



LEON COUNTY

Tourist Development Council

Thursday, September 10, 2026, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Chair**
- II. Request for Additional Agenda Items – **Chair**
- III. Public Comment
- IV. Items for Consent Approval – **Chair**
 - May 7, 2026, Meeting Minutes (T1)
 - Financial Reports: Division Budget FY 2026 YTD and the Tourism Development Tax Collections and Smith Travel Report (T2)
 - Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports (T3)
- V. General Business – **Chair**
 - Downs & St. Germain Research Presentation – FY26 Q3 Visitor Tracking and Tourism Economic Impact Report, and 2026 Spring Events Economic Impact Report (T4)
 - College Town Update Presentation
 - FY 2027 Tourism Marketing Plan Presentation
 - FY2027 Tourism Special Event Grant Award Recommendations (T5)
 - New Tourism Incentive Programs – Film Production and Collegiate Partnerships (T6)
 - Concert Update
 - 2029 World Athletics Cross Country Championships Bid Update
 - Tallahassee Sports Council – FY2027 Sports Grant Award Recommendations (Sent Separately) and Update
 - COCA – FY2027 Cultural Tourism Marketing Grant Award Recommendations, Cultural Grant Award Recommendations (Sent Separately) and Update
- VI. Executive Director's Report – **Kerri Post**
 - Update on COCA One-Year Agreement Extension with Amendments
 - Amtrak Office Building Restoration Update
- VII. Additional Business: "For the Good of the Cause" – **Chair**

Next TDC Meeting:

Thursday, November 5, 2026, 9:00 A.M.
ORS Gathering Room



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, May 7, 2026, 9:00 a.m.

**Leon County Office of Resource Stewardship - The Gathering Room
1907 South Monroe Street, Tallahassee, FL 32301**

The Leon County Tourist Development Council met for a regular meeting with Chairperson Michelle Personette presiding. Council members present were County Commissioner Bill Proctor, Mayor Pro Tem Curtis Richardson, City Commissioner Dianne Williams-Cox, Russell Daws, Joshua Brock, Carolanne Savage, Emily Johnson-Truitt and Matt Thompson, Liaison Amanda Heidecker, and Liaison Kathleen Spehar

Tourism Staff present: Kerri Post, Jon LaBarre, Scott Lindeman, Genesis Leggett, Taylor Wheaton, Renee Jones, Janet Roach, Trisha Enfinger, Julie Trezek, Vivian Chen and Shelby Bishop.

The Chair called the meeting to order at 9:02 a.m.

Request for Additional Agenda Items: None

Public Comment: None

Consent:

Chair Personette entertained a motion for approval for the three items on Consent:

1. Meeting Minutes from February 5, 2026.
2. Financial Reports: Division Budget FY 2026 YTD and the Tourism Development Tax Collection and Smith Travel Report
3. Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports

City Commissioner Williams-Cox moved, seconded by Russell Daws, for approval of the items on Consent. The motion passed unanimously, 5-0.

General Business:

Downs & St. Germain Research (DSG) Presentation: FY 2025 Economic Impact Report – Jordan Turner presented the FY 2026 Q2 Economic Impact Report. Visitors, room nights, and occupancy were down year-over-year, but up compared to two years ago. The largest declines were in sub-categories Visiting Friends & Family and Business Travel. Visitor spending increased, especially in entertainment, attributed to: Legislative session, major events including World Athletics, FSU Invitational, Springtime Tallahassee, and the Savannah Bananas.

Ms. Turner reviewed lodging metrics highlighting hotel inventory which dominates overall metrics (6,308 hotel units vs. 329 vacation rentals). To address questions from the previous TDC meeting regarding the availability of vacation rentals, DSG spoke with Key Data whose research indicated vacation rental availability fluctuates only about 5% annually. Discussion ensued.

In response to inquiries during the February TDC meeting, Ms. Turner shared 3-year comparisons for reasons for visiting. Ms. Turner shared first-time visitors increased by 4% with household average household income increased by about \$4,200; racial demographics and education levels remained unchanged in the comparison. Visitor origins showed fewer Florida visitors and more from the broader Southeast. International visitation increased by about 1% and the top Florida markets were Miami/Fort Lauderdale, Orlando, Tampa. Visitor satisfaction for the destination remained strong, rating 8.3/10 with 96% likely to return.

World Athletics Cross Country Championships Impact Report

Jordan Turner presented the World Athletics Cross Country Championships Attendance & Economic Impact Report. Highlights included approximately 11,000 out-of-county attendees, over 15,000 total attendees generating more than 9,500 room nights, \$3.8M in direct visitor spending and nearly \$6.1M in total economic impact. Ms. Turner reported 29% of athletes visited the U.S. for the first time and 83% of participants visited Tallahassee for the first time. 57% of spectators were first-time visitors. Surveys showed a high engagement with local restaurants, parks, and shopping. Local resident feedback indicated a 4.8/5 positive impact on Tallahassee's image and 4.7/5 pride in hosting the event. Kerri Post added World Athletics' global model data estimated Tallahassee's event as the largest cross-country event ever held (4× larger than previous events) generating over \$24M in global economic and media value. Discussion ensued highlighting strong praise for staff and volunteers and support for future event hosting opportunities.

Proposed FY27 Tourism Event Grant Programs

Budget Allocation Chair Michelle Personette initiated discussions on the Tourism Event Grant budget request for FY2027 totaling \$980,000; an increase of \$180,000 from FY2026). The proposed total includes Legacy Events \$480,000, Signature and Emerging Signature Events \$90,000, Special Events \$220,000 and Sports Events \$190,000. Discussion ensued.

City Commissioner Williams-Cox moved, seconded by Russell Daws, for the approval of the Proposed FY27 Event Grant Programs Funding Recommendations \$980,000. The motion passed unanimously, 8-0.

Grant Application Timeline

Chair Personette outlined the Tourism Event Grant Application timeline starting with an opening date of June 25, 2026, with a 45-day application window. Discussion ensued concluding leading to changing the scoring deadline date to August 26, 2026, and the Public Review meeting date to September 3, 2026.

Russell Daws moved, seconded by Emily Johnson-Truitt for the Grant Application Timeline with the Grant Scoring Deadline of August 26, 2026, and the Public Review Meeting of September 3, 2026. The motion passed unanimously, 8-0.

Grant Peak Visitor Periods (Blackout Dates)

Chair Personette presented the Tourism Event Grant FY27 Blackout dates which include FSU Homecoming, FAMU Homecoming, FSU vs. Clemson, FSU vs. Virginia, Legislative Session (Mon-Thu only), Spring Commencements (FSU, FAMU, TCC), and Winter Graduation. Discussion ensued resulting in changes to the Tourism Grant Blackout dates, removing Dec 11 from Winter Graduation blackout dates, and adding April 29 to the Spring Commencement blackout dates.

Mayor Pro Tem Richardson moved, seconded by Russell Daws for the removal of Winter Graduation date December 11 and April 29 to be added to Spring Commencement. The motion passed unanimously, 8-0.

Revised Grant Guidelines

Ms. Post outlined the changes for the Tourism Event Grant Guidelines including clarification on conflicts of interest for grant organization board member businesses receiving grant funds, compliance with the new Senate Bill (SB) 1134 (DEI restrictions) and updated funding levels for certain grant tiers. Ms. Post

reviewed the restrictions the new DEI bill presents, and anticipated guidance is expected from the County Attorney's Office (CAO). Discussion ensued on SB 1134's implications for cultural events, DEI language, and potential grant approval and eligibility impacts. Discussion ensued. County Commissioner Bill Proctor removed himself from the meeting in protest to SB 1134.

City Commissioner Williams-Cox moved, seconded by Russell Daws for approval of the revised guidelines and states compliance with SB 1134. The motion passed unanimously, 7-0 with County Commissioner Bill Proctor absent.

Appointment of the TDC Grants Review Committee

TDC member Matt Thompson volunteered to continue Chairing the Committee and Emily Johnson-Truitt, Carolanne Savage and Joshua Brock were nominated to serve on the TDC Grants Review Committee for FY26-FY27.

City Commissioner Williams-Cox moved, seconded by Russell Daws, for approval of the Appointments of the TDC Grants Review Committee consisting of Matt Thompson, Emily Johnson-Truitt, Carolanne Savage and Joshua Brock. The motion passed unanimously, 7-0.

Process to Appoint a TDC Member or Designee to the COCA Grant Review Panel

Chairperson Personette presented for consideration three (3) process options to appoint a TDC member, or a designee, to COCA's FY27 Grant Review Panel:

Option 1 – A TDC member will be nominated by one or more TDC members or will volunteer to serve on COCA's FY27 Cultural Program Grant Review Panel.

Option 2 – The TDC will accept and deliberate recommendations from TDC members to appoint a tourism industry designee to serve on COCA's FY27 Cultural Program Grant Review Panel.

Option 3 – On behalf of the TDC, the TDC Chairman, at their discretion, will appoint a tourism industry designee to serve on COCA's FY27 Cultural Program Grant Review Panel. Discussion ensued.

City Commissioner Williams Cox moved, seconded by Russell Daws, for approval of Option 3 TDC Chairman, at their discretion, will appoint a tourism industry designee to serve on COCA's FY27 Cultural Program Grant Review Panel. The motion passed unanimously, 7-0.

Proposed FY27 Tourism Budget

Ms. Post presented highlights of the proposed budget, reduced by 1%, for conservative planning, which considered the reclassification of one sports department position and adding 2 OPS sports and events staff positions. The year-over-year variance reflected significant reductions in some cost codes due to no World Athletics event expenses in FY27 and includes costs for moving back into the Amtrak Station offices. Discussion ensued.

City Commissioner Williams-Cox moved, seconded by Emily Johnson-Truitt for approval of Proposed FY27 Tourism Budget. The motion passed unanimously, 7-0.

Proposed Adjustment to the FY26 TDC Meeting Schedule/Venue

As discussed by the Council at the February 5, 2026, future meetings will be hosted at the Leon County Office of Resource Stewardship – The Gathering Room, (ORS) when available. July and September TDC meetings will be held in Commission Chambers due to The Gathering Room unavailability.

Emily Johnson-Truitt moved, seconded by Russell Daws for approval of the Meeting/Venue change. The motion passed unanimously, 7-0.

Tallahassee Sports Council Update

Amanda Heidecker presented updates on the Sports Council meeting held at the Indigo Hotel. She announced Tourism is hosting the FHSAA Sand Volleyball Championships over the weekend for the fifth consecutive year. Preparations for the upcoming fall sports schedule are under way. Ms. Heidecker shared as a lasting community impact of the World Athletics Cross Country Championships, Leon County

Tourism/Visit Tallahassee presented a \$10,000 check to Leon County Schools for Middle School and High School Cross Country and Track programs.

Marketing – Summer Programs Highlights

Scott Lindeman presented updates Summer Campaign: Scheduled to run from June 1 through July 4, Visit Tallahassee will present "Beyond Your Block: America 250 Edition," a month-long community exploration challenge aligned with statewide and national America250 commemorations. Leveraging the Visit Tallahassee mobile application, the campaign will incentivize residents and visitors to explore cultural, historic, and outdoor attractions throughout Leon County via digital check-ins. Six premier historic landmarks-including Florida's Historic Capitol, the John G. Riley House, Mission San Luis, and Natural Bridge Battlefield Historic State Park-will serve as featured anchor locations. The promotion will drive app engagement and foot traffic through a tiered rewards structure, awarding a limited-edition t-shirt to the first 50 participants who reach 250 points and entering all active participants into a grand prize local staycation drawing.

The inaugural Tallahassee Restaurant Week will take place July 17-26, delivering a 10-day targeted culinary promotion presented in partnership with Tallahassee Foodies. Designed to generate direct economic impact during the traditionally slower mid-summer period, the initiative will showcase the Capital City's vibrant dining scene across more than 25 locally owned, independent restaurants and chef-driven concepts. Participating establishments will feature exclusive, multi-course prix-fixe menus spanning breakfast, lunch, and dinner price tiers, driving sustained patronage to local culinary corridors and introducing diners to new dining experiences across the community.

Update on Conference Center Need in the Market

Jon LaBarre presented Conference Center Feasibility updates: meetings have resumed with stakeholders FSU, Chambers, real estate groups, OEV, Downtown Improvement Authority. New hotel projects include the sale of the land previously earmarked for the Valencia project and Drury Hotels purchase of the Greyhound Bus Station property. Mr. LaBarre also touched on the Tallahassee Airport Hotel RFP status. Discussion ensued. Staff will ensure inclusion of FAMU as part of its continued Conference Center Need Action Plan.

Concert Update

Scott Carswell presented concert recap of spring concerts including Toto, Lake Street Dive, Earth, Wind and Fire, and Alabama Shakes with Lamont Landers, estimated 30,000 plus attendees in two weeks. More shows are in negotiation for fall. Ms. Post added there will be coming improvements to the Adderly Amphitheater website and a new ticketing platform coming soon. Discussion ensued.

COCA Update

Ms. Spehar Gave updates on arts and culture and COCA beginning with the George Clinton Art exhibit at LeMoyne and the ongoing Music under the Oaks in the Park series. The region's 10-week spring festival season is in full swing with 23 festivals this year. The Cultural Program Grants program opened in April. A review of the FY25 Cultural Program Grant Annual report included 70 grants issued to 35 grantees generating an estimated \$19.7M in economic impact. Discussion ensued on TDC representation on COCA's Grant Review Committee. TDC member Carolanne Savage offered to serve on either the COCA Grant Review or the Tourism Event Grant Review Committee.

Executive Director's Report

Ms. Post presented the following updates: Board of County Commissioners upcoming agenda items include the County's Arts and Culture Programing Administration Model and development of a new Film TV Production Incentive Program. Amtrak Office Building Repair renovation is expected to finish in September or October with moving anticipated later this fall.

Additional Business: "For the Good of the Cause"

Kerri Post added congratulations to Scott Lindeman and the marketing team for the new Visitor Guide and to Taylor Wheaton and Genesis Leggett for earning Sports Tourism Strategists (STS) certifications. Ms. Post also announced Breeze Airlines will be coming to Tallahassee in July and Visit Tallahassee is activating in the 2 new origin markets.

Motion to Adjourn

***Mayor Pro Tem Richardson moved, seconded by City Commissioner Williams Cox
The motion passed unanimously, 7-0.***

Meeting Adjourned at 11:01 a.m.

Attest: Michelle Personette, Chairperson

Attest: Shelby Bishop, Witness

Next TDC Meeting:

Thursday, September 10, 2026, 9:00 A.M.

Leon County Commission Chambers

5th Floor

Leon County Tourist Development Council

Statement of Cash Flow

Period Ending July, 2026

4-Cents Collections

Acct # REVENUES		YTD	July	FY 2025/26	% Revenue	
		Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	¹	\$ 6,196,598.56	\$ 486,460.37	\$ 7,218,100.00	86%	(1,021,501)
312110 Local Option (1 -cent)	²	\$ 1,546,743.66	\$ 121,614.49	\$ 1,897,150.00	82%	(350,406)
361320 Tax Collector FS 219.075		\$ 15,623.78	\$ -	\$ -	0%	15,624
361111 Pooled Interest Allocation		\$ 14,429.70	\$ -	\$ 236,550.00	6%	(222,120)
365000 Merchandise Sales		\$ 22,066.67	\$ 1,381.64	\$ 9,795.00	225%	12,272
366500 Special Event Grant Reimbursements		\$ -	\$ -	\$ 150,000.00	0%	(150,000)
366930 Other Contributions/Partnerships		\$ -	\$ -	\$ -	0%	-
361300 Interest Inc/FMV Adjustment		\$ -	\$ -	\$ -	0%	-
369900 Miscellaneous Revenue	³	\$ 377,206.66	\$ -	\$ 407,550.00	93%	(30,343)
399900 Appropriated Fund Balance		\$ 303,197.00	\$ -	\$ 303,197.00	100%	-
						-
Total Estimated Receipts		\$ 8,475,866.03	\$ 609,456.50	10,222,342	83%	(1,746,476)

Acct # EXPENDITURES		YTD	July	FY 2025/26	FY 2025/26	% Budget	
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	Under/ (Over)
<i>Administration (301)/Marketing (303)</i>							
51200 Salaries & Wages		\$ 799,263.61	\$ 74,895.34	\$ 1,016,532.00	\$ 1,010,014.00	79%	\$ 210,750
51250 Regular OPS Salaries & Wages		\$ 77,684.14	\$ 5,536.88	\$ 210,042.00	\$ 189,570.00	41%	111,886
51500 Special Pay		\$ 15.14	\$ 2.52	\$ 3,600.00	\$ 3,700.00	0%	3,685
52100 FICA		\$ 63,173.97	\$ 5,921.72	\$ 91,224.00	\$ 92,614.00	68%	29,440
52200 Retirement Contributions		\$ 145,284.01	\$ 13,240.39	\$ 199,159.00	\$ 198,949.00	73%	53,665
52210 Deferred Compensation		\$ -	\$ -	\$ 1,566.00	\$ 1,566.00	0%	1,566
52300 Life & Health Insurance		\$ 174,353.55	\$ 9,408.28	\$ 244,421.00	\$ 242,307.00	72%	67,953
52400 Workers Compensation		\$ 1,272.20	\$ 110.54	\$ 4,606.00	\$ 3,789.00	34%	2,517
53400 Other Contractual Services		\$ 924,508.55	\$ 41,716.66	\$ 643,711.00	\$ 1,139,711.00	81%	215,202
54000 Travel & Per Diem		\$ 10,127.72	\$ 2,054.25	\$ 108,890.00	\$ 116,590.00	9%	106,462
54100 Communications Services		\$ 858.18	\$ -	\$ 9,600.00	\$ 9,600.00	9%	8,742
54101 Communications - Phone System		\$ 19.00	\$ 19.00	\$ 102.00	\$ 102.00	19%	83
54200 Postage		\$ (0.53)	\$ -	\$ 15,000.00	\$ 15,000.00	0%	15,001
54400 Rental & Leases		\$ 32,184.00	\$ 31,090.00	\$ 31,090.00	\$ 31,090.00	104%	(1,094)
54505 Vehicle Coverage		\$ 873.00	\$ 873.00	\$ 747.00	\$ 873.00	100%	-
54600 Repair & Maintenance		\$ -	\$ -	\$ 6,597.00	\$ 6,597.00	0%	6,597
54601 Vehicle Repair		\$ 1,077.48	\$ -	\$ 1,136.00	\$ 1,125.00	96%	48
54700 Printing		\$ 1,995.06	\$ 48.00	\$ 10,000.00	\$ 30,000.00	7%	28,005
54800 Promotional Activities		\$ 45,420.01	\$ 9,520.07	\$ 41,299.00	\$ 41,299.00	110%	(4,121)
54860 TDC Direct Sales Promotions		\$ 13,369.00	\$ -	\$ 73,958.00	\$ 98,958.00	14%	85,589
54861 TDC Community Relations		\$ 24,138.25	\$ -	\$ 54,632.00	\$ 94,632.00	26%	70,494
54862 TDC Merchandise		\$ 3,794.37	\$ -	\$ 41,254.00	\$ 41,254.00	9%	37,460
54900 Other Current Charges		\$ 2,627,696.08	\$ 145,475.55	\$ 1,609,720.00	\$ 2,430,189.00	108%	(197,507)
54948 Other Current Chrg - Amphitheater		\$ 493,628.44	\$ -	\$ 598,780.00	\$ 598,780.00	82%	105,152
55100 Office Supplies		\$ 230.46	\$ -	\$ 12,692.00	\$ 12,692.00	2%	12,462
55200 Operating Supplies		\$ 3,969.26	\$ 1,527.59	\$ 16,625.00	\$ 16,625.00	24%	12,656
55210 Fuel & Oil		\$ 32.81	\$ -	\$ 498.00	\$ 335.00	10%	302
52250 Uniforms		\$ 42.44	\$ -	\$ 6,000.00	\$ 11,000.00	0%	10,958
55400 Publications, Memberships		\$ 20,379.98	\$ 7,588.00	\$ 49,296.00	\$ 49,296.00	41%	28,916

55401	Training	\$	3,250.00	\$	-	\$	13,000.00	\$	13,000.00	25%	9,750
56400	Machinery & Equipment	\$	-	\$	-	\$	-	\$	-	0%	-
58160	TDC Local T&E	\$	4,710.04	\$	246.72	\$	3,500.00	\$	3,500.00	135%	(1,210)
Acct # EXPENDITURES			YTD		July		FY 2025/26		FY 2025/26	% Budget	Under/
<i>Administration (301)/Marketing (303)</i>			Actuals		Actuals		Adopt. Budget		Adj. Budget	Spent	(Over)
58320	Sponsorship & Contributions	\$	61,347.50	\$	8,772.50	\$	86,431.00	\$	86,431.00	71%	25,084
<i>Advertising/Public Relations (302)</i>											
53400	Other Contractual Services	\$	1,488,599.01	\$	165,897.73	\$	1,500,000.00	\$	1,965,000.00	76%	\$ 476,401
54900	Other Current Charges & Obligations	\$	24,945.26	\$	-	\$	-	\$	150,000.00	17%	\$ 125,055
55408	Machinery and Equip 1,000-19,999	\$	-	\$	-	\$	-	\$	-	0%	\$ -
<i>Special Events/Grants (304)</i>											
58300	Grants & Aids	\$	455,913.43	\$	115,048.74	\$	800,000.00	\$	800,000.00	57%	344,087
<i>Welcome Center CIP (086065)</i>											
56200	Building	\$	-	\$	-	\$	208,101.00	\$	208,101.00	0%	208,101
56410	Intfstructure Less Than 200,000	\$	-	\$	-	\$	50,000.00	\$	50,000.00	0%	50,000
<i>Countywide Automation (470)</i>											
54110	Com-net Communications	\$	11,958.00	\$	11,958.00	\$	-	\$	11,958.00	100%	-
54600	Repairs and Maintenance	\$	7,015.00	\$	7,015.00	\$	-	\$	7,015.00	100%	-
<i>Risk Allocations (495)</i>											
54500	Insurance	\$	12,924.00	\$	12,924.00	\$	-	\$	12,924.00	100%	-
54506	Property Insurance	\$	-	\$	-	\$	-	\$	7,171.00	0%	7,171
<i>Indirect Cost (499)</i>											
54900	Indirect Cost Charges	\$	374,000.00	\$	-	\$	-	\$	374,000.00	100%	-
<i>Line Item Funding - (888)</i>											
58214	Cultural Facilities Grant Program	\$	-	\$	-	\$	-	\$	-		-
58215	Local Arts Agency Program	\$	925,506.24	\$	-	\$	1,679,693.00	\$	1,897,150.00	49%	971,644
<i>Transfers (950)</i>											
591001	Transfer to Fund 001	\$	25,599.17	\$	2,579.91	\$	-	\$	30,959.00	\$ -	5,360
591305	Transfer to Fund 305	\$	391,666.67	\$	39,166.66	\$	-	\$	470,000.00	\$ -	78,333
<i>Salary Contingency (990)</i>											
59900	Other Non-operating Uses	\$	-	\$	-	\$	-	\$	-		-
	Reserve for Fund Balance	\$	-	\$	-	\$	-	\$	-		-
	Total Expenditures	\$	9,252,824.50	\$	712,637.05	\$	9,443,502	\$	12,575,466	74%	(3,322,642)
Acct # EXPENDITURES (305)			YTD		July		FY 2025/26		FY 2025/26	% Budget	Under/
			Actuals		Actuals		Adopt. Budget		Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	-	\$	-	\$	-	\$	547,561.00	0%	547,561
	Total Expenditures	\$	-	\$	-	\$	-	\$	547,561.00	0%	547,561

NOTES TO THE FINANCIAL STATEMENT
As of July 31, 2026

REVENUES

¹ - Revenue for the 4-cent collections \$ 6,196,598.56 Collections are on track to meet budget though collections are down (5%) compared to FY25 through July FY26

² - Revenue for the 1-cent collections \$ 1,546,743.66

³ - Revenue collected in Advance \$ 377,206.66 and is a combination of World XC and other Sports related revenue

EXPENSES

World XC are reflected in Other Contractual Services (302-53400 and 303-53400) and Other Current Charges (303-54900). Staff is working with OMB and Administration to balance the remaining FY26 programming funds utilizing additional expected revenues not yet reflected in this report including \$300,000 from Florida Sports Foundation Grant and \$ 287,183.51 from World Athletics Event Reconciliation.

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

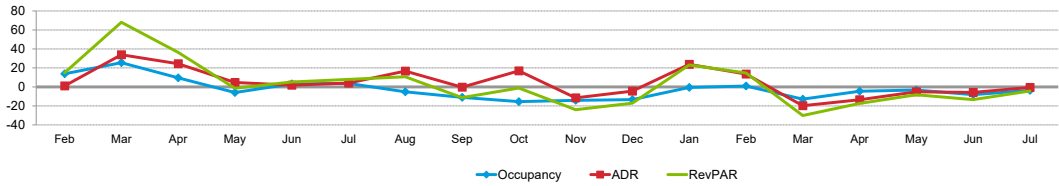
	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	349,360.01	359,333.87	369,813.17	442,474.54	4,731,948.78
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	616,355.29	737,457.57	7,886,581.30
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	55%	49%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	4,289,474.24	4,731,948.78	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
FY2022/2023 (3-cents)	453,134.99	526,249.19	436,616.96	292,669.34	366,445.39	390,021.67	554,820.97	442,251.68	469,912.57	371,463.79	324,449.23	479,915.40	5,107,951.16
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.12	924,701.61	737,086.13	783,187.61	619,106.31	540,748.72	799,859.00	8,513,251.95
Gain/Loss - Month: 3 cent	23%	10%	12%	-1%	0%	-4%	31%	-8%	35%	3%	-12%	8%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	11%	8%	10%	10%	8%	7.9%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.54	3,019,958.50	3,462,210.18	3,932,122.75	4,303,586.53	4,628,035.76	5,107,951.16	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
FY2023/2024 (3-cents)	501,642.16	641,951.80	474,424.27	337,883.86	445,931.47	449,321.58	432,559.64	414,883.62	521,518.88	425,752.72	359,424.47	511,712.17	5,517,006.63
(1-cent - 4th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	144,186.55	138,294.54	173,839.63	141,917.57	119,808.16	170,570.72	1,839,002.21
(1-cent - 5th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	144,186.55	138,294.54	173,839.63	141,917.57	119,808.16	170,570.72	1,839,002.21
Total	836,070.26	1,069,919.66	790,707.12	563,139.76	743,219.11	748,869.30	720,932.74	691,472.70	869,198.13	709,587.87	599,040.78	852,853.62	9,195,011.05
Gain/Loss - Month: 3 cent	11%	22%	9%	15%	22%	15%	(22%)	-6%	11%	15%	11%	7%	
Gain/Loss - YTD: 3 cent	11%	17%	14%	14%	16%	16%	9%	7%	7%	8%	8%	8%	
Deposit 5-cent @97%	810,988.15	1,037,822.07	766,985.91	546,245.57	720,922.54	726,403.22	699,304.76	670,728.52	843,122.19	688,300.23	581,069.56	827,268.01	8,919,160.72
Year to date: 3-cent	501,642.16	1,143,593.95	1,618,018.22	1,955,902.08	2,401,833.55	2,851,155.13	3,283,714.77	3,698,598.39	4,220,117.27	4,645,869.99	5,005,294.46	5,517,006.63	
Year to date: 1-cent (4th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	1,094,571.59	1,232,866.13	1,406,705.76	1,548,623.33	1,668,431.49	1,839,002.21	
Year to date: 1-cent (5th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	1,094,571.59	1,232,866.13	1,406,705.76	1,548,623.33	1,668,431.49	1,839,002.21	
FY2024/2025 (3-cents)	537,896.80	584,930.03	543,621.40	361,296.11	397,692.70	484,782.70	608,732.11	496,679.60	490,647.83	444,026.75	368,454.83	565,690.90	5,884,451.77
(1-cent - 4th Penny)	179,298.93	194,976.68	181,207.13	120,432.04	132,564.23	161,594.23	202,910.70	165,559.87	163,549.28	148,008.92	122,818.28	188,563.63	1,961,483.92
(1-cent - 5th Penny)	179,298.93	194,976.68	181,207.13	120,432.04	132,564.23	161,594.23	202,910.70	165,559.87	163,549.28	148,008.92	122,818.28	188,563.63	1,961,483.92
Total	896,494.66	974,883.39	906,035.66	602,160.19	662,821.17	807,971.16	1,014,553.52	827,799.34	817,746.38	740,044.59	614,091.39	942,818.16	9,807,419.61
Gain/Loss - Month: 3 cent	7%	(9%)	15%	7%	-11%	8%	41%	20%	(6%)	4%	3%	11%	
Gain/Loss - YTD: 3 cent	7%	(2%)	3%	4%	1%	2%	7%	9%	7%	7%	6%	7%	
Deposit 5-cent @97%	869,599.82	945,636.89	878,854.59	584,095.38	642,936.53	783,732.03	984,116.91	802,965.36	793,213.99	717,843.25	595,668.65	914,533.62	9,513,197.02
Year to date: 3-cent	537,896.80	1,122,826.83	1,666,448.23	2,027,744.34	2,425,437.04	2,910,219.74	3,518,951.85	4,015,631.45	4,506,279.28	4,950,306.04	5,318,760.87	5,884,451.77	
Year to date: 1-cent (4th)	179,298.93	374,275.61	555,482.74	675,914.78	808,479.01	970,073.25	1,172,983.95	1,338,543.82	1,502,093.09	1,650,102.01	1,772,920.29	1,961,483.92	
Year to date: 1-cent (5th)	179,298.93	374,275.61	555,482.74	675,914.78	808,479.01	970,073.25	1,172,983.95	1,338,543.82	1,502,093.09	1,650,102.01	1,772,920.29	1,961,483.92	
Notes:													
FY2025/2026 (3-cents)	480,715.46	586,961.78	423,119.67	341,271.11	492,973.52	537,352.73	474,589.84	513,094.67	492,973.52	376,128.69	-	-	4,719,180.99
(1-cent - 4th Penny)	160,238.49	195,653.93	141,039.89	113,757.04	164,324.51	179,117.58	158,196.61	171,031.56	164,324.51	125,376.23	-	-	1,573,060.33
(1-cent - 5th Penny)	160,238.49	195,653.93	141,039.89	113,757.04	164,324.51	179,117.58	158,196.61	171,031.56	164,324.51	125,376.23	-	-	1,573,060.33
Total	801,192.44	978,269.63	705,199.45	568,785.19	821,622.53	895,587.88	790,983.07	855,157.78	821,622.53	626,881.15	-	-	7,865,301.65
Gain/Loss - Month: 3 cent	(11%)	0%	(22%)	(6%)	24%	11%	(22%)	3%	0%	(15%)	(100%)	(100%)	
Gain/Loss - YTD: 3 cent	(11%)	(5%)	(11%)	(4%)	(4%)	(2%)	(5%)	(4%)	(4%)	(5%)	(11%)	(20%)	
Deposit 5-cent @97%	777,156.67	948,921.54	684,043.47	551,721.63	796,973.85	868,720.24	767,253.58	829,503.05	796,973.85	608,074.72	-	-	7,629,342.60
Year to date: 3-cent	480,715.46	1,067,677.24	1,490,796.91	1,832,068.03	2,325,041.54	2,862,394.27	3,336,984.11	3,850,078.78	4,343,052.30	4,719,180.99	4,719,180.99	4,719,180.99	
Year to date: 1-cent (4th)	160,238.49	355,892.41	496,932.30	610,689.34	775,013.85	954,131.42	1,112,328.04	1,283,359.59	1,447,684.10	1,573,060.33	1,573,060.33	1,573,060.33	
Year to date: 1-cent (5th)	160,238.49	355,892.41	496,932.30	610,689.34	775,013.85	954,131.42	1,112,328.04	1,283,359.59	1,447,684.10	1,573,060.33	1,573,060.33	1,573,060.33	
Notes:	October	November	December	January	February	March	April	May	June	July	August	September	

Tab 2 - Trend Leon County, FL

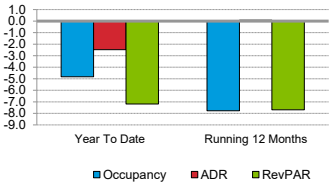
Visit Tallahassee
For the Month of July 2026

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
This Year	73.5	78.3	87.1	81.4	87.9	59.9	84.6	55.4	83.1	59.7	52.1	81.1	74.2	86.5	84.1	98.5	82.4	57.6
Last Year	64.6	60.8	61.2	65.3	65.8	57.7	68.1	62.2	74.7	69.4	60.1	61.4	73.5	78.3	67.1	61.4	67.9	59.8
Percent Change	13.7	25.5	9.6	-5.9	3.2	3.7	-5.1	-11.0	-15.5	-14.1	-13.3	-0.5	1.0	-12.9	-4.5	-3.2	-8.1	-3.7

Year To Date			
2024	2025	2026	
61.9	66.7	63.5	
61.8	61.9	66.7	
0.1	7.8	-4.8	

Running 12 Months			
2024	2025	2026	
61.7	66.8	61.6	
60.8	61.7	66.8	
1.4	8.3	-7.8	

ADR	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
This Year	133.37	155.79	138.75	140.31	111.94	104.33	146.73	149.62	161.06	132.16	108.93	141.33	151.37	124.98	120.04	133.05	105.50	103.79
Last Year	132.01	116.36	111.54	133.96	109.86	100.20	125.81	150.01	137.73	149.37	113.92	114.16	133.37	155.79	138.75	140.31	111.94	104.33
Percent Change	1.0	33.9	24.4	4.7	1.9	4.1	16.6	-0.3	16.9	-11.5	-4.4	23.8	13.5	-19.8	-13.5	-5.2	-5.8	-0.5

Year To Date			
2024	2025	2026	
120.15	129.35	126.15	
120.08	120.15	129.35	
0.1	7.7	-2.5	

Running 12 Months			
2024	2025	2026	
126.63	131.98	132.09	
122.75	126.63	131.98	
3.2	4.2	0.1	

RevPAR	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
This Year	97.98	118.91	93.14	86.21	76.05	62.38	94.85	82.82	101.69	78.84	56.75	86.41	112.33	83.09	76.99	79.12	65.85	59.76
Last Year	85.26	70.75	68.32	87.42	72.29	57.77	85.70	93.34	102.89	103.73	68.48	70.14	97.98	118.91	93.14	86.21	76.05	62.38
Percent Change	14.9	68.1	36.3	-1.4	5.2	8.0	10.7	-11.3	-1.2	-24.0	-17.1	23.2	14.6	-30.1	-17.3	-8.2	-13.4	-4.2

Year To Date			
2024	2025	2026	
74.32	86.26	80.07	
74.18	74.32	86.26	
0.2	16.1	-7.2	

Running 12 Months			
2024	2025	2026	
78.09	88.15	81.37	
74.67	78.09	88.15	
4.6	12.9	-7.7	

Supply	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
This Year	177,800	198,710	192,300	198,710	192,300	198,710	198,710	192,300	198,710	192,300	193,750	193,750	175,000	196,664	190,320	196,664	190,290	196,633
Last Year	183,932	203,639	197,100	203,670	196,410	201,407	203,794	197,220	199,609	191,730	198,121	196,850	177,800	198,710	192,300	198,710	192,300	198,710
Percent Change	-3.3	-2.4	-2.4	-2.4	-2.1	-1.3	-2.5	-2.5	-0.5	0.3	-2.2	-1.6	-1.6	-1.0	-1.0	-1.0	-1.0	-1.0

Year To Date			
2024	2025	2026	
1,389,797	1,355,380	1,339,321	
1,355,104	1,389,797	1,355,380	
2.6	-2.5	-1.2	

Running 12 Months			
2024	2025	2026	
2,373,077	2,345,854	2,315,091	
2,341,390	2,373,077	2,345,854	
1.4	-1.1	-1.3	

Demand	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
This Year	130,622	151,674	129,092	122,086	130,633	118,814	128,443	106,442	125,456	114,718	100,930	118,464	129,860	130,752	122,060	116,946	118,770	113,211
Last Year	118,798	123,819	120,717	132,916	129,237	116,115	138,811	122,713	149,111	133,143	119,083	120,938	130,622	151,674	129,092	122,086	130,633	118,814
Percent Change	10.0	22.5	6.9	-8.1	1.1	2.3	-7.5	-13.3	-15.9	-13.8	-15.2	-2.0	-0.6	-13.8	-5.4	-4.2	-9.1	-4.7

Year To Date			
2024	2025	2026	
859,674	903,859	850,063	
837,175	859,674	903,859	
2.7	5.1	-6.0	

Running 12 Months			
2024	2025	2026	
1,463,393	1,566,720	1,426,052	
1,424,354	1,463,393	1,566,720	
2.7	7.1	-9.0	

Revenue	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
This Year	17,420,705	23,628,657	17,911,774	17,130,186	14,623,521	12,396,407	18,847,037	15,926,284	20,206,069	15,160,877	10,994,511	16,742,339	19,657,170	16,341,757	14,652,130	15,559,680	12,530,201	11,750,213
Last Year	15,082,499	14,407,200	13,464,900	17,805,531	14,198,241	11,634,403	17,464,142	18,407,722	20,536,822	19,887,796	13,566,524	13,806,719	17,420,705	23,628,657	17,911,774	17,130,186	14,623,521	12,396,407
Percent Change	11.1	64.0	33.0	-3.8	3.0	6.5	7.9	-13.5	-1.6	-23.8	-19.0	21.3	12.8	-30.8	-18.2	-9.2	-14.3	-5.2

Year To Date			
2024	2025	2026	
103,293,939	116,917,971	107,233,489	
100,525,893	103,293,939	116,917,971	
2.8	13.2	-8.3	

Running 12 Months			
2024	2025	2026	
185,313,399	206,780,936	188,368,267	
174,843,285	185,313,399	206,780,936	
6.0	11.6	-8.9	

Census %	Feb	Mar	Apr	May	Jun	2025 Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026 Apr	May	Jun	Jul
Census Props	65	66	66	66	66	66	66	66	66	66	65	65	65	65	65	65	65	65
Census Rooms	6350	6410	6410	6410	6410	6410	6410	6410	6410	6410	6250	6250	6250	6344	6344	6344	6343	6343
% Rooms Participants	92.9	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	95.4	95.4	95.4	95.5	95.5	95.5	95.5	95.5

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Visit
Tallahassee
Pretty. Unexpected.

AT A GLANCE



FY 2026 Media Value
YTD: **\$6.3 Million**

Media Value Apr. - June
\$4.8 Million



Earned Media Stories
YTD: **265**

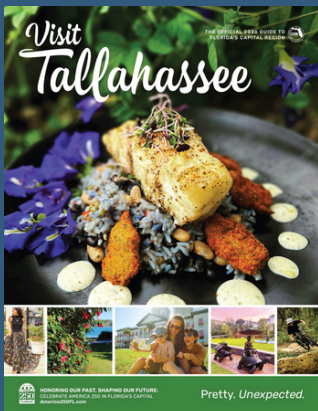
Media Stories Apr. - June
115



Social Media Followers
Facebook: 131,991
Instagram: 41,014



Consumer E-Newsletters
Sent: 3 YTD: 11
Industry E-Newsletters
Sent: 5 YTD: 2



Unveiled the 2026 edition of the Visitor Guide featuring 76 pages of what to see, do, eat and more.

Approximately 70,000 will be distributed over the coming year.

MARKETING & COMMUNICATIONS

April-June 2026

Scott Lindeman, Senior Marketing Director
Genesis Leggett, Marketing Communications Director
Bryan Smith, Digital Content Director
Renee Jones, PR & Marketing Specialist

HIGHLIGHTS

April

- Welcomed **summer interns**, Jordan Larramore (Florida State University) and Sarah Mason (Florida A&M University) to support destination marketing initiatives.
- Genesis Leggett earned her **Sports Tourism Strategist (STS)** designation through the Sports Events and Tourism Association.
- Supported promotion of three headlining concerts at **The Adderley Amphitheater** featuring Lake Street Dive, Earth Wind & Fire, and Alabama Shakes.
- Hosted national travel writer Suzanne Wright of **USA Today** to showcase Tallahassee's attractions, experiences and visitor offerings.
- Genesis spoke to **Berry College** students about careers in destination marketing and tourism.



May

- Hosted **National Travel & Tourism Week luncheon**, welcoming more than **115 tourism industry partners** and community stakeholders while highlighting tourism's impact on Leon County.
- Launched promotional efforts for key summer campaigns, including **Tallahassee Restaurant Week** and **Beyond Your Block**.
- Collaborated with the Sports Sales team to develop and launch Visit Tallahassee's first sports-focused social media channels.
- Completed content creation and filming at all six Leon County America 250 heritage tourism sites to support the **Beyond Your Block: America 250 Edition** campaign.
- Genesis Leggett was featured on the Sales Gravy podcast, sharing the story behind Visit Tallahassee's successful **Chip the Armadillo** partnership with the Tallahassee Museum.

HIGHLIGHTS

May (continued)

- Met with representatives from the Tallahassee International Airport for a planning session on cooperative promotional and activation concepts to welcome **Breeze Airways** to Tallahassee.
- Rolled out a pilot program with the **Market District Merchant Association** featuring a printing guide and map to tourism & hospitality businesses in the district.



June

- Scott Lindeman completed his final year at the Southeast Tourism Society Marketing College, earning the **Tourism Marketing Professional (TMP)** designation.
- Unveiled the redesigned **Adderley Amphitheater** website, enhancing the user experience and improving access to event information.
- Participated in statewide tourism and destination development discussions through **Visit Florida's Adventure Travel Network**.
- Participated in the quarterly **Choose Tallahassee** board meeting to support community and economic development partnerships.
- Announced the fall concert lineup at The Adderley Amphitheater.
- Renee Jones attended the **Travel Blog Exchange (TBEX)** conference where she participated in desk-side meetings with media representatives to cultivate future hosted travel opportunities.
- Launched **Beyond Your Block: America 250 Edition**, a destination-wide campaign connecting Tallahassee's historic and cultural attractions to the nationwide commemoration of America's 250th anniversary while encouraging residents and visitors to explore local heritage sites.

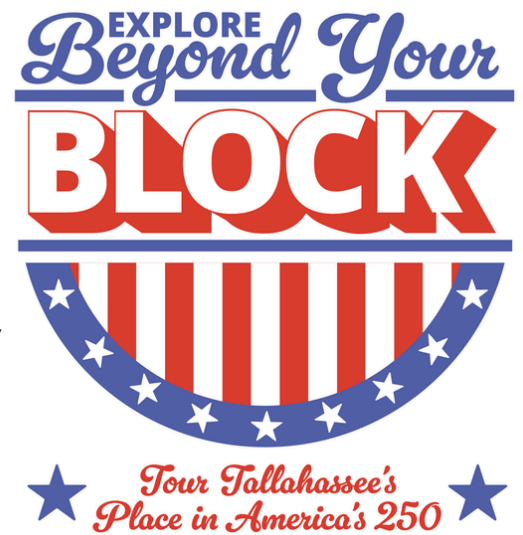


HIGHLIGHTS

Explore Beyond Your Block celebrated America 250 by encouraging residents to discover Tallahassee's attractions, businesses and historic sites.

- **5 Week** mobile passport campaign
- **Rewards:**
 - First 50 participants to reach 250 points earned a commemorative T-shirt
 - Each check-in counted toward a staycation giveaway
- **Weekly Pop-up Activations**

Result: Inspired residents to explore more of Tallahassee while supporting local businesses.



**1 Reel Generated
Over 33,000 Views!**



**Prize Drop
Cooler Bags**



Key Performance Indicators

Challenge Completions	36
Total Check-ins	+1,000
QR Code Scans	114
Push Notification Opens	142
New App Downloads	429
Total Users	3,551 (+131%)
Page Views	48,188 (+300%)

Lucky Winners!



T-Shirt Design



Digital Marketing Highlights

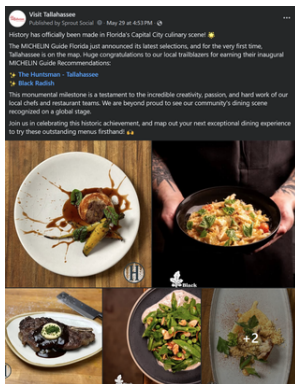
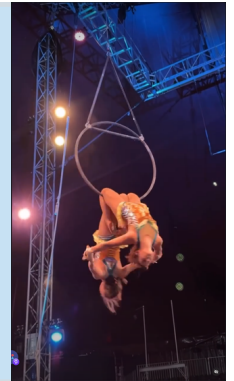


The Pastry & Bakery Viral Moment

The grand opening of LePoint Bakery and Pastry Shop's new brick-and-mortar storefront in the All Saints District offered a prime opportunity to spotlight the expansion of Tallahassee's growing local culinary scene. By capturing the excitement of the grand opening and showcasing the shop's highly visual, premium offerings, the content gained over 155,000 views and 14,000 interactions across social media. This success underscores the audience's strong appetite for new local dining destinations, successfully positioning Tallahassee as a must-visit hub for culinary enthusiasts.

Destination Spotlight: FSU Flying High Circus

The 79th Annual FSU Flying High Circus's spring season provided a premier opportunity to market one of the destination's most distinct, legacy arts and cultural assets to regional travelers. The captivating Instagram Reel, spotlighting the upcoming series of shows, generated 56,000 impressions and 1,200 engagements from audiences planning their spring itineraries. This strong digital performance highlights how capturing signature, only-in-Tallahassee traditions drives active interest and positions Florida's Capital City as a compelling weekend destination getaway.



Culinary Tourism Milestone

The historic announcement of Tallahassee's first-ever inclusion in the prestigious MICHELIN Guide offered an unparalleled opportunity to elevate the destination's culinary reputation worldwide. The milestone social media post generated over 46,000 impressions across Facebook and Instagram. Highlighting this monumental achievement not only validates the exceptional creativity of the culinary scene but also serves as a powerful marketing asset to attract affluent food travelers and drive high-yield culinary tourism to the region.

DIGITAL MARKETING KPI

2025/2026 GOALS	ANNUAL GOAL	QUARTERLY RESULT	% OF GOAL
Maintain an average open rate of over 35% for consumer email campaigns.	35%	37%	N/A
Net increase annual Facebook followers by 25,000	25,000	1,599	35%
Net increase annual Instagram followers by 2,500	2,500	613	392%
Increase annual Mobile App downloads by 1,000	1,000	922	92%

Public Relations

- **478 Million** people reached, estimated value of **\$4.42M**.
- Stemming from our outreach with the Michelin Guide team, two restaurant partners secured recognition in the Michelin Guide, which garnered media attention locally, regionally, and nationally with WCTV, WTXL, Tallahassee Democrat, The Palm Beach Post, AOL, Patch, Newsbreak, and more.
- Resulting from ongoing media relations, last year's Reader's Digest article has been syndicated to [Yahoo! Life](#) and [Yahoo! Travel](#), expanding the story's audience and positioning Tallahassee as a destination for Fourth of July travel once again.
- Two Tallahassee hotels, **Hotel Duval** and **Aloft Tallahassee Downtown**, have been nominated in the 2026 Condé Nast Traveler Readers' Choice Awards.
- Hosted Suzanne Wright, a USA Today contributor, in the destination for coverage surrounding Tallahassee's outdoor adventures, history and culture, and culinary scene.
- Hosting Wolfgang Greiner in collaboration with Visit Florida which will result in a print article in America Journal, a German lifestyle and travel magazine focused on the United States, featuring Tallahassee and its hotel, culinary, outdoors, and museum partners.



PUBLIC RELATIONS KPI		
2025/2026 GOALS	% COMPLETE	YTD
18 National features spotlighting the destination in roundup or dedicated articles	84%	15
12 Hosted Media and Content Creator Experiences - proactively secured by Zimmerman as well as opportunistic leads in collaboration with Visit Florida	66%	8
Negotiate 6 Radio, TV, social and/or in-book promotions in key markets	50%	3
Secure 3 Dedicated Top Market Placements (eg. South Florida, Texas, Atlanta etc.)	0%	0
Secure 5 Niche Articles – spotlighting outdoor (birding, biking, hiking), food & beverage, and accessible travel.	33%	3



Michelin recommendation puts two Tallahassee restaurants on the map

The two diners are now featured on the Michelin Guide



TALLAHASSEE, Fla. (WCTV) - Two Tallahassee restaurants are now Michelin-recommended, a major honor from one of the most recognized names in fine dining.

The world-renowned recognition was awarded to Black Radish and The Huntsman, both in their fourth year of operation. The eateries were chosen to be featured after the Michelin Guide completed its first statewide selection for Florida restaurants.

The Black Radish is known for a more vegetable-forward approach, while The Huntsman focuses on expertly crafted meats.

The two capital city establishments have already seen an uptick in sales since the announcement.

Matthew Swezey, a Black Radish chef and co-owner, said he was not expecting to be nominated after they applied. "It was kind of like, if this happens, it'd be great, but I'm not going to hold my breath," Swezey said.

28 Places to Go for an All-American 4th of July



Reader's Digest · [Follow](#)
Jill Schildhouse

Add us on Google



Tue, June 9, 2026 at 4:03 PM EDT



MICHELIN GUIDE

The Huntsman

320 E. Tennessee St., Tallahassee, FL, 32301, USA

\$\$\$ · American



Notes



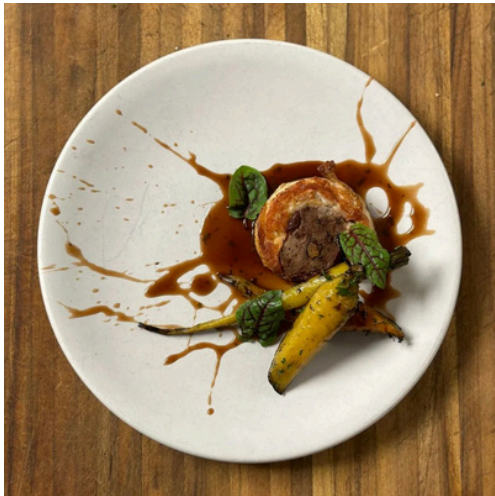
Visited



Save



Favorite



Located in the heart of Tallahassee, this contemporary space from three friends offers a mix of both classic dark leather banquettes and standalone table seating. If the name didn't offer a hint, the menu will soon clue you in — it's all about wild game. The menu rotates often and though there is a clear focus on meat (think grilled Texas antelope), vegetable dishes are far from an afterthought. Start with the chili crunch cauliflower with its crispy breading and garlic-forward citrus sauce. Follow up with the duck confit gnocchi or the wild game meatloaf. To finish, try the flaky and flavorful house-made guava hand pie with goat cheese ice cream.
granola.



Visit
Tallahassee
Pretty. Unexpected.

AT A GLANCE



FY 2026 Media Value
YTD: \$6.5 Million

Media Value Apr. - June
\$186,670



Earned Media Stories
YTD: 332

Media Stories July - Sept.
115



Social Media Followers

Facebook: 132,259

Instagram: 41,570



Consumer E-Newsletters

Sent: 2 YTD: 13

Industry E-Newsletters

Sent: 3 YTD: 7



Assisted an Apple TV production with sourcing local photography for the set design of current project in production for an upcoming true crime limited series starring Julia Garner.

MARKETING & COMMUNICATIONS

July-August 2026

Scott Lindeman, Senior Marketing Director

Genesis Leggett, Marketing Communications Director

Bryan Smith, Digital Content Director

Renee Jones, PR & Marketing Specialist

HIGHLIGHTS

July

- Secured Board approval to launch a **Film & Television Production Incentive Program**. The initiative supports local productions that drive hotel room nights, deliver destination marketing value, and stimulate local economic impact.
- Hosted a press event at Hayward House to launch the inaugural **Tallahassee Restaurant Week in partnership with Tallahassee Foodies**, earning coverage from WCTV, WTXL, WFSU and others. *(Full coverage on next page)*
- Marketing staff supported the Grant Orientation meeting by connecting with prospective applicants and sharing opportunities to promote funded events through Visit Tallahassee's owned channels.
- Assisted the **FSU College of Motion Picture Arts** feature film "Cut Your Teeth" by providing location and permitting assistance. The June-July production generated 620 room nights.
- Assisted production "Five-Pointed Star" with locations and permits.
- Met with the **FloridaCommerce Film and Location Team** to review statewide best practices for developing and administering film incentive programs.



August

- Genesis Leggett joined County Administration in Eugene, Oregon, to present **World Athletics** leadership with a commemorative plaque recognizing the success of WXC Tallahassee 26 and discuss future event opportunities.



- Hosted **Good Housekeeping** editor to showcase Tallahassee's attractions, experiences and visitor offerings for consideration in the publication's 2027 Travel Awards.
- Supported production of the **Leon County Annual Report** video by coordinating a tourism-focused scene with **Hotel Indigo**.

TALLAHASSEE RESTAURANT WEEK

July 17 - 26, 2026



Visit
Tallahassee



The inaugural **Tallahassee Restaurant Week** in partnership with **Tallahassee Foodies** brought together 27 local restaurants for a 10-day promotion designed to drive business during the slower summer season and encourage residents and visitors to explore the destination's culinary scene.

- **100%** of restaurant partners said they would participate again
- **87%** of restaurant partners saw an increase in business revenue during the week
- One restaurant saw a **\$15K year-over-year increase** during the week.
- Food-related **visitation doubled year over year**, increasing from 4% of visitors during the same dates in 2025 to 8% during Restaurant Week.
- During Tallahassee Restaurant Week, restaurant **spending increased 4%** above the four-week baseline—representing a 14-percentage-point turnaround from the 10% decline recorded before the event.

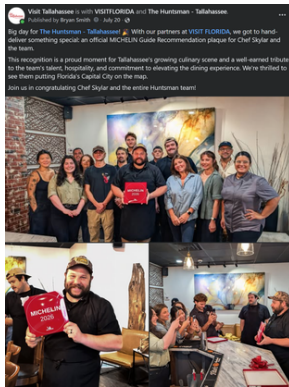


“It truly felt like a gift in the middle of July.”
— Damas

ON THE HORIZON

- Grant implementation meeting - September 30th
- **Fall Concerts** at The Adderley Amphitheater
 - Gov't Mule & Ziggy Marley - October 7
 - The Jubilee Music Festival Featuring Tye Tribbett - October 10
 - COMMON with the Tallahassee Symphony Orchestra - November 14
 - The Revivalists - November 19

Digital Marketing Highlights

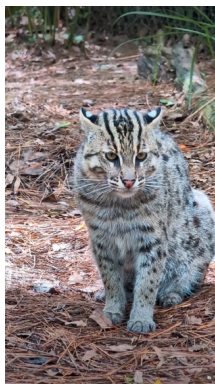
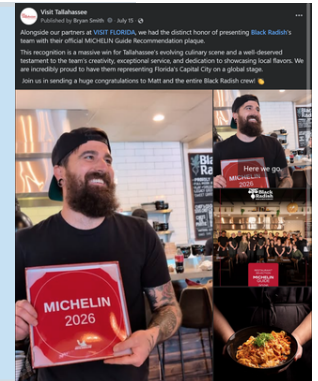


Spotlighting Local Culinary Excellence: Huntsman

Spotlighting the presentation of an official MICHELIN Guide Recommendation plaque to Huntsman offered a prime opportunity to celebrate local culinary excellence alongside VISIT FLORIDA. The collaborative post resonated strongly across Instagram and Facebook, generating nearly 70,000 views, over 8,000 unique viewers, and 1,200+ engagements. This recognition fueled strong community pride while reinforcing Tallahassee's growing reputation as a destination for exceptional dining.

Black Radish MICHELIN Guide Recognition

Spotlighting the presentation of an official MICHELIN Guide Recommendation plaque to Chef Matt and the Black Radish team showcased Tallahassee's inventive, high-caliber culinary scene. Captured in partnership with VISIT FLORIDA, the post generated over 71,000 views, more than 16,500 unique viewers, and nearly 2,800 interactions across Instagram and Facebook. This milestone generated outstanding organic engagement while positioning Florida's Capital City on the global culinary stage.



Tallahassee Museum Fishing Cat Debut

Introducing Marina the fishing cat ahead of her public debut at the Tallahassee Museum highlighting one of the Capital City's premier outdoor and cultural attractions. The collaborative Reel resonated strongly across Instagram and Facebook, generating over 31,700 views and more than 1,000 interactions, including over 150 shares. This engagement drove enthusiasm for the museum's wildlife exhibits while boosting visibility for the annual Swamp Stomp Music Festival.

DIGITAL MARKETING KPI

2025/2026 GOALS	ANNUAL GOAL	QUARTERLY RESULT	% OF GOAL
Maintain an average open rate of over 35% for consumer email campaigns.	35%	45%	N/A
Net increase annual Facebook followers by 25,000	25,000	197	38%
Net increase annual Instagram followers by 2,500	2,500	349	180%
Increase annual Mobile App downloads by 1,000	1,000	1229	123%

Public Relations

- Reached a total audience of **7 million, valued at \$65.6K**.
- Tallahassee was featured in **HGTV's list of Best Mid-Sized Cities** in the United States, citing the destination's history, public art, and public green spaces, as reasons the destination stands out.
- Tallahassee's nomination has progressed to the semi-final round of voting for the **Good Housekeeping Travel Awards** destinations category.
- Resulting from PR efforts surrounding Michelin Guide's recognition of Black Radish and The Huntsman, WFSU ran a **27+ minute radio segment** about the accolade which included interviews with both restaurants.
- **Good Grit Magazine** featured Tallahassee's breweries in a digital article showcasing five local breweries and beer gardens, including an itinerary for readers to plan their trip.
- Hosting three media visits with nationally, reaching outlets including Good Housekeeping, The Adventurist, and Birds & Blooms to experience Tallahassee first-hand.



**GOOD
HOUSEKEEPING**

PUBLIC RELATIONS KPI		
2025/2026 GOALS	% COMPLETE	YTD
18 National features spotlighting the destination in roundup or dedicated articles	89%	16
12 Hosted Media and Content Creator Experiences - proactively secured by Zimmerman as well as opportunistic leads in collaboration with Visit Florida	92%	11
Negotiate 6 Radio, TV, social and/or in-book promotions in key markets	50%	3
Secure 3 Dedicated Top Market Placements (eg. South Florida, Texas, Atlanta etc.)	67%	2
Secure 5 Niche Articles – spotlighting outdoor (birding, biking, hiking), food & beverage, and accessible travel.	100%	5



Two Tallahassee restaurants named to the Official Michelin Guide



Speaking Of

Two Tallahassee restaurants named to the Official Michelin Guide

0:04

27:04

 LISTEN • 27:04

Two local restaurants were recently added to the Official Michelin Guide, Black Radish and The Huntsman. And while many know about the great food available locally, these two restaurants are the first to be given an official Michelin recommendation. Tom Flanigan spoke with both restaurants, and took the temperature of a few residents, to get their reactions.



The 20 Best Mid-Size Cities in the United States

A big city getaway can be overwhelming – the traffic, the prices, all those people! Thankfully mid-size cities have it all, only on a slightly smaller scale. Here are 20 mid-size cities to put on your travel bucket list.

Mid-Size Cities on the Up an Up

When you're eager for a city getaway, but you're not quite up for the big city part (aka New York or Chicago) there are bountiful options.

But don't take our word for it.

According to the [U.S. Census Bureau](#) and the nonpartisan think tank, the [Milken Institute](#), newcomers are flocking to these cities with populations from 100,000 to 500,000 that are adding residents at a steady clip. Visit for the outdoor pursuits, sporting events and public artworks, but be warned: you may be inspired to stay awhile when you check out these places where the living is easy and the fun is almost guaranteed. Here are 20 of our favorite mid-size cities on the upswing that are worthy of your attention.

Here are 20 of our favorite mid-size cities on the upswing that are worthy of your attention.

Tallahassee, Florida

[Tallahassee](#) is growing, moving up in the ranks as a top mid-size city, appealing for a feel that is both urban and suburban. The state capital wows with its historic downtown, public art works and a vibrant nightlife scene, as



well as public parks and green spaces. Tallahassee is also less than one hour from sandy beaches at **Bald Point State Park**. Enjoy a **self-guided mural tour**, go swimming at Lake Hall or climb to the top of 80-foot-tall **St. Marks Lighthouse**, the second oldest light station in Florida.

Good Grit

FOLLOW THE TAP LINE

Why Tallahassee Belongs on Your Next Craft Beer Road Trip

There is a version of Florida that most people think they know. Flat highways. Beach traffic. Frozen drinks served with colorful umbrellas.

Tallahassee has other plans for you.

Here, the roads roll. Oak branches stretch over sidewalks, and bikes come back from the trails dusted in red clay dirt. By late afternoon, the taprooms start filling with people worn out from a day outdoors and dogs asleep under picnic tables.

This is Florida's Craft Beer Capital, and the best way to understand it is to make a weekend of it.



Start at Proof Brewing Co., the city's largest brewery and one of its hometown anchors. Woman-owned and open since 2012, Proof has the kind of setup that works for almost every kind of traveler: a modern tasting room, a big lawn, covered patio space, and an on-site brewpub turning out Southern-inspired food that goes well beyond "grab chips and wait for dinner." Order something crisp if it's hot, something darker if the weather gives you even the slightest excuse, and claim a table outside.

At Ology Brewing & Distilling, beer feels a little closer to a science experiment, in the best possible way. The brewery is known for hazy IPAs, barrel-aged sours, imperial stouts, and blends that show up in colors you don't expect. Their taprooms each have their own personality, so choosing one can feel like picking your mood for the afternoon. If cocktails are more your speed, ask about the lavender gin.

The Tallahassee cocktail looks like something made for a group chat photo before you take the first sip.

Deep Brewing Company brings the food crowd into the beer conversation. After a recent expansion, the brewery added an on-site restaurant with plates that look good enough to make everyone pause before picking up a fork. The beer pulls from European and American traditions, then wanders wherever the brewers want to take it. It's a good stop when your group includes one person who wants a lager, one person who wants something unique, and one person who mostly came for dinner.

Downtown, Amicus Brewing Ventures gives you one of the more memorable settings in town. The women-owned brewery sits at the historic Old City Waterworks, turning a piece of Tallahassee infrastructure into a taproom and beer garden where people gather under open sky. There is something fitting about drinking craft beer in a place that used to move water through the city. Now it moves people toward tables, conversations, and a second round.



For a taste of the coast without leaving town, Oyster City Brewing Company brings Apalachicola energy into Tallahassee. The beer garden is roomy, the weekends come with live music, and the whole place has an easy, salty-air attitude even when you're miles from the Gulf.

Lake Tribe Brewing Company feels built for people who would rather be outside. Family-owned and inspired by campfire gatherings, it has that "tell one more story before we head home" quality. The beers lean into the outdoors without trying too hard, which makes sense in a city where so many visitors are discovering that Florida has more trail mileage than they expected. That surprise is part of the fun.

Tallahassee has more than 700 miles of outdoor trails, and the mountain biking scene is no afterthought.

Riders come for single-track, technical routes, rolling hills, and the rare Florida experience of actually using your gears. After a ride, a brewery patio feels less like a treat and more like the correct ending.

The Hub at Feather Oaks understands that connection better than most. Part taproom, part performance venue, part gateway to the greenway, it is made for post-adventure gatherings. Kids can move around. Dogs are welcome. Someone may still have mud on their shoes, and nobody seems bothered by it.

That is what makes a Tallahassee beer weekend work. You are never only sitting at a bar. You are biking before the beer, hearing live music after dinner, ordering another round because the patio is too good to leave.

By Sunday, your phone will have photos of tap lists, trailheads, patio dogs, and at least one cheers.

Your group will probably have a favorite brewery, which means you will have an argument about where to go first next time. A good beer city will do that to you.



A Craft Beer Weekend in Tallahassee

Friday

5:30 PM | Check in and head to Proof Brewing Co.

Start the weekend at Tallahassee's largest brewery. Grab a table on the covered patio or out on the lawn and order a flight.

7:00 PM | Dinner at Proof Brewpub

Stay on-site for Southern-inspired pub favorites and locally sourced shareables. Easy first-night move, especially if you're traveling with a group.

Saturday

9:00 AM | Hit the trails

Start the day outside. Tallahassee's rolling hills and 700 miles of trails make it one of Florida's most unexpected spots for mountain biking, walking, or an easy morning ride.

12:30 PM | Lunch and beers at DEEP Brewing Company

After the trails, head to DEEP for small-batch beers and lunch at their on-site restaurant. This is the stop for good food, good photos, and a slower midday reset.

2:30 PM | Try something unexpected at Ology Brewing & Distilling

Order a hazy IPA, barrel-aged sour, or one of their more experimental pours. Cocktail people should ask about the Tallahassee cocktail made with lavender gin.

4:30 PM | Stop by Amicus Brewing Ventures

Head downtown to this women-owned brewery and beer garden built on the historic Old City Waterworks site. It's a great late-afternoon stop before dinner.

7:00 PM | Dinner and one more round

Keep the night flexible. Stay downtown, revisit your favorite taproom, or head to Oyster City Brewing Company for Apalachicola-inspired beers, a spacious beer garden, and live music on the weekends.

Sunday

12:00 PM | Ease into the day at The Hub at Feather Oaks

Wrap the weekend at this outdoor beer garden, taproom, and performance venue near the greenway. It's family-friendly, dog-friendly, and built for one last hang before the drive home.

1:30 PM | Bonus stop before you leave

Swing by Lake Tribe Brewing Company for outdoors-inspired beers and that cozy, campfire-gathering feel. It's a fitting final stop after a weekend built around trails, taprooms, and good stories.



Visit
Tallahassee
Pretty. Unexpected.

AT A GLANCE

2025-2026 Grant Program

71 Legacy, Special & Sports events held
5 Special events forfeited
42 Post Event Reports processed
\$246,435 paid of \$800,000 grant budget.

2026-2027 Grant Program

Grant Application window opened
June 25 for Special, Sports & Emerging
Signature Event applications



Visitor Services

Visitor Guides Distributed:

FYTD: 40,757

April - June 15: 34,941

Group Services and Welcome Bags

FYTD: 58 requests servicing 17,664 visitors

April - June 15: 33 requests servicing
14,117 visitors

Visitor Center Walk-Ins: 1,096

Visitor Center Calls: 230



Gift Shop Sales:

FYTD: \$19,565.22

April - June 15: \$7,608.28

VISITOR SERVICES & GRANT MANAGEMENT

April-June 2026

Vivian Chen, Visitor Services Director

Julie Trezek, Grants & Contracts Manager

HIGHLIGHTS

- Represented Visit Tallahassee at events—including **Springtime Tallahassee, Lemoyne's Chain of Park Art Festival, Word of South, I-10 Welcome Center Summer Showcase**—using a spin wheel and Visitor Center Gift Shop coupons to engage attendees and increase visibility for the gift shop.
- Promoted **Beyond Your Block** with eye-catching signage in Cascades Park, including an A-frame and video display graphics.
- **Total sales increased 21.5%** year over year, rising from \$6,260.39 to \$7,608.28 for the period of April 1–June 15.
- **Visitor Services staff toured the The Grove Museum, First Florida Capitol, Union Bank, John G. Riley Center & Museum and Spring House** as part of an enhanced training program for Visitor Services Representatives.
- **Distributed 2026 Visitor Guides** through Leon County partners and regional welcome centers.
- Introduced new merchandise tied to **"TLH USA 250"**.



Lemoyne's Chain of Park Art Festival



I-10 Welcome Center Summer Showcase



TLH USA 250 Merchandise

ON THE HORIZON

- Recruit and onboard a new Visitor Services Representative.
- Continue staff development through field excursions and experiential training opportunities.
- Expand community engagement through on-site Visit Tallahassee outreach at major local events, including Breeze Airways arrival event and Beer Festival in Tallahassee.
- Design and launch a new T-shirt featuring concert posters from artists who have performed at the Adderley Amphitheater.
- Develop an e-commerce platform on the Visit Tallahassee website to support online sales of Tallahassee-themed merchandise.
- FY2026-2027 Grant Orientation workshops scheduled in July for Special, Sports, and Emerging Signature/Signature applicants.



Visit
Tallahassee
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AT A GLANCE

2025-2026 Grant Program

79 Legacy, Special & Sports events held
6 Special & 1 Sports events forfeited
64 Post-Event Reports processed
\$691,829 paid of \$800,000 grant budget.

2026-2027 Grant Program

79 grant applications submitted during the application window



Visitor Services

Visitor Guides Distributed:

FYTD: 42,485

July - August 21: 1,728

Group Services and Welcome Bags

FYTD: 76 groups served, representing 18,969 visitors

July - August 21st: 18 groups served, representing 1,305 visitors

Visitor Center Walk-Ins: 418

Visitor Center Calls: 125



Gift Shop Sales:

FYTD: \$23,402.33

July - August 21: \$2,466.10

VISITOR SERVICES & GRANT MANAGEMENT

July-August 2026

Vivian Chen, Visitor Services Director

Julie Trezek, Grants & Contracts Manager

HIGHLIGHTS

- Participated in the **Tallahassee Beer Festival** with an interactive Visit Tallahassee activation featuring a prize wheel and gift basket giveaway while promoting local breweries, Adderley Amphitheater concerts and the Tallahassee Beer Challenge.
- Tabled at **FSU's Graduate Student Orientation**, welcoming new students and promoting our Visitor Guide, mobile app, social media channels, local attractions and restaurants.
- Promoted **Tallahassee Restaurant Week** at Cascades Park through on-site signage and digital displays to increase awareness and participation.
- Recruited and onboarded **Gaby Tribou** as a new **Visitor Services Representative**.
- Total sales from July 1–August 21 **increased 12.9%** year over year, from \$2,184.55 to \$2,466.10.
- Hosted two **FY2026–2027 Grant Orientation workshops** for Special Event and Sports Event grant applicants.



Tallahassee Beer Festival



FSU Graduate Student Orientation

ON THE HORIZON

- Conduct a **Lunch & Learn** at a local senior center to introduce Visit Tallahassee, share upcoming events and programs, and highlight local attractions, restaurants and new businesses.
- Participate in **Market Days** with a Visit Tallahassee outreach table focused on community engagement.
- Expand gift shop merchandise by adding products from **local artists and photographers**, including Bill Holkham, Anne Hempel, Max Elton, Erich Martin and Elizabeth E. George. Local art and photography prints will also be featured when the Depot reopens.
- Introduce **holiday-themed** Tallahassee merchandise for the Christmas season.
- Develop an **e-commerce platform** on the Visit Tallahassee website for online merchandise sales.
- Continue **staff development** through field excursions and experiential training opportunities.
- Host the **FY2026–2027 Grant Implementation Workshop** in September for Special Event and Sports Event grantees.



Visit
Tallahassee
Pretty. Unexpected.

GOAL AT A GLANCE

Meetings & Groups FY 2026

Room Nights Goal:

14,000

Meetings & Groups

YTD Room Nights: 11,500

ON THE HORIZON



World Cube Association & Southeast Cubing – Florida Championship 2026 (September 5–6, 2026) attracting 250 visitors and showcasing competitive problem-solving and STEM-related skills.



Florida Brownfields Association Annual Conference (September 14–17, 2026) bringing environmental and economic development professionals together to discuss redevelopment, sustainability, and community revitalization.

MEETINGS & GROUP SALES April-August 2026

Janet Roach, Meetings & Group Sales Director

MISSION STATEMENT

Promoting meetings, conventions, and group travel through strategic engagement with planners, decision makers, and targeted audience segments, while collaborating with local industry partners to create memorable experiences for group visitors to positively impact the local economy.

HIGHLIGHTS

- **Leon County hosted several meetings, conferences, and events** that contributed to the local economy and elevated destination awareness among regional, national, and international audiences, including:
 - **FIRST Robotics Competition Tallahassee Regional** (April 15–18, 2026) – Welcomed 2,000+ attendees and 46 teams from Florida, Louisiana, Tennessee, Chinese Taipei, Türkiye, India, and Mexico.
 - **Florida History Day** (May 3–5, 2026) – Attracted more than 1,700 participants.
 - **2026 Desert of Florida Conference and Gala Day** (May 27–31, 2026) – Welcomed approximately 700 attendees, generating economic activity for local hotels, restaurants, and businesses.
 - **Eleventh Episcopal District Lay Organization Annual Convention** (June 8–12, 2026) – Brought faith-based leaders for fellowship, education, and community engagement.
 - **Infinity Con Tally** (July 11–12, 2026) – Generated 500 room nights, drawing pop culture, gaming, and entertainment enthusiasts to Leon County.
- **Conducted face-to-face sales and networking with key decision-makers** at industry conferences this summer, including the Florida Society of Association Executives (FSAE) Annual Conference (July 14–17, 2026), Society of Government Meeting Professionals – Florida Education Summit (August 2–4, 2026), Destination Southeast (August 9–10, 2026), and Connect Marketplace (August 24–26, 2026).
- **The Reunion Incentive Program** assisted 11 reunions through the Reunion Incentive Program, bringing more than 1,000 attendees to Tallahassee and supporting local visitor spending.
- Janet Roach completed second year **at Southeast Tourism Society (STS) Marketing College**.



Visit
Tallahassee
SPORTS

GOAL AT A GLANCE

FY 2025-2026

Room Nights Goal: 25,000

YTD Room Nights: 26,702

ON THE HORIZON

- **July 18 - 19, 2026:** Big Bend Showdown - Basketball
- **July 18, 2026:** Ernie Sims 19th Annual Track Invitational
- **July 25 - 26, 2026:** Area 4 Championships - Swim
- **August 8, 2026:** Rising Stars Showcase - Basketball
- **August 24 - 26, 2026:** Connect Sports Marketplace Conference, Tampa, FL
- **September 11 - 12, 2026:** HOKA Nights of Thunder Cross Country Festival
- **September 12 - 13, 2026:** Gulf Coast Championships - Flag Football
- **September 18, 2026** - FSU Cross Country Invitational



VT Sports served as the Presenting Sponsor for the 2026 Tallahassee Tennis Challenger

SPORTS

April - June 2026

Taylor Wheaton, Senior Sports Director

Taylor Walker, Sports Director

Bailey Geason, Assistant Sports Director

HIGHLIGHTS

- Taylor Wheaton attended the annual **Sports ETA Women's Summit**, a 3-day conference for female professionals in sports events and tourism centered on career advancement, leadership development, and networking.
- Staff attended the annual Sports ETA Symposium, a premier conference and trade show for high-value one-on-one business appointments, educational sessions and workshops, networking, and State of the Industry release.
- Taylor Wheaton received the professional certification and leading edge industry designation of **Sports Tourism Strategist (STS) designation**.
- Staff presented to FSU classes with the **Dedman College of Hospitality** and **Department of Sport Management**, discussing the benefits of Sport Tourism and the role Visit Tallahassee Sports plays in the Tallahassee Sports ecosystem.
- Attended the **Leadership Tallahassee** March Membership Luncheon and served on the **When Tallahassee Hosts, Everyone Wins** panel to share the impact of sports tourism.
- Negotiated and secured **Florida B.A.S.S. Nation Kayak Series Tournament** for April 10th 2027.
- As a part of our **WXC Legacy Initiative** to build, elevate, and support the sport of cross country for the next generation. Staff **presented a \$10,000 check to Leon County Schools**, an investment of event proceeds back into our local high school and middle school cross country and track and field programs.





Visit
Tallahassee
SPORTS

SOCIAL MEDIA

Launched May 2026

instagram: @Visit_TallySports

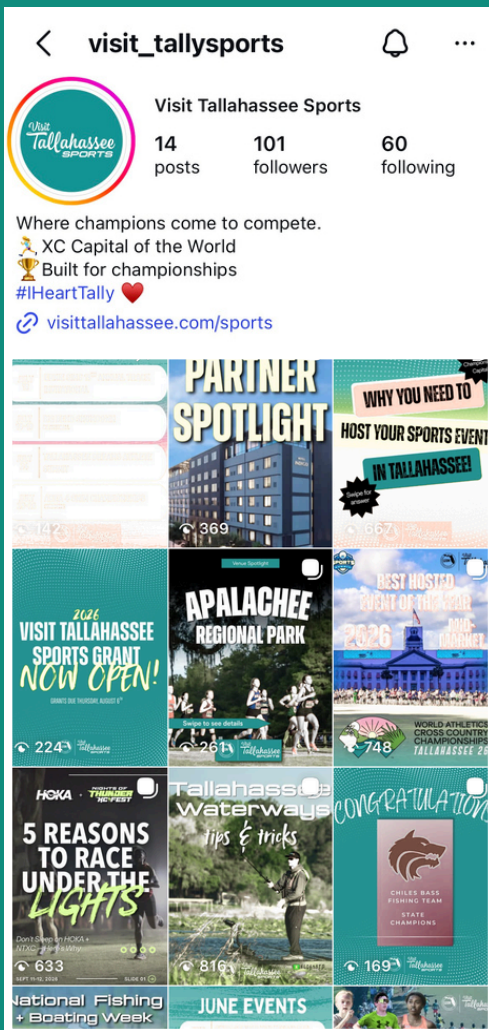
Facebook: Visit Tallahassee Sports

SOCIAL SNAPSHOT

Followers: 116

Views: 33,529

Profile Visits: 966



Successfully launched dedicated Visit Tallahassee Sports Instagram & Facebook channels to strengthen the division's digital presence and provide a centralized platform for promoting hosted events, granted events, partner organizations, destination assets, and sports tourism success stories.

SPORTS

April - June 2026

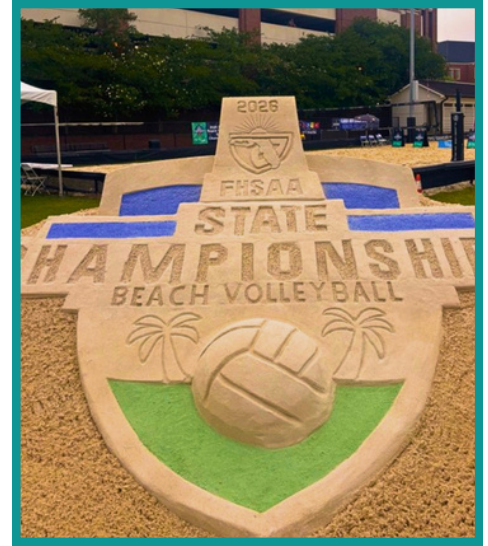
Taylor Wheaton, Senior Sports Director

Taylor Walker, Sports Director

Bailey Geason, Assistant Sports Director

HIGHLIGHTS

- Continued the Award Committee planning meetings for the **inaugural Visit Tallahassee Sports Impact Awards** event.
- Hosted the **5th consecutive FHSAA Beach Volleyball State Championships** at FSU.
- Sponsored the **AJGA Junior Championship presented by Visit Tallahassee Sports** at the Seminole Legacy Golf Course.
- Attended the **PlayEasy Innovators Summit**, an annual 3-day tech driven event to explore the latest AI tools and technology for event planning, leads and promotion.
- Visit Tallahassee Sports **FY26-27 Grants program opens** on June 25, 2026 running through August 6, 2026.
- Attended the **Florida Sports Foundation Summit**, an annual 3-day event that gathers Statewide Sports Industry Partners and event rights holders to collaborate, share innovative ideas, and attract prospective sporting events to Florida communities.
- The Florida Sports Foundation hosts **The Larry Pendleton Awards Dinner**, to recognize the best and brightest events and individuals who support Florida's sports industry nationwide. Visit Tallahassee Sports won **Florida's Sports Best Hosted Mid-Market Event of the Year - 2026 World Athletics Cross Country Championships** and were selected as **Finalists** for **Florida's Best Sports Tourism Venue - Apalachee Regional Park** and **Florida's Sports Tourism Professional of the Year - Taylor Wheaton**.





Visit
Tallahassee
SPORTS

GOAL AT A GLANCE

FY 2025-2026

Room Nights Goal: 25,000

YTD Room Nights: 50,087**

ON THE HORIZON

2026 XC SEASON

- **September 11-12:** HOKA x Nights of Thunder XC Fest
- **September 18:** FSU Pre-Regional
- **October 9-10:** FSU XC Invite & Visit Tallahassee Sports XC Pre-State
- **October 26:** FCSAA XC Championships
- **October 27:** SWAC Cross Country Championships
- **November 13:** NCAA State XC Championships
- **November 20:** FHSAA State XC Championships
- **December 5:** AAU National Championships

SOCIAL MEDIA

Launched a new social media series spotlighting local partners and their impact on Tallahassee sports tourism.



SPORTS

July - August 2026

Taylor Wheaton, Senior Sports Director

Taylor Walker, Sports Director

Bailey Geason, Assistant Sports Director

HIGHLIGHTS

- Met with **FSU Tennis** to discuss opportunities to utilize the indoor tennis facility for additional sports and future event opportunities.
- Sponsored and attended the **Tallahassee Dreams Summit**, supporting the event and engaging with local community partners.
- Attended **Connect Marketplace** alongside the Meetings & Conventions Team to meet with event organizers, solicit new business, and develop future event opportunities for Tallahassee-Leon County.
- Opened the first cycle of the FY27 Visit Tallahassee Sports Grants Program, receiving 39 applications with \$190,000 available in grant funding.
- Conducted a **site visit at Bradley's Retreat** with organizers of the Dirty Pecan Gravel Ride to begin planning for a future **Belgian Waffle Ride** event. The national gravel cycling tour is anticipated to bring more than 1,000 cyclists from across the country to Leon County in spring 2028.



- Hosted planning meetings with FHSAA, Fresh Junkie Racing, SWAC and FSU in preparation for the upcoming cross country season and events at Apalachee Regional Park.
- Onboarded two new Sports Tourism Logistics Interns, Molly Bush and Sydney Frallick, for the Fall semester.

**This number has seen a significant increase due to WXC Tallahassee 26 data

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2026
(FY2026 Q3)

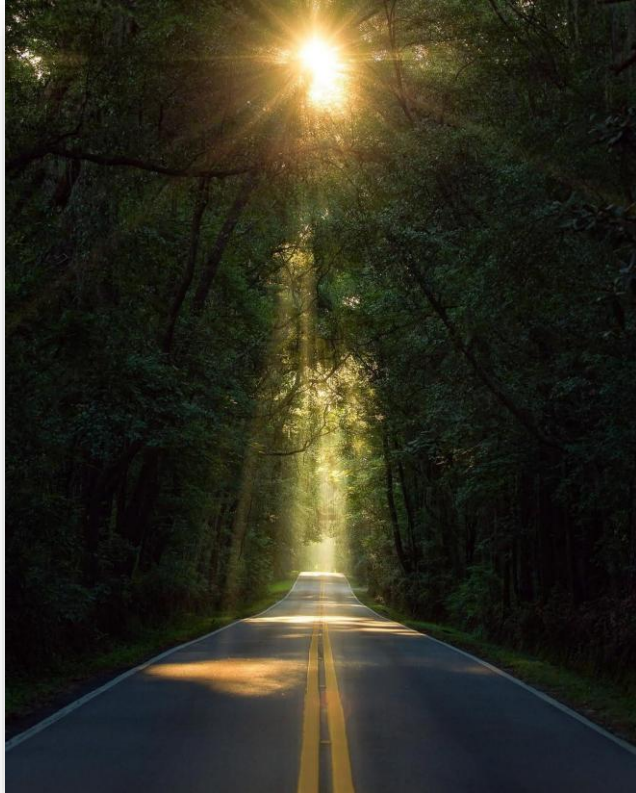
Visitor Tracking Study



*Visit
Tallahassee*
Pretty. Unexpected.

 downs & st. germain
RESEARCH

METHODOLOGY



Data Collection:

From April 1, 2026, to June 30, 2026, **624** visitors¹ were interviewed in person at various locations including the airport, Cascades Park, the Tallahassee Museum, and local events.

Economic Impact:

Economic impact figures are based on all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

Note: The sampling error for a sample size of 624 is $\pm 3.9\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 3.9% points of the “true” value on a quarterly basis.

¹Tallahassee attracts distinct visitor profiles each quarter. This data reflects the typical Q3 visitor, whose travel patterns are influenced by Florida’s legislative session.

WHAT HAPPENED IN TALLAHASSEE FY26 Q3



Word of South Festival

Chain of Parks Art Festival

3 Concerts in Cascades Park

Emancipation Day

Juneteenth

ASG Capital Cup

Spring Graduation





ECONOMIC IMPACT SUMMARY

KEY PERFORMANCE INDICATORS FY26 Q3¹

Decreases in overnight visitation and accommodation spending led to slight decreases in visitor number and direct spending compared to FY25 Q3. However, despite a decrease in visitation compared to FY24 Q3, overall direct spending increased YOY.



622,400

**Total
Visitors**

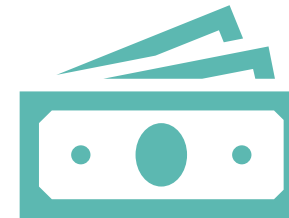
- 1.0% from FY25
- 3.1% from FY24



374,410

**Room
Nights**

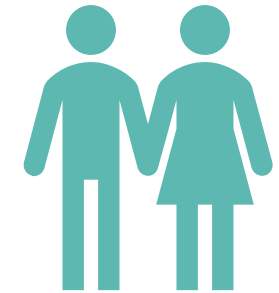
- 5.5% from FY25
- 4.6% from FY24



\$200,591,600

**Direct
Spending**

- 2.2% from FY25
+ 4.5% from FY24



61.4%

Occupancy Rate

- 3.2% from FY25
- 2.1% from FY24



LODGING METRICS FY26 Q3

COMBINED



61.4%

Occupancy

- 3.2% from FY25

- 2.1% from FY24



\$124.40

Average Daily Rate

- 5.4% from FY25

+ 4.0% from FY24



6,696

Available Units

- 2.5% from FY25

- 2.6% from FY24



\$2,430,025.83

TDT Collections

- 8.6% from FY25

+ 6.5% from FY24

HOTELS¹



63.1%

Occupancy

- 3.2% from FY25

- 1.6% from FY24



\$119.59

Average Daily Rate

- 7.8% from FY25

+ 1.0% from FY24



6,343

Available Units

- 3.7% from FY25

- 4.0% from FY24

VACATION RENTALS^{2,3}



32.3%

Occupancy

+ 29.3% from FY25

+ 12.8% from FY24



\$211.00

Average Daily Rate

+ 22.7% from FY25

+ 42.2% from FY24



353

Available Units

+ 26.4% from FY25

+ 33.1% from FY24

¹Hotel source: Smith Travel Research

²Vacation rental source: Key Data (via Zartico)

³Vacation rental metric changes have limited impact overall due to their much smaller unit share.



VISITOR PROFILE SUMMARY

MAIN REASONS FOR VISITING FY26 Q3

What was your main reason for taking this trip to the area?



The top two visitor draws continue to be visiting friends/relatives or attending special events/festivals



However, these captured a larger share of visitation in FY26 Q3 vs last year, with 68% of visitors coming to the area for one or both of these reasons



In addition, both are larger draws in Q3 compared to the rest of the year

Reasons for Visiting ¹	FY24 Q3	FY25 Q3	FY26 Q3
Visit friends and relatives	38%	34%	41%
Special event/festival	17%	23%	27%
Relax and unwind	19%	22%	19%
Business conference or meeting	18%	18%	15%
Special occasion	9%	9%	10%
Attractions	6%	7%	9%
Watch a sporting event	4%	9%	8%
Family vacation	15%	12%	8%
Restaurants	14%	7%	8%
Outdoor recreation	3%	9%	7%
Education-related	10%	8%	5%
Government-related	5%	8%	3%

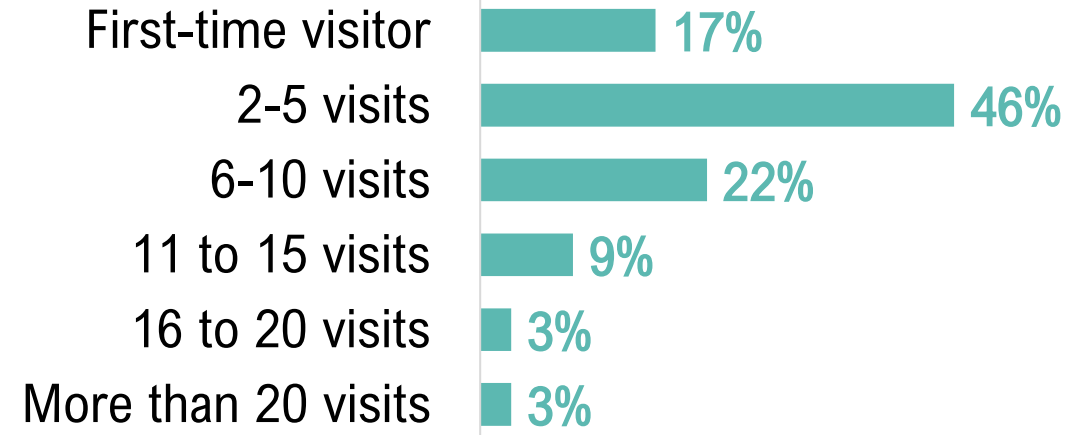
¹Multiple responses permitted. Top 12 reasons for visiting shown.



VISITS TO TALLAHASSEE FY26 Q3



Aligning with the growth in visitors coming to see friends or family, the share of repeat visitors to the area also increased compared to last year (+4% points)



TRIP PLANNING SOURCES¹ FY26 Q3



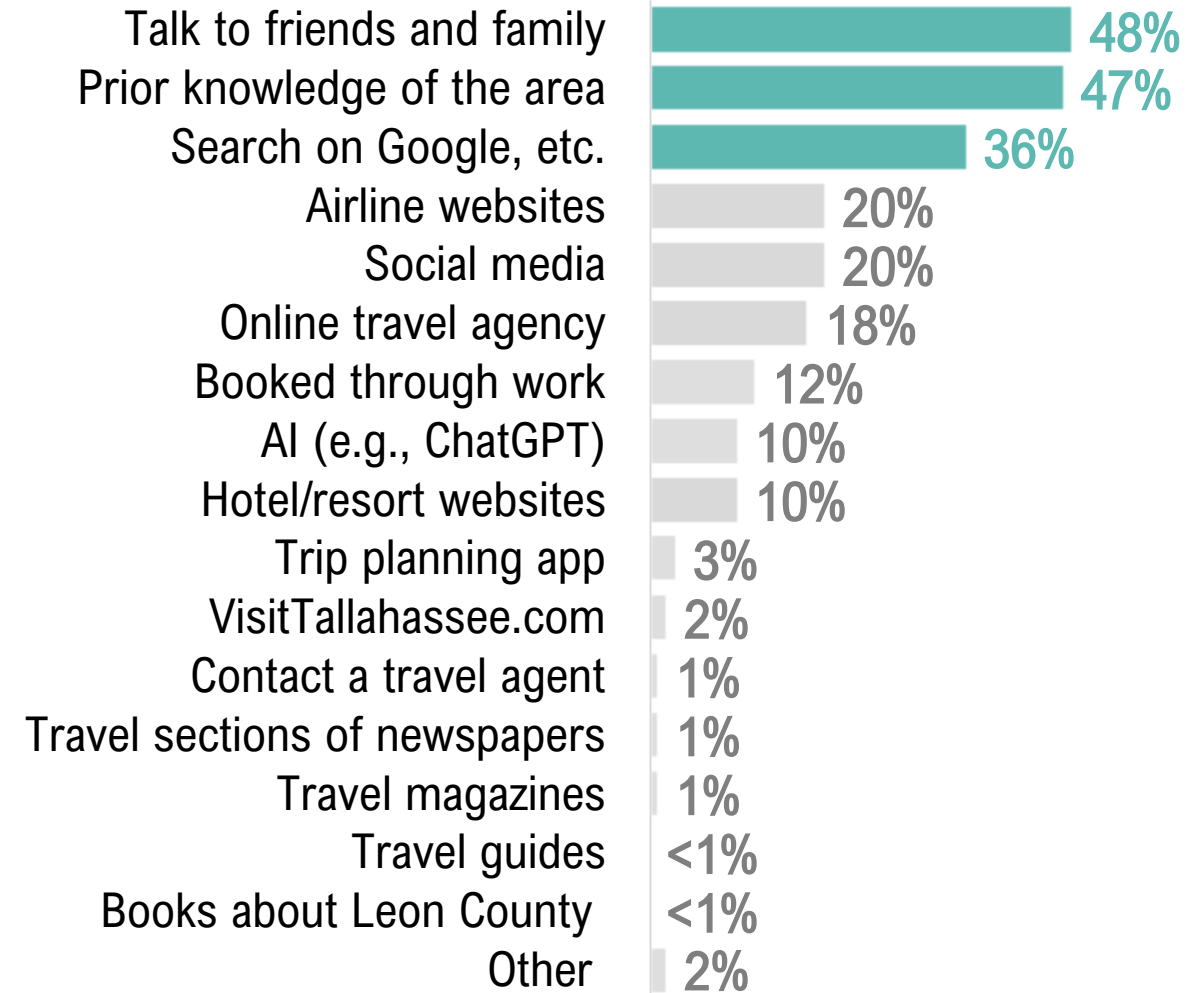
In keeping with the same trend, more visitors relied on friends and family or on prior knowledge of the area as trip planning sources



Reliance on both of these sources has been trending up in Q3 for the past 3 years



Visitors are also spending more time on social media, reflected in how they plan their trips as well as where they see advertising



¹Multiple responses permitted.



VISITOR PROFILE FY26 Q3



44

Median Age
(-1 year from FY25 Q3)

17%

First-Time Visitor
(-4% points from FY25 Q3)

\$97,500

Median Household Income
(+\$10,500 from FY25 Q3)

88%

Drove (vs Flew)
(+5% points from FY25 Q3)

2.5

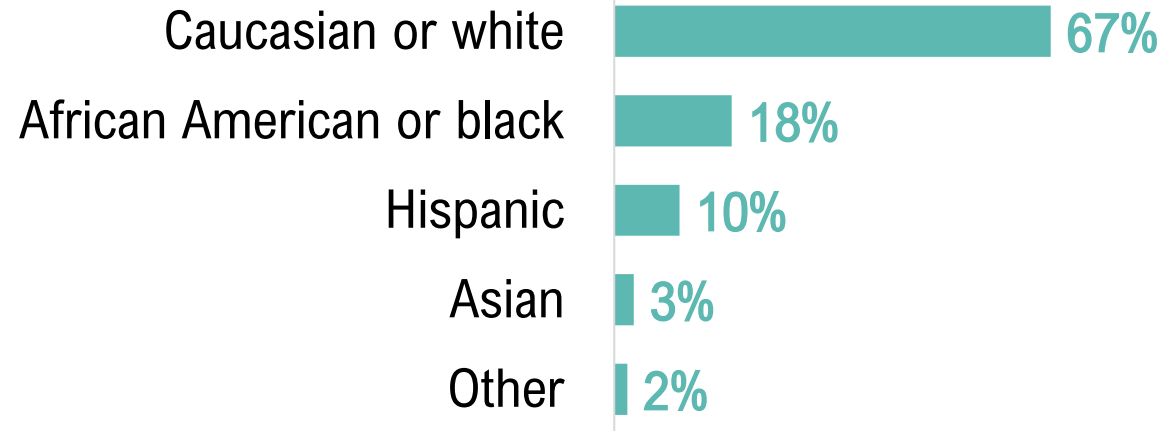
Travel Party Size
(same as FY25 Q3)

2.8

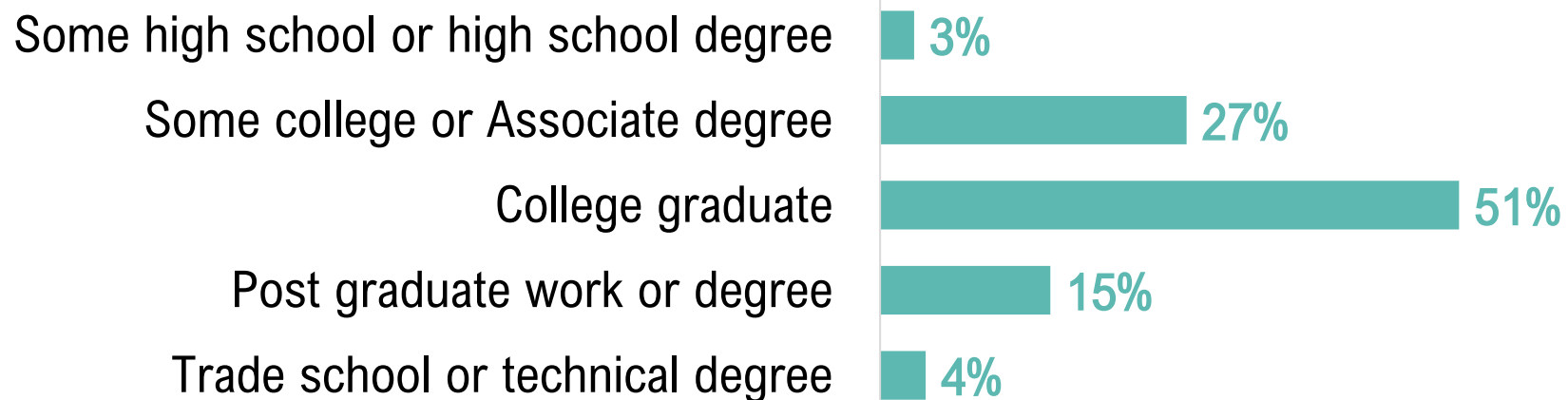
Length Of Stay
(-0.1 days from FY25 Q3)

VISITOR PROFILE (CONT'D) FY26 Q3

Race/Ethnicity



Education



VISITOR ORIGINS FY26 Q3



Aligning with the increases in day trippers and in visitors coming to see friends or family, this quarter saw an increase in visitors from nearby markets

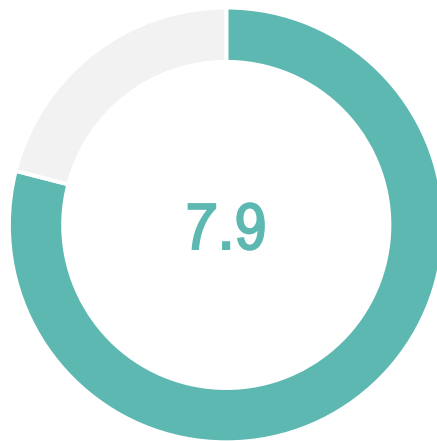
Market	FY25 Q3	FY26 Q3
Surrounding Areas ¹	14.1%	18.3%
Atlanta	8.1%	8.1%
Miami-Fort Lauderdale	7.7%	7.0%
Orlando-Daytona Beach-Melbourne	6.9%	7.0%
Tampa-St. Petersburg-Sarasota	4.9%	5.5%
Jacksonville	5.7%	5.3%
Panama City	5.5%	5.3%
Mobile-Pensacola	4.5%	3.6%
Charlotte	2.2%	3.5%
Dallas-Fort Worth	2.2%	2.9%
Gainesville	3.4%	2.1%
Dothan	1.3%	2.0%
Raleigh-Durham	1.6%	2.0%
West Palm Beach-Ft. Pierce	2.5%	2.0%

¹ Includes counties surrounding Tallahassee and Thomasville.

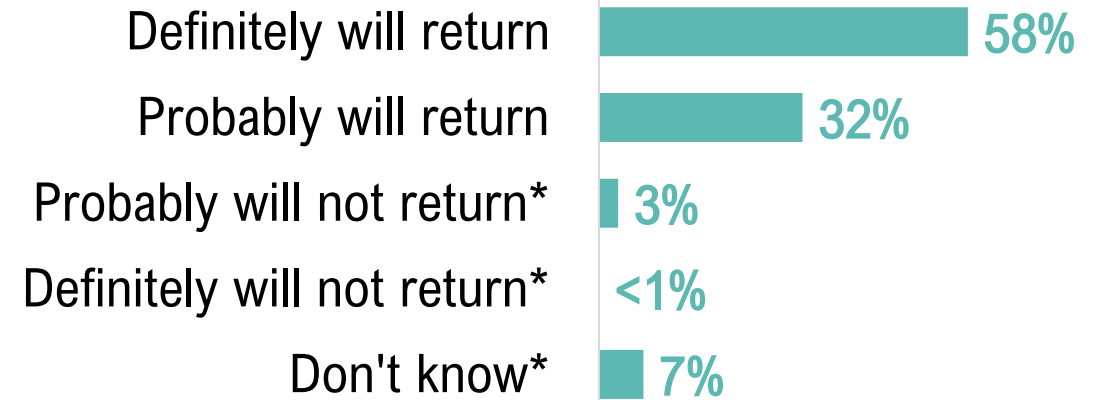


SATISFACTION STATISTICS FY26 Q3

Rating of Tallahassee as
a Destination¹

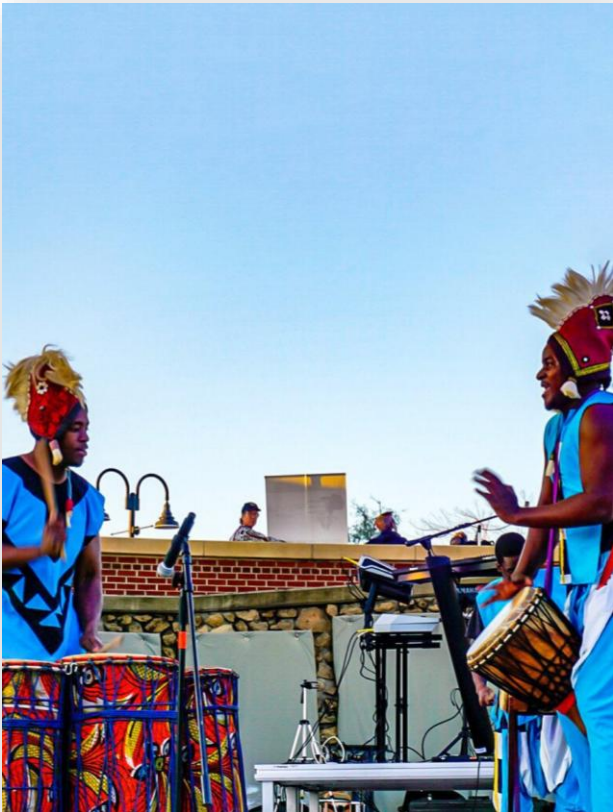


Likelihood of Returning
to Tallahassee



¹Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

VISITOR DESCRIPTIONS OF TALLAHASSEE FY26 Q3¹



“Tallahassee somehow feels like home, even if you’re not from here.”



“A welcoming city – Southern hospitality at its best.”



“Great for nature lovers, with outdoor activities everywhere you look.”



“An easy getaway – less traffic, less busy, and always a good time!”

A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush greenery and tall palm trees. The sky is blue with scattered white clouds. The right side of the image is darkened, providing a background for the text.

DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS FY26 VS FY25

	Apr-June 2025	Apr-June 2026	Percent Change
Visitors	628,400	622,400	- 1.0%
Direct Expenditures ¹	\$205,088,900	\$200,591,600	- 2.2%
Total Economic Impact ²	\$336,345,800	\$320,946,600	- 4.6%

	Apr-June 2025	Apr-June 2026	Percent Change
Occupancy ³	63.5%	61.4%	- 3.2%
Room Rates ³	\$131.44	\$124.40	- 5.4%
Room Nights ³	396,400	374,410	- 5.5%
TDT Collections ⁴	\$2,660,099	\$2,430,026	- 8.6%

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

²Subject to change with model and underlying data source updates.

³From STR, DBPR, and Key Data (via Zartico).

⁴From Leon County Tax Collector.



LEGISLATIVE SESSION COMPARISON: FY26 VS FY24

	Apr-June 2024	Apr-June 2026	Percent Change
Visitors	642,200	622,400	- 3.1%
Direct Expenditures ¹	\$192,014,300	\$200,591,600	+ 4.5%
Total Economic Impact ²	\$314,903,500	\$320,946,600	+ 1.9%

	Apr-June 2024	Apr-June 2026	Percent Change
Occupancy ³	62.7%	61.4%	- 2.1%
Room Rates ³	\$119.66	\$124.40	+ 4.0%
Room Nights ³	392,400	374,410	- 4.6%
TDT Collections ⁴	\$2,281,604	\$2,430,026	+ 6.5%

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

²Subject to change with model and underlying data source updates.

³From STR, DBPR, and Key Data (via Zartico).

⁴From Leon County Tax Collector.



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY24 YTD ¹	FY25 YTD ¹	FY26 YTD ¹	% Change FY24-FY26	% Change FY25-FY26
Visitors	1,883,000	1,955,700	1,917,500	+ 1.8%	- 2.0%
Direct Expenditures ²	\$601,409,900	\$664,821,100	\$663,190,900	+ 10.3%	- 0.2%
Total Economic Impact ³	\$986,312,300	\$1,090,306,600	\$1,061,105,400	+ 7.6%	- 2.7%
Room Nights ⁴	1,120,300	1,232,200	1,123,510	+ 0.3%	- 8.8%
TDT Collections ⁵	\$7,033,529	\$7,510,465	\$7,200,683	+ 2.4%	- 4.1%

¹Year to Date data includes October-June of the given fiscal year.

²Includes spending for accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³Subject to change with model and underlying data source updates.

⁴From STR, DBPR, and Key Data (via Zartico).

⁵From Leon County Tax Collector.



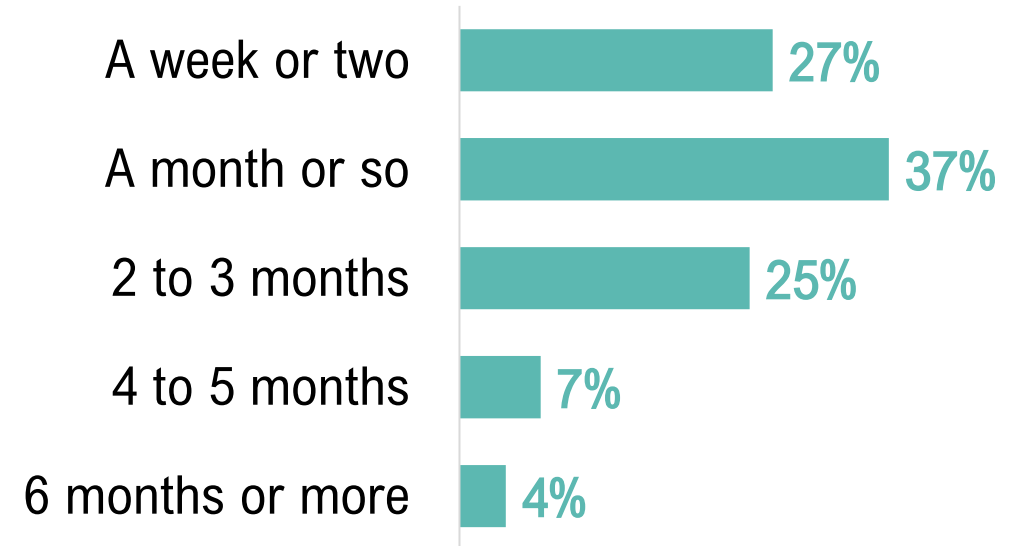
TRIP PLANNING CYCLE (FY26 3rd Quarter)



Visitors to Tallahassee have a short planning window, as **nearly 2 in 3** plan their trip **a month or less in advance**



The **average trip planning window** was **41 days**



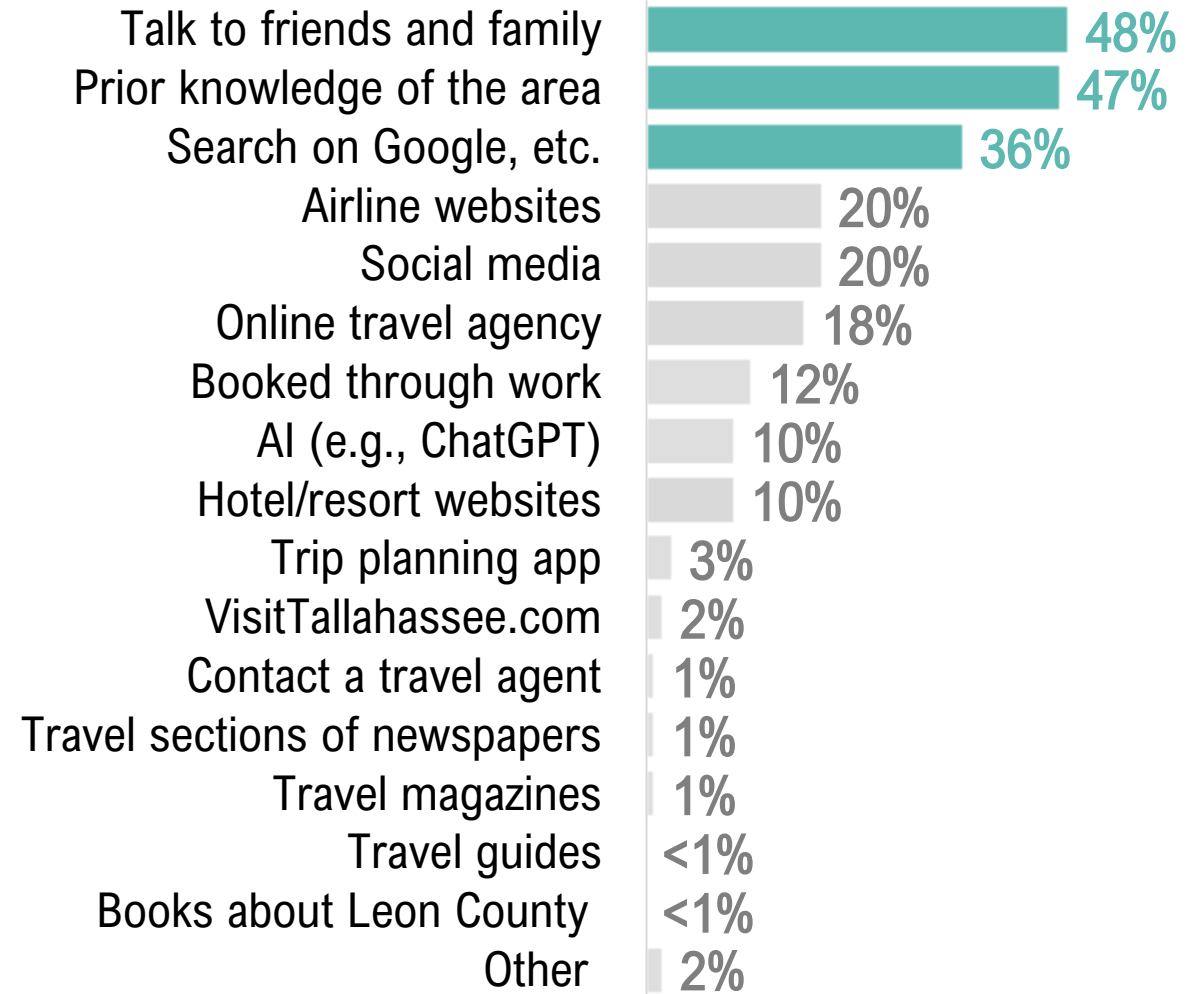
TRIP PLANNING SOURCES¹ (FY26 3rd Quarter)



Nearly half of visitors talked to friends and family or used prior knowledge of the area to plan their trip



Over 1 in 3 searched for information on Google while planning their trip



¹Multiple responses permitted.



ADVERTISING RECALL (FY26 3rd Quarter)



14% of visitors to Tallahassee recalled seeing advertising for the area prior to their trip



This information influenced 5% of all visitors to come to the Tallahassee area

Recalled advertising

14%

Did not recall advertising

79%

Not sure

7%

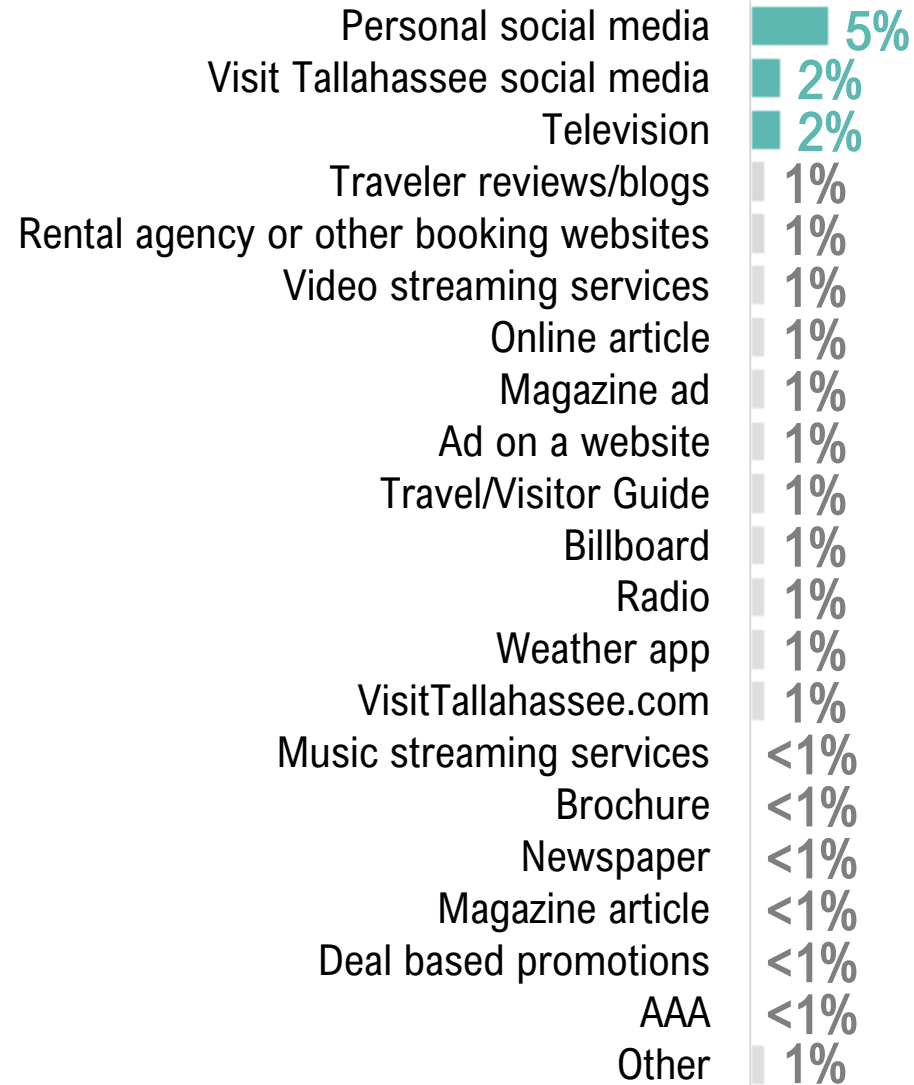
ADVERTISING RECALL SOURCES¹ (FY26 3rd Quarter)



The top source of recalled advertising was **personal social media**, noted by **5%** of all visitors



Another **2%** of all visitors recalled seeing ads on **Visit Tallahassee's social media** or on **television**



¹Multiple responses permitted.

Based on all visitors, including those who did not recall seeing advertising for Tallahassee.



REASONS FOR VISITING¹ (FY26 3rd Quarter)



Over 2 in 5 visitors came to Tallahassee to visit friends and family



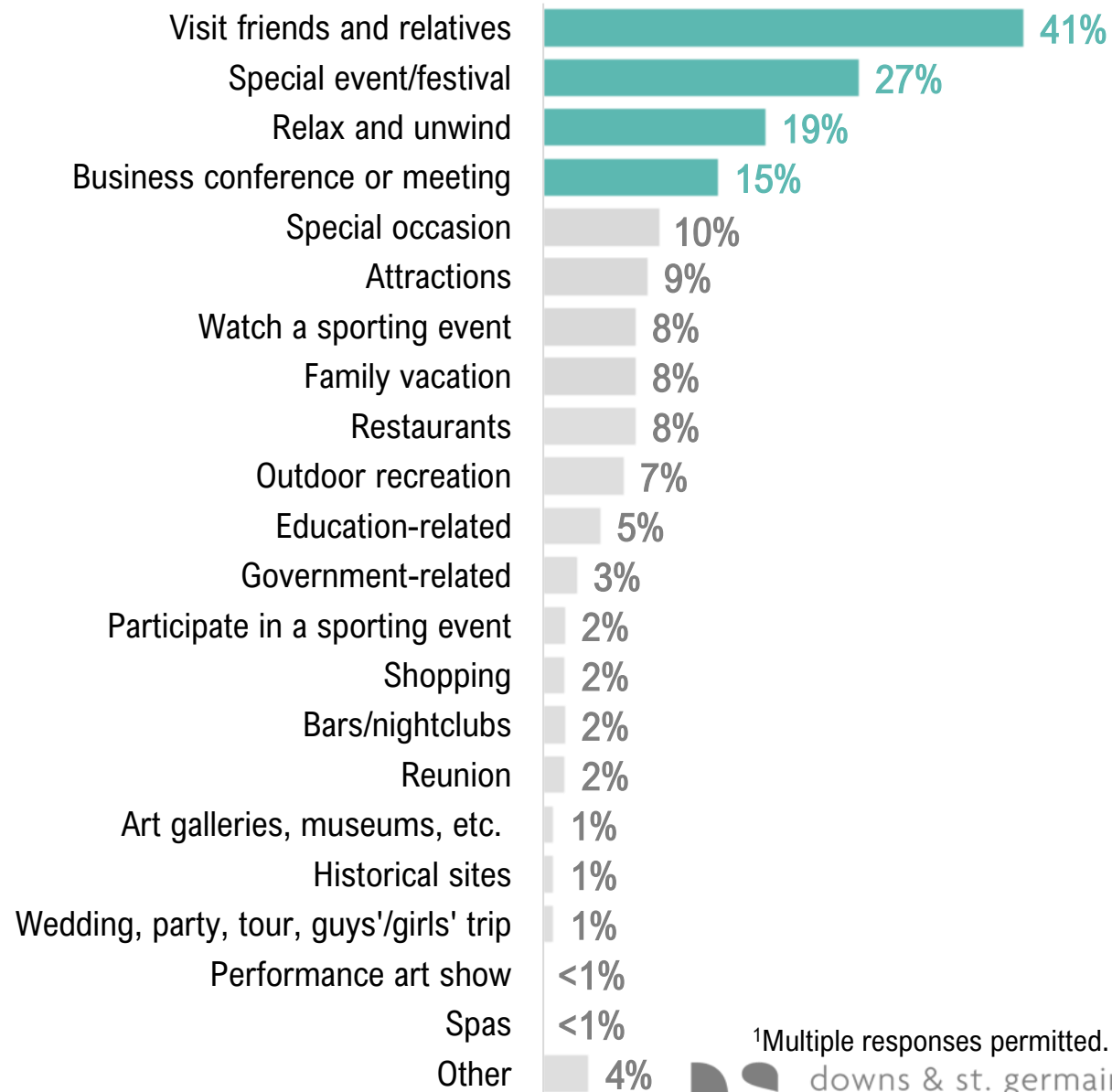
Over 1 in 4 came to the area for a special event or festival



Nearly 1 in 5 came to relax and unwind



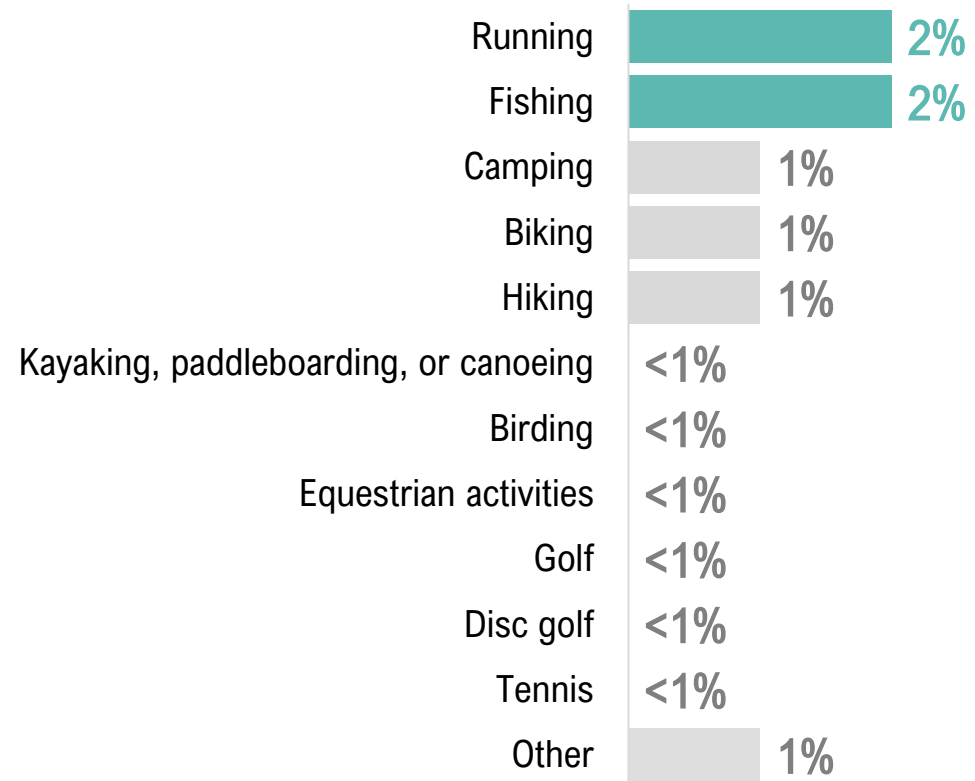
Another nearly 1 in 6 came for business



MAIN REASON OUTDOOR REC¹ (FY26 3rd Quarter)

»»» 2% of all visitors came to the area to run or to fish

»»» Another 1% visited to go camping, biking, or hiking

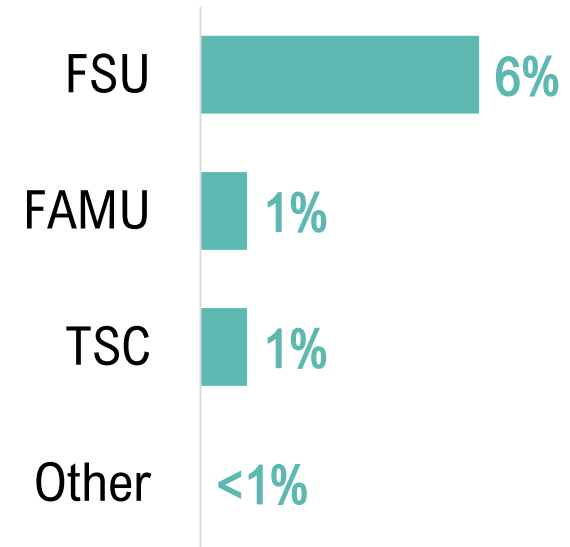


¹New survey question added for FY26 as a follow-up for those who selected “Outdoor Recreation” as a main reason for travel.
Multiple responses permitted. Percents out of all visitors.
Results are preliminary and should be interpreted with caution.

EDUCATION-RELATED VISITS¹ (FY26 3rd Quarter)

»»» 6% of **all** visitors to Tallahassee came to the area for activities related to FSU

»»» 1% of **all** visitors came to the area for activities related to FAMU or TSC



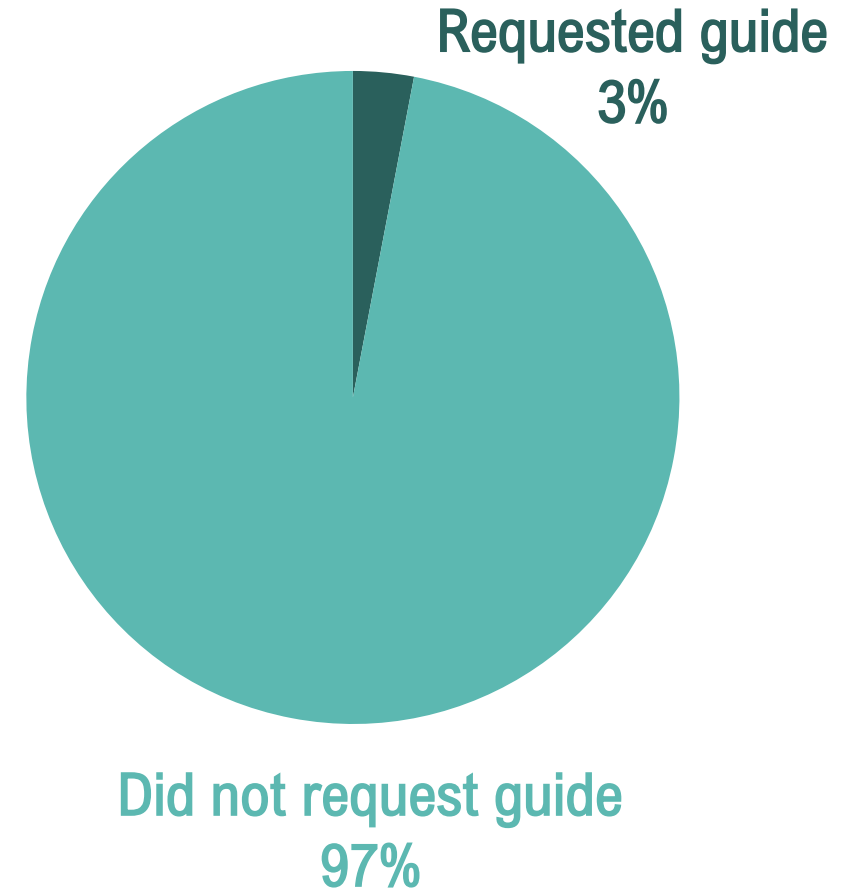
VISITORS GUIDE (FY26 3rd Quarter)



3% of visitors requested a Visitors Guide prior to their trip to Tallahassee



Those who requested a Visitors Guide gave it a rating of 8.5¹



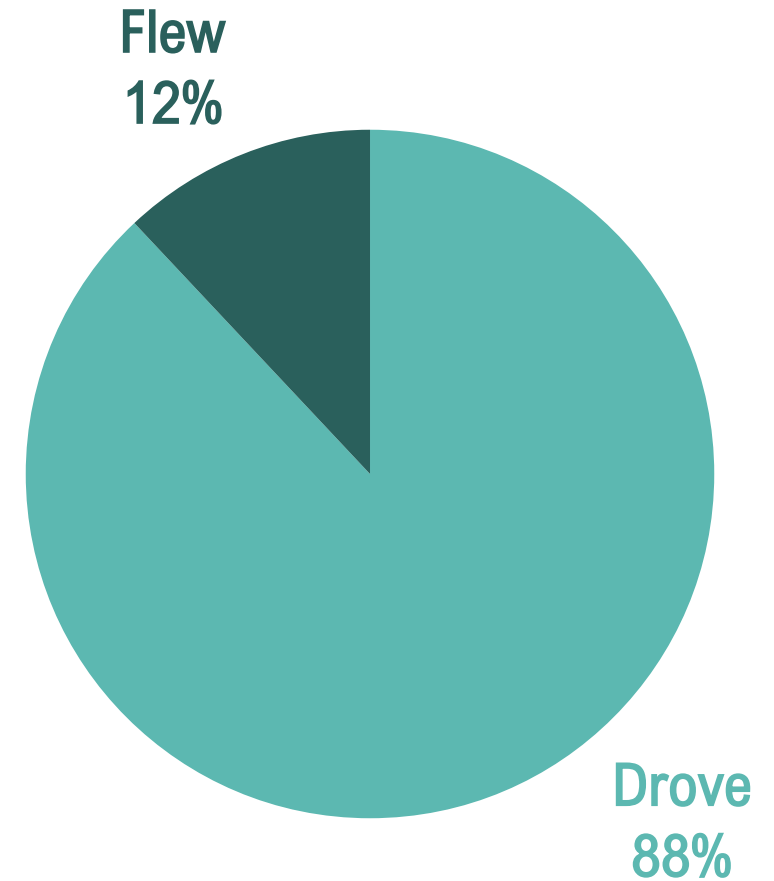
Did not request guide
97%

¹Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

TRANSPORTATION (FY26 3rd Quarter)

➤➤➤ Nearly 9 in 10 visitors drove to Tallahassee

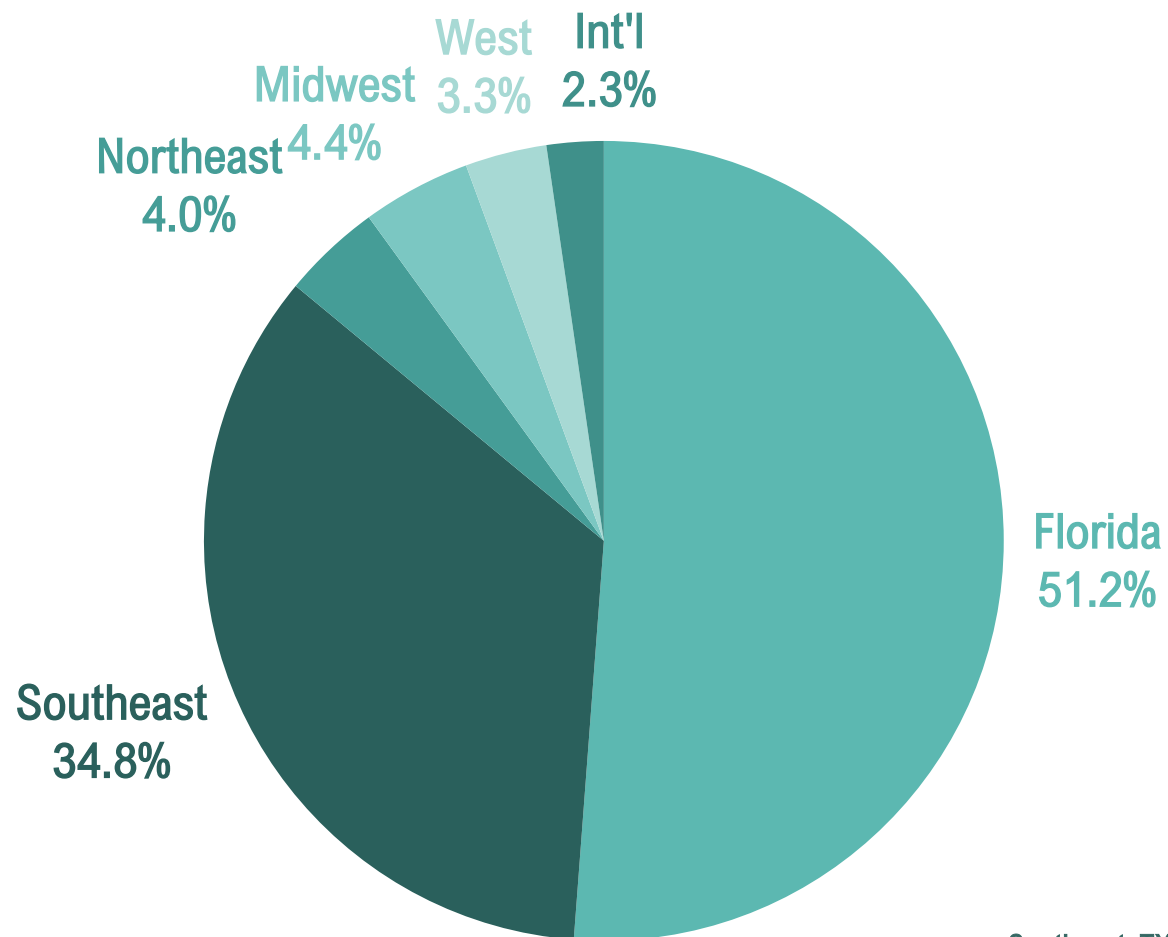
➤➤➤ 91% of visitors indicated that Tallahassee was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY26 3rd Quarter)



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

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, AK, HI



TOP MARKETS OF ORIGIN¹ (FY26 3rd Quarter)



77.6% of Tallahassee
visitors came from **14**
markets

Market	April - June 2025	April - June 2026
Surrounding Areas ²	14.1%	18.3%
Atlanta	8.1%	8.1%
Miami-Fort Lauderdale	7.7%	7.0%
Orlando-Daytona Beach-Melbourne	6.9%	7.0%
Tampa-St. Petersburg-Sarasota	4.9%	5.5%
Jacksonville	5.7%	5.3%
Panama City	5.5%	5.3%
Mobile-Pensacola	4.5%	3.6%
Charlotte	2.2%	3.5%
Dallas-Fort Worth	2.2%	2.9%
Gainesville	3.4%	2.1%
Dothan	1.3%	2.0%
Raleigh-Durham	1.6%	2.0%
West Palm Beach-Ft. Pierce	2.5%	2.0%

¹Based on DSG Visitor Tracking data and Zartico.

²Includes counties surrounding Tallahassee and Thomasville.

³Includes parts of Connecticut, New Jersey, and Pennsylvania.



TRAVEL PARTIES (FY26 3rd Quarter)

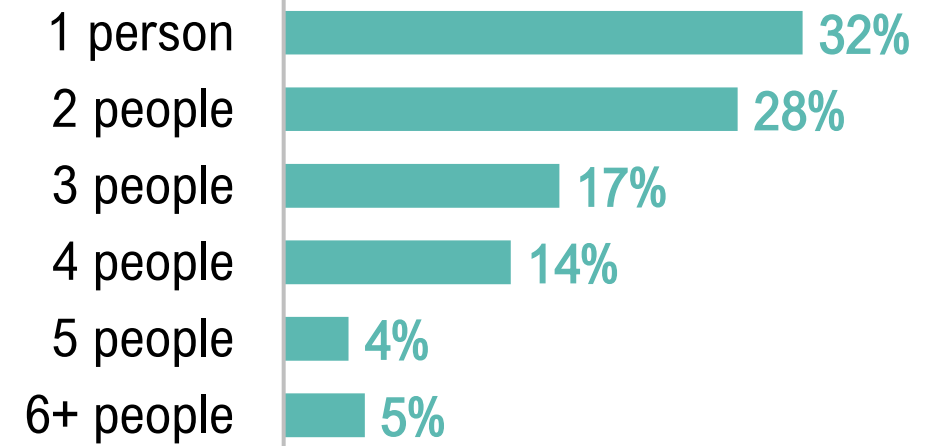


Typical visitors traveled in a party of **2.5** people



32% of visitors traveled with children aged 20 or younger, while **23%** traveled with children aged 12 or younger

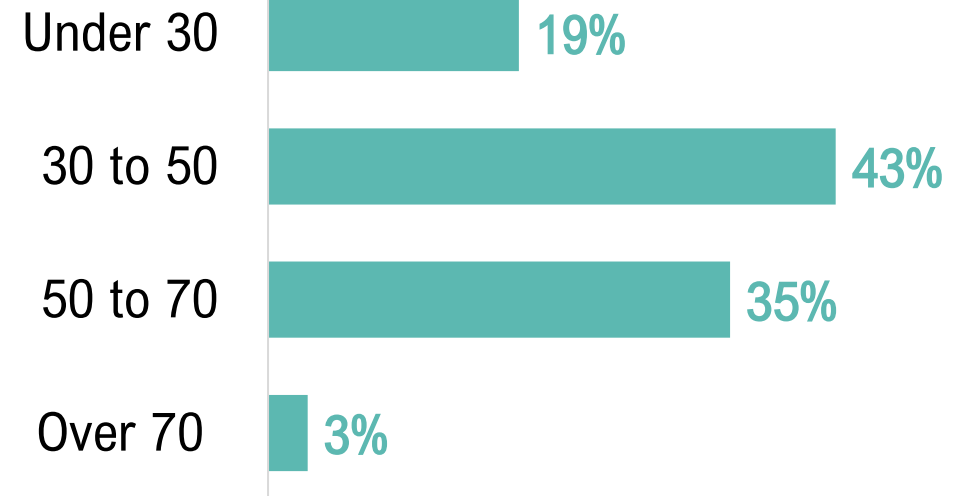
Travel Party Size



AGE OF VISITORS¹ (FY26 3rd Quarter)



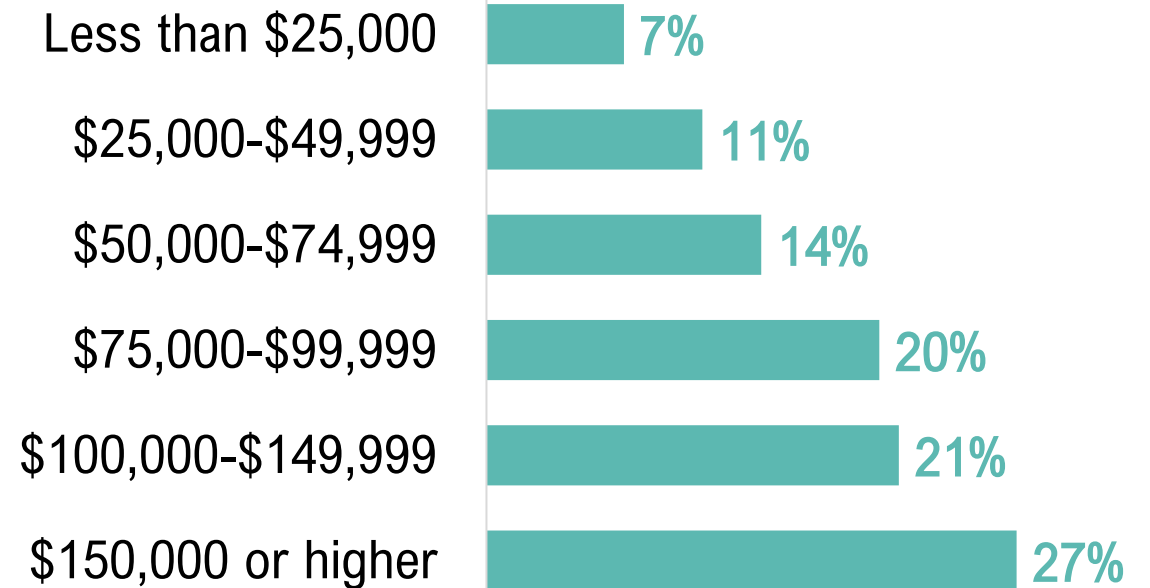
Typical visitors to Tallahassee
were 44 years old



HOUSEHOLD INCOME OF VISITORS (FY26 3rd Quarter)

Typical visitors to Tallahassee had a median household income of **\$97,500** per year

Over 1 in 4 visitors earned over **\$150,000** per year



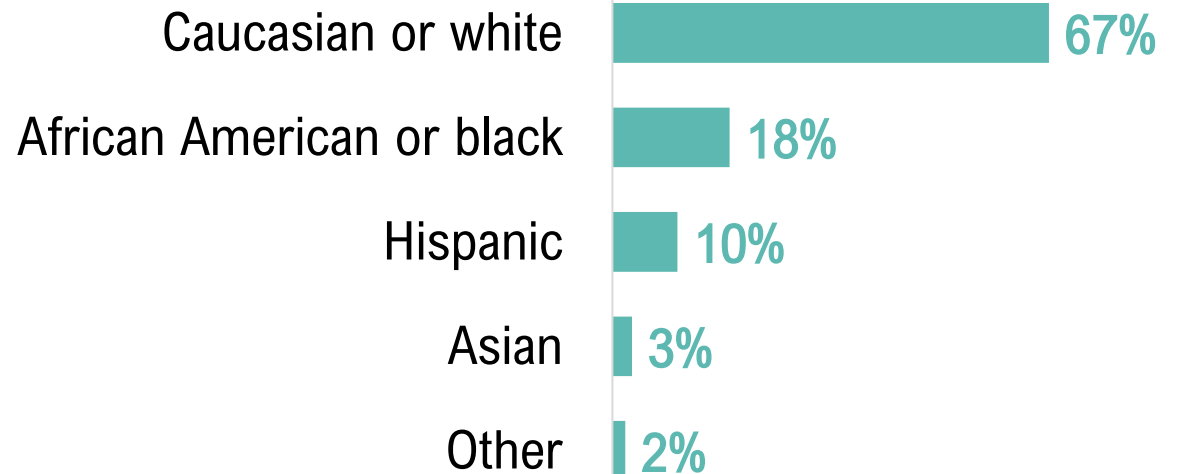
RACE/ETHNICITY OF VISITORS¹ (FY26 3rd Quarter)



Over 2 in 3 visitors to Tallahassee were Caucasian



Nearly 1 in 5 visitors to Tallahassee were African American

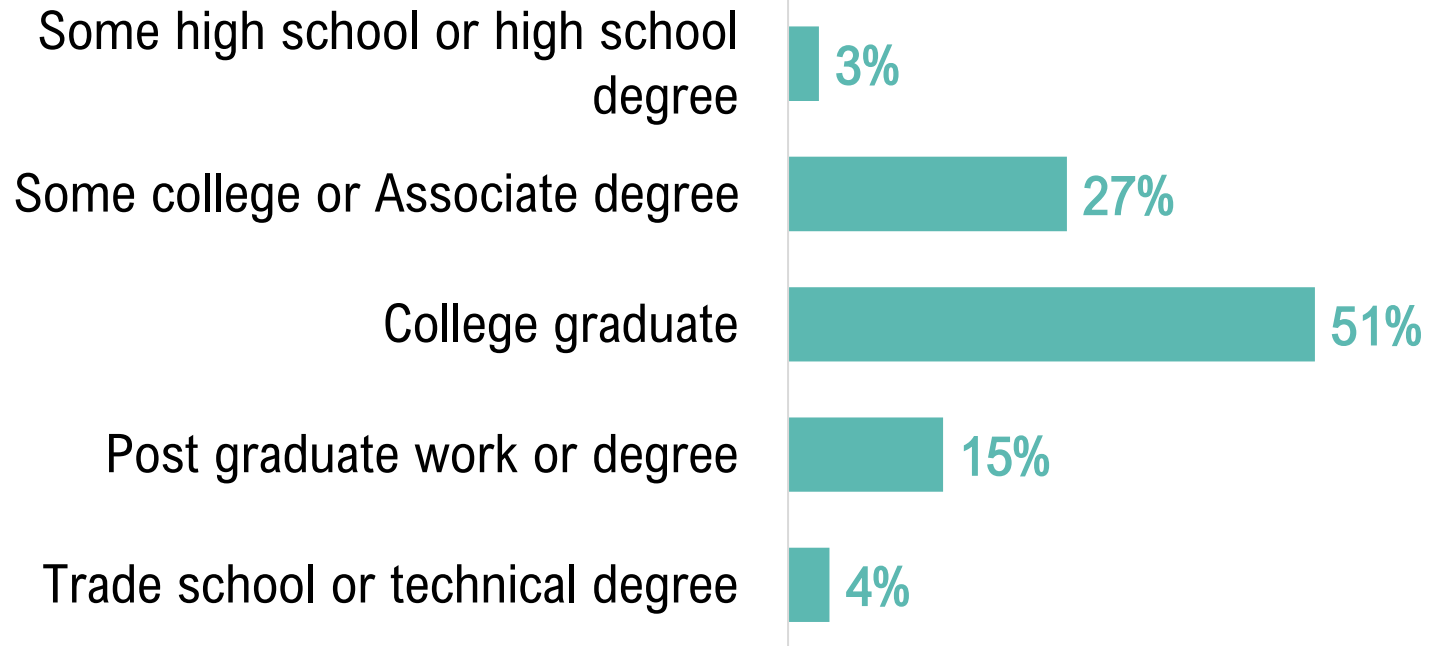


¹Demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

EDUCATIONAL ATTAINMENT OF VISITORS¹ (FY26 3rd Quarter)



2 in 3 visitors to Tallahassee
had a bachelor's degree or
higher

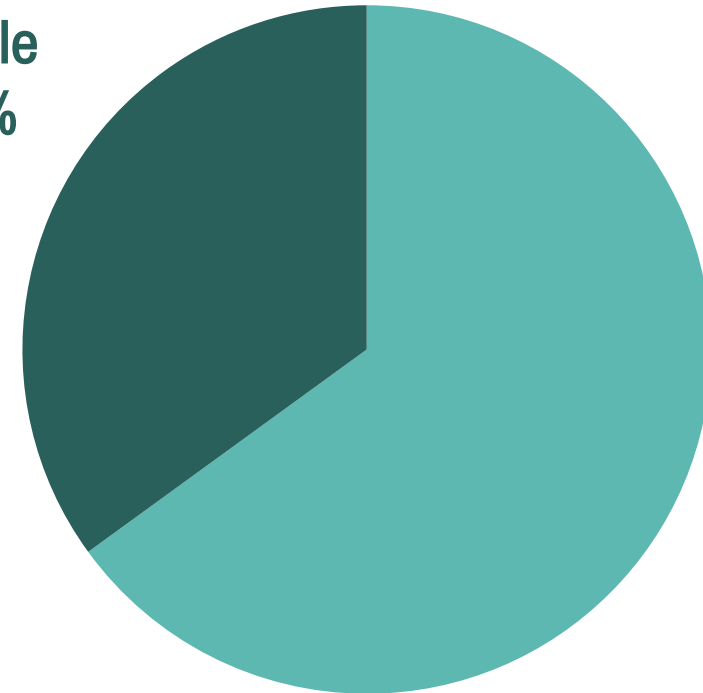


MARITAL STATUS OF VISITORS¹ (FY26 3rd Quarter)



Nearly 2 in 3 visitors to Tallahassee were married

Single
35%



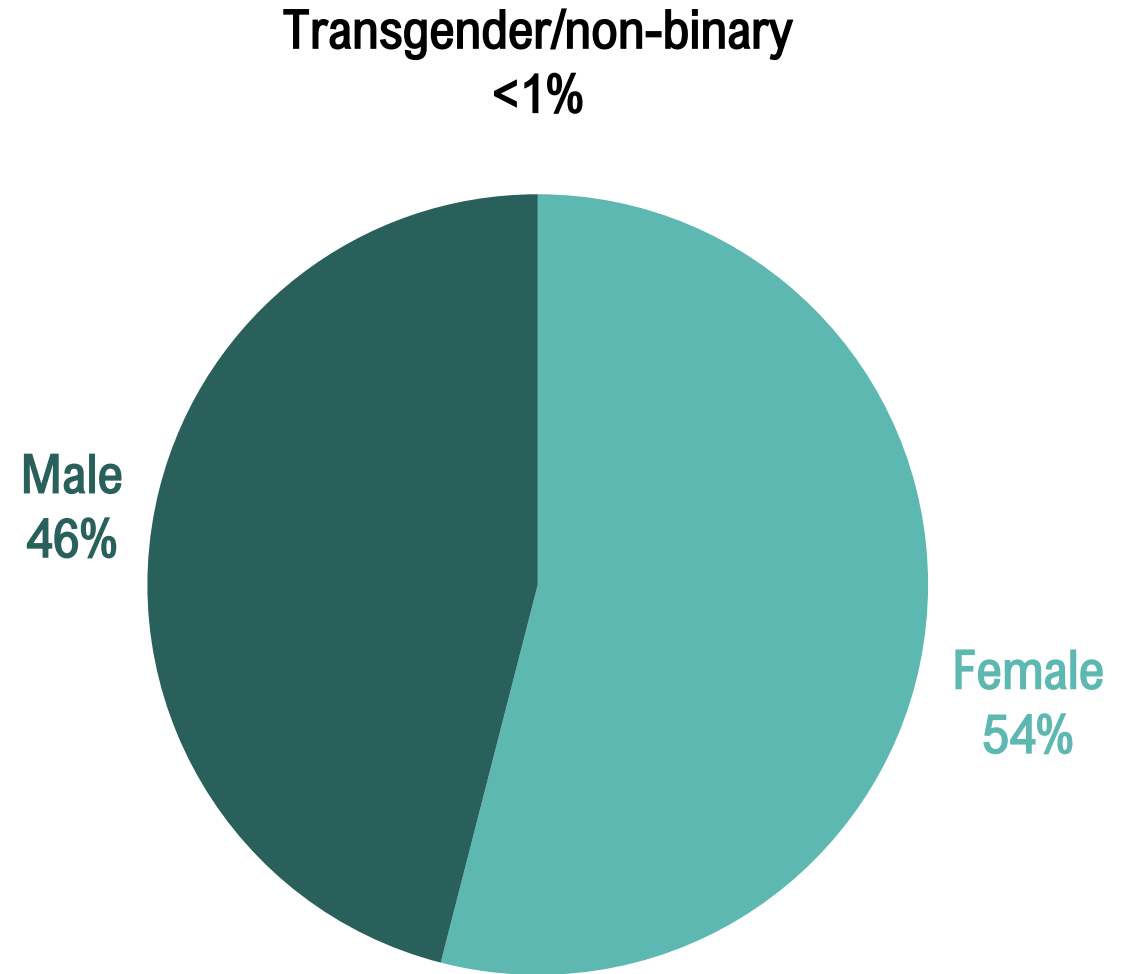
Married
65%

¹Demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

GENDER OF VISITORS¹ (FY26 3rd Quarter)



54% of visitors to
Tallahassee were female



STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS (FY26 3rd Quarter)



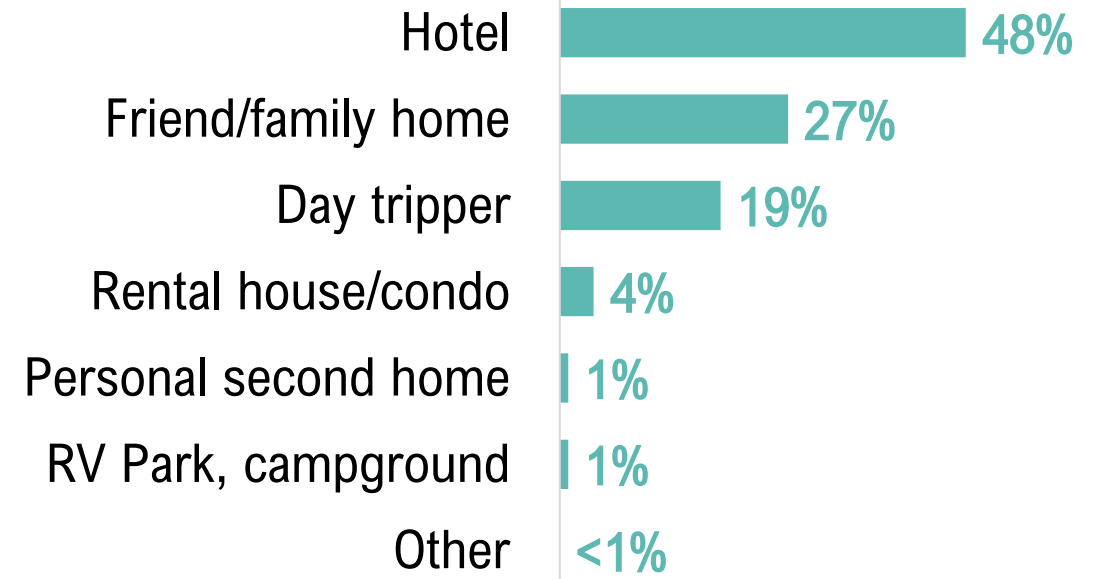
Nearly half of visitors stayed in a hotel



Over 1 in 4 stayed with friends or relatives



Nearly 1 in 5 came to the area just for the day



TRAVEL PARTY SPENDING¹ (FY26 1st Quarter)

	Spending per Day	Spending per Trip
Restaurants	\$80	\$223
Accommodations	\$66	\$184
Transportation	\$44	\$123
Entertainment	\$29	\$81
Shopping	\$27	\$75
Groceries	\$21	\$59
Other	\$3	\$8
Total	\$270	\$753

¹Spending per travel party. Includes overnight visitors and day trippers.



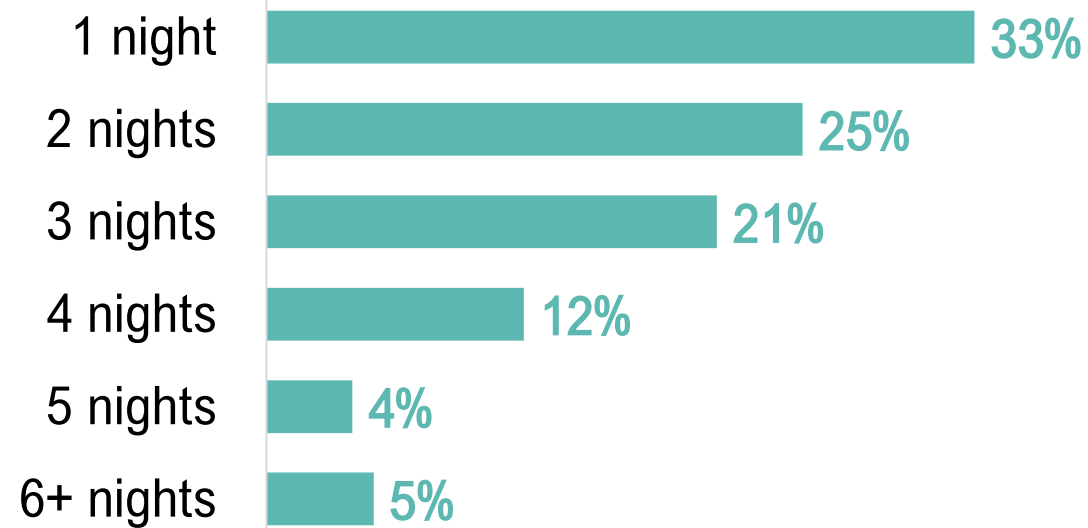
OVERNIGHT VISITORS (FY26 3rd Quarter)



Typical visitors stayed **2.8** nights in Tallahassee



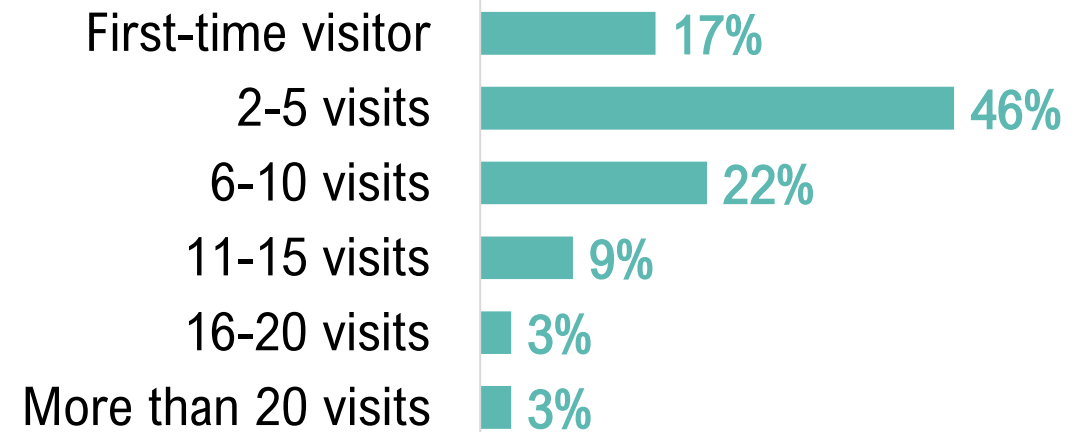
1 in 3 visitors stayed only one night in Tallahassee



VISITS TO TALLAHASSEE (FY26 3rd Quarter)

Over 1 in 6 visitors were visiting Tallahassee for the first time

15% had previously visited Tallahassee more than 10 times



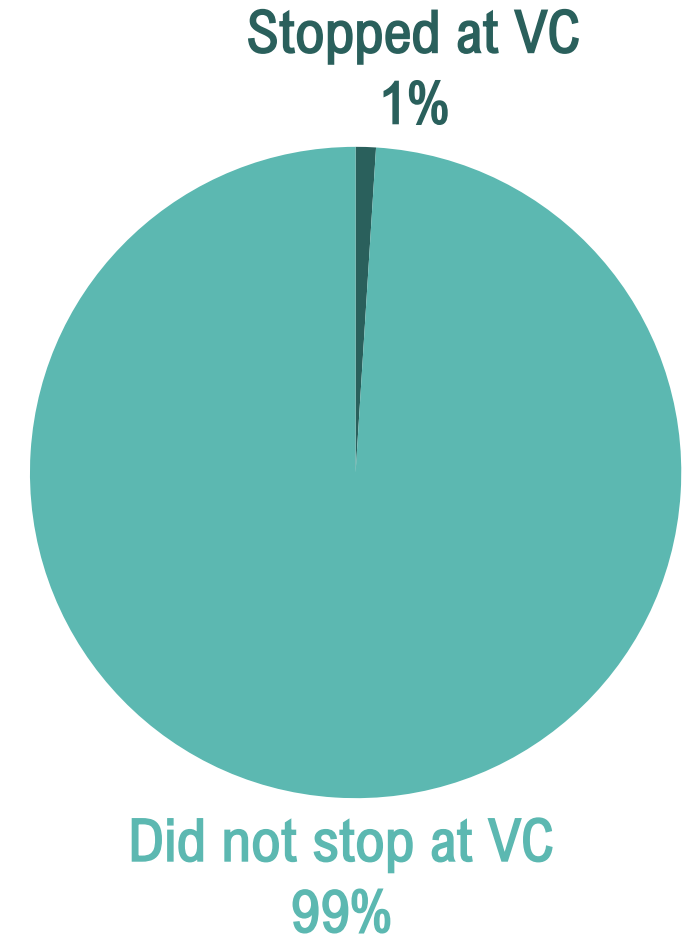
VISITOR CENTER (FY26 3rd Quarter)



1% of visitors stopped at the Visitor Center¹



Those who went to the Visitor Center gave it a rating of 8.8²



¹Refers to the Visit Tallahassee Visitor Center in Cascades Park, as the Railroad Square Visitor Center was closed this quarter from storm damage.

²Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

ACTIVITIES DURING VISIT¹ (FY26 3rd Quarter)



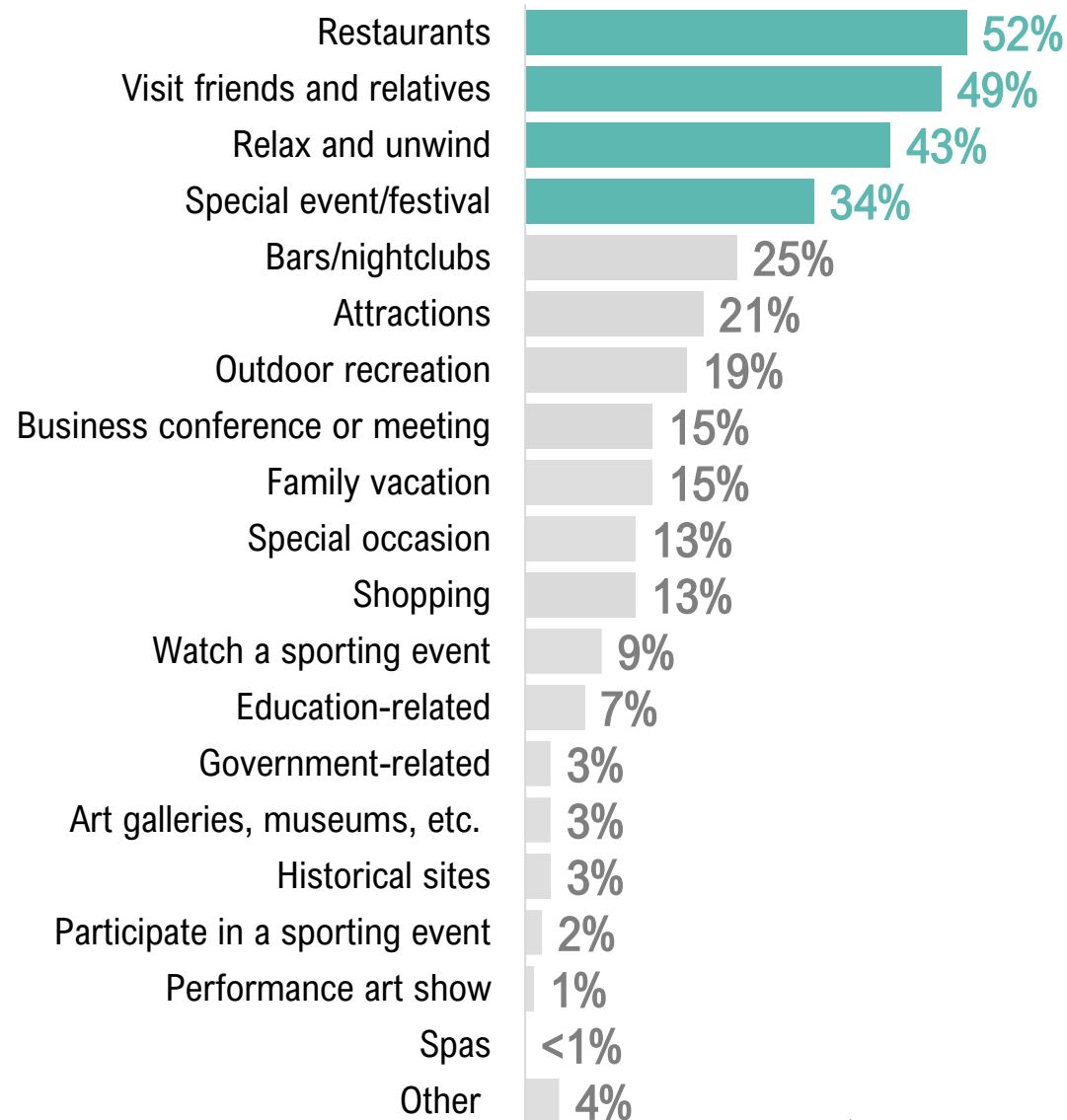
Around half of visitors dined at restaurants or spent time with friends and family while in Tallahassee



Over 2 in 5 spent time relaxing and unwinding



Over 1 in 3 went to a special event or festival



¹Multiple responses permitted.



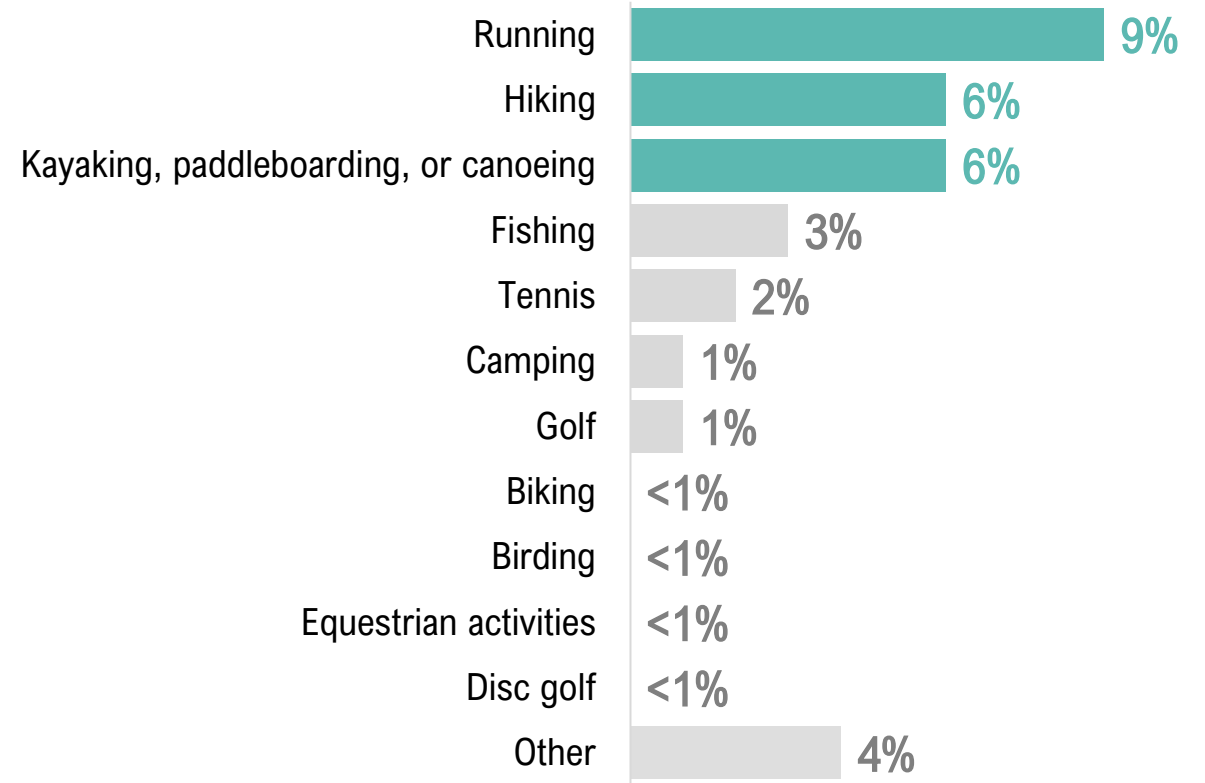
OUTDOOR REC ACTIVITIES¹ (FY26 3rd Quarter)



9% of all visitors spent time running while in Tallahassee

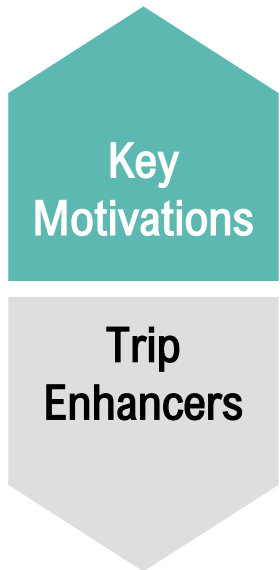


6% went hiking, kayaking, paddleboarding, or canoeing

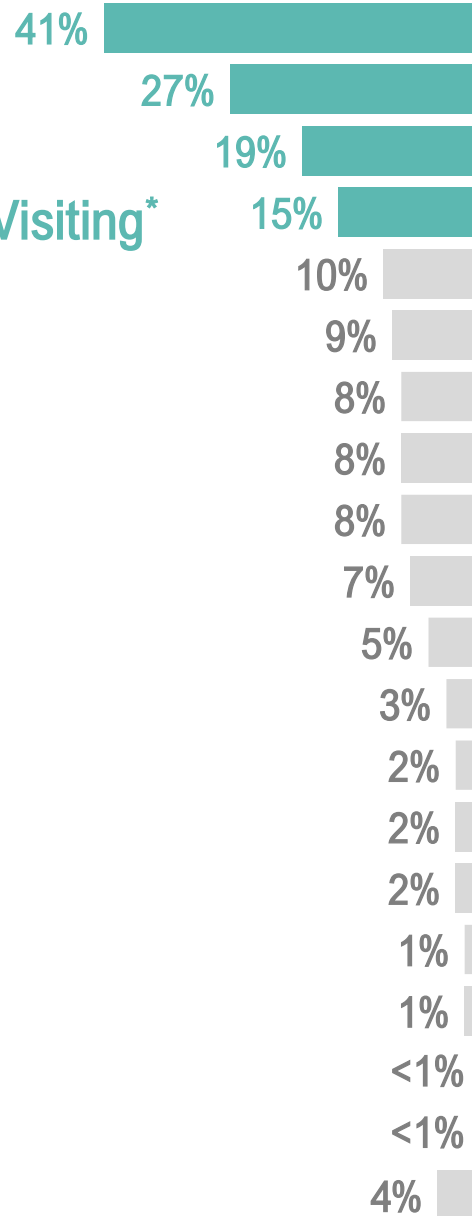


¹New survey question added for FY26 as a follow-up for those who selected “Outdoor Recreation” as a trip activity. Multiple responses permitted. Percents out of all visitors. Results are preliminary and should be interpreted with caution. “Other” includes ziplining at the Tallahassee Museum.

REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY26 3rd Quarter)



Reasons for Visiting*



Visitor Activities*

*Multiple responses permitted.



STUDY OBJECTIVES: VISITOR JOURNEY



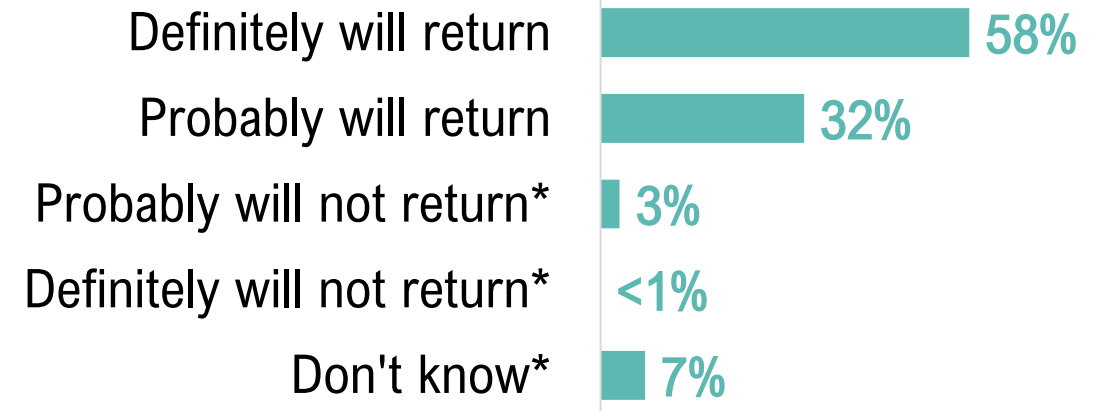
VISITOR SATISFACTION (FY26 3rd Quarter)



Visitors gave Tallahassee an average rating of **7.9¹** as a place to visit



90% of visitors will return (**58%** will definitely return) to Tallahassee for a future visit or vacation



¹Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

*10% of visitors may not return for the following reasons: Event/occasion for visit is over, prefer other areas, or prefer variety in vacation spots.



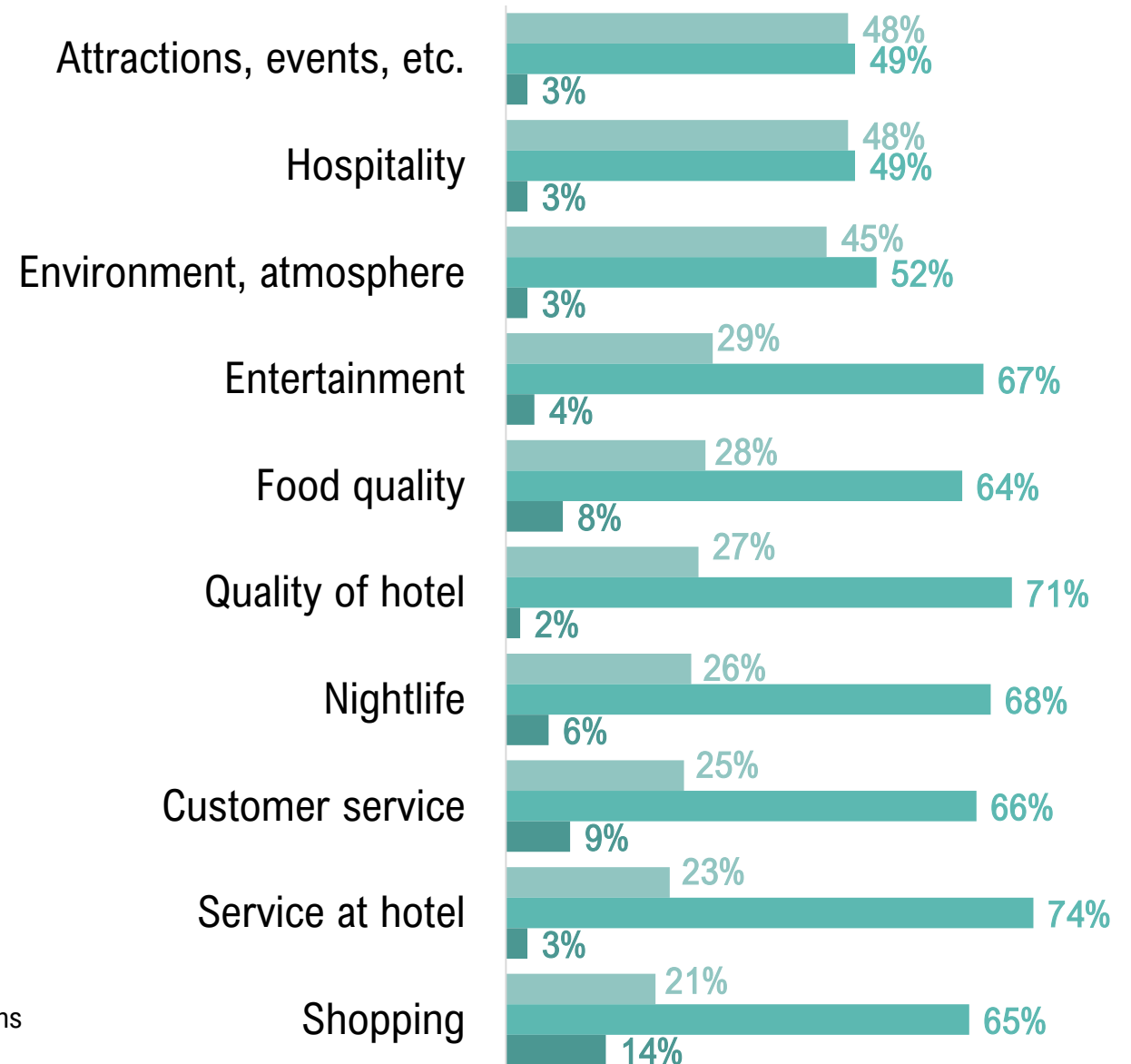
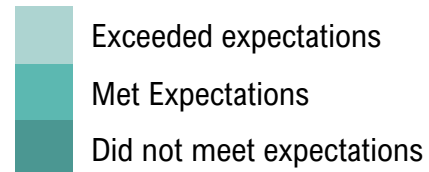
RATING EXPERIENCES IN TALLAHASSEE¹ (FY26 3rd Quarter)



Tallahassee's **attractions, events, hospitality, and atmosphere** exceeded the expectations of nearly **half** of visitors



Customer service, service at hotels, and shopping in Tallahassee were least likely to exceed visitors' expectations



¹Based on small samples; results should be interpreted with caution.

PERCEPTIONS: “COMFORTABLE” (FY26 3rd Quarter)



“Tallahassee somehow feels like home, even if you’re not from here.”



“A welcoming city – Southern hospitality at its best.”



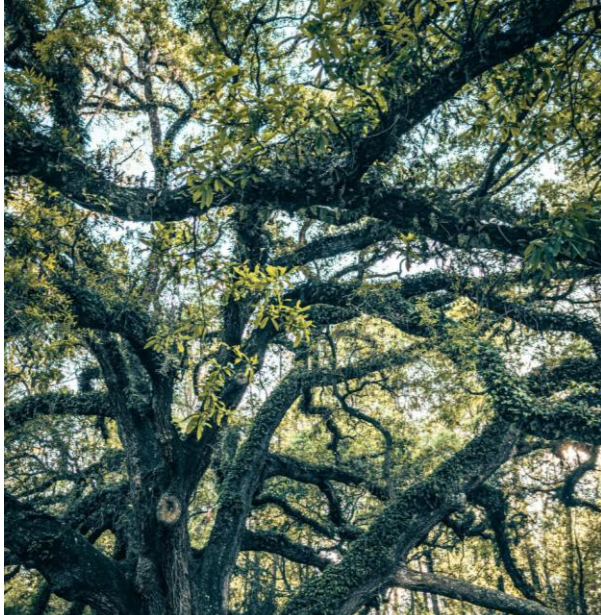
“It’s a small town, but that’s exactly what I love about it!”



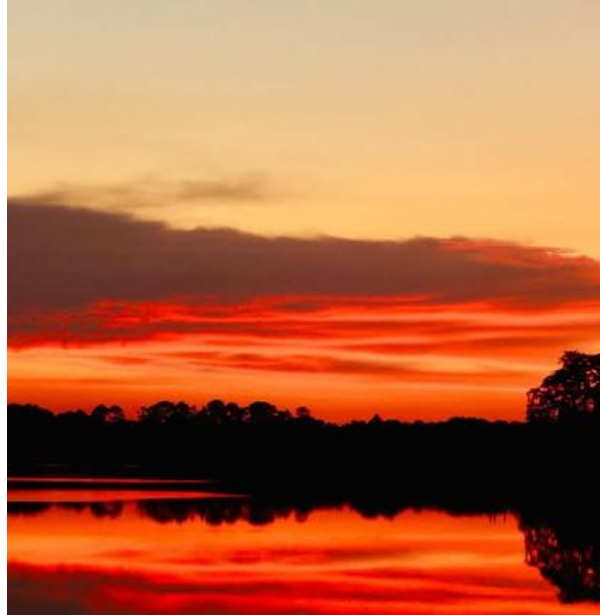
“Peaceful, family-friendly, and the traffic is nothing like the rest of Florida.”



PERCEPTIONS: “SPORTS & OUTDOORS” (FY26 1st Quarter)



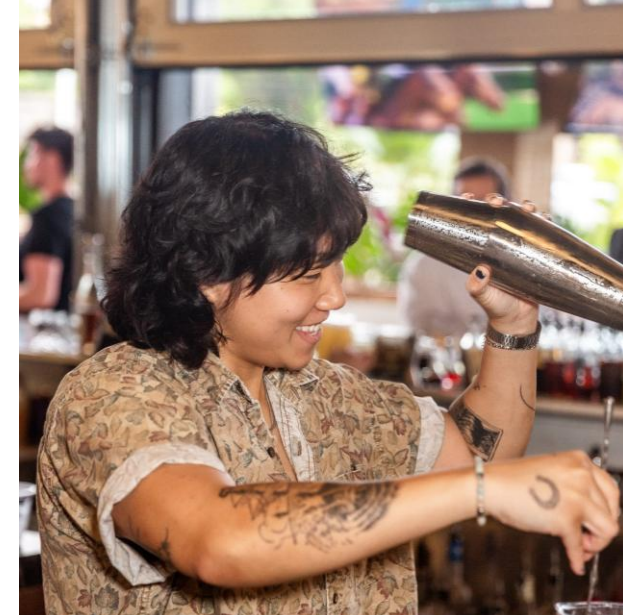
“Small-town feel, with college life, football, and nature all in one place.”



“More than just a college town – beautiful parks and cool events year-round.”



“Great for nature lovers – outdoor activities everywhere you look.”



“The campuses are beautiful, the bars are fun, and the people are kind!”



PERCEPTIONS: “REWARDING” (FY26 3rd Quarter)



“Tallahassee is convenient and quiet, with a lot to do but none of the crowds.”



“An easy getaway - less traffic, less busy, and always a good time.”



“Convenient location, it’s inexpensive, and it’s kid-friendly. Always fun coming here.”



“A peaceful escape where you can slow down and unwind with plenty to enjoy.”



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage. The sky is blue with scattered white clouds. The right side of the image is darkened, providing a background for the title text.

YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Trip Planning Cycle	April – June 2024	April – June 2025	April – June 2026
Tallahassee was primary destination	78%	85%	91%
A week or two in advance	29%	26%	27%
A month or so in advance	38%	38%	37%
2 to 3 months in advance	21%	23%	25%
4 to 5 months in advance	5%	8%	7%
6 months or more in advance	7%	5%	4%

Top Trip Planning Sources ¹	April – June 2024	April – June 2025	April – June 2026
Talk to friends and family	32%	46%	48%
Prior knowledge of the area	27%	42%	47%
Search on Google, etc.	34%	28%	36%

¹Multiple responses permitted.



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Advertising Recall	April – June 2024	April – June 2025	April – June 2026
Recalled ads for Tallahassee	15%	10%	14%
Influenced to visit by ads ¹	8%	5%	5%

Top Reasons for Visiting ²	April – June 2024	April – June 2025	April – June 2026
Visit friends and relatives	38%	34%	41%
Special event/festival	17%	23%	27%
Relax and unwind	19%	22%	19%

Pre-Visit	April – June 2024	April – June 2025	April – June 2026
Requested a Visitor Guide	9%	4%	3%
Drove to Tallahassee	78%	83%	88%
Flew to Tallahassee	22%	17%	12%

¹Based on all visitors, including those who did not recall seeing advertising for Tallahassee.

²Multiple responses permitted.



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Market of Origin	April – June 2024	April – June 2025	April – June 2026
Surrounding Areas ¹	10.0%	14.1%	18.3%
Atlanta	6.3%	8.1%	8.1%
Miami-Fort Lauderdale	8.8%	7.7%	7.0%
Orlando-Daytona Beach-Melbourne	6.4%	6.9%	7.0%
Tampa-St. Petersburg-Sarasota	5.0%	4.9%	5.5%
Jacksonville	4.7%	5.7%	5.3%
Panama City	5.2%	5.5%	5.3%

Region of Origin	April – June 2024	April – June 2025	April – June 2026
Florida	49.2%	50.8%	51.2%
Southeast (other than Florida)	28.0%	33.5%	34.8%
Northeast	6.7%	4.0%	4.0%
Midwest	6.0%	4.4%	4.4%
West	6.2%	3.8%	3.3%
International	3.8%	3.5%	2.3%



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Travel Parties	April – June 2024	April – June 2025	April – June 2026
Travel Party Size	2.6	2.5	2.5
Traveled with Other Visitors	66%	70%	68%
Traveled with Children under 20	28%	33%	32%
Traveled with Children under 12	14%	20%	23%

Visitor Profile ¹	April – June 2024	April – June 2025	April – June 2026
Median Age	43	45	44
Gender (Female)	52%	55%	54%
Median Household Income	\$86,300	\$87,000	\$97,500
Bachelor's Degree or Higher	70%	69%	66%
Caucasian	69%	69%	67%
African American	17%	18%	18%
Married	58%	61%	65%

¹Demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Accommodations	April – June 2024	April – June 2025	April – June 2026
Hotel	46%	47%	48%
Friend/family home	27%	27%	27%
Day tripper	15%	16%	19%
Vacation rental	7%	7%	4%
Personal second home	2%	2%	1%
RV park/campground	3%	1%	1%
Other	<1%	<1%	<1%

Trips Experience	April – June 2024	April – June 2025	April – June 2026
Average Nights Stayed ¹	3.1	2.9	2.8
First-Time Visitor	25%	21%	17%
10+ Prior Visits to Tallahassee	13%	13%	15%
Stopped at Visitor Center	4%	1% ²	1% ²

¹Includes overnight visitors and day trippers.

²Refers to the Visit Tallahassee Visitor Center in Cascades Park.



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Average Daily Spending ¹	April – June 2024	April – June 2025	April – June 2026
Restaurants	\$64	\$75	\$80
Accommodations ²	\$67	\$72	\$66
Transportation	\$33	\$37	\$44
Entertainment	\$19	\$24	\$29
Shopping	\$39	\$37	\$27
Groceries	\$18	\$19	\$21
Other	\$10	\$5	\$3
Total	\$250	\$269	\$270
Average Total Trip Spending ¹	April – June 2024	April – June 2025	April – June 2026
Restaurants	\$208	\$207	\$223
Accommodations ²	\$198	\$216	\$184
Transportation	\$56	\$55	\$123
Entertainment	\$121	\$107	\$81
Shopping	\$59	\$69	\$75
Groceries	\$102	\$107	\$59
Other	\$31	\$14	\$8
Total	\$775	\$775	\$753

¹Spending per travel party. Includes overnight visitors and day trippers.

²Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Top Activities ¹	April – June 2024	April – June 2025	April – June 2026
Restaurants	67%	50%	52%
Visit friends and relatives	52%	47%	49%
Relax and unwind	49%	47%	43%
Special event/festival	17%	28%	34%
Bars/nightclubs	23%	18%	25%
Attractions	16%	22%	21%
Outdoor recreation	16%	24%	19%
Business	23%	18%	15%
Family vacation	34%	26%	15%
Special occasion	11%	14%	13%
Shopping	35%	19%	13%



YEAR OVER YEAR COMPARISONS (FY26 3rd Quarter)

Post-Trip Evaluation	April – June 2024	April – June 2025	April – June 2026
Overall Rating	7.8	7.7	7.9
Will return to Tallahassee	89%	91%	90%
Exceed + Met Expectations: Quality of hotel	93%	97%	98%
Exceed + Met Expectations: Events/attractions	90%	97%	97%
Exceed + Met Expectations: Hospitality	93%	97%	97%
Exceed + Met Expectations: Atmosphere	91%	96%	97%
Exceed + Met Expectations: Service at hotel	92%	97%	97%
Exceed + Met Expectations: Entertainment	92%	96%	96%
Exceed + Met Expectations: Nightlife	90%	94%	94%
Exceed + Met Expectations: Food quality	92%	95%	92%
Exceed + Met Expectations: Customer service	91%	95%	91%
Exceed + Met Expectations: Shopping	88%	91%	86%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2026

(FY2026 Q3)

Visitor Tracking Study

Kerri Post

Executive Director, Leon County Division of Tourism

Visit Tallahassee

850-606-2313, Kerri.Post@VisitTallahassee.com

Downs & St. Germain Research

850-906-3111 | contact@dsg-research.com

www.dsg-research.com



*Visit
Tallahassee*
Pretty. Unexpected.

 downs & st. germain
RESEARCH

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
2026 Spring Events
March 2026 – May 2026



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

Spring 2026 Events

This report presents the aggregated economic impact on Leon County from the following events:

Event	Dates (2026)
Professional Bull Riders	March 13-14
Springtime Tallahassee	March 27-28
Kayak Adventure Series	March 27-28
Florida State Soccer Invitational	March 28-29
FSU Circus Homeshow Series	April 3-18
FIRST Robotics Regional	April 15-18
Chain of Parks Art Festival	April 18-19
Word of South Festival	April 24-26
ASG Capital Cup	May 16-17



Total Economic Impact Spring 2026

\$11,862,000

When including indirect and induced effects¹ of direct spending², the total economic impact of people who attended these spring 2026 events³ and **live outside** of Leon County was \$11,862,000.

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

²On accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.

³Includes the following spring 2026 events: Professional Bull Riders, Springtime Tallahassee, Kayak Adventure Series, Florida State Soccer Invitational, FSU Circus Homeshow Series, FIRST Robotics Regional, Chain of Parks Art Festival, Word of South Festival, ASG Capital Cup.



Direct Spending Spring 2026

\$7,413,800

People who **live outside** of Leon County spent \$7,413,800¹ during these spring 2026 events².

¹On accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.

²Includes the following spring 2026 events: Professional Bull Riders, Springtime Tallahassee, Kayak Adventure Series, Florida State Soccer Invitational, FSU Circus Homeshow Series, FIRST Robotics Regional, Chain of Parks Art Festival, Word of South Festival, ASG Capital Cup.



Out-of-County Visitors Spring 2026

34,090

Including overnight visitors and day trippers,
34,090 individuals from **outside Leon County**
attended these spring 2026 events¹.

¹Includes the following spring 2026 events: Professional Bull Riders, Springtime Tallahassee, Kayak Adventure Series, Florida State Soccer Invitational, FSU Circus Homeshow Series, FIRST Robotics Regional, Chain of Parks Art Festival, Word of South Festival, ASG Capital Cup.



16,950 room nights

Vendors, performers, players, and attendees who live outside of Leon County spent **16,950 nights** in hotels, motels, etc. while attending these spring 2026 events¹.

¹Includes the following spring 2026 events: Professional Bull Riders, Springtime Tallahassee, Kayak Adventure Series, Florida State Soccer Invitational, FSU Circus Homeshow Series, FIRST Robotics Regional, Chain of Parks Art Festival, Word of South Festival, ASG Capital Cup.



Economic Impact Comparison Spring 2025-2026

Event	FY2025 Economic Impact	FY2026 Economic Impact
Chain of Parks Art Festival	\$2,365,200	\$2,797,400
Professional Bull Riders	NA	\$2,515,000
Springtime Tallahassee	\$2,094,800	\$2,216,600
Florida State Soccer Invitational	\$1,396,000	\$1,485,900
ASG Capital Cup	\$834,300	\$1,103,500
Word of South Festival	\$381,000	\$654,600
FIRST Robotics Regional	\$570,200	\$653,400
FSU Circus Homeshow Series	NA	\$288,300
Kayak Adventure Series	NA	\$147,300
Total	\$7,641,500¹	\$11,862,000¹

¹FY2026 includes three events not covered in FY2025. Across the six events held both years, impact grew from \$7,641,500 to \$8,911,400, up 16.6%.



Direct Spending Comparison Spring 2025-2026

Event	FY2025 Direct Spending	FY2026 Direct Spending
Chain of Parks Art Festival	\$1,442,200	\$1,748,400
Professional Bull Riders	NA	\$1,571,900
Springtime Tallahassee	\$1,277,300	\$1,385,400
Florida State Soccer Invitational	\$851,200	\$928,700
ASG Capital Cup	\$508,700	\$689,700
Word of South Festival	\$232,300	\$409,100
FIRST Robotics Regional	\$347,700	\$408,400
FSU Circus Homeshow Series	NA	\$180,200
Kayak Adventure Series	NA	\$92,000
Total	\$4,659,400¹	\$7,413,800¹

¹FY2026 includes three events not covered in FY2025. Across the six events held both years, spending grew from \$4,659,400 to \$5,569,700, up 19.5%.



Out-of-County Visitor Comparison Spring 2025-2026

Event	FY2025 Out-of-County Visitors	FY2026 Out-of-County Visitors
Chain of Parks Art Festival	5,800	7,850
Springtime Tallahassee	7,540	7,820
Professional Bull Riders	NA	5,600
Florida State Soccer Invitational	4,600	4,590
ASG Capital Cup	3,460	3,330
Word of South Festival	960	1,910
FSU Circus Homeshow Series	NA	1,510
FIRST Robotics Regional	1,050	1,300
Kayak Adventure Series	NA	180
Total	23,410¹	34,090¹

¹FY2026 includes three events not covered in FY2025. Across the six events held both years, out-of-county visitor number grew from 23,410 to 26,800, up 14.5%.



Room Night Comparison Spring 2025-2026

Event	FY2025 Room Nights	FY2026 Room Nights
Florida State Soccer Invitational	2,790	3,500
Chain of Parks Art Festival	2,670	3,050
ASG Capital Cup	1,820	2,880
Professional Bull Riders	NA	2,500
Springtime Tallahassee	1,770	1,930
FIRST Robotics Regional	1,370	1,460
Word of South Festival	550	1,110
FSU Circus Homeshow Series	NA	280
Kayak Adventure Series	NA	240
Total	10,970¹	16,950¹

¹FY2026 includes three events not covered in FY2025. Across the six events held both years, room nights grew from 10,970 to 13,930, up 27.0%.



Key Metrics Spring 2026

Event (2026)	Economic Impact	Direct Spending	Out-of-County Visitors	Room Nights
Chain of Parks Art Festival	\$2,797,400	\$1,748,400	7,850	3,050
Professional Bull Riders	\$2,515,000	\$1,571,900	5,600	2,500
Springtime Tallahassee	\$2,216,600	\$1,385,400	7,820	1,930
Florida State Soccer Invitational	\$1,485,900	\$928,700	4,590	3,500
ASG Capital Cup	\$1,103,500	\$689,700	3,330	2,880
Word of South Festival	\$654,600	\$409,100	1,910	1,110
FIRST Robotics Regional	\$653,400	\$408,400	1,300	1,460
FSU Circus Homeshow Series	\$288,300	\$180,200	1,510	280
Kayak Adventure Series	\$147,300	\$92,000	180	240
Total	\$11,862,000	\$7,413,800	34,090	16,950



Methodology

- The economic impacts of these events were based on data from the following sources:
 - Interviews/online surveys completed by 790 spring 2026 event attendees
 - Attendance figures provided by event organizers and used by Downs & St. Germain Research to create independent attendance estimates
 - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
2026 Spring Events
March 2026 – May 2026

Kerri Post
Executive Director, Leon County Division of Tourism/
Visit Tallahassee
850-606-2313, Kerri.Post@VisitTallahassee.com

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com





MEMORANDUM

DATE: September 10, 2026

TO: Leon County Tourist Development Council

THRU: Kerri L. Post, Executive Director, Leon County Division of Tourism

FROM: Jonathan LaBarre, Tourism Operations Director; Julie Trezek, Tourism Grants and Contracts Manager

SUBJECT: FY2027 Special Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) comprised of Matt Thompson (Chair) with For The Table Hospitality, Emily Johnson-Truitt with the Springhill Suites, and Joshua Brock with the Holiday Inn with respectfully presents the funding recommendation for thirty (30) Special Events.

The TDCGRC conducted their meeting on September 3, 2026. The meeting was well attended by the Special Events grant applicants. After carefully considering 30 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 30 events for a total amount of \$214,000 which is 97% of the total allocated amount in the Special Event Grant budget.

Below you will find the list of events summarizing the TDCGRC's recommendations.

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
1	Ahmed Temple 37 Foundation, Inc. - Florida Georgia Alabama: Annual FGA Alliance	89.33	\$10,000	\$9,333	\$8,640
2	Capital City Cultural Community Outreach Inc. – Christmas in the Capital City	71.33	\$2,999	\$2,166	\$1,609

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
3	Florida Litfest, Inc. - Word of South Festival of Literature & Music	96.33	\$29,999	\$26,666	\$26,596
4	Florida State Alliance of YMCAs, Inc. - Florida YMCA Youth in Government State Assembly	91.33	\$12,000	\$12,000	\$11,354
5	Florida State Music Teachers Association, Inc. - Florida State Music Teachers Association State Conference	83.33	\$2,800	\$2,533	\$2,196
6	Florida State University - Experiential Classroom	88.00	\$12,999	\$10,333	\$9,422
7	Florida State University - FSU Flying High Circus 2027 Homeshow Series	88.67	\$12,999	\$11,666	\$10,716
8	Florida State University - Global Consortium of Entrepreneurship Centers (GCEC)	90.67	\$29,999	\$25,666	\$24,095
9	Friends of Florida History, Inc. - Florida History Day Contest	98.33	\$14,000	\$14,000	\$14,000
10	Friends of Maclay Gardens, Inc. - Moon Over Maclay	87.33	\$3,700	\$3,133	\$2,843
11	Hearth & Soul – LeSale	86.00	\$6,500	\$4,833	\$4,313
12	Institute for Music Business LLC - IMB Music Business Conference with NEXTGen	86.00	\$9,500	\$8,000	\$7,131
13	Kids, Incorporated of the Big Bend - KidsFest	73.33	\$2,999	\$1,999	\$1,527
14	Leadership Florida Statewide Community Foundation, Inc. - Leadership Florida Connect Class 16	91.00	\$3,000	\$3,000	\$2,836
15	Leadership Florida Statewide Community Foundation, Inc. - Leadership Florida Cornerstone Class 44	93.67	\$3,000	\$3,000	\$2,919
16	Leadership Florida Statewide Community Foundation, Inc. - Leadership Florida Education Class 11	92.33	\$3,000	\$2,917	\$2,978
17	Lunar 11 Entertainment LLC. / DBA Infinity Con - Infinity Con 2027	88.00	\$10,000	\$9,667	\$8,815
18	Madison Social Tallahassee LLC - 2027 Tallahassee Wine Mixer	85.50	\$5,999	\$5,999	\$5,319

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
19	NAMI TALLAHASSEE - Bluebird 5K Run & 1-Mile Walk for Mental Health Awareness	77.00	\$5,000	\$4,333	\$3,449
20	Natural Bridge Historical Society, Inc. – 162 Anniversary of the Battle of Natural Bridge	83.33	\$3,000	\$2,500	\$2,167
21	Ochlockonee River Kennel Club of Florida, Inc. - North Florida Classic Cluster Dog Show	97.00	\$15,000	\$15,000	\$15,000
22	Ology Brewing Company LLC - Ology Smoke Fest	83.33	\$7,000	\$4,000	\$3,460
23	Southern Shakespeare Company, Inc. - Shakespeare Night Live	86.33	\$7,999	\$6,333	\$5,669
24	Tallahassee Downtown Improvement Authority - Anhinga Music & Art Festival	90.00	\$7,000	\$7,000	6,531
25	Tallahassee Museum of History and Natural Science, Inc. - Pioneer Breakfast	88.67	\$3,500	\$3,367	\$3,100
26	Tallahassee Museum of History and Natural Science, Inc. - Swamp Stomp Music Festival	90.33	\$5,500	\$5,500	\$5,153
27	Theater with a Mission, Inc. - A Salute to Florida's Soldiers in 1777	88.33	\$10,250	\$7,833	\$7,172
28	TNL Performing Arts Foundation, Inc. - FAMU Homecoming 2026 Tallahassee Nights Live!	85.67	\$9,900	\$7,600	\$6,749
29	United Partners for Human Service, Inc. - 9th Annual Tallahassee Beer Festival	92.67	\$6,500	\$6,500	\$6,245
30	Young Actors Theatre, Inc - Phantom of the Opera Masquerade Ball	83.67	\$2,999	\$2,499	\$2,175
TOTAL					\$214,000

Applications Pending Legal Review

In reviewing grant applications this year a new law Effective January 1, 2027, §125.595 F.S., relating to Diversity, Equity, and Inclusion, which prohibits County funds to be used to fund or promote activities relating to designed or implemented with reference to race, color, sex, ethnicity, gender identity, or sexual orientation impacted eligibility for several applications' potential to receive

funding.

At this time, five (5) grant applications are pending legal review and will not advance to the review and scoring phase of the grant application review process until eligibility for funding has been confirmed. These applicants have all been notified of the status of their applications and what to expect next.

Should any event be found to comply with §125.595, Florida Statutes, applicants will be notified and the application will be advanced and evaluated for funding. Should any event be found incompatible with §125.595, Florida Statutes, applicants may have the opportunity to revise their application to render the event eligible for funding, recognizing it may not be possible for some events to comply with §125.595, F.S., regardless of changes made to the application.

Below you will find the listing of events pending legal review.

	Name of Event	Application Requested Amount
1	Capital City Cultural Community Outreach Inc. – Alfred Williams II	\$2,999
2	Cool Breeze Art and Smooth Jazz Festival – Railroad Square, Inc. – 9 th Annual Cool Breeze Art and Smooth Jazz Festival	\$12,999
3	Jan’s Trips LLC – Celebrating Cuban Music: Raciell and D’Cuba Song Project	\$4,625
4	Ladies Learning to Lead, Inc – L3 Leadership Weekend	\$5,000
5	Tallahassee-St. Maarten Foundation Inc. – Caribbean Heritage Music Festival	\$12,999

Staff also identified three (3) special events taking place before January 1, 2027, which may conflict with the new law after December 31, 2026. These were advanced for review and evaluation, and Staff will follow up with each organization immediately after award approval to work with them to ensure a timely post event submission and payment prior to December 31, 2026.

Below you will find the list of these events.

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
1	Capital City Cultural Community Outreach Inc. – Christmas in the Capital City	71.33	\$2,999	\$2,166	\$1,609

2	Leadership Florida Statewide Community Foundation, Inc. - Leadership Florida Connect Class 16	91.00	\$3,000	\$3,000	\$2,836
3	Leadership Florida Statewide Community Foundation, Inc. - Leadership Florida Education Class 11	92.33	\$3,000	\$2,917	\$2,978

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FILM & TELEVISION PRODUCTION INCENTIVE PROGRAM



GUIDELINES

FY26 – FY28 PILOT PROGRAM
AUGUST 2026



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I. INTRODUCTION & ADMINISTRATIVE INTERPRETATION

The Leon County Tourist Development Council (TDC) administers funds collected from a local option tourist development tax (TDT) on transient lodging sales pursuant to Section 125.0104, Florida Statutes. The intent of this performance-based Pilot Program is to provide funding assistance for media productions that generate commercial lodging stays and create direct economic activity within Leon County.

Per Section 125.0104 of the Florida Statutes, to be an authorized use of Tourist Development Tax revenue, an activity "shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists". Professional film productions function as multi-day private operations that guarantee commercial lodging occupancy and generate high-value visual collateral that acts as a lasting advertisement for the destination.

Pursuant to Section 125.595, Florida Statutes, all Leon County Tourism Incentive applications must conform with non-DEI state mandates. Applicants must certify that program awards will not be used to fund or promote prohibited programming as defined by law.

The tier parameters, baseline spending thresholds, rebate rates, and project financial caps outlined in these guidelines represent administrative frameworks established by staff. Sourcing, eligibility, and precise final award determinations for all applicants are evaluated and governed strictly under the formalized application, scoring, and post-production verification procedures defined herein.

II. DEFINITIONS

- **In-County Production Spend:** Expenditures made directly within Leon County to registered local businesses, caterers, security, transportation, and equipment rental houses.
- **Local Payroll:** Compensation paid to verified, documented residents of Leon County.
- **Out-of-Market:** Outside of a 30-mile radius from Leon County. This term is used to help describe the parameters of some of the marketing and promotion required by grantees pursuant to these guidelines.

- **Board-affiliated vendor:** A vendor partially or fully owned by, employing, or partially or fully controlled by a member of the applicant's governing board, including such member's spouse or child.
- **Tourist:** A person who participates in recreation activities outside of the county of his or her permanent residence or who rents or leases transient accommodations for a term of 6 months or less.
- **Diversity, Equity and Inclusion (DEI):** Is as defined in s. 125.595, F.S., and means any effort to: Promote or provide preferential treatment or special benefits to a person or group based on that person's or group's race, color, sex, ethnicity, gender identity, or sexual orientation; or Promote or adopt any training, programming, or activities designed or implemented with reference to race, color, sex, ethnicity, gender identity, or sexual orientation. The term does not include the use of equal opportunity or equal employment opportunity materials designed to inform a person about the prohibition against discrimination based on protected status under state or federal law. Additionally, provisions within Section 125.595 F.S. stipulate certain actions and activities which are expressly permitted under the law including:
 - Recognizing or promoting federal holidays and state holidays and special observances;
 - Recognizing patriotic observances identified in federal regulations, or events and individuals forming the basis for such observances; and
 - Recognizing or honoring individuals and groups honored by state monuments, memorials and museums under state law, or operation federal monuments located in Florida.

III. REQUIRED APPLICATION DOCUMENTS

To initiate the formal evaluation and scoring track, the production entity must submit:

1. **Official Film Incentive Application Form** (submitted via online portal prior to the initiation of local principal photography).
2. **Project Script, Location Blueprint, and Storyboard Context** (for gatekeeper vetting).
3. **Pre-Production Local Spend Projections and Lodging Plan.**

4. **Audience Reach Plan:** To satisfy the tourist promotion framework, the production must simply verify that the completed media asset reaches an audience via any one (1) of the following approved pathways:

- Commercial out-of-market distribution (theatrical, physical, or digital streaming platform).
- An official screening selection at a major film festival located outside the State of Florida.
- A hosted commercial or red-carpet premiere event physically held within Leon County.

5. **Affidavit in Compliance with Anti-Human Trafficking Laws.**

IV. PROGRAM ELIGIBILITY & BASELINE REQUIREMENTS

To pass the initial staff gatekeeper review, a project must meet the following baseline filters:

- **Eligible Formats:** Feature films, television episodic series, pilots, streaming/media platform productions, and high-impact television commercials.
- **Strict Content Exclusions:** The Leon County Program excludes certain categories included in some peer programs, including live events, news and current-events programming, political advertising and programming, gambling-related productions, and adult content. Productions must not violate non-DEI state mandates.
- **Corporate Status:** The applicant must be a registered County Vendor in active good standing with Sunbiz.org.
- **Physical Footprint:** Production offices and/or active filming footprints must be physically located within Leon County during the operational window.
- **Application Timeline:** The production must formally apply and register its intake screening documentation prior to the official start of local principal photography.

V. PROGRAM POLICIES & PERFORMANCE MECHANISMS

- **Reimbursement Only:** No funds shall be distributed upfront. All incentives operate strictly on a post-production performance reimbursement basis.
- **Financing Timelines:** Approved projects shall officially commence principal photography within Leon County no later than 120 calendar days following the execution of the funding agreement.
 - *Administrative Exception Clause:* The Tourism Director maintains sole administrative authority to grant a one-time, maximum 7-day grace period extension, provided the production team submits a written request and verified proof of an unavoidable Force Majeure logistical delay at least 48 hours prior to the original expiration milestone.
- **Co-Funding Restrictions:** Grantees receiving funding through the Tourist Development Council (TDC) for this program are strictly prohibited from receiving concurrent TDT incentive funding from the Council on Culture & Arts (COCA) for the same project.
- **Branding Compliance:** The final cut of the production must permanently display the Leon County Tourism Identifier (*Visit Tallahassee* logo) within the rolling end-credits.

VI. PROGRAM TIERS AND REIMBURSEMENT MATRIX

Operational Element	Tier 1: TV Commercial	Tier 2: Television & Film
Minimum Local Spend Floor	\$25,000	\$100,000
Rebate Performance Rate	10% of qualifying local spend	10% of qualifying local spend
Per-Project Payout Cap	\$25,000	\$100,000
Baseline Lodging Requirement	25 room nights	50 room nights

VII. TOURISM & ECONOMIC IMPACT SCORECARD

Applications passing the initial baseline checklist must achieve a minimum threshold score of **70 out of 100 points** to secure a fund reservation. Awards are not committed in advance; all funding amounts are determined through scoring and subsequent verification.

1. Direct Economic Impact & Infrastructure (Max 40 Points)

- **Direct Local Spend Scale (20 pts):** Graded based on the volume of direct capital injected into registered local vendors, scenic material suppliers, and specialized production support.
- **Local Academic Pipeline Hires (20 pts):** Graded on a formalized commitment to source verified current students or recent graduates from local institutions (*Florida State University College of Motion Picture Arts, Florida A&M University, or Tallahassee State College*). Strategic priority points are explicitly afforded to productions facilitating workforce retention.

2. Lodging Impact & Marketing Value (Max 30 Points)

- **Lodging Volume & TDT Performance (20 pts):** Evaluated matching the verified generation of commercial lodging stays booked in local TDT-collecting properties.

- **Off-Peak / Seasonal Occupancy Uplift (10 pts):** Awarded if filming is scheduled during historically low-occupancy windows (e.g., summer months or non-legislative session weeks).

3. Destination Exposure & Portrayal (Max 15 Points)

- **Atmospheric & Aesthetic Value (15 pts):** Portrays Leon County locations, canopy roads, or regional landscapes as prominent visual backdrops, actively encouraging travel demand and future visitation.

4. Post-Production Completion & Delivery Infrastructure (Max 15 Points)

- **Project Feasibility & Readiness (15 pts):** Evaluated based on the tracking experience of the production management team, verified evidence of secured primary financing, and logistical readiness to complete the asset within the active fiscal year.

VIII. POST-PRODUCTION AUDIT & VERIFICATION

All post-production deliverables, audited expenditure reports, and hotel folios must be submitted to Division of Tourism staff within 90 calendar days following the completion of local principal photography. No reserved Tourist Development Tax (TDT) funds will be disbursed from county reserves until the Division of Tourism staff completes a final performance audit of the following verified assets:

1. **Audited Expenditure Report:** A certified ledger of qualified in-county expenditures matching local vendor invoices.
2. **Certified Room Night Report:** Final folios from lodging partners confirming the production met its designated room night benchmark.
3. **Local Talent & Academic Hires Affidavits:** Clear payroll logs and crew manifests verifying local resident crew expenditures and the active usage of local student and graduate hires.
4. **On-Screen Location Delivery:** Delivery of timecoded screenshots or digital video markers verifying the prominent on-screen inclusion of recognizable Leon County locations and landmarks.
5. **Audience Reach Verification:** Payout authorization is unlocked once the production company provides official documentation verifying that the completed asset reached an audience through any one (1) of the following approved pathways:

- A. Confirmed commercial out-of-market distribution (theatrical, physical, or digital streaming platform).
- B. An official screening selection at a major film festival located outside the State of Florida.
- C. A hosted commercial or red-carpet premiere event physically held within Leon County.

IX. CONCLUSION

The final approval of all applications and the precise amounts of performance-based funding awarded under this program are determined solely by the Tourist Development Council (TDC), subject to the availability of unallocated pilot funds within the active fiscal year's Tourist Development Tax (TDT) reserves. Meeting baseline parameters does not establish an automatic entitlement to the maximum project cap. Final release of reimbursement funds remains strictly subject to a satisfactory post-production performance audit by the Division of Tourism staff to verify complete statutory compliance.