



**LEON COUNTY**  
TOURIST DEVELOPMENT COUNCIL

**Thursday, January 7, 2016, 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**
  - November 5, 2015 Meeting Minutes
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
  - Financial Reports: October 2015 / November 2015
  - Total Year-to-Date Bed Tax Collections
  - Advertising/PR Activity Report/Digital Activity Report
  - Marketing Research Reports
- IV. General Business – **Bo Schmitz**
  - Election of 2016 Chair
  - Update on CRA/Arts District—Roxanne Manning
  - Florida Jazz and Blues Festival Signature Event Application
  - Out of Cycle Sports Grant Requests—Brian Hickey
  - Cultural Plan Capital Matching Grant Guidelines—Dr. Kevin Carr
  - Staff Reports
- V. Director's Report – **Lee Daniel**
  - Amphitheater Concerts Update
  - Board Retreat Initiatives
  - COCA Contract and Future Agenda Item
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

### **Next Meeting:**

March 3, 2016 – 9:00 a.m.  
Board of County Commissioners  
Commission Chambers

## **Tourist Development Council**

### **Minutes of the November 5, 2015 Meeting**

**Members Present:** Bo Schmitz, Chairman  
Commissioner Bryan Desloge  
Marion McGee  
Paresh Master  
Russell Daws  
Matt Thompson  
Leslie Smith

**Members Absent:** Commissioner Scott Maddox  
Commissioner Nancy Miller  
Dr. Audra Pittman  
Sam McKay

**Staff Present:** Lee Daniel, Tourism Development  
Aundra Bryant, Tourism Development  
Chris Holley, Tourism Development  
Gary Stogner, Tourism Development  
Amanda Heidecker, Tourism Development  
Brian Hickey, Tourism Development  
Andi Ratliff, Tourism Development  
Lauren Pace, Tourism Development  
Laura Cassels, Tourism Development

**Guest Present:** Roxanne Manning, CRA  
Dr. Joseph St. Germain, Downs & St. Germain Research  
John Brown, Florida Jazz – Blues Festival  
Curtis Zimmerman, Zimmerman Agency  
Mallory Hartline, Zimmerman Agency  
Rusty Howard, Zimmerman Agency  
Shawn Baker, Blackwater Resources, Inc.  
Heather Peeples, Leon County Economic Vitality  
Mark Mustian-Word of South Festival  
Allison Rehwinkel, Zimmerman Agency  
Chucha Barber, Chucha Barber Productions

Meeting was called to Order at 9:01 am.

Chairman Bo Schmitz welcomed the newest member to the TDC Matt Thompson. He also gave great thanks to Chucha Barber and Leslie Smith for their dedicated service to the TDC. Leigh Davis will be representing the Sports Council on the TDC for the next two years.

**Consent Agenda:** Russell Daws moved for approval second Commissioner Desloge. It was unanimously approved. Lee Daniel commented that this past year was a phenomenal one and that the final numbers for the fund balance will be reported at the January 2016 meeting.

**Shawn Baker, Blackwater Resources:** Mr. Baker gave an overview of the progress going on at the The Centre of Tallahassee. He also was very optimistic about bringing at least 30 concerts to the 10,000 seat amphitheater each year. Russell Daws inquired as to whether the TDC needed to have a visitor welcome center of some sort at The Centre. Matt Thompson voiced his concern that there must be coordination with the schedule of events between FSU, FAMU, Cascade Park and the Civic Center. Commissioner Desloge stated that volleyball and basketball maybe a great drawing card to The Centre.

**Mark Mustian, Word of South Festival Additional Funding Request:** Mr. Mustian stated that it would be a great help if the TDC could match the funding that they received last year. Lee Daniel mentioned that in order to get the two main acts booked for the Word of South Festival more funding is needed. Commissioner Desloge moved and Paresh Master second for an additional funding of \$13,000 for the event. It was unanimously approved.

**Brian Hickey, Out of Cycle Grant Request- ITA Future Tennis Event:** Russell Daws moved and Commissioner Desloge second for funding of \$2,000. It was unanimously approved!

**Roxanne Manning, CRA Arts District:** Ms. Manning distributed a handout and made a presentation about 8 projects being considered for an Arts District that would be developed using the approximate \$5million previously dedicated to a Performing Arts Center. She went on to emphasize that the projects chosen must meet the following four criteria: (1) Economic Development and Marketing, (2) Education, (3) Funding and (4) Facilities and Revenue. Russell Daws reiterated that the projects have to be within the CRA. Lee Daniel expressed that one of the projects the art school is a viable avenue to bring more visitors to Tallahassee. Ms. Manning pointed out that the CRA would be meeting again on December 10<sup>th</sup>.

**Choose Tallahassee:** Lee Daniel gave an update on the possibility of providing an address and services to Choose Tallahassee. He stated that the Visit Tallahassee Staff would assist them with administrative, data base, advertising, marketing and other needs. Commissioner Desloge stated that he thought Choose Tallahassee would give us some synergy and felt that it would be good to partner with them. Russell Daws suggested that some of the Choose Tallahassee Board might want to come to the next TDC meeting. Lee Daniel stated that he is proposing that there will be a two to three year agreement between the county and Choose Tallahassee.

**Downs & St. Germain Research Fourth Quarter Report:** Dr. Joseph St. Germain gave presentation on the various categories and indicators. He stated that in every category there has been

a positive growth every quarter. Lee Daniel noted that we have been able to do well during the various seasons of the year that normally have a lower visitor volume.

**Rusty Howard, Zimmerman Agency-X-Ad Campaign:** Rusty Howard gave a brief presentation on the update of this three months test trial using mobile phones and tablets. The targeted areas are downtown, northeast, northwest, southeast and museum.

## **Staff Reports**

**Marketing Communications:** Lauren Pace first introduced the newest member of the Visit Tallahassee team Laura Cassels. She gave brief highlights from September and October activities such as the Marketing Rollout, Media placements with Upscale Magazine, Family Travels On A Budget, Georgia Family Magazine, The Weather Channel, Visit Florida. Visit Tallahassee participated in the Land & Recreation Marketing Committee Meeting. Coordinated media previews for the British Dive Team Training which came to Tallahassee to train. She helped to provide media coverage for the FHSAA Cross Country Championship at Apalachee Regional Park November 6-7, 2015. Also, she has made an effort to clean up website which includes partners update information. Finally, she has been working on social media strategy and finalizing the editorial calendar.

**Meetings & Conventions:** Gary Stogner reported for Janet Roach who was on assignment in Dallas, Texas attending the Rejuvenate Show. Janet Roach has attended several meeting conferences which included Little Rock, Arkansas, working with the Tallahassee International Airport on the upcoming Sixel Conference in April, working with American Public Works Association in getting their 2017 Annual Conference in Tallahassee.

**Leisure Sales:** Gary Stogner stated that the interview process for the Leisure Sales position has been completed and is now in the Human Resources Department.

**Visitor Services:** Andi Ratliff gave a brief report of the activities of the Visitor Center. She has been busy ordering promotional items for the Welcome Center with the new logo, distributed thousands of hotel welcome cards to the various properties in Tallahassee. She also helped to coordinate the delivery of the new 2016 Tallahassee Visitor's Guide to various groups, constantly updating the Events Calendar and working on making it more accessible to residents and visitors to Tallahassee. The Welcome Center had around 200 visitors to come through during September and October.

**Sports Marketing:** Brian Hickey gave highlights of the activities of the Sports Department. He noted that the FHSAA Cross Country will be held November 6-7, 2015 with around 1482 runners participating and there will be over 6,000 visitors attending the event. FSU hosted the ACC Cross Country Championship which was streamed by ESPN. There will be three national governing bodies coming in to do site visits November 6<sup>th</sup> and 7<sup>th</sup>. He announced that TCC has just added Cross Country to their Sports Department. Brian Hickey and Amanda Heidecker will be traveling to Houston, Texas in December to submit a bid for the USAF Junior Olympic National Cross Country Championship in 2017. They will also be bidding on the AAU National event. Over the next two seasons Brian estimates that we will have the potential of 11 different events which will bring around 20, 000 visitors, 22,000 room nights and \$15m in direct spending. Lee Daniel stated that the USAF Junior Olympic National Cross Country Championship would bring thousands of dollars to Tallahassee because each of the 3,000 runners brings a parent which comes to about 6,000 room nights.

**Sixel Airport Conference:** Lee Daniel stated that Tallahassee will be host to the Sixel Airport Conference April 10-12, 2016.

**Carry Forward Balance:** Lee Daniel reported that the carry forward balance from FY 2015 carried forward to FY 2016 is \$347,500.

**Upcoming Concerts:** Lee Daniel stated that hopefully by the January 7, 2016 meeting he will have at least five concerts to announce.

**2016 TDC Meeting Schedule:** Lee Daniel mentioned that the dates for all of the meetings in 2016 are listed in the notebook.

**Marketing Insights:** Lee Daniel noted the marketing insights in their board books. He praised Gary Stogner and the Visit Tallahassee Team for the dedicated and professional work that they are doing towards research and sales plans development. The insights will be posted in the partner section of the website soon.

**Florida Jazz-Blues Festival:** Jon Brown gave insights into a new venture that he is trying to bring to Tallahassee, Florida September 22-25, 2016. This great cultural event will benefit the John G. Riley House Museum. At the January 7, 2016 meeting, Jon Brown will present a Signature Event Grant request to the TDC.

### **For The Good of The Cause**

Chairman Bo Schmitz announced that Four Points has been selected by Starwood as one of the four locations for Four Points Ultimate Tailgate Fan Experience RV Wednesday, November 11<sup>th</sup>.

Marion McGee announced about the Annual Rock-A-Thon on December 5, 2015 at the John G. Riley House Museum.

Russell Daws announced that the Tallahassee Museum will host the Annual Zubilee on Friday, November 5, 2015.

Matt Thompson informed the TDC that every quarter the Tallahassee Brew District hosts a special event to give the people of Tallahassee something different to do.

Adjournment: 10:50 a.m.

Next Meeting: Thursday, January 7, 2016

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Chairman Bo Schmitz

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Attest: Aundra Bryant

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*October/November 2015*

**I. Marketing Communications**

Development Activities:

- Presented at Department of Environmental Protection/Land and Recreation Marketing Committee Meeting regarding how CVBs/DMOs can collaborate with local state parks
- Assisted Haley Dilling with Sporting Odyssey with information and images for feature website story on 'Top 20 Outdoor Activities in Tallahassee'
- Coordinated planning/strategy meetings with Zimmerman Public Relations and Social Media departments
- Discussed editorial content and publication timeline for the 2016 Meeting Planner Guide with Janet Roach and Gary Stogner and approved final files for the guide
- Coordinated stories for VisitTallahassee.com on Halloween activities, Florida's Historic Golf Trail, Craft Beer, Florida A&M University Homecoming, British Dive Team Olympic Training, Museum of Florida History reopening, Florida High School Athletic Association Cross Country Championship, Spaghetti 100, Goodwood Jams, FSU Homecoming, Holiday Round-up, Segway Tours
- Coordinated news releases for British Dive Team Olympic Training and the Florida High School Athletic Association Cross Country Championship
- Conducted television interviews with *WCTV-TV* & *WTLX-TV* regarding the economic impact of cross country events in Leon County
- Hosted media dinner for editors in town for the Florida High School Athletic Association Cross Country Championship. Todd Grasley with *Florida Runners & Andy Warrener* a freelance writer with the *St. Petersburg Times* attended.
- Discussed collaborative opportunities with Lew Wilson from LocalSeniorDiscounts.com
- Discussed marketing and promotion opportunities with Tally Yakkers & Camp Folks (new businesses in Railroad Square)
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Analyzed social media content ensuring relevant and engaging posts

Performance Measures:

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

## **II. Meetings & Conventions/Customer Service**

### Development Activities:

- Exhibited at the Florida Society of Association Executives Expo with booth share partner, Aloft Hotel.
- Provided assistance to Children's Week and Senior Day by helping secure sleeping rooms for out of town attendees.
- Processed and approved transportation funding for the Twenty Years of Modern Active Flow Control, What's Next Workshop on October 25-27, 2015.
- Assisted XSite Tradeshow by sending attendance builder email blasts to meeting planners in exchange for a complimentary appointment schedule at the February event in Tallahassee.
- Reviewed and researched over 250 Rejuvenate Marketplace meeting planner profiles for face to face appointments at the conference in November.
- Working with the Civic Center and the Doubletree Hotel to host the American Public Works Association- Florida Chapter Conference in May 2017 for 200 attendees.
- Assisted the Florida Association of Property Appraisers with an itinerary that showcases current Tallahassee construction and development projects for their legislative event.
- Assisted the marketing department with editing the 2016 Meeting Planner Guide.
- Coordinated a site tour of the Home2 Suites for the Visit Tallahassee team.
- Attended the Best Western Plus customer appreciate event on November 12.
- Partnered with the Tallahassee International Airport to host the event planner from Sixel Consulting, November 17-18 in preparation for the April 2016 conference. Over the two days, venues visited in the Downtown, Gaines and Midtown Districts that including three potential host hotels, six restaurants with group dining capabilities, five banquet facilities and two attractions.
- Researched meeting planner profiles for appointments at Florida Encounter, November 30-December 2. This event is hosted by VISIT FLORIDA and includes education sessions as well as an appointments with corporate and association meeting planners who are searching for locations within Florida.
- Hosted the Florida Society of Association Executives Meeting Planner Roundtable Luncheon on November 19 for nearly 40 association decision makers that showcased Tallahassee as a meeting destination.

### Performance Measures:

- Sent 10 leads with 1,080 visitors, 1,374 room nights and an estimated \$712,437 in direct spending.
- Currently working 19 tentative groups with 3,835 visitors, 4,120 room nights and an estimated \$3,569,337 in direct spending.
- Booked seven groups with 2,560 Visitors, 1,984 room nights and an estimated \$2,542,839 in direct spending.

### Events Hosted (Anticipated numbers):

- American Historical Association Mini Conference on Tuning (October 7-9, 2015)

with 75 visitors, 60 room nights and an estimated \$32,375 in direct spending.

- Florida Society of Association Executives Expo (October 13-15, 2015) with 225 visitors, 325 room nights, and an estimated \$167,489 in direct spending.
- Agency for Health Care Administration- Basic Surveyors Skills Training (October 19-23, 2015) with 25 visitors, 100 room nights and an estimated \$21,226 in direct spending.
- Florida Association of Science Teachers Conference (October 19-24, 2015) with 400 visitors, 605 room nights and an estimated \$311,710 in direct spending.
- Twenty Years of Modern Active Flow Control, What Next Workshop (October 25-27, 2015) with 50 visitors, 65 room nights and an estimated \$23,379 in direct spending.
- Florida Engineering Society Professional Engineers Legislative Days (November 16-18, 2015) with 80 visitors, 130 attendees, 130 rooms nights and an estimated \$50,984 in direct spending.

#### **IV. Visitor Services**

Development Activities October & November:

- Assisted sales departments with promotional needs for fall groups and events.
- Coordinated delivery of 2016 visitor guides to area hotels and attractions. Increased distribution by 96% to area partners (over last year).
- 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 for the Visitor Information Center.
- Coordinated updates to welcome center including new paint and plans for new information displays.
- Designed new Winter Nights Holiday Lights window display for Visitor Information Center.
- Assembled and delivered welcome baskets for visiting journalists.
- Coordinated with Lemoyne Center for Visual Arts to promote local artist ornaments in the Gift Shop during the holiday season.
- Update seasonal events featured on the Winter Nights Holiday Lights landing page.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- October: Provided services to 370 walk-in visitors (241 domestic and 129 international)
- November: Provided services to 247 walk-in visitors (167 domestic and 80 international)

Telephone Visitor Services

- October: Fulfilled 139 telephone inquiries
- November: Fulfilled 163 telephone inquiries

Visitor Gift Store Sales

- October: \$318.80 in total sales
- November: \$222.40 in total sales

## **V. Group Services (Visitor Inquiries/Fulfillment)**

Performance Measures:

### Visitor Guide Fulfillment

- Phone and mail requests: October - 10 | November - 12
- Inquiries from advertisements: October - 266 | November - 202
- Website requests for visitor guides: October - 83 | November - 101
- Provided to Visitor Center guests: October - 224 | November – 158
- Distributed to area partners: October - 28,790 | November – 1,695
- Distributed to out of area welcome centers: October - 700 | November – 5,460

Group Services Requests :

- Distributed 1,522 visitor guides and other material to the following:
  - Basic Surveyor Training - Agency for HealthCare Administration
  - Office of Public Guardian Annual Fundraiser
  - Tallahassee Airport Conference
  - American Society of Health System Pharmacists Clinical Meeting
  - Florida A&M University College of Pharmacy
  - Petty - Albright Wedding
  - Potvin - Ancheta Wedding
  - Stanton Gates Wedding
  - American Historical Association
  - Atlantic Coastal Conference
  - Opening Nights Performing Arts
  - Sport Management Conference
  - Embroidery Guild of America Regional Meeting
  - Historic Preservation Society - Section 106 An Introduction
  - Florida Society of Association Executives Trade Show
  - British Olympic Dive Team
  - Gaines Family Reunion
  - Green Party Event
  - Langford Colloquium
  - Greater Mount Pleasant Choir Reunion
  - Westminster Oaks Storytelling Festival
  - Ross - Guthrie Wedding
  - Florida State University Bands - Tri State Band Festival
  - Institute for Intergovernmental Research Board Meeting
  - Florida Chamber of Commerce Meeting
  - Florida Society of Association Executives Luncheon
  - Tallahassee Memorial Healthcare New Physician Recruitment

## **VI. Sports Marketing**

### Development Activities:

- Submitted a bid to host the 2016 and 2017 Amateur Athletic Union (AAU) National Cross Country Championship.
- Hosted the Florida State University Cross Country Invitational and Florida Cross Country Pre-State meets at the Apalachee Regional Park. This event brought in 47 college teams and 207 high school teams more than 2,500 athletes. This event was a huge success due to the countless hours for work from County Parks and Recreation Department and FSU Staff.
- Participated in the Visit Tallahassee Annual Marketing Rollout at the Theatre Tallahassee.
- Hosted numerous local organizing committee planning meetings with the various organizations for a cohesive plan between FHSAA Cross Country State Meet and ACC Cross County South Championship. The meetings consisted of the flow of traffic, parking, volunteers and other logistical and event marketing.
- Planned and hosted the November Tallahassee Sports Council meeting at Hotel Duval.
- Worked with numerous baseball and softball tournament organizers to secure their 2016 dates and to confirm they didn't conflict with each other or communities nearby.
- Submitted a bid to host the 2017 USA Track & Field Junior Olympic National Cross Country Meet. Then coordinated the site visit for the national selection committee.
- Submitted a Florida Sports Foundation grant for the 2016 Atlantic Coast Conference (ACC) Track & Field Championship in May of 2016.
- Participated in post-event recap meeting for the FSU Invite/ Pre-State Meet.
- Participated in a marketing meeting with the director Jon Maury & marketing director Elizabeth Rosario with the Tallahassee Marathon to discuss possible marketing ideas and ways to inform residents along the course of the upcoming Marathon.
- Surveyed local hotels and compiled hotel room availability report for the Visit Tallahassee web site for home football game weekends.
- Hosted the 2015 Florida High School Athletic Association (FHSAA) Cross Country Championships with 1,480 runners and 3,600 paid attendees and more than 100 volunteers, staff and VIP at the Leon County Apalachee Regional Park. The event brought over 5,000 visitors and generated more than 2,200 room nights from the teams and produced an estimated direct spending over \$1.2 million.
- Participated in the Tourism Development Council meeting at the County Commission chambers.

- Hosted a site visit for three organizations (USATF, AAU & NJCAA) during the FHSAA State Cross Country Championship.
- Took part in a tour of the new Centre of Tallahassee amphitheater and surrounding grounds.
- Prepared a presentation for 2017 USATF Junior Olympic National Cross Country Championship to be presented at the USATF Annual Meeting.

#### Performance Measures:

##### Leads Distributed (Anticipated numbers)

- Capital City Classic Wrestling Tournament, (December 11 – 12, 2015) with 151 room 1,802 visitors and estimated direct spending \$529,475.
- Trojan Invitational Wrestling Tournament, (January 16, 2015) with 50 room nights, 420 visitors and estimated direct spending \$142,948.
- Canopy Roads Classic, (October 24 – 25, 2015) with 70 room nights, 200 visitors and estimated direct spending \$55,379.
- Capital City Cup, (February 6 – 7 2015) with 150 room nights, 150 visitors and estimated direct spending \$50,357.
- 2015 FACA Cross Country All Star Classic (November 21, 2015) with 50 room nights, 250 visitors and estimated direct spending \$95,364.
- ACC Track & Field Championship, (May 12-14, 2015) with 3240 room nights, 4000 visitors and estimated direct spending \$1,966,251.
- FHSAA State Cross Country Championship, (November 6-7, 2015) 1,600 room nights, 5,000 visitors and estimated direct spending \$1.2 Million.
- Tallahassee Community College November Classic (Women), (November 19-21, 2015) with 100 room nights, 300 visitors and estimated direct spending \$ 75,022.
- Avago Mud Run (November 7, 2015) with 120 room nights, 120 visitors and estimated direct spending \$32,606.
- 2015 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 27-28, 2015) with 20 room night, 100 visitors and estimated direct spending \$27,689.
- 2015 FACA Cross Country All Star Classic (November 21, 2015) with 50 room nights, 300 visitors and estimated direct spending \$83,068.

##### Events Booked (Anticipated numbers)

- Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, (January 22 – 24, 2016) with 175 room nights, 400 visitors, and estimated direct spending \$173,768.
- Area Tallahassee Aquatic Club (ATAC) Long Course Invitational Swim Meet, (June 23 – 26, 2016) with 250 rooms nights, 1,500 visitors and estimated direct spending \$677,497.
- Area I-IV Florida Assoc. Swimming Championships, (July 30 – 31, 2016) with 140 rooms nights, 300 visitors and estimated direct spending \$84,510.

- Big Shots Tallahassee, (April 2 – 3, 2016) with 400 visitors, 160 room nights and estimated direct spending \$122,681.
- Big Shots Capital City, (April 23, 2016) with 270 visitors, 160 room nights and estimated direct spending \$94,890.
- Big Shots Tallahassee, (June 4-6, 2016) with 600 visitors, 300 room nights and estimated direct spending \$169,021.
- Comets Spring Shootout 2015, (April 8 – 10, 2016) with 70, room nights, 275 visitors and estimated direct spending \$106,192.
- Comets Take Charge – Breast Cancer Awareness, (April 16 -17, 2016) with 45 room nights, 190 visitors and estimated direct spending \$73,369.
- Comets Capital Challenge, (May 6 – 8, 2016) with 32 room nights, 110 visitors and estimated direct spending \$42,476.
- Comets Summer Xplosion, (May 20 – 22, 2016) with 85 room nights, 315 visitors and estimated direct spending \$121,638.
- Comets Jamboree, (June 10 – 12, 2016) with 48 room nights, 235 visitors and estimated direct spending \$90,745.
- Comets Big Bend Showdown, (July 22-24, 2016) with 110 room nights, 500 visitors and estimated direct spending \$193,076.
- Comets Tournament of Champions, (August 12 – 14, 2016) with 64 room nights, 110 visitors and estimated direct spending \$ \$42,476.
- Comets 3 on 3 Basketball, (September 16 -18, 2016) with 60 room nights, 350 visitors and estimated direct spending \$135,153.
- 2016 Florida State Matchup Golf Tournament, (February 11- 14, 2016) with 100 room nights, 125 visitors and estimated direct spending \$58,780.
- 2016 Seminole Intercollegiate Golf Tournament, (March 10 – 13, 2016) with 120 room nights, 120 visitors and estimated direct spending \$70,536.
- FSU Relays (Track & Field) (March 25 -26, 2016) with 800 room nights, 2,500 visitors and estimated direct spending \$634,364.
- FSU Twilight Invitational (Track & Field) (April 15-16, 2016) with 400 rooms nights, 2,500 visitors and estimated direct spending \$380,636.
- 2015 AAU Gymnastics State Qualifier, (January 30 – 31, 2016) with 250 room nights, 500 visitors and estimated direct spending \$140,851.
- 19th Annual Gym Force Classic, (February 26-28, 2016) with 300 room nights, 550 visitors and estimated direct spending \$212,384.
- Capital City Classic Wrestling Tournament, (December 11 -12, 2015) with 151 room 1,802 visitors and estimated direct spending \$529,475.
- Trojan Invitational Wrestling Tournament, (January 30, 2016) with 50 room nights, 420 visitors and estimated direct spending \$142,948.
- FHSAA Regional Wrestling Tournament, (February 26 -27, 2016) with 170 room nights, 1,300 visitors and estimated direct spending \$366,213.
- Tallahassee Marathon & Half Marathon, (February 6-7, 2016) with 300 room nights, 800 visitors and estimated direct spending \$264,821.

- Swap Forest Trail Marathon & Half Marathon, (January 3, 2016), 20 room nights, 25 visitors and estimated direct spending \$8,275.
- Tallahassee Community College November Classic (Women), (November 19-21, 2015) with 100 room nights, 300 visitors and estimated direct spending \$ 75,022.
- Tallahassee Community College Holiday Classic (Women), (December 28-29, 2015) with 30 room nights 100 visitors and estimated direct spending \$33,235.
- Canopy Roads Classic, (October 24-25, 2015) with 70 room nights, 200 visitors and estimated direct spending \$55,379.
- Capital City Cup, (February 2-7, 2016) with 150 room nights, 150 visitors and estimated direct spending \$50,357.
- FSU Equestrian Competition, (October 2 – 3, 2015) with 45 room nights, 180 room nights and estimated direct spending \$49,841.
- USA Racquetball Garnet and Gold Classic, (October 2 – 4, 2015) with, 30 room nights, 70 visitors and estimated direct spending \$37,959.
- Maclay Florida Capital Soccer Invitational, (December 4-5, 2015) with 220 room nights, 900 visitors and estimated direct spending \$249,206.
- Avago Mud Run (November 7, 2015) with 120 room nights, 120 visitors and estimated direct spending \$32,606.
- 2015 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 27-28, 2015) with 20 room night, 100 visitors and estimated direct spending \$27,689.
- 2015 FACA Cross Country All Star Classic (November 21, 2015) with 50 room nights, 300 visitors and estimated direct spending \$83,068.
- Maclay Soccer Invitational Tournament, (December 4-5, 2015) with 220 room nights, 900 visitors and estimated direct spending \$245,206.
- Timberwolf Classic Showcase, (December 11-12, 2015) with 250 room nights, 800 visitors and estimated direct spending \$221,516.
- Inspire MLK Invitational Basketball Tournament, (January 15 -18, 2016) with 425 room nights and 745 visitors and estimated direct spending \$336,490.
- Prostyle Volleyball Tallahassee Invitational 2016, (February 5-7, 2016) with 1,200 room nights, 5,000 visitors and estimated direct spending \$1,408,514.
- Associated Soccer Group (ASG) Adidas Invitational, (February 12-13, 2016) with 1,200 room nights, 1000 visitors and estimated direct spending \$422,554.
- Florida State Tally Classic X Ultimate Frisbee, (March 6-7, 2016) with 40 room nights, 1,000 visitors and estimated direct spending \$253,757.
- Tournament of Champions- High School Baseball, (March 14-17, 2016) with 300 room nights, 250 visitors and estimated direct spending \$112,916.
- Tallahassee Open - Disc Golf Tournament, (March 19-20, 2016) with 80 room nights, 80 visitors and estimated direct spending \$26,482.
- Tottenham Hostpur Florida State Invitational Soccer, (April 8-10, 2016) with 2,200 room nights, 4,300 visitors and estimated direct spending \$1,699,073.

- USTA Tallahassee Tennis Challenger, (April 23-30, 2016) with 175 room nights, 200 visitors and estimated direct spending of \$403,556.
- SportsAbility 2016, (April 7-9, 2016) with 175 room nights, 200 visitors and estimated direct spending \$77,230.
- Capital City Shootout, (June 18-19, 2016) with 800 room nights, 1000 visitors and estimated direct spending \$281,702.
- The Ride for Hope, (June 10-11, 2016) with 30 room nights, 200 visitors and estimated direct spending \$28,170.
- Victory is My Destiny Boxing, (July 23, 2016) 40 room nights, 112 visitors and estimated direct spending \$21,065.
- YBOA Super-Regionals, (May 13-15, 2015) with 475 room nights, 1.000 visitors and estimated direct spending \$382,712.
- Tallahassee Futures (Tennis), (November 28 – December 6, 2015) 300 room nights, 150 visitors and estimated direct spending \$214,635.

Events Hosted (Anticipated numbers):

- Florida State University Cross Country Invitational and 2015 Pre State, (October 2 – 3, 2015) with 1,000 room nights, 3,500 visitors and \$860,000 in estimated direct spending.
- Canopy Roads Classic, (October 24-25, 2015) with 70 room nights, 200 visitors and estimated direct spending \$55,379.
- FSU Equestrian Competition, (October 2 – 3, 2015) with 45 room nights, 180 room nights and estimated direct spending \$49,841.
- USA Racquetball Garnet and Gold Classic, (October 2 – 3, 2015) with 30 room nights, 70 visitors and estimated direct spending \$37,959.
- ACC Cross Country Championship, (October 30, 2015) with 640 room nights and 1,000 visitors and estimated direct spending \$332,351.

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

**3 3/4-Cents Collections**

Acct # REVENUES	YTD	November	FY 2015/16	% Revenue	Variance
	Actuals	Actuals	Budget	Received	
312100 Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 715,820.99	\$ 438,968.00	\$ 3,455,625	21%	(2,739,804)
361320 Tax Collector FS 125.315	-	-	-		-
361111 Pooled Interest Allocation	-	-	56,715		
362000 Rents & Royalties	-	-	10,200		(10,200)
365000 Merchandise Sales	34.69	-	4,000		
366930 Other Contributions/Partnerships	600.00	-	3,000		
361300 Interest Inc/FMV Adjustment	-	-			
369900 Miscellaneous Revenue	-	-			
399900 Appropriated Fund Balance			177,815		
Total Estimated Receipts			3,707,355		
	<u>\$ 716,455.68</u>	<u>\$ 438,968.00</u>			

Acct # EXPENDITURES	YTD	November	FY 2015/16	FY 2015/16	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (301)</b>						
51200 Salaries & Wages	\$ 38,888.34	\$ 20,369.94	\$ 237,113	\$ 217,691	18%	\$ 178,803
51210 Regular OPS Salaries & Wages	2,537.33	1,149.75	10,606	21,749	12%	19,212
52100 FICA	2,982.13	1,527.27	18,670	16,999	18%	14,017
52200 Retirement Contributions	6,237.94	3,284.40	35,077	34,778	18%	28,540
52210 Deferred Compensation	18.68	8.29	755	766	2%	747
52300 Life & Health Insurance	5,692.58	3,282.80	36,819	43,742	13%	38,049
52400 Workers Compensation	107.72	55.94	443	497	22%	389
53400 Other Contractual Services	15,053.33	10,553.33	115,500	115,500	13%	100,447
54000 Travel & Per Diem	40.00	-	7,500	7,500	1%	7,460
54101 Communications - Phone System	-	-	1,370	3,150	0%	3,150
54300 Utilities	1,129.92	1,129.92	14,500	14,500	8%	13,370
54400 Rental & Leases	899.66	521.70	5,000	9,500	9%	8,600
54505 Vehicle Coverage	-	-	799	799	0%	799
54600 Repair & Maintenance	270.00	115.00	34,000	34,000	1%	33,730
54601 Vehicle Repair	39.00	39.00	1,210	522	7%	483
54900 Other Current Charges	436.25	436.25	1,971	1,971	22%	1,535
55100 Office Supplies	-	-	1,000	1,000	0%	1,000
55200 Operating Supplies	711.55	530.78	7,500	3,000	24%	2,288
55210 Fuel & Oil	53.89	33.99	1,000	1,000	5%	946
55400 Publications, Memberships	497.98	79.06	2,300	2,300	22%	1,802
55401 Training	-	-	3,000	3,000	0%	3,000
<b>Advertising/Public Relations (302)</b>						
53400 Other Contractual Services	\$ 100,193.99	\$ 100,193.99	\$ 1,083,786	\$ 1,168,786	9%	\$ 1,068,592
<b>Marketing (303)</b>						
51200 Salaries & Wages	\$ 70,037.31	34,789.26	453,676	453,676	15%	383,639
51210 Regular OPS Salaries & Wages	2,537.36	1,149.73	21,749	21,749	12%	19,212
52100 FICA	5,427.55	2,689.72	37,321	37,321	15%	31,893
52200 Retirement Contributions	5,100.05	2,528.75	34,279	34,279	15%	29,179
52210 Deferred Compensation	127.84	60.20	60	60		(68)
52300 Life & Health Insurance	4,577.09	2,566.76	63,499	63,499	7%	58,922
52400 Workers Compensation	293.76	146.37	1,757	1,757	17%	1,463
53400 Other Contractual Services	5,150.00	675.00	87,700	87,700	6%	82,550
54000 Travel & Per Diem	3,503.38	3,004.06	81,070	81,070	4%	77,567
54100 Communications Services	578.82	484.02	7,823	7,823	7%	7,244
54101 Communications - Phone system	1,550.00	-	1,550	1,550	100%	-
54200 Postage	1,623.88	1,382.15	48,000	48,000	3%	46,376
54400 Rental & Leases	146.85	-	3,347	3,347	4%	3,200
54700 Printing	-	-	5,400	5,400	0%	5,400
54800 Promotional Activities	4,930.86	4,000.00	29,500	79,500	6%	74,569
54860 TDC Direct Sales Promotions	2,715.00	2,690.00	69,835	99,835	3%	97,120
54861 TDC Community Relations	5,639.65	140.00	13,300	18,300	31%	12,660
54862 TDC Merchandise	112.00	-	4,000	4,000	3%	3,888
54900 Other Current Charges	102,425.39	64,288.93	221,000	221,000	46%	118,575
54948 Other Current Chrg - Amphitheater	-	-	100,000	150,000	0%	150,000
55100 Office Supplies	847.58	543.30	3,700	3,700	23%	2,852
55200 Operating Supplies	119.34	119.34	5,000	5,000	2%	4,881
52250 Uniforms	-	-	2,000	2,000	0%	2,000

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

Acct # EXPENDITURES	YTD	November	FY 2015/16	FY 2015/16	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 9,347.02	\$ 2,858.00	\$ 17,363	\$ 17,363	54%	8,016
55401 Training	-	-	8,000	8,000	0%	8,000
56400 Machinery & Equipment	-	-	-	-	-	-
58160 TDC Local T&E	414.28	207.14	207	207	200%	(207)
58320 Sponsorship & Contributions	-	-	-	16,100	0%	16,100
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 6,632.00	6,632.00	340,000	467,500	1%	460,868
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,820	8,820	0%	8,820
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ -	-	6,760	6,760	0%	6,760
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	189,000	189,000	0%	189,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ -	-	230,375	230,375	0%	230,375
58215 Local Arts Agency Program	\$ -	-	921,500	921,500	0%	921,500
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	156,576	156,576	0%	156,576
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	\$ -	-	-	-	-	-
Total Expenditures	\$ 409,627.30	\$ 274,266.14	\$ 4,844,086	\$ 5,205,517		

<b>1 1/4-Cent Collections</b>						
Acct # REVENUES	YTD	November	FY 2015/16	FY 2015/16	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) <sup>2</sup>	\$ 238,607.33	\$ 146,323.00	\$ 1,151,875	\$ 1,151,875	21%	913,268
361111 Pooled Interest	-	-	-	-	-	-
361320 Tax Collector FS 125.315	-	-	-	-	-	-
366930 Refund from Prior Years	-	-	-	-	-	-
Total Revenues	\$ 238,607.33	146,323.00	1,151,875	1,151,875		

Acct # EXPENDITURES	YTD	November	FY 2015/16	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522

**NOTES TO THE FINANCIAL STATEMENT**  
**As of November 30, 2015**

**REVENUES**

- 1- Revenue received for the 3 3/4-cent collections \$438,968.
- 2 - Revenue received for the 1 1/4 -cent collections to be \$146,323.

No Transfers.

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

**3 3/4-Cents Collections**

Acct # REVENUES	YTD	December	FY 2015/16	% Revenue	Variance
	Actuals	Actuals	Budget	Received	
312100 Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 1,019,102.24	\$ 303,281.25	\$ 3,455,625	29%	(2,436,523)
361320 Tax Collector FS 125.315	-	-	-		-
361111 Pooled Interest Allocation	-	-	56,715		
362000 Rents & Royalties	10,200.00	10,200.00	10,200		-
365000 Merchandise Sales	162.73	128.04	4,000		
366930 Other Contributions/Partnerships	1,000.00	400.00	3,000		
361300 Interest Inc/FMV Adjustment	-	-			
369900 Miscellaneous Revenue	-	-			
399900 Appropriated Fund Balance			177,815		
Total Estimated Receipts			3,707,355		
	<u>\$ 1,030,464.97</u>	<u>\$ 314,009.29</u>			

Acct # EXPENDITURES	YTD	December	FY 2015/16	FY 2015/16	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (301)</b>						
51200 Salaries & Wages	\$ 55,723.25	\$ 16,834.91	\$ 237,113	\$ 217,691	26%	\$ 161,968
51210 Regular OPS Salaries & Wages	3,729.52	1,192.19	10,606	21,749	17%	18,019
52100 FICA	3,698.56	716.43	18,670	16,999	22%	13,300
52200 Retirement Contributions	8,917.96	2,680.02	35,077	34,778	26%	25,860
52210 Deferred Compensation	27.22	8.54	755	766	4%	739
52300 Life & Health Insurance	7,253.64	1,561.06	36,819	43,742	17%	36,488
52400 Workers Compensation	154.58	46.86	443	497	31%	342
53400 Other Contractual Services	25,606.66	10,553.33	115,500	115,500	22%	89,893
54000 Travel & Per Diem	40.00	-	7,500	7,500	1%	7,460
54101 Communications - Phone System		-	1,370	3,150	0%	3,150
54300 Utilities	2,205.01	1,075.09	14,500	14,500	15%	12,295
54400 Rental & Leases	1,421.36	521.70	5,000	9,500	15%	8,079
54505 Vehicle Coverage	-	-	799	799	0%	799
54600 Repair & Maintenance	555.00	285.00	34,000	34,000	2%	33,445
54601 Vehicle Repair	39.00	-	1,210	522	7%	483
54900 Other Current Charges	436.25	-	1,971	1,971	22%	1,535
55100 Office Supplies	-	-	1,000	1,000	0%	1,000
55200 Operating Supplies	1,057.55	346.00	7,500	3,000	35%	1,942
55210 Fuel & Oil	53.89	-	1,000	1,000	5%	946
55400 Publications, Memberships	497.98	-	2,300	2,300	22%	1,802
55401 Training		-	3,000	3,000	0%	3,000
<b>Advertising/Public Relations (302)</b>						
53400 Other Contractual Services	\$ 141,608.35	\$ 41,414.36	\$ 1,083,786	\$ 1,168,786	12%	\$ 1,027,178
<b>Marketing (303)</b>						
51200 Salaries & Wages	\$ 102,080.99	\$ 32,043.68	453,676	453,676	23%	351,595
51210 Regular OPS Salaries & Wages	3,729.60	1,192.24	21,749	21,749	17%	18,019
52100 FICA	7,935.98	2,508.43	37,321	37,321	21%	29,385
52200 Retirement Contributions	7,432.56	2,332.51	34,279	34,279	22%	26,846
52210 Deferred Compensation	1,883.00	1,755.16	1,755	1,755		(128)
52300 Life & Health Insurance	5,650.65	1,073.56	63,499	63,499	9%	57,848
52400 Workers Compensation	427.58	133.82	1,757	1,757	24%	1,329
53400 Other Contractual Services	19,650.00	14,500.00	87,700	87,700	22%	68,050
54000 Travel & Per Diem	5,224.46	1,721.08	81,070	81,070	6%	75,846
54100 Communications Services	1,028.74	449.92	7,823	7,823	13%	6,794
54101 Communications - Phone system	-	-	1,550	1,550	0%	1,550
54200 Postage	2,195.47	571.59	48,000	48,000	5%	45,805
54400 Rental & Leases	146.85	-	3,347	3,347	4%	3,200
54700 Printing	-	-	5,400	5,400	0%	5,400
54800 Promotional Activities	3,417.02	3,417.02	29,500	79,500	4%	76,083
54860 TDC Direct Sales Promotions	4,377.02	1,662.02	69,835	99,835	4%	95,458
54861 TDC Community Relations	5,639.65	-	13,300	18,300	31%	12,660
54862 TDC Merchandise	112.00	-	4,000	4,000	3%	3,888
54900 Other Current Charges <sup>3</sup>	98,233.07	(4,192.32)	221,000	221,000	44%	122,767
54948 Other Current Chrg - Amphitheater	16,553.00	16,553.00	100,000	150,000	11%	133,447
55100 Office Supplies	934.63	87.05	3,700	3,700	25%	2,765
55200 Operating Supplies	169.29	49.95	5,000	5,000	3%	4,831
52250 Uniforms		-	2,000	2,000	0%	2,000

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

Acct # EXPENDITURES	YTD	December	FY 2015/16	FY 2015/16	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 10,187.02	\$ 840.00	\$ 17,363	\$ 17,363	59%	7,176
55401 Training	356.49	356.49	8,000	8,000	4%	7,644
56400 Machinery & Equipment	-	-	-	-		-
58160 TDC Local T&E	596.78	389.64	390	390	153%	(207)
58320 Sponsorship & Contributions	-	-	-	16,100	0%	16,100
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 6,632.00	-	340,000	467,500	1%	460,868
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,820	8,820	0%	8,820
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ -	-	6,760	6,760	0%	6,760
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	189,000	189,000	0%	189,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ -	-	230,375	230,375	0%	230,375
58215 Local Arts Agency Program	\$ -	-	921,500	921,500	0%	921,500
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	156,576	156,576	0%	156,576
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 557,619.63	\$ 154,680.33	\$ 4,845,964	\$ 5,207,395		

<b>1 1/4-Cent Collections</b>		YTD	December	FY 2015/16	FY 2015/16	% Revenue	
Acct # REVENUES		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	Variance
312110 Local Option Resort Taxes (1-cent)	<sup>2</sup>	\$ 339,701.08	\$ 101,093.75	\$ 1,151,875	\$ 1,151,875	29%	812,174
361111 Pooled Interest		-	-	-	-		
361320 Tax Collector FS 125.315		-	-	-	-		
366930 Refund from Prior Years		-	-	-	-		
Total Revenues		\$ 339,701.08	101,093.75	\$ 1,151,875	\$ 1,151,875		

Acct # EXPENDITURES	YTD	December	FY 2015/16	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies		\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522

**NOTES TO THE FINANCIAL STATEMENT**  
**As of December 31, 2015**

**REVENUES**

- 1- Revenue estimated for the 3 3/4-cent collections \$438,968.
- 2 - Revenue estimated for the 1 1/4 -cent collections to be \$146,323.
- 3 - December expenditures reported as a negative balance due to credits received from expenditures related to cross country events in previous months.

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
<b>FY2011/2012 (3-cents)</b>	<b>202,314.05</b>	<b>241,057.61</b>	<b>300,343.03</b>	<b>171,796.96</b>	<b>195,893.51</b>	<b>225,720.62</b>	<b>215,875.81</b>	<b>212,687.06</b>	<b>177,347.80</b>	<b>199,689.96</b>	<b>174,936.79</b>	<b>220,525.36</b>	<b>2,538,188.54</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2012/2013 (3-cents)</b>	<b>223,165.00</b>	<b>242,102.27</b>	<b>228,817.94</b>	<b>168,858.73</b>	<b>181,755.81</b>	<b>203,535.02</b>	<b>254,217.13</b>	<b>229,551.36</b>	<b>238,558.94</b>	<b>226,915.85</b>	<b>191,671.88</b>	<b>232,633.20</b>	<b>2,621,783.14</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2013/2014 (3-cents)</b>	<b>196,254.46</b>	<b>287,207.31</b>	<b>265,286.16</b>	<b>167,686.13</b>	<b>183,137.77</b>	<b>227,704.36</b>	<b>264,192.29</b>	<b>259,057.28</b>	<b>224,205.35</b>	<b>224,941.50</b>	<b>208,286.19</b>	<b>226,966.81</b>	<b>2,734,925.62</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2014/2015 (3-cents)</b>	<b>235,483.93</b>	<b>311,616.83</b>	<b>288,190.11</b>	<b>173,577.30</b>	<b>198,900.49</b>	<b>254,369.92</b>	<b>320,647.85</b>	<b>266,966.41</b>	<b>274,611.29</b>	<b>261,235.88</b>	<b>226,314.73</b>	<b>272,939.44</b>	<b>3,084,854.17</b>
<b>(1-cent - 4th Penny)</b>	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	90,979.81	1,028,284.72
<b>(1-cent - 5th Penny)</b>	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	90,979.81	1,028,284.72
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	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
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	3,084,854.17	
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	1,028,284.72	
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	1,028,284.72	
<b>FY2015/2016 (3-cents)</b>	<b>228,332.36</b>	<b>362,035.48</b>	<b>250,128.83</b>										<b>840,496.67</b>
<b>(1-cent - 4th Penny)</b>	76,110.79	120,678.49	83,376.28										280,165.56
<b>(1-cent - 5th Penny)</b>	76,110.79	120,678.49	83,376.28										280,165.56
Total	380,553.93	603,392.46	416,881.39										1,400,827.78
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)										
Gain/Loss - YTD: 3 cent	(3%)	8%	1%										
Year to date: 3-cent	228,332.36	590,367.83	840,496.67										
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56										
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56										

**Notes:**

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

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

## November 2015

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed November 1- 30, 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

Secured two print articles in *The Miami Herald* and *Palm Beach Post* featuring Tallahassee's "Winter Nights, Holiday lights" events.

Garnered digital coverage of several of Tallahassee's upcoming events on *Miami Herald*, *Palm Beach Post*, *Family Vacation Critic*, *Amy West Travel*, *Examiner* and *Canada Free Press*, resulting in 26 million impressions.

### Media Experiences

Secured itinerary items for the German Travel Blogger with *Never Been Seen Before*.

### Promotions

Secured a national broadcast opportunity for Tallahassee to be featured on America's No. 1 morning show, NBC's *The Today Show* — reaching more than 4.3 million viewers nationwide. Valued at approximately \$100,000, Tallahassee will be featured as the grand-prize giveaway on Kathie Lee and Hoda's popular "Fan of the Week" contest, highlighting Tallahassee's accommodations and nature-themed activities — receiving more than ten seconds of national broadcast exposure with verbal mentions of Visit Tallahassee and participating partners, including 2-3 property images.

As a part of our continued efforts to reach drive markets and support a "Fall Frenzy" weekend getaway to Tallahassee, The Zimmerman Agency negotiated a radio partnership (Nov. 6 - Nov. 19) aligning Visit Tallahassee with WJRR-FM and WYGM-FM — the No. 1 active rock and No. 2 sports stations in Orlando, Fla. Exposure included a combination of recorded and live promotional announcements, social media posts, and website inclusion on [WJRR.com](http://WJRR.com) and sister station [WYGM.com](http://WYGM.com), including direct links to [VisitTallahassee.com](http://VisitTallahassee.com) worth \$64,000+ if we were to pay for it. Please see two of the MP3's from the on-air exposure attached, along with screenshots from the digital inclusion. Two industry partners participated in the promotion including, Paisley Cafe and Comfort Suites.

### Client and Industry Relations



Executed weekly status calls/meetings with Client.

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

Screened marketing opportunities for maximum value and return on investment.

**Publicity Monitoring**

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

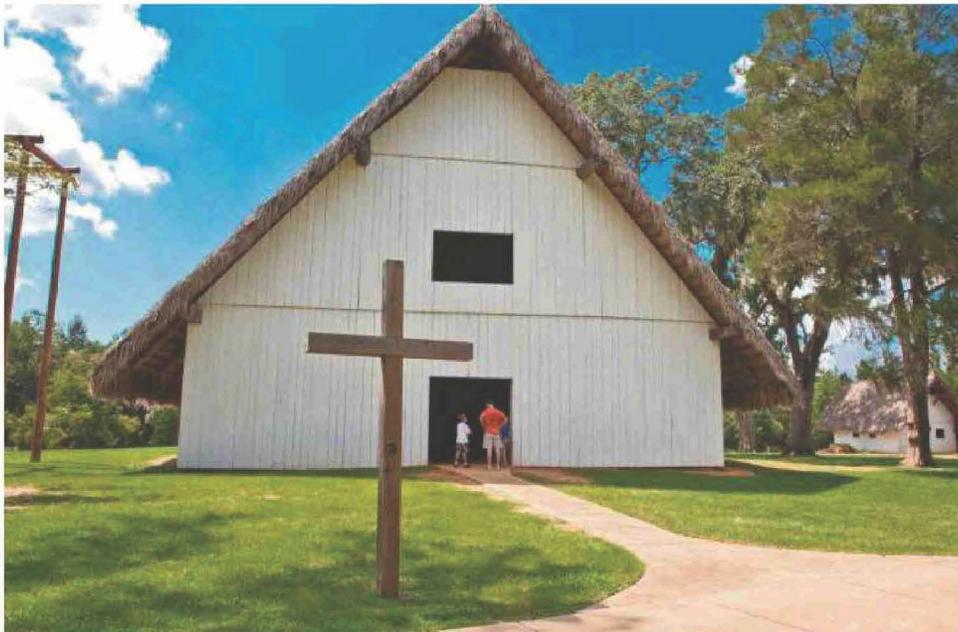
###

# The Miami Herald

## Travel notes

### FLORIDA

● **Mission San Luis** in Tallahassee will celebrate the Winter Solstice Dec. 12-13 with two days of Native American culture and crafts. Among the activities will be stargazing, drum circles, fine craft shopping, interactive Native American history and dance demonstrations, and presentations by historical scholars, the Tallahassee Astronomical Society, and Theater with a Mission. Details: [www.facebook.com/events/1625825074346537](http://www.facebook.com/events/1625825074346537).



GLENN HASTINGS Visit Tallahassee

The Winter Solstice will be celebrated at Mission San Luis in Tallahassee.

# The Palm Beach Post

## Florida resorts offer Cyber Monday savings

See Tallahassee transformed into a winter wonderland.

TALLAHASSEE

### Florida's capital Winter Wonderland

The Sunshine State's capital becomes a winter wonderland this time of year with budget-friendly merriment under downtown's twinkling lights.

Tallahassee's "Winter Nights, Holiday Lights" celebration gives visitors a chance to:

- Commemorate five centuries of holiday tradition at Hernando De Soto's winter encampment, the site of the first Christmas celebration in 1539. See ancient artifacts from the Spanish explorer's expedition at the historic Gov. John Martin House.

- Shop for holiday gifts at the 50th annual Market Days Dec. 5-6 at the North Florida Fairgrounds.

- Eat, drink and be merry at Tallahassee's annual downtown Winter Festival Dec. 5. Blending a celebration of lights, music and the fine arts, the festival includes free admission, five live entertainment stages, an array of holiday treats from local vendors and the famed Jingle Bell Run.

- Stroll through candle-lit gardens and sip apple cider at Camellia Christmas at Alfred B. Maclay Gardens State Park on Dec. 4. For a stroll in a different setting, Dorothy B. Owen Park celebrates the season with 250,000 twinkling lights, providing a festive Christmas card backdrop.

- Travel back in time to the Spanish colonial era at the Winter Solstice Celebration at Mission San Luis Dec. 12-13.

Stargazing, drum circles, fine craft shopping and interactive Native American history demonstrations are all part of the fun.

For more information, visit [www.VisitTallahassee.com](http://www.VisitTallahassee.com).



Tallahassee's annual downtown Winter Festival includes five entertainment stages, an array of holiday treats from local vendors and the Jingle Bell Run. CONTRIBUTED



**VISIT TALLAHASSEE NOVEMBER 2015 ADVERTISING  
ACTIVITY REPORT  
DECEMBER 4, 2015**

**PROJECTS COMPLETED**

November Consumer Email  
Completed 11/10

#IHeartTally Experience Sweepstakes  
Completed 11/12

New Logo Updates – Business Cards  
Completed 11/24

New Logo Updates – Retargeting Banners  
Anticipated delivery – 11/24

#IHeartTally 1 Minute Video  
Completed 11/30

USATF Brochure  
Completed 11/30

USATF Rack Card  
Completed 11/30

## **PROJECTS UNDERWAY**

Southern Living Feb Getaway Feature  
Anticipated delivery – 12/4

Southern Living Feb Insertion  
Anticipated delivery – 12/9

New Logo Updates - Van Wrap  
Anticipated delivery – 12/18

New Logo Updates – Stationary Set  
Anticipated delivery 12/18

January Consumer Email  
Anticipated delivery 1/4

Spring On Stage Digital Creative  
Anticipated delivery – 1/15

## **UPCOMING MEDIA PLACEMENTS**

FSU/IMG Partnership-September-December 2015  
Visit Florida Magazine-January 2014-December 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2015-  
September 2016  
Southern Living – Feb 2016  
Goodway Group Digital – Jan-Aug 2016



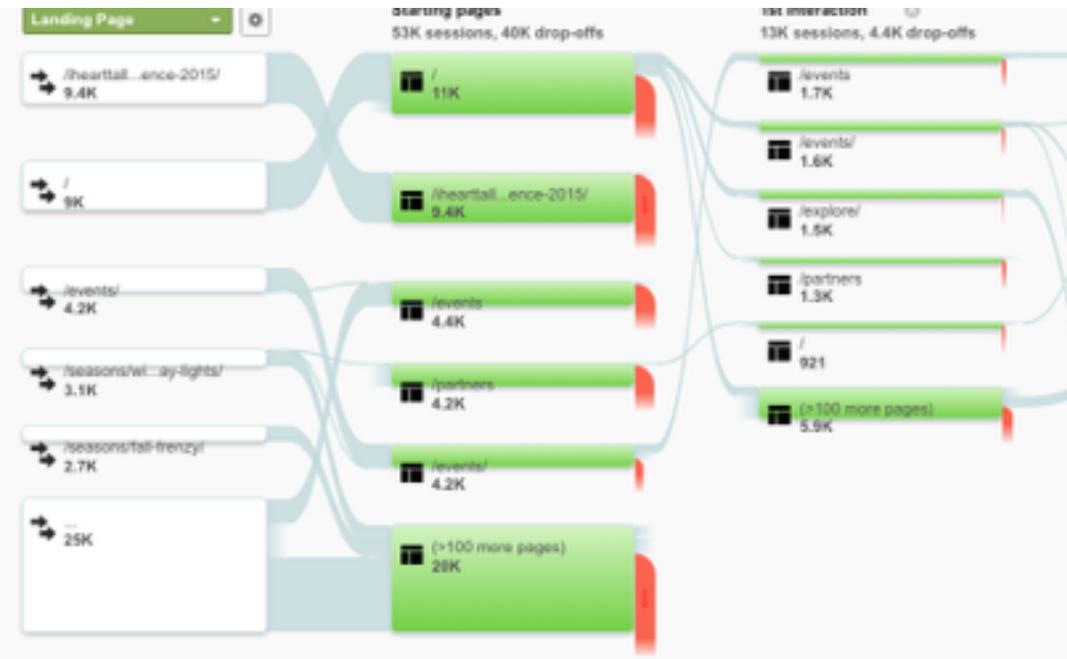
## Executive Summary

In November, VisitTallahassee.com garnered just over 54,000 sessions and a 16.7% decrease in bounce rate, year over year. Organic traffic accounted for 52.68% of total traffic with just under 25,000 sessions. The North Florida Fair accounted for almost 1 out of every 5 event page visits. #IHeartTally Experience 2015 was the most viewed page in November, even surpassing the homepage.

The top referring traffic sources were from facebook.com, visit.fsu.edu, and twitter.com

Website Metric	Nov 1 - 30, 2015	Nov 1 - 30, 2014
Sessions	54,403	42,863
Users	44,124	34,715
Page Views	114,902	112,182
Avg Pages Viewed per Session	2.11	2.62
Avg Session Duration	02:22	01:47
New Sessions	74.19%	72.27%
Bounce Rate	34.20%	59.95%
Mobile Sessions	27,863 (51.22%)	24,766 (46.96%)
Mobile + Tablet Sessions	32,879 (60.44%)	17,834 (57.78%)

## Behavior Flow



The



## Top Content

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

Page	Nov 1-30 Page views	% of Total Page Views
#IHeartTally Experience 2015	12,486	10.87%
Homepage	11,976	10.42%
Events	11,810	10.29%
Explore	6,313	5.49%
Winter Nights, Holiday Lights	4,443	3.87%
Fall Frenzy	3,448	3.00%
North Florida Fair	3,268	2.84%
Explore: Outdoors & Nature	3,028	3.12%
Explore: Nightlife	2,918	2.54%
Dine	2,504	2.18%

## Keywords

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

Keywords	Sessions
tallahassee fl	187
tallahassee	101
tallahassee florida	81
north florida fair	81
tallahassee events	59
things to do in tallahassee	50
visit tallahassee	36
tallahassee,fl	27
home2 suites	15
tallahassee events this weekedn	15



## Top Event Pages

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

Event Page	Nov 1-30 Page views	% of Total Event Page Views
North Florida Fair	4,086	21.98%
Tallahassee Downtown Getdown	811	4.36%
Friday Night Block Party	770	4.14%
Opening Nights Performing Arts	653	3.51%
50th Annual Market Days	467	2.51%
FSU Pow Wow	364	1.95%
Winter Solstice Celebration	301	1.62%
Bradley's Country Store Fun Day	272	1.46%
Veteran's Day Parade	263	1.41%
Irving Berlin's White Christmas	254	1.37%

## Top Pages by "View in Map" clicks

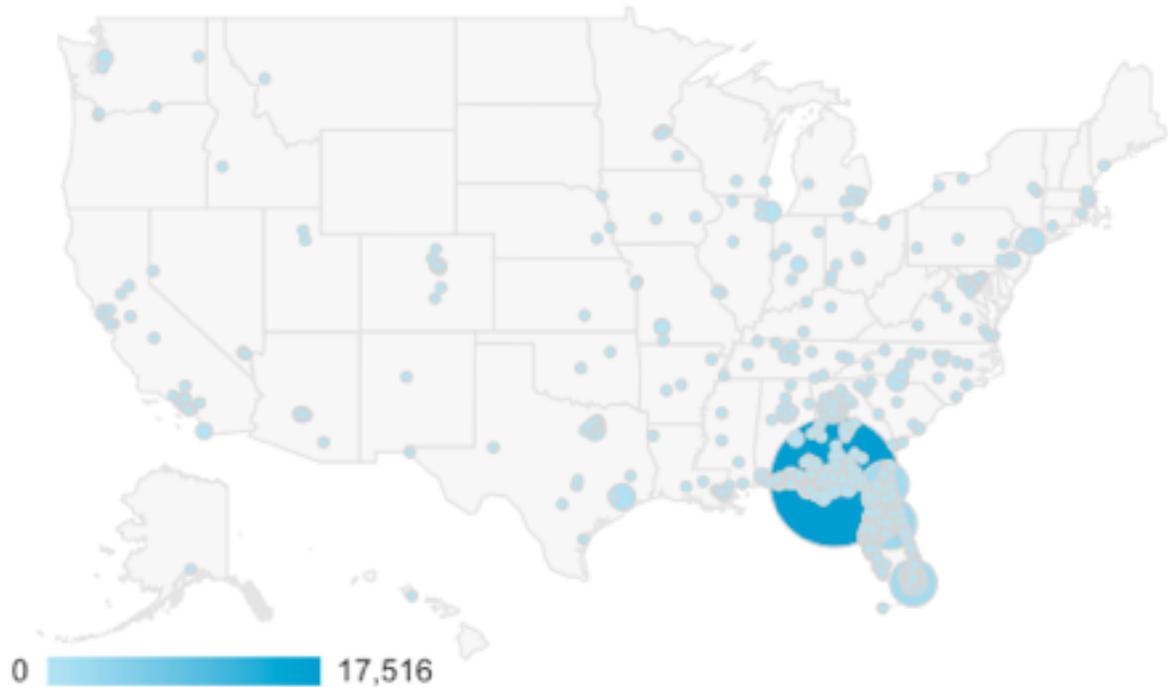
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Megabus	74
North Florida Fair	67
Gene Cox Stadium	40
Apalachee Regional Park	34
Optimist Park	34
J.R. Alford Greenway	32
Myers Park	29
James Messer Sports Complex	27
Florida Caverns State Park	26
Friday Night Block Party	17



## Geography

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



State	Visits
Florida	34,752
Georgia	3,285
Texas	1,635
Alabama	1,133
California	1,056
New York	1,029
North Carolina	698
Virginia	662
Illinois	612
South Carolina	581

City	Visits
Tallahassee	17,516
Orlando	2,862
Miami	2,100
Jacksonville	2,032
Atlanta	978
Houston	659
Miami Beach	648
New York	638
Davie	520
Tampa	448



## Traffic Sources

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



Traffic Source	Nov 1-30 Sessions
Google (organic)	24,957
Direct Traffic	15,807
Google (CPC)	2,240
Yahoo (organic)	1,786
Facebook (Referral)	1,741

## Top Referring URLs

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

Referring Site	Nov 1-30 Sessions
facebook.com	2,269
visit.fsu.edu	482
twitter.com	209
sweepsadvtage.com	186
online-sweepstakes.com	126
tallahasseeuseum.com	104
usatf.org	82
ilovegiveaways	66
ihearttally.visittallahassee.com	56
duckduckgo.com	39



## Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks	Click Rate	CPC
Goodway Group / Tallahassee Intender	1,031,987	883	0.09%	\$4.03
xAD Mobile Campaign	659,873	3,487	0.53%	\$1.15
Goodway Group / Brand Retargeting	31,792	44	0.14%	\$2.49
Trip Advisor	1,346	9	0.67%	\$69.44

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

Partner	Impressions	Clicks	Click Rate	CPC
Trip Advisor	1,346	9	0.67%	\$69.44
xAD Mobile Campaign	659,873	3,487	0.53%	\$1.15
Goodway Group / Brand Retargeting	31,792	44	0.14%	\$2.49
Goodway Group / Tallahassee Intender	1,031,987	883	0.09%	\$4.03

The chart below shows paid media performance based on cost per click (CPC).

Partner	Impressions	Clicks	Click Rate	CPC
xAD Mobile Campaign	659,873	3,487	0.53%	\$1.15
Goodway Group / Brand Retargeting	31,792	44	0.14%	\$2.49
Goodway Group / Tallahassee Intender	1,031,987	883	0.09%	\$4.03
Trip Advisor	1,346	9	0.67%	\$69.44

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

## December 2015

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed December 1- 21, 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

As a result of an individual media experience with *South Florida Parenting*, The Zimmerman Agency secured digital coverage on *South Florida Sun Sentinel* and print coverage in the January issue of *South Florida Parenting*.

### Media Experiences

Executed an individual stay for Tallahassee with *Orlando Magazine* – an upscale lifestyle publication, reaching 31,000 readers in a top drive market. Tallahassee will receive a feature in the April issue highlighting the capital city as an outdoors and culinary destination. Received industry support from 10 partners: The Edison, Avenue Eat & Drink, Mission San Luis, Bradley's Country Store, Paisley Café, Goodwood Museum & Gardens, Tallahassee Museum, Uptown Café, Proof Brewing Co. and Hotel Duval.

### Promotions

As a part of our strategy to support the Opening Nights performances, your **Z** public relations team has secured a promotional opportunity for Visit Tallahassee with WJGL-FM — the No. 1 classic hits station in Jacksonville, Fla. The promotion is slated for Jan. 25 - Feb. 7, 2016, and will highlight a “Romantic Valentine’s Day Weekend” getaway to Tallahassee with Tony Bennett and Ana Gasteyer concert tickets. Exposure includes a combination of recorded and live promotional announcements, social media posts, and website, including direct links to [VisitTallahassee.com](http://VisitTallahassee.com) worth \$15,000+ if we were to pay for it.

### Client and Industry Relations

Executed weekly status calls/meetings with Client.

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

Screened marketing opportunities for maximum value and return on investment.



## **Publicity Monitoring**

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

###

## FACEBOOK SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Likes	45,496	46,779	<b>46,732</b>									
Reach	53,277	344,051	<b>27,305</b>									
Post Engagements	3,547	11,055	<b>1,508</b>									
Engagement Rate	6.66%	3.21%	<b>5.52%</b>									
#IHeartTally Mentions	-	-	-									

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Likes	40,314	42,193	42,230	42,296	42,408	42,045	43,576	44,774	44,778	44,831	45,348	45,424
Reach	488,940	370,300	36,194	30,214	138,381	76,664	201,849	70,528	43,063	33,810	266,383	72,766
Post Engagements	11,339	6,066	1,328	1,037	5,064	2,607	2,665	4,244	3,014	2,192	13,974	3,411
Engagement Rate	2.32%	1.64%	3.67%	3.43%	3.66%	3.40%	1.32%	6.02%	7.00%	6.48%	5.25%	4.69%
#IHeartTally Mentions	<b>211</b>	<b>202</b>	<b>91</b>	<b>187</b>	<b>182</b>	<b>143</b>	<b>148</b>	-	-	-	-	-

## TWITTER SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	ARP	MAY	JUN	JUL	AUG	SEP
Followers	7,560	7,680	<b>7,765</b>									
Impressions	92,104	68,465	<b>31,522</b>									
Post Engagements	2,332	1,537	<b>708</b>									
Engagement Rate	2.53%	2.24%	<b>2.25%</b>									
#IHeartTally Mentions	<b>1,711</b>	1,306	<b>781</b>									

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	ARP	MAY	JUN	JUL	AUG	SEP
Followers	5,339	5,675	5,773	5,892	6,021	6,249	6,522	6,681	6,844	7,066	7,224	7,411
Impressions	97,859	66,377	34,425	53,908	65,382	107,119	143,931	150,455	111,074	63,934	61,000	58,949
Post Engagements	2,378	1,707	820	1,344	1,364	2,645	3,904	2,967	3,265	1,593	1,125	1,255
Engagement Rate	2.43%	2.57%	2.38%	2.49%	2.09%	2.47%	2.71%	1.97%	2.94%	2.49%	1.84%	2.13%
#IHeartTally Mentions	<b>2,042</b>	<b>1,004</b>	<b>676</b>	<b>731</b>	<b>930</b>	<b>1,445</b>	<b>1,949</b>	<b>1,609</b>	<b>1,421</b>	<b>1,135</b>	<b>1,115</b>	<b>1,272</b>

*"Followers" shows the total number of active followers.*

*"Impressions" reflects the total number of times each tweet served during the month was seen by a user on Twitter.*

*"Post Engagements" displays the total number of favorites, retweets, replies, and clicks on all Visit Tallahassee content served during the n*

## INSTAGRAM SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	4,403	4,770	<b>4,955</b>									
Post Engagements	4,732	3,677	<b>2,332</b>									
#IHeartTally Mentions	1,746	1,926	<b>981</b>									

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	926	1,072	1,151	1,318	1,560	1,821	2,035	2,277	2,691	3,092	3,600	4,030
Post Engagements	1,040	1,150	1,013	807	1,455	1,934	1,834	1,105	2,784	2,935	2,908	3,293
#IHeartTally Mentions	774	505	348	291	440	1,023	1,016	1,141	1,279	1,311	1,156	1,525

## PINTEREST SOCIAL REPORT

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	288	280	<b>280</b>									
Likes	1	0	<b>2</b>									
Repins	18	6	<b>6</b>									

2013-2014	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	53	143	149	154	174	200	217	224	241	248	264	274
Likes	1	0	0	0	2	1	0	0	0	0	1	0
Repins	0	0	1	0	2	2	1	5	1	3	28	4



**VISIT TALLAHASSEE DECEMBER 2015 ADVERTISING  
ACTIVITY REPORT  
DECEMBER 23, 2015**

**PROJECTS COMPLETED**

Southern Living Feb Getaway Feature  
Completed 12/4

Southern Living Feb Insertion  
Completed 12/9

New Logo Updates - Van Wrap  
Completed 12/11

New Stationary Letterhead and Notecards  
Delivered 12/22

**PROJECTS UNDERWAY**

January Consumer Email  
Anticipated delivery 1/4

New Stationary Envelopes  
Anticipated delivery 1/11

Rowland Publishing Insertions  
Anticipated delivery 1/6

In-Market Concepts  
Anticipated delivery 1/12

Spring On Stage Digital Creative  
Anticipated delivery 1/15

New Pull-up Banners  
Anticipated delivery 1/22

2016 Pre-roll Ads  
Anticipated delivery 3/1

## **UPCOMING MEDIA PLACEMENTS**

Search Engine Activation Program-Google, Yahoo, Bing-October 2015-September 2016

Goodway Group Digital – Jan-Aug 2016

TallahasseeMagazine.com – Jan-Apr 2016

EmeraldCoast.com – Jan-Apr 2016

850BusinessMagazine.com – Jan-Apr 2016

Southern Living – Feb 2016

850 Magazine – Feb/Mar 2016

Emerald Coast Magazine – Feb/Mar 2016

Tallahassee Magazine Mar/Apr 2016

Emerald Coast Magazine – Apr/May 2016

Spotxchange digital pre-roll – Feb-Apr 2016



## Executive Summary

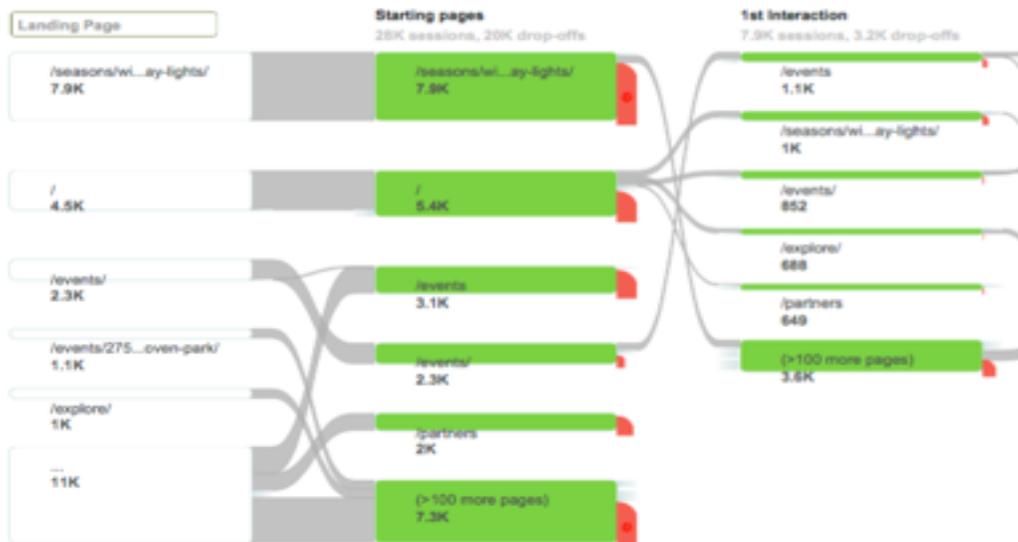
From December 1 - 18, 2015, VisitTallahassee.com garnered 28,652 sessions and saw a 33.4% decrease in bounce rate year over year. Organic traffic accounted for 71.6% of total traffic so far in December. The most viewed event page was the 16th Annual Elf Night: Dorothy B Oven Park with 1,446 views, while Winter Nights, Holiday Lights was the most visited page with 10,670 visits (41% more than the next page).

The top referring traffic sources were facebook.com, visit.fsu.edu, and twitter.com

Website Metric	Dec 1 - 18, 2015	Dec 1 - 18, 2014
Sessions	28,652	30,433
Users	22,654	24,310
Page Views	60,521	68,110
Avg Pages Viewed per Session	2.11	2.24
Avg Session Duration	02:32	01:34
New Sessions	68.87%	68.82%
Bounce Rate	32.19%	65.62%
Mobile Sessions	15,517 (54.16%)	15,441 (50.74%)
Mobile + Tablet Sessions	17,744 (61.93%)	18,214 (59.85%)

## 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	Dec 1 - 18, 2015	% of Total Page Views
Winter Nights, Holiday Lights	10,670	17.63%
Events	6,218	10.27%
Homepage	5,811	9.60%
Explore	3,048	5.04%
Explore: Nightlife	1,530	2.53%
16th Annual Elf Night: Dorothy B Oven Park	1,446	2.39%
Partners: Dorothy B Oven Park	1,347	2.23%
Dine	1,302	2.15%
Explore: Outdoors & Nature	1,287	2.15%
Stay	811	1.34%

## Keywords

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

Keywords	Sessions
tallahassee fl	116
tallahassee	50
tallahassee florida	47
tallahassee events	34
visit tallahassee	24
elf night tallahassee 2015	24
dorothy b oven park christmas lights	22
things to do in tallahassee	15
tallahassee,fl	11
dorothy b oven park christmas lights	9



## Top Event Pages

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

Event Page	Dec 1 - 18, 2015	% of Total Event Page Views
16th Annual Elf Night: Dorothy B Oven Park	1,446	12.62%
Irving Berlin's White Christmas	486	4.24%
Winter Solstice Celebration	434	3.79%
50th Annual Market Days	408	3.56%
Downtown New Year's Eve Celebration	394	3.44%
The Nutcracker	365	3.18%
The Allison Christmas Spectacular	283	2.47%
Opening Nights Performing Arts	307	2.68%
Winter Festival Jingle Bell Run	302	2.64%
Elf Night at Dorothy B park	274	2.39%

## Top Pages by "View in Map" clicks

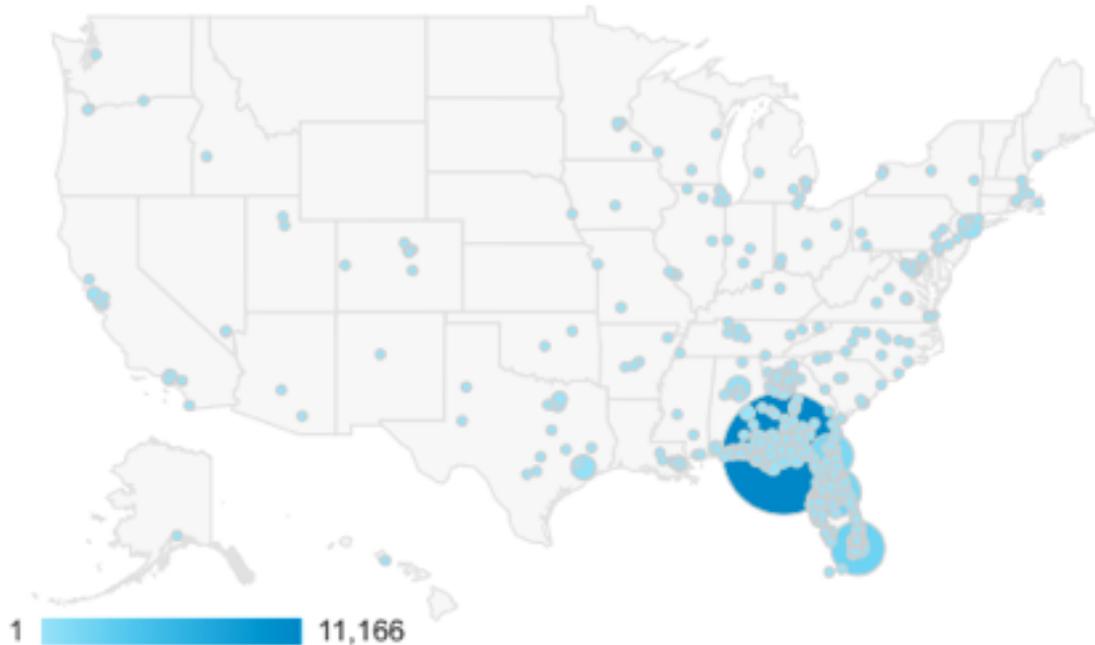
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Dorothy B Oven Park	50
The Allison Christmas Spectacular	34
16th Annual Elf Night: Dorothy B Oven Park	26
50th Annual Market Days	26
Megabus	18
Forest Meadow's Park Athletic Center	17
Florida Caverns State Park	15
Market Days	14
Just One More Holiday art Show	10
Victorian Christmas Festival	9



## Geography

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



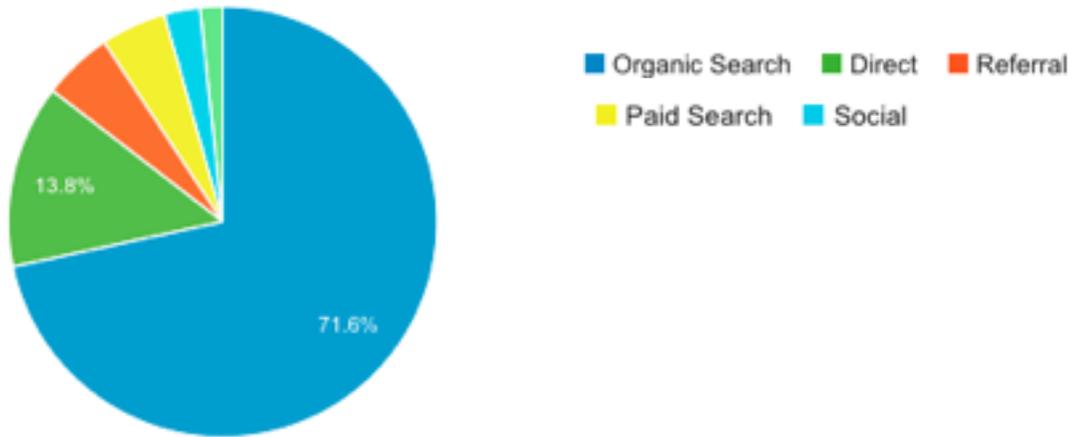
State	Visits
Florida	21,142
Georgia	1,868
Texas	685
Alabama	581
New York	427
California	270
Illinois	238
Virginia	223
North Carolina	213
Tennessee	209

City	Visits
Tallahassee	11,166
Miami	2,240
Orlando	1,725
Jacksonville	1,500
Atlanta	527
Birmingham	332
Houston	318
Bay Lake	315
New York	303
Davie	279



## Traffic Sources

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



Traffic Source	Dec 1 - 18, 2015
Google (organic)	18,248
Direct Traffic	3,945
Google (CPC)	1,510
Yahoo (organic)	1,150
Bing (organic)	1,051

## Top Referring URLs

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

Referring Site	Dec 1 - 18, 2015
facebook.com	593
visit.fsu.edu	410
twitter.com	106
usatf.org	80
tallahasseemuseum.com	66
duckduckgo.com	39
search.xfinity.com	31
50states.com	27
flasports.com	27
googlemare.com	26



## Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks	Click Rate	CPC
Goodway Group / Tallahassee Intender	1,086,829	609	0.06%	\$6.16
Goodway Group / Brand Retargeting	26,613	32	0.12%	\$2.87
Trip Advisor	613	3	0.49%	\$127.69

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

Partner	Impressions	Clicks	Click Rate	CPC
Trip Advisor	613	3	0.49%	\$127.69
Goodway Group / Brand Retargeting	26,613	32	0.12%	\$2.87
Goodway Group / Tallahassee Intender	1,086,829	609	0.06%	\$6.16

The chart below shows paid media performance based on cost per click (CPC).

Partner	Impressions	Clicks	Click Rate	CPC
Goodway Group / Brand Retargeting	26,613	32	0.12%	\$2.87
Goodway Group / Tallahassee Intender	1,086,829	609	0.06%	\$6.16
Trip Advisor	613	3	0.49%	\$127.69



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

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

## Visit Tallahassee

For the Month of November 2015

Date Created: Dec 16, 2015

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

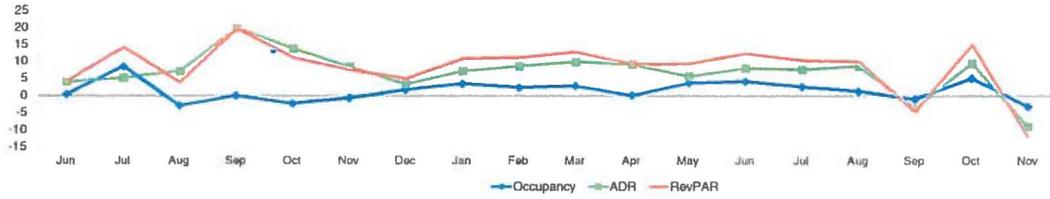


Tab 2 - Trend Leon County, FL

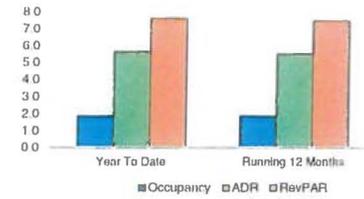
Currency: USD - US Dollar

Visit Tallahassee  
For the Month of November 2015

Monthly Percent Change



Overall Percent Change



Occupancy (%)													2014					2015					Year To Date			Running 12 Months		
This Year	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015	2013	2014	2015				
64.4	64.4	62.4	63.0	53.9	61.0	58.6	49.9	54.7	66.3	72.6	63.8	64.2	67.0	64.0	63.8	53.3	64.0	56.7	60.7	61.8	62.9	59.6	58.7	61.8				
64.2	64.2	57.5	66.0	53.0	62.4	59.1	49.1	52.0	60.8	70.7	63.6	62.0	64.4	62.4	63.0	53.0	61.0	58.6	57.0	60.7	61.8	61.8	56.1	59.6	60.7			
Percent Change	0.3	8.5	-3.9	0.0	-2.4	-0.8	1.6	3.4	2.3	2.7	0.0	3.6	4.0	2.5	1.2	1.1	5.1	-3.2	6.6	1.7	1.9	0.2	1.9	1.9				

ADR													2014					2015					Year To Date			Running 12 Months		
This Year	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015	2013	2014	2015				
78.69	74.74	82.71	87.22	116.57	110.58	78.50	83.97	92.48	102.99	98.87	98.27	84.88	80.42	89.81	93.68	127.59	100.58	103.41	83.41	107.77	95.99	82.52	89.74	94.71				
76.59	71.05	77.23	81.14	102.45	102.95	76.04	78.37	85.15	93.71	88.79	83.10	78.60	74.74	82.71	97.22	116.57	110.58	70.89	83.41	90.77	79.18	82.52	107.70					
Percent Change	4.0	5.2	7.1	19.6	13.8	8.4	3.3	7.2	8.6	9.8	9.1	5.6	8.0	7.0	6.6	3.0	9.5	4.4	10.7	8.8	5.6	4.2	8.8	5.5				

RevPAR													2014					2015					Year To Date			Running 12 Months		
This Year	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015	2013	2014	2015				
50.65	46.67	52.13	52.41	71.05	64.80	39.23	45.95	63.16	74.78	61.59	63.11	50.00	51.40	57.27	49.95	81.71	57.94	50.65	50.00	60.32	49.16	54.47	58.54					
48.56	40.89	50.19	43.76	63.97	60.29	37.36	41.48	56.87	60.32	56.46	57.70	50.65	48.67	52.13	52.41	71.05	64.80	45.52	48.56	50.00	44.40	48.16	64.47					
Percent Change	4.3	14.1	-3.9	19.8	11.1	7.5	5.0	10.8	11.1	12.7	9.1	9.4	12.3	10.3	9.9	4.7	15.0	11.3	10.7	7.6	10.7	10.8	7.5					

Supply													2014					2015					Year To Date			Running 12 Months		
This Year	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015	2013	2014	2015				
168,930	174,561	174,561	168,930	174,561	174,561	168,930	174,561	174,561	157,668	174,561	168,930	174,522	168,930	174,561	174,561	168,930	178,084	172,920	1,048,940	1,890,870	1,889,020	2,133,830	2,006,147	2,003,681				
175,440	181,288	181,257	175,419	175,677	170,010	175,677	175,677	175,677	157,668	174,561	172,830	174,561	168,930	174,561	168,930	168,930	178,084	168,930	1,067,268	1,948,940	1,890,870	2,147,099	2,133,830	2,060,547				
Percent Change	-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	0.0	2.4	2.4	-0.9	-3.0	0.1	-0.6	3.3	-0.1					

Demand													2014					2015					Year To Date			Running 12 Months		
This Year	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015	2013	2014	2015				
100,857	108,985	110,913	91,674	100,398	98,998	87,175	95,527	107,879	120,747	107,462	112,113	113,253	111,717	111,328	90,697	114,433	98,962	1,183,332	1,167,098	1,186,358	1,271,264	1,254,016	1,275,533					
112,677	104,321	117,809	84,412	109,698	109,433	85,320	102,862	105,909	126,334	109,000	108,178	108,857	108,995	110,013	91,674	101,398	94,998	1,180,952	1,183,332	1,167,098	1,203,956	1,371,264	1,254,016					
Percent Change	-3.4	4.5	-6.6	-3.7	-3.0	-1.4	1.0	2.7	1.6	0.3	-2.3	3.6	4.0	2.5	1.2	1.1	7.6	5.6	1.3	1.8	5.6	1.4	1.7					

Revenue													2014					2015					Year To Date			Running 12 Months		
This Year	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015	2013	2014	2015				
8,556,877	8,146,578	9,097,271	8,653,604	12,403,194	10,947,014	8,846,230	8,021,784	9,958,167	13,053,450	10,404,070	11,017,848	8,813,941	8,983,731	9,098,005	8,440,395	14,000,031	9,882,352	98,704,875	105,994,425	113,954,223	104,901,045	112,558,295	120,802,450					
8,517,760	7,412,140	9,097,254	7,676,390	11,238,056	10,249,430	5,603,870	7,260,746	9,023,169	11,848,987	9,757,837	10,071,840	8,555,977	8,146,578	9,099,371	8,853,864	12,403,194	10,947,014	89,542,891	91,704,875	105,994,425	95,329,081	104,901,045	112,558,295					
Percent Change	0.4	9.9	0.0	15.3	10.4	6.8	4.3	10.1	10.4	10.2	6.6	8.4	12.4	10.3	9.9	-4.7	17.7	10.2	7.4	7.5	10.0	7.3	7.3					

Census %													2014					2015							
Census Props	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2013	2014	2015				
61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	
6631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631	5631
% Rooms Participants	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	

A blank row indicates insufficient data

Source 2015 STR, Inc.

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Form Status: **submitted**

Page 1 - Contact Information

<b>First Name</b>	Jon
<b>Last Name</b>	Brown
<b>Email</b>	jond5572@gmail.com
<b>Contact Phone</b>	(850) 694-1405
<b>Grant Type</b>	Signature
<b>Agreed to Terms</b>	Yes

Page 2 - Organization Information

<b>Organization Name</b>	John G. Riley Center/Museum
<b>Organization Contact</b>	Marion Missy McGee
<b>Contact Title</b>	Executive Director
<b>Address</b>	419 E. Jefferson Street
<b>City</b>	Tallahassee
<b>State</b>	FL
<b>Zip</b>	32301
<b>Non-Profit</b>	Yes
<b>Tax ID</b>	593518113
<b>Insurance Provider</b>	Earl Bacon Insurance Agency
<b>Insurance Document</b>	<a href="#">(/media/)</a>

Page 3 - Event Information

<b>Event Name</b>	Florida Jazz and Blues Festival
-------------------	---------------------------------

<b>Event Director</b>	Jon D. Brown (tentative)
<b>Event Email</b>	info@FLJazzAndBlues.com
<b>Event Phone</b>	(850) 681-7881
<b>Event Start Date</b>	09/22/2016
<b>Event End Date</b>	09/25/2016
<b>First Hotel Date</b>	09/23/2016
<b>Last Hotel Date</b>	09/24/2016
<b>Number of Rooms Per Night</b>	1500
<b>Event Website</b>	www.FLJazzAndBlues.com
<b>Event Organization Facebook</b>	Florida Jazz and Blues Festival
<b>Event Organization Twitter</b>	@FLJazzAndBlues
<b>Event Spectator Admission Cost</b>	Varies

**Schedule of Events**

The schedule of events are still being developed. Tentatively scheduled: a Thursday evening event at Smokey Holley, in conjunction with the Riley Museum, to kick off the festival; Friday morning/afternoon music and history educational jam sessions in partnership with Leon County Schools, Florida A&M University, and Florida State University; a Friday evening ticketed show at the Capital City Amphitheater at Cascades Park; Saturday late morning and early afternoon community events and concerts at Cascades Park; a Saturday evening ticketed show at the Capital City Amphitheater at Cascades Park; a Sunday late morning and early afternoon community jazz brunch at Cascades Park; and many elements sprinkled throughout the city, per Scotty Barnhart's request, including jam sessions in hotel lobbies and an evening at the Bradfordville Blues Club.

**Event Description**

Nothing will ever be the same. The Florida Jazz and Blues Festival is what this community has been waiting for Cascades Park was rebirthed. The planning team, which includes two-time Grammy winner and jazz trumpeter Scotty Barnhart, is poised to leverage creative marketing, targeted outreach, global contacts, and local legendary historical context to "make this one of the premiere festivals in the world," as Barnhart, the current director of the Count Basie Orchestra, noted recently. He went on to note, "Seriously. I'm looking forward to making that happen and using every resource at my disposal." Using Tallahassee and Leon County as a central point and capital to the great state of Florida, the team plans to reach far and wide inviting those to come visit our community, stay with us a couple of days, and witness some experiences through jazz and blues what some might never witness again. Already, the team has discussed adding R&B singer Ledisi to the mix to pair her with the Count Basie Orchestra, further diversifying our reach into what audiences want. We are even exploring an invite to young prodigy Joey Alexander, recently featured on 60 Minutes, to join the stage with our local great and international known talent in Marcus Roberts. As Scotty reminds us in his words, actions, and travels, the success of this festival has nothing to do with geography and everything to do with the potential talent that will collide during this special time that we have planned.

## Page 4 - Facility Information

<b>Venue Facility Secured?</b>	Yes
<b>Within Leon County?</b>	Yes
<b>Venue Name</b>	Cascades Park
<b>Venue Address</b>	Cascades Park

<b>Venue City</b>	Tallahassee
<b>Venue State</b>	FL
<b>Venue Zip Code</b>	32301
<b>Venue Contact</b>	Previously reserved by Charla Lucas; defer to Ashley Edwards
<b>Venue Contact Email</b>	Ashley.Edwards@talgov.com
<b>Venue Phone</b>	(850) 891-3816

---

### Page 5 - Hotel Information

<b>Hotel Secured?</b>	Yes
<b>Can Hotels Contact?</b>	Yes
<b>Hotel Name #1</b>	DoubleTree by Hilton Downtown
<b>Hotel Contact Name #1</b>	Pam Bauer
<b>Hotel Contact Phone #1</b>	
<b>Hotel Name #2</b>	
<b>Hotel Contact Name #2</b>	
<b>Hotel Contact Phone #2</b>	
<b>Hotel Name #3</b>	
<b>Hotel Contact Name #3</b>	
<b>Hotel Contact Phone #3</b>	

---

### Page 6 - Event Details

<b>Estimated Total Participants</b>	150
<b>Estimated Total Number of Teams (Sports Only)</b>	
<b>Estimated Total Overnight Visitors</b>	6000
<b>Estimated Total Room Nights</b>	4000

## Page 7 - Event Details

<b>Amount Requested</b>	\$50,000
<b>Budget Documentation</b>	<a href="#">uploads/Book1.xlsx</a> <a href="#">(/media/uploads/Book1.xlsx)</a>
<b>Grant Purpose</b>	Forthcoming.
<b>Receiving Funding</b>	No
<b>Funding Provider(s)</b>	
<b>Marketing Plan</b>	Forthcoming.
<b>Marketing Expenses Outside of Leon County</b>	15,000
<b>Certified True</b>	True

**Marketing Plan:** Florida Jazz and Blues Festival 2016; September 2016

**Status:** Tentative

**Date:** 4-Jan-16

**Nothing will ever be the same.**

The Florida Jazz and Blues Festival will implement a strategic communications and integrated marketing plan that leverages paid media and unpaid media, including Google AdWords, YouTube ads, Pandora, radio, newspaper, magazine, television, and physical and digital outdoor; word-of-mouth; social networking including Facebook, Twitter, Instagram, and e-blasts; the distribution of brochures, flyers, posters, and other promotional materials; student street teams; dj contests and promotional give-a-ways; and in-kind partnerships to spread the word not only throughout the southeast of the United States, but worldwide.

Because of one of our headliner's reach, the legendary Count Basie Orchestra, we can leverage their contacts and existing global and state-side promotional machine to spread the word about our inaugural festival.

The Count Basie Orchestra, currently traveling the world celebrating its 80th Anniversary and continuing the excellent standards in swinging and shouting the blues with precision, is directly off of their holiday season tour in Japan, Hawaii, Arizona, and California, where they performed to sold out audiences in all locations. Also, their new and first Christmas recording, "A Very Swingin' Basie Christmas" featuring special guests Johnny Mathis, Ledisi, Ellis Marsalis and Carmen Bradford, has become a hit, garnering national news and even selling out the warehouse before the holiday!

Again, the planning team, which includes two-time Grammy winner and jazz trumpeter Scotty Barnhart, is poised to leverage creative marketing, targeted outreach, global contacts, and local legendary historical context to "make this one of the premiere festivals in the world."

Additionally, potential collaborative partnerships with Leon County Government, the City of Tallahassee, the Community Redevelopment Agency, the Council on Cultural & Arts, Leon County Schools, Florida A&M University, Florida State University, Tallahassee Community College, the Tallahassee Democrat / Gannett, Rowland Publishing, Tri-Eagle Sales, DoubleTree by Hilton, Ajax Building Corporation, The Edison, the Bradfordville Blues Club, Opening Nights, the local chapter of the Florida Public Relations Association, the local chapter of the American Advertising Federation, and a local banking partner will allow our marketing and outreach message to saturate the community and region.

We have the partnership commitment of marketing and communications firm BowStern, which successfully assisted and is continually assisting Word of South; to that point, they are very familiar with what is needed to hit our marks locally, regionally, and nationally.

Additionally, as noted in the previous TDC meeting, our planning team fully expects to use the experience and expertise of the Leon County Tourism staff and Visit Tallahassee's agency of record, the Zimmerman Agency, to help us successfully promote and execute a well-planned and strategic marketing approach for this new, innovative, and exciting signature event for Leon County and Tallahassee, Florida.

**Future Website:** [www.FLJazzAndBlues.com](http://www.FLJazzAndBlues.com)

**Future Facebook Presence / Page:** Florida Jazz and Blues Festival,  
[www.facebook.com/FLJazzAndBlues](http://www.facebook.com/FLJazzAndBlues)

**Future Twitter Handle:** @FLJazzAndBlues

**Future Instagram Handle:** @FLJazzAndBlues

Budget: Florida Jazz and Blues Festival 2016; September 2016  
 Status: Tentative  
 Date: 4-Jan-16

**Revenues**

Potential TDC Signature Event Funding	50,000
Potential CRA Funding	37,500
Potential COT In-Kind	55,000
Private Contributions	15,000
Sponsorship	35,000
Vendors	3,500
*Ticketed Events	0
*Concessions	0
<i>(*Ticketed Events + Concessions are pure profit in this model.)</i>	

<b>Revenues Total</b>	<b>\$196,000</b>
-----------------------	------------------

**Expenses**

Talent / Artists and Groups	65,000
Travel, Accomodations & Hospitality	20,000
Production Support	50,000
Marketing / Publicity - Media	35,000
Marketing / Publicity - Services	15,000
Tables, Tents, and Chairs	2,000
Portalets	2,000
Security	
Weather Insurance	3,500
Office Expenses / Misc.	1,500
Contingency (1% of expenses)	1,940

<b>Expenses Total</b>	<b>\$195,940</b>
-----------------------	------------------

**Profit**

Seed for 2017 Event (30% of Profit)	18
John G. Riley Museum (70% of Profit)	42

<b>Profit Total</b>	<b>\$60</b>
---------------------	-------------



Visit  
Tallahassee  
A Division of Leon County

INTER-OFFICE MEMORANDUM

DATE: 01/05/2016

TO: Lee Daniel, Director of Visit Tallahassee

FROM: Brian Hickey, Director of Sports

BH

SUBJECT: Tallahassee Sports Council Recommendation for Leon County Sporting Events FY2015-16 Out of Cycle Grants

---

The Tallahassee Sports Council (TSC) respectfully brings forward the funding recommendation of four (4) sporting events out of cycle for the Leon County Special Event Grant Program FY2015-16. The TSC is recommending a total amount of \$8,000.

The out of cycle sporting event grants will bring an anticipated 2,275 visitors to Tallahassee and will generate a projected 1,270 room nights with an estimated direct spending impact of \$528,997.

**Tallahassee Sports Council  
Leon County Special Event Grants FY2015-16  
Out Of Cycle Grant**

Organization	Event Name	First Name	Last Name	Venue	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Spending	Requested	Recommend
FSU Equestrian/Intercollegiate Horse Show	FSU Western Home Show*	Ellen	Waidner	Bar C Ranch	2/6/2016	2/6/2016	75	25	\$14,876	\$ 1,200	\$ 1,200
Martial Arts Fitness Academy	Tallahassee Regional Tournament *	Chad	Wilbur	Donald L. Tucker Civic Center	2/20/2016	2/20/2016	1000	500	\$188,086	\$ 4,499	\$ 2,500
Peach State Diamond Sports	Seminole Stomp *	Mike	Tucker	Messer Sports Complex	2/27/2016	2/28/2016	1000	420	\$225,362	\$ 2,300	\$ 2,300
Warner Soccer	2016 FYSA Region D Cup *	Andy	Warner	Meadows Sports Complex	2/27/2016	2/28/2016	200	300	\$100,673	\$ 2,000	\$ 2,000
									<b>Total Requested</b>	<b>\$ 9,999</b>	<b>\$ 8,000</b>
									<b>Total FY2015-16 Grant Funds Remaining</b>	<b>\$ 28,700</b>	<b>\$ 20,700</b>

\* These are all new events \*

Form Status: **submitted**

Page 1 - Contact Information

<b>First Name</b>	Ellen
<b>Last Name</b>	Waidner
<b>Email</b>	emw13@my.fsu.edu
<b>Contact Phone</b>	(904) 312-0596
<b>Grant Type</b>	Sports
<b>Agreed to Terms</b>	Yes

Page 2 - Organization Information

<b>Organization Name</b>	FSU Equestrian/Intercollegiate Horse Show Association
<b>Organization Contact</b>	Ellen Waidner
<b>Contact Title</b>	Treasurer- FSU Equestrian
<b>Address</b>	210 Leach Center, 118 Varsity Way
<b>City</b>	Tallahassee
<b>State</b>	FL
<b>Zip</b>	32306
<b>Non-Profit</b>	No
<b>Tax ID</b>	472345589
<b>Insurance Provider</b>	Equisure
<b>Insurance Document</b>	<a href="#">(/media/)</a>

Page 3 - Event Information

<b>Event Name</b>	Florida State University Equestrian Western Home Show
-------------------	---

**Event Director** Ellen Waidner  
**Event Email** emw13@my.fsu.edu  
**Event Phone** (904) 312-0596  
**Event Start Date** 02/06/2016  
**Event End Date** 02/06/2016  
**First Hotel Date** 02/05/2016  
**Last Hotel Date** 02/05/2016  
**Number of Rooms Per Night** 20  
**Event Website** <http://www.fsuequestrianclub.com/>  
**Event Organization Facebook** <https://www.facebook.com/FSUEquestrianClub/>  
**Event Organization Twitter**

**Event Spectator Admission Cost**

FREE

**Schedule of Events**

Schedule: -7:30am: Registration begins -8:30am:  
 Coaches and Captains Meeting/Horse Draw  
 -9:00am: Morning show begins -12:00pm-  
 1:00pm: Lunch Break -12:45pm: Coaches and  
 Captains Meeting/Horse Draw -1:00pm:  
 Afternoon show begins

**Event Description**

The Florida State University Equestrian Team is a competitive club sports team at FSU. We compete against other teams from across the state at different competitions throughout the year. This show is our western team's home competition, and teams from UCF, UNF, USF, UF, CCF, and Stetson will also be present. Disciplines included will be western horsemanship and reining. At these competitions, we compete on a horse we have never ridden before to test our riding skills against those from students at other schools. Come out and cheer on the team from your favorite university!

Page 4 - Facility Information

**Venue Facility Secured?**

Yes

**Within Leon County?**

No

**Venue Name**

Bar C Ranch



**Budget for 2015 Region D Cup**  
Warner Soccer

Event Director: Andrew Warner

Event: Region D Cup

Date: February 27/ 28, 2016

Host: Meadows Soccer Complex, Tallahassee, FL.

Proposed Budget: \$2,000.00 (Off-set facility costs)

Event Description: Region D Cup is a state sanctioned tournament by FYSA where winners qualify for President's Cup. Region D Cup also serves as 1 of 2 state sanctioned tournaments that lead up to the National Title Cup.

Venue Address 6022 Old Lloyd Rd.  
Venue City Monticello  
Venue State FL  
Venue Zip Code 32344  
Venue Contact Jean Anthony  
Venue Contact Email coronacody@aol.com  
Venue Phone (850) 559-2477

### 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 75

Estimated Total Number of Teams (Sports Only) 6

Estimated Total Overnight Visitors 75

Estimated Total Room Nights 25

<b>Amount Requested</b>	1200
<b>Budget Documentation</b>	<a href="#">uploads/FSU Western Home Show Budget.docx (/media/uploads/FSU Western Home Show Budget.docx)</a>
<b>Grant Purpose</b>	Since the FSU Equestrian Team is a club, we do not receive much money from the school. We plan to use the grant to offset the costs of this show to be able to continue competing through the rest of the year. We also hope to use some of the money to do additional promotion of our event, which we can't normally do with our limited funding.
<b>Receiving Funding</b>	No
<b>Funding Provider(s)</b>	None
<b>Marketing Plan</b>	As of right now, with limited funding, our current marketing plan includes free sources only. We have been advertising through shares on Facebook, Twitter, and Instagram as well as via email and electronic invitations. We plan to continue to do this up until the event. We also plan to utilize some of the "program" section of our budget to create promotional materials such as fliers to distribute around Tallahassee and at other horse shows around the state to appeal to other members of the equestrian community.
<b>Marketing Expenses Outside of Leon County</b>	Only through free sources unless we get this grant
<b>Certified True</b>	True

FSU Western Home Show Budget:

Item	Estimated Cost
Ribbons	\$500
Programs	\$200
Concessions	\$500
Judges	\$1000
EMT	\$200
Venue	Free
Prizes	\$200
Thank You Gifts for Horse Donors	\$100

FSU Western Home Show Budget:

Item	Estimated Cost
Ribbons	\$500
Programs	\$200
Concessions	\$500
Judges	\$1000
EMT	\$200
Venue	Free
Prizes	\$200
Thank You Gifts for Horse Donors	\$100



Form Status: **accepted**

Page 1 - Contact Information

<b>First Name</b>	Chad
<b>Last Name</b>	Wilbur
<b>Email</b>	chadmwilbur@hotmail.com
<b>Contact Phone</b>	(239) 287-8196
<b>Grant Type</b>	Sports
<b>Agreed to Terms</b>	Yes

Page 2 - Organization Information

<b>Organization Name</b>	Martial Arts Fitness Academy
<b>Organization Contact</b>	Chad Wilbur
<b>Contact Title</b>	owner
<b>Address</b>	1891 Capital Circle NE Unit #11
<b>City</b>	Tallahassee
<b>State</b>	FL
<b>Zip</b>	32308
<b>Non-Profit</b>	No
<b>Tax ID</b>	271952568
<b>Insurance Provider</b>	K&K Insurance
<b>Insurance Document</b>	<a href="#">uploads/blank.txt (/media/uploads/blank.txt)</a>

Page 3 - Event Information

<b>Event Name</b>	Tallahassee Regional Tournament
<b>Event Director</b>	Chad Wilbur

**Event Email** Chadmwilbur@hotmail.com  
**Event Phone** (850) 329-7643  
**Event Start Date** 02/20/2016  
**Event End Date** 02/20/2016  
**First Hotel Date** 02/19/2016  
**Last Hotel Date** 02/20/2016  
**Number of Rooms Per Night** 100  
**Event Website** <http://www.martialartstally.com/>  
**Event Organization Facebook** Martial Arts Fitness Academy  
**Event Organization Twitter**  
**Event Spectator Admission Cost** \$10.00

**Schedule of Events**

8:00am Opening Ceremonies\r\n8:30am All Xtreme/Creative: Jr and Ad Color Belts / Jr and Ad Black Belts\r\nAll 4th and 5th degree Black Belts\r\n10:00am: 8 and under Jr Color Belts / 9-11yrs Jr Color Belts / All Tiny Tigers\r\n11:30am: 12-14yrs Jr Color Belts / 15-17yrs Jr Color Belts /All Special Abilities \r\n12:45pm: 8 and under 1st-3rd Black Belts / 9-10yrs 2nd and 3rd Black Belts / 11-12yrs 2nd and 3rd Black Belts / 13-14yrs 2nd and 3rd Black Belts / 15-17yrs 2nd and 3rd Black Belts \r\n1:45pm: 9-10yrs 1st degree / 11-12yrs 1st degree / 13-14yrs 1st degree / 15-17yrs 1st degree\r\n2:45pm: All Adult color belts\r\n\*\*Adult 1st-3rd Degrees will compete throughout the day\*\*\r\n\r\n\r\n\r\n\r\n

**Event Description**

This will be a Martial Arts Tournament with competitions in Xtreme, Creative, and Traditional events. You will see Forms, Sparring and Weapons from competitors. The event starts at 8am-5pm and will be at the Tallahassee Civic Center.

Page 4 - Facility Information

**Venue Facility Secured?** Yes  
**Within Leon County?** Yes

<b>Venue Name</b>	Donald L. Tucker Civic Center
<b>Venue Address</b>	505 West Pensacola Street
<b>Venue City</b>	Tallahassee
<b>Venue State</b>	FL
<b>Venue Zip Code</b>	32301
<b>Venue Contact</b>	Bunny Nocera
<b>Venue Contact Email</b>	bnocera@fsu.edu
<b>Venue Phone</b>	(850) 487-1691

### Page 5 - Hotel Information

<b>Hotel Secured?</b>	Yes
<b>Can Hotels Contact?</b>	No
<b>Hotel Name #1</b>	Four Points Sheraton Downtown
<b>Hotel Contact Name #1</b>	Anna Davis
<b>Hotel Contact Phone #1</b>	(850) 422-4202
<b>Hotel Name #2</b>	Double Tree by Hilton
<b>Hotel Contact Name #2</b>	Michele Thomas
<b>Hotel Contact Phone #2</b>	(850) 521-6006
<b>Hotel Name #3</b>	
<b>Hotel Contact Name #3</b>	
<b>Hotel Contact Phone #3</b>	

### Page 6 - Event Details

<b>Estimated Total Participants</b>	500
<b>Estimated Total Number of Teams (Sports Only)</b>	
<b>Estimated Total Overnight Visitors</b>	1000
<b>Estimated Total Room Nights</b>	2

Page 7 - Event Details

<b>Amount Requested</b>	4499.00
<b>Budget Documentation</b>	<a href="#">Expense for Tally Tournament.xlsx</a> <a href="#">(/media/Expense for Tally Tournament.xlsx)</a>
<b>Grant Purpose</b>	I would like to use the Grant funds for the Event Facility, Medals, T-shirts and Hotel rooms for high ranks. It would greatly help seeing as we are a very small business.
<b>Receiving Funding</b>	No
<b>Funding Provider(s)</b>	
<b>Marketing Plan</b>	We are planning to distribute email blast to all ATA schools in our area to attend event. We have brochures to pass out to local businesses to help sponsor event. We also are setting up a link to our website that will have all the tournament details. We also plan to use social media (facebook) to help market the event
<b>Marketing Plan</b>	<a href="#">2015 sponsor agreement business.doc</a> <a href="#">(/media/2015 sponsor agreement business.doc)</a>
<b>Marketing Expenses Outside of Leon County</b>	\$1000
<b>Certified True</b>	True

Expense Chart			in-kind		cost
Facility Cost			\$1,000		\$7,000
Judges					\$2,000.00
Ems			\$100		\$500
Medals					\$3,000
Security					\$1,500
T-shirts					\$3,500
Hotel rooms judges					\$2,000
Merchandise					\$3,500
Application to HQ					\$1,350
Newspaper ad					\$1,250
printing (fliers)					\$350
Total			\$1,100		\$25,350

Form Status: **submitted**

Page 1 - Contact Information

<b>First Name</b>	Mike
<b>Last Name</b>	Tucker
<b>Email</b>	mlrtucker@bellsouth.net
<b>Contact Phone</b>	(229) 392-1210
<b>Grant Type</b>	Sports
<b>Agreed to Terms</b>	Yes

Page 2 - Organization Information

<b>Organization Name</b>	peach state diamond sports
<b>Organization Contact</b>	mike tucker
<b>Contact Title</b>	florida director
<b>Address</b>	2135 six branches dr
<b>City</b>	roswell
<b>State</b>	GA
<b>Zip</b>	30076
<b>Non-Profit</b>	No
<b>Tax ID</b>	5778244144
<b>Insurance Provider</b>	chappell insurance
<b>Insurance Document</b>	<a href="#">(/media/)</a>

Page 3 - Event Information

<b>Event Name</b>	Seminole Stomp
<b>Event Director</b>	mike tucker

**Event Email** mlrtucker@bellsouth.nett  
**Event Phone** (229) 392-1210  
**Event Start Date** 02/27/2016  
**Event End Date** 02/27/2016  
**First Hotel Date** 02/28/2016  
**Last Hotel Date** 02/28/2016  
**Number of Rooms Per Night** 420  
**Event Website** www.psdstournaments.com  
**Event Organization Facebook** www.psdstournaments.com  
**Event Organization Twitter** PSDStournaments  
**Event Spectator Admission Cost** \$5.00  
**Schedule of Events** baseball games starting at 8am each day  
**Event Description** travel baseball

#### Page 4 - Facility Information

**Venue Facility Secured?** Yes  
**Within Leon County?** Yes  
**Venue Name** James Messer Park  
**Venue Address**  
**Venue City**  
**Venue State** FL  
**Venue Zip Code**  
**Venue Contact**  
**Venue Contact Email**  
**Venue Phone**

#### 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 300

Estimated Total Number of Teams (Sports Only) 25

Estimated Total Overnight Visitors 1000

Estimated Total Room Nights 420

Page 7 - Event Details

Amount Requested \$2300

Budget Documentation [uploads/Seminole\\_Stomp.xlsx \(/media/uploads/Seminole\\_Stomp.xlsx\)](http://media/uploads/Seminole_Stomp.xlsx)

Grant Purpose Advertisement on Local Radio Social Media / FaceBook / Twitter

Receiving Funding No

Funding Provider(s)

Marketing Plan

We plan on advertising on local radio to attract teams. We will also promote this event on our web site, [www.psdstournaments.com/](http://www.psdstournaments.com/)

Face Book page as well as Twitter account. We will also be sending out mass emails to contacts.

**Marketing Expenses Outside of Leon County**

\$500.00

**Certified True**

True

*[Faint, illegible text, possibly a signature or stamp]*



	<b>Expense</b>	
	Umpire	\$2,500
	Field Workers	\$500
	Awards	\$1,200
	Field Rental	\$2,000
	Advertisement	\$500
	Insurance	\$250
	Hotels	\$450
		\$7,400
	<b>Income</b>	
	Team Fees	\$6,560
	Gate Fees	\$1,500
		\$8,060

Form Status: **submitted**

### Page 1 - Contact Information

**First Name** Andy  
**Last Name** Warner  
**Email** apwarner@gmail.com  
**Contact Phone** (850) 386-3866  
**Grant Type** Sports  
**Agreed to Terms** Yes

### Page 2 - Organization Information

**Organization Name** Warner Sports Promotions, Inc.  
**Organization Contact** Andy Warner  
**Contact Title** President  
**Address** 1624 Metropolitan Cir. Unit A.  
**City** Tallahassee  
**State** FL  
**Zip** 32308  
**Non-Profit** No  
**Tax ID** 592969133  
**Insurance Provider** Markel Insurance Co.  
**Insurance Document** [uploads/Certificate of Insurance from FYSA Region D Cup2016 copy.pdf \(/media/uploads/Certificate of Insurance from FYSA Region D Cup2016 copy.pdf\)](#)

### Page 3 - Event Information

<b>Event Name</b>	Region D Cup
<b>Event Director</b>	Andy Warner
<b>Event Email</b>	apwarner@gmail.com
<b>Event Phone</b>	(850) 528-7578
<b>Event Start Date</b>	02/27/2016
<b>Event End Date</b>	02/28/2016
<b>First Hotel Date</b>	02/26/2016
<b>Last Hotel Date</b>	12/27/2015
<b>Number of Rooms Per Night</b>	0
<b>Event Website</b>	<a href="http://www.fysa.com/events/region_d_cup/">http://www.fysa.com/events/region_d_cup/</a>
<b>Event Organization Facebook</b>	
<b>Event Organization Twitter</b>	
<b>Event Spectator Admission Cost</b>	No
<b>Schedule of Events</b>	No events
<b>Event Description</b>	Annual regional soccer tournament for competitive youth teams, ages

Page 4 - Facility Information

<b>Venue Facility Secured?</b>	Yes
<b>Within Leon County?</b>	Yes
<b>Venue Name</b>	Meadows Soccer Complex
<b>Venue Address</b>	701 Miller Landing Rd
<b>Venue City</b>	Tallahassee
<b>Venue State</b>	FL
<b>Venue Zip Code</b>	32312
<b>Venue Contact</b>	
<b>Venue Contact Email</b>	
<b>Venue Phone</b>	

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 500

Estimated Total Number of Teams (Sports Only)

Estimated Total Overnight Visitors 200

Estimated Total Room Nights 300

Page 7 - Event Details

Amount Requested \$2,000

Budget Documentation [uploads/Budget for 2015 Region D Cup.docx \(/media/uploads/Budget for 2015 Region D Cup.docx\)](#)

Grant Purpose Off set facility costs

Receiving Funding No

Funding Provider(s)

**Marketing Plan**

Marketing Plan 1. Utilize the FYSA website and their platform to contact regional soccer teams in the US. 2. Listed as an FYSA sanctioned tournament on their webpage, available to regional clubs in Florida. 3. Contact the Director at FYSA for Region D.

**Marketing Expenses Outside of Leon County**

0

**Certified True**

True





**Budget for 2015 Region D Cup**  
Warner Soccer

Event Director: Andrew Warner

Event: Region D Cup

Date: February 27/ 28, 2016

Host: Meadows Soccer Complex, Tallahassee, FL.

Proposed Budget: \$2,000.00 (Off-set facility costs)

Event Description: Region D Cup is a state sanctioned tournament by FYSA where winners qualify for President's Cup. Region D Cup also serves as 1 of 2 state sanctioned tournaments that lead up to the National Title Cup.

## MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Director of Tourism Development

SUBJECT: Cultural Facilities Matching Grant Proposal

DATE: January 7, 2016

### **Background:**

During the December 9, 2014 meeting, the Board of County Commissioners (Board) reached an agreement with the City of Tallahassee (City) regarding the reallocation of the Tourist Development Tax (TDT) previously dedicated to the performing arts center. The ordinances adopted at this meeting effectuated the direction of the Board pursuant to the Interlocal Agreement, the First Amendment to Interlocal Agreement, and the Third Amendment to Interlocal Agreement.

On February 10, 2015, the Board held the first and only public hearing and approved Ordinances Amending Section 11-47 and Section 11-46 of the Code of Laws of Leon County, Florida, providing for Amendments to the Leon County Tourist Development Plan relating to collection of the TDT.

As part of the reallocation of the one-cent TDT dedicated to the Performing Arts Center, the County, City, and CRA reached a new agreement to allocate a total of one-cent of TDT to support cultural grants starting in FY 2015. In addition, for five years beginning in FY 2015, the County agreed to dedicate an additional ¼ cent to support a Capital Needs Matching Grant Program.

Monies accrued from the ¼ cent during FY 2015 shall be distributed during FY 2016 and continue through FY 2020. During this five-year term, the City and County will continue to commit general revenues funds in the amount of no less than \$150,000 each towards the operation of COCA. The City and the CRA subsequently approved the new agreement on December 10 and 11, respectively.

### **Analysis:**

The Board's additional investment in the cultural arts is intended to support the cultural grant program, the proposed capital needs matching grant program for arts and cultural facilities, and components of the Capital Area Cultural Plan that support economic development through tourism and related marketing consistent with uses authorized in section 125.0104, Florida Statutes. The Agreement increased the TDT dedicated to COCA from approximately ½-cent TDT (\$504,500) to a total 1¼-cent TDT, or an estimated \$1,250,000 beginning in FY 2015. Disbursements of the one-cent TDT will be made in quarterly payments, in arrears, no later than February 1, May 1, August 1, and November 1 of each year upon the receipt of:

1. Non-departmental funding request application identifying the community services activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement the grant funding.
2. Timely invoice.
3. Midyear report.
4. Annual report provided to and approved by the County.

During its September 15, 2015 workshop, the Board received presentations by staff and COCA on funding for cultural arts as well as an update on the implementation of the Cultural Plan. In addition, the Board directed staff to work with COCA to refine the mid-year/annual report submitted by COCA in order to align the organizational outcomes with elements of the cultural plan and identify the revenue and expenditures utilized. The Board subsequently ratified the actions taken at the workshop and approved a sample document of the revised mid-year/annual report developed by staff and COCA.

COCA has submitted its 2015 Annual Report scheduled for approval by the Board on January 26, 2016. In it COCA outlines how each of its objectives and strategies align with the 4 goals of the Cultural Plan (Economic Development and Marketing, Education, Funding and Facilities, and Plan Implementation).

COCA also formed a subcommittee of the Cultural Plan Review Committee to develop guidelines and the application process for the capital grants program which are to be reviewed and approved by the Leon County Tourist Development Council (TDC) prior to presentation to the Board for final approval (Attachment #1). Once the parameters of the capital grants program are approved by the TDC and Board, COCA can begin implementation of the program with approximately \$225,000 of FY15 Tourist Development Tax funds that will be available to eligible cultural organization on a per request basis subject to review and scoring by an independent panel and final approval by the TDC. This new program will now be included in the revised FY 2016 COCA contract.

Please review the attached draft guidelines and be prepared to discuss them at the January 7 meeting. COCA staff will make a presentation and then be available for any questions. A present and previous member of the TDC was active in the subcommittee that developed the guidelines.

Please call if you have questions or need additional information prior to January 7. Thank you.

**Attachments:**

1. Cultural Facilities Matching Grant Proposal Draft

# **CULTURAL FACILITIES MATCHING GRANT PROPOSAL FY16**



**Administered on behalf of Leon County**



**DRAFT**

**Prepared by Kevin Carr, Grant Program Manager**

**Updated 12/15/15**

# FY16 Cultural Facilities Matching Grant Program Guidelines

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# CULTURAL FACILITIES MATCHING GRANT

## PROGRAM GUIDELINES

### **PURPOSE OF THE PROGRAM**

To offer support and funding for renovation, new construction, or acquisition or equipping of cultural facilities located in Leon County or the City of Tallahassee.

A **Cultural Facility** is a building that shall be used primarily for the programming, production, presentation, exhibition, or any combination of the above functions of any of the arts and cultural disciplines including, but perhaps not limited to: music, dance, theater, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, programs of museums, historical sites, and historical/heritage facilities.

The intent of this grant program is capital improvement that, for the purpose of this application, is defined as an addition or renovation of a permanent structural improvement or the restoration of some aspect of a property that will either enhance the property's overall value or increases its useful life.

### **BASIC ELIGIBILITY**

All applicants must meet the following basic legal and program eligibility requirements at the time of the application.

All applicant organizations must:

- 1) Be physically located in the City of Tallahassee or Leon County, Florida.
- 2) Be a non-profit, tax exempt Florida corporation according to these definitions:  
Incorporated as an active nonprofit Florida corporation, pursuant to Chapter 617, Florida Statutes;  
Designated as a tax-exempt organization as defined in Section 501(c)(3) or 501(c)(4), of the Internal Revenue Code of 1954; and  
Allowed to receive contributions pursuant to the provisions of s. 170 of the Internal Revenue Code of 1954.
- 3) have provided at least 3 years of year-round arts or cultural programming in Leon County.

Applicant organizations who are awarded funding through the Cultural Facilities Matching Grant Program will not be eligible for program funding in the fiscal year immediately following their grant award.

### **FACILITY ELIGIBILITY**

The applicant's venue for the proposed project must be located in Leon County, and *by the application deadline*, must be one of the following:

- An auditorium that is owned and operated by a government entity;
- An auditorium that is owned by a government entity that is leased to a not-for-profit organization for operation as an auditorium open to the public;
- An auditorium that is owned by a not-for-profit organization situated on publicly owned property with a ground lease that meets the requirements of the "Checklist for Ground Lease"
- An auditorium that is leased from a government entity that in turn has an eligible lease on the building from a private owner.
- A museum that is owned and operated by a government entity;
- A museum that is owned and operated by a not-for-profit organization and open to the public.

## **GRANT REQUIREMENTS**

All applicant organizations must:

1. Own or have an executed lease for the undisturbed use of the land or buildings for a period of no less than 10 years (or both). Exception: Unless land or buildings or both are owned by the City of Tallahassee and/or Leon County and leased to an eligible applicant.
2. Retain ownership of all improvements made under the grant. Exception: Unless land or buildings or both are owned by the City of Tallahassee and/or Leon County and leased to an eligible applicant.
3. Provide an organization operating budget showing total revenue and support for the last 2 completed fiscal years. Organizations must also provide a 5 year budget projection.
4. Provide a digital file reduction of current architectural plans (This is required for new building projects. Encouraged for all other applicants.)
5. Provide support letters indicating project impact and worthiness (5 letters or fewer)  
Any applicant requesting and receiving grant funds from this program for the purpose of construction, rehabilitation, remodeling, or preservation of a historic property, must do so in conformance with the Secretary of the Interior's Standards for Historic Preservation. Please see these standards and additional information at [www.nps.gov/history/hps/tps/tax/rhb/](http://www.nps.gov/history/hps/tps/tax/rhb/).
6. Have at least 25% of the total matching funds confirmed by the application deadline.

Applicants can only have one "open" cultural facilities grant at a time.

## **UNALLOWABLE EXPENDITURES FOR GRANT PROGRAM FUNDING**

No Facilities project expenditures will be allowed for the following, from COUNTY funds or from matching funds:

1. General Operating Expenses (GOE). Administrative costs for running the organization (including but not limited to salaries, travel, personnel, office supplies, mortgage or rent, operating overhead or indirect costs, etc.).
2. Costs associated with representation, proposal, or grant application preparation.
3. Costs incurred or obligated before project timeline approved in the grant process. (See exceptions on p. 5 under "Allowable Matching Funds")
4. Costs for lobbying or attempting to influence federal, state or local legislation, the judicial branch, or any County agency.
5. Costs for planning, including those for preliminary and schematic drawings, and design development documents necessary to carry out the project.
6. Costs for bad debts, contingencies, fines and penalties, interest, and other financial costs.
7. Costs for travel, private entertainment, food, beverages, plaques, awards, or scholarships.

8. Projects restricted to private or exclusive participation, including restriction of access to programs on the basis of sex, race, creed, national origin, disability, age, or marital status.
9. Re-granting, contributions, and donations or endowment contributions.
10. Feasibility studies, architectural drawings or operational support.
11. Expenditures for space rental, improvement, or maintenance not specifically identified with the project.

### **ALLOWABLE MATCHING FUNDS**

There are five types of allowable matches.

- Irrevocable pledges
- Documented in-kind contributions
- Prior eligible expenditures directly related to the project and made within 2 years prior to the application date
- A portion of the value of the land or building directly used for the grant project
- Cash on hand (Liquid Assets)

At least 25% of match must be cash-on-hand. No more than 50% of the match may be irrevocable pledges or in-kind contributions.

Volunteer hours may not be used as in-kind unless they are providing professional services. For example, a plumber or carpenter may provide in-kind as a skilled trade professional, but not as a general volunteer for the organization.

In-Kind contributions by the applicant are **not eligible** for match.

For further details, see “Match Requirements” and “Restrictions on Matching Funds” below.

### **MATCH REQUIREMENTS**

- Match must be at least 1:1, or one applicant dollar for every one County dollar requested.
- Matching funds **must be specifically related to the project for which grant funds are being requested.**
- Required documentation for the match is listed below and on the application.
- **Match must be 100% complete and confirmed at the time of grant award.** Applicant must have at least 25% of total match confirmed by the application deadline.

1. **Cash-on-Hand.** At least 25% of the match must be cash-on-hand (not merely pledged) and dedicated to the project at the time of application. (Example: if match is \$1,000, at least \$250 must be cash-on-hand). Cash-on-hand may exceed 25% of the total match, but may never be less than 25% of the total match. Cash-on-hand may be documented by submitting a grant award confirmation, or an account statement that shows the availability of the cash, accompanied by board minutes or an executive director’s statement attesting to the approved use of those funds—free from restrictions, liens—are dedicated to the proposed project, or an award letter for a government appropriation.

2. **Irrevocable Pledges.** Irrevocable pledges of cash payment must be received and obligated by the end of the grant encumbrance period of 21 months). Pledges must be documented in the following manner:

- a) Name of person or organization making the pledge;
- b) Date and Amount of the pledge;
- c) When the pledge will be paid (must be paid by end of the grant encumbrance period); and
- d) Intent of the donor for use of the funds must be confirmed to be specifically for the proposed project.

Only pledges that are auditable are acceptable.

No more than 50% of the total match may be irrevocable pledges and/or in-kind contributions.

**3. In-Kind Contributions.** Sources of in-kind contributions must be itemized at the time of application, and the goods and services received and utilized by the end of the grant encumbrance period. In-kind contributions must be dedicated to the project and will be accepted toward match if received and utilized within the proposed project period dates and/ or by the end of the grant encumbrance period. Itemized in-kind contributions must include the following information:

- a) Name of person or organization making the in-kind contribution;
- b) Date and Description of goods and services donated; and
- c) Fair market value of the in-kind contribution, including total value of the goods and services, amount to be donated, and the basis for the determination.

**4. Prior Expenditures.** Prior expenditures directly related to the project may be accepted toward match if made within two (2) years prior to the application date. Itemized prior expenditures must include the following information:

- 1) date and description of expense
- 2) brief explanation of purpose of expense and how it relates to grant project

**5. Land or building.** Up to 10% of the value of the land or building specifically used for the grant project can be counted toward match. The land or building may be appraised for the purposes of the match. However, the cost of the appraisal may not be counted towards the match. Applicants may use an appraisal or the organizational audit or 990 to demonstrate the value of the land or building applied towards the match.

## **RESTRICTIONS ON MATCHING FUNDS**

- Funds that are for General Operating Expenses (i.e. the Un-restricted column on the Statement of Activity page of the organization's audit) will not be allowed.
- Revenue from bond issues that have not been passed at the time of application will not be acceptable as match. Cash proceeds must be received and expended by the end of the grant period.
- Revenue from grants that have not yet been awarded will not be acceptable as match.
- Fundraising costs will not be acceptable as match.
- Legal fees or taxes will not be acceptable as match.
- Matching funds will be designated only to the project phase presented in this application and may not be used in previous or succeeding applications.
- Matching funds may have been expended prior to the execution date of the Grant Award Agreement; as long as they are clearly a part of the project described and can be documented and as long as they are made within two years prior to the application date. However, at least 25% of the matching funds must be confirmed by the application deadline.

- Interest paid on mortgage. The interest paid on the mortgage is considered to be the "cost of doing business," and may not be used as match.
- Building or Land as match:
  - The value of buildings or land not owned by the applicant may not be used as match.
  - The building or land must have been intended for the grant purpose at the time of purchase or acquisition.
  - A building or land used for the grant project may be appraised for purposes of the match. The cost of the appraisal cannot be counted toward the match. Only 10% of the portion of the land or building directly used for this project may be counted towards the match.
  - Owner must live in Leon County
  - Must have unrestricted use of the building or land for at least 10 years
- Loans may not be used as match. Only unencumbered equity may be counted as match.
- Funds from any State of Florida agency may not be used as match for this program.
- In-Kind Contributions by the applicant are **not eligible** for match.

### **MATCHING FUNDS DOCUMENTATION**

- Prepare all Matching Fund documentation within a single PDF, if possible.
- If there are multiple Matching Fund documents, attach them in the order in which they are listed on the Match Form, or include a cover listing of all the documents included.
- Identify any Matching Fund documentation clearly, especially if it is not immediately clear who or what they are funding.
- Matching documentation must be included if you indicate it as "confirmed" on the Match Form.
- Matching Funds Confirmation requires audit-ready documentation, such as:
  - Grant award letters, written or emailed pledge to support the project, sponsorship agreements, etc., which includes:
    - Donor/Company,
    - Contact information,
    - Amount of the contribution/award,
    - Date by which the contribution, award, or pledge will be paid, and
    - **Use or purpose for the funding--must be intended specifically for the project.** If the document indicates general support for the organization and does not specify the project, you must submit accompanying letter from the executive director as in "Applicant Cash" item, below.
    - Must include any restrictions on the funding, such as: approval process, acknowledgement requirements, specific materials of value such as tickets, advertising space, etc.)
- A notice of intent to consider support for the project does not qualify as confirmed, but may be included to show potential or pending matching funds. Indicate these in the "unconfirmed" column on the Match Form.
- Applicant Cash – If using applicant cash to support a project, the documentation must include: the amount, the availability of that amount to be used specifically for this project, that the amount is free and clear from liens or other use restrictions, and that it has been dedicated specifically to this project, as approved by the applicant organization's executive director, or an officer of the Board of Directors. The applicant's recent financial statements (as submitted with the application) should support this availability of funds from Applicant Cash.

- Documentation of In-Kind support must be included in the project plan narrative, budget, budget detail and match forms in order to reflect the total cost of the project. It is recommended to document all forms of In-Kind support for the proposed project, whether or not used as Matching Funds.
- Matching Funds Confirmation of In-Kind Support requires documentation, such as: pro-bono value statements (from the providing source); statement of contributed item and value, volunteer hours (statement includes name, contact, service to be provided, number of hours, rate and total value of service(s), etc. As with all matching funds, the contribution or donation must be specifically for the project.

## **FUNDING REQUESTS AND LIMITATIONS**

- Applicants may apply for a maximum funding request of \$100,000 per year. The minimum allowable funding request is \$5,000.
- Funding Request must be no greater than 50% of the total budget cost for the project.
- Organizations may only submit a single application per year.
- Applicants who are awarded funding through the Cultural Facilities Matching Grant Program will not be eligible for funding in the fiscal year immediately following their grant award.

## **PROJECT TYPES ALLOWED**

- **Acquisition** – land/building purchase
- **Construction** – a. New building (ground up building construction), or  
b. building addition resulting in air conditioned square footage by 25% or more
- **Renovation** – repair, addition, or alteration of a building/property
- **Equipping** – outfit or return a property to a state of utility through replacement of capital fixtures and equipment; including fixtures, furnishings and equipment that will replace, increase or alter to enhance technology, make possible a greater capacity, or make more efficient use of the space.

**No “bundling” of items.** Proposal must be for one proposed project only. Trying to include more than one stand-alone project to make a bigger project for the proposal is discouraged. All elements of the project shall be integrated into the proposed project scope.

**No multi-year requests.** All new requests will be single-phase projects. Single Phase Projects are defined as those which will be completed within 21 months after grant funds are available.

## **CHANGES IN PROJECT SCOPE OR VENUE**

Anything that substantially reduces the scope or character of the funded project is not allowed.

Organizations wishing to change the scope or venue of their project must submit a new application, in accordance with application guidelines and calendar, for a subsequent application cycle.

Any material changes in project scope or of a variance of 20% or more of total budget **or any one line item**, must receive approval by COCA *in advance* in order to receive further funding.

## **PROJECT EXTENSIONS**

Grant period extensions may be requested by the applicant. An extension of the completion date must be requested at least 30 days prior to the end of the grant period. COCA may approve extensions not to exceed 120 days for any project unless the Grantee can clearly demonstrate extenuating circumstances.

An extenuating circumstance is one that is beyond the control of the Grantee, and one that prevents timely completion of the project, such as a natural disaster, death or serious illness of the individual responsible for the completion of the project, litigation related to the project, or failure of the contractor or architect to provide the services for which they were hired. An extenuating circumstance does not include failure to read or understand the administrative requirements of a grant, or failure to raise sufficient matching funds.

To request an extension, grantee must submit written request to COCA at the earliest possible date, or at least two (2) months in advance of the project end date. Request must include: project title and brief description, award amount, requested amount of time for extension (number of days/months) and explanation for extension request. The request must include any project scope changes and budget impact related to the extension.

The extension request will come before COCA for consideration. If approved, the grant is considered in “current” standing. The length of time awarded by the approved request extends the project grant period accordingly, and a contract amendment will be issued. If any follow-up information is requested, this becomes part of the grant requirements and must be completed to maintain current status.

## **LEASE AND LAND REQUIREMENTS**

Applicant organizations must document ownership or undisturbed use as follows:

1. **Legal proof of unrestricted ownership of land and building.** Unrestricted shall mean unqualified ownership and power of disposition. Property that does not meet the unrestricted ownership criterion will not be eligible for match. Documentation may include a deed, title, or copy of a recent tax statement. Provisional sales contracts, binders, or letters of intent are not acceptable documentation of ownership.

**OR**

2. **Undisturbed use of property for a specific period of time.** This specific period of time must begin no later than the deadline date for the application in which funding is requested, and must continue for the minimum period of time required according to the Project Scope. For building renovation or construction, the remaining lease term must allow for a minimum of ten (10) years’ public access to the facility, under normal operating hours, beyond the completion date of the proposed project.

Documentation must include:

- an executed copy of a lease with applicant, and
- a written explanation of any easements, covenants, or other conditions affecting the use of the site or facility, or both.

**\*Important:** The length of the lease is measured from the remaining term as of the date of application. Provisional extensions to meet the minimum lease requirement are not acceptable. All original and executed lease extensions must be submitted with the application.

## **LEASE CHECKLIST**

### **CHECKLIST FOR GROUND LEASE**

WHEN AN AUDITORIUM BUILDING IS OWNED BY A NOT-FOR-PROFIT ORGANIZATION BUT SITUATED ON LAND OWNED BY A GOVERNMENT ENTITY, THE FOLLOWING CHECKLIST WILL INDICATE THAT THE AUDITORIUM IS ELIGIBLE TO APPLY FOR THESE FUNDS IF ALL THE SEVEN ITEMS ARE TRUE.

- The underlying fee simple ownership will be by a government entity, who will be the Landlord under the Ground Lease.
- The term of the Lease must be for a required number of years, at least equal to the useful life of any improvements to be constructed by the Tenant. Ownership of any improvements will revert to the Landlord at the time of Lease expiration or termination.
- The Lease may provide a right to the Tenant to construct improvements, but for said constructed improvements and other improvements on the property, they cannot be materially modified without the approval of the Landlord. The Lease must authorize the Tenant to apply for TDT Dollars to be used for improvements and other authorized project-specific expenditures under the TDT guidelines.
- The Tenant must maintain in all respects the improvements and deliver them to the Landlord at the end of the Lease in the same condition as when constructed, reasonable wear and tear accepted.
- If the Tenant is dissolved, that will constitute a default under the Lease and terminate the Lease with any improvements reverting back to the Landlord.
- During the term of the Lease, the Tenant may show the value of the improvements on its books, with a note that upon termination, those improvements revert to the Landlord.
- The use by the Tenant for the property and improvements must be agreed upon and will be restricted to a cultural facility use. Tenant may not assign its rights under the Lease without Landlord's approval and the use may not change without Landlord's approval.

**CHECKLIST FOR SUBLEASE FROM GOVERNMENT ENTITY**

**THAT IN TURN IS LEASING FROM A PRIVATE SOURCE**

When a museum or auditorium building is owned by a not-for-profit organization but situated on land owned by a private source that is leasing to a government entity that is subleasing to the applicant not-for-profit ...

- The term of all Leases and subleases must be for a required number of years, at least equal to the useful life of any improvements to be constructed by the Tenant.
- Language in the Lease Agreement that assures us that auditorium or museum usage will remain for the length of the lease.
- Language in the lease that states that the government entity will become responsible for maintaining the auditorium or museum should the nonprofit default on the lease.

**For Acquisitions only**

Acquisition applicants will be considered exempt from this ownership eligibility requirement. If the application is for an acquisition, the applicant must provide a description of the facility, purchase price, and a letter of intent to sell signed by the seller. Remember, the County will not reimburse the grantee for an expense that was incurred prior to the execution of the Grant Award Agreement. Therefore, the purchase of (closing on) the property or facility (an expense) may not take place prior to the execution of the Grant Award Agreement.

**ADMINISTRATIVE AND REPORTING REQUIREMENTS**

If a grant is awarded, recipients shall enter into a contractual grant award agreement with Leon County through its fiscal agent, COCA, that specifies the applicant's responsibilities. The applicant shall comply with the administrative and accounting requirements set forth in the grant award agreement, which include but are not limited to:

1. Submission of interim reports at six-month intervals (at a minimum) and a final grant report.
2. The Grantee shall maintain an accounting system that provides for a complete record of the use of all grant and matching funds, including:
  - (a) Establish an accounting system that records project expenditures by using the same expense categories as those in the original application.
  - (c) All project documentation must be kept current, and accessible to COCA or Leon County, upon request, and retained for a period of five (5) years after the project and grant reporting requirements have been completed.

## **ENCUMBRANCES AND EXPENDITURES**

Grant recipients must encumber (commit or contract for) all County dollars for the length of the grant period. County funds may not be encumbered or expended prior to the signing of the Grant Award Agreement by all parties.

## **FUNDING ACKNOWLEDGEMENT**

For projects funded wholly or in part by this grant, Applicant organizations must acknowledge COCA, the City of Tallahassee, and Leon County in signage and media, including digital communications and websites and programs, publications and other printed materials.

Acknowledgment will include the County's, and COCA's logo **and** use of the following statement, as best suited to the collateral design, and at a size that is legible.

Verbiage for acknowledgment is as follows: "This project is funded in part by Leon County through the Council on Culture and Arts."

Requests for exceptions to the verbiage or logo compliance may be approved if noticed to COCA in advance of publication deadline.

Acknowledgement to COCA and Leon County must be commensurate with the recognition provided to other contributors and sponsors of the project in any of the following applications:

- a. On a permanent sign constructed on the project site;
- b. On a temporary signage displayed at the construction site; and
- c. In all major publications, printed and digital media

## **INDEMNITY, SAFETY AND INSURANCE REQUIREMENTS**

**Indemnity.** To the fullest extent permitted by law, applicant will defend, indemnify and hold harmless COCA and Leon County from and against all claims, damages, losses and expenditures, including reasonable attorneys' fees and costs, arising out of or resulting from its activities under the Agreement.

**Safety.** Applicant will comply, and will require its contractors (if any) to comply, with all applicable laws, ordinances, rules, regulations, standards and lawful orders from authorities bearing on the safety of persons or property or their protection from damage, injury or loss.

**Insurance.** Applicant shall provide and maintain insurance coverage throughout the term of the contract, or until the completion of the proposed project, whichever is sooner, of such types and in such amounts as may be necessary to protect against misappropriation of the Program funding and damage to or destruction of the improvements purchased or constructed with said funding. Applicant or insuring

agent will provide certificates of insurance evidencing said coverage, according to the following requirements:

a. Applicant will have in force the following insurance coverage and will provide Certificates of Insurance to COCA prior to commencing project under the Agreement to verify such coverage. It shall be the responsibility of the Applicant to ensure that all its contractors and subcontractors procure and maintain the insurance coverage outlined below for the duration of the project, unless noted otherwise.

i. **Commercial General Liability** - Applicant will provide coverage for all operations including, but not limited to, Contractual, Products and Completed Operations, and Personal Injury. The limits will not be less than \$1,000,000 Combined Single Limit (CSL) bodily injury and property damage, or its equivalent. The insurance policy will list COCA and Leon County as an additional insured, with respect to the Commercial General Liability insurance.

ii. **Commercial Automobile Liability** – Applicant will provide coverage for all owned, non-owned and hired vehicles directly related to the grant project for limits of not less than \$500,000 Combined Single Limit (CSL) bodily injury and property damage, or its equivalent.

iii. **Workers' Compensation**, if applicable – Applicant will provide coverage for all employees at the site location and, in case any work is subcontracted, will require the subcontractor to provide Workers' Compensation for all its employees. Coverage is required in accordance with State of Florida statutory requirements.

iv. **Employee Dishonesty/Crime Insurance** – Applicant will provide coverage greater than or equal to sixty-five percent (65%) of the amount of the Cultural Facilities Program funding.

v. **Payment and Performance Bonds** – The contractor shall execute payment and performance bonds in amounts at least equal to the **current project phase amount** (total amount of the proposed project, not including prior expenditures toward the project, nor is it mandated to cover soft costs, which typically include design, engineering, permitting (DE&P) and project administration) in such form and with such sureties as may be acceptable to the Applicant and COCA. If the surety on any bond furnished by the contractor is declared bankrupt or becomes insolvent or its rights to do business in the State of Florida are terminated, or it ceases to meet the requirements imposed by this agreement, the contractor shall within five (5) business days thereafter substitute another bond and surety, both of which shall be acceptable to the Applicant and COCA. The bonds must remain active throughout all current work related to the proposed project.

NOTE: If an applicant/grantee's project is limited to new equipment installations, a builders' risk or installation floater (inland marine coverage) is acceptable, with the caveat that the policy must include coverage for any damage done to the existing structure caused by the new installation.

vi. **Builders' Risk/Installation Floater** – The contractor shall provide "all risk" property insurance on any construction, additions, and machinery and equipment. The amount of the insurance shall be no less than the estimated replacement value at the time of applicant's final acceptance of said improvements. In the event that the grantee does not work with a contractor on the funded project, the organization must purchase or add Builders' Risk to their current property

program (Commercial General Liability). This is a cost that would have to be incorporated into the grant request. The Builders Risk policy must remain active throughout all current work related to the proposed project and must not terminate until the final acceptance of a contractor's work, all vendors' installations, final release of occupancy, and final acceptance at completion of the project has been made by the applicant.

vii. The insurance coverage shall contain a provision that forbids any cancellation, changes or material alterations in the coverage without providing 30 days written notice to COCA, or 10 days for nonpayment. (These terms are no longer provided on the ACORD standard industry Certificates of Insurance Cancellation, but shall be included in the policy provisions.)

b. Any exceptions to the insurance requirements in this section must be requested in writing by the applicant and approved by COCA. Such a request should include reasons why the applicant is unable or unduly burdened by the requirement it desires reduced or waived.

c. Compliance with these insurance requirements shall not relieve or limit the applicant's liabilities and obligations under this Agreement. Failure of COCA to demand such certificate or other evidence of full compliance with these insurance requirements or failure of COCA to identify a deficiency from evidence provided will not be construed as a waiver of the applicant's obligation to maintain such insurance.

**Project Team and Management** - Cultural Facilities Funding projects require very specific usage and project management oversight, and frequently necessitate a contractor, or project manager. In the event that a contractor will not be engaged for the project management, it becomes even more critical to provide roles and responsibilities for the project team, organization staff, and Board of Directors, with regard to the project management.

## **FINANCIAL REPORTING**

Financial Statements will be required as part of the application. The following chart shows the financial statements required based on the applicants operating budget (unrestricted operating revenue) for most recently completed fiscal year. Please note: No compilation reports will be accepted for audited or reviewed financial statements.

If your organization's unrestricted, operating revenue for the most recent fiscal year was:

### **\$1.5 million or greater**

You must submit

- a) Form 990,
- b) Independent, certified audit for most recent fiscal year,
- c) AND current year, board-approved financial statements

### **Between \$500,001-\$1.5 million**

You must submit

- a) Form 990 AND
- b) Independent, certified audit, OR
- c) reviewed, financial statements AND current year, Board-approved financial statements

### **Less than \$500,000**

You must submit

- a) Form 990 AND
- b) Independent, certified audit OR
- c) reviewed financial statements, compiled financial statements OR
- d) Self-reported year-end financial statements signed by the organization's treasurer or accountant AND current year- to- date financial statements

### **PANEL MEETING**

An independent panel will meet to discuss the applications and ask questions of applicants, if requested. Applicants will be invited to attend the meeting to answer questions from the panel. No presentations or updates from applicants will be allowed at the panel meeting. After panel discussion at the public panel meeting, each panelist will finalize their scores and submit them for final data entry and ranking. Panel will hold consensus discussion on final scores, ranking, and funding recommendations.

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## **SCORING, RANKING, AND FUNDING**

**Scoring.** The total possible number of points for a grant application is 105. The grant panel's evaluation will be based on the information contained in the application and required attachments. The panel members' individual ratings will be averaged to determine a final score for each application. Applications receiving a score of 75 or higher will be considered for funding.

Bonus Points will be added to the applicant's average score based on the length of the applicant's length of operation. Such length and points shall be determined from the date of incorporation to the date of the application deadline, according to the following rubric:

- 10 to 15 years – 2 points
- 15 to 20 years – 3 points
- More than 20 years – 5 points

Scoring will be Olympic-style, meaning that the high and low score will be dropped and the remaining scores will be averaged together. Scores will be calculated to the thousandths of a point (example: 85.437). For funding consideration, a final score of 75 or greater is required.

**Ranking.** A priority list is determined by the rank order of all proposed projects based on the Olympic average score of each application. The number of applicants funded will depend on the amount of the funding pool available, awarding funding to the highest scoring applications, until the pool is depleted. Any remaining partial request amount will be taken into consideration by the panel as they decide the funding recommendation by consensus.

**Final approval of ranking and funding recommendations.** COCA's Board of Directors and Leon County's Tourist Development Council (TDC) reviews and approves the funding recommendations of the grant panel.

The grant panel will have the flexibility to offer partial funding but not less than 80% of the applicant's request. However, the goal of the program is to fully fund organizations' requests.

## **GRANT PANELIST EVALUATION RUBRIC**

### **A. Concept (40 Points Total)**

- Q1: Need – 20 Points
- Q2: Vision – 15 Points
- Q3: Inspire Excellence – 5 Points

### **B. Facility (30 Points Total)**

- Q4: Process/Design/& Planning – 15 Points
- Q5: Quality – 15 Points

### **C. Management & Budget (30 Points Total)**

- Q6: Operational Readiness – 10 Points
- Q7: Financial Readiness – 15 Points
- Forms & Financial Position
- Q8: Care & Stewardship – 5 Points

## **PAYMENT SCHEDULE**

Reporting and Disbursements Schedule to be determined according to project timeline and draw-down needs, on a project-by-project basis.

- **Report/Disbursement #1 – 25% of award** upon Execution of Award Agreement with required updates
- **Report/Disbursement #2 – up to 65% of award** for 2<sup>nd</sup> Disbursement (may be more than one Interim report/disbursement, depending on project timeline and project draw-down needs)
- **Report/Disbursement #3 – 10% of award** after close of project, final report, including release of liens and documentation of all project expenditures. **(This is on a reimbursement basis.)**

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## DEFINITIONS & TERMS

**APPLICANT:** a public entity, or a not-for-profit corporation that owns or has the unconditional use of the building to be renovated, expanded, constructed, or equipped, and the site on which it is located.

Legal name of the organization directly responsible for the project and having undisturbed use of the facility at the time of application. Make sure that the street address is included if using a post office box for mailing.

**APPLICANT CASH (MATCH):** This line item is often used to "balance the budget" when expenditures exceed all other revenues listed. For the proposal budget, these are general funds the applicant will dedicate to the project.

**APPLICANT'S FEDERAL EMPLOYER IDENTIFICATION NUMBER:** Must be provided before funds will be released. This is not a State of Florida sales tax exemption number.

**ARCHITECTURAL/DESIGN SERVICES:** Amount paid (or documented in-kind) for total services involved with project. These may include design work, schematics, design development, bidding and negotiation, consultant services, and contract administration by the architect.

**ASSETS: (see CAPITAL FIXTURES AND EQUIPMENT),** items that become affixed to the facility, that add to the value of the facility, and are depreciated over the useful life of the item(s). "Bricks and mortar" refers to purchase of (acquisition), building of (construction) or improvements (renovation or equipping) to the facility. Design and architectural services, feasibility studies, permitting fees, and expenditures of staff for coordination with contractors, preparing bids or rebidding, are often expenses of a facility improvement—considered "soft costs"—but are not assets.

**AUDITORIUM:** a facility open to the public constructed for the purpose of serving public gatherings, including but not limited to performances and concerts.

**BUILDING ACQUISITION:** Amount paid by the applicant for purchasing an *existing building* involved in the project, or documented in-kind value. Use the acquisition date value.

The following restrictions apply:

- 1) Must be applicant-owned, or to be acquired as part of the grant.
- 2) Lease value not eligible for match.
- 3) Must be considered "secure and dried-in" to be valid for building acquisition through Cultural Facilities.

**CAPITAL FIXTURES AND EQUIPMENT:** fixtures and equipment that add to the value or useful life of property with a useful life of at least five years. Generally, capital equipment must be deducted by means of depreciation, amortization or depletion. Capital equipment includes machinery or betterments of a long-term nature. Expenditures that keep property in an ordinarily efficient operating condition and do not add to its value or appreciably prolong its useful life are not capital expenditures. Non-capital expenditure repairs include services such as repainting, tuck-pointing, mending leaks, plastering and conditioning gutters on buildings.

**CAPITAL IMPROVEMENT:** for the purpose of this application, is defined as an addition or renovation of a permanent structural improvement or the restoration of some aspect of a property that will either enhance the property's overall value or increases its useful life.

**CONFIRMED MATCHING FUNDS:** resources presently available to designate to the project for which funding is requested (including cash the applicant has on hand, irrevocable pledges, in-kind services, donated services, materials, and other donated assets). Required match amount is one applicant dollar for every one grant dollar. Match is considered confirmed through the completion of the required Match Summary form.

**CULTURAL FACILITY:** for purposes of this application, an auditorium or museum.

**CONCRETE:** May include cast-in-place concrete, architectural cast-in-place concrete formwork, structural precast concrete, and special concrete toppings and finishes.

**CONSTRUCTION OR NEW CONSTRUCTION:** a new building (ground-up building construction) or building addition resulting in increase of air-conditioned square footage by 25% or more.

**CONVEYING SYSTEMS:** May include elevators, moving walkways, wheelchair lifts, and vertical conveyors.

**CONTINGENCY:** An amount budgeted for unanticipated expenditures (i.e., materials, equipment, labor, cost overruns, etc.) based on a percentage of the total expenditures; recommended to budget five (5) percent.

**CORPORATE SUPPORT:** Cash support derived from contributions given for this project by businesses, corporations, and corporate foundations, or a proportionate share of such contributions allocated to this project.

**CULTURAL FACILITIES FUNDING (this grant request):** Enter amount requested from the County on this line.

**DOORS AND WINDOWS:** May include steel, wood, glass, and aluminum doors; frames; automatic or revolving doors; steel, wood, glass, and aluminum windows; decorative or mirrored glass, and door and window hardware.

**ELECTRICAL:** May include wires and cables, transformers and switchgear, panelboards, fuses, disconnect switches and circuit breakers, interior and exterior lighting (including theatrical lighting), fire alarm systems, public address systems, and lighting control equipment.

**ENCUMBRANCE PERIOD:** the 21 month period between June 15, 2016 and February 15, 2018, during which TDT dollars and match dollars must be obligated to pay for project expenditures.

**EQUIPMENT:** May include such items as theatre and stage equipment (i.e., fly systems, lighting instruments, stage drapes, and projector screens). Note: Do not include expenditures for office equipment.

**EQUIPPING:** the project will outfit a property to a state of increased utility or returning a property to a state of utility through replacement of capital fixtures and equipment; includes fixtures, furnishings, and equipment (FF&E) that will replace, increase or alter to enhance technology, make possible a greater

capacity, or make more efficient use of the space. May include theatre and stage equipment (fly systems, lighting instrumentation, drapery, projector screens), and specialties such as built-in storage units, signs, etc., (see Capital Fixtures and Equipment, Equipment).

Furniture & Office equipment are not allowable expenses with grant funds; and may be matching fund expenditures **only if directly related to the project.**

**EXISTING BUILDING (see PROJECT):** a building that is considered *secure and dried-in* is eligible for acquisition, renovation or equipping grant requests.

**EXPENSES:** Costs related to purchases of services, furnishings or equipment; or staff time for project coordination, items paid in current fiscal year; versus expenditures which may be capitalized, and are recorded as an asset and depreciated over time.

**FACILITY OWNERSHIP OR LEASE; WHO OWNS THE LAND AND BUILDING?** The question of ownership of the facility to be constructed or renovated must be addressed here. If the facility is being leased, the lessor must be named and the length of the lease must be disclosed. If the application is for the acquisition of a building, clearly indicate such and explain who presently owns the property. Documentation of the intent to sell and the purchase price must be provided in the original application.

**FEASIBILITY STUDY:** research and report conducted and prepared by an independent, professional consultant qualified to measure:

- A) Community need for the project;
- B) The applicant's ability to raise the needed funds and complete the project; and
- C) The applicant's ability to successfully operate the completed facility for at least five years.

**FINISHES:** May include plaster, sheathing, ceramic tile, wood or brick flooring, carpet, painting, and wall coverings, and acoustical treatments such as panel or tile ceilings.

**FISCAL STABILITY:** encompasses the annual financial results of operations, available resources, and the applicant's plan to resolve any deficit problems. A concern for fiscal stability would be indicated by multi-year operating deficits and declining fund balances. (Note: The fiscal impact this proposed facility project would have on projected operations will be considered.)

**FIXTURES, FURNISHINGS, AND EQUIPMENT (FF&E):** accounting term used in valuing a building. FF&E are movable furniture, fixtures or other equipment that have no permanent connection to the structure of a building or utilities. These items renovation enhancements that will replace, increase or alter, to enhance technology, that makes possible a greater capacity, more efficient use of the space. These items must be directly related to the project.

**FURNISHINGS:** May include casework, window treatment hardware, louver blinds, and theatre seating. These items must be directly related to the project.

**FURNITURE:** items that are not affixed to the building despite being required for the operation of the building. (Examples: tables, chairs, computers which are used for administrative purposes, equipment that is leased, desks and other office equipment which are used for administrative purposes, rugs, planters, books, etc.) These items must be directly related to the project.

**GENERAL REQUIREMENTS:** Cost may include the following contractor services and expenditures: payment and performance bond(s), field engineering, shop drawings, allowances, construction photographs, quality control, and contract close-out.

**GOVERNMENT ENTITY:** a state, county, municipality, political subdivision or any entity subject to the requirements of Section 119.07, Florida Statutes (“the public records law”) and Section 286.011, Florida Statutes (“the sunshine law”).

**GRANT PERIOD:** the time for the use of the grant award as set forth in the grant award agreement, within 21-month project period of June 15, 2016 to February 15, 2018.

**IN-KIND CONTRIBUTION:** the documented fair market value of non-cash contributions provided by the grantee or third parties which consist of real property or the value of goods and services directly benefiting and specifically identifiable to the project.

**LAND ACQUISITION:** Amount paid by the applicant for purchasing land involved in the project, or documented in-kind value of land donated for the project according to a certified property appraiser. Use the acquisition date value. Lease value is not eligible for match.

**LEASE:** a contract by which a rightful possessor of real property conveys the right to use and occupy the property for a period of time in exchange for consideration. With respect to this application, the minimum lease term shall be equal to or greater than the useful life of what is being funded. Only leases in which the lessee is a qualified Applicant, as defined herein, will be considered (except where noted under “Eligibility”).

**MASONRY:** May include unit masonry; stone masonry veneer, restoration, and cleaning; and glass masonry assemblies.

**MAINTENANCE RESERVE:** required to designate amount or percentage in operating budget to afford routine and incidental maintenance and repairs. Intent, to refrain from applying for on-going maintenance of current equipment.

**MATCHING FUNDS:** dollars provided by the applicant designated solely for the project. For every one dollar the County provides for the project, the applicant will provide at least one matching dollar. Of these matching funds, at least 50% must be in cash, which may include official award letters for grant commitments and appropriations indicating grant funding. No more than 50% of matching funds may be in-kind contributions and/or irrevocable pledges.

A minimum of one-to-one-dollar match is required, but all funding –outside of the County’s Cultural Facilities Funding requested (or granted) – will be considered matching funds.

**MECHANICAL:** May include pumps, motors, sprinkler systems, plumbing fixtures, water heaters, HVAC pumps and controls, boilers, furnaces, liquid coolers and evaporators, air-conditioning units, humidifiers, fans, metal ductwork, and air filters.

**METALS:** May include structural steel, metal fabrication, metal stairs, pipe and tube railings, gratings, and ornamental metalwork.

**MINORITY:** a lawful, permanent resident of Florida who is: An African American, A Hispanic American, An Asian American, A Native American, or An American Woman [288.703(3), Florida Statutes]. At least

51 percent of the organization shall be owned or governed and operated by the identified minority person(s) or persons with disabilities.

**MULTI-PHASE PROJECT:** a project that consists of several stages or segments. Only single-phase projects may be requested for grant funding.

**MUSEUM:** a facility open to the public operated for the purpose of acquiring and/or preserving and/or studying and exhibiting works of artistic, historical, or scientific value where such works shall be exhibited to the public.

**NEW APPLICATION:** an application that has not previously been recommended for funding, or an application for which funding has been recommended, but requires a change in project scope or venue.

**NEW CONSTRUCTION:** a new building (ground-up building construction) or building addition resulting in increase of air-conditioned square footage by 25% or more.

**NON-MATCHING COUNTY FUNDS:** What other non-matching Leon County funds will go into the project? This means are there other monies (in-kind contributions, pledges, or cash) which will be used for the project but which you are not counting as matching funds. Identify the source and amount of these funds.

**OPERATING FORECAST:** fundraising and operating plans for project completion and sustainability (projecting at least five (5) years out.)

**OTHER LEON COUNTY GRANTS:** Are the matching funds in the grant application being used to match any other Leon County grants? While it may be permissible to use your match dollars to match grants from other County agencies), it is not permissible for you to use the cultural facilities match dollars to match any other Leon County grant.

**PLANNING:** the preliminary development of architectural, engineering, and other technical services necessary to carry out the project.

**PRIMARY POINT-OF-CONTACT PERSON:** Indicate the name and title of the person who will be responsible for supervision of the project and administration of the grant. All correspondence concerning this application will be addressed to this Person. It shall be the responsibility of the applicant to notify COCA of any change.

**PROJECT:** the acquisition or renovation of existing buildings, or the construction of new buildings, or the acquisition of equipment for a building to be used for cultural activities.

**PROJECT LOCATION:** Physical address of project.

**PROJECT TITLE:** Include the type of project proposed (for example: Education Wing: Renovation). If the applicant name is different than the facility name, the facility name should be added to the title. Do not repeat the applicant name in the project title.

**PUBLICLY OWNED:** owned by a government entity, as defined herein, either through fee simple or lease, such that the government entity has control and undisturbed use of the property for a period to begin before the date the application is submitted and continuing uninterrupted to a date that encompasses

the end of the useful life of the capital fixture, equipment, renovation, expansion or construction for which the application is submitted.

**RENOVATION:** the act or process of giving a building/property a state of increased utility or returning a building/ property to a state of utility through repair, addition, or alteration that makes possible a more efficient use.

**RESIDENT COUNTY OF PROJECT:** The project must be located in Leon County.

**SITE CONSTRUCTION:** May include: building demolition, site clearing, sewerage and drainage, underground ducts and utility structures, termite control, irrigation systems, earthwork, and landscaping.

**SPECIAL CONSTRUCTION:** May include X-ray protection, and metal building systems.

**SPECIALTIES:** May include louvers and vents, signs, lockers, metal storage shelving, partitions, and mobile storage units.

**THERMAL AND MOISTURE PROTECTION:** May include waterproofing, fireproofing, shingles and roofing, siding, and sealants.

**TOTAL AMOUNT REQUESTED FROM LEON COUNTY:** This means the total amount of money being requested for Cultural Facilities Grant Funding.

**TOTAL IN-KIND CORPORATE SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by corporate parties. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the proposed project or program.

**TOTAL IN-KIND FEDERAL GOVERNMENT SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by units of the federal government. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program. *NOTE: The fair market value of any in-kind contribution must be documented to be eligible as matching funds. The applicant should keep receipts or other signed statements.*

**TOTAL IN-KIND LOCAL GOVERNMENT SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by other units of government. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program.

**TOTAL IN-KIND PRIVATE SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by individuals and non-corporate, non-government parties. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program.

**TOTAL IN-KIND STATE GOVERNMENT SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by other units of state government. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program.

**TOTAL LOCAL GOVERNMENT SUPPORT (MATCH):** Cash support derived from grants or appropriations given for this project by city or other local government agencies, or a proportionate share of such grants or appropriations allocated to this project. **Note: If the applicant is a city or other local government agency, their cash support should be shown under Applicant Cash and explained in the Budget Detail.**

**TOTAL FEDERAL GOVERNMENT SUPPORT (MATCH):** Cash support derived from grants or appropriations given for this project by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project. The inclusion of an official "Award Letter" may allow the award amount to be counted as "cash-on-hand" even if the award check has not yet been received.

**TOTAL PRIVATE SUPPORT (MATCH).** Private donations, including foundation grants, given for this project, or a proportionate share of such grants allocated to this project, and cash donations.

**TOTAL STATE GOVERNMENT SUPPORT (MATCH):** Cash support derived from grants or appropriations given for this project by the Florida Department of State Division of Cultural Affairs or other Florida State government agencies, or a proportionate share of such grants or appropriations allocated to this project. The inclusion of an official "Award Letter" may allow the award amount to be counted as "cash-on-hand" even if the state check has not yet been received.

**TYPE OF ORGANIZATION:** Indicate the legal status of the applicant entity.

**TYPE OF PROJECT:** Indicate appropriate project category: Renovation, Construction, Acquisition or Equipping of Cultural Facilities.

**UNDISTURBED USE:** that the building to be renovated, expanded, or constructed, and the site of such building, will be owned by, or will be under lease to, the applicant **by the date of the application submission**, and that the use of the site and building will be unencumbered by covenants, easements, or other conditions contrary to the purpose of the project.

**WOOD AND PLASTIC:** May include rough carpentry, finish carpentry, interior and exterior architectural woodwork, panelwork, and plastic fabrications.

Expenditures may include the actual amount to be paid or the value of the in-kind contribution.

## Appendix

### SAMPLE APPLICATION

#### BASIC PROJECT INFORMATION

1. Project Title
2. Description of Project
3. Project Contacts (name and Email Address)
4. Request Amount
5. Project Start Date
6. Project End Date
7. Location of Project (must be in Leon County)
8. Project Purpose  
\_\_\_ Acquisitions \_\_\_ New Constructions \_\_\_ Renovation \_\_\_ Equipping
9. Organization Name
10. Incorporation date/years of continuous operational service to the community
11. Federal ID #
12. Website url for organization or proposed project
13. Total Project Amount (Indicate if this is part of a larger, multi-phase project, please give total of entire project)
14. Facilities Historical Significance
  - a. Age of the building
  - b. Is the building subject to historical preservation requirements
15. Ownership/Lease
  - a. Who owns the building?
  - b. Who owns the land?
  - c. If building is leased to applicant, what is the remaining length of the lease (from the time of application due date)?

#### NARRATIVE QUESTIONS

##### Section A: Concept (40 points)

**Q1) Need (20 points)** (8,000 maximum characters) - Why is the project important **to your community**, and what are the consequence of not doing it, or the opportunities for advancement by completing it. A. Project-specific B. Needs have been shown C. Photos, tables, studies, statistics, and documents permitted (*Upload allowed 2MB*)

**Q2) Vision (15 points)** (8K characters) -What is the Vision?- Why is the project important **to your mission**, and what are the consequences of not doing it, or the opportunities for advancement by completing it.

**Q3) Inspire Excellence (5 points)** (7,000 maximum characters)

A. Not just about bricks and mortar, but rather what happens there

B. Testimonials of patrons, critics

C. How will project enable further or enhance the artistic excellence of your program?

**Section B: Facility (30 points)**

**Q4a) Process/Design/ & Planning (15 points)** (9,000 maximum characters)

Include:

- Design Planning – project scope
- How have you addressed environmental features and sustainability?
- Necessary components from consultants
- Estimates
- Programmatic square footage
- Demonstrate that you have the proper qualified project team and have taken all the necessary steps for project preparation.
- Provide a timeline of project milestones; include start and end date and key points in between.

**Q4b)** Five (5)-year Operating Forecast (1,000 characters + 1MB upload)

**Q5) Quality (15 points)** (3,000 maximum characters)

A. Show the lifetime estimates of materials for your physical solution, relating to your need and vision

B. Show the physical solution and useful life

**Section C: Management & Budget (30 points)**

**Q6) Operational Readiness (10 points)** (4,500 maximum characters)

A. Address the project plans & preparation that is complete/confirmed, give specifics on the items below, or add what is relevant to your project , to demonstrate the project readiness.

**PROJECT READINESS**

- Architectural Drawings completed? Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Design Drawings completed? Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Project Team status? Explain Details \_\_\_\_\_
- Contracted with General Contractor? Explain Status \_\_\_\_\_
- Historic Preservation Board release issued (if applicable)? Yes \_\_\_ No \_\_\_ Not Applicable Explain Details \_\_\_\_\_
- Are the land use approvals completed? Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Permitting issued? Pre-permit meeting? (or status) Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Certificate of Occupancy issued? Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Three bids solicited/received OR explain Yes \_\_\_ No \_\_\_ Explain Status/Details \_\_\_\_\_
- Site preparations Yes \_\_\_ No \_\_\_ Details/Explain \_\_\_\_\_
- Is a (real estate) lawyer consulting on the project? Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Are there any third-party restrictions or contingencies? Yes \_\_\_ No \_\_\_ Explain Details \_\_\_\_\_

Does the applicant have a maintenance fund established to support future maintenance and repairs for this facility/equipment? Yes \_\_\_ No \_\_\_ Explain Details

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**Requirements, Attachments/Uploads** –Upload each of the required attachments.

**Q6a) Minutes from the organization’s board meeting** authorizing the project for which applicant is applying. (500 char. Response +1MB upload)

**Q6b) Board of Directors, including officers** (+1MB upload)

**Q6c) Project Team, including key staff** involved with project (+1MB upload)

**Q7) Financial Readiness (15 points)** -- Forms & Financial Position

**Form A: Certification from Professionals** – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain) (500 char. Response +1MB upload)

**Form B: Project Budget – Summary** (for proposed project/phase) – Indicate how grant funds and match will be spent. Include both revenue and expenses for the project, and in-kind (1MB upload)

**Form C: Matching Funds & Matching Funds documentation** \$1:\$1 of funds contributed specifically for the proposed project (group documentation, 1 upload each for: cash, pledges, in-kind) ( 3 times, at +1MB each upload)

1) 100% match of request amount required at application.

- \_\_\_% of cash match (cash in the bank/applicant cash, government appropriations/resolution, State of Florida or other major funders’ award notice); ED statement & bank statement required for applicant cash.
- \_\_\_% of pledges match (signed donor pledge, signed sponsorship or naming agreement)
- \_\_\_% of in-kind match (statement of value and service to be provided)
- *NOTE: A report will be provided to panel that confirms match & backup documentation.*

**Requirements:**

**Prepare: Financial Statements** – a) **audit and Form 990** from most recently completed fiscal year- these must be current on Nonprofit Search, and do not have to be uploaded to application, and

**Upload** most recent b) current year-to-date **Financial Statements** (if audit is more than 1 year old)-- both Balance Sheet and Statement of Income & Expenses from same reporting date.

**Q8) Care & Stewardship (5 points)** (1,500 maximum characters)

- A. Care, Maintenance plan
- B. Ability to last into the future
- C. Your resources dedicated to maximizing the useful life.

**Requirements, Attachments/Uploads** –Upload the required attachments, if not included within applicant’s Nonprofit Search portrait.

**Q8) Long-range or strategic plan** (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project). (1,500 char. +1MB upload)

**Support Materials: (Optional)** – (1,500 maximum characters +3MB upload)

**Proof of Ownership, Lease and/or sublease** with remaining term from date of application, include all addendums. (1,000 maximum characters +3MB upload)

**Attached Application Forms:**

1. Certificate of Professionals or Bids
2. Budget Summary
3. Match Summary
4. Five Year Operating Forecast
5. Project Readiness Questionnaire
6. Panelist Grant Scoring Rubric

DRAFT

# GRANT PROGRAM TIMELINE

## **Approvals of guidelines**

January 4 – Final Draft of Guidelines sent to Tourist Development Council (TDC) for approval

January 9 – Guidelines go before TDC for approval

January 21 – Guidelines go before the COCA Board of Directors for approval

January 26 – Guidelines go before the County Commissioners for approval

## **Release guidelines to public**

February 1, 2016

## **Grant Review/ Application window**

February 1- March 4, 2016

## **Grant Application deadline**

March 4, 2016

## **COCA reviews and prepares applications for panelists**

March 4 – April 18, 2016

## **Grant panel meeting**

April 18, 2016

## **TDC review and approve grants**

May 5, 2016

## **Funding released to grantees**

Approximately June 15, 2016