathan Brashier
Paresh Master
Leslie Smith
Dr. Audra Pittman

Members Absent: Commissioner Nancy Miller
Commissioner Scott Maddox

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
Brian Hickie, Tourism Development
Amanda Heidecker, Tourism Development
Lorrie Allen, Tourism Development
Lynda Belcher, Tourism Development

Guests Present: Phillip Downs, Kerr & Downs
Mallory Hartline, Zimmerman Agency
Lisa Matthews, Zimmerman Agency
Bryan Weebler, City of Tallahassee Planning Department
Cristina Paredes, Leon County Economic Vitality
Ryan Aamodt, Leon County Administration

Chairman Bo Schmitz called the meeting to order at 9:02 AM. He thanked Russell Daws for doing a great job with the TDC and for his tireless leadership. Also, he announced that Jonathan Brashier is leaving Tallahassee and this is his last meeting. Lee Daniel gave praise to Chris Holley and Leon County MIS for putting the meeting materials on one link which are placed on the County Website.

Consent Agenda: Commissioner Bryan Desloge moved and second by Russell Daws. The motion was unanimously approved.

Bryan Weebler: Way Finding Signage Presentation. Mr. Weebler gave a presentation on the way finding signage project. Commissioner Desloge asked if the TDC had worked with the project. Lee Daniel stated that this would be considered a marketing tool and something worth looking into. Commissioner Desloge said if we could get city and county on board it would be great. Lee Daniel stated that we should come back to this effort maybe later on in the fiscal year. Chucha Barber praised the project and felt that we should consult with the Department of State about their project pertaining to signage in Tallahassee called “Next Exit”. Marian McGee also said that the way signage would be greatly appreciated around the downtown hotels to show visitors about historical points in Tallahassee.

Phillip Downs Research Update: Mr. Downs talked about first quarter results and the different demographic indicators that were targeted. They will be working on event surveys at some of the events in the future. Phillip Downs stated that at the end of the four quarters he will do a summary for the fiscal year. Chucha Barber asked about the data collected during the Legislative Session. Commissioner Desloge asked are the people coming to visit the college students or people who live in Tallahassee? We should try to make sure our students stay here after graduation. Chairman Schmitz asked if there were any negative comments. Phillip Downs said that he would get those comments to Lee Daniel. Lee Daniel asked the hotelier or attraction people to encourage people to respond to online questions. Phillip Downs also promised that each property would receive their report. Audra Pittman asked did surveyors talk to people at Downtown Get Down and other cultural events. Lee Daniel pointed out that the TDC will getting a quarterly report, annual report and economic impact studies of Springtime Tallahassee, Red Hills Horse Trials, Word of South and a formula to estimate how much does an average concert at Cascade Park affect Tallahassee economically.

Second Cycle Sports Grants: Amanda Heidecker stated that the TSC brings the recommendation of twenty grants totaling \$115k to the TDC for approval. Russell Daws moved and second by Commissioner Desloge. The motion passed unanimously.

Chucha Barber: Grant Application Online would be managed by Zimmerman Agency. There is a price tag to tying the online process with the current database system iDSS. If we went to the online application, it would save the TDC staff about 115 hours of data entry time. Lee Daniel said that we could have it in place for the next grant cycle. Lee Daniel recommended that we pay the initial fee not to exceed \$18k. Gary Stogner said that there will be technological challenges but we have to have it to move to the next level. Visit Tallahassee has been working with iDSS for around seven years. They are very good about working with us. Russell Daws responded to the discussion by adding it will save staff time and work great for special and sports grants. Marion McGee said the change will save time, production work and is a favorable idea. Also, in order for the applicants to achieve the greatest amount of points for each section, the online version would be best. Leslie Smith stated that it is most needed at this time because

it gives all applicants a level playing field. Chucha Barber offered motion and second Paresh Master to approve an expenditure not to exceed \$18,000. The motion passed unanimously.

Room Keys versus Tablets: Lee Daniel stated that we would like to find ways to better communicate with our guest. The room keys would have message on the back Signage in the lobby. (1) purchase the room key with a message on the back (2) put a message on the key envelope (3) put a tablet in the lobby that a guest could go to. Our goal is to repeat visitation to Tallahassee, maximize expenditures why our guest are in our community. Jonathan Brashier stated that the rules of the hotels might be a hindrance. Lee Daniel said that in 2013 a survey was done and managers felt that they could work around it. Paresh Master said that we could give out information to guest as we give out keys. Paresh Master said that we could add another key map or key card to give to guest. Dr. Audra Pittman asked about what it might cost.

Chairman Schmitz said that we need to have a workshop with the managers and discuss how you promote tourism with these keys. Marion McGee and Paresh Master stated that the tablet may be more useful. Jonathan Brashier said that they had problems with the tablet in the lobby. Chairman Schmitz said that keys are very cheap and don't cost much. Lee Daniel said if we could get 20 properties we could really do well in spreading what is going on in Tallahassee. Lee Daniel said he would have some cost for a future meeting.

Staff Reports

Marketing Updates: Lauren Pace has been working with County to get the word out about the Spring on Stage and Spring Concerts Series. We have spread announcements to Florida, Georgia and Alabama. We have sent announcements to military bases, community calendars and scheduled media interviews and motor coach operators. She stated that they created an African American Media Kits to seventy four media contacts, launched the partner signups for Capital Cuisine Restaurant Week, developed a partner tool kit for grant recipients, brought in some contract photographers for spring events, media tours, revamping the tour guides. Lee Daniel expressed his delight in how Rowland Publishing has helped to bring the cultural communities together through their social media expertise.

Visitor Services: Lauren Pace reported 287 walk-ins in January, 280 walk-ins in February. Congratulations go out to Colleen Dwyer who accepted another job recently and is no longer with TDC. TDC is now working diligently to fill her position in Visitor Services.

Meetings and Conventions: Janet Roach reported on details concerning the District Rotary Conference, Excite Tradeshow, Spring Summer Tradeshow and working on Convention Center Committee.

Leisure Travel: Lorrie Allen reported that she went to three conferences in January and five consumer shows. She also attended the Zora Neale Hurston Festival and the Gaspirila Festival. Over 100,000 people got a chance to view the Visitor's Guide.

Sports: Brian Hickey announced that we were awarded the AAU National Track & Field in June 2015. He stated that we were also awarded the 2016 Club Cross Country Championship in December, and the Master's 5K Cross Country in 2016, he also noted that we are the top bidder for the FHSSA State Cross Country, we were awarded another \$9,500 through Florida Sports Foundation Grant. TSC has been working with the consultant on the Leon County Fairgrounds Committee.

Director's Report: Lee Daniel reported that around 1100 people attended the Pink Floyd Experience which was a terrific show. The Avett Brothers Concert will be the first sellout; Lee Daniel also announced that we will have about five auto dealers present for the Beach Boys Concert May 15th. Stage Committee is working on their Annual Report May 12th. We are working on the COCA contract revision to get that finalized. The Towns of ACC meeting was very well attended in Atlanta, he was excited that 14 of the 15 participants were present in person or via the conference call option. Phillip Downs will be doing an Economic Impact Study in the near future. Lee Daniel will be traveling to California in April where he will represent the Tallahassee Regional Airport to help make airline route planners more aware of Tallahassee as a leisure tourist destinate. Lee Daniel stated that we have one application on file to fill Jonathan Brashier's position which will be presented to the County Commissioners before the May 7th TDC Meeting. Lee Daniel asked if the TDC wanted to meet on July 9th rather than July 2nd and it was agreed by the Board to have the next meeting on July 9th. Chairman Schmitz stated that there will be an earth hour event on the evening of Springtime Tallahassee at Four Points by Sheraton. Commissioner Desloge asked Brian Hickey to get an update on an announcement he heard concerning a possible competitive play ball field in Jefferson County that would have impact on the TDC. Lee Daniel praised Jonathan Brashier for his dedicated service and Bryan Desloge gave accolades to Russell Daws for his commitment to the TDC.

Adjourned at 10:50 AM

Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
March 2015

I. Marketing Communications

Development Activities:

- Coordinated photo shoot for spring events with Steve Saccio
- Assisted in providing information on Trailahassee.com and #IHeartTally marketing campaign to County Administration for the 2015 National Association of Counties (NACo) Awards
- Developed editorial content for VisitTallahassee.com including: Natural Bridge, Red Hills International Horse Trials and Tallahassee Marathon
- Recruited eight partners for participation in the 2015 T.O.U.R. Guide Program
- Discussed Capital Cuisine Restaurant Week with Susie McKinley, Elizabeth Ray, Matt Willey, Ray Green from Florida Restaurant & Lodging Associations (FRLA) and Lee Daniel to determine the association's involvement this year
- Analyzed social media content and statistics to ensure we continue creating relevant and engaging posts
- Staffed Leon County booth at Springtime Tallahassee Festival
- Assisted Kevin Moreau with *Newcomer Magazine* (Atlanta) with information and images for a feature article showcasing outdoors and nature in Tallahassee
- Attended Tourism Day educational sessions and industry functions, coordinated Leon County presence at evening street festival, which included County tourism van on display and distribution of Spring on Stage and Capital Cuisine Restaurant Week rack cards and the visitor guides.
- Discussed marketing plan and execution of plan(s) for Spring Concert Series with County Administration
- Coordinated meeting with Rowland Publishing regarding the 2016 Visitor Guide
- Assisted Dave Hunter with Mile Oak Publishing verify/update destination information for his "*Along the Florida Expressway*" publication
- Coordinated interview schedule for Visitor Services Manager position and conducted 12 interviews. Lee Daniel and Kaye Hogan were also part of the interview selection committee
- Participated in VISIT FLORIDA Twitter Chat regarding "Weddings & Honeymoons"
- Provided information to Leon County Community & Media Relations for submission in the Leon County Links
- Hosted industry Twitter Chat regarding "Spring on Stage"
- Provided images to Eric Godwin for Tallahassee Marathon website
- Assisted *The Local Palate* with recommendations for freelance writers and photographers for an upcoming destination feature
- Coordinated news releases for: 6th Annual Florida State Soccer Invitational, United States Tennis Association (USTA) Tallahassee Tennis Challenger, Avett Brothers Sold Out Concert, Sublime with Rome Concert and Spring on Stage
- Coordinated the launch for #TallySpring photo contest with Zimmerman Advertising
- Tracked progress on marketing activities in weekly status calls with Zimmerman

Performance Measures:

- Reviewed, edited and approved social media (Facebook, Twitter and Instagram) posts and Pinterest boards
- Updated content on VisitTallahassee.com showcasing more relevant events and content
- Developed and distributed e-newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

II. Meetings & Conventions/Customer Service

Development Activities:

- Secured booth share partners for Meeting Professionals International (MPI) North Florida EDU-Con (Aloft Tallahassee Downtown) - April 13, Meeting Spots Tradeshow (Hotel Duval) - April 14 and Capital Events Tradeshow (Doubletree Hotel Tallahassee)-May 19.
- Provided ongoing support to the Florida Association of Science Teachers as it negotiates a contract with the Civic Center for an October 2015 conference.
- Attended Florida Tourism Day activities including education sessions and luncheon, March 11.
- Attended the Florida Society of Association Executives (FSAE) Power Lunch on March 18 at Four Points by Sheraton with 130 in attendance.
- Attended and participated at the Society of Government Meeting Professionals (SGMP) National Board meeting, March 26-28 in Alexandria, VA.
- Provided convention data and content to County Administration for the Convention Center White Paper Addendum.

Performance Measures:

- Sent two new leads with 480 visitors, 530 room nights and an estimated \$337,433 in direct spending.
- Currently working 9 tentative groups with 1,765 visitors, 2,447 room nights and an estimated \$1,720,154 in direct spending.
- Booked two groups with 280 visitors, 130 room nights and an estimated \$144,013 in direct spending.

Hosted in March:

- Florida Court Clerks & Comptrollers (March 17-19, 2015) with 45 visitors, 55 room nights and an estimated \$25,462 in direct spending.
- Florida Conference of Black Legislators (March 18-22, 2015) with 350 visitors, 200 room nights and an estimated \$343,445,500 in direct spending.
- Florida Nurses Association Lobby Days (March 23-25, 2015) with 125 visitors, 55 room nights and an estimated \$73,616 in direct spending.
- Florida Ports Council (March 23-25, 2015) with 20 visitors, 20 room nights and an estimated \$11,316 in direct spending
- Links Spring Legislative Event (March 25-27, 2015) with 200 attendees, 80

visitors and an estimated \$25,723 in direct spending.

- International Summit on Energy- Water Food Nexus (March 25-29, 2015) with 1000 visitors, 1,600 room nights and an estimated \$738,746 in direct spending.

III. Leisure Travel

Development Activities:

- Exhibited at three military base travel expos in South Georgia – Marine Corps Logistics Base in Albany, Warner Robins Air Force Base in Warner Robins and Moody Air Force Base Valdosta, March 18-20, 2015.
- Provided a site visit for Women Traveling Together Tour Company. The group consists of female travelers from 14 states who will tentatively travel through Florida March 2016 with 325 visitors, 487 room nights and an estimated direct spending of \$113,100. This group resulted from attending the National Tour Association Travel Exchange.
- Assisted Colonial Trailways coordinate a dine-around for 250 visitors on September 30, 2015. The group resulted from attending Alabama Motorcoach Association Marketplace
- Provided itineraries for Flamingo Tours for educational trips for Florida students.
- Prepared Tallahassee itineraries for Lobstick Tours for three, multi-city Florida tours taking place November 2017. Jacksonville and St. Augustine are also being considered.
- Assisted six family reunions, nine school groups, two weddings and three tour operators bringing visitors for day trips requiring no overnight stays.

Performance Measures: (Anticipated numbers)

- Currently working nine tentative groups with 2,634 visitors 1,922 room nights and an estimated \$783,920 in direct spending.
- Booked four groups with 486 visitors, 1,492 room nights and an estimated direct spending of \$130,152.

Hosted the following groups:

- BRIGHTSPARK Travel (March 22-23, 2015) with 100 visitors, 76 room nights and an estimated direct spend of \$34,800.
- Rey Royal Excursions (March 1-30, 2015) with 60 visitors, 242 room nights and an estimated spend of \$208,800
- King Tour and Transportation (March 23-25, 2015) with 55 visitor, 55 room nights and an estimated direct spend of \$12,760.

IV. Visitor Services

Development Activities:

- Approved and edited VisitTallahassee.com event calendar submissions
- Updated and added information in the industry partner database.
- Coordinated spring distribution of 19,074 visitor guides, 121 tear-off map pads, 1,500 Spring on Stage and 1,500 Capital Cuisine Restaurant Week rack cards to local attractions, hotels, car rental facilities and libraries and 2,112 guides to

VISIT FLORIDA Welcome Centers, chambers of commerce and convention and visitors bureaus in the region.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- Assisted 571 walk-in visitors (454 domestic and 117 international)

Telephone Visitor Services

- Fulfilled 19 telephone inquiries

Visitor Gift Store Sales

- \$206.83 in total sales

B. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Mail Fulfillment

- 19 phone and mail requests.
- 1,012 inquiries generated from advertising.
- 158 website requests for visitor guides.

Group Services Requests:

- Distributed 3,119 visitor guides and other materials to the following:
 - Voting Rights Conference and Site Accreditation
 - Florida High School Athletic Association Wrestling Regional 1A Tournament
 - Second Look Event
 - Gemstones Outreach
 - Capital City Senior Games
 - Florida State University 2015 Relays
 - SwingThought.com
 - Global Leadership Conference
 - NCAA Women's Basketball Round #2 Finals
 - Family RV'ing & Family Camping
 - Georgia Military Shows
 - Earth Ocean Atmospheric Science Welcome Week
 - Vegfest
 - Jones and D'Souza weddings
- In addition to the spring distribution, distributed 2,470 visitor guides to area partners.
- Provided 233 visitor guides to downtown Visitor Center guests.

Sports Marketing

Development Activities:

- Hosted the Tallahassee Sports Council meeting and presented the sports grant review committee recommendation of \$38,350 for 20 sporting events for the second cycle. These events are anticipated to bring 11,505 visitors generating a projected 5,800 room nights and a direct visitor spending of \$4.8 million.
- Hosted Alexia Evangulov, Director of Diving for the British Olympic Association for a potential training location prior to the 2016 Olympics in Rio de Janeiro.
- Met with the new Event Directors of the Tallahassee Marathon Eric Godin and Jon Manry to discuss the rebranding of the event including; new website, trade show and course.
- Participated in Florida Tourism Day, discussing tourism and its benefits with area legislators.
- Began regularly scheduled event planning conference calls with Alice Sims, Meet Director for the Amateur Athletic Union (AAU) Track and Field National Qualifier June 25-28, 2015.
- Participated in the National Association of Sports Commissions Board of Directors monthly meeting.
- Participated in the National Association of Sports Commission Continuing Education Committee monthly meeting.
- Met with Lincoln High School head wrestling coach, Mike Crowder to discuss the expansion of his events as well as a potential bid for National Collegiate Wrestling Association Championship.

Performance Measures:

Events Hosted (Anticipated numbers)

- 2015 Seminole Intercollegiate Golf Tournament, March 12-15, 360 room nights, 120 visitors and estimated direct spending \$66,651.
- Comets Round Robin, March 20-21, 43 room nights, 1,000 visitors and estimated direct spending \$286,813.
- Godby FHSAA Regional Wrestling Tournament (Class 1A/Region 1), March 6-7, 250 room nights, 1,200 visitors and estimated direct spending \$498,559.
- Florida State Tally Classic X Ultimate Frisbee, March 6-8, 175 room nights, 1,250 visitors and estimated direct spending \$668,420.
- Red Hills International Horse Trials, March 5-8, 700 room nights, 700 visitors and estimated direct spending \$1,365,995.
- Prostyle Volleyball 3rd Annual Capital City Classic, February 28-March 1, 500 room nights, 300 visitors and estimated direct spending \$112,933.
- FHSAA Regional Wrestling Tournament, March 6-7, 480 room nights, 1,200 visitors and estimated direct spending \$473,849.
- Tallahassee Senior Games, March 7-16, with 150 visitors, 170 room nights and an estimated direct spending of \$64,350.

- FSU Relays, March 27-29, 800 room nights, 2,000 visitors and estimated direct spending \$914,126.

Booked (Anticipated numbers)

- USA Track & Field (USATF) Club Cross Country National Championship, December 9-11, 2016 with 4,000 visitors, 3,000 room nights and an estimated direct spending of \$2,571,906.87.
- Jacksonville Storm Showcase, July 9-12, with 3,000 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.

Leads Distributed (Anticipated numbers)

- (ATAC) Area Tallahassee Aquatic Long Course Invitational Swim Meet, June 26-28, 250 rooms nights, 1,500 visitors and estimated direct spending \$802,109.
- Amateur Softball Association (ASA) 16U A Southern Nationals July 30-August 2 1,500 visitors, 3,000 room nights and an estimated direct spending of \$989,761.
- US Fastpitch Association Sunshine State June 12-14, 1,500 visitors, 900 room nights and an estimated direct spending of \$570,644.
- Jacksonville Storm Showcase, July 9-12, with 3,000 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.

Visit Tallahassee
PROGRAM HIGHLIGHTS
April 2015

I. Marketing Communications

Development Activities:

- Developed Spring on Stage Social Media Activation & Live Tweeting Plan with the Zimmerman Agency
- Discussed Summer and Fall promotions/campaigns with Zimmerman
- Assisted in planning Leadership Tallahassee (LT) 2.0 Eco-Tourism program day
- Attended Community Food Conversation Forum
- Coordinated Capital Cuisine Restaurant Week social media planning session with Lynda Belcher, Matt Willey and Elizabeth Ray from Florida Restaurant and Lodging Association (FRLA)
- Hosted six media representatives for the Naturally Entertaining Media Tour April 9 – 12. Industry partners involved in this media trip include: The Governors Inn, Hotel Duval/Level 8, The Front Porch, Backwood Bistro, Madison Social, Goodwood Museum & Gardens, Nefetari's, Paisley Café, Tallahassee Downtown Market Place, Bradley's Country Store, Lofty Pursuits, The Brass Tap, The Wine Loft, Shell Oyster Bar, Cypress and Bradfordville Blues Club.
- Provided information to Leon County Community & Media Relations for the Leon County Links
- Reviewed entries for the #TallySpring photo contest and selected winners for Avett Brothers, Sublime with Rome and Wilco concerts. To date 451 entries.
- Coordinated new releases for #TallySpring Photo Contest, T.O.U.R. Guide and Capital Cuisine Restaurant Week
- Attended Human Resources training for Domestic Violence, Sexual Harassment and Stalking in the work place
- Developed budget and sales plan for 2015-16 fiscal year
- Recruited restaurants for Capital Cuisine Restaurant Week at the FRLA Capital Chapter meeting
- Discussed Capital Cuisine Restaurant Week participation with more than 37 restaurants and assisted several with registration and menu selection
- Analyzed social media content and statistics to ensure relevant and engaging posts
- Strategized additional ways to promote upcoming Spring Concert Series with internal team and Ryan Aamodt from County Administration
- Participated in weekly status calls with Zimmerman to track progress on activities
- Developed revamped T.O.U.R. Guide activation plan

Performance Measures:

- Reviewed, edited and approved social media (Facebook, Twitter and Instagram) posts and Pinterest boards
- Updated content on VisitTallahassee.com showcasing more relevant events and content
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

II. Meetings & Conventions/Customer Service

Development Activities:

- Exhibited at the Meeting Professionals International (MPI) North Florida EDU-Con in St. Augustine, April 13 attended by 60 area meeting professionals with booth share partner, Aloft Tallahassee Downtown.
- Attended the Florida African American Heritage Preservation Conference planning committee meeting and provided assistance with last minute details for the upcoming May conference.
- Developed sales plan and budget for 2015-16 fiscal year
- Exhibited and networked with Hotel Duval at Meeting Spots Tradeshow with more than 100 meeting professionals in attendance.
- Lost the 2017 Rotary International District Conference to the Grand Resort at Sandestin because the group found Tallahassee too complicated and expensive because of the need to use multiple venues for a 325-person conference.
- Provided a list of experienced local meeting planners to Plannernet to facilitate a local pharmaceutical meeting on April 21.
- Attended, networked and presented at the Society of Government Meeting Professionals (SGMP) National Educational Conference in Minneapolis, MN, April 27-30.

Performance Measures:

- Sent one new lead with 80 visitors, 85 room nights and an estimated \$45,729 in direct spending.
- Currently working seven tentative groups with 1,165 visitors, 1,497 room nights and an estimated \$1,243,403 in direct spending.
- Booked one group with 400 visitors, 530 room nights and an estimated \$311,710 in direct spending.

Hosted in April:

- Florida Caribbean Student Association Leadership Conference (April 10-12, 2015) with 580 visitors, 440 room nights and an estimated \$378,061 in direct spending.
- National Undergraduate Bioethics Conference (April 10-12, 2015) with 200 visitors, 130 room nights and an estimated \$118,289 in direct spending.

III. Leisure Travel

Development Activities:

- Exhibited at The Original Tampa Bay Blues Festival in St. Petersburg, April 10-12.
- Exhibited at the 25th Annual Springing the Blues Festival in Jacksonville Beach, April 17-19.

- Participated in a planning visit for the North Left Coast Travel Club arriving April 2016 with 46 visitors, 184 room nights and an estimated direct spend of \$21,344. This group resulted from the new Tallahassee Website.
- Prospecting request for proposals (RFP's) from affinity groups seeking destinations for group travel, exhibitions and events in 2016, 2017 and 2018.
- Worked with the Recreational Vehicle Club Rally and North Florida Fair Grounds to coordinate attraction tours and dining for 250 visitors arriving June 2015.
- Prepared the Leisure Sales Plan and Budget plan for the 15-16 fiscal year
- Assisted one family reunion, two weddings and three operators visiting for day trips.

Performance Measures: (Anticipated numbers)

- Sent two new leads with 265 visitors, 145 room nights and an estimated direct spending of \$121,800.
- Currently working six tentative groups with room nights and an estimated \$732,656 in direct spending.
- Turned definite six groups with 725 visitors, 580 room nights and an estimated direct spending of \$257,520.

Hosted the following groups:

- Black College Tours (April 1-2) with 100 visitors, 45 room nights and an estimated direct spending of \$11,600.
- Arrow Collegiate Tour (April 2-4) with 55 visitors, 24 room nights and an estimated direct spending of \$19,140.
- Children's Week (April 12-16) with 2,000 visitors, 3,000 room nights and an estimated direct spending of \$696,000.
- Group Voyagers (April 20-22) with 200 visitors, 100 room nights and an estimated direct spending of \$881,600.
- King Tours and Transportation (April 8-9, April 14-15 and April 28-29, 2015) with 150 visitors, 75 room nights and an estimated direct spending of \$34,800

IV. Visitor Services

B. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures as of April 20:

Mail Fulfillment

- 17 phone and mail requests.
- 1,762 inquiries generated from advertising.
- 79 website requests for visitor guides.

Group Services Requests as of April 20:

- Distributed a total of 2,020 visitor guides and other materials to the following:
 - Miami Dade County Days
 - Field Organizers Training
 - Trip for Teens USA
 - Florida Caribbean Students Association 41st annual Leadership Conference
 - Word of South
 - Tampa Bay Blues Festival

- Florida State University Soccer Invitational
- Leadership Tallahassee 2.0 Eco-Tourism Day
- 2015 NASA Space Apps Challenge
- Meeting Planners International North Florida EDU-CON and Meeting Spots
- FAMU Weekend Rededication Celebration of Golden Years Class of 1965
- Jacksonville Beach Blues Festival
- 15th annual Florida Linemen Competition
- Payee Family Reunion
- Provided 151 visitor guides to downtown Visitor Center guests.

Sports Marketing

Development Activities:

- Conducted a site visit at Apalachee Regional Park to discuss and evaluate the need of installing fiber optic cable for assisting in the production of special events.
- Interviewed four summer Intern applicants and offered the 2015 Summer Internship to Tarlan Chahardovali a graduate student in the sports management program at Florida State University.
- Researched and selected appointments for the National Association of Sports Commission Annual Symposium.
- Met with Nick Calabro, Treasurer of Florida State Soccer Association to discuss hosting additional adult soccer events.
- Attended the National Association of Sports Commissions Annual Symposium (NASC) in Milwaukee, WI. and met with more than 20 organizations and event rights holders including Major League Triathlon, US Lacrosse, USA BMX and US Olympians & Paralympians Association.
- Hosted Florida High School Athletic Association (FHSA) staff members for site visit of Gene Cox Stadium for the FHSA Flag Football Championship May 8-9.
- Took part in follow-up meeting with the new event directors of the Tallahassee Marathon Eric Godin and Jon Manry to discuss further details concerning the rebranding of the event including; new website, trade show and course.
- Met with Gulf Winds Track Club to discuss a partnership in hosting the USA Track and Field Cross Country National Championships in 2016.
- Participated in the 2015 Florida High School Athletic Association (FHSA) Flag Football Finals planning meeting with Ricky Bell Athletic Director for Leon County Schools and Leon County Employees.
- Continued working with Zimmerman to finalize the online grant application process.
- Took part in a site visit at Mike Long Track with FSU Facilities staff and Ernie Sims to finalize the set-up for the AAU Track & Field National Qualifier June 25-28.
- Participated in the National Association of Sports Commission Continuing Education Committee bi-monthly meeting.
- Amanda Heidecker and Brian Hickey received their continuing education credits for the Certified Sports Event Executive program at the NASC Symposium.

Performance Measures:

Events Hosted (Anticipated numbers)

- Sports Ability 2015, 4/9-11/2015, 175 room nights, 200 visitors and estimated direct spending \$147,034.
- Florida Municipal Electric Association 15th Annual Lineman Competition, April 16-17, 320 room nights, 350 visitors and estimated direct spending \$149,570.
- Tottenham Hotspur Florida State Invitational Soccer 2015, April 11, 1,250 room nights, 4,500 visitors and estimated direct spending \$2,326,096.
- Comets Spring Shootout 2015, April 10-11, 145 room nights, 850 visitors and estimated direct spending \$476,734.
- Comets Take Charge – Breast Cancer Awareness, April 17-19, 105 room nights, 950 visitors and estimated direct spending \$544,620.

Booked (Anticipated numbers)

- 2015 FHSAA State Cross Country State Championship November 6-7, 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.
- 2016 FHSAA State Cross Country State Championship November 4-5, 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.

Leads Distributed (Anticipated numbers)

- Black Softball Circuit (BSC) Super NIT August 7-9, 750 visitors, 600 room nights and an estimated direct spending of \$392,207.
- Area I-IV Florida Assoc. Swimming Championships, August 1-2, 130 rooms nights, 150 visitors and estimated direct spending \$88,549.
- FSU Men's Basketball Team Camp, June 11-14, 750 room nights, 700 overnight visitors and estimated direct spending of \$321,503.

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

4-Cents Collections		YTD	March	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Taxes (4-cents)	\$ 1,891,034.29	\$ 328,985.37	\$ 3,593,850	53%	(1,702,816)	
361320	Tax Collector FS 125.315	\$ -	-	-		-	
361111	Pooled Interest Allocation	\$ 9,437.32	-	44,935			
362000	Rents & Royalties	\$ 10,200.00		10,200		-	
365000	Merchandise Sales	\$ 1,254.03	144.25	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			
		\$ 1,912,625.64	\$ 329,129.62				
Acct #	EXPENDITURES	YTD	March	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 99,024.28	\$ 16,166.95	\$ 237,113	\$ 237,113	42%	\$ 138,089
51210	Regular OPS Salaries & Wages	\$ 6,612.01	1,045.32	10,606	10,606	62%	3,994
52100	FICA	\$ 7,064.79	1,253.48	18,670	18,670	38%	11,605
52200	Retirement Contributions	\$ 15,689.85	2,535.55	35,077	35,077	45%	19,387
52210	Deferred Compensation	\$ 49.00	9.09	755	755	6%	706
52300	Life & Health Insurance	\$ 17,175.79	3,271.88	36,819	36,819	47%	19,643
52400	Workers Compensation	\$ 274.45	44.76	443	443	62%	169
53400	Other Contractual Services	\$ 52,606.65	18,666.66	115,500	115,500	46%	62,893
54000	Travel & Per Diem	\$ 1,458.31	1,133.38	7,500	7,500	19%	6,042
54101	Communications - Phone System	\$ 491.70	98.34	1,370	1,370	36%	878
54300	Utilities	\$ 6,599.29	976.23	14,500	14,500	46%	7,901
54400	Rental & Leases	\$ 4,383.70	701.70	5,000	5,000	88%	616
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 1,622.23	-	34,000	34,000	5%	32,378
54601	Vehicle Repair	\$ 60.47	-	1,210	1,210	5%	1,150
54900	Other Current Charges	\$ 500.50	-	1,971	1,971	25%	1,471
55100	Office Supplies	\$ 329.40	-	1,000	1,000	33%	671
55200	Operating Supplies	\$ 5,338.07	386.41	7,500	7,500	71%	2,162
55210	Fuel & Oil	\$ 134.69	28.62	1,000	1,000	13%	865
55400	Publications, Memberships	\$ 1,026.85	-	2,300	2,300	45%	1,273
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 283,227.27	\$ 128,664.18	\$ 960,000	\$ 960,000	30%	\$ 676,773
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 209,882.54	35,812.76	439,517	439,517	48%	229,634
51210	Regular OPS Salaries & Wages	\$ 6,612.00	1,045.32	11,306	11,306	58%	4,694
52100	FICA	\$ 16,252.15	2,768.12	32,575	32,575	50%	16,323
52200	Retirement Contributions	\$ 15,352.44	2,526.44	30,390	30,390	51%	15,038
52210	Deferred Compensation	\$ 342.55	61.02	-	-		(343)
52300	Life & Health Insurance	\$ 14,613.17	2,604.72	45,703	45,703	32%	31,090
52400	Workers Compensation	\$ 900.92	152.37	1,368	1,368	66%	467
53400	Other Contractual Services	\$ 28,988.00	500.00	92,700	92,700	31%	63,712
54000	Travel & Per Diem	\$ 20,278.81	2,454.55	83,777	83,777	24%	63,498
54100	Communications Services	\$ 2,641.65	465.39	7,823	7,823	34%	5,181
54101	Communications - Phone system	\$ -	-	890	890	0%	890
54200	Postage	\$ 13,165.80	24.90	48,000	48,000	27%	34,834
54400	Rental & Leases	\$ 1,157.25	146.85	3,347	3,347	35%	2,190
54700	Printing	\$ -	-	5,000	5,000	0%	5,000
54800	Promotional Activities	\$ 12,089.56	-	87,732	104,532	12%	92,442
54860	TDC Direct Sales Promotions	\$ 21,398.18	893.00	65,805	70,805	30%	49,407
54861	TDC Community Relations	\$ 5,837.57	2,500.00	11,800	11,800	49%	5,962
54862	TDC Merchandise	\$ 171.26	-	5,000	5,000	3%	4,829
54900	Other Current Charges	\$ 61,014.61	3,225.18	227,000	232,500	26%	171,485
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ 485.76	485.76	3,700	3,700	13%	3,214
55200	Operating Supplies	\$ 768.91	-	5,000	5,000	15%	4,231
52250	Uniforms	\$ 2,006.37	-	1,500	1,500	134%	(506)

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

Acct # EXPENDITURES	YTD	March	FY 2014/15	FY 2014/15	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 12,435.48	\$ 250.00	\$ 17,163	\$ 17,163	72%	4,728
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	\$ 2,465.00	-	16,650	16,650	15%	14,185
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 72,648.00	4,800.00	340,000	402,500	18%	329,852
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ 6,987.00	-	6,987	6,987	100%	-
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ 252,250.00	-	504,500	504,500	50%	252,250
58300 Word of South	\$ 100,000.00	50,000	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 120,792.69	120,793	-	129,000	94%	8,207
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 1,506,453.48	\$ 406,491.62	\$ 4,072,775	\$ 4,391,575		

1-Cent Collections						
Acct # REVENUES	YTD	March	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 472,756.25	\$ 82,245.99	\$ 898,463	\$ 898,463	53%	425,707
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 472,824.48	\$ 82,245.99	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	March	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 March 31, 2015

REVENUES

- 1- Revenue deposited for March for the 4-cent collections - \$328,985.
- 2- Revenue deposited for March for the 1-cent collections - \$82,246.

EXPENSES

No Transfers.

#####

Tourist Development Council
Statement of Cash Flow
Period Ending April 30, 2015

4-Cents Collections		YTD	April	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Taxes (4-cents)	\$ 2,305,738.85	\$ 414,704.56	\$ 3,593,850	64%	(1,288,111)	
361320	Tax Collector FS 125.315	\$ -	-	-		-	
361111	Pooled Interest Allocation	\$ 9,437.32	-	44,935			
362000	Rents & Royalties	\$ 10,200.00		10,200		-	
365000	Merchandise Sales	\$ 1,433.57	179.54	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			
		\$ 2,327,509.74	\$ 414,884.10				
Acct #	EXPENDITURES	YTD	April	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 114,946.92	15,922.64	\$ 237,113	\$ 237,113	48%	\$ 122,166
51210	Regular OPS Salaries & Wages	\$ 7,789.09	1,177.08	10,606	10,606	73%	2,817
52100	FICA	\$ 8,309.67	1,244.88	18,670	18,670	45%	10,360
52200	Retirement Contributions	\$ 18,235.12	2,545.27	35,077	35,077	52%	16,842
52210	Deferred Compensation	\$ 58.26	9.26	755	755	8%	697
52300	Life & Health Insurance	\$ 20,447.67	3,271.88	36,819	36,819	56%	16,371
52400	Workers Compensation	\$ 318.91	44.46	443	443	72%	124
53400	Other Contractual Services	\$ 60,939.98	8,333.33	115,500	115,500	53%	54,560
54000	Travel & Per Diem	\$ 1,458.31	-	7,500	7,500	19%	6,042
54101	Communications - Phone System	\$ 578.69	86.99	1,370	1,370	42%	791
54300	Utilities	\$ 6,747.17	147.88	14,500	14,500	47%	7,753
54400	Rental & Leases	\$ 5,094.40	710.70	5,000	5,000	102%	(94)
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 1,927.23	305.00	34,000	34,000	6%	32,073
54601	Vehicle Repair	\$ 60.47	-	1,210	1,210	5%	1,150
54900	Other Current Charges	\$ 642.00	141.50	1,971	1,971	33%	1,329
55100	Office Supplies	\$ 329.40	-	1,000	1,000	33%	671
55200	Operating Supplies	\$ 5,661.77	323.70	7,500	7,500	75%	1,838
55210	Fuel & Oil	\$ 134.69	-	1,000	1,000	13%	865
55400	Publications, Memberships	\$ 1,026.85	-	2,300	2,300	45%	1,273
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 324,523.01	\$ 41,295.74	\$ 960,000	\$ 960,000	34%	\$ 635,477
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 241,348.56	31,466.02	439,517	439,517	55%	198,168
51210	Regular OPS Salaries & Wages	\$ 7,789.09	1,177.09	11,306	11,306	69%	3,517
52100	FICA	\$ 18,697.56	2,445.41	32,575	32,575	57%	13,877
52200	Retirement Contributions	\$ 17,669.38	2,316.94	30,390	30,390	58%	12,721
52210	Deferred Compensation	\$ 403.73	61.18	-	-		(404)
52300	Life & Health Insurance	\$ 17,170.57	2,557.40	45,703	45,703	38%	28,532
52400	Workers Compensation	\$ 1,033.64	132.72	1,368	1,368	76%	334
53400	Other Contractual Services	\$ 44,209.00	15,221.00	92,700	92,700	48%	48,491
54000	Travel & Per Diem	\$ 20,386.68	107.87	83,777	83,777	24%	63,390
54100	Communications Services	\$ 3,028.16	386.51	7,823	7,823	39%	4,795
54101	Communications - Phone system	\$ 456.01	456.01	890	890	51%	434
54200	Postage	\$ 23,165.80	10,000.00	48,000	48,000	48%	24,834
54400	Rental & Leases	\$ 1,314.60	157.35	3,347	3,347	39%	2,032
54700	Printing	\$ 5,008.23	5,008.23	5,000	5,000	100%	(8)
54800	Promotional Activities	\$ 16,012.95	3,923.39	87,732	104,532	15%	88,519
54860	TDC Direct Sales Promotions	\$ 21,398.18	-	65,805	70,805	30%	49,407
54861	TDC Community Relations	\$ 5,837.57	-	11,800	11,800	49%	5,962
54862	TDC Merchandise	\$ 171.26	-	5,000	5,000	3%	4,829
54900	Other Current Charges	\$ 69,458.93	8,444.32	227,000	232,500	30%	163,041
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ 485.76	-	3,700	3,700	13%	3,214
55200	Operating Supplies	\$ 768.91	-	5,000	5,000	15%	4,231
52250	Uniforms	\$ 2,006.37	-	1,500	1,500	134%	(506)

Tourist Development Council
Statement of Cash Flow
Period Ending April 30, 2015

Acct # EXPENDITURES	YTD	April	FY 2014/15	FY 2014/15	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 12,435.48	\$ -	\$ 17,163	\$ 17,163	72%	4,728
55401 Training	\$ -	-	9,245	9,245	0%	9,245
56400 Machinery & Equipment	\$ -	-	3,400	3,400		3,400
58160 TDC Local T&E	\$ 521.46	73.95	1,500	1,500	35%	979
58320 Sponsorship & Contributions	\$ 12,465.00	10,000.00	16,650	16,650	75%	4,185
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 83,798.00	11,150.00	340,000	402,500	21%	318,702
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ 6,987.00	-	6,987	6,987	100%	-
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ 504,500.00	252,250	504,500	504,500	100%	-
58300 Word of South	\$ 100,000.00	-	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 129,000.00	8,207.31	-	129,000	100%	-
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 1,947,556.49	\$ 441,103.01	\$ 4,072,775	\$ 4,391,575		

1-Cent Collections						
Acct # REVENUES	YTD	April	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 576,432.50	\$ 103,676.25	\$ 898,463	\$ 898,463	64%	322,031
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 576,500.73	103,676.25	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	April	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 April 30, 2015

REVENUES

- 1- Revenue estimated to be deposited for April for the 4-cent collections - \$414,705.
- 2- Revenue estimated to be deposited for April for the 1-cent collections - \$103,676.

EXPENSES

No Transfers.

#####

**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	254,369.92	320,647.85	-	-	-	-	-	1,782,786.42
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	-	-	-	-	-	594,262.14
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	-	-	-	-	-	594,262.14
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09						2,971,310.70
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%						
Gain/Loss - YTD: 3 cent	20%	13%	12%	10.09%	10%	10%	12%						
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42						
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14						
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14						

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.

2014-2015	October	November	December	January	February	March	April	May	June	July	August	September
Likes	40,314	42,193	42,230	42,296	42,408	42,045						
Reach	488,940	370,300	36,194	30,214	138,381	76,664						
Post Engagements	11,339	6,066	1,328	1,037	5,064	2,607						
Engagement Rate	2.32%	1.64%	3.67%	3.43%	3.66%	3.40%						
#IHeartTally Mentions	211	202	91	187	182	143						

2013-2014	October	November	December	January	February	March	April	May	June	July	August	September
Likes	35,337	35,787	35,838	35,889	35,891	#####	36,197	36,803	#####	37,699	38,442	38,794
Reach	#####	311,415	51,186	44,198	27,478	#####	#####	#####	#####	#####	#####	162,797
Post Engagements	4,410	4,160	1,607	2,566	853	2,310	1,391	4,456	911	10,663	5,106	5,156
Engagement Rate	0.31%	1.34%	3.14%	5.81%	3.10%	4.93%	0.09%	0.29%	2.45%	3.29%	1.56%	3.17%
#IHeartTally Mentions										121	132	191

"Likes" shows the total number of acquired Page Likes.

"Reach" reflects the total number of users that viewed Visit Tallahassee content served during the month.

"Post Engagements" displays the total number of likes, comments, and shares on all Visit Tallahassee content served during the month.

"Engagement Rate" reflects the calculated rate of engagements that occurred for all users reached during the month.

"#IHeartTally Mentions" shows the total number of times users (including Visit Tallahassee) utilized the hashtag on Facebook posts.

**Facebook Page Likes recently declined across the platform in March as changes were implemented to improve the quality of Page likes, by removing memorialized and voluntarily deactivated accounts from Pages' like counts.

**Facebook counts for #IHeartTally are available only for as long as monitoring has been conducted for this metric. All other historic data is available from Facebook's records.

2014-2015	October	November	December	January	February	March	April	May	June	July	August	September
Likes	40,314	42,193	42,230	#####	42,408	42,045	43,576					
Reach	488,940	370,300	36,194	#####	138,381	76,664	201,849					
Post Engagements	11,339	6,066	1,328	1,037	5,064	2,607	2,665					
Engagement Rate	2.32%	1.64%	3.67%	3.43%	3.66%	3.40%	1.32%					
#IHeartTally Mention	211	202	91	187	182	143	148					

2013-2014	October	November	December	January	February	March	April	May	June	July	August	September
Likes	35,337	35,787	35,838	#####	#####	#####	36,197	36,803	#####	37,699	38,442	38,794
Reach	#####	311,415	51,186	#####	#####	#####	#####	#####	#####	324,389	#####	162,797
Post Engagements	4,410	4,160	1,607	2,566	853	2,310	1,391	4,456	911	10,663	5,106	5,156
Engagement Rate	0.31%	1.34%	3.14%	5.81%	3.10%	4.93%	0.09%	0.29%	2.45%	3.29%	1.56%	3.17%
#IHeartTally Mentions										121	132	191

"Likes" shows the total number of acquired Page Likes.

"Reach" reflects the total number of users that viewed Visit Tallahassee content served during the month.

"Post Engagements" displays the total number of likes, comments, and shares on all Visit Tallahassee content served during the month.

"Engagement Rate" reflects the calculated rate of engagements that occurred for all users reached during the month.

"#IHeartTally Mentions" shows the total number of times users (including Visit Tallahassee) utilized the hashtag on Facebook posts.

**Facebook Page Likes have recently declined across the platform as changes were implemented to improve the quality of Page Likes, by removing memorialized and voluntarily deactivated accounts from Pages' like counts.

**Facebook counts for #IHeartTally are available only for as long as monitoring has been conducted for this metric. All other historic data is available from Facebook's records.

Takeaways

Page Likes month-over-month have increased by 3.6%, up from the decrease of Likes that occurred from February to March due to platform changes.

This growth can be attributed to the success of the #TallySpring campaign and key events in April.

Post reach and engagements are proportionally higher for the month of April, especially when taking into account that these numbers are based only on April 1 to April 23.



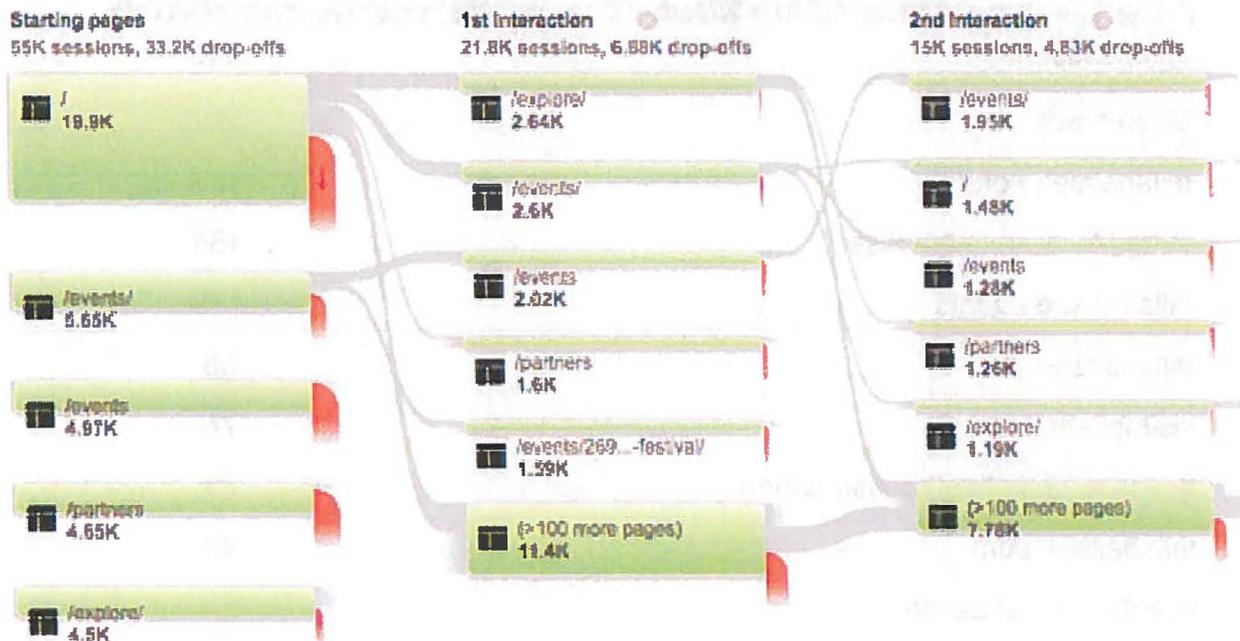
Executive Summary

In March, VisitTallahassee.com experienced over 55,000 sessions, 67% responsible from organic traffic. While the Homepage, Events, and Explore pages continually receive the most page views, there was a dramatic increase in engagement with spring-related content. Users were specifically interested in Spring on Stage, the Springtime Tallahassee Festival, and Sublime with Rome. Referral traffic from visit.fsu.edu and facebook.com continued to be strongest among referring websites. Geographically, visitation from Tallahassee, Miami, and Orlando were the largest contributors this month.

Website Metric	March 2015	March 2014
Sessions	55,076	46,750
Users	44,041	37,459
Page Views	153,948	124,895
Avg Pages Viewed per Session	2.80	2.67
Avg Session Duration	02:01	02:45
New Sessions	72.73%	71.96%
Mobile Sessions	22,278 (40.45%)	15,346 (32.83%)
Mobile + Tablet Sessions	28,370 (51.51%)	21,259 (45.48%)

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	March Page Views	% of Total Page Views
Homepage	22,959	14.91%
Events	16,691	10.84%
Explore	12,684	8.24%
Explore: Outdoors & Nature	5,770	3.75%
Explore: Spring Stage	4,787	3.11%
Dine	4,330	2.81%
Explore: Nightlife	3,911	2.54%
Stay	3,472	2.26%
Events: Springtime Tallahassee Festival	3,405	2.21%
Explore: History & Heritage	3,175	2.06%

Keywords

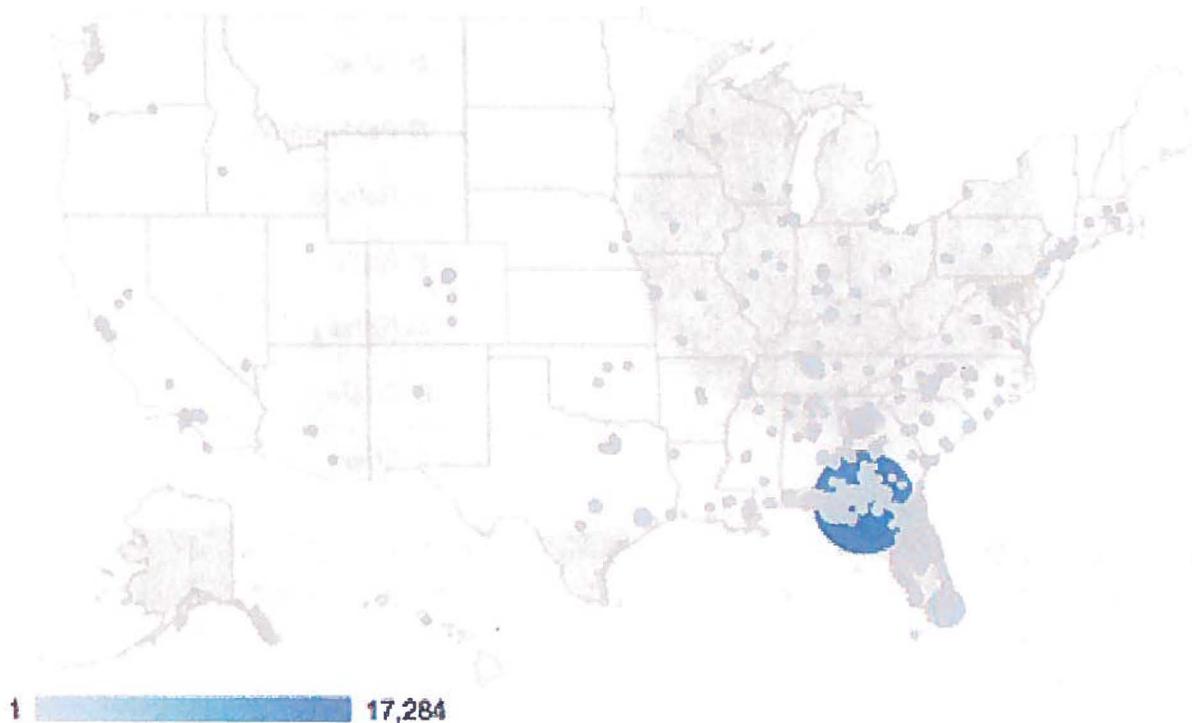
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	415
tallahassee	362
tallahassee florida	190
things to do in tallahassee	154
tallahassee events	148
tallahassee, fl	88
visit tallahassee	76
things to do in tallahassee florida	73
tallahassee.com	40
events in tallahassee	37



Geography

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



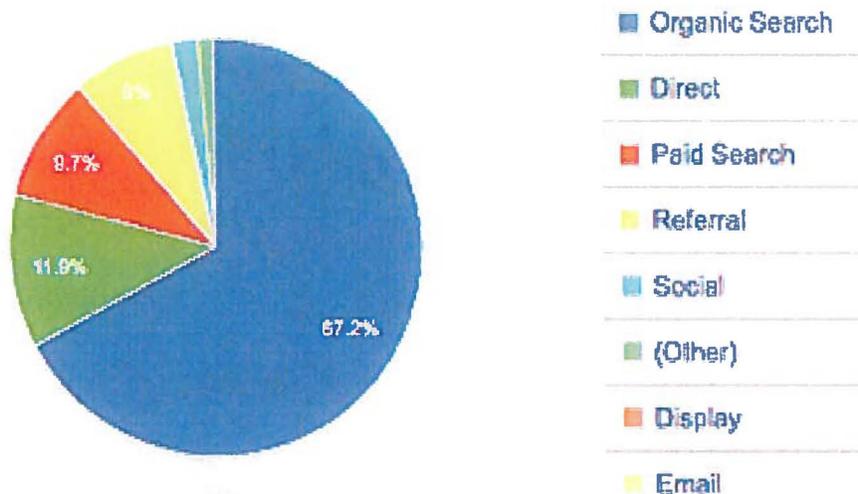
State	Visits
Florida	34,974
Georgia	4,124
Alabama	1,365
Texas	1,059
California	1,021
Tennessee	871
New York	737
North Carolina	731
Illinois	592
Virginia	571

City	Visits
Tallahassee	17,284
Miami	2,129
Orlando	2,011
Bay Lake	1,765
Panama City Beach	1,276
Atlanta	992
Miami Beach	703
Tampa	524
Nashville	482
Jacksonville	481



Traffic Sources

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



Traffic Source	March Sessions
Google (organic)	30,901
Direct Traffic	6,545
Google (CPC)	5,358
Yahoo (organic)	3,224
Bing (organic)	2,583

Top Referring URLs

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

Referring Site	March Sessions
visit.fsu.edu	841
facebook.com	544
famu.edu	197
tpc.google syndication.com (media-related)	183
twitter.com	176
visitflorida.com	172
tripadvisor.com	163
famuathletics.com	162
reddit.com	105
cms.leoncountyfl.gov	104



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
carnival	5
beaches	4
spring game	4
31 things	3
31 things to do	3
A taste	3
capital cuisine	3
Concerts	3
Food	3
spring	3

Searched Words (Out of Market Only)	Page Views
beaches	4
carnival	3
Concerts	3
Food	3
A taste	2
attractions in tallahassee	2
basketball	2
calendar	2
drone in stock	2
Gun show	2



Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks*	Click Rate
Goodway Group / Spring LGBT	2,933,339	1,772	0.06%
SpotXchange / Brand Video Desktop	933,549	308	0.03%
Goodway Group / Brand Retargeting	347,762	295	0.08%
Trip Advisor / Spring On Stage	280,978	440	0.16%
SpotXchange / Spring Mobile	199,121	336	0.17%
SpotXchange / Spring Tablet	158,309	103	0.07%
Goodway Group / Spring LGBT (EXP)	35,799	831	2.32%
Travel Spike / Spring	N/A	164	N/A

* Rich media/expandable units report engagements or expansions; not clicks.

The chart below shows paid media performance based on click rate.

Partner	Impressions	Clicks*	Click Rate
Goodway Group / Spring LGBT (EXP)	35,799	831	2.32%
SpotXchange / Spring Mobile	199,121	336	0.17%
Trip Advisor / Spring On Stage	280,978	440	0.16%
Goodway Group / Brand Retargeting	347,762	295	0.08%
SpotXchange / Spring Tablet	158,309	103	0.07%
Goodway Group / Spring LGBT	2,933,339	1,772	0.06%
SpotXchange / Brand Video Desktop	933,549	308	0.03%
Travel Spike / Spring	N/A	164	N/A

* Rich media/expandable units report engagements or expansions; not clicks.



Top Landing Pages

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

Page	March Page Views	% of Total Page Views
Homepage	18,286	33.20%
Events	5,644	10.25%
Explore	4,501	8.17%
Explore: Spring Stage	1,823	3.31%
Dine	1,571	2.85%
Explore: Nightlife	1,561	2.83%
Events: Sublime With Rome	1,369	2.49%
Explore: Outdoors & Nature	1,327	2.41%
Explore: Shopping	879	1.60%
Seasons: TOUR Guide	591	1.07%



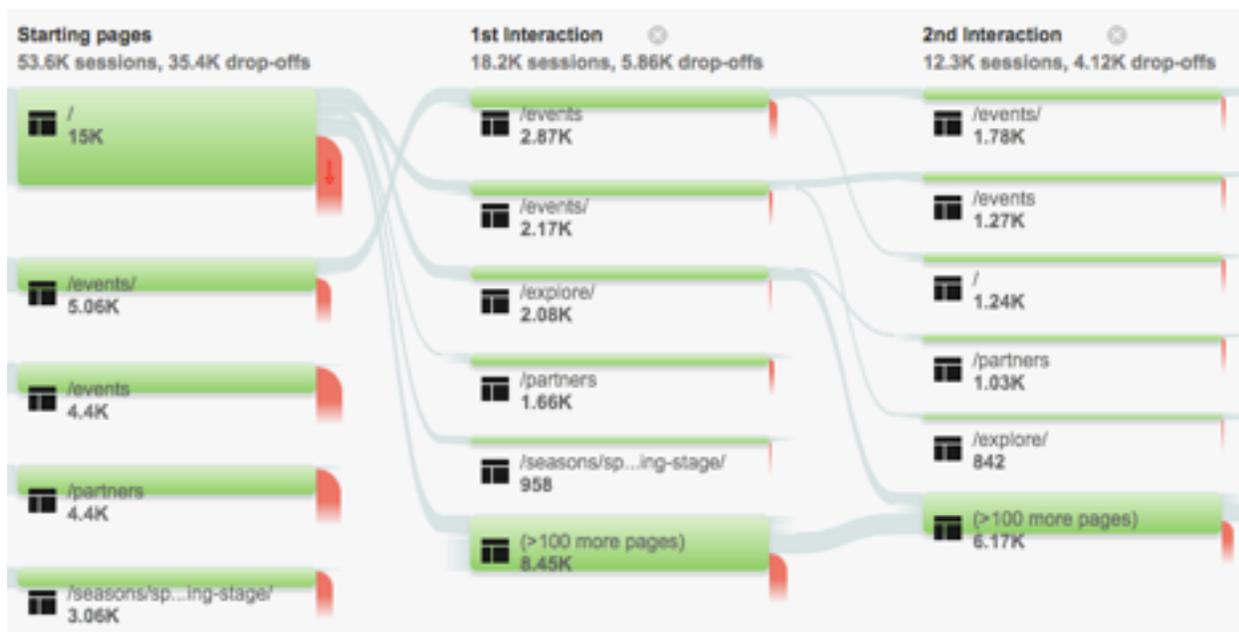
Executive Summary

In April, VisitTallahassee.com experienced over 53,000 sessions, 63% responsible from organic traffic. While the Homepage, Events, and Explore pages continually receive the most page views, Spring on Stage also experienced significant traffic, with over 5,000 page views this month. Users showed growing interest in Capital Cuisine Restaurant Week, as the landing page received 2,500 page views, in addition to numerous restaurant-specific searches. Referral traffic from Facebook.com was especially strong this month, appearing fourth in the top five overall traffic sources. Geographically, visitation from Tallahassee, Miami Beach, Orlando and Panama City Beach were the largest contributors this month.

Website Metric	April 2015	April 2014
Sessions	53,640	42,169
Users	43,812	33,750
Page Views	135,851	128,174
Avg Pages Viewed per Session	2.53	3.04
Avg Session Duration	01:47	02:30
New Sessions	73.17%	71.33%
Mobile Sessions	21,967 (40.95%)	13,101 (31.07%)
Mobile + Tablet Sessions	29,516 (55.02%)	18465 (43.79%)

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	April Page Views	% of Total Page Views
Homepage	17,957	13.22%
Events	14,694	10.82%
Explore	9,303	6.85%
Explore: Spring Stage	5,373	3.96%
Dine	4,052	2.98%
Explore: Outdoors & Nature	3,988	2.94%
Explore: Nightlife	3,690	2.72%
Explore: Self Guided Tours - Budget Friendly	3,263	2.40%
Stay	2,681	1.97%
Capital Cuisine Restaurant Week Concert Series	2,513	1.85%

Keywords

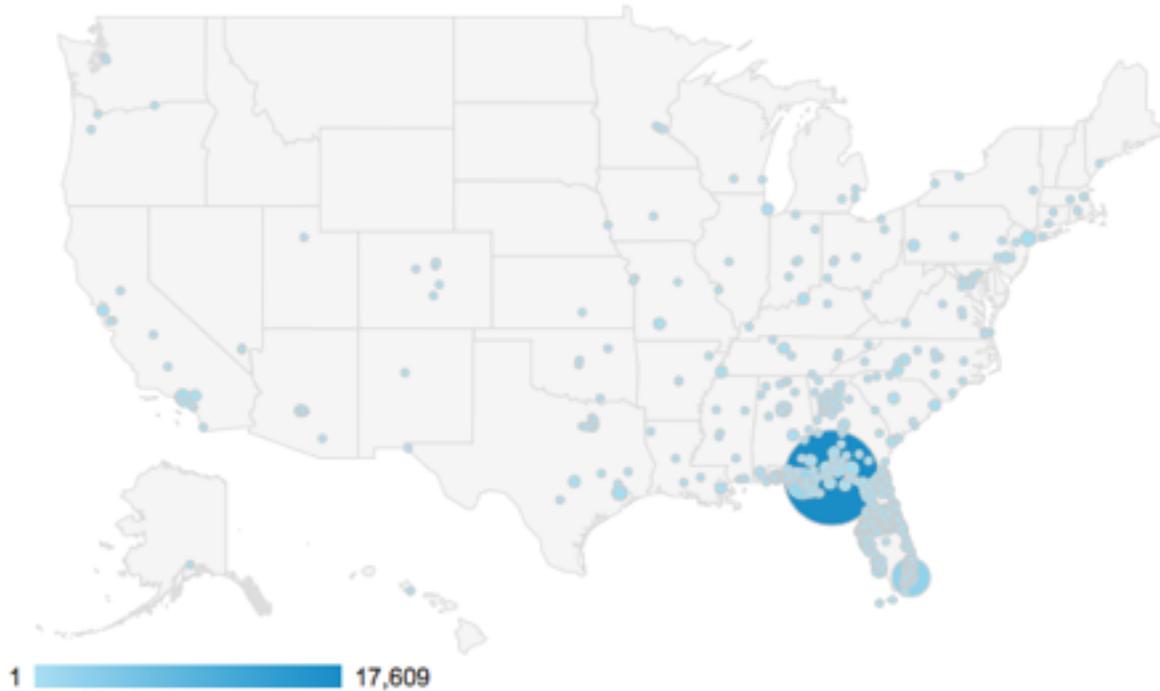
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee	295
tallahassee fl	280
tallahassee florida	108
tallahassee events	92
things to do in tallahassee	83
visit tallahassee	68
things to do in tallahassee florida	51
sublime tallahassee	37
tallahassee, fl	34
http://bit.ly/1gktxvs	30



Geography

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



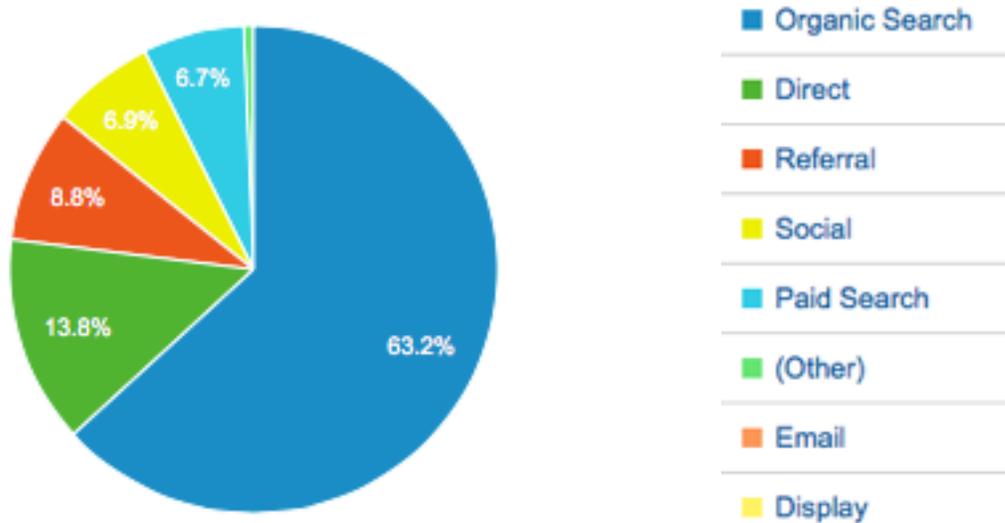
State	Visits
Florida	35,644
Georgia	3,675
Alabama	1,177
Texas	1,050
California	1,014
New York	788
North Carolina	707
Tennessee	530
Virginia	496
South Carolina	487

City	Visits
Tallahassee	17,609
Miami Beach	2,670
Orlando	1,677
Panama City Beach	1,654
Bay Lake	1,034
Atlanta	828
Tampa	603
Jacksonville	491
New York	429
Naples	410



Traffic Sources

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



Traffic Source	April Sessions
Google (organic)	29,523
Direct Traffic	7,383
Google (CPC)	3,600
Facebook (referral)	2,905
Yahoo (organic)	2,359

Top Referring URLs

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

Referring Site	April Sessions
facebook.com	2,905
s0.2mdn.net (media-related)	1,332
tripadvisor.com	564
visit.fsu.edu	559
famu.edu	164
twitter.com	145
famuathletics.com	128
capitalcityamphitheater.com	122
nym1.mobile.adnxs.com (media-related)	116
theacc.com	83



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
bella bella	4
capitol cuisine	3
events	3
Hotels	3
juicy blue tapas bar	3
lofty pursuits	3
map	3
tally spring	3
tour	3
backwoods bistro	2

Searched Words (Out of Market Only)	Page Views
Hotels	3
tour	3
camping	2
events	2
Food	2
hotels	2
map	2
tallahassee crawfish contest	2
Tallahassee museum	2
32312	1



Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks*	Click Rate
Trip Advisor / Spring On Stage	943,671	2,583	0.27%
SouthernLiving	825,128	1,099	0.13%
Goodway Group / Spring LGBT	788,175	431	0.05%
SpotXchange / Brand Video Desktop	487,411	288	0.06%
Goodway Group / Brand Retargeting	275,157	225	0.08%
SpotXchange / Spring Mobile	201,588	400	0.20%
SpotXchange / Spring Tablet	155,717	128	0.08%
Goodway Group / Spring LGBT (EXP)	73,733	30	0.04%

* Rich media/expandable units report engagements or expansions; not clicks.

The chart below shows paid media performance based on click rate.

Partner	Impressions	Clicks*	Click Rate
Trip Advisor / Spring On Stage	943,671	2,583	0.27%
SpotXchange / Spring Mobile	201,588	400	0.20%
SouthernLiving	825,128	1,099	0.13%
SpotXchange / Spring Tablet	155,717	128	0.08%
Goodway Group / Brand Retargeting	275,157	225	0.08%
SpotXchange / Brand Video Desktop	487,411	288	0.06%
Goodway Group / Spring LGBT	788,175	431	0.05%
Goodway Group / Spring LGBT (EXP)	73,733	30	0.04%

* Rich media/expandable units report engagements or expansions; not clicks.



Top Landing Pages

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

Page	April Page Views	% of Total Page Views
Homepage	13,903	25.92%
Events	5,054	9.42%
Explore: Spring Stage	3,061	5.71%
Explore	3,050	5.69%
Explore: Self Guided Tours - Budget Friendly	2,735	5.10%
Capital Cuisine Restaurant Week Concert Series	1,818	3.39%
Dine	1,666	3.11%
Explore: Nightlife	1,581	2.95%
Events: Sublime with Rome	1,354	2.52%
Events: FSU Spring Game	1,331	2.48%

VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



March 12 - April 24, 2015
 IMPRESSIONS: 2,620,862
 TOTAL CIRCULATION: 1,696,952
 TOTAL LISTENERSHIP: 923,910
 TOTAL MEDIA VALUE: \$58,400

Print

Outlet	Article Name	Date	Circulation	Media Value
<i>Orlando Sentinel</i>	"Florida travel calendar for March"	March 12, 2015	170,966	\$1,161.00
<i>Orlando Sentinel</i>	"This Week"	March 22, 2015	258,974	\$4,347.00
<i>Sun Sentinel</i>	"This Week"	March 22, 2015	239,605	\$3,628.80
<i>Women's Adventure</i>	"Trails, Rivers, And Ziplines, Oh My! (Tallahassee Has It All)"	March, 2015	20,000	\$20,000.00
<i>South Florida Sun Sentinel/ Broward County Edition</i>	"This Week"	April 12, 2015	118,177	\$2,721.60
<i>Orlando Sentinel</i>	"This Week"	April 12, 2015	258,974	\$3,260.25
<i>East Alabama Living</i>	"Tallahassee"	April, 2015	13,500	\$4,125.00
<i>Orlando Sentinel</i>	"This Week"	April 19, 2015	258,974	\$3,620.25
<i>Sun Sentinel</i>	"This Week"	April 19, 2015	239,605	\$1,814.40
<i>South Florida Sun Sentinel/ Broward County Edition</i>	"This Week"	April 19, 2015	118,177	\$2,721.60
TOTAL			1,696,952	\$47,400

Radio

Outlet	Segment Name	Date	Listenership	Media Value
<i>WJGL-FM Jacksonville, Fla.</i>	"Visit Tallahassee's Capital City Amphitheater The Beach Boys Giveaway"	April 27-May 8, 2015	923,910	\$11,000.00
TOTAL			923,910	\$11,000

Orlando Sentinel

Florida travel calendar for March

Check out festivals and events in March across the state.

This list is organized by region.

Central Florida (including Orlando, Kissimmee, Daytona Beach, Sanford, the Space Coast, Lakeland/Polk and Lake County)

Feb. 7- April 18: Universal Studios Mardi Gras, Orlando. This year's Mardi Gras concert line-up has yet to be announced. See website for concert times. Included with Universal Studios ticket. 407-363-8000.

www.universalorlando.com/Events/Mardi-Gras

March 1: Chocolate Festival, Melbourne. Brevard's best chocolatiers, pastry chefs and restaurateurs come together with community volunteers to raise funds to support scholarship programs. Guests may sample chocolate confections, cakes and desserts, then vote to select "Brevard's Best Chocolate Fix." In addition, there are beverages, appetizers, entertainment by local musicians and an Emerging Artist Showcase. At Eau Gallie Civic Center. Admission. 11 a.m. to 3 p.m. 321-729-0755. www.zontaspacecoast.org

March 3: Moonlight Carillon Concert at Bok Tower Gardens, Lake Wales. Visitors can stroll the meditative garden paths and find a spot to relax and enjoy the hour-long carillon concert under the light of the full moon or watch Geert D'hollander play live on the video monitor located behind the Japanese Lantern near the Tower. 7:30 to 8:30 p.m. \$5 per person, free for members. 863-676-1408. www.boksanctuary.org

March 4-May 17: Epcot International Flower and Garden Festival, Lake Buena Vista. Discover dazzling gardens, high-energy entertainment, family fun and more at this spectacular springtime event. Sprouting once again in 2015, the Epcot International Flower & Garden Festival will be brimming with special experiences for every age and interest. At Walt Disney World's EPCOT with admission. www.disneyworld.com/flower

March 5: Climb to the Moon, Ponce Inlet. Climb to the Moon at Ponce Inlet Lighthouse offers views of the sunset and moonrise from atop the lighthouse once a month. The lighthouse keeper relates the story of this National Historic Landmark. Sparkling cider and hors d'oeuvres are provided by Inlet Harbor Restaurant. The lighthouse is at 4931 South Peninsula Drive. Participation is limited to 25 people and tickets (\$25) must be purchased in advance by calling 386-761-1821 ext. 10. ponceinlet.org

March 6-15: Bike Week, Daytona Beach. This annual event and rally is one of the largest motorcycle gatherings around the world. It commences the start of motorcycle season. About 500,000 bikers from around the world come to Daytona Beach. www.officialbikeweek.com

March 6: Jazz Friday at Foosaner Museum of Art, Melbourne. Every first Friday of the month the Foosaner Museum of Art hosts Jazz Friday in their galleries. Expect great music from local favorites. 5:30 pm to 7 p.m. 463 Highland Avenue, Melbourne FL 32901. 321-433-4470. www.visitspacecoast.com

March 7-8, 14-15, 21-22, 28-29: Bands Brew and BBQ music festival, Orlando. A music festival on Saturdays and Sundays at SeaWorld Orlando offers BBQ and bands. Performers have not yet been announced. Concerts begin at 4 p.m. Free with park admission. SeaWorld 407-351-3600. seaworld.com

March 7: First Saturday Jam, Barberville. On the first Saturday each month visit the Pioneer Settlement for entertainment and fun for the entire family. 9 a.m to 4 p.m. Includes informal music jams, free workshops, a chili cook-off, yard sale. Admission is free. 386-749-2959. www.pioneersettlement.org

March 7-8: Floral City Strawberry Festival, Floral City. Primary focus of the event is, of course, the celebration of strawberries - by the berry, by the flat, atop shortcake or covered in chocolate. These and more are among the many strawberry delicacies offered to tempt the palette. Each day includes continuous live entertainment, contests, children's games and activities, and more than 200 arts and craft booths. Special features include an antique car show, pony rides, rock climbing wall, pie eating contest, Strawberry Princess pageants, and continuous children's activities. At Floral Park. Admission. 352-795-3149. visitcitrus.com/events-calendar

March 13: Friday Family Fest, Melbourne Held the second Friday of the month in Historic Downtown, it's a family-oriented event that includes art craft and business vendors, lots of great food, beer and wine, a children's activity. Highland Avenue, Melbourne FL 32922. Free. 321-724-1741. www.downtownmelbourne.com

March 13-14: Central Florida Dragon Boat Festival, Tavares. Dragon boat racing was born out of myth and legend more than 2,000 years ago in southern China, commemorating the life and death of a great patriot who threw himself into the Mi Lo River. When news of his death spread, local fishermen raced out onto the water and splashed their paddles to prevent fish from eating his body. Today, worldwide, some two million people participate in dragon races. Activities kick off with the Awakening of the Dragon Ceremony, traditional Dragon/Lion dance and banquet. Action-packed contests begin with a crew of 20 paddlers led by the loud, steady beat of the drummer. As the long and colorful boats compete, an ancient rite is revisited, all in the spirit of charity and fun. At Wooten Park. 352-504-8158. www.cfdragonboat.org

March 13-15: Tico Warbird Airshow, Titusville. Located at the Space Coast Regional Airport, this annual three day event highlights military aviation and features some of the most famous trainer, transport, fighter and bomber aircraft that flew in combat around the world. Adult tickets are \$18. \$5 for children. 55 Golden Knights Boulevard, Titusville. www.vacwarbirds.org

March 13-22: Firefighters' Indian River County Fair, Vero Beach. Since 1980, proceeds from this event have supported Indian River County Burn Fund, high school scholarships, Fairground Improvements and other charitable activities. At county fairgrounds. Gate prices are \$6 for adults, \$4 for children (6-12), \$4 for senior citizens. 772-562-2974. <http://www.firefightersfair.org>

March 14: Taste of Oviedo, Oviedo. The Taste of Oviedo offers visitors the opportunity to sample local fare on March 14. Also on the event's agenda are entertainment, a car show, vendors' exhibits, children's activities and fireworks. A highlight is a Citrus & Celery Cook-Off. Event hours are from 10 a.m. to 6 p.m. Admission is free. The event is at the Oviedo Mall, 1700 Oviedo Marketplace Boulevard. www.tasteofoviedo.org

March 20-22: 55th Annual Winter Park Sidewalk Art Festival, Winter Park. The 55th Annual Winter Park Sidewalk Art Festival is a juried outdoor fest on March 20-22. More than 1,000 artists from around the world apply for entry and an independent panel of judges selects approximately 225 to participate in the show. The three-day event also features jazz and children's activities. Admission, to the event on Park Avenue between Canton Avenue and New England Avenue, is free. www.wpsaf.org

March 21: Cruisin' Downtown DeLand Classic Car Show, DeLand. Every 3rd Saturday of the month. East Indiana Avenue in Downtown DeLand. Classic cars & rods line East Indiana Avenue in Downtown DeLand. Live DJ, giveaways, shopping & dining. 4-7 p.m. Free. 386-624-5027. www.MainStreetDeLand.org

March 21: Spring Break Nationals, Daytona Beach. Touted as "The World's Most Famous Soundoff" this custom car audio show is held indoors rain or shine at the Ocean Center at 101 N. Atlantic Ave. Show hours are 10 a.m. to 6 p.m. with a niteglow vehicle contest at 8 p.m. Other things of note: the Aphrodisiac Ice Cream Truck, the World Famous SBN Swimsuit Competitions. springbreaknationals.com

March 21-22: The Lakeland Craft Festival, Lakeland. The Lakeland Craft Festival displays handmade creations at the Lakeland Center on March 21-22. The Lakeland Center is located at 701 West Lime Street. Admission is \$6 for adults (good both days with hand stamp); children 12 and under are free. Parking is free. Fair hours are from 10 a.m. to 5 p.m. on Saturday and from 10 a.m. to 4 p.m. on Sunday. www.bucklercraftfair.com

March 21-22: Art and Craft Festival, Flagler Beach. Show offers an array of fine art, fine crafts and food. Saturday 10 a.m. to 5 p.m. and Sunday 10 a.m. to 4 p.m. at Flagler Beach on A1A. 352-344-0657. www.tnteventsinc.com

March 22-23: 26th Annual Spring Daytona Turkey Run. The 26th Annual Spring Daytona Turkey Run is set inside Daytona International Speedway's infield and showcases more than 3,000 collector cars and trucks. 386-255-7355. www.turkeyrun.com

March 27: Fourth Fridays Art Walk, Sanford. Central Florida's only monthly juried art show. With exhibits and music at participating venues. 6-9 p.m. Downtown Sanford, First Street, Sanford, FL, 32771. Free. 407-323-2774. www.sanfordartwalk.com

March 27-29: Grant BBQ Fest, Grant. On March 27-29, the Grand BBQ Fest serves up live entertainment, a car show, crafts and contests – barbecued pork ribs, chicken or brisket, anyone? Additional competitions include People's Choice and Sauce. Admission and parking are free. The festival is at 4580 First Street. www.grantbbqfest.com

March 28: 4th Fridays DeLand Art Walk, DeLand. DeLand Art Walk is a free, self-guided tour of the Historic Downtown area. Enjoy music, food, drinks, arts, crafts and more. Art galleries, museums, cultural venues, restaurants and boutiques host artists within their businesses on the fourth Friday of every month, rain or shine. Look for an official Art Walk banner in the front of each stop to identify the participating venues. Choose your own route, or begin from Museum of Florida Art. Downtown, 100 N. Woodland Blvd., DeLand FL 32720. 6-9 p.m. 386-738-0649. fourthfridaydeland.com

March 28: Art Walk on Flagler, New Smyrna Beach. Held on the fourth Saturday each month, Flagler Avenue livens up with entertainment and wine tastings at participating venues. 10 a.m.-7 p.m. (wine walk 1-7 p.m.). Free (\$25 for wine walk). Flagler Avenue, 100 Flagler Ave., New Smyrna Beach, FL, 32169. 386-428-1770. www.flaglergallerygroup.com

March 28: Florida Wildflower & Garden Festival, DeLand. A celebration and a forum to encourage environmentally friendly and sustainable gardening practices, while keeping a fun atmosphere. Speakers, demonstrations, children's activities & entertainment. The festival also features vendors who provide information, products, and arts and crafts related to general gardening, native plant gardening, gardening for birds, butterflies and wildlife, habitat creation, environmental conservation, recycling and "Green" living. West Indiana Avenue, Downtown DeLand. 9 a.m.-3 p.m. Free. 386-738-0649. mainstreetdeland.org/flwildflowerfest

March 28: Kowtown Festival, Kissimmee. Celebrate Kissimmee's birthday with a family-friendly festival that honors the city's cattle ranching heritage. Enjoy live entertainment, unique games, food and festivities. Features Annual Meatloaf Cook-off with cash prizes. At Historic Downtown Kissimmee and Lakefront Park. Free. 407-846-4643. www.kissimmeemainstreet.com

March 28-29: Spring Antiques, Collectibles & Crafts Show, Mount Dora. This quaint Central Florida town puts on its annual Spring Antiques, Collectibles & Crafts Show on March 28-29. More than 200 vendors are to display their treasures on the downtown streets of Mount Dora from 9 a.m. to 5 p.m. each day. Admission is free. www.mountdoraspingshow.com

March 28-29: Battle at Narcoossee Mill, St. Cloud. Authentic reenactment of a Civil War battle. Roam through civil war camps and watch the mounted cavalry ride back from the past. Educational and entertaining for all ages. Held at Ralph V. Chisholm Park in Narcoossee. Adults \$7, children 5-11 \$5, children under 5 are free. www.jacobsummerlin.org

March 28-29: 50th Annual DeLand Outdoor Art Festival, DeLand. Art, Crafts, Food & Live Entertainment at Earl Brown Park. Free shuttle to and from Florida Wildflower & Garden Festival. Earl Brown Park. 750 S. Alabama Ave. DeLand, FL 32724. Free. 386-717-1888. delandoutdoorartfest.com

Tampa Bay-Sarasota (including Tampa, St. Petersburg, Clearwater, Sarasota, Anna Maria Island, Bradenton, Tarpon Springs and Homosassa)

Feb. 26 - March 8: Florida Strawberry Festival, Plant City. Strawberry celebration dating back to 1930. Features daily entertainment by some of music's biggest stars, agriculture shows, livestock and the Midway with more than 60 rides. At Plant City Festival Grounds. Admission required. 813-752-9194. www.flstrawberryfestival.com

Through March 6: Real Music Concert Series, Tampa Bay. Busch Gardens Tampa's longest running concert series, Real Music, returns Jan. 5, 2015 through March 6, 2015 (Monday through Friday) with incredible live music spanning from the 1950s to today, featuring genres for all ages, including swing, blues, pop, jazz, and rock 'n roll. Concerts are held at 11:30 a.m., 1:30 p.m. and 3:30 p.m. Monday through Friday. seaworldparks.com

March 6-8: Swamp Fest, Weeki Wachee. A good, old-fashioned family fun festival presented by three community organizations. Includes swamp food, swamp costume contest, arts and crafts, entertainment, drawings and more. At Linda Pederson Park at Jenkins Creek. Admission \$8 for adults, \$4 for kids 6-11, free for children 5 and younger with paying adult. 352-596-3575. swampfestweekiwachee.com

March 13-22: Sarasota County Fair, Sarasota. Featuring exhibits, midway rides and fair food. At Sarasota County Fairgrounds. Admission. 941-365-0818. www.sarasotafair.com

March 14-15: Manatee Festival of the Arts, Ruskin. 23rd annual. Award-winning juried fine arts festival celebrating visual, culinary and performing arts as well as promoting awareness and preservation of the West Indian Manatee. At E.G. Simmons Park 2401 19th AVE NW Ruskin, FL 33570. \$5 adults, free for children 12 and under. 10 a.m. to 5 p.m. 813-645-1366. www.facebook.com

March 14-15: Downtown Sarasota Craft Festival, Sarasota. Begun in 2002, this popular craft show takes place 10 am to 5 pm Saturday and Sunday, with approximately 200 crafters exhibiting their wares. Downtown. Free. 941-957-1877. www.escape-to-sarasota.com

March 20-22: Fourth Annual Cuban Sandwich Festival, Tampa. Extra pickles, anyone? The Fourth Annual Cuban Sandwich Festival serves up this favorite treat –sometimes referred to as “the sandwich that conquered America” –in historic Ybor City on March 20-22. On the agenda are music, dances, more than 150 crafts and cultural exhibitors, and a contest between rivals Miami and Tampa to find the best traditional and non-traditional Cuban sandwiches. Admission is free. For information, visit www.thecubansandwichfestival.com.

March 21-22: The Sarasota Folk Festival, Osprey. The Sarasota Folk Festival features music on three stages and arts and crafts on March 21-22. Exhibits and a children’s area are also on the agenda and food will be available for purchase. The event, at the Oscar Scherer State Park, opens its gates at 10 a.m. each day. Oscar Scherer State Park is on U.S. 41, six miles south of Sarasota. Ticket prices vary. www.sarasotafolkfestival.org

March 23-28: Citrus County Fair, Inverness. The Citrus County Fair features pageants, a flea market, exhibits, livestock show, and midway rides on March 23-28. The Citrus County Fairgrounds is at 3600 South Florida Avenue. www.citruscountyfair.com

March 25-29: Sertoma Youth Ranch Spring Bluegrass Festival, Brooksville. Sertoma Youth Ranch Spring Bluegrass Festival presents a lineup of artists including IIIrd Tyme Out, Nothin Fancy, and the Boxcars on March 25-29. A variety of tickets is available including a Weekend Ticket that is \$68.25. Camping available for a fee. For more information, visit www.evansmediasource.com.

March 28-29: Annual Spring Fine Arts Festival, Englewood. Stroll the avenue viewing the work of more than 100 artists from around the country while you enjoy live entertainment, shopping and snacks along the way. Downtown area. \$2 donation requested. 941-474-5511. www.inglewoodrotary.org/page6.php

Southwest Florida (including Naples, Fort Myers, Venice, Port Charlotte and Punta Gorda)

March 3-28: Sanibel Music Festival, Sanibel Island. Tuesdays and Saturdays in March, Sanibel hosts accomplished musicians from around the world, including the Opera Theater of Connecticut, the American Chamber Players and Emerson String Quartet. Concerts begin at 8 p.m. Sanibel Congregational Church. Admission. 239-344-7025. www.sanibelmusicfestival.org

Through March 8: Southwest Florida and Lee County Fair, North Fort Myers. Old-fashioned and fun, this fair offers midway rides, livestock exhibits, pig races, a petting farm, and entertainment ranging from a comic master hypnotist, clowns, family shows and local talent. Adult admission tickets cost \$5 in advance. Admission price for children 6 to 11 is \$3. Children under 5 are admitted free. Advance-purchase mega-passes allow holders admission and unlimited rides for any day of their choice. 239-543-8368. fair.leeciviccenter.com/

March 5-7: Sanibel Shell Fair and Show, Sanibel Island. In celebration of this world-renowned shelling island, the Shell Fair features shell displays and crafts, food, and entertainment. The fair takes place inside and outside of the Community House. 239-472-2155. sites.google.com/site/thesanibelcaptivashellclub

March 13-15: 64th Annual Art Under The Oaks, Vero Beach. One of the largest art festivals in Vero Beach, the 64th Annual Art Under The Oaks, displays original creations under majestic live oaks in Riverside Park on March 13-15. Approximately 210 artists will display their work across from the Vero Beach Museum of Art, 3001 Riverside Park Drive. Admission is free. Food and beverages will be available for purchase. www.verobeachartclub.org

March 13-15: All-Florida Championship Rodeo, Arcadia. This 87th annual rodeo includes Calf Scramble, Mutton Bustin', barrel racing, Shootout and more. Admission. 800-749-7633. www.arcadiarodeo.com

March 14-15: The Bonita Springs National Art Festival, Bonita Springs. The Bonita Springs National Art Festival presents fine arts and fine crafts by 211 artists and artisans on March 14-15. The event is at Riverside Park, Old U.S. 41 Road in Olde Bonita and sits on the Imperial River. Admission is via suggested donation of \$5 to benefit the Center for the Arts Bonita Springs scholarship program. Event hours are from 10 a.m. to 5 p.m. each day. www.artcenterbonita.org

March 14-15: Fort Myers Beach Shrimp Festival and Parade, Fort Myers Beach. Fresh shrimp from the local docks to you. Enjoy delicious shrimp cooked a variety of ways and many other taste-tempting foods. Also offered are arts and crafts booths, live entertainment and many children's activities. Coordinated and sponsored by the Fort Myers Beach Lions Club, this is the 57th year for this shrimp festival. Call Lion Ted 239-454-0043. www.fortmyersbeachshrimpfestival.com

March 14-15: Marco Island Festival of the Arts, Marco Island – Fine art and fine crafts are on display during the Marco Island Festival of the Arts on March 14-15. Event hours are from 10 a.m. to 5 p.m. each day. Admission to the event, at Veteran's Park off North Collier Boulevard, is free. For information, visit artfestival.com.

March 17: Fishermen's Village Annual St. Patrick's Day Celebration, Punta Gorda. Features the Emily Ann Thompson Band. Includes American standards, Broadway hits and gunfighter ballads. At Fishermen's Village Center Stage. Free. 941-639-8721. www.fishville.com

March 18-21: 63rd Annual Mobil 1 Twelve Hours of Sebring, Sebring. Each year on the third Saturday of March, Sebring International Raceway hosts thousands of race fans from around the world to witness the historic 12-hour classic. All the legends have raced at Sebring, including Mario Andretti, A.J. Foyt, Dan Gurney, Stirling Moss, Juan Manuel Fangio, Phil Hill and dozens of others, driving race cars built by the world's great manufacturers such as Ferrari, Porsche, Jaguar, Audi, Ford, Maserati, Aston Martin and Nissan. Gates open on Wednesday and remain open 24 hours a day through Saturday's title race. Admission. 800-626-RACE. www.sebringraceway.com

March 19: Downtown Gallery Walk, Punta Gorda. Held monthly on the third Thursday, 5-8 p.m. Visit any of the downtown merchants, restaurants and galleries for your game card. As always, there will be live entertainment, food and drink samplings, art, beauty and health demonstrations, a free trolley, and an evening of fun. Free; free parking. www.charlotteharbortravel.com

March 20-22: Marco Island Seafood & Music Festival, Marco Island. This scenic Southwest Florida enclave sets the scene for the annual Marco Island Seafood & Music Festival on March 20-22. The festival features live music, crafts, kids' zone, and plenty of delicacies from the sea available for purchase. Admission to the festival, at Veterans Park, 403 Elkcam Circle, is \$8. For information, visit www.marcoislandseafoodfestival.com.

March 19, 2016: Southwest Florida Reading Festival, Fort Myers. Enjoy the multiple stages with nearly 30 best-selling authors, buy books and have them signed. Kids can have fun watching and listening to popular authors and illustrators, pick out a free book and make a craft. Teens can find a book, make a craft and watch the Reading Rocks! Teen Battle of the Bands final competition, and more. Free at Harborside Event Center and Centennial Park in downtown Fort Myers. 239-479-4636. www.readfest.org

March 21-22: Peace River National Arts Festival, Punta Gorda. Charlotte County's premier outdoor juried fine arts show, the seventh annual Peace River National Art Festival returns to Lashley Park, Punta Gorda, from 10 a.m.-5 p.m. 941-639-8810. <http://www.charlotteharbortravel.com/events/>

March 21-22: Downtown Naples Festival of the Arts, Naples. An annual event for the entire family. Along Fifth Avenue South in downtown Naples. Free. 239-262-6517. naplesart.org

March 28: Florida Wiener Dog Derby, North Fort Myers. Cash prizes, giveaways and more. Free admission, but registration fee. 440 Hickman Dr. Sanford, Florida. 321-394-8497 www.floridawienerdogderby.com

March 28: Swamp Buggy Nights, Naples. The 65th Running of The World Famous Swamp Buggy Races return to the FloridaSportsPark March 28. The Budweiser Cup Championship is once again up for grabs under the lights. Gates will open at 4 pm with the green flag dropping at 6 pm sharp. Adult tickets are \$15 in advance. 239-774-2701 swampbuggy.com

South Florida and the Keys (including Miami, Fort Lauderdale, West Palm Beach, Key Largo, Key West and the Treasure Coast)

March 1: Suntrust Sunday Jazz Brunch, Fort Lauderdale. Live outdoor concert series bringing the area's best local jazz artists to the city's scenic Riverwalk the first Sunday of each month. Listen to the soulful sounds on four different stages. Everyone is welcome to attend, including well-behaved, leashed pets, and there is ample room to set up chairs, blankets and picnic baskets. 11 a.m.-2 p.m. Free admission. 954-828-5363. www.fortlauderdale.gov/events/jazzbrunch/jazzbrunch.htm

March 1: 13.1 Marathon Miami, Miami Beach. This event is a half marathon consisting of 13.1 miles, of which 45-50 percent of the route will take participants through Miami Beach. Walkers welcome. Course remains open for three and a half hours. www.131marathon.com/

March 6-15: Miami International Film Festival, Miami. Brings the best of world cinema to South Florida, exhibiting U.S. and international films, with a special focus on Ibero-American cinema. Since its fruition, the festival has presented films from more than 50 countries, including Oscar nominees and winners and many international prizewinners. At various locations throughout Miami and Dade County. 305-237-3456. www.miamifilmfestival.com/

March 7: Conch Shell Blowing Contest, Key West. Enthusiastic contestants, from children to seniors, are polishing their conch shells, puckering up, and are ready to demonstrate their shell-blowing talents. The occasion is the Conch Shell Blowing Contest, sometimes called the "Conch Honk." The event, which has been held for 53 years, celebrates the historic importance of the conch in the Keys, where the far-reaching sounds from conch shells were used by Calusa Indians for communication, by sailors as fog horns, and by early Key Westers to signal salvagers that a sinking ship had been spotted offshore. The contest, sponsored by the Old Island Restoration Foundation, will take place in the garden of the Oldest House. There is no cost to enter or compete, and no experience is necessary. Conch shells will be available for purchase for those who do not have their own. oirf.org/event.php?id=10

March 7-8: 27th Annual Art Fest by the Sea, Juno Beach. This festival brings together longtime favorites and newest names in the contemporary art scene. Life-size sculptures, paintings, one-of-a-kind jewels, photography, ceramics and more. At A1A Donald Ross Rd. and Marcinski. 10 a.m. to 5 p.m. Free. 954-472-3755. www.artfestival.com

March 7-8: Conquistador Cup Regatta, Punta Gorda. 22nd annual regatta of Punta Gorda Sailing Club, the largest sailboat regatta in Southwest Florida. Races on Saturday and Sunday. Best viewing points Fishermen's Village or Ponce de Leon Park. www.pgscweb.com

March 7-June 8: 36th Annual Week of the Ocean Festival Sea-son, Fort Lauderdale. Marine-related events to further awareness of the wonderful world of water. Ocean expo, waterway cleanups, school marine fair and regatta. 954-462-5573. www.national-week-of-the-ocean.org

March 10-15: Okeechobee County Fair, Okeechobee. For those looking for some old-fashioned fair fun, the Okeechobee County Fair features exhibits, beauty pageant, midway rides, equine events, petting zoo, livestock show and entertainment on March 10-15. The fair is at the Agri-Civic Center & Fairgrounds, 4601 Highway 710 East. Tickets (\$5) may be purchased online and picked up at the fair's box office. www.okeechobeecountyfair.com

March 12-April 5: Miami-Dade County Fair and Exposition, Miami. This county fair offering nearly 50,000 exhibits, concerts, a circus, strolling entertainment, food, games, shopping and a 100-ride midway. At Fair Expo Center. www.thefair.me

March 13-14: Delray Beach St. Patrick's Day Festival, Delray Beach. It's that time of year to celebrate all things Irish during the annual Delray Beach St. Patrick's Day Festival and Parade on March 13-14. The festivities include a two-day Celtic Siamsa Party featuring Irish dancing, traditional pipe and drum bands, Irish storytelling and live music on the corner of Atlantic & Swinton Avenue. Food and beer will be available for purchase. The Siamsa is hosted by "master leprechaun" Jake De Fayke. Festivities begin at 5 p.m. on Friday and continue on through Saturday evening at the Delray Beach Center for the Arts at the corner of Atlantic and Swinton Avenue. The Parade, which kicks off on Saturday, marches on most of the downtown Main Street from just west of the Intracoastal and ends at the Fire Station. It is celebrating its 47th year, draws marching pipe and drum bands from around the world, and honors the service of the International Firefighters. Admission to both the Parade and the Festival is free. www.festivalmanagementgroup.com

March 13-15: Fairchild's 13th Annual International Orchid Festival, Coral Gables. Explore the wonder of orchids during one of our many garden workshops and walking tours where local and national vendors will sell an amazing variety of orchids and orchid products. Free for members and children 5 and under. \$25 for adults, \$18 for seniors 65 and up. \$12 for children 6 to 17. 305-661-8953. www.fairchildgarden.org

March 14-15: Original Marathon Seafood Festival, Marathon. Celebrate the fishing heritage of the Middle Keys at this popular event offering lobster, stone crab, conch chowder and fritters, local fish, smoked fish dip, key lime pie and more. Also includes arts and crafts, boat show, nautical market, and live entertainment. At Marathon Community Park. \$5 per person, free for children 10 and under. 305-743-5417. www.marathonseafoodfestival.com

305-223-7060 305-223-7060 Admission.

305-223-7060 www.fairexpo.co

March 13-14: Historic House Tours, Key West. Presented by the Old Island Restoration Foundation, this house and garden tour offers a rare opportunity to see inside some of Key West's charming tropical residences. Each tour showcases five homes chosen for their contribution to the Key West community as significant historic buildings, creative renovations or examples of the Keys lifestyle. Tour participants will discover unique interiors filled with art collections and antiques as well as lush gardens and imaginatively designed outdoor living areas. Admission \$25 per person. Tours available 10 a.m. to 4 p.m. 305-294-9501. oirf.org

March 15: St. Patrick's Day Parade & Irish Fun Celebration, Jensen Beach. Historic downtown Jensen Beach sets the scene for the annual St. Patrick's Day Parade & Irish Fun Celebration on March 15. Event hours are from 11 a.m. to 7 p.m., with the parade kicking off at 3 p.m. and going from Jensen Beach Boulevard (from circle)

to Indian River Drive. A free Kid's Area features bounce house, slides, music, sand art and games.
www.jbstpatricksparade.com.

March 19: Third Thursday Art Walk, Islamorada The Morada Way Third Thursday Art Walk presents local fine arts, music and culinary specialties. The galleries of Morada Way are between Mile Markers 81 and 82. Event hours are from 6 p.m. to 10 p.m. For details, visit moradaway.org.

March 22: 18th Annual Taste of the Islands, Marathon. Here's a treat for tastebuds in the Keys: the 18th Annual Taste of the Islands features tastes from local restaurants on March 22. Admission is free and visitors may purchase tasting tickets at the event at the Key Colony Beach city park grounds. Music, vendors and a fashion show are also planned. Event hours are from noon to 4 p.m. Proceeds benefit local charities. For details, visit www.facebook.com/pages/BPW-Taste-of-the-Islands/208075109203744?fref=nf. For information on travel to the Florida Keys, log on to www.fla-keys.com.

March 28: TurtleFest, Juno Beach. Guests of all ages can enjoy up-close encounters with threatened and endangered sea turtles during the 12th Annual TurtleFest on March 28 from 10 a.m.-6 p.m. at Loggerhead Marinelife Center and Loggerhead Park. Local bands will take the stage while educational activities, art, shopping and other activities are available for children. Admission is free. For more information, call 561-627-8280.
www.marinelife.org/turtlefest

March 28-29: ArtsFest, Stuart. In addition to arts and crafts booths, the festival features live entertainment and children's art activities. Event hours are from 10 a.m. to 6 p.m. on Saturday and from 10 a.m. to 5 p.m. on Sunday. The festival takes place along Ocean Boulevard and Memorial Park in downtown Stuart. Admission is \$5 (children under 12 are free). www.martinarts.org

March 28-29: 27th Annual Las Olas Art Fair Part II, Fort Lauderdale. The 27th Annual Las Olas Art Fair Part II displays original artwork on quaint Las Olas Boulevard in the heart of Fort Lauderdale on March 28-29. Admission is free. Event hours are from 10 a.m. to 5 p.m. each day. For information, visit www.artfestival.com.

March 28-29: 24th Annual Florida Keys Island Fest, Islamorada. One hundred artists and crafters from around the state will display their work and food will be available for purchase. Live music and a "Taste of the Islands" competition where the best Upper Keys restaurants compete for coveted awards round out the event at Founder's Park, Mile Marker 87, bayside. For information, visit www.islamoradachamber.com

Northeast Florida (including Jacksonville, St. Augustine, Flagler County and Amelia Island)

March 3-31: Garden Month 2015 at Cummer Museum of Art and Gardens, Jacksonville. Come celebrate these historic and nationally recognized gardens. 904-899-6038. www.cummer.org

March 6-8: Lions Seafood Festival, St. Augustine. Great seafood, live music, arts and crafts, family-friendly contests and prizes. At Francis Field, behind Visitor Information Center. \$3 adults, free for children 12 and younger. 904-825-0850. www.lionsfestival.com

March 13-15: Amelia Island Concours d'Elegance, Amelia Island. Celebrates classic cars and the people who admire them. Events take place at The Ritz-Carlton, Amelia Island and The Golf Club of Amelia Island at Summer Beach. 904-636-0027. www.ameliaconcours.org

March 13-15: The St. Augustine Celtic Music & Heritage Festival, St. Augustine. Celebrate romantic St. Augustine's Celtic heritage. Saturate your senses in the sights, sounds, and tastes of Celtic history. Tickets are \$5

with VIP upgrades available. Main festival events are on Francis Field, 14 W Castillo Dr. St. Augustine 32084.
www.celticstaugustine.com

March 14: Gate River Run, Jacksonville. Extraordinary 15k run through Downtown Jacksonville and over its bridges, in its 35th year and attracting nearly 20,000 runners and walkers. Live music plays throughout the course to pump up the participants. Registration deadline is Feb. 28. www.gate-riverrun.com

March 28: Uptown Saturday Night, St. Augustine. Uptown Saturday Night features live music, exhibits, book signings and more at the galleries, antique stores and shops on the Old City's San Marco Avenue between Ripley's Museum and the Mission Nombre de Dios on March 28. The free event is from 5 p.m. to 9 p.m. and the Mission Nombre de Dios provides free parking. www.floridashistoriccoast.com

March 28: Ponte Vedra Beach Home And Art Tour, Ponte Vedra. In its sixth year, Ponte Vedra Beach Home And Art Tour offers an insider's view of four unique homes on March 28. Artists and interior designers are special guests onsite to meet visitors and talk about their work. Tickets are \$30 including admission to Fantasy Farms, an exotic animal farm and habitat for endangered species. For information, visit the Cultural Center at Ponte Vedra Beach's website at www.ccpvb.org.

March 28-29: Old Town Art & Craft Show, St. Augustine. The Old City puts on the Old Town Art & Craft Show on March 28-29. The juried outdoors fair features the work of local, regional and national artists and takes place at Francis Field, 25 West Castillo Drive. Admission is free. Hours are from 10 a.m. to 5 p.m. each day. www.holidayartshows.com

North-Central Florida (including Ocala, Gainesville and Tallahassee)

March 6: Moon Over the Mounds, Crystal River. Moonlight tour and interpretation of the Crystal River State Archaeological Site, by archaeologists and park staff. Interpretive guides tell the story of the famous Crystal River Site by torchlight as guests tour through the moon-lit mound complex. Travel back to AD 600 when the Crystal River site was the most important ceremonial site in the region. Begins at 8 p.m. Free. 352-795-3817. www.floridastateparks.org

March 7-8: Azalea Festival, Palatka. One of Florida's oldest festivals, enduring for 69 years and surviving WWII, floods and financial disaster. Held in the historic downtown area and Memorial Park. 386-312-6266. www.flazaleafest.com

March 13-15: Nature Coast Civil War Reenactment, Crystal River. This annual living history reenactment will be held at the Holcim Mine property, seven miles north of Crystal River. Authentic costumes, modern concessions, battle reenactments. Admission. www.crystalriverreenactment.com

March 14-20: Paddle Florida, Lee. Experience the Ochlockonee and primitive north Florida over approximately 76 miles of wilderness river trail. Register on the main website by Feb. 28. 386-364-1683. www.paddleflorida.org

March 19-22: Suwannee Spring Fest, Live Oak. Springfest is held each spring at Spirit of the Suwannee Music Park on the famous Suwannee River. Enjoy Americana and grassroots music on the river. General admission tickets are between \$50 and \$80. 386-364-1683. www.suwanneespringfest.com

March 21: Wild Azalea Festival, White Springs. Festival highlights include musical performances, arts and

crafts, the Little Miss Azalea Contest, the Suwannee River Duck Race, Children's Area and other outdoor recreational opportunities. Visitors can spend the day enjoying this street crafts fair where expert artisans will display and sell their handmade specialties. "Wild Azaleas" are a highlight of this event and will be available for purchase along with other native Florida plants. Visitors can listen to the sounds of music as they stroll through historic downtown White Springs. www.floridastateparks.org/stephenfoster/Events.cfm

March 28: Annual Springtime Tallahassee, Tallahassee. The Annual Springtime Tallahassee celebrates the season in our state capital beginning at 10 a.m. on March 28. On the festival's agenda are a Grand Parade with floats and marching units, Jubilee in the Park, Children's Park and multiple stages with live entertainment including the Rock/Jazz/Blues Stage at Jefferson Street and Adams Street featuring local and regional talent, and a Community Stage at McCarty Park featuring local performers. More than 200 arts and crafts and food booths are to be featured. Some of the festival's activities are free; others have fees. www.springtimetallahassee.com

March 28-29: Cedar Key's 51st Annual Fine Arts Festival, Cedar Key. A juried art show with more than \$10,000 in prize money and purchase awards. Features paintings, sculptures, jewelry, crafts, ceramics, textiles, photography and more. Downtown area. Cedar Key Arts Center. 10 a.m. to 5 p.m. 352-543-5400. www.cedarkeyartsfestival.com

The Panhandle (including Pensacola, Panama City Beach, Apalachicola and Destin)

March 6-7: Smokin' in the Square, Pensacola. Come enjoy live music while you taste the best of the best BBQ around at this annual cooking contest. This free event is held from noon to 9 p.m. on Friday and 10 a.m. to 7 p.m. on Saturday. www.smokininthesquare.com

March 7-8: The Gulf Coast Renaissance Faire, Pensacola. Come tour the castle where you can meet the King and Queen, watch full-metal jousting, and drink and be merry while you're entertained by jesters, gypsy dancers, magicians and more. \$10 for adults and teens, \$5 for children 5 - 12, free admission for children under 4. 10 a.m. to 6 p.m. each day. www.yesteadyhands.com/GulfCoastRenaissanceFaire

March 21: City of Destin 15th Annual Run with the Dogs 5K, Destin. Runners and walkers are invited to enjoy the nice, flat course of this annual 5K. Oh, and their dogs are invited too. Registration is between \$20-\$25 and ends March 20. www.active.com

Orlando Sentinel

OrlandoSentinel.com
mobile.OrlandoSentinel.com OS

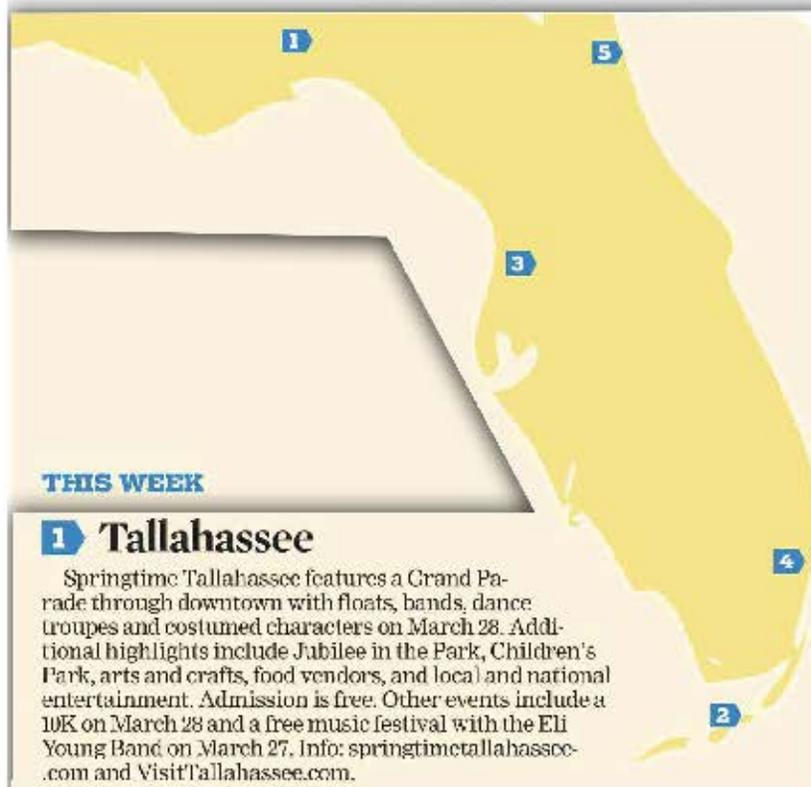


THIS WEEK

1 Tallahassee

Springtime Tallahassee features a Grand Parade through downtown with floats, bands, dance troupes and costumed characters on March 28. Additional highlights include Jubilee in the Park, Children's Park, arts and crafts, food vendors, and local and national entertainment. Admission is free. Other events include a 10K on March 28 and a free music festival with the Eli Young Band on March 27. Info: springtimetallahassee.com and VisitTallahassee.com.

SunSentinel



THIS WEEK

1 Tallahassee

Springtime Tallahassee features a Grand Parade through downtown with floats, bands, dance troupes and costumed characters on March 28. Additional highlights include Jubilee in the Park, Children's Park, arts and crafts, food vendors, and local and national entertainment. Admission is free. Other events include a 10K on March 28 and a free music festival with the Eli Young Band on March 27. Info: springtimetallahassee.com and VisitTallahassee.com.

2 Islamorada

The 24th annual Florida Keys Island Fest offers music, art and food at Founders Park on March 28-29. Highlights include work from 100 artists and crafters and a "Taste of the Islands" competition where the best Upper Keys restaurants compete for awards. Admission is free. Info: islamoradachamber.com.

3 Brooksville

The Spring Bluegrass Festival at the Sertoma Youth Ranch presents a lineup of artists, including IIIrd Tyme Out, Nothin Fancy and the Boxcars, March 25-29. Ticket prices vary, including a weekend ticket that is \$68.25. Camping available for a fee. For info: evansmediasource.com.

4 Fort Lauderdale

The 27th annual Las Olas Art Fair Part II displays original artwork on quaint Las Olas Boulevard in the heart of Fort Lauderdale, March 28-29. Admission is free. Event hours are 10 a.m. to 5 p.m. each day. Info: artfestival.com.

5 Ponte Vedra

In its sixth year, Ponte Vedra Beach Home and Art Tour offers an insider's view of four unique homes on March 28. Artists and interior designers are special guests onsite to meet visitors and talk about their work. Tickets are \$30, including admission to Fantasy Farms, an exotic animal farm and habitat for endangered species. For information, visit the Cultural Center at Ponte Vedra Beach's website at ccpvb.org.

Trails, Rivers, And Ziplines, Oh My! (Tallahassee Has It All)



All photos: Visit Tallahassee

Florida's capital offers weather atypical of the Sunshine State—with all four seasons—and is home to countless activities help make any family vacation a trip to remember. While on the search for some urban adventuring, I discovered that Tallahassee has so much going on. It's no wonder Tallahassee is known as the city “where it all comes together beautifully.”

My first night in town was balmy and rainy, which made the landscape look extra lush. I was immediately amazed by the Southern hospitality around every historic corner and café counter. From majestic landscapes and Spanish moss-covered trees to sprawling open spaces, my weekend's itinerary took me from the banks of the rivers to the towering heights of the city's zip lining adventure course. So for all our adventure-lovin' ladies out there, I'm breaking down the art of experiencing the South with a twist.



Wakulla Springs (All photos: Visit Tallahassee)

Cycle

Tallahassee boasts an impressive 600-mile trail system, offering outdoor enthusiasts hiking, running, and even paddling opportunities. I especially enjoyed traveling the bike path known as the St. Marks Historic Railroad State Trail, having gotten its namesake due to its sixteen miles of Rail-Trail. My ride made for a great Sunday bike cruise thanks to all the buttery goodness of a paved trail. St. Marks Historic Railroad State Trail meanders its way down a tree-shaded path that even the kiddos can handle with a smile. In addition to being the perfect family ride due to its lack in grade, this scenic path ends in the quaint coastal community of St. Marks. You can enjoy the gratifying beer you just earned during your ride—one of the best parts of playing outside—and feast on fresh seafood and live music at Riverside Café.



The Wakulla River Canoe Trail is officially designated as part of Florida's Statewide System of Greenways and Trails. This short canoe trail takes you on a scenic, relaxing trip down the Wakulla River. It is an easy half-day trip. The clear, spring-fed river is wide, almost straight, and lined with cypress trees. Wildlife is abundant. Anhinga, cormorant, osprey, limpkin, gallinule, vulture, and many wading birds can be seen on the river, along with turtles and alligators. (All photos: Visit Tallahassee)

Paddle

The city's Wakulla River also had me quite intrigued. The river offers a couple different access points and a few options for experiencing the wildlife. I first experienced the river up close, while kayaking down eleven miles of tucked-away serenity. The easy, flat water trip takes about two hours and allows kayakers to experience wildlife, such as manatees and alligators, and also get a peek into the backyards of gorgeous southern homes and the area's cypress tree-lined landscape.

If kayaking amongst gators isn't your thing, you can take this same picturesque tour from the comfort of a Jungle Cruise. At the Wakulla Springs State Park, park rangers take visitors on a guided tour through the Wakulla River. So if you're really looking to hear the details about the region's native wildlife, Wakulla Springs is the place to go.



Wakulla Springs (All photos: Visit Tallahassee)

Nosh

Tallahassee is not lacking delicious eateries, either. My favorite spot was a little place called Paisley Café. Here, the chefs serve up a health conscious, organic, and locally inspired menu. If you go, save room for dessert. While the main course is not your Grandma's home cooking, the dessert certainly is. But be careful, one order will definitely be enough for the group!



(All photos: Visit Tallahassee)

Fly

The best part about my Southern adventure, though, has to be the ziplining at Tallahassee Museum's Tree to Tree Adventures. A complete ropes course took me high in the sky, soaring through trees and overlooking wild animals. If heights aren't exactly your cup of tea, though, don't fret, the experience offers three different courses aimed at various comfort and ability levels. Additionally, there is a children's area—a great stop for vacationers with kiddos in tow. So, step into your climbing harness, clip on your

carabineers, and get ready for the adventure.

From high-flying thrills to potential bike spills, I found a great amount of outdoor opportunities in Tallahassee's backyard. "Trailahassee", as it has become known, provided a great getaway weekend and introduced me to the many adventures this southern city has to offer. Being a Colorado gal, it was nice to experience the activities I already love to do, but in an entirely different setting.



Upper St. Marks River (Photo by Doug Alderson/Visit Tallahassee)

Stay

I'd recommend the Aloft hotel located right in downtown Tallahassee. Walking out the door to explore the city on foot is doable for Aloft guests, plus the inn's rooms are affordable while still being comfortable and modern.

Visit trailahassee.com for information on outdoor activities in Tallahassee, Florida. For destination information or to book your trip, visit VisitTallahassee.com.

SOUTH FLORIDA Sun Sentinel



THIS WEEK

1 Tallahassee

The Southern Shakespeare Festival, at The Capital City Amphitheater at Cascades Park, promotes the arts and knowledge of the Elizabethan era on April 17-19. Starting at 5:30 p.m. on Friday and Sunday, the festival offers entertainment, demonstrations and live music prior to a free staging of "A Midsummer Night's Dream" at 7:30 p.m. On Saturday, the free celebration begins at 10 a.m. with vendors, music, children's activities and appearances by Sonnet Man, a hip-hop version of Shakespeare's sonnets. The play will be presented at 7:30 p.m. Info: SouthernShakespeareFestival.org and VisitTallahassee.com.

2 Marathon

A field of 1,500 runners is expected to participate in the 34th Annual Seven Mile Bridge Run on April 18. The race is across what is believed to be the longest segmental bridge in the world. Info: 7mbrun.com. Also on April 18, the Second Annual Cow Key Channel Bridge Run in Key West attracts participants in zany costumes on a Zero K across one of the shortest bridges in the Keys. The event is free to watch. Info: cowkeybridgerun.com.

3 Amelia Island

More than 50 vendors with flowers, plants, fruit trees, palms, orchids, herbs, container gardens, butterfly-friendly plants, accessories and more will be showcasing their wares during the Amelia Island Garden Show on April 18-19. Experts will offer advice about gardening challenges at the event in Central Park, 1200 Atlantic Ave., Fernandina Beach. A highlight is the Raptor Show. There will also be gourmet foods at the Picnic Bench Dining Court. Admission is \$5 for Saturday and Sunday; \$4 for Sunday only. Children ages 12 and under are free. Info: ameliagarden.com.

4 Key West

The 33rd Annual Conch Republic Independence Celebration commemorates the founding of the Conch Republic in response to the U.S. Border Patrol roadblock that halted traffic to and from the Florida Keys. This year's event, on April 17-26, includes a parade dubbed "the world's longest," parties, a lighthearted "sea battle" and other events. Info: conchrepublic.com.

5 Islamorada

BayJam is a music and art festival with local and guest artists on April 19. The 21st annual event, on the shores of Florida Bay at the ICE Amphitheater at Founders Park, Mile Marker 87, supports youth arts and innovative arts programs in the Upper Keys. Gates open at 11 a.m., with music from noon to 7 p.m. Admission \$10, kids 12 and younger free. Info: keysice.com.

Travel

THIS WEEK

1 Tallahassee

Springtime Tallahassee features a Grand Parade through downtown with floats, bands, dance troupes and costumed characters on March 28. Additional highlights include Jubilee in the Park, Children's Park, arts and crafts, food vendors, and local and national entertainment. Admission is free. Other events include a 10K on March 28 and a free music festival with the Eli Young Band on March 27. Info: springtimetallahassee.com and VisitTallahassee.com.

2 Islamorada

The 24th annual Florida Keys Island Fest offers music, art and food at Founders Park on March 28-29. Highlights include work from 100 artists and crafters and a "Taste of the Islands" competition where the best Upper Keys restaurants compete for awards. Admission is free. Info: islamoradachamber.com.

3 Brooksville

The Spring Bluegrass Festival at the Sertoma Youth Ranch presents a lineup of artists, including Illrd Tyme Out, Nothin Fancy and the Boxcars, March 25-29. Ticket prices vary, including a weekend ticket that is \$68.25. Camping available for a fee. For info: evansmediasource.com.

4 Fort Lauderdale

The 27th annual Las Olas Art Fair Part II displays original artwork on quaint Las Olas Boulevard in the heart of Fort Lauderdale, March 28-29. Admission is free. Event hours are 10 a.m. to 5 p.m. each day. Info: artfestival.com.

5 Ponte Vedra

In its sixth year, Ponte Vedra Beach Home and Art Tour offers an insider's view of four unique homes on March 28. Artists and interior designers are special guests onsite to meet visitors and talk about their work. Tickets are \$30, including admission to Fantasy Farms, an exotic animal farm and habitat for endangered species. For information, visit the Cultural Center at Ponte Vedra Beach's website at ccpvb.org.

EAST ALABAMA

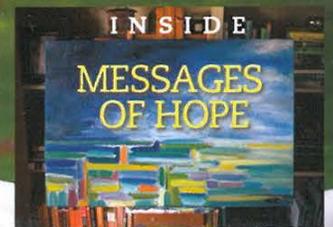
LIVING

Telling the Stories
of Champions

Dr. John Wesley Darden

Mike Stough

*Wedding
Edition*



the / **zimmerman** / agency

(continued)

Tallahassee

By Ann Cipperly

Ancient Live Oaks draped with Spanish moss line streets in downtown Tallahassee, Fla. On Saturday mornings, the aroma of popping corn drifts through the Downtown Market Place where farmers and artists have displayed their products in white tents under the oaks. The popped corn is poured into an urn of hot caramel, as a musician dressed in kilts walks through the market playing a bagpipe.



Photo provided by Visit Tallahassee

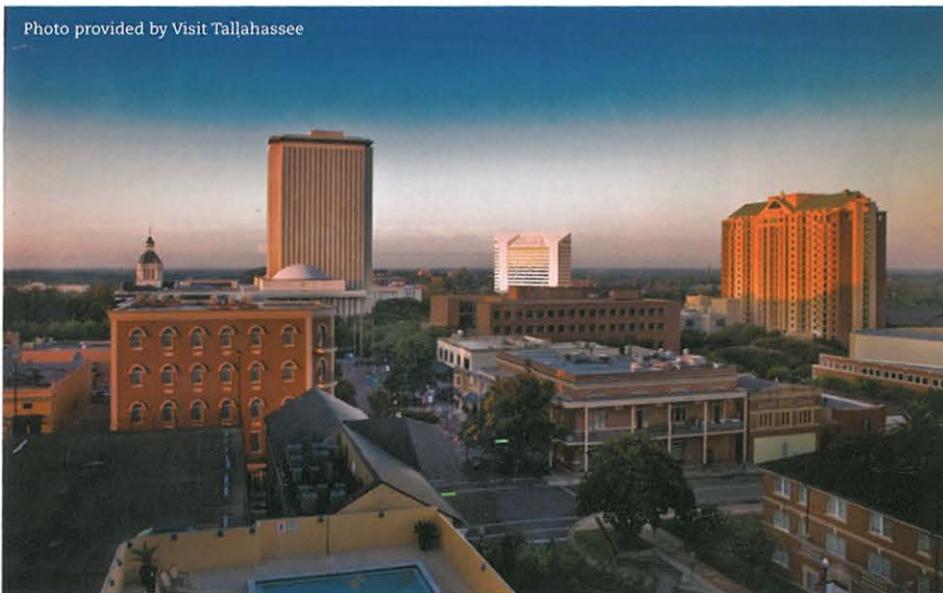


Photo provided by Visit Tallahassee



Photo by Ann Cipperly



Photo provided by Visit Tallahassee



Photo provided by Visit Tallahassee



Photo by Ann Cipperly

Photo by Ann Cipperly



Photo by Ann Cipperly



Photo by Ann Cipperly



Photo provided by Visit Tallahassee



Photo provided by Visit Tallahassee

Photo by Ann Cipperly

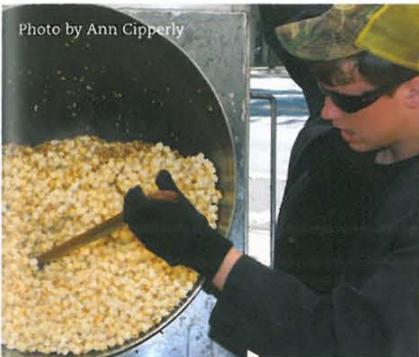


Photo provided by Visit Tallahassee



Photo provided by Visit Tallahassee

Tallahassee has become a mecca for good food, whether it is freshly made caramel corn or dining at one of the city's various restaurants, featuring regional cuisine, international fare, and choices from fine dining to food trucks.

Each spring, restaurants showcase their dishes in the annual Capital Cuisine Restaurant Week when participating restaurants offer discounted, three-course menus. The 12-day dining event, scheduled May 15-27, also includes live music performances throughout the community.

Located on the Florida Panhandle 25 miles from the Gulf of Mexico, Tallahassee was the site of one of the New World's earliest explorers. Hernando de Soto wintered there during an expedition in 1539 in a spot a mile from the current Capitol building.

For nearly three generations in the 1600s, Mission San Luis coexisted with native Apalachee. The setting has been recreated with historically dressed interpreters reviving the early history.

Some of the trails of the 16th century Spanish are part of 78 miles of scenic drives where trees on either side of the road meet overhead, creating a picturesque canopy.

On the way to Tallahassee, stop in downtown Thomasville, Ga. at the Sweet Grass Cheese and Wine Shop to sample hand-crafted, award winning cheeses.

The founders use New Zealand-style rotational grazing that allows Jersey cows to feed in grass year round to create high quality milk. In 2005, the owners' daughter and husband took over the reins of the 140-acre family farm.

The Sweet Grass Cheese and Wine Shop opened in 2010, providing sampling plates with accompaniments as well as sandwiches, salads and desserts.

Sweet Grasses' core cheeses include Green Hill, a Camembert-style with a sweet, buttery taste; Thomasville Tomme, tangy and slightly salty; Asher Blue, unique intricate flavors with a mild finish; and Lil' Moo, which is creamy and spreadable.

Family members also own the Blue Coop restaurant down the street, which also has cheese plates and a variety of Southern dishes. The notable burger is topped with peppercorn aioli, fried green tomatoes and Sweet Grass pimento cheese.

Sweet Grass cheeses are served in many restaurants in Tallahassee.

Start a leisurely evening in Tallahassee at Level 8, the top-floor lounge of Hotel Duval, with a panoramic view of downtown. While sipping a beverage at sunset, consider the variety of restaurants the city has to offer.

The Front Porch restaurant offers fresh, locally sourced seafood. If the weather is nice, sit on the wraparound porch of the restored 1920s house for a relaxing evening.

Crab cakes and fried oysters are among the appetizers, while tempting entrees include pistachio-crusting grouper and shrimp and grits. Cap the evening with a house-made key lime pie.

Another option for dinner is Cypress Restaurant, specializing in aged steaks and fresh seafood. After graduating from culinary school, Chef Gwynn worked with Chef Dean Fearing at The Mansion at Turtle Creek in Dallas before opening his own restaurant, with his wife assisting in the operation.

On the appetizer menu, try the perfectly seared scallops, and for dinner opt for fresh fish or sugarcane mopped ribeye. Save room



Photo provided by Visit Tallahassee



Photo provided by Visit Tallahassee



Photo by Ann Cipperly

for the flourless chocolate cake doused with warmed chocolate ganache, served with Madagascar vanilla-infused cognac ice cream.

After a morning of touring, plan on a hearty lunch at Bella Bella, offering home-made Italian dishes for 15 years. Try traditional eggplant Parmesan or innovative ravioli with spinach and roasted garlic along side cheese topped bubble bread. On the lighter

side, choices include salads and wraps with the house salad's refreshing combination of greens, fresh fruits and toasted walnuts.

If sightseeing near Florida State University at lunchtime, explore Madison Social and order the avocado hummus while looking over the menu. The MadSo burger is popular, with fried avocado, peppered bacon, cheddar, caramelized onions and aioli on a brioche roll.

Other selections include grilled mango grouper sandwich and a tasty poached pear salad for lighter dining.

Skip dessert and head to Lofty Pursuits for an old-timey soda fountain sundae or creative ice cream dessert. Sit at the soda fountain counter and consider the shakes, malts, freezes, fizzes, floats, sodas, egg creams and dozens of ice cream flavors.

The business also specializes in assorted hard candies on candy machines from the late 1800s. Visiting the shop is a delight for children and anyone who remembers sitting at a soda fountain growing up. Toys and other items are also sold.

Located 12 miles outside of town on one of the canopy roads, Bradley's Country Store stands as it did in 1927. The store's specialty is old fashioned, country smoked and fresh sausage. The sausage is seasoned the way Grandma Mary Bradley prepared it in 1910 and sold it from her kitchen.

Next to the smoke house, the 1920 mill for grinding grits is still operating. Sausage and grits are shipped across the country.

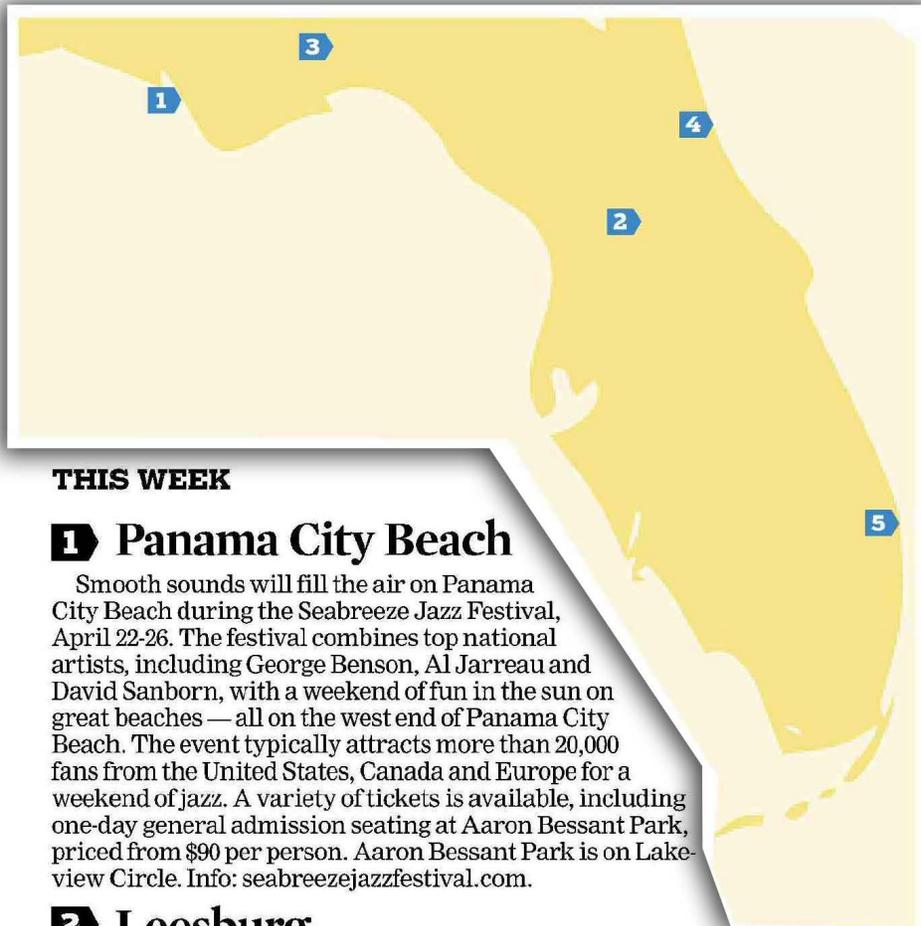
When planning a trip to Tallahassee, check concert schedules, including the new Capital City Amphitheater at Cascades Park.

For outdoors enthusiasts, Tallahassee provides hiking, biking, paddling and equestrian trails. Nearby state parks include Maclay Gardens and Wakulla Springs, offering a leisurely jungle cruise.

Several hotel chains are located in the downtown area. Four Points Sheraton is centrally located and offers a light or buffet breakfast.

For additional information, go to www.VisitTallahassee.com or call 800.628.2866.

Orlando Sentinel



THIS WEEK

1 Panama City Beach

Smooth sounds will fill the air on Panama City Beach during the Seabreeze Jazz Festival, April 22-26. The festival combines top national artists, including George Benson, Al Jarreau and David Sanborn, with a weekend of fun in the sun on great beaches — all on the west end of Panama City Beach. The event typically attracts more than 20,000 fans from the United States, Canada and Europe for a weekend of jazz. A variety of tickets is available, including one-day general admission seating at Aaron Bessant Park, priced from \$90 per person. Aaron Bessant Park is on Lakeview Circle. Info: seabreezejazzfestival.com.

2 Leesburg

The 19th Annual Leesburg Bike Fest is a motorcycle and music event on April 24-26. On the agenda are concerts, demonstrations, contests, 250 vendors and more at various outdoor and indoor venues in downtown Leesburg. Info: leesburgbikefest.com.

3 Tallahassee

Our state capital sets the scene for the Tallahassee Jazz and Blues Festival on April 25-26. The Tallahassee Museum presents lively jazz, Dixieland, zydeco, swing, and rhythm and blues under the trees. Highlights also include family activities on the pioneer farm and at Bellevue Plantation. Tickets are \$10 for adults and \$7 for children ages 4-15 each day. Info: tallahassee-museum.org and visittallahassee.com.

4 St. Augustine

Vacationers and locals typically attend the annual A Taste of St. Augustine to sample local specialties from 30 Old City restaurants on April 25. Event hours are 11 a.m. to 5 p.m. Admission is \$5 and “taste tickets” are \$1 each with restaurants charging 1-5 tickets per taste. The event is at the St. Augustine Amphitheatre, 1340 A1A South and also features music and a children’s area. Info: augustine.com/event/taste-st-augustine.

5 West Palm Beach

The 15th Annual Sweet Corn Fiesta offers lots of sweet corn, music, rides, corn shucking and cooking competitions and more on April 26. The event, at Yesteryear Village at the South Florida Fair, is from 11 a.m. to 6 p.m. Admission is \$8 for adults, \$5 for children ages 6-11, (children’s unlimited ride wristband is \$5). Info: sweetcornfiesta.com.



THIS WEEK

1 Panama City Beach

Smooth sounds will fill the air on Panama City Beach during the Seabreeze Jazz Festival, April 22-26. The festival combines top national artists, including George Benson, Al Jarreau and David Sanborn, with a weekend of fun in the sun on great beaches — all on the west end of Panama City Beach. The event typically attracts more than 20,000 fans from the United States, Canada and Europe for a weekend of jazz. A variety of tickets is available, including one-day general admission seating at Aaron Bessant Park, priced from \$60 per person. Aaron Bessant Park is on Lakeview Circle. Info: seabreezefestival.com.

2 Leesburg

The 19th Annual Leesburg Bike Fest is a motorcycle and music event on April 24-26. On the agenda are concerts, demonstrations, contests, 250 vendors and more at various outdoor and indoor venues in downtown Leesburg. Info: leesburghikefest.com.

3 Tallahassee

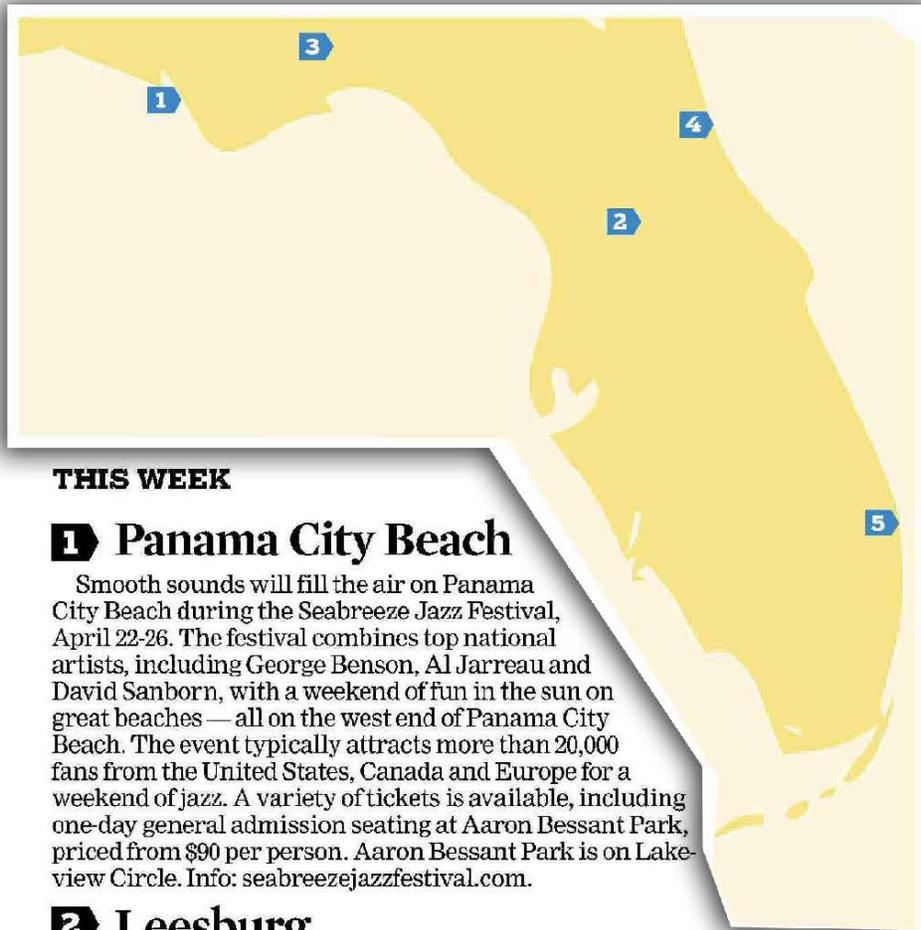
Our state capital sets the scene for the Tallahassee Jazz and Blues Festival on April 25-26. The Tallahassee Museum presents lively jazz, Dixieland, zydeco, swing, and rhythm and blues under the trees. Highlights also include family activities on the pioneer farm and at Bellevue Plantation. Tickets are \$19 for adults and \$7 for children ages 4-12 each day. Info: tallahassee-museum.org and visittallahassee.com.

4 St. Augustine

Vacationers and locals typically attend the annual A Taste of St. Augustine to sample local specialties from 30 Old City restaurants on April 25. Event hours are 11 a.m. to 5 p.m. Admission is \$5 and "taste tickets" are \$8 each with restaurants charging 1-5 tickets per taste. The event is at the St. Augustine Amphitheatre, 1340 A1A South and also features music and a children's area. Info: augustine.com/event/taste-st-augustine.

5 West Palm Beach

The 15th Annual Sweet Corn Fiesta offers lots of sweet corn, music, rides, corn shucking and cooking competitions and more on April 26. The event,



THIS WEEK

1 Panama City Beach

Smooth sounds will fill the air on Panama City Beach during the Seabreeze Jazz Festival, April 22-26. The festival combines top national artists, including George Benson, Al Jarreau and David Sanborn, with a weekend of fun in the sun on great beaches — all on the west end of Panama City Beach. The event typically attracts more than 20,000 fans from the United States, Canada and Europe for a weekend of jazz. A variety of tickets is available, including one-day general admission seating at Aaron Bessant Park, priced from \$90 per person. Aaron Bessant Park is on Lakeview Circle. Info: seabreezejazzfestival.com.

2 Leesburg

The 19th Annual Leesburg Bike Fest is a motorcycle and music event on April 24-26. On the agenda are concerts, demonstrations, contests, 250 vendors and more at various outdoor and indoor venues in downtown Leesburg. Info: leesburgbikefest.com.

3 Tallahassee

Our state capital sets the scene for the Tallahassee Jazz and Blues Festival on April 25-26. The Tallahassee Museum presents lively jazz, Dixieland, zydeco, swing, and rhythm and blues under the trees. Highlights also include family activities on the pioneer farm and at Bellevue Plantation. Tickets are \$10 for adults and \$7 for children ages 4-15 each day. Info: tallahasseeemuseum.org and visittallahassee.com.

4 St. Augustine

Vacationers and locals typically attend the annual A Taste of St. Augustine to sample local specialties from 30 Old City restaurants on April 25. Event hours are 11 a.m. to 5 p.m. Admission is \$5 and “taste tickets” are \$1 each with restaurants charging 1-5 tickets per taste. The event is at the St. Augustine Amphitheatre, 1340 A1A South and also features music and a children’s area. Info: augustine.com/event/taste-st-augustine.

5 West Palm Beach

The 15th Annual Sweet Corn Fiesta offers lots of sweet corn, music, rides, corn shucking and cooking competitions and more on April 26. The event, at Yesteryear Village at the South Florida Fair, is from 11 a.m. to 6 p.m. Admission is \$8 for adults, \$5 for children ages 6-11, (children’s unlimited ride wristband is \$5). Info: sweetcornfiesta.com.



**VISIT TALLAHASSEE MARCH 2014 ADVERTISING
ACTIVITY REPORT
APRIL 10, 2015**

PROJECTS COMPLETED

Van Wrap Installation
Delivered 3/4

IHeartTally Cards
Delivered 3/11

Spring on Stage Digital Banners
Delivered 3/4

Spring on Stage Expandable Digital Banners
Delivered 3/13

Retargeting Digital Banners
Delivered 3/13

#TallySpring Sweepstakes
Delivered 3/18

Travel Spike Email and Contextual Ads
Delivered 3/16

Capital Cuisine Restaurant Week Digital Banners
Delivered 3/13

#TallySpring Sweepstakes
Delivered 3/17

2015 USTA Tennis Program
Delivered 3/18

PROJECTS UNDERWAY

Sublime with Rome Ads
Delivered 4/7

Sports Grant From Submission Process
Anticipated delivery 5/7

Capital Cuisine Restaurant Week Menus
Anticipated delivery 4/14

TDC Logo Exploration
Anticipated delivery 5/7

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
Tallahassee Magazine Mar-Apr 2015
850 Magazine Mar-Apr 2015
Emerald Coast Apr-May 2015
eBrains Lead Generation Feb-June 2015
Travel Spike Mar-May 2015
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-
September 2015

VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

April 2015



Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed April 1 - 29, 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

Through promotion of our Spring on Stage seasonal campaign, The Zimmerman Agency secured two more event mentions in the *Orlando Sentinel* highlighting the Tallahassee Jazz and Blues Festival and Springtime Tallahassee, both featuring a direct link to VisitTallahassee.com.

Secured spring event coverage in the *Sun Sentinel Fort Lauderdale* featuring the Tallahassee Jazz and Blues Festival — resulting in 475,000+ impressions.

Scheduling the editor from The Daily Meal for an individual stay May 15-17, 2015. Agenda will reflect 'Naturally Entertaining' culinary/music FAM itinerary.

Media Experiences

Executed FAM tour April 9-12, 2015 that will result in six articles highlighting throughout 2015 and in Q1 of 2016. Received industry support from 16 partners during media tour including: Backwoods Bistro, Bradley's Country Store, Bradfordville Blues Club, Cypress Restaurant, Downtown Marketplace, Goodwood Museum & Gardens, Level 8 Lounge, Lofty Pursuits, Madison Social, Nefetari's Fine Cuisine & Spirits, Paisley Café, Sweet Grass Dairy, The Brass Tap, The Front Porch, The Governor's Inn and Wine Loft.

Drafted 'Adventurous Souls' FAM target media list and pitch for client approval.

Promotions

Executed radio partnership with WKNK-FM (March 23-April 3, 2015) – 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. Participating partners include Candlewood Suites and Barnacle Bills.

Secured radio promotion with WLZB-FM (May 6-15, 2015) – the No.2 oldies rock station in Fort Walton Beach/Destin, Fla. reaching 67,921 listeners highlighting The Beach Boys concert.

Television Broadcast Features

Secured national chef segment airing May 1 to spotlight Paisley Café and to promote Tallahassee’s Capital Cuisine Restaurant Week with *Daytime*, Southern Living’s nationally syndicated morning show that impacts 1.1 million viewers across 101+ markets.

News Releases

Title	Concept	Status
“The Capital City is Cookin’ During it’s 4 th Annual Restaurant Week & Concert Series.”	Release highlighting Tallahassee as an epicurean destination and promoting Capital Cuisine Restaurant Week & Concert Series.	Distributing FL, GA, AL broadcast, epicurean, metros/newspapers and travel specific

Client and Industry Relations

Executed weekly status calls/meetings with Client.

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 APRIL 2014 ADVERTISING
ACTIVITY REPORT
MAY 1, 2015**

PROJECTS COMPLETED

Sublime with Rome Ads
Delivered 4/7

Capital Cuisine Restaurant Week Menus
Delivered 4/28

Capital Cuisine Restaurant Week Radio
Delivered 4/29

PROJECTS UNDERWAY

Capital Cuisine Restaurant Week Email Blast
Anticipated delivery 5/1

TOUR Guide Digital Billboards
Anticipated delivery 5/1

Sports Grant From Submission Process
Anticipated delivery 5/7

TDC Logo Exploration
Anticipated delivery 5/15

Pre Fall Frenzy Digital Campaign
Anticipated delivery 5/18

UPCOMING MEDIA PLACEMENTS

Visit Florida Magazine-January 2014-December 2015
Trails.VisitFlorida.com-January –September 2015
TripAdvisor.com- October-September 2015
TOUR Guide Digital Outdoor May-August 2015
Tallahassee Democrat Friday Limelight Ma-August 2015
Goodway Group Retargeting March-September 2015
FAMUAthletics.com November-June 2015
eBrains Lead Generation Feb-June 2015
Travel Spike Mar-May 2015
ePro Direct June, September 2015
Rowland Publishing Sponsorship January-May 2015
Live in Tallahassee Partnership April-September 2015
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-
September 2015



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Visit Tallahassee

For the Month of March 2015

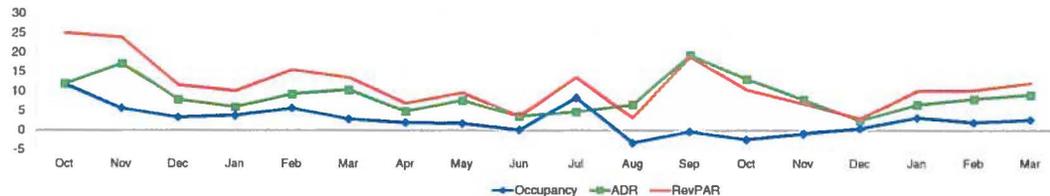
Date Created: Apr 17, 2015

	Tab
Table of Contents	1
Trend Leon County, FL	2
Response Leon County, FL	3
Help	4

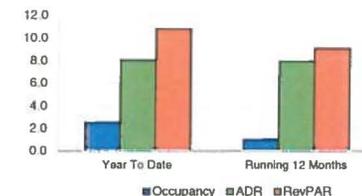


Visit Tallahassee
For the Month of March 2015

Monthly Percent Change



Overall Percent Change

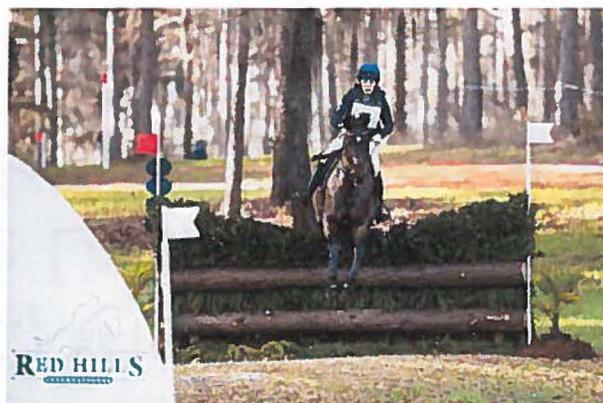


	2013				2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	
Occupancy (%)	82.2	58.9	49.1	52.9	66.8	70.7	83.4	61.6	64.1	62.2	62.7	53.5	60.7	58.3	49.3	54.6	68.1	72.6	60.9	63.4	65.0	56.6	60.3	60.9	
This Year	55.7	56.7	47.6	51.0	83.2	68.8	62.3	60.5	64.1	57.4	64.8	53.7	57.2	82.2	58.9	49.1	52.9	66.8	59.2	60.9	63.4	55.2	56.6	60.3	
Last Year	11.7	5.7	3.3	3.8	5.7	2.8	1.9	1.7	0.1	8.4	-3.2	-0.4	-2.4	-0.9	0.4	3.2	2.0	2.7	2.7	4.2	2.5	2.5	6.5	1.1	
Percent Change																									
ADR	102.66	102.46	78.04	78.30	85.14	93.78	86.98	93.07	78.47	74.84	82.59	97.17	116.36	110.55	77.93	83.58	92.04	102.35	79.47	86.56	93.56	79.13	84.90	91.67	
This Year	91.97	87.50	70.46	73.91	77.91	84.99	84.83	86.38	75.78	71.27	77.44	81.43	102.86	102.46	76.94	78.36	85.14	83.78	79.73	79.47	86.56	79.11	79.13	84.90	
Last Year	11.8	17.1	7.9	6.0	9.3	10.3	4.9	7.7	3.6	4.7	6.6	19.3	13.1	7.9	2.5	6.7	8.1	9.1	-0.3	8.9	8.1	0.0	7.3	8.0	
Percent Change																									
RevPAR	64.01	60.33	37.36	41.47	58.96	66.32	56.46	57.29	50.32	46.40	51.81	52.00	70.65	64.48	38.46	45.64	82.68	74.30	48.36	54.88	60.81	44.77	51.16	55.82	
This Year	51.23	48.75	33.51	37.88	49.23	58.43	52.81	52.27	48.56	40.88	50.20	43.74	84.01	60.33	37.36	41.47	58.86	66.32	47.24	48.36	54.88	43.69	44.77	51.16	
Last Year	24.9	23.8	11.5	10.0	15.5	13.5	6.9	9.6	3.6	13.5	3.2	18.9	10.4	8.9	2.9	10.1	10.2	12.0	2.4	13.5	16.8	2.5	14.3	9.1	
Percent Change																									
Supply	175,739	170,070	175,739	175,739	156,732	178,715	172,890	178,653	172,890	178,653	178,653	172,890	178,653	172,890	178,653	178,653	161,364	178,653	533,316	513,186	518,670	2,183,902	2,105,223	2,103,495	
This Year	184,946	178,980	184,946	184,946	167,020	181,350	175,500	181,350	175,500	181,350	181,319	175,470	175,739	170,070	175,739	175,739	158,732	178,715	522,180	533,316	513,186	2,120,144	2,163,862	2,105,223	
Last Year	-5.0	-5.8	-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	1.7	0.0	2.1	2.1	-3.8	1.1	2.1	-2.7	-0.1	
Percent Change																									
Demand	100,372	100,146	86,338	83,003	105,998	126,373	109,697	109,975	110,864	111,054	112,068	92,518	108,476	100,842	88,161	97,562	109,891	129,688	324,525	325,374	337,141	1,224,309	1,268,491	1,288,795	
This Year	103,031	99,725	87,951	94,303	105,539	124,683	109,251	109,737	112,466	104,821	117,527	94,259	109,372	100,146	86,338	93,003	105,998	126,373	309,347	324,525	325,374	1,170,776	1,224,309	1,268,491	
Last Year	6.2	0.4	-1.8	-1.4	0.4	1.4	0.4	0.2	1.4	6.6	-4.6	-1.8	-0.8	0.7	2.1	4.9	3.7	2.6	4.9	0.3	3.6	4.6	3.6	1.0	
Percent Change																									
Revenue	11,249,805	10,269,904	6,584,967	7,288,017	9,025,024	11,851,802	9,760,965	10,235,744	8,699,556	8,289,403	9,256,355	8,990,323	12,622,007	11,148,350	6,870,157	8,154,575	10,114,072	13,273,334	25,789,291	28,164,843	31,541,981	96,882,060	107,700,401	117,413,871	
This Year	9,475,459	8,725,848	6,187,249	6,969,595	8,222,867	10,508,790	9,267,502	9,479,301	8,522,486	7,413,435	8,101,653	7,875,415	11,249,805	10,269,904	6,584,967	7,288,017	9,025,024	11,851,802	24,665,634	25,789,291	28,164,843	92,619,286	96,882,060	107,700,401	
Last Year	18.7	17.6	5.9	4.6	9.8	11.8	5.3	8.0	2.1	11.8	1.7	17.1	12.2	8.6	4.8	11.9	12.1	12.0	4.6	9.2	12.0	4.6	11.2	9.9	
Percent Change																									
Census %	61	61	61	61	62	62	62	62	62	62	62	62	62	62	62	62	62	62	61	61	61	61	61	61	
Census Propri	5689	5669	5669	5689	5689	5765	5763	5763	5763	5763	5763	5763	5763	5763	5763	5763	5763	5763	5689	5689	5689	5689	5689	5689	
Census Rooms	89.7	81.4	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	87.6	87.6	87.6	89.7	89.7	89.7	89.7	89.7	89.7	
% Rooms Participants																									

A blank row indicates insufficient data.

Source 2015 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd, is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.



Visit Tallahassee

Economic Impact Study for Red Hills International Horse Trials

March 5-8, 2015

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Powell

Kerr & Downs Research



Out-of-County Visitors

4,760

Including spectators, riders, riders' entourages, officials, sponsors, vendors, exhibitors, etc., there were 4,760 individuals from outside Leon County who attended the Red Hills International Horse Trials.

*All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.



Direct Spending

\$2,047,800*

People who **live outside** of Leon County spent \$2,047,800 during the Red Hills International Horse Trials.

*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses including entry, exhibit, and sponsorship fees.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.



Total Economic Impact

\$3,296,900*

When including indirect and induced effects of direct spending, the total economic impact of people attending Red Hills International Horse Trials who **live outside** of Leon County was \$3,296,900.

*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses including entry, exhibit, and sponsorship fees.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.



Paid Room Nights Generated

4,035

People who **live outside** of Leon County spent 4,035 nights in our hotels, motels, etc., while attending Red Hills International Horse Trials.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.



Direct Spending

Direct spending by category by all **out-of-county** attendees, including spectators, riders, riders' entourages, officials, sponsors, vendors, exhibitors, etc., who attended the Red Hills International Horse Trials.

Accommodations	\$	414,800
Restaurants	\$	453,400
Groceries	\$	75,900
Shopping	\$	548,600
Entertainment	\$	178,800
Transportation	\$	123,700
Other ¹	\$	252,600
Total		\$2,047,800

¹Includes "other" expenditures by attendees, plus sponsor, exhibit, and entry fees.



All Attendees: Local + Out-of-County

12,064

Including all spectators, sponsors, riders, riders' entourages, officials, vendors, exhibitors from outside of Leon County, plus all local attendees, total attendance for The Red Hills International Horse Trials was 12,064.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.



Direct Spending: Local + Out-of-County

Direct spending by category for **local and out-of-county attendees**, including spectators, riders, riders' entourages, officials, sponsors, vendors, exhibitors, etc., who attended the Red Hills International Horse Trials.

Accommodations	\$	414,800
Restaurants	\$	709,500
Groceries	\$	75,900
Shopping	\$	766,700
Entertainment	\$	433,400
Transportation	\$	220,200
Other ¹	\$	356,400
Total		\$2,976,900

¹Includes "other" expenditures by attendees, plus sponsor, exhibit, and entry fees.



Methodology

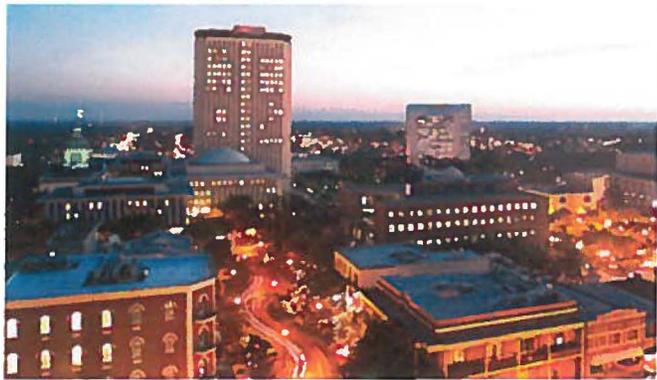
- The economic impact of Red Hills International Horse Trials was based on data from the following sources:
 - Interviews conducted by Kerr & Downs Research with 231 attendees, riders, members of riders' entourages, sponsors, exhibitors, and vendors of the Red Hills International Horse Trials,
 - Estimates provided by Red Hills International Horse Trials,
 - Visit Tallahassee Visitor Tracking Studies, and
 - Tourism database at Kerr & Downs Research.

Red Hills International Horse Trials Economic Impact Study

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
1-800-564-3182: www.kerr-downs.com





Visit Tallahassee

Potential Visitors Report

April 2015

Study Objective

- To assess the market potential for Tallahassee,
- To determine the best approach for attracting visitors, and
- To inform future advertising strategies & tactics.

Study Methodology

- A total of 500 email and telephone surveys were completed in 14 key markets.

- Atlanta
- Dallas-Ft. Worth
- Nashville
- Birmingham
- Jacksonville/St. Augustine
- Orlando
- Tampa/St. Petersburg/Clearwater
- Ft. Lauderdale/Miami
- Naples/Ft. Myers
- Ocala/Gainesville
- Panama City Beach
- Pensacola/Ft. Walton Beach
- Charlotte
- Columbus, GA

Study Methodology

- Profile of potential visitors who were interviewed:
 - \$50,000+ household income.
 - Took at least one vacation or long-weekend trip for leisure in the past 3 years and stayed in paid accommodations.
 - Vacation decision maker.

Executive Summary

Executive Summary

- Top-of-mind preference for Tallahassee as a southeast vacation destination or as a Florida vacation destination is very low.
- Aided recall of Tallahassee is highest (84%) among the competitive set of cities tested.
- 1 in 9 potential visitors has already stayed in Tallahassee.
 - Most who have not cite preferences for other cities or lack of things to do in Tallahassee.
- Potential visitors are more likely to think of Tallahassee for a short weekend getaway rather than a longer vacation.
- Tallahassee is perceived as slightly less expensive than other destinations where potential visitors vacation.

Executive Summary

- The internet & mobile apps are key sources of vacation planning information.
- Searches on Google, Bing, etc., and on destination websites are where people go first to research vacations.
- 3 in 4 potential visitors would drive if they came to Tallahassee.
- Half of those who would fly, would fly into an airport other than Tallahassee.
- Tallahassee is perceived as being more similar to Gainesville & Tuscaloosa than to other cities in its competitive set.

Executive Summary

- In their vacations, potential visitors most value:
 - Value for their travel dollar
 - Scenic beauty
 - Pleasant places to unwind
 - Range/quality of accommodations.
- Tallahassee's ratings on these attributes is lower than the importance potential visitors place on them.
- Potential visitors perceive visitors to Tallahassee as associated with one of the universities or as older people.
- Potential visitors expect to take at least 4 vacations/weekend getaways a year.

Findings

Top-of-mind preferences for Southeast U.S. vacation destinations¹

Destination	% Unaided	Destination	% Unaided	Destination	% Unaided
Florida	30%	Tampa	3%	Williamsburg	1%
North Carolina	20%	Universal Studios	3%	Virginia Beach	1%
Georgia	19%	SeaWorld	3%	Tybee Island	1%
Texas	18%	Nashville	3%	The Outer Banks	1%
South Carolina	16%	Mississippi	3%	Tallahassee	1%
Orlando	16%	Florida Keys	3%	Six Flags	1%
Tennessee	14%	Destin	3%	Shreveport	1%
New Orleans	12%	Dallas	3%	Sarasota	1%
Disney World	12%	Austin	3%	Sanibel Island	1%
Virginia	11%	Asheville	3%	Pensacola	1%
Louisiana	11%	St. Augustine	2%	Mobile	1%
Miami	9%	Smokey Mountains	2%	Memphis	1%
Atlanta	9%	San Antonio	2%	Houston	1%
Savannah	8%	Pigeon Forge	2%	Gulf Shores	1%
Key West	7%	Panama City Beach	2%	Ft. Lauderdale	1%
Alabama	7%	Naples	2%	Dollywood	1%
Myrtle Beach	6%	Hilton Head	2%	Chattanooga	1%
Charleston	6%	Daytona Beach	2%	Charlotte	1%
Gatlinburg	4%	Busch Gardens	2%	Biloxi	1%

¹When you think of vacation destinations in the southeast you would like to visit, which ones comes to mind? Open-ended question. Participants were permitted to list up to 5 destinations.

Top-of-mind preferences for Florida vacation destinations¹

Destination	Unaided %	Destination	Unaided %	Destination	Unaided %
Orlando	32%	Pensacola	4%	Tallahassee	2%
Miami	31%	Anna Maria island	3%	Adventure Island	1%
Disney World	29%	Clearwater	3%	Cape Canaveral	1%
Key West	25%	Jacksonville	3%	Captiva Island	1%
Tampa	16%	Sanibel Island	3%	Cocoa Beach	1%
St. Augustine	14%	Sarasota	3%	Ft. Walton Beach	1%
Universal Studios	13%	South Beach	3%	Kennedy Space Center	1%
Daytona Beach	10%	St. Petersburg	3%	Key Largo	1%
Destin	9%	Amelia Island	2%	Marathon	1%
Florida Keys	8%	Epcot	2%	Palm Beach	1%
Ft. Lauderdale	8%	Everglades	2%	Panhandle	1%
SeaWorld	8%	Ft. Myers	2%	Siesta Key	1%
Panama City Beach	7%	Gainesville	2%	St. George Island	1%
Busch Gardens	5%	Legoland	2%	Venice	1%
Naples	5%	Marco Island	2%	West Palm Beach	1%

¹Which vacation destinations would you like to visit in Florida? Open-ended question.
Participants were permitted to list up to 5 destinations.

Aided recall of Tallahassee and competitors¹

Destination	Aided %
Tallahassee, FL	84%
St. Augustine, FL	82%
Gainesville, FL	79%
Knoxville, TN	77%
Ocala, FL	74%
Columbia, SC	70%
Lakeland, FL	70%
Athens, GA	69%
Columbia, SC	69%
Tuscaloosa, AL	65%
Columbus, GA	60%
Albany, GA	54%
Auburn, AL	53%
Brunswick, GA	51%
Oxford, MS	40%
Dothan, AL	39%
Thomasville, GA	34%

¹Multiple responses permitted.
Cities were shown to participants.

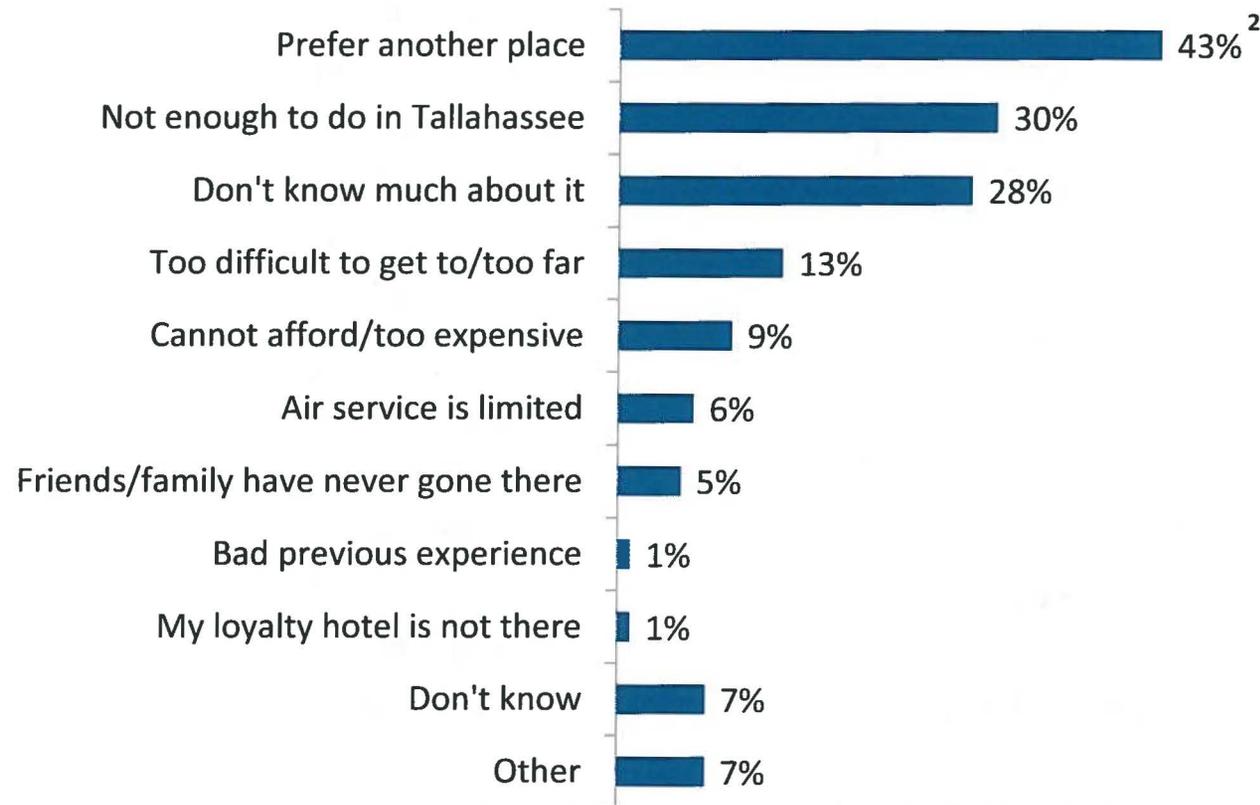
Destinations where potential visitors have vacationed in past 5 years¹

Destination	% Vacationed
St. Augustine, FL	25%
Columbia, SC	13%
Tallahassee, FL	11%
Gainesville, FL	11%
Knoxville, TN	8%
Ocala, FL	7%
Lakeland, FL	6%
Athens, GA	6%
Tuscaloosa, AL	5%
Columbus, GA	4%
Brunswick, GA	5%
Albany, GA	3%
Auburn, AL	3%
Oxford, MS	2%
Dothan, AL	2%
Thomasville, GA	1%
None of the above	27%

¹Multiple responses permitted. "Vacation" includes weekend getaways.

Reasons for not vacationing in Tallahassee¹

•88% of potential visitors have not vacationed in Tallahassee for the following reasons:

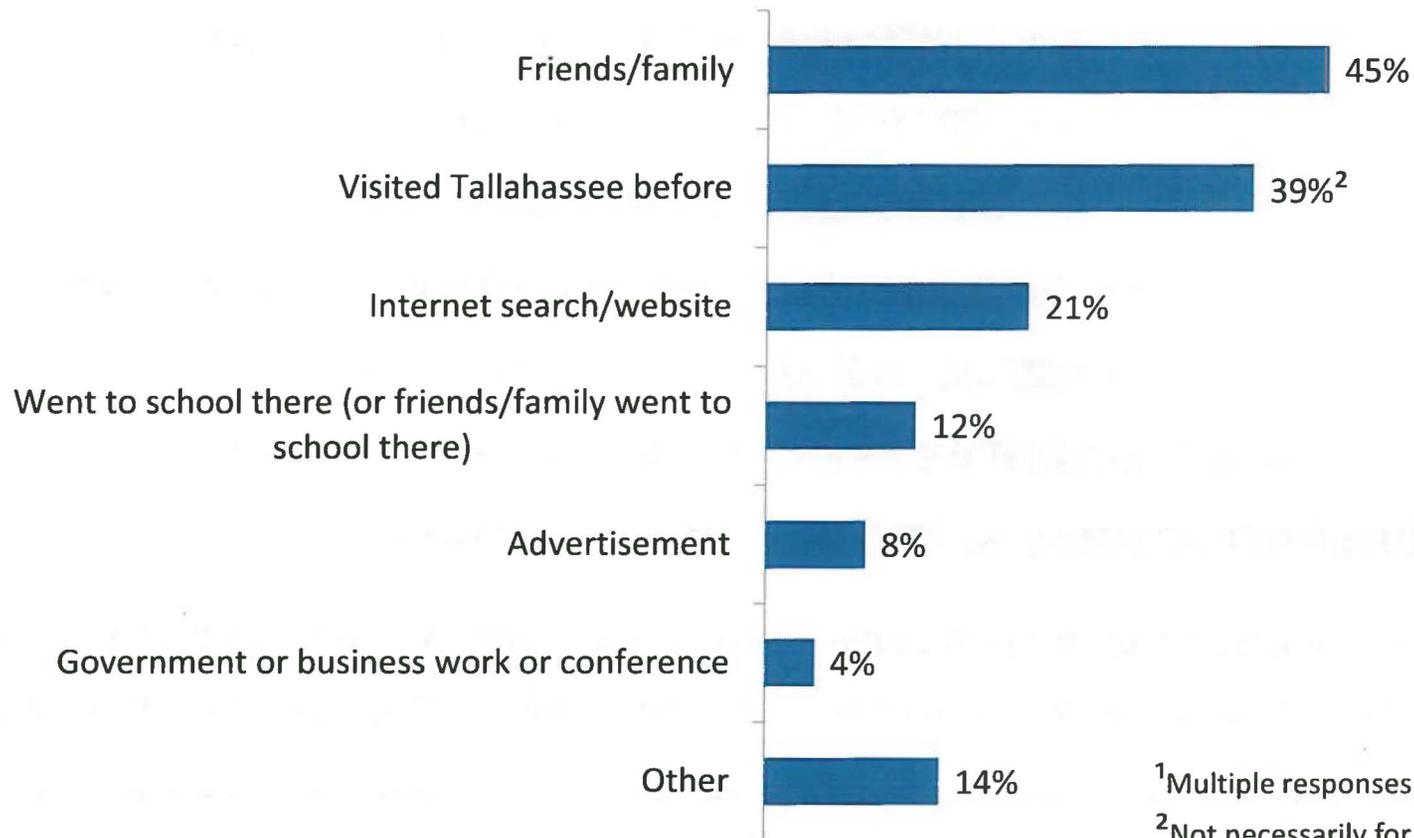


¹Potential visitors who had not heard of Tallahassee were not asked this question.

²Multiple responses permitted. "Vacation" includes weekend getaways.

Awareness of Tallahassee

- **16%** of potential visitors are not aware of Tallahassee.
- **84%** of potential visitors are aware of Tallahassee for the following reasons¹:

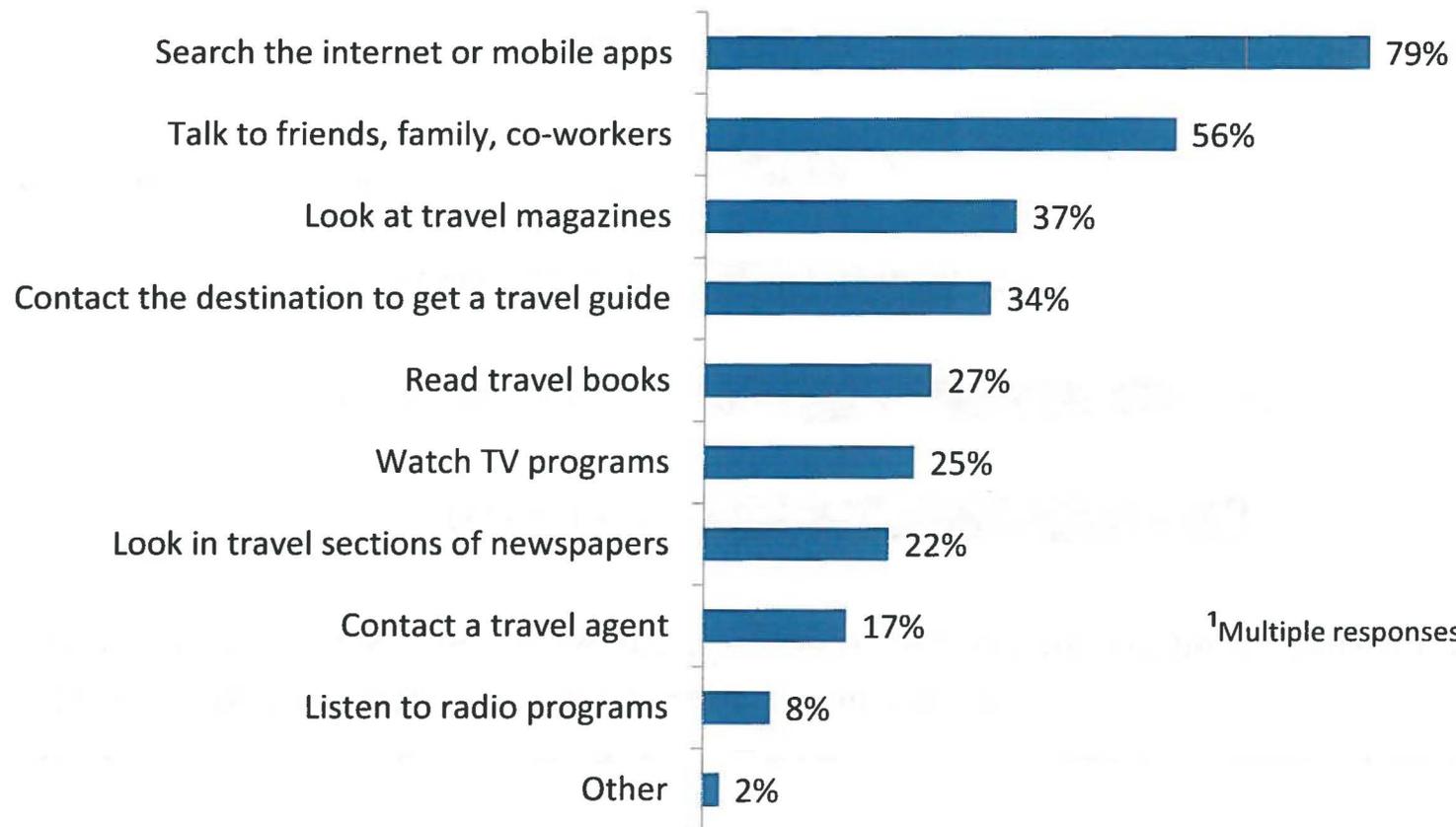


¹Multiple responses permitted.

²Not necessarily for vacation.

Where people search for new vacation destinations

- 90% of potential visitors are highly interested in trying new vacation destinations.
- Actions potential visitors would take to plan a vacation to a new destination:¹



¹Multiple responses permitted.

Where people search for new vacation destinations

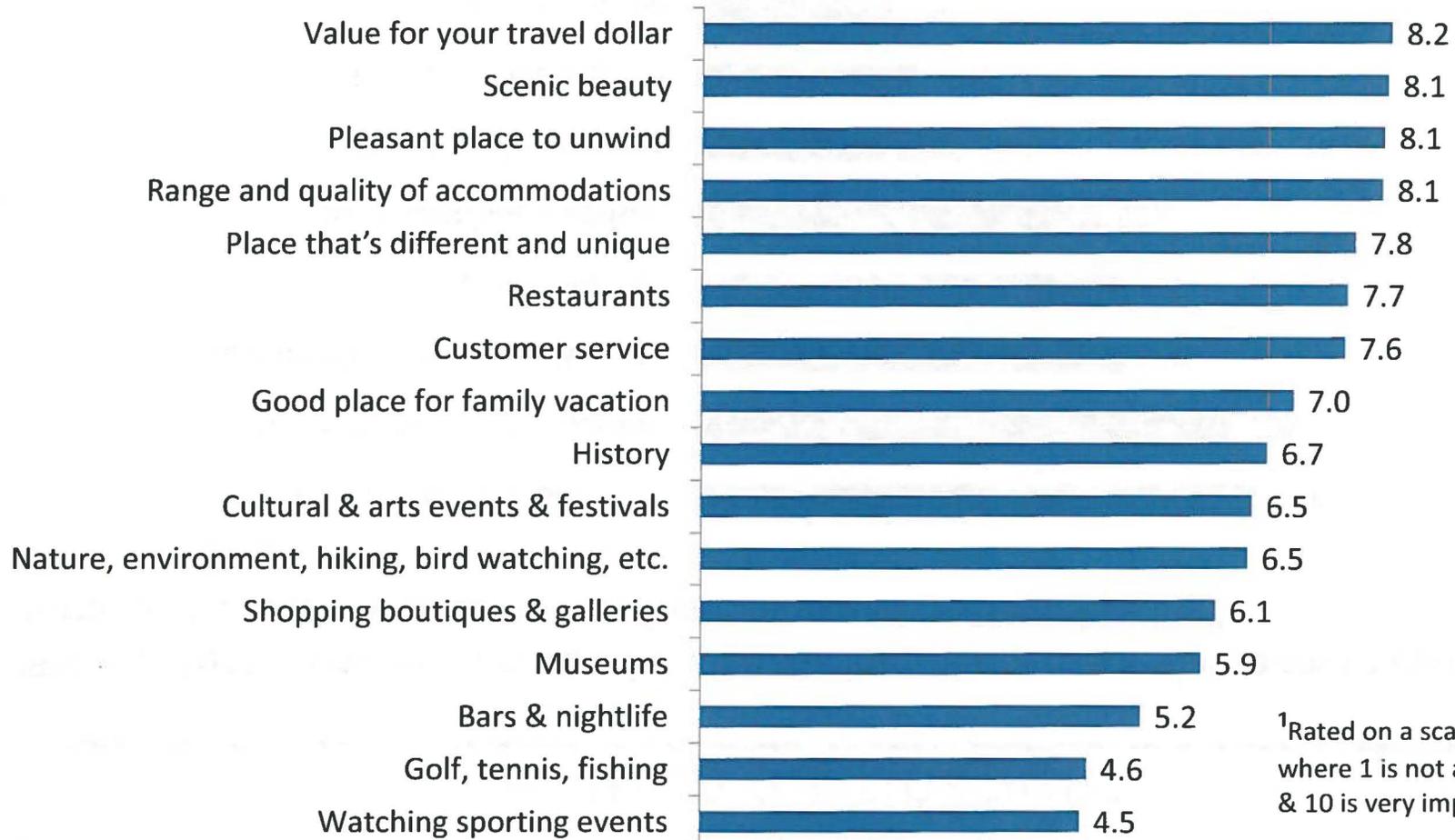
•**79%** of potential visitors who would search the internet or use mobile apps to gather information about new vacation destinations would do the following:¹



¹Multiple responses permitted.

What is important when trying new vacation destinations¹

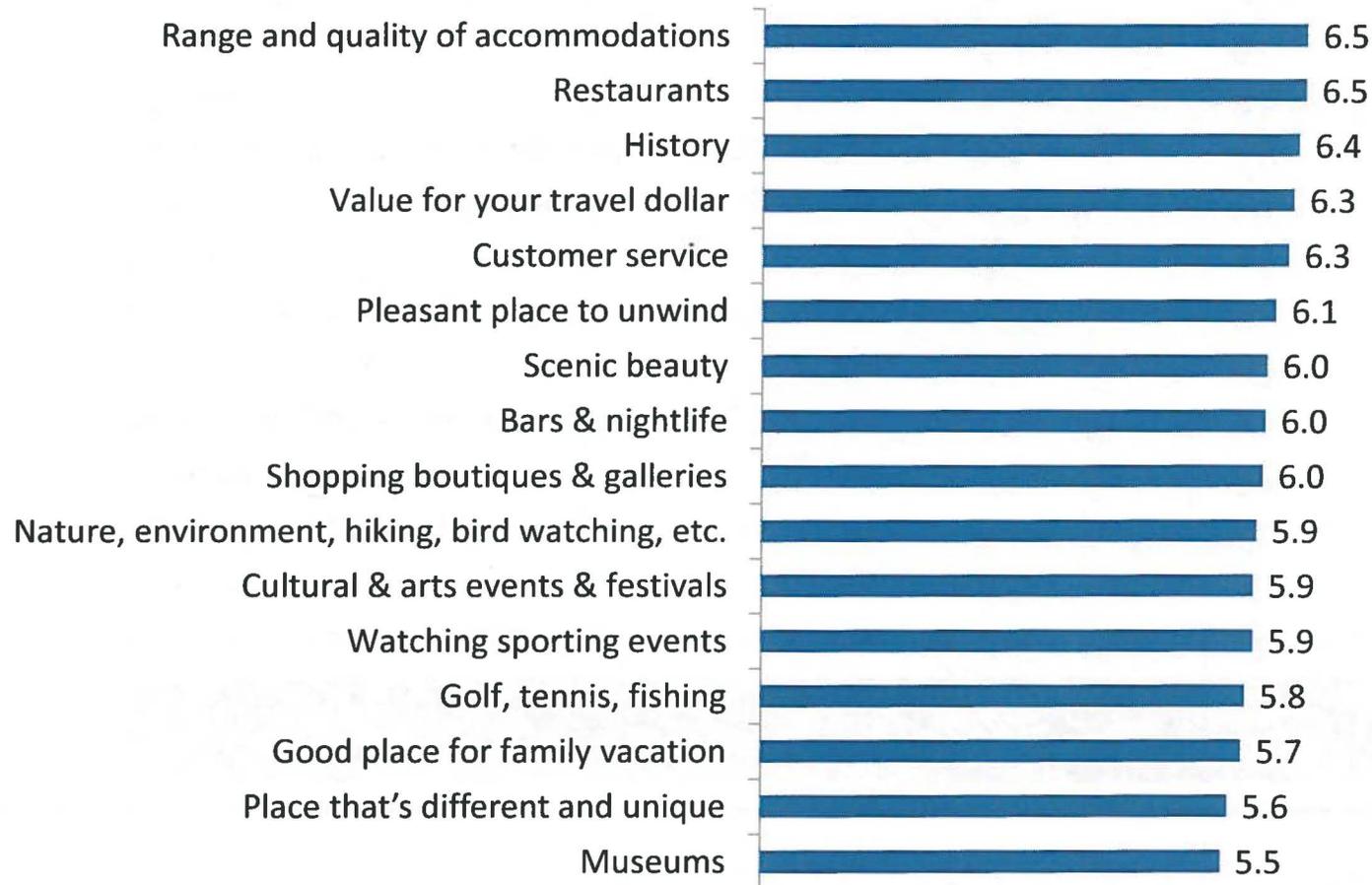
- When trying new vacation destinations, **value for their travel dollar, scenic beauty, pleasant places to unwind, and range/quality of accommodations** were most important.



¹Rated on a scale of 1 to 10 where 1 is not at all important & 10 is very important.

Potential visitors: Rating Tallahassee¹

- Potential visitors gave Tallahassee a rating of **5.8** as a vacation destination.²
- Potential visitors' ratings of Tallahassee on vacation attributes are shown below:



¹Potential visitors who had not heard of Tallahassee were not asked this question.

²All ratings are based on a scale of 1 to 10 where 1 is poor and 10 is excellent.

Gap Analysis: Importance vs. Rating¹

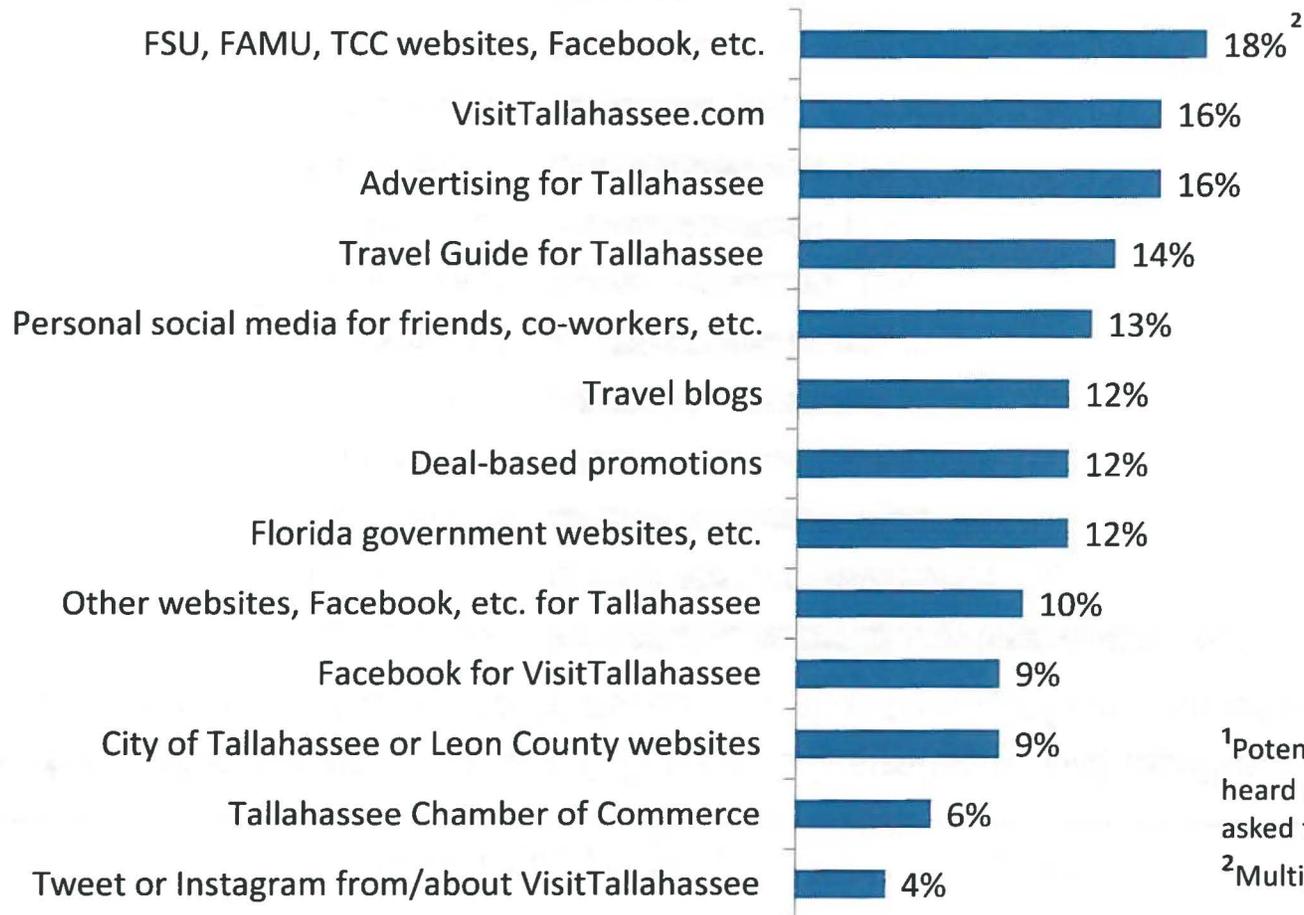
Vacation Attribute	Importance to visitors	Rating of Tallahassee	Gap
Place that's different and unique ²	7.8	5.6	-2.2
Scenic beauty	8.1	6	-2.1
Pleasant place to unwind	8.1	6.1	-2
Value for your travel dollar	8.2	6.3	-1.9
Range and quality of accommodations	8.1	6.5	-1.6
Customer service	7.6	6.3	-1.3
Good place for family vacation	7	5.7	-1.3
Restaurants	7.7	6.5	-1.2
Cultural & arts events & festivals	6.5	5.9	-0.6
Nature, environment, hiking, bird watching, etc.	6.5	5.9	-0.6
Museums	5.9	5.5	-0.4
History	6.7	6.4	-0.3
Shopping boutiques & galleries	6.1	6	-0.1
Bars & nightlife	5.2	6	+0.8
Golf, tennis, fishing	4.6	5.8	+1.2
Watching sporting events	4.5	5.9	+1.4

¹Ratings are on 10-point scales where 10 is the most positive.

²Interpretation: "Place that is different and unique" is more important to potential visitors than how they rate Tallahassee on this dimension.

Information sources about Tallahassee¹

•One in five potential visitors searched for or noticed information about Tallahassee on FSU, FAMU, or TCC websites/Facebook pages etc.

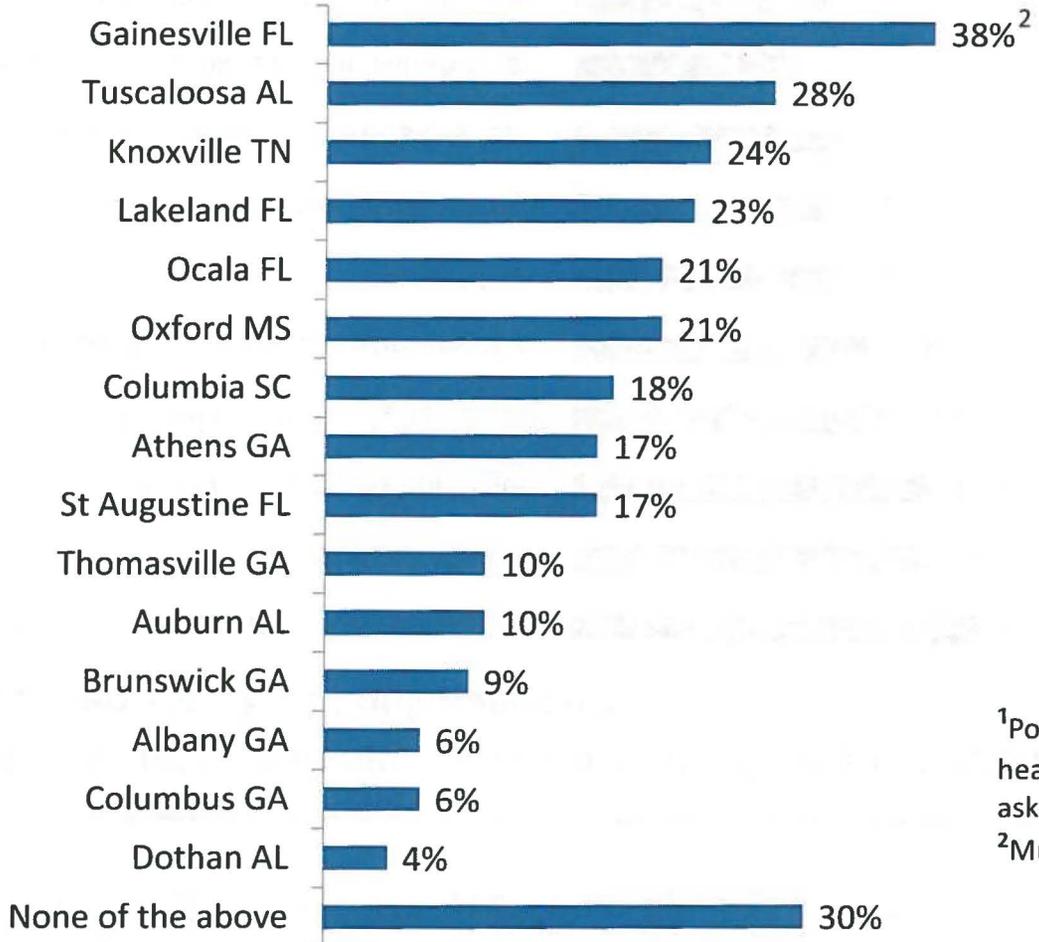


¹Potential visitors who had not heard of Tallahassee were not asked this question.

²Multiple responses permitted.

Potential visitors think Tallahassee is similar to the following competitors:¹

• **Two in five** potential visitors think Tallahassee is similar to **Gainesville, FL**. **Three in ten** potential visitors do not think Tallahassee is similar to any of the competitors listed.

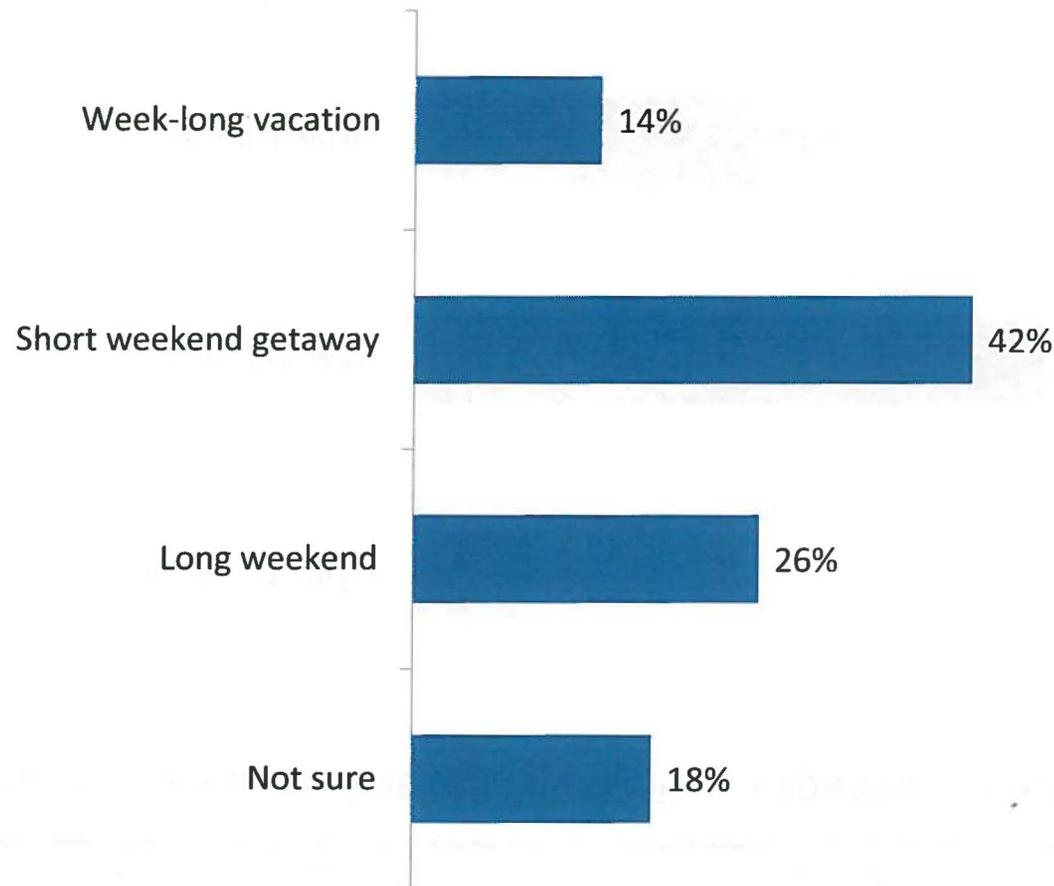


¹Potential visitors who had not heard of Tallahassee were not asked this question.

²Multiple responses permitted.

What type of vacation is Tallahassee best suited for?¹

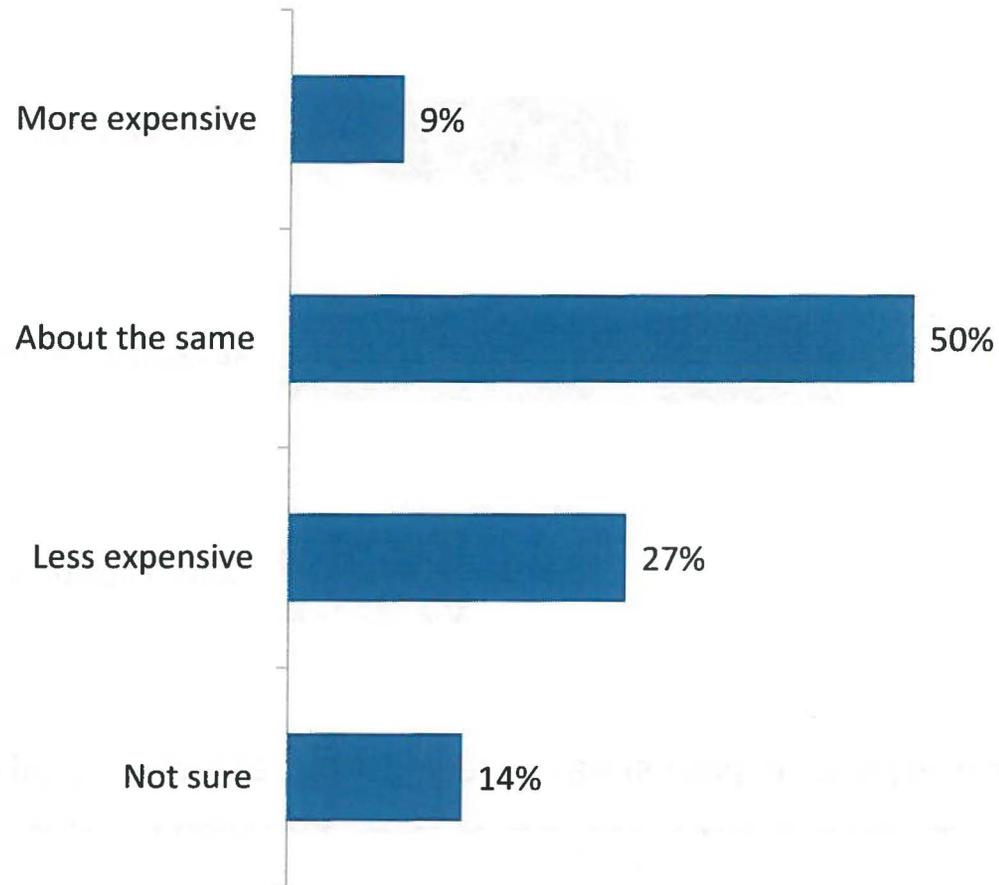
- **Over two in five** potential visitors think Tallahassee is best suited for a **short weekend getaway**.



¹Potential visitors who had not heard of Tallahassee were not asked this question.

Is Tallahassee more or less expensive than where you normally take vacations?¹

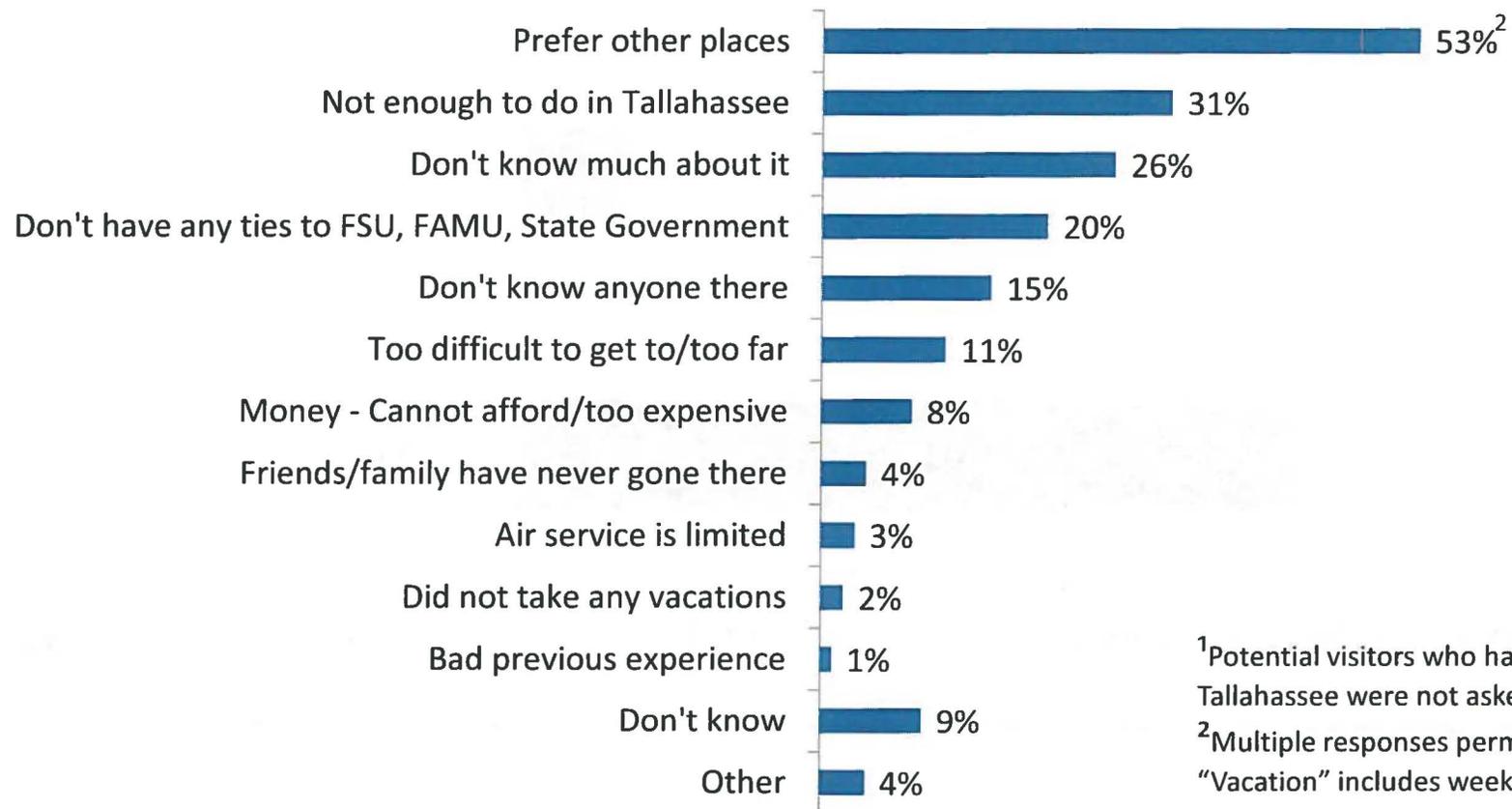
• **Half** of potential visitors think that Tallahassee is as expensive as where they normally take vacations.



¹Potential visitors who had not heard of Tallahassee were not asked this question.

Intent to vacation in Tallahassee¹

- **15%** of potential visitors say they plan to vacation in Tallahassee in the next year.
- **85%** of potential visitors do not plan to vacation in Tallahassee for the following reasons:



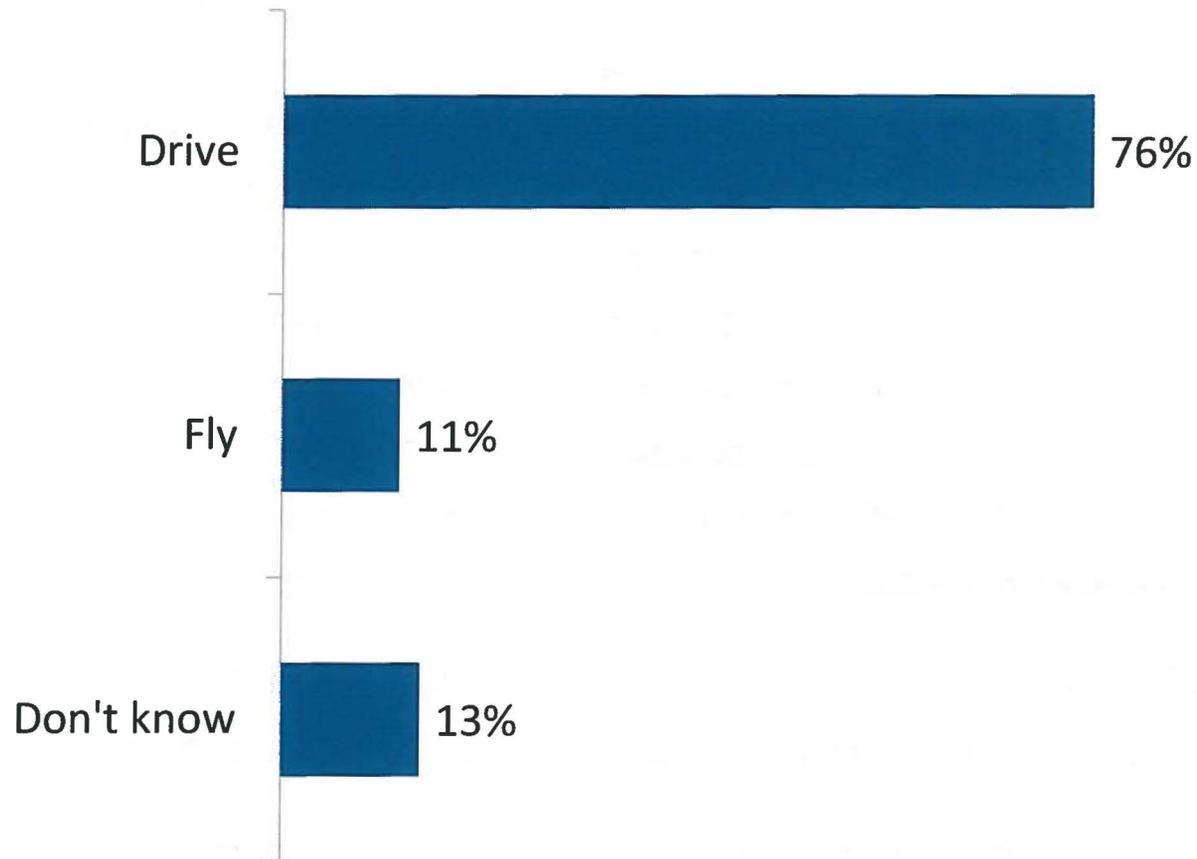
¹Potential visitors who had not heard of Tallahassee were not asked this question.

²Multiple responses permitted.

"Vacation" includes weekend getaways.

Potential visitors: drive vs. fly¹

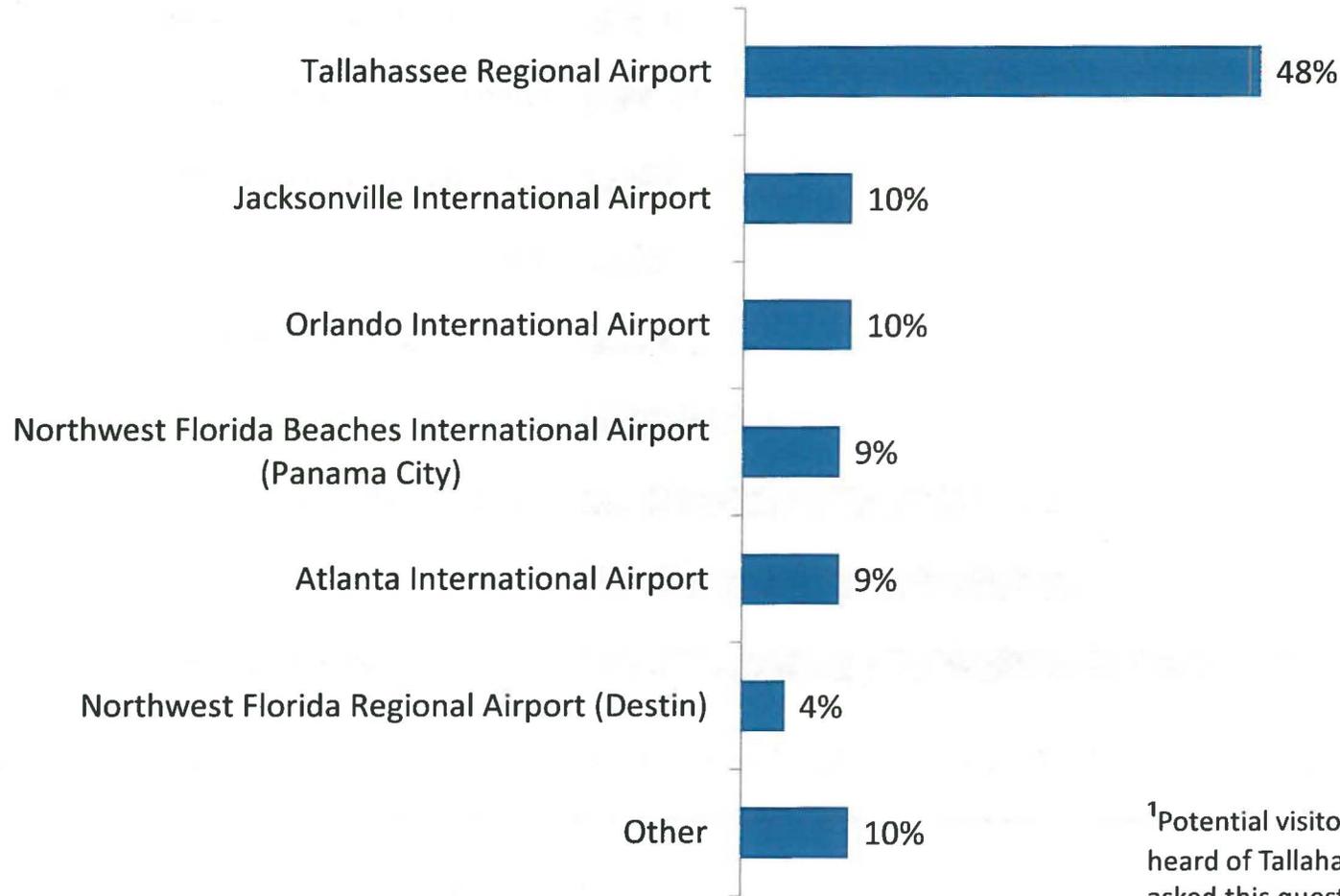
- **76%** of potential visitors say that if they vacationed in Tallahassee they would drive.



¹Potential visitors who had not heard of Tallahassee were not asked this question.

Airports that service the Tallahassee area

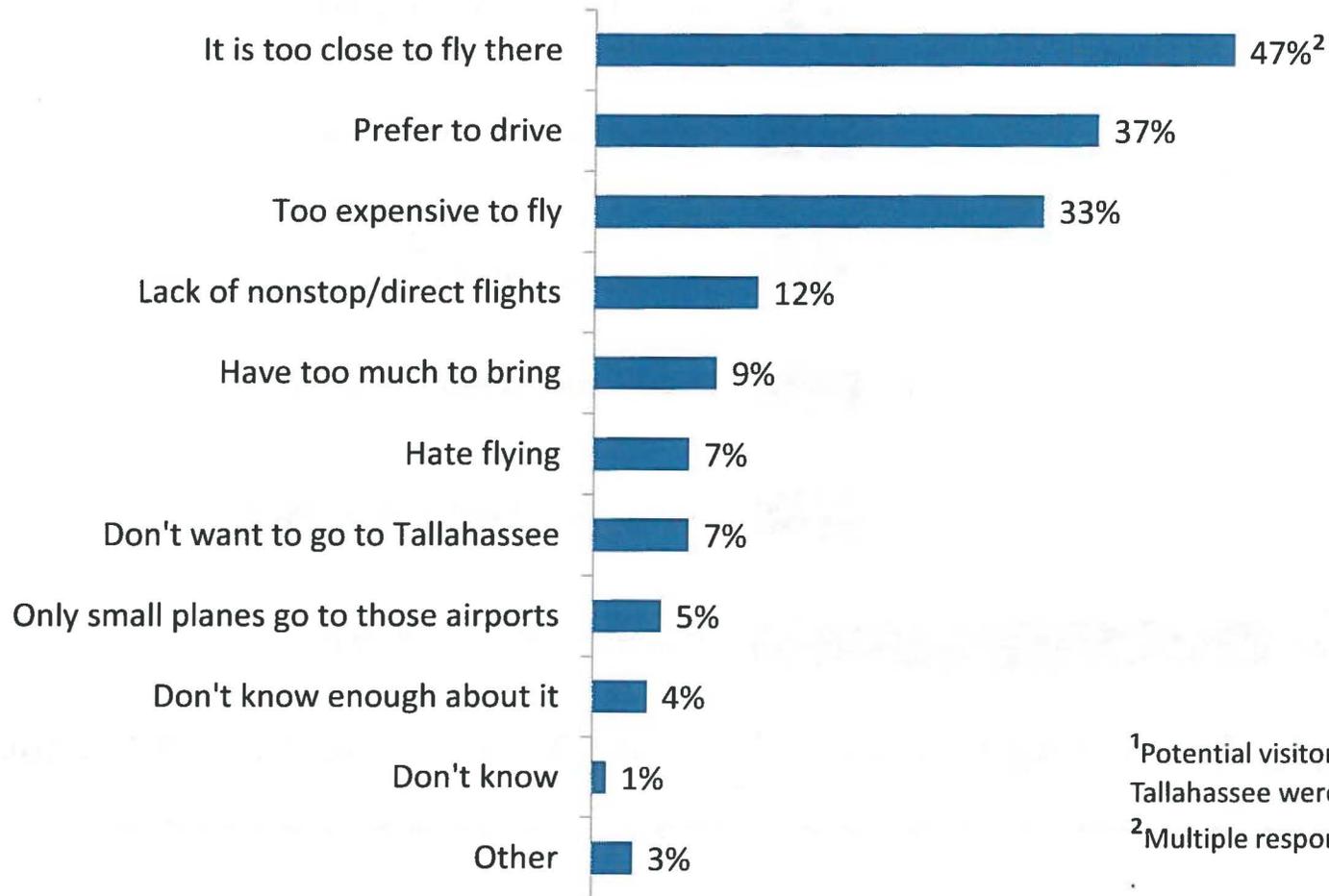
- Potential visitors would use the following airports if they flew to Tallahassee:¹



¹Potential visitors who had not heard of Tallahassee were not asked this question.

Why potential visitors will not fly to Tallahassee¹

- Potential visitors will not fly to Tallahassee for the following reasons:

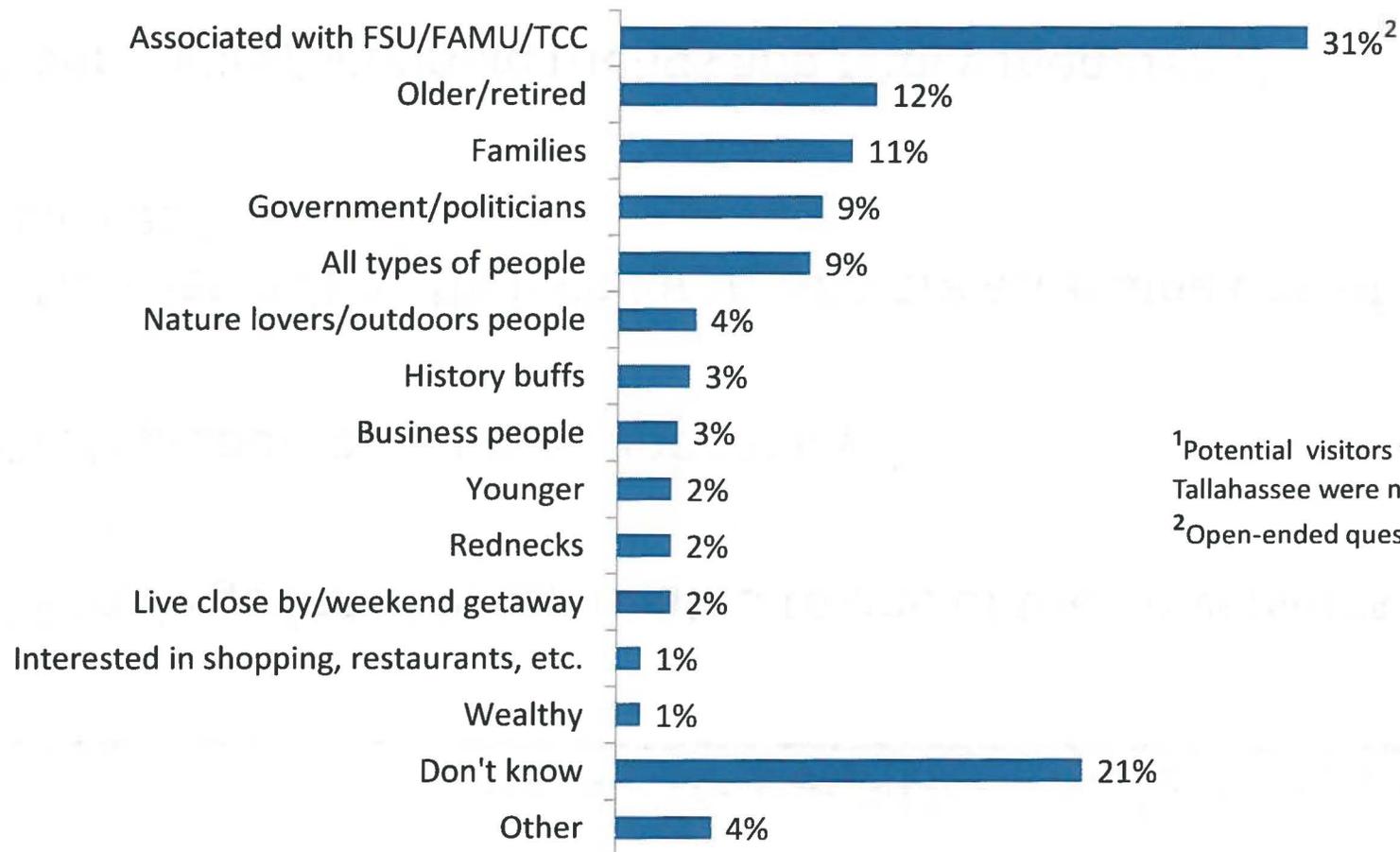


¹Potential visitors who had not heard of Tallahassee were not asked this question.

²Multiple responses permitted.

Perceptions of types of people who vacation in Tallahassee¹

- **Three in ten** potential visitors describe people who vacation in Tallahassee as associated with **FSU, FAMU, or TCC**.



¹Potential visitors who had not heard of Tallahassee were not asked this question.

²Open-ended question.

Comments: “People Associated with FSU, FAMU, TCC” are likely to vacation in Tallahassee

- “People go for a reason related to one of the universities.”
- “FSU graduates, alumni, and family.”
- “Families visiting their children who are attending one of the colleges.”
- “Seminoles/Seminole friends and family members.”
- “People who want to see the Seminoles play, graduates of FSU, and people who want to see the state capital.”

Comments: “Older/retired people” are likely to vacation in Tallahassee

- “Retirees and parents of FSU kids as well as alumni.”
- “I think older people that want a place to unwind and relax.”
- “Retirees, older people.”
- “Retirees, northerners looking for warmer place to vacation, and families.”
- “Older people who require a little more peace and quiet.”

Comments: “Families” are likely to vacation in Tallahassee

- “Families, high school students visiting Florida State, those interested in Florida state government, and history/Civil War buffs.”
- “It’s very good for all types of families.”
- “People that have family or friends in the area.”
- “Families looking for something to do in any age range.”
- “Middle-aged people and families.”

Comments: “Government & politicians” are likely to vacation in Tallahassee

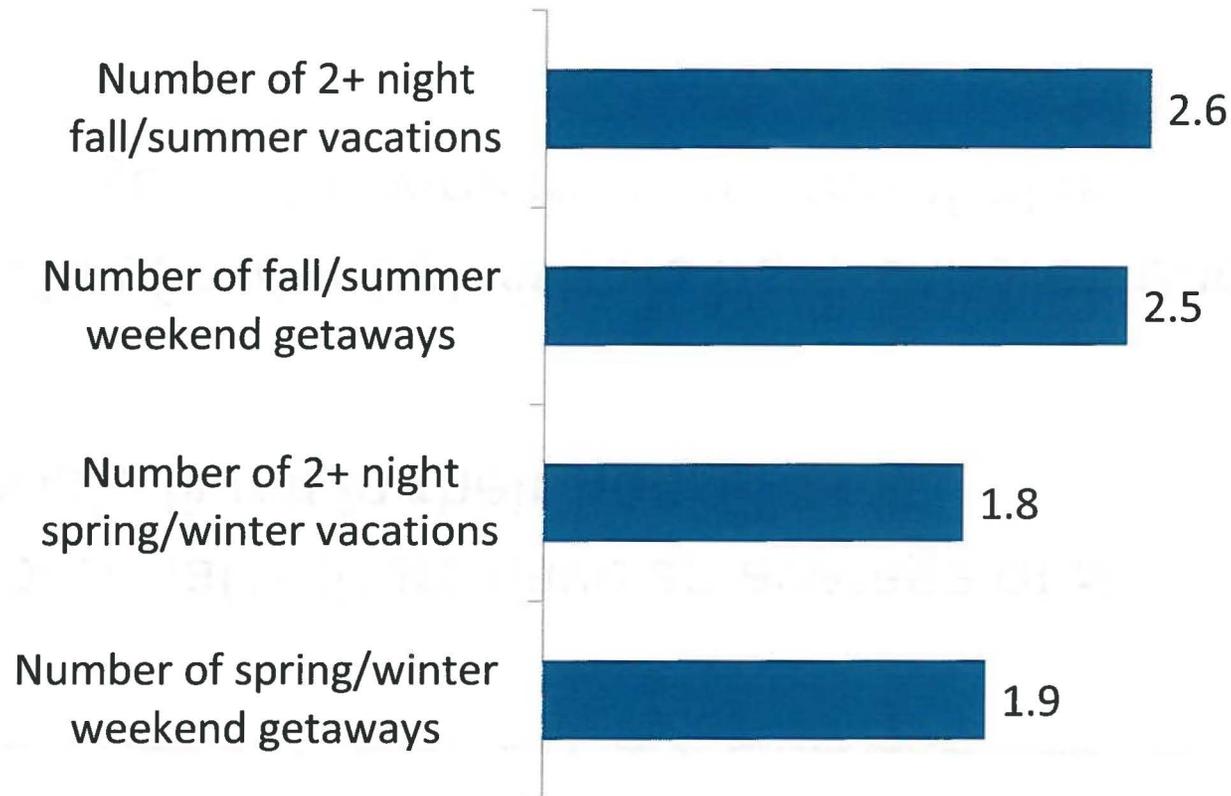
- “People interested in the state government or university.”
- “Laid back people and political people.”
- “Government and business people.”
- “Urbanites and politicians.”
- “People who want to speak to the government officials.”

Comments: “All types of people” are likely to vacation in Tallahassee

- “Anybody can vacation there.”
- “Whomever wants to go.”
- “Normal, average people.”
- “It’s for everyone.”
- “Anybody who wants a warm place.”

Potential visitors: Vacation plans

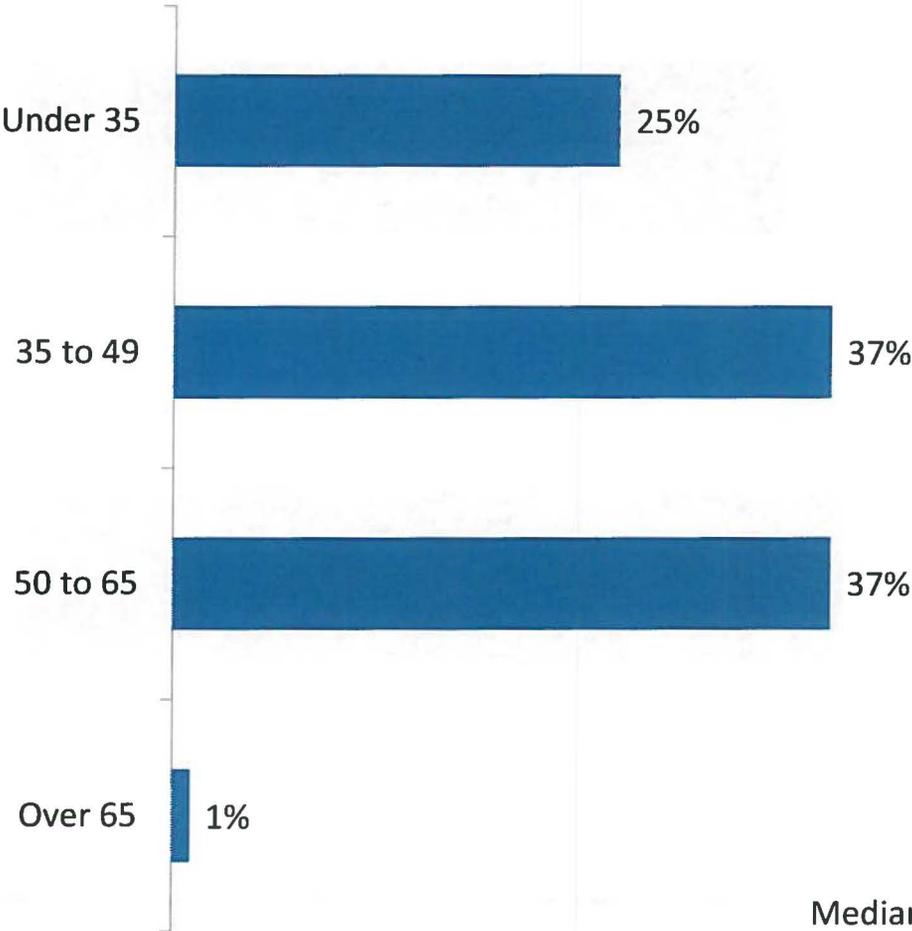
- Potential visitors take over **4 vacations** in a year.



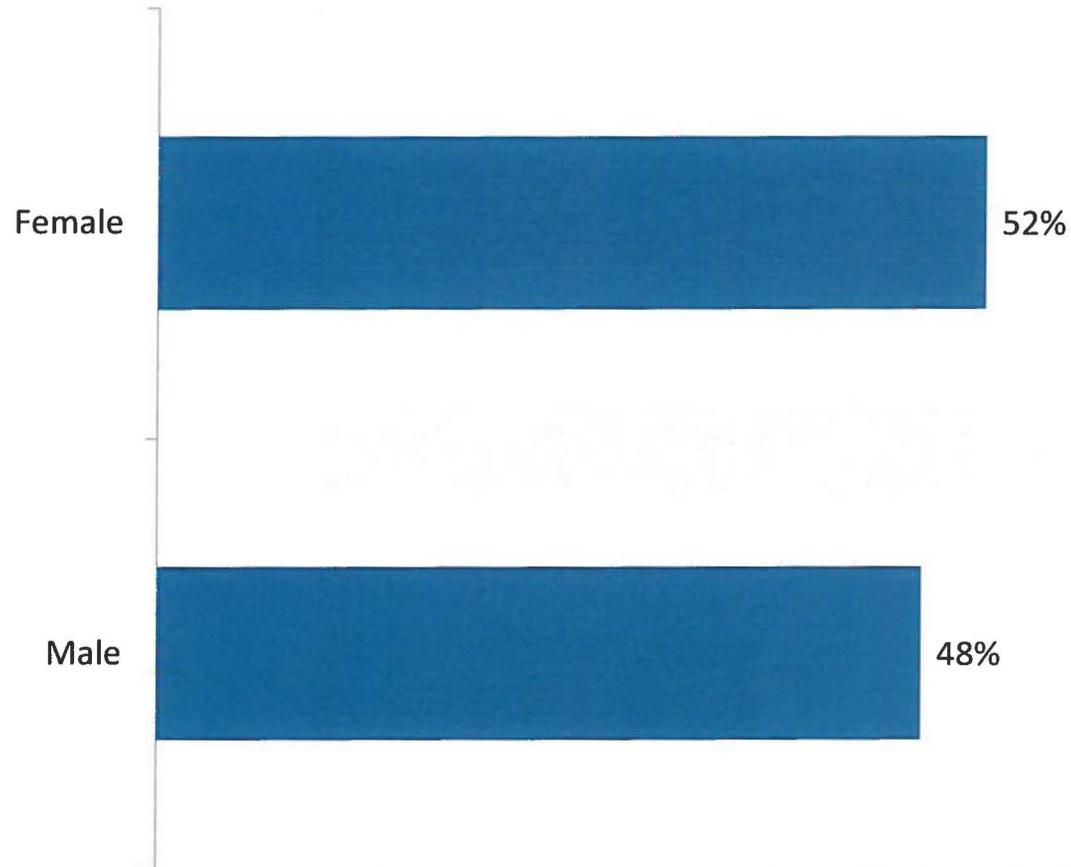
Potential visitors: Household

- Potential visitors have an average of **3** people living in their households.
- **57%** of potential visitors have children under the age of 20 living in their households.

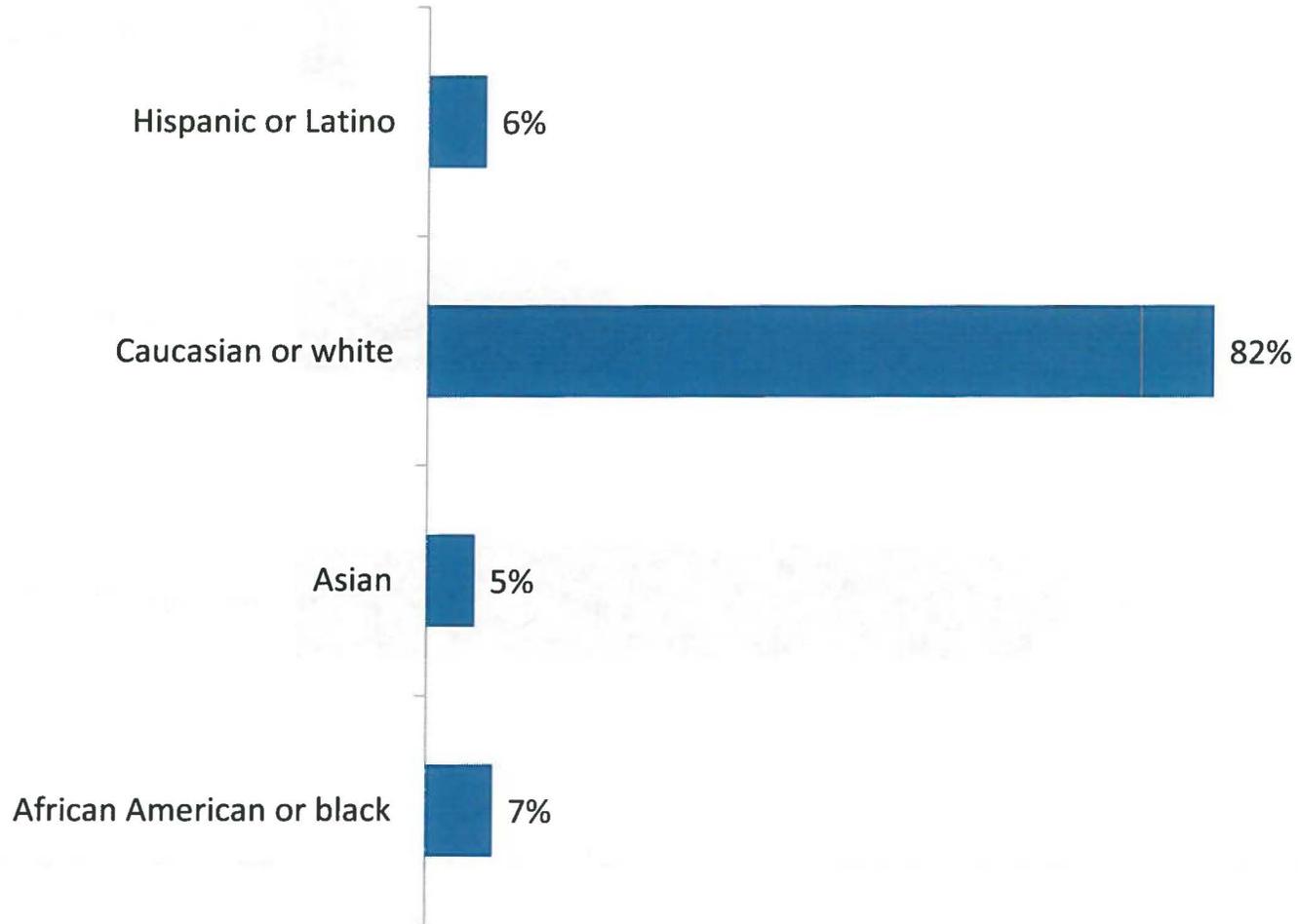
Potential visitors: Age



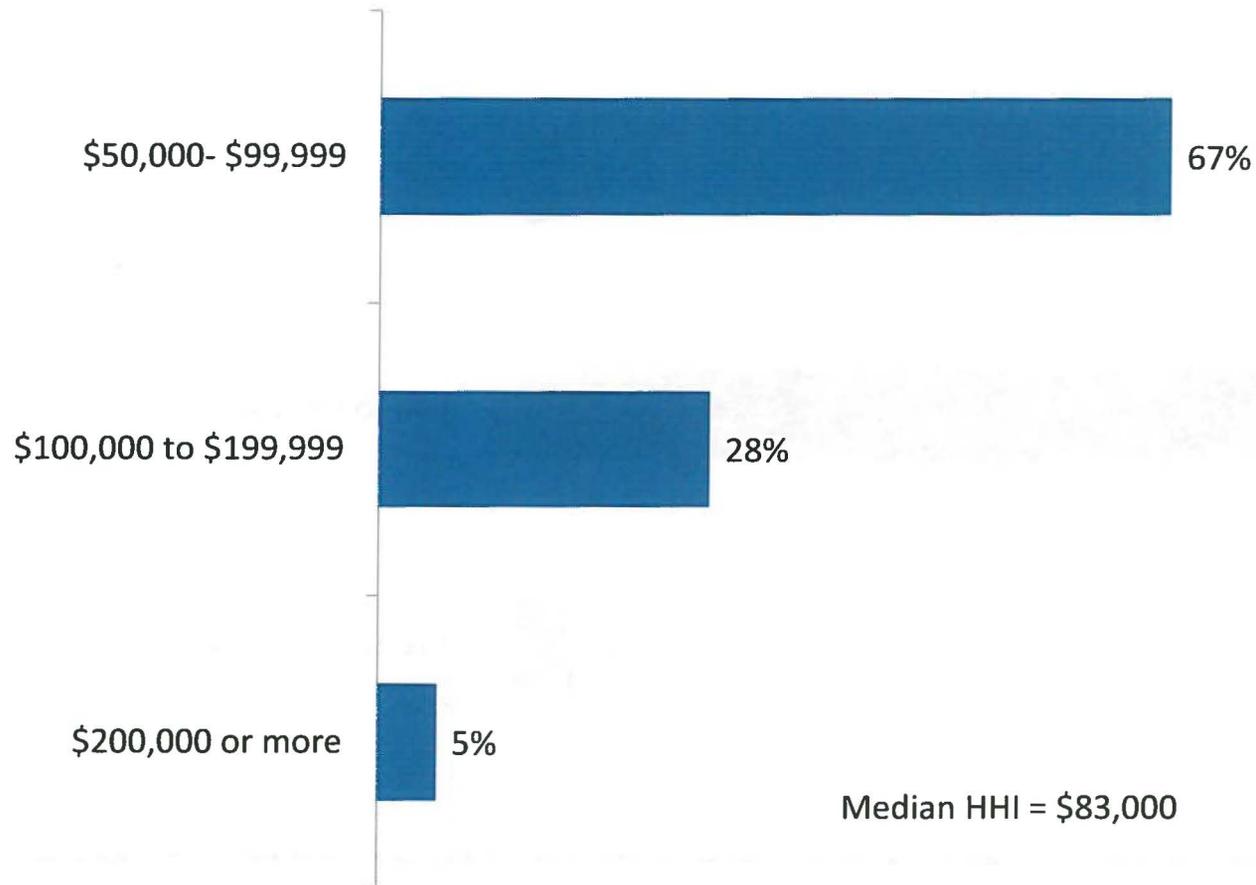
Potential visitors: Gender



Potential visitors: Race/ethnicity



Potential visitors: Household income



Visit Tallahassee Potential Visitors Study

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

Tourism Development
Budget Development Worksheet Working FY15-16

Proposed

5/5/2015

4-Cent Collections		FY2013	FY2014	FY2015	FY2015/2016	FY2015/2016	FY2015/2016	Comments/Notes
		Actual	Actual	Adj. Budget	Proposed	Calculations		
Acct # REVENUES								
312100	Local Option Resort Taxes (4-cent)	3,390,980.29	3,582,476	3,593,850	3,369,234	FY2016: \$975,000 * 3.75 pennies (\$4,143,750 @ 97% (\$4,019,438) and at 95% = \$3,369,234 -One cent collections: 975,000 @ 97% @ 95% = 898,463 Rental income based on flat rental rate of \$850/month. Co-op partnerships with industry partners: (Meetings: \$800 / Leisure: \$2050)		
312110	TDT (1 cent/Interest)	847,740.13	895,614					
361111	Pooled Interest Allocation	40,675.85	33,441	44,935	44,935			
361110	Interest Income (Investment)	-	(872)	-	-			
361230	Tax Collector FS 125.315	263.78	241	-	-			
361300	FMV of Investment	(46,095.47)	-	-	-			
362000	Rents & Royalties	10,200.00	10,200	10,200	10,200			
365000	Merchandise Sales	3,702.49	2,663	5,000	5,000			
366930	Contributions/Partnerships	10,829.50	1,600	3,600	2,850			
369900	Miscellaneous Revenue	13,628.95	7,918					
	Total/Total Estimated Receipts	4,271,926	4,533,281	3,657,585	3,432,219			
	F.S. Req 95%							
	Less: One cent collections	(847,740)	(895,614)	-	-			
	CarryForwards			112,618	-			
	Appropriated Fund Balance			674,179	117,644			
	Total Actual/Budget	3,424,185	3,637,667	4,444,382	3,549,863			
	Total Revenues Budget				\$ 3,549,863			
Acct # EXPENDITURES								
Administration (301)								
51200	Salaries & Wages	228,911.36	281,291	237,113	211,364	FTE = 3.5		Provided by HR/OMB.
51250	Regular OPS Salaries	13,900.10	12,818	10,606	21,749		339,483	Provided by HR/OMB.
52100	FICA/Medicare	17,473.14	21,321	18,670	16,999			Provided by HR/OMB.
52200	Retirement Contributions	18,123.50	34,711	35,077	33,691			Provided by HR/OMB.
52210	Deferred Compensation	302.35	206	755	766			Provided by HR/OMB.
52300	Life & Health Insurance	31,113.94	37,388	36,819	42,618			Provided by HR/OMB.
52400	Workers Compensation	648.96	883	443	572	327,759	-3.5% Decrease in Personnel	Provided by HR/OMB.
53400	Other Contractual Services	89,380.04	80,380	115,500	115,500	Research (100,000) , iDSS (740x12 = 8,800 ~ 9,000), STR (2000); Impact Calculator: 4,500		
54000	Travel & Per Diem	6,437.59	6,321	7,500	7,500	Director travel.		
54100	Communications Services	150.06	420	-	-			
54101	Communication - Phone System	1,380.60	1,467	1,370	1,370	Suncom/Centrex:		Suncom/Centrex charges.
54200	Postage	35.67	-	-	-			
54300	Utilities	12,755.71	12,195	14,500	14,500	Electric/Water/Sewer . OMB will adjust for rate change		
54400	Rental & Leases	9,160.22	9,176	5,000	5,000	Copiers: 532./mo.=6384; Storage ctr: 163.5/mo.=1962; Parking validation for TDC Meetings/Visit Tlh mtgs/events =654		
54505	Vehicle Coverage		661	799	779	Insurance cover for VisitTallahassee van.		
54600	Repair & Maintenance	46,749.53	17,113	34,000	34,000	Pitney Bowes 155/mo=1860; Facilities 2500/mo=30000; Fire/Burglar Monitoring 420/qtr=1680; Window cleaning 35/mo=420 = 33,960		
54601	Vehicle Repair	39.00	165	1,210	522	Maintenance on van.		
54900	Other Current Charges	5,935.85	1,227	1,971	1,971	Bottled Water (80/month)=960; Usage fees for multifunctionals:1,011		
55100	Office Supplies	1,557.04	2,785	1,000	1,000	General office supplies		
55200	Operating Supplies	7,563.54	6,664	7,500	7,500	Supplies for meetings, toner and supplies for office equipment, special notice costs, and petty cash		
55210	Fuel & Oil	480.16	777	1,000	1,000	Fuel - van		
55400	Publications, Memberships	2,053.92	2,248	2,300	2,300	Chamber of Commerce: \$290; Capital City Chamber of Commerce: \$250; CoCA = \$50; Alleyway Assn: \$300; Tlh Democrat: 60/month (720); US Today (213.20); Kiplinger (60); DMBA (145), London Publications (195), FL Trend (15.00)		
55401	Training	918.97	790	3,000	3,000	Professional Development training		
	Sub-Total: Program 301-Admin	495,071.25	531,006	536,133	523,701	15%	195,942	

Tourism Development
Budget Development Worksheet Working FY15-16

Proposed

5/5/2015

	FY2013	FY2014	FY2015	FY2015/2016	FY2015/2016		
	Actual	Actual	Adj. Budget	Proposed	Calculations	Comments/Notes	
Advertising/Public Relations (302)							
53400 Other Contractual Services	829,715.80	1,002,697	978,000	1,000,000		Advertising / Public Relations services for Trailhassee Niche Public. & enhancements to website	
54900 Other Current Charges	-	-	-	-			
Sub-Total: Program 302-Adv/PR	829,715.80	1,002,697	978,000	1,000,000	28%		
Marketing (303)							
51200 Salaries & Wages	380,012.73	343,229	439,517	453,676	Salaries.Benefits: 609,003	Provided by HR/OMB.	
51250 Regular OPS Salaries	13,900.10	12,818	11,306	21,749	Operating: 728,928	Provided by HR/OMB.	
52100 FICA/Medicare	29,557.67	26,706	32,575	37,321	7.5 FTE 1,337,931	Provided by HR/OMB.	
52200 Retirement Contributions	21,652.63	24,097	30,390	31,930	FY15 560,859 7.9%	Provided by HR/OMB.	
52210 Deferred Comp Match	929.99	663	-	-			
52300 Life & Health Insurance	33,070.80	24,691	45,703	62,301		Provided by HR/OMB.	
52400 Workers Compensation	1,725.99	1,497	1,368	2,026	Total of 301/303: 936,762	Provided by HR/OMB.	
53400 Other Contractual Services	17,467.00	75,913	92,700	87,700	Book Direct (6,000); Suncoast: (8200); VG Editorial Content (2500);	courier srv (5000), Amphitheater Management Cost: 66000 Travel & Entertainment (Actuals include Class C) Cell phone chrgs: \$4780; WIFI/Service Plans (1123)/Overage: 1500; Opex (800) service: 420 Suncom/Centrex, to be adjusted/provided by MIS. VG Fulfillments/Tradeshaw shipment costs. Parking for Volunteer staff, Storage Ctr (\$133.50/mo) Wayfinding Maps Promotional items Tradeshaw costs: registrations/booth fees Includes VT Annual Roll-out and additional Local Events \$4000 for merchandise for giftshop resale (Consignments)	
54000 Travel & Per Diem	44,600.96	68,065	83,777	81,070			
54100 Communication Services	4,534.71	4,163	7,823	7,823			
54101 Communication - Phone System	932.94	729	890	890			
54200 Postage	35,644.38	38,568	48,000	48,000			
54400 Rental & Leases	2,545.00	2,293	3,347	3,347			
54700 Printing	-	3,706	5,000	5,400			
54800 Promotional Activities	17,665.40	32,044	104,532	29,500			
54860 TDC Direct Sales Promotions	35,063.35	48,551	70,805	69,835			
54861 TDC Community Relations	11,153.70	7,080	11,800	13,300			
54862 TDC Merchandise	1,482.59	530	5,000	4,000			
54900 Other Current Charges	248,013.00	172,386	232,500	221,000	Bid Pool for Sports(180000)/ Meetings/Transportation(37000)/Blog Maint.(4000)		
54948 TDC Amphitheatre Promotions	-	175,240	100,000	100,000	Amphitheater Programming: \$80000/ Utilities: \$20000		
55100 Office Supplies	1,962.57	1,686	3,700	3,700	Office supplies		
55200 Operating Supplies	8,789.23	4,827	5,000	5,000	Operating supplies		
55250 Uniforms	1,448.93	1,498	1,500	2,000	Visitor Ctr staff uniforms		
55400 Publications, Memberships	12,069.05	17,520	17,163	17,363	Industry memberships/sub.		
55401 Training	4,306.21	5,874	9,245	8,000	Training and professional development.		
56400 Machinery & Equipment	-	-	3,400	3,400			
58160 TDC Local T&E	305.32	643	1,500	1,500	Local travel (mileage)		
58320 Sponsorships & Contributions	19,491.03	13,368	16,650	16,100	Includes Red Hills EMS (10000); other sponsorships: 6000		
Sub-Total: Program 303-Mrktg	948,325.28	1,108,385	1,385,191	1,337,931	38%		
Special Events/Grants (304)							
58300 Grants & Aids	134,934.15	130,349	402,500	275,000	Grant Program: Cultur/genl-75,000; Sprts-100,000; Sigt Evnt: 100,000		
58320 Sponsorships & Contributions	-	-	-	-			
Sub-Total: Program 304-Special E	134,934.15	130,349	402,500	275,000	8%		

**Tourism Development
Budget Development Worksheet Working FY15-16**

Proposed 5/5/2015

	FY2013 Actual	FY2014 Actual	FY2015 Adj. Budget	FY2015/2016 Proposed	FY2015/2016 Calculations	Comments/Notes
<u>Countywide Automation (470)</u>						
54110 Com-net Communications	8,640.00	8,560	8,815	8,815		Provided by OMB.
Sub-Total: Program 470	8,640.00	8,560	8,815	8,815	0.2%	
<u>Risk Allocations (495)</u>						
54500 Insurance	4,309.59	4,678	6,987	6,987		\$ 208,802
Sub-Total: Program 495	4,309.59	4,678	6,987	6,987	0.2%	
<u>Indirect Cost (499)</u>						
54900 Indirect Cost (499)	115,908.00	115,908	154,000	193,000		\$ 1,123,078 COCA: 1 and 1/4 penny for FY16
Sub-Total: Program 499	115,908.00	115,908	154,000	193,000	5%	
<u>CRC Grant Prog. (COCA) (888)</u>						
58214 CRC Grant Program	504,500	504,500				- Debt Service: This bond was issued to fund the Northeast Fire Station, the acquisition of the Tourist Development Council building, numerous stormwater projects and the initial funding for a County Courthouse annex. In 2005, a portion of this debt was refunded. Debt Service scheduled to retire FY2017.
58260 Other Grants & Aids	-	84,500	-	-		
58300 Other Grants & Aids	-	-	229,000	-		
Sub-Total: Program 888	504,500	589,000	229,000	-	0%	
<u>Transfers (950)</u>						
591220 Transfer to Fund 220	163,451.00	163,451	163,431	163,431		5%
591305 Transfer to 305	157,490.00	30,000	30,000	-		
Sub-Total: Program 950	320,941.00	193,451	163,431	163,431		
<u>Contingency (990)</u>						
59900 Other Non-operating assets (Emerg)	-	\$ -	\$ 40,998	\$ 40,998		1%
59901 Salary Contingency/Reserve	-	-	-	-		
Sub-Total: Program 990	-	\$ -	\$ 40,998	\$ 40,998		
Total Expenditures Budget	\$ 3,362,345	\$ 3,684,035	\$ 3,905,055	\$ 3,549,863		

Notes:

-This budget contemplates the additional 1/4 penny approved by the BOCC as well as the removal of the \$504,500 which COCA will receive through it's own 1 and 1/4 penny.

LEON COUNTY DIVISION OF TOURISM DEVELOPMENT MARKETING COMMUNICATIONS DEPARTMENT

2015-2016 SALES PLAN

Prepared By:

Lauren Pace, Director of Marketing Communications

GOAL: Attain 120 story placements annually (10 per month) to specific audience segments in key feeder markets, emphasizing Tallahassee's appeal as a preferred destination for:

- History and Heritage
- Arts and Culture
- Outdoor and Nature activities
- African American Heritage
- Culinary Interests
- Participatory Sports

STRATEGIES:

Achieve year-round destination exposure through quarterly media placements to specific audience segments through national, regional, community and niche magazines, newspapers and blogs in targeted DMAs.

Create opportunities for journalist to experience the destination first-hand, which results in greater media placements and the opportunity for staff and industry to build relationships for future stories. This is accomplished by inviting travel/lifestyle journalist for visits either via individual media visits or as part of quarterly media tours. Our goal is hosting nearly 60 journalist; 6 – 8 participating in each media tour and two individual visits per month. If achieved, these personal visits will generate half the targeted media placements for the year.

Maximize exposure for events, festivals and promotions with story placements in local, regional and national media and through exposure in the division's owned media channels.

Utilize relationships with VISIT FLORIDA Insiders for gaining exposure in major markets outside of Florida including outlets they have partnerships with, such as: Atlanta Journal Constitution, Philly.com, Huffington Post, Trip TV, Knowlear, Brighthouse, etc.

Expand media database and increase destination media placements by networking with journalists at events such as Travel Blogger Exchange, Public Relations Society of America (PRSA) Travel & Tourism Conference, Travel Media Showcase and a VISIT FLORIDA Media Mission.

Create and maintain a media database (staff writers, bloggers, freelance writers, etc.) that specialize in specific market segments and communicate with them year-round by e-mail, telephone and/or participation in destination media tours. Our goal is increasing the database 25% to nearly 600 media contacts.

Implement seasonal promotions and vacation sweepstakes that achieve exposure for the destination and participating partners in key DMAs.

Coordinate radio and television interviews/appearances, both locally and in key markets that gain destination exposure for division marketing activities and seasonal marketing campaigns.

Develop sales collateral for staff use during sales calls, trade and consumer shows and assist with tour operator, meeting planner and sports familiarization tours.

Evaluate and recommend media buy(s) based on specific audience segments, geographic targets and industry input for affordable co-op opportunities.

GOAL: Expand destination appeal to specific audience segments through owned media channels and events.

STRATEGIES:

Owned Media

- Websites: VisitTallahassee.com, Trailahassee.com, CapitalCityAmphitheater.com
- Social Media Platforms: Facebook, Twitter, Instagram, Pinterest, YouTube
- Publications: Visitor Guide, Meeting & Event Planner's Guide
- Industry Newsletter

Events:

- T.O.U.R. Guide Program Days
- Annual Marketing Rollout

Effectively manage content -- feature stories, events and blogs – and information about seasonal promotions across all owned media, ensuring integration and greatest audience exposure for local partners.

Assure that the websites are a trusted source for destination information by providing relevant and quality information. Use social media for generating additional traffic to VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com.

Utilize the industry newsletter for communicating timely information regarding statistics, upcoming events, partnership opportunities, division activities, sales and sports news.

Collaborate with area partners and ensure information is updated across all channels of owned media and leverage for public relations exposure when applicable.

With travelers' growing reliance on tips and information from others, including "local experts," appeal to specific interests with blogs on VisitTallahassee.com. In addition to the division's contracted bloggers, utilize content created by other bloggers that showcases the destination to identified audience segments (for example: COCA bloggers and VISIT FLORIDA® Insiders). Additionally, share appropriate content from our bloggers with local groups and associations (for example: Tallahassee Mountain Association, Gulf Winds Track Club, Florida Restaurant & Lodging Association, etc.) Promote the blog program by integrating with social media.

As social media plays an increasingly important role in influencing travel decisions, the division realized success in building larger, more engaged social media audiences. We will work with the Zimmerman Agency in refining strategies for each social media platform – Facebook, Twitter, Instagram, Pinterest and YouTube – focusing on identified audience segments and integrate content across all platforms when appropriate, assuring future growth and using these channels for inspiring followers, increasing the intent to visit and providing partners with more exposure to larger audiences.

Educate residents and industry on the value of tourism to our local economy through annual events such as the Marketing Rollout and T.O.U.R. Guide Program.

Revise and update contents of visitor guide, meeting planner guide and tear-off map.

FY 2016 Budget Summary
Marketing

<u>FY 2014-2015</u>		<u>FY 2016-2016</u>	
Other Contractual Services	\$ 2,500	Other Contractual Services	\$ 2,500
Travel & Per Diem	28,800	Travel & Per Diem	26,700
Postage	-	Postage	-
Rental & Leases	-	Rental & Leases	-
Printing & Binding	5,000	Printing & Binding	5,400
Promotional Activities	-	Promotional Activities	-
TDC Merchandise	-	TDC Merchandise	-
TDC Direct Sales & Promotions	5,950	TDC Direct Sales & Promotions	8,095
TDC Community Relations	5,500	TDC Community Relations	7,000
Other Current Charges	6,000	Other Current Charges	4,000
Uniforms	-	Uniforms	-
Publications, Memberships	10,638	Publications, Memberships	10,638
Training	3,000	Training	3,000
Sponsorships & Contributions	-	Sponsorships & Contributions	-
Sub-total Operating	67,388	Sub-total Operating	67,333
Industry Participation	-	Industry Participation	-
Total Budget	\$67,388	Total Budget	\$ 67,333

LEON COUNTY DIVISION OF TOURISM DEVELOPMENT VISITOR SERVICES DEPARTMENT

2015-2016 SALES PLAN

Prepared By:

Lauren Pace, Director of Marketing Communications

GOAL: Create a welcoming, attractive environment within the Visitor Information Center (VIC) offering destination information and personalized assistance to 6,000 annual visitors.

STRATEGIES:

Maintain current collateral from destination partners to share with visitors, enhance their itinerary and expand the economic benefit to Leon County.

Monitor consumer requests and create collateral as needed.

Supervise two part time employees ensuring adequate staffing during operational hours (8 AM – 5 PM, Monday – Friday) and keep them well informed regarding upcoming events, new restaurants/attractions and seasonal marketing campaigns.

Manage and maintain Visitor Information Center Gift Shop including inventory, consignment contracts, cash procedures and window display. Showcase destination assets and/or seasonal marketing campaigns with quarterly window displays.

GOAL: Manage, track and coordinate distribution of 120,000 Visit Tallahassee visitor guides.

STRATEGIES:

Manage contracts with two distribution vendors:

Information Distributors stores the 120,000 visitor guides and does two annual deliveries, distributing more 33,000 guides to local industry partners and surround counties.

Florida Suncoast Tourism Promotions distributes an average of 12,000 visitor guides and 9,600 Visit Tallahassee rack cards to 45 Florida AAA Offices, Amtrak stations in Tampa and Lakeland, 22 chambers of commerce, Cross City and Lake City airports, nine

attractions and 220 lodging establishments along I-95, I-10 and I-4 annually.

Ensure adequate supply of visitor guides and other destination marketing materials are delivered to area partners, five VISIT FLORIDA® Welcome Centers, five regional chambers of commerce/destination marketing organizations and five military bases. Total distribution to these organizations totals more than 57,000 guides annually.

Fulfill an average of 10,000 visitor information requests from phone, web and reader response inquiries generated by advertisements within a 48 hour window.

Research new opportunities for visitor guide distribution in Alabama, Georgia, Mississippi and Louisiana.

GOAL: Assist internal staff with departmental needs.

STRATEGIES:

Provide visitor guides, marketing materials and/or customized visitor packets for the more than 275 groups that visit Leon County annually

Support division staff by creating collateral, supplying destination marketing materials and shipping items to tradeshow and conferences

Manage the division's uniform and promotional item budget by monitoring the department budget, soliciting quotes, ordering items and maintaining accurate inventory of items

GOAL: Assist Marketing Department with owned media maintenance/updates.

STRATEGIES:

Maintain the consumer opt-in database

Maintain industry database for communications and publications.

Approve and edit more than 1,400 events submitted for the calendar of events for VisitTallahassee.com

GOAL: Inform local and regional partners about special events, exhibits and seasonal marketing campaigns.

STRATEGIES:

Distribute a monthly summary of major events for hotel and attraction front line staff

Coordinate quarterly meetings with individual hoteliers and attractions in Leon County sharing information regarding upcoming marketing campaigns/promotions, co-op opportunities and determine other partner needs.

FY 2016 Budget Summary
Marketing

<u>FY 2014-2015</u>		<u>FY 2016-2016</u>	
Other Contractual Services	\$ 13,200	Other Contractual Services	\$ 13,200
Travel & Per Diem	1,700	Travel & Per Diem	2,500
Postage	48,000	Postage	48,000
Rental & Leases	-	Rental & Leases	-
Printing & Binding	-	Printing & Binding	-
Promotional Activities	27,732	Promotional Activities	29,500
TDC Merchandise	5,000	TDC Merchandise	4,000
TDC Direct Sales & Promotions	350	TDC Direct Sales & Promotions	-
TDC Community Relations	-	TDC Community Relations	-
Other Current Charges	1,700	Other Current Charges	-
Uniforms	1,500	Uniforms	2,000
Publications, Memberships	-	Publications, Memberships	-
Training	1,000	Training	1,000
Sponsorships & Contributions	-	Sponsorships & Contributions	-
Sub-total Operating	100,182	Sub-total Operating	100,200
Industry Participation	-	Industry Participation	-
Total Budget	\$100,182	Total Budget	\$ 100,200

LEON COUNTY
DIVISION OF TOURISM DEVELOPMENT
MEETINGS & CONVENTIONS DEPARTMENT

2015-2016 SALES PLAN

Prepared by:
Janet Roach, Meetings & Conventions Director

GOAL: Generate 7,400 definite room nights, representing a 2% increase over fiscal year 2014-2015.

STRATEGIES:

Maximizing the use of meeting facilities by securing or assisting four meetings or conventions per month through direct sales and partnerships with the local industry in the following market segments:

- Association
- Government
- Social, Military, Education, Religious and Fraternal (SMERF)
- Corporate

Assist meeting planners with all aspects of their request for proposal including disbursing qualified leads to appropriate meeting venues and hotels and organizing and conducting site visits.

Promote Tallahassee as a destination for “smaller meetings” that can be accommodated in Leon County hotels and meeting venues. Sales efforts are focused on meetings, conferences and conventions having 200 delegates or less.

Promote the Transportation Fund, Bid Pool and Special Event Grant Programs to meeting planners at tradeshow, events and e-newsletters. These funding programs provide Tallahassee a competitive advantage over other destinations and help to address concerns over the lack of hotel rooms attached to convention space.

Distribute targeted, quarterly emails to meeting planners by market segment that provide information about latest developments in the destination, including partner news.

Utilize E-pro and internal database for email blasts targeting meeting planners in the Southeast US and Washington D.C in the following months by market segment:

- Association- December and March
- SMERF- February and September
- Government- July
- Corporate- November
- All Markets- May (to promote Special Event Grant Program)

ASSOCIATION

In a recently partner survey, associations were listed as the top interest of 65% of our partners. With more than 250 Florida associations headquartered in Tallahassee this market segment continues to be focus of our destination marketing.

Maintain active memberships in the Florida Society of Association Executives (FSAE), Small Market Meetings, and Meeting Professionals International (MPI).

Attend, exhibit and participate at annual conferences, tradeshow, educational events and networking opportunities including XSite Tradeshow, Florida Society of Association Executives (FSAE) Power Luncheons, Florida Society of Association Executives Annual Conference, Meeting Professionals International Southeast Educational Conference, Connect Marketplace and Small Market Meetings Conference.

Increase awareness of the destination by sponsoring and host events attended by meeting professionals such as MPI North Florida's Monthly Educational Meeting and host a FSAE Meeting Planner Roundtable for the first time.

Attend and participate at VISITFLORIDA hosted events including Florida Encounter, an appointment based tradeshow where 25 face to face appointment are held and VIP Atlanta, attended by 100 Atlanta-based meeting professionals. The meeting planners attending these events are from outside of Florida and have an expressed interesting in booked meetings in Florida.

Increase exposure and frequency of messaging by advertising on www.FSAE.org and in association e-newsletters.

Focus on attracting regional meetings and conferences with drive distances within five hours of most Southeastern US cities.

Host meeting planners and decision makers on a Familiarization Tour that showcases local meeting venues and other destination assets.

GOVERNMENT

Partners report that 26% have an interesting in targeting government groups. This segment includes both Federal and State business. Incremental evidence shows that there is some growth in State of Florida group travel.

Maintain an active membership in the Society of Government Meeting Professionals (SGMP).

Attend and network at monthly SGMP Florida Capital Chapter meetings and co-sponsor one luncheon at a partner venue.

Attend educational conferences and tradeshows attended by government meeting professionals including Florida Meeting Showcase, Florida Capital Events Tradeshow and SGMP National Education Conference.

SOCIAL, MILITARY, EDUCATION, RELIGIOUS AND FRATERNAL (SMERF)

Social, military, education, religious and fraternal (SMERF) meeting and convention groups continue to be of interest to 49% of area partners. Many of these groups historically visit here during known need periods including the summer and weekends.

Attend trade shows targeting SMERF markets including: Rejuvenate Marketplace and Small Market Meetings.

Continue cultivating relationships with professors and department leaders at Florida State University, Florida Agriculture Mechanical University and Tallahassee Community College. These prospecting efforts and sales calls provide information about Visit Tallahassee's services and promote funding resources for meetings & conventions. These efforts produced four group bookings since October.

Host meeting planners and decision makers on a Familiarization Tour that showcases local meeting venues and other destination assets.

Continue providing assistance to more than 40 local chapters of national and regional organizations related to niche markets such as religious, fraternal and social groups especially.

CORPORATE

Promote Tallahassee as a destination for “smaller meetings” groups that can be accommodated in Leon County hotels and meeting venues to corporate meeting professionals.

Maximize exposure with meeting planners affiliated with MPI North Florida by attending meetings quarterly, sponsoring a monthly MPI North Florida meeting and purchasing a banner ad on www.NFMPI.org.

Explore relationships with local medical facilities and universities to determine if there is an opportunity for growth in medical meetings that would allow Visit Tallahassee to be eligible for a VISITFLORIDA Medical Tourism Grant in the future. The grants are matching and applicants must be a destination marketing organizations, health care provider, medical facility, and physician. These local partners could include FSU Medical School, FAMU Pharmacy School, Tallahassee Community College Nursing Program and Tallahassee Memorial Hospital.

LOCAL INDUSTRY

Provide partners opportunities for increased exposure at minimal expense through cooperative programs that include:

Booth share opportunities targeting Tallahassee based association and government meeting planners at Capital Events Trade Show and Florida Meeting Showcase.

Involved meeting venues, hotels and restaurants to participate in a familiarization tour to meeting planners/decision makers from association and SMERF market segments.

Co-sponsor the Florida Society of Association Executives (FSAE) Meeting Planner Round Table in November.

Advertising and promotional opportunities in targeted email newsletters quarterly to association, government, corporate and SMERF market segments.

Co-sponsor a Meeting Professionals International (MPI) North Florida Luncheon attended by 40 meeting professionals.

Co-host a Society of Government Meeting Professionals (SGMP) Florida Capital monthly chapter meeting attended by 40 government meeting professionals.

Encourage partners to utilize the Transportation Fund, Bid Pool and Special Event Grant Programs as ways of giving the destination a competitive advantage and address the concern of lack of hotel rooms attached to convention space.

Conduct quarterly meetings with key contacts at area meeting venues/hotels to maintain relationships, exchange ideas and information in addition to annual holiday sales calls to area hotels.

CUSTOMER SERVICE/HOSPITALITY EDUCATION

GOAL: Create four educational seminars focusing on customer & quality service for front line hospitality industry staff and related professionals.

STRATEGIES:

Provide the Leon County hospitality community resources and training so they can offer exceptional customer service to visitors.

There will be two programs offered in the spring (March-May) and another two programs in the summer (June-August).

Provide customized training for front line hospitality employees for hotels, restaurants, transportation companies, sports facilities, attractions, shopping malls, major events, event volunteers.

CONVENTION CENTER SUPPORT

GOAL: Work with Florida State University, private hotel development companies and other entities to expand the meeting space in Leon County to attract new business to the destination.

STRATEGIES:

Serve as a resource to developers and industry partners who are considering or expanding their meeting space.

Continue educating industry partners and developers on the needs of the destination that will support increased meetings and conventions economic growth.

FY 2016 Budget Summary
Meetings & Conventions

<u>FY 2014-2015</u>		<u>FY 2015-2016</u>	
Other Contractual Services		Other Contractual Services	
Travel & Per Diem	11,500	Travel & Per Diem	13,075
Postage		Postage	
Rental & Leases		Rental & Leases	
Printing & Binding		Printing & Binding	
Promotional Activities		Promotional Activities	
TDC Merchandise		TDC Merchandise	
TDC Direct Sales & Promotions	25,340	TDC Direct Sales & Promotions	27,390
TDC Community Relations	4,900	TDC Community Relations	4,900
Other Current Charges	40,000	Other Current Charges	37,000
Uniforms		Uniforms	
Publications, Memberships	1,700	Publications, Memberships	1,625
Training	1,000	Training	1,000
Sponsorships & Contributions	5,150	Sponsorships & Contributions	4,600
Sub-total Operating	89,590	Sub-total Operating	89,590
Industry Participation	800	Industry Participation	800
Total Budget	88,790	Total Budget	88,790

Notes/Comments:

Increase in Travel & Per Diem and Direct Sales is primary due to XSITE and Society of Government Meeting Professional (SGMP) National Educational Conference. These shows have been attended for the last two years but Visit Tallahassee received complimentary registration to both and travel to SGMP. Visit Tallahassee was able to provide attendance building assistance in exchange of booth registration at XSITE and SGMP events were free because of position on their National Board of Directors. Two year term end on June 30, 2015.

Department	Meetings & Conventions						
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry Participation	Net Cost
October 2015	FSAE Meeting Planner Symposium & Expo	Tallahassee, FL	Association	1,200		-	1,200
November 2-4, 2015	Rejuvenate Marketplace	Dallas, TX	Religious	3,600	1,200	-	4,800
November 2015	MPI North Florida	Jacksonville, FL	Corporate & Association	35	475		510
December 2015	Florida Encounter	TBA	Corporate & Association	2,500	1,200	-	3,700
February 2016	XSite Tradeshow	Tallahassee, FL	Government, Corporate & Association	1,200	-	-	1,200
March, 2016	FSAE Meet & Greet	TBA	Association	50	500		550
April 2016	MPI NF Ed Con Education Day	Jacksonville, FL	Corporate & Association	600	500	-	1,100
April 2016	SGMP National Conference	TBA	Government	875	1,600		2,475
May, 2016	VIP Atlanta/Visit Florida	Atlanta, GA	Corporate & Association	1,300	800	-	2,100
May 2016	Capital Events Tradeshow	Tallahassee, FL	Government, Corporate & Association	900		400	500
June, 2016	Sales Mission	Atlanta, GA or Charlotte, NC	Government, Corporate & Association	2,500	1,200		3,700
July 2016	FSAE Annual Meeting	TBA	Association	600	1,200	-	1,800
August 2016	MPI SEC	TBD	Corporate & Association	500	1,200	-	1,700
August 2016	Connect Marketplace	TBA	SMERF & Association	3,600	1,600	-	5,200
August 2016	Florida Meeting Showcase	Tallahassee, FL	Government & Association	850		400	450
September 2016	Small Market Meetings	TBA	SMERF & Association	1,600	1,600		3,200
Fall 2016	FAM	Tallahassee, FL	Government, Corporate & Association	5,000		-	5,000
Year Round	SGMP Capital Chapter Meeting	Tallahassee, FL	Government	150		-	150
Year Round	MPI NF Tallahassee Meetings	Tallahassee, FL	Corporate & Association	180		-	180
Year Round	FSAE Power Luncheons	Tallahassee, FL	Association	150		-	150
				\$ 27,390	\$ 13,075	\$ 800	\$ 39,665

LEON COUNTY
DIVISION OF TOURISM DEVELOPMENT
LEISURE TRAVEL
DEPARTMENT

2015-2016 SALES PLAN

Prepared by:

Lorrie Allen, Director of Leisure Sales

GOAL: Provide destination exposure and industry sales opportunities at events and activities attracting nearly 200,000 traveling consumers from specific audience segments.

CONSUMER TRAVEL SEGMENT

STRATEGIES:

Focus on Florida resident travelers age 36-64 who travel within the state, spend an average of 2.4 nights away from home and have a household income of \$75,000+. Targeting the following audience segments including, but not limited to:

- History and Heritage
- Arts and Culture
- Outdoor and nature actives
- African American Heritage
- LGBT

Exhibit and distribute relevant information at festivals in top producing Florida visitor markets that focus on these key audience segments:

- October - Mount Dora Bicycle Festival, Mount Dora with 1,500 attendees
- November - Alafia Fat Tire Bike Festival, Brandon with 5,000 attendees
- January – Tampa Bay Black Heritage Festival, Tampa with 25,000 attendees
- January - 26th Annual Zora Neale Hurston Festival, Eatonville with 35,000 attendees
- March – Santos Fat Tire Festival Bike Expo, Ocala with 2,000 attendees
- March – 2016 De Soto Heritage Festival, Bradenton with 80,000 attendees
- April – The Original Tampa Bay Blues Festival, St. Petersburg with 12,000
- May – Pensacola Annual Fiesta Run and Festival, Pensacola with 100,000 attendees
- May – John LeVique Pirate Days, Madeira Beach with 30,000 attendees

- June – Gay Days, Orlando with 50,000 attendees
- March – The Villages Travel Expo, The Villages - 3,000 consumers
- LGBT Travel Expo, Ft Lauderdale – 5,000 consumers
- Military Base Travel Expos in Georgia – Three bases to include Marine Corps Base, Robbins AFB, Moody AFB each with an average attendance of 700 active and retired personnel.

In addition to interacting with individual consumers, utilize these consumer shows as opportunities for prospecting for affinity groups and utilize database marketing to communicate quarterly about destination attractions and special events.

TRAVEL TRADE SEGMENT

GOAL: Average two leisure group visits per week with more than half of those involving overnight stays.

STRATEGIES:

Identify and schedule an average of 45 personal appointments with operators at each of four major motor coach trade shows. Selection criteria will include operators specializing in African American, History and Heritage, Arts and Culture, Affinity Groups, LGBT and Student Travel.

These tradeshows include:

- American Bus Association, Louisville, KY
- National Tour Association, Atlanta, GA
- Student Youth Travel Association, Orlando
- Alabama Motorcoach Association, Georgia Motorcoach Association & South Central Motorcoach Association Regional Motorcoach

Develop and implement a Familiarization (FAM) Trip to better familiarize selected motor coach operators with the destination, meet industry contacts and learn about various tour options for future bookings by;

- Identifying motorcoach operators and group tour leaders specializing in African American, History and Heritage, Arts and Culture, Affinity Travel Groups, LGBT, Student Travel who have never been to Tallahassee.
- Showcasing area hotels, dining venues, attractions and unique group activities in Tallahassee and surrounding areas.
- Providing partners the opportunity to personally meet with operators, discuss group rates, hours of operations, booking policies and contact information and any other information that assists operators in developing tours.

Communicate quarterly with AAA offices in Florida, Alabama and Georgia, wholesalers and operators through email newsletters highlighting Tallahassee industry updates and major events.

Evaluate domestic travel/trade shows and sales activities based on:

- Attendance and number of appointments with operators that result in leads or bookings,
- Leads generated for the local industry
- Room nights and economic impact generated
- Potential for future bookings

**Leisure Budget Summary
FY 14-15**

Travel Cost	\$ 18,300
Event Cost	\$ 15,745
Community Relations	\$ 200
Dues/Publications:	\$ 2,500
Training:	\$ 1,200
Sponsorships	\$ 1,000
Cost:	\$ 38,945
Industry Participation	\$ 4,900
Total Net Budget	\$ 34,045

**Leisure Budget Summary
FY 15-16**

Travel Cost	\$ 13,995
Event Cost	\$ 16,050
Community Relations	\$ 200
Dues/Publications	\$ 2,750
Training:	\$ 1,000
Sponsorships:	\$ 1,000
Cost:	\$ 34,995
Industry Participation	\$ 2,050
Total Net Budget	\$ 32,945

FY 2015/16 Sales Plan Detail							
Leisure							
Department							
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry Participation	Net Cost
October 9-11, 2015	Mount Dora Bicycle Festival	Mount Dora, FL	Outdoor and Nature	350	350	50	650
November 4-6, 2015	Alafia Fat Tire Festival	Alafia State Park, FL	Outdoor and Nature	325	350	50	625
Dec. 11-12, 2015	GLBT Travel Expo	Ft. Lauderdale, FL	LGBT	300	1,000	100	1,200
January 9-12, 2016	American Bus Association	Louisville, KY	Motorcoach	1,300	1,200	-	2,500
January 14-18, 2016	Tampa Bay Black Heritage Festival	Tampa, FL	African American History & Culture	500	700	100	1,100
January 28-30, 2015	Zora Neale Hurston Festival of the Arts and Humanities	Eatonville, FL	African American History & Culture	1,000	800	100	1,700
February 1-4, 2016	National Tour Association	Atlanta, GA	International/Domestic Operators	1,200	1,200	-	2,400
March 5-6 2016	Santos Fat Tire Festival Bike	Ocala, FL	Outdoor and Nature	100	350	50	400
Mar-15	The Villages Travel Expo	Villages, FL	Consumer	550	300	100	750
March 24-27, 2016	2016 De Soto Heritage	Bradenton, FL	History, Heritage	850	600	100	1,350
April 8-10, 2015	The Original Tampa Bay Blues	St. Petersburg, FL	Heritage	400	800	100	1,100
May 1-3, 2016	Pensacola Annual Fiesta Run and Festival	Pensacola, FL	Outdoor and Nature, History and Heritage	800	1,000	100	1,700
May 6-8, 2016	John LeVique Pirate Days	Madeira Beach, FL	Art & Heritage	225	700	100	825
June 2-8, 2016	Gay Days Orlando	Orlando, FL	LGBT	1,250	1,500	100	2,650
August 18-23, 2016	Student Youth Travel	Orlando, FL	Student Youth Travel	945	1,200	-	2,145
August 2016 TBD	Alabama/South Central/Georgia Motorcoach Association	TBD	Motorcoach Operators	900	1,000	-	1,900
Date TBD	Tour Operator FAM	Tallahassee, FL	Motorcoach Groups	3,000	3,000	1,000	5,000
				\$ 13,995	\$ 16,050	\$ 2,050	\$ 27,995

VISIT TALLAHASSEE SPORTS DEPARTMENT

SALES PLAN

Prepared by:

Brian Hickey, Director of Sports
Amanda Heidecker, Assistant Director of Sports

GOAL: Generate 28,000 room nights from sports events and team trainings, a 2% increase from previous fiscal year.

STRATEGIES:

Market the destination's tournament and meetings opportunities at six selected tradeshows through interaction with new prospects and face-to-face meetings with existing clients.

Play a leading role with Leon County Parks in marketing and promoting races and events at Apalachee Regional Park Trail while cross-promoting industry partners and internal resources such as Trailahassee.com.

Play a leading role with the Leon County Fair Association Market Analysis Study.

Identify and target sports tourism business during non-peak months.

Develop new business leads with 12 event owners that can host events at our current sports venues.

Maximize participation in Special Events Grant program among local organizations that are currently hosting or can host additional events in Tallahassee.

Identify local partners whose organizations/facilities may host larger regional or national events and assist in submitting request for proposals (RFP's) in partnership to host new events.

Continue developing relationships with local universities/college to identify new opportunities/markets, including post season tournaments, campus recreation, clubs and events.

Support partners and further develop relationships among community stakeholders by participation in four local events.

Identify venues and local groups for training opportunities in emerging or established sports.

Identify five governing bodies or event rights holders and invite them to Tallahassee for site visits to tour venues, accommodations and support facilities for their events.

Work with staff and the advertising agency in developing sports website content that includes relevant information for new and emerging markets and how Tallahassee/Leon County fulfills specific needs for hosting sporting events.

Identify editorial and advertising opportunities in sports related journals and publications for achieving destination exposure as a premiere location to hold tournaments and events.

Report actual numbers acquired by post event reports including visitors, room nights, direct spending and economic impact to the Leon County Tourist Development Council.

Provide superior customer service and respond to phone calls and emails within 24 hours.

Maintain active memberships with Florida Sports Foundation, National Association of Sports Commissions, USA Track & Field, Amateur Athletic Union and Amateur Softball Association as well as seek out other membership opportunities with governing bodies and event rights holders.

GOAL: Provide five leads of sports related meetings to the meetings and conventions department.

STRATEGIES:

Communicate the opportunity to host small to midsize meetings with sport associations and provide these leads to the meetings and convention sales director for appropriate follow-up.

Assist in planning and hosting Florida Sports Foundation Sport Commission legislative days.

Pursue national governing bodies, independent event owners, amateur sports leagues and college sports associations for meetings and conferences.

While conducting site visits for sports events with clients, identify venues for meetings to generate future RFP's for the meetings markets.

GOAL: Strengthen the image of Visit Tallahassee and the Tallahassee Sports Council locally to support our external marketing efforts.

STRATEGIES:

Assist sports groups in maximizing media exposure through utilization of the marketing departments' resources including press releases as well as social media while also building out our resource of #IHeartTally and #Trailahassee.

Coordinate six Sports Council meetings to support the Special Events Grant Program and bidded events, communicate the department and partners' activities and identify new business opportunities.

Conduct one workshop that educates groups and individuals on the grant program. Discuss and identify emerging trends and future opportunities in the sports market.

Work with staff and the advertising agency in developing sports website content that includes relevant information for new and emerging markets and how Tallahassee/Leon County fulfills specific needs for hosting sporting events. Increase use of the internet to support service and local partners, tournament and events.

Achieve positive public relations for the destination through the use of social media in addition to developing spectator/ visitor databases.

Continue to assemble the portfolio of restaurants and attractions participating in the cooperative promotional offers providing better customer service for the event organizers.

Continue developing volunteer programs as needed for larger events.

Report actual numbers acquired by post event reports including visitors, room nights, direct spending and economic impact to the Leon County Tourist Development.

Provide superior customer service by responding to phone calls and emails within 24 hours.

FY2016 Budget Summary

Sports

(Program Area)

FY 2014-2015		FY 2015-2016	
Other Contractual Services	\$	Other Contractual Services	\$
Travel & Per Diem	23,477	Travel & Per Diem	24,800
Postage		Postage	
Rental & Leases		Rental & Leases	
Printing & Binding		Printing & Binding	
Promotional Activities		Promotional Activities	
TDC Merchandise		TDC Merchandise	
TDC Direct Sales & Promotions	18,420	TDC Direct Sales & Promotions	18,300
TDC Community Relations	1,200	TDC Community Relations	1,200
Other Current Charges	180,000	Other Current Charges	180,000
Uniforms		Uniforms	
Publications, Memberships	2,500	Publications, Memberships	2,350
Training	3,045	Training	2,000
Sponsorships & Contributions	10,500	Sponsorships & Contributions	10,500
Sub-total	239,142	Sub-total	\$ 239,150
Industry Participation		Industry Participation	
Total	<u>\$ 239,142</u>	Total Budget	<u>\$ 239,150</u>

Notes/Comments:

**Visit Tallahassee
2015-2016FY Projected Sports Bid-Pool**

<u>Event</u>	<u>Description</u>	<u>Proposed</u>	<u>Event Status</u>	<u>Start Date</u>	<u>End Date</u>	<u>Days</u>
FSU XC Invite/ Pre-State Meet	HS XC Pre-State Meet	\$ 16,000	Confirmed	10/2/2015	10/3/2015	2
FHSAA Cross Country State Championship	High School Cross County State	\$ 28,000	Confirmed	11/6/2015	11/7/2015	1
ACC XC Championship	FSU Athletics	\$ 7,500	Confirmed	10/30/2015	10/31/2015	4
Tallahassee Senior Games	Senior Multi Sport	\$ 3,000	Confirmed	3/5/2016	3/13/2016	9
Elite Tournaments Lacrosse (LAX)	Youth Boys Lacrosse/ Tallahassee Terror	\$ 10,000	Pending	December	December	3
YBOA - Super Regional	Boys and Girls Youth Basketball	\$ 7,000	Confirmed	5/13/2016	5/15/2016	3
ASA Softball - National Qualifier Cap City Invite	Youth Girls Fast Pitch	\$ 10,000	Confirmed	6/3/2016	6/5/2016	3
ASA Black American World's Slow Pitch	Adult Black Softball	\$ 10,000	Confirmed	6/24/2016	6/26/2016	3
USFA North Florida State Tournament (June)	Youth Girls Fast Pitch	\$ 12,500	Confirmed	6/17/2016	6/19/2016	3
USFA Tournamnet (May)	Youth Girls Fast Pitch	\$ 7,500	Confirmed	5/17/2016	5/19/2016	3
Gold Star Elite Invitational	Youth Girls Fast Pitch	\$ 10,000	Confirmed	6/22/2016	6/26/2015	5
USSSA Baseball	Youth Boys Baseball	\$ 7,500	Confirmed	3/5/2016	3/6/2016	2
Dizzy Dean State Baseball	Youth Boys Baseball	\$ 6,000	Pending	6/22/2016	6/27/2016	6
BSC Super NIT	Adult Black Softball	\$ 7,500	Confirmed	8/12/2016	8/14/2016	3
ASA 12U-A Southern National	Girls 12U-A Fast Pitch Southern National	\$ 9,500	Confirmed	8/4/2016	8/7/2016	4
YBOA Winter Tip Off	Youth Basketball	\$ 1,500	Confirmed	December	December	2
YBOA MLK Basketball	Youth Basketball	\$ 1,500	Confirmed	1/16/2016	1/17/2016	2
Capital City Classic Basketball	Youth Basketball	\$ 5,000	Confirmed	12/21/2015	12/22/2015	2
Merchant Madness	Youth Girls Fast Pitch	\$ 5,000	Pending	5/22/2015	5/23/2015	2
Jacksonville Storm	Youth Girls Fast Pitch	\$ 15,000	Confirmed	7/6/2016	7/10/2016	5
Sub-Total Event Budget		180,000.00				
Budgeted		180,000.00				
Total Difference		-				

FY 2015/16 Sales Plan Detail

Sports
Department

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry	
						Participation	Net Cost
October TBD**	NASC Market Segment Meeting	TBA	Industry Governing Bodies	\$ 1,100	\$ 3,100	\$ -	\$ 4,200
November 9-12	TEAMS	Las Vegas NV	Multiple Governing Bodies	\$ 3,500	\$ 1,600	\$ -	\$ 5,100
October 30- November 5	Amateure Softball Assoc. Annual Conference	Louisville, KY	Softball (Adult & Youth)	\$ 1,200	\$ 1,000	\$ -	\$ 2,200
December 2-6**	USATF Annual Meeting	Houston TX	Track & Field / Cross Country	\$ 2,000	\$ 2,100	\$ -	\$ 4,100
December 10-12	USATF National Club XC Championship	San Francisco	Site Visit/ Hosting 2016	\$ 1,000	\$ 3,000	\$ -	\$ 4,000
April 3-7 **	National Association of Sports Commissions Symposium	Grand Rapids , MI	Industry Related Meeting	\$ 1,200	\$ 3,000	\$ -	\$ 4,200
April 29-30	Leadership Tallahassee	TBA	Industry Relations		\$ 250		\$ 250
May 10-14	iDSS Training	Minneapolis, MN	Professional Development	\$ 500	\$ 1,500	\$ -	\$ 2,000
May TBD	Florida Sports Foundation Annual Meeting	Ft. Lauderdale	Industry Related Meeting	\$ 300	\$ 800	\$ -	\$ 1,100
July	Destination Management Association International	TBA		\$ 1,500	\$ 1,400		\$ 2,900
August** TBD	Connect/ USOC Olympic Sports Link (2 conferences/1 travel)	TBA	Multiple Governing Bodies	\$ 5,500	\$ 3,600	\$ -	\$ 9,100
August	Tallahassee Chamber Retreat	Destin, FL	Industry Relations	\$ 500	\$ 650		\$ 1,150
September TBD	NASC Board of Director Retreat	Indianapolis	Board Member	\$ -	\$ 1,200	\$ -	\$ 1,200
TBD	Familiarization Tour	Leon County		\$ -	\$ 800	\$ -	\$ 800
TBD	Familiarization Tour	Leon County		\$ -	\$ 800	\$ -	\$ 800
**Denotes both sports sales members traveling				\$ 18,300	\$ 24,800	\$ -	\$ 43,100