



**LEON COUNTY**  
TOURIST DEVELOPMENT COUNCIL

**Thursday, March 3, 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**
  - January 7, 2016 Meeting Minutes
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
  - Financial Reports: Jan. 2016 / Feb. 2016; Year-to-Date Tax Collections
  - Advertising/PR Activity Report/Digital Activity and Research Reports
- IV. General Business – **Bo Schmitz**
  - Washington Square Project—Ken McDermott
  - Update on Florida Jazz and Blues Festival—Jon Brown
  - 2nd Cycle Sports Grants—Brian Hickey
  - Transportation Grant Policy Discussion—Janet Roach
  - First Quarter Research Report & Children’s Week—Joseph St. Germain
  - Spring xAd Report—Mallory Hartline
  - Staff Reports
- V. Director’s Report – **Lee Daniel**
  - FY 2017 Budget and Sales Plan Process/Fund Balance
  - Spring Concert Ticket Sales
  - LEADS Listening Session
  - Airbnb Meeting
  - Items on the March 8 County Commission Agenda
  - Amphitheater Stage Weatherization Update & STAGE Committee
  - Process to Select New Tourism Development Director
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

### **Next Meeting:**

May 5, 2016 – 9:00 a.m.  
Board of County Commissioners  
Commission Chambers

## **Tourist Development Council**

### **Minutes of the January 7, 2016**

**Members Present:** Bo Schmitz, Chairman

John Kelly  
Marion McGee  
Paresh Master  
Russell Daws  
Matt Thompson  
Leigh Davis

**Members Absent:** Commissioner Scott Maddox  
Commissioner Nancy Miller  
Dr. Audra Pittman  
Commissioner Bryan Desloge

**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  
Laura Cassels, Tourism Development  
Janet Roach, Tourism Development

**Guest Present:** Roxanne Manning, CRA  
Dr. Joseph St. Germain, Downs & St. Germain Research  
Jon Brown, Florida Jazz – Blues Festival  
Julianna Smith, Zimmerman Agency  
Mallory Hartline, Zimmerman Agency  
Kate Bonnevier, Zimmerman Agency  
Kevin Carr, COCA  
Heather Peeples, Leon County Economic Vitality  
Lisa Ingram, City of Tallahassee- Commissioner Nancy Miller's Office  
Chucha Barber, Chucha Barber Productions  
Ryan Amodtt, Leon County Administration  
Cristina Paredes, Leon County Economic Vitality  
Leslie Smith, Tallahassee Democrat

Meeting was called to Order at 9:05 am.

Chairman Bo Schmitz opened up the meeting by welcoming the two newest members to the TDC John Kelly and Leigh Davis. Leslie Smith was presented an award on behalf of the TDC and TSC for her tremendous service.

Lee Daniel gave an update to the minutes by stating that the fund balance will be shown at the March 3, 2016 meeting.

**Consent Agenda** - Russell Daws moved and second by Marion McGee.

**Election of Chair** - Lee Daniel stated that it was time to elect a chairman. Russell Daws moved that Bo Schmitz should serve another term. Second by Paresh Master. It passed unanimously.

**Update on CRA/Arts District** - Roxanne Manning gave an update report and also passed out a photo handout.

**Florida Jazz and Blues Festival Signature Event Grant Funding Request** – Jon Brown gave an overview of the festival events. Russell Daws moved and Paresh Master second to start the funding at \$20,000. Chairman Schmitz asked if the TDC could do an alternative motion to increase the funding to \$42,500 depending on the talent which this festival could possibly bring to Tallahassee. Russell Daws modified his motion, second by Paresh Master depending upon the talent. Jon Brown was asked by the TDC to come back to the March meeting to give an update on the talent, plus private and public sponsorship sales. It was unanimously approved. Marion McGee abstained from voting on the motion.

**Out of Cycle Sports Grants** - Brian Hickey gave a report on the four out of cycle events to be held in February. These events would bring in 2,000 visitors, 1,200 room nights and direct spending of more than \$500,000. Russell Daws moved and Paresh Master second. It was unanimously approved.

**Cultural Plan Capital Matching Grant Guidelines** -Dr. Kevin Carr passed out an updated version of the Cultural Plan Capital Matching Grant Guidelines. Chucha Barber a member to of the Cultural Plan Advisory Committee also assisted Dr. Carr with his presentation. Lee Daniel stated that there were a few minor edits that were recommended by the County Attorney Patrick Kinni. The final version is attached.

If COCA makes major changes at their next board meeting then it would have to be brought back to the TDC March meeting for reconsideration. Marion McGee moved to accept the guidelines as presented and second by Paresh Master. It was unanimously approved.

## **Staff Reports**

**Marketing Communications** – Laura Cassels gave report for Lauren Pace. The report included three individual media visits, visit by German travel blogger, Tracey Antinoli-Suitcase Scholar, Nancy Moreland and contributing editor with Orlando Magazine, Georgia Family Magazine, The Weather Channel. Com, Upscale Magazine- Family Travels On A Budget, Visit Florida, Orlando Signature Magazine, six British publications ; Hosted dinner for British Olympic Dive Team; hosted dinner for FHSAA cross country visitors; updated websites; completed restaurant and nightclub descriptions.

**Meetings and Conventions** - Janet Roach gave report on her recent activities in November. She went to the Rejuvenate Tradeshow, Florida Encounter Conference and hosted a site visit for the upcoming Sixtel Conference. Also, Janet hosted the Florida Society of Association Executives for meeting planners only.

**Visitors Services** – Andi Ratliff gave an update of the some of the changes that are taking place at the Visitors Center. The Visitors Center is in the process of getting a new look, new merchandise, new displays and new furniture. She stated that there has been a significant increase in the amount of guest who has come into the center asking for information.

**Sports** – Brian Hickey gave an updated report on the activities. They hosted four representatives from AAU who have since awarded Tallahassee with the National Cross Country Championship in December of 2016. Brian stated that Tallahassee did not get the bid to host the USA Track & Field Cross Country Event in 2017. Baseball and Softball events will be getting started in February and go through August. Currently, applications are being accepted for the second cycle grants which will come before the board at the March meeting.

### **Director's Report**

**Upcoming Concerts** – February 27<sup>th</sup> – OAR, April 9<sup>th</sup> - World of South Festival and April 22<sup>nd</sup> – Boz Scaggs.

**County Board Retreat** – Lee Daniel stated that two things were approved at the retreat: (1) Weatherization of Amphitheater stage and covering the seats in which \$586,000 from the BP settlement would be used; if the cost is more than this amount, then the CRA would be asked to provide financial support from the \$5 million performing arts center account. The stage weatherization is the top priority of the two projects. Any amphitheater improvements will take sound mitigation into consideration. (2) Take \$160,000 of the remaining BP settlement and bring in two to four bigger acts over the next two years without increasing the price of tickets.

**Choose Tallahassee Contract** – The contract has been finalized.

**Leisure Sales Position Interviews** – The interviews for this position will take place on next week.

**Tallahassee Centre** – Matt Thompson suggested that we should ask Shawn Baker to come back and give another update on the status of the work being done.

Adjournment: 10:41 a.m.

Next Meeting: Thursday, March 3, 2016

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Chairman Bo Schmitz

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Attest: Aundra Bryant

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*December 2015/January 2016*

**I. Marketing Communications**

Development Activities:

- Coordinated individual media visits for bloggers Sven Tornow with NeverSeenBefore.de, Tracy Antonioli with TheSuitcaseScholar.com, Erin Bender with TravelWithBender.com and Nancy Moreland, contributing editor with Orlando Magazine
- Assisted Paige Townley, Sports Events Magazine, with information and images for feature website story on outdoor activities in Tallahassee area
- Participated in the VISIT FLORIDA Marketing Retreat as Co-Chair of the Communications Committee
- Distributed African American Heritage Media Kit to 32 daily newspapers and niche and/or travel magazines in Florida, Georgia and Alabama
- Sent invitations for the Culturally Quirky group media tour (Feb. 25 – 28) to 34 editors of regional newspapers, lifestyle and cultural magazines in Florida, Georgia, Alabama and one national magazine, AFAR – five confirmed RSVP's to-date
- Coordinated on-air interview with WTXL-TV for Brian Hickey regarding the sports grants
- Coordinated and/or wrote feature stories for VisitTallahassee.com on Tallahassee Named Top Swim City, Segway Tours, Golden Spoon Winners, Insane Inflatables 5K, Capital City Course on Historic Golf Trail, Spaghetti 100, Holiday Happenings, Holiday Shopping, MLK Dare to Dream Festival, Tallahassee Marathon, Tours in Tallahassee, African American Heritage, Kinsey Collection and the new racing exhibit at Museum of Florida History
- Coordinated and/or wrote news releases for 2<sup>nd</sup> Cycle of Sports Grants and African American Heritage
- Attended Tourism Day educational sessions and industry functions, coordinated Leon County presence at evening street festival, which included County tourism van on display and distribution of spring concert series flyers and visitor guides
- Discussed marketing activities for Spring Concert Series with County Administration
- Strategized local promotions for upcoming Spring Concert Series with Scott Carswell, John Summers, Cora Yongue and Gary Stogner
- Discussed marketing and promotion opportunities with Tallahassee Marathon event organizers and Amanda Heidecker
- Discussed the scope of administrative support the Division will provide Choose Tallahassee, pending tasks and strategized about the contest and marketing

efforts. Marjorie Turnbull, Dave Bruns, Lee Daniel, Brian Hickey, Gary Stogner and Lauren Pace attended this meeting.

- Attending 'Writing for Mass Communications' class at Tallahassee Community College
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Edited social media content ensuring relevant and engaging posts

#### Performance Measures:

- Reviewed, edited and approved social media posts (Facebook, Twitter and Instagram)
- 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:

- Attended Florida Encounter and conducted 30 appointments with meeting planners interested in booking meetings in Florida.
- Attended and networked at the Florida Society of Association Executives (FSAE) Power Luncheon in December with nearly 100 meeting professionals and decision makers.
- Partnered with the sports and visitor services departments to conduct holiday sales calls to hospitality partners during December.
- Provided content and assisted in producing the Association Market E-Pro Newsletter for Florida, Georgia and Washington DC based meeting planners in January.
- Coordinated site visits to area hotels and attractions for the Road Scholar's 7 day Forgotten Coast Tour planned for the winter of 2017 with an expected 24 visitors.
- Working with local associations and meeting planners to secure images of events during the current legislative session for our image library.
- Collaborating with the communications department to enhance the meeting and group webpages on [www.VisitTallahassee.com](http://www.VisitTallahassee.com) including updating the list of local vendors and other content.
- Reviewed and researched more than 75 XSITE Tradeshow meeting planner profiles for appointments at the event in February.
- Assisted the Florida Baptist Church of West Palm with hotel site visits for the Advance Mission Trip in March 2016 with an anticipated 300 visitors.
- Selected to join the Florida Society of Association Executives (FSAE) 2016 Foundation Grant Committee.

## Performance Measures:

- Sent seven leads with 1,273 visitors, 1,588 room nights and an estimated \$899,711 in direct spending.
- Currently working 15 tentative groups with 2,818 visitors, 3,193 room nights and an estimated \$2,771,244 in direct spending.
- Booked 12 groups with 4,059 Visitors, 4,031 room nights and an estimated \$3,699,173 in direct spending.

## Events Hosted (Anticipated numbers):

- Frontline Skin Cancer Education Conference (December 4-5, 2016) with 50 visitors, 100 room nights and an estimated \$31,763 in direct spending.
- Wilhelm/Coxen Wedding (December 29-31, 2015) with 30 visitors, 30 room nights and estimated \$10,440 in direct spending.
- Physical Phenomena at High Magnet Fields VIII (January 6-9, 2016) with 180 visitors, 720 room nights and an estimated \$139,775 in direct spending.
- Miami Association of Realtors (January 12-13, 2016) with 150 visitors, 150 room nights and an estimated \$61,532 in direct spending.
- Consortium of Florida Educational Foundations- Legislative Meeting (January 12-14, 2016) with 25 visitors, 50 room nights and an estimated \$14,756 in direct spending.
- Huanec Paucar-Johnson Wedding (January 14-16) with 50 visitors, 50 room nights and an estimated \$17,400 in direct spending.
- Florida Parent Teacher Association (January 22-25, 2016) with 50 visitors, 134 room nights and an estimated \$47,884 in direct spending.
- 2016 Children's Week (January 23-29, 2016) with 3,000 visitors, 3,000 room nights and an estimated \$3,013,322 in direct spending.
- Florida Senior Day (January 25-29) with 2,000 visitors, 1,250 room nights and an estimated \$1,765,784 in direct spending.

## **IV. Visitor Services**

### Development Activities December & January:

- Coordinated updates to welcome center including the installation of new welcome reception desk and visual displays.
- Coordinated and hosted reception for guided tour partners and hoteliers.
- Coordinated efforts for holiday sales calls. Assembled and assisted in delivery of holiday gifts to hotel partners.
- Purchased logo wear for Visit Tallahassee staff.
- Set up new vendors for the gift shop and oversaw gift shop sales and vendor payments. We had a 161% increase in sales year over year for December and a 102% increase in sales year over year for January.
- Assisted in distributing marketing materials for Spring on Stage concert series to local businesses and coordinating display of concert cards in local restaurants.
- Assisted sales departments with promotional needs for groups and events.
- Participated in the Florida Tourism Day by distributing visitor guides and concert flyers.

- 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.
- Designed new Spring on Stage window display for Visitor Information Center.
- Assembled and delivered welcome baskets for visiting journalists.
- Update seasonal events featured on the Spring on Stage landing page.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- December: Provided services to 292 walk-in visitors (243 domestic and 49 international)
- January: Provided services to 288 walk-in visitors (235 domestic and 53 international)

Telephone Visitor Services

- December: Fulfilled 157 telephone inquiries
- January: Fulfilled 150 telephone inquiries

Visitor Gift Store Sales

- December: \$733.34 in total sales
- January: \$401.09 in total sales

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

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: December - 13 | January - 19
- Inquiries from advertisements: December - 155 | January - 458
- Website requests for visitor guides: December - 73 | January - 134
- Provided to Visitor Center guests: December - 141 | January – 158
- Distributed to area partners: December - 560 | January – 1,050
- Distributed to out of area welcome centers: December - 1,120 | January – 2,800

Group Services Requests :

- Distributed 3,715 visitor guides and other material to the following:
  - Rock-a-thon - John G Riley House
  - Tallahassee Ultra Distance Classic
  - Park Charleston Neighborhood
  - Downes / Sweat Wedding
  - Coons / McRae Wedding
  - Sanjuan Wedding
  - Childers / Proctor Wedding

- Wilhelm Wedding
- Junior League of Florida Winter Conference
- Legislature Welcome Bags
- First Story Real Estate Group
- Tallahassee Marathon
- Florida A&M International Students Orientation
- Senior Day
- FSU Sigma Sigma Sigma Reunion
- Leroy Collins Library 25th anniversary
- Florida State University Faculty Interviews
- Florida Tourism Day
- Capital Tiger Bay Club Luncheon

## **VI. Sports Marketing**

### Development Activities:

- Participated in a post event conference call meeting with the Florida High School Athletic Association event staff and Ricky Bell of Leon County Schools. The FHSAA staff shared feedback with us from the coaches committee that reviews each state championship. The coaches committee raved about the course, venue and enjoyed the meet.
- Promoted the second cycle of the Leon County Special Event Grants sports program through emails and newsletter.
- Prepared a presentation for 2017 USA Track & Field Junior Olympic National Cross Country Championship to be presented at the USATF Annual Meeting.
- Traveled to Houston, TX to with Leigh Davis and Local USATF Officials Eric Smith and JJ Meadows to conduct a bid presentation for the 2017 USATF Junior Olympic National Cross Country Championship.
- Traveled to San Francisco, CA to preview the 2015 USATF Club National Cross Country Championship and promote the 2016 USATF Club National Cross Country Championship hosted in Tallahassee next December.
- Conducted holiday sales calls to area hotels properties with other members of the Visit Tallahassee sales team.
- Hosted the Tallahassee Sports Council Advisory Committee Meeting at the Aloft Downtown.
- Conducted a Tallahassee Sports Council orientation session for Leigh Davis the new chair of the council.
- Participated in two Apalachee Regional Park Stakeholders Master Planning meetings and the Apalachee Regional Park public master planning meeting.
- Discussed marketing efforts and the plan for the expo with Ely Rosario the Tallahassee Marathon
- Submitted three Florida Sports Foundation grant applications for 2016 NCAA Cross Country Regional, USA Diving Junior Regional, and Florida State University Soccer Invitational.
- Conducted a conference call with Irene Herman meet director for the 2015 USATF Club Cross Country Championship to discuss logistics of the event.
- Participated in the 2016 Tourism Day held at the Donald L. Tucker Center.

- Conducted a conference call with USATF staff and committee members to discuss registration cost, timing company specifics, hotel needs, award presentation ideas and etc.
- Took part in a walk-thru of a potential disc-golf course out at Apalachee Regional Park.
- Met with City Parks and Recreation staff and Chris Hill the Tallahassee Bike Polo president to discuss future tournaments in Tallahassee and potential grant funds available to help support these events.
- National Association Sports Commission (NASC) Board of Directors call participated in the monthly National Association Sports Commission Board of Directors conference call.
- Met with FAMU Athletics staff Angela Suggs and Erik Rashad to discuss potential events eligible for grants funds and explained the partnership between FAMU and Visit Tallahassee / Tallahassee Sports Council.

Performance Measures:

### **Events Hosted (Anticipated numbers)**

- Capital City Classic Wrestling Tournament, December 11-12, 2015 with 151 room 1,802 visitors and estimated direct spending \$529,475.
- Tallahassee Community College Holiday Classic (Women), December 28-29, 2015 with 30 room nights 100 visitors and estimated direct spending \$33,235.
- Maclay Florida Capital Soccer Invitational, December 4-5, 2015 with 220 room nights, 900 visitors and estimated direct spending \$249,206.
- Timberwolf Classic Showcase, December 11-12, 2015 with 250 room nights, 800 visitors and estimated direct spending \$221,516.
- Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, January 22-24, 2016, 175 room nights, 400 visitors, and estimated direct spending \$173,768.
- 2015 AAU Gymnastics State Qualifier, January 30-31, 2016, 250 room nights, 500 visitors and estimated direct spending \$140,851.
- Trojan Invitational Wrestling Tournament, January 30, 2016, 50 room nights, 420 visitors and estimated direct spending \$142,948.
- Inspire MLK Invitational Basketball Tournament, January 15-18, 2016, 425 room nights and 745 visitors and estimated direct spending \$336,490.

### **Booked (Anticipated numbers)**

- AAU National Cross Country Championship, December 3-4, 2016, 2,500 room nights, 4,000 visitors and estimated direct spending \$1,630,632.
- AAU Region 9 Track & Field National Qualifier, June 23-26, 2016, 850 visitors, 900 room nights and an estimated direct spending of \$350,536.

### **Leads Distributed (Anticipated numbers)**

- FHSAA Regional Wrestling Tournament February 26-28, 2016 with 170 room nights, 1,300 visitors and estimated direct spending \$366,213.

- AAU Region 9 Track & Field National Qualifier, June 23-26, 2016, 1000 visitors, 1400 room nights and an estimated direct spending of \$350,536.
- FHSAA Regional Wrestling Tournament, February 26-28, 170 room nights, 1,300 visitors and estimated direct spending \$366,213.
- FSU Relays, March 25-26, 2016, 800 room nights, 2,500 visitors and estimated direct spending \$634,364.
- FSU Twilight Invitational, April 15-16, 2016, 400 rooms nights, 2,500 visitors and estimated direct spending \$380,636.
- AAU National Cross Country Championship, December 3-4, 2016, 2,500 room nights, 4,000 visitors and estimated direct spending \$1,630,632.
- USATF Club XC National Championship, December 9-10, 2016, 2,000 room nights, 3,000 visitors and estimated direct spending \$1,928,930.

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending January 31, 2016

<b>3 3/4-Cents Collections</b>		YTD	January	FY 2015/16	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 1,263,436.22	\$ 276,853.28	\$ 3,455,625	37%	(2,192,189)	
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	844.88	682.25	4,000			
366930	Other Contributions/Partnerships	1,100.00	100.00	3,000			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	-	-				
399900	Appropriated Fund Balance			177,815			
	Total Estimated Receipts			3,707,355			
		<u>\$ 1,275,581.10</u>	<u>\$ 287,835.53</u>				
Acct #	EXPENDITURES	YTD	January	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 72,558.17	\$ 16,834.92	\$ 237,113	\$ 217,691	33%	\$ 145,133
51250	Regular OPS Salaries & Wages	4,862.26	1,132.74	10,606	21,749	22%	16,887
52100	FICA	5,008.48	1,309.92	18,670	16,999	29%	11,991
52200	Retirement Contributions	11,593.65	2,675.69	35,077	34,778	33%	23,184
52210	Deferred Compensation	36.81	9.59	755	766	5%	729
52300	Life & Health Insurance	10,717.68	3,464.04	36,819	43,742	25%	33,024
52400	Workers Compensation	201.29	46.71	443	497	41%	296
53400	Other Contractual Services	33,939.99	8,333.33	115,500	115,500	29%	81,560
54000	Travel & Per Diem	40.00	-	7,500	7,500	1%	7,460
54101	Communications - Phone System	295.02	295.02	3,150	3,150	9%	2,855
54300	Utilities	3,169.76	964.75	14,500	14,500	22%	11,330
54400	Rental & Leases	2,519.06	1,097.70	5,000	9,500	27%	6,981
54505	Vehicle Coverage	779.00	779.00	779	779	100%	-
54600	Repair & Maintenance	5,748.88	5,193.88	34,000	34,000	17%	28,251
54601	Vehicle Repair	113.42	74.42	1,210	522	22%	409
54900	Other Current Charges	494.25	58.00	1,971	1,971	25%	1,477
55100	Office Supplies	-	-	1,000	1,000	0%	1,000
55200	Operating Supplies	1,297.93	240.38	7,500	3,000	43%	1,702
55210	Fuel & Oil	85.20	31.31	1,000	1,000	9%	915
55400	Publications, Memberships	546.34	48.36	2,300	2,300	24%	1,754
55401	Training	400.00	400.00	3,000	3,000	13%	2,600
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 193,685.59	\$ 52,077.24	\$ 1,083,786	\$ 1,168,786	17%	\$ 975,100
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 134,124.67	\$ 32,043.68	453,676	453,676	30%	319,551
51210	Regular OPS Salaries & Wages	4,862.36	1,132.76	21,749	21,749	22%	16,887
52100	FICA	10,415.78	2,479.80	37,321	37,321	28%	26,905
52200	Retirement Contributions	9,760.77	2,328.21	34,279	34,279	28%	24,518
52210	Deferred Compensation	249.81	61.51	62	62		(188)
52300	Life & Health Insurance	8,361.07	2,710.42	63,499	63,499	13%	55,138
52400	Workers Compensation	561.24	133.66	1,757	1,757	32%	1,196
53400	Other Contractual Services	22,175.00	2,525.00	87,700	87,700	25%	65,525
54000	Travel & Per Diem	11,977.87	6,753.41	81,070	81,070	15%	69,092
54100	Communications Services	1,454.58	425.84	7,823	7,823	19%	6,368
54101	Communications - Phone system	-	-	1,550	1,550	0%	1,550
54200	Postage	3,108.46	912.99	48,000	48,000	6%	44,892
54400	Rental & Leases	440.55	293.70	3,347	3,347	13%	2,906
54700	Printing	-	-	5,400	5,400	0%	5,400
54800	Promotional Activities	4,929.83	1,512.81	29,500	79,500	6%	74,570
54860	TDC Direct Sales Promotions	4,392.02	15.00	69,835	99,835	4%	95,443
54861	TDC Community Relations	5,639.65	-	13,300	18,300	31%	12,660
54862	TDC Merchandise	194.40	82.40	4,000	4,000	5%	3,806
54900	Other Current Charges	104,643.36	6,410.29	221,000	221,000	47%	116,357
54948	Other Current Chrg - Amphitheater	16,553.00	-	100,000	150,000	11%	133,447
55100	Office Supplies	1,700.47	765.84	3,700	3,700	46%	2,000
55200	Operating Supplies	481.84	312.55	5,000	5,000	10%	4,518
52250	Uniforms	-	-	2,000	2,000	0%	2,000
Acct #	EXPENDITURES	YTD	January	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 11,356.02	\$ 1,169.00	\$ 17,363	\$ 17,363	65%	6,007
55401	Training	1,972.99	1,616.50	8,000	8,000	25%	6,027
56400	Machinery & Equipment	-	-	-	-		-

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending January 31, 2016

58160	TDC Local T&E		596.78	389.64	390	390	153%	(207)
58320	Sponsorship & Contributions		-	-	16,100	16,100	0%	16,100
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	19,652.00	2,340.00	340,000	467,500	4%	447,848
	<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$	-	-	8,820	8,820	0%	8,820
	<i>Risk Allocations (495)</i>							
54500	Insurance	\$	6,760.00	6,760.00	6,760	6,760	100%	-
	<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
58260	Red Hills Horse Trials	\$	52,725.02	52,725	-	90,000	100%	37,275
	<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
	Total Expenditures	\$	787,182.32	220,967.03	4,862,130	5,295,681		

**1 1/4-Cent Collections**

Acct #	REVENUES	YTD Actuals	January Actuals	FY 2015/16 Adopt. Budget	FY 2015/16 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort Taxes (1 1/4-cent) <sup>2</sup>	\$ 421,143.36	\$ 81,443.83	\$ 1,151,875	\$ 1,151,875	37%	730,732
361111	Pooled Interest	-	-	-	-		
361320	Tax Collector FS 125.315	-	-	-	-		
366930	Refund from Prior Years	-	-	-	-		
	Total Revenues	\$ 421,143.36	81,443.83	\$ 1,151,875	\$ 1,151,875		

Acct #	EXPENDITURES	YTD Actuals	January Actuals	FY 2015/16 Adopt. Budget	FY 2013/14 Adj. Budget	% Budget Spent	Under/(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 January 31, 2016

**REVENUES**

- 1- Revenue received for the 3 3/4-cent collections \$276,853.
- 2 - Revenue received for the 1 1/4 -cent collections \$81,444.

No Transfers.

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**Tourist Development Council**  
Statement of Cash Flow  
Period Ending February 29, 2016

<b>3 3/4-Cents Collections</b>		YTD	February	FY 2015/16	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 1,576,511.22	\$ 313,075.00	\$ 3,455,625	46%	(1,879,114)	
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	1,020.53	175.65	4,000			
366930	Other Contributions/Partnerships	1,100.00	100.00	3,000			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	-	-				
399900	Appropriated Fund Balance			177,815			
	Total Estimated Receipts			3,707,355			
		<u>\$ 1,588,831.75</u>	<u>\$ 323,550.65</u>				
Acct #	EXPENDITURES	YTD	February	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 89,393.08	\$ 16,834.91	\$ 237,113	\$ 217,691	41%	\$ 128,298
51250	Regular OPS Salaries & Wages	6,048.81	1,186.55	10,606	21,749	28%	15,700
52100	FICA	6,322.55	1,314.07	18,670	16,999	37%	10,676
52200	Retirement Contributions	14,273.26	2,679.61	35,077	34,778	41%	20,505
52210	Deferred Compensation	46.07	9.26	755	766	6%	720
52300	Life & Health Insurance	14,181.72	3,464.04	36,819	43,742	32%	29,560
52400	Workers Compensation	248.15	46.86	443	497	50%	249
53400	Other Contractual Services	42,273.32	8,333.33	115,500	115,500	37%	73,227
54000	Travel & Per Diem	40.00	-	7,500	7,500	1%	7,460
54101	Communications - Phone System	295.02	-	3,150	3,150	9%	2,855
54300	Utilities	4,170.15	1,000.39	14,500	14,500	29%	10,330
54400	Rental & Leases	3,051.76	532.70	5,000	9,500	32%	6,448
54505	Vehicle Coverage	779.00	-	779	779	100%	-
54600	Repair & Maintenance	5,748.88	-	34,000	34,000	17%	28,251
54601	Vehicle Repair	117.33	3.91	1,210	522	22%	405
54900	Other Current Charges	559.00	64.75	1,971	1,971	28%	1,412
55100	Office Supplies	-	-	1,000	1,000	0%	1,000
55200	Operating Supplies	1,694.03	396.10	7,500	3,000	56%	1,306
55210	Fuel & Oil	85.20	-	1,000	1,000	9%	915
55400	Publications, Memberships	546.34	-	2,300	2,300	24%	1,754
55401	Training	400.00	-	3,000	3,000	13%	2,600
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 272,292.06	\$ 130,683.71	\$ 1,083,786	\$ 1,168,786	23%	\$ 896,494
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 166,168.35	\$ 32,043.68	453,676	453,676	37%	287,508
51210	Regular OPS Salaries & Wages	6,048.90	1,186.54	21,749	21,749	28%	15,700
52100	FICA	12,899.67	2,483.89	37,321	37,321	35%	24,421
52200	Retirement Contributions	12,092.87	2,332.10	34,279	34,279	35%	22,186
52210	Deferred Compensation	310.99	61.18	61	61		(250)
52300	Life & Health Insurance	11,071.49	2,710.42	63,499	63,499	17%	52,428
52400	Workers Compensation	695.03	133.79	1,757	1,757	40%	1,062
53400	Other Contractual Services	22,675.00	500.00	87,700	87,700	26%	65,025
54000	Travel & Per Diem	13,459.18	1,481.31	81,070	81,070	17%	67,611
54100	Communications Services	1,923.03	468.45	7,823	7,823	25%	5,900
54101	Communications - Phone system	-	-	1,550	1,550	0%	1,550
54200	Postage	3,270.51	162.05	48,000	48,000	7%	44,729
54400	Rental & Leases	598.05	157.50	3,347	3,347	18%	2,749
54700	Printing	-	-	5,400	5,400	0%	5,400
54800	Promotional Activities	5,956.28	1,026.45	29,500	79,500	7%	73,544
54860	TDC Direct Sales Promotions	4,392.02	-	69,835	99,835	4%	95,443
54861	TDC Community Relations	5,639.65	-	13,300	18,300	31%	12,660
54862	TDC Merchandise	194.40	-	4,000	4,000	5%	3,806
54900	Other Current Charges	110,143.36	5,500.00	221,000	221,000	50%	110,857
54948	Other Current Chrg - Amphitheater	33,303.00	16,750.00	100,000	150,000	22%	116,697
55100	Office Supplies	1,493.98	(206.49)	3,700	3,700	40%	2,206
55200	Operating Supplies	481.84	-	5,000	5,000	10%	4,518
52250	Uniforms	-	-	2,000	2,000	0%	2,000
Acct #	EXPENDITURES	YTD	February	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 11,307.02	\$ (49.00)	\$ 17,363	\$ 17,363	65%	6,056
55401	Training	1,972.99	-	8,000	8,000	25%	6,027
56400	Machinery & Equipment	-	-	-	-		-

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending February 29, 2016

58160	TDC Local T&E		596.78	-	-	-	#DIV/0!	(597)
58320	Sponsorship & Contributions		-		16,100	16,100	0%	16,100
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	24,302.00	4,650.00	340,000	467,500	5%	443,198
	<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$	-	-	8,820	8,820	0%	8,820
	<i>Risk Allocations (495)</i>							
54500	Insurance	\$	6,760.00	-	6,760	6,760	100%	-
	<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	\$	364,695.81	364,695.81	921,500	921,500	0%	556,804
58260	Red Hills Horse Trials	\$	52,725.02	-	-	90,000	100%	37,275
	<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
	Total Expenditures		\$ 1,337,742.95	\$ 602,637.87	\$ 4,861,740	\$ 5,295,291		

**1 1/4-Cent Collections**

Acct # REVENUES	YTD	February	FY 2015/16	FY 2015/16	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1 1/4-cent) <sup>2</sup>	\$ 525,501.36	\$ 104,358.00	\$ 1,151,875	\$ 1,151,875	46%	626,374
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 525,501.36	104,358.00	\$ 1,151,875	\$ 1,151,875		

Acct # EXPENDITURES	YTD	February	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 February 29, 2016

**REVENUES**

- 1- Revenue estimated for the 3 3/4-cent collections \$313,075.
- 2 - Revenue estimated for the 1 1/4 -cent collections \$104,358.
- 3 - FY15 True up(\$92,936.18) and FY16 1st Quarter(\$271,759.63) payment made to COCA.

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>201,511.55</b>	<b>258,206.32</b>								<b>1,300,214.54</b>
<b>(1-cent - 4th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77								433,404.85
<b>(1-cent - 5th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77								433,404.85
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87								2,167,024.24
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%								
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%								
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54								
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85								
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85								

**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.

## PINTEREST SOCIAL REPORT

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	288	280	280	288	<b>292</b>							
Likes	1	0	3	0	<b>0</b>							
Repins	18	6	7	9	<b>8</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 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.

**###**

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

## January 2016

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed January 1- 31, 2016. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 170

### Media Relations

Surrounding Black History month, secured Tallahassee's African-American heritage sites with *Upscale Magazine* – a national African-American lifestyle and entertainment publication and *Ocala Magazine* – an upscale city magazine focusing on central Florida living.

As a result of our 'Naturally Entertaining' group media tour, garnered an eight-page feature in *Epicurean Charlotte* – a publication that chronicles the joys of food and wine, reaching more than 10,000 affluent readers in a target direct flight market. The coverage positions Tallahassee as the new Savannah and even includes "Only in Tally Traveler Tips!" The article highlights 15 destination partners and features 17 images, as well as a direct link to [VisitTallahassee.com](http://VisitTallahassee.com).

### Media Experiences

Secured Scott Fais with *Florida on a Tankful* television series to come to Tallahassee February 14-16 to highlight Tallahassee in two segments. *Florida On A Tankful* airs in top target markets of Tampa and Orlando, and reaches 5 million households.

Secured *Birmingham Magazine* for an individual stay February 26 – 28 to feature Tallahassee in the May "Get Outdoors!" issue. *Birmingham Magazine* is the city's lifestyle magazine, covering arts and entertainment, reaching more than 48,000 readers.

### Promotions

Executed a national broadcast opportunity for Tallahassee 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 was 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 three (3) destination images and verbal mentions of Visit Tallahassee and the following partners: Park Avenue Inn, T-n-T Hide-a-Way, Tallahassee Museum, Zin & Sin and Coosh's Bayou Rouge.



Jacksonville radio promotion with WJGL-FM – the No. 1 classic hits station in the market is running Jan. 25 - Feb. 7. Valued at \$15,000 with a ROI of 21:1, the contest promotes Tallahassee's arts and culture offerings, such as the Opening Nights Performing Arts Series and Festival at Florida State University, and capitalizes on the incredible talent performing in Tallahassee over Valentine's Day weekend including Tony Bennett and Ana Gasteyer.

### **Client and Industry Relations**

Updating Tallahassee information on top OTA travel sites including: Kayak, Orbitz, Travelocity, Hotwire, TripAdvisor, Fodors, Booking, Expedia, Priceline and Hotels.com.

Executed weekly status calls/meetings with Client.

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

Screened marketing opportunities for maximum value and return on investment.

### **Publicity Monitoring**

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

###

# VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT

Dec. 1 2015 - Jan. 31, 2016  
 IMPRESSIONS: 3,140,735  
 TOTAL CIRCULATION: 110,000  
 TOTAL UNIQUE VISITORS: 3,634,489  
 TOTAL LISTENERSHIP: 360,000  
 TOTAL VIEWERSHIP: 4,300,000  
 TOTAL MEDIA VALUE: \$175,202.24



## Print

Outlet	Article Name	Date	Circulation	Media Value
<i>South Florida Parenting</i>	"Happy Trails"	January	100,000	\$3,943.00
<i>Epicurean Charlotte</i>	"Is Tallahassee The New Savannah?"	January	10,000	\$13,100.00
<b>TOTAL</b>			<b>110,000</b>	<b>\$17,043</b>

## Radio

Outlet	Segment Name	Date	Listenership	Media Value
WJGL-FM Jacksonville, FLA.	Romantic Valentine's Day Weekend	Jan. 25- Feb. 7, 2016	360,000	\$15,000.00
<b>TOTAL</b>			<b>360,000</b>	<b>\$15,000</b>

## Interactive

Site	Title	Date	Unique Visitors	Media Value
Sun Sentinel	"Happy Trails"	Dec. 14, 2015	3,600,000	\$40,370.24
Epicurean Charlotte	"Is Tallahassee The New Savannah?"	Dec. 28, 2015	N/A	\$800.00
Ocala Magazine	"Tallahassee Celebrates African-American Heritage"	Jan. 28, 2016	34,489	\$1,989.00
<b>TOTAL</b>			<b>3,634,489</b>	<b>\$43,159.24</b>

## Broadcast

Station	Segment Name	Date	Viewership	Media Value
NBC Today Show	Kathie Lee & Hoda's "Fan of the Week" contest	Jan. 25, 2016	4,300,000	\$100,000.00
<b>TOTAL</b>			<b>4,300,000</b>	<b>\$100,000</b>

Serving Miami-Dade, Broward and Palm Beach

# SOUTH FLORIDA Parenting

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**+ RESOLUTIONS  
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**SEE COVER KIDS FINALISTS INSIDE**

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(continued)

# Happy Trails

## TALLAHASSEE OFFERS ADVENTURES BEYOND THE CAPITOL DOME



Florida Capitol building

Many Florida fifth-graders and FSU/FAMU college students have a leg up on other Floridians -- they've been to Tallahassee.

Visiting the capital city is an exercise in history, but there is much more to explore, especially for families.

History is, of course, a large draw. The Florida Capitol building is gorgeous and located in the center of an historic downtown that is postcard pretty. I got lost on my way in, so I drove up to the Capitol from the bottom of a long hill that gives visitors a sense of the importance of the landmark building.

Brick-paved and tree-lined streets mark the downtown, which includes nighttime hotspots as well as restored buildings and modern luxury hotels. You can double your history lesson with a stay at The Governor's Inn. The hotel names every room for a Florida governor and lists their accomplishments with a plaque, so a walk down the hallway is a walk through the past. The inn was also built inside a stable, so the open and airy interior is filled with gorgeous wooden beams and maze-like walkways.

Florida State University is within walking distance of the Capitol, as are the space-themed Challenger Learning Center's IMAX theater and Cascades Park, which has waterfalls, play structures and light shows on weekend nights at the park's interactive Imagination Fountain.

### HIT THE TRAILS

The many trails around Tallahassee are just as cool as the downtown.

**Bike it:** The Tallahassee-St. Marks Historic Railroad State Trail is a 20-mile, paved rail-trail that travels from the city south to St. Marks. The smooth, shaded trail is great for bike-loving families, and the Wakulla Station Trailhead, near mile marker 9, provides water, shelter and restrooms. A mountain bike trail attaches to the railroad trail for more adventurous riders.

**Paddle it:** Take to the water with a guided kayak tour down Wakulla River. Keep an eye out for alligators, birds and other wildlife while exploring the peaceful river, which is fed by the spring that emerges at Wakulla Springs State Park. Companies such as TNT Hide-a-Way in Crawfordville, about 20 miles south of Tallahassee, rent out canoes, kayaks and stand-up paddleboards, and families can take a tour or set out of their own to explore the river.

Another way to see the river and its abundant wildlife is the Jungle Cruise at Wakulla Springs State Park. The Jungle Cruise is an excellent choice for families with younger children, providing a platform to see alligators, manatees and wading birds with an experienced tour guide in a comfortable, covered environment. The park also has a beach

and swimming area with a dive tower, a gorgeous lodge with 27 newly renovated guest rooms, the Ball Room Restaurant for fine dining, and "the world's longest marble soda fountain," which offers an array of ice cream creations.

**Zip it:** The Tree to Tree Adventure at Tallahassee Museum isn't for the faint-hearted, but it is a good place to learn zip-lining. Crafted for adventurers of many levels, the museum offers a free kids course, as well as higher, more challenging courses for taller participants. The Adventure isn't only zip lines; it includes tigtrope walks, ladders and other high-flying obstacles that add to the thrill. Guides suit up participants, show them the skills needed and then test them on the basics before sending them up the first ladder. A second stage on the more challenging course allows zip-liners to soar above native swamp land and ends in a race to the finish that will have you eager to leap off the final platform.

**Sing it:** At the end of a dirt road in the woods north of Tallahassee, the Bradfordville Blues Club is an experience far from South Florida's usual music venues. A Mississippi Blues Trail marker sits outside the Bradfordville Blues Club, noting the importance of the club's role in the "Gulf Coast 'chitlin circuit'" for touring African American jazz, blues and R&B musicians ... including B.B. King, Bo Diddley" and others. The small club, open Friday and Saturday nights, seats patrons around small tables or in rows inside, with room for a tiny dance floor, but there is plenty of room outside around the bonfire during breaks. (If going to the show isn't possible, you can enjoy a live broadcast from the Bradfordville Blues Club every Saturday at [1061thesound.com](http://1061thesound.com).)

**Eat it:** Designed to introduce people to local eateries, the Tallahassee Burger Trail is a meat-lover's dream. The website, [tallahasseeburger-trail.com](http://tallahasseeburger-trail.com), lets hungry viewers hunt for burgers by location, or they can browse the website's summaries, which give mouth-watering details about each top burger. I was told about the Burger Trail during my visit to the Wells Brothers' Midtown Caboose, a place that takes burger-making seriously. The menu is amazing, and it had me wishing I were staying in town longer so I could try more sandwiches. In addition to vegan and vegetarian options (and a delicious appetizer of fried pizza-dough balls called Pizza Chips), the Midtown Caboose offers sandwiches and burgers from classics, such as the Cuban Cigar, to exotic, such as the PB&J Burger and the Sushi Chef Burger (a beef patty topped with rare ahi tuna, wasabi aioli, eel sauce, sprouts and asparagus).

If you're feeling more like Italian fare, Joë Mama's Wood Fired Pizza serves up delicious specialty pies, as well as flights of local beers and Italian wines, in an upscale environment in Midtown Tallahassee.



family » **travel**

**Drive it:** There are few things more relaxing for me than driving under a canopy of trees. Tallahassee has nine official canopy roads for your driving pleasure. Visitors can download a map at [visittallahassee.com/explore/self-guided-tours/canopy-roads/](http://visittallahassee.com/explore/self-guided-tours/canopy-roads/).

**IF YOU GO**

- **THE GOVERNOR'S INN**  
850-681-6855, [thegovinn.org](http://thegovinn.org)
- **CHALLENGER LEARNING CENTER**  
IMAX, 850-645-7827, [challengerth.com](http://challengerth.com)
- **CASCADES PARK**  
[discovercascades.com](http://discovercascades.com)
- **TNT HIDE-A-WAY**  
850-925-6412, [tnthideaway.com](http://tnthideaway.com)
- **WAKULLA SPRINGS**, 850-561-7276,
- **TREE TO TREE ADVENTURE**  
AT TALLAHASSEE MUSEUM,  
850-575-8684, [TallahasseeMuseum.org](http://TallahasseeMuseum.org)
- **BRADFORDVILLE BLUES CLUB**  
850-906-0766, [bradfordvilleblues.com](http://bradfordvilleblues.com)
- **MIDTOWN CABOOSE**  
850-521-1933, [midtowncaboose.com](http://midtowncaboose.com)
- **JOE MAMA'S WOOD FIRED PIZZA**  
850-577-1231, [joemamaspizza.com](http://joemamaspizza.com)



# EPICUREAN

CHARLOTTE

Food & Wine Magazine

banner elk:  
the culinary hot spot  
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discover delicious  
snack tips for diabetics

is tallahassee the  
new savannah?

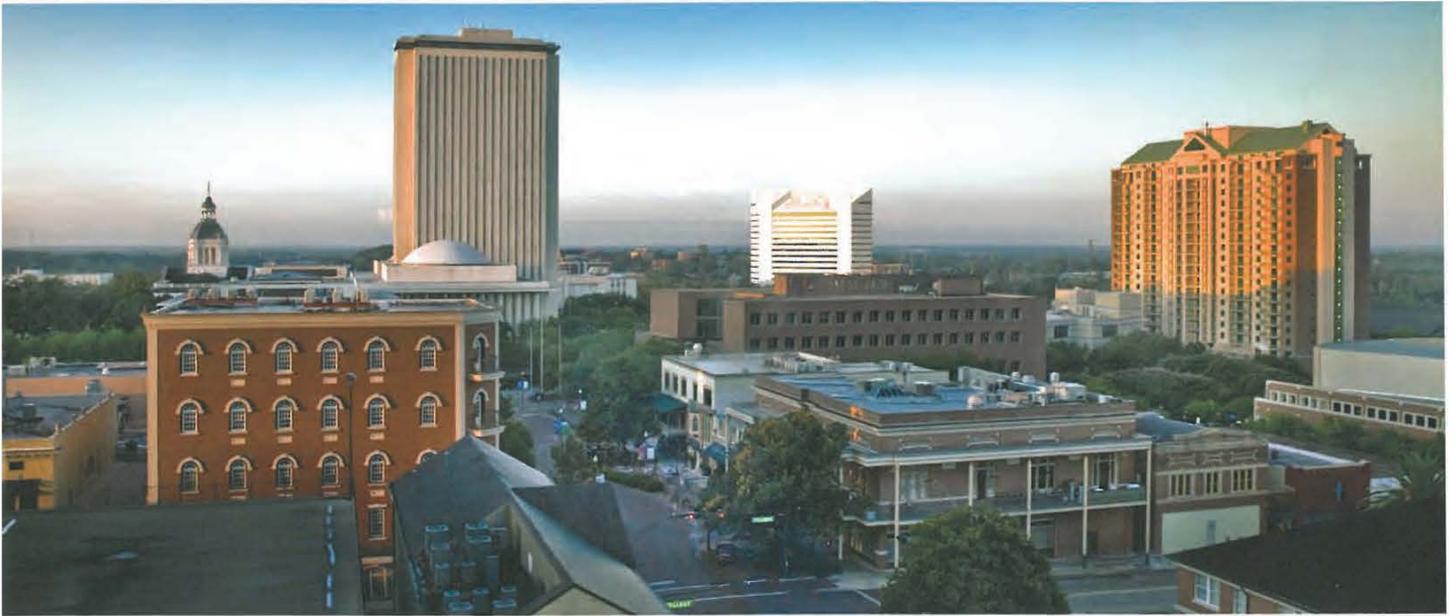
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epicurean charlotte food & wine

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# is tallahassee the new savannah?

**W**e know you love Savannah, Hilton Head Island, St. Simons Island and Sea Island. They're all quite lovely places. But before you book the same condo at the same beach this summer to see the same people you see at home in Charlotte every week, consider visiting a new destination.

Explore the fascinating sights, sounds and authentic flavors along a U.S. Hwy 319, a scenic byway that rambles through South Georgia to Florida's historic Capital City and on to the unspoiled beaches of St. George Island. Real road warriors can reach Tallahassee in less than eight hours, or use your frequent flyer miles to hop on a direct flight and arrive at Tallahassee's regional airport in an hour and a half. Pick up a rental car at the airport, throw your bags in the trunk and be on your way. The giant arms of moss-draped live oaks reach out to welcome you to sunny Florida. Drive along one of nine official canopy roads that create over 78 miles of naturally shaded tunnels, enhancing the local beauty of gentle rolling hills, lakes and rivers.

## **pick your plantation**

You don't have to live in Wisconsin to be a cheese head. Start your culinary pilgrimage to Georgia's farm country by traveling east on I-10 for just a few miles until you reach U.S. Hwy 319, a not-so-long lost highway that winds through the countryside and leads you into the charming town of Thomasville. Get lost somewhere in the early 1800s as you drive north along the historic Plantation Belt, one of the largest collections of antebellum plantations in America. That's when construction originally began on the 71 Southern impressive sites that still cover almost 300,000 acres in the 28-mile shady stretch between Thomasville and Tallahassee. Many of the historic homes are still utilized as sporting plantations, family homes and special event venues.

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cypress

### the sweet life in thomasville

Stop for lunch at **Sweet Grass Dairy**'s downtown cheese boutique and wine bar. Delicious pairings combine fresh, soft-ripened and naturally aged cow cheeses with signature jams, local honey, crunchy nuts and wine. Sweet Grass Dairy cows are barn-free, living the sweet life on a 140-acre Thomasville family farm and grazing on grass 365 days a year in the sunshine. Maybe that explains why the hand-crafted, world-class cheeses are so mellow and why they can be found in some of America's finest restaurants and markets.

Walk through quaint galleries, shops and cafés that line the well-worn sidewalks of the authentic small town. Grab a cup of organic java from **Grassroots Coffee Company** to get your blood pumping on your ride back to Tallahassee. Stop just outside of town for a tour of one of the famous working plantations.

A place of quiet beauty and architectural grandeur, **Pebble Hill Plantation** is a living museum on U.S. Hwy 319 near Thomasville that offers a glimpse into the genteel life of the Southern sporting plantation of yesteryear. Stroll leisurely through extensive grounds to view the plantation's scenic landscape and explore the many service buildings that surround the Main House. Visit the garage filled with antique automobiles and tour stables that house Pebble Hill's beloved horses and vintage carriages. Guided tours of the Main House include access to view an extensive art collection by renowned sporting and nature artists and rooms filled with original antique furnishings.

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### handle the pan

Since the Capital City is located just 25 miles from the Gulf of Mexico in The Panhandle of Florida, it seems logical that Tallahassee's thriving culinary community of farmers, chefs, cheese mongers and brew masters naturally know how to expertly handle an iron skillet and how to entertain. Tallahassee's foodie scene offers authentic Southern regional cuisine, international fare, fine dining and farm-to-table specialties.

Start the day with a bountiful brunch at **Backwoods Bistro** or try breakfast delicacies at **Paisley Café**, where every menu item uses only three carefully-sourced ingredients. The grits actually taste like creamy clouds, hand-stirred for over an hour in a bubbling bath of water and fresh cream before they are perfectly seasoned and topped with a dollop of locally-sourced apple butter. The hand-made scones are an equally heavenly treat.

Feast on local favorites, briny Apalachicola oysters and fresh seafood at the shady front porch seated outdoors beneath the live oaks or experience the elegant ambiance and inventive menu at **Cypress**. Locally-grown products like hand-crafted, naturally-aged cheeses from Sweet Grass Dairy, Tupelo honey from **Full Moon Farm** and smoked sausage and course-ground grits from **Bradley's Country Store** are key ingredients in many of Tallahassee's top restaurants.

### get a room

Book a room at a downtown inn, stay at a budget-friendly neighborhood chain or find a hip boutique hotel. The

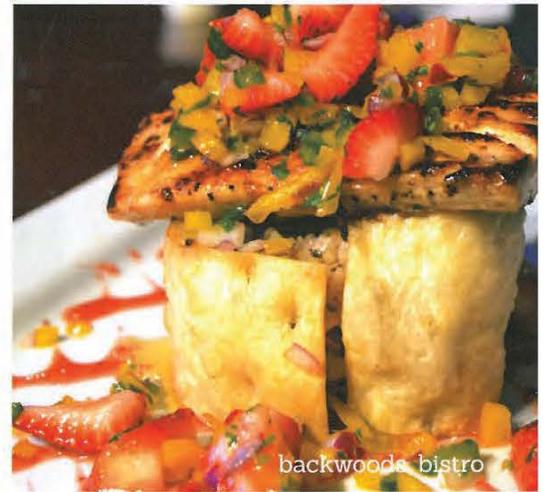
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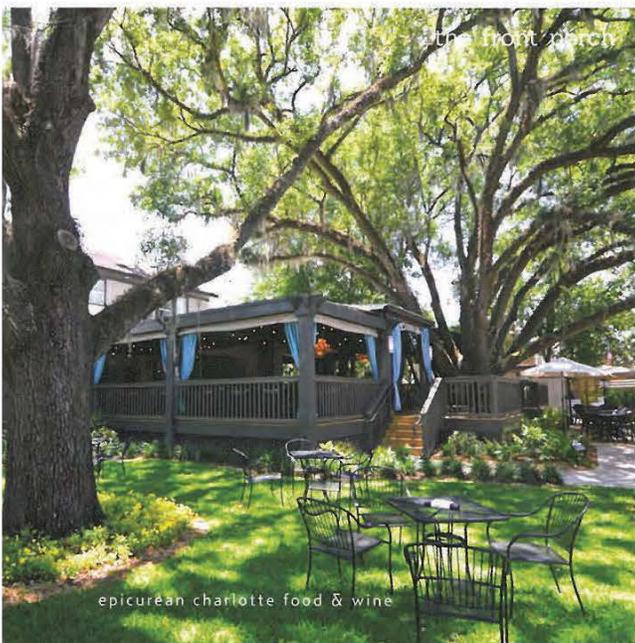
the brass tap



sweet grass dairy



backwoods bistro



the front porch

epicurean charlotte food & wine



whiskey café

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

### absorb the local culture

Tallahassee's cultural community is actively engaged in creating new events and experiences for locals and visitors. The inaugural **Word of South Festival** recently paired songwriters and authors together in public parks and local venues for a hybrid series that was part concert, part storytelling, part interactive interview. The nationally-acclaimed Avett Brothers (my personal favorites) kicked off the weekend with a crowd-pleasing concert at the **Capital City Amphitheater at Cascades Park**, a new surprisingly intimate downtown venue with an excellent acoustic design that seats 3,000 of your closest friends. An eclectic mix of Tally nightlife hotspots include chic bars, soulful jazz clubs and college hangouts.

### strap on the feed bag

Strap on the feed bag and continue your farm tour the following morning with a visit to **Bradley's Country Store**, where the family has prepared and sold Grandma Mary's fresh and smoked sausage recipes since 1927 at the quaint general store located on a pristine stretch on one of the famous canopied roads just 12 miles outside of Tallahassee. The legendary sausage is put out on the counter only after much care and handling. Locally-sourced pork and special seasonings with undisclosed amounts of red pepper, black pepper, sage and salt are combined without preservatives or additives to create the signature sausages. A portion of the seasoned meat is stuffed into natural casings and hung in the onsite smokehouse to cure using the fragrant smoke from oak and green hickory to develop the distinctive flavor. Bradley's old fashioned course-ground grits and sausage are highlighted on many local menus and packaged onsite straight from the historic gristmill and butcher shop. This authentic country store seems more like a gourmet purveyor with local jams, jellies, preserves and honey stocked on vintage shelves. Locals and visitors flock to this scenic spot to order smoked sausage dogs and Cokes in real glass bottles. The lucky ones find an empty rocking chair on the front porch to enjoy their hand-held feast. Others walk over to a shady spot by the pond to picnic.

For a sneak preview, order Bradley's sausage and course-ground grits at [bradleyscountrystore.com](http://bradleyscountrystore.com) for local home delivery.

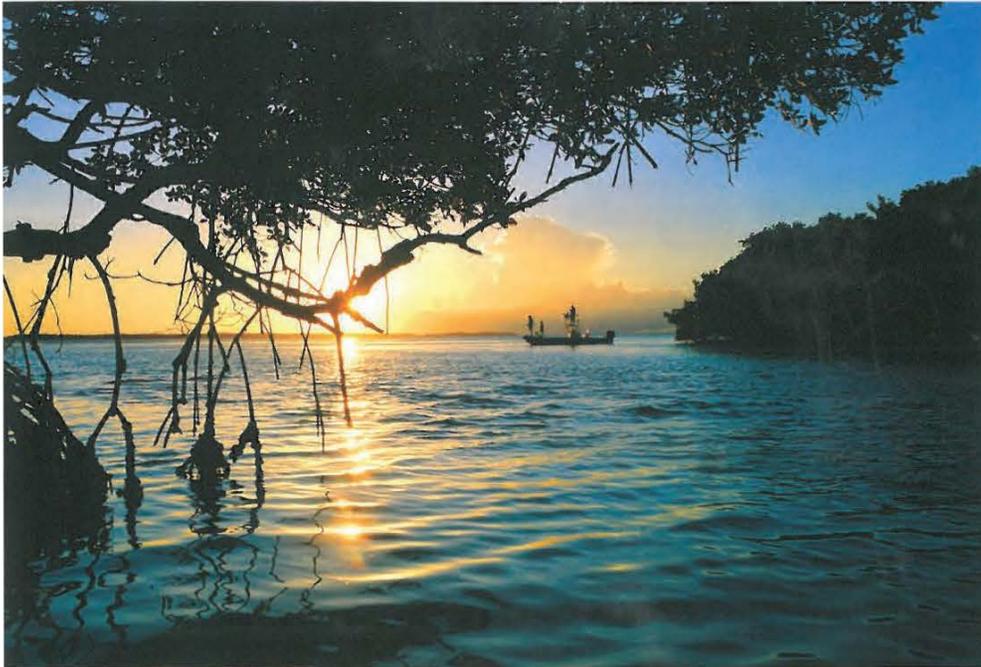
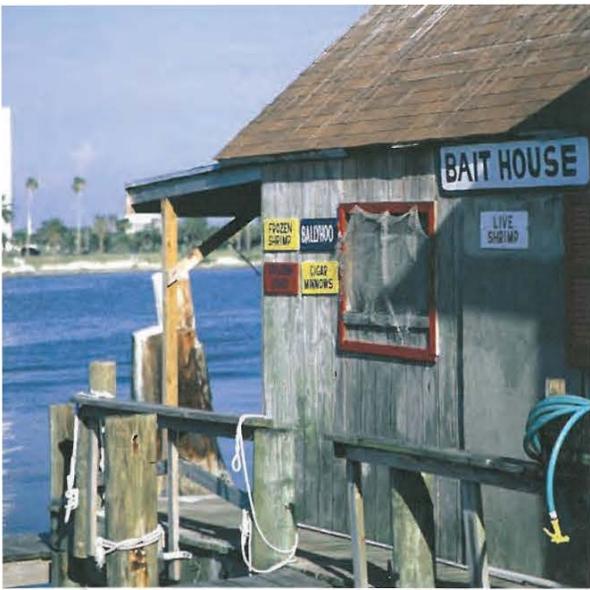
### see what the brew-ha-ha is all about

Taste dozens of craft beers and learn to discern an amber from an IPA at **The Brass Tap**, a favorite neighborhood brewpub. Try the giant pretzels with mustard to cleanse your palate. If you prefer cocktails, raise your glass on the rooftop at **Level 8** for a magnificent view of sunset in the Capital City from your al fresco perch while enjoying a charcuterie platter and a signature drink prepared by a mixologist. Relive your college days at a popular campus hangout like **Madison Social** (where bacon is a serious food group) or grab a bold bite from trendy food trucks that are conveniently parked near hopping hot spots.

### choose the blues

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

The BBC is still going strong today, and over 50 original portraits autographed by the "Kings and Queens" of the Blues serve as table tops and wall art. Look for Bobby Blue Bland, Clarence Carter, Guitar Shorty, Percy Sledge and Eddie Kirkland among the collection. Acclaimed blues artists play each weekend, but the BBC's secret is out. Buy your tickets in advance online at [bradfordvillebluesclub.com](http://bradfordvillebluesclub.com), because all seating is reserved, and look for your name on a barstool scratched on a piece of masking tape with a black magic marker. When the joint stops jumping during a band break, grab a cold beer and head out back to the infamous bonfire beneath the stars where Miss Ernestine's crispy catfish is practically jumping out of the fryer. Chat with the headliners and hear stories about the legendary musicians who rocked the BBC stage, still located at 7152 Moses Lane in Tallahassee with a spot on the National Historic Registry.



### burn baby burn

Along with all of the food and beverage options, Tallahassee has plenty of opportunities to burn a few calories. One of the most innovative is [Trailahassee](#). Once just a nickname among active enthusiasts to describe biking, hiking, running, paddling and equestrian trails in the Tallahassee area, Trailahassee is a single source of information for outdoor activities. [Trailahassee.com](#) is an innovative website that incorporates 600 miles of featured trails including basic information, videos, blog entries, photographs and interactive maps. Multiple search formats offer map views, list views, trail types, skill levels and activity-based content. Guests can even contribute to site content by tagging photos and posts with [#Trailahassee](#). Live feeds from Twitter, Facebook and Instagram apps make sharing experiences easy for outdoor enthusiasts.

### retreat to the beach

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

Look for the historic lighthouses along the way. The area's first lighthouse was built on Dog Island in 1873, but was destroyed by a hurricane just a few years later. Reconstructed in nearby Carrabelle, it now serves as a welcome center and museum, where guests may climb the lighthouse stairs and view historic artifacts. Another noteworthy lighthouse was built in 1852 on Little St. George Island and stood for more than 150 years before collapsing into the surf in October of 2005. Preserved bricks and original pieces of the iron lantern room were salvaged, and a new lighthouse was reconstructed in the center of St. George Island using the same patterns. Today, it's considered a local landmark along the forgotten coast.

Located on the eastern tip of the scenic barrier island, [St. George Island State Park](#) boasts nine miles of undeveloped beaches and high dunes well-known for abundant shelling and sea turtle nesting. The park is surrounded by the Gulf of Mexico to the south and Apalachicola Bay, one of the world's last pristine estuarine systems, to the north. Occupying nearly 2,000 acres, park terrain is a fascinating combination of sandy coves, salt marshes, shady pines and oak forest. Sleep beneath the stars or pitch a tent as

St. George Island State Park has 60 full-facility, pet-friendly campground sites, including a playground. Another primitive campsite, accommodating 12 people, is also available.

### for the birds

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

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

### catch of the day

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

Enjoy life's simple pleasures, like scenic drives, oyster harvests and homemade sausages. Picked fresh from the farm or caught fresh from the gulf, locavores love it. Get out there and experience new flavors. You can learn some important life lessons from happy cows. Just smile and say cheese, please. 🧀

[www.epicureancharlotte.com](http://www.epicureancharlotte.com)



# Only in Tally Traveler Tips!

- 1 Jingle your bells and sing carols where the first Christmas Mass was held in the U.S.
- 2 Take a dirt road down to the Bradfordville Blues Club and order fried catfish from Miss Ernestine.
- 3 Stand on sacred ground at Lake Jackson Mounds, a center for Native Americans from A.D. 1200-1500.
- 4 Spot manatees year round while paddling down pristine rivers.
- 5 See the only archaeological evidence of De Soto's expedition in North America.
- 6 Pick your own path to hike and bike through 600 miles of nature trails. (*Trailhassee.com*)
- 7 Chew the fat and taste Grandma Mary's famous sausage at Bradley's Country Store, open since 1927.
- 8 Stand guard at a reconstructed 1600s Spanish fort at Mission San Luis.
- 9 Join a giant pep rally and cheer on the Seminoles at a 'Downtown Get Down' before FSU home games.
- 10 Attend a classical concert under the live oaks on the pristine lawn at Goodwood Plantation.

[www.VisitTallahassee.com](http://www.VisitTallahassee.com)

## Tallahassee offers adventures beyond the Capitol dome



Many Florida fifth-graders and FSU/FAMU college students have a leg up on other Floridians -- they've been to Tallahassee.

Visiting the capital city is an exercise in history, but there is much more to explore, especially for families.

History is, of course, a large draw. The Florida Capitol building is gorgeous and located in the center of an historic downtown that is postcard pretty. I got lost on my way in and so approached the Capitol from the bottom of a long hill that gives visitors a sense of the importance of the landmark building.

Brick-paved and tree-lined streets mark the downtown, which includes nightclub hotspots as well as restored buildings and modern luxury hotels. You can double your history lesson with a stay at The Governor's Inn. The hotel names every room for a Florida governor and lists their accomplishments with a plaque, so a walk down the hallway is a walk through the past. The inn was also built inside a stable, so the open and airy interior is filled with gorgeous wooden beams and maze-like walkways.

Florida State University is within walking distance of the Capitol, as are the space-themed Challenger Learning Center's IMAX theater and Cascades Park, which has waterfalls, play structures and a weekend light show at the park's interactive Imagination Fountain.

### HIT THE TRAILS

The many trails around Tallahassee are just as cool as the downtown.

**Bike it:** The Tallahassee-St. Marks Historic Railroad State Trail is a 20-mile, paved rail-trail that travels from the city south to St. Marks. The smooth, shaded trail is great for bike-loving families, and the Wakulla Station Trailhead, near mile marker 9, provides water, shelter and restrooms. A mountain bike trail attaches to the railroad trail for more adventurous riders.

**Paddle it:** Take to the water with a guided kayak tour down Wakulla River. Keep an eye out for alligators, birds and other wildlife while exploring the peaceful river, which is fed by the spring that emerges at Wakulla Springs State Park. Companies such as [TNT Hide-a-Way](#) in Crawfordville, about 20 miles south of Tallahassee, rent out canoes, kayaks and stand-up paddleboards, and families can take a tour or set out of their own to explore the river.

Another way to see the river and the abundant wildlife surrounding it without the exertion of paddling is the Jungle Cruise at Wakulla Springs State Park. The Jungle Cruise is an excellent choice for families with younger children, providing a platform to see alligators, manatees and wading birds with an experienced tour guide in a comfortable, covered environment. The park also has a beach and swimming area with a dive tower, a gorgeous lodge with 27 newly renovated guest rooms, the Ball Room Restaurant for fine dining, and “the world’s longest marble soda fountain,” which offers quick eats and an array of ice cream creations.

**Zip it:** The Tree to Tree Adventure at Tallahassee Museum isn’t for the faint-hearted, but it is a good place to learn zip-lining. Crafted for adventurers of many levels, the museum offers a free kids course, the TREEmendous Adventure, as well as higher, more challenging courses for taller participants. The Adventure isn’t only zip lines; it includes tightrope walks, ladders and other high-flying obstacles that add to the thrill. Guides suit up participants, show them the skills needed and then test them on the basics before sending them up the first ladder. A second stage on the more challenging course allows zip-liners to soar above native swamp land and ends in a race to the finish that will have you eager to leap off the final platform.

**Sing it:** At the end of a dirt road in the woods north of Tallahassee, the Bradfordville Blues Club is an experience far from South Florida’s normal music venues. A Mississippi Blues Trail marker sits outside the Bradfordville Blues Club, noting the importance of the club’s role in the “Gulf Coast ‘chitlin circuit’ for touring African American jazz, blues and R&B musicians ... including B.B. King, Bo Diddley” and more. The small club, open Friday and Saturday nights, seats patrons around small tables or in rows inside, with room for a tiny dance floor, but there is plenty of room outside around the bonfire during breaks. (If going to the show isn’t possible, you can enjoy music from the Bradfordville Blues Club every Saturday night with a live broadcast at [1061thesound.com](#).)

**Eat it:** Designed to introduce residents and visitors to local eateries, the Tallahassee Burger Trail is a meat-lover’s dream. The website, [tallahasseeburgertrail.com](#), lets hungry viewers hunt for burgers by location, or they can browse the website’s summaries, which give mouth-watering details about each top burger. I was told about the Burger Trail during my visit to the Wells Brothers’ Midtown Caboose, a place that takes burger-making seriously. The menu is amazing, and it had me wishing I were staying in town longer, just so I could try more sandwiches. In addition to vegan and

vegetarian options (and a delicious appetizer of fried pizza-dough balls called Pizza Chips), the Midtown Caboose offers sandwiches and burgers from the classics, such as the Cuban Cigar, to the exotic, such as the PB&J Burger and the Sushi Chef Burger (a beef patty topped with rare ahi tuna, wasabi aioli, eel sauce, sprouts and grilled asparagus).

If you're feeling more like Italian fare, Joe Mama's Wood Fired Pizza serves up delicious specialty pies, as well as flights of local beers and Italian wines, in an upscale environment in Midtown Tallahassee. Joe Mama's dough-making process and imported ingredients, including a sauce made without added sugar, add to its flavorful fare.

**Drive it:** There are few things more relaxing for me than driving under a canopy of trees, enjoying the green leaves and filtered sunlight. Tallahassee has nine official canopy roads for your driving pleasure, including several that lead to Interstate 10, making them a good way both to drive into the city and to close your adventure on your way out of town. Visitors can download a map at [visittallahassee.com/explore/self-guided-tours/canopy-roads/](http://visittallahassee.com/explore/self-guided-tours/canopy-roads/).

#### IF YOU GO

Governor's Inn 209 S. Adams St., 850-681-6855, [thegovinn.org](http://thegovinn.org)

Challenger Learning Center's IMAX 200 S. Duval St., Tallahassee, 850-645-7827, [challengertlh.com](http://challengertlh.com)

Cascades Park 1001 S. Gadsden St., Tallahassee, [discovercascades.com](http://discovercascades.com)

TNT Hide-a-Way 6527 Coastal Highway, Crawfordville, 850-925-6412, [tnthideaway.com](http://tnthideaway.com)

#### Wakulla Springs

465 Wakulla Park Drive, Wakulla Springs, 850-561-7276,  
[floridastateparks.org/park/Wakulla-Springs](http://floridastateparks.org/park/Wakulla-Springs)

Tree to Tree Adventure at Tallahassee Museum 3945 Museum Road, Tallahassee, 850-575-8684, [TallahasseeMuseum.org](http://TallahasseeMuseum.org)

Bradfordville Blues Club 7152 Moses Lane, Tallahassee, 850-906-0766,  
[bradfordvilleblues.com](http://bradfordvilleblues.com)

#### Midtown Caboose

1406 N. Meridian Road, Tallahassee, 850-521-1933, [midtowncaboose.com](http://midtowncaboose.com)

Joe Mama's Wood Fired Pizza 1307 N. Monroe St., 850-577-1231, [joemamaspizza.com](http://joemamaspizza.com)

# EPICUREAN CHARLOTTE

## Is Tallahassee the New Savannah?

We know you love Savannah, Hilton Head Island, St. Simons Island and Sea Island. They're all quite lovely places. But before you book the same condo at the same beach this summer to see the same people you see at home in Charlotte every week, consider visiting a new destination.

Explore the fascinating sights, sounds and authentic flavors along a U.S. Hwy 319, a scenic byway that rambles through South Georgia to Florida's historic Capital City and on to the unspoiled beaches of St. George Island. Real road warriors can reach Tallahassee in less than eight hours, or use your frequent flyer miles to hop on a direct flight and arrive at Tallahassee's regional airport in an hour and a half. Pick up a rental car at the airport, throw your bags in the trunk and be on your way. The giant arms of moss-draped live oaks reach out to welcome you to sunny Florida. Drive along one of nine official canopy roads that create over 78 miles of naturally shaded tunnels, enhancing the local beauty of gentle rolling hills, lakes and rivers.

### Pick Your Plantation

You don't have to live in Wisconsin to be a cheese head. Start your culinary pilgrimage to Georgia's farm country by traveling east on I-10 for just a few miles until you reach U.S. Hwy 319, a not-so-long lost highway that winds through the countryside and leads you into the charming town of Thomasville. Get lost somewhere in the early 1800s as you drive north along the historic Plantation Belt, one of the largest collections of antebellum plantations in America. That's when construction originally began on the 71 Southern impressive sites that still cover almost 300,000 acres in the 28-mile shady stretch between Thomasville and Tallahassee. Many of the historic homes are still utilized as sporting plantations, family homes and special event venues.

### The Sweet Life in Thomasville

Stop for lunch at Sweet Grass Dairy's downtown cheese boutique and wine bar. Delicious pairings combine fresh, soft-ripened and naturally aged cow cheeses with

signature jams, local honey, crunchy nuts and wine. Sweet Grass Dairy cows are barn-free, living the sweet life on a 140-acre Thomasville family farm and grazing on grass 365 days a year in the sunshine. Maybe that explains why the handcrafted, world-class cheeses are so mellow and why they can be found in some of America's finest restaurants and markets.

Walk through quaint galleries, shops and cafés that line the well-worn sidewalks of the authentic small town. Grab a cup of organic java from Grassroots Coffee Company to get your blood pumping on your ride back to Tallahassee. Stop just outside of town for a tour of one of the famous working plantations.

A place of quiet beauty and architectural grandeur, Pebble Hill Plantation is a living museum on U.S. Hwy 319 near Thomasville that offers a glimpse into the genteel life of the Southern sporting plantation of yesteryear. Stroll leisurely through extensive grounds to view the plantation's scenic landscape and explore the many service buildings that surround the Main House. Visit the garage filled with antique automobiles and tour stables that house Pebble Hill's beloved horses and vintage carriages. Guided tours of the Main House include access to view an extensive art collection by renowned sporting and nature artists and rooms filled with original antique furnishings.

#### Handle the Pan

Since the Capital City is located just 25 miles from the Gulf of Mexico in The Panhandle of Florida, it seems logical that Tallahassee's thriving culinary community of farmers, chefs, cheese mongers and brew masters naturally know how to expertly handle an iron skillet and how to entertain. Tallahassee's foodie scene offers authentic Southern regional cuisine, international fare, fine dining and farm-to-table specialties.

Start the day with a bountiful brunch at Backwoods Bistro or try breakfast delicacies at Paisley Café, where every menu item uses only three carefully-sourced ingredients. The grits actually taste like creamy clouds, hand-stirred for over an hour in a bubbling bath of water and fresh cream before they are perfectly seasoned and topped with a dollop of locally-sourced apple butter. The handmade scones are an equally heavenly treat.

Feast on local favorites, briny Apalachicola oysters and fresh seafood at the shady front porch seated outdoors beneath the live oaks or experience the elegant ambiance and inventive menu at Cypress. Locally-grown products like hand-crafted, naturally-aged cheeses from Sweet Grass Dairy, Tupelo honey from Full Moon Farm and smoked

sausage and course-ground grits from Bradley's Country Store are key ingredients in many of Tallahassee's top restaurants.

### Get a Room

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

### Absorb the Local Culture

Tallahassee's cultural community is actively engaged in creating new events and experiences for locals and visitors. The inaugural Word of South Festival recently paired songwriters and authors together in public parks and local venues for a hybrid series that was part concert, part storytelling, part interactive interview. The nationally-acclaimed Avett Brothers (my personal favorites) kicked off the weekend with a crowd-pleasing concert at the Capital City Amphitheater at Cascades Park, a new surprisingly intimate downtown venue with an excellent acoustic design that seats 3,000 of your closest friends. An eclectic mix of Tally nightlife hotspots include chic bars, soulful jazz clubs and college hangouts.

### Strap on the Feed Bag

Strap on the feed bag and continue your farm tour the following morning with a visit to Bradley's Country Store, where the family has prepared and sold Grandma Mary's fresh and smoked sausage recipes since 1927 at the quaint general store located on a pristine stretch on one of the famous canopied roads just 12 miles outside of Tallahassee. The legendary sausage is put out on the counter only after much care and handling. Locally-sourced pork and special seasonings with undisclosed amounts of red pepper, black pepper, sage and salt are combined without preservatives or additives to create the signature sausages. A portion of the seasoned meat is stuffed into natural casings and hung in the onsite smokehouse to cure using the fragrant smoke from oak

and green hickory to develop the distinctive flavor. Bradley's old fashioned course-ground grits and sausage are highlighted on many local menus and packaged onsite straight from the historic gristmill and butcher shop. This authentic country store seems more like a gourmet purveyor with local jams, jellies, preserves and honey stocked on vintage shelves. Locals and visitors flock to this scenic spot to order smoked sausage dogs and Cokes in real glass bottles. The lucky ones find an empty rocking chair on the front porch to enjoy their hand-held feast. Others walk over to a shady spot by the pond to picnic. For a sneak preview, order Bradley's sausage and course-ground grits at [bradleyscountrystore.com](http://bradleyscountrystore.com) for local home delivery.

### See What the Brew-ha-ha Is All About

Taste dozens of craft beers and learn to discern an amber from and IPA at The Brass Tap, a favorite neighborhood brewpub. Try the giant pretzels with mustard to cleanse your palate. If you prefer cocktails, raise your glass on the rooftop at Level 8 for a magnificent view of sunset in the Capital City from your al fresco perch while enjoying a charcuterie platter and a signature drink prepared by a mixologist. Relive your college days at a popular campus hangout like Madison Social (where bacon is a serious food group) or grab a bold bite from trendy food trucks that are conveniently parked near hopping hot spots.

### Choose the Blues

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

The BBC is still going strong today, and over 50 original portraits autographed by the "Kings and Queens" of the Blues serve as table tops and wall art. Look for Bobby Blue Bland, Clarence Carter, Guitar Shorty, Percy Sledge and Eddie Kirkland among the

collection. Acclaimed blues artists play each weekend, but the BBC's secret is out. Buy your tickets in advance online at [bradfordvillebluesclub.com](http://bradfordvillebluesclub.com), because all seating is reserved, and look for your name on a barstool scratched on a piece of masking tape with a black magic marker. When the joint stops jumping during a band break, grab a cold beer and head out back to the infamous bonfire beneath the stars where Miss Ernestine's crispy catfish is practically jumping out of the fryer. Chat with the headliners and hear stories about the legendary musicians who rocked the BBC stage, still located at 7152 Moses Lane in Tallahassee with a spot on the National Historic Registry.

### Burn Baby Burn

Along with all of the food and beverage options, Tallahassee has plenty of opportunities to burn a few calories. One of the most innovative is Trailahassee. Once just a nickname among active enthusiasts to describe biking, hiking, running, paddling and equestrian trails in the Tallahassee area, Trailahassee is a single source of information for outdoor activities. [Trailahassee.com](http://Trailahassee.com) is an innovative website that incorporates 600 miles of featured trails including basic information, videos, blog entries, photographs and interactive maps. Multiple search formats offer map views, list views, trail types, skill levels and activity-based content. Guests can even contribute to site content by tagging photos and posts with #Trailahassee. Live feeds from Twitter, Facebook and Instagram apps make sharing experiences easy for outdoor enthusiasts.

### Retreat to the Beach

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

Look for the historic lighthouses along the way. The area's first lighthouse was built on Dog Island in 1873, but was destroyed by a hurricane just a few years later. Reconstructed in nearby Carrabelle, it now serves as a welcome center and museum, where guests may climb the lighthouse stairs and view historic artifacts. Another noteworthy lighthouse was built in 1852 on Little St. George Island and stood for more than 150 years before collapsing into the surf in October of 2005. Preserved bricks and original pieces of the iron lantern room were salvaged, and a new lighthouse was reconstructed in the center of St. George Island using the same patterns. Today, it's considered a local landmark along the forgotten coast.

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

### For the Birds

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

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

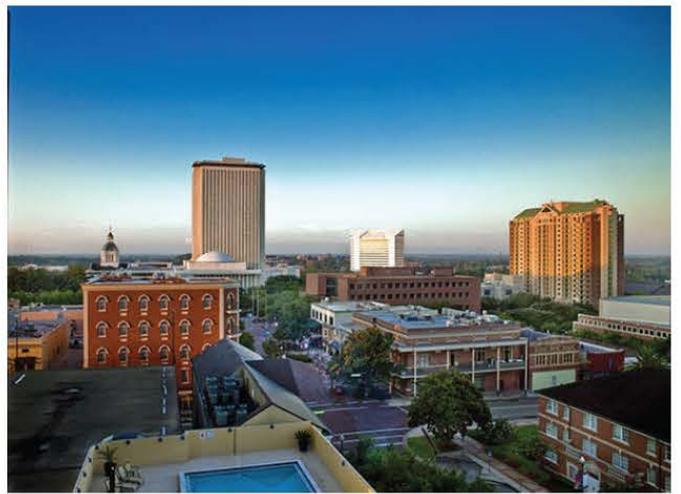
### Catch of the Day

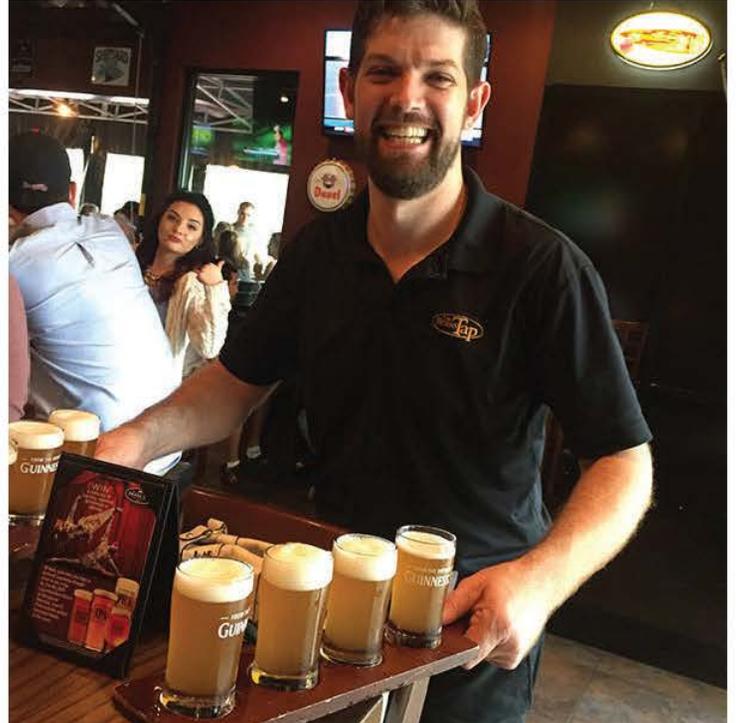
Authentic river-front dive bars and casual beachfront restaurants dot the coast and serve fresh Apalachicola oysters, harvested daily just a few miles away. Over 90 percent of Florida's oysters originate in Apalachicola Bay and equal 10 percent of America's annual harvest. Local fare is served in more than 30 area restaurants that offer fresh seafood specials prepared with oysters, clams, shrimp and blue crabs. More than 186 species of fish are also found in the Apalachicola Bay estuarine system. Flounder, redfish, red snapper, mahi-mahi, grouper, cobia, amberjack, Spanish mackerel and wahoo are just a sampling of the daily catches found on local menu boards. Many chefs

also patronize local and regional dairies, beekeepers, produce and livestock farmers to provide the freshest in cheeses, honey, coffee, organic produce and meats for their loyal patrons.

Enjoy life's simple pleasures, like scenic drives, oyster harvests and homemade sausages. Picked fresh from the farm or caught fresh from the gulf, locavores love it. Get out there and experience new flavors. You can learn some important life lessons from happy cows. Just smile and say cheese, please.







# OCALA MAGAZINE

## Tallahassee Celebrates African-American Heritage

Though Black History Month is right around the corner, the commemoration of African-American heritage can hardly be limited to one month. Tallahassee, Fla. celebrates African-American culture all year long with a wealth of heritage sites offering a glimpse into the people, places and events that shaped the black experience in Tallahassee and Florida.

As **the first city in Florida to hear the Emancipation Proclamation**, Tallahassee's storied history dates back to the plantation lifestyle, moving forward into the post-slavery world where the accomplishments of prominent black figures sparked the development of thriving African-American communities.

With the help of former slave and local civic leader John G. Riley, newly freed slaves settled in Frenchtown and Smokey Hollow, neighborhoods that became a hub for African-Americans looking to establish a sense of place in Florida's capital city. Boasting residents like Ray Charles and jazz greats Nat and Cannonball Adderley, these communities played a major role in Tallahassee's growth and development.

Today, Riley's former home in Smokey Hollow stands stately as a tribute to African-American's fight for freedom — the last visible evidence of the once-thriving community. Erased by urban renewal in 1960 and now occupied by community center Cascades Park, Smokey Hollow's rich heritage was revived with a village-like spiritual capstone in the signature park, featuring replicas of shotgun houses, a reflection pool, community vegetable gardens and a fully-restored barbershop — all designed by a committee of two dozen former Smokey Hollow residents.

In addition to the Riley Museum and Smokey Hollow, Tallahassee plays hosts to additional heritage sites and events, from the **Southeast's most extensive collection of ancient Ethiopian artifacts** and Florida's **first organized black church** to African dance performances and cultural festivals.

With so much to offer, Florida's capital city remains the premier destination in which to absorb the abundant lessons culled from the state's history.

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





**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

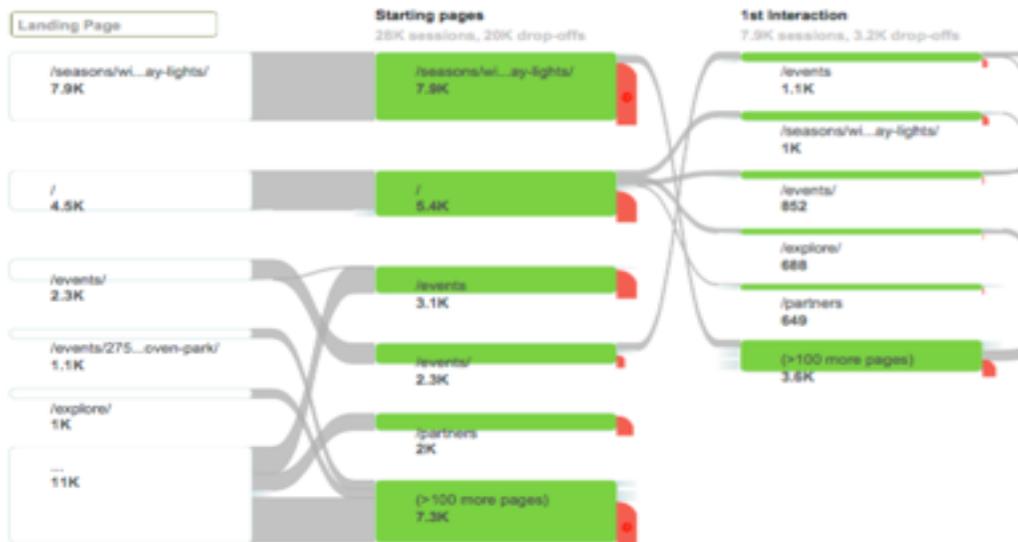
From December 1 - 18, 2015, VisitTallahassee.com garnered 28,652 sessions and saw a 33.4% decrease in bounce rate year over year. Organic traffic accounted for 71.6% of total traffic so far in December. The most viewed event page was the 16th Annual Elf Night: Dorothy B Oven Park with 1,446 views, while 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

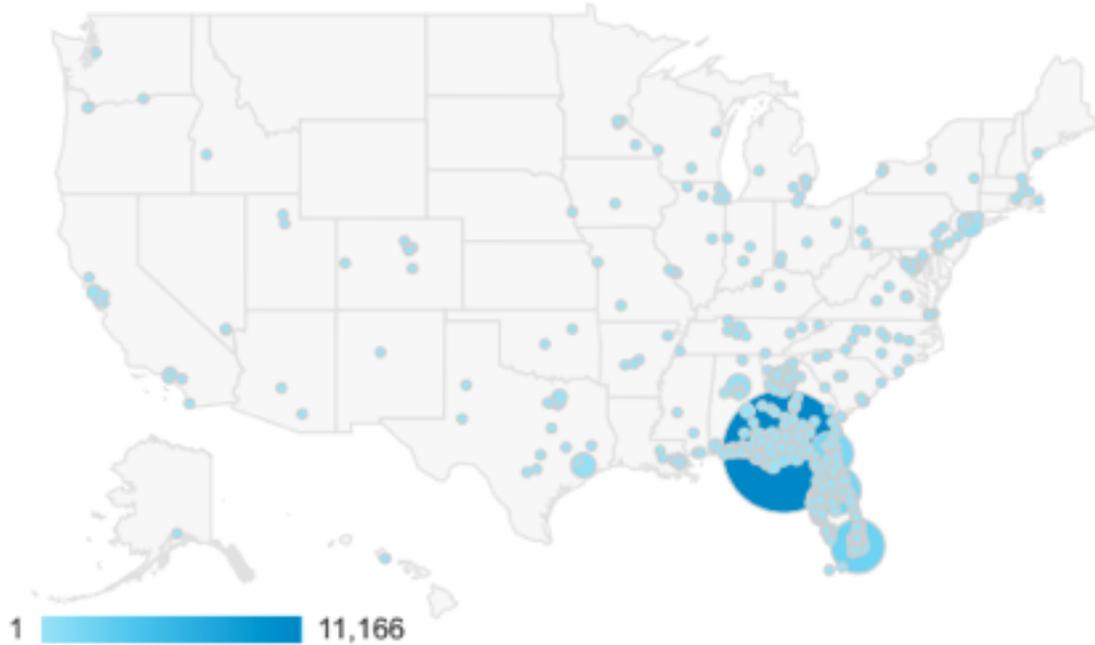
Listed below are the event pages with the most "view in map" clicks

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.



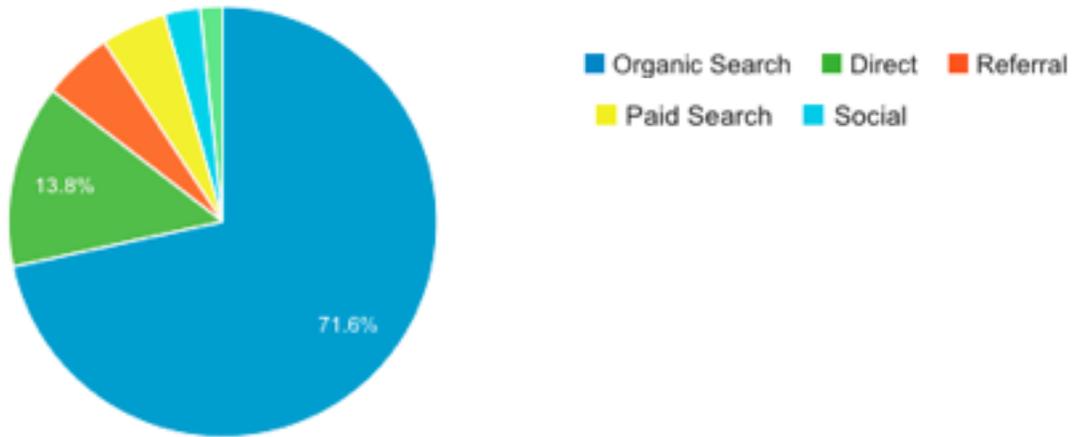
State	Visits
Florida	21,142
Georgia	1,868
Texas	685
Alabama	581
New York	427
California	270
Illinois	238
Virginia	223
North Carolina	213
Tennessee	209

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



**VISIT TALLAHASSEE JANUARY 2016 ADVERTISING  
ACTIVITY REPORT  
FEBRUARY 3, 2016**

**PROJECTS COMPLETED**

New Stationary Envelopes  
Completed 1/11

ePro January Email  
Completed 1/11

Southern Living Spring on Stage Custom eBlast  
Completed 1/11

Southern Living Rich Media  
Completed 1/8

Tour Ops Email  
Completed 1/26

Capital City Amphitheater Concert Poster  
Completed 1/26

February Consumer Email  
Completed 1/28

Rowland Publishing Insertions  
Anticipated delivery 1/6

Session xAd Mobile Campaign  
Completed 1/15

Spring On Stage Digital Creative  
Completed 1/22

## **PROJECTS UNDERWAY**

New Pull-up Banners  
Anticipated delivery 2/12

2016 Unexpected Experience Videos  
Anticipated delivery 3/31

Jet Blue Campaign  
Anticipated delivery TBD

Trailhassee 2.0  
Anticipated delivery TBD

## **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 January 1 - 27, 2016, VisitTallahassee.com garnered 37,099 visits and saw a 12% decrease in bounce rate, year over year.

Organic traffic accounted for 64.3% of total traffic this month.

The most viewed event page was MLK: Dare to Dream Festival - 2016 with 1,057 views.

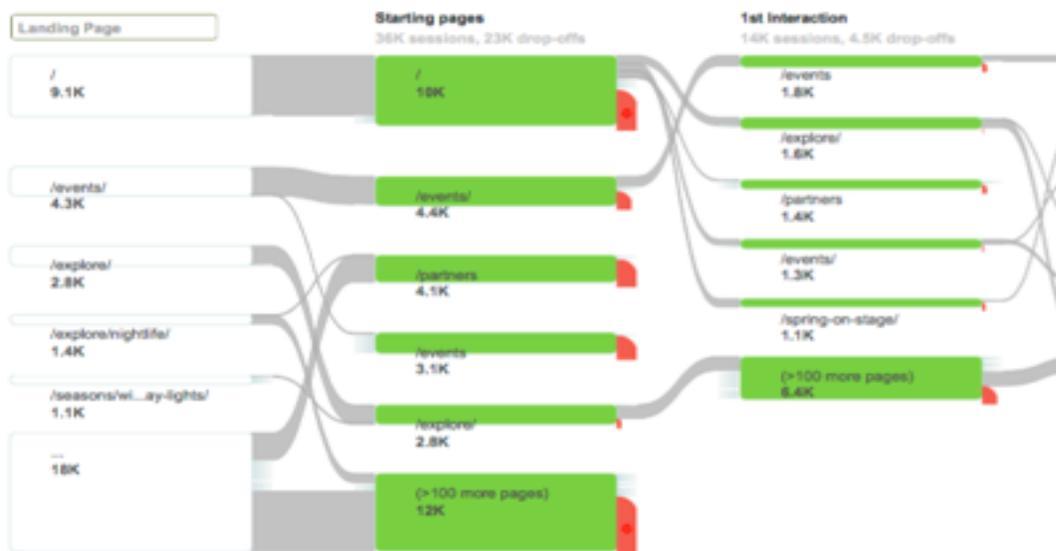
After the homepage, the events page was the 2nd most visited page with 10,343 visits — 10.8% of all pages viewed in January.

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

Website Metric	Jan 1 - 27, 2016	Jan 1 - 27, 2015
<b>Sessions</b>	37,099	35,596
<b>Users</b>	30,469	28,915
<b>Page Views</b>	96,159	110,609
<b>Avg Pages Viewed per Session</b>	2.59	3.11
<b>Avg Session Duration</b>	02:34	02:15
<b>New Sessions</b>	73.92%	71.58%
<b>Bounce Rate</b>	36.94%	48.88%
<b>Mobile Sessions</b>	17,135 (46.19%)	14,361 (40.34%)
<b>Mobile + Tablet Sessions</b>	20,769 (55.99%)	18,412 (51.72%)

## 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	Jan 1 - 27, 2016	% of Total Page Views
Homepage	11,453	11.91%
Events	10,343	10.76%
Explore	8,159	8.48%
Explore: Outdoors & Nature	3,848	4.00%
Explore: Nightlife	3,443	3.58%
Dine	2,400	2.50%
Spring on Stage	2,201	2.29%
Stay	2,024	2.10%
Explore: History & Heritage	2,020	2.10%
Explore: Sports Activities	1,672	1.95%

## Keywords

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

Keywords	Sessions
tallahassee fl	161
tallahassee florida	116
tallahassee	113
tallahassee events	47
things to do in tallahassee	35
visit tallahassee	21
megabus	15
tallahassee,fl	11
tallahassee	11
events in tallahassee	9



## Top Event Pages

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

Event Page	Jan 1 - 27, 2016	% of Total Event Page Views
MLK: Dare to Dream Festival - 2016	1,057	8.88%
Opening Nights Performing Arts 2015-2016 Season	590	4.95%
2016 Tallahasseeeee Marathon	424	3.56%
Oar Concert Capital City Amphitheater	415	3.49%
Cole Swindell	280	2.35%
Boz Scaggs - Capital City Amphitheater	269	2.26%
Springtime Tallahassee Festival	254	2.26%
The Underpants	223	1.87%
Opening Nights Presents Southern Soul Assembly	217	1.82%
2016 USATG National Club Cross Country	183	1.54%

## Top Pages by “View in Map” clicks

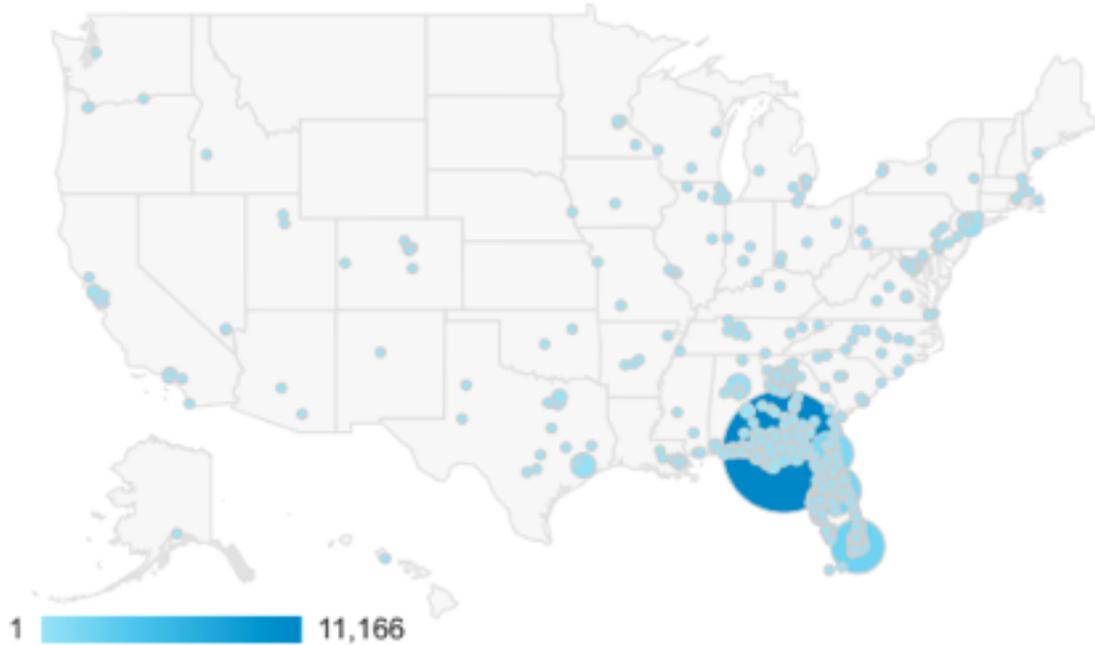
Listed below are the event pages with the most “view in map” clicks

View in Map Clicks	Clicks
Florida Caverns State Park	63
JR. Alford Greenway	26
Optimist Park	24
Myers Park	24
MLK Dare to Dream Festival 2016	20
AJ Henry Park	19
Florida State Tully Gym	19
Megabus	18
Calhoun Street Historic District	13
James Messer Sports Complex	12



## Geography

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



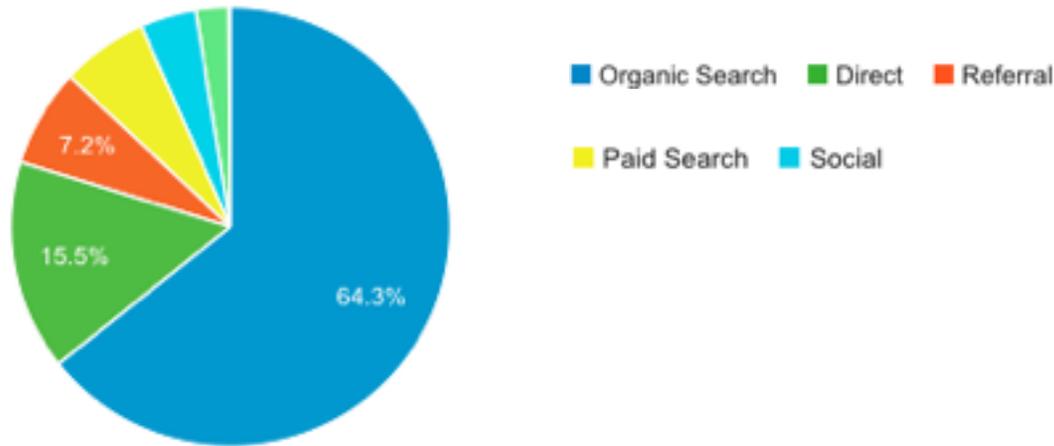
State	Visits
Florida	24,298
Georgia	2,343
New York	973
Texas	847
Alabama	828
California	694
Virginia	492
North Carolina	438
Illinois	358
Tennessee	320

City	Visits
Tallahassee	13,025
Miami	2,198
Jacksonville	1,519
Orlando	1,147
New York	668
Atlanta	653
Birmingham	361
Houston	360
Los Angeles	331
Blountstown	287



## Traffic Sources

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



Traffic Source	Jan 1 - 27, 2016
Google (organic)	20,934
Direct Traffic	5,742
Google (CPC)	2,358
Bing (organic)	1,486
Yahoo (organic)	1,309

## Top Referring URLs

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

Referring Site	Jan 1 - 27, 2016
facebook.com	1,242
visit.fsu.edu	924
twitter.com	215
usatf.org	107
tralahassee.com	85
fsu.edu	76
pinterest	62
duckduckgo.com	46
grants.visittallahassee.com	45
search.xfinity.com	45



## Advanced Analytics

The charts below contain information about advanced event tracking that was setup on the website.

Top Outbound Links	Clicks
<a href="http://openingnights.fsu.edu/performances-events/season-list/">http://openingnights.fsu.edu/performances-events/season-list/</a>	261
<a href="http://www.challengertlh.com/">http://www.challengertlh.com/</a>	181
<a href="http://www.floridastateparks.org/floridacaverns">http://www.floridastateparks.org/floridacaverns</a>	126
<a href="http://www.trailahassee.com/">http://www.trailahassee.com/</a>	114
<a href="http://www.tal.gov.com/parks/parks-gymnastics.aspx">http://www.tal.gov.com/parks/parks-gymnastics.aspx</a>	104
<a href="http://www.bradfordvilleblues.com/">http://www.bradfordvilleblues.com/</a>	76
<a href="http://www.tallahasseeuseum.org/">http://www.tallahasseeuseum.org/</a>	73
<a href="http://www.toursintallahassee.com/">http://www.toursintallahassee.com/</a>	67
<a href="http://www.comedyzoneonthemoon.com/">http://www.comedyzoneonthemoon.com/</a>	65
<a href="http://www.tallahassee marathon.com/">http://www.tallahassee marathon.com/</a>	60

Social Media Icon Clicks	Clicks
Facebook	58
Twitter	30
Instagram	19
Youtube	7
Pinterest	7



## Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks	Click Rate	CPC
Goodway Group / Tallahassee Intender	1,389,100	867	0.06%	\$5.53
xAd / Mobile	159,999	896	0.56%	\$1.10
Goodway Group / Brand Retargeting	89,851	107	0.12%	\$2.90

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

Partner	Impressions	Clicks	Click Rate	CPC
xAd / Mobile	159,999	896	0.56%	\$1.10
Goodway Group / Brand Retargeting	89,851	107	0.12%	\$2.90
Goodway Group / Tallahassee Intender	1,389,100	867	0.06%	\$5.53

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

Partner	Impressions	Clicks	Click Rate	CPC
xAd / Mobile	159,999	896	0.56%	\$1.10
Goodway Group / Brand Retargeting	89,851	107	0.12%	\$2.90
Goodway Group / Tallahassee Intender	1,389,100	867	0.06%	\$5.53



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Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
www.str.com

## Visit Tallahassee

For the Month of January 2016

Date Created: Feb 17, 2016

	Tab
Table of Contents	1
0	2
0	3
0	4



Visit Tallahassee

For the Month of January 2016

1

Monthly Percent Change

Overall Percent Change

1

1.0

0

0.0

Occupancy ADR RevPAR

Occupancy ADR RevPAR

Occupancy (%)

This Year	63.0
Last Year	66.0
Percent Change	-3.0

ADR

This Year	82.71
Last Year	77.23
Percent Change	7.1

RevPAR

This Year	52.13
Last Year	50.19
Percent Change	3.9

Supply

This Year	174,561
Last Year	181,257
Percent Change	-3.7

Demand

This Year	110,813
Last Year	117,800
Percent Change	-6.6

Revenue

This Year	9,099,271
Last Year	9,097,254
Percent Change	0.0

Census %

Census Props	61
Census Rooms	5631
% Rooms Participants	89.7

	2014					2015					2016					Year To Date			Running 12 Months					
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2014	2015	2016	2014	2015	2016
Occupancy (%)	63.0	53.9	61.0	58.6	49.8	54.6	68.3	72.8	63.6	64.2	67.0	64.0	63.8	53.3	64.8	56.7	56.2	58.9	52.9	54.6	58.9	60.0	60.9	62.2
ADR	82.71	97.22	116.57	110.58	78.58	83.72	92.48	102.99	96.67	98.27	84.88	80.42	89.81	93.68	127.59	100.59	85.59	101.99	78.37	83.72	101.99	83.25	90.31	96.55
RevPAR	52.13	52.41	71.06	64.80	39.23	45.70	63.16	74.78	61.59	63.11	56.90	51.46	57.27	49.95	81.71	57.03	42.96	60.04	41.48	45.70	60.04	49.91	55.00	60.01
Supply	174,561	168,930	174,561	168,930	174,561	174,561	157,668	174,561	168,930	174,592	168,960	174,592	174,582	168,960	178,684	172,920	178,684	175,088	175,677	174,561	175,088	2,115,416	2,064,315	2,068,231
Demand	110,813	91,074	106,388	98,958	87,161	95,292	107,679	126,747	107,402	112,113	113,253	111,717	111,208	90,097	114,433	98,037	89,688	103,072	92,977	95,292	103,072	1,268,341	1,257,169	1,285,566
Revenue	9,099,271	8,853,804	12,403,184	10,947,014	6,848,871	7,977,935	9,958,167	13,053,459	10,404,070	11,017,648	9,613,041	8,983,731	9,998,065	8,440,395	14,600,931	9,861,074	7,676,660	10,512,638	7,286,440	7,977,935	10,512,638	105,586,401	113,534,465	124,119,879
Census %	61	61	61	61	61	61	61	61	61	61	61	61	61	61	62	62	62	61	61	61	61	61	61	61
% Rooms Participants	89.7	89.7	89.7	89.7	89.7	87.8	91.5	91.5	91.5	91.5	91.5	91.5	91.5	90.6	86.8	89.1	89.9	89.7	89.7	89.7	89.7	89.7	89.7	89.7

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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## Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.  
For further questions about the methodology used to produce our reports, please email [destin@str.com](mailto:destin@str.com).

### Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

### Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.  
It is typically recognized by the International Organization for Standardization (ISO).

### Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.  
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

### Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

### Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.  
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

### Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.  
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

### Market

A geographic area within a country. Markets are defined by STR and STR Global.

### Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

### Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

### Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

### RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

### Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as  $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

### Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

### Supply (Rooms Available)

The number of rooms times the number of days in the period.

### Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

### WD (Weekday)

Average of Sunday through Thursday

### WE (Weekend)

Average of Friday and Saturday

### Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.



A Division of Leon County

INTER-OFFICE MEMORANDUM

DATE: 03/01/2016

TO: Lee Daniel, Director of Visit Tallahassee

FROM: Brian Hickey, Director of Sports

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

---

The Tallahassee Sports Council (TSC) respectfully brings forward the funding recommendation of 14 sporting events for the second cycle of the Leon County Special Event Grant Program FY2015-16. The TSC is recommending a total amount of \$20,700.

The second cycle sporting event grants will bring an anticipated 4,490 visitors to Tallahassee and will generate a projected 3,770 room nights with an estimated direct visitor spending impact of more than \$1.6 million.

Sports Council 2nd Cycle Sports Grants 2016

	New	Organization	Event Name	First Name	Last Name	Venue	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Spending	Requested	Recommend	History	History Visitors	History Room Nights	History Awarded
1	NEW	Peach State Diamond Sports	March Madness	Tim	Nichols	James Messer Sports Complex	3/19/2016	3/20/2016	600	200	\$ 169,021	\$2,500	\$ 750	NEW	NEW	NEW	NEW
2	NEW	Peach State Diamond Sports	Mother's Day Blowout	Tim	Nichols	James Messer Sports Complex	5/7/2016	5/7/2016	300	150	\$ 56,425	\$1,500	\$ 750	NEW	NEW	NEW	NEW
3		The Way Ministries of Tallahassee, Inc/CCCC	Tallahassee AAU District Qualifier	Alice	Sims	Florida State University High School	6/4/2016	6/4/2016	100	20	\$ 18,808	\$1,000	\$ 500	2014	200	6	\$500
4		The Way Ministries of Tallahassee, Inc/CCCC	Tallahassee AAU National Qualifier	Alice	Sims	Florida State University High School	6/23/2016	6/26/2016	1000	1585	\$ 525,248	\$8,500	\$ 5,000	2015	1585	2000	Bid Pool
5		Ernie Sims Big HITS Foundation	8th Annual Ernie Sims Track	Alice	Sims	Florida State University Track	7/9/2016	7/9/2016	200	30	\$ 37,617	\$1,000	\$ 1,000	2015	300	30	\$ 1,000
6	NEW	FSU Men's & Womens Club Soccer	FSU Men's Club Soccer Spring Invitational	Ryan	Kennedy	FSU Recreation Sports Plex	4/1/2016	4/3/2016	370	205	\$ 77,230	\$3,200	\$ 2,200	2015	100	125	1200
7		Godby High School Flag Football Program	Capital City Classic Flag Football	Chelsea	Parmer	FSU Rec-Plex	4/1/2016	4/2/2016	375	100	\$ 105,638	\$1,500	\$ 1,500	2015	348	139	\$1,000
8	NEW	Red Hills Coaching & Triathlon	Red Hills Triathlon	Kathy	McDaris	Maclay Gardens State Park	4/9/2016	4/9/2016	100	20	\$ 18,808	\$1,000	\$ 500	NEW	NEW	NEW	NEW
9	NEW	Capital City Challenge	Capital City Challenge Basketball	Cory	Rollins	Tallahassee Community College	4/22/2016	4/24/2016	245	370	\$ 124,214	\$2,750	\$ 1,000	NEW	NEW	NEW	NEW
10		Tallahassee Serinas Synchronized	2016 Florida Synchronized	Karen	Norris	FSU Leach Aquatic Center	5/14/2016	5/15/2016	450	300	\$ 126,766	\$2,500	\$ 1,500	2015	400	310	Bid Pool
11		Seminole High Performance Tennis	US Open National Qualifying Playoffs	Eddie	Matthews	Scott Speicher Tennis Center	6/3/2016	6/6/2016	120	280	\$ 93,958	\$3,000	\$ 1,000	2015	125	425	\$1,000
12	NEW	North Florida School of Aikido	North Florida School of Aikido Annual	Richard	Moore	North Florida School of Aikido	6/10/2016	6/11/2016	30	60	\$ 16,555	\$1,000	\$ 500	NEW	NEW	NEW	NEW
13		City of Tallahassee PRNA Tennis Division	2016 North Florida Junior Designated	Steve	LeRoy	Forest Meadows, Winthrop Park, Tom Brown Park	7/16/2016	7/18/2016	500	400	\$ 225,196	\$4,499	\$ 4,000	2015	500	350	\$4,000
14	NEW	FSU Rugby	FSU Rugby 7's Tournament	Michael	Gomez	FSU Recreation Sports Plex	8/27/2016	8/28/2016	100	50	\$ 28,170	\$1,000	\$ 500	NEW	NEW	NEW	NEW
									<b>Totals</b>	<b>4,490</b>	<b>3,770</b>	<b>\$ 1,623,654</b>	<b>\$34,949</b>	<b>\$ 20,700</b>			
												<b>Grant Funds Remaining</b>	<b>\$ 20,700</b>	<b>\$ -</b>			
												<b>1st Cycle Granted</b>	<b>\$84,300</b>	<b>\$ -</b>			
												<b>Out of Cycle</b>	<b>10,000</b>				
												<b>Total Grant Funds</b>	<b>115,000</b>				

**MEMORANDUM**

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Director Leon County Tourist Development Department

SUBJECT: Proposed Revisions to Visit Tallahassee Transportation Fund Policy

DATE: February 26, 2016

**Background**

The TDC Board approved the creation of Visit Tallahassee’s Transportation Fund Program on January 7, 2010.

As you may recall, the goal of the program is to encourage meeting planners of larger groups to utilize Tallahassee as a host city for their meetings and conventions since Tallahassee doesn’t have a convention center with attached hotel rooms. In order to potentially increase the number of large meeting groups, a transportation fund of \$20,000 was established in the FY 2009-10 Visit Tallahassee budget to assist in transporting meeting attendees between lodging properties to public meeting venues. The same amount of funding is also in the current FY 2015-16 budget.

**Current Situation**

Current policy is not clear on whether organizations/groups may receive both Meetings & Conventions Transportation Funding and a Special Event Grant for the same event.

A recent request for Transportation Funding was made by an organization/group that was awarded a Special Event Grant for the same event. The group met qualifications for both funding programs however if the group were to receive the requested amount of funding the monetary level for the event would far outweigh the expected direct economic contribution to the destination.

The complete policy is attached for your reference.

**Recommendations**

- 1) Revise language to include one of the following statement(s).

Option 1: Applicants receiving Leon County Tourist Development Council Special Event Grant funding are not eligible to receive Transportation Funding for the same event.

Option 2: Applicants receiving Leon County Tourist Development Council Special Event Grant funding are eligible to receive Transportation Funding; however monetary awards will comply with and be limited to the funding levels outlined within the chart in section V of the Transportation Fund Policy.

Option 3: No change to the current policy.



***Meetings & Conventions***  
**Transportation Fund Program**  
**Policies & Application**

Approved by the Leon County Tourist Development  
Council & Visit Tallahassee

March 30, 2010



## **Table of Contents**

- I. Purpose
- II. Introduction and Definition
- III. Statement of Policies
- IV. Application Process
- V. Funding Eligibility
- VI. Criteria
- VII. Post Event Report
  - Appendix A: Post Event Report
- VIII. Application



- I. **PURPOSE:** To encourage meeting planners to choose Tallahassee as the host city for their meetings and conventions and to assist in transporting meeting attendees between lodging properties and public meeting venues, or between the accommodations and an area attraction for an off-site function.
  
- II. **INTRODUCTION AND DEFINITION:** The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on occupied transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination with emphasis in the following markets: meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

Visit Tallahassee is the official tourism marketing organization for Tallahassee and Leon County Florida, operating as a department of Leon County Government. Visit Tallahassee promotes tourism to the area through direct sales, advertising, public relations, sports, film, product development and visitor services. For more information, visit [www.VisitTallahassee.com](http://www.VisitTallahassee.com).

The TDC allocates funds from its annual budget to a transportation fund program for meeting groups who utilize hotel rooms and meeting space in Leon County. The Transportation Fund Program is administered by Visit Tallahassee.

Each application will be evaluated against established criteria and historic precedent. The number and extent of funding will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC/Visit Tallahassee will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

**III. STATEMENT OF POLICIES:**

- A. Groups applying for transportation assistance must meet established criteria. See VI.
- B. Application must be received by Visit Tallahassee no less than 30 days prior to scheduled event date.
- C. Transportation funds will be paid directly to the event organizer or entity that contracts the venue space and sleeping accommodations upon completion of the event, to ensure the requirements were met, and upon receipt of an invoice made out to Visit Tallahassee. Funding is not intended to support administrative costs or non public events. Funding is intended to directly pay costs associated with transporting meeting attendees.
- D. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, fund recipient is strongly encouraged to use a check or credit card. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided. To be eligible for payment, a completed Post-Event Report must be submitted. Failure to submit a complete Post-



Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30. To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization.

- E. Recognition of Visit Tallahassee must be included where appropriate on all printed material and referred to in public relations activities. A logo with website included will be provided in a digital format. All printed materials with the Visit Tallahassee logo must be presented with the Post Event Report.

**IV. APPLICATION PROCESS:** Groups must submit an Application for Transportation Funds that will be reviewed and verified by Visit Tallahassee staff prior to approval. Funds will only be allocated to meetings and conferences that meet the fund criteria in section VI and requirements outlined in the statement of policies.

Visit Tallahassee cannot commit Tourist Development dollars for future fiscal years. The Leon County fiscal year runs from October 1 thru Sept 30 annually. The intent is to continue this policy and provide a letter of intent for groups actualizing outside of the current fiscal year, with the language, "subject to available funds approved by the Leon County Tourist Development Council and Leon County Board of County Commissioners."

**V. FUNDING ELIGIBILITY:** Groups may request up to the dollar amount listed corresponding to the number of room nights anticipated based on the chart below. Signed Contracts for Meeting Space and Rooming Agreements must be included with the application for it to be considered complete. Letters of Intent may be used as substitutes to contracts if transportation funding is a key factor in the decision making process.

The funds will be allotted by staff to groups based on the number of room nights booked.

Estimated Room Nights	Transportation Assistance Funding Range
500 or more	\$4,500-\$6,500
200 to 499	\$2,400-\$4,499
100 to 199	\$1,000-\$2,399

**VI. CRITERIA:** Each grant application will be reviewed by staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Monetary support from the fund will be available to groups that meet the following criteria.

- A. Utilize one of the Tallahassee area public meeting venues
- B. Book a minimum of 100 room nights
- C. Utilize two (2) or more lodgers for accommodations
- D. Be a first time meeting/convention to Tallahassee



E. Have a minimum of a two (2) day programmed agenda

**VII POST EVENT REPORT:** Following the event, Visit Tallahassee/TDC reserves the right to conduct a post-audit of information presented on the ***Post Event Report*** (Appendix A). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE FUNDING.**

**For questions or additional information, please contact:**

Janet Roach, Meetings & Conventions Director  
[Janet.Roach@VisitTallahassee.com](mailto:Janet.Roach@VisitTallahassee.com) or (850) 606-2320



# Visit Tallahassee

1<sup>st</sup> Quarter Visitor Tracking Report

October – December 2015

# Study Objectives

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

# Methodology

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- Internet survey and in-person interviews
- Sample size - 908 completed surveys
- First quarter\* 2016 visitors to Tallahassee
- Data collection: October 2015 – December 2015

\*October, November, and December 2015

# Tourism Snapshot: October-December 2015

Visitor Statistics	FY 2015	FY 2016	% Change
Visitors	500,741	503,580	+0.6%
Direct Expenditures*	\$138,411,885	\$139,580,743	+0.8%
Total Economic Impact	\$218,690,778	\$220,537,574	+0.8%

Lodging Statistics	FY 2015	FY 2016	% Change
Occupancy	56.1%	57.0%	+1.6%
Room Rates	\$101.77	\$104.56	+2.7%
RevPAR	\$57.09	\$59.60	+4.4%
Room Nights	297,440	302,264	+1.6%
TDT Collections	\$1,392,151	\$1,400,828	+0.6%

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

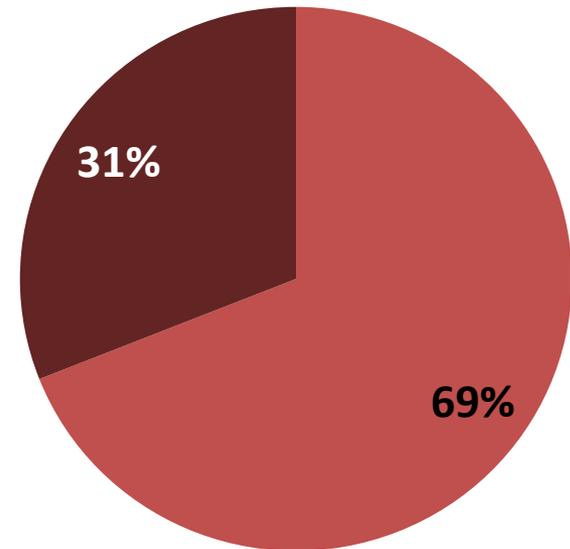
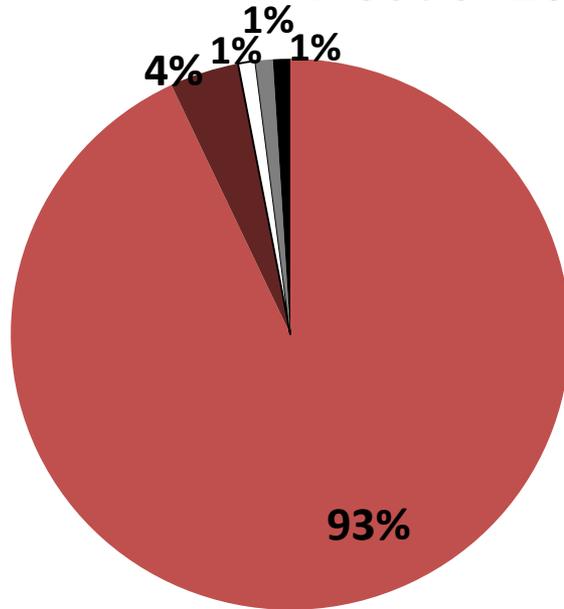
# Typical Tallahassee Visitor

---

- Was **49** years old. [47 in Q1 FY2015]
- Was female (**54%**). [55% in Q1 FY2015]
- Had a median household income of **\$78,900**. [\$87,000 in Q1 FY2015]
- Was from the Southeast (**93%**). [88% in Q1 FY2015]

# Origin of Tallahassee Visitors

7 out of 10 visitors were from Florida.



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

- Florida
- Other

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

Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM

# Origin of Tallahassee Visitors

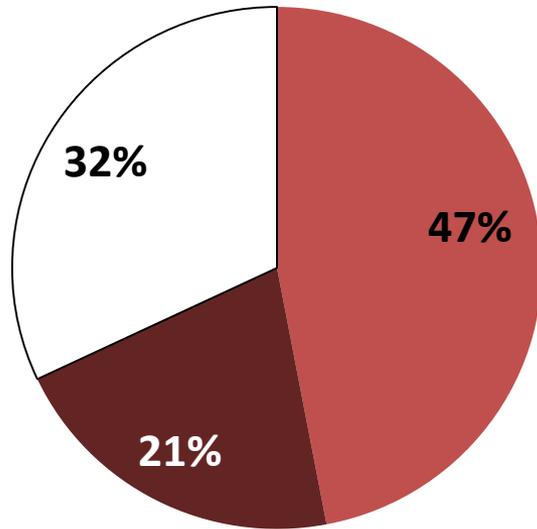
## Top Markets

	Q1 FY2015	Q1 FY2016
Miami-Ft. Lauderdale	10%	13%
Tampa-Clearwater-St. Petersburg	13%	11%
Orlando	10%	10%
Atlanta	10%	8%
Jacksonville	7%	8%
Surrounding areas*	13%	7%
Pensacola-Mobile	5%	5%
Panama City-Destin	5%	4%
Melbourne-Vero Beach	5%	2%
Ocala	2%	2%
Raleigh-Durham	1%	2%
Gainesville	2%	2%
Naples-Ft. Myers	2%	2%
Louisville	<1%	2%
Lakeland	1%	2%

\*Gadsden, Liberty, Wakulla, & Jefferson Counties

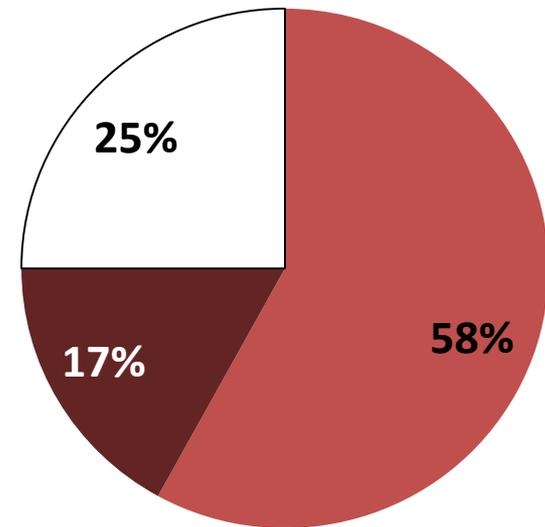
# Event Attendees\*

• Visited Leon County strictly to attend an event (**47%**).



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

• Stayed in paid accommodations (**58%**).

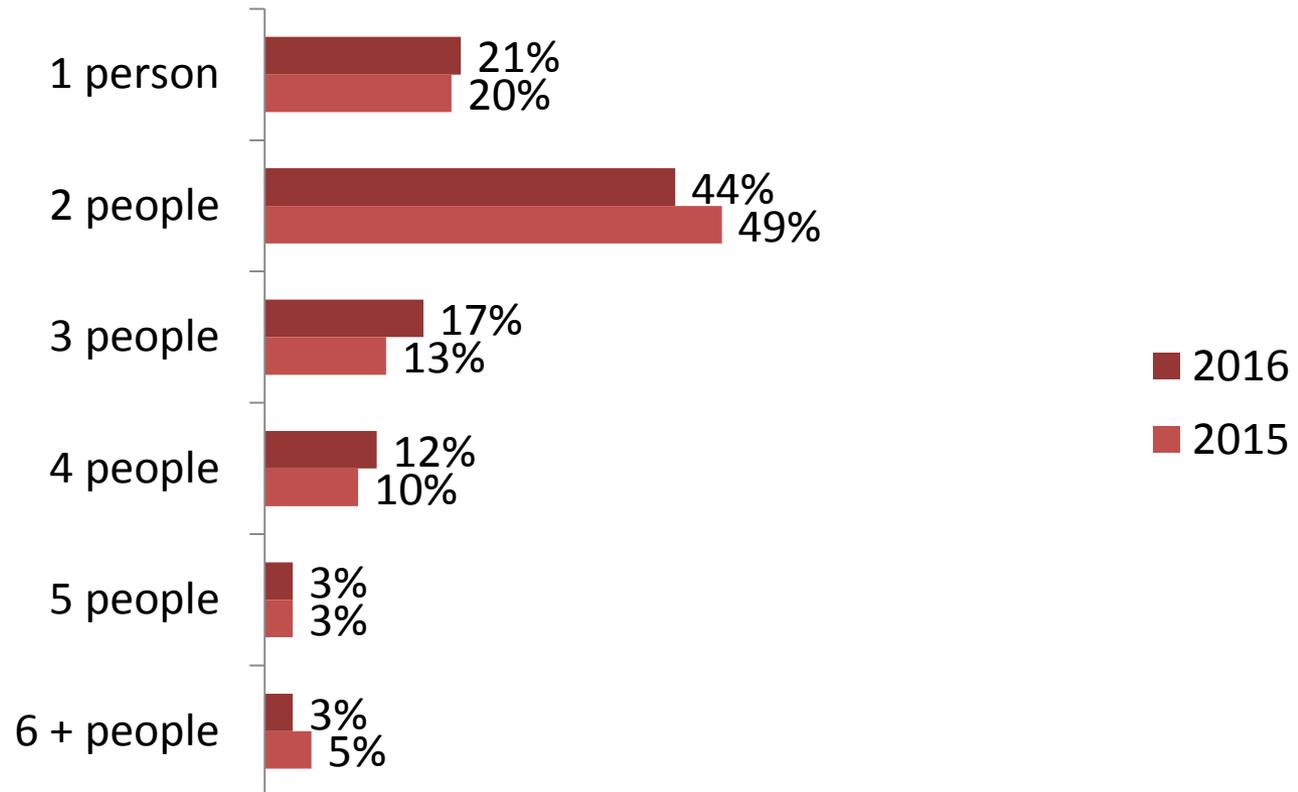


- Paid accommodations
- Unpaid accommodations
- Day tripper

\*Only asked of visitors interviewed at events.

# Typical Tallahassee Visitor

- Traveled in a party composed of **2.6** people. [2.5 in Q1 FY2015]
- **81%** traveled with at least one other person. [80% in Q1 FY2015]
- **33%** traveled with people under the age of 20.



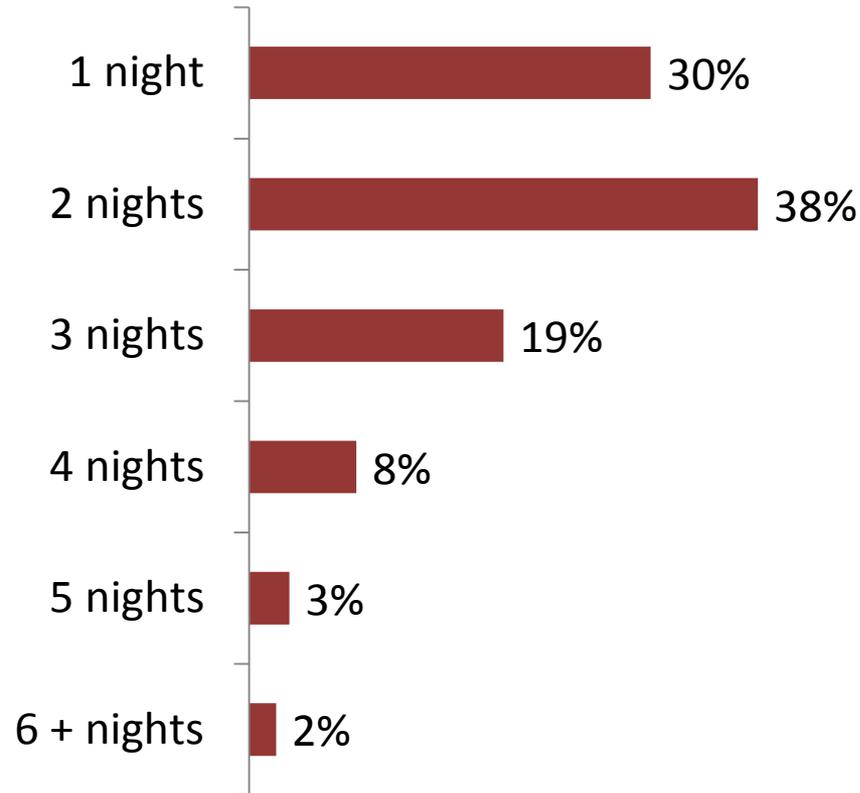
# Typical Tallahassee Visitor

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- **Drove** to Leon County (**80%**). [83% in Q1 FY2015]
- Indicated that Leon County was the primary destination for their trip (**87%**). [85% in Q1 FY2015]

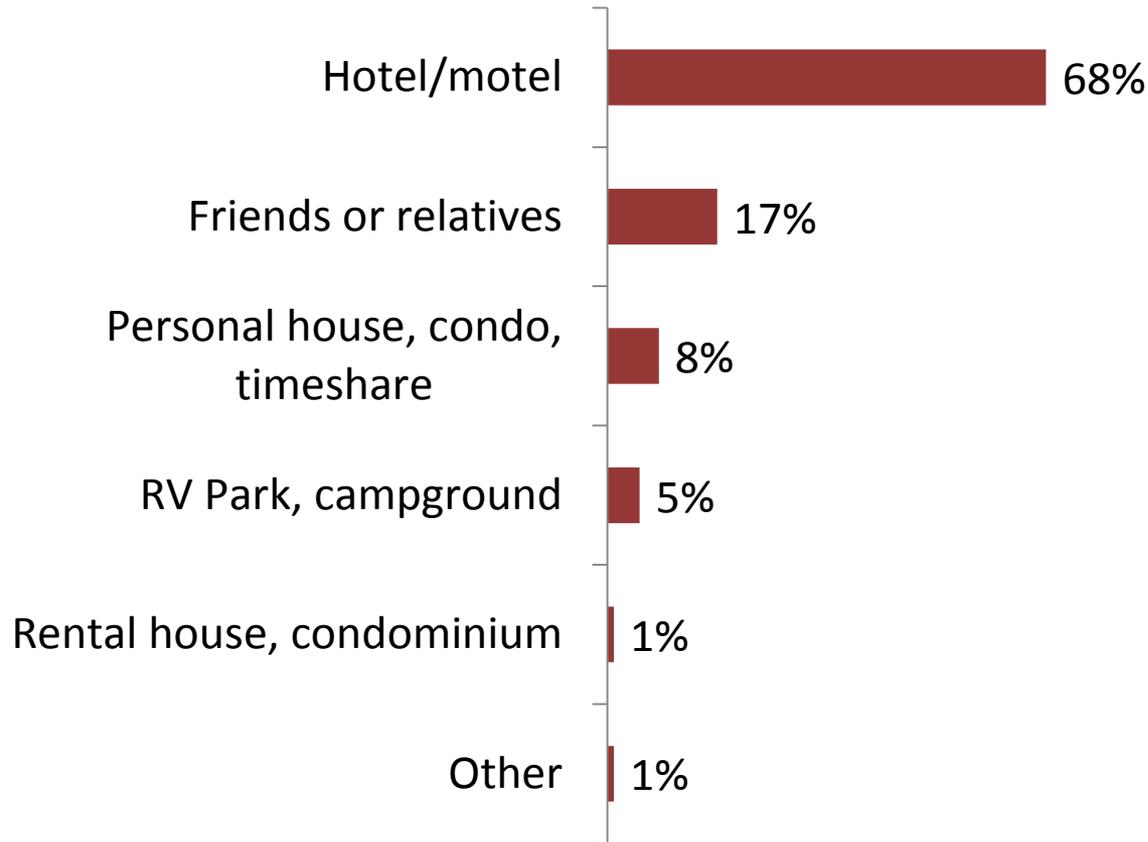
# Typical Overnight Tallahassee Visitor

- Spent **2.7** nights in Leon County. [2.7 in Q1 FY2015]
- **70%** stayed 2 nights or more:



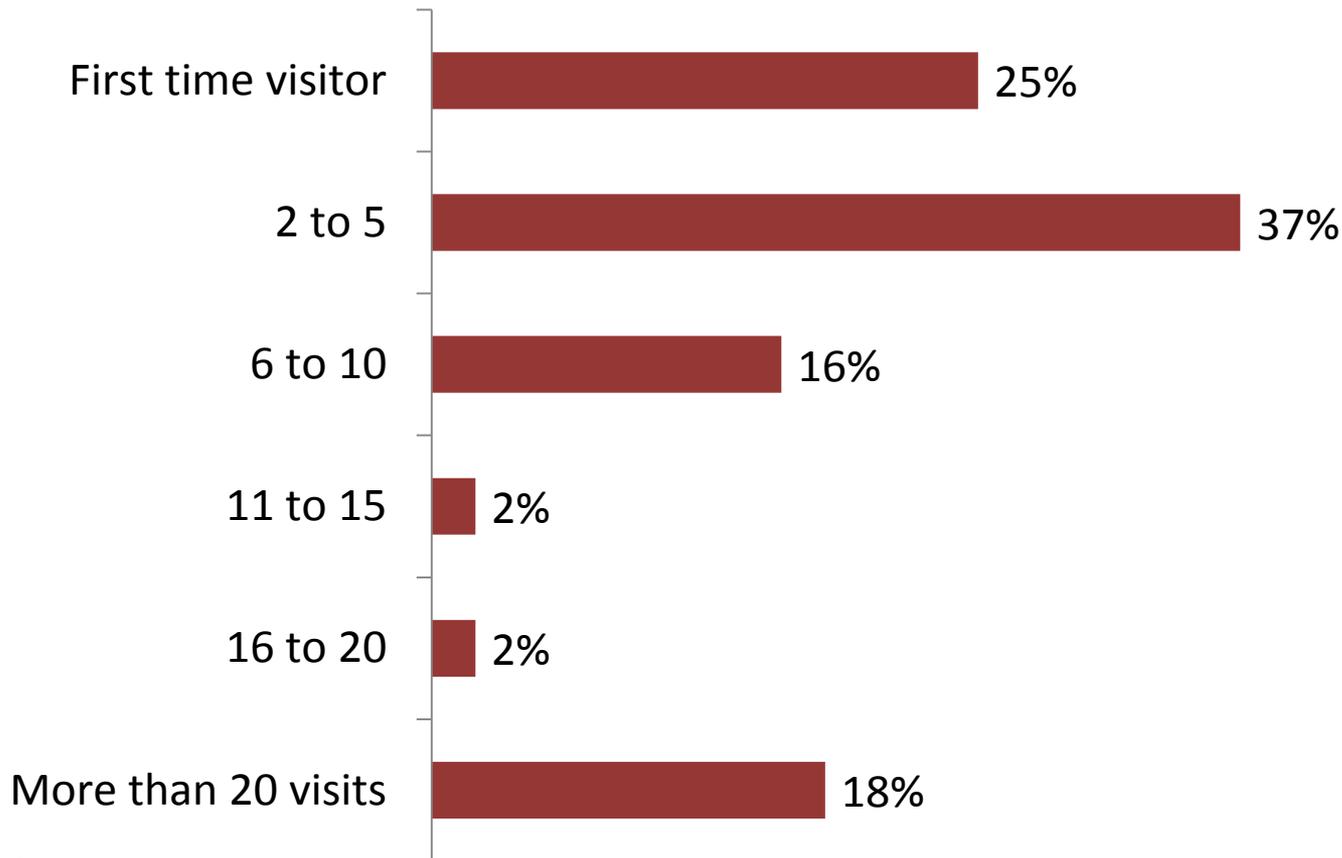
# Accommodations for Overnight Visitors

- 7 out of 10 visitors (**68%**) who stayed overnight booked a hotel.



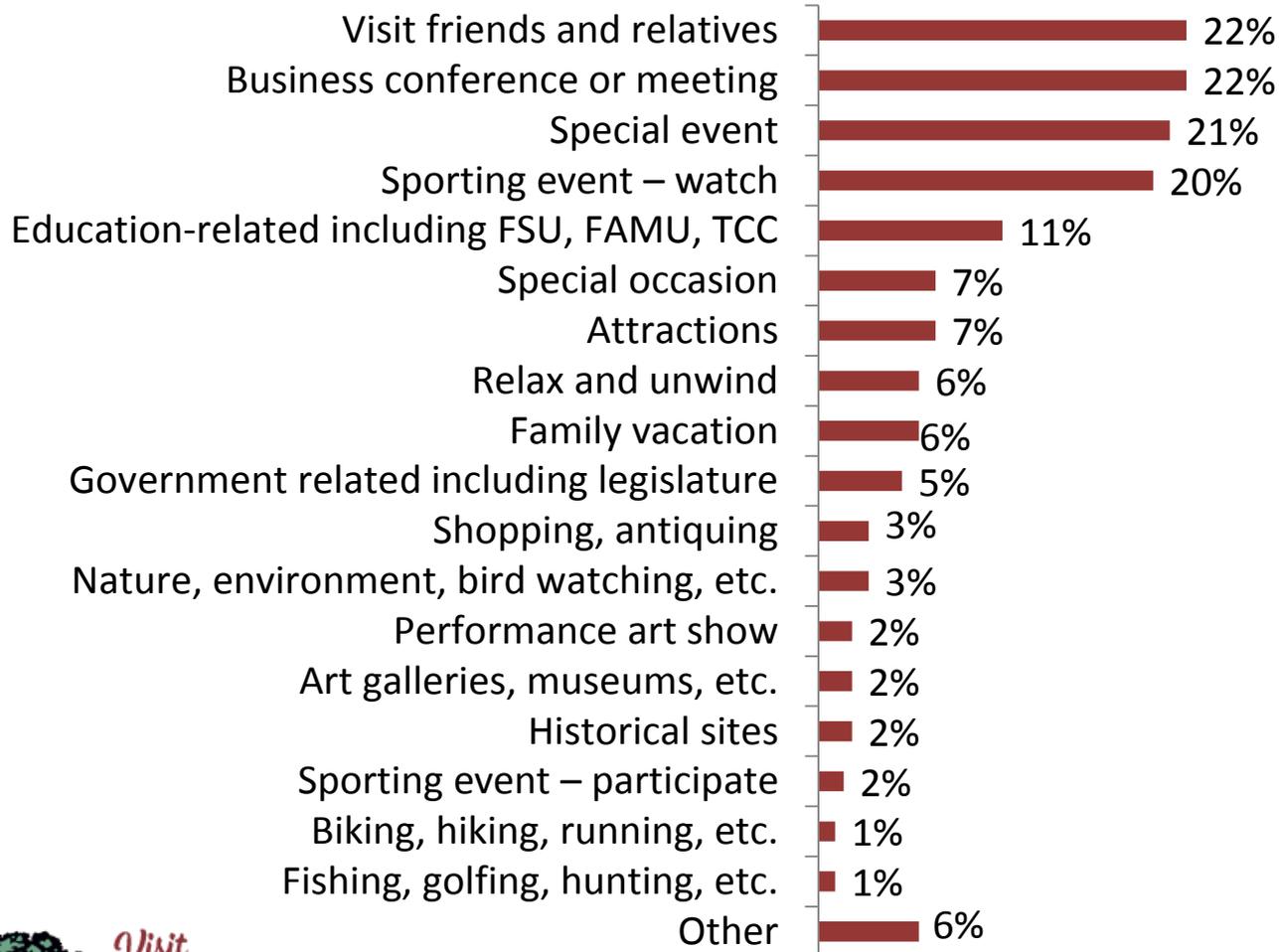
# Experience with Tallahassee

- **25%** were first time visitors. [23% in Q1 FY2015]
- **18%** have visited Tallahassee more than 20 times. [19% in Q1 FY2015]



# Reasons for Visiting

- One in five visitors (**22%**) came to visit friends and relatives.\*

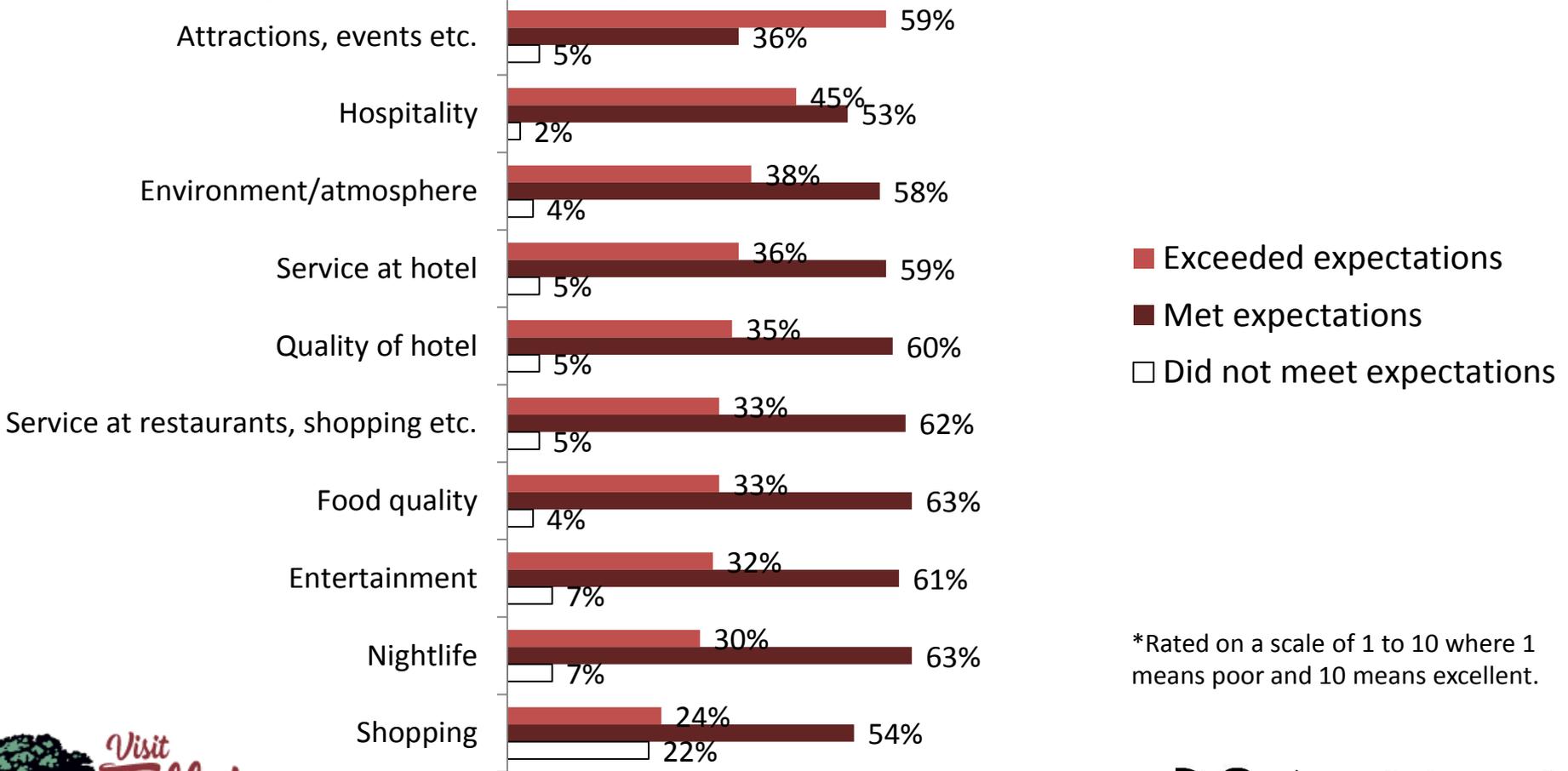


\*Multiple responses permitted

# Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.2 out of 10** as a place to visit.\* [7.3 in Q1 FY2015]

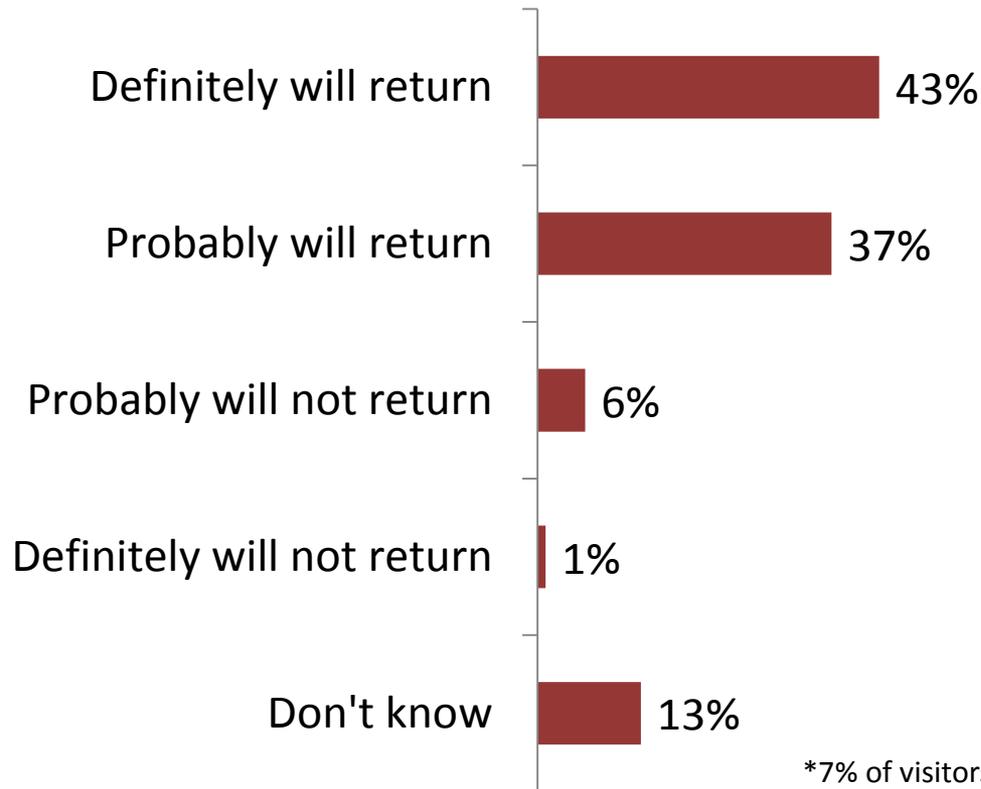
- Visitors' ratings of their stay along various attributes:



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

# Likelihood of Returning

• **80%** of visitors will return to Leon County.\* [86% in Q1 FY2015]



\*7% of visitors will not return for the following reasons:

1. Event/occasion for visit is over (4%)
2. Prefer variety in vacation spots (2%)
3. Limited shopping/restaurants (1%)

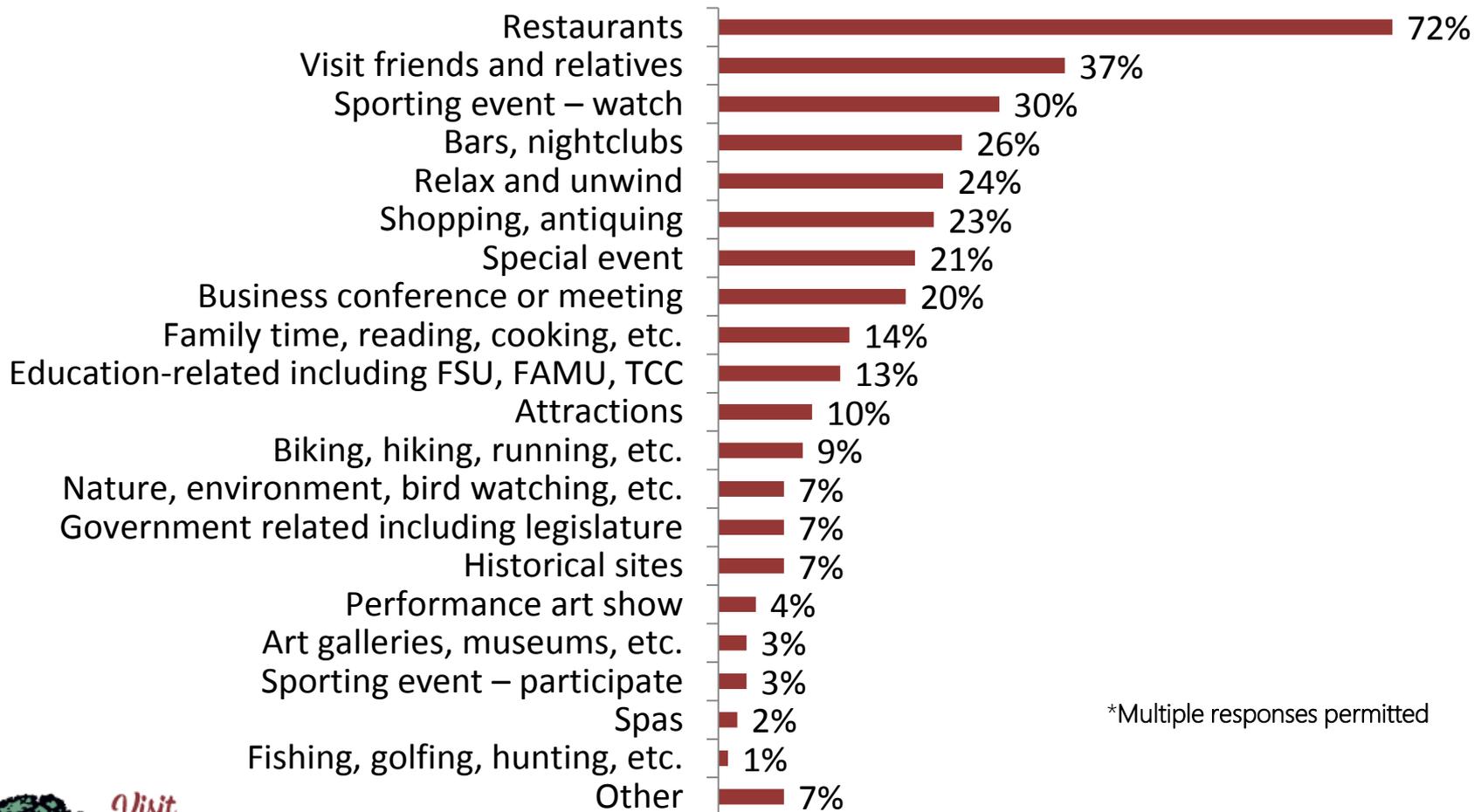
# Visitors' Expenditures

- Visiting parties spent **\$339** a day and **\$917** on their trip.

	Average Daily Expenditure Q1 2015	Total Trip Expenditure Q1 2015	Average Daily Expenditure Q1 2016	Total Trip Expenditure Q1 2016
Accommodations	\$105	\$284	\$107	\$289
Restaurants	\$67	\$181	\$65	\$176
Groceries	\$11	\$30	\$21	\$57
Shopping	\$59	\$159	\$57	\$154
Entertainment	\$45	\$122	\$44	\$119
Transportation	\$33	\$89	\$34	\$92
Other	\$11	\$30	\$11	\$30
<b>Total</b>	<b>\$331</b>	<b>\$895</b>	<b>\$339</b>	<b>\$917</b>

# Visitors' Activities

- Over 7 in 10 visitors (**72%**) ate in area restaurants:\*



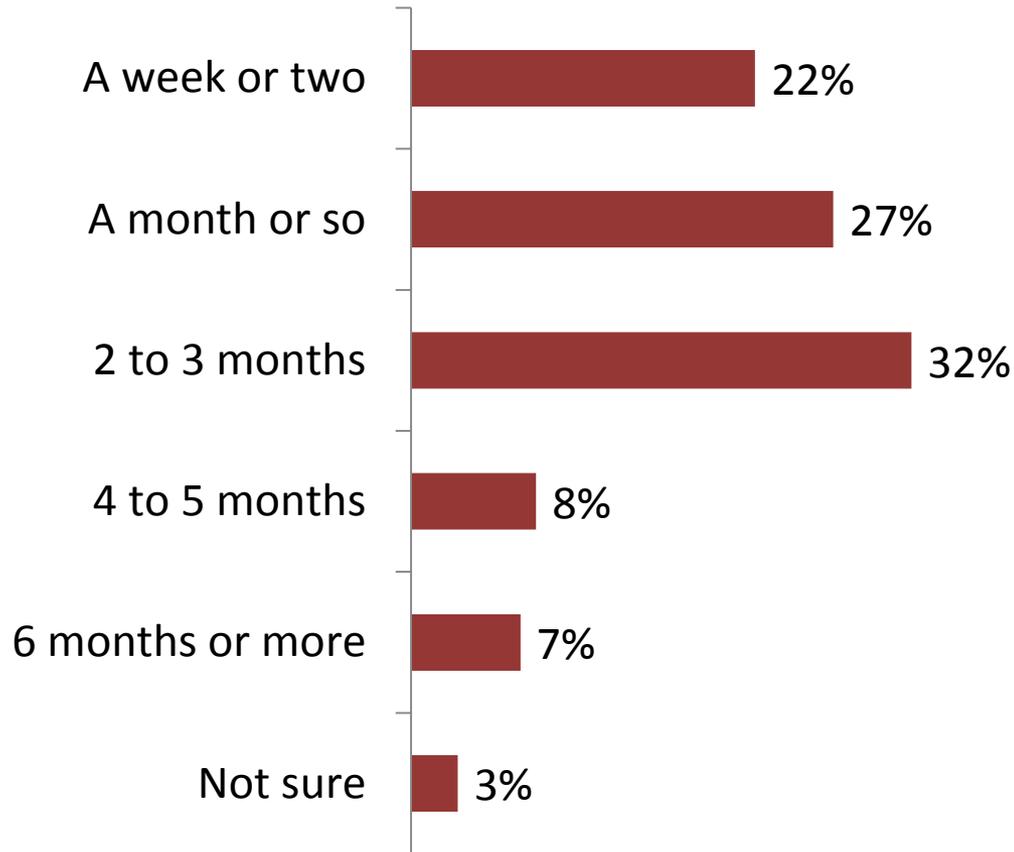
\*Multiple responses permitted

# Reasons for Visiting vs. Visitor Activities



# Trip Planning

- Half of visitors (**49%**) planned their trip within **a month** of travel.



# Sources of Information

- Talking to friends was used most frequently to plan trips to Tallahassee.\*



\*Multiple responses permitted

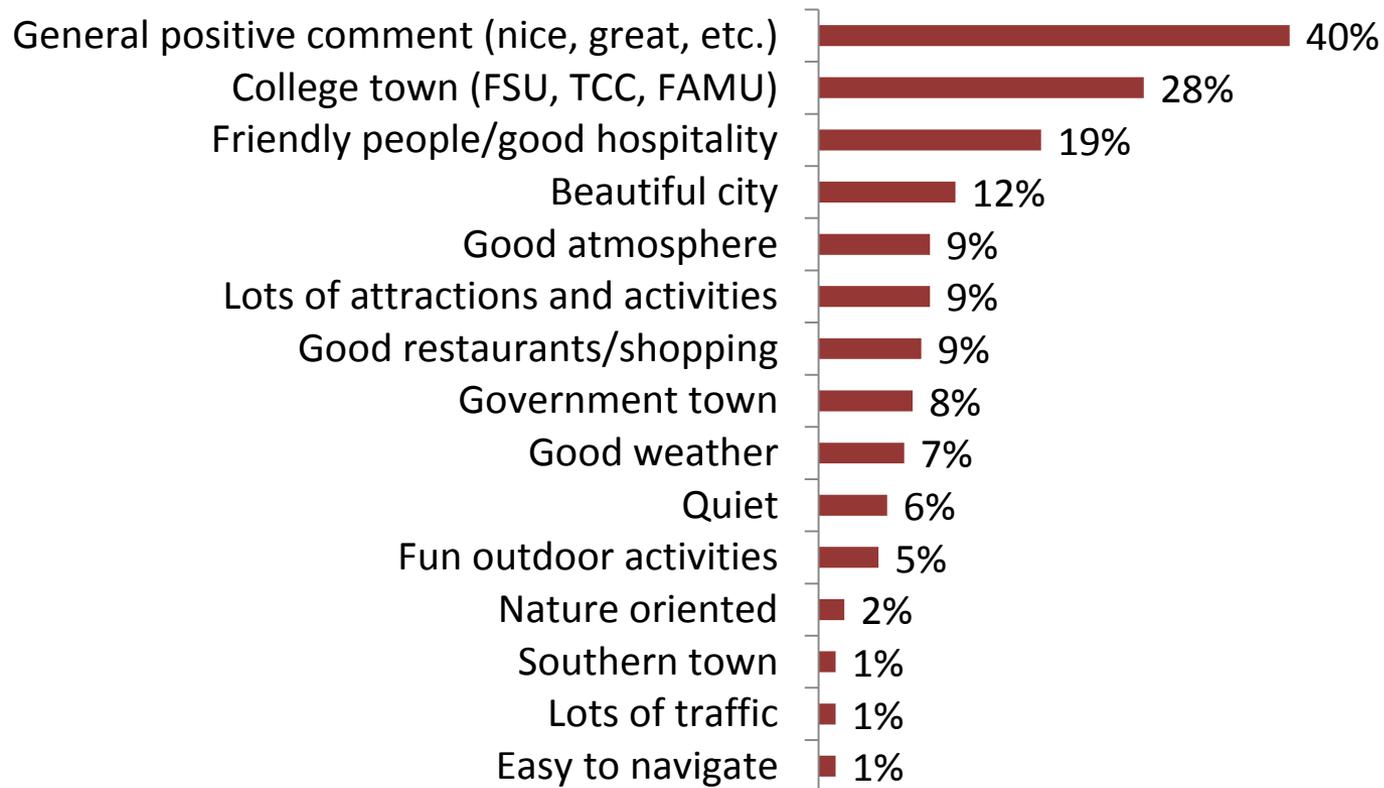
# Finding Your Way Around

- Has a smartphone or tablet (**90%**).
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County (**62%**).
- **3%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- Visitors Guide received a rating of **6.0 out of 10\***.
- **3%** of visitors stopped at the Visitors Center during their visit to Leon County.
- Visitors Center received a rating of **9.0 out of 10\***.

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

# Perceptions of Leon County\*

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



\*Open-ended responses, multiple responses permitted

# 2014 – 2015 Comparisons

	Oct – Dec 2014	Oct – Dec 2015
Age	47	49
Household income	\$87,000	\$78,900
From Florida	65%	69%
Travel party	2.5 people	2.6 people
Drove to Tallahassee	83%	80%
Nights spent	2.7	2.7
Stayed hotel/motel	70%	68%
1 <sup>st</sup> time visitors	23%	25%
Definitely/probably will return	86%	80%
Spending per trip	\$895	\$917
Rating of their experience	7.3	8.2 <sup>1</sup>

<sup>1</sup>On a 10-point scale.

# Comments from Visitors

---

- From visitors who describe Leon County as **generally positive**:

"It's home, where I grew up so it's always a place I'll love."

"Quiet town, really nice, just enough to do."

"A cozy, family-friendly laid-back place with surprising social/cultural interests."

"Very downtown-focused...charming."

# Comments from Visitors

---

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

“Best college town for my kid to live in, great family time events and good weather.”

“I went to school here, loved it! Always so much fun to come back.”

“Like this place a lot, come by if you want to see what a real college experience is like.”

“A great place with awesome people with lots of FSU spirit.”

# Comments from Visitors

---

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

“Beautiful with abundant trees and a warm, friendly atmosphere. Gorgeous weather and gorgeous views.”

“Beautiful campus and very good people to connect with.”

“Nice geographical features and different than the central Florida and beach side landscape. Nice restaurants, safe area and friendly people.”

“Some interesting natural attractions nearby. Pretty areas with great canopy and rolling hills.”

# Comments from Visitors

---

- Describes Leon County as **friendly and hospitable**:

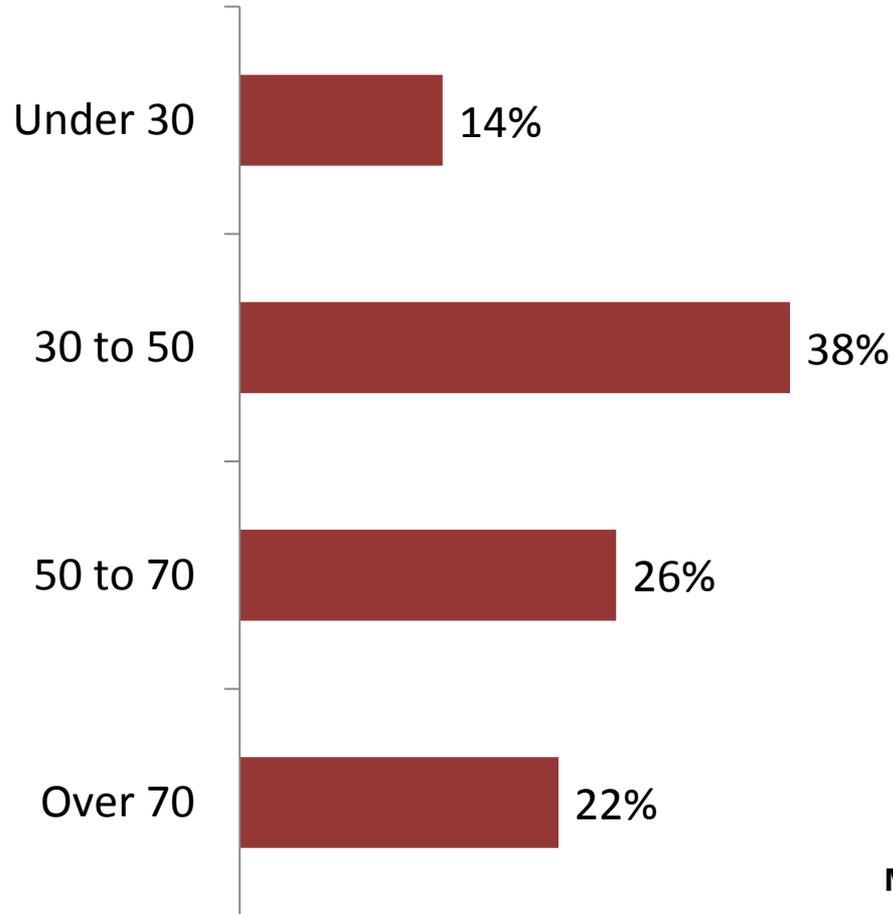
"It's a place that I call my second home and it's always been welcoming."

"Awesome place to visit. Nice college town with many good people."

"Hospitable Florida town offering a variety of hotel, dining, shopping, and natural recreational options for smaller to mid size business meetings or pleasure trip."

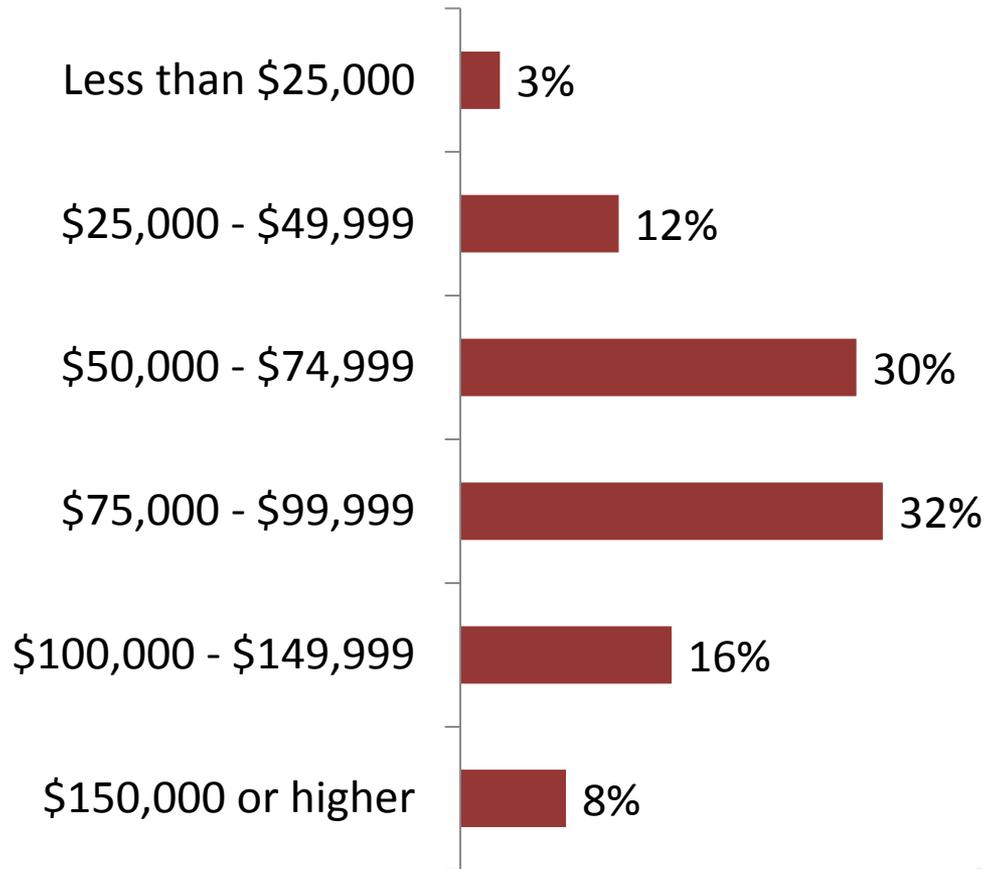
"The people are great, the atmosphere is good and you're always welcome."

# Age of Visitors



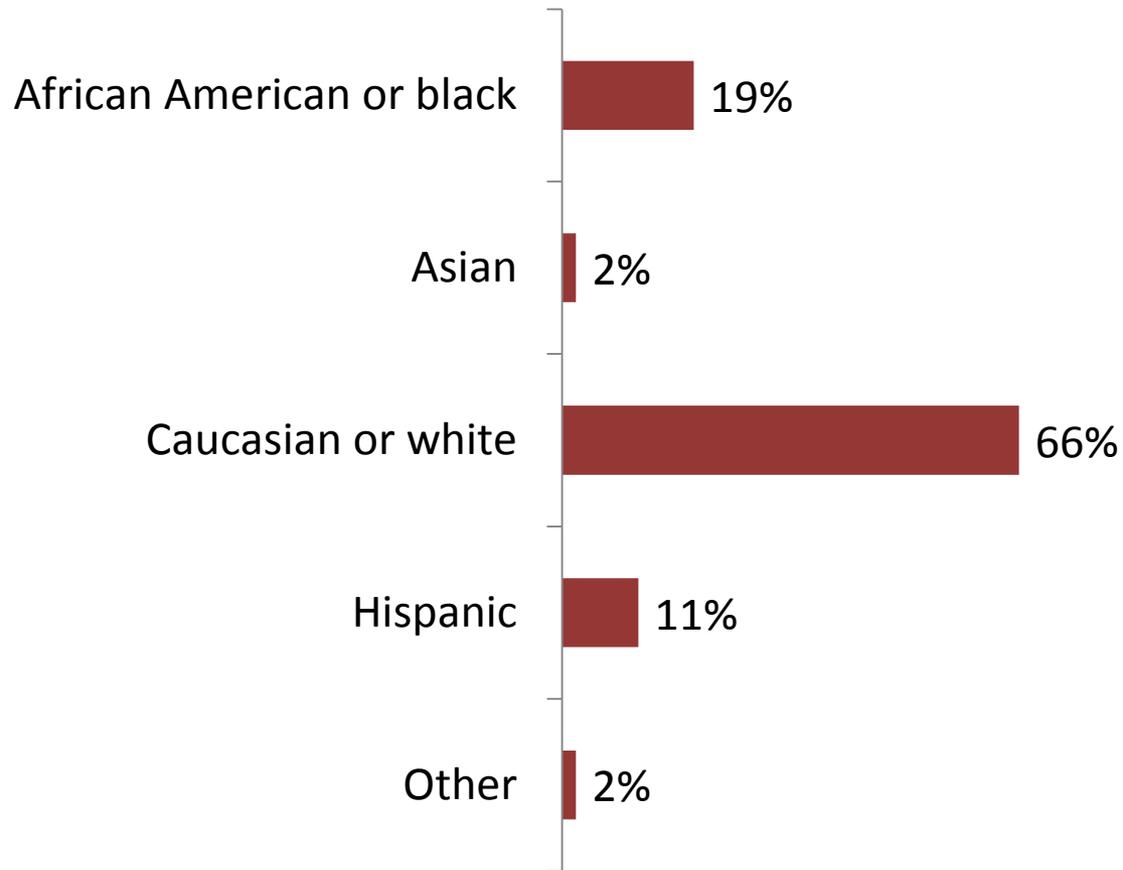
**Median age = 49**

# Visitors' Total Household Income

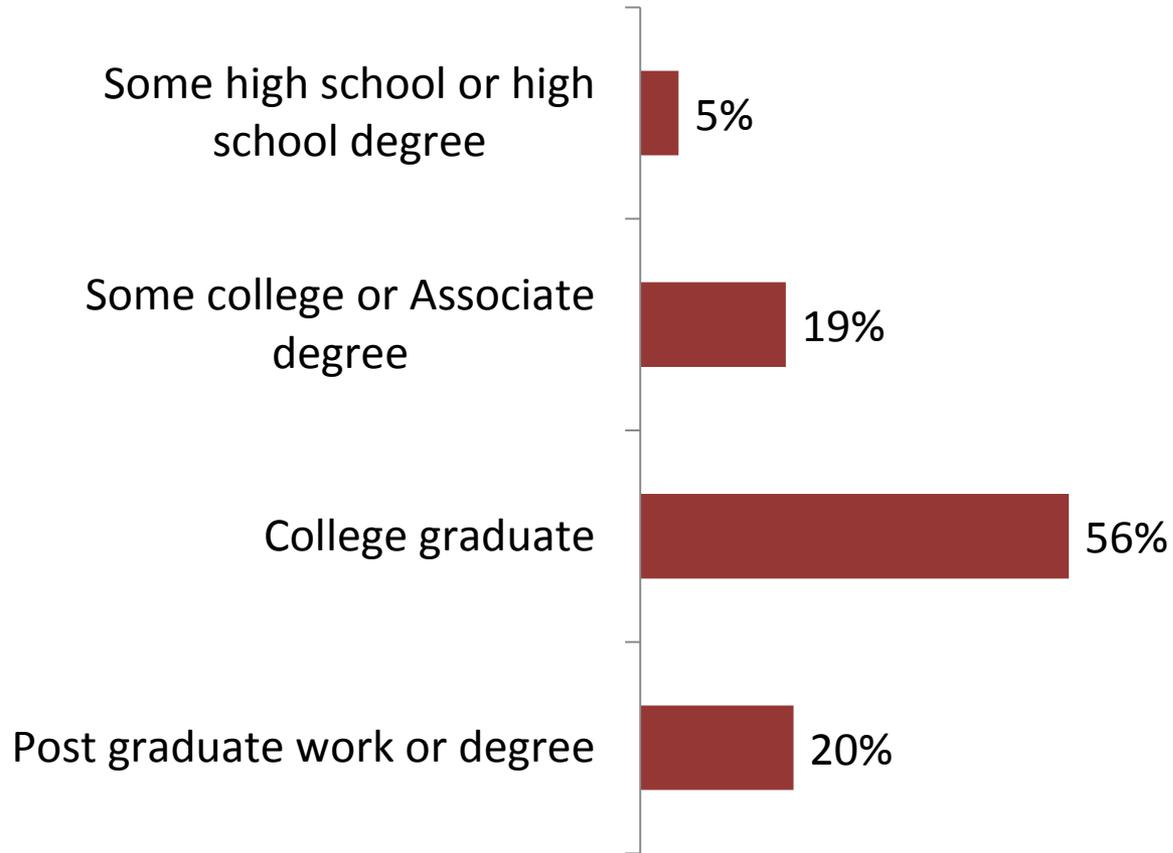


**Median HHI = \$78,900**

# Race/Ethnicity of Visitors

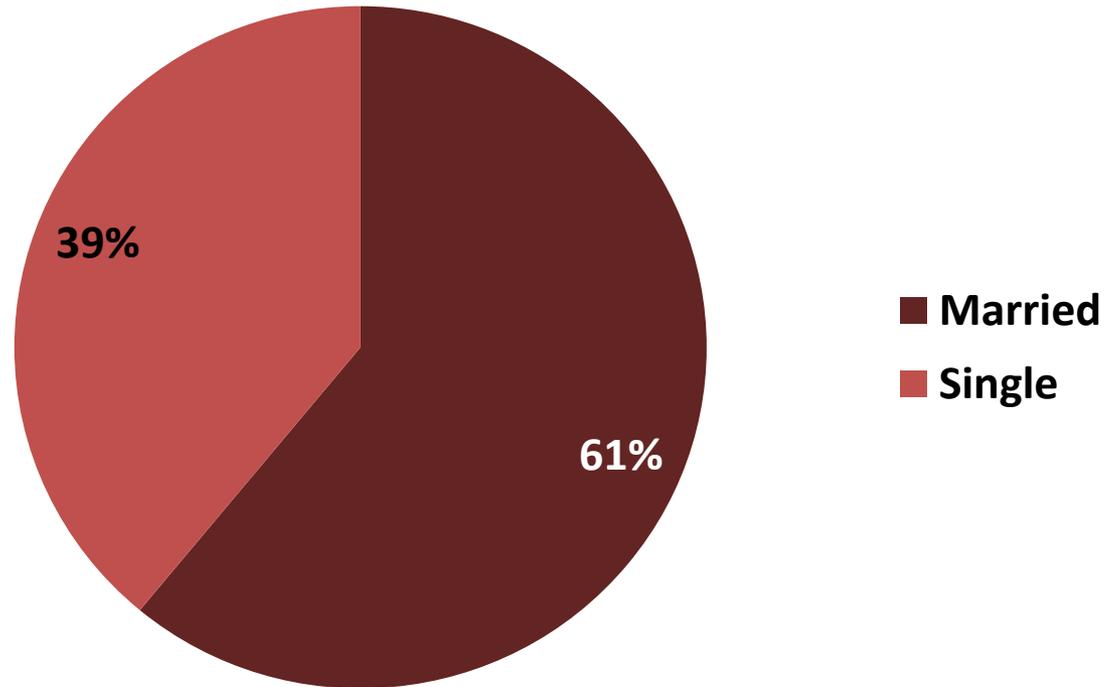


# Education

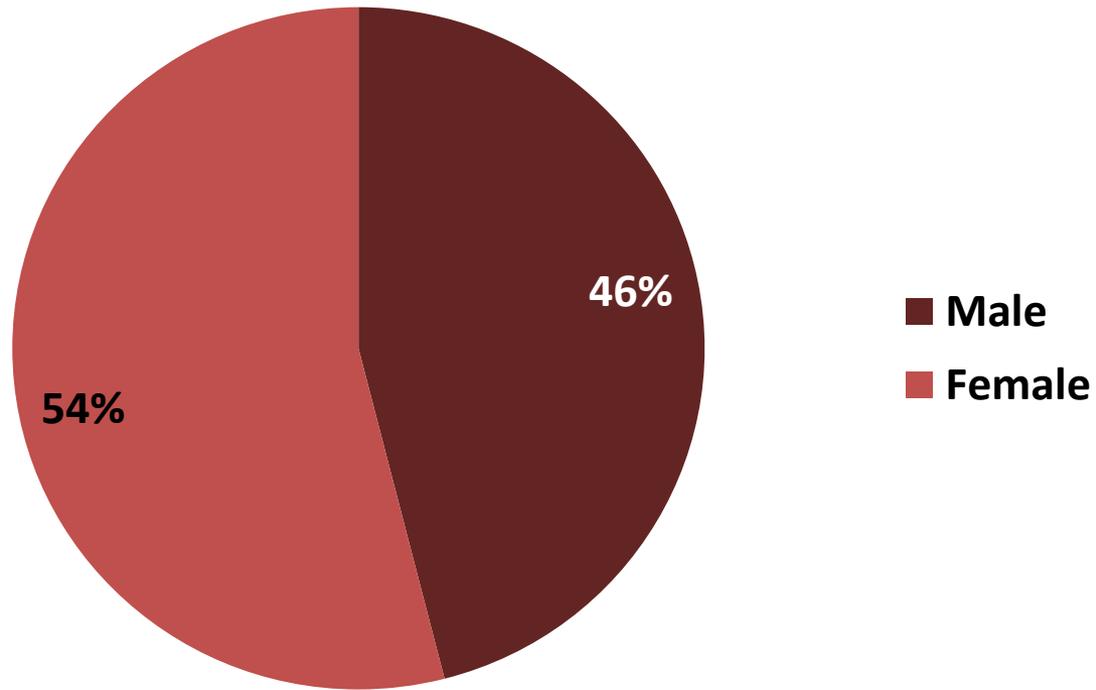


# Marital Status

Six in ten visitors were married.



# Gender



# Visit Tallahassee

## 1<sup>st</sup> Quarter Visitor Tracking Report

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

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



# Visit Tallahassee

## Economic Impact Estimate for

Children's Week

January 24-29, 2016

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Downs & St. Germain Research

# Out-of-County Visitors

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**1,395**

Including overnight visitors and day trippers, there were 1,395 individuals from outside Leon County who attended Children's Week.

# Direct Spending

---

**\$111,700\***

People who **live outside** of Leon County spent \$111,700\* during Children's Week.

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

# Total Economic Impact

# \$176,500

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending Children's Week who **live outside** of Leon County was \$176,500.<sup>2</sup>

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses including sponsorships.

# Paid Room Nights Generated

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## 752 room nights

People who **live outside** of Leon County spent 752 nights in our hotels, motels, etc., while attending Children's Week.

# Direct Spending

**Out-of-county** individuals who attended Children's Week.

Category	Direct expenditures
Accommodations	\$ 63,700
Restaurants	\$ 17,700
Groceries	\$ 2,100
Shopping	\$ 5,900
Entertainment	\$ 6,300
Transportation	\$ 12,700
Other <sup>1</sup>	\$ 3,300
Total direct spending	\$ 111,700

<sup>1</sup>Includes "other" expenditures by attendees.

# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research of 185 attendees of Children's Week
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research

# Children's Week Economic Impact Study

---

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

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com  
Joseph St. Germain, Ph.D., President, joseph@dsg-research.com  
Rachael Powell, Project Director, rachael@dsg-research.com  
Downs & St. Germain Research  
1-800-564-3182: www.dsg-research.com





# Market Days

## 2015 Visitor Tracking & Economic Impact Report

# Market Days: Estimated Economic Impact

- Number of Attendees: **15,660<sup>1</sup>**
- Number of Visitors by Visitor Type:
  - Staying in paid accommodations: **19%**
  - Staying with friend and relatives: **7%**
  - Day Visitors : **13%**
  - Locals: **61%**
- Total Estimated Room Nights: **3,650**
- Total Estimated Visitor Direct Spending: **\$2,966,800**
- Total Estimated Economic Impact: **\$4,657,800<sup>2</sup>**

<sup>1</sup>Attendance estimate supplied by the Tallahassee Museum.

<sup>2</sup>Including induced and indirect impacts of direct spending.



# Typical Market Days Visitor

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- Traveled in a party composed of **2.5** people.
- Was **51** years old.
- Was female (**65%**).

# Origin of Market Days Visitors

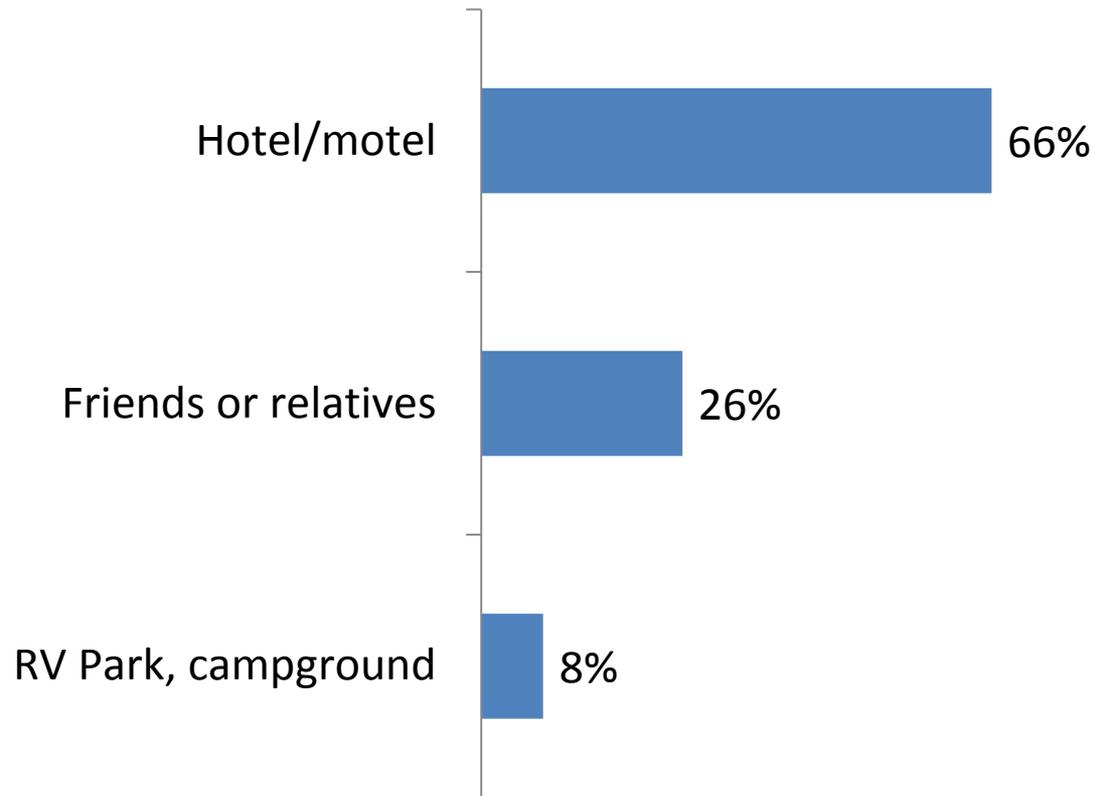
## Top Markets

Tallahassee	<b>61%</b>
Surrounding areas*	<b>8%</b>
Panama City	<b>4%</b>
Pensacola-Mobile	<b>3%</b>
Orlando	<b>3%</b>
Tampa-Clearwater	<b>3%</b>
Atlanta	<b>3%</b>
Thomasville	<b>1%</b>
Gainesville	<b>1%</b>

\*Gadsden, Liberty, Wakulla, & Jefferson Counties

# Market Days Overnight Visitor Accommodations

- Overnight visitors spent **2.8** nights in Leon County.
- **66%** of overnight visitors stayed in a hotel/motel.



# Market Days Visitors' Experience Ratings

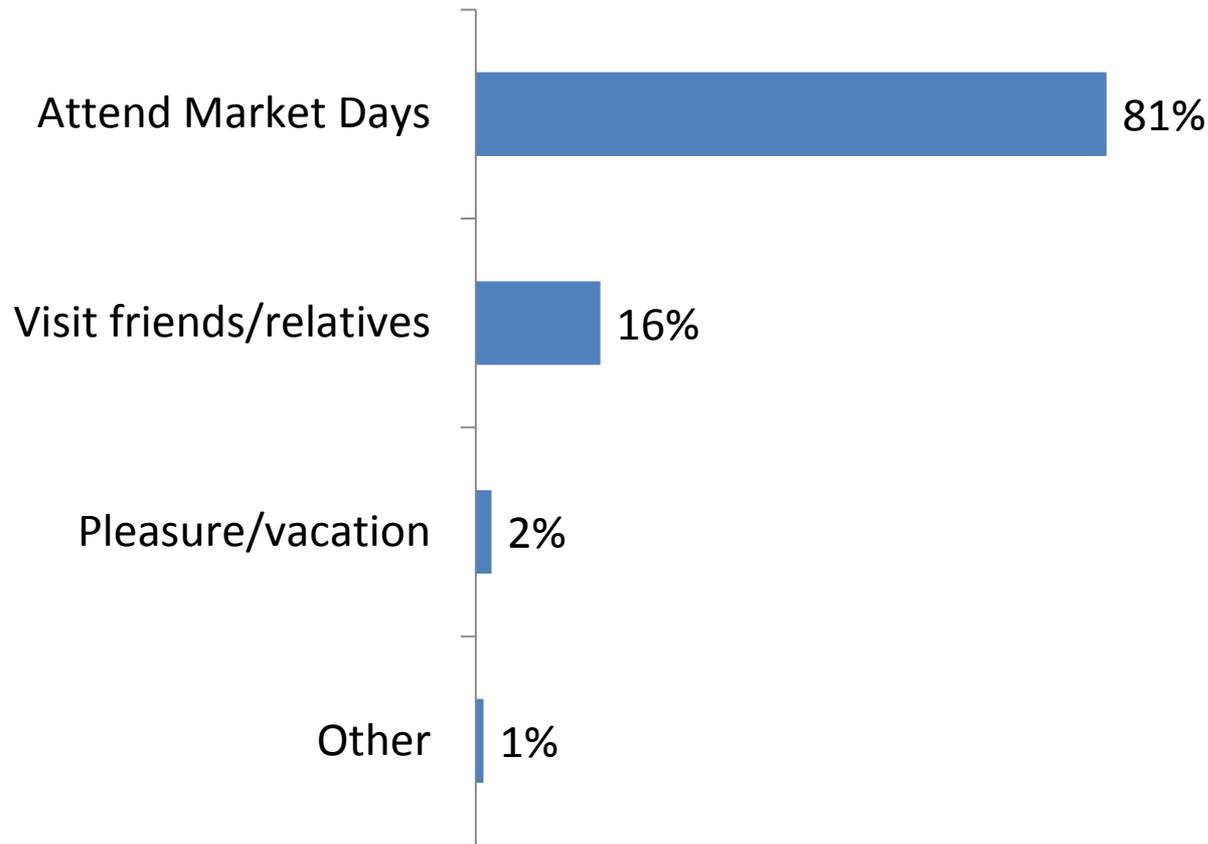
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- Visitors gave their overall experience at Market Days a rating of **9.1 out of 10\***.
- Visitors gave their overall experience of staying in Tallahassee a rating of **9.1 out of 10\***.

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

# Market Days Visitors' Trip Purpose

• **81%** of visitors' main purpose for visiting this area was to attend Market Days.



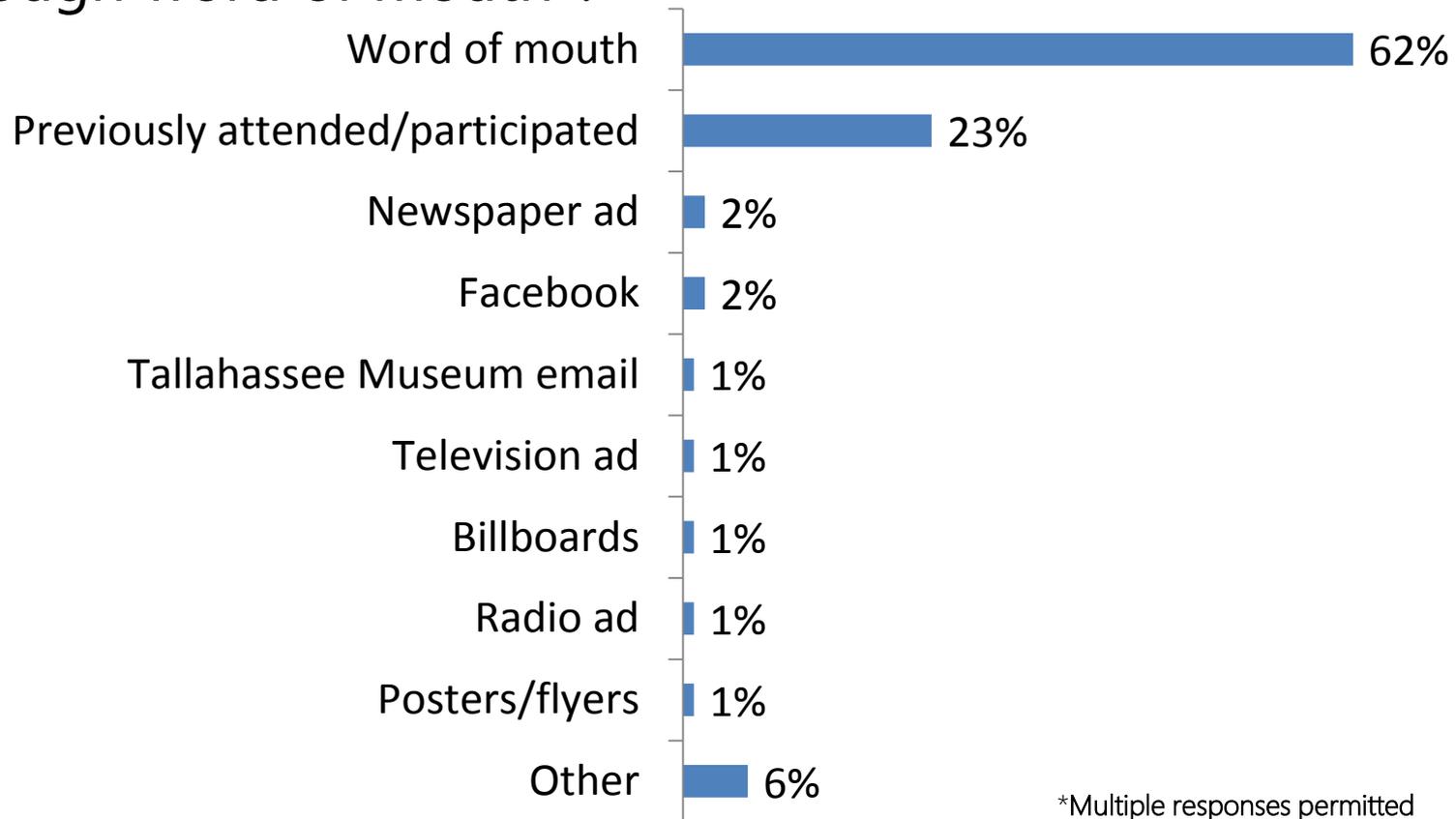
# Market Days Visitor Spending

- Visitors from out of town spent **\$317** a day and **\$889** on their trip.

	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$77	\$216
Restaurants	\$45	\$126
Groceries	\$11	\$31
Shopping	\$134	\$375
Entertainment	\$22	\$62
Transportation	\$17	\$48
Other	\$11	\$31
<b>Total</b>	<b>\$317</b>	<b>\$889</b>

# Information sources for Market Days

•**62%** of Market Days visitors heard about Market Days through word of mouth\*.



\*Multiple responses permitted

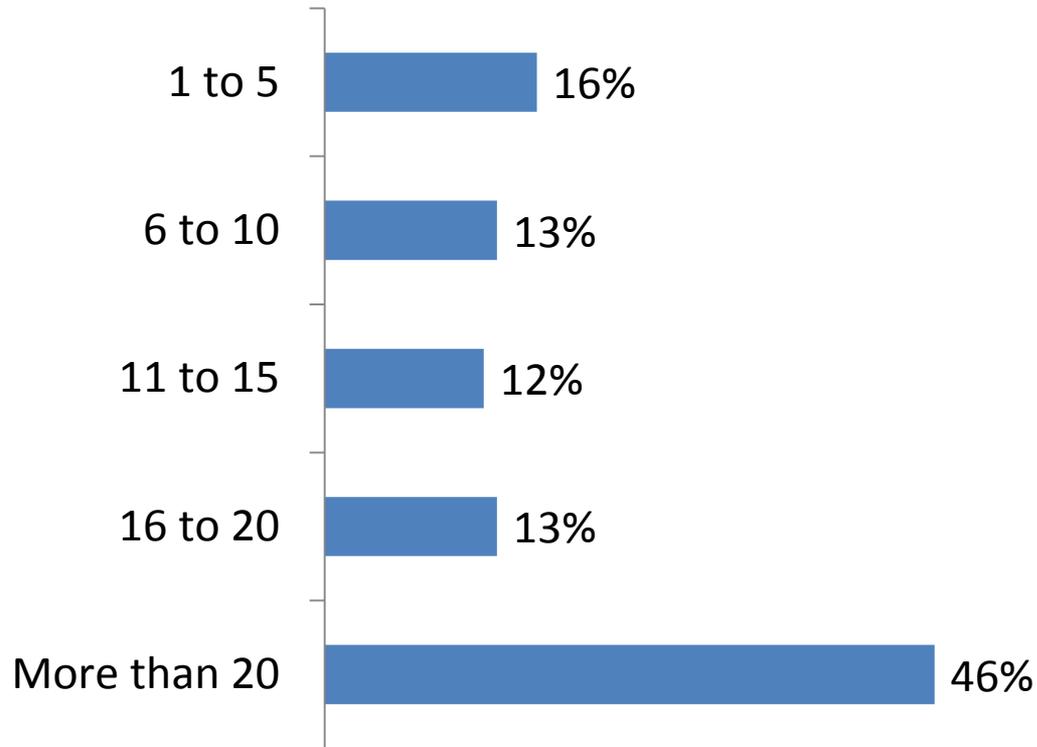
# Market Days Visitors Returning to Tallahassee

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- **47%** of 2014 Market Days visitors also attended Market Days in 2014.
- **74%** of visitors will come back to this region in the near future.
- **61%** of visitors will come back to this region within the next six months.
- **97%** of visitors will come back to this region within the next year.

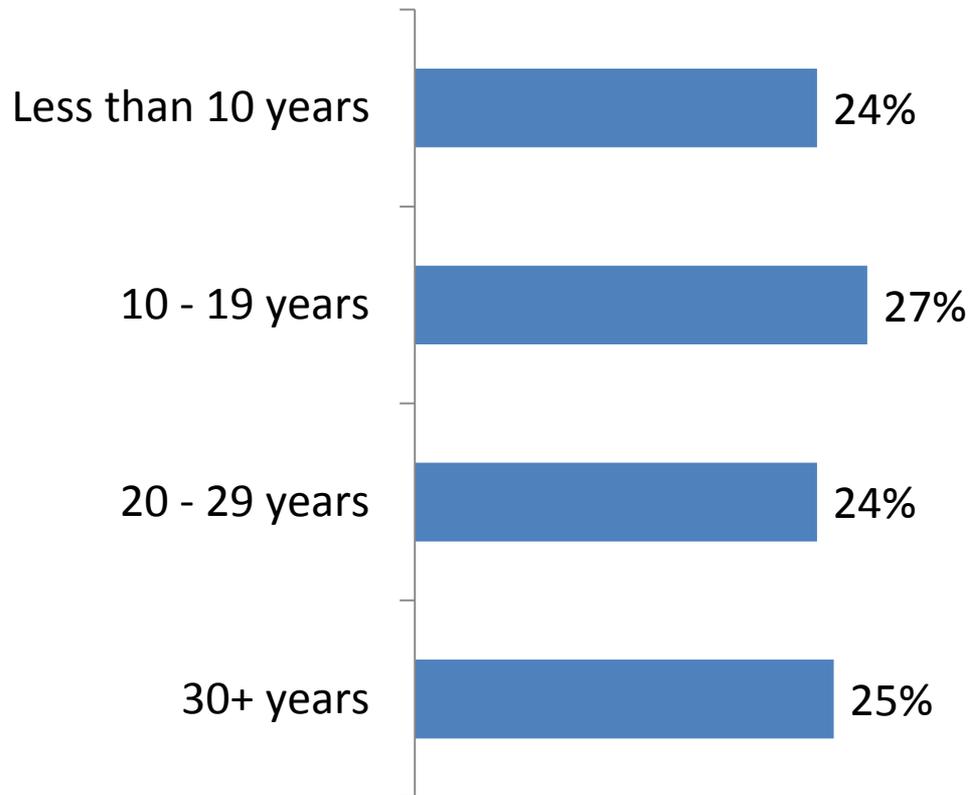
# Market Days Exhibitors Arts & Craft Show Attendance

• **Nearly half** of 2015 Market Days exhibitors attend more than 20 arts & crafts shows per year:



# Market Days Exhibitors Experience

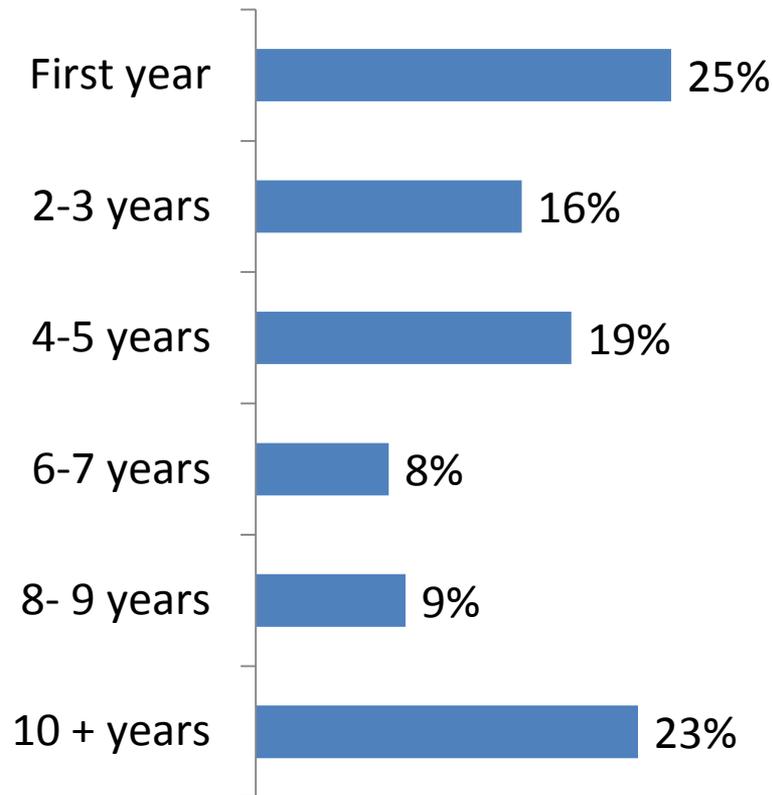
• **Half (49%)** of 2015 Market Days exhibitors have been arts & crafts exhibitors for at least 20 years:



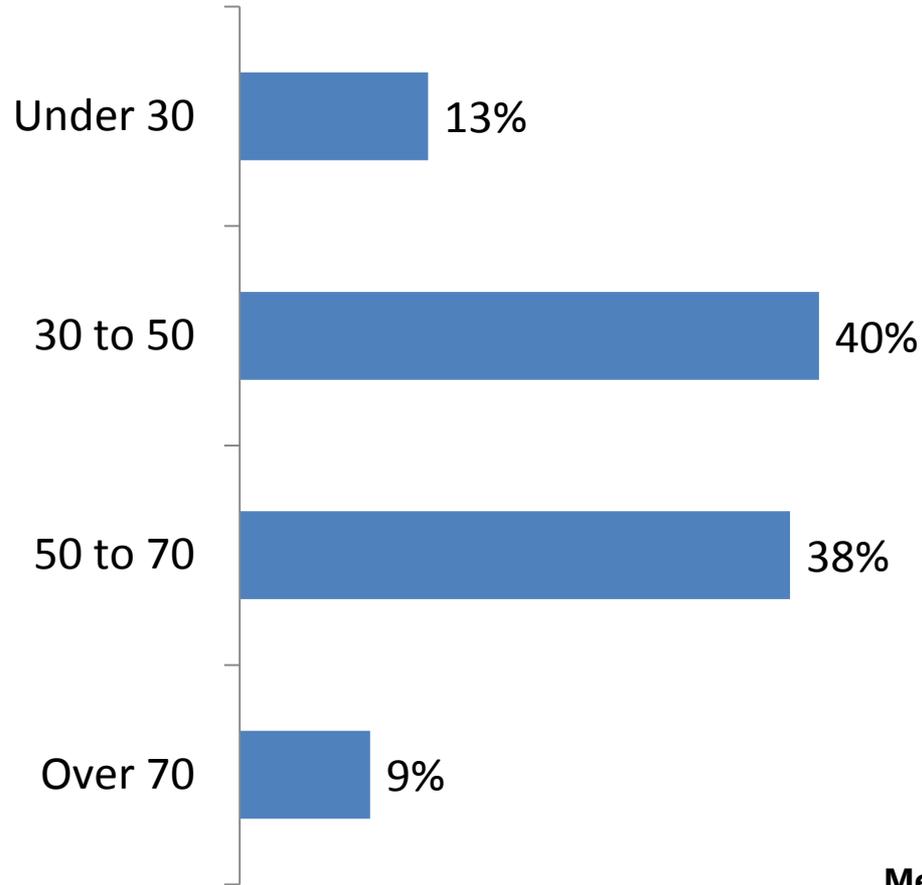
# Market Days Exhibitors

## Experience at Market Days

• **One in four** 2015 Market Days exhibitors were new exhibitors to Market Days:

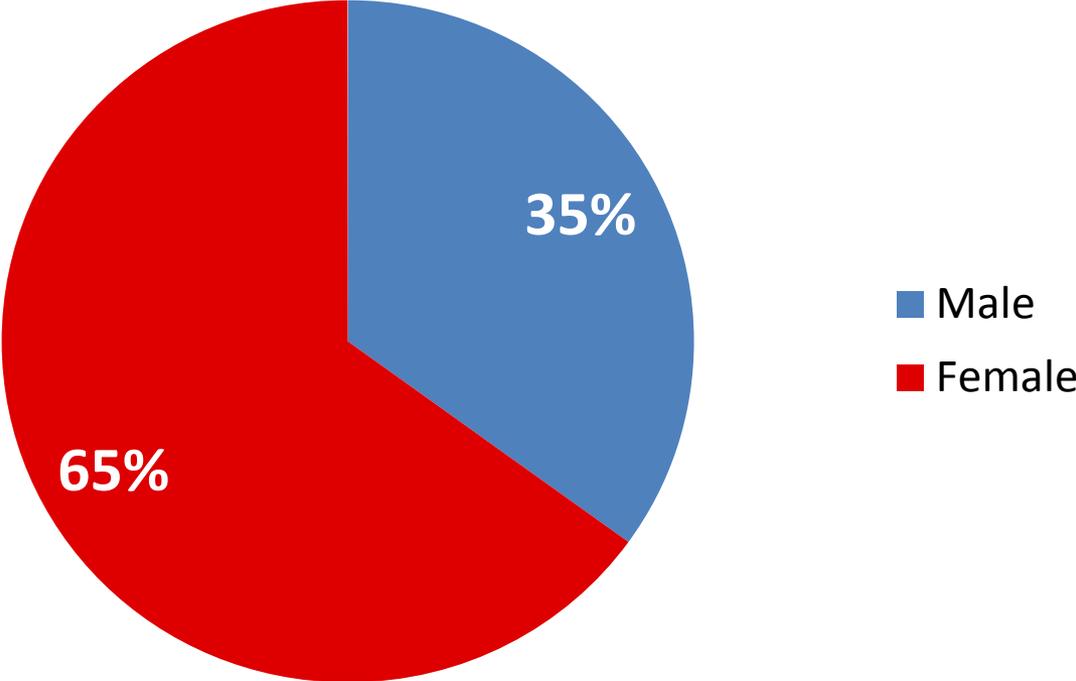


# Age



**Median age = 66**

# Gender



# Visit Tallahassee

## Market Days Visitor Tracking & Economic Impact Report

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Phillip Downs, Ph.D., Senior Partner, [pd@dsg-research.com](mailto:pd@dsg-research.com)  
Joseph St. Germain, Ph.D., President, [joseph@dsg-research.com](mailto:joseph@dsg-research.com)  
Rachael Powell, Project Director, [rachael@dsg-research.com](mailto:rachael@dsg-research.com)  
Downs & St. Germain Research  
850-906-3111: [www.dsg-research.com](http://www.dsg-research.com)





# Tallahassee Museum

2015 Economic Impact Report

# Tallahassee Museum: Attendance

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- Number of Visitors: **122,668<sup>1</sup>**
  - Large Group Visitors: **15.9%**
  - Out of County Visitors: **33.0%**
  - Local Visitors: **51.1%**

<sup>1</sup>Attendance estimate supplied by the Tallahassee Museum. Does not include attendance at events such as Market Days, Halloween Howl, etc.



# Tallahassee Museum: Estimated Economic Impact

- Total Estimated Visitor Direct Spending: **\$4,509,570<sup>1</sup>**
  - Large group visitor spending includes dollars spent at Tallahassee Museum and at eating establishments in Leon County that were visited before or after visiting Tallahassee Museum
  - Out of County visitor spending includes dollars spent at accommodations, restaurants, groceries, shopping, entertainment and transportation on the day of their visit to Tallahassee Museum
  - Local visitor spending includes dollars spent at Tallahassee Museum
- Total Estimated Economic Impact: **\$7,080,025<sup>2</sup>**

<sup>1</sup>Does not include grants, donations or direct spending at events such as Market Days, Halloween Howl, etc.

<sup>2</sup>Including induced and indirect impacts of direct spending.



# Tallahassee Museum + Market Days Estimated Economic Impact

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- Attendance: **138,328**
- Total Estimated Visitor Direct Spending: **\$7,476,370<sup>1</sup>**
- Total Estimated Economic Impact: **\$11,737,825<sup>2</sup>**

<sup>1</sup>Does not include grants, donations or direct spending at non-Market Days events such as Halloween Howl, Swamp Stomp, etc.

<sup>2</sup>Including induced and indirect impacts of direct spending.



# Typical Out of Town Tallahassee Museum Visitor

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- Is **51** years old
- Is married (**74%**)
- Has at least a college degree (**65%**)
- Median Income: **\$68,750**
- Is Caucasian (**84%**)
- Is female (**66%**)



# Origin of Tallahassee Museum Visitors

## Top Markets

Tallahassee	<b>66%</b>
Surrounding areas*	<b>10%</b>
Panama City-Destin	<b>4%</b>
Atlanta	<b>3%</b>
Orlando	<b>2%</b>
Jacksonville	<b>2%</b>
Miami-Ft. Lauderdale	<b>2%</b>
Thomasville-Valdosta	<b>2%</b>

\*Gadsden, Liberty, Wakulla, & Jefferson Counties

# Tallahassee Museum Economic Impact Report

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Tallahassee  
Museum

**DS** downs & st. germain  
R E S E A R C H



## ***Campaign Overview***

This report showcases placement and creative performance for the Visit Tallahassee mobile ad buy with xAd, which runs January 12 - March 11, 2016

**Campaign Goal:** Engage visitors while in Tallahassee for Florida Legislative Session; encourage them to explore Tallahassee beyond their scheduled plans and to consider returning for future events.

- Target visitors in select areas of Tallahassee:
  - Downtown Hotels
  - Apalachee Parkway
- Test various messaging for greatest conversions:
  - Dining
  - Nightlife
  - Spring Events
- Test landing page engagement (see web analytics):
  - General Explore
  - Message Specific
  - Message Specific/IHeartTally Hub

**Measurement:** Impressions Delivered, Clicks, Click Rate and Cost Per Click.

The campaign is estimated to deliver 1,303,192 impressions across mobile (smartphone) devices. Total investment spend is \$8,000 net.

## ***Key Takeaways***

- The campaign is on pace to deliver in full by campaign end.
  - YTD Impressions = 269,410
  - YTD Clicks = 1,545
  - YTD Click Rate = 0.57%
  - YTD Cost Per Click (CPC) = \$1.04
- 320x50 placements lead performance based on click rate and cost per click.
- Click rates are in line with previous Fall Campaign, while cost per click is down 16% (from \$1.24 previously).



## Placement Performance

The chart below shows xAds ad placement performance based on impressions delivered.

Placement	Impressions	Clicks	Click Rate	Cost	CPC
Mobile - Target Hotels - Spring Events - 320x50	64,488	362	0.56%	\$385.64	\$1.07
Mobile - Target Hotels - Dining - 320x50	64,469	409	0.63%	\$385.52	\$0.94
Mobile - Target Hotels - Nightlife - 320x50	64,457	435	0.67%	\$385.45	\$0.89
Mobile - Target Hotels - Dining - 300x250	20,702	84	0.41%	\$153.19	\$1.82
Mobile - Target Hotels - Spring Events - 300x250	20,632	92	0.45%	\$152.68	\$1.66
Mobile - Target Hotels - Nightlife - 300x250	20,316	67	0.33%	\$150.34	\$2.24
Mobile - DMA Added Value - Spring Events 320x50	14,346	96	0.67%	\$0.00	\$0.00
<b>TOTAL</b>	<b>269,410</b>	<b>1,545</b>	<b>0.57%</b>	<b>\$1,612.83</b>	<b>\$1.04</b>

The chart below shows xAds ad placement performance based on click rate.

Placement	Impressions	Clicks	Click Rate	Cost	CPC
Mobile - Target Hotels - Nightlife - 320x50	64,457	435	0.67%	\$385.45	\$0.89
Mobile - DMA Added Value - Spring Events 320x50	14,346	96	0.67%	\$0.00	\$0.00
Mobile - Target Hotels - Dining - 320x50	64,469	409	0.63%	\$385.52	\$0.94
Mobile - Target Hotels - Spring Events - 320x50	64,488	362	0.56%	\$385.64	\$1.07
Mobile - Target Hotels - Spring Events - 300x250	20,632	92	0.45%	\$152.68	\$1.66
Mobile - Target Hotels - Dining - 300x250	20,702	84	0.41%	\$153.19	\$1.82
Mobile - Target Hotels - Nightlife - 300x250	20,316	67	0.33%	\$150.34	\$2.24
<b>TOTAL</b>	<b>269,410</b>	<b>1,545</b>	<b>0.57%</b>	<b>\$1,612.83</b>	<b>\$1.04</b>



### Placement Performance (continued)

The chart below shows xAds ad placement performance based on cost per click.

Placement	Impressions	Clicks	Click Rate	Cost	CPC
Mobile - DMA Added Value - Spring Events 320x50	14,346	96	0.67%	\$0.00	\$0.00
Mobile - Target Hotels - Nightlife - 320x50	64,457	435	0.67%	\$385.45	\$0.89
Mobile - Target Hotels - Dining - 320x50	64,469	409	0.63%	\$385.52	\$0.94
Mobile - Target Hotels - Spring Events - 320x50	64,488	362	0.56%	\$385.64	\$1.07
Mobile - Target Hotels - Spring Events - 300x250	20,632	92	0.45%	\$152.68	\$1.66
Mobile - Target Hotels - Dining - 300x250	20,702	84	0.41%	\$153.19	\$1.82
Mobile - Target Hotels - Nightlife - 300x250	20,316	67	0.33%	\$150.34	\$2.24
<b>TOTAL</b>	<b>269,410</b>	<b>1,545</b>	<b>0.57%</b>	<b>\$1,612.83</b>	<b>\$1.04</b>

### Creative Performance

The chart below shows the xAd creative performance based on click rate.

Creative	Impressions	Clicks	Click Rate
320x50 Nightlife	64,457	435	0.67%
320x50 Dining	64,469	409	0.63%
320x50 Events	64,488	362	0.56%
300x250 Events	20,632	92	0.45%
300x250 Dining	20,702	84	0.41%
300x250 Nightlife	20,316	67	0.33%
<b>TOTAL</b>	<b>255,064</b>	<b>1,449</b>	<b>0.57%</b>

#### Top 3 Executions:

320x50 Nightlife



320x50 Dining



320x50 Events





### Website Visits

Landing Page	Previous Period	During Media	Growth
Dine	511	661	29%
Explore	1,755	2,307	31%
Nightlife	912	1,147	26%
IHeartTally - Homepage	84	131	56%
<b>TOTALS</b>	<b>3,262</b>	<b>4,246</b>	<b>30%</b>

### Pages Per Visit

Landing Page	Previous Period	During Media	Growth
Dine	3.02	2.96	-2%
Explore	4.95	4.52	-9%
Nightlife	3.15	2.72	-14%
IHeartTally - Homepage	1.94	1.42	-27%
<b>AVERAGE</b>	<b>3.27</b>	<b>2.91</b>	<b>-11%</b>

### Average Visit Length

Landing Page	Previous Period	During Media	Growth
Dine	03:10	03:21	6%
Explore	03:46	03:35	-5%
Nightlife	03:27	02:53	-16%
<b>AVERAGE</b>	<b>03:28</b>	<b>03:16</b>	<b>-5%</b>

### Total Interactions

Landing Page	Previous Period	During Media	Growth
Dine	354	364	3%
Explore	794	1,048	32%
Nightlife	317	358	13%
<b>TOTALS</b>	<b>1,465</b>	<b>1,770</b>	<b>21%</b>

During the xAd media, visits for the four landing pages are up by 30% compared to the previous period of equal length. Total interactions are also up by 18% when comparing the same time periods.

Average visit length and pages per visit are both down during the period media was running compared to the previous period.

The Explore landing page has the highest raw number growth with 552 more visits during the media period. This large increase in visits helped drive the biggest growth of total interactions out of the landing pages.



### Website Visits

Landing Page	Previous Year	During Media	Growth
Dine	989	661	-33%
Explore	2,826	2,307	-18%
Nightlife	1,088	1,147	5%
<b>TOTALS</b>	<b>4,903</b>	<b>4,115</b>	<b>-16%</b>

### Pages Per Visit

Landing Page	Previous Year	During Media	Growth
Dine	3.02	2.96	-2%
Explore	4.95	4.52	-9%
Nightlife	2.81	2.72	-3%
<b>AVERAGE</b>	<b>3.59</b>	<b>3.40</b>	<b>-5%</b>

### Average Visit Length

Landing Page	Previous Year	During Media	Growth
Dine	03:10	03:21	6%
Explore	03:46	03:35	-5%
Nightlife	01:49	02:53	59%
<b>AVERAGE</b>	<b>02:55</b>	<b>03:16</b>	<b>12%</b>

When looking at the data year over year, we can see that visits are down 16% for the landing pages and pages per visits are also slightly down at -5%.

Nightlife is the only individual landing page that is up year over year.

The average visit length is up 12% year over year. This is from visitors spending over a minute long on the nightlife page.

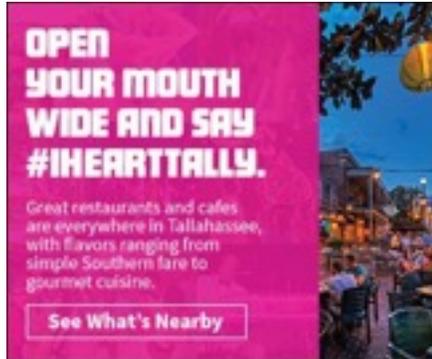
Client: VISIT TALLAHASSEE  
Report: xAd Florida Legislative Session Campaign  
Period: January 12 - 31, 2016

# Media Insights



## APPENDIX

### Available Creative



300x250  
Dining



320x50  
Dining



300x250  
Nightlife



320x50  
Nightlife



300x250  
Events



320x50  
Events