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Tallahassee

## **LEON COUNTY** **Tourist Development Council**

Zoom Teleconferencing Link: <https://zoom.us/j/93752667197>

Thursday, May 7, 2020 at 9:00 a.m.

### **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. [Public Comment](#)
- IV. Items for Consent Approval – **Bo Schmitz**
  - March 5, 2020 Meeting Minutes
  - Financial Reports: Division Budget March 2020 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
  - Research Presentations: FY 2020 Second Quarter Report (Jan.– Mar.)
  - FY 20 Projected TDC Collections and Current FY20 Budget Cuts
  - Phased Recovery Marketing Plan Framework Presentation
  - FY21 Budget Schedule and Request Special TDC Meeting
  - Select TDC Representative for New TDC Seat on COCA Board of Directors
  - COCA Update
  - Tallahassee Sports Council Update
- VI. Executive Director’s Report – **Kerri Post**
  - Report on COVID-19 Mitigate-Restart-Reimagine Activities
  - Update on Concerts and Grants Events Status
  - Updates on Grant Management System, Grant Programs and Schedule
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next Scheduled TDC Meeting:  
**July 9, 2020 at 9:00 a.m.**  
Location TBD



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### **Tourist Development Council**

Zoom Teleconferencing-Link provided 24 hours prior to meeting

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**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING MINUTES  
March 5, 2020**

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were City Commissioner Elaine Bryant, Mike Collins, Michelle Personette, Kathleen Spehar, Matt Thompson, County Commissioner Bryan Desloge, Amanda Stringer and City Commissioner Dianne Williams-Cox. Council members absent Sharon Priester and Sam Patel.

Tourism Staff present: Kerri Post, Aundra Bryant, Katie Gardocki, Dionte Gavin, Amanda Heidecker, Renee Jones, Scott Lindeman, Terri Messler, Janet Roach and Joseph Piotrowski.

Guests present: Rachel Anglin and Isiah Lewis, representing Downs & St. Germain Research, Scott Carswell representing Scott Carswell Productions, and Curtis Zimmerman, Alicia Holmes, Hanna Young, Amanda Lewis, and Annemarie Raskin representing Zimmerman Agency, and Nancy Morgan representing Goodwood.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** None.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **ITEMS FOR CONSENT APPROVAL:**
  - January 21, 2020 Meeting Minutes & February 5, 2020 Special Meeting Minutes
  - Financial Reports: Division Budget January 2020 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, and Sports Staff Reports

***Commissioner Williams-Cox moved, duly seconded by Commissioner Desloge approval of the Items for Consent. The motion carried 7-0, with Sam Patel and Sharon Priester absent.***

V. **GENERAL BUISNESS**  
**Sports Council Report & FY20 Second Cycle Sports Grant Recommendations**

Mike Collins presented the FY20 Second Cycle Sports Grants recommendations to the Council for approval making note for the record that he abstained from voting on four of the recommendations due to conflict

of interest. Brief discussion ensued regarding how the availability of the sports grants are communicated to the public.

***Commissioner Williams-Cox moved, duly seconded by Commissioner Desloge, approval of the FY20 Second Cycle Sports Grants funding recommendations. The motion carried 7-0, with Sam Patel and Sharon Priester absent.***

Mike Collins continued with a review of the activities planned for Tallahassee Bike Week (March 16-27, 2020) including: the Vello Solutions Pump Track U.S. Qualifier (a national qualifying event), a visit from representatives with the International Mountain Biking Association (IMBA), hosting the Southern Mountain Biking Association (SORBA) annual conference, journalists from PinkBike.com and the Tallahassee Trail Festival. Mr. Collins highlighted tourism staff is considering submitting a bid to host the World Athletic Association Cross-Country event in 2023. He further shared a construction update for Apalachee Regional Park. Kerri Post noted the facility in the park will be open year-round for residents with restrooms and a community stage and that the facility was designed for public use when not being used as a race venue. Ms. Post invited the Council to attend the new construction groundbreaking ceremony for the park on Friday, March 6, 2020.

Commissioner Williams-Cox inquired on the status of a multi-sports complex. Kerri Post shared that after much discussion in the sports council meeting, it was determined more beneficial to work with and augment the existing plans and facilities for greater return. She noted the project had pivoted to looking into capital facility grants for some sports complexes to utilize, given budget considerations and updated the Council regarding the benefits of augmenting existing plans and enhancing those Capital Facilities to increase the return on investment.

**Research Presentations: FY 2020 First Quarter Report (Oct. – Dec.), Market Days Economic Impact Report and FHSAA Football Economic Impact Report**

Rachel Anglin and Isiah Lewis, representing Downs & St. Germain Research presented the 1<sup>st</sup> Quarter Visitor Tracking Report for fiscal year 2020, as well as the Economic Impact estimates for the Florida High School Athletic Football Championships and Market Days events.

Ms. Anglin reviewed the 1<sup>st</sup> Quarter Visitor Tracking Report for FY20. She noted the decrease in each of the categories of the Visitor and Lodging Statistics percent change year-over-year in comparison to the 1<sup>st</sup> Quarter of FY19. Ms. Anglin expressed that significant decreases in the statistics may be due to Hurricane Michael, and those displaced as well as workers who were supporting recovery efforts. She discussed highlights from the report. Ms. Anglin also relayed the demographics of the typical Leon County Visitor. Commissioner Williams-Cox requested home sharing platforms and Recreational Vehicle Parks be included in future reports for type of accommodations. Chairman Schmitz also noted the length of stay as seemingly long.

Ms. Anglin further relayed the results of the Florida's High School Football Championship and Market Days events, that were held in December 2020, noting to the Council to use caution when observing results year over year comparisons, as this year, per request of the TDC, Downs & St. Germain is now involved in verifying attendance figures. Ms. Post clarified 2019 was the first year Leon County hosted the FHSAA Football Championships and that numbers for these events would vary based on the home city of the teams who make the championships. Discussion ensued related to the year to year comparisons and how to ensure understanding that the methodology had changed and is now more verifiable. Ms. Anglin will

highlight the footnote for additional clarity. Commissioner Williams-Cox confirmed an economic impact study for FAMU Homecoming as well as a Frenchtown Rising spending study had been conducted.

### **Presentation on new VisitTallahassee.com website and destination app**

Katie Kole presented the new Visit Tallahassee website and destination mobile app. She stated 70 percent of visitors to the website are using a mobile device, and the website was designed with this in mind with fast download speeds, video and strong imagery. She added the app also provides a “plan your trip” function that allows users to map out itineraries. Kerri Post thanked staff and the Zimmerman Agency for their great work bringing the products in on time and budget. Curtis Zimmerman noted the project was a collaboration with staff and offered his thanks.

~~**Revised Legacy Event Grant Guidelines:** *Item pulled.*~~

### **Scott Carswell Presents Update**

Scott Carswell presented an update regarding the shows scheduled for Capital City Amphitheater. He provided a summary of two recent shows including Dennis DeYoung and Boyz II Men and previewed upcoming scheduled shows with Newsboys, Jamey Johnson, JJ Grey, Boz Skaggs and the Tallahassee Symphony Orchestra Classical Mystery Tour. Kerri Post provided an update on the timing of the addition of an “eyebrow” to the existing fabric that will extend the fabric of the stage an additional six feet to fully cover the stage. Commissioner Williams-Cox added that she is happy with the use of Cascades Park and offered that she would like to see more local talent shows on the stage.

### **COCA Update**

Kathleen Spehar began her update by reading a poem called “The Perfect Weekend”. Ms. Spehar reminded the Council of the Board of County Commissioners unanimous vote at their last meeting to continue its relationship with COCA as the local arts agency for an additional five years. She thanked the county and city and stated she is following up with all County Commissioners regarding specific community stakeholder and Commissioner input which will inform how to move forward with, but not limited to, COCA’s programs, services and business operations. Ms. Spehar reiterated the importance of the partnership between COCA and Tourism. She stated COCA is honored to have a seat on the Council and looks forward to continuing working together.

Ms. Spehar provided an update on COCA’s grants. She stated COCA is working on updates to their grants process and procedures. Ms. Spehar also provided an update on the TDC’s request for a seat on the COCA board as requested in November 2019. She stated COCA has voted to approve new bylaws language and are currently working through a process and legality potential of Sunshine Laws conflicts with legal counsel. She requested continued support from the TDC during this process due to compliance and legalities that need to be worked through. Chairman Schmitz inquired about a timeline for the process. Ms. Spehar stated the intent is to have solutions by the next COCA Board Meeting scheduled for March 12, 2020. Kerri Post asked Ms. Spehar for a status regarding the COCA Board’s hesitation concerning Sunshine Laws as mentioned as far back as September. Ms. Spehar clarified that from September through the month of November, COCA was looking at their bylaws and Sunshine Laws through the COCA Board and Legal. She further stated COCA began taking action at their November 2019 board meeting after receiving clarification from the TDC in a letter. She noted the COCA board took action at that time and made changes to the bylaws and were ready to take action to approve the seat on the board, however the Sunshine Laws compliance question was brought up by Commissioner Dozier at the COCA January board meeting with a request to look at the legalities and COCA has been working with the County’s attorney office since that time. Ms. Spehar announced that the County attorney’s office and COCA’s legal team were working together for a solution. Discussion ensued regarding moving forward in a positive direction. Chairman Schmitz added that he looks forward to coming to a resolution with the seat on the COCA board and moving forward in a

collaborative effort. Considerable discussion ensued regarding the state of the TDC seat on the COCA Board, and the public's misunderstanding of the budget process of TDC dollars to COCA as well as the TDC's responsibility to ensure the funds are used in accordance to the law and at what point in the process the TDC will have the ability to review and weigh in on the grant guidelines to ensure consistency. Kathleen Spehar clarified that the grant guidelines would go through the County Attorney's Office and that COCA would request input from the TDC before the new guidelines are seen by legal.

Chairman Schmitz recognized Commissioner Nick Maddox. Commissioner Maddox shared that he serves on the Tallahassee Sports Council and he has been very happy with the staff in place. He further shared brief remarks regarding the COCA item and his understanding that the TDC has a fiduciary duty to make sure all funds are spent in accordance with the law. He further stated his request that COCA present their updated procedures to the TDC to vet prior to presenting them to the BOCC. He voiced that it is equally important to making sure the dollars are spent accordingly as well as making sure the integrity of the process works for everyone. He requested that the TDC be involved and as informed as possible in the process of updating the COCA grant guidelines to include the arts organizations, COCA and the TDC agree on any updates prior to approval and presenting the BOCC.

Ms. Spehar shared that COCA is working with South Arts organization to mitigate the effects of COVID-19 on cultural programming and cultural events. She further noted working with Visit Tallahassee on the new website and app by providing information and arts, culture and heritage content as well as having provided Visit Tallahassee with information regarding grantees funded by TDC.

#### V. EXECUTIVE DIRECTOR'S REPORT

Ms. Post provided the following updates:

- Reported that the John G. Riley Center & Museum organization is now part of the City of Tallahassee.
- Provided a Legislative Update stating the budget is a little behind schedule. She shared that there are two bills that may affect tourism, a Tax Package allowing for tax reduction and modifications that would allow TDC to be used for water quality projects related to tourism. She reported there is no change in the VISIT FLORIDA recommendation with no movement in the House of Representatives. Vacation rental legislation is being heavily debated and the Governor has stated regulation should be managed by local government.
- Provided a flyer regarding Tallahassee Bike Week – March 16-22, 2020. She further stated representatives from Pink Bike would be coming to Tallahassee to create video content about biking trails in the area.
- Provided information regarding the upcoming Industry Input Meeting for 2021 Marketing Plan - March 31, 2020. She shared an update on a Grant Management System and will provide more information at the May 5, 2020 TDC meeting.
- Shared a major media hit on *Esence* Magazine with more than 6 million readers/subscribers and that Visit Tallahassee will be bringing them in for a FAM in the fall.
- Provided an update on the actions being taken by the department in preparing for the potential arrival of the COVID-19/Corona Virus. She shared the agency and team are working to address the impact on visitors, media, industry, etc. in order to prepare for travel disruptions and the local effect of the virus in line with the CDC, Florida Department of Health to assure speaking with one voice coordinating and following the direction of the County.
- Provided an update on the FSU Convention Center and hotel project that was approved

in 2014 and working with Blueprint on plans for a \$20 million convention center. She communicated that she has been providing input on the Blueprint Intergovernmental Agency (IA) agenda item scheduled to go before the IA Board on March 12, 2020.

- Offered the TDC the opportunity for a hard hat tour of the Amphitheater Support Space that will also house a satellite visitor center, both funded by TDT dollars. She shared the project is moving very fast and is scheduled to be open and operational by January 1, 2021, with the Marriott A/C hotel scheduled to open in March 2021.
- Announced Red Hills Horse Trials scheduled for the upcoming weekend.
- Commissioner Desloge requested that staff share with the TDC media hits so that they can repopulate and share on their individual social media to spread the word.
- Commissioner Desloge inquired about tax revenue from non-hotel related accommodations and inquired about programs that would track individuals renting out their homes who are not connected to home sharing platforms like AirBnB, VRBO, and HomeAway. Ms. Post shared the County has looked into two of these tracking programs and opted to work with the Leon County Tax Collector to implement a homeowner's education program. Ms. Post also reported that staff is working with the Tax Collector's Office to break out the TDT collections in categories. Currently the collections are reported in aggregate and staff is making progress with the Tax Collector's Office to add this category in their reports in order to add transparency and accountability.

VII. **ADDITIONAL BUSINESS: "FOR THE GOOD OF THE CAUSE" – Bo Schmitz**

**ADJOURN:**

There being no further business to come before the Council, the meeting was adjourned at 11:07 a.m.

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Attest: Bo Schmitz,  
Chairman

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Attest: Renee Jones,  
Public Relations & Marketing Specialist

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending March 31, 2020

**4-Cents Collections**

Acct # REVENUES	YTD	March	FY 2019/20	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 2,539,580.04	\$ 442,490.20	\$ 4,673,848	54%	(2,134,268)
361320 Tax Collector FS 125.315	\$ 3,488.85	2,523.85	-		3,489
361111 Pooled Interest Allocation	\$ 31,904.00	-	102,600		
365000 Merchandise Sales	\$ 4,370.32	1,153.59	3,634		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	2,400		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ 19,534.19	-	72,500		
399900 Appropriated Fund Balance	\$ -	-	414,525		
Total Estimated Receipts			5,282,007		
			<u>\$ 2,598,877.40</u>		<u>\$ 446,167.64</u>

Acct # EXPENDITURES	YTD	March	FY 2019/20	FY 2019/20	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 118,756.17	\$ 17,499.57	\$ 228,062	\$ 228,062	52%	\$ 109,306
51250 Regular OPS Salaries & Wages	\$ 8,333.93	1,314.88	16,386	16,386	51%	8,052
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 9,389.11	1,383.16	18,980	18,980	49%	9,591
52200 Retirement Contributions	\$ 22,843.65	3,333.24	42,359	42,359	54%	19,515
52210 Deferred Compensation	\$ 243.40	37.04	766	766	32%	523
52300 Life & Health Insurance	\$ 16,543.89	2,811.86	33,444	33,444	49%	16,900
52400 Workers Compensation	\$ 228.74	33.86	378	378	61%	149
53400 Other Contractual Services	\$ 50,116.65	11,783.33	160,700	160,700	31%	110,583
54000 Travel & Per Diem	\$ 163.24	-	7,500	7,500	2%	7,337
54101 Communications - Phone System	\$ -	-	480	480	0%	480
54300 Utilities-160-950-591001-552	\$ -	-	-	-	0%	-
54400 Rental & Leases	\$ 24,645.07	3,241.67	50,000	50,000	49%	25,355
54505 Vehicle Coverage	\$ -	-	366	366	0%	366
54600 Repair & Maintenance	\$ 80.00	-	34,000	34,000	0%	33,920
54601 Vehicle Repair	\$ -	-	580	580	0%	580
54900 Other Current Charges	\$ 764.12	-	1,971	1,971	39%	1,207
55100 Office Supplies	\$ 296.34	-	1,000	1,000	30%	704
55200 Operating Supplies	\$ 730.00	-	3,000	3,000	24%	2,270
55210 Fuel & Oil	\$ -	-	415	415	0%	415
55400 Publications, Memberships	\$ 360.00	-	2,300	2,300	16%	1,940
55401 Training	\$ 220.00	-	3,000	3,000	7%	2,780
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 585,454.59	\$ 94,494.81	\$ 1,616,473	\$ 1,843,473	32%	\$ 1,258,018
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 244,878.32	\$ 37,762.78	\$ 456,399	\$ 456,399	54%	\$ 211,521
51210 Regular OPS Salaries & Wages	\$ 8,334.08	1,314.91	16,386	16,386	51%	8,052
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 18,875.27	2,912.70	37,276	37,276	51%	18,401
52200 Retirement Contributions	\$ 20,622.78	3,181.25	40,308	40,308	51%	19,685
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 19,052.40	3,123.56	73,799	73,799	26%	54,747
52400 Workers Compensation	\$ 842.23	129.85	1,417	1,417	59%	575
53400 Other Contractual Services	\$ 42,932.10	7,496.40	125,500	125,500	34%	82,568
54000 Travel & Per Diem	\$ 8,134.27	2,796.72	72,925	72,925	11%	64,791
54100 Communications Services	\$ 1,207.93	-	7,823	7,823	15%	6,615
54101 Communications - Phone system	\$ -	-	1,140	1,140	0%	1,140
54200 Postage	\$ 1,220.55	49.55	43,700	43,700	3%	42,479
54400 Rental & Leases	\$ 549.42	-	8,420	8,420	7%	7,871
54700 Printing	\$ 7,321.26	179.29	16,500	16,500	44%	9,179
54800 Promotional Activities	\$ 36,489.79	20,204.64	67,000	67,000	54%	30,510
54860 TDC Direct Sales Promotions	\$ 3,795.00	-	52,290	60,790	6%	56,995
54861 TDC Community Relations	\$ 5,395.82	-	38,000	38,000	14%	32,604

54862	TDC Merchandise	\$	5,040.66	606.00	7,500	7,500	67%	2,459
54900	Other Current Charges	\$	361,531.48	51,717.06	540,000	590,000	61%	228,469
54948	Other Current Chrg - Amphitheater	\$	195,069.14	74,671.05	315,000	410,000	48%	214,931
55100	Office Supplies	\$	1,861.74	104.92	3,700	3,700	50%	1,838
55200	Operating Supplies	\$	129.59	-	5,000	5,000	3%	4,870
52250	Uniforms	\$	233.36	-	4,500	4,500	5%	4,267

Acct #	EXPENDITURES		YTD	March	FY 2019/20	FY 2019/20	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	2,274.57	\$ -	\$ 24,028	\$ 24,028	9%	21,753
55401	Training	\$	965.00	910.00	10,000	10,000	10%	9,035
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	1,375.83	-	1,500	1,500	92%	124
58320	Sponsorship & Contributions	\$	1,000.00	-	36,000	53,000	2%	52,000
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	45,307.80	12,500.00	765,000	765,000	6%	719,692
	<i>Welcome Center CIP (086065)</i>							
56200	Building	\$	-	-	-	-	-	-
	<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$	-	-	4,735	4,735	0%	4,735
54600	Repairs and Maintenance	\$	-	-	3,087	3,087	0%	3,087
	<i>Risk Allocations (495)</i>							
54500	Insurance	\$	-	-	5,364	5,364	0%	5,364
	<i>Indirect Cost (499)</i>							
54900	Indirect Cost Charges	\$	-	-	221,000	221,000	0%	221,000
	<i>Line Item Funding - (888)</i>							
58214	Cultural Facilities Grant Program	\$	346,151.64	-	-	317,000	109%	(29,152)
58215	Local Arts Agency Program	\$	334,657.44	-	1,168,462	1,168,462	29%	833,805
	<i>Transfers (950)</i>							
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	116,666.68	-	350,000	350,000	0%	233,333
	<i>Salary Contingency (990)</i>							
59900	Other Non-operating Uses	\$	-	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	<b>Total Expenditures</b>	\$	<b>2,671,085.05</b>	<b>\$ 355,594.10</b>	<b>\$ 6,799,019</b>	<b>\$ 7,513,519</b>		

### 1-Cent Collections

Acct #	REVENUES		YTD	March	FY 2019/20	FY 2019/20	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	634,894.99	\$ 110,622.55	\$ 1,168,462	\$ 1,168,462	54%	533,567
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 125.315	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	<b>Total Revenues</b>		<b>634,894.99</b>	<b>110,622.55</b>	<b>\$ 1,168,462</b>	<b>\$ 1,168,462</b>		

Acct #	EXPENDITURES		YTD	March	FY 2019/20	FY 2019/20	% Budget	Under/
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	-	\$ -	\$ 4,970,196	\$ 4,970,196	0%	4,970,196
	<b>Total Expenditures</b>	\$	<b>-</b>	<b>\$ -</b>	<b>\$ 4,970,196</b>	<b>\$ 4,970,196</b>	<b>0%</b>	<b>4,970,196</b>

### NOTES TO THE FINANCIAL STATEMENT As of March 31, 2020

#### REVENUES

- <sup>1</sup>- Revenue for the 4-cent collections \$ 442,490.20  
<sup>2</sup> - Revenue for the 1-cent collections \$ 110,622.55

#### EXPENSES

Grant program payments for FY20 - \$12,500.00 during this period.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
<b>FY2013/2014 (3-cents)</b>	<b>196,254.46</b>	<b>287,207.31</b>	<b>265,286.16</b>	<b>167,686.13</b>	<b>183,137.77</b>	<b>227,704.36</b>	<b>264,192.29</b>	<b>259,057.28</b>	<b>224,205.35</b>	<b>224,941.50</b>	<b>208,286.19</b>	<b>226,966.81</b>	<b>2,734,925.62</b>
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
<b>FY2014/2015 (3-cents)</b>	<b>235,483.93</b>	<b>311,616.83</b>	<b>288,190.11</b>	<b>173,577.30</b>	<b>198,900.49</b>	<b>254,369.92</b>	<b>320,647.85</b>	<b>266,966.41</b>	<b>274,611.29</b>	<b>261,235.88</b>	<b>226,314.73</b>	<b>272,939.44</b>	<b>3,084,854.17</b>
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73	3,084,854.17	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
<b>FY2015/2016 (3-cents)</b>	<b>228,332.36</b>	<b>362,035.48</b>	<b>250,128.83</b>	<b>201,511.55</b>	<b>258,206.32</b>	<b>298,807.96</b>	<b>257,975.77</b>	<b>292,428.16</b>	<b>227,755.66</b>	<b>246,658.44</b>	<b>234,636.94</b>	<b>283,649.73</b>	<b>3,142,127.20</b>
(1-cent - 4th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	99,602.65	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
(1-cent - 5th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	99,602.65	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27	379,592.76	411,097.40	391,061.57	472,749.55	5,236,878.66
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	(17%)	(20%)	10%	(17%)	(6%)	4%	4%	
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%	2%	2%	
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1,856,998.27	2,149,426.43	2,377,182.08	2,623,840.52	2,858,477.47	3,142,127.20	
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
<b>FY2016/2017 (3-cents)</b>	<b>279,350.57</b>	<b>402,675.77</b>	<b>286,875.89</b>	<b>220,924.43</b>	<b>229,301.07</b>	<b>268,643.22</b>	<b>352,496.71</b>	<b>312,977.43</b>	<b>305,523.32</b>	<b>266,100.52</b>	<b>247,835.77</b>	<b>297,206.39</b>	<b>3,469,979.07</b>
(1-cent - 4th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
(1-cent - 5th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,739.07	587,494.51	521,629.05	509,205.53	445,500.87	413,059.61	495,343.99	5,783,298.45
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	10%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,469,979.07	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
<b>FY2017/2018 (3-cents)</b>	<b>306,604.91</b>	<b>346,998.29</b>	<b>309,354.70</b>	<b>239,200.84</b>	<b>304,608.86</b>	<b>307,873.28</b>	<b>296,026.60</b>	<b>286,577.45</b>	<b>311,458.36</b>	<b>294,109.70</b>	<b>264,301.21</b>	<b>332,629.80</b>	<b>3,599,743.99</b>
(1-cent - 4th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
(1-cent - 5th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	490,182.83	440,502.02	554,383.00	5,999,573.32
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	11%	7%	12%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	3%	3%	4%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	3,002,812.98	3,267,114.19	3,599,743.99	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
<b>FY2018/2019 (3-cents)</b>	<b>331,953.51</b>	<b>495,074.97</b>	<b>387,162.79</b>	<b>307,879.78</b>	<b>327,779.10</b>	<b>365,775.19</b>	<b>445,899.80</b>	<b>369,126.76</b>	<b>352,707.77</b>	<b>312,656.20</b>	<b>291,044.54</b>	<b>365,660.11</b>	<b>4,352,720.53</b>
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	23%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
<b>FY2019/2020 (3-cents)</b>	<b>363,217.88</b>	<b>348,125.77</b>	<b>323,679.36</b>	<b>255,150.76</b>	<b>331,287.48</b>	<b>331,867.65</b>	-	-	-	-	-	-	<b>1,953,328.89</b>
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	-	-	-	-	-	-	651,109.63
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	-	-	-	-	-	-	651,109.63
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	-	-	-	-	-	-	3,255,548.15
Gain/Loss - Month: 3 cent	(30%)	(16%)	(16%)	-17%	1%	-9%	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)</										

Date Created: Apr 16, 2020

# Visit Tallahassee

For the Month of March 2020



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Help	4

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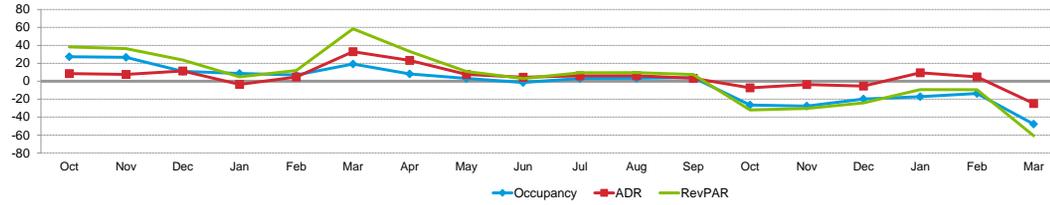
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Tab 2 - Trend Leon County, FL

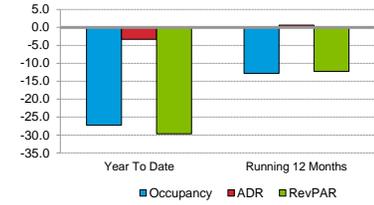
Currency: USD - US Dollar

Visit Tallahassee  
For the Month of March 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	86.3	84.1	66.5	73.1	81.2	83.2	72.2	65.3	70.5	66.4	70.1	64.1	63.3	60.8	53.4	60.5	70.1	43.4
Last Year	67.8	66.4	59.9	67.3	76.0	69.8	66.7	63.3	71.5	64.4	67.9	61.6	86.3	84.1	66.5	73.1	81.2	83.2
Percent Change	27.3	26.7	11.0	8.7	6.9	19.2	8.2	3.1	-1.4	3.2	3.3	4.1	-26.6	-27.7	-19.8	-17.2	-13.7	-47.9

Year To Date			
2018	2019	2020	
70.8	79.1	57.5	
68.2	70.8	79.1	
3.9	11.7	-27.3	

Running 12 Months			
2018	2019	2020	
68.0	72.5	63.2	
65.6	68.0	72.5	
3.7	6.5	-12.8	

ADR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	128.68	121.01	101.18	106.07	114.47	125.12	121.12	115.34	95.35	92.02	105.98	123.43	119.16	116.52	95.71	116.12	120.05	94.10
Last Year	118.55	112.39	90.85	109.96	109.36	94.09	98.28	107.20	91.28	86.77	99.80	119.59	128.68	121.01	101.18	106.07	114.47	125.12
Percent Change	8.5	7.7	11.4	-3.5	4.7	33.0	23.2	7.6	4.5	6.1	6.2	3.2	-7.4	-3.7	-5.4	9.5	4.9	-24.8

Year To Date			
2018	2019	2020	
104.25	115.66	111.84	
101.41	104.25	115.66	
2.8	10.9	-3.3	

Running 12 Months			
2018	2019	2020	
101.47	109.30	109.99	
98.70	101.47	109.30	
2.8	7.7	0.6	

RevPAR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	111.03	101.75	67.32	77.52	93.00	104.04	87.43	75.34	67.19	61.10	74.25	79.09	75.45	70.82	51.07	70.24	84.17	40.80
Last Year	80.34	74.57	54.43	73.95	83.07	65.64	65.59	67.90	65.23	55.85	67.72	73.61	111.03	101.75	67.32	77.52	93.00	104.04
Percent Change	38.2	36.4	23.7	4.8	11.9	58.5	33.3	11.0	3.0	9.4	9.7	7.4	-32.0	-30.4	-24.1	-9.4	-9.5	-60.8

Year To Date			
2018	2019	2020	
73.82	91.47	64.34	
69.13	73.82	91.47	
6.8	23.9	-29.7	

Running 12 Months			
2018	2019	2020	
69.02	79.19	69.49	
64.72	69.02	79.19	
6.6	14.7	-12.3	

Supply	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	175,150	170,820	179,707	179,707	162,288	179,676	173,850	179,645	179,645	179,645	179,645	179,645	179,645	176,490	182,373	182,373	164,724	184,388
Last Year	166,160	160,800	166,160	166,160	150,080	172,360	169,500	175,150	169,500	175,150	175,150	169,500	175,150	170,820	179,707	179,707	162,288	179,676
Percent Change	5.4	6.2	8.2	8.2	8.1	4.2	2.6	2.6	2.6	2.6	2.6	2.6	2.6	3.3	1.5	1.5	1.5	2.6

Year To Date			
2018	2019	2020	
488,600	521,671	531,485	
492,300	488,600	521,671	
-0.8	6.8	1.9	

Running 12 Months			
2018	2019	2020	
1,975,710	2,081,298	2,130,478	
1,997,284	1,975,710	2,081,298	
-1.1	5.3	2.4	

Demand	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	151,124	143,630	119,568	131,336	131,837	149,406	125,497	117,336	122,510	119,289	125,865	111,393	113,749	107,266	97,324	110,312	115,494	79,945
Last Year	112,595	106,695	98,559	111,748	114,009	120,239	113,121	110,932	121,132	112,736	118,841	104,331	151,124	143,630	119,568	131,336	131,837	149,406
Percent Change	34.2	34.6	20.1	17.5	15.6	24.3	10.9	5.8	1.1	5.8	5.3	6.8	-24.7	-25.3	-18.6	-16.0	-12.4	-46.5

Year To Date			
2018	2019	2020	
345,996	412,579	305,751	
335,565	345,996	412,579	
3.1	19.2	-25.9	

Running 12 Months			
2018	2019	2020	
1,343,892	1,507,994	1,345,980	
1,309,678	1,343,892	1,507,994	
2.6	12.2	-10.7	

Revenue	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	19,447,253	17,380,231	12,098,143	13,931,203	15,092,007	18,693,647	15,199,961	13,533,989	11,681,791	10,976,860	13,339,100	13,749,585	13,554,687	12,498,442	9,314,577	12,808,969	13,865,112	7,522,444
Last Year	13,348,577	11,991,475	9,044,468	12,287,903	12,467,849	11,313,421	11,117,949	11,892,133	11,057,012	9,781,574	11,860,661	12,476,571	19,447,253	17,380,231	12,098,143	13,931,203	15,092,007	18,693,647
Percent Change	45.7	44.9	33.8	13.4	21.0	65.2	36.7	13.8	5.7	12.2	12.5	10.2	-30.3	-28.1	-23.0	-8.1	-8.1	-59.8

Year To Date			
2018	2019	2020	
36,069,172	47,716,857	34,196,524	
34,030,290	36,069,172	47,716,857	
6.0	32.3	-28.3	

Running 12 Months			
2018	2019	2020	
136,371,321	164,828,384	148,045,517	
129,269,506	136,371,321	164,828,384	
5.5	20.9	-10.2	

Census %	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	60	60	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	62
Census Rooms	5650	5694	5797	5797	5796	5796	5795	5795	5795	5795	5795	5795	5795	5795	5883	5883	5883	5948
% Rooms Participants	89.3	89.4	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	90.9	90.9	90.9	91.0

A blank row indicates insufficient data.

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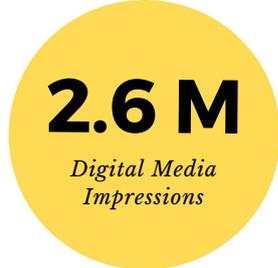
# FEBRUARY - MARCH 2020 HIGHLIGHTS

- While our year was off to a great start, the COVID-19 pandemic led to pauses across marketing efforts in March and a pivot to focus on destination updates in light of travel restrictions and the safety of residents and visitors.
- Prior to the sweeping shifts as a result of the pandemic, we did launch the redesigned VisitTallahassee.com and mobile app in February.
  - Our new digital ecosystem offers a more robust and immersive experience for visitors, featuring the Pretty and Unexpected experiences of our destination.
- Tallahassee was named Southern Living's No. 10 South's Best City, No. 9 South's Best College Town and home to the No. 1 South's Best Garden Shop - Tallahassee Nurseries, garnering more than 28 million impressions.

2019 - 2020 KPI's:	% TO GOAL (As of March 2020)	
Increase Page Views on VT.com by 4% (Goal: 1,294,999)	399,431 page views (30.8% to goal)	↓
Increase Traffic to VT.com by 4% (Goal: 664,001)	205,109 sessions (30.9% to goal)	↓
Increase Page Views on Trailahassee.com by 5% (Goal: 63,515)	33,188 page views (52.3% to goal)	↑
Increase Traffic to Trailahassee.com by 5% (Goal: 34,670)	18,728 sessions (54% to goal)	↑
Increase Email Open Rate (Goal: 17%)*	15% average (88% to goal)	↑
Increase Email Click Rate (Goal: 7%)*	6.3% average (90% to goal)	↑
Increase Facebook Engagements by 10% (Goal: 310,000)	122,333 engagements (39.5% to goal)	→
Increase Facebook Followers by 10% (Goal: 72,500)	67,345 followers (18.1% to goal)	→
Increase Instagram Engagements by 10% (Goal: 271,000)	42,352 engagements (15.6% to goal)	↓
Increase Instagram Followers by 15% (Goal: 16,000)	15,713 followers (83.3% to goal)	↑
Increase Twitter Engagements by 10% (Goal: 260,000)	15,237 engagements (5.9% to goal)	↓
Increase Twitter Followers by 10% (Goal: 15,000)	13,916 followers (22.6% to goal)	↓
Increase #iHeartTally Impressions by 15% (Goal: 62,000,000)	27,039,333 impressions (43.6% to goal)	→
Total Placements of Earned Media (Goal: 200)	108 placements (54% to goal)	↑
Total Earned Impressions (Goal: 100,000,000)	96,276,444 impressions (96.3% to goal)	↑
Public Relations Publicity Value (Goal: \$1,000,000)	\$758,597.6 publicity value (75.9% to goal)	↑
Media Experiences: 12 Individual, 4 Local Influencers, 2 FAM Tours	8 experiences (44.4% to goal)	→
Public Relations Broadcast Promotions (Goal: 8)	4 promotion (50% to goal)	↑
Public Relations Co-op Promotions (Goal: 1)	0 (0% to goal)	↓

## MEDIA HIGHLIGHTS: FEB - MAR 2020

- 2,638,500 total digital media impressions, down due to a pause in media for the site launch and COVID-19 pandemic.
- Prior to the pandemic, digital media and paid search drove roughly 17,000 quality leads to the website.





## WEBSITE: FEB - MAR 2020

- While we did see a dip in traffic, the launch of the new site in February did result in improvements across engagement metrics as users explored more pages.
  - Time on site in particular increased 18% YoY
  - Bounce rate on the new site is also extremely healthy at 39%
- Trailhassee.com also saw a dip in overall traffic, however organic search in particular was up 70% YOY as consumers were looking for outdoor activities.

**39%**

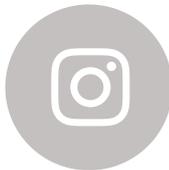
*Bounce rate on  
VisitTallahassee.com*

**+52%**

*Organic search traffic to  
Trailhassee.com YOY*

## SOCIAL MEDIA: FEB - MAR 2020

- Instagram FSU basketball ticket giveaways garnered very high engagement and we saw a huge increase in followers as a result, pushing us to less than 20% away from reaching our goal.
- Even through Covid-19, social saw growth in followers and engagement on all channels as messaging pivoted to focus on local businesses, outdoor spaces in Tallahassee and virtual experiences.



**17,048**

Engagements as  
of March 2020



**6,050**

Engagements as  
of March 2020



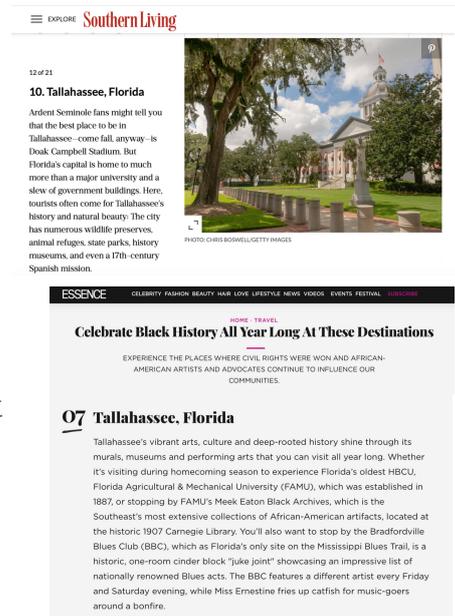
**48,978**

Engagements as  
of March 2020



## PR HIGHLIGHTS: FEB - MAR 2020

- Resulting from ZPR's Black History Month efforts, Essence featured Tallahassee as one of the best destinations to celebrate Black History throughout the year, reaching more than 6,800,000 million unique visitors.
- Three radio promotions for the Boyz II Men concert were executed in Tallahassee's drive markets -- Jacksonville, Pensacola and Birmingham -- providing exposure of the concert to more than a combined 459,000 listeners.
- Following direct outreach efforts regarding resources available to Florida residents, Flamingo featured Rally for Tally, Midtown Reader and Tallahassee's breweries in a digital round-up that was published on March 20.





# MARKETING COMMUNICATIONS

FEBRUARY / MARCH 2020

Katie Kole, Senior Marketing Director  
Scott Lindeman, Marketing Communications Director  
Renee Jones, PR/Marketing Specialist

## AT A GLANCE



**FY2020 Media Stories**  
**Goal: 200**  
**YTD Media Stories: 114**  
Media Stories  
Feb. & Mar. = **27**



**FY2020 Media Value**  
**Goal: \$1 Million**  
**YTD Media Value**  
**\$1,017,790**  
Media Value for  
Feb. & Mar. = **\$396,265**



**YTD Social Media**  
**Engagements: 179,922**

Facebook Likes: 67,300  
Instagram Followers: 15,700  
Twitter Followers: 13,915



Launched brand new mobile first VisitTallahassee.com website and mobile app.

## MISSION STATEMENT

Position Tallahassee/Leon County as a desirable destination to targeted geographic, demographic and psychographic markets through public relations, owned & earned media, marketing, promotional campaigns, advertising and local industry relations.

## HIGHLIGHTS



**Named a 2020 Top 10 City in the South and Top 10 College Town by Southern Living Magazine. Our second consecutive year of earning the Best City designation.**

- Launched new mobile-first website and mobile app available for download in the Apple App Store or Google Play.
- Created new Public Art, Adventure Seeker, History Buff, Family Friendly and Brewery itineraries to highlight the capabilities of the new website and mobile app.
- Hosted travel writers Thomas Stieghorst from Travel Weekly Magazine and Steve Przybilla from Neue Zürcher Zeitung (New Zurich Times).
- Participated in a staff tour and site visit to the Meek-Eaton Black Archives and FAMU campus.
- Hosted social media influencer @MamacitaOnTheMove for a family-friendly weekend experience.
- Promoted and supported the Dennis DeYoung and Boyz II Men concerts with both in and out of market promotions.
- Attended the Travel Adventure Show in Atlanta to promote Tallahassee trails and outdoor attractions.
- Sponsored the Florida Brewers Guild Craft Beer festival in Tampa along with Deep, Ology and Proof Brewing.
- Generated new consumer and industry website content pertaining to updated COVID-19 travel information.
- Suspended all paid advertising and sponsorships due to the COVID-19 outbreak.

## ON THE HORIZON / COVID-19

- Hosting weekly industry conference calls with partners to discuss COVID-19 and the status of the tourism industry.
- All focus will be on our recovery plans and messaging for future travel to Tallahassee once travel restrictions are lifted.

## OUT & ABOUT



Scott Lindeman promotes Tallahassee's trails and festivals on Tampa Bay's #1 talk-radio station as part of the spring Tampa market activation.



### GOAL AT A GLANCE

**FY2020**

**Room Nights Goal:  
8,964**

**YTD Room Nights: 3,596**

**Room Nights for  
February - March: 3,086**

### OUT & ABOUT

- Janet Roach, Meetings & Conventions Director attended two tradeshow that included face to face meetings with decision makers.



XSITE Tradeshow- February 18



Rendezvous South- March 2-4

### MISSION STATEMENT

Promote meetings, conferences and conventions for Leon County through direct contact with meeting planners, decision makers and coordinating efforts with the local industry to positively impact the local economy.

### HIGHLIGHTS

- Coordinated details for the Southern Off-Road Bicycle Association (SORBA) Summit on March 17-21 (canceled due to Covid-19) with Tallahassee Mountain Bike Association (TMBA), SORBA and Holiday Inn Tallahassee East Capitol- Universities.
- Created plan for Global Meetings Industry Day on April 14, 2020 that highlighted group experiences and the economic impact meetings has on our community.
- Developed 2020-21 fiscal year sales plan and budget for the meetings and conventions department.
- Assisted the marketing department with site selection and planning for the remaining Industry Events; March- Industry Feedback, May- National Tourism Week Luncheon and July- Hurricane Preparedness (All events have been modified due to Covid-19).

### EVENTS HOSTED (ANTICIPATED NUMBERS)

- Americans for Prosperity on February 3-4 with 15 visitors and 15 room nights.
- Florida Ports Council 2020 Legislative Forum on February 4-5 with 25 visitors and 35 room nights.
- Survivors Speak Florida 2020 on February 8-11 with 1,500 visitors and 2,500 room nights.
- FAMU National Alumni Association Mid-Year Planning Meeting on February 20-22 with 12 visitors and 26 room nights.
- Consortium Revolutionary Era Conference on February 27-29 with 200 visitors and 300 room nights.
- Florida Association of Student Councils 2020 Convention on March 5-7 with 1,500 visitors and 2,250 room nights.
- Seminole 100 on March 5-7 with 160 visitors and 63 room nights.



### GOAL AT A GLANCE

**FY2020**  
**Room Nights Goal:**  
**9,902**

**YTD Room Nights: 5,425**

**Room Nights for**  
**Feb. & Mar.:**  
**1,550**

### ON THE HORIZON

Work with groups to rebook for future dates and continue to book new business.

### OUT & ABOUT

Exhibited at the 2020 Travel and Adventure Show in Atlanta, GA



### MISSION STATEMENT

Increase visibility to specific audience segments, i.e., reunions or bike riders, to generate visitation from leisure groups and assist industry partners with experiences for group customers.

### HIGHLIGHTS

- Compiled and distributed bi-weekly "Happenings ALL Around Town" to partners.
- Participated in two Visit Florida webinars on Intro to Adventure travel.
- Work with the Tallahassee Trail Festival on final event details (Event cancelled due to COVID-19)
- Assisted with securing hotel rooms for a group of MIT Students coming to Leon County.
- Assisted event planner with venue, hotel, and restaurant options for a family reunion in 2021.
- Met with event coordinator to plan a Teacher Reunion for February 2021.
- Assisted the Sports Department with the planning of the International Mountain Bike Association designation evaluation. (Rescheduled for later date)
- Add virtual events to VisitTallahassee.com and update events that were postponed or cancelled.
- Review 2020 Leisure sales plan and budget to adjust as needed.
- Reached out to industry partners to put together a weekend getaway to raffle off at the 2020 Travel and Adventure Show in Atlanta, GA.

### LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- MIT Students – with an estimated 52 room nights
- Teacher Reunion – with an estimated 30 room nights



## GOAL AT A GLANCE

**FY2020**

**Room Nights Goal:  
39,520**

**YTD Room Nights: 10,511**

**Room Nights for  
February/March:  
1,120**

## ON THE HORIZON

The DCB Elite Softball Showcase which was originally scheduled to take place April 24-26 but due to Covid-19 they were forced to cancel the tournament. After working diligently with the event director and facility owners we were able to secure new dates for the tournament for August 28-30 at James Messer Complex and FSU Rec-Plex.

## OUT & ABOUT



Leon County's Apalachee Regional Park Groundbreaking Ceremony on Friday March 6<sup>th</sup>.

## MISSION STATEMENT

Maximize sporting events and business that have a positive impact on Leon County by supporting and strengthening existing events and expanding our capacity to host additional events. February

## HIGHLIGHTS

- Worked with City and County Parks on creating an itinerary for the IMBA Designation site visit.
- Helped organize and took part in the Apalachee Regional Park groundbreaking ceremony.
- Worked with numerous baseball and softball tournament organizers on final details for their summer tournaments.
- Presented to the Florida State University sports clubs' part of FSU campus recreation program about the grant application process and Visit Tallahassee available resources.
- Developed the Sports FY2021 budget and sales plan.
- Continued the planning for the fall cross country line up including the Florida High School Athletic Association (FHSAA) State Championships, Florida State Invitational/Pre-State, NCAA Regional Championship and AAU Cross Country National Championship.
- Hosted the Tallahassee Sports Council Grant review committee and Tallahassee Sports Council meeting. The Tallahassee Sports Council reviewed and recommended funding for eight events allocating \$21,000 for the second cycle of the Leon County Sports Event Grant Program.
- As Covid-19 started to shut down the community in the middle of March we started working with event organizers to determine the status of their event.

## EVENTS HOSTED (ANTICIPATED NUMBERS)

- Hosted 8 events which attracted 1,675 visitors and 1,120 room nights to Leon County.

## LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent 1 lead with 4,000 visitors, 2,200 room nights expected to Leon County.



**AT A GLANCE**

FY20 2<sup>nd</sup> Cycle Sports:  
7 Grants Awarded and  
Contracts Processed

FY20 Post Event Grant  
Reimbursements:  
9 Processed



**Welcome Packs Distributed**  
February & March: **263**



**Walk-Ins at Visitor Center**  
February & March: **436**



**Gift Shop Sales**  
February & March: **\$1,329.11**

**MISSION STATEMENT**

Enrich the destination experience for visitors, engage the local community, and increase knowledge of Tallahassee/Leon County as a tourism destination.

**HIGHLIGHTS**

- Coordinated with AKC Dog Show event director and Downs & St. Germain for economic impact research to determine if this event may be eligible to move to Emerging Signature Event grant status in FY21.
- Participated in guided tour of Black Archives Research Center at FAMU on February 7th.
- Developed alternative service delivery methods in early March in anticipation of required changes brought on by COVID-19 pandemic and the need for social distancing.
- Coordinated and executed closing of Visitor Information Center due to COVID-19 pandemic until further notice, effective March 16<sup>th</sup>.

**ON THE HORIZON**

- Preparing application templates and requirements to populate new grant management system for use in the upcoming 2020/2021 grant application cycle.

**GIFT SHOP FEATURED ITEM**



Ed's Red Sauces – "An Oyster's Best Friend", have been added to our Gift Shop selections! Original and XX Hot Sauces and Cocktail Sauce now available! A tasty treat developed and bottled in the Florida Panhandle.

# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

January – March 2020 Visitor Tracking Study



Visit  
*Tallahassee*  
Pretty. Unexpected.

DS downs & st. germain  
RESEARCH

# STUDY OBJECTIVES: VISITOR JOURNEY

## Pre-Visit

- Planning cycle
- Planning sources
- Reasons for visiting
- Exposure to Visitor Guide
- Mode of transportation

## Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

## Trip Experience

- Accommodations
- Length of stay
- Number of times in destination
- Exposure to Visitor Center
- Activities in destination
- Visitor spending
- Mobile phone usage

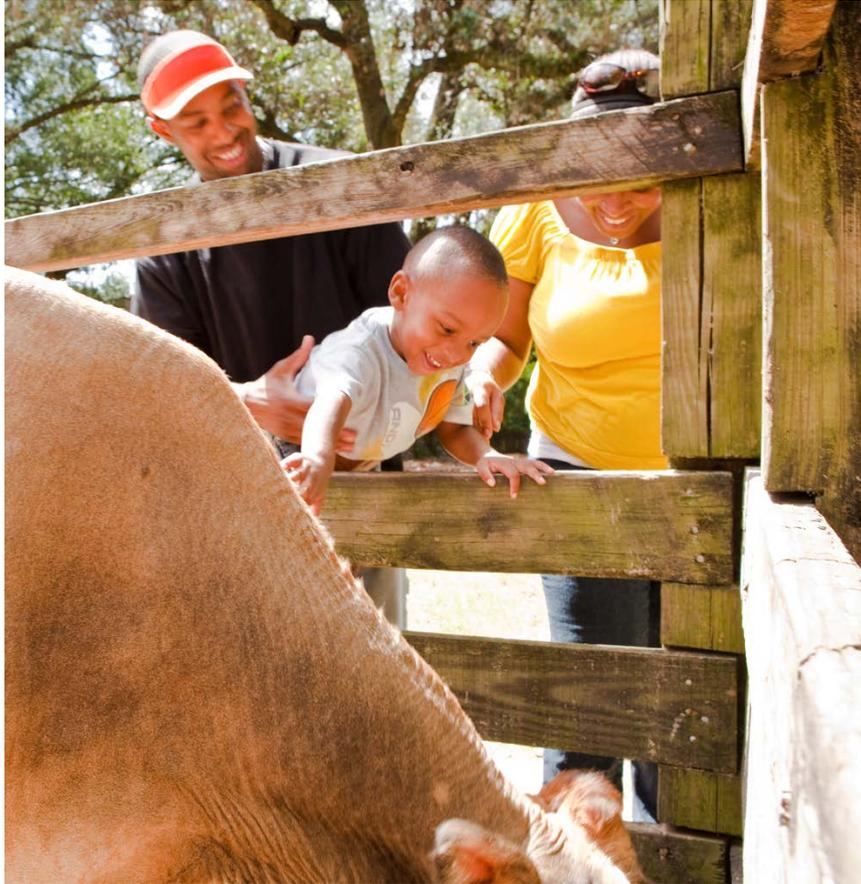
## Post Trip Evaluation

- Rating Leon County
- Likelihood of returning
- Evaluation of destination attributes
- Painting a picture for others

## Economic Impact on Destination

- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR, RevPAR





## Visitor Tracking Study

- » Interviews were completed in person and online with **593 visitors** at local hotels, the airport, parks, attractions, and events between **January 1<sup>st</sup> 2020 and March 31<sup>st</sup> 2020**

# WHAT HAPPENED IN TALLAHASSEE: JAN-MAR

- » COVID-19 Pandemic
- » Legislative Session
- » ASG Soccer Invitational
- » North Florida Classic Cluster
- » Boyz II Men Concert
- » Red Hills Horse Trials



# EXECUTIVE SUMMARY



# STUDY OBJECTIVES: VISITOR JOURNEY



# TOURISM SNAPSHOT: JAN–MAR 2020\*

	Jan–Mar 2019	Jan-Mar 2020	Percent Change
Visitors	713,200	490,600	-31.2%
Direct Expenditures**	\$185,358,400	\$142,662,200	-23.0%
Total Economic Impact	\$292,866,300	\$225,343,100	-23.0%

	Jan-Mar 2019	Jan-Mar 2020	Percent Change
Occupancy***	79.2%	58.0%	-26.8%
Room Rates***	\$115.27	\$110.09	-4.5%
RevPAR***	\$91.29	\$65.07	-28.7%
Room Nights***	412,624	305,751	-25.9%
TDT Collections****	\$1,669,057	\$1,530,510	-8.3%

\* Significant year-over-year differences due to COVID-19 in 2020 and having the 2019 figures being somewhat inflated due to the subsequent recovery effort due to Hurricane Michael

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

\*\*\* From STR Report

\*\*\*\* From Leon County Division of Tourism/Visit Tallahassee



# STUDY OBJECTIVES: VISITOR JOURNEY



# TRIP PLANNING CYCLE

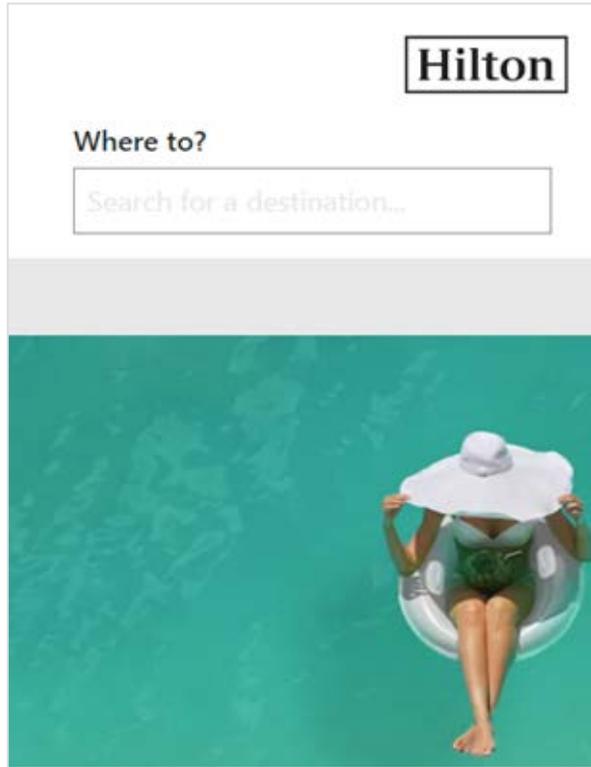
- » **64%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **87%** of visitors' primary destination



# TRIP PLANNING SOURCES



**39%** Search on Google



**23%** Hotel/Resort Website



**21%** Online Travel Agency



**18%** Talk to Friends/Family

# TOP REASONS FOR VISITING



**27%** Business Conference/Meeting



**20%** Visit Friends/Family



**18%** Watch a Sporting Event



**13%** Participate in a Sport



**13%** Government-related

# TRANSPORTATION

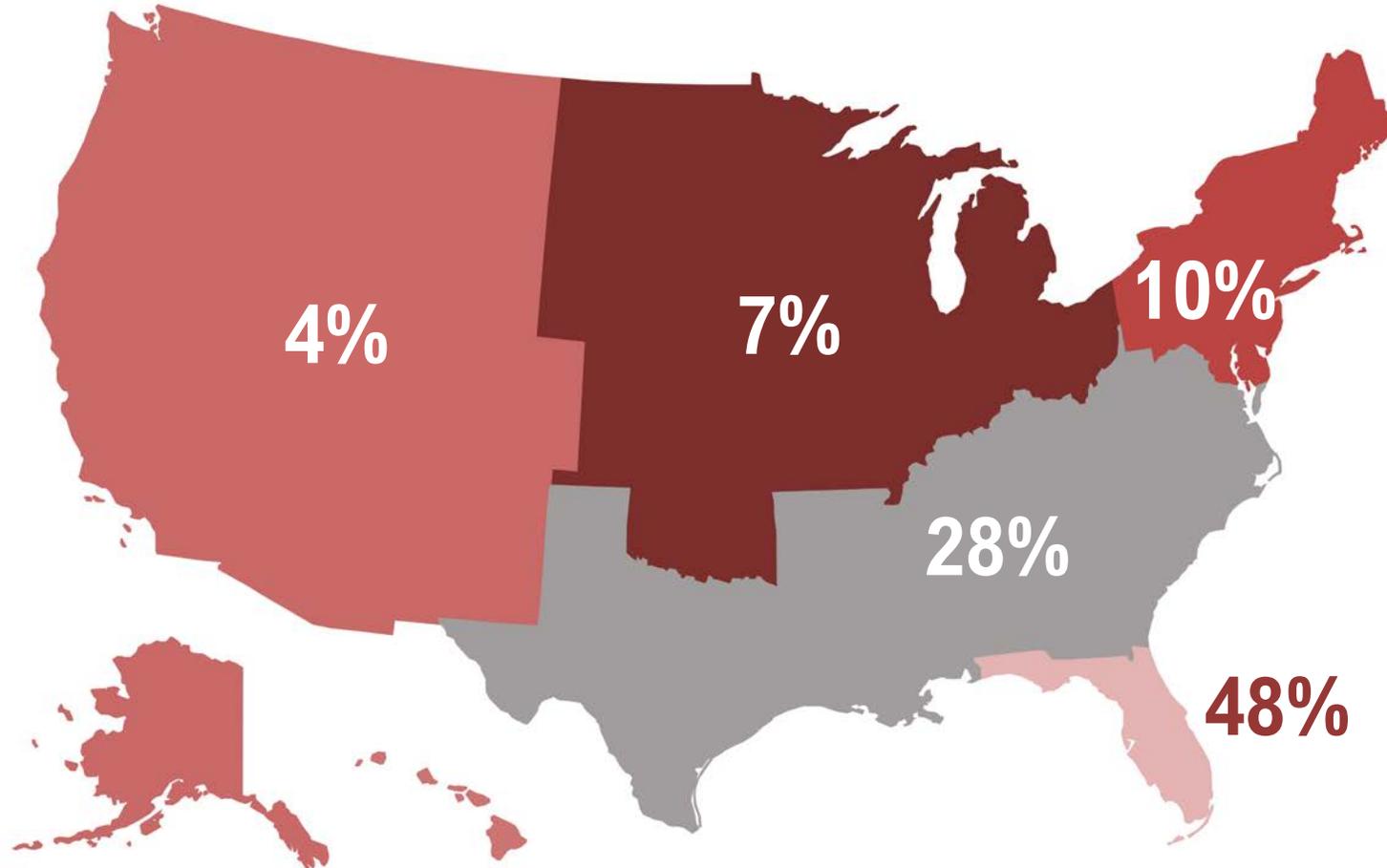
» **76%** of visitors drove to Leon County



# STUDY OBJECTIVES: VISITOR JOURNEY



# REGION OF ORIGIN



3% of visitors were from areas outside the U.S.



# TOP MARKETS OF ORIGIN



**11%** Atlanta



**10%** Miami – Ft. Lauderdale



**7%** Jacksonville



# TRAVEL PARTIES

The typical visitor traveled in a party composed of **3.1** people



**30%** traveled with at least one person under the age of 20, while **14%** traveled with children age 12 or younger



# VISITOR PROFILE

- » The typical Leon County Visitor:
  - » Is **47** years old
  - » Has a household income of **\$97,200** per year
  - » Is female (**52%**)
  - » Has a college degree (**73%**)
  - » Is married (**66%**)
  - » Is Caucasian (**74%**)



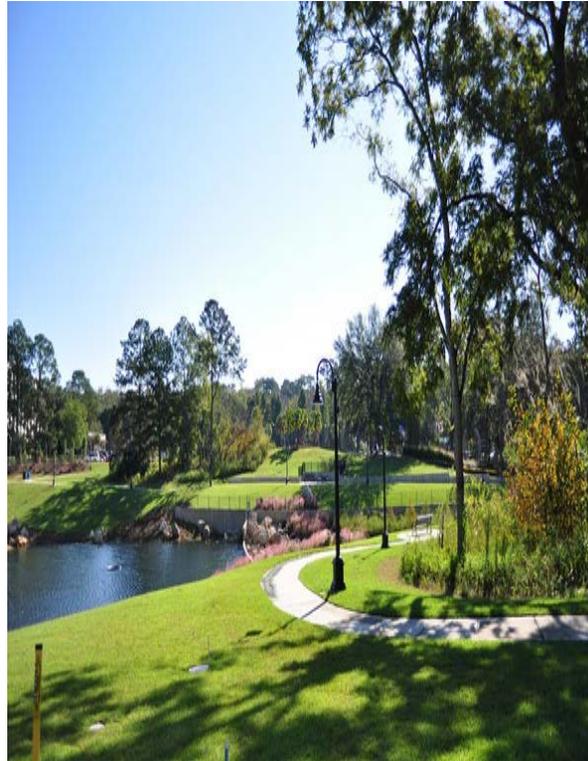
# STUDY OBJECTIVES: VISITOR JOURNEY



# TOP ACCOMMODATIONS



**59%** Hotel/Motel



**19%** Day Tripper



**15%** Friends'/Family home

# OVERNIGHT VISITORS

» Typical visitors spent **3.4** nights in Leon County



# VISITS TO TALLAHASSEE – LEON COUNTY

- » **21%** were first time-visitors to Leon County
- » **32%** had previously visited more than 10 times



# ACTIVITIES DURING VISIT



**68%** Restaurants



**37%** Business  
Conference/Meeting



**32%** Visit Friends/Family



**26%** Relax and Unwind

# TRAVEL PARTY SPENDING

- » Travel parties spent **\$337** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$1,146** over the course of their trip



# FINDING THEIR WAY AROUND

- » **95%** of visitors to Leon County owned a smartphone/tablet
- » **3 in 4** visitors used their smartphone/tablet to get around Leon County and find things to do



# STUDY OBJECTIVES: VISITOR JOURNEY



# VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **7.9** out of 10 as a place to visit
- » **91%** of visitors will return to Leon County



# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

## NICE PLACE TO VISIT

*“It’s a pretty and comfortable town. It is easy to get around and we just love the area.”*

## COLLEGE TOWN

*“A vibrant college community with beautiful parks and gardens.”*

## SMALL, SOUTHERN TOWN

*“A small city that is growing fast yet still has old roads with big canopy trees.”*



# DETAILED FINDINGS



# STUDY OBJECTIVES: VISITOR JOURNEY



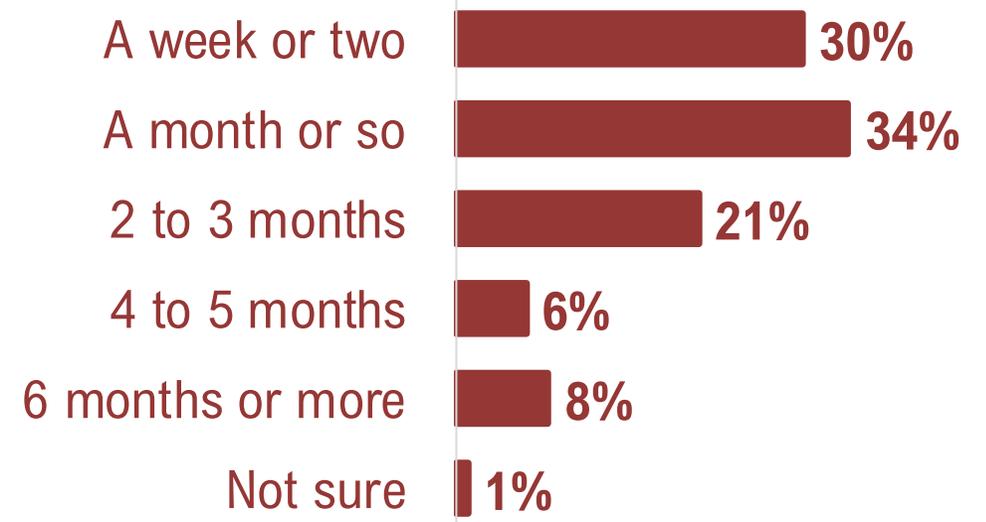
# TRIP PLANNING CYCLE



Tallahassee is an impulse destination for **2 in 3** visitors whose planning windows are a **month or so or less**.



Fewer than **1 in 10** visitors take **longer than 6 months** to plan their trips to Tallahassee



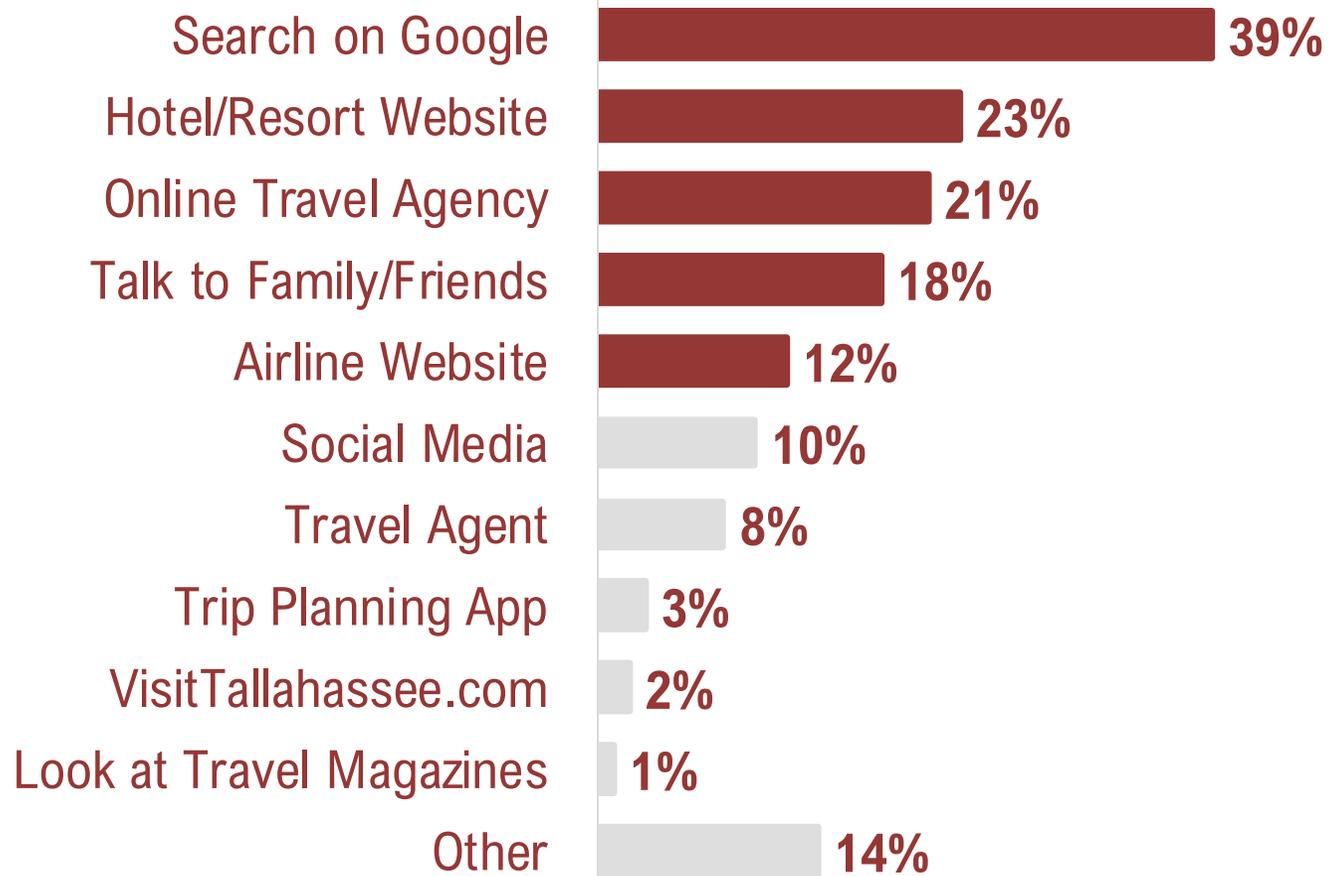
# TRIP PLANNING SOURCES\*



**4 in 10** visitors planned their trip to Leon County by searching on Google



Compared to other destinations, relatively few visitors to Tallahassee talk to family and friends in planning their trips



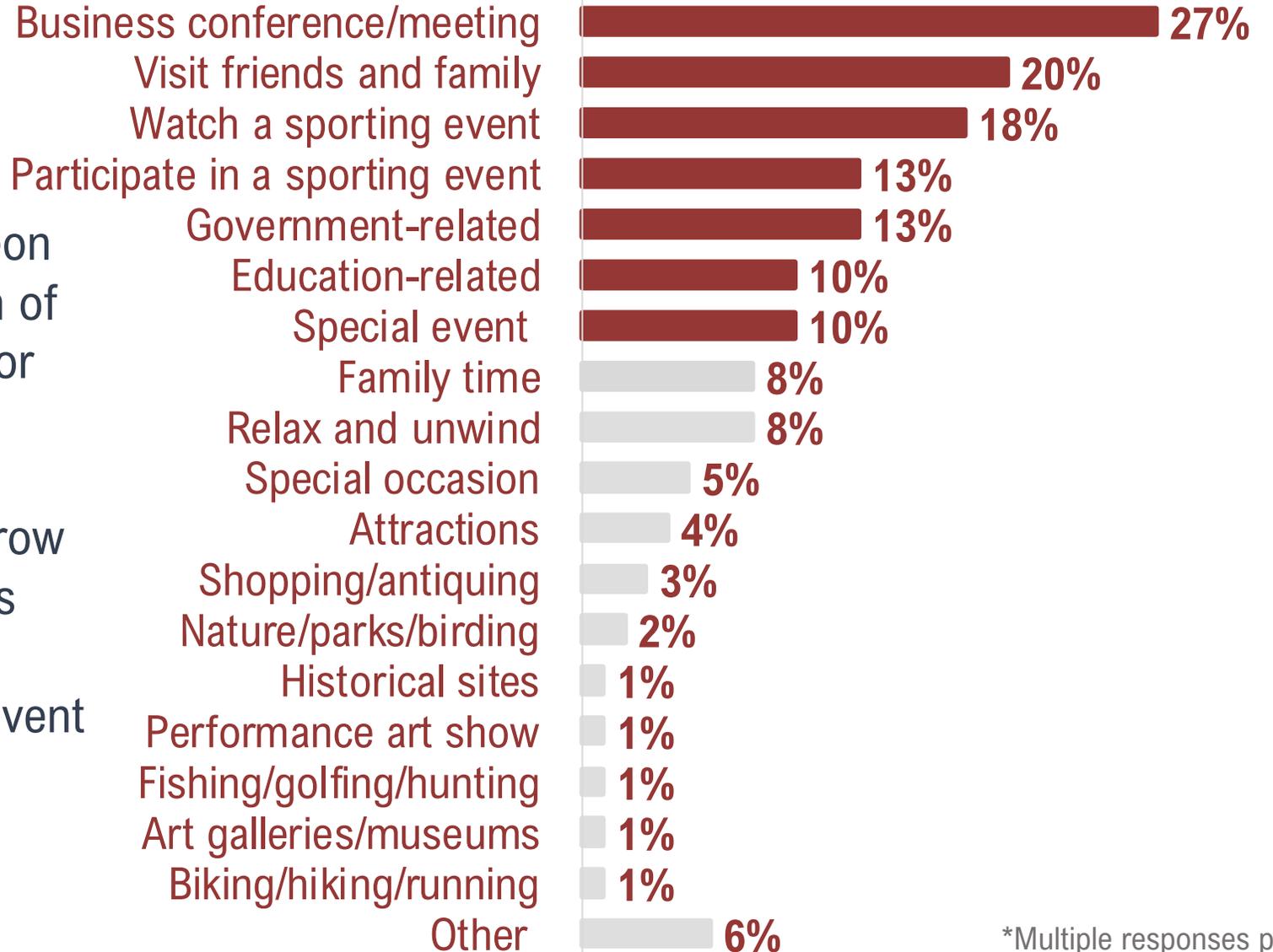
# REASONS FOR VISITING\*



27% of visitors came to Leon County for business, much of which is with government or universities



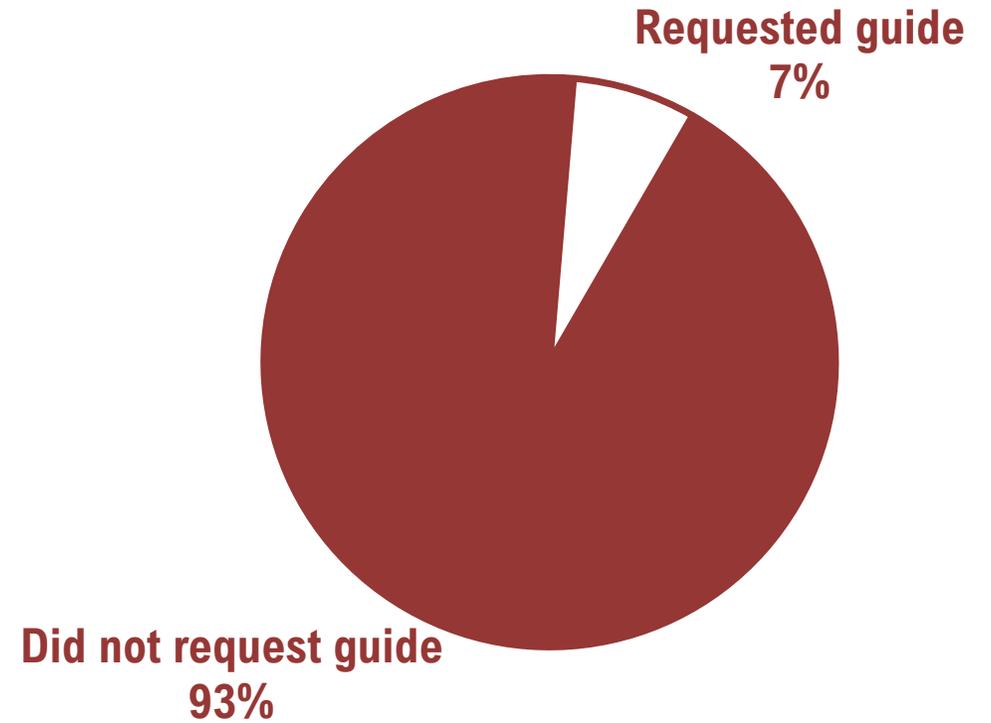
Tallahassee continues to grow as a sporting destination as 18% watched and 13% participated in a sporting event



# VISITORS GUIDE



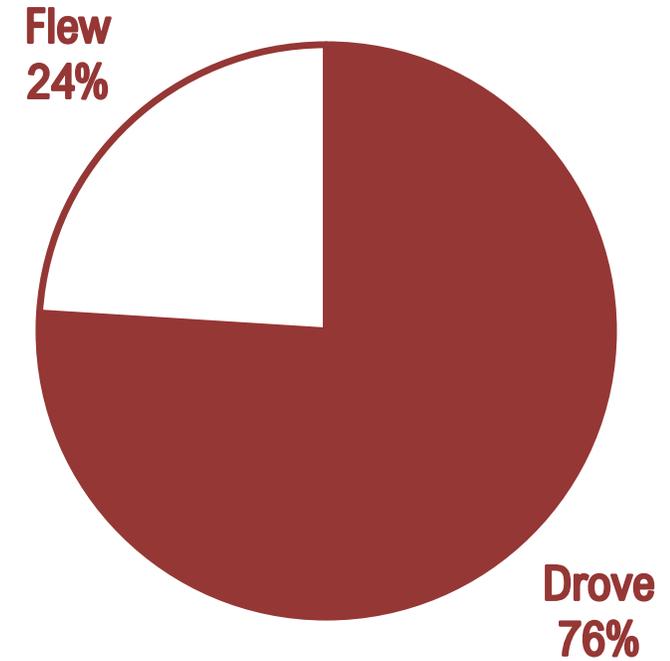
**7%** of visitors requested a Visitors Guide prior to their trip to Leon County



# TRANSPORTATION

➤➤➤ **9 in 10** visitors indicated that Leon County was the primary destination for their trip

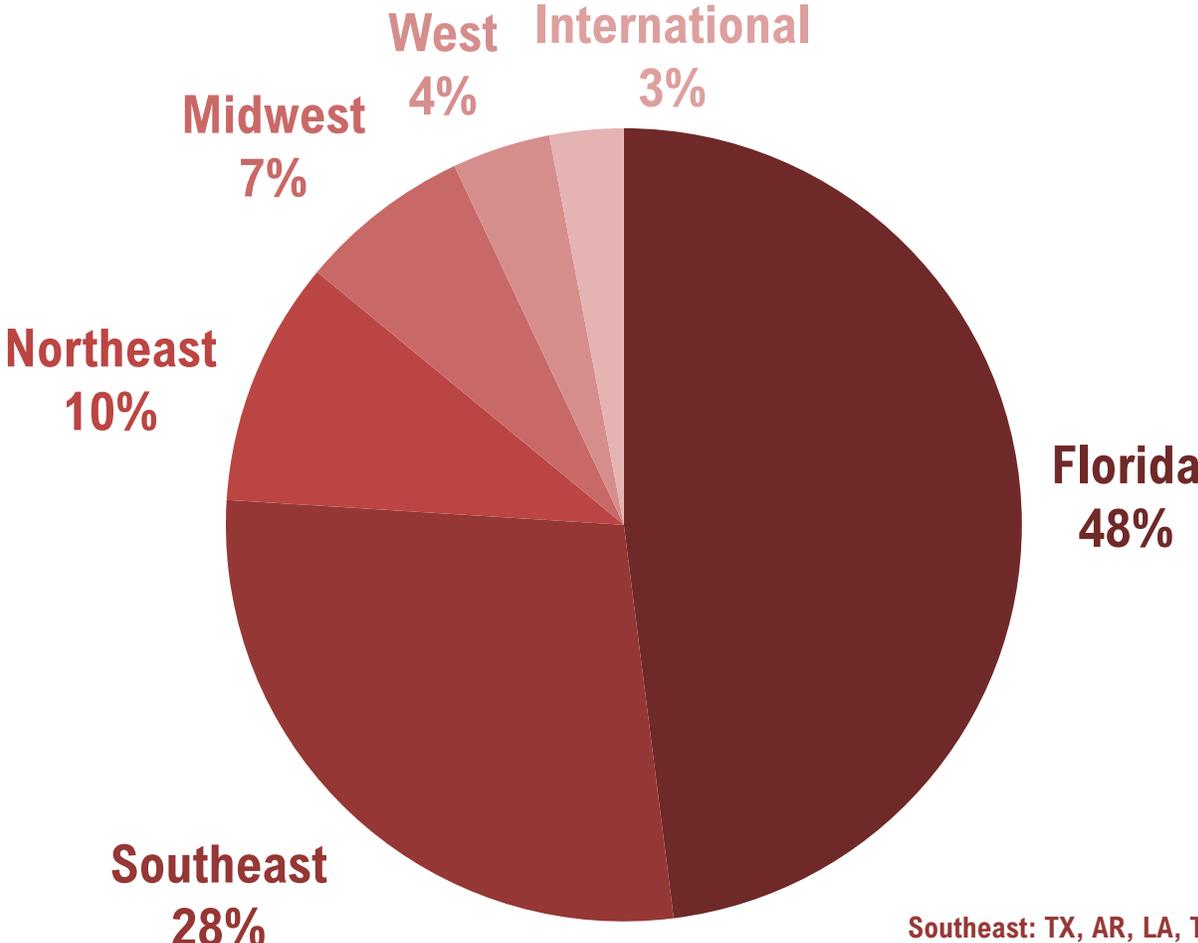
➤➤➤ **76%** of visitors drove to Leon County for their trip



# STUDY OBJECTIVES: VISITOR JOURNEY



# REGION OF ORIGIN



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 ORIGIN



**67%** of Leon County visitors lived in **14** markets

Market	Jan–Mar 2019	Jan–Mar 2020
Atlanta	11%	11%
Miami - Ft. Lauderdale	12%	10%
Jacksonville	7%	7%
Panama City - Destin	5%	5%
Orlando	7%	5%
Tampa Bay area	6%	5%
Pensacola - Mobile	5%	5%
Surrounding Areas	5%	4%
New York City	2%	4%
Washington DC - Baltimore	1%	3%
Ocala	2%	2%
Lakeland	1%	2%
Naples - Ft. Myers	3%	2%
Gainesville	2%	2%



# TRAVEL PARTIES

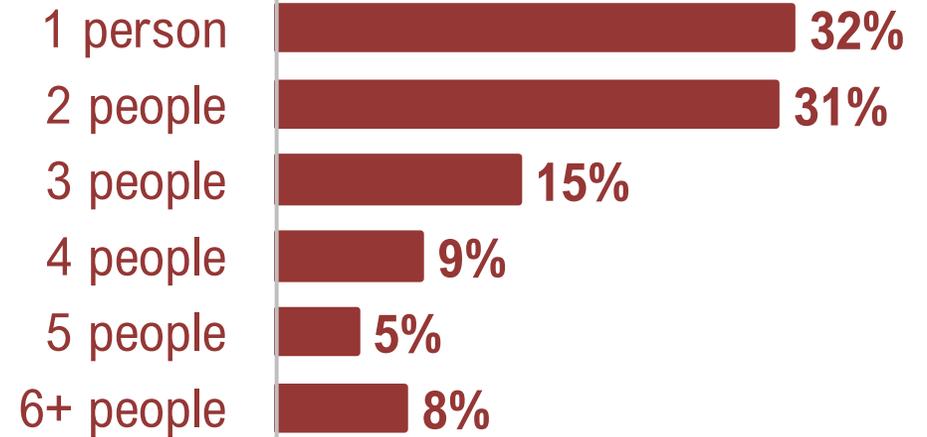


Typical visitors traveled in a party of **3.1** people



**30%** of visitors traveled with children age 20 or younger, while **14%** traveled with children age 12 or younger

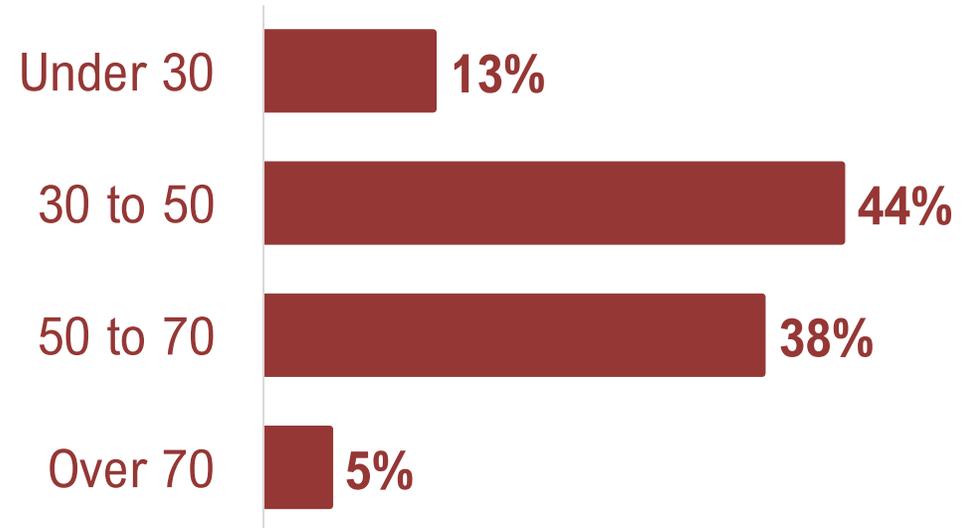
## Travel Party Size



# AGE OF VISITORS



Typical visitors to Leon County were **47** years old



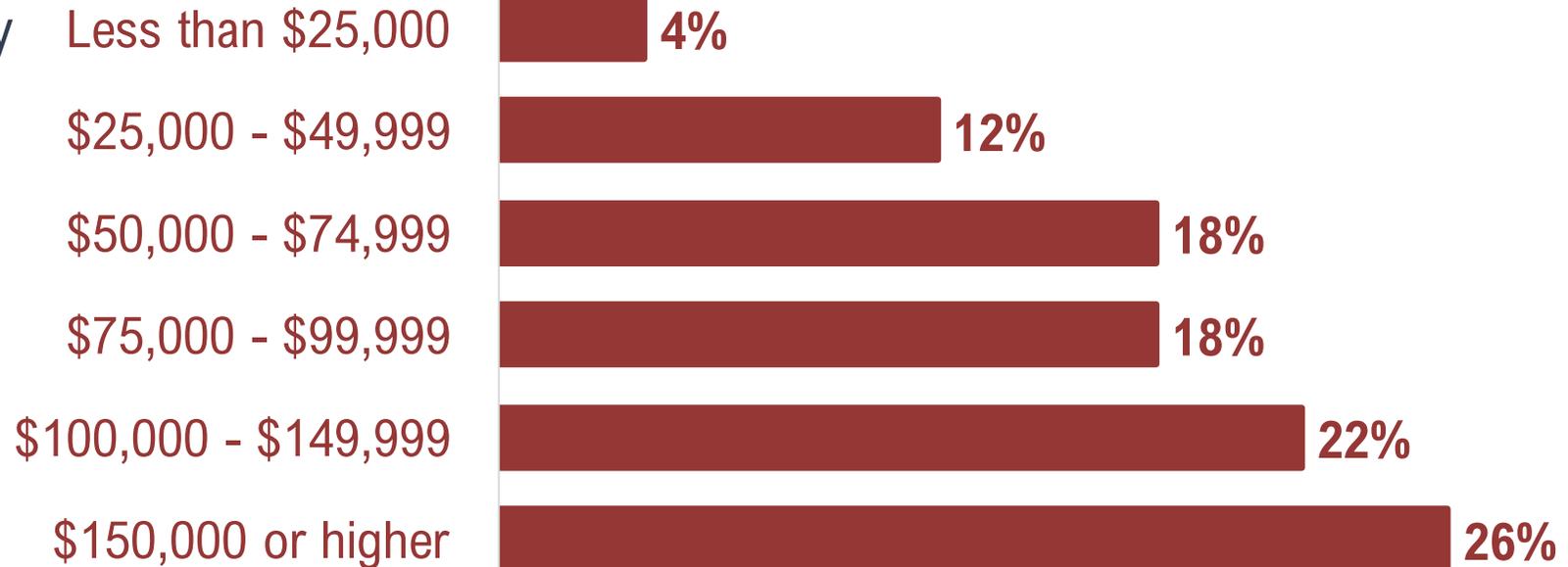
# HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a household income of **\$97,200** per year



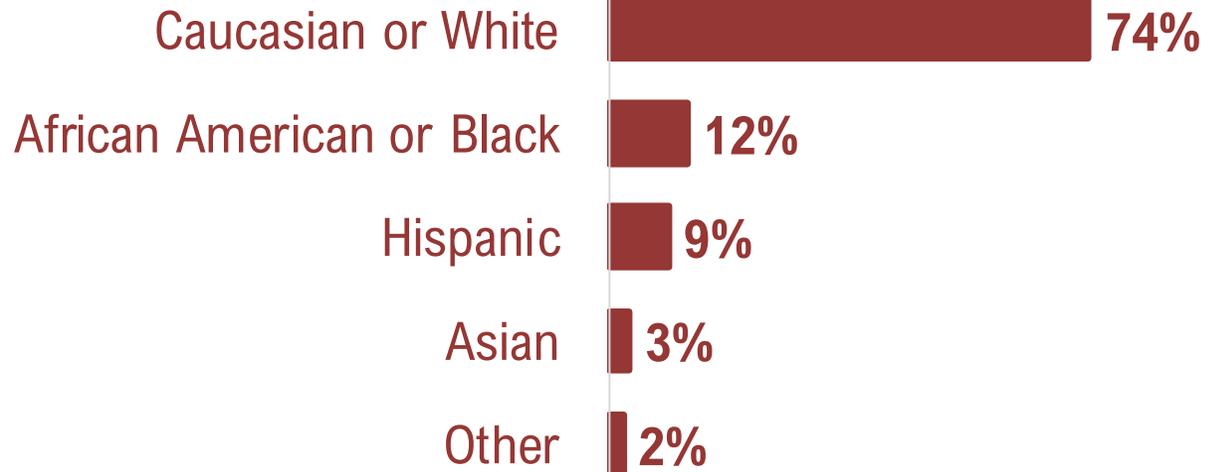
**Nearly half** of visitors earn over \$100,000, reflecting the percentage who come to do business with governments, universities, and local businesses



# RACE/ETHNICITY OF VISITORS



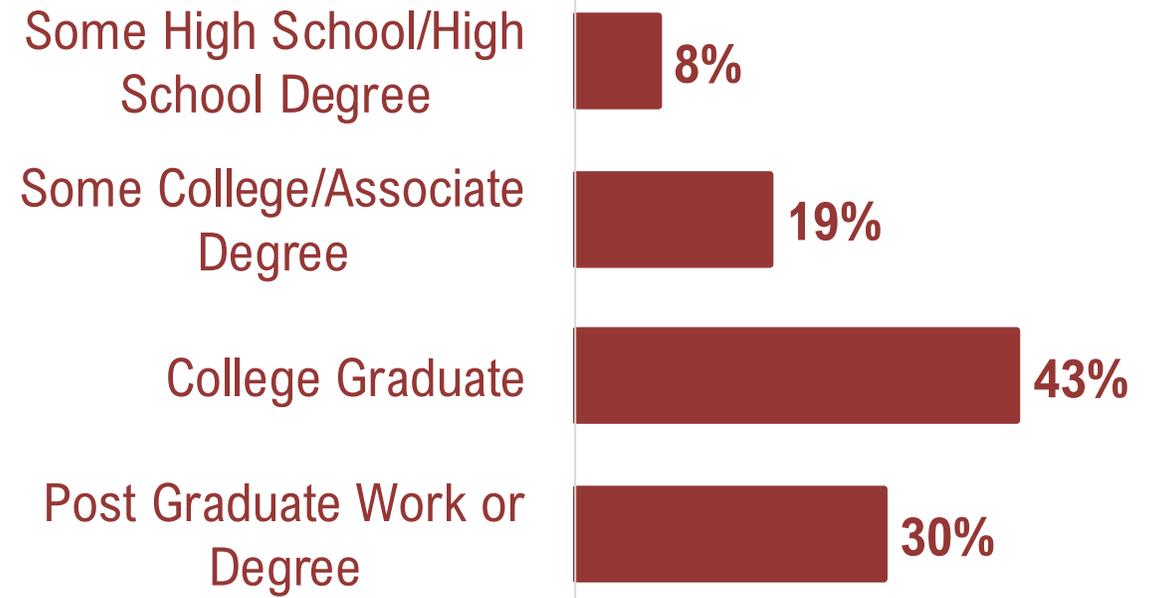
**3 in 4** visitors to Leon County were Caucasian or white



# EDUCATIONAL ATTAINMENT OF VISITORS



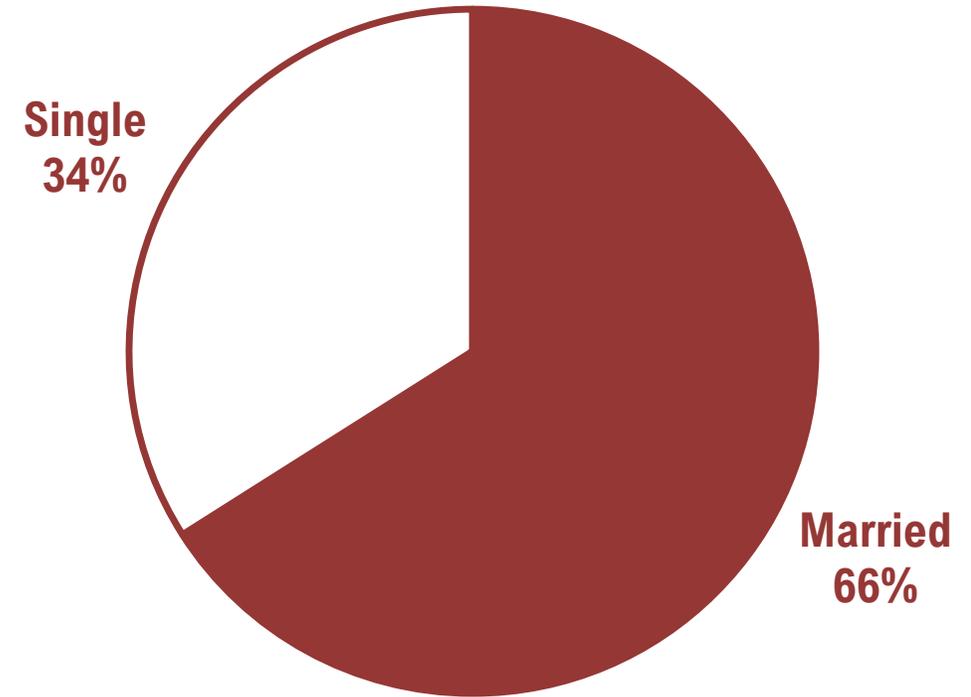
**3 in 4** visitors to Leon County had a college degree



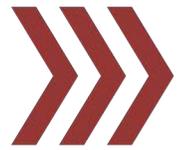
# MARITAL STATUS OF VISITORS



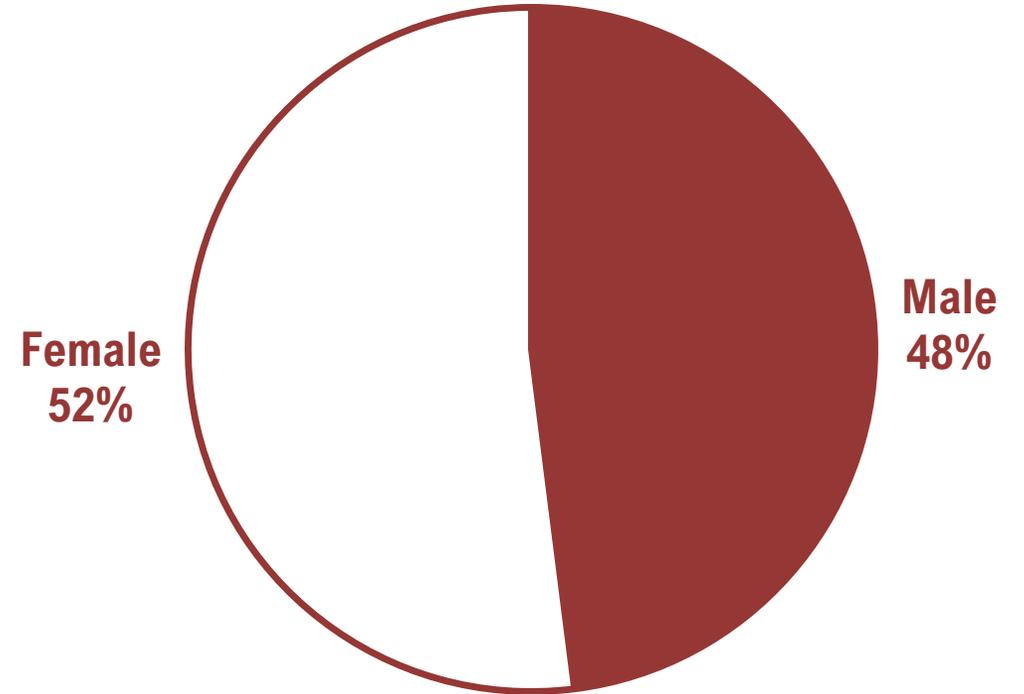
**2 in 3** visitors to Leon County were married



# GENDER OF VISITORS



**52%** of visitors to Leon County were female



# STUDY OBJECTIVES: VISITOR JOURNEY



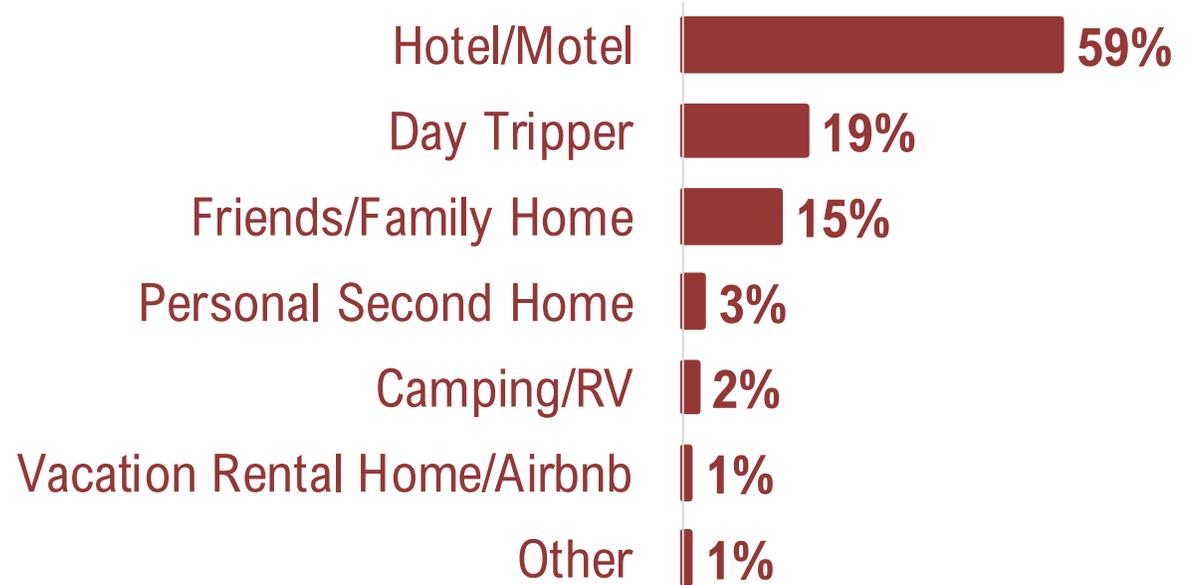
# ACCOMMODATIONS



**3 in 5** visitors stayed in a hotel/motel



Airbnb, HomeAway, VRBO, etc., which have significant presence in other Florida destinations, have a much smaller presence in Tallahassee



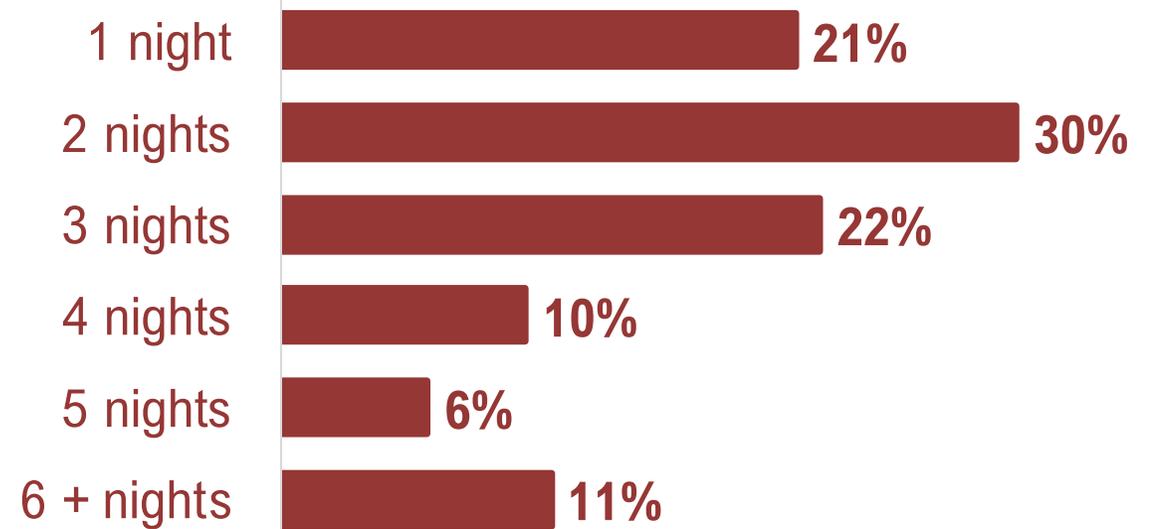
# OVERNIGHT VISITORS



Typical visitors stayed **3.4** nights in Leon County



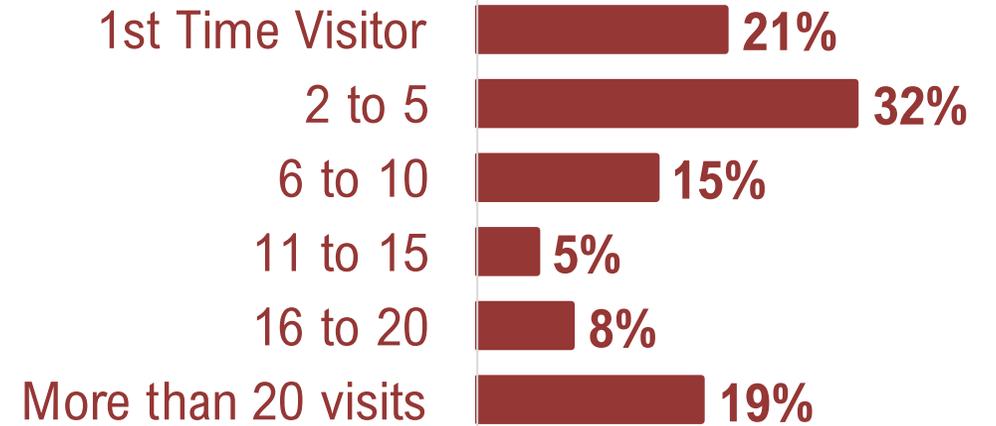
**51%** of visitors stayed 1 or 2 nights in Leon County



# VISITS TO TALLAHASSEE – LEON COUNTY

 **1 in 5** visitors were visiting Leon County for the first time

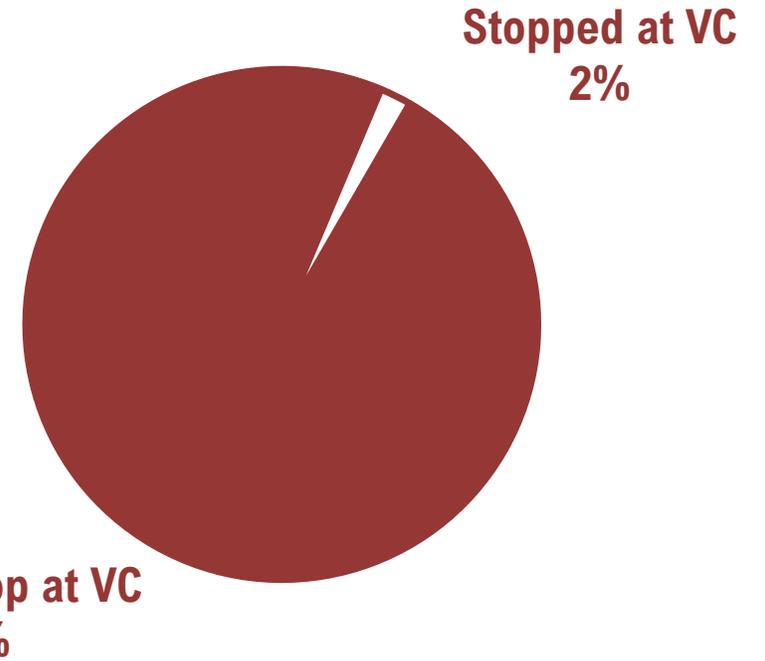
 **32%** of visitors had previously visited Leon County more than ten times



# VISITORS CENTER



**2%** of visitors stopped at the Visitors Center during their trip to Leon County



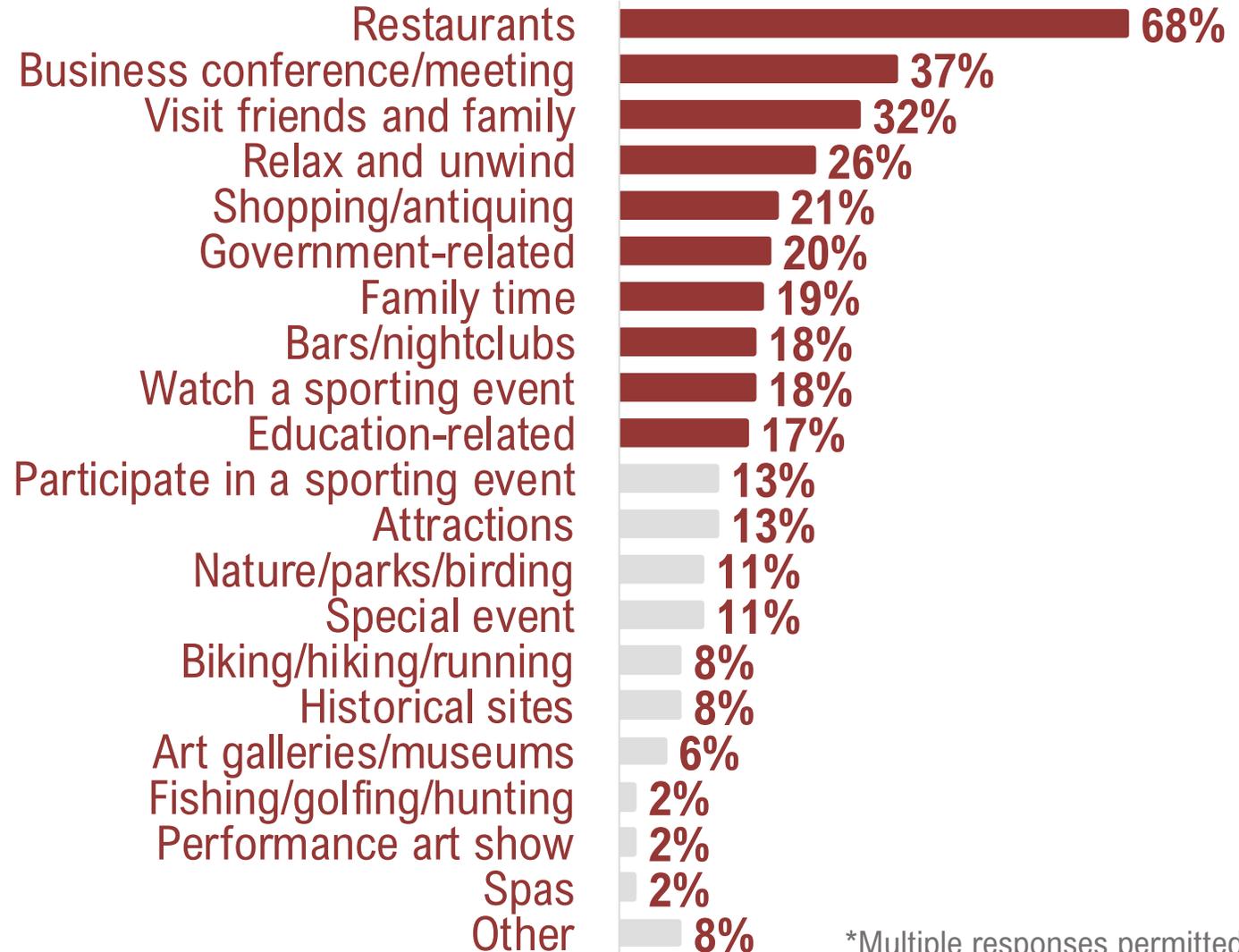
# ACTIVITIES DURING VISIT\*



**2 in 3** visitors dined out at restaurants during their trip

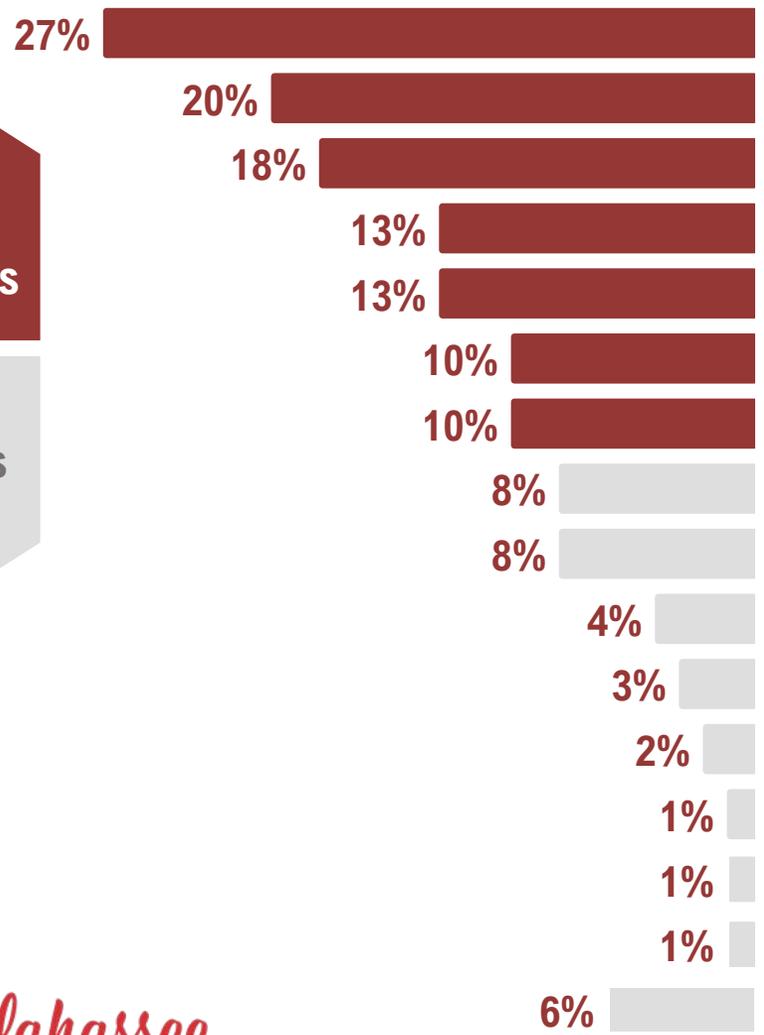


**Nearly 4 in 10** visitors were here on businesses, reflecting the value of governments, universities and local businesses to our economy

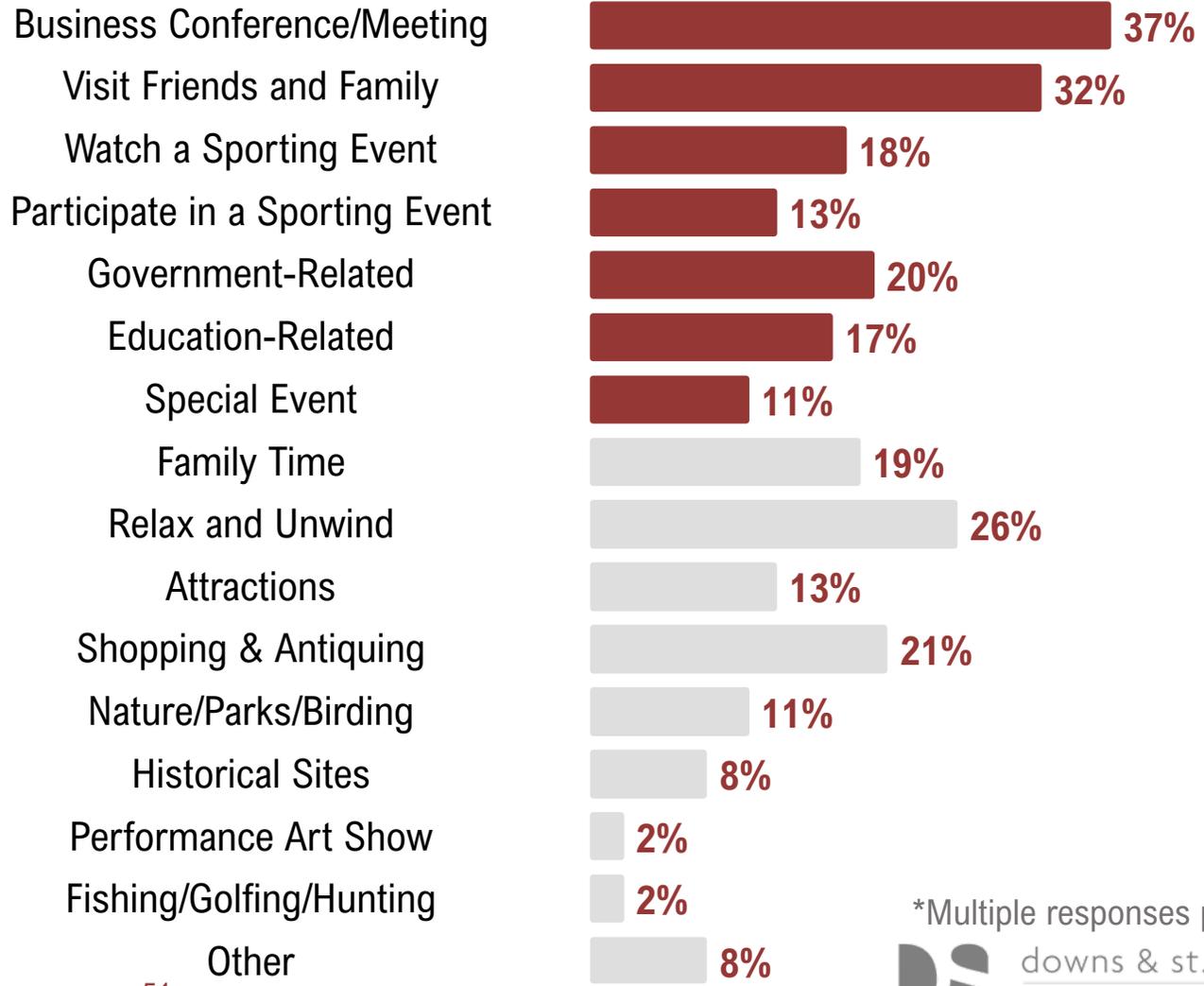


# REASONS FOR VISITING VS. VISITOR ACTIVITIES

## Reasons for Visiting\*



## Visitor Activities\*



**Key Motivations**

**Trip Enhancers**



# VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$135	\$459
Restaurants	\$62	\$211
Groceries	\$18	\$61
Shopping	\$44	\$150
Entertainment	\$26	\$88
Transportation	\$33	\$112
Other	\$19	\$65
<b>Total</b>	<b>\$337</b>	<b>\$1,146</b>



# FINDING THEIR WAY AROUND

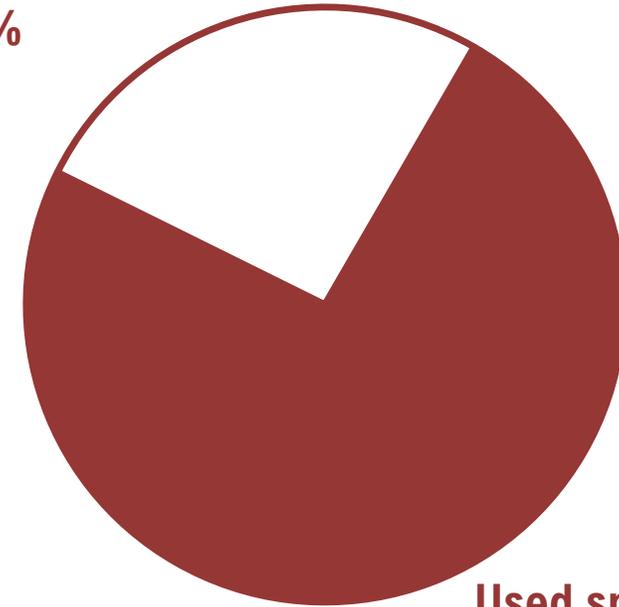


**95%** of visitors have a smartphone or tablet



**3 in 4** visitors used their smartphone or tablet to get around Leon County

Did not use smartphone  
26%



Used smartphone  
74%

# STUDY OBJECTIVES: VISITOR JOURNEY



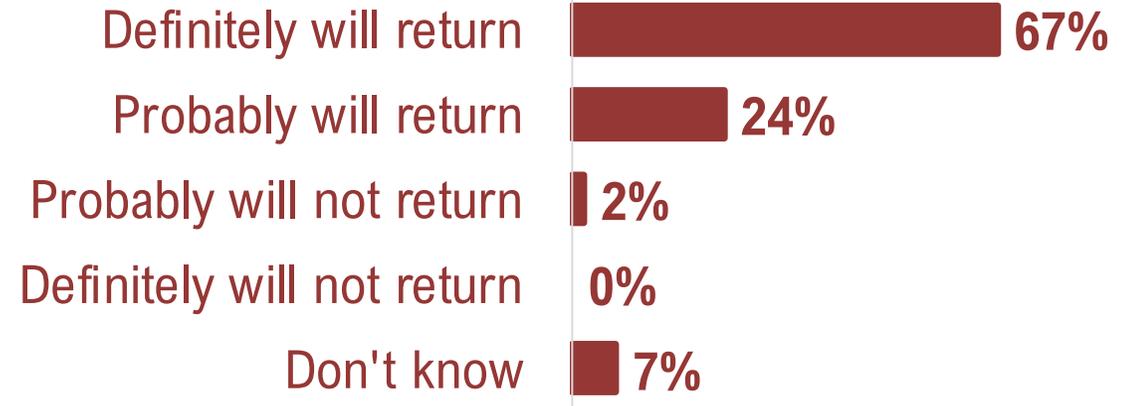
# VISITOR SATISFACTION



Visitors gave Leon County an average rating of **7.9** as a place to visit



**91%** of visitors will return to Leon County for a future visit or vacation\*



\*2% of visitors will not return for the following reasons:

- 1) Event/occasion for visit is over
- 2) Not enough to do at night

# RATING EXPERIENCES IN TALLAHASSEE



Leon County's hospitality exceeded the expectations of **62%** of visitors



Hospitality and Environment - Atmosphere in Leon County were more likely than other experiences to exceed expectations

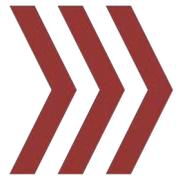


Nightlife, while excellent for college students, was rated low by visitors, in general

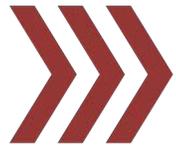
- Exceeded expectations
- Met Expectations
- Did not meet expectations



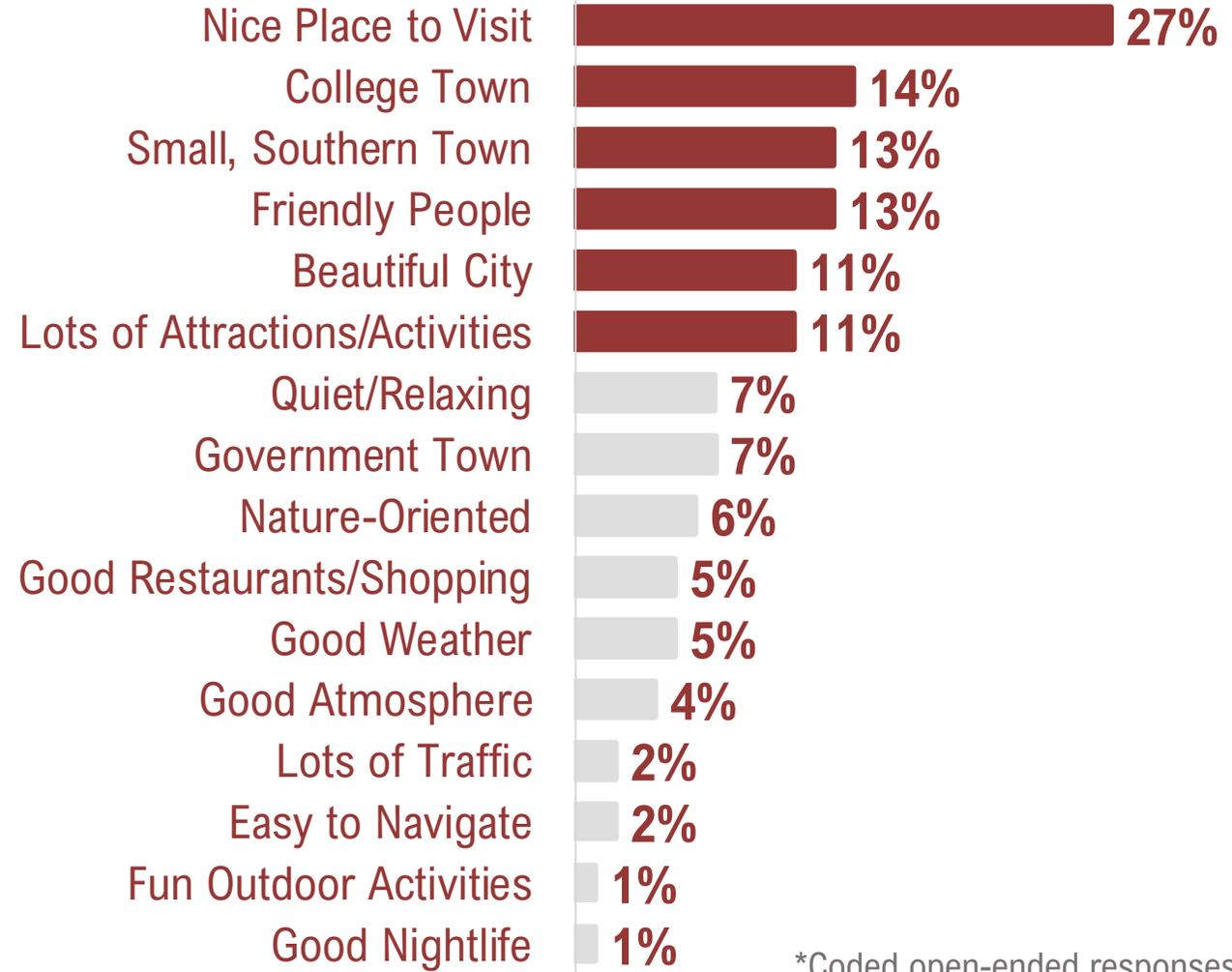
# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY\*



A plurality of visitors describe Leon County as a **“Nice place to visit”**



Almost all **descriptors** of Tallahassee as a destination were **positive**



\*Coded open-ended responses.  
Multiple responses permitted.



# PERCEPTIONS: “NICE PLACE TO VISIT”



“It’s a nice place to visit. The weather was great, and I enjoyed the food and people.”



“It’s a pretty and comfortable town. It is easy to get around and we just love the area.”



“A lovely area to visit and be around young people. There's is also a lot of notable nature around here.”



“It’s a nice town. The state Capitol is beautiful from Apalachee Parkway.”

# PERCEPTIONS: “COLLEGE TOWN”



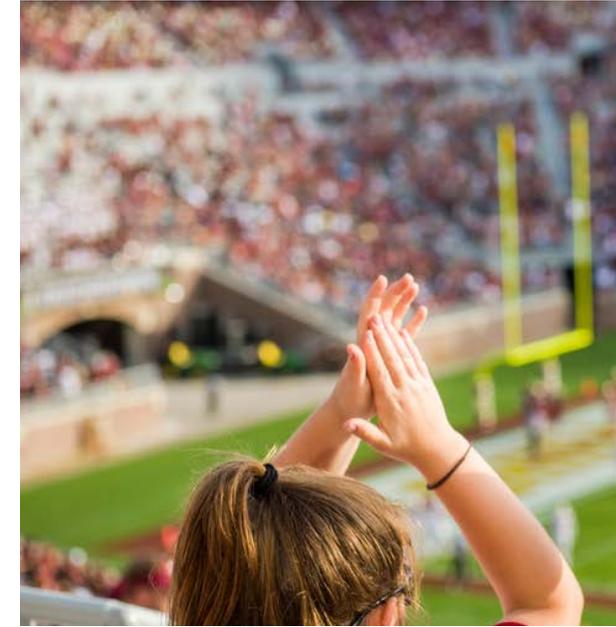
“Tallahassee is definitely hilly for Florida. It’s a fun college town.”



“Tallahassee is a great college town. The best one in America!”



“A vibrant college community with beautiful parks and gardens.”



“It is a college town; there are lots of casual restaurants to chose from!”



# PERCEPTIONS: “SMALL, SOUTHERN TOWN”



“A small city that is growing fast yet still has old roads with big canopy trees.”



“Tallahassee is a small city with a lot of southern charm.”



“It is the best small Capital city with a very southern vibe and great people.”



“It’s a small town that almost seems more like southern Georgia more than Florida.”



# YEAR-TO-YEAR COMPARISONS



# YEAR-TO-YEAR COMPARISONS

Visitor Profile	Jan-Mar 2019	Jan-Mar 2020
Median Age	44	47
Gender (Female)	53%	52%
Household Income	\$88,100	\$97,200
College Degree or Higher	69%	73%
White/Caucasian	71%	74%
Married	62%	66%

Region of Origin	Jan-Mar 2019	Jan-Mar 2020
Southeast	80%	76%
Northeast	8%	10%
Midwest	6%	7%
West	4%	4%
International	2%	3%



# YEAR-TO-YEAR COMPARISONS

Travel Parties	Jan-Mar 2019	Jan-Mar 2020
Travel Party Size	3.1	3.1
Traveled with Other Visitors	70%	68%
Traveled with Children	29%	30%
Drove to Leon County	78%	76%
Nights Stayed	3.3	3.4

Trips to Tallahassee - Leon County	Jan-Mar 2019	Jan-Mar 2020
Tallahassee was Primary Destination	92%	87%
Definitely/probably will return	88%	91%
Rating of Overall Experience	8.0	7.9
1 <sup>st</sup> Time Visitor	27%	21%
10+ Prior Visits to Leon County	21%	32%



# YEAR-TO-YEAR COMPARISONS

Average Daily Spending	Jan-Mar 2019	Jan-Mar 2020
Accommodations	\$128	\$135
Restaurants	\$60	\$62
Groceries	\$21	\$18
Shopping	\$45	\$44
Entertainment	\$23	\$26
Transportation	\$35	\$33
Other	\$15	\$19
<b>Total</b>	<b>\$327</b>	<b>\$337</b>

Average Total Trip Spending	Jan-Mar 2019	Jan-Mar 2020
Accommodations	\$422	\$459
Restaurants	\$198	\$211
Groceries	\$69	\$61
Shopping	\$149	\$150
Entertainment	\$76	\$88
Transportation	\$115	\$112
Other	\$50	\$65
<b>Total</b>	<b>\$1,079</b>	<b>\$1,146</b>



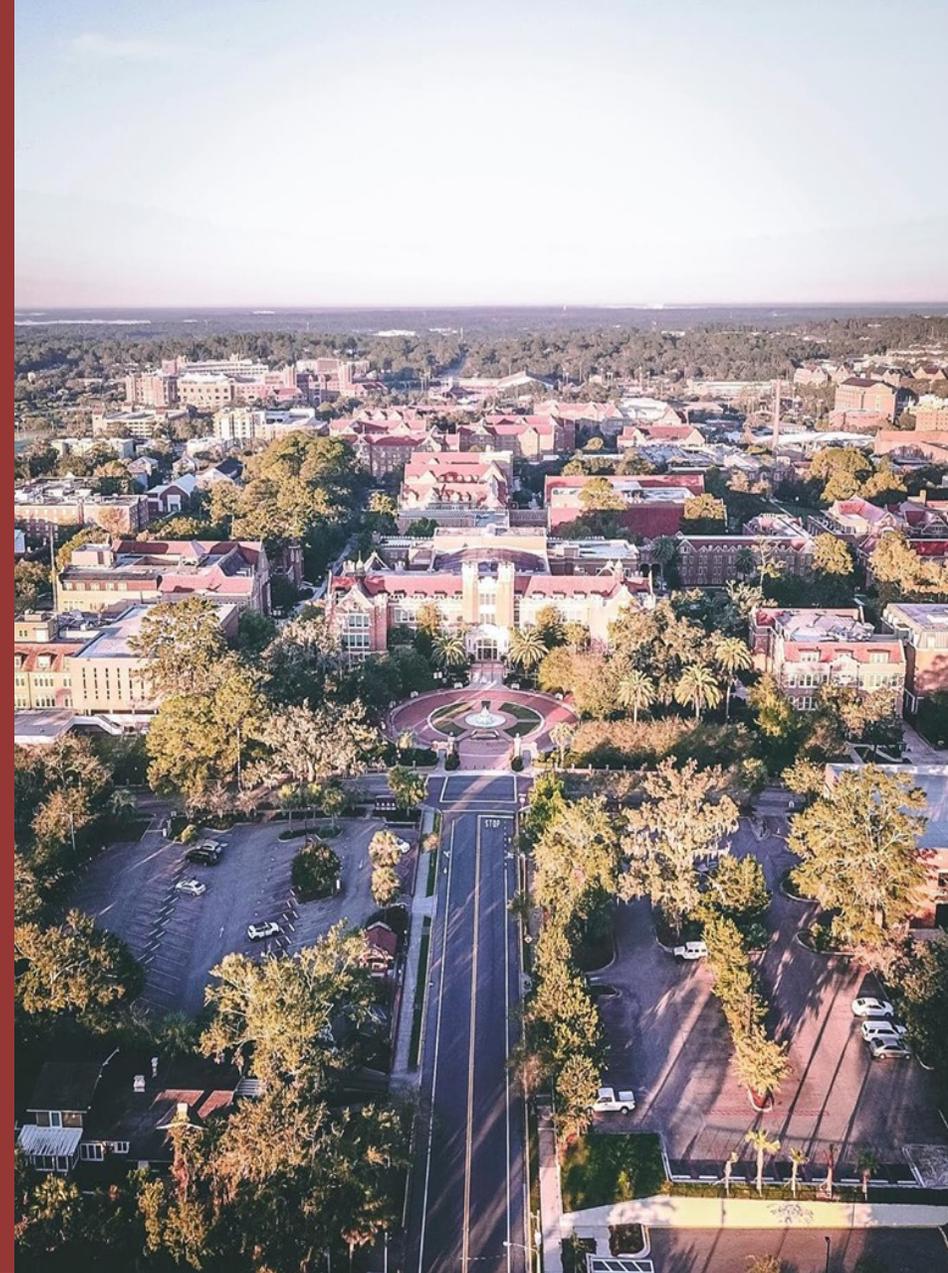
# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Jan – Mar 2020 Visitor Tracking Study

Kerri Post

Executive Director, Leon County Division of Tourism/ Visit Tallahassee  
850-606-2313, [PostK@leoncountyfl.gov](mailto:PostK@leoncountyfl.gov)

Joseph St. Germain, Ph.D., President  
Phillip Downs, Ph.D., Senior Partner  
Rachael Anglin, Director of Research  
Erin Dinkel, Senior Project Director  
Isiah Lewis, Project Director  
Glencora Haskins, Project Director  
Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)



Visit  
**Tallahassee**  
*Pretty. Unexpected.*

**DS** downs & st. germain  
RESEARCH

**Leon County  
Board of County Commissioners**

**Notes for Agenda Item #14**

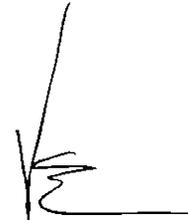
# Leon County Board of County Commissioners

## Agenda Item #14

April 14, 2020

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator



**Title:** Actions Taken in Response to the Financial Impact of COVID-19 and Tourist Development Tax Collections

<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	Scott Ross, Director, Office of Financial Stewardship Kerri L. Post, Director, Division of Tourism Dionte F. Gavin, Senior Operations Manager, Division of Tourism

### **Statement of Issue:**

This agenda item summarizes the actions taken in response to the anticipated financial impact of COVID-19 on the Tourist Development Taxes (TDT) collected on overnight stays in Leon County. TDT revenues fund the Leon County Division of Tourism and the Council on Culture and Arts (COCA).

### **Fiscal Impact:**

This item has a fiscal impact. \$2.088 million in reduced TDT collections is projected for the current fiscal year. \$1.65 million supports the County's Division of Tourism and \$435,021 supports COCA. This item details the actions steps being taken in response to the projected revenue reductions.

### **Staff Recommendation:**

Option #1: Accept the report on the actions taken in response to the financial impact of COVID-19 and Tourist Development Tax collections.

## Report and Discussion

### **Background:**

This agenda item summarizes the actions taken in response to the anticipated financial impact of COVID-19 on the Tourist Development Taxes (TDT) collected on overnight stays in Leon County. TDT revenues fund the Leon County Division of Tourism and the Council on Culture and Arts (COCA).

Tourism in Leon County is a \$1 billion a year industry employing 16,150 people and bolstered year-round by a variety of festivals, cultural activities, and athletic competitions. Leon County has enjoyed ten years of consecutive, record-breaking growth in visitation, visitor spending, job creation and TDT revenue paid by visitors. Leon County levies the full five cent (or percent) TDT authorized by state statute on overnight stays and budgeted \$5.9 million in anticipated TDT revenue for FY 2020. For Leon County, one cent of the TDT collections, or 20%, is dedicated to the Council on Culture and Arts (COCA) to administer the implementation of the Community Cultural Plan including the awarding of grant funds to local nonprofit organizations that provide arts and cultural programming activities. COCA's funding is provided through and managed by the Division of Tourism. The remaining four cents of TDT collections, or 80%, fully fund all Leon County Division of Tourism promotional and operational activities including marketing and public relations efforts for the destination, market research services, the Leon County Concert Series at the Capital City Amphitheater, operation of the Visitor Center, and grant programs to support community and sporting events of all sizes which attract visitors to the destination.

The destination attracts leisure travelers (the largest audience segment) with a variety of offerings including outdoor recreation, history and heritage, arts and culture, adult and youth sports activities, fans attending college athletic events, major events and festivals and growing culinary and craft brew segments. The Florida Legislature, higher education, and relatively smaller meetings, and conferences are all key drivers for business travel.

This item provides the latest TDT revenue projections for FY 2020 including the fiscal impact to both the Division of Tourism and COCA based on the 80/20 share of TDT revenues. A summary of the necessary expenditure reductions for the Division of Tourism is also provided in the analysis section.

At the time of this writing, COCA's Executive Director reported making a series of budget cuts and is preparing for further reductions of fixed costs. COCA's Executive Director plans to utilize COCA's reserve balance to keep the arts organization operating as needed, under the guidance of its Board of Directors, and does not anticipate staff reductions at this time. COCA is developing its financial action plan demonstrating its continued efforts to sustain arts and cultural organizations in the community. Staff will share the plan with the Board upon receipt from COCA.

**Analysis:**

The COVID-19 pandemic and the sustained global economic disruption surrounding the public health emergency has impacted governments, businesses, and individuals across the world. COVID-19 has dramatically changed the local economy and will significantly reduce County revenues in several areas, perhaps no more so than TDT generated from overnight stays which fund the Division of Tourism. The national, state, and local recommendations for social distancing, cancelation of public events, and closure of public venues evolved over the course of March 2020 but the economic turning point can be traced back to the full activation of the Emergency Operations Center (EOC) on March 10<sup>th</sup>. The local EOC was activated at the request of the Florida Department of Health to assist with providing coordination in response to COVID-19 following guidance by state health experts and Governor DeSantis recommending the cancellation of mass gatherings. Several days later on March 13<sup>th</sup>, the State announced a two-week closure of all K-12 public schools as many Florida families were readying to begin spring break. This unprecedented action garnered immediate attention and forced businesses and families to reassess their travel plans and needs. On March 20<sup>th</sup>, the Governor ordered the suspension of all on-premises food consumption at restaurants limiting these businesses to take-out and delivery services.

The adoption of social distancing requirements and stay-at-home policies greatly affect all aspects of the travel industry. Nationally, the safety of airports, airplanes, and cruise ships have captured the public's attention. Locally, the limited operations of the three universities including the cancellation of collegiate athletics, and the cancellation (or hopeful rescheduling) of the community's largest seasonal events (Springtime Tallahassee, Word of South Festival, LeMoyne Chain of Parks Art Festival, and the Leon County Concert Series at the Amphitheater) will result in a sharp and immediate decline in TDT revenues.

In Leon County, hotels have seen 100% cancellation of groups and meetings over the next 90 days, hotel occupancy rates have reportedly plummeted as low as 15-20% for large properties, all attractions are closed, and all restaurants have either closed or adapted their service to curbside pick-up or delivery. The resulting decline in TDT revenue will greatly impact the current FY 2020 budget for both the Division of Tourism and COCA, requiring immediate actions to align the budget with revised revenue projections. This economic disruption also prompted Tourism's emergency operation protocols in support of the industry.

**Division of Tourism Response Efforts**

On March 19, 2020 the Division of Tourism began hosting weekly conference calls with more than 50 industry partners to discuss the impact of COVID-19. Tourism has continued to provide industry partners with the latest information on the pandemic, travel guidelines, social distancing policies, stay-at-home orders, and available resources through these weekly calls and a special COVID-19 electronic newsletter. The hospitality industry has been very candid about the swift and monumental changes to their business operations in order to remain open including reductions in staffing levels, extremely low occupancy rates, and estimates on how long their respective businesses can sustain the current conditions. Likewise, staff informed the industry of the County's actions to prepare for potential long-term financial consequences including a hiring and

travel freeze, closure of the Visitor Information Center and Gift Shop, and ceasing all out-of-market media. Each of these measures are described in greater detail later in this analysis.

The Office of Economic Vitality (OEV) participates on these calls and was successful in encouraging participants to utilize available state and local business resources. In advance of the Blueprint Intergovernmental Agency Board's approval of the \$1 million COVID-19 Economic Disaster Relief (CEDR) Grant Program to sustain small businesses, the Division of Tourism and OEV described the planned stimulus program and application process so that the hospitality industry would be ready to immediately access the new program. The tourism and hospitality industry (restaurants, bars, hotels, and entertainment) accounted for 20% (95) of the 489 small businesses to receive emergency stimulus funds awarded by OEV over a 12-day period. In addition, both the Division of Tourism and OEV championed the Rally for Tally campaign to generate take-out business at restaurants that were forced to close on-site service during the pandemic.

For the industry and consumers, the Division of Tourism developed new pages and features on its website highlighting virtual events and local virtual experiences/tours to encourage future patronage. Prior to the Governor's stay-at-home order, Tourism was promoting a new 'Social Distancer' itinerary on its website which included the exploration of parks and trails, dog parks, and other passive activities. Tourism continues to promote the Open for Takeout website and database developed by OEV, providing contact information and the latest business hours for restaurants that continue to offer takeout services.

As the number of local COVID-19 cases continue to escalate, the Division of Tourism has begun coordinating with Leon County EMS and the Office of Human Services and Community Partnerships (HSCP) to identify alternative lodging options for homeless shelter residents and first responders that may contract the virus. The low occupancy and availability of small to mid-size hotel/motel properties may be needed soon to house, isolate, and quarantine symptomatic and COVID-19 positive individuals.

The uncertainty of how long these conditions will last affects the decisions that businesses and organizations make in response. The same can be said for the uncertainty in determining revenue projections based on an industry that has halted to a near complete stop with no clear expectation for when or if things will return to normal.

#### TDT Revenue Projections

Forecasting TDT revenues as a result of the COVID-19 pandemic is unique from previous downturns in the economy including the Great Recession because the impact was sudden and all-encompassing. Unlike market recessions which may affect specific industries or leisure travelers and allow for the industry to adjust accordingly, COVID-19 brought nearly all travel to a complete stop combined with an uncertain duration. It is too soon to tell with any certainty what travel may look like this summer or even this fall when the new fiscal year begins.

Title: Actions Taken in Response to the Financial Impact of COVID-19 and Tourist Development Tax Collections

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Based on preliminary feedback from the hospitality industry, the Division of Tourism worked with its market research firm, Downs and St. Germain Research, and the Office of Management and Budget to model projected changes in TDT revenue. Table #1 provides the latest TDT revenue projections as a result of COVID-19 showing nearly \$2.1 million (35%) less in collections for the current fiscal year. The table also shows the impact to both the Division of Tourism and COCA based on the 80/20 split of TDT collections.

**Table #1: Projected Tourist Development Tax Revenues (COVID-19)**

	<i>FY 2020 Budget</i>	<i>Revised FY 2020 Projections (COVID-19)</i>	<i>Projected Shortfall</i>
Division of Tourism	\$4,673,944	\$3,020,864	<b>\$1,653,080</b>
COCA 1-Cent	\$1,229,985	\$ 794,964	<b>\$ 435,021</b>
Total Revenue	\$5,903,929	\$3,815,828	<b>\$2,088,101</b>

To date, the County has five months of TDT revenue data through the month of February 2020. For the first five months the fiscal year, TDT revenues exceeded projections by 9%. The State has granted businesses additional time to file their monthly tax receipts so the Leon County Tax Collector anticipates the March TDT revenue report will not be available until late April or early May. The March revenue report will offer the first glimpse of the anticipated decline in revenues, but the April report will show the full impact of COVID-19 on the hospitality industry over the course of an entire month of stay-at-home policies and social distancing.

The TDT revenue projections in Table #1 assume a slow and gradual return toward normal travel and visitation starting in August and September. These assumptions will likely require modification as conditions with the pandemic continue to evolve over the coming months and as the County receives monthly tax collections data. However, the sudden and significant decline in TDT revenue necessitates immediate action to align the Division of Tourism's current FY 2020 budget with revised revenue projections anticipating a \$1.65 million shortfall. The following sections of this item identify broad cost saving measures and necessary expenditure reductions for the County to maintain a balanced budget based on the projected shortfall in TDT collections.

Immediate Cost Saving Measures

In the interest of employee safety and to best position the County for the balance of the current and next fiscal year, on March 18<sup>th</sup> the County Administrator suspended all non-essential travel and training. In addition, the County Administrator instituted a hiring freeze for all non-essential personnel. While most County departments have limited travel budgets related to the professional training opportunities, the Division of Tourism deploys sales and marketing teams throughout the country to compete for attracting sporting events, meetings, and conventions to the destination, as well as participate in consumer shows and travel media events. In light of the current pandemic, all travel has been discontinued and significant savings will be realized as a result of the travel freeze. In addition to the closure of libraries and cancellation of organized recreational activities at County parks to support social distancing measures, the Visitor Information Center and Gift Shop was closed on March 16<sup>th</sup>.

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The Division of Tourism analyzed its expenses to identify immediate cost savings measures. Initial efforts focused on compliance with social distancing measures which discouraged, and later prohibited, large public gatherings. On March 13<sup>th</sup>, the County cancelled two of the three remaining Spring concerts planned as part of the Concert Series at the Capital City Amphitheater. One concert was rescheduled for Spring 2021. For the numerous community events, festivals, and sporting competitions planned throughout the Spring months that receive TDT funding, the County continues to work with those event planners to determine their next steps. Some have decided to cancel their events while others hope to reschedule to a later date. Staff anticipates that the County will realize cost savings for many of the cancelled events, but some will still require County funding based on contractual agreements for certain event costs that were expended in good faith.

Staff also began reviewing the contractual service providers for the Division of Tourism, specifically the monthly service fees and the programming funds for cost savings to align with the real-world changes to the tourism economy. The largest programmatic expenses for the Division of Tourism are the paid advertising and marketing services provided through the Zimmerman Agency. On March 17<sup>th</sup>, at the direction of the County Administrator, the Director of Tourism instructed the Zimmerman agency to immediately cease all paid advertising/media buys and digital production initiatives until further notice. This timely cost saving measure was imperative given the social distancing guidance recommended by health experts and the stay-at-home policies being implemented across the country. These immediate cost savings measures were enacted to best secure the County's financial interests and ensure that TDT funds were not being spent unnecessarily during the COVID-19 pandemic.

Division of Tourism Expenditure Reductions

In order to achieve expenditure reductions to align with the projected \$1.65 million shortfall in the Division of Tourism's FY 2020 budget, staff analyzed each of Tourism's expenditure categories and year-to-date expenses to identify cost savings. Table #2 provides a listing of expenditure reductions for the Division of Tourism followed by a description for each category. Information on the \$435,021 shortfall for COCA's budget is provided in the next section.

**Table #2: Tourist Development Tax Expenditure Reductions**

<i>Expenditure Category</i>	<i>Reduction Amount</i>
Zimmerman Marketing/Advertising Services	\$40,000
Paid Advertising, Media Buys and Digital Production Initiatives	\$780,013
Zimmerman Public Relations Services & Programming	\$85,000
Downs & St. Germain Research Services	\$16,000
Scott Carswell LLC Concert Services	\$10,000
Amphitheater Concert Fund	\$145,931
Visitor Center Lease on Jefferson Street	\$6,500
Staff Travel and Training	\$52,731
Event Grants & Aid	\$203,758
Sponsorships & Promotions	\$143,498
Office Operational Expenses	\$87,280
Miscellaneous Services	\$78,500
<b>Total</b>	<b>\$1,649,211</b>

- *Zimmerman Marketing/Advertising Services*: The agency's marketing team and efforts play a critical role during this time; however, it is necessary to revise the services provided due to the state of tourism marketing. Due to COVID-19 and the associated travel limitations, destination marketing is unwarranted for the foreseeable future. Based on the service reductions, staff is working with the Zimmerman Agency to negotiate lower service fees through July 31<sup>st</sup> for an anticipated cost savings of approximately \$40,000.
- *Paid Advertising/Media Buys and Digital Production Initiatives*: Staff has ceased paid advertising/media buys and marketing programs to reduce costs by \$589,000 for the remainder of the fiscal year, and \$151,013 for other digital and production initiatives, resulting in \$780,013 total marketing/advertising savings.
  - Staff is also developing a preliminary recovery sales and marketing plan with adequate funding to deploy in August if circumstances warrant.
- *Zimmerman Public Relations Services and Programming*: The Division of Tourism plans to suspend the public relations services agreement providing monthly and programmatic savings totaling approximately \$85,000 through the remainder of the fiscal year. Staff anticipates providing public relations services in-house when necessary.
- *Downs & St. Germain Research (DSG) Services*: DSG continually conducts on-site and online research throughout the year to collect visitor data (visitor numbers, origin markets, reason for visiting, spending levels, activities while in the destination, demographics, etc.) and produces quarterly reports along with an in-depth annual report about the destination profile. Visitor research will continue to be a critical service at this unprecedented time in our community and in the tourism industry. DSG also provides visitor data for the major events (12-15) that receive TDT funding. Since many major Spring events have either been rescheduled or cancelled, staff plans to renegotiate DSG's monthly service fee for the remainder of the fiscal year and anticipates a cost savings of up to \$16,000.
- *Scott Carswell LLC Concert Services*: On March 13<sup>th</sup>, the County cancelled two of the three remaining Spring concerts planned as part of the Concert Series at the Capital City Amphitheater. One has been rescheduled for Spring 2021 (Jamey Johnson as part of Word of South). Tickets are still available for four concerts at the Amphitheater, the earliest of which is scheduled for September 11, 2020. The cancellation of the Spring performances allows for scaled back promotional efforts with the next concert five months away, so staff plans to renegotiate the monthly concert services fee through July 31<sup>st</sup> for a cost savings of \$10,000. Should conditions support hosting concerts at the Amphitheater in the fall, the County would resume payment of the full monthly service fees by August 1<sup>st</sup>.
- *Amphitheater Concert Fund*: The Board provided additional funding in FY 2020 to increase the number of performances at the Amphitheater and to support free family-friendly concerts in partnership with the Downtown Improvement Authority's Sundown Concert Series. The funding for additional concerts which have now been cancelled has been realized in the amount

of \$145,931. Adequate funds remain to support the County's sponsorship of the Downtown Improvement Authority concerts and the County's only remaining ticketed concert scheduled in FY 2020 (JJ Grey on September 11<sup>th</sup>).

- *Visitor Center Lease:* Since the sale of the former Tourism Building at 106 E. Jefferson Street in January 2019, the County has leased the first floor of the building to maintain the downtown Visitor Information Center and Gift Shop. As a precautionary social distancing measure, the Visitor Center was closed on March 16<sup>th</sup> and the 18-month lease expires on July 31<sup>st</sup>. The monthly lease rate for the Visitor Center was included in Tourism's FY 2020 budget for the entire fiscal year so the July 31<sup>st</sup> expiration will realize \$6,500 in savings.
  - The long-term plan is to relocate the Visitor Center to the Historic Amtrak Building following planned renovations. However, staff has identified an interim solution to utilize a portion of the Amphitheater Support Space (the ticket office) currently being constructed on the park level of the North American Properties site at Cascades Park to serve as a satellite Visitor Center. County funds have already been approved for the space and construction is expected to be completed by late Fall. A separate agenda item on the County's participation in the Amphitheater Support Space project will be brought back to the Board this summer.
- *Travel and Training:* All travel and training has ceased since the County Administrator suspended non-essential travel on March 18<sup>th</sup>. The travel freeze will result in a cost savings of at least \$52,731 with funding tentatively reserved for sales trips in August and September, subject to the County Administrator's approval and CDC travel guidance.
- *Event Grants & Aid:* For the numerous community events, festivals, and sporting competitions planned throughout the spring months that receive TDT funding, the County continues to work with those event planners to determine their next steps. Some have decided to cancel their events while others hope to reschedule to a later date. Listed below are the number of area events approved for TDT funding through FY 2020 and organized by the current status of the event.
  - 18 events have been cancelled.
  - Six event organizers have been unresponsive. Staff has requested for the County to receive an update from these event organizers by April 30<sup>th</sup>.
  - 32 events are To Be Determined. Some are trying to reschedule to later dates while others are scheduled later in the year and continue to monitor conditions. In order to make final budget adjustments in FY 2020 to align with revenues, staff will request that the County be notified by June 12<sup>th</sup> of the status of each event scheduled to receive TDT funds this year.

With so many events still uncertain about their plans for this year, staff is unable to determine the full potential cost savings at this time. Staff anticipates that some cancelled events will still require County funding based on contractual agreements for certain expenses while the County will realize cost savings for other cancelled events. Based on the limited number of

cancellations at this time, along with the terms and conditions of County TDT support, the County has realized a savings of \$203,758.

- *Sponsorships and Promotions:* The County will realize a cost savings of \$143,498 through a reduction in the Division of Tourism's sponsorships, memberships, direct sales for tradeshow and booth fees, community relations budget for industry events, and promotional items.
- *Office Operational Expenses:* Given the suspension of marketing and promotional efforts designed to draw visitors to the destination, the County will realize a cost savings of \$87,280 for printing, binding, postage, and vehicle repair and maintenance.
- *Miscellaneous Services:* As an additional result of the suspension of marketing efforts, the County will further realize a cost savings of \$78,500 as there will not be a need to engage the services of bloggers, writers and photographers, or host media tours to highlight the destination.

In total, staff has identified expenditure reductions totaling \$1.65 million for Tourism operations. The expenditure reductions provided in Table #2 align the Division of Tourism current year budget with the projected decline of TDT revenues as a result of COVID-19. Rather than utilizing TDT fund balance to offset the revenue loss, it was important to quickly identify areas of cost savings and targeted reductions given the social distancing measures and stay-at-home orders eliminating most travel. Without a clear expectation of when or if things will return to normal, TDT fund balance may be needed to offset prolonged reductions in TDT revenue later this year and/or as part of the development of the FY 2021 budget.

Over the last several weeks, while the entire country has faced the threat of COVID-19 pandemic, Leon County's Division of Tourism has continued working to keep tourism industry partners informed with the most up to date information on the pandemic. Staff will continue to closely monitor TDT collections and manage the Division's budget accordingly as well as keep the Board apprised of the evolving pandemic and its fiscal impacts to the County.

#### COCA TDT Funding Shortfall

The County provides \$150,000 in general revenue and dedicates one cent, or 20%, of TDT revenue to COCA to administer the implementation of the Community Cultural Plan including the awarding of grant funds to local nonprofit organizations that provide arts and cultural programming activities. At 20%, Leon County dedicates the highest share of total TDT collections for cultural grant programs among all Florida counties. In FY 2020, the one cent of TDT to be provided to COCA was budgeted at \$1,229,985. As provided in Table #1, the latest TDT revenue projections as a result of COVID-19 anticipate a \$435,021 reduction in TDT collections.

In FY 2015, the County shifted from providing COCA a fixed amount of funding each year to dedicating a share of TDT (the one cent) for COCA operations and grant programs. This made COCA and the cultural organizations receiving grant funds vested shareholders in drawing visitors to the destination to regenerate additional TDT funding. As a result of this shareholder funding strategy, County funding for COCA steadily increased each year as the tourism tax base

experienced significant growth during this period. COVID-19 has ceased nearly all travel resulting in a sudden and sharp decline to the share of TDT funding available to COCA.

Over the course of the fiscal year, COCA is paid in four quarterly installments. The first quarter payment exceeded the original FY 2020 budget projections and the County is awaiting the revenue data for the month of March to complete the second quarter. Based on the implementation of social distancing policies in mid-March, a decline in revenue is anticipated for the second quarter of FY 2020. April marks the start of the third quarter and is expected to be the worst quarter for TDT collections followed by the uncertainty of the fourth quarter which will depend on the conditions of the pandemic and associated social distancing guidance.

Similar to the Division of Tourism's operational expenses, the second half of FY 2020 will require COCA to make significant adjustments to its operational budget and the funding anticipated to be awarded to grantees. The Division of Tourism is working closely with COCA on these efforts. At the time of this writing, COCA's Executive Director reported making a series of budget cuts and is preparing for further reductions of fixed costs. COCA's Executive Director plans to utilize COCA's reserve balance to keep the arts organization operating as needed, under the guidance of its Board of Directors, and does not anticipate staff reductions at this time. Furthermore, COCA is developing its financial action plan to demonstrate its continued efforts to sustain arts and cultural organizations in the community. Staff will share the plan with the Board upon receipt from COCA.

#### Next Steps

The travel and tourism industry in Florida has been extremely resilient to changing market conditions, including Leon County. The destination attracts leisure travelers (the largest audience segment) with a variety of offerings and reliable business travelers as home to the State Capitol and three institutions of higher education. Tourism staff and the Zimmerman Agency are developing a preliminary sales and marketing plan to deploy by August, if the circumstances warrant, with an emphasis on restoring visitation levels and supporting businesses in the destination.

The growth in TDT revenues in recent years has afforded the County the opportunity to enhance its marketing efforts each year and provide funding toward a capital improvement master plan for Apalachee Regional Park. As a result, the available TDT fund balance is approximately \$935,000. Should the evolving conditions associated with COVID-19 prolong social distancing measures and stay-at-home policies, additional action may be required to maintain a balanced budget in FY 2020. Prolonged conditions and the potential of a 'new normal' for leisure and business travel will inform the development of the County's FY 2021 preliminary budget including the potential elimination of staff positions. Given this uncertainty, staff identified the \$1.65 million in expenditure reductions from the Division of Tourism's budget in order to preserve the available TDT fund balance at this time. The TDT fund balance may be needed to support the current FY 2020 budget should TDT collections significantly decline beyond the latest projections. In addition, the fund balance could be used to offset any potential decline in TDT collections that extend into FY 2021.

Title: Actions Taken in Response to the Financial Impact of COVID-19 and Tourist  
Development Tax Collections

April 14, 2020

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Staff will continue to monitor TDT collection data as it is made available to adjust revenue projections and align expenditures accordingly. An update will be provided to the Board as part of the annual budget development process.

**Options:**

1. Accept the report on the actions taken in response to the financial impact of COVID-19 and Tourist Development Tax collections.
2. Do not accept the report on the actions taken in response to the financial impact of COVID-19 and Tourist Development Tax collections.
3. Board direction.

**Recommendation:**

Option #1



Leon County Board of County Commissioner’s Detailed FY21 Budget Schedule as of May 1, 2020.

Activity	Date
GovMax*/Budget open to Departments	Friday, February 14, 2020
Department Narrative and Business Plans sent to Departments	Friday, March 6, 2020
GovMax/Budget submissions closes	Friday, March 13, 2020
Department Narrative Sheets and Business Plans due	Friday, March 27, 2020
Executive Administrative Hearings (if necessary): Department Directors will meet with County Administrator and Office of Management and Budget to present their preliminary budgets	Wednesday, April, 1, 2020
<del>Preliminary Budget Policy Workshop</del>	<del>Tuesday, April 28, 2020 (Cancelled)</del>
TDC Approval of Budget and Sales Plans	TBD
Budget Workshop	Tuesday, June, 16, 2020
Budget Workshop (if necessary)	Tuesday, July 14, 2020
Two statutorily required Public Hearings held adopting FY 2021 budget and millage rates	Tuesday, September 15, 2020 Tuesday, September 29, 2020

\*GovMax is governmental budget system used by the County in development of its budget.



# Leon County Government

## INTEROFFICE MEMORANDUM

TO: LaShawn D. Riggans, Esq., Deputy County Attorney

FROM: Jessica Gillespie, Paralegal 

DATE: March 3, 2020

SUBJECT: Sunshine Law in relation to Ex Officio Board Member of the Council on Culture and Arts (COCA)

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This memorandum is being provided to address the following question: Does the Sunshine Law apply to a Department Director who serves as an *ex officio* member of the Council on Culture and Arts (COCA).

Florida Statute Section 286.011(1) states:

**286.011 Public meetings and records; public inspection; criminal and civil penalties.—**

(1) All meetings of any board or commission of any state agency or authority or of any agency or authority of any county, municipal corporation, or political subdivision, except as otherwise provided in the Constitution, including meetings with or attended by any person elected to such board or commission, but who has not yet taken office, at which official acts are to be taken are declared to be public meetings open to the public at all times, and no resolution, rule, or formal action shall be considered binding except as taken or made at such meeting. The board or commission must provide reasonable notice of all such meetings.

In Attorney General Advisory Legal Opinion (AGO 05-18), it was opined that an *ex officio* member is subject to the Sunshine Law regardless of whether he or she is serving in a voting or non-voting capacity.

Additionally, in the Sixth Circuit of Florida, in *Linares v. District School Board of Pasco County*, Case No.: 17-00230 (Fla. 6th Cir. Ct. January 10, 2018), the Court found that the Sunshine Law did apply equally to all members of an advisory committee, which included a staff member who was appointed as an *ex officio* (non-voting) member and whose role was only to advise the voting committee members.

Therefore, pursuant to the above authorities, a member of an advisory board, whether in a voting capacity or non-voting/*ex officio* capacity, is subject to the Sunshine Law. This means that any discussions between any gathering of two or more members to discuss any matter on which foreseeable action may be taken must be open to the public.

//jjg



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

April 7, 2020

Bo Schmitz, Chairman  
Leon County Tourist Development Council  
General Manager, Hampton Inn & Suites Capitol-University

Dear Chair Schmitz,

At the March 12<sup>th</sup> Council on Culture & Arts (COCA) Board of Directors meeting, the board unanimously approved the following bylaws change to the COCA Bylaws:

*The COUNCIL may request the board of directors of the Tourist Development Council to appoint a liaison to the COUNCIL who will be asked to serve in a non-voting ex officio capacity when such membership will serve the best interests of the arts and help carry out the objectives and duties of the COUNCIL.*

I am requesting that the Tourist Development Council (TDC) appoint a liaison, per the COCA Bylaws revision, to serve on the COCA Board of Directors. The next COCA Board of Directors meeting is currently scheduled for May 14, 2020.

With the onset of the COVID-19 pandemic, until further notice, the COCA Board of Directors will meet via remote access. Once COCA has been officially notified of the appointment of a TDC representative, COCA will formally welcome the appointee and ensure all online training and access is in place.

COCA looks forward to working in partnership with the TDC in servicing our arts community, for the benefit of visitors and residents alike.

Best regards,

Lucia Fishburne, Chair  
Board of Directors  
Council on Culture & Arts

CC:

Kerri L. Post, Director, Leon County Division of Tourism/Visit Tallahassee  
Vince S. Long, Administrator, Leon County  
Beth J. LaCivita, County-At-Large Seat (Tourism), Council on Culture & Arts  
Kristin Dozier, Commissioner, Leon County  
LaShawn Riggins, Deputy County Attorney, Leon County