



LEON COUNTY
TOURIST DEVELOPMENT COUNCIL

Thursday, September 3, 2015, 9 a.m.
Board of County Commissioners Assembly Room
301 South Monroe Street

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
 - July 8, 2014 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: July 2015 / August 2015
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report/Digital Activity Report
 - Marketing Research Reports
- IV. General Business – **Bo Schmitz**
 - Red Hills Horse Trials Signature Event Funding Request
 - Red Hills Horse Trials Capital Funding Recommendation
 - Word of South Signature Event Funding Request
 - Market Days Signature Event Funding Request
 - TDC Special Event Grants Committee Report—Chucha Barber
 - Sports Council Grant Recommendations—Brian Hickey
 - 3rd Quarter Research Report—Phillip Downs
 - FY 2016 Advertising Initiatives—Mallory Hartline
 - Staff Reports
- V. Director's Report – **Lee Daniel**
 - COCA/Cultural Plan Workshop Update
 - Capital City Amphitheater Update
 - JetBlue Clarification on Incentive Offering
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

November 5, 2015 – 9:00 a.m.
Board of County Commissioners
Commission Chambers

Tourist Development Council
Minutes of the July 8, 2015 Meeting

Members Present: Bo Schmitz, Chairman
Commissioner Bryan Desloge
Commissioner Nancy Miller
Sam McKay
Dr. Audra Pittman
Leslie Smith
Paresh Master
Russell Daws

Members Absent: Commissioner Scott Maddox
Chucha Barber
Marion McGee

Staff Present: Lee Daniel, Tourism Development
Aundra Bryant, Tourism Development
Chris Holley, Tourism Development
Gary Stogner, Tourism Development
Janet Roach, Tourism Development
Lorrie Allen, Tourism Development
Amanda Heidecker, Tourism Development
Brian Hickey, Tourism Development
Andi Ratliff, Tourism Development
Lauren Pace, Tourism Development

Guest Present: Phillip Downs, Kerr & Downs
Dr. Joseph St. Joseph, Kerr & Downs
Jennifer Naff, Springtime Tallahassee
Amanda Lewis, Zimmerman Agency
Mallory Hartline, Zimmerman Agency
Tim Carlson, Leon County OMB
Alicia Distefano-X AD, Inc.
Tarlán Chahandevouli, TDC Intern
Kirsten Strausbaugh, Zimmerman Agency
Jason Zarborski, United Way of Florida
Mark Mustian, Word of South Festival

Meeting was Called to Order at 9:05 am.

Russell Daws moved and Commissioner Nancy Miller seconded to accept the Consent Agenda. Passed unanimously.

Alicia Distefano - X AD Digital Fences: Lee Daniel introduced Alicia Distefano from Atlanta, GA who gave a short presentation on X Ad Digital Fences. The goal is to better communicate to our hotel guests and get them to stay longer in Tallahassee and spend more money and come back for future visits. Bo Schmitz asked the question concerning how do you make sure that the locals are receiving these messages? Sam McKay asked another question about what if a visitor hooks up to wifi? Commissioner Nancy Miller commented that we definitely need to try to reach out to the locals more about what Tallahassee has to offer. Lee Daniel stated that the way the process works is that we pay per impression. Russell Daws asked if the digital fences could be individually tailored to a specific property? Lee Daniel said the TDC will probably try to kick this venture off in September. There are about 37 properties that we want to try and target or put a digital fence around. Paresh Master asked a question about the cost of the impressions per month. There will be additional information provided at the September meeting.

Kerr & Downs-Second Quarter Report – Dr. Phillip Downs gave a presentation on the findings from the Second Quarter. Lee Daniel mentioned that we had a great month of May and he was anxious to see what the third quarter report will look like.

Kerr & Downs-Profile Dashboard-Dr. Joseph St, Germain – Dr. St. Germain presented the dashboard report that showcased the quarter in a more condensed format.

Word of South-Economic Impact Study – Dr. Joseph St. Germain presented the study. Commissioner Nancy Miller asked if the study just focused on the people who came from out of town? Dr. Germain stated that the numbers are indicators of the out of town visitors. Commissioner Miller thought that even with the bad weather we did pretty well attendance wise.

Avett Brothers-Economic Impact - Dr. Joseph St. Germain presented the study. He stated that the concert really brought in some significant dollars to the Tallahassee area.

Springtime Tallahassee-Economic Impact - Dr. Phillip Downs presented the study and noted that Tallahassee was impacted greatly by the success of Springtime Tallahassee. In response to a question from Commissioner Miller it was reported that it was difficult to compare the 2014 festival to previous ones due to adding the Friday music festival.

Word of South Festival Presentation – Mark Mustian gave a presentation on the inaugural festival and some thoughts for the future. Chairman Bo Schmitz, Russell Daws and Commissioner Bryan Desloge stated that the event was awesome. Commissioner Bryan Desloge moved and Commissioner Nancy Miller second the motion that Mark Mustian come back and request the Word

of South Festival be a signature event grant at the September 3rd meeting. The event date for 2016 is April 9-10. It was approved unanimously. Lee Daniel stated that both Friday night and Saturday night concerts would be a part of the Festival.

Signature Event-Springtime Tallahassee- Commissioner Nancy Miller moved and second by Commissioner Bryan Desloge to fund the event for \$60,000.00 from the signature event line item. It was unanimously approved.

Signature Grant –Children’s Week – The TDC took up considerations on whether Children’s Week should be funded as a signature event or special event. Russell Daws had some concerns about giving money to legislative advocacy groups. Sam McKay had a question about hotel room rates during the event. Paresh Master had a concern about whether the event brings in additional revenue to Tallahassee. Jason Zaborski explained that his event definitely is within the guidelines. He said at least 2000-2500 of the total 3,000 people stayed Sunday and Monday nights. Also, they have added new events each year to make the event more exciting. Chairman Bo Schmitz and Commissioner Bryan Desloge had some question about the amount of funds being requested. Sam McKay had some questions about the room night history record. Commissioner Bryan Desloge stated that he would be in favor of supporting the event at a middle ground but not at the amount being requested. Paresh Master asked a question if the event was done in April and not during Regular Session. Russell Daws said that he cannot support the funding amount as a signature event grant but only as a special event. Commissioner Bryan Desloge suggested that we do \$25,000 in FY 2016 and asked him to come back and be evaluated for the 2016 amount. Lee Daniel said that an economic impact study would be done by Kerr & Downs to see the actual impact. Commissioner Bryan Desloge moved, Commissioner Nancy Miller second but had comments about detailed information on the event. Russell Daws asked what is the money being spent for? Is it marketing? Jason Zaborski said marketing is the largest portion of what the grant will be used for. The motion to fund Children’s Week for \$25,000 from the Signature Events passed with one dissent by Russell Daws.

Zimmerman Agency-Logo-Presentation-Mallory Hartline – There were two options of a proposed new logo presented to the TDC. Russell Daws said that we should leave out the signature line. Commissioner Bryan Desloge moved to accept and second by Paresh Master using the logo with “a division of Leon County”. Lee Daniel expressed concern about what logo do we use in market and out of market? He stated that once presented to Leon County they will surely give the TDC direction as for as in market and out of market. Commissioner Nancy Miller and Sam McKay stated that the logo looks good and appears to be more visitor friendly. The motion passed unanimously.

City’s Special Event Committee - The TDC was asked to select a representative to be on the committee. Commissioner Nancy Miller moved and second by Sam McKay to select Chairman Bo Schmitz to serve on the City’s Special Event Committee.

Staff Reports – No oral Reports were given.

Director’s Report

The Special Event Grants Review Committee for 2016 will be Paresh Master, Commissioner Bryan Desloge, Russell Daws and Chucha Barber serving as alternate.

COCA Grant Review Panel-Sam McKay graciously consented to serve on the panel.

The Florida Supreme Court ruled against Leon County and the other eleven counties who sued expedia.com. over the sales tax issue.

STAGE Committee- The committee recommended the number of concerts at the amphitheater should be market driven but the Leon County Board of County Commission wants to limit the amount of concerts to ten over the next twelve months. Also, discussed at the Intergovernmental Agency meeting the STAGE Committee wanted to add three new members from paid staff from student activities at FSU, FAMU and TCC. However, the IA Board felt that it would water down the voices of the Myers Park and Woodlawn Drive Representatives. The KCCI member term was supposed to expire after a two year term but was suggested to be made permanent in addition to adding a seat from the Downtown Improvement Authority after a two year term.

A Master Plan is being developed at the Apalachee Regional Park.

Fairgrounds Study Committee- The recommendation from the consultant is to build a 40,000 square foot exhibition hall as part to the Fairgrounds renovations. This could have major implications for hosting events and competitions for future indoor sporting events and competitions.

Adjournment:11:00 AM

Next Meeting: Thursday, September 3, 2015

Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
July 2015

I. Marketing Communications

Development Activities:

- Reviewed and edited first proof of the 2016 Visitor Guide
- Coordinated interview schedule for PR and Marketing Specialist position and conducted eight interviews. Lee Daniel, Gary Stogner and Jon Brown were also on the selection committee
- Discussed venue selection for this year's Marketing Rollout with Theresa Davis, Executive Director of Theatre Tallahassee
- Coordinated itineraries and hosted three individual media visits for: Justin Braun with *Orlando Family Magazine*, Sheryl Nance-Nash with *Upscale magazine* and Jennifer Jhon with *South Florida Parenting magazine*.
- Participated in VISIT FLORIDA® Twitter Chat focusing on Florida road trips
- Conducted a radio interview with Preston Scott on 100.7FM promoting summer fun and T.O.U.R. Guide.
- Discussed blogging opportunities for VisitTallahassee.com with Harry Smith, a local outdoor blogger and guide
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Analyzed social media content to ensure relevant and engaging posts
- Coordinated staff educational trips with various local attractions
- Coordinated staff for working the Leon County Tourism booth at Gulf Specimen Marine Laboratory and Downtown Marketplace for T.O.U.R. Guide
- Participated in VISIT FLORIDA® Committee member orientation
- Discussed Marketing Rollout logistics with COCA staff and recruited their help in identifying members of the arts and culture community for entertainment
- Developed the PR and social promotion components for the Fall Frenzy integrated marketing plan
- Attended planning/strategy meeting with Zimmerman

Performance Measures:

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

II. Meetings & Conventions/Customer Service

Development Activities:

- Attended and networked at the Florida Society of Association Executives Annual Conference in St. Petersburg attended by nearly 300 members and co-hosted the VIP Reception along with a number of other Associate Suppliers on the opening night of the conference.
- Sponsored and coordinated the catering for the Society of Government Meeting Professionals monthly meeting on July 21 at Tallahassee Community College for 30 local meeting planners
- Assisted the meeting and convention groups applying for a Special Event Grant during the application process.
- Sent an email newsletter to more than 1,100 Florida meeting planners promoting Tallahassee, and announcing the online Special Event Grant Application process. The email generated two requests for proposal and a variety of positive feedback from recipients.
- Compiled year end numbers for the Meetings & Conventions Department from Fiscal Years 2009-2014 for the Marketing Plan.

Performance Measures:

- Sent seven new leads with 2,003 visitors, 1,441 room nights and an estimated \$2,014,293 in direct spending.
- Currently working 16 tentative groups with 3,447 visitors, 3,241 room nights and an estimated \$3,548,713 in direct spending.
- Booked one group with 50 visitors, 60 room nights and an estimated \$ 32,375 in direct spending.

III. Leisure Travel

Development Activities:

Performance Measures:

IV. Visitor Services

Development Activities:

- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Contacted area attractions for updated collateral and stocked Visitor Information Center
- Assisted sales departments with promotional needs for summer trade shows.
- Conducted annual reviews for Visitor Information Center staff.
- Assisted with creating welcome materials for 3 visiting media.
- Assisted with the July 18th T.O.U.R. Guide program at Gulf Marine Specimen Lab

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- Provided services to 470 walk-in visitors (375 domestic and 95 international)

Telephone Visitor Services

- Fulfilled 157 telephone inquiries

Visitor Gift Store Sales

- \$585.48 in total sales

B. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Mail Fulfillment

- 11 phone and mail requests.
- 356 inquiries from advertisements.
- 90 website requests for visitor guides.

Group Services Requests:

- Distributed 3,414 visitor guides and other material to the following:
 - Hadley Hawthorne Dickey Walden Reunion
 - Jesse & Elizabeth Simmons Family Reunion
 - FAMU High School Reunion
 - Rosa Washington Family Reunion
 - 1960 Old Lincoln High School Reunion
 - McGhee Family Reunion
 - International Students Orientation
 - FAMU New Student Orientation
 - Johnson Scott Family Reunion
 - Duncan Family Reunion
 - Holmes Family Reunion
 - Chiles High School Class of 2005 Reunion
 - 1958 Old Lincoln High School Reunion
 - Braswell Gholston Family Reunion
 - Burnett James Family Reunion
 - Tallahassee Memorial Healthcare Physician Recruitment
 - Welcome packets to new residents through Sarah Eden Realty
 - Alexis Stanley Family Reunion
 - Holt Family Reunion
 - Storm Showcase Softball Tournament
 - Jenkins Family Reunion
 - Cotton Family Reunion
 - Love Thy Neighbor Community Day (local event)
 - 2015 Fast Pitch Girls' A 16-Under Southern Championship
 - Lincoln Center Foundation
 - Weaver Family Reunion
 - Gill Wedding
 - Lincoln High School 57th reunion
 - McCloud Family Reunion
 - Family Reunion and Scholarship Awards Banquet
 - Gibbs Family Reunion
- Distributed 3,428 visitor guides to area partners and 858 the Pensacola Florida Welcome Center.

- Provided 305 visitor guides to downtown Visitor Center guests.

V. Sports Marketing

Development Activities:

- Attended a planning meeting with FSU Track & Field staff for the FSU Cross Country Invitational & Atlantic Coast Conference Championship at Apalachee Regional Park this fall.
- Conducted several meetings with the FSU Track & Field Officials Association and reviewed the current FSU Cross Country Invitational committee member's duties and established a host organization for the high school meet on Saturday October 3, 2015.
- Followed up with all Sports Special Event Program Grantees and processed outstanding grants for 2013-14.
- Brian participated in the National Association of Sports Commission's monthly board of directors' conference call.
- Brian Hickey now is serving as Vice-Chair of the National Association of Sports Commissions Retained Earnings Committee. The NASC Retained Earnings Committee serves the membership in cultivating and developing ideas that further the association and benefit the membership including revamp the Certified Sports Event Executive professional development program.
- Took part in a site-inspection for fiber optic line for cross country race timing companies' installation at Apalachee Regional Park.
- Met with Brooke Long the new Sports Sales Manager and John Kelly the General Manager with the Doubletree to meet and educate Brooke on the Sports Council/Visit Tallahassee.

Performance Measures:

Events Hosted (Anticipated numbers)

- Ernie Sims Big HITS Foundation, 6th Annual Ernie Sims Track Invitational, 7/11/2015, with 300 visitors, 30 room nights and an estimated direct spending of \$99,060.
- Tallahassee Parks & Recreation Neighborhood Affairs, North Florida Jr. Designated Tennis Championships, 7/18/2015, with 500 visitors, 350 room nights and an estimated direct spending of \$189,781.
- 13th Annual Crenshaw Bowling Classic, 7/24/2015, with 60 room nights, 70 visitors and estimated direct spending of \$39,946.
- Comets Rising Stars, 7/10/2015, with 25 room nights, 118 visitors and estimated direct spending of \$52,307.
- Comets Big Bend Showdown, 7/24/2015, with 405 room nights, 1,650 visitors and estimated direct spending of \$934,235.
- Victory is My Destiny Boxing 2015, 7/25/2015, with 200 room nights, 350 visitors and estimated direct spending of \$161,023.
- Amateur Softball Association (ASA) 16U A Southern Nationals, 7/30/2015, 812 visitors, 791 room nights and an estimated direct spending of \$ 360,492.

- Jacksonville Storm Showcase, 7/9-12/2015, with 2,100 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.

Events Booked (Anticipated numbers)

- ACC Track & Field Championship 5/13/16, with 2500 visitors, 3200 room nights and an estimated direct spending of \$1,866,595.

Leads Distributed (Anticipated numbers)

- ACC Track & Field Championship 5/13/16, with 2500 visitors, 3200 room nights and an estimated direct spending of \$1,866,595.
- Area I-IV Florida Assoc. Swimming Championships, 8/1/2015, with 130 rooms nights, 150 visitors and estimated direct spending \$88,549.
- Black Softball Circuit (BSC) Super NIT 8/7-9/2015, with 875 visitors, 437 room nights and an estimated direct spending of \$266,115.

Visit Tallahassee
PROGRAM HIGHLIGHTS
August 2015

I. Marketing Communications

Development Activities:

- Reviewed second proof of the 2016 Visitor Guide
- Attended Travel Media Showcase in Bloomington, IN and conducted appointments with 25 journalists
- Coordinated itinerary and hosted three members of Brand USA's "2015 Discover America Road Trip" including French influencer/travel blogger, Camille Malleroni
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Analyzed social media content to ensure relevant and engaging posts
- Attended TDC Special Events Review Committee meeting
- Coordinated television interviews with *AM Break with Ann & Audra* (Lee Daniel) and *Live in Tallahassee!* (Gary Stogner) promoting T.O.U.R. Guide
- Coordinated staff educational trips with various local attractions
- Coordinated staff for working the Leon County Tourism booth at Challenger Learning Center and Mission San Luis for T.O.U.R. Guide
- Discussed new downtown Wayfinding signage and financial needs with Brian Wiebler, Frank Dietrich and Dan Donovan from City/County Planning Department and Lee Daniel
- Participated in VISIT FLORIDA® Steering Committee Conference Call
- Coordinated planning/strategy regroup meeting with Zimmerman
- Provided images to USA Today for an upcoming online story about state capitol buildings and Gosh PR for a Florida feature piece British freelance journalist Lindsay Sutton is writing

Performance Measures:

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

II. Meetings & Conventions/Customer Service

Development Activities:

- Announced the launch of the first two modules of the VISIT FLORIDA Online Hospitality Training Program for frontline employees provided free to Visit Tallahassee partners

- Processed post event reports and reimbursement paperwork for Transportation Fund recipients; Hadley, Hawthorne, Dickey, Walden Family Reunion and Capital Insurance Conference.
- Held appointment with Janet Gay from JHG Marketing, the first meeting planner site selection company in Florida, and discussed potential opportunities for Tallahassee.
- Exhibited and conducted appointments with nearly 50 meeting planners at the Florida Meeting Showcase with booth share partner, Michele Thomas from the Doubletree Hotel Tallahassee.
- Attended and networked at the Meeting Professionals International (MPI) Southeast Regional Conference attended by more than 450 meeting professionals and conducted 15 face to face appointments with pre-qualified meeting planners at the pre-conference tradeshow organized by XSITE.

Performance Measures:

- Sent four new leads with 802 visitors, 562 room nights and an estimated \$680,679 in direct spending.
- Currently working 14 tentative groups with 3,027 visitors, 2,256 room nights and an estimated \$2,646,843 in direct spending.
- Booked two groups with 178 visitors, 126 room nights and an estimated \$71,323 in direct spending.

III. Leisure Travel

Development Activities:

Performance Measures: (Anticipated numbers)

IV. Visitor Services

IV. Visitor Services

Development Activities:

- Monitored inventory of promotional items and worked with internal departments in determining needs for upcoming groups/events.
- Assisted in confirming information for the 2016 Visitor Guide
- Assisted with creating welcome materials for 3 visiting media.
- Updated Visitor Center gift shop items and displays.
- Created an #IHeartTally themed window display.
- Assisted with the August 15th T.O.U.R. Guide program at Challenger Learning Center

Performance Measures as of August 24:

Downtown Visitor Center Walk-In Traffic

- Provided services to 208 walk-in visitors (156 domestic and 52 international)

Telephone Visitor Services

- Fulfilled 152 telephone inquiries

Visitor Gift Store Sales

- \$200.40 in total sales

B. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures as of August 24:

Mail Fulfillment

- 8 phone and mail requests.
- 287 inquiries from advertisements.
- 70 website requests for visitor guides.

Group Services Requests as of August 24:

- Distributed 1,357 visitor guides and other material to the following:
 - Brown Family Reunion
 - FSU Physics New Student Orientation
 - John Thomas and Milie Ann Hayes Family Reunion
 - Banfill Bar Mitzvah
 - Home2 Suites Client Bags
 - Simmons Wedding
 - Victory is My Destiny boxing competition
 - Buckle Barrett Clark Family Reunion
 - Weems Welcome Committee
 - Anderson Bailey Wedding
 - FAMU Graduate Program Summer/Fall Recruitment
 - Thomas & Louisa Price Family Reunion
 - College of Graduate Student Services FSU New Student Orientation
 - Ladies of the Circle of Perfection
 - Experience Tallahassee Festival
 - Stinson Family Reunion
- Distributed 2,165 visitor guides to area partners and 795 the Yulee Visit Florida Welcome Center.
- Provided 128 visitor guides to downtown Visitor Center guests.

V. Sports Marketing

Development Activities:

- Amanda Heidecker & Brian Hickey both attended the Connect Sports Market Place/USOC SportsLink tradeshow in Pittsburgh, PA and met with more than 30 event rights holders.
- Brian attended the National Association of Sports Commission's (NASC) Board Retreat in Grand Rapids, MI the host of the 2016 NASC Sports Symposium.
- Took part in the TDC Special Event Grant review committee meeting, which allows grantees the opportunity to answer any questions the committee might have regarding their event application.
- Compiled the 2014-15 Fiscal Year numbers and annual highlights for the end of year annual report.

- Took part in meeting with Chris Bradle from Virtual Event Bags, to continue the virtual distribution of coupons for restaurants, attractions and retail to our visitors for special events.
- Conducted fall internship interviews and we are excited in welcoming Ricky Reinoso a senior in the FSU Sports Management program to the Sports Council.
- Followed up with all Sports Special Event Program Grantees and processed outstanding grants for 2014-15.
- Complied all Sports Special Event applications for the grant committee review and funding recommendations.
- In partnership with City of Tallahassee Parks, Recreation & Neighborhood Affairs department we successful hosted the 16U Amateur Softball Association Southern Nationals at James Messer Park. The four-day tournament brought 22 out of towns teams to Tallahassee.

Performance Measures:

Events Hosted (Anticipated numbers)

- US Tennis Association Tallahassee Summer Super Series BG 10-18, 8/15/2015, 90 visitors, 59 room nights and an estimated direct spending of \$54,064.
- Black Softball Circuit (BSC) Super National Invitational Tournament 8/7-9/2015, 875 visitors, 437 room nights and an estimated direct spending of \$266,115.
- Area I-IV Florida Assoc. Swimming Championships, 8/1-2/2015, 130 rooms nights, 150 visitors and an estimated direct spending of \$88,549.
- Comets Tournament of Champions, 8/14/2015, 1,250 visitors, 265 room nights and an estimated direct spending of \$708,159.
- Comets End of Summer, 8/28/2015, 1,250 visitors, 265 room nights and an estimated direct spending of \$708,159.

Events Booked (Anticipated numbers)

- Jacksonville Storm Showcase, 7/6-10/2016, with 2,100 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.

Leads Distributed (Anticipated numbers)

- 2015 Florida Athletic Coaches Association Cross Country All Star Classic 11/20/2015, 300 visitors, 50 room nights and an estimated direct spending of \$83,068.

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

4-Cents Collections		YTD	July	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget		Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 3,344,045.06	\$ 337,865.36	\$ 3,593,850		93%	(249,805)
361320	Tax Collector FS 125.315	\$ -	-	-			-
361111	Pooled Interest Allocation	\$ 32,666.43	-	44,935			
362000	Rents & Royalties	\$ 10,200.00	-	10,200			-
365000	Merchandise Sales	\$ 2,064.31	375.27	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			
		\$ 3,389,675.80	\$ 338,240.63				
Acct #	EXPENDITURES	YTD	July	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 170,676.16	15,922.64	\$ 237,113	\$ 237,113	72%	\$ 66,437
51210	Regular OPS Salaries & Wages	\$ 11,627.45	1,098.53	10,606	10,606	110%	(1,021)
52100	FICA	\$ 12,676.82	1,264.91	18,670	18,670	68%	5,993
52200	Retirement Contributions	\$ 27,152.88	2,559.51	35,077	35,077	77%	7,924
52210	Deferred Compensation	\$ 87.57	8.52	755	755	12%	667
52300	Life & Health Insurance	\$ 30,263.31	-	36,819	36,819	82%	6,556
52400	Workers Compensation	\$ 473.79	44.26	443	443	107%	(31)
53400	Other Contractual Services	\$ 85,939.97	8,333.33	115,500	115,500	74%	29,560
54000	Travel & Per Diem	\$ 7,505.99	1,264.30	7,500	7,500	100%	(6)
54101	Communications - Phone System	\$ 873.71	98.34	1,370	1,370	64%	496
54300	Utilities	\$ 10,828.64	2,422.49	14,500	14,500	75%	3,671
54400	Rental & Leases	\$ 6,748.15	971.20	5,000	5,000	135%	(1,748)
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 20,413.36	17,097.30	34,000	34,000	60%	13,587
54601	Vehicle Repair	\$ 60.47	-	1,210	1,210	5%	1,150
54900	Other Current Charges	\$ 783.50	-	1,971	1,971	40%	1,188
55100	Office Supplies	\$ 329.40	-	1,000	1,000	33%	671
55200	Operating Supplies	\$ 6,690.99	438.90	7,500	7,500	89%	809
55210	Fuel & Oil	\$ 227.46	32.71	1,000	1,000	23%	773
55400	Publications, Memberships	\$ 1,599.16	16.57	2,300	2,300	70%	701
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 628,068.85	\$ 206,345.94	\$ 960,000	\$ 960,000	65%	\$ 331,931
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 358,944.35	31,796.30	439,517	439,517	82%	80,573
51210	Regular OPS Salaries & Wages	\$ 11,627.43	1,098.52	11,306	11,306	103%	(321)
52100	FICA	\$ 27,771.33	2,473.45	32,575	32,575	85%	4,804
52200	Retirement Contributions	\$ 26,242.85	2,300.61	30,390	30,390	86%	4,147
52210	Deferred Compensation	\$ 614.77	60.43	-	-		(615)
52300	Life & Health Insurance	\$ 26,784.11	-	45,703	45,703	59%	18,919
52400	Workers Compensation	\$ 1,536.82	140.03	1,368	1,368	112%	(169)
53400	Other Contractual Services	\$ 62,734.00	8,525.00	92,700	92,700	68%	29,966
54000	Travel & Per Diem	\$ 43,231.06	2,526.10	83,777	83,777	52%	40,546
54100	Communications Services	\$ 3,913.26	223.37	7,823	7,823	50%	3,910
54101	Communications - Phone system	\$ 456.01	-	890	890	51%	434
54200	Postage	\$ 23,528.06	362.26	48,000	48,000	49%	24,472
54400	Rental & Leases	\$ 1,829.80	293.70	3,347	3,347	55%	1,517
54700	Printing	\$ 5,008.23	-	5,000	5,000	100%	(8)
54800	Promotional Activities	\$ 23,244.57	6,981.62	87,732	104,532	22%	81,287
54860	TDC Direct Sales Promotions	\$ 25,028.18	3,630.00	65,805	70,805	35%	45,777
54861	TDC Community Relations	\$ 5,837.57	-	11,800	11,800	49%	5,962
54862	TDC Merchandise	\$ 185.76	14.50	5,000	5,000	4%	4,814
54900	Other Current Charges	\$ 201,611.43	88,457.29	227,000	232,500	87%	30,889
54948	Other Current Chrg - Amphitheater	\$ 47,152.00	47,152.00	100,000	100,000	47%	52,848
55100	Office Supplies	\$ 986.00	500.24	3,700	3,700	27%	2,714
55200	Operating Supplies	\$ 1,519.01	70.97	5,000	5,000	30%	3,481
52250	Uniforms	\$ 2,101.27	-	1,500	1,500	140%	(601)

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

Acct # EXPENDITURES	YTD	July	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	\$ 688.67	167.21	1,500	1,500	46%	811
58320 Sponsorship & Contributions	\$ 13,730.00	850.00	16,650	16,650	82%	2,920
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 226,322.75	47,778.75	340,000	402,500	56%	176,177
<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	-	504,500	504,500	100%	-
58300 Word of South	\$ 100,000.00	-	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 129,000.00	-	-	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	\$ 2,919,378.40	\$ 503,321.80	\$ 4,072,775	\$ 4,391,575		

1-Cent Collections						
Acct # REVENUES	YTD	July	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 751,542.50	\$ 88,791.00	\$ 898,463	\$ 898,463	84%	146,921
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 751,610.73	88,791.00	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	July	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ 400,000.00	\$ 400,000.00	\$ 898,462	\$ 898,462	45%	498,462
Total Expenditures	\$ 400,000.00	\$ 400,000.00	\$ 898,462	\$ 898,462	45%	498,462

NOTES TO THE FINANCIAL STATEMENT
As of July 31, 2015

REVENUES

- 1- Revenue deposited for July for the 4-cent collections - \$337,865.
- 2- Revenue deposited for July for the 1-cent collections - \$84,466.

EXPENSES

No Transfers.

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

4-Cents Collections		YTD	August	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Taxes (4-cents)	\$ 3,636,745.06	\$ 292,700.00	\$ 3,593,850	101%	42,895	
361320	Tax Collector FS 125.315	\$ -	-	-		-	
361111	Pooled Interest Allocation	\$ 32,666.43	-	44,935			
362000	Rents & Royalties	\$ 10,200.00	-	10,200		-	
365000	Merchandise Sales	\$ 2,516.33	528.71	5,000			
366930	Other Contributions/Partnerships	\$ 1,100.00	400.00	3,600			
361300	Interest Inc/FMV Adjustment	\$ -	-				
369900	Miscellaneous Revenue	\$ -	-				
399900	Appropriated Fund Balance			696,997			
Total Estimated Receipts					4,354,582		
		<u>\$ 3,683,227.82</u>	<u>\$ 293,628.71</u>				
Acct #	EXPENDITURES	YTD	August	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 186,598.80	15,922.64	\$ 237,113	\$ 237,113	79%	\$ 50,514
51210	Regular OPS Salaries & Wages	\$ 12,757.19	1,129.74	10,606	10,606	120%	(2,151)
52100	FICA	\$ 13,918.10	1,241.28	18,670	18,670	75%	4,752
52200	Retirement Contributions	\$ 29,714.67	2,561.79	35,077	35,077	85%	5,362
52210	Deferred Compensation	\$ 95.95	8.38	755	755	13%	659
52300	Life & Health Insurance	\$ 33,535.19	3,271.88	36,819	36,819	91%	3,284
52400	Workers Compensation	\$ 518.02	44.23	443	443	117%	(75)
53400	Other Contractual Services	\$ 94,273.30	8,333.33	115,500	115,500	82%	21,227
54000	Travel & Per Diem	\$ 7,649.97	143.98	7,500	7,500	102%	(150)
54101	Communications - Phone System	\$ 873.71	-	1,370	1,370	64%	496
54300	Utilities	\$ 11,941.75	1,113.11	14,500	14,500	82%	2,558
54400	Rental & Leases	\$ 7,308.35	723.70	5,000	5,000	146%	(2,308)
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 20,413.36	588.88	34,000	34,000	60%	13,587
54601	Vehicle Repair	\$ 60.47	-	1,210	1,210	5%	1,150
54900	Other Current Charges	\$ 851.75	68.25	1,971	1,971	43%	1,119
55100	Office Supplies	\$ 329.40	-	1,000	1,000	33%	671
55200	Operating Supplies	\$ 7,145.30	454.31	7,500	7,500	95%	355
55210	Fuel & Oil	\$ 227.46	-	1,000	1,000	23%	773
55400	Publications, Memberships	\$ 2,073.83	474.67	2,300	2,300	90%	226
55401	Training	\$ -	-	3,000	3,000	0%	3,000
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 687,458.74	\$ 59,389.89	\$ 960,000	\$ 960,000	72%	\$ 272,541
<i>Marketing (303)</i>							
51200	Salaries & Wages	\$ 391,807.73	32,863.38	439,517	439,517	89%	47,709
51210	Regular OPS Salaries & Wages	\$ 12,757.18	1,129.75	11,306	11,306	113%	(1,451)
52100	FICA	\$ 30,294.59	2,523.26	32,575	32,575	93%	2,280
52200	Retirement Contributions	\$ 28,589.74	2,346.89	30,390	30,390	94%	1,800
52210	Deferred Compensation	\$ 675.10	60.33	-	-		(675)
52300	Life & Health Insurance	\$ 30,052.23	3,268.12	45,703	45,703	66%	15,651
52400	Workers Compensation	\$ 1,681.83	145.01	1,368	1,368	123%	(314)
53400	Other Contractual Services	\$ 67,734.00	5,000.00	92,700	92,700	73%	24,966
54000	Travel & Per Diem	\$ 43,600.00	368.94	83,777	83,777	52%	40,177
54100	Communications Services	\$ 4,775.90	862.64	7,823	7,823	61%	3,047
54101	Communications - Phone system	\$ 456.01	-	890	890	51%	434
54200	Postage	\$ 23,739.31	211.25	48,000	48,000	49%	24,261
54400	Rental & Leases	\$ 2,020.65	190.85	3,347	3,347	60%	1,326
54700	Printing	\$ 5,008.23	-	5,000	5,000	100%	(8)
54800	Promotional Activities	\$ 25,852.07	2,607.50	87,732	104,532	25%	78,680
54860	TDC Direct Sales Promotions	\$ 25,028.18	-	65,805	70,805	35%	45,777
54861	TDC Community Relations	\$ 5,837.57	-	11,800	11,800	49%	5,962
54862	TDC Merchandise	\$ 1,194.58	144.00	5,000	5,000	24%	3,805
54900	Other Current Charges	\$ 216,461.00	14,849.57	227,000	232,500	93%	16,039
54948	Other Current Chrg - Amphitheater	\$ 47,152.00	-	100,000	100,000	47%	52,848
55100	Office Supplies	\$ 1,735.36	749.36	3,700	3,700	47%	1,965
55200	Operating Supplies	\$ 1,516.01	(3.00)	5,000	5,000	30%	3,484
52250	Uniforms	\$ 2,101.27	-	1,500	1,500	140%	(601)

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

Acct # EXPENDITURES	YTD	August	FY 2014/15	FY 2014/15	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
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	\$ 688.67	-	1,500	1,500	46%	811
58320 Sponsorship & Contributions	\$ 13,730.00	-	16,650	16,650	82%	2,920
Special Events/Grants (304)						
58300 Grants & Aids	\$ 229,472.75	3,150.00	340,000	402,500	57%	173,027
Countywide Automation (470)						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
Risk Allocations (495)						
54500 Insurance	\$ 6,987.00	-	6,987	6,987	100%	-
Indirect Cost (499)						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
Line Item Funding - (888)						
58214 Cultural Resource Grant Program	\$ 504,500.00	-	504,500	504,500	100%	-
58300 Word of South	\$ 100,000.00	-	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 129,000.00	-	-	129,000	100%	-
Transfers (950)						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
Salary Contingency (990)						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 3,085,428.75	\$ 165,937.91	\$ 4,072,775	\$ 4,391,575		

1-Cent Collections						
Acct # REVENUES	YTD	August	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 824,717.50	\$ 73,175.00	\$ 898,463	\$ 898,463	92%	73,746
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	\$ -	-	-	-		
Total Revenues	\$ 824,785.73	73,175.00	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	August	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ 400,000.00	\$ -	\$ 898,462	\$ 898,462	45%	498,462
Total Expenditures	\$ 400,000.00	\$ -	\$ 898,462	\$ 898,462	45%	498,462

NOTES TO THE FINANCIAL STATEMENT
As of August 31, 2015

REVENUES

- 1- Revenue estimated to be deposited for August for the 4-cent collections - \$292,700.
- 2- Revenue estimated to be deposited for August for the 1-cent collections - \$73,175.

EXPENSES

No Transfers.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2010/2011 (3-cents)	176,487.38	220,185.11	222,144.54	164,079.22	167,152.22	180,699.03	230,155.03	226,826.62	168,562.63	183,202.73	163,614.65	207,745.22	2,310,854.38
(1-cent - 4th Penny)	58,829.13	73,395.04	74,048.18	54,693.07	55,717.40	60,233.01	76,718.34	75,608.87	56,187.54	61,067.58	54,538.22	69,248.41	770,284.79
(1-cent - 5th Penny)	58,829.13	73,395.04	74,048.18	54,693.07	55,717.40	60,233.01	76,718.34	75,608.87	56,187.54	61,067.58	54,538.22	69,248.41	770,284.79
Total	294,145.64	366,975.19	370,240.90	273,465.37	278,587.02	301,165.05	383,591.71	378,044.36	280,937.71	305,337.89	272,691.09	346,242.03	3,851,423.96
Gain/Loss - Month: 3 cent	(10%)	4%	45%	11%	21%	2%	5%	6%	(6%)	(2%)	(7%)	6%	
Gain/Loss - YTD: 3 cent	(10%)	(3%)	10%	10%	12%	10%	9%	9%	7%	6%	5%	5%	
Year to date: 3-cent	176,487.38	396,672.50	618,817.04	782,896.26	950,048.48	1,130,747.51	1,360,902.54	1,587,729.16	1,756,291.78	1,939,494.52	2,103,109.17	2,310,854.38	
Year to date: 1-cent (4th)	58,829.13	132,224.17	206,272.35	260,965.42	316,682.82	376,915.83	453,634.17	529,243.04	585,430.58	646,498.16	701,036.38	770,284.79	
Year to date: 1-cent (5th)	58,829.13	132,224.17	206,272.35	260,965.42	316,682.82	376,915.83	453,634.17	529,243.04	585,430.58	646,498.16	701,036.38	770,284.79	
FY2011/2012 (3-cents)	202,314.05	241,057.61	300,343.03	171,796.96	195,893.51	225,720.62	215,875.81	212,687.06	177,347.80	199,689.96	174,936.79	220,525.36	2,538,188.54
(1-cent - 4th Penny)	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
(1-cent - 5th Penny)	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
Total	337,190.08	401,762.68	500,571.72	286,328.26	326,489.18	376,201.04	359,793.01	354,478.43	295,579.66	332,816.60	291,561.31	367,542.26	4,230,314.23
Gain/Loss - Month: 3 cent	15%	9%	35%	5%	17%	25%	(6%)	(6%)	5%	9%	7%	6%	
Gain/Loss - YTD: 3 cent	15%	12%	20%	17%	17%	18%	14%	11%	11%	10%	10%	10%	
Year to date: 3-cent	202,314.05	443,371.66	743,714.69	915,511.64	1,111,405.15	1,337,125.78	1,553,001.58	1,765,688.64	1,943,036.44	2,142,726.40	2,317,663.18	2,538,188.54	
Year to date: 1-cent (4th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
Year to date: 1-cent (5th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
FY2012/2013 (3-cents)	223,165.00	242,102.27	228,817.94	168,858.73	181,755.81	203,535.02	254,217.13	229,551.36	238,558.94	226,915.85	191,671.88	232,633.20	2,621,783.14
(1-cent - 4th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
(1-cent - 5th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
Total	371,941.67	403,503.79	381,363.24	281,431.22	302,926.35	339,225.04	423,695.21	382,585.60	397,598.24	378,193.08	319,453.13	387,722.00	4,369,638.57
Gain/Loss - Month: 3 cent	10%	0.4%	(24%)	(2%)	(7%)	(10%)	18%	8%	35%	14%	10%	5%	
Gain/Loss - YTD: 3 cent	10%	5%	(7%)	(6%)	(6%)	(7%)	(3%)	(2%)	1%	3%	3%	3%	
Year to date: 3-cent	223,165.00	465,267.28	694,085.22	862,943.95	1,044,699.76	1,248,234.79	1,502,451.91	1,732,003.27	1,970,562.22	2,197,478.06	2,389,149.94	2,621,783.14	
Year to date: 1-cent (4th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
Year to date: 1-cent (5th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	254,369.92	320,647.85	266,966.41	274,611.29	261,235.88	226,314.73	-	2,811,914.73
(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	88,988.80	91,537.10	87,078.63	75,438.24	-	937,304.91
(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	88,988.80	91,537.10	87,078.63	75,438.24	-	937,304.91
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	-	4,686,524.55
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%		
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	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	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73		
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	683,250.94	774,788.04	861,866.67	937,304.91		
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	683,250.94	774,788.04	861,866.67	937,304.91		

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	43,576	44,774	44,778	44,831	45,201	
Reach	488,940	370,300	36,194	30,214	138,381	76,664	201,849	70,528	43,063	33,810	260,358	
Post Engagements	11,339	6,066	1,328	1,037	5,064	2,607	2,665	4,244	3,014	2,192	10,555	
Engagement Rate	2.32%	1.64%	3.67%	3.43%	3.66%	3.40%	1.32%	6.02%	7.00%	6.48%	4.05%	
#IHeartTally Mentions	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	35,889	35,891	36,003	36,197	36,803	36,949	37,699	38,442	38,794
Reach	1,406,089	311,415	51,186	44,198	27,478	46,862	1,479,447	1,534,746	37,232	324,389	327,851	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.



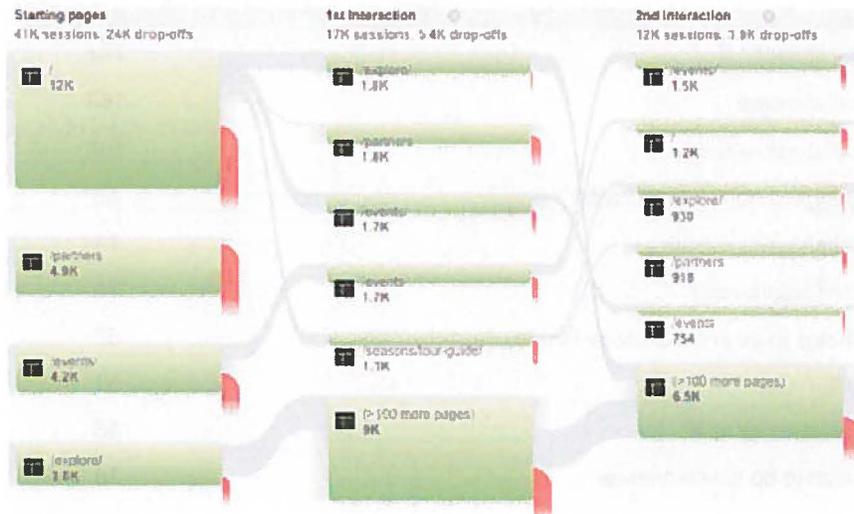
Executive Summary

From July 1 - 31, 2015, VisitTallahassee.com experienced over 41,000 sessions. Organic traffic accounted for 76% of total traffic with over 31,000 sessions. While the Homepage, Events, and Explore pages continually receive the most page views, users showed interest in nightlife, outdoor activities and the 4th of July as well. Referral traffic from facebook.com and visit.FSU.edu were the top referring websites this month. Geographically, visitation from Tallahassee, Miami, Jacksonville and Orlando were the largest contributors to overall traffic.

Website Metric	July 1 - 31, 2015	July 1 - 31, 2014
Sessions	41,170	38,531
Users	33,393	31,285
Page Views	118,988	131,365
Avg Pages Viewed per Session	2.89	3.41
Avg Session Duration	02:06	02:22
New Sessions	70.93%	72.52%
Mobile Sessions	19,478 (47.31%)	18,646 (48.39%)
Mobile + Tablet Sessions	23,822 (57.86%)	23,456 (60.87%)

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	July 1 - 31 Page Views	% of Total Page Views
Homepage	14,991	12.60%
Events	12,102	10.17%
Explore	10,304	8.66%
Explore: Nightlife	4,095	3.44%
Explore: Outdoors & Nature	4,039	3.39%
Dine	3,604	3.03%
Explore: Sports Activities	2,875	2.42%
Explore: Shopping	2,781	2.34%
Stay	2,529	2.13%
Explore: History & Heritage	2,372	1.99%

Keywords

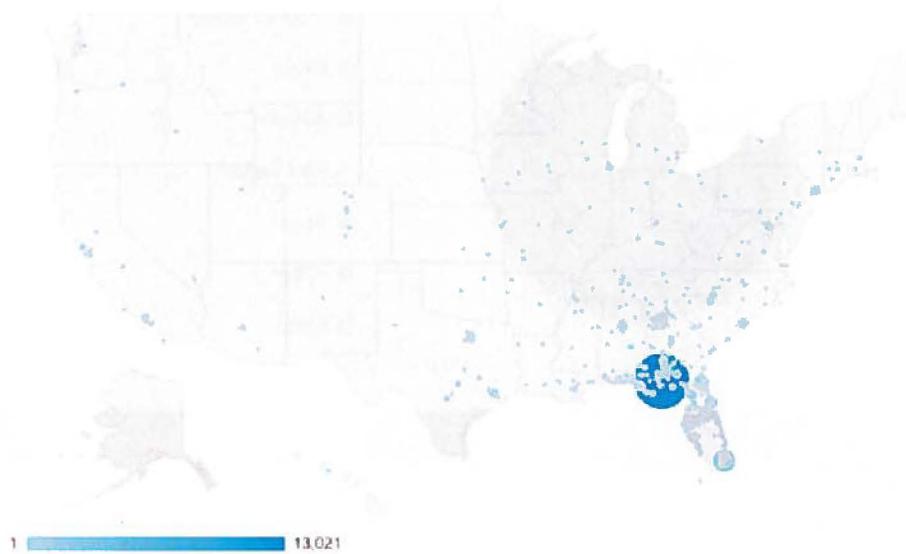
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	221
tallahassee	183
tallahassee florida	158
things to do in tallahassee	85
tallahassee events	74
visit tallahassee	70
things to do in tallahassee florida	57
tallahassee, fl	51
tallahassee mall	18
what to do in tallahassee	18



Geography

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



State	Visits
Florida	26,030
Georgia	2,782
Alabama	1,097
Texas	1,035
South Carolina	803
New York	541
North Carolina	480
California	447
Tennessee	391
Illinois	386

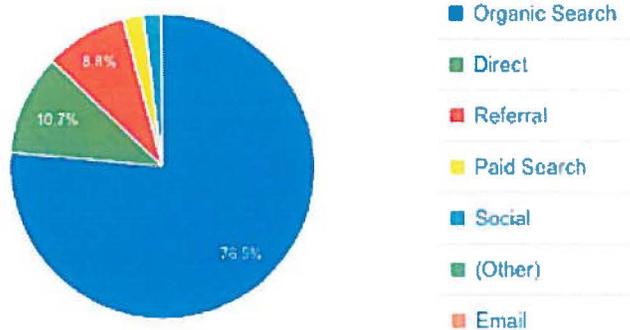
City	Visits
Tallahassee	13,021
Miami	2,057
Jacksonville	910
Orlando	894
Atlanta	610
Miami Beach	601
Daytona Beach	593
Bay Lake	579
Panama City Beach	531
Gainesville	475

Client: Visit Tallahassee
 Report: Website Activity Report
 Period: July 1 - 31, 2015



Traffic Sources

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



Traffic Source	July 1 - 31 Sessions
Google (organic)	27,764
Direct Traffic	4,412
Yahoo (organic)	2,111
Bing (organic)	1,406
Google (CPC)	915

Top Referring URLs

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

Referring Site	July 1 - 31 Sessions
facebook.com	462
visit.fsu.edu	444
bing.com	393
usa.asasoftball.com	344
visitflorida.com	290
search.yahoo.com	254
twitter.com	155
ib.adnxs.com (media-related)	140
nym1.ib.adnxs.com (media-related)	92
tallahasseeuseum.org	80

Client: Visit Tallahassee
Report: Website Activity Report
Period: July 1 - 31, 2015



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
golf	9
4th of July	8
Beaches	5
Hotels	4
lake ella	3
outdoor blog	3
wakulla	3
asa	2
blog	2
bradleys	2

Searched Words (Out of Market Only)	Page Views
golf	8
4th of July	6
Beaches	5
Hotels	4
manatees	2
11Am checkin	1
Alligator tours	1
Andrews	1
asa	1
Auto	1



**VISIT TALLAHASSEE JULY 2015 ADVERTISING
ACTIVITY REPORT
AUGUST 10, 2015**

PROJECTS COMPLETED

Andi Business Cards
Delivered 7/2

TOUR Guide July Limelight
Completed 7/5

TOUR Guide July Digital Billboards
Completed 7/5

Visit Tallahassee Logo
Completed 7/8

Reunion Ad
Completed 7/10

VisitTallahassee.com Grant Submission Forms
Updates completed 7/24

PROJECTS UNDERWAY

TOUR Guide August Limelight
Completed 8/6

TOUR Guide August Digital Billboards
Completed 8/6

Fall Frenzy Digital Campaign
Set Live 8/5

xAD Mobile and Tablet Campaign
Anticipated delivery 8/10

2015-2016 Plan
Anticipated delivery 8/12

Visit Tallahassee Style Guide
Anticipated delivery 8/13

FSU/IMG Partnership
Anticipated delivery 8/14

#IHeartTally Sweepstakes
Anticipated delivery 8/17

#IHeartTally Hub
Anticipated delivery 9/15

Marketing Rollout
Anticipated delivery 9/15

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



Executive Summary

From August 1 - 20, 2015, VisitTallahassee.com experienced nearly 28,000 sessions. Organic traffic accounted for 62% of total traffic with over 17,500 sessions. While the Homepage, Events, and Explore pages continually receive the most page views, users showed interest in nightlife, outdoor activities, the Fall Frenzy sweepstakes and overall anticipation of the fall season. Referral traffic from facebook.com was the top contributing website this month. Geographically, visitation from Tallahassee, Miami, Jacksonville and Miami Beach were the largest contributors to overall traffic.

Website Metric	Aug 1 - 20, 2015	Aug 1 - 20, 2014
Sessions	27,968	26,295
Users	23,358	22,148
Page Views	68,384	90,875
Avg Pages Viewed per Session	2.45	3.46
Avg Session Duration	02:32	02:09
New Sessions	74.98%	74.49%
Mobile Sessions	13,048 (46.65%)	14,522 (55.23%)
Mobile + Tablet Sessions	15,865 (56.72%)	18,036 (68.59%)

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	Aug 1 - 20 Page Views	% of Total Page Views
Homepage	7,545	11.03%
Events	6,720	9.83%
Explore	5,196	7.60%
Explore: Nightlife	2,536	3.71%
Explore: Outdoors & Nature	2,125	3.11%
Dine	2,093	3.06%
Fall Frenzy Sweepstakes	2,076	3.04%
Self Guided Tours: Budget Friendly Tallahassee	1,676	2.45%
Seasons: Fall Frenzy	1,656	2.42%
Explore: Shopping	1,620	2.37%

Keywords

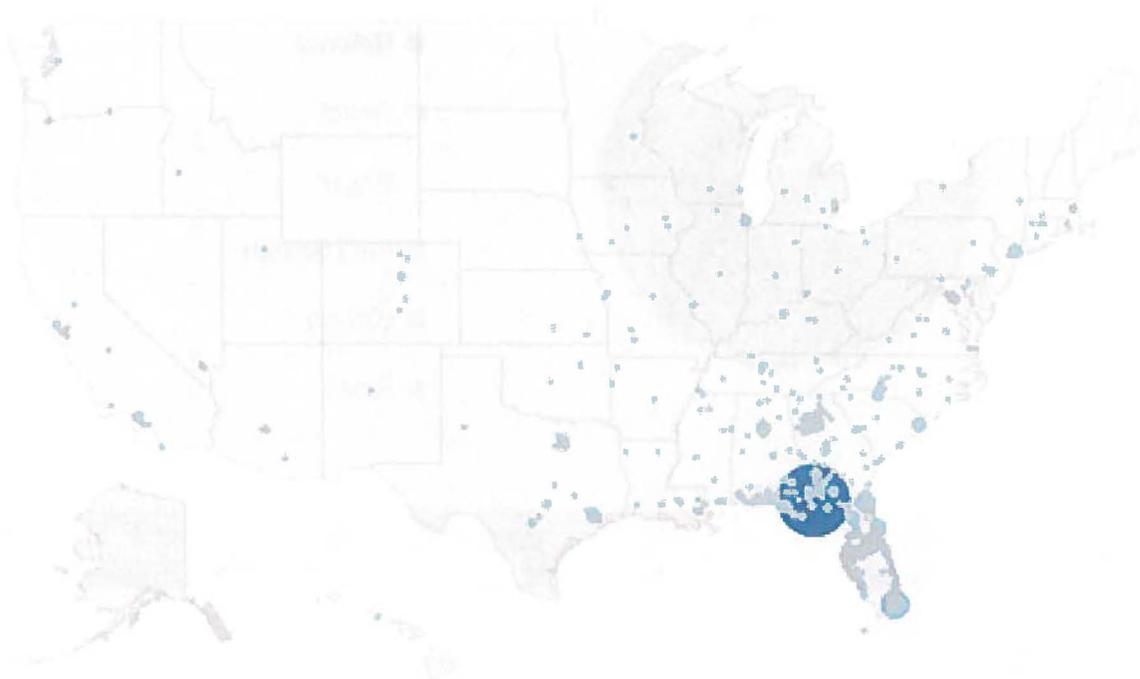
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	157
tallahassee	124
tallahassee florida	68
tallahassee, fl	60
things to do in tallahassee	47
things to do in tallahassee florida	38
tallahassee events	35
things to do in tallahassee fl	15
visit tallahassee	12
leon county property appraiser	11



Geography

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



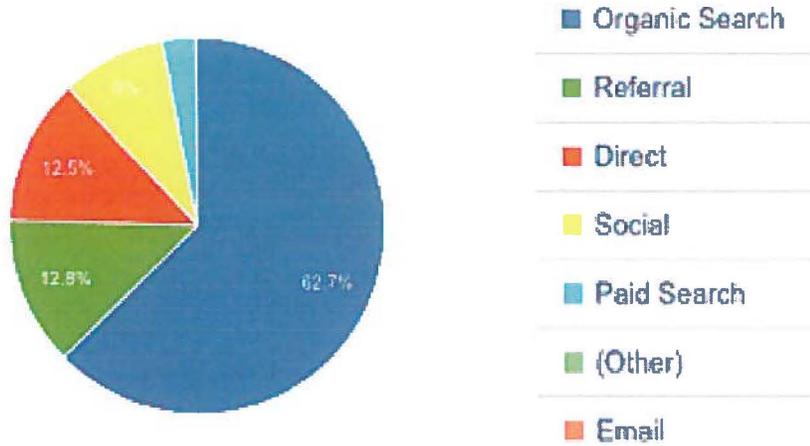
State	Visits
Florida	18,891
Georgia	2,000
Alabama	699
Texas	671
South Carolina	455
New York	364
California	359
Virginia	357
North Carolina	323
Illinois	309

City	Visits
Tallahassee	9,045
Miami	989
Jacksonville	961
Miami Beach	783
Orlando	653
Gainesville	463
Atlanta	444
Bay Lake	418
Daytona Beach	382
Davie	292



Traffic Sources

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



Traffic Source	Aug 1 - 20 Sessions
Google (organic)	15,321
Direct Traffic	3,502
Facebook (Referral)	2,120
Yahoo (organic)	1,557
Google (CPC)	793

Top Referring URLs

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

Referring Site	Aug 1 - 20 Sessions
facebook.com	2,120
nym1.ib.adnxs.com (media-related)	711
bing.com	413
ib.adnxs.com (media-related)	372
visit.fsu.edu	231
twitter.com	179
connect.themediatrust.com	160
tripadvisor.com	131
visitflorida.com	116
missionsanluis.org	114



**VISIT TALLAHASSEE AUGUST 2015 ADVERTISING
ACTIVITY REPORT
AUGUST 26, 2015**

PROJECTS COMPLETED

TOUR Guide August Limelight
Completed 8/6

TOUR Guide August Digital Billboards
Completed 8/6

Fall Frenzy Digital Campaign
Set Live 8/5

Trailhassee Email
Completed 8/11

xAD Mobile and Tablet Campaign
Completed 8/24

2015-2016 Plan
Completed 8/12

Visit Tallahassee Style Guide
Completed 8/13

FSU/IMG Partnership
Completed 8/24

PROJECTS UNDERWAY

#IHeartTally Sweepstakes
Anticipated delivery 9/1

Monthly Email Newsletter
Anticipated delivery 9/3

#IHeartTally Hub
Anticipated delivery 10/1

Marketing Rollout Materials
Anticipated delivery 10/1

New Logo Rollout
Anticipated delivery 10/1

UPCOMING MEDIA PLACEMENTS

xAD Mobile and Tablet Ads-September -December 2015
FSU/IMG Partnership -September -December 2015
Visit Florida Magazine -January 2014-December 2015
Trails.VisitFlorida.com -January –September 2015
TripAdvisor.com - October-September 2015
Goodway Group Retargeting March -September 2015
Live in Tallahassee Partnership April -September 2015
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-
September 2015



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
Contest	3
nature blog	3
outdoor blog	3
calendar	2
Club mint	2
hotels	2
Mall	2
Megabus	2
rodeo	2
tom brown	2

Searched Words (Out of Market Only)	Page Views
Contest	2
hotels	2
Mall	2
tom brown	2
anhaica	1
apalachee regional park	1
Asa 16 u southern	1
Asa 16u southern	1
Asa southern nationals	1
8-Aug	1

VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

August 2015

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed August 1- 31, 2015. These are top line items and do not encompass the various efforts executed on a day-to-day basis.



Total Hours: 160

Media Relations

Completed the Aug. 4 – 25, 2015 national promotional opportunity for Visit Tallahassee with CBS Sports. The exposure reached 29 million+ listeners and viewers combined through online, radio and social media channels. The promotion highlighted Tallahassee as a top college football town filled with history, adventure and culinary experiences. The explosive coverage for Tallahassee is worth \$220,000 if we were to pay for it.

Working with *Points North* on an individual stay in the fall for a “play, stay, shop and dine” themed story.

Coordinating dates with *Neapolitan Family* for an outdoor individual stay slated for the fall.

Media Experiences

Secured itinerary items for the influencers from Discover America’s individual stay.

To promote the Opening Nights concerts, The Zimmerman Agency secured two comp tickets for both the Tony Bennett and Ana Gasteyer concerts for a Valentines Day Giveaway package.

Co-Brand

As part of our strategy to leverage Trailahassee initiatives, we wrapped-up the three-week sweepstakes promotion secured for Visit Tallahassee with Runner’s World, Sherman’s Travel, Netted, Bootprints and Uncubed. The partnership boasted a media value of \$125,000 and reached an audience of seven million+ across the United States. We received inclusion on e-mail blasts, e-mail takeovers, social media platforms, web banners and gathered 32,179 contest entries information.

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.

Presented final 2016 plan to Client for feedback.

Publicity Monitoring

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

###

VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



July 1 - August 31, 2015
 IMPRESSIONS: 36,219,450
 TOTAL CIRCULATION: 166,450
 TOTAL UNIQUE VISITORS: 27,000
 TOTAL VIEWERSHIP: 26,000
 TOTAL LISTENERSHIP: 29,000,000
 TOTAL MEDIA VALUE: \$404,400

Print

Outlet	Article Name	Date	Circulation	Media Value
<i>Chile Pepper</i>	"Flash in the Panhandle"	July Issue	110,450	11,980.00
<i>City & Shore</i>	"Time in Tallahassee"	July Issue	46,000	29,490.00
<i>Macon Magazine</i>	"Get Tallahassee Sassy"	July Issue	10,000	14,580.00
TOTAL			166,450	\$56,050

Interactive

Site	Title	Date	Unique Visitors	Media Value
AmyWestTravel.com	"5 One-Tank Trips for North Floridians"	July 25, 2015	7,000	\$150.00
CityandShore.com	"Taking Time to Get to Know Tallahassee"	July 2, 2015	20,000	\$1,700.00
TOTAL			27,000	\$1,850

Co-Brand

Outlet	Sweepstakes Name	Date	Reach	Media Value
<i>Runner's World, Sherman's Travel, Bootprints, Uncubed and Netted</i>	"Win a Florida Adventure Getaway"	July 30, 2015 - Aug. 15, 2015	7,000,000	\$125,000.00
TOTAL			7,000,000	\$125,000

Radio

Outlet	Segment Name	Date	Listenership/Reach	Media Value
<i>CBS Sports including: Web Banners, Digital Audio Stream, Terrestrial Radio, Email Blasts, Social Media and Digital Video Ads</i>	"Fall Frenzy Getaway"	Aug. 4, 2015 - Aug. 25, 2015	29,000,000	\$220,000.00
TOTAL			29,000,000	\$220,000

Broadcast

Station	Segment Name	Date	Viewership	Media Value
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<i>News 4 Jax - The Chat</i>	"5 One-Tank Trips for North Floridians"	July 25, 2015	26,000	\$1,500.00
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TOTAL

26,000

\$1,500

71+ RECIPES INSIDE! PLUS BBQ TIPS FROM AARON FRANKLIN, A JAMES BEARD 2015 AWARD WINNER

chile
PEPPER
LIVE THE ZESTY LIFE



Our TOP
16
finger-licking
sauce and
rub recipes!

**the BBQ &
GRILLING
issue**

**NEW
TAKES
ON 'CUE
CLASSICS**

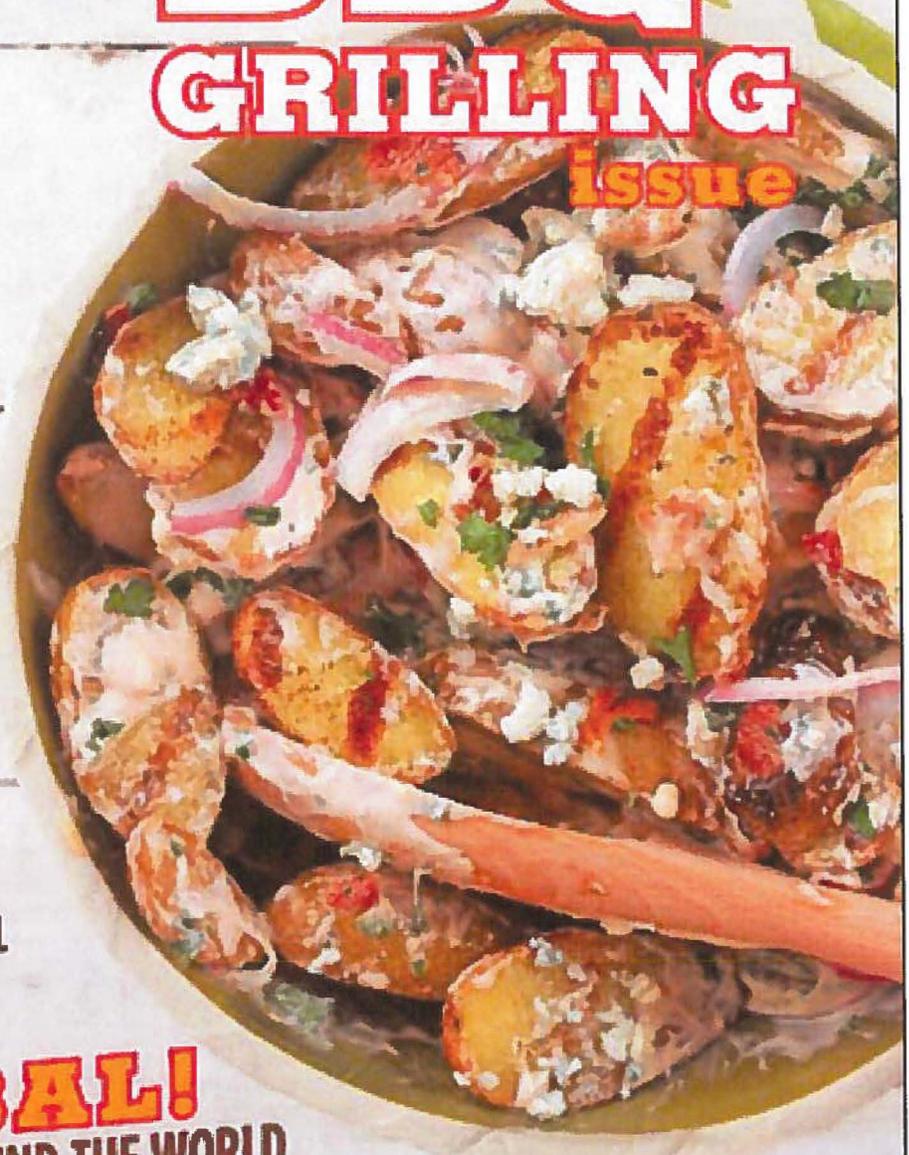
INCLUDING STEAKS, BEANS,
SHELLFISH AND POTATO SALADS
*like this grilled version with
bleu cheese and bacon!*

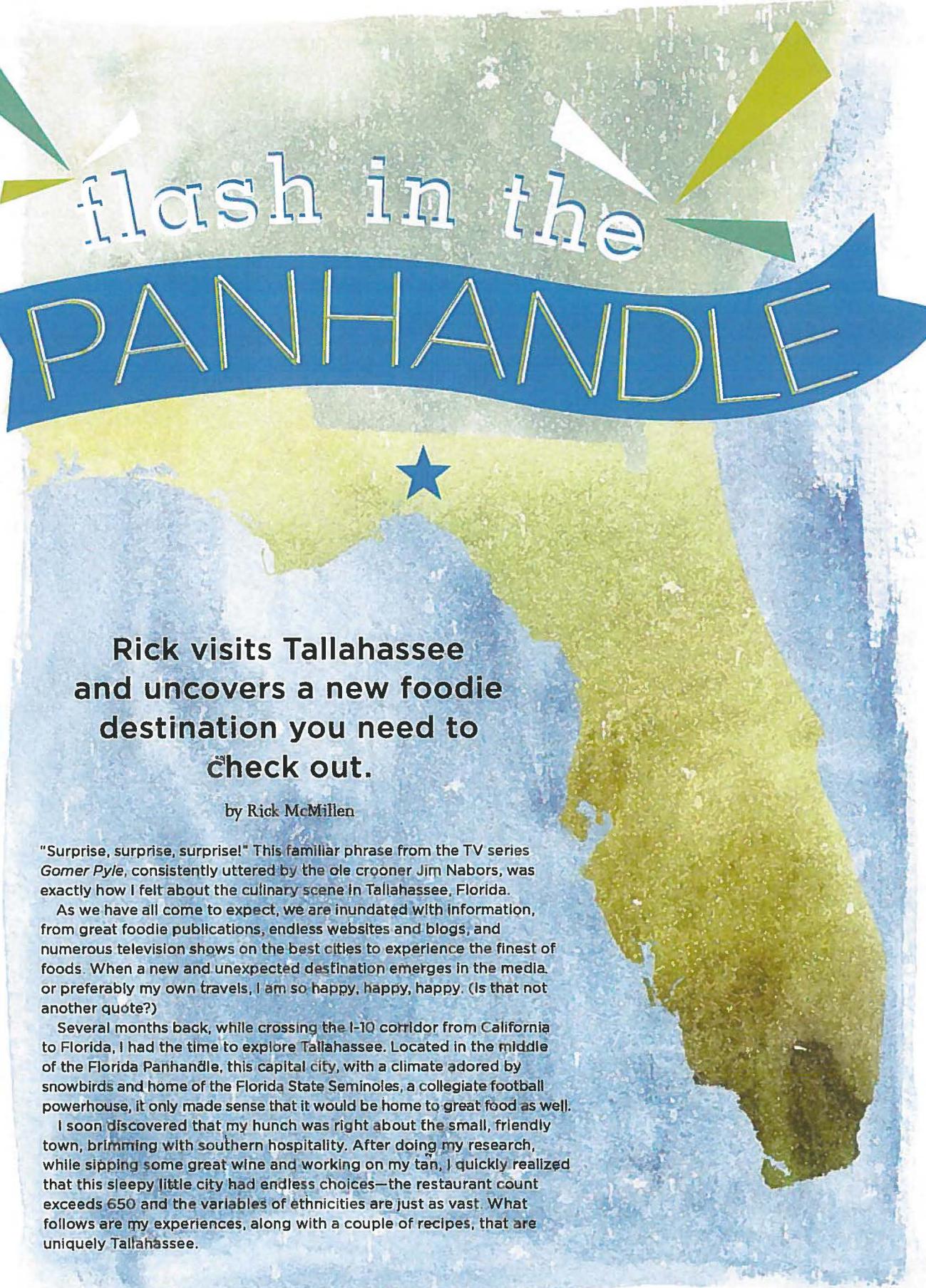
**BEEFED-UP
BURGERS**

SPIKED WITH GHOST PEPPERS,
ANCHO AND HABANERO

+ LITE VERSIONS YOU'LL
LOVE—WE PROMISE!

GO GLOBAL!
THE BEST BBQ FROM 'ROUND THE WORLD
AFRICA, AUSTRALIA, CHINA, THE MEDITERRANEAN AND SOUTH AMERICA



A stylized, textured map of Florida is the background. The state is colored in shades of green and yellow, set against a blue background representing water. A blue star is placed over the location of Tallahassee. Above the map, the words "flash in the" are written in a white, lowercase, sans-serif font. Below this, a blue banner with a white outline contains the word "PANHANDLE" in large, white, uppercase, sans-serif letters. Several colorful triangles (green, yellow, white) are scattered around the top of the map, some pointing towards the text.

flash in the

PANHANDLE

**Rick visits Tallahassee
and uncovers a new foodie
destination you need to
check out.**

by Rick McMillen

"Surprise, surprise, surprise!" This familiar phrase from the TV series *Gomer Pyle*, consistently uttered by the ole crooner Jim Nabors, was exactly how I felt about the culinary scene in Tallahassee, Florida.

As we have all come to expect, we are inundated with information, from great foodie publications, endless websites and blogs, and numerous television shows on the best cities to experience the finest of foods. When a new and unexpected destination emerges in the media, or preferably my own travels, I am so happy, happy, happy. (Is that not another quote?)

Several months back, while crossing the I-10 corridor from California to Florida, I had the time to explore Tallahassee. Located in the middle of the Florida Panhandle, this capital city, with a climate adored by snowbirds and home of the Florida State Seminoles, a collegiate football powerhouse, it only made sense that it would be home to great food as well.

I soon discovered that my hunch was right about the small, friendly town, brimming with southern hospitality. After doing my research, while sipping some great wine and working on my tan, I quickly realized that this sleepy little city had endless choices—the restaurant count exceeds 650 and the variables of ethnicities are just as vast. What follows are my experiences, along with a couple of recipes, that are uniquely Tallahassee.



THE FOOD TOUR

Bella Bella ITALIAN

www.thebellabella.com

I began my culinary venture by visiting this small family-owned Italian restaurant. The very delightful eatery was filled with folks emanating the type of excitement that generally implies, "I'm happy to be here!" While quite busy, the service was quick and executed with precision generally reserved for five-star establishments. I started out with the **Bella Bella Salad** with grilled shrimp. It was served with an assortment of seasonal fresh fruit over a bed of artisan greens and topped with walnuts and dried cranberries. I loved their signature gorgonzola vinaigrette, and the grilled shrimp was perfection.

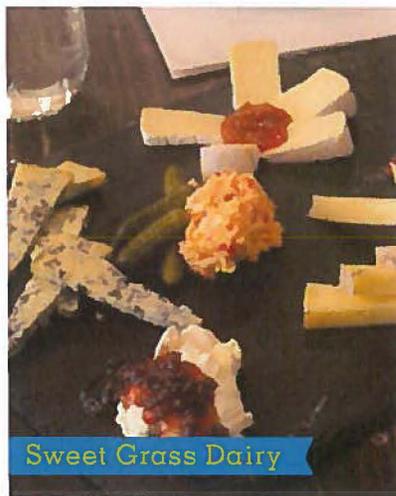
I topped off the visit with another irresistible plate of greens, the Tuscan Salad. Filled with grilled eggplant, sautéed mushrooms, roasted red peppers and caramelized onions, it was dressed with their signature balsamic vinaigrette, making for an incredible salad.

If Italian food is on your list, this is a can't-miss opportunity!

Sweet Grass Dairy HANDCRAFTED CHEESES

www.sweetgrassdairy.com

I cannot resist handcrafted cheeses, and while doing my Tallahassee research, I stumbled upon Sweet Grass Dairy. The curveball: This family-owned slice of heaven is actually a bit north of Tallahassee, in Thomasville, Georgia. But it's a mere 30 minutes away, and the drive is simple and scenic—so worth the trek!



Jessica Wehner, the proud owner, is hands-on and quite personable. Her small storefront is filled with specialty cheeses, wines and many other unique goodies that blend perfectly with the cheeses. I sat at a large wooden table, with a number of other folks who were also traveling through the South, while slowly enjoying a dish called **The Crowd Pleaser**. I would still be there if I did not discipline myself to move on; I was on a mission after all. To this day, my wife is still wondering where the cheese and wine I purchased are located. It was a long drive back to Houston, and I was thankful to have the cheese as my driving companion! Here's what I enjoyed:

- Green Hill with Lauri Jo's Blueberry Pepper Jelly (Norman Park, GA)
- Thomasville Tomme with Blackberry Patch Strawberry Fig Jam (Thomasville, GA)
- Asher Blue with Schermer Pecans (Glennville, GA) and Orchard Pond Wildflower Honey (Tallahassee)
- Lil' Moo
- Pimento Cheese with bread-and-butter pickles
- Olli Salumeria Salame Napoli (Mechanicsville, VA) with cornichons and American Spoon Whole Seed Mustard (Petoskey, MI)
- Barrique Pinot Noir (Sonoma Coast, CA)

Lofty Pursuits ICE CREAM, CANDIES AND TOYS

www.loftypursuits.com

Occasionally, the beauty of traveling alone allows for making dining and somewhat unusual indulgencies simple. Chileheads, did Tallahassee have a surprise for me! To start, homemade hard candies, infused with chile pepper essence that were, once again, handcrafted right in front of my eyes. Greg Cohen is one proud fella on a mission, one that serves our deepest desires for the love of sweets. Here, Greg and his dedicated team just keeps the treats coming. Before I knew it, I was feasting on a delicious, creamy sundae that immediately transported me back to my youth.

This hidden gem is also filled with toys that brought on a wave of nostalgia. They even have their very own marching band to provide

the entertainment at most kiddie parties and even corporate functions; of course, they also offer catering services that will fulfill your candy-coated fantasies.

Greg, as unique and enjoyable as the goodies I devoured, was more than willing to share one of his customer faves (see recipe at right)—enjoy!

Shell Oyster Bar

HOLE-IN-THE-WALL OYSTER BAR
850-224-9919

The late afternoon was perfect for watching a comedic, artistic performance of oyster shucking at the Shell Oyster Bar. If you live long enough and like oysters, you will most likely get to visit one of the hundreds of places along the Gulf Coast region that serve oysters—and the experience that goes along with them. And Shell's Oyster Bar has a real shot of being at the top of the list as the best.

Why? It's darn near a shack, it's noisy and the shuckers are the best (er, worst) joke tellers on the planet. The oysters are served with little-to-no fan fair. The Gulf water delicacies are served with the perfect garlic cocktail sauce and drizzled with a peppery hot sauce. Very reasonably priced, but note that they only take cash. Other note: Make sure you get a big stack of napkins because eating oysters properly is a sloppy, fantastic venture.

I promise you that I will return to this slice of seafood heaven each and every time I journey through Tallahassee.

The Front Porch

SEAFOOD (AND SOUTHERN HOSPITALITY AT ITS BEST!)
www.frontporchtallahassee.com

I slept in for a change and skipped breakfast. I wanted to keep my palate clean and belly empty for the day I had planned.

For lunch, I could not wait to experience The Front Porch, a location appointed with a casual, yet elegant outdoor porch setting, where many locals and a few travelers informed me that it is the spot.

I know its claim to fame is seafood, but I could not wait to have their signature **rib eye**—remember, I am from Texas—and to end my lunch with their signature **Deep-Pan Key Lime Pie**. I



KISS OF THE DEVIL SUNDAE

Recipe courtesy of Lofty Pursuits.

YIELD 1 SERVING
PREP TIME 5 MINUTES

ZEST FACTOR MILD
COOK TIME NONE

- 1½** OUNCES CHILE PEPPER-INFUSED CHOCOLATE SAUCE, DIVIDED
- 2** SCOOPS CHOCOLATE ICE CREAM
- CHOCOLATE GANACHE TO TASTE, WARMED
- 1½** TABLESPOONS CHOPPED CHIPOLATA SMOKED ROASTED PECANS
- CHOCOLATE WHIPPED CREAM (THE ONE THEY USED WAS MADE WITH 49 PERCENT BUTTERFAT NON-HOMOGENIZED CREAM.)
- 1** ORGANIC, NATURALLY FLAVORED AND COLORED MARASCHINO CHERRY

Add ½ ounce of the chocolate sauce to a 7-ounce tulip sundae dish. Top with the ice cream, then cover with the rest of the chocolate sauce. Finish off with the whipped cream, chocolate ganache and cherry.

have dined for years in Florida and have experienced countless key lime pies, but this deep-dish version is the only one that gets 10 out of 10 stars—it is simply indescribable.

The beauty here is they are willing to share the recipe with you readers. I have made this pie for my wife, kids, neighbors and everyone dear to me—the compliments never end (see recipe on page 61).

Finally, to all of us who love our furry companions, this place is pet friendly. Finding an elegant culinary treasure like this that will also serve your puppy is pure nirvana.

Nefetari's

FINE CUISINE AND SPIRITS
www.nefetaris.com

Ready for an experience where the dishes highlight international edibles from around the world? I was! The day and trip was about to culminate, so I selected Nefetari's, a restaurant featuring a vast array of ethnic fare, all served in an opulent environment that had me feeling like King Tut.

Personally, I was intrigued that a restaurant could have such vast diversity on their menu and achieve a quality that would seem to require several



DEEP-PAN KEY LIME PIE

Recipe courtesy of *The Front Porch*.

YIELD 2 PIES

ZEST FACTOR NONE

PREP TIME 6 HOURS

COOK TIME 3 HOURS

- 30** EGG YOLKS
- 12** TEASPOONS CORNSTARCH
- 4** (14-OUNCE) CANS CONDENSED MILK
- 1** (16-OUNCE) BOTTLE KEY LIME JUICE
- 4** CUPS GRAHAM CRACKER CRUMBS
- 8** OUNCES BUTTER

- 1.** Preheat the oven to 250°F.
- 2.** In a large bowl, mix the egg yolks with the cornstarch, until the mixture thickens. Add the condensed milk, stirring until smooth, then add the key lime juice.
- 3.** In a deep pie dish, combine the graham cracker crumbs with the butter, forming a thick crust. Pour the key lime mixture into the crust.
- 4.** Place the dish into the oven and bake for 3 hours. Chill for 4-6 hours before serving.

The Front Porch



Nefetari's

chefs with varying degrees of skill sets and backgrounds. However, they not only achieve their goal—they do it with perfection. The owners share that they are committed to improving the health of their guests and the planet by serving fresh, organic, farm-to-table cuisine.

I did not pick what I ate; instead, I asked the waiter and owner to select my food and to delight me with their creativity—I was not disappointed.

Here are two dishes I ate and loved:

The **Greek Red Snapper** was perfectly seasoned, fried red snapper topped with sliced cherry tomatoes, onions and feta cheese, drizzled with a vinaigrette. To

accompany the fish, I had a pan-seared medley of summer squash, zucchini, carrots, broccoli and onions, and let's not forget those incredible creamy garlic mashed potatoes.

I also had the Ethiopian Stew Platter, a must when you visit. Get ready to experience a taste of Africa right there in Tallahassee! The entrée, served with house-made injera bread, consisted of lentil stew surrounded by lamb, spinach, white rice and a mixed greens salad, all seasoned with authentic berbere spices.

Simply an experience that, to this day, has been unmatched for me!

TO GOOD TO GO

Realizing that I had only touched on the possibilities that Tallahassee had to offer, I did not want to leave the next day. The hidden beauty here is that not only was the food great, but the service was impeccable, delivered effortlessly by the local folks thrilled to make your experience unforgettable. Plus, you get all of this without the inflated costs you'd find at restaurants in New York or San Francisco.

So as you're cruising along the Florida panhandle, take advantage of this fantastic city! **CP**

FIVE FLORIDA ROAD TRIPS

SUMMER LOVE LETTERS

DELICIOUS DINING DEALS

CITY & SHORE

MAGAZINE

THE SUMMER ISSUE

the / zimmerman / agency

(continued)

TIME IN TALLAHASSEE

*The shortest distance between two points
is not always the straightest line*

By Mark Gauert

We never go to Tallahassee for fun. When we go to Tallahassee – once before the fall semester, once after the spring – we go to take our son to or from Florida State University. We go to shop for the dorm room at Walmart. For groceries at Trader Joe's. For shoes at Governor's Square Mall.

When we go to Tallahassee, at the hard end of a six- or seven-hour road trip from South Florida, we go to lift boxes from our car and carry them up flights of dorm stairs. When we leave Tallahassee, we carry them down flights of dorm stairs and back into our car for the hard road trip home. We do this after driving 467 miles up; we do this before driving 467 miles back.

At the end of these days in Tallahassee, because we are too tired for independent thought of our own, we follow our son to his favorite restaurant in town, Mr. Roboto. It is fast, the red curry is delicious and the beer is cold. It is not fine dining, but it's close to campus and an easy walk from the bus station – which makes for interesting people watching on the outdoor patio. (And sometimes, interesting people from the bus station watch us on the outdoor patio, too).

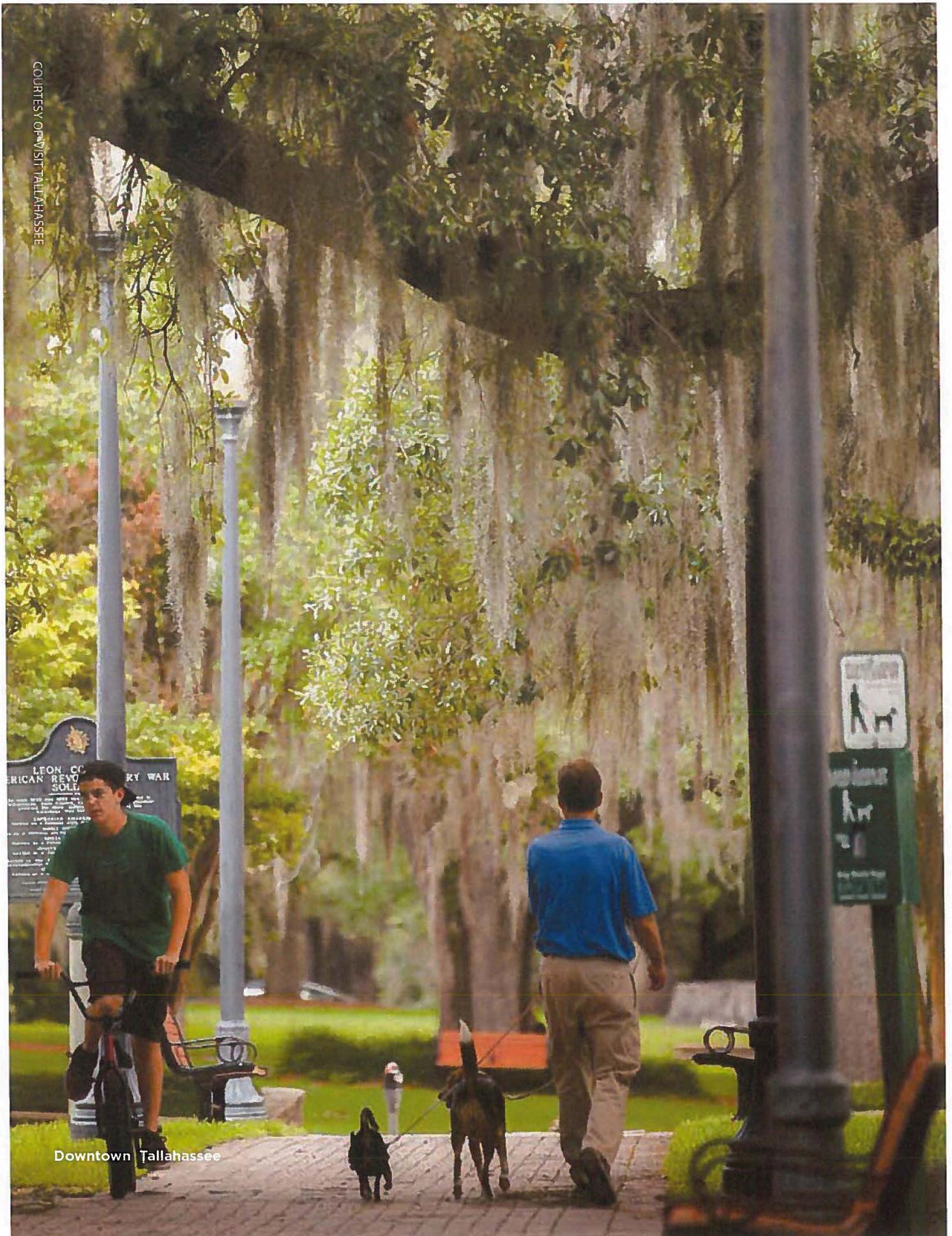
These are our days, when we go to Tallahassee. They are all business. They are all a blur.

We never go to Tallahassee for fun.

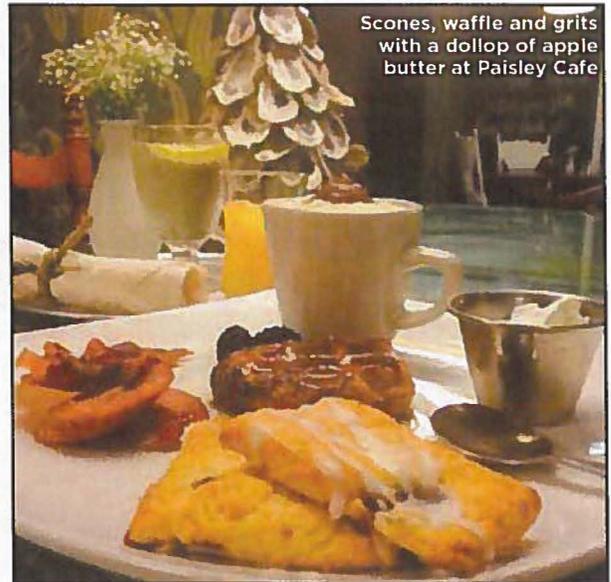
But that changed recently. Changed when our sophomore-becoming-a-junior son moved from a dorm on campus to a furnished apartment off campus. For the first time, we did not have to carry boxes up stairs or down. Everything was already there for him.



COURTESY OF VISIT TALLAHASSEE



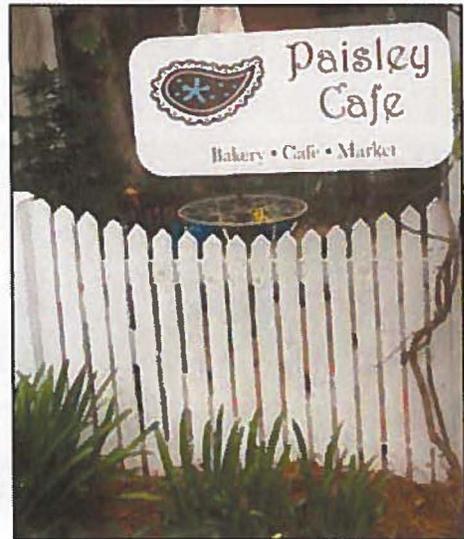
Downtown Tallahassee



Scones, waffle and grits with a dollop of apple butter at Paisley Cafe



Saturday mornings at Tallahassee Downtown Marketplace



For a change, we had time in Tallahassee. We did not have to go shopping at Walmart, or Trader Joe's or the Governor's Square Mall. We did not have to eat at the restaurant nearest to campus simply because we were too tired to look anywhere else.

And we found, over a long weekend, that Tallahassee is more than a blur. Tallahassee is an interesting place. An entertaining place. A place worth a drive, even if we were not on a mission to take our son back to school.

We stayed at The Governors Inn, a comfortable hotel (that, fun fact, used to be a stable) a short walk from the Capitol. It's also near the Tallahassee Downtown Marketplace, where most Saturdays you can start the day with a beignet and shop under Spanish moss-draped oaks for jars of Monticello honey, local produce and warm loaves of Thomasville bread.

We were hungrier than that, so we slipped into the Paisley Café where Liège Belgium waffles – a dish the owner, Kiersten Lee, insists is made with just four ingredients: King Arthur flour, pearl sugar, organic brown eggs and Kerrygold butter. They are as delicious, with a dollop of praline maple syrup, as they are beautiful. “My favorite color,” Lee smiles, “is golden brown.”

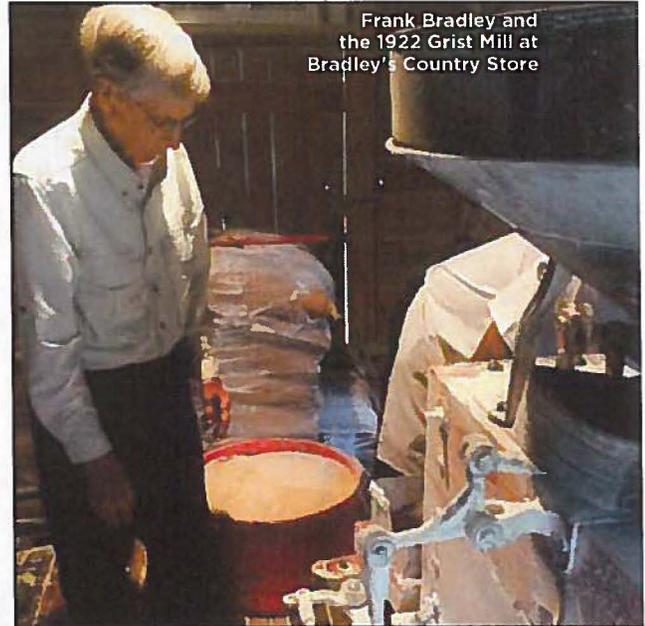
We followed the road north out of town to the red-brick main street of nearby Thomasville, Ga., for some antiquing on Broad Street and some Green Hill, Lil' Moo and Georgia Gouda cheeses (served with raspberry and jalapeño jam) at the Sweet Grass Dairy Cheese Shop. We stopped for hickory and oak-smoked sausage at Bradley's Country Store, which “stands just as it did in 1927” under shady oaks 12 miles out of Tallahassee on the Centerville Road. The four rocking chairs on the front porch were occupied by rockers slowly munching the \$5.50 sausage dog, chips and soda special. “Y'all have a good day,” Mr. Bradley, the 89-year-old, third-generation Bradley, called on our way back to town. We'd followed the road north, and found the South.

Back in Tallahassee that afternoon, we wandered the well-preserved Goodwood Museum & Gardens, an 1830s-vintage mansion popular today for weddings, with verandas, Spanish-moss-draped oak canopy and enough vintage furniture, porcelain and glassware for a season of *Antiques Roadshow*. Early copies of *Godey's Lady's Book* 1870, *The Adventures of Huckleberry Finn* and *The Adventures of Tom Sawyer* line the bookshelf.

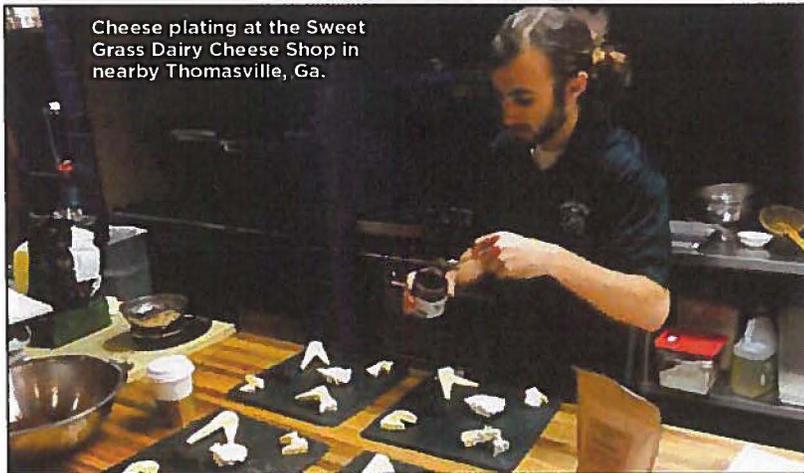
But we had adventures of our own.



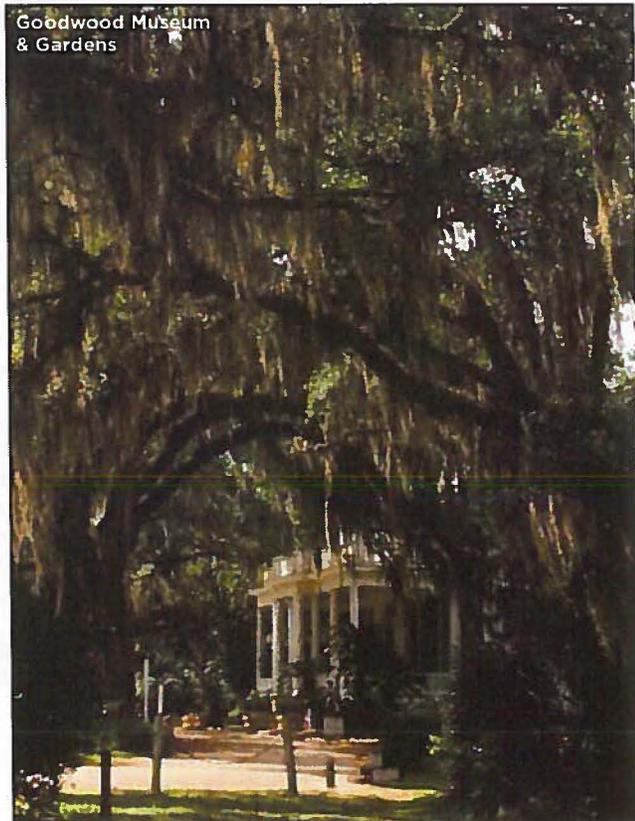
Bradley's Country Store



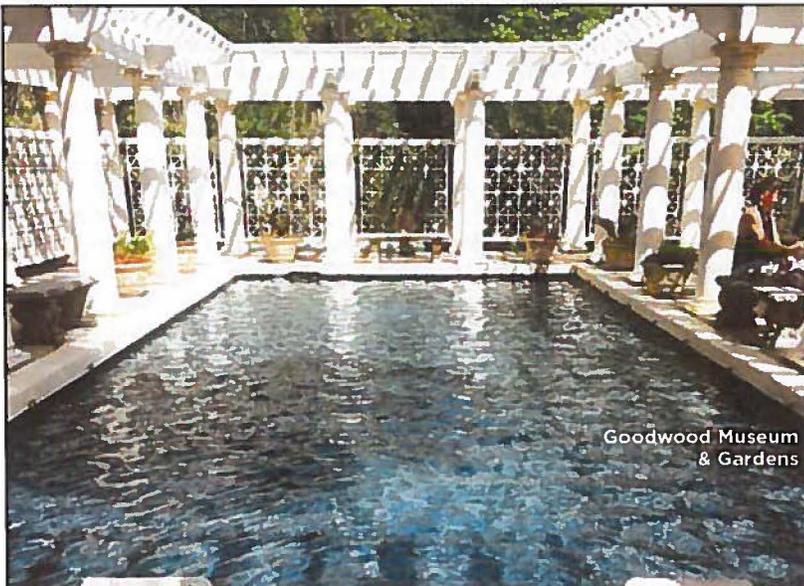
Frank Bradley and the 1922 Grist Mill at Bradley's Country Store



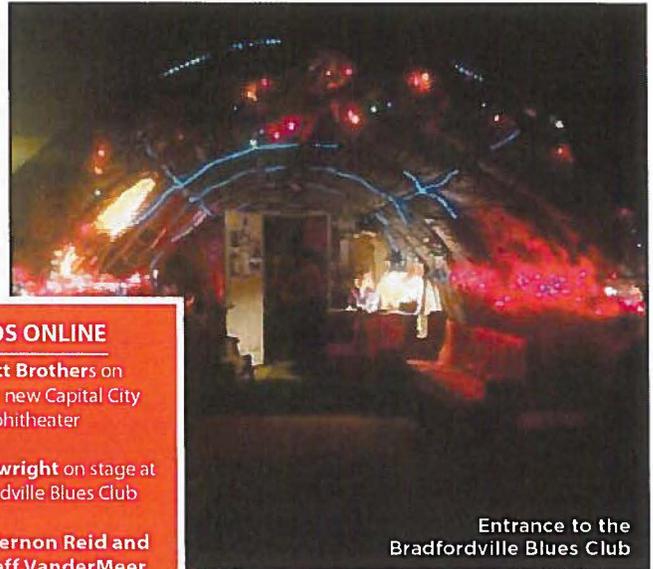
Cheese plating at the Sweet Grass Dairy Cheese Shop in nearby Thomasville, Ga.



Goodwood Museum & Gardens

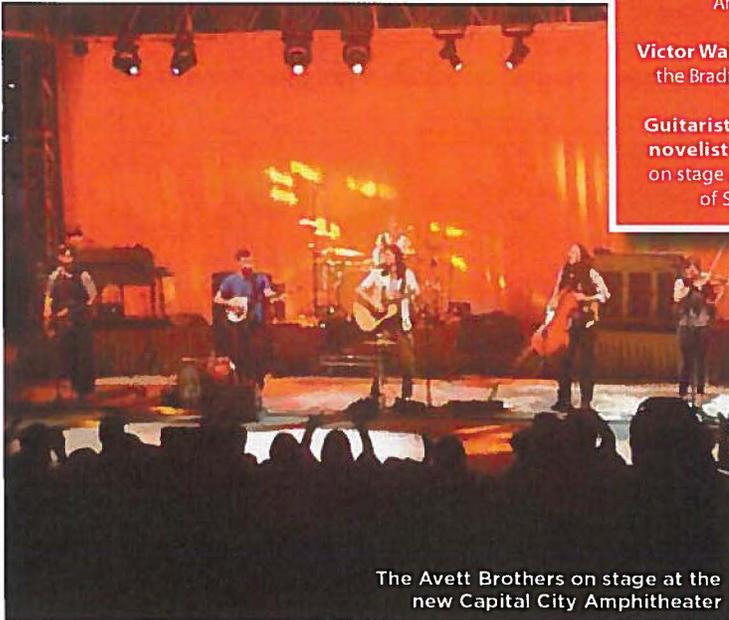


Goodwood Museum & Gardens

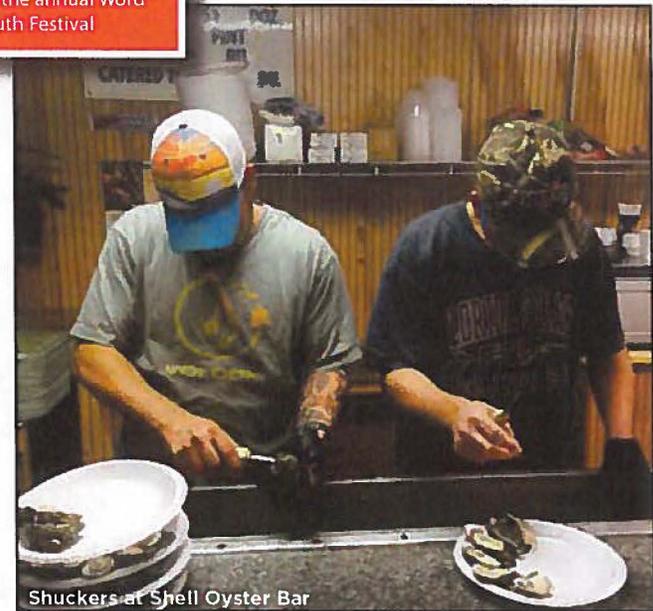


Entrance to the Bradfordville Blues Club

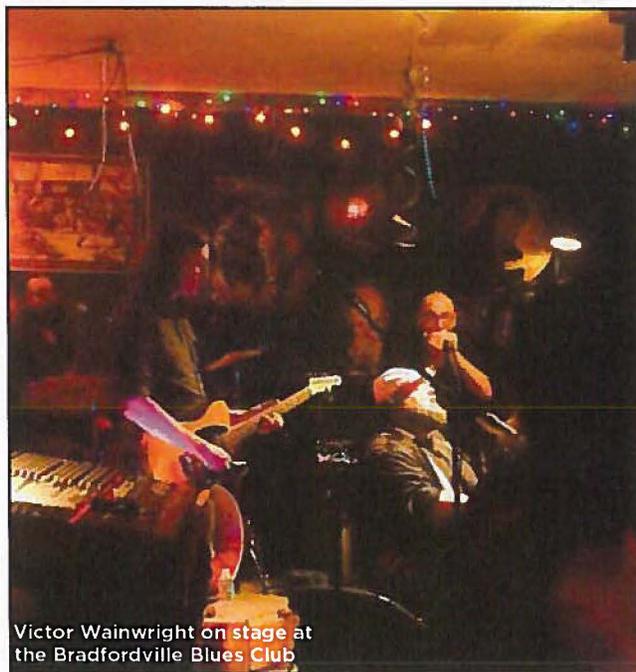
VIDEOS ONLINE
The Avett Brothers on stage at the new Capital City Amphitheater
Victor Wainwright on stage at the Bradfordville Blues Club
Guitarist Vernon Reid and novelist Jeff VanderMeer on stage at the annual Word of South Festival



The Avett Brothers on stage at the new Capital City Amphitheater



Shuckers at Shell Oyster Bar



Victor Wainwright on stage at the Bradfordville Blues Club

We took a midnight run out to the Bradfordville Blues Club – on a country road we’re pretty sure must look like a creek bed in daylight. We listened to Victor Wainwright – the “Piana from Savannah” – howl “Baby, come back home” in the night, as the tiny dance floor filled up tight. We heard The Avett Brothers sing 26 of the SRO crowd’s favorite songs, including a four-song encore, at the new Capital City Amphitheater. We sipped Madison Mules (ginger beer, cucumber, Tito’s Handmade Vodka, lime and agave for sweetness) at Madison Social, a new campus hot spot, within sight of the FSU football stadium. It was a kick.

We found fine dining at Nefetari’s Fine Cuisine & Spirits (Jerk Fettuccine Alfredo, Buddha’s Delight and, unexpectedly, belly dancing); The Front Porch (Crab-Crusted Red Grouper over Spicy Red Beans and Rice, Ribeye over Mashed Red Bliss Potatoes and served, expectedly, on a real front porch) and Cypress Restaurant (Sugar Cane Mopped Rib Eye, Cypress Vegan and, apparently, everybody’s favorite place in Tallahassee for a prom or anniversary date). We watched the shucking at Shell Oyster Bar, too – a former



The Front Porch



Making hard candy at Lofty Pursuits

Texaco gas station you might not go to unless you knew it's where locals go. We understood, after filling up on oysters fresh from Apalachicola Bay, cheese grits and hushpuppies.

And just before heading home, we put a cherry on top of it all at Lofty Pursuits, famous for "Public Displays of Confection" since 1993. We sat at the old-fashioned soda fountain, spooning sundaes – watching soda jerks in green aprons, hats and bow ties make root beer floats, egg creams and hard candy – and, though sugar buzzed, had the presence of mind for an independent thought.

We may have to go to Tallahassee to shop for the apartment at Walmart. For groceries at Trader Joe's. For shoes at the Governor's Square Mall.

But the next time we go, we're also going for fun. ●

CONTACT

Visit Tallahassee, 106 E. Jefferson St., Tallahassee, FL, 32301, 850-606-2305; 800-628-2866, visittallahassee.com.

STOPS ALONG THE ROAD

Tallahassee

Accommodations

Hotel Duval
415 N. Monroe St., Tallahassee, 850-224-6000, hotelduval.com.

The Governors Inn
209 S. Adams St., Tallahassee, 850-681-6855, thegovinn.org.

Bars/Lounges/Clubs

Bradfordville Blues Club
7152 Moses Lane, Tallahassee, 850-906-0766, bradfordvilleblues.com.

The Brass Tap
1321 Thomasville Road, Tallahassee, 850-320-6300, (multiple locations, brass tapbeerbar.com).

Level 8 Rooftop Lounge
On the eighth floor of the Hotel Duval, 415 N. Monroe St., Tallahassee, 850-224-6000, hotelduval.com/level-8-lounge.

Fine Dining

Cypress Restaurant
320 E. Tennessee St., Tallahassee, 850-513-1100, cypressrestaurant.com.

The Front Porch
1215 Thomasville Road, Tallahassee, 850-222-0934, frontporchtallahassee.com.

Nefetari's Fine Cuisine & Spirits
812 S. Macomb St., Tallahassee, 850-210-0548, new.nefetaris.com.

Z. Bardhi's
3596 Kinhega Drive, Tallahassee, 850-894-9919, zbardhis.com.

Casual Dining

Backwoods Bistro
401 E. Tennessee St., Tallahassee 850-320-6345, TheBackwoodsBistro.com.

Madison Social
705 S. Woodward Ave., #101, Tallahassee, 850-894-6276, madisonsocial.com.

Mr. Roboto Tokyo Grill
1350 W. Tennessee St., Tallahassee, 850-915-0555, other location, see mrobototokyogrill.com.

Shell Oyster Bar
114 Oakland Ave., Tallahassee, 850-224-9919.

Brunch/Lunch

The Egg Cafe & Eatery
3740 Austin Davis Ave., Tallahassee, 850-765-0703.

Paisley Cafe
1123 Thomasville Road, Tallahassee, 850-385-7268, thepaisleycafe.com.

Dessert

Lofty Pursuits
1415 Timberlane Road #410, Tallahassee, 850-521-0091, LoftyPursuits.com.

Attractions

Bradley's Country Store
10655 Centerville Road, Tallahassee, 850-893-4742, bradleyscountrystore.com.

Capital City Amphitheater at Cascades Park
1001 S. Gadsden St., Tallahassee; box office, 850-671-4700; show information, capitalcityamphitheater.com.

Goodwood Museum & Gardens
1600 Miccosukee Road, Tallahassee, 850-877-4202, GoodwoodMuseum.org.

Sweet Grass Dairy Cheese Shop
123 S. Broad St., Thomasville, Ga., 229-228-6704, sweetgrassdairy.com.

Tallahassee Downtown Marketplace
115 E. Park Ave. (bordered by North Monroe Street, Park Avenue West, Park Avenue East and Adams Street), 850-224-3252, downtownmarket.com. Open 9 a.m.-2 p.m. every Saturday in March through the second weekend in December.

FIRED UP
FOR FERRARIS

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Celebrating the Good Life magazine

MACON'S ON THE MOVE

NO SUMMER SLOWDOWN AS
MACON MARCHES FORWARD



AMERSON
RIVER PARK
COMMUNITY
PARTNERSHIPS
PRODUCE
OCMULGEE
RIVER JEWEL



GET TALLAHASSEE SASSY

Discover a new vacation destination

We know you love Savannah, Hilton Head Island, St. Simons Island and Sea Island. They are quite lovely, but before you book the same condo at the same beach this summer to see the same people you see at Fresh Market every week, consider taking the road less traveled. Take a new road trip that's about the same distance to explore the fascinating sights, sounds and authentic flavors along a scenic byway through south Georgia to Florida's historic Capital city and on to the unspoiled beaches of St. George Island.

THE SWEET LIFE IN THOMASVILLE

Take 1-75 south for less than two hours to exit 62 and hop onto U.S. 319 South, a not-so-long-lost highway that winds through the countryside and leads you into the charming town of Thomasville. Stop for lunch at Sweet Grass Dairy's down-

town cheese boutique and wine bar. Delicious pairings combine fresh, soft-ripened and naturally aged cow cheeses with signature jams, local honey, crunchy nuts and wine. Sweet Grass Dairy cows are barn-free, living the sweet life on a 140-acre Thomasville family farm and grazing on grass 365 days a year. Maybe that explains why the handcrafted world-class cheeses are so mellow and why they can be found in some of America's finest restaurants and markets. Walk through quaint galleries, shops and cafes that line the well-worn sidewalks of the authentic small town.

PICK YOUR PLANTATION

Grab an organic coffee to go and continue to head south, right back on U.S. 319. Get lost somewhere in the early 1800s as you drive along the historic Plantation Belt, one of the largest collections of antebellum plantations in America. That's when construction originally began on the 71 Southern sites that



still cover almost 300,000 acres in the 28-mile scenic stretch between Thomasville and Tallahassee. Many of the historic homes are still utilized as sporting plantations, family homes and special event venues.

A place of quiet beauty and architectural grandeur, Pebble Hill Plantation is a living museum that offers a glimpse into the genteel life of the Southern sporting plantation of yesteryear. Stroll through extensive grounds to view the plantation's scenic landscape and explore the many service buildings that surround the main house. Visit the garage filled with antique automobiles and tour stables that house Pebble Hill's beloved horses and vintage carriages. Guided tours of the main house include access to view an extensive art collection by renowned sporting and nature artists and rooms filled with original antique furnishings.

CROSS THE LINE IN TALLAHASSEE

Take a dare and cross the state line where the giant arms of moss-draped live oaks reach out to welcome you to sunny Florida. Drive along one of nine official canopy roads that create over 78 miles of naturally shaded tunnels enhancing the local beauty of gentle rolling hills, lakes and rivers.

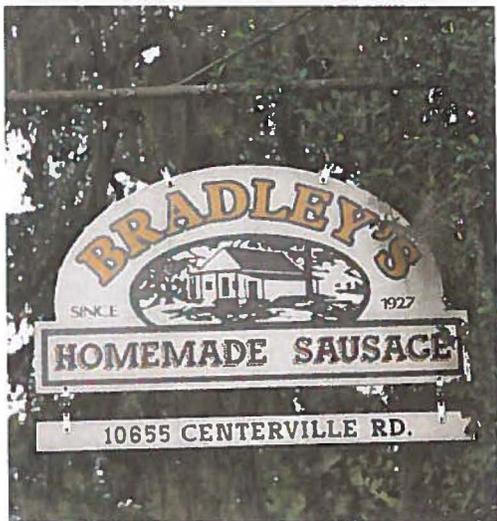
Strap on the feed bag and continue your farm tour with a visit to Bradley's Country Store where the family has prepared and sold Grandma Mary's fresh and smoked sausage recipes since 1927 at the quaint general store located on a pristine stretch on one of the famous canopied roads just 12 miles



outside of Tallahassee. The legendary sausage is put out on the counter only after much care and handling. Locally sourced pork and special seasonings with undisclosed amounts of red pepper, black pepper, sage and salt are combined without preservatives or additives to create the signature sausages. A portion of the seasoned meat is stuffed into natural casings and hung in the onsite smokehouse to cure using the fragrant smoke from oak and green hickory to develop the distinctive flavor. Bradley's old fashioned course-ground grits and sausage are highlighted on many local menus and packaged onsite straight from the historic gristmill and butcher shop. This authentic country store seems more like a gourmet purveyor with local jams, jellies, preserves and honey stocked on vintage shelves. Locals and visitors flock to this scenic spot to order smoked sausage dogs and Cokes in real glass bottles. The lucky ones find an empty rocking chair on the front porch to enjoy their hand-held feast. Others walk over to a shady spot by the pond to picnic. For a sneak preview, order Bradley's sausage and course-ground grits at bradleyscountrystore.com for local home delivery.

HANDLE THE PAN

Since the Capital is located just 25 miles from the Gulf of Mexico in the panhandle of Florida, it seems logical that Tallahassee's thriving culinary community of farmers, chefs, cheese-mongers and brew masters naturally know how to expertly handle an iron skillet and how to entertain. Tallahassee's food-



ie scene offers authentic Southern regional cuisine, international fare, fine dining and farm-to-table specialties. Start the day with a bountiful brunch at Backwoods Bistro or try breakfast delicacies at Paisley Cafe, where every menu item uses only three ingredients. The grits actually taste like creamy clouds, hand-stirred in a bubbling bath of water and fresh cream before they are perfectly seasoned and topped with a dollop of locally sourced apple butter. The handmade scones are an equally heavenly treat.

Feast on local favorites, briny Apalachicola oysters and fresh seafood at the Front Porch seated outdoors beneath the live oaks or experience the elegant ambiance and inventive menu at Cypress. Locally grown products like naturally aged cheeses from Sweet Grass Dairy, Tupelo Honey from Full Moon Farm and smoked sausage and course-ground grits from Bradley's Country Store are key ingredients in many of Tallahassee's top restaurants. Taste dozens of craft beers and learn to discern an amber from and IPA at The Brass Tap, neighborhood brewpub. Raise your glass on the rooftop at Level 8 for a magnificent view of the Capital city from your al fresco perch while enjoying a charcuterie platter. Relive your college days at a popular hangout like Madison Social (where bacon is a serious food group) or grab a bite from



ONLY IN TALLY TRAVELER TIPS!

Jingle your bells and sing carols where the first Christmas Mass was held in the United States.

Take a dirt road down to the Bradfordville Blues Club and order fried catfish from Miss Ernestine.

Stand on sacred ground at Lake Jackson Mounds, a center for Native Americans from A.D. 1200-1500.

Spot manatees year round while paddling down pristine rivers.

See the only archaeological evidence of De Soto's expedition in North America.

Pick your own path to hike and bike through 600 miles of nature trails. (Trailahassee.com)

Chew the fat and taste Grandma Mary's famous sausage at Bradley's Country Store, open since 1927.

Stand guard at a reconstructed 1600's Spanish fort at Mission San Luis.

Join a giant pep rally and cheer on the Seminoles at a Downtown Get Down before FSU home games.

Attend a classical concert under the live oaks on the pristine lawn at Goodwood Plantation.

www.VisitTallahassee.com



trendy food trucks that are conveniently parked near hopping hot spots.

GET A ROOM

Book a room at a downtown inn, stay at a budget-friendly neighborhood chain or find a hip boutique hotel. The Governor's Inn is centrally located in the heart of downtown. Once a horse stable, the historic property has been transformed into an elegant private club-style hotel featuring rooms named after Florida's past governors, located in the shadow of the capitol building near restaurants, shops and attractions. A complimentary continental breakfast and wine social hour give guests a reason to mingle in the well-appointed vintage bar. The canopied downtown streets are also lined with shops, open-air markets, coffee shops and bars.

ABSORB THE LOCAL CULTURE

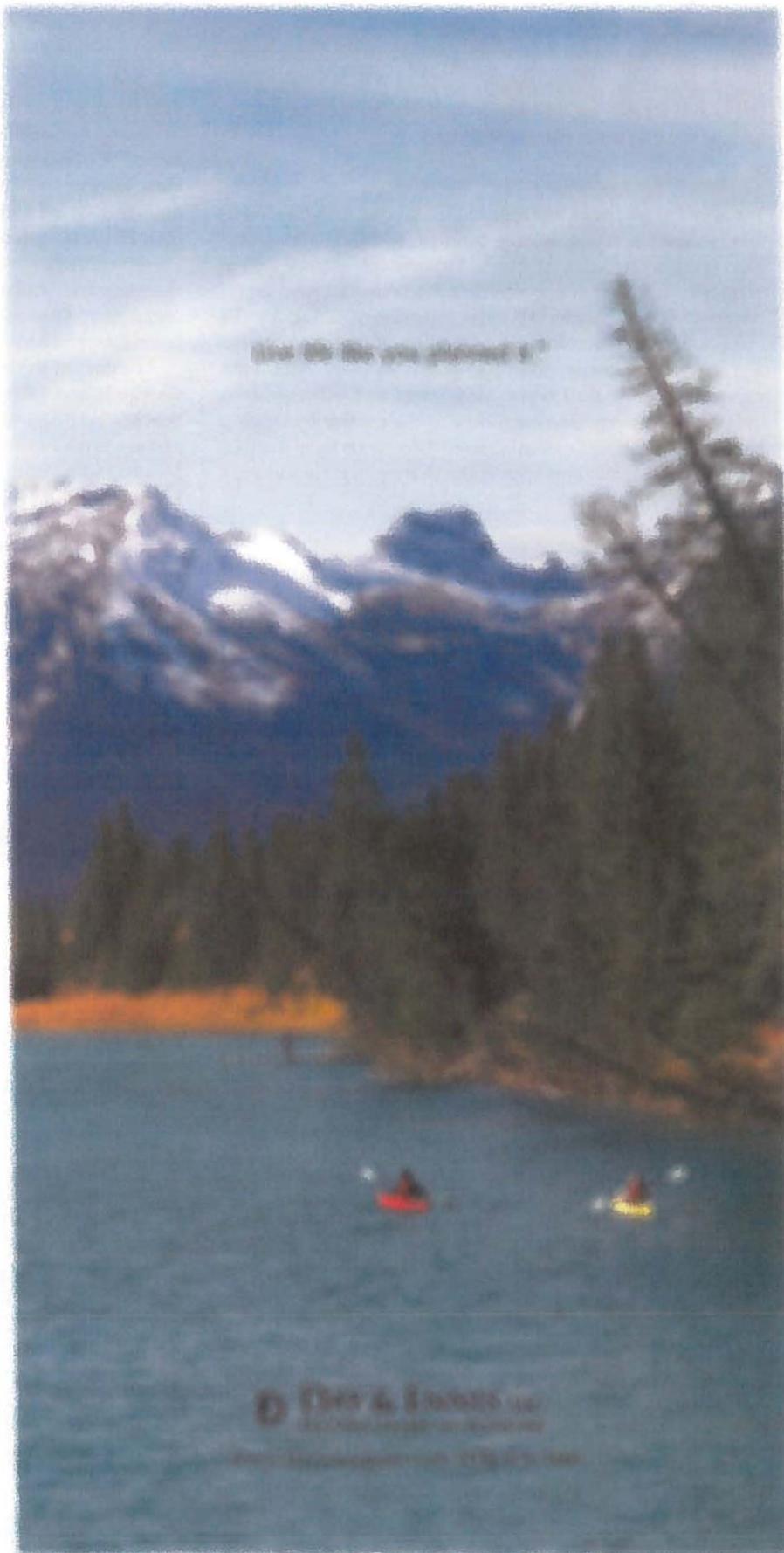
Tallahassee's cultural community is actively engaged in creating new events and experiences for locals and visitors. The inaugural Word of South Festival recently paired songwriters and authors together in public parks and local venues for a hybrid series that was part concert/part storytelling/part interactive interview. The nationally acclaimed Avett Brothers (my favorites) kicked off the weekend with a crowd-pleasing concert at the Capital City Amphitheater at

Cascades Park, a new surprisingly intimate downtown venue with an acoustic design that seats 3,000 of your closest friends. An eclectic mix of nightlife hotspots include chic bars, soulful jazz clubs and college hangouts.

CHOOSE THE BLUES

Take a special trip down memory lane (which in this case is an old dirt road) and follow the tiki torches to the infamous Bradfordville Blues Club. The BBC is a one-room cinder block juke joint that is hidden by fields of tall corn stalks and majestic oaks. The humble club had hosted an impressive list of nationally renowned Blues acts long before the bar was built in 1964. African American artists who toured on the Chitlin Circuit in the 1930s often played at the Red Bird Café in Tallahassee. When the Red Bird closed for the evening, musicians headed out to the backwoods where a big bonfire was burning, the moonshine was flowing and the law was a little looser. The Henry family farm was the site of this musical magic, partly due to their homemade recipe called "buck" that helped keep the party going.

The BBC is still going strong today and over 50 original portraits autographed by the "Kings and Queens" of the Blues serve as table tops and wall art. Look for Bobby Blue Bland and Macon's own Eddie Kirkland among the collection. Acclaimed blues artists play each weekend, but the BBC's secret is out. Buy your tickets in advance online at bradfordvillebluesclub.com because all seating is reserved. Find your name on a barstool scratched on a piece of masking tape with a black magic marker. During a band break, head out back to the infamous bonfire beneath the stars where Miss Ernestine's crispy catfish is practically jumping out of the fryer. Chat with the headliners and hear stories about the legendary musicians who rocked the BBC



stage, still located at 7152 Moses Lane in Tallahassee with a spot on the National Historic Registry.

TRAILHASSEE IS FOR TECHIES

Trailahassee was once just a nickname among active enthusiasts to describe biking, hiking, running, paddling and equestrian trails in the Tallahassee area, but now it is a single source of information for outdoor activities. Trailahassee.com is an innovative website that incorporates 600 miles of featured trails including basic information, videos, blog entries, photographs and interactive maps. Multiple search formats offer map views, list views, trail types, skill levels and activity-based content. Guests can even contribute to site content by tagging photos and posts with #Trailahassee. Live feeds from Twitter, Facebook and Instagram apps make sharing experiences easy for outdoor enthusiasts.

RETREAT TO THE BEACH

Get back on Highway 319 South and continue due south on the final stretch of your adventure (about 75 miles) to St. George Island, recently named one of the World's Top 10 Beaches by Dr. Beach. Dr. Leatherman measures 50 specific criteria to determine his annual beach rankings.

Look for the historic lighthouses along the way. The area's first lighthouse was built on Dog Island in 1873 but was

destroyed by a hurricane just a few years later. Reconstructed in nearby Carrabelle, it now serves as a welcome center and museum where guests may climb the lighthouse stairs and view historic artifacts. Another noteworthy lighthouse was built in 1852 on Little St. George Island and stood for more than 150 years before collapsing into the surf in October 2005. Preserved bricks and original pieces of the iron lantern room were salvaged and a new lighthouse was reconstructed in the center of St. George Island using the same patterns and today is considered a local landmark along the forgotten coast.

Located on the eastern tip of the scenic barrier island, St. George Island State Park boasts nine miles of undeveloped beaches and high dunes well-known for abundant shelling and sea turtle nesting. The park is surrounded by the Gulf of Mexico to the south and Apalachicola Bay, one of the world's last pristine estuarine systems, to the north. Occupying nearly 2,000 acres, park terrain is a fascinating combination of sandy coves, salt marshes, shady pines and oak forest. Sleep beneath the stars or pitch a tent. St. George Island State Park has 60 full-facility, pet-friendly campground sites, including a playground. Another primitive campsite, accommodating 12 people, is also available.

FOR THE BEACH

Bring your binoculars and a camera. Inside the state park, a

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2.5-mile marked nature trail along the bayside is especially popular among birders, and a series of trails and boardwalks throughout the park provides many wildlife sighting opportunities. Raccoons, ghost crabs and loggerhead turtles share the St. George stage with their feathered friends during different seasons of the year. St. George Island forms a barrier between the Gulf and the mainland, providing the first landfall for migratory birds as they head north across the Gulf from Mexico during spring migration and as their last takeoff location before returning to Mexico and South America in the fall.

Day trippers can find everything they need to actively explore. St. George Island is also home to an eclectic collection of beach supply and sundries shops; bicycle, kayak and beach gear rental shops; beach boutiques; souvenir and gift shops; galleries, ice cream parlors and specialty food stores.

CATCH OF THE DAY

Authentic riverfront dive bars and casual beachfront restaurants dot the coast and serve fresh Apalachicola oysters, harvested daily just a few miles away. Over 90 percent of Florida's oysters originate in Apalachicola Bay and equal 10 percent of America's annual harvest. Local fare is served in more than 30 area restaurants that offer fresh seafood specials prepared with oysters, clams, shrimp and blue crabs. More than 186 species of fish are also found in the Apalachicola Bay estuarine system. Flounder, redfish, red snapper, mahi-mahi, grouper, cobia, amberjack, Spanish mackerel and wahoo are just a sampling of the daily catches found on local menu boards. Many chefs also patronize local and regional dairies, beekeepers, produce and livestock farmers to provide the freshest in cheeses, honey, coffee, organic produce and meats for their loyal patrons.

No more vacation stagnation! Get out there and experience the local flavors you haven't tasted yet.



The College Hill revitalization has earned national and even international attention. It has become a model for how visionary private sector leadership and innovative public-private partnerships can spark a renaissance.

• A WHOLE NEW SUCCESS STORY •

College Hill



Amy West Travel The Blog

Food - Fashion - Fitness - Fabulous Destinations



5 One Tank Trips for North Floridians

Ready to get away this summer and explore some new territory? Want to take the kids for a trip but not quite up for cross country? Visiting Florida is about more than great beaches. It's chock full of treasures from natural wonders, to great shopping. If you are looking for a little inspiration on where to go and how to save, I've got some "One Tank Trips" lined up for you that will have you thinking there is still some adventure left for the taking this summer. Want to go by the numbers? Try this helpful website to get your Travel Math spot on.



5. Tallahassee: 3 Hours



Celebrate the "Great Southern Summer" in Tallahassee. I recently returned from a short visit to Tallahassee and fell in love with its charm and natural beauty. If you haven't gotten to know Florida's Capital City, this is the perfect opportunity to get acquainted. Featuring more than 600 miles of trails, Tallahassee has some of the best biking, hiking, running, paddling, and equestrian paths in the Southeast. Other outdoor adventures include Tallahassee Museum's Tree to Tree Adventures zip line and obstacle course (including a course just for children), over 60 award winning parks, and a jungle cruise boat tour down Wakulla Springs. If that's not enough inspiration, check out these 31 attractions under \$10!



CITY & SHORE

MAGAZINE

TAKING TIME TO GET TO KNOW TALLAHASSEE

Travel — 02 July 2015



By Mark Gauert

We never go to Tallahassee for fun.

When we go to Tallahassee – once before the fall semester, once after the spring – we go to take our son to or from Florida State University. We go to shop for the dorm room at Walmart. For groceries at Trader Joe's. For shoes at Governor's Square Mall.

When we go to Tallahassee, at the hard end of a six- or seven-hour road trip from South Florida, we go to lift boxes from our car and carry them up flights of dorm stairs. When we leave Tallahassee, we carry them down flights of dorm stairs and back into our car for the hard road trip home. We do this after driving 467 miles up; we do this before driving 467 miles back.

At the end of these days in Tallahassee, because we are too tired for independent thought of our own, we follow our son to his favorite restaurant in town, Mr. Roboto. It is fast, the red curry is delicious and the beer is cold. It is not fine dining, but it's close to campus and an easy walk from the bus station – which makes for interesting people watching on the outdoor patio. (And sometimes, interesting people from the bus station watch us on the outdoor patio, too).

These are our days, when we go to Tallahassee. They are all business. They are all a blur.

We never go to Tallahassee for fun.

But that changed recently. Changed when our sophomore-becoming-a-junior son moved from a dorm on campus to a furnished apartment off campus. For the first time, we did not have to carry boxes up stairs or down. Everything was already there for him.

We took a midnight run out to the Bradfordville Blues Club – on a country road we're pretty sure must look like a creek bed in daylight. We listened to Victor Wainwright – the "Piana from Savannah" – howl "*Baby, come back home*" in the night, as the tiny dance floor filled up tight. We heard The Avett Brothers sing 26 of the SRO crowd's favorite songs, including a four-song encore, at the new Capital City Amphitheater. We sipped Madison Mules (ginger beer, cucumber, Tito's Handmade Vodka, lime and agave for sweetness) at Madison Social, a new campus hot spot, within sight of the FSU football stadium. It was a kick.

We found fine dining at Nefetari's Fine Cuisine & Spirits (Jerk Fettuccine Alfredo, Buddha's Delight and, unexpectedly, belly dancing); The Front Porch (Crab-Crusted Red Grouper over Spicy Red Beans and Rice, Ribeye over Mashed Red Bliss Potatoes and served, expectedly, on a real front porch) and Cypress Restaurant (Sugar Cane Mopped Rib Eye, Cypress Vegan and, apparently, everybody's favorite place in Tallahassee for a prom or anniversary date). We watched the shucking at Shell Oyster Bar, too – a former Texaco gas station you might not go to unless you knew it's where locals go. We understood, after filling up on oysters fresh from Apalachicola Bay, cheese grits and hushpuppies.

And just before heading home, we put a cherry on top of it all at Lofty Pursuits, famous for "Public Displays of Confection" since 1993. We sat at the old-fashioned soda fountain, spooning sundaes – watching soda jerks in green aprons, hats and bow ties make root beer floats, egg creams and hard candy – and, though sugar buzzed, had the presence of mind for an independent thought.

We may have to go to Tallahassee to shop for the apartment at Walmart. For groceries at Trader Joe's. For shoes at the Governor's Square Mall.

But the next time we go, we're also going for fun.

CONTACT

**Visit Tallahassee, 106 E. Jefferson St., Tallahassee, Fl., 32301,
850-606-2305; 800-628-2866, visittallahassee.com.**

The Avett Brothers on stage at the new Capital City Amphitheater



Victor Wainwright at the Bradfordville Blues Club



Guitarist Vernon Reid and novelist Jeff VanderMeer on stage at the annual Word of South Festival

Guitarist Vernon Reid and novelist Jeff VanderMeer on stage at the annual Word of South Festival



STOPS ALONG THE ROAD

Tallahassee

Accommodations

Hotel Duval

415 N. Monroe St., Tallahassee, 850-224-6000, hotelduval.com.

The Governors Inn

209 S. Adams St., Tallahassee, 850-681-6855, thegovinn.org.

Bars/Lounges/Clubs

Bradfordville Blues Club

7152 Moses Lane, Tallahassee, 850-906-0766, bradfordvilleblues.com.

The Brass Tap

1321 Thomasville Road, Tallahassee, 850-320-6300, (multiple locations, brasstapbeerbar.com).

Level 8 Rooftop Lounge

On the eighth floor of the Hotel Duval, 415 N. Monroe St., Tallahassee, 850-224-6000, hotelduval.com/level-8-lounge.

Fine Dining

Cypress Restaurant

320 E. Tennessee St., Tallahassee, 850-513-1100, cypressrestaurant.com.

The Front Porch

1215 Thomasville Road, Tallahassee, 850-222-0934, frontporchtallahassee.com.

Nefetari's Fine Cuisine & Spirits

812 S. Macomb St., Tallahassee, 850-210-0548, new.nefetaris.com.

Z Bardhi

3596 Kinhega Drive, Tallahassee, 850-894-9919, zbardhis.com.

Casual Dining

Backwoods Bistro

401 E. Tennessee St., Tallahassee 850-320-6345, TheBackwoodsBistro.com.

Madison Social

705 S. Woodward Ave., #101, Tallahassee, 850-894-6276, madisonsocial.com.

Mr. Roboto Tokyo Grill

1350 W. Tennessee St. Tallahassee, 850-915-0555, other location, see mrrobototokyogrill.com

Shell Oyster Bar

114 Oakland Ave., Tallahassee, 850-224-9919.

Brunch/Lunch

The Egg Cafe & Eatery

3740 Austin Davis Ave., Tallahassee, 850-765-0703.

Palsley Cafe

1123 Thomasville Road, Tallahassee, 850-385-7268, thepalsleycafe.com.

Dessert

Lofty Pursuits

1415 Timberlane Road #410, Tallahassee, 850-521-0091, LoftyPursuits.com.

Attractions

Bradley's Country Store

10655 Centerville Road, Tallahassee, 850-893-4742, bradleyscountrystore.com.

Capital City Amphitheater at Cascades Park

1001 S. Gadsden St., Tallahassee; box office, 850-671-4700; show information, capitalcityamphitheater.com.

Goodwood Museum & Gardens

1600 Miccosukee Road, Tallahassee, 850-877-4202, GoodwoodMuseum.org.

Sweet Grass Dairy Cheese Shop

123 S. Broad St., Thomasville, Ga., 229-228-6704, sweetgrassdairy.com.

Tallahassee Downtown Marketplace

115 E. Park Ave. (bordered by North Monroe Street, Park Avenue West, Park Avenue East and Adams Street), 850-224-3252, tallahasseedowntown.com. Open 9 a.m.-2 p.m. every Saturday in March through the second weekend in December.



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Visit Tallahassee

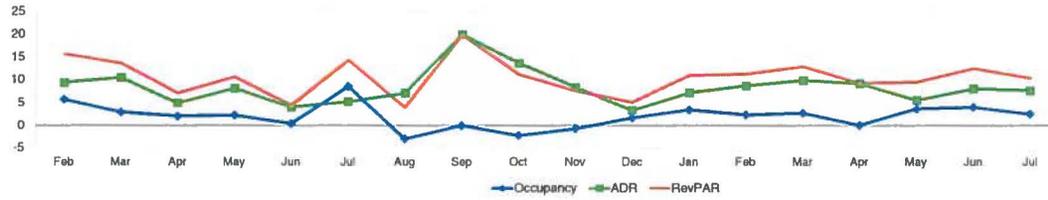
For the Month of July 2015

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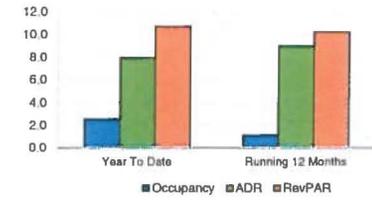
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	66.8	70.7	63.6	62.0	64.4	62.4	62.9	53.7	60.8	58.5	49.9	54.7	68.3	72.6	63.6	64.2	67.0	64.0
Last Year	83.2	66.8	62.4	60.6	64.2	57.5	64.8	53.7	62.2	58.9	49.1	52.9	66.8	70.7	63.6	62.0	64.4	62.4
Percent Change	5.7	2.8	1.9	2.2	0.3	8.5	-3.0	0.0	-2.3	-0.7	1.6	3.4	2.3	2.7	0.0	3.6	4.0	2.5

	Year To Date			Running 12 Months		
	2013	2014	2015	2013	2014	2015
Occupancy	61.0	63.2	64.0	58.6	60.9	61.6
ADR	58.8	61.0	63.2	55.2	58.6	60.9
RevPAR	7.4	3.6	2.6	8.1	4.0	1.2

ADR	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	85.14	93.78	88.78	93.10	78.59	74.74	82.93	87.60	116.84	119.96	78.56	83.97	92.47	102.98	96.86	98.27	84.88	80.41
Last Year	77.91	84.99	84.82	86.14	75.59	71.05	77.44	81.43	102.96	102.46	76.04	78.36	85.14	93.78	80.78	93.10	78.50	74.74
Percent Change	9.3	10.3	4.9	8.1	4.0	5.2	7.1	19.9	13.6	8.3	3.3	7.2	8.6	9.8	9.1	5.6	8.0	7.6

	Year To Date			Running 12 Months		
	2013	2014	2015	2013	2014	2015
ADR	79.44	84.98	91.74	80.81	86.33	94.09
RevPAR	43.50	48.48	53.73	43.73	47.35	52.61
Supply	3.8	7.0	8.0	2.0	6.6	9.0

RevPAR	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	56.86	66.32	56.45	57.69	59.84	46.87	52.12	52.41	71.07	64.86	39.22	45.95	63.15	74.77	61.58	63.10	56.89	51.45
Last Year	49.23	58.43	52.78	52.23	48.54	40.88	50.20	43.74	64.01	60.33	37.36	41.47	56.86	66.32	56.45	57.69	50.84	46.87
Percent Change	15.5	13.5	7.0	10.5	4.3	14.1	3.6	19.8	11.0	7.5	5.0	10.8	11.1	12.7	9.1	9.4	12.3	10.2

	Year To Date			Running 12 Months		
	2013	2014	2015	2013	2014	2015
RevPAR	48.48	53.73	59.51	47.35	52.61	58.00
Demand	43.50	48.48	53.73	43.73	47.35	52.61
Supply	11.9	10.6	10.8	8.3	11.1	10.2

Supply	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	158,732	178,715	172,800	174,623	168,990	174,623	174,623	168,990	174,623	168,990	174,623	174,623	157,724	174,623	168,990	174,654	169,020	174,654
Last Year	187,020	181,350	175,500	181,350	175,500	181,350	181,318	175,470	175,730	170,070	175,730	175,739	158,732	178,715	172,800	174,623	168,990	174,623
Percent Change	-6.0	-1.5	-1.5	-3.7	-3.7	-3.7	-3.7	-3.7	-0.6	-0.6	-0.6	-0.6	-0.6	2.3	-2.3	0.0	0.0	0.0

	Year To Date			Running 12 Months		
	2013	2014	2015	2013	2014	2015
Supply	1,247,016	1,204,312	1,194,286	2,159,814	2,082,640	2,056,137
Demand	1,240,028	1,247,016	1,204,312	2,124,780	2,159,814	2,062,649
Supply	0.6	-3.4	-0.8	1.6	-3.6	-1.3

Demand	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	105,998	126,373	109,928	108,206	108,806	109,031	109,751	90,736	106,222	98,785	87,195	95,566	107,711	126,786	107,430	112,143	113,284	111,748
Last Year	105,536	124,663	109,470	109,956	112,707	104,349	117,527	94,259	109,372	100,146	86,338	93,003	105,988	126,373	109,928	108,206	108,806	109,031
Percent Change	0.4	1.4	0.4	-1.6	-3.4	4.5	-6.6	-3.7	-2.9	-1.4	1.0	2.8	1.6	0.3	3.8	4.0	2.5	2.5

	Year To Date			Running 12 Months		
	2013	2014	2015	2013	2014	2015
Demand	761,007	761,435	774,666	1,265,833	1,269,077	1,267,356
Revenue	704,505	761,007	761,435	1,173,044	1,265,833	1,269,077
Census %	8.0	0.1	1.7	7.9	0.3	-0.1

Revenue	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	9,025,024	11,851,802	9,756,778	10,073,982	8,566,482	8,148,812	9,101,229	8,856,043	12,411,224	10,961,089	8,849,526	8,024,331	9,960,423	13,056,462	10,406,124	11,020,032	9,615,106	8,985,368
Last Year	8,222,897	10,508,799	9,263,037	9,471,647	8,519,568	7,413,747	9,101,653	7,675,415	11,249,805	10,260,904	8,564,967	7,286,017	9,025,024	11,851,802	9,756,778	10,073,982	8,566,482	8,148,812
Percent Change	9.8	11.8	5.4	6.4	0.5	9.9	0.0	15.4	10.3	6.8	4.3	10.1	10.4	10.2	6.6	9.4	12.3	10.3

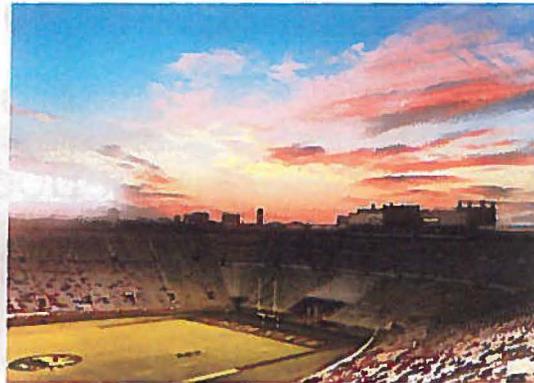
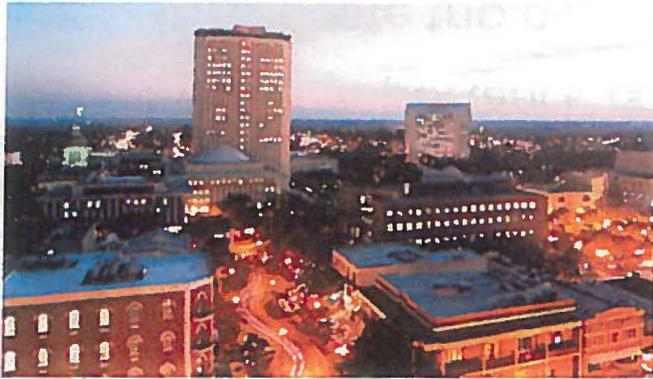
	Year To Date			Running 12 Months		
	2013	2014	2015	2013	2014	2015
Revenue	60,457,280	64,705,877	71,067,936	102,273,850	109,558,621	119,247,047
Census %	53,941,833	60,457,280	64,705,877	92,922,886	102,273,850	109,558,621
Census %	12.1	7.0	9.8	10.1	7.1	8.8

Census %	2014												2015					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Prope	81	82	82	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
Census Rooms	5689	5765	5763	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5634	5634	5634
% Rooms Participants	89.7	87.6	87.8	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	87.7	91.4	91.4	91.4	91.4	91.4	91.4

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Source 2015 STR, Inc.

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Visit Tallahassee

3rd Quarter Visitor Tracking Report

April – June 2015

Study Objectives

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

Methodology

- Internet survey & in-person interviews
- Sample size - 979 completed surveys
- Third quarter* 2015 visitors to Tallahassee
- Data collection: April 2015 – June 2015

*April, May, and June 2015



Tourism Snapshot: Jan-Mar 2015

Visitor Statistics	2014	2015	% Change
Visitors	573,704	652,167	+13.7%
Direct Expenditures	\$144,264,800*	\$160,522,300	+11.3%
Total Economic Impact	\$227,938,400	\$253,625,200	+11.3%

Lodging Statistics	2014	2015	% Change
Occupancy	63.3%	64.9%	+2.5%
Room Rates	\$86.83	\$93.33	+7.5%
RevPAR	\$54.96	\$60.57	+10.2%
Room Nights	327,030	332,857	+1.8%
TDT Collections	\$1,245,758	\$1,437,043	+15.4%

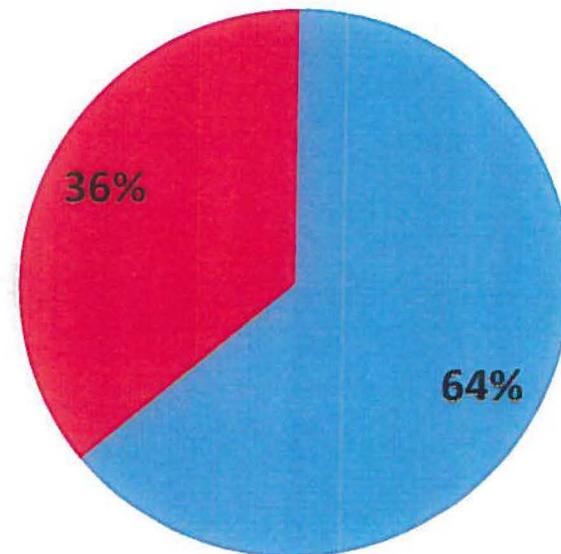
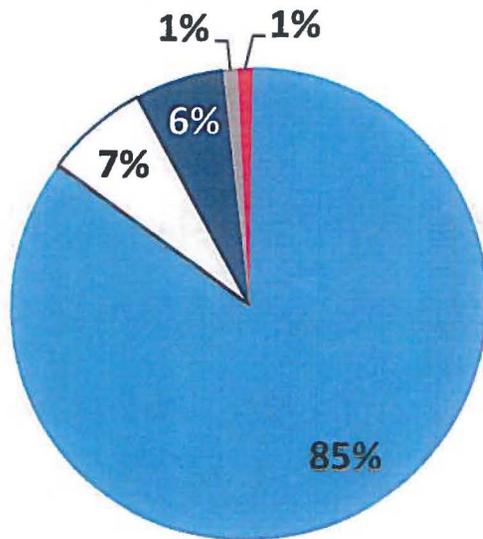
* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

Typical Tallahassee Visitor

- Was **47** years old.
- Was female (**56%**).
- Had a median household income of **\$90,000**.
- Was from the Southeast (**85%**).

Origin of Tallahassee Visitors

2 out of 3 visitors were from Florida



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

- Florida ■ Other

Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA, FL
 Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME
 Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK
 West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM

Origin of Tallahassee Visitors

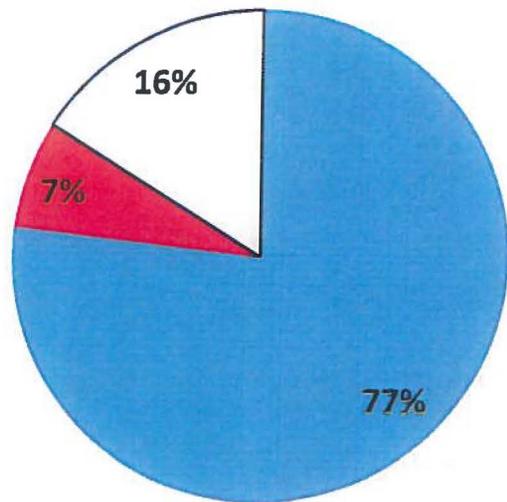
Top Markets

Miami/Ft. Lauderdale	22%
Tampa/Bradenton	15%
Surrounding Counties*	11%
Jacksonville	8%
Atlanta	7%
Orlando	7%
Pensacola/Mobile	6%
Panama City/Destin	4%
Birmingham	3%
New York City	3%
Houston	3%

*Gadsden, Liberty, Wakulla, & Jefferson Counties

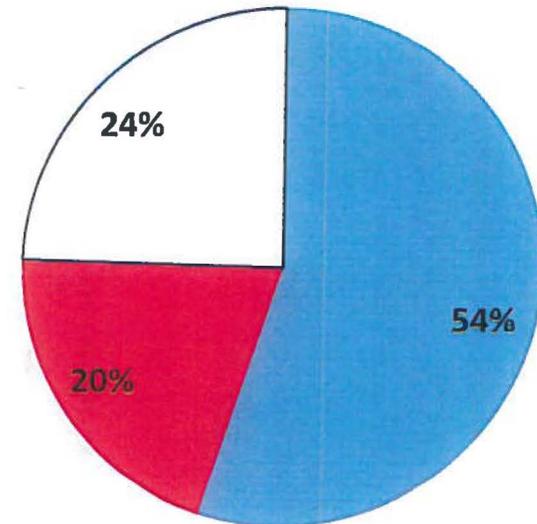
Event Attendees*

• Visited Leon County strictly to attend an event (**77%**).



- Strictly to attend this event
- In part to attend this event
- Decided to attend this event after I was already there

• Stayed in paid accommodations (**54%**).

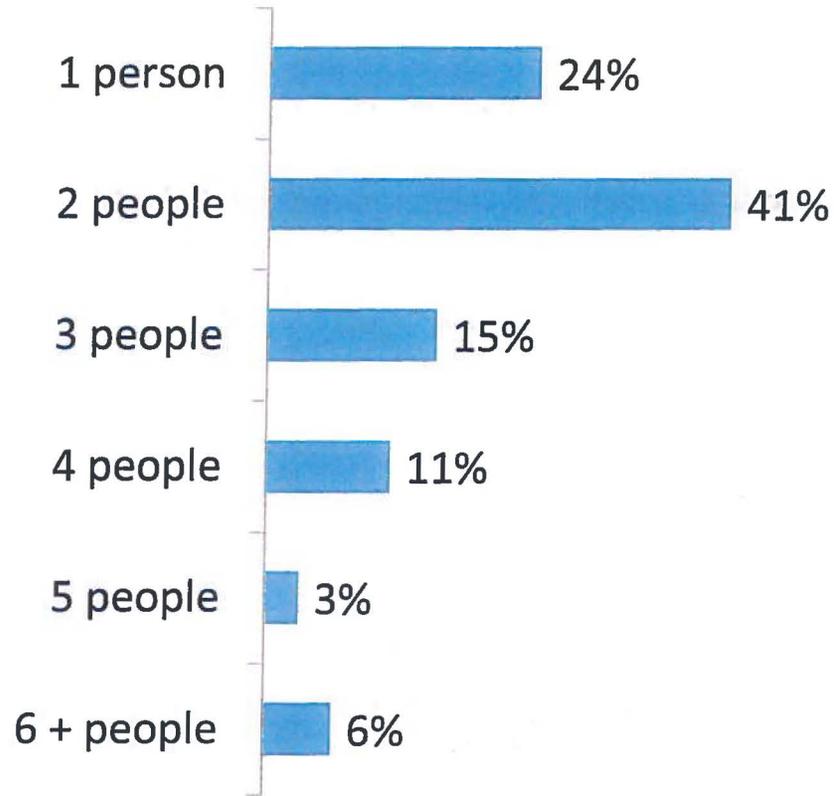


- Paid accommodations
- Unpaid accommodations
- Day tripper

*Only asked of visitors interviewed at events.

Typical Tallahassee Visitor

- Traveled in a party composed of **2.8** people.
- **76%** traveled with at least one other person.
- **40%** traveled with people under the age of 20.

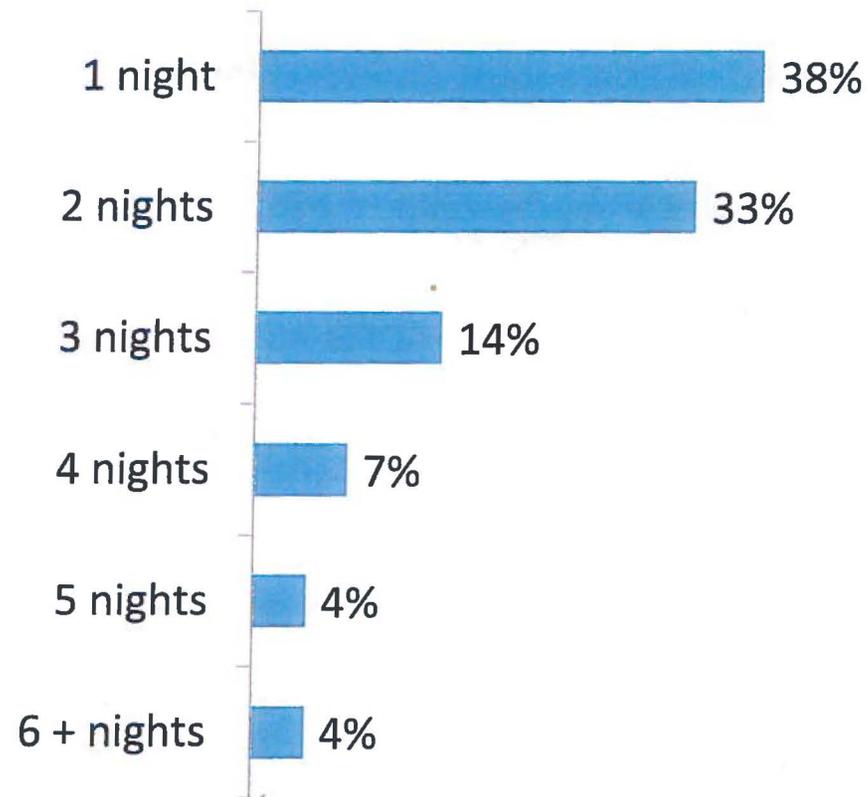


Typical Tallahassee Visitor

- **Drove** to Leon County (**87%**).
- Indicated that Leon County was the primary destination for their trip (**84%**).

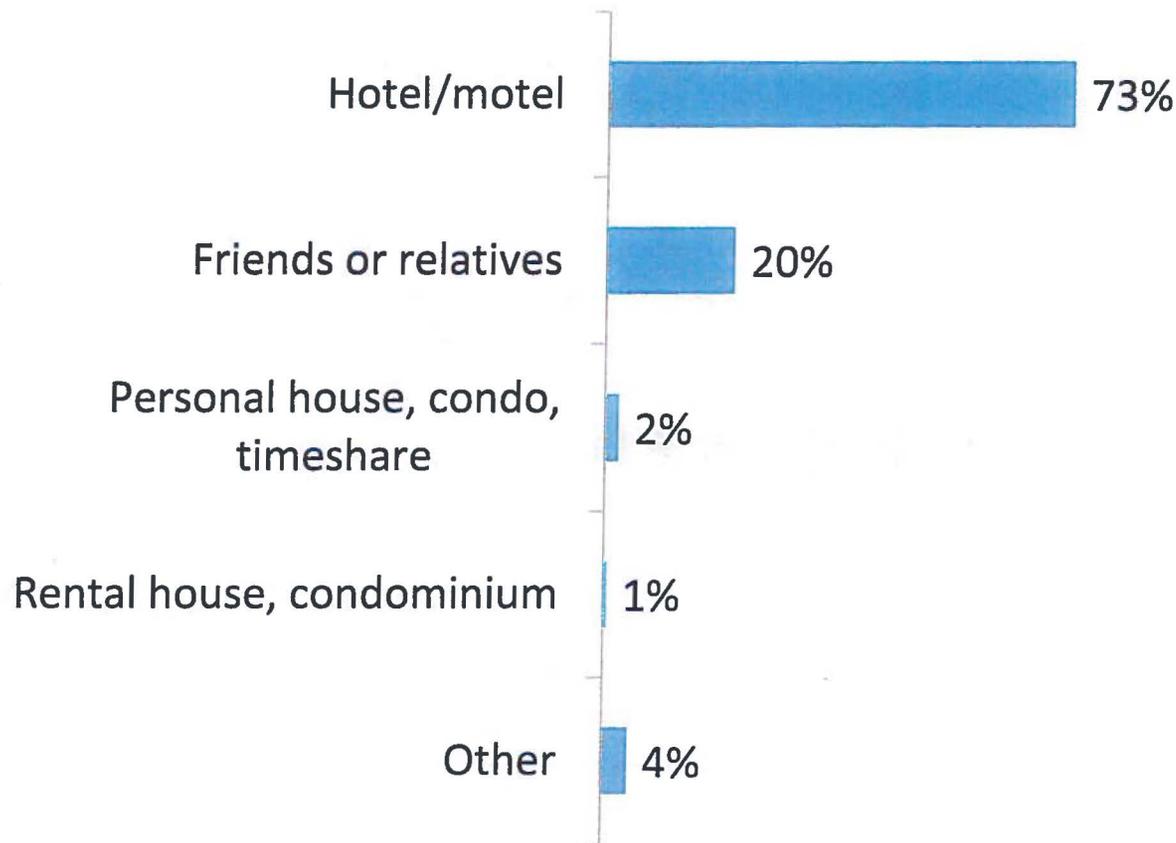
Typical Overnight Tallahassee Visitor

- Spent **2.5** nights in Leon County.
- **62%** stayed 2 nights or more:



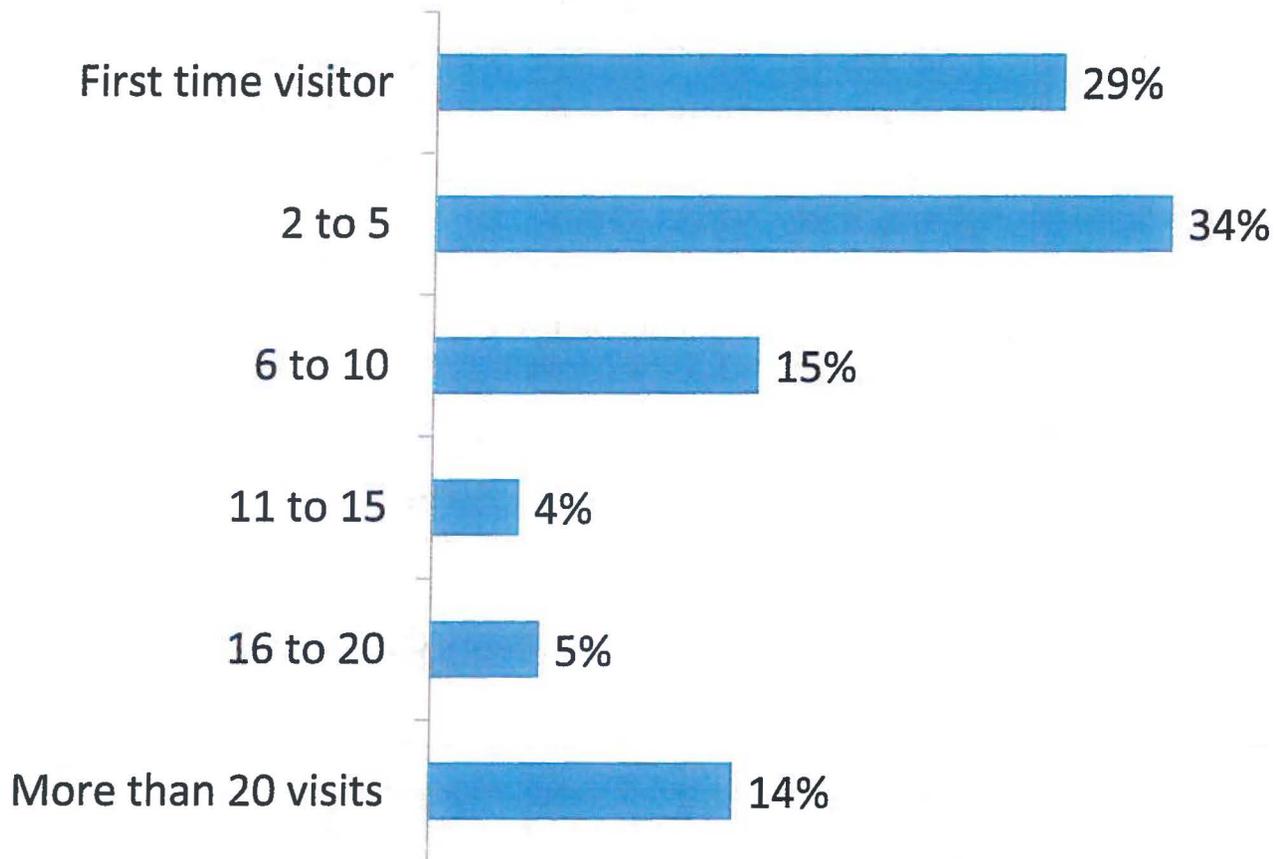
Accommodations for Overnight Visitors

- 3 out of 4 visitors (**73%**) who stayed overnight booked a hotel.



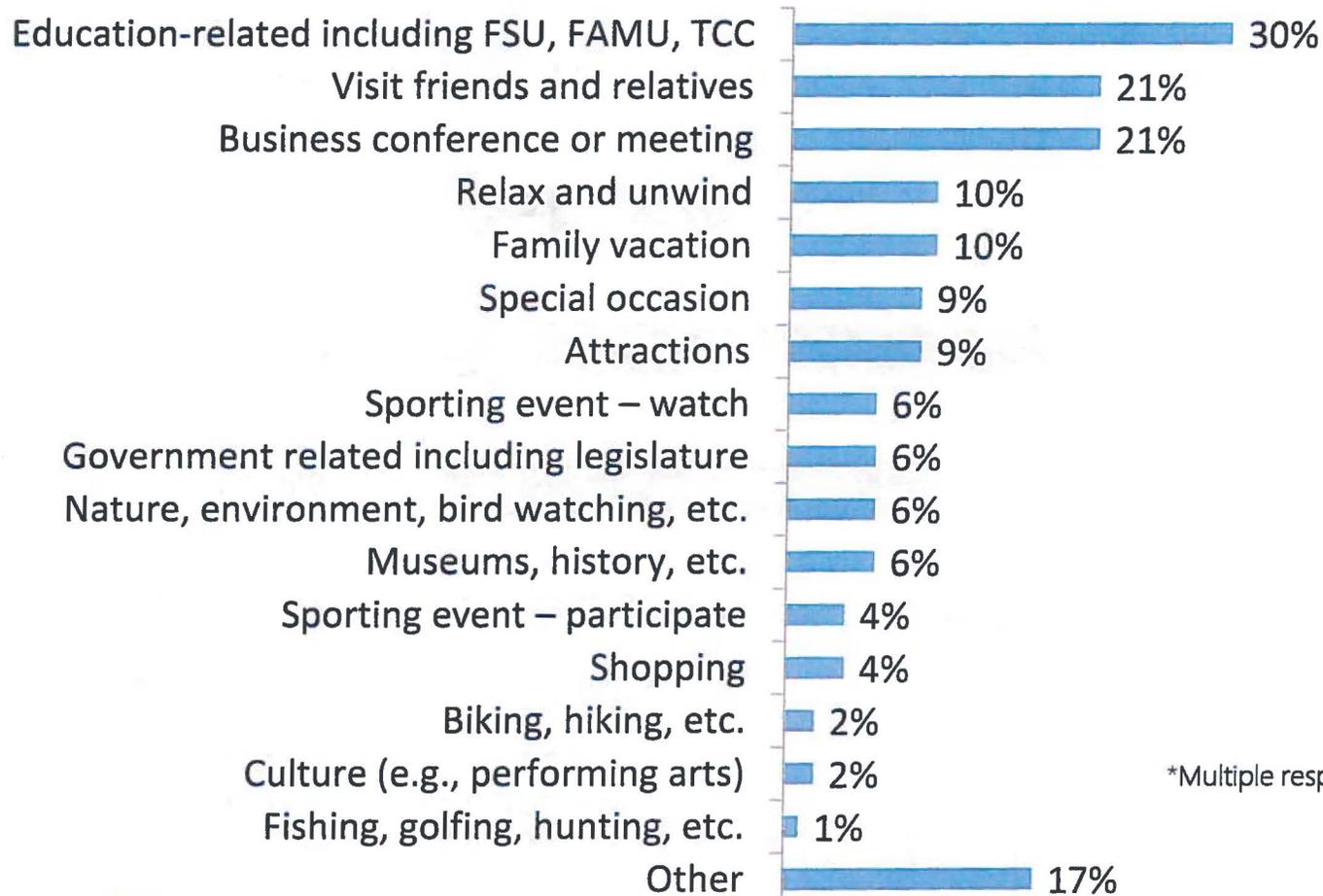
Experience with Tallahassee

- **29%** were first time visitors.
- **14%** have visited Tallahassee more than 20 times.



Reasons for Visiting

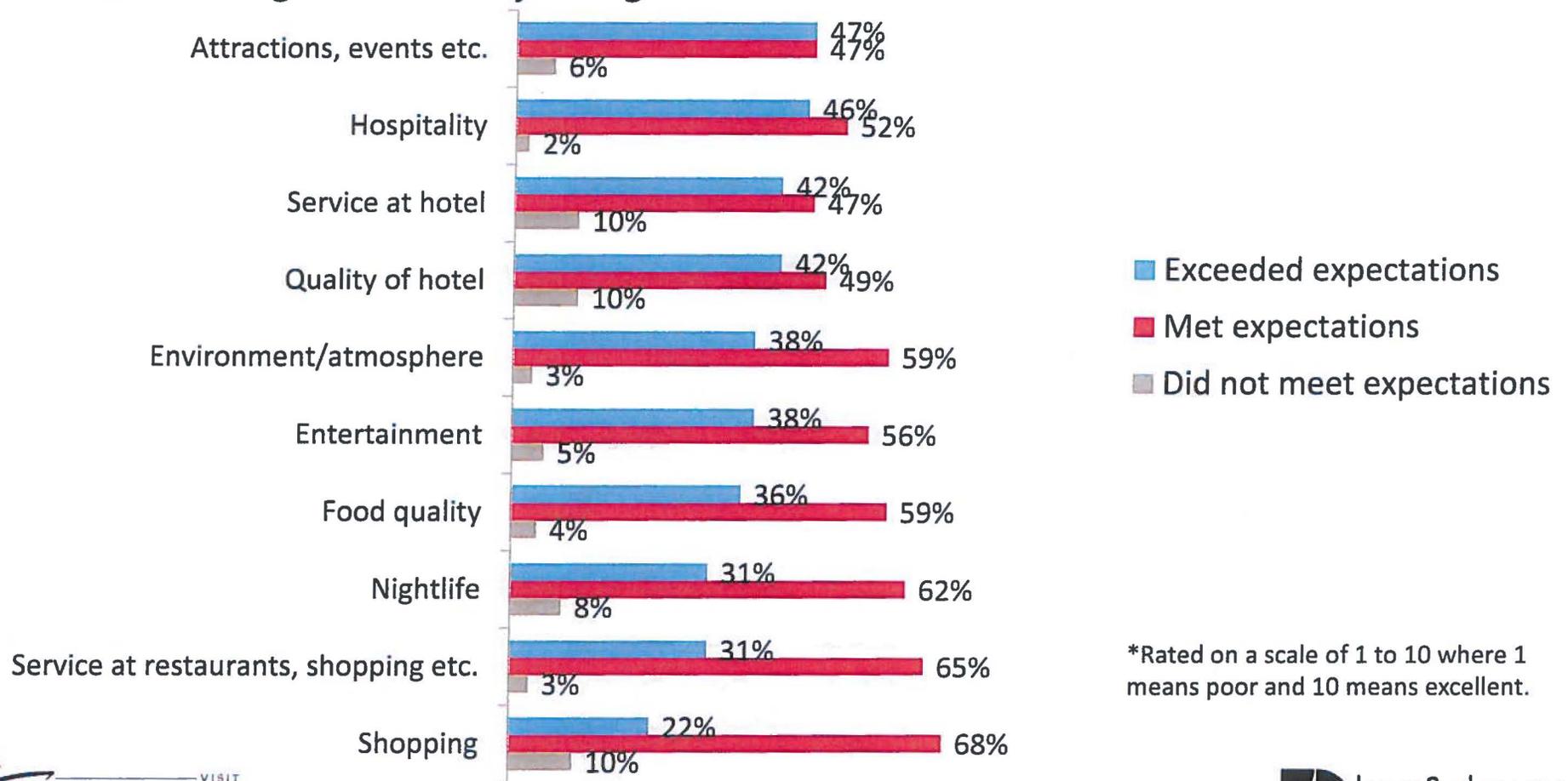
- Three in ten visitors (**30%**) came to visit for education-related activities.*



*Multiple responses permitted

Rating Experiences in Tallahassee

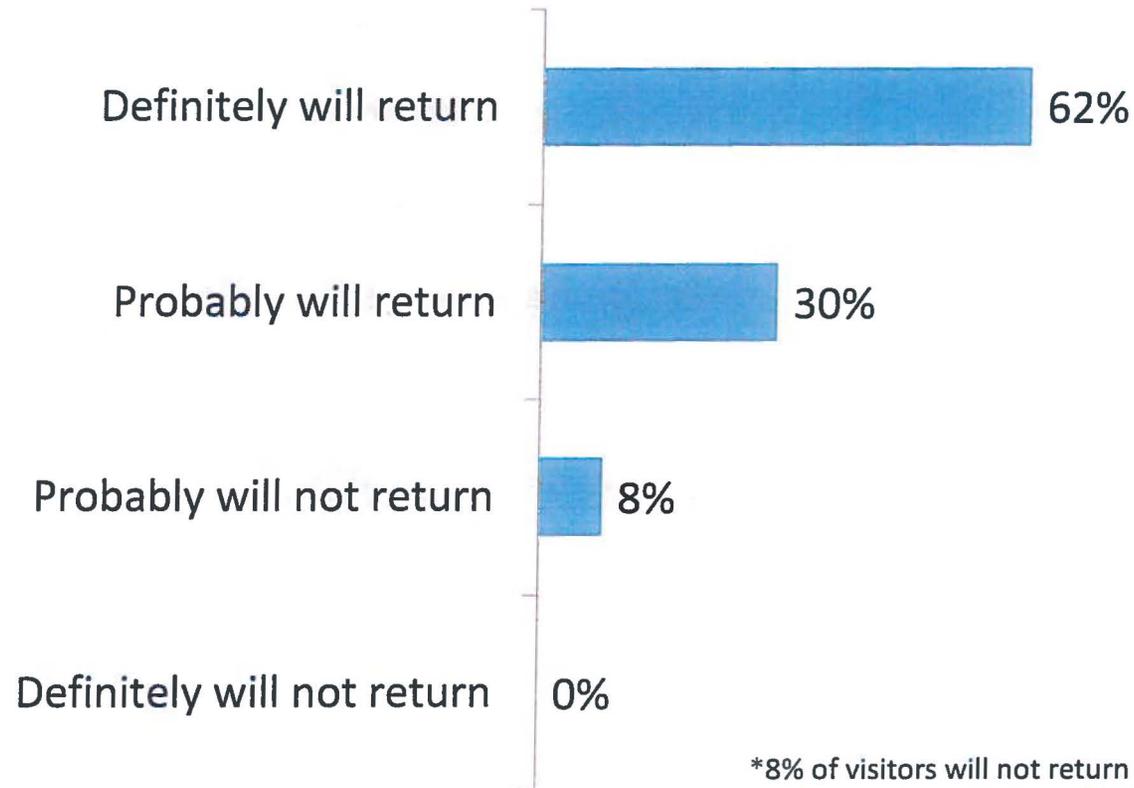
- Visitors gave Leon County a rating of **7.5 out of 10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:



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

Likelihood of Returning

•92% of visitors will return to Leon County.*



*8% of visitors will not return for the following reasons:

1. Event/occasion for visit is over (5%)
2. Prefer other areas (1%)
3. Prefer a variety of vacation spots (1%)
4. Lack of quality accommodations (1%)

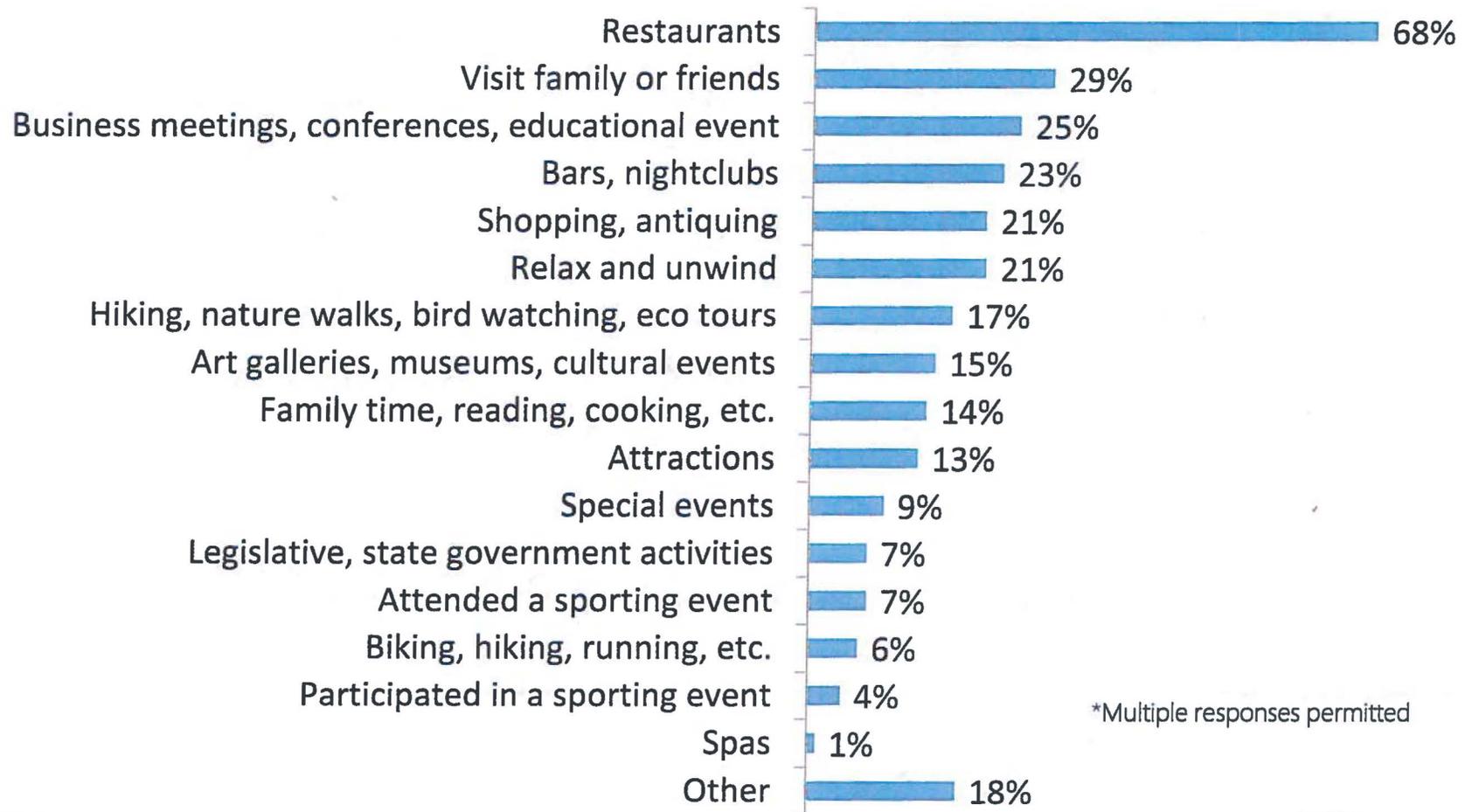
Visitors' Expenditures

- Visiting parties spent **\$296** a day and **\$741** on their trip.

	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$120	\$300
Restaurants	\$70	\$175
Groceries	\$8	\$20
Shopping	\$32	\$80
Entertainment	\$36	\$90
Transportation	\$19	\$48
Other	\$11	\$28
Total	\$296	\$741

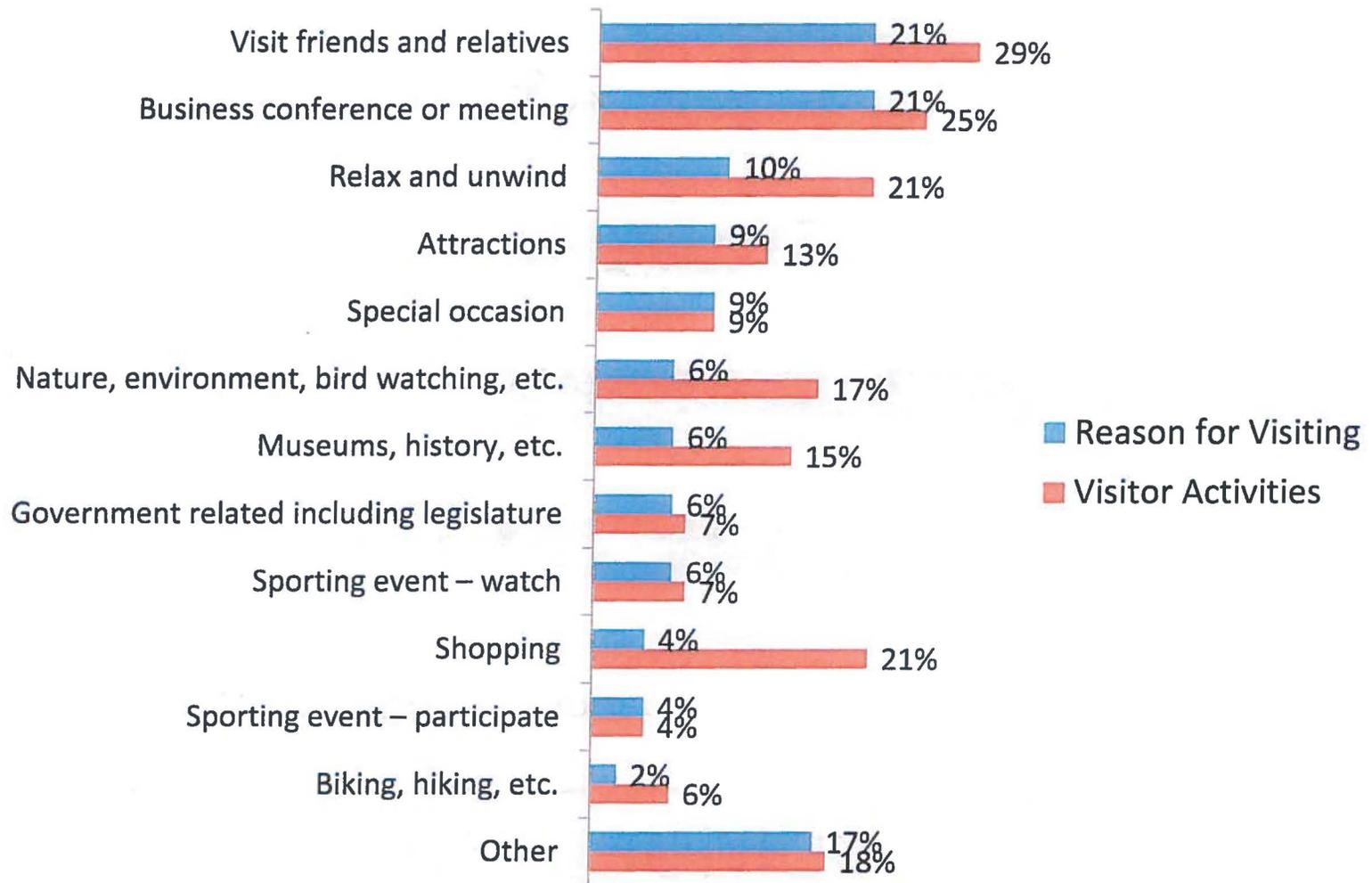
Visitors' Activities

- 2 out of 3 visitors (**68%**) ate in area restaurants:*



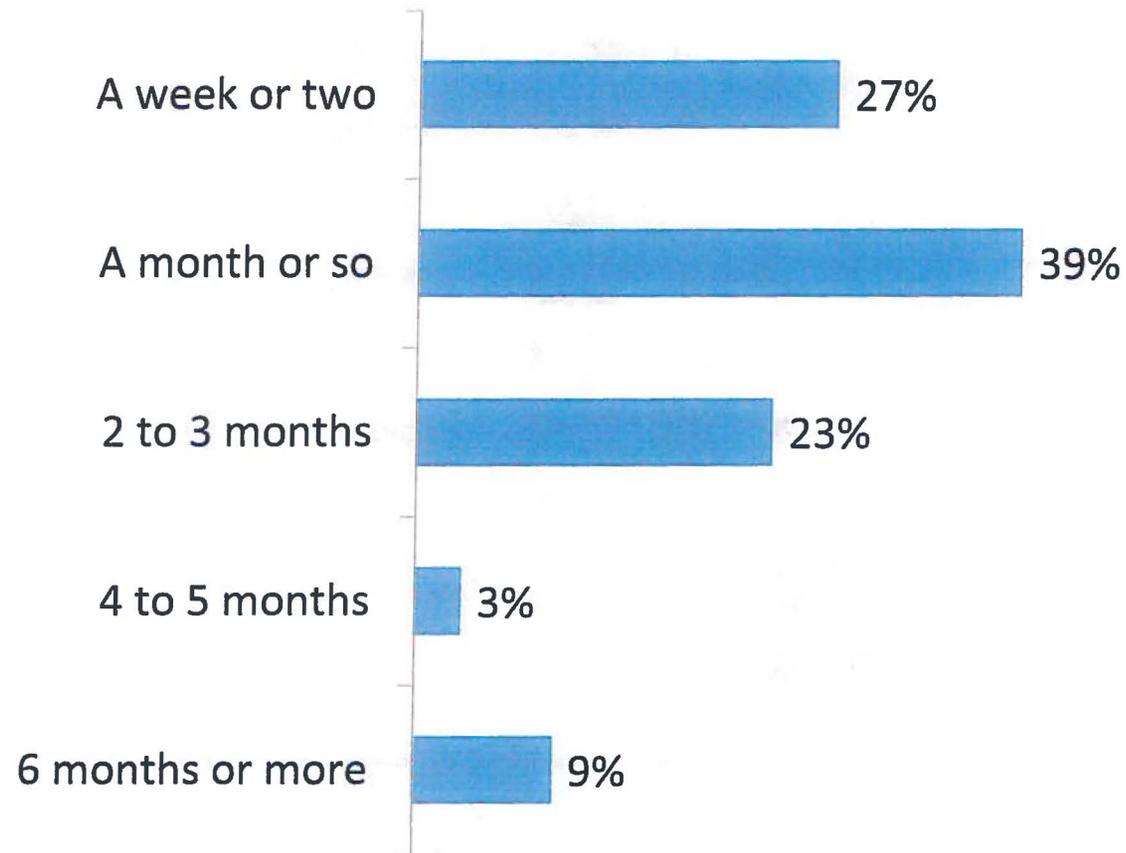
*Multiple responses permitted

Reasons for Visiting vs. Visitor Activities



Trip Planning

- Two in three visitors (**66%**) planned their trip within **a month** of travel.



Sources of Information

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



*Multiple responses permitted

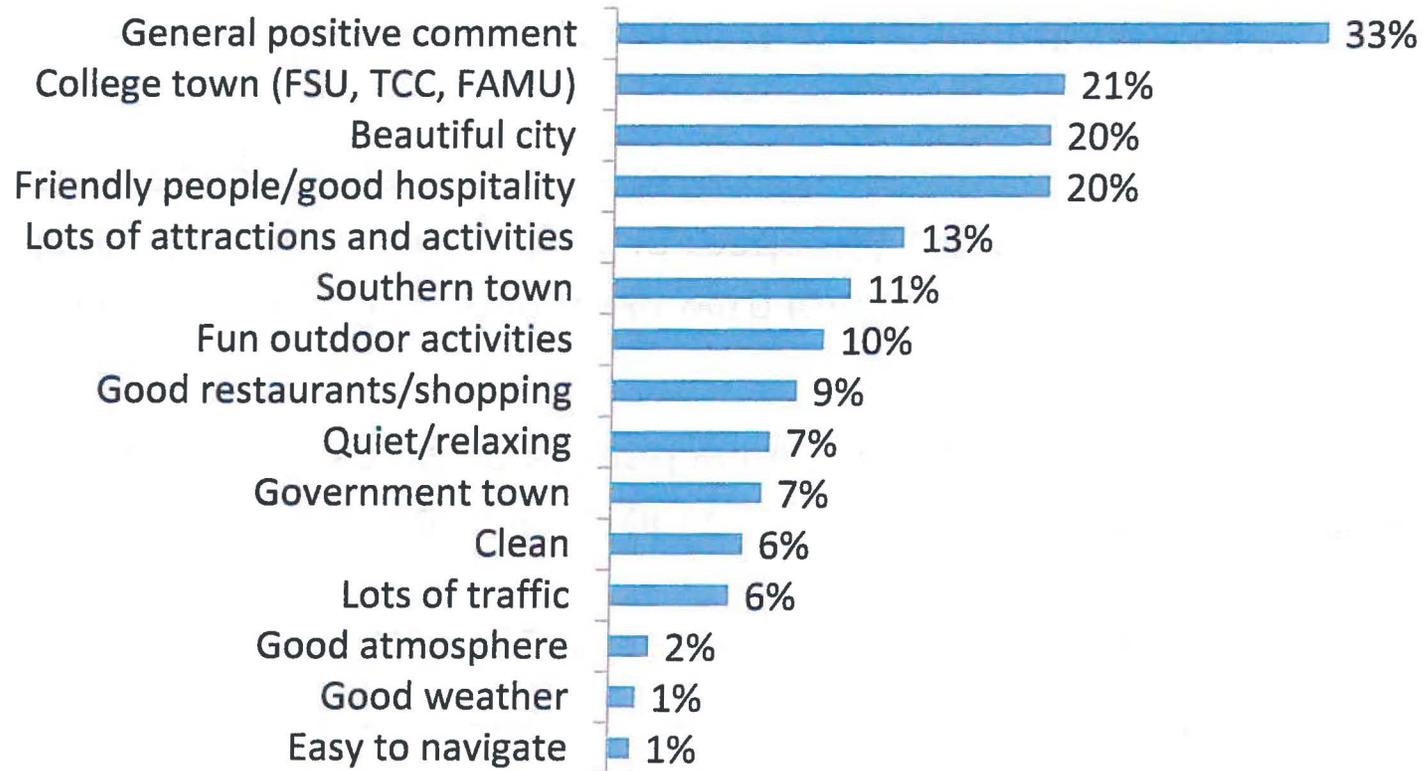
Finding Your Way Around

- Has a smartphone or tablet (**93%**).
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County (**72%**).
- 7%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- Visitors Guide received a rating of **8.0 out of 10***.
- 3%** of visitors stopped at the Visitors Center during their visit to Leon County.
- Visitors Center received a rating of **8.3 out of 10***.

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

Perceptions of Tallahassee*

- Visitors describe Leon County as a beautiful college town with friendly people and good hospitality.



*Open-ended responses, multiple responses permitted

Comments from Visitors

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

“An excellent place to visit for collegiate sports and recreation. Nearly limitless hiking trails, fishing holes, and wildlife to captivate your mind!”

“Tallahassee is a college town with lots to do and see. The young lady at the front desk that checked me in made ALL the difference in my stay! She was courteous, prepared, and efficient.”

“Spent our time around FSU and the campus is beautiful.”

“Quaint college town with nightlife and great restaurants. Beautiful city with rolling hills and great golf courses.”

Comments from Visitors

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

"A beautiful place in Florida with hills and fabulous natural areas unlike anyplace else. The downtown area is very quaint and charming."

"Great... Beautiful... Love it!"

"A beautiful city with very friendly people!"

"A beautiful area of Florida. Looks more like North Carolina than Florida and temperatures are much cooler than where we live."

Comments from Visitors

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

“Very friendly, helpful people with great attractions and restaurants and shopping.”

“Nice place where people are down to earth.”

“Friendly and hospitable. You get feeling that you are not in Florida with the rolling hills and trees.”

“Quaint, friendly college & state business town offering a variety of dining, shopping and local park options.”

Comments from Visitors

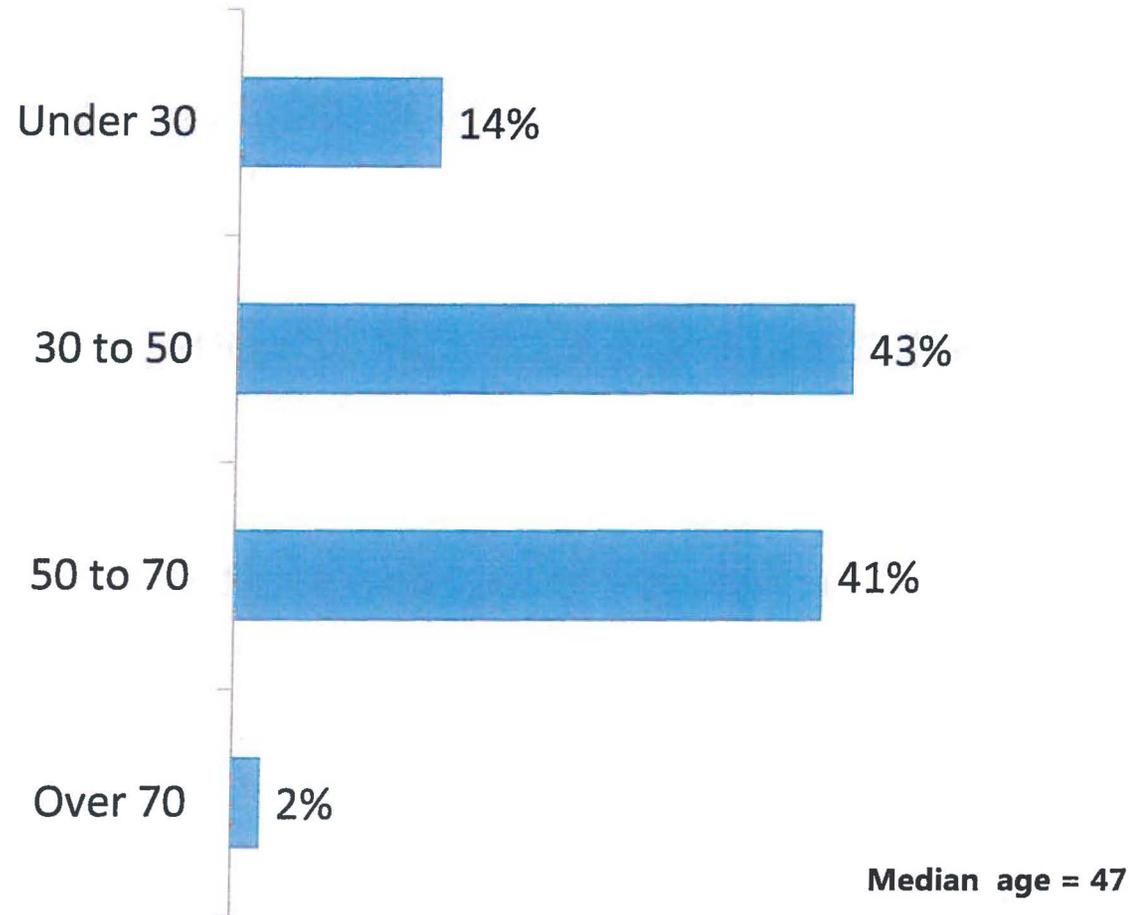
- Describes Leon County as having **lots of attractions and activities:**

“Beautiful, historic small city with great food and lots to do.”

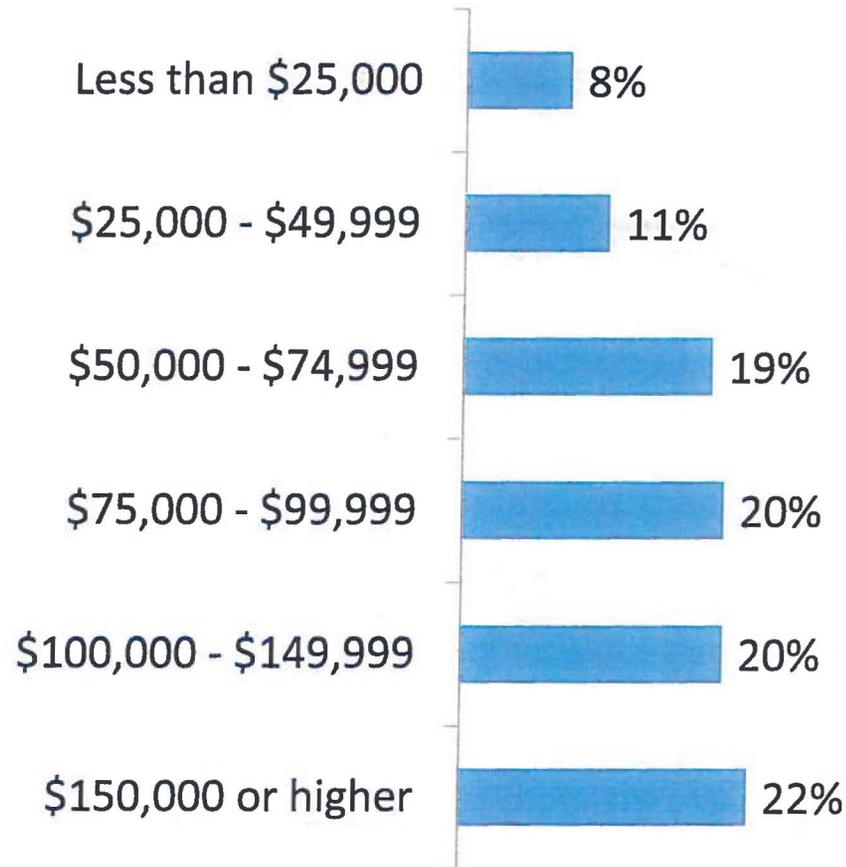
“Fun destination for natural history and learning Florida history. Mission at San Luis and Cascades Park are must sees.”

“There are numerous points of interest to see and great food establishments there.”

Age of Visitors

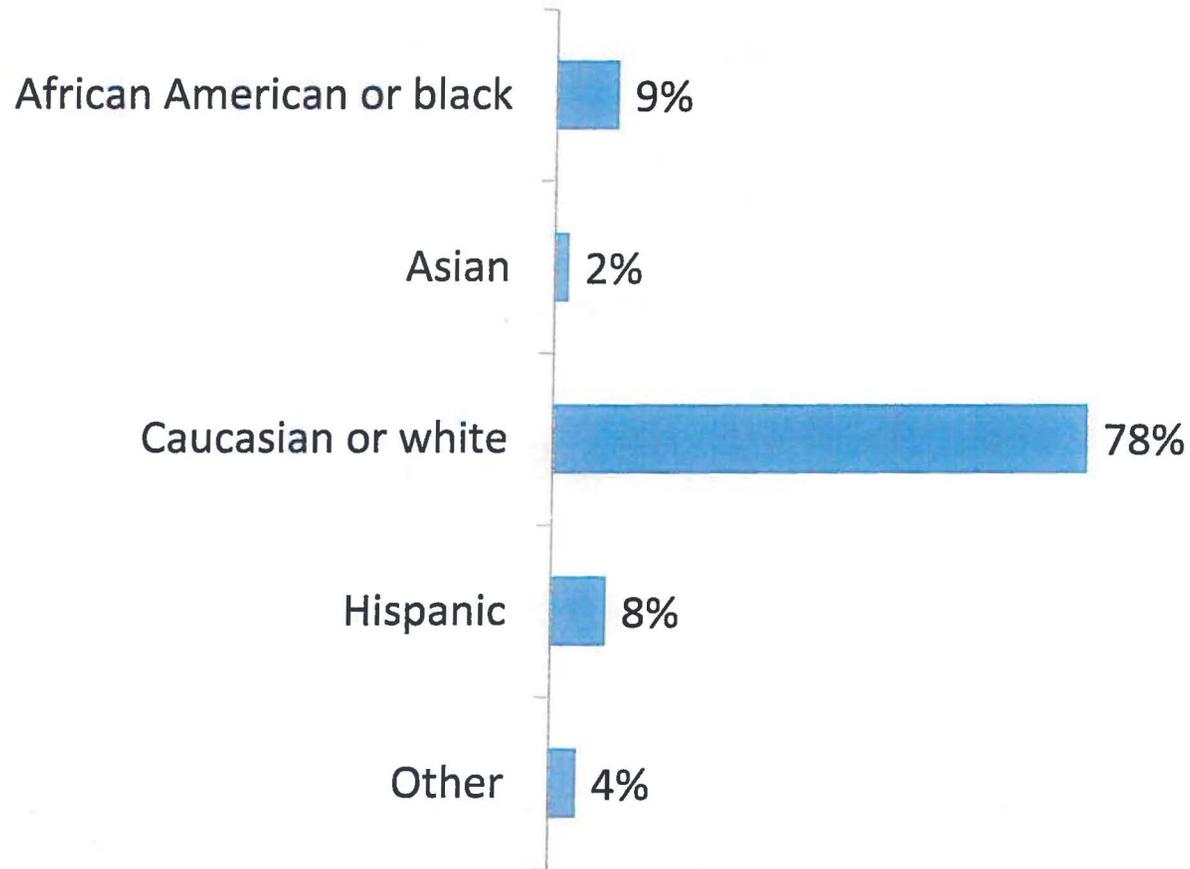


Visitors' Total Household Income

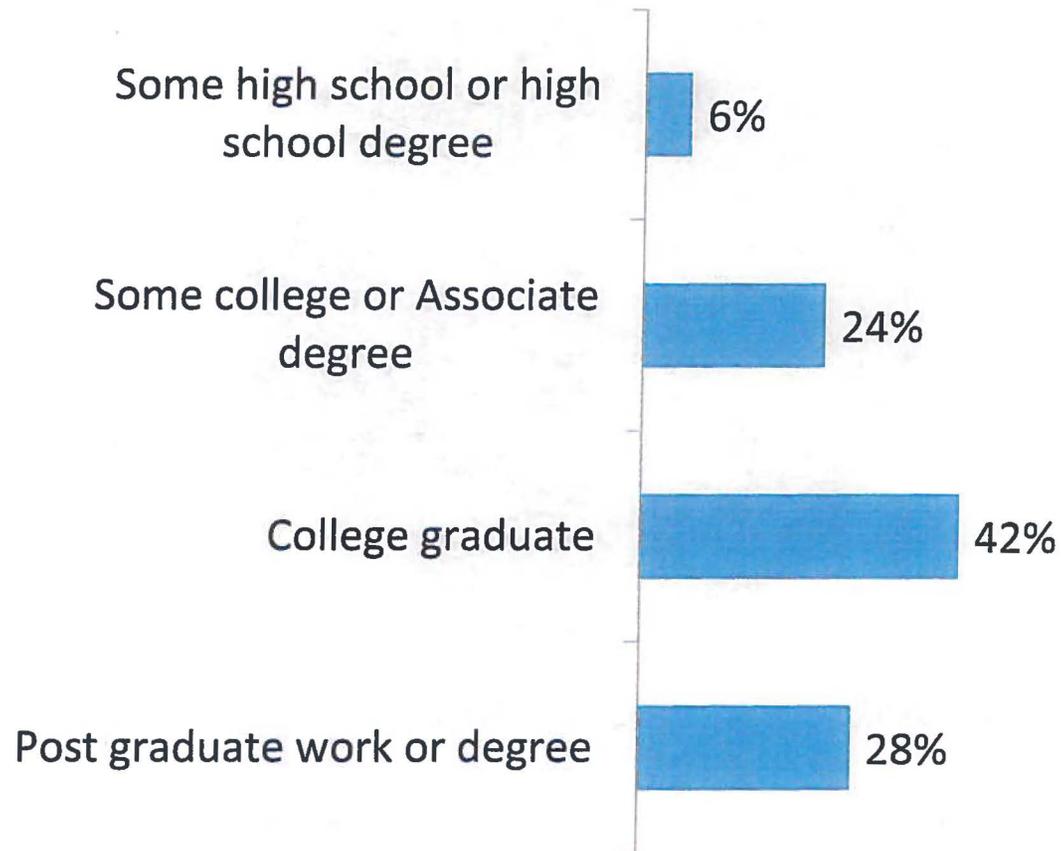


Median HHI = \$90,000

Race/Ethnicity of Visitors

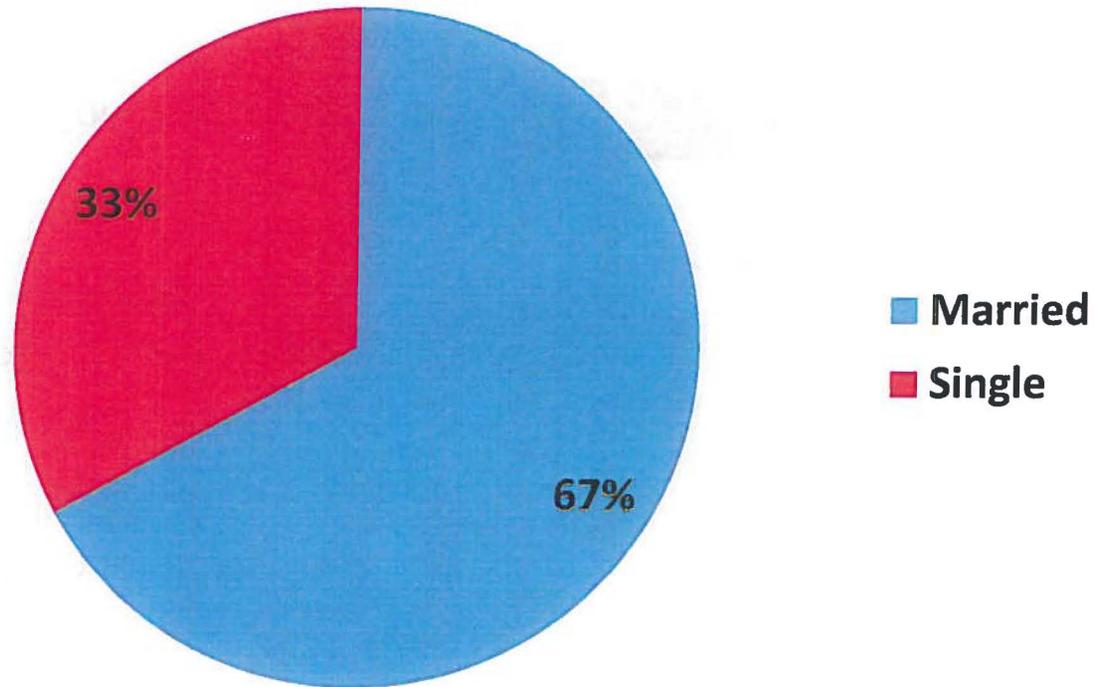


Education

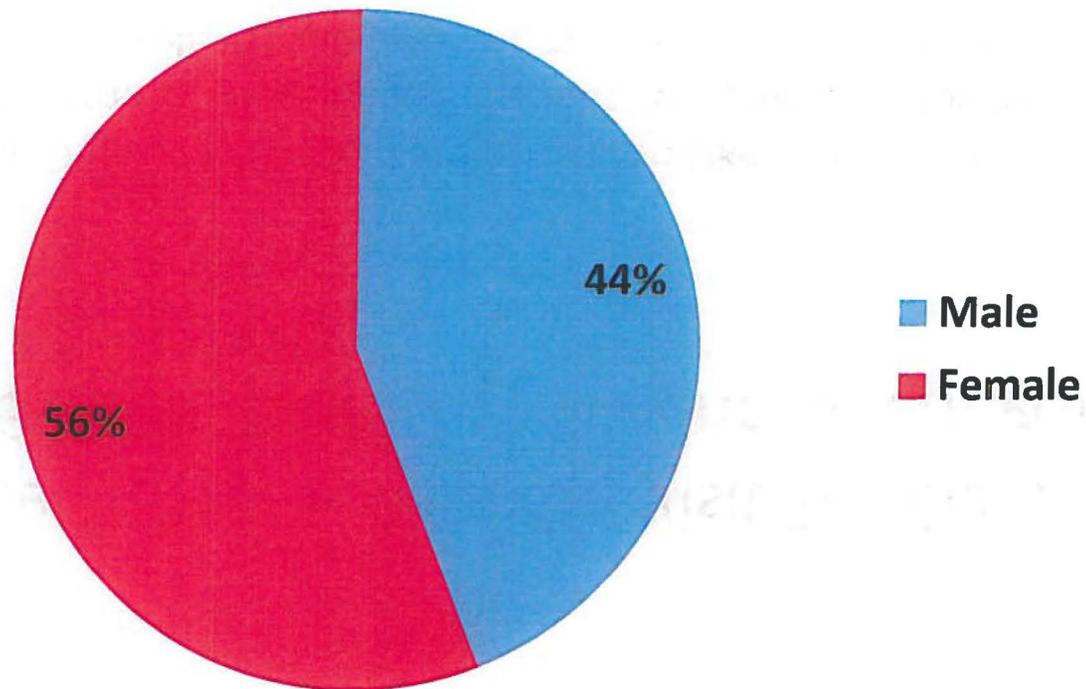


Marital Status

Two in three visitors were married.



Gender



Visit Tallahassee

3rd Quarter Visitor Tracking Report

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

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



Visit Tallahassee

April – June 2015 Visitor Profile Dashboard

Prepared for:

Leon County Tourist Development Council

And

Visit Tallahassee

Prepared by:

Kerr & Downs Research

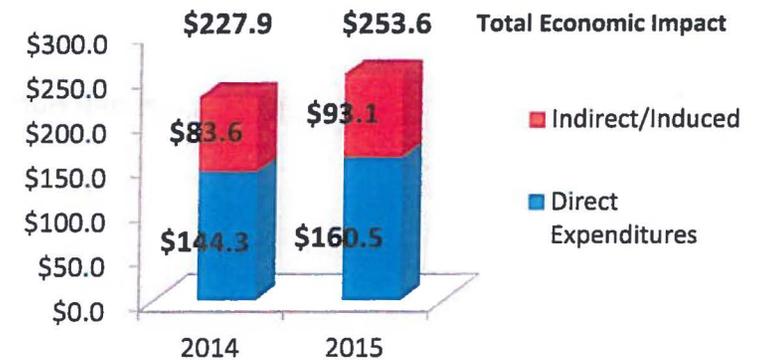
Phillip Downs, Ph.D., Joseph St. Germain, Ph.D., and Rachael Powell

Leon County Visitor Profile | April – June 2015

April - June

Visitor Statistics	2014	2015	% Change
Visitors	573,704	652,167	+13.7%
Direct Expenditures	\$144,264,800*	\$160,522,300	+11.3%
Total Economic Impact	\$227,938,400	\$253,625,200	+11.3%

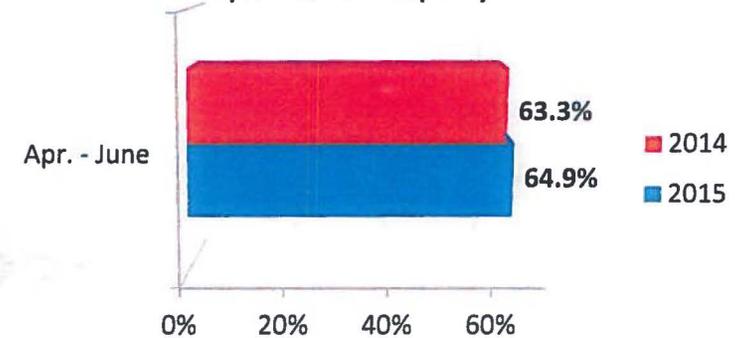
April – June Economic Impact (millions)



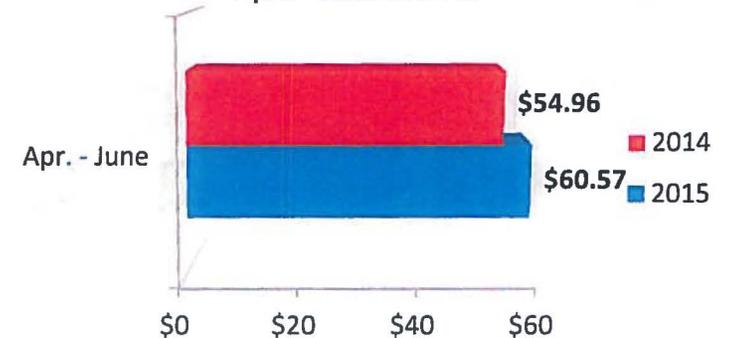
April - June

Lodging Statistics	2014	2015	% Change
Occupancy	63.3%	64.9%	+2.5%
Room Rates	\$86.83	\$93.33	+7.5%
RevPAR	\$54.96	\$60.57	+10.2%
Room Nights	327,030	332,857	+1.8%
TDT Collections	\$1,245,758	\$1,437,043	+15.4%

April – June Occupancy



April – June RevPAR



1

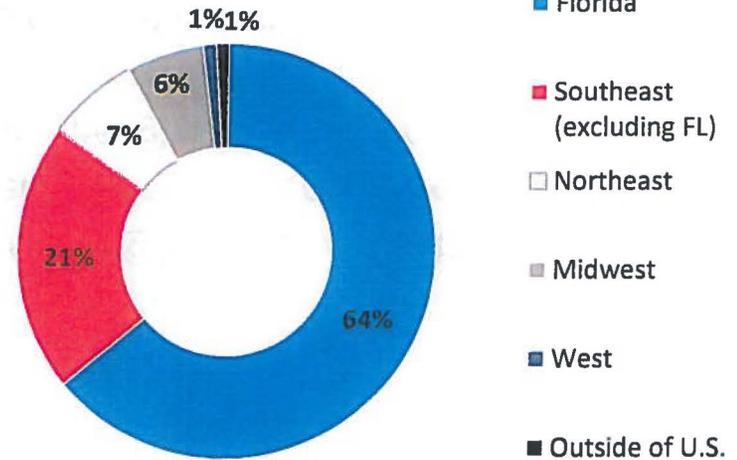
* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

Leon County Visitor Profile | April – June 2015

Visitor Origin – Top Markets

Visitor Origins	April - June		
	2014% of total	2015% of total	% change of Visitors '14/'15
Miami/Ft. Lauderdale	19%	22%	+3% points
Tampa/Bradenton	10%	15%	+5% points
Surrounding Counties*	NR	11%	NA
Jacksonville	8%	8%	No change
Atlanta	5%	7%	+2% points
Orlando	16%	7%	-9% points
Pensacola/Mobile	5%	6%	+1% point
Panama City/Destin	NR	4%	NA
Birmingham	NR	3%	NA

April – June 2015 Visitor Origins



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

The typical Tallahassee Visitor...

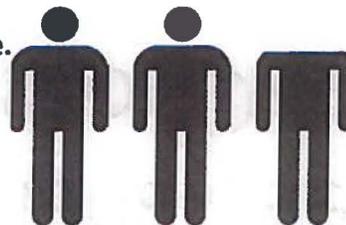
Room Nights:

2.5

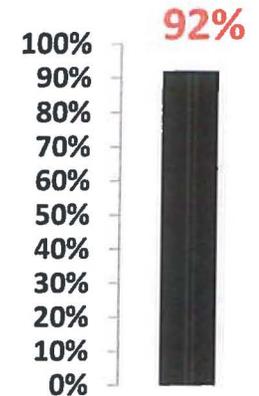


Travel Party Size:

2.8 people.



92% of visitors will definitely or probably return.



Visit Tallahassee

3rd Quarter Visitor Dashboard

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

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com
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





MEMORANDUM

DATE: August 25, 2015

TO: TDC Special Events Review Committee

FROM: Lee Daniel

SUBJECT: Request for reconsideration of Special Event Grant funding

The below information is regarding two groups that applied for Special Event Grant funding for the 2015-16 fiscal year. During the TDC Grant Review Committee Meeting they were not awarded any funding and after further review, I am requesting you review and reconsider. Below is general information regarding both groups, suggested funding and pertinent information.

Event	Date	Visitors	Sleeping Rooms	Funding Level Recommendation
Florida Department of Juvenile Justice -Staff Development and Training	Oct. 5-9, 2015	75	375	\$2,400 *Originally requested \$50,625
Frontline Skin Cancer Education Conference	Dec. 4-6, 2015	50	100	\$1,200

A few points worth mentioning:

- Both groups are educational events that fall under the Meetings & Conventions umbrella, which is a primary focus for the Tourism Sales Team.
- Events/groups such as these, although not traditional events and/or festivals, are vitally important to the economic impact in our community and are the type of business our Meetings & Conventions team strives to bring to Leon County
- Both events are scheduled for week days during non-peak seasons and bring significant rooms nights
- Both events are first time funding applicants
- We recognize trainings are a slippery slope, but in the case of these two events either event could easily be held in another destination and therefore Leon County would lose the business to a competing destination (for example: Jacksonville, Orlando, etc.)
- Small meetings are the primary business our Meetings & Conventions goes after because of space limitations in Leon County

Thank you for taking the time to review this request and for serving on the Grants Review Committee. Your time and efforts are most appreciated.

**FY 16- TOURIST DEVELOPMENT COUNCIL Special Event Grants
COMMITTEE RECOMMENDATIONS - August 20, 2015**

	Event	Organization	Amount Request	AVG Points (100 Pts)	Avg. Request Adjusted	Avg Request Adjusted w/ Score Factor
1	ALT Con Florida	Camelot Productions	\$2,000	70.00	\$2,000	\$1,400
2	Office of Staff Development & Training	DJJ Training	\$50,625	46.67	\$35,417	\$0
3	American Historical Association Mini Conference	FAMU	\$1,200	89.33	\$1,200	\$1,072
4	International Summit on Energy-Water-Food Nexus	FAMU	\$2,399	90.00	\$2,399	\$2,159
5	FES Professional Engineers Legislative Days	Florida Engineering Society	\$1,200	62.67	\$1,200	\$0
6	Baryons 2016 International Conference	FSU	\$5,000	88.33	\$5,000	\$4,417
7	2016 Florida Trust For Historic Preservation Conference	Florida Trust For Historic Preservation	\$20,200	95.33	\$5,333	\$5,084
8	Florida YMCA Youth In Government - 59th Assembly	Florida YMCA Youth In Government	\$4,499	82.33	\$4,499	\$3,704
9	Florida History Fair	Friends of the Museums of Florida	\$7,510	98.33	\$6,673	\$6,562
10	FSU Emeritus Alumni Society Reunion Weekend	FSU Alumni Association	\$1,200	70.00	\$1,200	\$840
11	FSU Homecoming Parade	FSU Alumni Association	\$1,200	70.00	\$1,200	\$840
12	FSU Block Party	FSU Alumni Association	\$5,000	60.00	\$3,667	\$0
13	Parade of Discovery	FSU, FAMU & TCC	\$1,200	90.00	\$1,200	\$1,080
14	Southeast Peace Jam Talk	FSU's Center For Leadership/Social Change	\$3,500	95.67	\$3,500	\$3,348
15	Southeastern Ecology and Evolution Conference	FSU Ecology and Evolution Research	\$2,390	75.67	\$2,390	\$1,808
16	68th Annual Home Show Series	FSU Flying High Circus	\$5,000	95.00	\$5,000	\$4,750
17	127 Grand Lodge Session-Knights of Pythias	Knights of Pythias	\$3,500	72.33	\$3,000	\$2,170
18	Leon High School Football Centennial Celebration	Leon High School Football	\$4,499	92.33	\$4,499	\$4,154
19	Great American Realtor Days	Miami Realtors Association	\$2,399	40.00	\$2,399	\$0
20	39th Reenactment of the Battle of Natural Bridge	Natural Bridge Historical Society, Inc.	\$4,500	95.67	\$4,500	\$4,305
21	Physical Phenomena at High Magnetic Fields VIII	National High Magnetic Field Laboratory	\$7,000	87.33	\$6,333	\$5,531
22	Volunteering In Haiti	Recycle4Haiti	\$7,000	13.33	\$4,667	\$0
23	Frontline Skin Cancer Education Conference	Skin Care Art and Science, LLC	\$1,200	58.33	\$1,200	\$0
24	Southern Shakespeare Festival	Southern Shakespeare Company	\$10,000	90.00	\$9,333	\$8,400
25	Tally Fiesta 2015	Tally Fiesta, Inc.	\$2,000	73.33	\$2,000	\$1,467
26	Tallahassee Latin Dance Festival	Tallahassee Latin Dance Festival	\$2,000	79.33	\$2,000	\$1,587
27	Florida Senior Day	United Way of Florida	\$7,000	88.33	\$5,333	\$4,711
28	Tallahassee St. Patrick Day Festival, Parade and Race	Tallahassee Irish Society	\$1,200	78.33	\$1,200	\$940
29	LeMoyne Chain of Parks Art Festival	LeMoyne Art Foundation	\$2,399	93.33	\$5,000	\$4,667
30	Connecting The Dots Heritage Tour 2016	John G. Riley House	\$7,500	99.00	\$7,500	\$7,425
		Totals:	\$176,320		\$140,843	\$82,422

Note: Scores with **red font** were adjusted upward to reflect the minimum amount needed to be funded due to their close proximity to the threshold. Scores within a highlighted **red box** did not qualify to receive funding.

Remaining Funds: **\$17,578**

**Leon County Tourism Development
FY2015-16 Signature Event Applications**

Event	Organization	Date	Funding Request	2014-15 Visitors	2014-15 Room Nights	Estimated Visitor Direct Spending
Market Days	Tallahassee Museum	12/05/2015 - 12/06/2015	\$25,000	4,578	2,610	\$2,371,600
Red Hills Horse Trials	Red Hills Horse Trials, Inc.	3/10/2016 - 3/13/2016	\$50,000	4,760	4,035	\$2,047,800
Word of South Festival	Florida Litfest, Inc.	4/08/2016 - 4/10/2016	\$37,000	$700^1/1,680^2 = 2,380$	$250^1/430^2 = 680$	$\$410,600^1/\$620,200^2 = \$1,030,800$

1) Represents the numbers from the Word of South Economic Impact Report. 2) Represents the numbers from the Avett Brothers Economic Impace Report.
(The visitors, room nights and estimated direct spending seen above are from the Kerr & Downs Research Economic Impact Report completed at each event last year. For more detailed information please see the entire report attached to each individual application.)

Leon County
Tourist Development Council

**Signature Event
Grant Program**
(Policies & Application)

Approved
By the
Leon County Tourist Development Council

December, 2014

Table of Contents

- I. Introduction
- II. Objectives
- III. Definition
- IV. Statement of Policies
- V. Funding Eligibility
- VI. Procedures
- VII. Funding Levels
- VIII. Post Event Report
- IX. Conclusion
- X. Application
- XI. Appendices
 - Appendix A: Visitor Tracking Form
 - Appendix B: Post-Event Report (Currently Being Developed)

Leon County Tourist Development Council Signature Event Grant Program

I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

As part of the FY 2014 budget process, the Board of County Commissioners approved the establishment of a Signature Event Grant Program to compliment other grant programs operated by the TDC.

Currently, the TDC annually allocates funds to three separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from advisory groups including the Special Event Grant Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community.

II. OBJECTIVES

1. Supports large-scale event(s) that are/will be recognized as synonymous with the destination.
2. Increases the visibility of the destination in state, regional, national and even international media and elevates awareness of tourism's contribution to the local economy with the local media.
3. Helps establish Leon County/Tallahassee as a destination for the planned event and other opportunities.
4. Generates a minimum of 1,500 room nights for Leon County commercial lodging properties during traditionally low times of hotel occupancy.
5. Generates an economic impact for other hospitality related businesses such as restaurants and retail establishments.
6. Regenerates the investment of the Tourist Development Tax funds and also increases local sales tax collections.

III. DEFINITION

1. A Signature Event is:
 - a. One that follows the definition of an “event” in section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”
 - b. One that offers programming for the public over multiple days, or a single day while demonstrating the potential of generating a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy are preferred.
 - c. An event that occurs during traditionally low times of hotel occupancy (typically below 50%, but not a mandatory number). An event scheduled during Florida State University or Florida A&M University football game weekends, university graduation weekends, or during midweek of legislative session should not be considered for funding.
 - d. An existing event that seeks to expand, merge with other events taking place in the same time frame, or an entirely new event.
 - e. A cultural, historic, heritage, literary or musical based festival, sporting event or conference.
 - f. A collaboration between multiple partners such as Florida State University, Florida A&M University, the Florida Restaurant & Lodging Association, VISIT FLORIDA or others to create a new event, generate added value and benefit to existing events or rebrand a series of festivals into one entity. For example, creating a month-long cultural festival.
 - g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
 - h. An annual, rotational or single-year event; annual events are preferred.
2. Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.
3. Signature events should not receive funds from any other County source with the exception of in-kind support.

Direct sales, advertising or marketing programs that conflict with Visit Tallahassee programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be partially returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

IV. STATEMENT OF POLICIES

1. Grant funds are intended to supplement the sponsoring organization's budget.
2. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Applicants receiving grant funds from the Council on Cultural & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
4. Hotels secured for the event must be located within Leon County.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Visit Tallahassee staff will instruct Kerr-Downs Research to conduct an economic impact study of an event receiving Signature Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
8. Any funds granted will be subject to audit by the Leon County Auditor.
9. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - (a) Except as otherwise provided hereinbelow, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.
 - (b) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification

requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

10. The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its agency of record on behalf of the applicant.
11. Leon County and/or Visit Tallahassee must be included on all printed and online promotional materials for the event and referred to in public relations activities. A Leon County logo and link to the VisitTallahassee.com web site will be provided for these purposes. All printed materials and online screen shots showing the Leon County logo must be presented with the Post Event Report. Failure to include the logo can be cause for disallowing reimbursement of that portion of the grant.



12. Allowable expenses shall include:
 - Promotion, marketing and paid media advertising that reaches outside Leon County with potential to drive overnight visitation
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
 - Note: On page 7 of the Application the applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to Visit Tallahassee and will not be

allowed without written approval from Visit Tallahassee staff.

13. Unallowable expenses include:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships,
- Hospitality or social functions,
- Advertising that only reaches Leon County and its residents.

V. **FUNDING ELIGIBILITY**

The intent of the Signature Event Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.

VI. **PROCEDURES**

1. Funding for the Tourism Signature Event Grant Program will be included as part of the Division of Tourism Development's normal budget process.
2. Leon County Tourism Development will proactively solicit existing events or new events for use of these funds. Staff will be open to new ideas and give consideration to works in progress.
3. There will be no official grant cycle or deadline to apply; applications will be accepted as long as funds are available.
4. Funds will be available until exhausted.
5. Funds not spent during a fiscal year, may carry-forward to the next fiscal year if the necessary unallocated fund balanced is maintained and approved by Financial Stewardship and the Board of County Commissioners.
6. Funds will be primarily used to market the signature event, but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
7. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.

8. Staff will bring all requests that meet the eligibility requirements for signature event grant funding for consideration and approval of the TDC, unless delegated by official action of the TDC.
9. Once approved by the TDC, staff will issue a letter to the grant recipient outlining the amount and authorized uses of the funds.
10. Upon receipt of a standardized post event report, staff will process the grant invoice for payment.

VII. FUNDING LEVELS

The TDC recommended funding levels in the Table below take into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related businesses. In addition, the State and Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections. Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDC. Instead, the proposed funding model is based on an approximate 1:3 return of TDC given the anticipated direct economic impact of signature events. The current TDC special events grant program also uses an approximate 1:3 formula based on a much smaller scale.

For first year events and existing events that are planning for expansion, the number of hotel room nights generated would be an estimate at the time of application. The Division of Tourism Development will direct the County’s marketing research firm of record to conduct an economic impact study of each event funded under the Signature Event Grant Program. This would show the actual number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests.

Recommended Signature Event Grant Program Funding Levels

Room Nights	Tourist Development Tax Generated (x 5 cents)	Direct Economic Impact	Recommended Tourism Signature Event Funding Levels
1,500	\$6,200	\$468,329	\$20,000
2,000	\$8,250	\$627,799	\$25,000
2,500	\$10,325	\$787,269	\$30,000
3,000	\$12,377	\$946,739	\$37,000
4,000	\$16,502	\$1,293,398	\$50,000
5,000	\$20,628	\$1,612,338	\$62,000
7,500	\$30,941	\$2,419,566	\$93,000
10,000	\$41,255	\$3,226,995	\$125,000

Average Daily Rate = \$82.51

The Direct Economic Impact is based on the model developed by Destination Marketing Association International that is being used as the industry standard; it also calculates local expenditures as well as those from overnight visitors.

VIII. POST EVENT REPORT

Visit Tallahassee will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post event information including:

1. The names of contracted hotels used for participants and spectators
2. Room pick-ups from each contracted hotel
3. If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
4. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
5. The TDC reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
6. A post event budget showing revenues and expenses.
7. Upon receipt of the post event report, Visit Tallahassee will process the check request for the approved grant amount.

IX. CONCLUSION

Applicants are asked not to contact members of the Tourist Development Council prior to the meeting. Applicants are invited to attend the TDC meeting in case there are questions. However, your presentation will be allowed. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

Please submit the application form **no later than noon on the Monday preceding the TDC meeting. The board packets are sent by 5 PM on that Monday prior to the meeting.**

**Failure to meet the Monday noon deadline may result
in disqualification or postponement of the request.**

For questions or additional information, please contact our office at:

(850) 606-2300

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

**Leon County
Tourism
Development
Special Event
Grant
Application
Overview**

Contact Information: Page 1 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Event Name*

Event Name

First Name*

First Name

Last Name*

Last Name

Email*

Email Address

Phone*

Contact Phone Number

Ex: (555) 555-5555

Grant Type*

--

I agree to the terms

SAVE AND CONTINUE →

Organization Information: Page 2 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Organization Name*	<input type="text" value="Organization Name"/>
Organization Contact*	<input type="text" value="Organization Contact"/>
Contact Title	<input type="text" value="Title"/>
Address*	<input type="text" value="Organization Address"/>
City*	<input type="text" value="Organization City"/>
State*	<input type="text" value=".."/>
Zip*	<input type="text" value="Organization Zipcode"/>
	<input type="checkbox"/> Non-Profit
Tax ID*	<input type="text" value="Tax ID"/>
Insurance Provider*	<input type="text" value="Insurance Provider"/>

Please provide a copy of the insurance certificate 30 days prior to the event or attach here

File insurance document No file selected.

Event Information: Page 3 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Event Name*	<input type="text" value="Event Name"/>
Event Director*	<input type="text" value="Event Director"/>
Event Email*	<input type="text" value="Event Email"/>
Event Phone*	<input type="text" value="Event Phone"/>
Event Start Date*	<input type="text" value="Event Start Date"/>
Event End Date*	<input type="text" value="Event End Date"/>
First Hotel Room Night Date*	<input type="text" value="First Hotel Room Night Date"/>
Last Hotel Room Night Date*	<input type="text" value="Last Hotel Room Night Date"/>
Estimated Number of Hotel Rooms Per Night*	<input type="text" value="Estimated Number of Hotel Rooms Per Night"/>
Event Website	<input type="text" value="Event Website"/>
Event/Organization Facebook Page	<input type="text" value="Organization Facebook"/>
Organization Twitter	<input type="text" value="Organization Twitter"/>
Admission Cost*	<input type="text" value="Admission Cost"/>
Schedule of Events*	<input type="text" value="Schedule of Events"/>

NOTE: This information will be published directly to the VisitTallahassee.com calendar. LCTD reserves the right to edit this information for the VisitTallahassee.com calendar.

Description of Event*	<input type="text" value="Description of Event"/>
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Facility Information: Page 4 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Has a venue/facility been secured?

- Yes
 No

Is the venue/facility within Leon County?

- Yes
 No

Venue Name

Venue Name

Venue Address

Venue Address

Venue City

Venue City

Venue State

Florida

Venue Zip

Venue Zip

Venue Contact Name

Venue Contact Name

Venue Contact Email

Venue Contact Email

Venue Contact Phone

Venue Contact Phone

← BACK

SAVE AND CONTINUE →

Hotel Information: Page 5 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Has a hotel been secured?*

- Yes
- No

If not would you like to be contacted by hotels or event service providers?*

- Yes
- No

Hotel Name #1

Hotel Name #1

Hotel Contact Name #1

Hotel Contact Name #1

Hotel Phone Number #1

Hotel Phone Number #1

Hotel Name #2

Hotel Name #2

Hotel Contact Name #2

Hotel Contact Name #2

Hotel Phone Number #2

Hotel Phone Number #2

Hotel Name #3

Hotel Name #3

Hotel Contact Name #3

Hotel Contact Name #3

Hotel Phone Number #3

Hotel Phone Number #3

[← BACK](#)

[SAVE AND CONTINUE →](#)

Event Details: Page 6 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Participants = Athletes, coaches, officials, visiting artists, speakers, production staff, etc.

Estimated Total Participants*

Estimated Total Number of Teams (Sports Only)

Overnight Visitors = Participants, family, spectators and others attending the event from out of town.

Estimated Total Overnight Visitors*

Estimated Total Room Nights*

NOTE: To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights) *Unknown or untracked is not acceptable and request for reimbursement will not be processed.

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SAVE AND CONTINUE →

Event Details: Page 7 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](#) at 850.606.2313 or [Amanda Heidecker](#) at 850.606.2317.

Reference Chart:

1,001+ Room Nights: \$7,000+
500-1,000 Room Nights: \$4,500-\$7,000
200-499 Room Nights: \$2,400-\$4,499
100-199 Room Nights: \$1,201-\$2,399
Less than 100 Room Nights: \$0-\$1,200

Grant Amount Requesting*

Amount Requested

Incomplete budgets will not qualify for funding. Please attach budget reflecting the information shown here.
([click here to see an example budget](#))

Budget documentation

No file chosen

How do you plan on using grant funds? You will be required to provide documentation (receipts for allowable expenses) on the post event report.*

Grant Description

Note: The applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff.

Are you receiving funding for this event from COCA, Leon County, the City of Tallahassee or the State of Florida?*

- Yes
 No

Funding Provider(s)

Funding Provider(s)

Marketing Plan: Please describe your marketing activities in detail, indicating all planned advertising and promotional efforts (paid media, email distribution, brochure or promotional collateral distribution, online advertising, etc.) Please attach your marketing plan, or utilize the text box below.

Marketing Plan

Marketing Plan

File marketing plan

Choose File No file chosen

Amount of spending on advertising/marketing outside of Leon County*

Amount of spending on advertising/marketing outside of Leon County

"I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council."

I agree to the terms

← BACK

SAVE

SUBMIT →

**PLEASE CONTACT
STAFF *IF YOU HAVE*
ANY QUESTIONS OR
*CONCERNS!***

AMANDA HEIDECKER-(850) 606-2317

AUNDRA BRYANT- (850) 606-2311

BRIAN HICKEY- (850) 606-2313

Form Status: **submitted**

Page 1 - Contact Information

First Name	Jane
Last Name	Barron
Email	jane@rhht.org
Contact Phone	(850) 545-3311
Grant Type	Signature
Agreed to Terms	Yes

Page 2 - Organization Information

Organization Name	Red Hills Horse Trials, Inc.
Organization Contact	Jane H. Barron
Contact Title	President
Address	P.O. Box 14869
City	Tallahassee
State	FL
Zip	32317
Non-Profit	Yes
Tax ID	593459779
Insurance Provider	Equisure (for event); Earl Bacon Agency (office)
Insurance Document	<u>(/media/)</u>

Page 3 - Event Information

Event Name	Red Hills International Horse Trials
Event Director	Jane H. Barron
Event Email	info@rhht.org
Event Phone	(850) 580-4020
Event Start Date	03/10/2016
Event End Date	03/13/2016
First Hotel Date	3/8/2016
Last Hotel Date	3/13/2016
Number of Rooms Per Night	1000
Event Website	www.rhht.org
Event Organization Facebook	https://www.facebook.com/pages/Red-Hills-Horse-Tri
Event Organization Twitter	RedHillsIntl
Event Spectator Admission Cost	\$20/\$30
Schedule of Events	Thursday, March 10, 2016 Veterinary Inspection for CIC Horses Friday, March 11, 2016 Dressage Competition for all divisions 8:00 Am to 4:40 PM, approximately Saturday, March 12, 2016 Cross-country Competition for all divisions 8:00 AM to 4:30 PM, approximately Sunday, March 13, 2016 Veterinary Inspection for CIC hOrse, 7:30 AM Show Jumping Competition, all divisions 8:30 AM - 3:30 PM, approximately

Event Description

The Red Hills International Horse Trials is an international equestrian competition attracting the top three-day eventing competitors from across the globe. A triathlon for horse and rider, the pair must complete three separate tests of strength, endurance, and agility: Dressage, Cross-Country and Show Jumping. Red Hills is the first qualifying event for these competitors' quests for positions on their respective Olympic or World Equestrian Games teams. This is an event, which is a terrific family outing, takes place in the gorgeous Elinor Klapp-Phipps Park, dedicated greenspace on the Miller Landing Road in Tallahassee.

 Page 4 - Facility Information

Venue Facility Secured?	Yes
Within Leon County?	Yes
Venue Name	Elinor Klapp-Phipps Park
Venue Address	1776 Miller Landing Road
Venue City	Tallahassee
Venue State	FL
Venue Zip Code	32312
Venue Contact	Tyler Macmillan
Venue Contact Email	Tyler.macmillan@nfwfwater.com
Venue Phone	(850) 539-5999

 Page 5 - Hotel Information

Hotel Secured?	No
Can Hotels Contact?	No
Hotel Name #1	Hampton Inn & Suites, Lonnbladh Road, Tallahassee, FL

Hotel Contact Name #1	Michelle Wilson
Hotel Contact Phone #1	(850) 566-6549
Hotel Name #2	Holiday Inn Express
Hotel Contact Name #2	Michelle Wilson
Hotel Contact Phone #2	(850) 566-6549
Hotel Name #3	Residence Inn by Marriott
Hotel Contact Name #3	Jimmy Cooper
Hotel Contact Phone #3	(850) 422-3491

Page 6 - Event Details

Estimated Total Participants	340
Estimated Total Number of Teams (Sports Only)	225
Estimated Total Overnight Visitors	4760
Estimated Total Room Nights	4035

Page 7 - Event Details

Amount Requested \$50,000.

Budget Documentation [uploads/2016_RHHT_Budget.xlsx](#)
[\(/media/uploads/2016_RHHT_Budget.xlsx\)](#)

Grant Purpose

Live streaming of event \$30,000 Fees for FEI (International) Officials \$20,000 The attached budget is quite preliminary. I will have a firmer grasp on the course design expenses after the September 21, 2015, visit from Michael Etherington-Smith and David O'Connor. There are substantial costs for infrastructure included in the 2016 budget, expenses that will not be recurring. Discussions about live streaming begin in two weeks. Conversations with Visit Florida will take place before the initiation of that process to see if or how Visit Florida might be involved.

Receiving Funding Yes

Funding Provider(s)

City of Tallahassee - In-kind services: maintenance of park, transportation, waste management; NFWFMD-Site

Marketing Plan

The strong focus of our communication plan is on social media. The webpage is being updated weekly, with fresh blogs biweekly. We have developed a communications team chaired by Kathy Foreman of Peter Mitchell Associates, and co-chaired by Rose Naff of My Florida Choices, with a crew of millenials to keep the web buzzing about Red Hills year-round. Progress on the course development under the hand of Michael Etherington-Smith will be monitored on the webpage constantly. Please see the youtube video that was produced by Breanna Bruner and is circulating on the web:<https://www.youtube.com/watch?v=VvDkCzTn8MA>. Our relationships with WCTV, Clear Channel, and Live Communications, Inc. , the Tallahassee Democrat, and Roland Publishing are firmly established. Promotional give-aways run for two weeks prior to the event. On-site broadcasts with rider interviews will be conducted during the event. Roland Publishing's magazines speak for themselves. We are approaching Visit Florida through Paul Phipps and Amanda Clements to assist us with state-wide outreach, and with the live streaming. We have been asked to participate in a winter series, The Road to Rolex, bare-bones information about which I can provide below, which will include a major marketing effort. The email is from Capt. Mark Phillips. As he suggests, as a series we might secure televisions coverage, as well as regional or national sponsorship. Mark Phillips <Mark@astonfarm.co.uk> 9:04 AM (13 hours ago) to Wayne, Jim, Michael, Richard, me, Barry, Jim, Mike, Derek Further to our conversation the other day I detail below a proposed Winter Series/Road to Rolex calendar for 2017. 1. 10th –11th February Wellington 2. 24th – 25th February Ocala Jockey Club 3. 10th –11th March Red Hills 4. 24th –25th March Stable View 5. 7th – 9th April The Fork 6. 27th – 30th April Rolex Proposed features are as follows: 1. TV Coverage 2. Streaming 3. \$100,000 prize money per Event 4. Invitations to 5/6 European Riders 5. 40 runners per Event – taken off Rider Rankings plus 2 wild cards. 6. Dressage first day Show Jumping second day morning Cross Country second day afternoon. I could go on but you get the idea. We are quite a long way down the road with this but now need outline/date approval from your committee/task force before we can progress further with sponsors, TV, etc. Thank you for your help with this matter. Please feel free to come back tome with any questions. I look forward to hearing from you. With all best wishes

Marketing Plan [uploads/2016 RHHT Communications Plan.docx](#)
[\(/media/uploads/2016 RHHT Communications Plan.docx\)](#)

Marketing Expenses \$10,000 through Rowland Publishing (half inkind); \$30,000
Outside of Leon County for internet streaming

Certified True True

2016 RED HILLS HORSE TRIALS BUDGET

INCOME			
SPONSORSHIP			
Grants			
Special Events Grant		50,000	
Leon County EMS		10,000	
USEA Gold Cup		1,500	
Leon County BOCC		90,000	
			151,500.00
Benefactors			30,000.00
Underwriters			38,000.00
Gold Medal			30,000.00
Silver Medal			15,000.00
Bronze Medal			21,000.00
Patron			27,000.00
Friend			10,000.00
Young Professional			3,600.00
Club Red Hills			600.00
Other Income			<u>5,000.00</u>
TOTAL SPONSORSHIP			<u>331,700.00</u>
TICKET SALES			
Advance/Online		18,000	
Gate		<u>40,000.00</u>	
TOTAL TICKET SALES			<u>58,000.00</u>
RED HILLS OUTFITTERS		42,000.00	
Less COG Sold		<u>20,000.00</u>	
NET TOTAL OUTFITTERS			<u>22,000.00</u>
COMPETITOR FEES			
Entries		83,500.00	
Stabling		<u>47,250.00</u>	
TOTAL ENTRIES AND STABLING			130,750.00
Rig Parking			6,000.00
Shavings and Ice			<u>2,500.00</u>
TOTAL COMPETITOR FEES			<u>139,250.00</u>
VENDOR ENTRY FEES			<u>12,000.00</u>
RED HILLS RUN			<u>2,500.00</u>
MISCELLANEOUS UNCLASSIFIED INCOME			<u>3,000.00</u>
TOTAL INCOME			<u>568,450.00</u>

2016 RED HILLS HORSE TRIALS BUDGET

EXPENSES		
OFFICIALS AND HIRED PERSONNEL		
Announcers		15,500.00
Pres. Ground Jury		4,000.00
Ground Jury Members		15,000.00
Technical Delegates		5,000.00
FEI Stewards		3,500.00
Timers		
Vets on Grounds		10,000.00
Farrier Services		1,500.00
Show Secretary/Scorer		7,000.00
Cross-Country Course Design		22,000.00
Show Jumping Course Design		3,000.00
Safety Coordinator		1,000.00
Cross-Country Conroller		500.00
Equine Safety		5,000.00
TOTAL OFFICIALS AND HIRED PERSONNEL		<u>93,000.00</u>
FUND RAISING EXPENSE		
Materials		1,500.00
Sponsor Signage/Banners		5,500.00
Postage		750.00
Kick-Off Party		1,000.00
Sponsor Packets		1,000.00
Sponsor Party - Friday of Event		750.00
Sponsor Tent Meals		16,000.00
Sponsor Luncheon- Sunday		9,500.00
Other		1,000.00
TOTAL FUND RAISING EXPENSE		<u>37,000.00</u>
GROUNDS EXPENSE		
Phone/FAX on Grounds		100.00
Trailer Set Up		6,000.00
Equipment on Grounds		5,500.00
Event Services - Generators/fuel		12,500.00
Electrical/Electricians		5,000.00
Landscape/Seeding/Sod		5,000.00
Grounds Prep		3,000.00
Post Event Refurbishing		2,500.00
TOTAL GROUNDS EXPENSE		<u>39,600.00</u>
STABLING EXPENSE		
Stable Tents/Stalls		37,500.00
Stable Security Fencing		4,500.00
Bedding/Hay (Initial)		2,000.00

2016 RED HILLS HORSE TRIALS BUDGET

Ice for Stable Area		3,750.00
Stable Office Supplies		500.00
Stabling Meals		500.00
TOTAL STABLING EXPENSE		<u>48,750.00</u>
RENTALS EXPENSE		
Hotels		15,000.00
Portable Toilets		9,500.00
Carts, radios, internet		11,000.00
Tents, Tables, Chairs, etc.		45,000.00
U-Hauls, Shuttles		1,500.00
Production Support		<u>11,000.00</u>
TOTAL RENTALS EXPENSE		<u>93,000.00</u>
EVENT EXPENSE		
Awards/Trophies		25,000.00
Signage		4,700.00
Event Program/Orders of Go		15,000.00
Facility Maintenance/Mowing		2,000.00
Score Expense		500.00
Show Jump Rental Expense		8,500.00
Other		<u>500.00</u>
TOTAL EVENT EXPENSE		<u>56,200.00</u>
OFFICE EXPENSE		
General		4,000.00
Printing/Copying		2,000.00
Postage		1,000.00
Pitney Bowes Rental		400.00
Insurance-Office		1,200.00
Insurance- Special Event Liquor Liability		450.00
Licenses/ permits/dues		400.00
USEA/USEF/FEI Fees		15,000.00
Administration Meetings		3,000.00
Admin Support		1,000.00
Storage Unit Rental		<u>1,800.00</u>
TOTAL OFFICE EXPENSE		<u>30,250.00</u>
HOSPITALITY EXPENSE		
Miscellaneous expense		
Volunteer Party on Grounds		1,750.00
Competitor Party and Entertainment		4,500.00
Official Hospitality		2,000.00
Committee Chairs - Hospitality		
Special Services		<u>4,000.00</u>
TOTAL HOSPITALITY EXPENSE		<u>12,250.00</u>

2016 RED HILLS HORSE TRIALS BUDGET

PUBLICITY			
Chamber of Commerce Membership & Ad			1,000.00
Print media. Posters, billboard art			2,500.00
Internal PR			500.00
Internet Streaming of Event			<u>32,000.00</u>
TOTAL PUBLICITY			<u>36,000.00</u>
DRESSAGE ARENAS, FOOTING			
Dressage Arena (1 new)			2,550.00
Premier Arena Footing			45,000.00
Dirt for Berms for Drainage Control			<u>3,500.00</u>
TOTAL DRESSAGE ARENAS, FOOTING			<u>51,050.00</u>
CROSS COUNTRY COURSE EXPENSE			
Cross Country Builders' Salaries			20,000.00
Cross Country Jump Construction			10,000.00
Course Flags/Radios			2,000.00
Landscape/Seeding/Fertilizer			5,000.00
Post-Event Refurbishing			<u>1,000.00</u>
TOTAL CROSS-COUNTRY COURSE EXPENSE			<u>38,000.00</u>
BANK FEES			
Wire Transfer/Auth. Gateway			800.00
Credit Card Processing			2,000.00
Interest Expense			<u>3,500.00</u>
TOTAL BANK FEES			<u>6,300.00</u>
CONTRIBUTION TO CHARITIES			
REDUCTION-LOC			<u>20,000.00</u>
TOTAL EXPENSES			<u>561,400.00</u>
NET INCOME			<u>7,000.00</u>

COMMUNICATIONS PLAN
Marketing - Public Relations - Promotions

July 2015

MISSION:

To provide communications support to organizers as needed, to conduct a nationally recognized combined training event and achieve organization's mission goals, while growing the event.

OBJECTIVE I:

Brand Red Hills International Horse Trials (RHHT) as one of the top nationally recognized horse trials in the country.

AUDIENCES:

General Public, Sponsors, Competitors, Volunteers, Government Officials, Media

GOALS:

- 1 Produce professional, informative and user-friendly materials that support the RHHT brand.

TOOLS:

- a print advertising - newspaper and magazine ads
- b printed collateral - sponsor materials, program, order-of-go, poster
- c broadcast - television and radio, modified live internet streaming
- d digital - website, web banner ads, social media (Facebook, Twitter and Instagram), blog, mobile app,
- e outdoor - billboards, signage

- 2 Produce and promote specialty packages to targeted audiences.

TOOLS:

- a provide giveaway packages/tickets to local media sponsors
- b provide high-end packages to targeted organizations to use for giveaways/silent auctions
- c establish and promote 2016 Red Hills' packages to sell
- d establish and promote 2017 Red Hills' packages to give away at event

- 3 Produce promotional specialty items and RHHT apparel that supports the brand.

TOOLS:

- a establish brand guidelines for specialty items and apparel
- b provide marketing support to vendor prior to and during the event
- c provide design support to vendor

- 4 Establish RHHT as a professional, organized event in which every volunteer understands the Organizer's expectations and is capable of meeting or exceeding them.

TOOLS:

- a provide all committee/teams with updated volunteer guidelines and job descriptions on event website
- b provide all volunteer information updates on event website
- b provide design/marketing support to create and produce a (digital) volunteer packet

- 5 Assist in design and production of onsite signage and information materials that support the RHHT brand.

TOOLS:

- a provide sponsor logos for signage and banners
- b produce artwork for sitemap and XC maps enlarged for signage and administration
- c produce artwork for tabletop easels for sponsors

OBJECTIVE II:

Increase media coverage of event.

AUDIENCES:

Media

GOALS:

- 1 Expand targeted media area to 250-mile radius.

TOOLS:

- a newspaper
- b broadcast - television and radio
- c equestrian and sports blogs

- 2 Re-establish a media day prior to the start of the event.

TOOLS:

- a include all local news organizations
- b local competitors and government officials onsite for interviews

- 3 Increase messaging to media throughout the year, e.g. media releases/opportunities.

TOOLS:

- a updates from new course country designers - footing, galloping lanes
- b updates on stadium jumping arena improvements
- c identify local competitors and stories
- d distribute daily news releases Wednesday through Sunday, week of the event
- e promote park improvements and usage all year long

- 4 Establish a photo/video library for media on website.

TOOLS:

- a utilize local photo partners
- b RHHT photographers

OBJECTIVE III:

Increase community interest/understanding of the sport of eventing and exposure to Red Hills.

AUDIENCES:

General Public, Media, Volunteers, Sponsors, Government Officials

GOALS:

- 1 Increase local media exposure throughout the year.

TOOL:

- a increase messaging to local media outlets, e.g. local competitors, park usage

- 2 Utilize the RHHT website and blog to provide consistent source of information

TOOLS:

- a add links to other eventing sites to website
- b post to blog consistently per established timeline with increased frequency closer to event
- c update website homepage consistently per established timeline with increased frequency closer to event
- d offer "celebrity" or "special guests" posts on blog

- 3 Use social media to reach general public not familiar with Red Hills.

TOOLS:

- a scheduled posts per established timeline with increase in frequency as event gets closer
- b utilize special fun days to draw interest - "Tally Tuesday" and "Throwback Thursday"
- c like other event Facebook pages that might draw new readers
- d like readers' post / photos of event

4 Include educational facts and figures in talking points notebook used by announcer

5 Devise and promote a photo contest for the general public.

TOOLS:

- a establish rules, guidelines and prizes
- b identify panel of judges to select top three photos from all entries
- c utilize website and social media to promote contest, provide upload capabilities and vote casting
- d display top three images for general public to view at event and promote voting
- e provide promotional material for auction of top three on Sunday

6 Provide marketing support to promote the Red Hills Run

TOOLS:

- a provide design assistance for entries' tshirts
- b utilize website and social media to promote the run/walk
- c utilize website for online entries

OBJECTIVE IV:

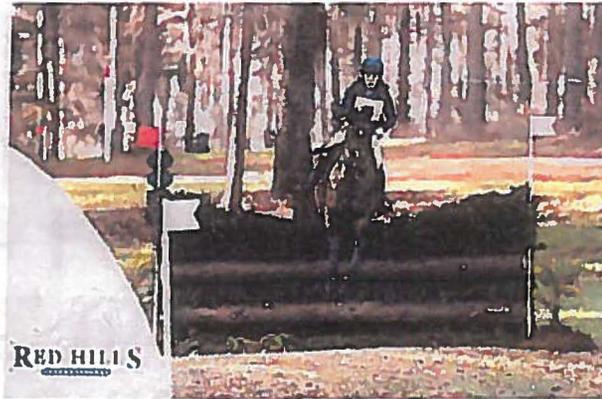
Increase local governing bodies' support of the RHHT

AUDIENCES:

Government Officials

GOALS:

- 1 Establish data retrieval tools to provide statistics.
- 2 Produce special invitation to local government officials to attend event and parties.
- 3 Invite each governing body to select a representative to judge the photo contest.
- 4 Identify and announce all government officials in attendance.



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





August 31, 2015

Mr. Lee Daniel
Leon County Tourist Development Council
106 East Jefferson Street
Tallahassee, FL 32301

Dear Lee,

This letter is intended to provide updated information to the Leon County Tourist Development Council regarding the progress Red Hills is making with respect to its internal restructuring with an eye toward the future sustainability of the event, and to the achievements as well as additional requirements within its Five Year Infrastructure Plan, a copy of which will accompany this letter.

We have developed a Three Year Organizational Restructuring Plan which includes the identification and funding of an Executive Director, as well as the reorganization of the Board of Directors and the continued revamping of the committee structures into well-defined responsibility centers. We have accomplished the following:

- 1) We have identified a private source of funding to bring on an Executive Director in 2016. For the current event year we have reinforced the administrative function with two seasoned volunteers who will assist with mailings and sponsorship materials.
- 2) A fundraising committee comprised of eight professionals from the business community has assumed the outreach for new sources of sponsorship. Each member is responsible for contacting thirty potential sponsors. Three new sponsors are confirmed.
- 3) The Communications Committee, formerly the Media Committee, is working to enhance the information provided on the web site in order to keep it informative and current for competitors, sponsors, volunteers and the community at large. The committee has added young members charged with maintaining Red Hills' prominence in the social media outlets. It is also expanding its outreach to traditional media outlets in West Florida, Georgia and Alabama.
- 4) The organizational chart has been redefined into major responsibility centers.
- 5) Flecia Braswell has agreed to help identify and secure volunteers for those responsibility centers that remain without a chairperson, and to reorganize the Board of Directors to include the Chairs of the responsibility centers as well as external members from the business community.

I plan to remain in the role of organizer or active advisor for at least three years, gradually scaling back my involvement as the Executive Director gains traction. Marvin will continue on the same basis. We intend to position Red Hills to thrive as an independent entity before our respective retirements.

We have made tremendous progress with respect to the infrastructure and capital requirements necessitated by both the move of the cross-country course to the park property and the relocation of the sponsor tent and the arenas. This has truly been a collaborative undertaking among the Leon County Tourist Development Council, the City of Tallahassee, the Northwest Florida Water Management District and a tremendous number of private sponsors. These undertakings have proven to be a bit more challenging than was anticipated, and there are several major projects that need to be addressed for 2016. Once these have been completed, no additional major construction should be necessary. Each year there will be some changes to the cross-country courses in order to keep them fresh and challenging, however most of these changes will be accomplished through the repositioning of portable jumps with a few new jumps being added each year.

Red Hills has engaged Michael Etherington-Smith and David O'Connor to oversee the modifications of the cross-country tracks and course design for a three year term in an effort to assure that we make the correct modifications and additions. This engagement takes Red Hills up yet another notch. Michael Etherington-Smith designed the Rolex Kentucky Three-Day Event for nineteen years, the cross-country venues for the Sydney Olympics and the Beijing Olympics, and has, with his wife Sue, organized and run three-day events in England for years. Mike has recently retired as CEO of British Eventing, the counterpart of our United States

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Equestrian Federation. He will be mentoring David O'Connor's design of the CIC2* and 1* tracks. David is the Chef d'Equipe of the US Olympic Team.

Capital requirements for 2016 are outlined as follow:

- 1) Modification of the cross-country courses to increase their distances and to provide a more open galloping design. Course design: \$25,000.
- 2) A new water jump is under construction that is central but not hazardously in the middle of the spectator gathering places. COT has undertaken the construction. Cost to date for liners, geotextile materials, crushed limestone and granite screenings is \$7,500. Remaining: Sod for perimeter: \$1,000; PVC pipe for waterline: \$2,500. The existing Dew Pool will be filled and seeded. This work is being executed by COT.
- 3) Restructuring of one of the major permanent jumps, Goliath's Gap, to make the jumping efforts safer and to increase the versatility of the jump. Cost: \$7,200.
- 4) Construction of a new permanent jump on the southern end of the course to add the ditch jumps required to satisfy FEI regulations. Estimated cost: \$5,000.
- 5) Continuation of construction work on arena begun for the 2015 event. This work will include adding a north/south berm for purposes of erosion control, as well as a berm along the entire south border of the entire arena which is intended to catch water and divert it to the southwest corner of the arena area. This will require 800 cubic yards of additional granite screenings. Cost: \$3,200 for granite screenings. Earth moving is being done by COT.
- 6) Purchase of 1 new dressage arena (the PVC structures that delineate the individual arenas). Cost: \$2,350.
- 7) Purchase of arena letter markers: 9 sets @ \$65. Total cost: \$585.
- 8) Fibrous material to cushion the footing in the arenas. Cost: \$45,000. This can be added in two stages if total funding is not available.
- 9) Sod to frame the perimeter of the arena area to give that area a finished appearance. Cost estimates are being determined. Rough estimate: \$4,000.

Total cost of this set of capital improvements: \$103,335. We would like to request funding of \$90,000 toward meeting those requirements. Private funding has been secured or will be secured for the balance of \$13,335. The request for funding to the Leon County Board of County Commissioners includes \$45,000 for arena footing (fibrous material), plus \$45,000 for course design and construction. Red Hills' Signature Events Grant Application requested \$30,000 for internet streaming of the event, and \$20,000 to help defray the cost of international officials.

To date, new cross-country course tracks have been underbrushed, tilled, had stumps removed, disked, seeded and rolled. This work has been collaborative between COT (mowing, underbrushing, seeding and rolling) and privately funded manpower and equipment (tilling, stump/root removal/ground prep). Estimated private contribution: \$15,000 in machinery and labor.

These improvements will complete the major move of the cross country course, as well as the relocation of the sponsor tent and arenas. After the 2016 event the only large projects will be the growing of a carpet of grass for the floor of the sponsor tent, and the freshening of the cross-country course, an event that will occur annually. The major design expense will be reduced radically. We should have no further need to request funding for capital projects.

Tom, Rose Naff and I look forward to attending the meeting Thursday morning, September 3rd.

Please let me know if you have any questions.

All the best,


Jane Barron
Organizer

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info@rhht.org
www.rhht.org

Five-Year Infrastructure Improvement Plan/Timeline

Activity	Explanation	Performed By	Expenditure	In-Kind	Total
2013-14: Relocation of the Cross Country Course					
Relocation of Cross Country Courses	For many years cross country was located on private property adjacent to Elinor Klapp-Phipps Park under a long term lease that expired in 2013. In preparation for the 2014 event, organizers negotiated a multi-agency agreement that allowed the use of the park for all phases of competition. Contract preparation	City of Tallahassee Leon County NFWF/MD RHHT RHHT/Ausley McMullen	\$1,000		
New Course Design	A completely new design was required when relocating the course to the park.	Course Designer	\$15,000		
New Course Construction	Construction to create water jumps, galloping lanes, etc.	Course Builders(RHHT) City of Tallahassee	\$22,000 Excavation of water jumps		
New Course Footing	The new courses required significant ground repair and preparation of footing in the aftermath of the timbering operation in the park to minimize erosion of fresh earth and create a safer, more stable, surface for running horses. Three to five additional growing seasons will be required to create optimal footing.	RHHT	\$45,000		
New Course Build	Course builders re-purposed jumps from the old site when possible. Still, significant additional work was required to complete the new permanent jumps on the course. New portable jumps were constructed with moveable features where reasonable.	Course Builders	\$31,000		
Revise Site Layout	Moving the course required all aspects of the event site to be reviewed and issues to be addressed. This included significant revisions to transportation and parking, location of tents, revised safety plans, crossing areas, and more.	RHHT	\$12,000	\$0.00	\$0.00

2014-15: Improve Footing, Engineering Study, Repair Pads and Electrical					
Improve Course Footing Yr. 1	This activity includes seeding native grasses or using sod to encourage growth of a more cushioned course. Two to four more growing seasons may be required to adequately address footing.	City of Tallahassee RHHT	\$2,500		
Grade Stable Pads	Over time, the dirt pads under the stables are eroded by regular use and weather. Prior to installing stables for the 2015 event, deficient pads were re-graded to accommodate a larger foundation for the tents and to achieve an appropriate grade for water run-off. The new pads should not require further attention for 8-10 years.	Dixie Paving & Construction, Inc. Leon County BOCC	\$30,000		
Engineering Study	During the 2014 event, 4 inches of rain turned the show jumping arena, sponsor tent and accompanying parking lot, into a serious lake requiring significant effort by the City of Tallahassee to rectify at a cost of \$38,000. Event organizers engaged an environmental engineering firm to study the venue. The result included recommendations to avoid similar instances of flooding while respecting the natural floodplain and mission of the Northwest Florida Water Management District. It also improved safety as vehicle traffic across competitor crossings was minimized. Other recommendations that impact infrastructure are discussed below.	Inovia Group	\$20,000		
Move to Hilltop	The engineering study recommended relocating the show jumping arena, sponsor tent and sponsor parking to higher ground. Doing so would allow water runoff to gather in its natural low spots without significant disruption to the event. The hilltop location required grading to even the surface. No further grading of the hilltop is planned.	Roberts & Roberts Construction, Inc. City of Tallahassee			
Combined Arena	The relocation of the show jumping arena created an opportunity to maximize sponsor and spectator viewing/seating. The much larger combined arena accommodates five Dressage rings plus the Show Jumping arena in an overlapping footprint while the prior layout required management of 6 separate competition areas and significant movement of human traffic between them. The new configuration greatly expanded the spectator seating areas and	Material – LCTDC/ LCBOBB	\$65,000		
		Transport City of Tallahassee	126 Truck - loads of granite screenings		

	maximizes the use of viewing tents. Granite screenings were used under hoof to provide a single, water permeable, surface that would drain well after a heavy rain, which during prior events rendered the Dressage arenas a soupy mess.	Distribution by City of Tallahassee			
Electrical Upgrade	Electrical boxes which had been installed in the 1990's were becoming faulty with age. Electrical outages were frequent, especially in the Avenue of Shops and Food Court during peak hours. With the relocation to the hilltop, electrical stanchions needed to be relocated. The engineering study recommended replacement of all existing boxes in order to bring the infrastructure up to code and to ensure the electrical grid would function without failure. There was no outage during the 2015 event. The new boxes are not expected to require further attention for a decade or two.	Robinson Electric RHHT	\$5,000 \$40,600		
2015-16: Improve Footing, Protect Prior Year Infrastructure Improvement, Prepare for Olympic Qualifying Year, Course Refinement					
Improve Course Footing Yr. 2	Efforts to improve galloping lanes are showing some success and the turf is improving. Since June of 2015 the poorest areas were prepped, seed-drilled and packed with a roller to improve results. Regular mowing helps to maintain the lanes. This activity includes seeding native grasses or using sod to encourage growth of a more cushioned course. One to three more growing seasons may be required to adequately address footing.	RHHT	\$500		
		Seed	\$1,500		
Build an earthen berm to prevent erosion of the crushed stone.	During the 2015 event, the new surface in the combined arena handled a Thursday afternoon rain as it was designed to do. To prolong the integrity of the surface and protect it from erosion the organizers will install a slightly raised earthen berm on the south and west edges of the arena. This action will protect the investment made in the crushed stone surface.	City of Tallahassee	Earthwork		
Frame the arena with grass and cover the berm with sod.	Adding a grass frame to the arena will improve the aesthetics of the area and created a cooler, more pleasant, surface for spectator seating. The raised earthen berm will require a grassy surface to prevent its erosion and will create a raised surface for spectator viewing. Sod will be required to cover the berm.	Sod Donors RHHT	\$20,000		
Add Fiber to	The surface in the combined arena would be improved by the	LCTDC	\$45,000 est.		

Arena Yr. 2	addition of fiber to the current rock mixture. This is intended to soften the landings and improve safety during Show Jumping. Depending on budget, this may require 1-3 applications of fiber. Berms to be added N/s to separate competition arenas from warm-up areas and along south perimeter to control erosion.	City of Tallahassee RHHT - materials	Earthwork \$20,000		
Olympic Qualifying Year(s)	RHHT has engaged the services of a world class team of designers. Refinements will be implemented over a three year period as the budget permits. This effort recognizes and prepares for Olympic qualifying years 2016 and 2020. Its initiatives are noted as "Course Refinement" below.	Course Designers	\$25,000		
Course Redesign Yr. 1	Remove Dew Pool to reduce congestion	City of Tallahassee			
	Build new water jump	City of Tallahassee Course builders/RHHT	\$21,000		
	Remove portable island at Sawgrass and redesign of three permanent jumps	Course builders	\$5,000		
	Remove Pergola	City of Tallahassee			
	Open up and lengthen galloping lanes north of upper water and on southern side of the course	Colin Phipps			
	Build to maximum jump height	Course Builder	TBD	TBD	TBD
	Create designated tailgate area(s)	RHHT			
2016-17: Improve Footing, Continue Addition of Fiber, Course Refinement					
Improve Course Footing Yr. 3	Review progress to improve footing. Determine if additional aerating, topdressing, fertilizing and seeding are indicated. Potentially sod areas of poor growth.	TBD	TBD	TBD	TBD
Add Fiber to Arena Yr. 2	The surface in the combined arena would be improved by the addition of fiber to the current rock mixture. This is intended to soften the landings and improve safety during Show Jumping. Depending on budget, this may require 1-3 applications of fiber.	TBD	TBD	TBD	TBD
Course Refinement Yr. 2	Implement any course refinements that were not completed in the prior year.	TBD	TBD	TBD	TBD
Toals for 2016-17					
2017-18: Improve Footing, Continue Addition of Fiber, Course Refinement					

Improve Course Footing Yr. 4	Review progress to improve footing. Determine if additional Determine if additional aerating, topdressing, fertilizing and seeding is indicated.	TBD	TBD	TBD	TBD
Add Fiber to Arena Yr. 3	Determine if additional fiber is indicated. Depending on budget, this may require 1-3 applications of fiber.	TBD	TBD	TBD	TBD
Course Refinement Yr. 3	Implement any course refinements that were not completed in the prior year.	TBD	TBD	TBD	TBD
Totals for 2017-18					
2018-19: Improve Footing, Course Refinement					
Improve Course Footing Yr. 5	Review progress to improve footing. Determine if additional Determine if additional aerating, topdressing, fertilizing and seeding is indicated.	TBD	TBD	TBD	TBD

Form Status: **submitted**

Page 1 - Contact Information

First Name	Mark
Last Name	Mustian
Email	mmustian@ngnlaw.com
Contact Phone	(850) 224-4070
Grant Type	Signature
Agreed to Terms	Yes

Page 2 - Organization Information

Organization Name	Florida Litfest, Inc.
Organization Contact	Mark Mustian
Contact Title	President
Address	1500 Mahan Drive, Suite 200
City	Tallahassee
State	FL
Zip	32308
Non-Profit	Yes
Tax ID	463527772
Insurance Provider	Through Earl Bacon Insurance--Bobby Bacon
Insurance Document	(/media/)

Page 3 - Event Information

Event Name	Word of South Festival
Event Director	Amanda Stringer
Event Email	wordofsouthfestival@gmail.com
Event Phone	(850) 224-0461
Event Start Date	04/08/2016
Event End Date	04/10/2016
First Hotel Date	04/07/2016
Last Hotel Date	04/10/2016
Number of Rooms Per Night	1000
Event Website	http://www.wordofsouthfestival.com
Event Organization Facebook	Word of South
Event Organization Twitter	wordofsouthfest
Event Spectator Admission Cost	free*

Schedule of Events

The schedule of events is expected to mirror the 2015 festival, with ticketed shows in the Cascades Park amphitheater Friday and Saturday nights, and the remainder of the events being free. We expect to again feature 5 stages, and approximately 30 different events, beginning with the Friday night concert, events all day Saturday, and programming Sunday until early evening.

Event Description

Word of South is a unique blend of books and music, featuring performances by musicians and writers, including writers who are musicians and vice versa, and collaborations between the two. The 2015 festival included 6 separate performances of authors and musicians paired together, together with readings, signings and many different kinds of music. In addition, the festival features specialized programming for children, including the "Story Fort", with authors and musicians specifically focused on children. The festival is designed to be the culmination of Tallahassee Music Week (taking place the week leading up to the festival), and features local as well as nationally-known artists.

 Page 4 - Facility Information

Venue Facility Secured?	Yes
Within Leon County?	Yes
Venue Name	Cascades Park
Venue Address	Cascades Park
Venue City	Tallahassee
Venue State	FL
Venue Zip Code	32301
Venue Contact	Charla Lucas
Venue Contact Email	Charla.Lucas@talgov.com
Venue Phone	(850) 891-3816

 Page 5 - Hotel Information

Hotel Secured?	No
Can Hotels Contact?	No

Hotel Name #1**Hotel Contact Name #1****Hotel Contact Phone #1****Hotel Name #2****Hotel Contact Name #2****Hotel Contact Phone #2****Hotel Name #3****Hotel Contact Name #3****Hotel Contact Phone #3**

 Page 6 - Event Details

Estimated Total Participants	200
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Estimated Total Number of Teams (Sports Only)	
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Estimated Total Overnight Visitors	6000
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Estimated Total Room Nights	4000
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 Page 7 - Event Details

Amount Requested	\$37,000
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Budget Documentation	<u>uploads/Word of South Tentative Budget 2016.docx</u> <u>(/media/uploads/Word of South Tentative Budget 2016.docx)</u>
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Grant Purpose	We propose to use grant funds in two ways: (1) to fund Word of South's contribution to the "back-end" cost of the two ticketed shows to be done in connection with the TDC and Scott Carswell Productions, and (2) to pay for lodging in Tallahassee for artists attending the festival.
----------------------	--

Receiving Funding	Yes
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Funding Provider (s)	City of Tallahassee (in-kind), the Tallahassee-Leon County Community Redevelopment Agency and the State of Florida.
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Marketing Plan

Word of South intends to continue our robust marketing efforts from the 2015 festival. We engaged the marketing firm BowStern for assistance, and they will continue on with respect to the 2016 festival. Projected efforts include: (1) social media, including facebook, twitter and eblasts, (2) paid media, including Google AdWords, YouTube ads, Pandora, radio, newspaper, magazine and television, and (3) distribution of brochures and other promotional material. The only proposed change from our 2015 efforts is a slight additional reliance on paid media like billboards, which we did not do much of in 2015.

Marketing Expenses Outside of Leon County

\$15,000

Certified True

True

**Word of South Festival
Tentative Budget – 2016 (7/15)**

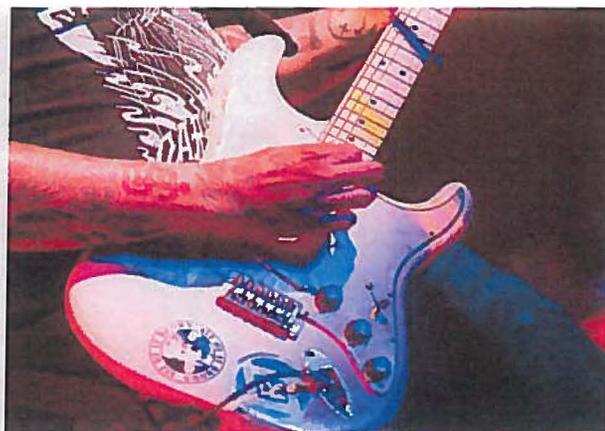
Revenues

Private Contributions	\$121,000
TDC	37,000
CRA	37,500
Ticketed Events (incl concessions)	75,000
In-kind (City of TLH)	55,000
State grant	40,000
Vendors	2,000
Fund Balance	88,000
	\$455,500

Expenses

Contract Labor/Consultants	51,000
Musicians and Authors	142,000*
Travel, Accom & Hospitality	45,000
Production Support	55,000
Marketing/Publicity	37,500
Office Expense/Misc	20,000
Contingency/carryforward	50,000
In-kind expenses	55,000
	\$455,500

*\$142,000 - \$60,000 for 2 ticketed shows = \$82,000 divided by 25 = \$3280 per event



Visit Tallahassee

Economic Impact Estimate for

Word of South Festival
April 10-12, 2015

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Kerr & Downs Research



Out-of-County Visitors

700

Including overnight visitors and day trippers, there were 700 individuals from outside Leon County who attended the Word of South Festival.

Direct Spending

\$264,900*

People who **live outside** of Leon County spent \$264,900* during the Word of South Festival.

*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses including sponsorships.



Total Economic Impact

\$410,600

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending the Word of South Festival who **live outside** of Leon County was \$410,600.²

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses including sponsorships.

Paid Room Nights Generated

250 room nights

People who **live outside** of Leon County spent 250 nights in our hotels, motels, etc., while attending the Word of South Festival.

Direct Spending

Out-of-county individuals who attended the Word of South Festival.

Category	Direct expenditures
Accommodations	\$ 40,600
Restaurants	\$ 35,400
Groceries	\$ 11,000
Shopping	\$ 25,500
Entertainment	\$ 58,600
Transportation	\$ 24,900
Other ¹	\$ 68,900
Total direct spending	\$264,900

¹Includes "other" expenditures by attendees plus sponsorships.

Direct Spending: Local + Out-of-County

\$474,700

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, transportation, sponsorships, etc.

Methodology

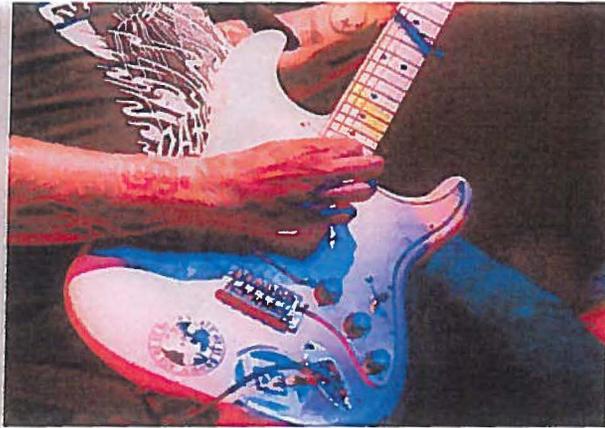
- The economic impact was based on data from the following sources:
 - Interviews conducted by Kerr & Downs Research of 185 attendees of the Word of South Festival
 - Visit Tallahassee Visitor Tracking Study
 - Tourism database at Kerr & Downs Research

Word of South Festival 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

Economic Impact Estimate for

Word of South Festival
April 10-12, 2015

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Kerr & Downs Research



Out-of-County Visitors

700

Including overnight visitors and day trippers, there were 700 individuals from outside Leon County who attended the Word of South Festival.

Direct Spending

\$264,900*

People who **live outside** of Leon County spent \$264,900* during the Word of South Festival.

*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses including sponsorships.

Total Economic Impact

\$410,600

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending the Word of South Festival who **live outside** of Leon County was \$410,600.²

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

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Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, transportation, sponsorships, etc.

Methodology

- The economic impact was based on data from the following sources:
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Form Status: **submitted**

Page 1 - Contact Information

First Name	Amber
Last Name	O'Connell
Email	aoconnell@tallahasseemuseum.org
Contact Phone	(850) 524-1695
Grant Type	Signature
Agreed to Terms	Yes

Page 2 - Organization Information

Organization Name	Tallahassee Museum
Organization Contact	Amber O'Connell
Contact Title	Director of Marketing
Address	3945 Museum Drive
City	Tallahassee
State	FL
Zip	32310
Non-Profit	Yes
Tax ID	590838924
Insurance Provider	Great American/Capital Health
Insurance Document	(/media/)

Page 3 - Event Information

Event Name	Market Days 2015
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Event Director	Amber O'Connell
Event Email	aoconnell@tallahasseemuseum.org
Event Phone	(850) 524-1695
Event Start Date	12/05/2015
Event End Date	12/06/2015
First Hotel Date	12/03/2015
Last Hotel Date	12/06/2015
Number of Rooms Per Night	1475
Event Website	www.marketdays.org
Event Organization Facebook	www.facebook.com/tallahasseemuseum
Event Organization Twitter	Tallymus
Event Spectator Admission Cost	\$4, \$6 & \$25
Schedule of Events	<p>Saturday, December 5, from 8 a.m. - 10 a.m. Preview Early Bird Shopping; Event admission \$25 advance ticket purchase.</p> <p>Saturday, December 5, from 10 a.m. - 5 p.m. General Event Shopping; Event admission: \$6.00 for adults, \$4.00 for children 6-12, FREE for children 5 and under.</p> <p>Sunday, December 6, from 10 a.m. - 4 p.m. General Event Shopping; Event admission: \$6.00 for adults, \$4.00 for children 6-12, FREE for children 5 and under.</p>

Event Description

Don't Miss the 50th Annual Market Days – December 5 & 6, 2015! Market Days is one of the Southeast's largest and best juried arts and crafts shows, featuring the unique, handmade creations of approximately 325 artists and top-quality artisans and craftspeople. Filling six of the large fairgrounds' buildings, as well as outdoor plazas and medians, Market Days offers a wonderful array of works in various price ranges, from breathtaking fine art to charming stocking stuffers. The works include fine arts, ceramics, country furniture, stained glass, woodwork, glasswork, dolls, clocks, pottery, jewelry, sculpture, metalwork, clothing, photography and calligraphy. The exceptional quality of the arts and crafts is ensured through a jury selection process in which hundreds of applications are submitted by artists and craftspeople from across the United States. In addition, Market Days serves up mouth-watering foods and refreshments. Held each year at the North Florida Fairgrounds, it also is a major fund-raiser for the Tallahassee Museum, the capital city's oldest museum, promoting conservation of regional history, culture and wildlife for over 58 years. Market Days 2015 will be held on the first weekend of December--Saturday (10am – 5pm) and Sunday (10am – 4pm), December 5 and 6 – at the North Florida Fairgrounds, 441 Paul Russell Road in Tallahassee. For more information about Market Days, please call the Tallahassee Museum at (850) 575-8684 or visit www.marketdays.org

 Page 4 - Facility Information

Venue Facility Secured?	Yes
Within Leon County?	Yes
Venue Name	North Florida Fairgrounds
Venue Address	441 Paul Russell Road

Venue City Tallahassee
Venue State FL
Venue Zip Code 32301
Venue Contact Kim Scherer
Venue Contact Email
Venue Phone (850) 878-3247

Page 5 - Hotel Information

Hotel Secured? No
Can Hotels Contact? Yes
Hotel Name #1
Hotel Contact Name #1
Hotel Contact Phone #1
Hotel Name #2
Hotel Contact Name #2
Hotel Contact Phone #2
Hotel Name #3
Hotel Contact Name #3
Hotel Contact Phone #3

Page 6 - Event Details

Estimated Total Participants 18505
Estimated Total Number of Teams (Sports Only)
Estimated Total Overnight Visitors 7471
Estimated Total Room Nights 5898

Page 7 - Event Details

Amount Requested	25,000
Budget Documentation	uploads/Market_Days_2015_Budget_RV3FAN0.docx (/media/uploads/Market_Days_2015_Budget_RV3FAN0.docx)
Grant Purpose	<p>Based on last year's visitor tracking and economic impact report commissioned by Kerr and Downs, approximately 36 percent of 2014 Market days participants originated from outside the Tallahassee/Leon County area resulting in an estimated 3,306 overnight visitors and 2,610 total room nights. The requested \$25,000 TDC grant funds will be used towards our \$34,000 total out-of-market advertising budget, which we will use to significantly increase out of town guest participation and room night sales from last year. This out-of-market budget increase for the 50th Annual Market Days event, could potentially attract an estimated 7,471 overnight visitors and secure 5,898 total room nights. The following chart provides an overview of how a \$25,000 TDC grant award may be allocated: Out of Area Print Advertising \$3000 Sample list of publications: Albany Herald (Ga.) Camilla Enterprise (Ga.) Gadsden County Times (Fla.) Madison County (Fla.) Carrier Monticello (Fla.) News Moultrie (Ga.) Observer Panama City (Fla.) News Herald Pelham Journal (Ga.) Southwest Georgia Living (Ga.) Sunday North – Americus and Cordele (Ga.) Thomasville (Ga.) magazine Thomasville (Ga.) Times Enterprise Valdosta (Ga.) Daily Times Wakulla (Fla.) News Wiregrass Living magazine (Ga.) Out of Area Radio and Television \$2500 Out of Area Billboards \$3500 Possible locations of boards: Franklin County, FL Bay County, FL Monticello, FL Quincy, FL Thomasville, GA Valdosta, GA Out of Area Social Media, Email, and Online Advertising \$2500 Out of Area Direct Mail Advertising \$2500 Pandora Internet Radio Advertising \$5,000 Fairgrounds Facility Rental \$6000 Total \$25,000 **Depending upon the Museum's success in negotiating media buys and in-kind donations, final placements may vary slightly from what is presented above.</p>
Receiving Funding	No
Funding Provider(s)	Visit Florida and the Florida Lottery
Marketing Plan	uploads/Marketing_Plan_OUTAFbM.docx (/media/uploads/Marketing_Plan_OUTAFbM.docx)
Marketing Expenses Outside of Leon County	34,000

Certified True

True

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Market Days 2015 Budget

Income:	Amount
Gate Admission	\$124,000
Booth Fees	\$115,000
Misc. Museum Sales	\$15,000
Sponsorship	\$10,000
Proposed TDC Special Event Grant	\$25,000
Total Income	\$289,000
Expenses:	
Fairgrounds Rent/Services	\$23,000
Grounds/Tents	\$2,000
Hospitality/Misc.	\$2,000
Security/Traffic Control	\$10,000
Ticket/Sign Printing	\$1,200
Publicity	\$52,000
Cost of Misc. Sales	\$2,100
Salaries	\$7,500
Total Expenses	\$99,800
Net Profit/(Loss)	\$189,200



Market Days

Visitor Tracking & Economic Impact Report

Market Days: Estimated Economic Impact

- Number of Attendees: **12,717***
- Number of Visitors by Visitor Type:
 - Staying in paid accommodations: **17%**
 - Staying with friend and relatives: **9%**
 - Day Visitors : **10%**
 - Locals: **64%**
- Total Estimated Room Nights: **2,610**
- Total Estimated Visitor Direct Spending: **\$2,371,600**

*Attendance estimate supplied by the Tallahassee Museum



Typical Market Days Visitor

- Traveled in a party composed of **2.4** people.
- Was **48** years old.
- Was female (**64%**).
- Had a median household income of **\$57,100**.

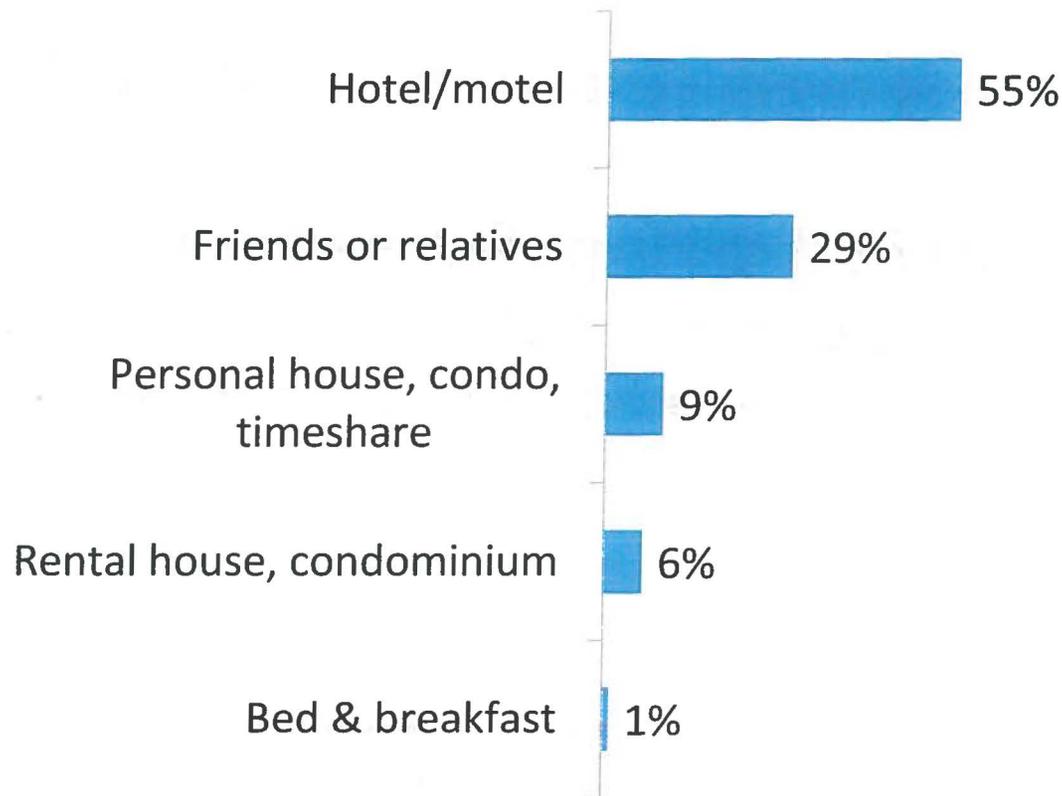
Origin of Market Days Visitors

Top Markets

Tallahassee	64%
Crawfordville	5%
Panama City	4%
Tampa	3%
Mobile/Pensacola	3%
Orlando	3%
Valdosta	2%
Jacksonville	2%
Gainesville	2%

Market Days Overnight Visitor Accommodations

- Overnight visitors spent **2.9** nights in Leon County.
- **55%** of overnight visitors stayed in a hotel/motel.



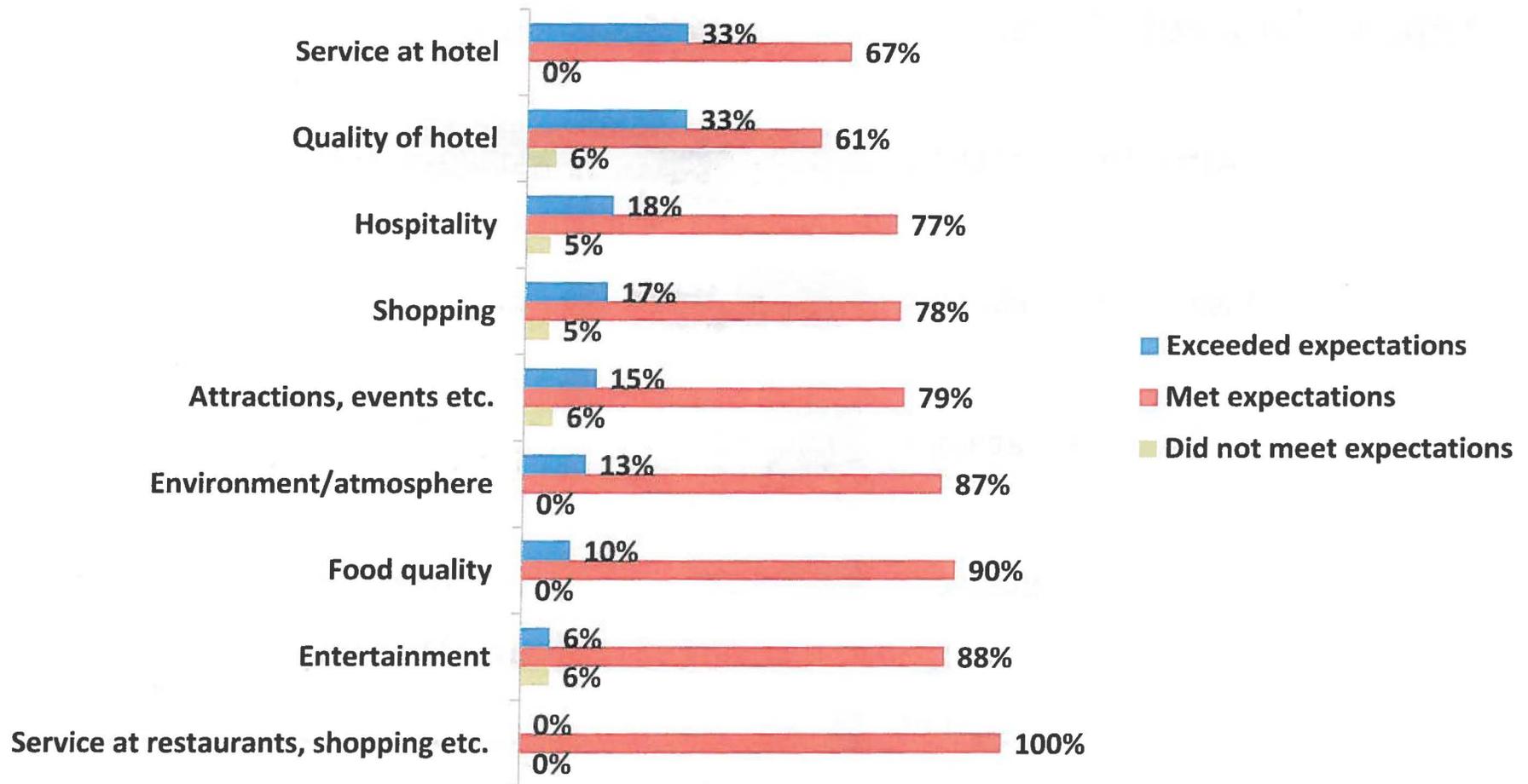
Market Days Visitors' Experience Ratings

- Visitors gave their overall experience at Market Days a rating of **4.5 out of 5***.
- Visitors gave their overall experience of staying in Tallahassee a rating of **4.5 out of 5***.

*Rated on a scale of 1 to 5 where 1 means poor and 5 means excellent

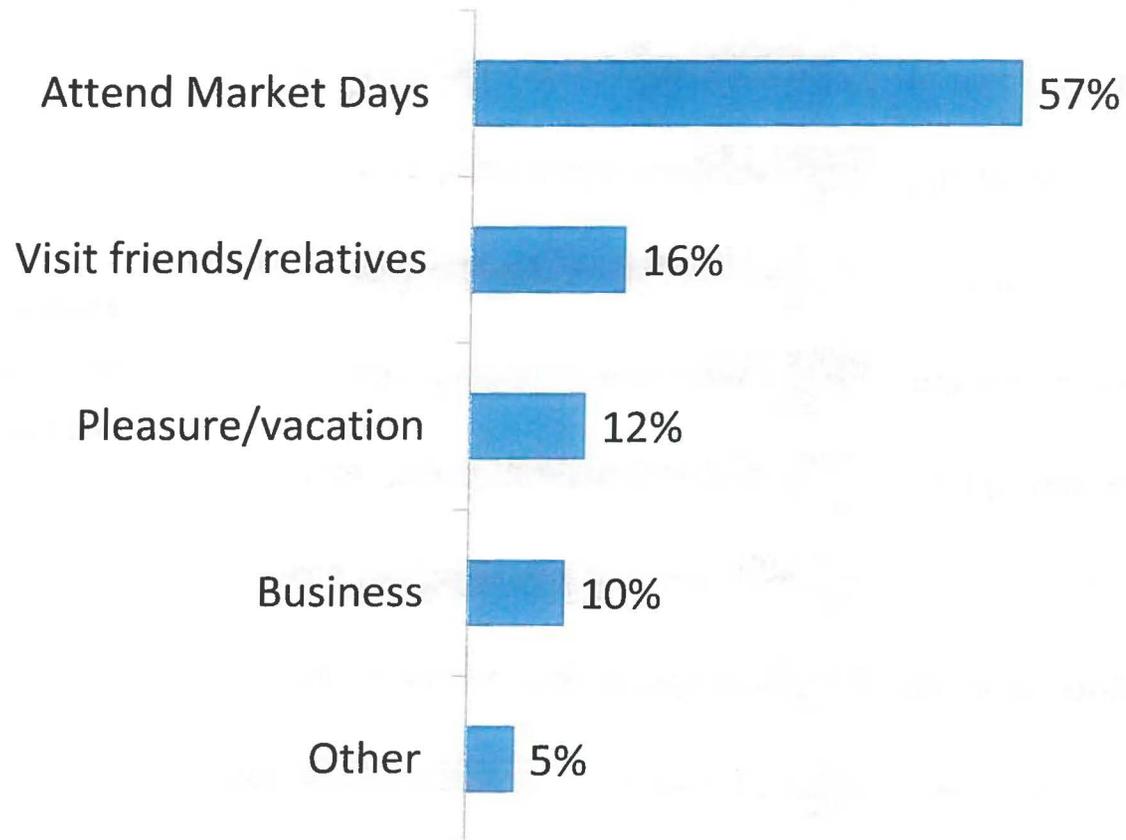
Market Days Visitors' Experience Ratings

- Gave experience ratings on the following:



Market Days Visitors' Trip Purpose

•**57%** of visitors' main purpose for visiting this area was to attend Market Days.



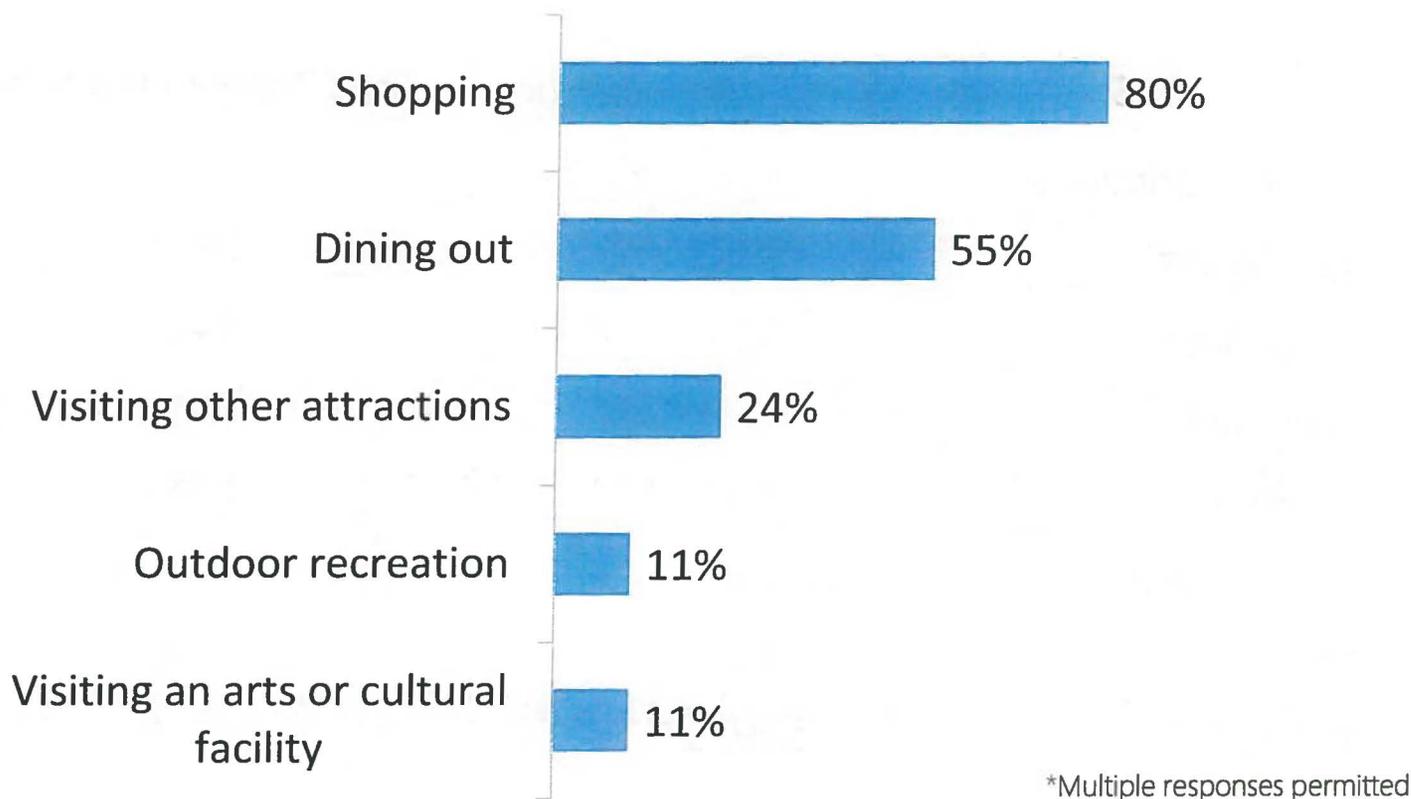
Market Days Visitor Spending

- Visitors from out of town spent **\$301** a day and **\$874** on their trip.

	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$72	\$209
Restaurants	\$34	\$99
Groceries	\$16	\$46
Shopping	\$124	\$360
Entertainment	\$20	\$58
Transportation	\$23	\$67
Other	\$12	\$35
Total	\$301	\$874

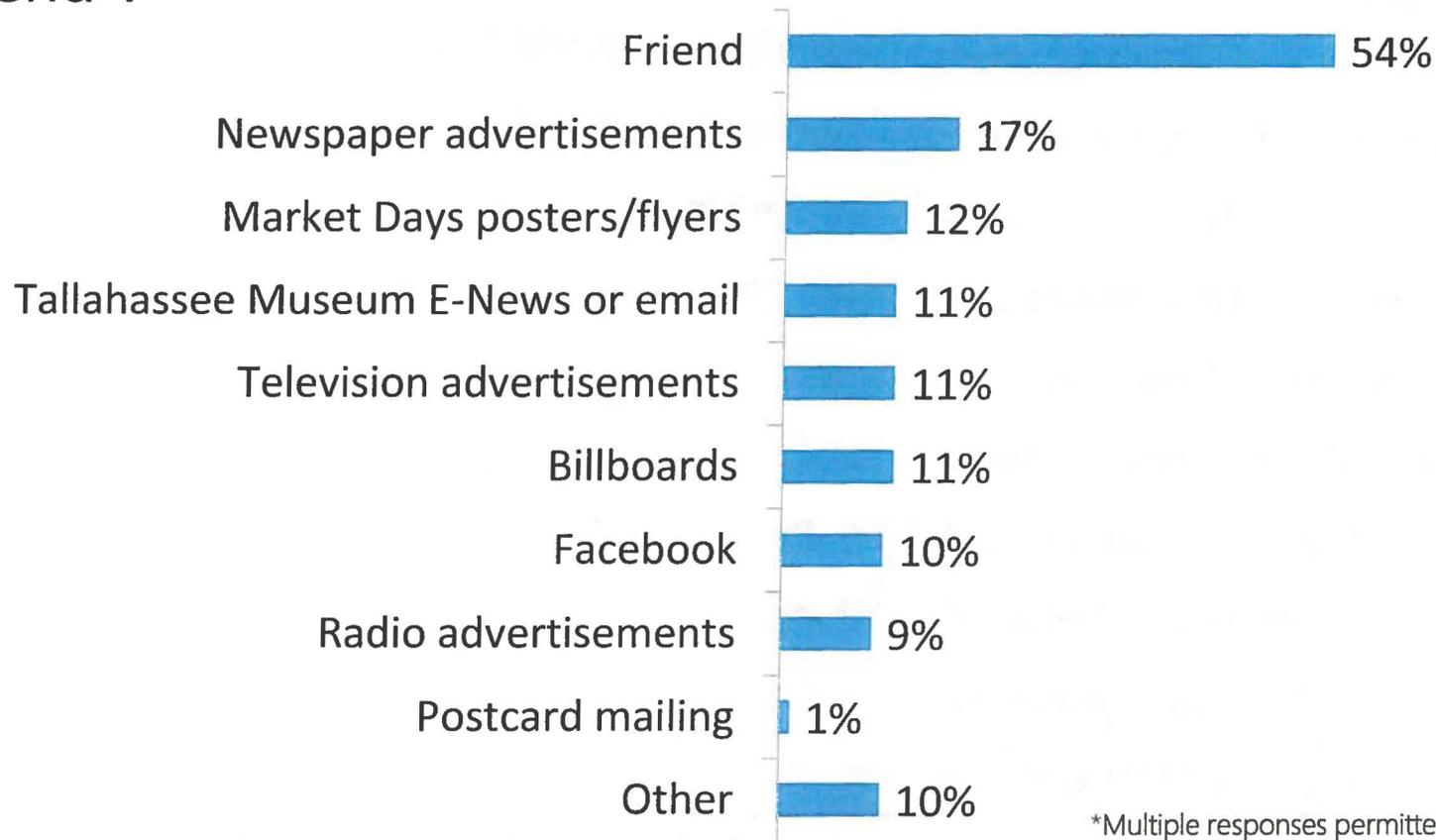
Market Days Visitor Activities

•**80%** of Market Days visitors went shopping while in Tallahassee*.



Information sources for Market Days

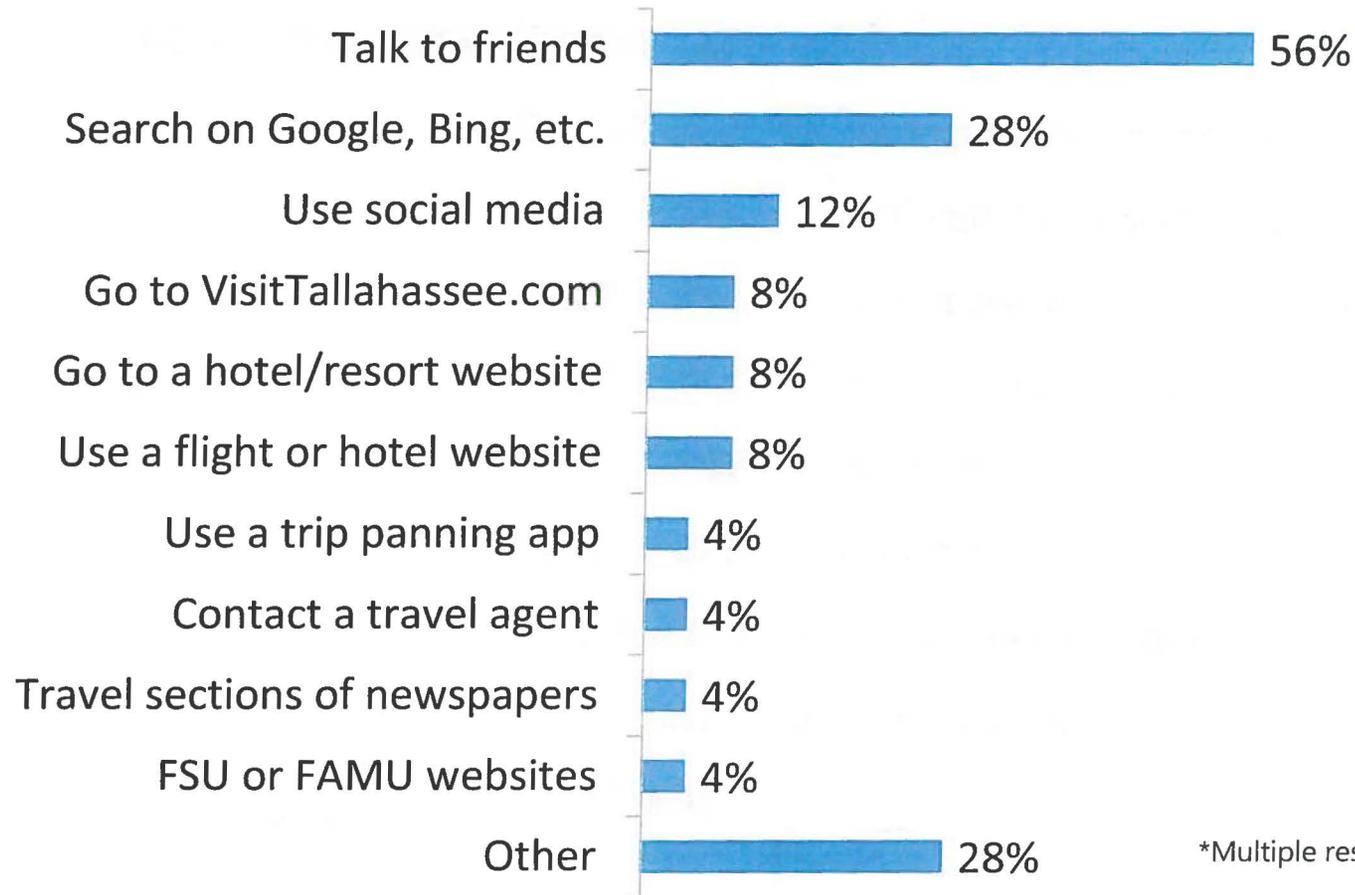
•**54%** of Market Days visitors heard about Market Days from a friend*.



*Multiple responses permitted

Market Days Visitor Trip Planning

•**56%** of Market Days visitors talked to friends to plan their trip to Tallahassee*:

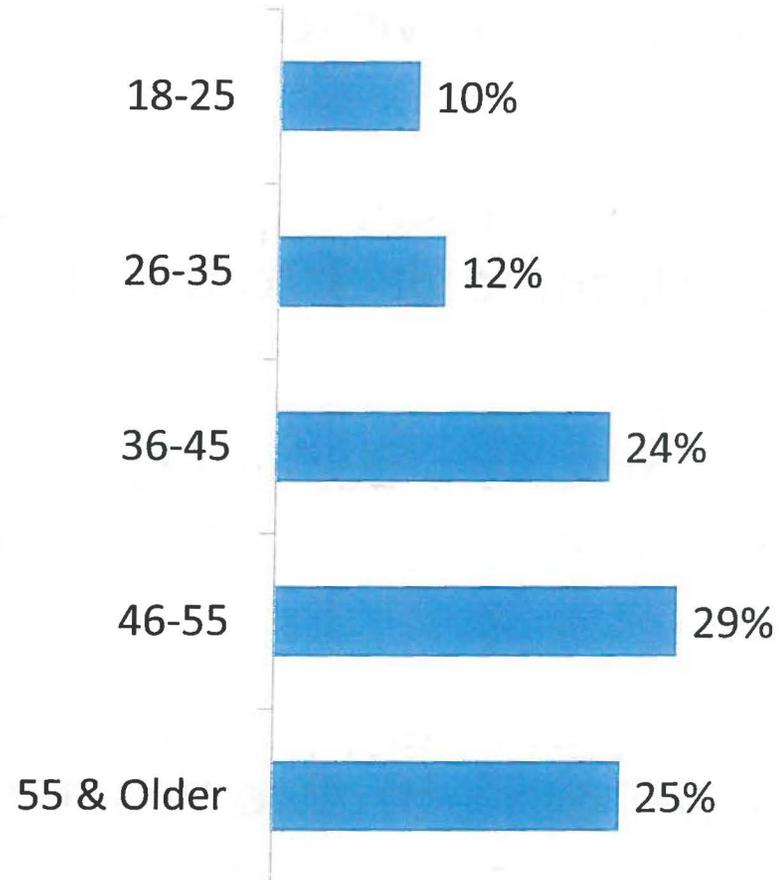


*Multiple responses permitted

Market Days Visitors Returning to Tallahassee

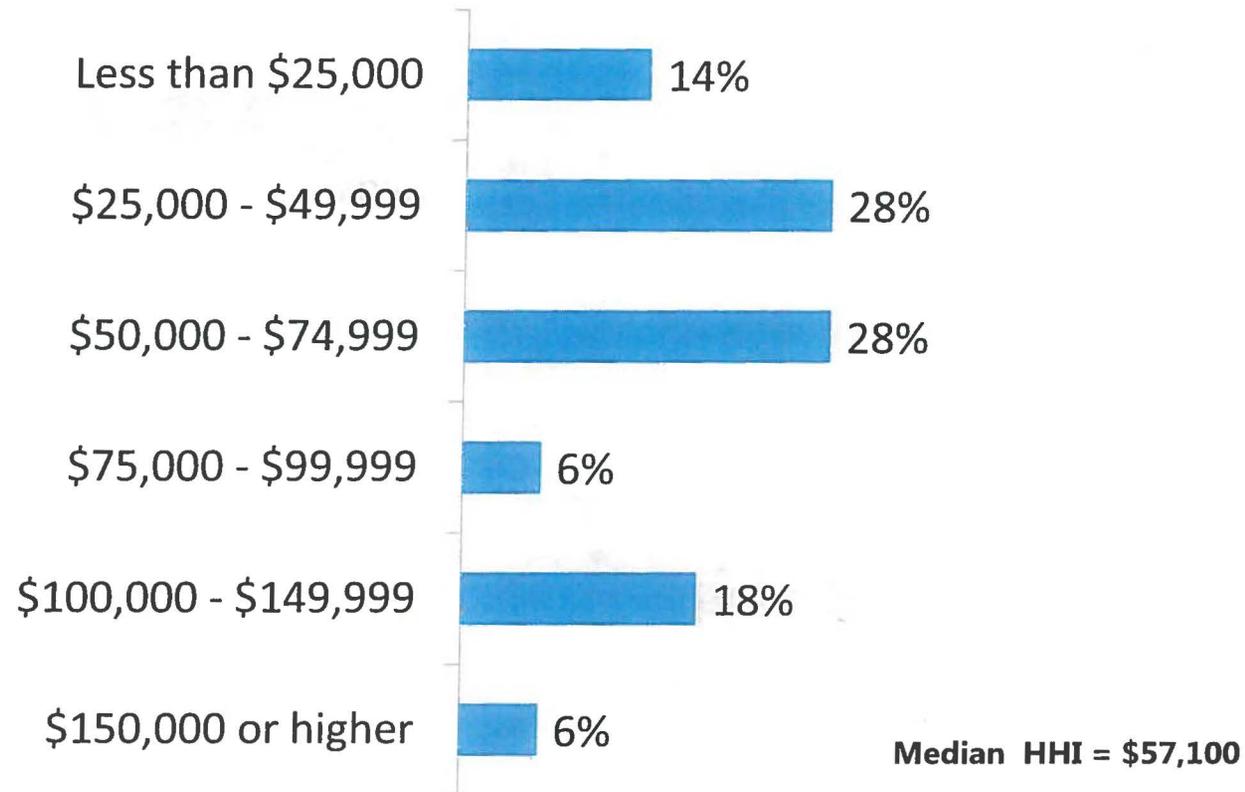
- 50%** of 2014 Market Days visitors also attended Market Days in 2013.
- 81%** of visitors will come back to this region in the near future.
- 74%** of visitors will come back to this region within the next six months.
- 92%** of visitors will come back to this region within the next year.

Age

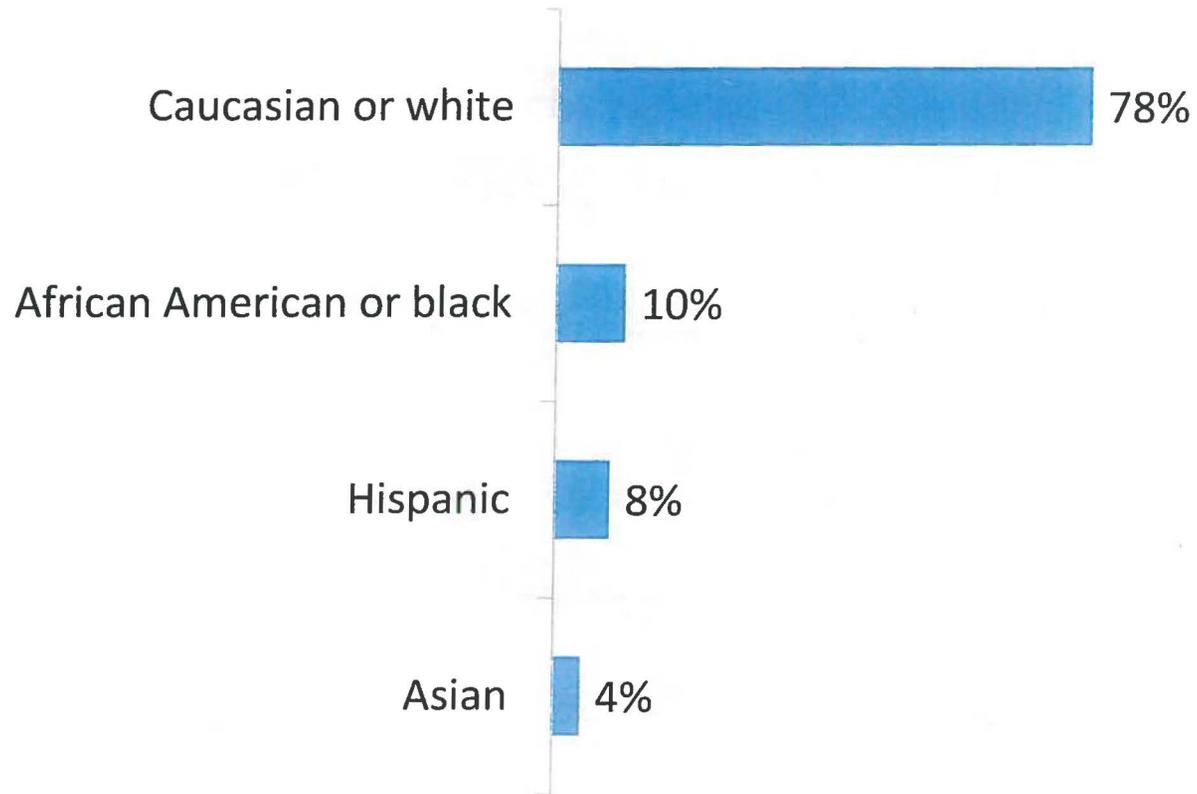


Median age = 48

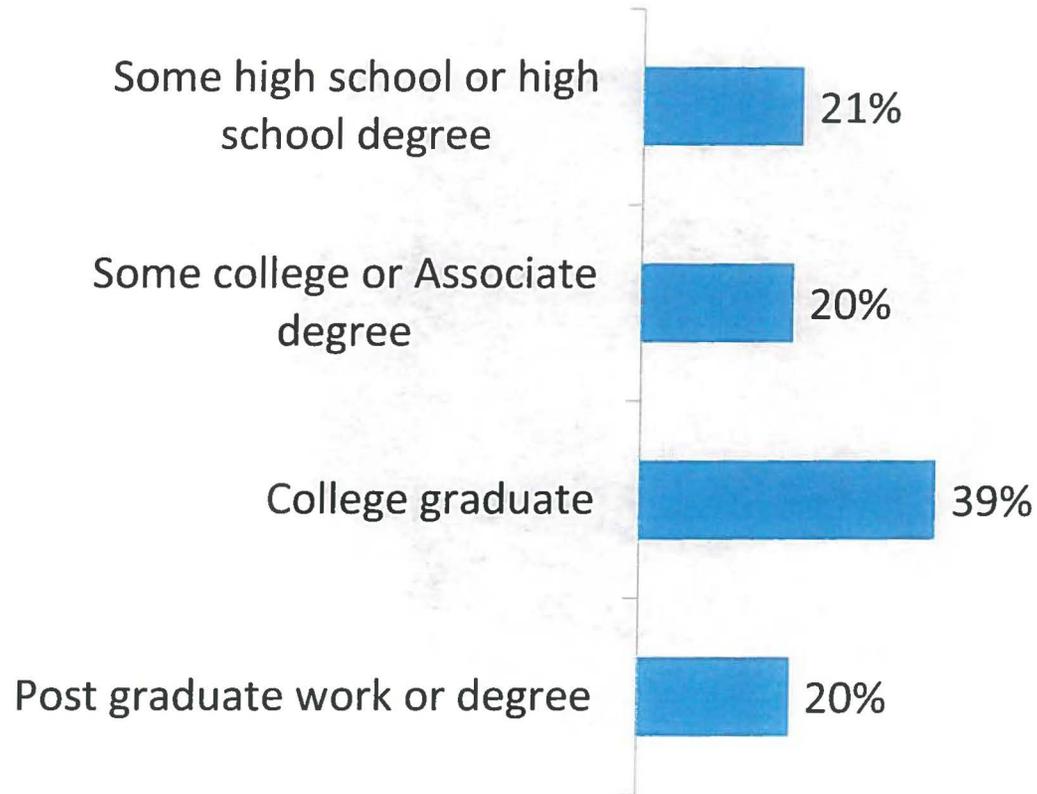
Total household income in 2013



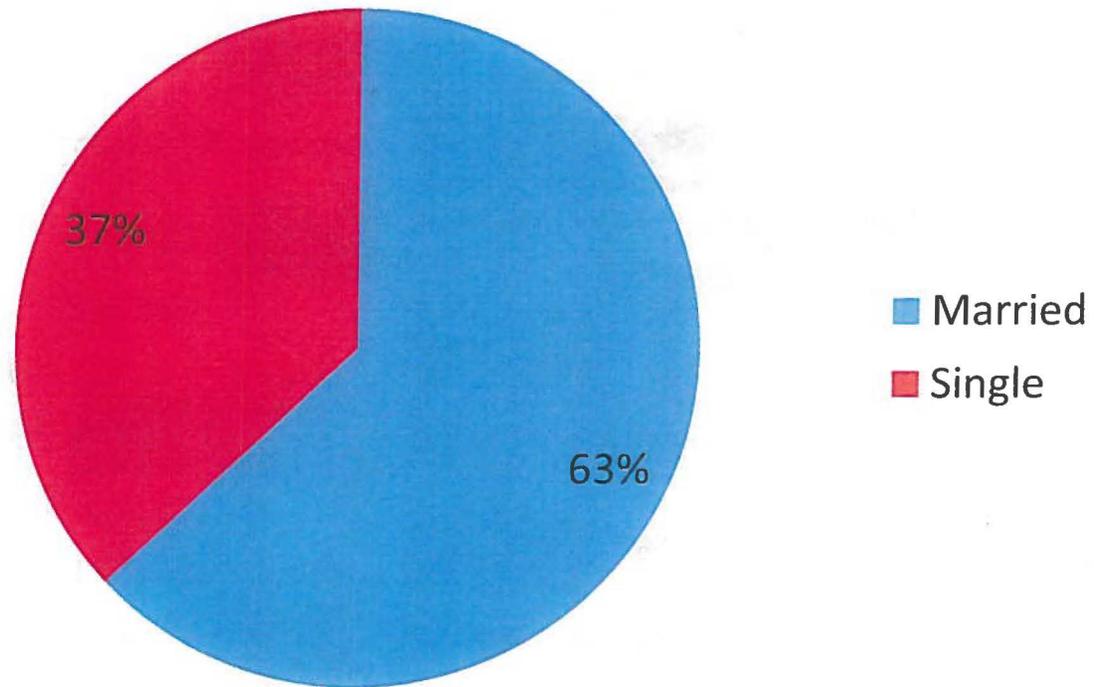
Race/Ethnicity



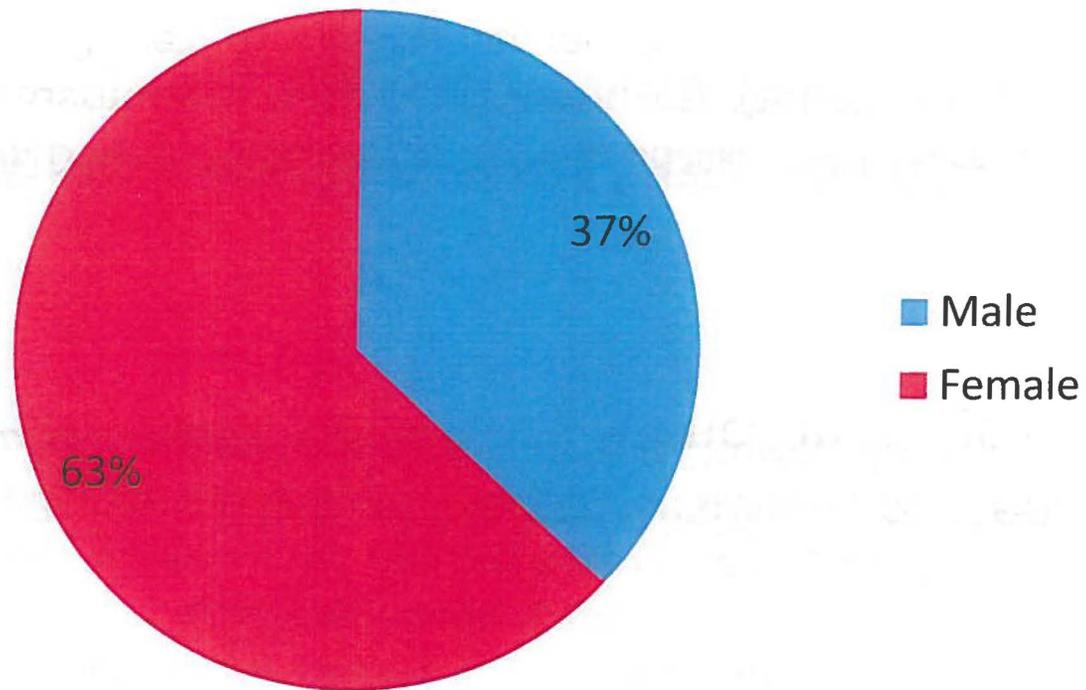
Education



Marital Status



Gender



Visit Tallahassee

Market Days Visitor Tracking & Economic Impact Report

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