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Tallahassee

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

Zoom Teleconferencing Link: <https://zoom.us/j/97198745019>

Thursday, September 17, 2020 at 9:00 a.m.

**MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
  - July 10, 2020 Meeting Minutes
  - Financial Reports: Division Budget July 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
- IV. General Business – **Bo Schmitz**
  - Research Presentation - 3<sup>rd</sup> Quarter Visitor Study
  - FY21 Tourism Event Grants Recommendations
  - FY21 Marketing and Sales Plans Highlights
  - Marketing Plan Presentation – CARES Act Funding
  - FY21 Sports Grants Recommendations and Tallahassee Sports Council Update
  - Request to Move Next TDC Meeting to Nov. 12<sup>th</sup> from Nov. 5<sup>th</sup>
  - COCA Update
- V. Executive Director's Report – **Kerri Post**
  - Organized Sports and Athletics at County Parks
  - New Meetings & Groups Section on VisitTallahassee.com
  - Weekly Tourism Industry Zoom Calls
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next TDC Meeting:  
**November 5<sup>th</sup> or 12<sup>th</sup>, 2020 at 9:00 a.m.**  
Zoom Teleconference



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
July 10, 2020**

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

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: Dr. Joseph St. Germain representing Downs & St. Germain Research and Mr. Chris Edwards representing KCCI.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:02 a.m. Chairman Schmitz read for the record Governor DeSantis' Executive Order 20-69 issued March 20, 2020, and extended by Executive Order 20-112 April 30, 2020, authorizing legal governing bodies, including counties to conduct meetings without having a quorum physically present or at a specific location. He stated the order also authorizes the use of communications media technology for virtual meetings, such as audio and video conferencing. Kerri Post conducted a roll call of TDC members and announced a quorum. TDC members present remotely using Zoom as the meeting platform: Commissioner Elaine Bryant, Mike Collins, Kathleen Spehar, Dr. Amanda Stringer, Commissioner Dianne Williams-Cox, Sharon Priester, and Sam Patel were. Ms. Post provided information regarding Leon County's Proclamation 2020-7 in advance of the meetings which amended Board Policy 01-05 temporarily established procedures for Leon County to hold virtual meetings as authorized by Executive Order 20-69. She also provided a statement regarding public notice of the virtual public meeting.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no comments submitted.
- IV. **ITEMS FOR CONSENT APPROVAL:**
- May 7, 2020, Meeting Minutes
  - Financial Reports: Division Budget May 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 Bryant moved, duly seconded by Sharon Priester approval of the Items for Consent. The motion carried 6-0 with Matt Thompson, Michelle Personette and, Commissioner Desloge absent.***

V. **GENERAL BUISNESS**

**KCCI Presentation – 2020 Catalysts Two Bike Park Projects**

Mr. Chris Edwards of KCCI gave a brief presentation on the 2020 Catalysts Two Bike Park Projects. In addition to these projects, he shared that KCCI would also be starting a new beautification project where they would be placing artwork on electric boxes to improve the Tallahassee environment. He stated that KCCI set out to create a plan that would enhance cycling safety, public health and promote Leon County as a cycling destination. Mr. Edwards shared that Leon County is currently on FDOT's list of the top 25 counties that need more bike and pedestrian infrastructure as well as world-class biking hiking trails.

Mr. Edwards reported that KCCI came up with a three-prong approach to the project; a traveling bike rack to promote the lesser-known bike trails, an educational bike park at Sabal Palm Elementary School to work in education for younger riders which will begin in July 2029, and a destination skills practice in an exploratory bike park in the Market District. He noted that the project would provide connectivity between existing trails in Leon County and be a place for the community and people to gather. Sharon Priester inquired about the type of bicycle and what level rider was in mind for the park's overall design plan. Mr. Edwards explained that signage posted throughout the park would mark activity levels of the park's obstacles and provide guide information about how-to approaches to the course.

Kerri Post noted that this presentation was given and unanimously approved to be considered as part of the Market District Placemaking Plan at the July 9, 2020 Blueprint Intergovernmental Agency meeting. She commented the bike park in the Market District provides another asset that will help distinguish Tallahassee-Leon County as an excellent mountain biking and cycling destination.

**FY 2021 Tourism Events Grants Program Overview and Guidelines Review**

Kerri Post reviewed the proposed funding and overview of the Division of Tourism's Fiscal Year 20-21 grant program and guidelines and highlighted recommended changes. She explained that COVID-19 has dramatically impacted TDT collections, the Division of Tourism's budget, and, consequently, the funding for the grant program. She acknowledged that events are great motivators for travel and although the funding will be less, they hold great value for tourism.

Ms. Post shared for FY21 the proposed total Grant Funding budget allocation is \$450,000, a reduction of \$315,000 from the FY20 Grant Funding amount of \$765,000. She presented the following FY21 proposed funding levels for the respective grant programs as follows:

- Legacy Events generate the greatest ROI of all events. In FY20 \$300,000 was allocated and \$240,000 was awarded. These grants are proposed to remain whole in FY21 at \$240,000, the FY20 level.
- Signature Events/Emerging Signature Events grant budget in FY20 was allocated at \$235,000 and \$166,500 was awarded. The amount of funding available in FY21 is proposed to be \$110,000.
- Special Events grant budget allocated and awarded was \$100,000 in FY 20 and the amount of funding available in FY21 is proposed to be \$40,000.
- Sports Event were funded at \$130,000 in FY20 and the amount of funding available for FY21 is proposed to be \$60,000.

Sharon Priester asked how the funding levels were adjusted. Ms. Post responded that adjustments amounted to a difference of about 40-60% in the various grant categories except for the Legacy Events taking into consideration those events that generate the greatest ROI. Sam Patel commented that he feels Legacy Events should not be cut as they bring the greatest ROI, economic impact, and are proven events.

***Commissioner Williams-Cox moved, duly seconded by Mandy Stringer, to accept the recommendations as presented for the Fiscal Year 20-21 Tourism Grant Cycle funding. The motion carried 6-0 with Matt Thompson, Michelle Personette and, Commissioner Desloge absent.***

Ms. Post indicated the FY 20-21 grant cycle is anticipated to open July 27, 2020 through August 25, 2020 with the need to remain flexible due to the pandemic as there may need to be adjustments. She commented the recommendations would be presented at the September meeting and announced the applications would be offered on the new online grant management system. Ms. Post also requested the need for a Grant Review Committee for the FY21 grant cycle. It was proposed that last year's Grant Review Committee serve this year. Ms. Post stated she would follow up with the respective Councilmembers.

Ms. Post concluded her overview of the FY 20-21 grant program by highlighting the recommended changes to the grant guidelines which include: a request for a COVID-19 Safety Plan to ensure the safety and wellbeing of the participants and organizers, and a requirement for additional language regarding a 75-day cancellation notification of the event.

#### **FY 2021 Preliminary Budget Review**

Ms. Post provided a review of the current FY20 budget and an overview the Preliminary FY21 budget. She stated that the FY20 budget was cut more than \$1.6 million and preliminary projections for FY21 with a decrease of \$1.7 million. She noted that because there was only two months of TDT collections data to inform the FY21 budget related to the pandemic, the FY21 budget may need to be revisited later in the fiscal year. Ms. Post then highlighted the FY21 draft budget which included: personnel salaries and benefits, contractual/professional services, travel reductions, rental and leases, repair and maintenance, promotional activities, direct sales, community relations, other current charges, amphitheater promotions and FY21 rescheduled concerts, advertising and public relations, and grants and aid. Chairman Schmitz asked for clarification on the FY21 projected overall budget shortfall. Ms. Post responded that the projected overall budget shortfall is the difference between the pre-covid budget that was prepared in March and the preliminary FY21 draft budget based on COVID-19's impact on TDT collections.

Discussion ensued regarding the affects of the budget reductions as it relates to FY21 for the destination. Chairman Schmitz clarified with Ms. Post the methodology of the FY21 revenue projections.

***Commissioner Bryant moved, duly seconded by Sharon Priester approval of the FY21 Division of Tourism preliminary budget as presented to be advanced to the Board of County Commissioners at its July 14, 2020 meeting. The motion carried 6-0 with Matt Thompson, Michelle Personette and, Commissioner Desloge absent.***

#### **COCA Update**

Ms. Spehar shared that as the pandemic continues to impact the arts community, COCA continues to engage and tell its story. She noted that Chairman Schmitz attended his first COCA board meeting in May. Ms. Spehar reported updates to the online arts guide which now has 11 different categories and double the content, including online events, camps, activities and venue re-opening guides. She articulated that COCA launched a crowdsourced campaign called "Show Me Your Mask" featuring mask-wearing members of the arts community and their reasons

to wear a mask. Ms. Spehar relayed that COCA launched a crowdsourced soundtrack featuring local musicians that is streaming 24/7 on COCA's website. She provided an update on art exhibits and murals and thanked both Commissioner Williams-Cox and Commissioner Desloge for their assistance.

Ms. Spehar shared that she continues working with the Division of Tourism on COCA's FY21 grant programs and that the preliminary plans include moving forward with reduced funding while offering the support that organizations rely on to carry forward their year-long programming. She indicated that the policies will be finalized at COCA's July board meeting and that she anticipates the application period will launch later this month.

### **Tallahassee Sports Council**

Mike Collins provided an update from the Tallahassee Sports Council. He shared that the Council had met earlier in the week and confirmed that the grants cycle would open July 27,2020 through August 25,2020 and announced that a grants review subcommittee had been selected. Mr. Collins commented that he expects a smaller number of applications due to COVID-19 and anticipates presenting the recommendations at the September TDC meeting. He remarked that the Sports Council is working with the community partners to develop reopening plans in a phased approach, ready to activate when the time is right. Commissioner Williams-Cox cautioned Mr. Collins that his focus on reopening remain a slow process. Mr. Collins responded that Sports Council is making very thoughtful plans as a phased and gradual approach. Mr. Collins also announced that Amanda Heidecker, Senior Sales and Sports Director appeared in a *Push* digital magazine feature story focused on her dedication to sports tourism in Tallahassee-Leon County.

## **VI. EXECUTIVE DIRECTOR'S REPORT**

- Recovery Marketing Plan Update

Ms. Post presented the Recovery Marketing Strategy and media buy plan, making note that the dates remain a fluid process and that adjustments will be made as we move along based on the county's reopening plan. She stated the plan begins with digital and social outreach to keep Tallahassee in the consideration set but without a formal call to action to get people to travel. She shared that the marketing of the destination will be activated slowly, beginning with a focus on Tampa and Orlando. Staff continues working with the Zimmerman Agency, Downs & St. Germain Research, and Visit Tallahassee's media partners to maintain the proper balance of advertising during the remainder of the pandemic. Ms. Post elaborated on information regarding the request for C.A.R.E.S. Act funding and stated that the Division must spend any funding it is awarded within the calendar year. She reported the sales team continues to work to bring groups in the fall. Commissioner Williams-Cox inquired about the ability for Visit Tallahassee to host a virtual community party to keep Tallahassee-Leon County top of mind to visitors. Ms. Post responded that staff would meet with COCA, Southern Shakespeare, and TSO to explore the possibilities in virtual events. Mandy Stringer advised that the TSO is going virtual for its entire season with a star-studded lineup of performers.

Chairman Schmitz requested that Mandy Stringer recap a presentation made on the weekly industry zoom call. Ms. Stringer highlighted the season lineup, including how the TSO Board moved quickly to the digital platform ahead of most other orchestras, recognizing as early as March they would not be able to have a regular season. She stated the TSO board made the decision to have

an all-virtual season in April and as a result, have been able to bring in phenomenal guest artists for a fraction of what they would have cost otherwise.

- **County Ordinance Requiring Face Coverings**

Ms. Post shared the County had passed the ordinance requiring the use of face mask in public businesses and where social distancing is not possible and has launched an “It’s Not Too Much to Mask” campaign on social media. She relayed that Tourism staff has been featured in the campaign sharing images of themselves wearing their masks and helping to promote the campaign. Ms. Post announced that the Office of Economic Vitality (OEV) is offering free face coverings for businesses at no cost for pick up at the local Chamber of Commerce and OEV office.

- **Update on Concerts and Grants Events Status**

Ms. Post announced the rescheduling of the remaining concerts for 2020, including JJ Grey & Mofro, Boz Scaggs, and The Classical Mystery Tour, a Tribute to the Beatles with the TSO to 2021. She noted the decision was made with much consideration as public safety is paramount.

Ms. Post provided an update on the current status of the FY20 grants as outlined in the grant status report provided to Councilmembers. She reported staff is monitoring events and working closely with event organizers and grantees to try and reschedule as many events as possible.

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

Chairman Schmitz voiced that with the current struggles the need to remain optimistic and stay positive as we will come out of this together and be stronger because of it. He shared these are challenging times for all of us, especially in the tourism industry. He commented that Visit Tallahassee is a great team and noted appreciation for the tourism weekly industry calls. Chairman Schmitz remarked the calls included a variety of great speakers, sharing of information, and the camaraderie they helped build in the local tourism sector. He concluded his remarks by commenting keeping the team intact is key to the success of Visit Tallahassee and thanked everyone for their work.

**ADJOURN:**

There being no further business to come before the Council, the meeting was adjourned at 10:28 a.m.

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Attest: Bo Schmitz,  
Chairman

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Attest: Renee Jones,  
Public Relations & Marketing Specialist

**Leon County Tourist Development Council**  
Statement of Cash Flow  
Period Ending July 31, 2020

**4-Cents Collections**

Acct # REVENUES	YTD	July	FY 2019/20	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 3,267,778.72	\$ 202,851.12	\$ 4,673,848	70%	(1,406,069)
361320 Tax Collector FS 125.315	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ 86,808.00	-	102,600		
365000 Merchandise Sales	\$ 4,370.32	-	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		
			-		
			\$ 3,378,491.23	\$ 202,851.12	

Acct # EXPENDITURES	YTD	July	FY 2019/20	FY 2019/20	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 197,504.30	\$ 26,249.39	\$ 228,062	\$ 228,062	87%	\$ 30,558
51250 Regular OPS Salaries & Wages	\$ 13,920.14	1,955.96	16,386	16,386	85%	2,466
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 15,616.12	2,077.06	18,980	18,980	82%	3,364
52200 Retirement Contributions	\$ 38,326.02	5,504.06	42,359	42,359	90%	4,033
52210 Deferred Compensation	\$ 410.08	55.56	766	766	54%	356
52300 Life & Health Insurance	\$ 27,791.32	4,328.02	33,444	33,444	83%	5,653
52400 Workers Compensation	\$ 380.52	50.76	378	378	101%	(3)
53400 Other Contractual Services	\$ 95,374.98	18,000.00	160,700	160,700	59%	65,325
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	\$ 34,559.08	-	50,000	50,000	69%	15,441
54505 Vehicle Coverage	\$ -	-	366	366	0%	366
54600 Repair & Maintenance	\$ 80.00	-	34,000	34,000	0%	33,920
54601 Vehicle Repair	\$ 3.46	-	580	580	1%	577
54900 Other Current Charges	\$ 872.27	36.05	1,971	1,971	44%	1,099
55100 Office Supplies	\$ 429.45	133.11	1,000	1,000	43%	571
55200 Operating Supplies	\$ 765.99	-	3,000	3,000	26%	2,234
55210 Fuel & Oil	\$ -	-	415	415	0%	415
55400 Publications, Memberships	\$ 360.00	-	2,300	2,300	16%	1,940
55401 Training	\$ 2,720.00	2,500.00	3,000	3,000	91%	280
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 818,678.04	\$ 25,847.56	\$ 1,616,473	\$ 1,843,473	44%	\$ 1,024,795
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 414,810.83	\$ 56,644.17	\$ 456,399	\$ 456,399	91%	\$ 41,588
51210 Regular OPS Salaries & Wages	\$ 13,920.35	1,955.99	16,386	16,386	85%	2,466
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 31,995.70	4,371.43	37,276	37,276	86%	5,280
52200 Retirement Contributions	\$ 35,773.51	5,628.33	40,308	40,308	89%	4,534
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 31,546.64	4,932.08	73,799	73,799	43%	42,252
52400 Workers Compensation	\$ 1,425.93	194.74	1,417	1,417	101%	(9)
53400 Other Contractual Services	\$ 56,302.25	2,330.00	125,500	125,500	45%	69,198
54000 Travel & Per Diem	\$ 10,359.07	(380.26)	72,925	72,925	14%	62,566
54100 Communications Services	\$ 2,507.58	586.55	7,823	7,823	32%	5,315
54101 Communications - Phone system	\$ -	-	1,140	1,140	0%	1,140
54200 Postage	\$ 1,220.55	-	43,700	43,700	3%	42,479
54400 Rental & Leases	\$ 857.80	154.19	8,420	8,420	10%	7,562
54700 Printing	\$ 7,600.84	-	16,500	16,500	46%	8,899
54800 Promotional Activities	\$ 46,728.67	-	67,000	67,000	70%	20,271
54860 TDC Direct Sales Promotions	\$ 3,895.00	-	52,290	60,790	6%	56,895
54861 TDC Community Relations	\$ 5,395.82	-	38,000	38,000	14%	32,604

54862	TDC Merchandise	\$	5,040.66	-	7,500	7,500	67%	2,459
54900	Other Current Charges	\$	399,567.91	2,095.00	540,000	590,000	68%	190,432
54948	Other Current Chrg - Amphitheater	\$	213,514.29	-	315,000	410,000	52%	196,486
55100	Office Supplies	\$	1,861.74	-	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	July	FY 2019/20	FY 2019/20	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	4,494.97	\$ 208.83	\$ 24,028	\$ 24,028	19%	19,533
55401	Training	\$	(735.00)	(1,700.00)	10,000	10,000	-7%	10,735
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	1,468.17	-	1,500	1,500	98%	32
58320	Sponsorship & Contributions	\$	750.00	-	36,000	53,000	1%	52,250
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	317,886.66	3,155.97	765,000	765,000	42%	447,113
	<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	\$	945,003.01	-	1,168,462	1,168,462	81%	223,459
	<i>Transfers (950)</i>							
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	233,333.36	29,166.67	350,000	350,000	0%	116,667
	<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>4,380,995.91</b>	\$ <b>196,081.22</b>	\$ <b>6,799,019</b>	\$ <b>7,513,519</b>		

### 1-Cent Collections

Acct #	REVENUES		YTD	July	FY 2019/20	FY 2019/20	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	816,944.66	\$ 50,712.78	\$ 1,168,462	\$ 1,168,462	70%	351,517
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 125.315	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	<b>Total Revenues</b>		<b>816,944.66</b>	<b>50,712.78</b>	<b>\$ 1,168,462</b>	<b>\$ 1,168,462</b>		

Acct #	EXPENDITURES		YTD	July	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 July 31, 2020

#### REVENUES

- <sup>1</sup>- Revenue for the 4-cent collections \$ 202,851.12  
<sup>2</sup> - Revenue for the 1-cent collections \$ 50,712.78

#### EXPENSES

Grant program payments for FY20 - \$ 3,155.97 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>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>
<b>(1-cent - 4th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
<b>(1-cent - 5th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	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>402,675.76</b>	<b>286,875.89</b>	<b>220,992.43</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>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	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>307,577.45</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>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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%	27%	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>198,333.52</b>	<b>90,098.91</b>	<b>117,764.12</b>	<b>156,843.67</b>	<b>168,940.46</b>	<b>-</b>	<b>2,685,309.56</b>
<b>(1-cent - 4th Penny)</b>	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	-	895,103.19
<b>(1-cent - 5th Penny)</b>	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	-	895,103.19
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	-	4,475,515.94
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	(17%)	1%	(9%)	(56%)	(76%)	(67%)	(50%)	(42%)	(100%)	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	(15%)	(12%)	(12%)	(19%)	(26%)	(30%)	(32%)	(33%)	(38%)	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,685,309.56	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	895,103.19	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	895,103.19	

**Notes:**

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

Date Created: Aug 17, 2020

# Visit Tallahassee

For the Month of July 2020



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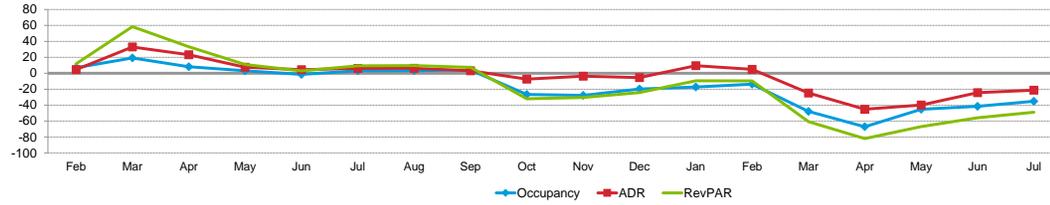
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Tab 2 - Trend Leon County, FL

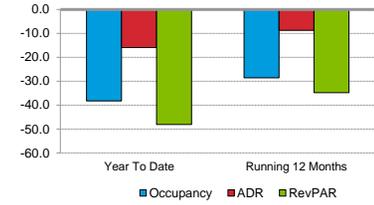
Currency: USD - US Dollar

Visit Tallahassee  
For the Month of July 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	43.3	23.7	35.8	41.2	43.1
Last Year	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	72.2	65.3	70.5	66.4
Percent Change	6.9	19.2	8.2	3.1	-1.4	3.1	3.3	4.1	-26.6	-27.7	-19.8	-17.2	-13.7	-47.9	-67.1	-45.1	-41.6	-35.1

Year To Date		
2018	2019	2020
68.2	73.0	45.1
68.0	68.2	73.0
0.4	7.0	-38.2

Running 12 Months		
2018	2019	2020
67.5	73.1	52.2
66.9	67.5	73.1
0.9	8.3	-28.6

ADR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	114.47	125.12	121.11	115.35	95.35	92.05	105.98	123.43	119.16	116.52	95.71	116.12	120.05	94.13	66.47	69.44	72.14	72.52
Last Year	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	121.11	115.35	95.35	92.05
Percent Change	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	-45.1	-39.8	-24.3	-21.2

Year To Date		
2018	2019	2020
99.41	110.47	92.87
98.30	99.41	110.47
1.1	11.1	-15.9

Running 12 Months		
2018	2019	2020
101.37	112.32	102.54
100.62	101.37	112.32
0.7	10.8	-8.7

RevPAR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	93.00	104.04	87.42	75.34	67.19	61.10	74.25	79.09	75.45	70.82	51.07	70.24	84.17	40.80	15.77	24.89	29.71	31.23
Last Year	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	87.42	75.34	67.19	61.10
Percent Change	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	-82.0	-67.0	-55.8	-48.9

Year To Date		
2018	2019	2020
67.85	80.66	41.89
66.84	67.85	80.66
1.5	18.9	-48.1

Running 12 Months		
2018	2019	2020
68.45	82.12	53.56
67.31	68.45	82.12
1.7	20.0	-34.8

Supply	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	162,288	179,676	173,850	179,645	173,850	179,645	179,645	173,850	179,645	176,490	182,373	182,373	164,724	184,388	178,440	184,388	178,440	184,388
Last Year	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	173,850	179,645	173,850	179,645
Percent Change	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	2.6	2.6	2.6	2.6

Year To Date		
2018	2019	2020
1,177,900	1,228,661	1,257,141
1,157,780	1,177,900	1,228,661
1.7	4.3	2.3

Running 12 Months		
2018	2019	2020
1,999,530	2,098,988	2,149,144
1,995,058	1,999,530	2,098,988
0.2	5.0	2.4

Demand	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	131,837	149,406	125,493	117,330	122,504	119,253	125,865	111,393	113,749	107,266	97,324	110,312	115,494	79,914	42,331	66,079	73,490	79,414
Last Year	114,009	120,239	113,119	110,929	121,129	112,732	118,841	104,331	151,124	143,830	119,568	131,336	131,837	149,406	125,493	117,330	122,504	119,253
Percent Change	15.6	24.3	10.9	5.8	1.1	5.8	5.9	6.8	-24.7	-25.3	-18.6	-16.0	-12.4	-46.5	-66.3	-43.7	-40.0	-33.4

Year To Date		
2018	2019	2020
803,905	897,159	567,034
787,231	803,905	897,159
2.1	11.6	-36.8

Running 12 Months		
2018	2019	2020
1,350,135	1,534,653	1,122,631
1,334,541	1,350,135	1,534,653
1.2	13.7	-26.8

Revenue	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	15,092,007	18,693,647	15,198,642	13,533,942	11,680,279	10,977,198	13,339,100	13,749,585	13,554,687	12,498,442	9,314,577	12,808,969	13,865,112	7,522,509	2,813,614	4,588,754	5,301,809	5,758,883
Last Year	12,467,849	11,313,421	11,117,844	11,891,919	11,056,771	9,781,267	11,860,661	12,476,571	19,447,253	17,380,231	12,098,143	13,931,203	15,092,007	18,693,647	15,198,642	13,533,942	11,680,279	10,977,198
Percent Change	21.0	65.2	36.7	13.8	5.6	12.2	12.5	10.2	-30.3	-28.1	-23.0	-8.1	12.2	-59.8	-81.5	-66.1	-54.6	-47.5

Year To Date		
2018	2019	2020
79,916,973	99,106,918	52,659,649
77,384,674	79,916,973	99,106,918
3.3	24.0	-46.9

Running 12 Months		
2018	2019	2020
136,864,738	172,369,777	115,116,041
134,282,871	136,864,738	172,369,777
1.9	25.9	-33.2

Census %	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	61	61	61	61	61	61	61	61	61	61	61	61	61	62	62	62	62	62
Census Rooms	5796	5796	5795	5795	5795	5795	5795	5795	5795	5883	5883	5883	5883	5948	5948	5948	5948	5948
% Rooms Participants	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	90.9	90.9	90.9	90.9	91.0	91.0	87.0	91.0	91.0

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## JUNE - JULY 2020 OVERVIEW

- In addition to the global pandemic, the Black Lives Matter movement had a notable impact on the social media atmosphere during June and July. Users either vowed to stay off of social media, or they used their social media platforms to share their viewpoint on the movement, rather than interacting with their favorite brands and travel destinations.
- In July, developed marketing plan, new creative and media plan based on CARES Act Funding, with messaging specifically focusing on wide open spaces, social distancing and safety.
- The COVID-19 pandemic also continued to affect June and July with pauses across all paid media efforts, however, July showed some increases in site engagement..

2019 - 2020 KPI's	% TO GOAL (As of July 2020)	
Increase Page Views on VT.com by 4% (Goal: 1,294,999)	445,447 page views (34.4% to goal)	↓
Increase Traffic to VT.com to 4% (Goal: 664,001)	222,862 page views (33.6% to goal)	↓
Increase Page Views on Trailahassee.com by 5% (Goal: 63,515)	60,158 page views (94.7% to goal)	↓
Increase Traffic to Trailahassee.com by 5% (Goal: 34,670)	31,226 page views (90.0% to goal)	↓
Improve Email Open Rate (Goal: 17%)	20.0% average (105.8% to goal)	↑
Improve Email Click Rate (Goal: 7%)	10.0% average (114.2% to goal)	↑
Increase Facebook followers by 10% (Goal 72,500)	67,023 (12.94% to goal)	↓
Increase Twitter followers by 10% (Goal 15,000)	14,033 (30.98% to goal)	↓
Increase Instagram followers by 15% (Goal 16,000)	16,537 ( <b>Goal Surpassed!</b> )	↑
Increase Instagram engagements by 10% (Goal 271,587)	72,900 (26.90% to goal)	↓
Increase Facebook engagements by 10% (Goal 310,000)	136,037 (43.88% to goal)	↓
Increase Twitter engagements by 10% (260,000)	31,739 (12.21% to goal)	↓
Increase #iHeartTally impressions by 15% (62,000,000)	43,057,565 (69.45% to goal)	→
Total Placements of Earned Media (Goal: 200)	366 placements (100% to goal)	↑
Total Earned Impressions (Goal: 100,000,000)	503,179,723 impressions (100% to goal)	↑
Public Relations Publicity Value (Goal: \$1,000,000)	\$1,864,772 Publicity Value (100% to goal)	↑
Media Experiences: 12 individual, 4 local influencers, 2 FAM Tours	9 experiences (50% to goal)	→
Public Relations Broadcast Promotions (Goal: 8)	4 promotions (50% to goal)	→
Public Relations Co-op Promotions (Goal: 1)	1 promotion (100% to goal)	↑

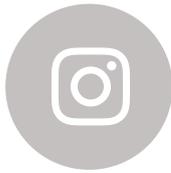
## WEBSITE: JUNE - JULY 2020

- With the ongoing effects of COVID-19, we continue to see a decrease in traffic, however organic search was slightly higher MoM due to the Things to Do and the Drive-In Movie pages.
  - The COVID-19 Information page continues to be the second highest visited page.
- As social distancing continued, Trailahassee.com continued to be a resource for users to find outdoor activities.
  - Trailahassee.com engagement increased 25.4% YoY, as well as users exploring more pages for a longer period of time.



## SOCIAL MEDIA: JUNE - JULY 2020

- Throughout June and July, there was a heavy emphasis on showcasing the wide variety of outdoor spaces that Tallahassee has to offer, as well as highlighting local businesses.
- Shifted content strategy from "dreaming" and "planning" to "doing" and "booking"



**16,800**

June - July 2020  
Engagements



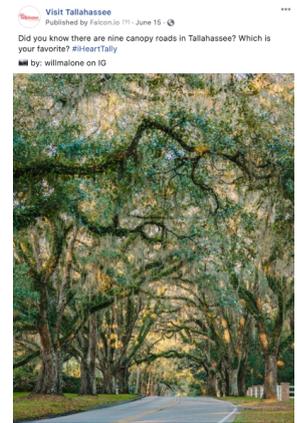
**7,722**

June - July 2020  
Engagements



**6,265**

June - July 2020  
Engagements



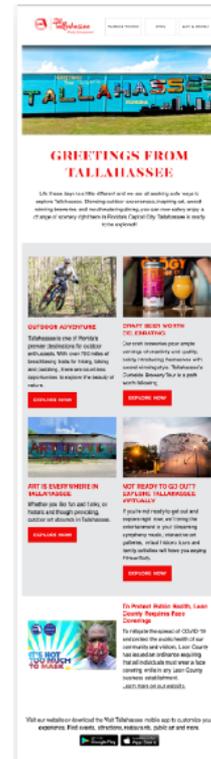
## PR HIGHLIGHTS: JULY 2020

- PR Services were paused on May 1 and reignited on July 15. The team then immediately began revival planning for recovery efforts.
- The PR team participated in the CARES Act Funding Planning. PR aligned with the campaign by weaving in approved messaging into proactive pitching efforts, upcoming media experiences and promotions – with safety being at the forefront.
- The PR team monitored HARO and VISIT FLORIDA email blasts, as well as our proprietary Z-HITS database and submitted Visit Tallahassee for all relevant leads.
- Vetted media and blogger opportunities and provided recommendations to the Visit Tallahassee team.



## EMAIL MARKETING: JUNE - JULY 2020

- June and July email marketing primarily focused on our most engaged consumers, which led to a high open and click through rate for both June and July consumer emails.
  - The July Consumer Email saw a fantastic 20% open rate, which is well above the national average.
- Additionally, a Tourism Insider Email sent in July yielded a 15% open rate, which contained valuable insights regarding hurricane season, safety tips and community outreach.
- Lastly, Visit Tallahassee continued to send weekly tourism industry zoom invitations which consistently saw a high open rate.





# MARKETING COMMUNICATIONS

JUNE / JULY 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: 368  
Media Stories  
June & July = 7



FY2020 Media Value  
Goal: \$1 Million

YTD Media Value  
\$3,250,581  
Media Value for  
June & July = \$238,793



YTD Social Media  
Engagements: 179,922

Facebook Likes: 67,023  
Instagram Followers: 16,533  
Twitter Followers: 14,029

## CARES Act Funding



In July, the Division of Tourism / Visit Tallahassee received US CARES Act funding. This will allow for immediate marketing efforts to begin to safely promote visitation to Tallahassee.

## 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

- Continued hosting weekly industry conference calls / Zoom Meetings with partners to discuss COVID-19 and the status of the tourism industry. In June and July, hosted 9 meetings.
- Continued to adjust the Recovery Marketing Plan to align with current CDC recommendations and traveler sentiment.
- Prepared three press releases announcing rescheduling of Capital City Amphitheater concerts, the opening of the 2021 Grant Cycle, and the temporary closure and relocation of the Visitor Information Center.
- Participated in the County's "Not Too Much To Mask" initiative with staff photos and posts across our social media channels.
- Generated 15 new articles for our website including 6 that focused on highlighting African-American businesses, artists, attractions and events through our partnership with Zimmerman Agency and ESP Media.
- Executed a nationwide promotion with Bird Watching Magazine featuring a trip to Tallahassee for the winners. The promotion generated an estimated 1.6 million digital impressions!
- Completed a full re-design of the consumer email newsletter aimed at delivering more relevant content to our engaged readers.
- PR Specialist Renee Jones completed the USF School of Business, Post-Crisis Leadership certificate program.

## ON THE HORIZON

- In September, we will welcome writers, photographers and videographers from Pink Bike (a global authority on mountain biking) to ride our trails and experience *Trailahassee* first hand.

## OUT & ABOUT

**Southern Living Magazine** has once again recognized Tallahassee, this time as a Top Spot for Retirement. The article focused on our natural beauty, low cost of living and the abundance of highly-educated residents.





## AT A GLANCE

FY2020

Room Nights Goal:  
18,866

YTD Room Nights: 9,021

## ON THE HORIZON

Visit Tallahassee is hosting an Event & Meeting Facility Roundtable for partners via Zoom to share information and ideas about the current state of live events including safer practices for events held in our community.

## OUT & ABOUT

Participated in site visit of Tallahassee newest hotel property, Hotel Indigo Tallahassee- Colleetown.



# MEETING & GROUPS

JUNE - JULY 2020

Janet Roach, Director of Meetings | Katie Gardocki, Director of Leisure

## MISSION STATEMENT

### MEETINGS

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

### LEISURE

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

- Developed the new Meetings & Group microsite on VisitTallahassee.com that included expanded content to be used to promote and sell the destination and presented to partners on the July 15<sup>th</sup> Industry Call.
- Continuing to be active in the Florida Society of Association Executives (FSAE) and collaborating on the planning of the November Meeting Planner Round Table
- Held a meeting with Jay Green, Sales Manager at Hotel Duval to connect as he returned from being furloughed and discussed upcoming meetings.
- Assisted Leon County Administration with compiling hotel and meeting space options for the Florida Association of Counties Innovation & Policy Conference bid.
- Sent up hotel rooms blocks for the major fall cross country events; FSU Invitational/Pre-State Meet, Florida High School Athletic Association Cross Country State Championships, and the Amateur Athletic Union Cross Country National Championships.
- Continuing to approve the calendar of events listings, create and distribute *Happenings Around Town* and manage the virtual events category on VisitTallahassee.com.
- Assisted the Sports Department with the planning of the International Mountain Bike Association designation evaluation. (Rescheduled for later date)
- Prepared for launch of the new fully automated Tourism Grant Program by participating in virtual grant management system trainings hosted by WizeHive and assisted in building out components for the application and review process as well as attending virtual Tourism Grant Program workshops.



Visit  
**Tallahassee**  
SPORTS

## SPORTS MARKETING

JUNE/JULY 2020

Amanda Heidecker, Director of Sales & Sports  
Joseph Piotrowski, Director of Sports

### GOAL AT A GLANCE

**FY2020**

**Room Nights Goal:  
39,520**

**YTD Room Nights: 10,511**

### ON THE HORIZON

The American Junior Golf Association (AJGA) Tallahassee Junior Golf Championship was originally scheduled to take place September 25<sup>th</sup> -26<sup>th</sup>, but due to COVID 19, needed to be postponed. Staff worked with the event director and facility owners and were able to secure new dates for the tournament for October 23<sup>rd</sup>-24<sup>th</sup> at the Seminole Legacy Golf Club.

### OUT & ABOUT



Florida Sports Foundation  
Industry Round Table.

### 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

- Submitted grant applications to the Florida Sports Foundation for grant funding considerations for the following four events, the FSU Cross Country Invitational, FHSAA State Cross Country Championships, AAU Cross Country National Championships, and the FHSAA Class 1A-3A State Football Championships.
- Took part in a weekly Zoom meeting hosted by the Sunshine Sports Council where the state of the industry and best practices in dealing with industry impacts from COVID 19 were discussed.
- Hosted a virtual Zoom Tallahassee Sports Council Meeting. The preliminary FY21 overall Tourism Department budget was presented.
- Sports staff furthered their professional development by participating in over 15 webinars and Zoom calls spanning numerous topics of interest for the sports tourism industry.
- Took part in a KCCI virtual presentation of potential community mountain biking parks located in the South East portion of the County as well as the Market Square District.
- Met with Tallahassee Mountain Bike Association (TMBA) to talk through the current status of the International Mountain Bike Association (IMBA) Ride Center Designation and TMBA projects on the horizon.
- Worked with Jacksonville Storm and Gold Star Elite softball tournaments to plan the events that are rescheduled for August.
- Both Amanda Heidecker and Joe Piotrowski completed the USF College of Business Post Crisis Leadership Certificate course.
- Worked with the following FY20 event to successfully reschedule after it was impacted by COVID 19:
  - American Junior Golf Association, Visit Tallahassee Junior Championships – Oct 23 – Oct 24

### LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent 1 lead with 219 visitors, 310 room nights expected to Leon County.



**AT A GLANCE**

Hosted three virtual FY21 Leon County Tourism Grant application workshops in July and August. Grant Submission Cycle closed on August 25.

**FY2021 Grant Applications Submitted**

Signature = 2  
Emerging Signature = 3  
Special = 21  
Sports = **46 (1<sup>st</sup> Cycle)**

Due to all Summer granted events being cancelled due to COVID-19, working with grantees to reimburse for incurred expenses and determine the remaining funds that were not spent.



**Visitor Information Center**

Closed to Public in  
June & July

Services are still being provided by Visitor Center staff via phone, email, and through our website.

**2020 GRANT STATUS HIGHLIGHTS**

**Event Paid:** Event funds have either been paid out or post-event reimbursement request has been routed for approvals and payment.

- 41 events paid totaling \$243,274

**Pending Post Event Report:** For events that took place, post-event reimbursement request is in process.

- 6 post-event reports in process
- These grants total \$12,349

**Event as Originally Scheduled/Rescheduled:** Event still planned for dates as originally submitted or new rescheduled dates submitted.

- 4 events still scheduled or rescheduled totaling \$5,248

**Event Cancelled and Paid:** Event cancelled with request for full or partial payment.

- 4 Events totaling \$116,641
- Events receiving partial reimbursement are Springtime Tallahassee, Chain of Parks Art Festival, Southern Shakespeare Festival and Champions Ride

**Event Cancelled – Not Paid:** Event cancelled, grant funds forfeited.

- 41 events cancelled totaling \$243,208
- Events forfeiting partial funds are included in this event count

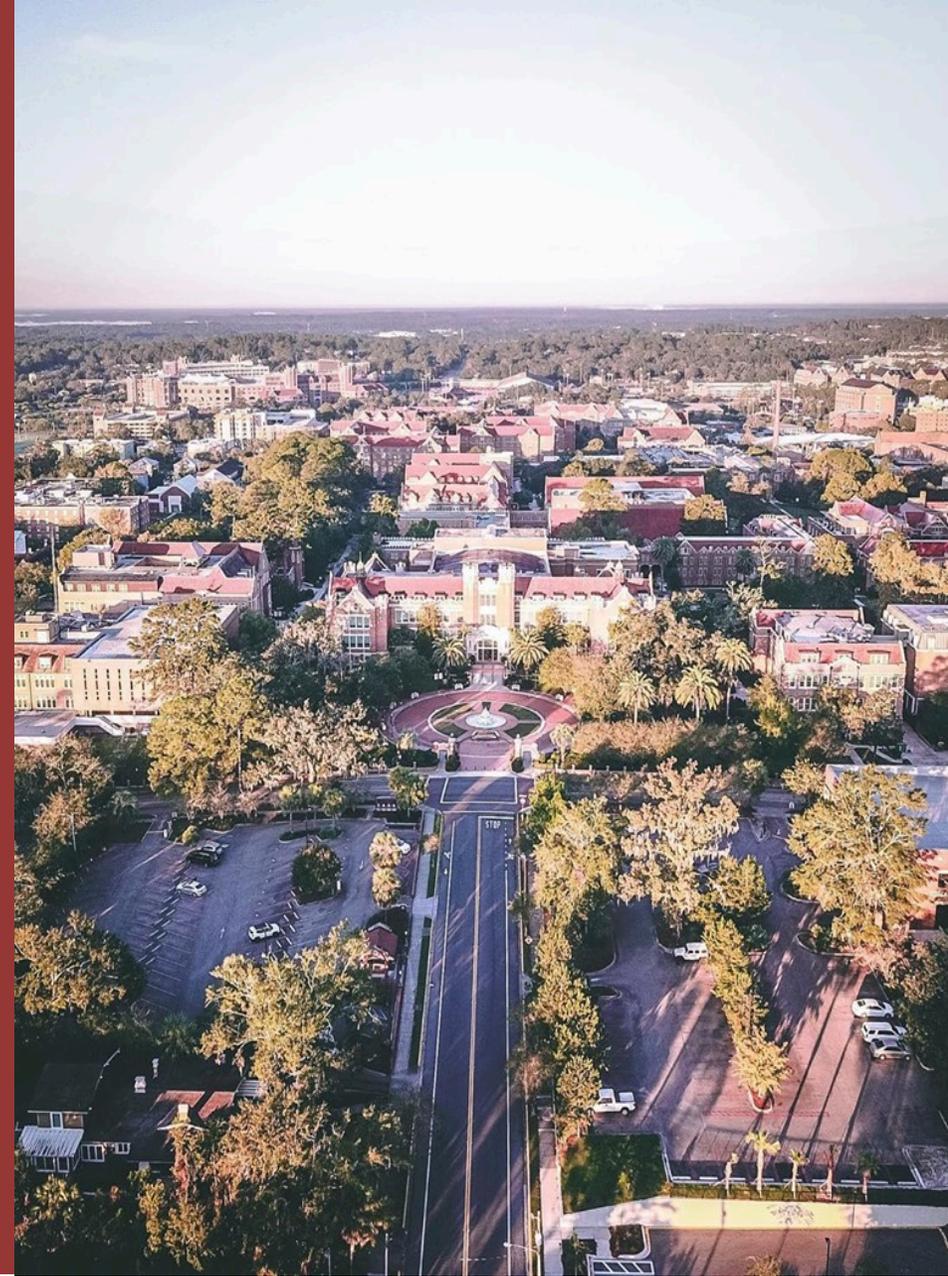
**Total Allocated Grant Funds:** \$620,720 for 96 Events

**ON THE HORIZON**

- Coordinate the review, processing, tracking and organization of Signature, Emerging Signature, Special and Sports grant applications and grant contracts for FY21.
- Plan and coordinate move to new Satellite Visitor Information Center at the North American Property location in Cascades Park.

# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April – June 2020 Visitor Tracking Study



Visit  
*Tallahassee*  
Pretty. Unexpected.

DS downs & st. germain  
RESEARCH

# STUDY OBJECTIVES: VISITOR JOURNEY



# WHAT HAPPENED IN TALLAHASSEE: APR-JUNE

- » COVID-19 Pandemic
- » Events cancelled due to COVID-19
  - » Florida State Invitational
  - » Springtime Tallahassee
  - » Lemoyne Chain of Parks
  - » FSU Spring Game
  - » Doak After Dark
  - » Word of South
  - » Southern Shakespeare



# EXECUTIVE SUMMARY



# STUDY OBJECTIVES: VISITOR JOURNEY



# TOURISM SNAPSHOT: APR–JUNE 2020\*

	Apr–June 2019	Apr-June 2020	Percent Change
Visitors	629,614	376,541	-40.2%
Direct Expenditures**	\$155,482,700	\$84,475,900	-45.7%
Total Economic Impact	\$245,662,700	\$133,471,900	-45.7%

	Apr-June 2019	Apr-June 2020	Percent Change
Occupancy***	69.3%	33.6%	-51.5%
Room Rates***	\$110.68	\$69.35	-37.3%
RevPAR***	\$76.70	\$23.30	-69.6%
Room Nights***	374,468	181,900	-51.4%
TDT Collections****	\$1,946,224	\$676,994	-65.2%

\* Significant year-over-year differences due to COVID-19 in 2020

\*\* 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

- » **67%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **86%** of visitors' primary destination



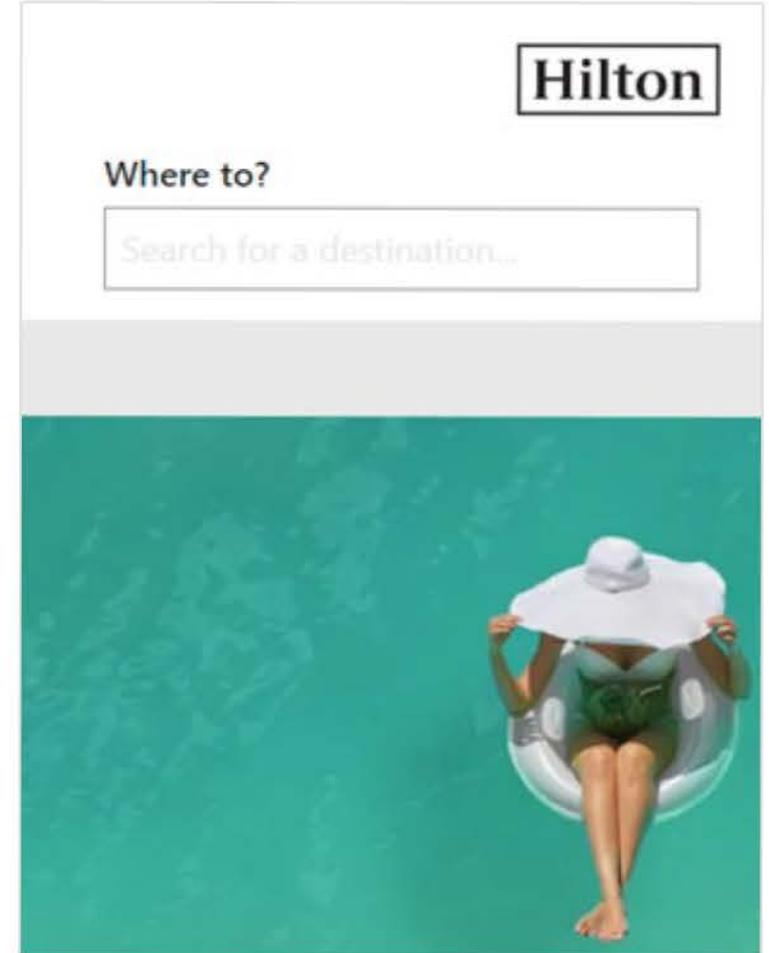
# TRIP PLANNING SOURCES



**36%** Search on Google



**32%** Talk to Friends/Family



**22%** Hotel/Resort Website



# TOP REASONS FOR VISITING



**39%** Visit Friends/Family



**18%** Business Conference/Meeting



**14%** Relax and unwind



**12%** Education-related



**12%** Family time



# TRANSPORTATION

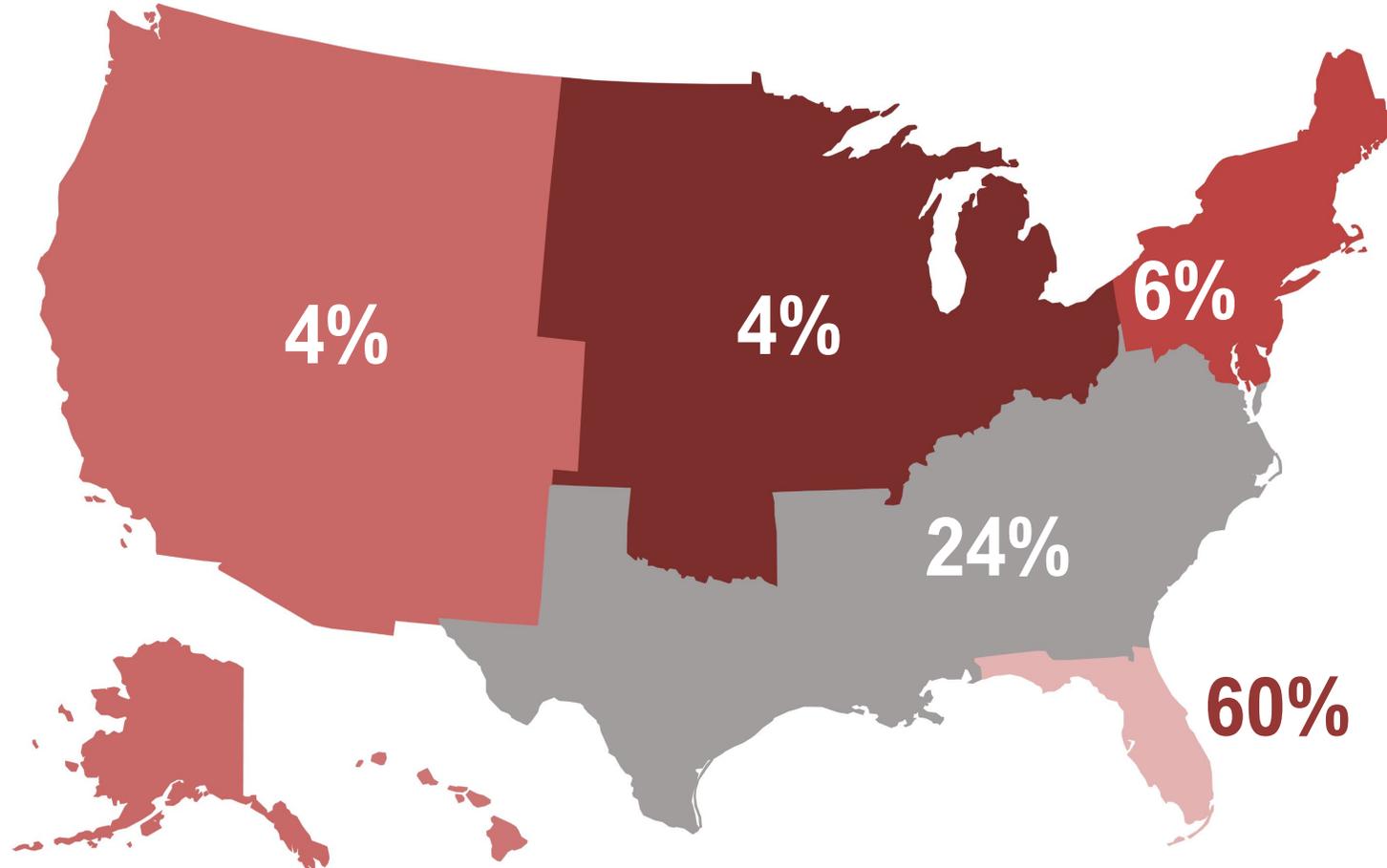
- » **88%** of visitors drove to Leon County



# STUDY OBJECTIVES: VISITOR JOURNEY



# REGION OF ORIGIN



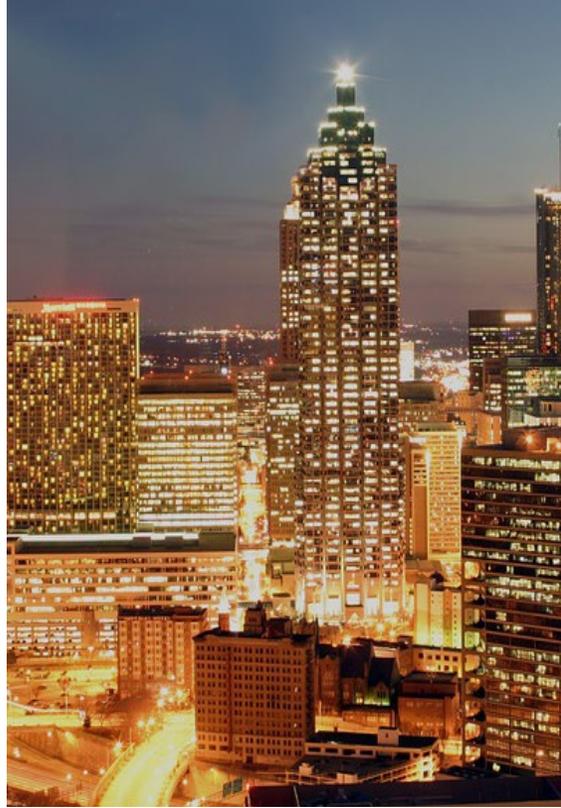
2% of visitors were from areas outside the U.S.



# TOP MARKETS OF ORIGIN



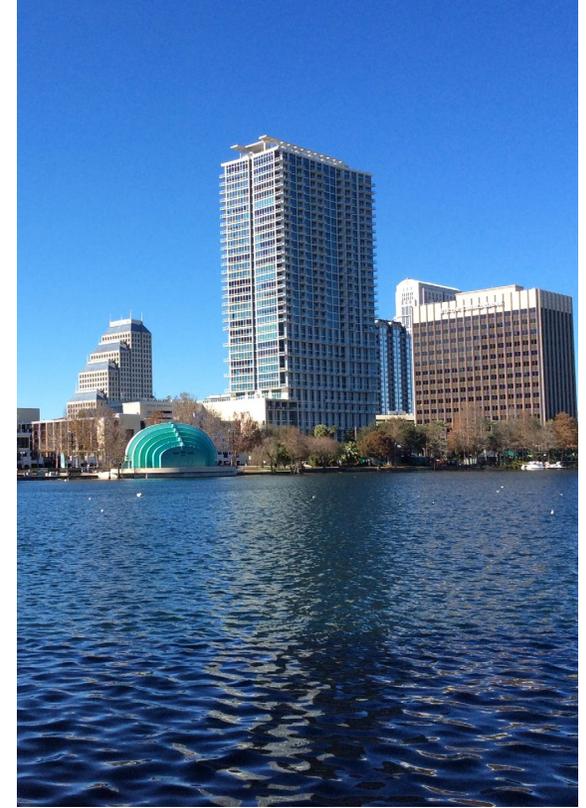
**16%** Miami – Ft. Lauderdale



**10%** Atlanta



**7%** Tampa Bay area



**7%** Orlando



# TRAVEL PARTIES

The typical visitor traveled in a party composed of **2.5** people



**34%** traveled with at least one person under the age of 20, while **20%** traveled with children age 12 or younger



# VISITOR PROFILE

- » The typical Leon County Visitor:
  - » Is **44** years old
  - » Has a household income of **\$83,300** per year
  - » Is female **(53%)**
  - » Has a college degree **(67%)**
  - » Is married **(61%)**
  - » Is Caucasian **(71%)**



# STUDY OBJECTIVES: VISITOR JOURNEY



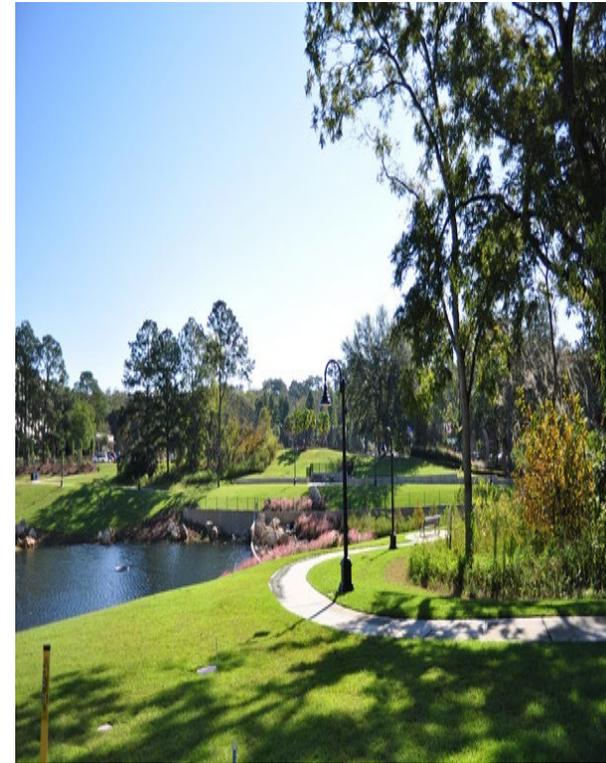
# TOP ACCOMMODATIONS



**46%** Hotel/Motel



**26%** Friends'/Family home



**20%** Day Tripper

# OVERNIGHT VISITORS

» Typical visitors spent **2.9** nights in Leon County



# VISITS TO TALLAHASSEE – LEON COUNTY

- » **16%** were first time-visitors to Leon County
- » **33%** had previously visited more than 10 times



# ACTIVITIES DURING VISIT



**67%** Restaurants



**44%** Visit Friends/Family



**35%** Family time



**34%** Relax and Unwind



# TRAVEL PARTY SPENDING

- » Travel parties spent **\$265** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$770** over the course of their trip



# FINDING THEIR WAY AROUND

- » **98%** of visitors to Leon County owned a smartphone/tablet
- » **7 in 10** visitors used their smartphone/tablet to get around Leon County and find things to do



# STUDY OBJECTIVES: VISITOR JOURNEY

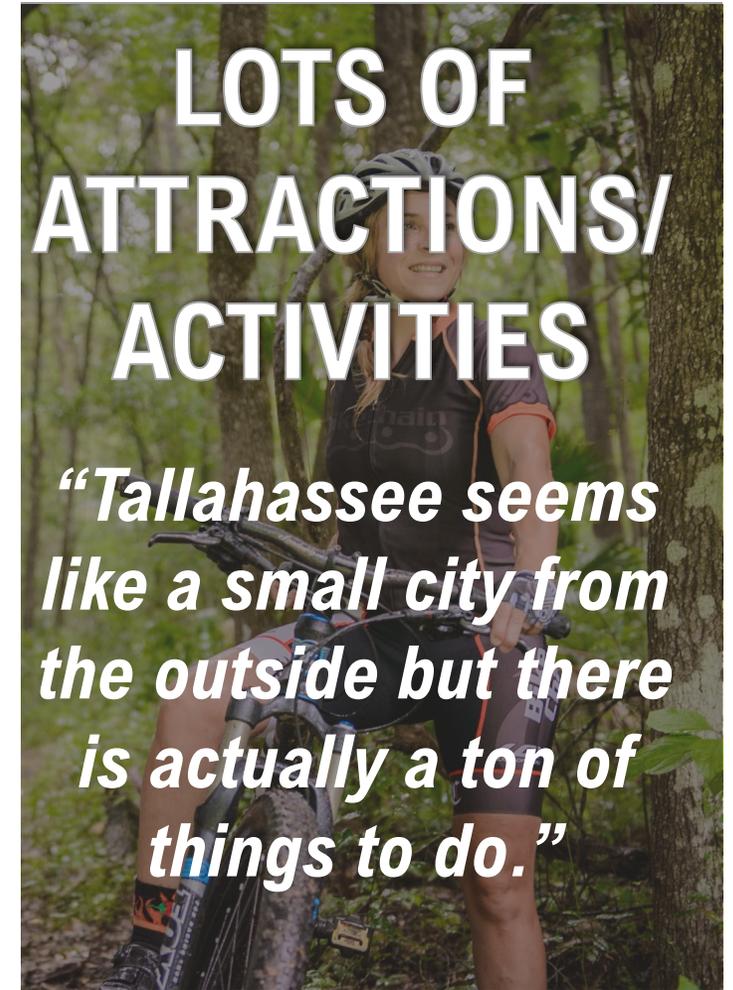


# VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **7.8** out of 10 as a place to visit
- » **93%** of visitors will return to Leon County



# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY



# DETAILED FINDINGS



# STUDY OBJECTIVES: VISITOR JOURNEY



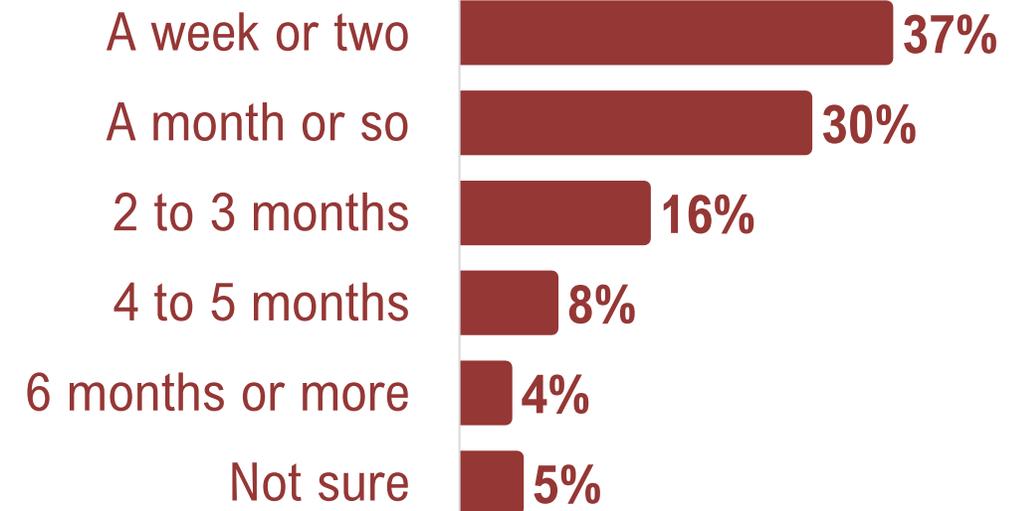
# TRIP PLANNING CYCLE



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



**1 in 25** visitors takes **longer than 6 months** to plan their trips to Tallahassee



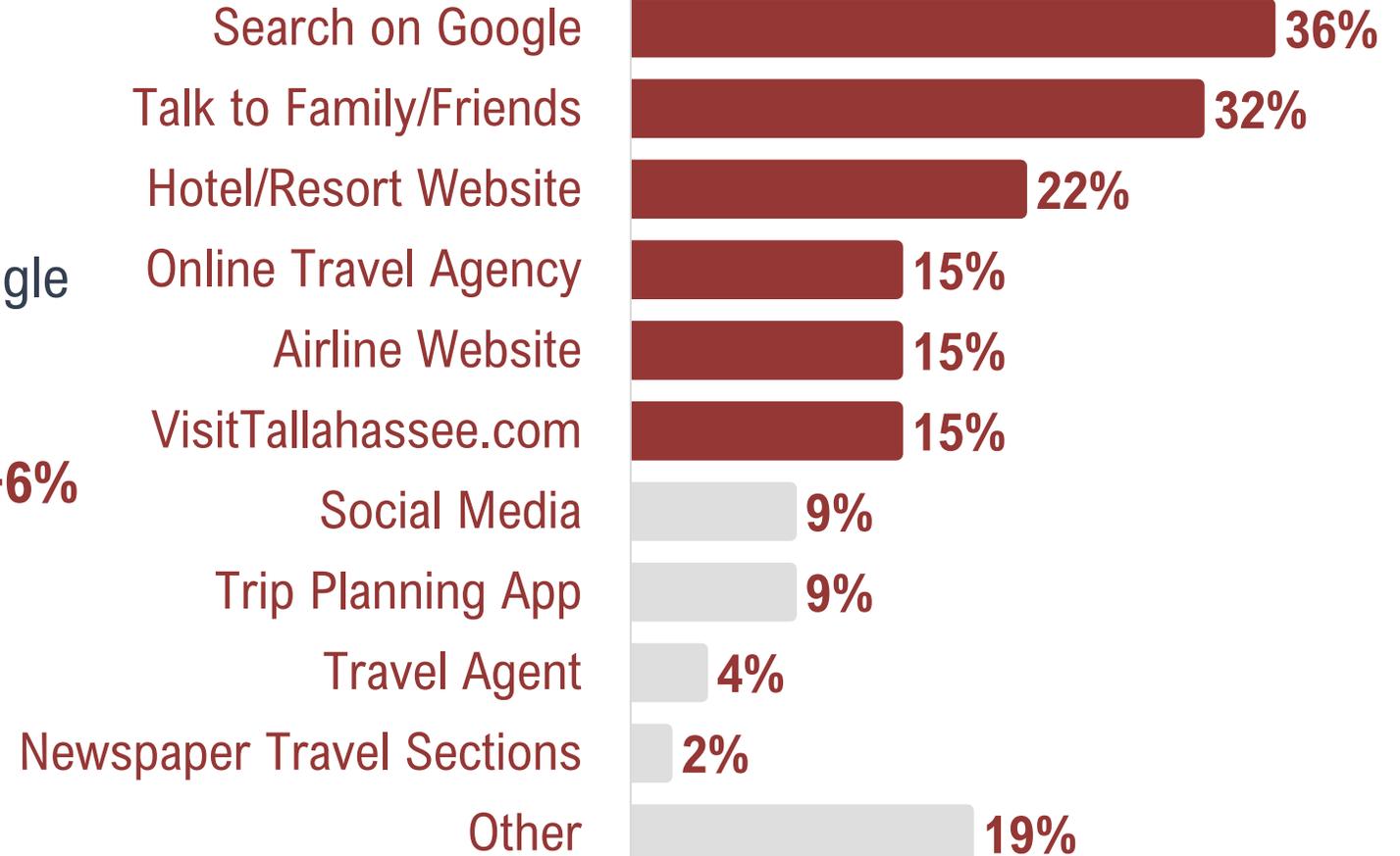
# TRIP PLANNING SOURCES\*



**2 in 5** visitors planned their trip to Leon County by searching on Google



VisitTallahassee.com saw a rise in usage as a trip planning source **(+6% from 2019)**



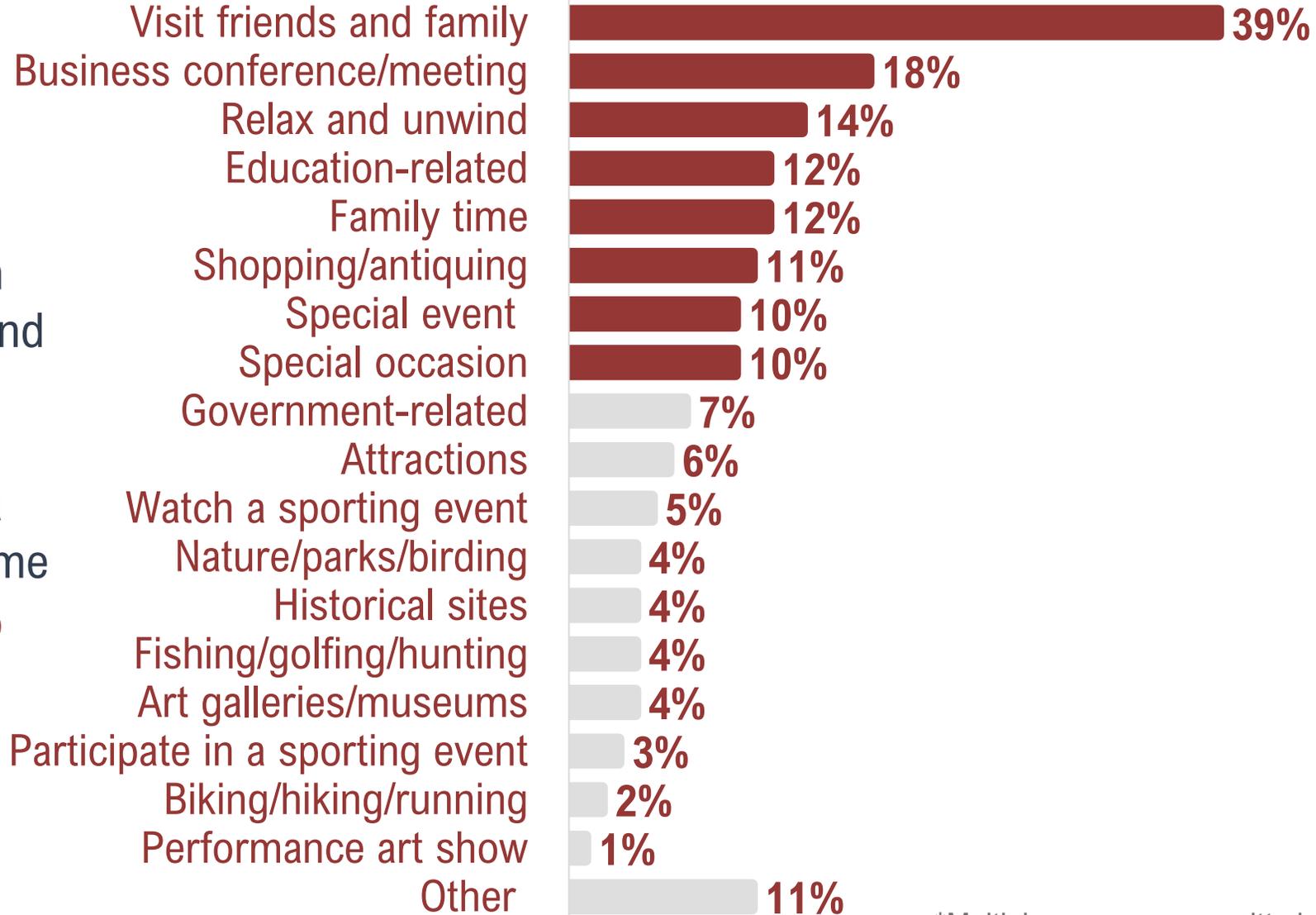
# REASONS FOR VISITING\*



**39%** of visitors came to Leon County to visit their friends and family



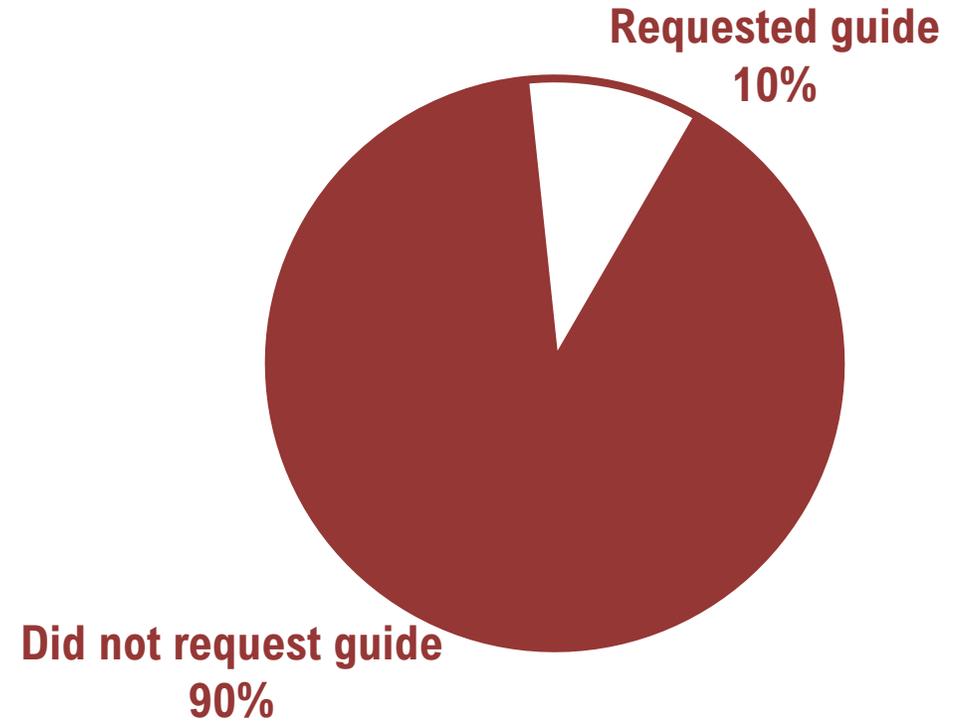
Tallahassee continues to be a family destination as **14%** came to relax and unwind and **12%** came for family time



# VISITORS GUIDE



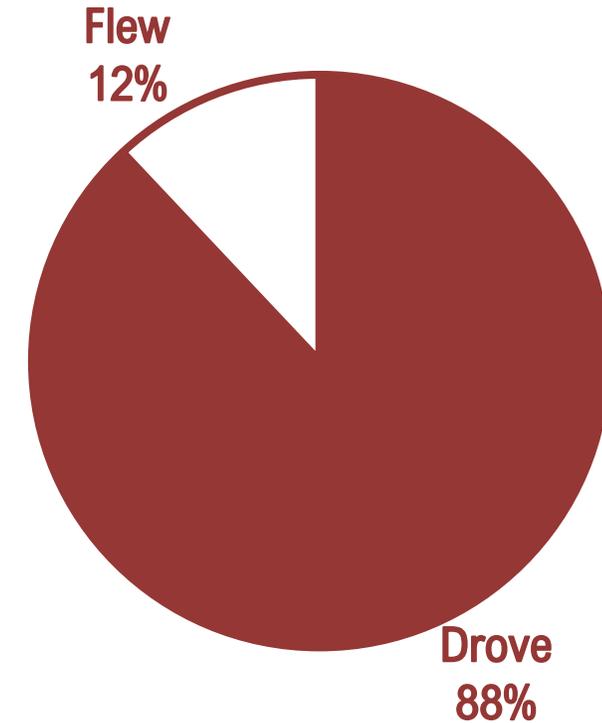
**10%** of visitors requested a Visitors Guide prior to their trip to Leon County



# TRANSPORTATION

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

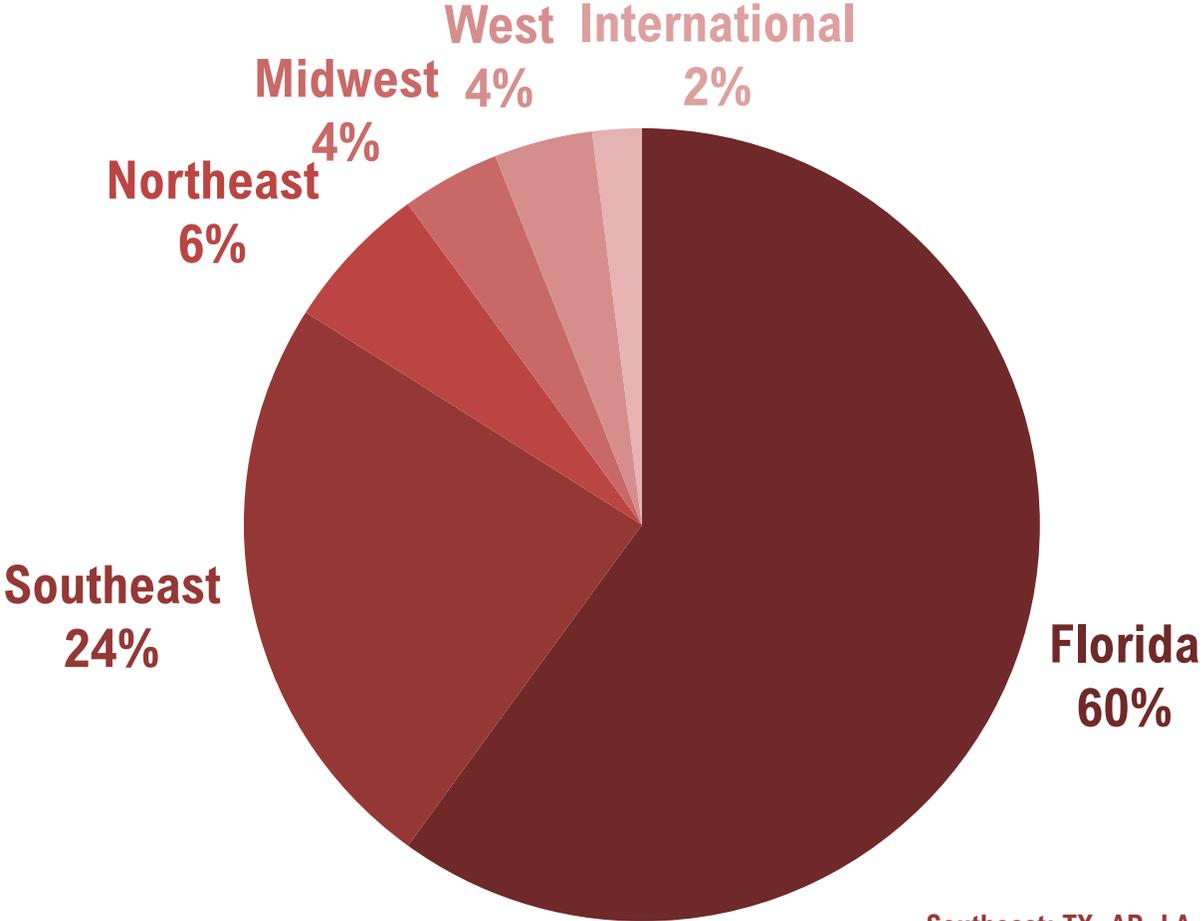
➤➤➤ **88%** of visitors drove to Leon County for their trip **(+6% from 2019)**



# 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



**75%** of Leon County visitors lived in **14** markets

Market	Apr-June 2019	Apr-June 2020
Miami - Ft. Lauderdale	17%	16%
Atlanta	10%	10%
Orlando	6%	7%
Tampa Bay area	6%	7%
Jacksonville	5%	6%
Surrounding Areas	4%	6%
Thomasville-Valdosta	1%	4%
Pensacola - Mobile	3%	4%
Washington DC - Baltimore	2%	3%
Dothan	1%	3%
Panama City - Destin	2%	3%
New York City	2%	2%
Naples - Ft. Myers	2%	2%
Raleigh-Durham	2%	2%



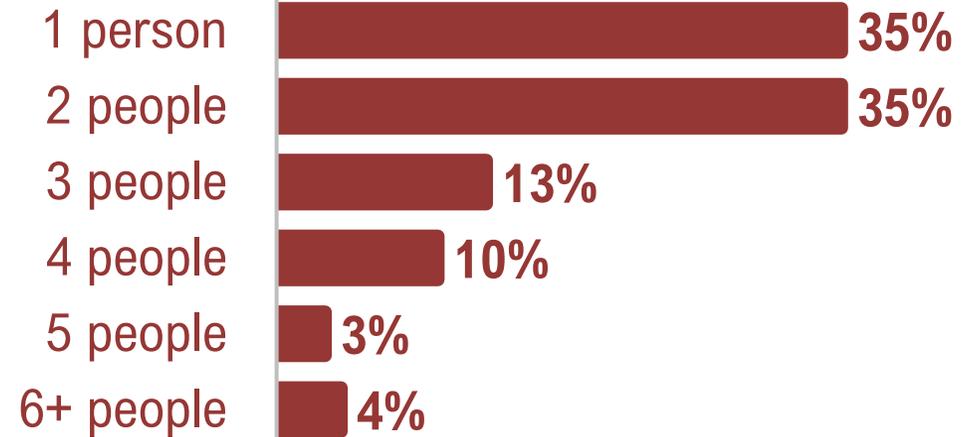
# TRAVEL PARTIES

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

**34%** of visitors traveled with children age 20 or younger, while **20%** traveled with children age 12 or younger

Compared to most other Florida destinations, comparatively more visitors to Tallahassee come alone.

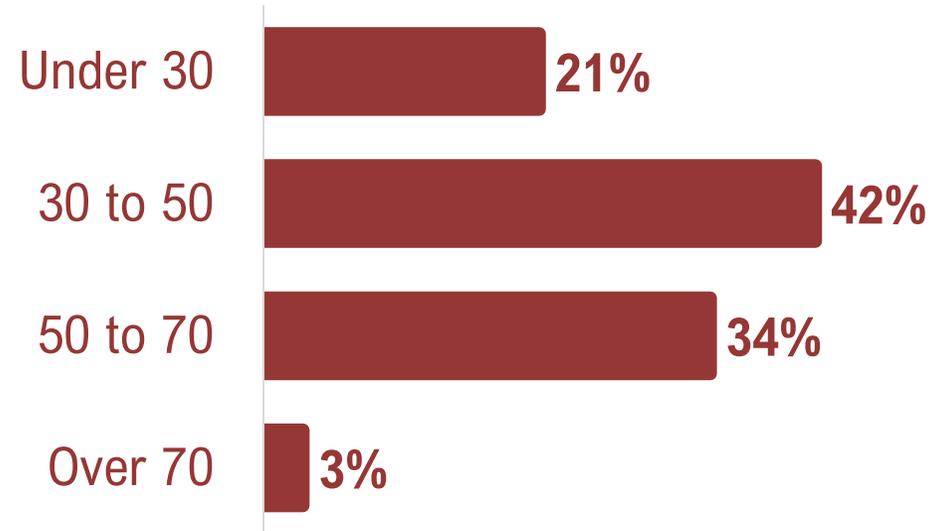
Travel Party Size



# AGE OF VISITORS



Typical visitors to Leon County were **44** years old



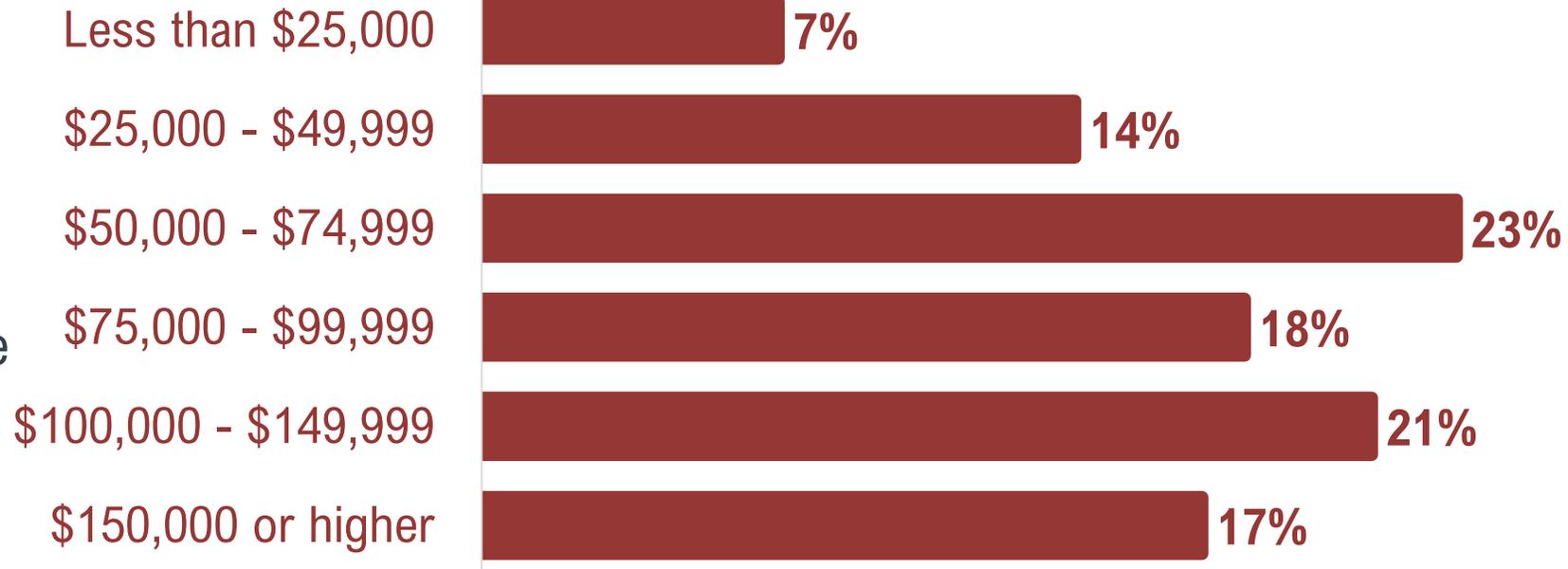
# HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a household income of **\$83,300** per year



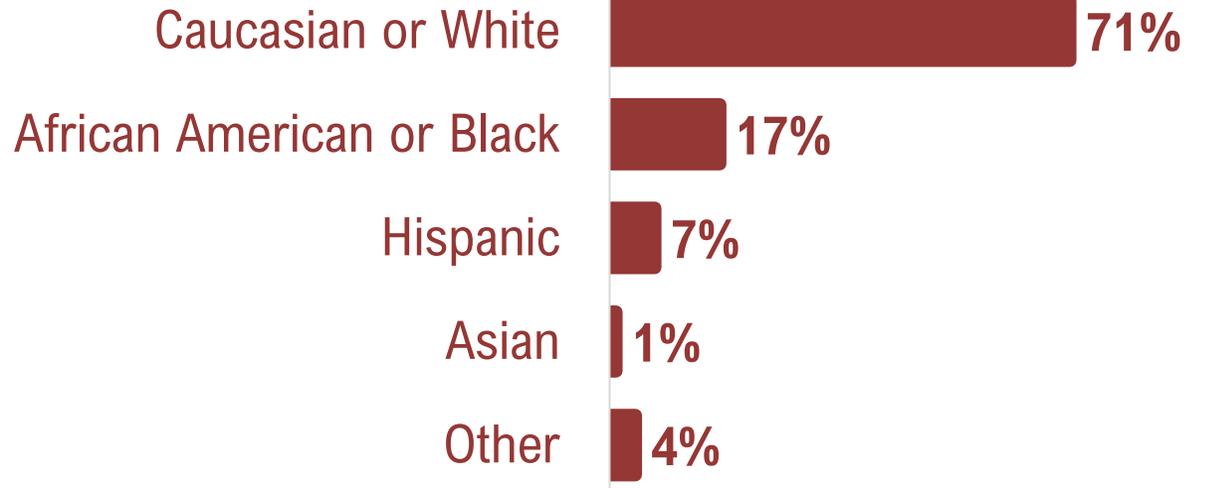
**Over a third** of visitors earn over \$100,000, reflecting the percentage who come to do business with governments, universities, and local businesses



# RACE/ETHNICITY OF VISITORS



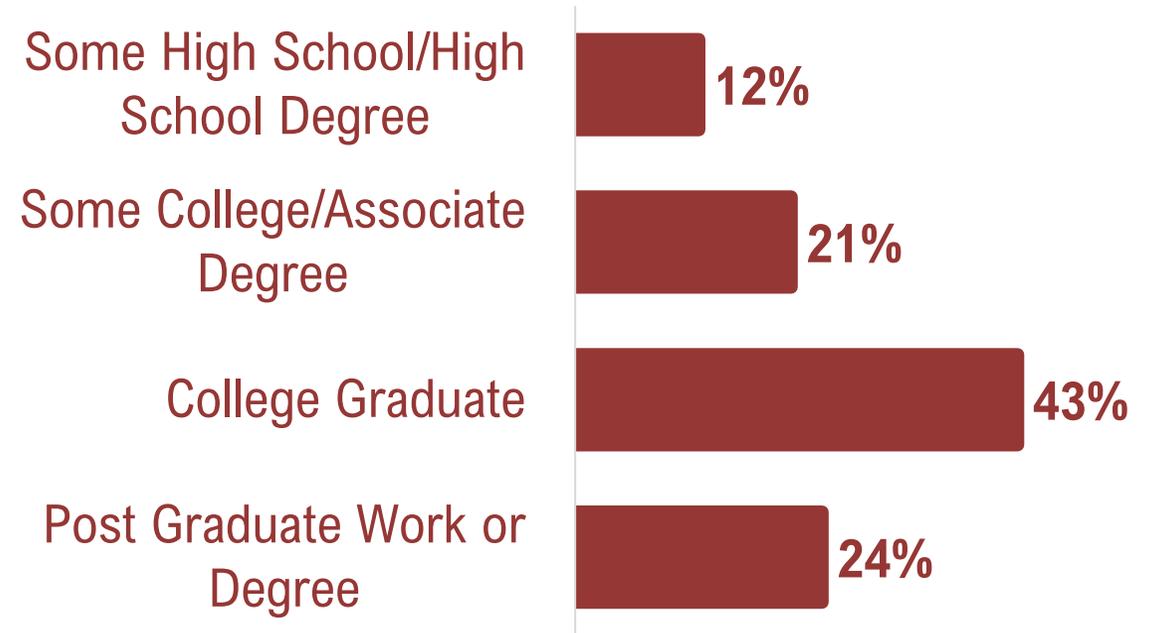
**7 in 10** visitors to Leon County were Caucasian or white



# EDUCATIONAL ATTAINMENT OF VISITORS



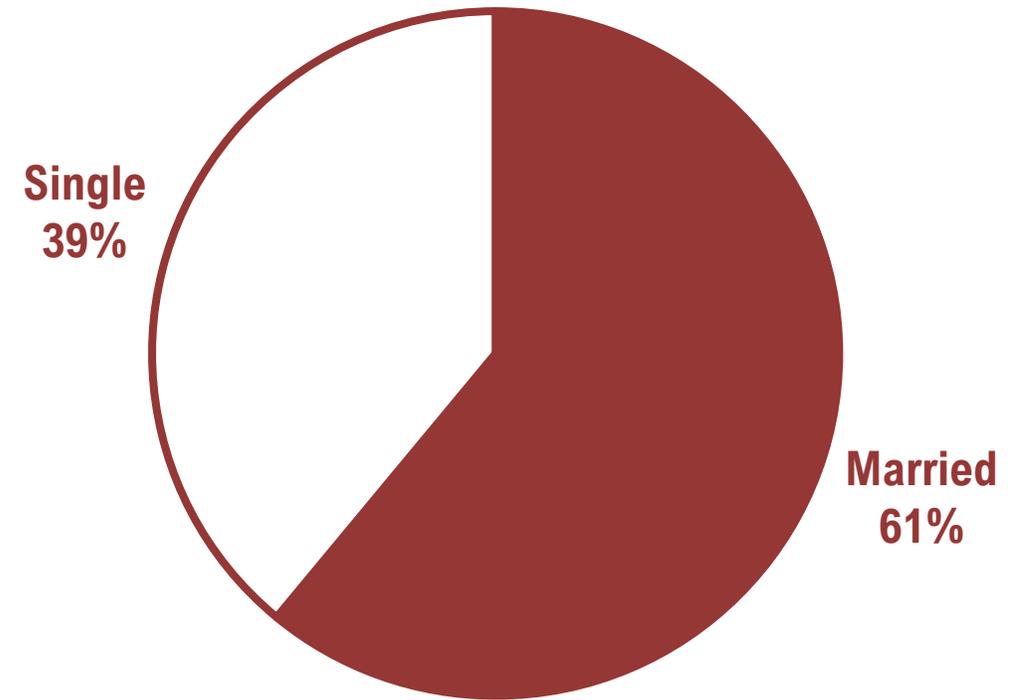
**2 in 3** visitors to Leon County had a college degree



# MARITAL STATUS OF VISITORS



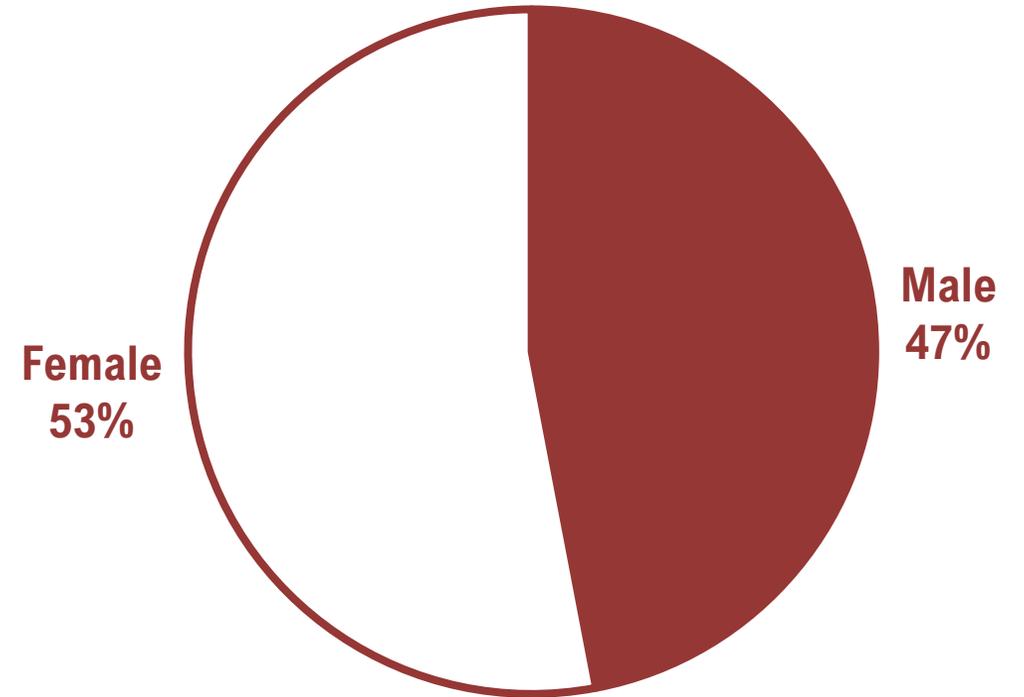
**3 in 5** visitors to Leon County were married



# GENDER OF VISITORS



**53%** of visitors to Leon County were female



# STUDY OBJECTIVES: VISITOR JOURNEY



# ACCOMMODATIONS



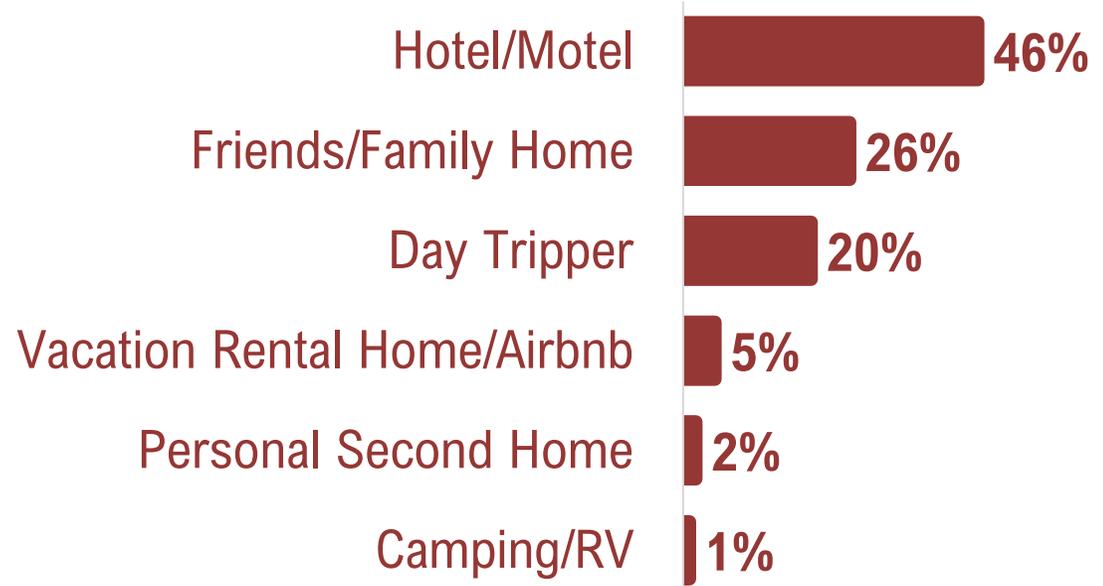
**1 in 2** visitors stayed in a hotel/motel



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



**1 in 5** visitors to the area came just for the day



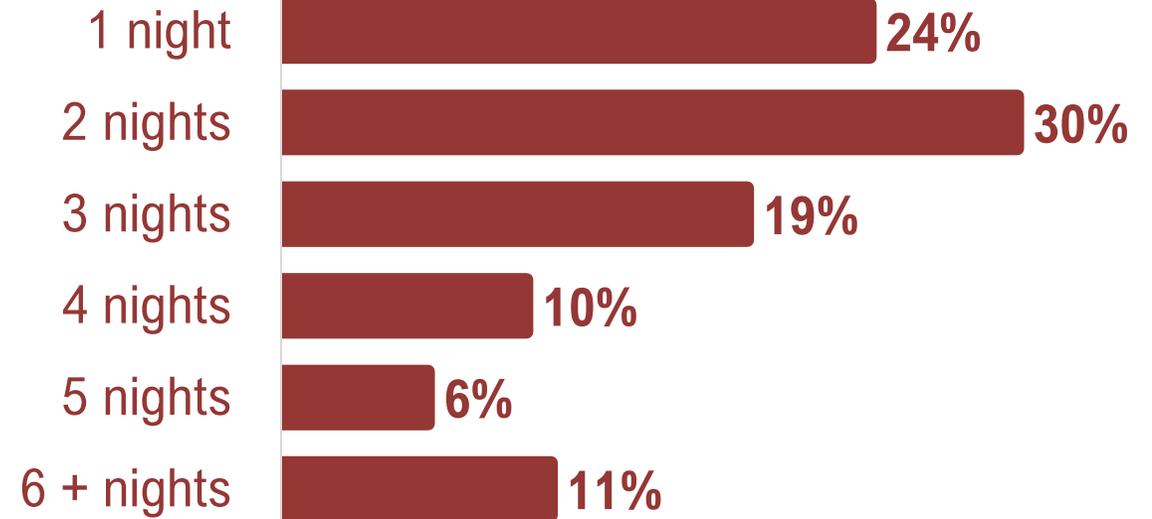
# OVERNIGHT VISITORS



Typical overnight visitors stayed **2.9** nights in Leon County



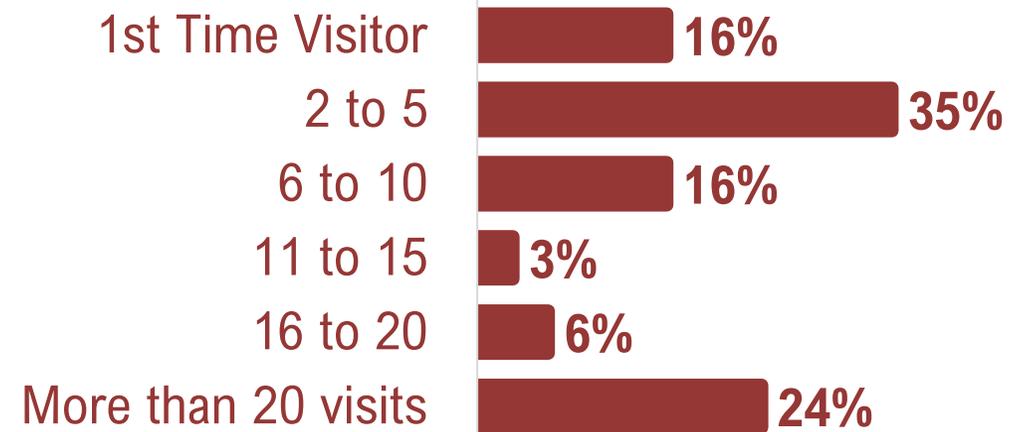
**54%** of overnight visitors stayed 1 or 2 nights in Leon County



# VISITS TO TALLAHASSEE – LEON COUNTY

 **1 in 6** visitors were visiting Leon County for the first time

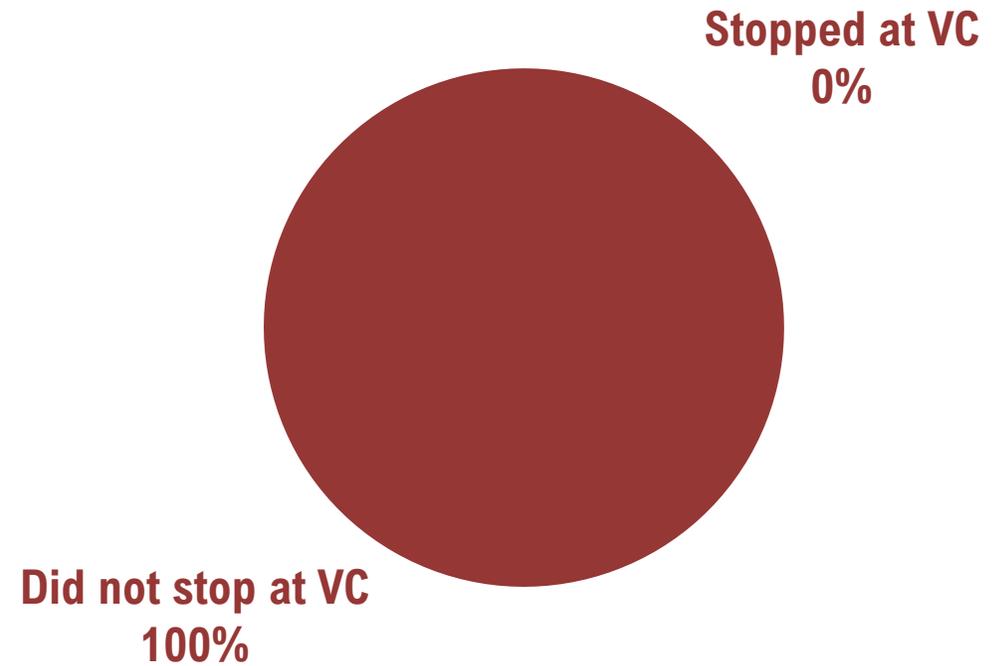
 Tallahassee has a loyal visitor segment as **1 in 3** visitors had previously visited Leon County more than ten times



# VISITORS CENTER\*



**0%** of visitors stopped at the Visitors Center during their trip to Leon County



# ACTIVITIES DURING VISIT\*



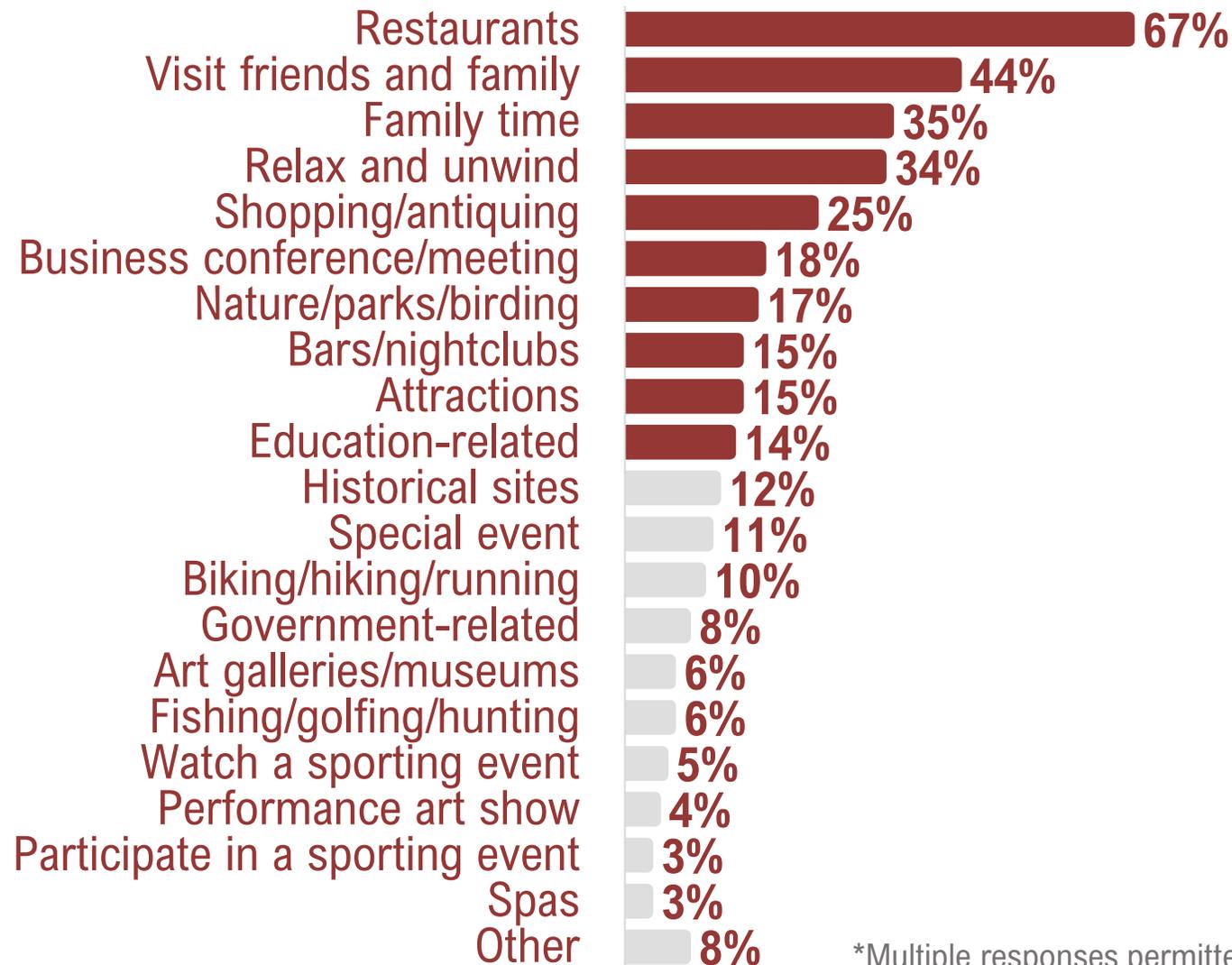
**2 in 3** visitors dined out at restaurants during their trip



Tallahassee is a family and friends oriented destination as 2 of the 3 top activities involved family and friends



Compared to other destinations in Florida, comparatively more visitors come to transact business



\*Multiple responses permitted.

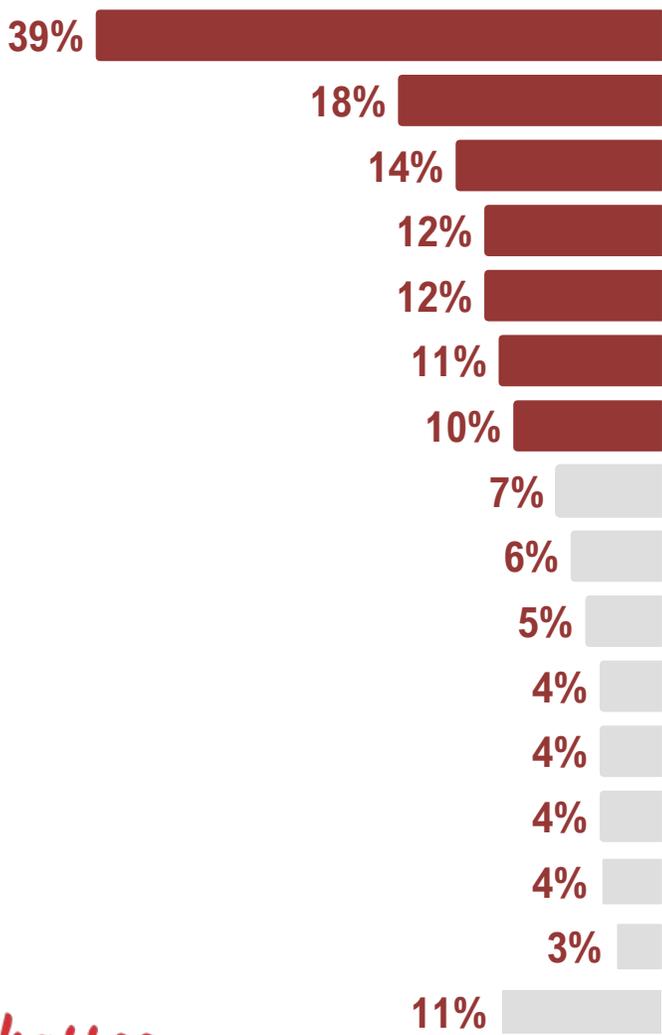


Visit  
**Tallahassee**

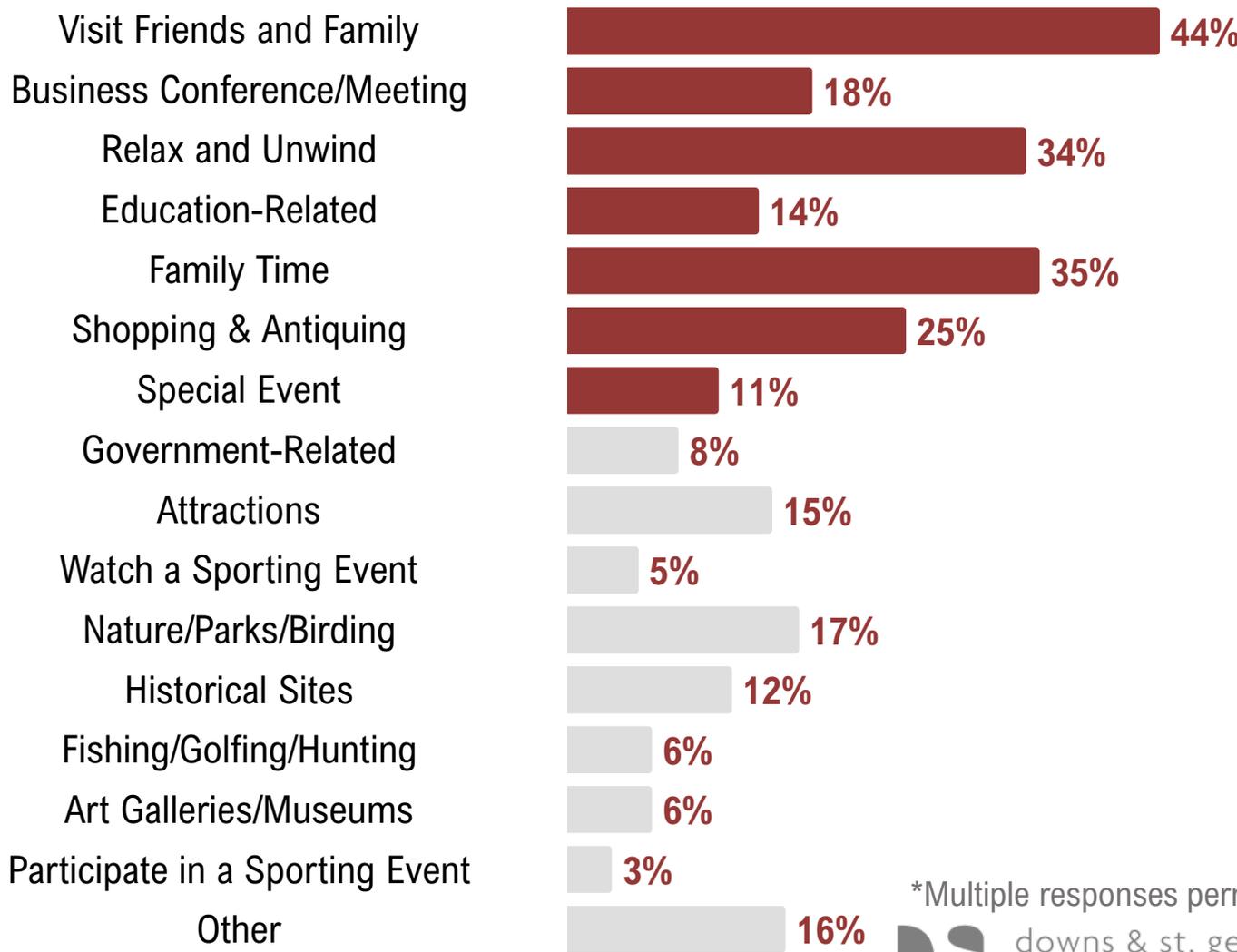
Pretty. Unexpected.

# REASONS FOR VISITING VS. VISITOR ACTIVITIES

## Reasons for Visiting\*



## Visitor Activities\*



**Key Motivations**

**Trip Enhancers**

- Visit Friends and Family
- Business Conference/Meeting
- Relax and Unwind
- Education-Related
- Family Time
- Shopping & Antiquing
- Special Event
- Government-Related
- Attractions
- Watch a Sporting Event
- Nature/Parks/Birding
- Historical Sites
- Fishing/Golfing/Hunting
- Art Galleries/Museums
- Participate in a Sporting Event
- Other



Visit Tallahassee  
Pretty. Unexpected.

\*Multiple responses permitted.  
downs & st. germain  
RESEARCH

# VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$85	\$247
Restaurants	\$46	\$133
Groceries	\$24	\$70
Shopping	\$41	\$119
Entertainment	\$26	\$76
Transportation	\$26	\$76
Other	\$17	\$49
<b>Total</b>	<b>\$265</b>	<b>\$770</b>



# FINDING THEIR WAY AROUND

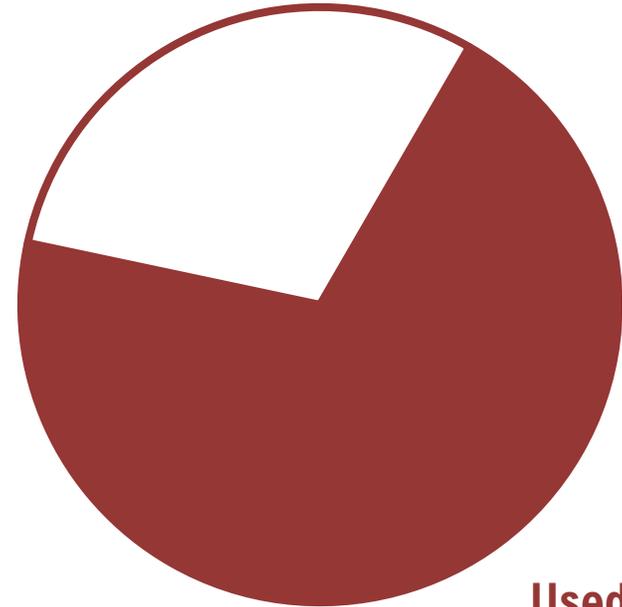


**98%** of visitors have a smartphone or tablet



**7 in 10** visitors used their smartphone or tablet to get around Leon County

Did not use smartphone  
30%



Used smartphone  
70%

# STUDY OBJECTIVES: VISITOR JOURNEY



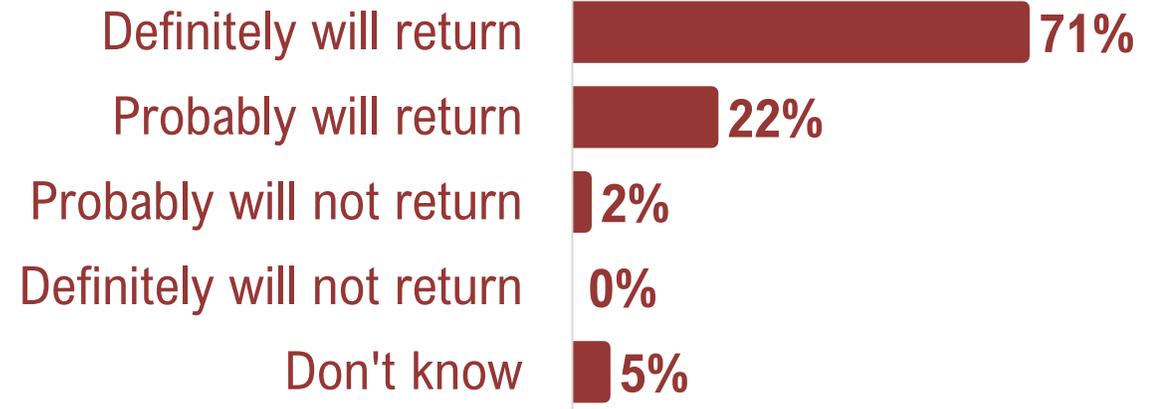
# VISITOR SATISFACTION



Visitors gave Leon County an average rating of **7.8** as a place to visit



**93%** 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) Prefer other areas



# RATING EXPERIENCES IN TALLAHASSEE



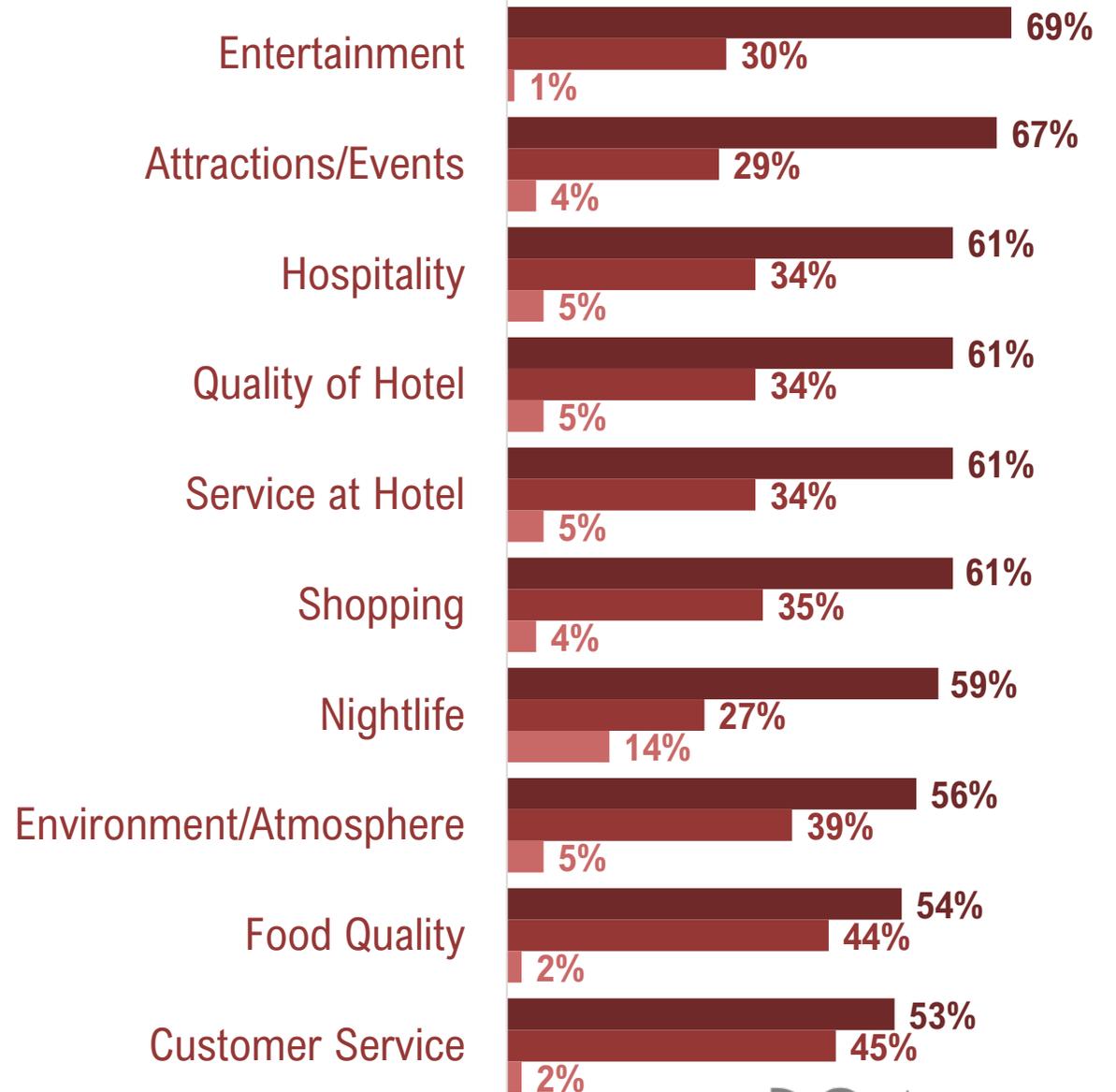
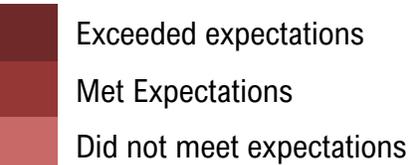
Leon County's entertainment exceeded the expectations of **69%** of visitors



Entertainment and Attractions/Events 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



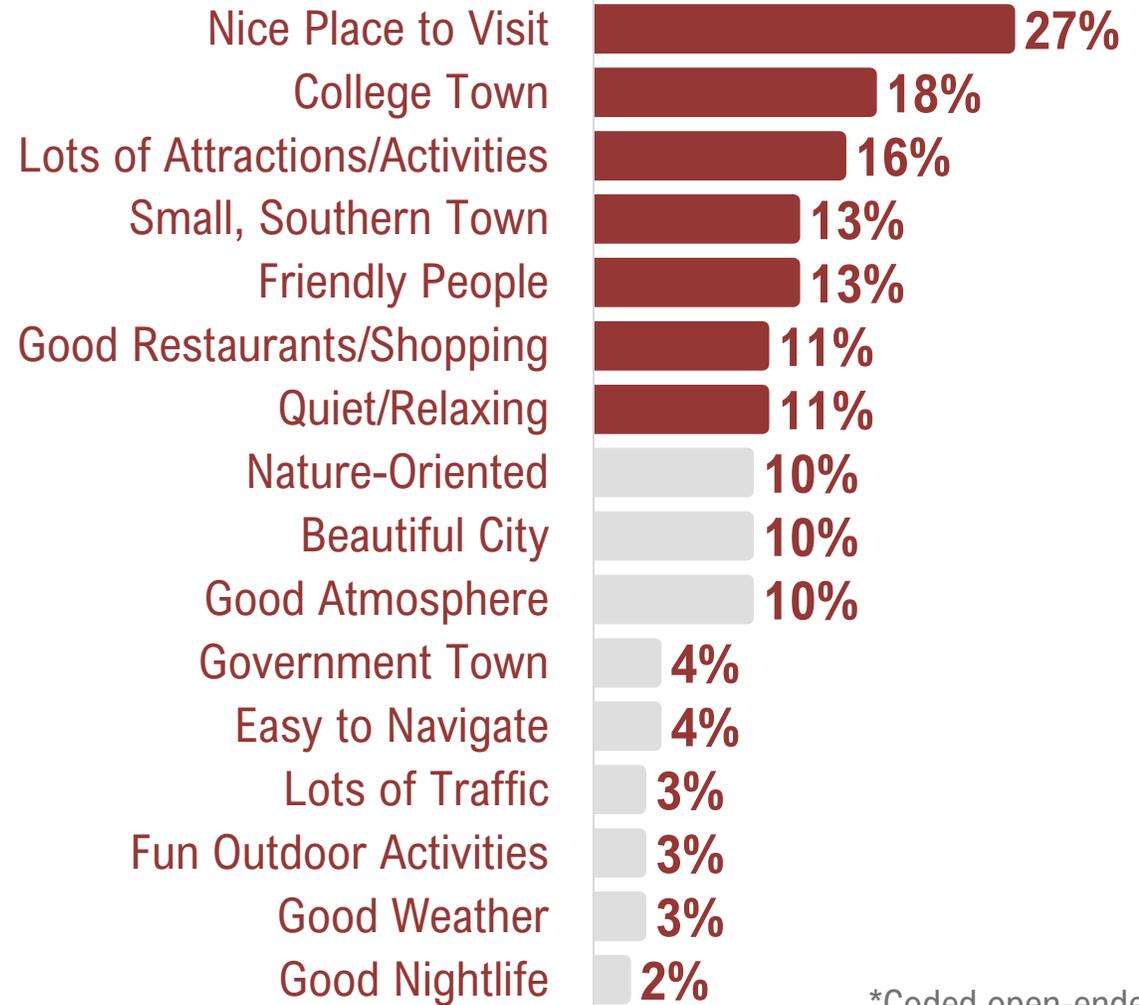
# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY\*



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”



“Tallahassee is a great place to visit. It’s different than most of Florida with its rolling hills.”



“Overall, Tallahassee is a good family vacation spot to relax and fish.”



“Tallahassee is amazing, it’s so authentic and beautiful.”



“Tallahassee reminds me of Madison, Wisconsin and Austin, Texas but more southern.”



# PERCEPTIONS: “COLLEGE TOWN”



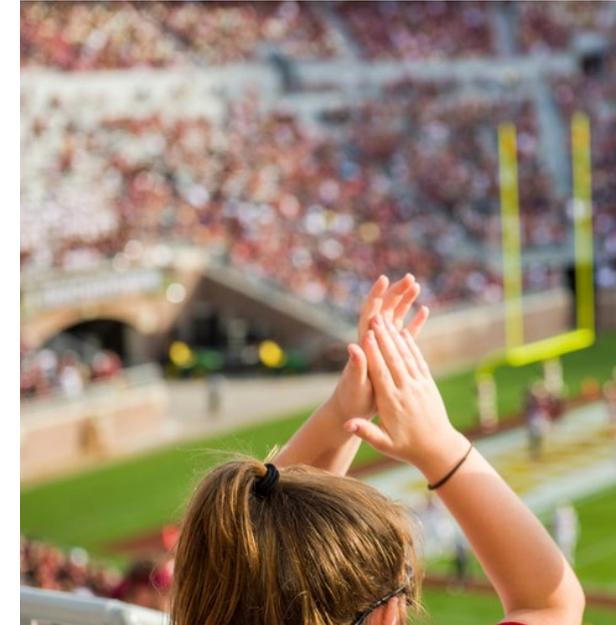
“Tallahassee is a really fun college town in the panhandle. It’s so different from south Florida.”



“It’s a college/government town with beautiful canopy roads!”



“A quiet college town with a great selection of restaurants.”



“It is a college town with beautiful gardens and parks all around town.”



# PERCEPTIONS: “LOTS OF ATTRACTIONS/ACTIVITIES”



“Even though Tallahassee isn’t near the beach it still has plenty of other attractions.”



“Tallahassee is spread out with a ton to offer.”



“Tallahassee seems like a small city from the outside but there is actually a ton of things to do.”



“It’s a great relaxing place to be with pretty much any and everything you want to see.”



# YEAR-TO-YEAR COMPARISONS



# YEAR-TO-YEAR COMPARISONS

Visitor Profile	Apr-June 2019	Apr-June 2020
Median Age	44	44
Gender (Female)	51%	53%
Household Income	\$91,000	\$83,300
College Degree or Higher	77%	67%
White/Caucasian	68%	71%
Married	66%	61%

Region of Origin	Apr-June 2019	Apr-June 2020
Southeast	80%	84%
Northeast	7%	6%
Midwest	6%	4%
West	4%	4%
International	3%	2%



# YEAR-TO-YEAR COMPARISONS

Travel Parties	Apr-June 2019	Apr-June 2020
Travel Party Size	2.5	2.5
Traveled with Other Visitors	66%	65%
Traveled with Children	21%	34%
Drove to Leon County	82%	88%
Nights Stayed	3.1	2.9

Trips to Tallahassee - Leon County	Apr-June 2019	Apr-June 2020
Tallahassee was Primary Destination	92%	86%
Definitely/probably will return	88%	93%
Rating of Overall Experience	7.8	7.8
1 <sup>st</sup> Time Visitor	25%	16%
10+ Prior Visits to Leon County	22%	33%



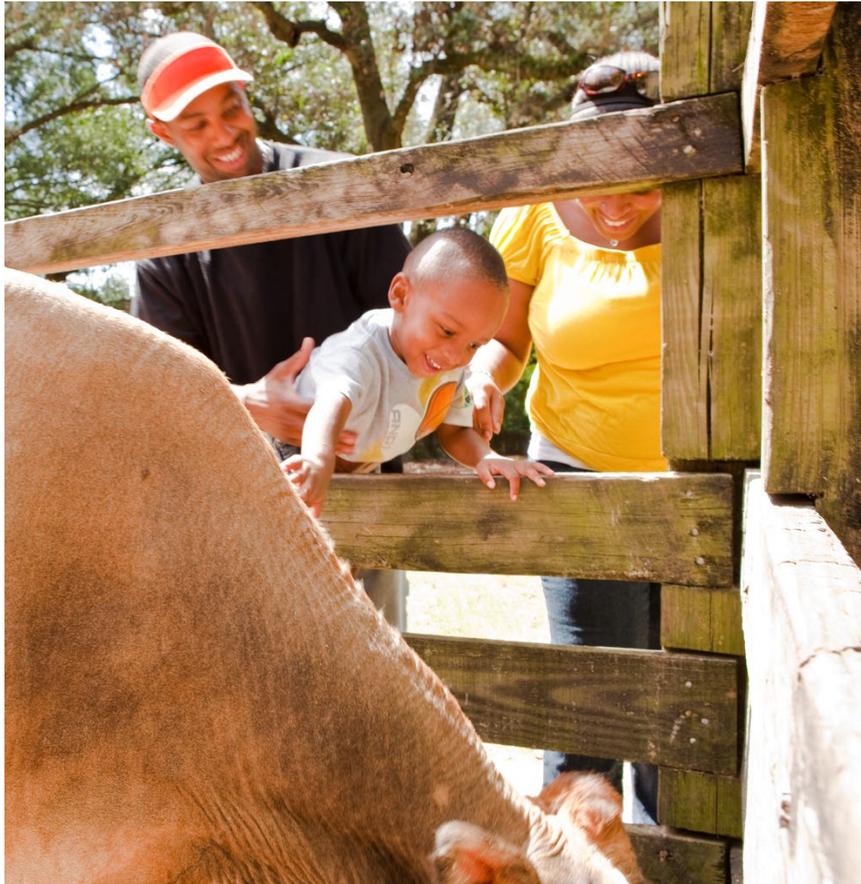
# YEAR-TO-YEAR COMPARISONS

Average Daily Spending	Apr-June 2019	Apr-June 2020
Accommodations	\$97	\$85
Restaurants	\$45	\$46
Groceries	\$14	\$24
Shopping	\$33	\$41
Entertainment	\$21	\$26
Transportation	\$31	\$26
Other	\$10	\$17
<b>Total</b>	<b>\$251</b>	<b>\$265</b>

Average Total Trip Spending	Apr-June 2019	Apr-June 2020
Accommodations	\$301	\$247
Restaurants	\$140	\$133
Groceries	\$43	\$70
Shopping	\$102	\$119
Entertainment	\$65	\$76
Transportation	\$96	\$76
Other	\$31	\$49
<b>Total</b>	<b>\$778</b>	<b>\$770</b>



# METHODOLOGY



## Visitor Tracking Study

- » Interviews were completed in person and online with **306 visitors** at local hotels, the airport, parks, and attractions between **April 1<sup>st</sup> 2020 and June 30<sup>th</sup> 2020**



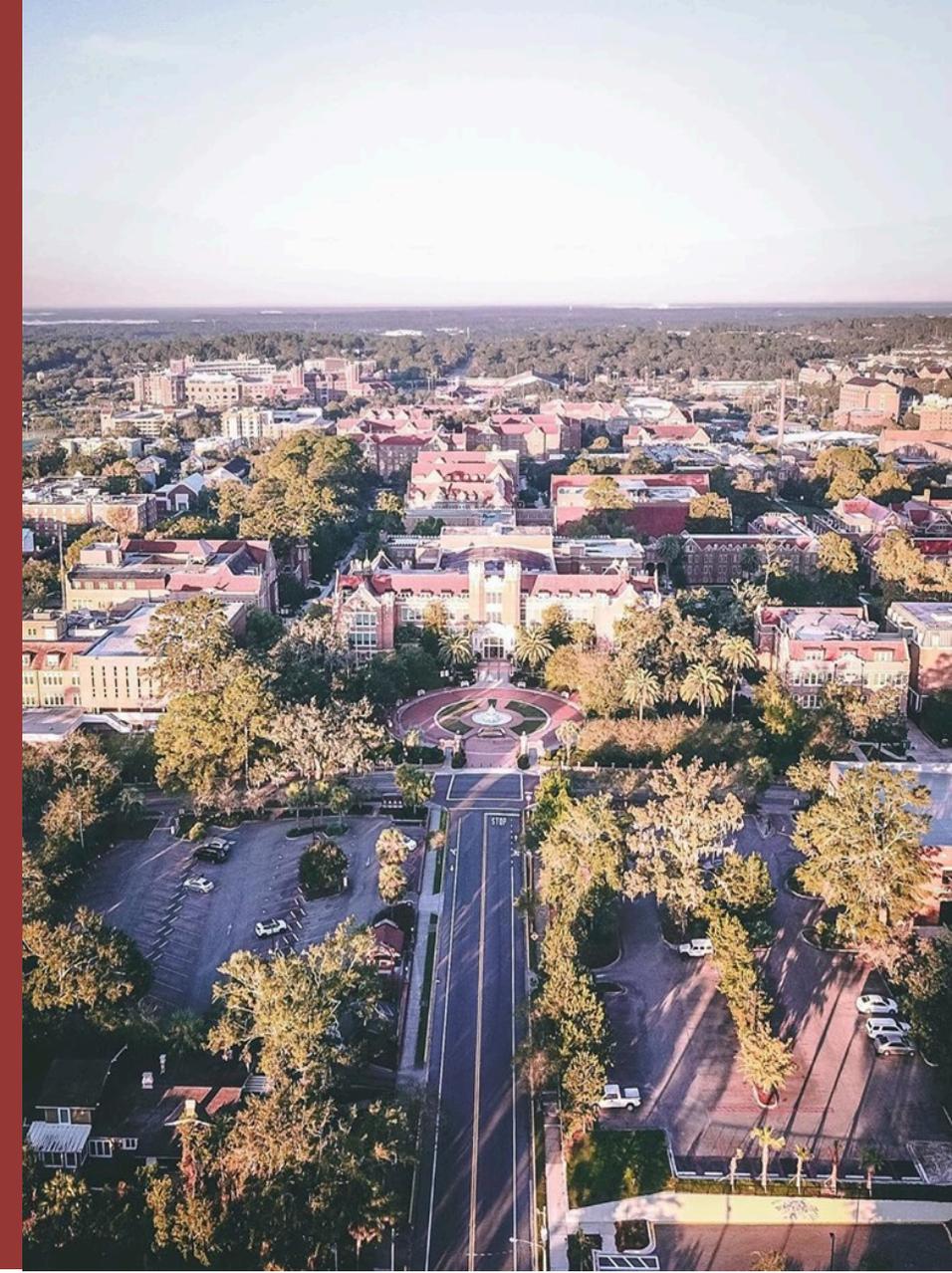
# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Apr – June 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)

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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



## MEMORANDUM

DATE: 09/17/2020

TO: Leon County Tourist Development Council Members

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

SUBJECT: FY2021 Signature Event / Emerging Signature Event Grant Funding Recommendations

---

The Tourist Development Grant Review Committee (TDGRC) for the Leon County Signature Event and Emerging Signature Event Grant Program FY2020-21 comprised of Matt Thompson (Chair) - For The Table/Madison Social, Michelle Personette – Challenger Learning Center, and Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn respectfully presents the funding recommendation for five (5) Signature Events and Emerging Signature Events.

The TDGRC conducted their meeting on September 10, 2020 online via Zoom and the meeting was well attended by the Signature Events grant applicants. After carefully considering five event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TDGRC is recommending funding for all five events.

The TDGRC has the ability to adjust funds across the grant programs under their review. They wanted to support as many deserving events as possible and opted to redistribute some funds. The TDGRC recommended a total amount of \$95,000 of the \$110,000 allocated in the Signature Event / Emerging Signature Event Grant budget. The TDGRC transferred the remaining \$15,000 into the Special Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.



FY 21- TOURIST DEVELOPMENT COUNCIL Emerging and Signature Event Grants

	Event Name	Event Dates	Requested Amount	Final Score	Recommended Funding	History Awarded
1	Warner/ ASG Soccer	2/12/21	\$25,000	95	\$25,000	FY 19/20 - \$24,000 FY 18/19 - \$13,167 FY 17/18 - \$7,500 FY/16/17 - \$6,000
2	Florida State Invitational	3/28/21	\$35,000	97	\$25,000	FY 19/20 - \$32,500 FY 18/19 - \$22,667 FY 17/18 - \$22,176 FY 16/17 - \$17,000
3	Word of South	4/9/21	\$25,999	97	\$15,000	FY 19/20 - \$45,000 FY 18/19 - \$42,778 FY 17/18 - \$42,777 FY 16/17 - \$50,000
4	Doak After Dark	4/17/21	\$40,000	88	\$15,000	FY 19/20 - \$35,000 FY 18/19 - \$33,422 FY 18/19 - \$30,667 FY 17/18 - \$36,000
5	Free Shakespeare in the Park Festival	5/6/21	\$32,000	995	\$15,000	FY 19/20 - \$23,747 FY 18/19 - \$25,000 FY 17/18 - \$25,000 FY 16/17 - \$13,500
			<b>TOTAL:</b>		<b>\$95,000</b>	



## MEMORANDUM

DATE: 09/17/2020

TO: Leon County Tourist Development Council Members

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

SUBJECT: FY2021 Special Event Grant Funding Recommendations

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The Tourist Development Grant Review Committee (TDGRC) for the Leon County Special Event Grant Program FY2020-21 comprised of Matt Thompson (Chair) - For The Table/Madison Social, Michelle Personette – Challenger Learning Center, and Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn respectfully presents the funding recommendation for twenty (20) Special Events.

The TDGRC conducted their meeting on September 10, 2020 online via Zoom and the meeting was well attended by the Special Events grant applicants.

The TDGRC has the ability to adjust funds across the grant programs under their review. They wanted to support as many deserving events as possible and opted to redistribute some funds. After funding the Signature/Emerging Signature grants, the TDGRC transferred the \$15,000 not allocated in that category to the Special Event Grant category. This increased the original Special Event \$40,000 funding allocation to \$55,000. After carefully considering 21 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDGRC is recommending funding 20 events for a total amount of \$54,933 of the \$55,000 allocated in the Special Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.



## FY 21- TOURIST DEVELOPMENT COUNCIL: Special Event Grants

	Event Name	Event Dates	Requested Amount	Final Score	Recommended Funding	History Awarded
1	Frenchtown Rising	10/30/20	\$15,000	68	\$0	FY 19/20 - \$9,417
2	Countdown Downtown	12/31/20	\$5,000	94	\$1,670	FY 19/20 - \$5,000
3	Advocate '21	1/25/21	\$1,499	79	\$789	FY 18/19 - \$2,065 FY 17/18 - \$2,200
4	AKC Dog Show- 2021 North FL Classic Cluster	2/14/21	\$15,000	96	\$14,767	FY 19/20 - \$15,000 FY 18/19 - \$9,000 FY 17/18 - \$8,242 FY 16/17 - \$7,000
5	Loco for Love Festival	2/19/21	\$1,499	93	\$638	FY 19/20 - \$1,499
6	Seminole 100	2/20/21	\$1,500	92	\$710	New
7	Sankofa Concert at Cascades	2/20/21	\$2,999	90	\$1,384	FY 19/20 - \$2,306
8	FAMU Harambee Festival 2021	2/26/21	\$10,000	90	\$1,456	FY 19/20 - \$10,000
9	156 <sup>th</sup> Anniversary & 44 <sup>th</sup> Annual Battle of Natural Bridge	3/5/21	\$2,500	85	\$571	FY 19/20 - \$2,062 FY 18/19 - \$3,850 FY 17/18 - N/A FY 16/17 - \$3,901
10	2021 Tallahassee Wine Mixer	3/6/21	\$9,000	96	\$2,593	FY 19/20 - \$4,000 FY 18/19 - \$3,450 FY 17/18 - \$3,560

11	FSU Circus 74 <sup>th</sup> Annual Home Show Series - COSMIC	4/2/21	\$7,500	92	\$5,974	FY 19/20 - \$7,500 FY 18/19 - \$6,243 FY 17/18 - \$7,562 FY 16/17 - \$5,000
12	Cool Breeze Art and Smooth Jazz Festival	4/2/21	\$4,000	88	\$1,353	FY 19/20 - \$2,973
13	Florida History Day	5/2/21	\$4,350	99	\$4,350	FY 19/20 - \$8,900 FY 18/19 - \$7,383 FY 17/18 - \$7,246 FY 16/17 - \$9,000 FY 15/16 - \$6,562
14	Emancipation Day in Florida	5/10/21	\$3,000	86	\$2,645	New
15	Maclay Tour of Gardens	5/15/21	\$1,499	83	\$766	FY 19/20 - \$1,499
16	Civil Right: Soul of a Movement	5/21/21	\$2,900	89	\$1,526	New
17	Infinity Con Tallahassee	6/5/21	\$12,000	85	\$6,147	Did not apply for a grant in FY 19/20
18	Talk That Talk": An African Story-Telling Concert	7/10/21	\$2,900	89	\$1,670	New
19	Kiddie Karnival- Sunday Funday	8/8/21	\$2,998	88	\$1,282	New
20	3 <sup>rd</sup> Annual Tallahassee Beer Festival	8/28/21	\$2,500	91	\$1,096	FY 19/20 - \$1,499
21	Experience Asia	9/25/21	\$4,992	94	\$3,534	FY 19/20 - \$3,000 FY 18/19 - \$3,939 FY 17/18 - \$3,528
			<b>TOTAL:</b>		<b>\$54,933</b>	

## **FY 2020-2021 Marketing Sales Plan**

### **Social Media**

**Goal:** Generate 607,000 social media engagements and increase awareness of Tallahassee as a safe destination through images, video and user-generated content.

**Strategy:** Leverage social media followers on Facebook, Instagram and Twitter with targeted content and grow followers to maximize engagements.

#### **Tactics:**

- Highlight safe and healthy travel as a core message across all social media.
- Focus messaging in selected geographic markets including Orlando and Tampa before expanding to a broader target across the Southeast.
- Work with The Zimmerman Agency to produce new photography and engaging video content to continually refresh our photography library.
- Increase engagement across Facebook, Instagram and Twitter. Engage in online conversation designed to transform visitors into ambassadors.
- Share partner-produced and user-generated content tagged with #iHeartTally on social media, VisitTallahassee.com and the Visit Tallahassee Mobile App.
- Develop niche-targeted content to reach new audiences.

### **Website Content**

**Goal:** Increase traffic and pageviews to VisitTallahassee.com by 4%.

**Strategy:** Enhance digital editorial content and content in the annual Visitor Guide by updating and adding new articles and blog posts that are highly visual, engaging, relevant and compelling.

#### **Tactics:**

- Create content on VisitTallahassee.com that is contextually relevant to our niche audiences and the safety of Tallahassee, including outdoor (mountain biking trails, bird watching, paddling and hiking), African American interest, health and safety, arts & culture and market activations in Atlanta and Tampa.
- Work with publishing agency to enhance the Visitor Guide, providing more opportunities for fresh and engaging content.

### **PARTNER OPPORTUNITIES**

- Share and utilize Visit Tallahassee/Leon County Division of Tourism content on social media.
- Tag socially and use #iHeartTally to make your content more discoverable on all social media platforms.

## Marketing Communications

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- Promote your business in the annual Tallahassee Visitor Guide, serving as the comprehensive piece for consumer information for the destination.
- Provide images, video assets and editorial blog content for to the Division to share on our website to help promote your business.

### **Digital Media**

**Goal:** Maximize exposure and awareness through precise audience targeting and innovative creative and messaging.

**Strategy:** Execute a digital paid media plan utilizing tactics and timing developed to drive destination awareness and promote safe visitation to Tallahassee/Leon County.

### **Tactics**

- Leverage the Visit Tallahassee website to build user engagement and position Tallahassee/Leon County as a safe, vibrant and desirable destination.
- Maximize effective reach to our targeted geographic and demographic audiences with the supplemental CARES Act Funding.
- Explore and develop features of the new mobile app to enhance the travel experience and increase the engagement with our visitors and industry partners.
- Working with The Zimmerman Agency, utilize data driven and targeted digital channels including display and video ads, paid search and social media to drive engagement through hyper-targeted lead-nurturing campaigns.
- Incorporate email campaigns to inspire, engage and nurture relationships with visitors by optimizing messaging based on user interests.
- Use tactics that enable visitors and locals to share their stories and images and encourage future visitation to Tallahassee.
- Keep Tallahassee/Leon County relevant by maintaining comprehensive, engaging content across our website, mobile app, social media, blogs and digital media outlets.

### **Traditional Media**

**Goal:** Generate top-of-mind awareness about Tallahassee/Leon County with potential visitors.

**Strategy:** Position Tallahassee as a safe and desirable destination for travelers that align with our audience segments.

### **Tactics**

- Work with The Zimmerman Agency to execute a top-down funnel approach to media planning to reach potential visitors throughout the travel planning process multiple times, across multiple channels to increase the likelihood of impact.

## Marketing Communications

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- Increase year-round visibility and consideration of Tallahassee as a safe destination to key targeted audiences and expand reach to niche audiences, including outdoor (mountain biking, trails, bird watching, paddling and hiking), African American, arts & culture and targeted market activations.
- Utilize the “That’s The Beautiful Thing About Tallahassee” campaign to build brand awareness through strategic media placements.
- Monitor the ever-changing media landscape and shifts in media consumption. Optimize as necessary to ensure maximum effectiveness and impact of the advertising budget.

### PARTNER OPPORTUNITIES

- Encourage participation in the Visit Tallahassee/Leon County Division of Tourism Partner Cooperative Advertising Programs to leverage the destination’s brand and purchasing power.
- Utilize Visit Tallahassee/Leon County Division of Tourism’s research and marketing strategies to augment your own advertising plans.

### **Public Relations (Earned Media)**

**Goal:** Earn 200 media placements in regional or national publications, 100,000,000 media impressions and an overall media value of \$1,000,000.

**Strategy:** Position Tallahassee/Leon County as a safe and desirable destination to targeted geographic, demographic and psychographic audiences.

### **Tactics**

- Showcase Tallahassee as a safe destination for leisure travelers, along with spotlighting the ever-growing number of new meeting spaces, restaurants, attractions and hotel properties in the destination in 2021.
- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists’ and influencers specific editorial needs resulting in coverage for the destination.
- Execute “virtual deskside” media appointments with top media writers, publishers and editors to keep Tallahassee top of mind.
- Differentiate the destination through niche-outreach in the target categories of outdoor/trails adventure, arts and culture, African American, etc.
- Adapt to fluid changes in traveler sentiment as it pertains to COVID-19 and current social events.
- Increase quantity and quality of articles in regional and national magazines, newspapers, websites and influencer blog posts.

## Marketing Communications

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- Distribute press releases and story ideas to regional and national media outlets, supporting seasonal promotions, destination updates, festivals and events.
- Stay abreast of trends, best practices and foster relationships with media contacts by attending appropriate trade conferences.

### **PARTNER OPPORTUNITIES**

- Help showcase the destination by hosting journalists, editors, influencers and bloggers for individual or group media tours that allow them to experience first-hand what makes the region unique.
- Share your positive news for consideration in targeted media pitches to national, regional and nice media outlets.

### **Industry/Local**

**Goal:** Engage with tourism partners to facilitate promotion of area hotels, attractions and events through site visits and industry meetings.

**Strategy:** Promote the Division's efforts, opportunities and the importance of tourism to the local economy to partners and residents.

### **Tactics:**

- Continue to host weekly industry calls, featuring guest speakers and keeping partners informed on the latest updates regarding COVID-19.
- Host quarterly industry meetings both virtually and in-person, when appropriate, with safe social distancing for partners to connect, share successes and network with each other.
- Provide specialty trainings for partners (i.e. social media strategies, media pitching, etc.).
- Utilize the industry e-newsletter and Facebook/LinkedIn partner page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics and other pertinent information.
- Coordinate events/programming for local industry during National Travel & Tourism Week in May.
- Working with The Zimmerman Agency, continue to adapt and expand the cooperative advertising opportunities for industry partners.
- Review and modify the crisis communication/emergency plan throughout the year and its role with other County departments and the local industry.
- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with the Seasonal Bucket List Challenge.
- Coordinate regular media interview and appearances that communicate Visit Tallahassee's role in tourism promotion, its marketing and promotional activities, campaigns and the importance of tourism.

## Marketing Communications

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- Create press releases highlighting destination updates and coordination distribution with Leon County Community & Media Relations (CMR) department.

**Team Goal:** In collaboration with the Sales and Marketing departments implement a new community event awareness program.

**Strategy:** This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

### **Tactics**

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.

## Marketing Communications

### **Budget Summary:**

DATE	SHOW/EVENT	LOCATION	TARGET	SHOW COST	TRAVEL COST	INDUSTRY PARTICIPATION	FY21 NET COST	FY20 COST
December	Visit Florida Marketing Retreat	TBD	Industry Event	\$0	\$900		\$900	\$1,500
Sept.	Visit Florida Governors Conference	TBD	Industry Event	\$400	\$800		\$1,200	\$3,000
May	Destinations Florida Marketing Conference	TBD	Industry Event	\$300	\$700		\$1000	\$3,000
TBD	Two In-Market Activations – 3 ppl	Tampa & Atlanta	Media	\$0	\$5,000	Yes	\$5,000	\$7,500
TBD	Visit Florida Domestic Media Missions (two cities)	TBD	Media	\$1,500	\$1,000		\$2,500	\$2,500
Year-Round	Individual Media Visits	Tallahassee	Media	\$0	\$9,000	Yes	\$9,000	\$18,500
				<b>\$2,200</b>	<b>\$17,400</b>		<b>\$19,600</b>	<b>\$36,000</b>

# Meetings & Conventions

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## FY 2020-2021 Sales Plan

### Direct Sales

**Room Night Goal:** Generate 6,280 room nights. This is a 32% reduction over the original anticipated FY 2021 goal prior to COVID-19.

**Strategy:** Build upon the number one reason people visited Tallahassee in 2019 (26% of visitors) and positively influence the view of Tallahassee to decision makers.

### **Tactics:**

- Leverage national and regional opportunities to increase direct connections with key decision makers.
- Maximize exposure with meeting planners in key markets focusing on partner involvement at tradeshows, events and targeted email marketing. Expand on the recent success hosting sport focused meetings such as Southern Off-road Bicycle Association (SORBA) and Florida High School Athletics Association (FHSA) Football Officials Clinic.
- Explore opportunities to maximize exposure at events through collaboration with the marketing department targeting meeting planner media outlets for editorial and advertising opportunities.

**Strategy:** Expand corporate market focus through collaboration with local organizations to attract meetings to the destination.

### **Tactics:**

- Support key community partner organizations to promote bringing their professional associations "home" to meet in Tallahassee and showcase successes in articles and social media post for the local audience.
- Establish relationships with the growing business development in research, applied sciences, advanced manufacturing and the government tech sector for future meetings.
- Continue and expand relationships with third party meeting planners including HelmsBriscoe and Conference Direct who select sites for many meetings each year for multiple companies.

**Strategy:** Market the diversity of the many group experiences in the destination.

### **Tactics:**

- Expand on relationships with industry partners by creating itineraries and group packaging including after hour and off-site functions that can be used when promoting the destination at tradeshow, events and digital marketing.

- Continue to enhance website content that showcases the destination greatest assets and group activities.
- Increased visibility for the meeting industry in Leon County by sending quarterly digital email messages to key decision-makers while growing the recipient list by ten contacts per quarter.

**Strategy:** Increase value and recognition of the meetings and conventions component capitalizing on new developments.

**Tactics:**

- Expand opportunities at existing events to educate community and decision makers on “What’s New and Renovated” in the destination including the new hotels, meeting venues and after the meeting options.
- Explore options with virtual and in person tradeshows to produce promotional materials, videos and digital assets that reflect the excitement and growth in the community appropriate within COVID protocols.

**Team Goal:** In collaboration with the Sales and Marketing departments implement a new community event awareness program.

**Strategy:** This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

**Tactics**

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.

**Partnership Opportunities**

- Collaborate with industry partners in a Global Meetings Industry Day (GMID) event showcasing and promoting the economic impact of meetings in Tallahassee.
- Booth share at Smart Planner Show
- Encourage industry partners to take advantage of iDSS industry trainings and provide regular updates about staff changes and venue happenings.

<b>FY 2020/2021 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY</b>						
<b>Date</b>	<b>Show/Event</b>	<b>Location</b>	<b>Target</b>	<b>Show Cost</b>	<b>Travel Cost</b>	<b>Net Cost</b>
October 14-15, 2020	FSAE Meeting Planner Symposium & Expo	Virtual	Association	\$550	\$0	\$ 550
October 21-24, 2020	US Trail Running Conference	Virtual	Association, Sports	\$300	\$0	\$300
November 8-10, 2020	*Connect Florida/Connect Tour	Orlando, FL	Association & Tour	\$2320	\$1400	\$3,720
November 17, 2020	FSAE Women's Summit	Tallahassee, FL	Association	\$215	\$0	\$215
April 2021	MPI GA Tech Summit	Atlanta, GA	Corporate & Association	\$250	\$1,000	1,050
May 2021	Smart Planner Show	Tallahassee, FL	Government, Corporate & Association	\$1,800	\$0	\$1,800
July 2021	FSAE Annual Meeting	Orlando, FL	Association	\$0	\$1,000	\$1,000
August 2021	MPI SEC	Kissimmee, FL	Corporate & Association	\$1,100	\$1,000	\$2,100
Year Round	SGMP Capital Chapter Meeting	Tallahassee, FL	Government	\$100	\$0	\$100
Year Round	MPI NF Tallahassee Meetings	Jacksonville & Tallahassee, FL	Corporate & Association	\$70	\$700	\$770
Year Round	FSAE Power Luncheons	Tallahassee, FL	Association	\$150		\$150
<b>TOTAL</b>				<b>\$6,855</b>	<b>\$5,100</b>	<b>\$11,955</b>

\*Denotes Meetings & Leisure staff attending tradeshow

# Leisure Sales

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## FY 2020-2021 Sales Plan

**TARGET:** Affinity groups, tour operators, military, reunions, weddings, and other specialty markets.

### Direct Sales

**Room Night Goal:** Achieve a room night goal of 6,733. This is a 32% reduction over the original anticipated FY 2021 goal prior to COVID-19.

**Strategy:** Continue to build awareness of Tallahassee as a group travel destination and continue to grow relationships with key decision makers.

### **Tactics:**

- Focus sales efforts within established and emerging market segments.
- Increase targeted sales efforts to affinity groups having interests which align with our destination's strengths. This will be accomplished by exhibiting at selected events, email marketing and alliances with specific organizations and associations.
- Support groups by assisting with itineraries, hotel leads, dining and entertainment options as these requests arrive directly or through inquiries to the Visitor Information Center.
- Enhance further growth of specialty groups such as the multicultural, fraternal, faith-based and military markets.
- Update the digital group reference guide for VisitTallahassee.com as a group planning resource for all audience segments.
- Expand membership and sponsorship opportunities with organizations that have a regional impact in the Leisure markets.
- Research an incentive opportunity to encourage tour operators, reunions, and other groups to book in Tallahassee.
- Contact five existing contacts each week and reach out to five new contacts each week.

### Events

**Strategy:** Attend trade shows and other client-facing opportunities to generate new business, strengthen current client relationships, and network with decision-makers.

### **Tactics:**

- Participate in the virtual 2020 National Tour Association Travel Exchange to build relationships with tour operators from all over the country and to get Tallahassee added to their trip itineraries.
- Promote Tallahassee as a key destination for nature activities such as mountain biking, hiking, kayaking, birding, and fishing at the 2021 Travel and Adventure Show.
- Continue exploring new opportunities for promoting local craft breweries at regional festivals and attend the 2021 Beer Marketing & Tourism Conference to continue

### **Industry Partners/Marketing**

**Strategy:** Convert day-trippers into overnight leisure visitors and entice event/meeting visitors to extend their stay.

#### **Tactics:**

- Assist local festivals, events, and organizations by identifying key audiences' demographics and coordinate efforts in generating group travel from throughout the region.
- Communicate regularly, highlighting events, targeted sweepstakes promotions and destination developments of interest to a comprehensive group contact list for key audience segments.
- Compile and distribute a bi-weekly Happenings ALL Around Town with local events and activities to hotels and attractions.
- Manage the VisitTallahassee.com online calendar of events and approve, edit and update calendar of events submissions. Maintain and update information on VisitTallahassee.com.
- Manage other digital marketing programs as assigned.

**Team Goal:** In collaboration with the Sales and Marketing departments implement a new community event awareness program.

**Strategy:** This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

#### **Tactics**

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.
-

**Partnership Opportunities**

- Collaborate with partners on items for the 2021 Travel and Adventure Show that include giveaways, special promotions, and brochures.
- Send quarterly emails to the Information, Ticketing, and Travel (ITT) agencies at Military Bases in the Southeast that include any military discount opportunities.
- Encourage the local breweries to attend the 2021 Beer Marketing and Tourism Conference.

<b>FY 2020/2021 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY</b>							
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry Participation	Net Cost
November 15-19, 2020	NTA Travel Exchange	Virtual	Tour Operators	\$1,695	\$0		\$1,695
February 2021	Beer Marketing & Tourism Conference	Richmond, VA	Specialty	\$495	\$1,250		\$1,745
Apr. 24-25, 2021	Travel and Adventure Show	Atlanta, GA	Affinity	\$4,000	\$1,250		\$5,250
				\$6,190	\$2,500		\$8,690

# Sports

---

## FY 2020-2021 Sales Plan

**Room Night Goal:** Generate 37,250 room nights, a 10% reduction from FY 2019-2020

**Strategy:** Expand our portfolio of targeted events that increase exposure of Tallahassee / Leon County sports tourism's visibility in international, national and regional markets.

**Tactics:**

- Solicit at least two new events per quarter and book three new events during Fiscal Year 2021, that align with the department's goals.
- Explore hosting international cross-country events that will enhance the positioning of Apalachee Regional park as the premier cross-country facility in the country.
- Coordinate with community partners to identify and attract biking events that raise the profile of our biking community.
- Work with our collegiate partners to gain added access to campus facilities in order to attract unique or niche events.
- Work directly with our Meetings and Convention Sales Department to identify and solicit national and regional sports meetings.

**Strategy:** Expand current marketing programs and pursue new avenues to increase national and regional exposure.

**Tactics:**

- Create marketing strategies that aim to engage the running community in the entire construction process of Apalachee Regional Park Cross Country Course, from groundbreaking to the grand-opening.
- Highlight information about the IMBA designation across all social media platforms or channels in order to capitalize on the excitement of hopefully being awarded the designation by the end of 2020.
- Identify sponsorships opportunities that include editorial and advertising elements that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.
- Explore sports specific social media content that reaches both visitors and residents.
- Increase staff presence at local sporting events in order to capture real time content for sports specific social media posting.

**Strategy:** Raise the profile of the sports community through increased involvement with sports organizations nationally and locally.

#### **Tactics**

- Seek board or committee involvement with governing bodies that would provide hands-on industry knowledge and the opportunities to network at the highest industry levels.
- Continue working with community sports complex owners and national rights holders to match events with facilities. Assist complex owners in finding creative solutions to overcome facility challenges in order to obtain events.
- Create the framework of a Sports Capital Facility Grant program that will assist with enhancements to local athletic facilities.
- Continue to engage with our largest granted sports events to grow the event scope to the size of signature event status.

**Team Goal:** In collaboration with the Sales and Marketing departments implement a new community event awareness program.

**Strategy:** This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

#### **Tactics**

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.

#### **PARTNER OPPORTUNITIES**

- Event volunteerism. We have the opportunity to connect community partners with an established pool of volunteers.
- Direct promotion from partners to event participants through welcome bags or event presence.
- Sponsorship opportunities between community partners and events can be coordinated.
- Develop and promote opportunities for partners to attend shows with staff or send collateral for distribution.

**FY 2020/2021 SPORTS TRAVEL AND TRADESHOW SUMMARY**

<b>Date</b>	<b>Date</b>	<b>Location</b>	<b>Target</b>	<b>Show Cost</b>	<b>Travel Cost</b>	<b>Net Cost</b>
TEAMS & USOC	TBD	VIRTUAL	Multiple Governing Bodies	\$ 2,500		\$ 2,500
**Sports ETA (formally NASC)	April	Birmingham, AL	Multiple Governing Bodies	\$ 2,790	\$ 2,250	\$ 5,040
**Florida Sports Foundation Summit	May	TBA	Multiple Governing Bodies	\$ -	\$ 1,200	\$ 1,200
**NCAA Cross Country National Championship	Potentially of Spring 2021	Stillwater, OK	Cross Country	\$ -	\$ 2,250	\$ 2,250
<b>**Denotes both sports sales members traveling</b>			<b>Totals</b>	\$ 5,290	\$ 5,700	<b>\$ 10,990</b>
<b>Memberships</b>				Membership Cost		
Florida Sports Foundation Membership				\$ 2,000		
USATF Membership			Membership	\$ 120		
AAU Membership			Membership	\$ 90		
Sunshine Sports Council			Membership	\$ 500		
Sports ETA Membership			Membership	\$ 1,590		
YBOA Membership			Membership	\$ 500		
			<b>Total Memberships</b>	<b>\$ 4,800</b>		

# Visitor Services

---

## FY 2020-2021 Visitor Services Work Plan

### **Goal: Manage Tourism Grants Program**

Manage the administrative process of awarding \$449,895 of grant funds to Legacy, Signature, Emerging Signature, Special, and Sports Event grantees.

### **Strategy**

Ensure timely and accurate information is provided to potential grantees before, during and after funding is awarded.

### **Tactics:**

- Implement new online grant management system to streamline the application tracking process and increase overall efficiency and accuracy of grant funding.
- Conduct group workshops and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources.
- Work with grantees to explain and expedite the accurate completion of grant funding agreements and post event reports in accordance with approved policies.
- Track performance of grant recipients for evaluation by grant review committees.
- Facilitate consistent communication with all parties involved in the grants process.
- Monitor contract deliverables, payment requests and timely payments for completed post event reports.

### **Goal: Visitor Guide/Print Material Distribution**

Manage, track and coordinate the distribution of 110,000 Visit Tallahassee visitor guides through local and regional distribution vendors, as well as direct distribution to partners and groups.

### **Strategy**

Disseminate destination information to visitors and local/state/regional and regional partners in a timely manner and for optimum visibility to visitors and travelers.

### **Tactics**

- Distribution of Visitor Guides through semi-annual distributions to local industry partners at the beginning and middle of the calendar year. Monitor storage of remaining visitor guides and coordinate regular deliveries both in and out of market.
- Annual Regional distribution of Visitor Guides and Visit Tallahassee rack cards to Florida AAA Offices, chambers of commerce, attractions and lodging establishments along I-75, I-10 and I-4.
- Supply visitor guides, tear off map pads and rack cards to VISIT FLORIDA® Welcome Centers, destination marketing organizations and military bases upon request.

- Regional distribution of Visit Tallahassee Rack Cards to seven service plazas along the Florida Turnpike.
- Distribution of Visitor Guides locally at Tallahassee/Leon County Visitor Information Center, Special and Sporting Events, and through requests from various groups for welcome packets.

### **Goal: Visitor Information Center and Gift Shop**

Positively affect the perception of the Tallahassee/Leon County area in a friendly, welcoming environment. Provide outstanding visitor services to increase visitor impact through extended or repeat visits. Generate \$5,000 in direct annual sales of Gift Shop merchandise.

### **Strategy**

Increase visitor itinerary considerations with easy access to information regarding local events and attractions, expanding visitors' view of destination assets and encouraging them to extend their stay.

### **Tactics**

- Ensure adequate staffing of the Visitor Information Center during operational hours by scheduling and supervising part time employees and keeping them informed about upcoming events, new restaurants/attractions, marketing campaigns and promotions.
- Develop and implement a plan for moving to new satellite Visitor Information Center at the North American Properties site at Cascades Park in late 2020. This plan will include logistics for the physical move as well as staffing and hours of operation. Also develop a plan for the new primary Visitor Information Center located at the renovated Amtrak Station site on Railroad Avenue in 2021.
- Support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.
- Provide customized visitor information packets with visitor guides, marketing materials, and promotional items for visiting groups, journalists, VIPs and promotional contest winners.
- Coordinate production and delivery of requested branded materials for staff use at trade shows and conferences and ship/deliver for sales staff.
- Integrate Gift Shop merchandise into the VisitTallahassee.com website for online sales.
- Decorate the Visitor Information Center and Gift Shop seasonally in a manner that provides a positive first impression and stimulates merchandise sales.
- Provide unique products from local vendors that appeal to visitors and the local community. Effectively showcase a variety of offerings from the area.

### Partnership Opportunities

- Provide opportunity for Industry Partners to display and share current collateral materials at Visitor Information Center.

**TRAVEL BUDGET**

<b>FY 2020/21 Sales Plan Detail</b>				
<b>Date</b>	<b>Show/Event</b>	<b>Location</b>	<b>Show Cost</b>	<b>Travel Cost</b>
<b>August 2021</b>	<b>FRPA Annual Conference</b>	<b>Orlando</b>	<b>\$ 300.00</b>	<b>\$ 1,100.00</b>



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COVID-19 Restart Strategy  
September 10, 2020

THE **Z!MMERMAN** AGENCY



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# PURPOSE

- COVID-19 pandemic continues to affect travel behavior, health and safety expectations, and how hotels, attractions, restaurants operate.
- Through ongoing research and data collection we continue to adapt our strategy to maximize marketing and sales efforts, keeping Tallahassee top of mind to potential visitors.
- In July, the Leon County Division of Tourism/ Visit Tallahassee received \$700K of CARES Act Funding.
- The plan outlines strategies and tactics and showcases how the CARES Act funding will be utilized to market the destination.



# KEY RECOVERY PHASES



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1

RESPOND & ENGAGE to travel restrictions imposed

2

REBOUND & EXPAND as the destination reopens and leisure and business travel resumes

3

Maximize and adjust our marketing and sales strategy as we enter in the "NEW" NORMAL



# RECOVERY GEOGRAPHIC MARKETS



*The transition between phases will be directed by health and safety guidelines and consumer sentiment.*



# RECOVERY CONSUMER TARGET AUDIENCES\*

**Family  
Getaways**

**Outdoor Enthusiasts  
(Biking, Birding,  
Hiking & Paddling)**



**Girls / Guys Getaways,  
Couples Getaways**

**Social Media Influencers,  
Meeting Planners, Event  
Organizers**

*\*Diversity and inclusion are incorporated into each target segment.*



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# NEW CREATIVE CAMPAIGN

## ■ CARES ACT CREATIVE CAMPAIGN

- Utilizing CARES Act Funding, the agency and Visit Tallahassee teams developed a refreshed integrated creative approach to reflect rich diversity, socially distanced outdoor activities, safe dining and accommodations options.
  - Warm, welcoming and with plenty of room to get out and explore, Tallahassee is a breath of fresh air for anyone in need of an escape. Featuring more than 700 miles of trails that are perfect for a day of hiking, biking, paddling and more. Craft breweries invite visitors to enjoy open-air patios and beer gardens while sampling award-winning local ale. Restaurants offer safely spaced indoor and outdoor dining options, and world-class, taste-tempting menus. Diverse accommodations provide the perfect balance of rest and relaxation. And everywhere you turn, majestic oak trees shade your adventures in the Capital City of the Sunshine State. Still pretty. Still unexpected. And, waiting for your next visit.





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**700 MILES OF OPEN TRAILS.**

Visit Tallahassee  
Pretty. Unexpected.

**HIT TRAILS**

**700 MILES OF OPEN TRAILS.**

Visit Tallahassee  
Pretty. Unexpected.

**HIT TRAILS**

**700 MILES OF OPEN TRAILS. IT'S A BEAUTIFUL THING.**

Visit Tallahassee  
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**HIT TRAILS**

**700 MILES OF OPEN TRAILS. IT'S A BEAUTIFUL THING.**

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**HIT TRAILS**



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CREATIVE MESSAGE IN ALIGNMENT WITH CARES ACT - MARKETING TALLAHASSEE AS A SAFE PLACE TO VISIT



**FRESH WATER MEETS FRESH AIR.**

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**JUMP IN**

**WORLD'S LARGEST FRESH WATER SPRING.**

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**COOL OFF**

**FRESH WATER MEETS FRESH AIR.**

Visit Tallahassee  
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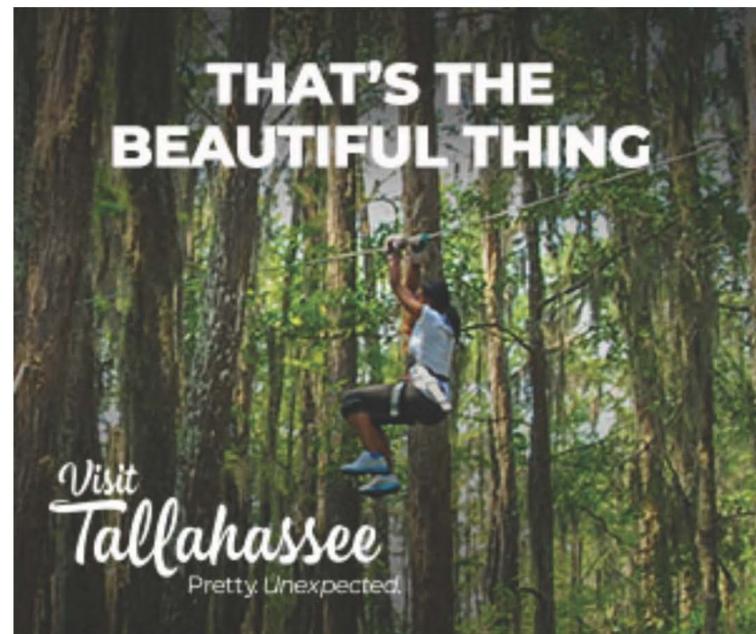
**JUMP IN**

**FRESH WATER MEETS FRESH AIR.**

Visit Tallahassee  
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**JUMP IN**





Visit Tallahassee  
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CREATIVE MESSAGE IN ALIGNMENT WITH CARES ACT - MARKETING TALLAHASSEE AS A SAFE PLACE TO VISIT





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CREATIVE MESSAGE IN ALIGNMENT WITH CARES ACT - MARKETING TALLAHASSEE AS A SAFE PLACE TO VISIT

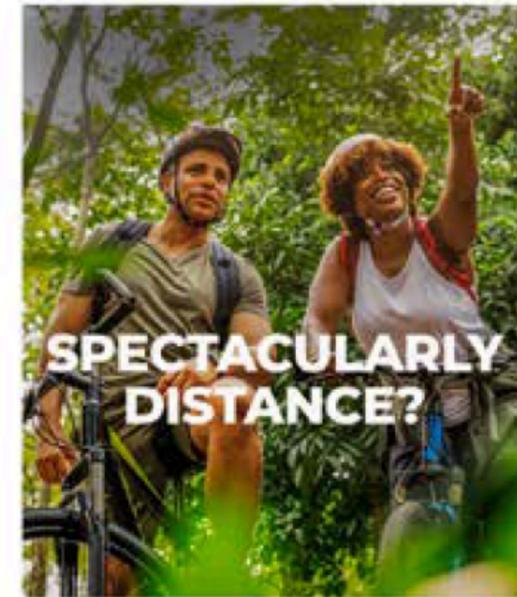
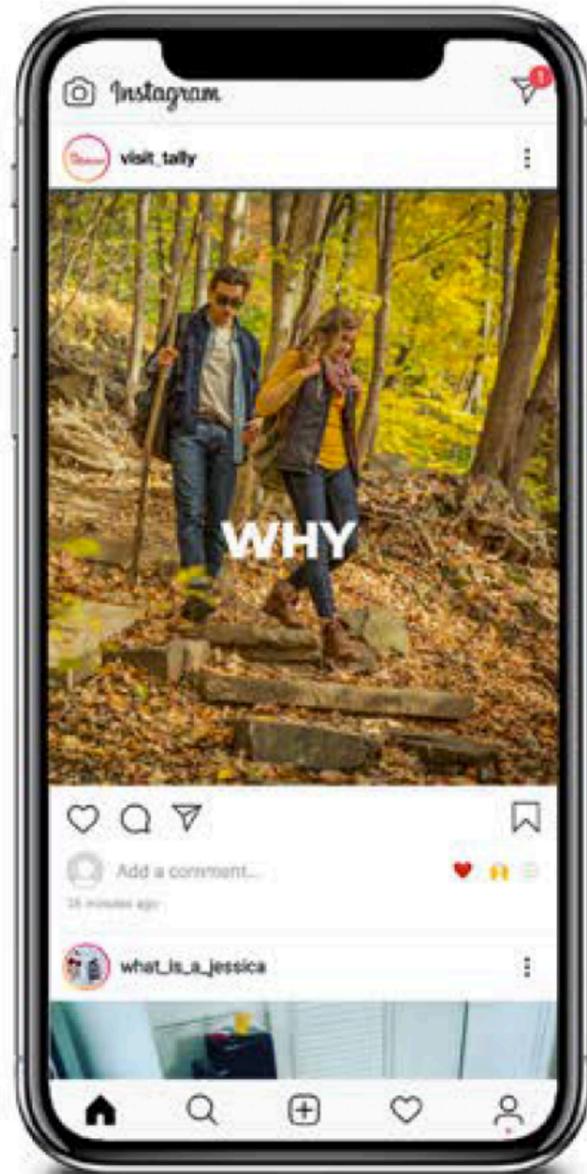




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CREATIVE MESSAGE IN ALIGNMENT WITH CARES ACT - MARKETING TALLAHASSEE AS A SAFE PLACE TO VISIT





NEED A CHANGE OF SCENERY? ESCAPE TO TALLAHASSEE. IT'S JUST A 3-HOUR DRIVE AWAY.



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CREATIVE MESSAGE IN ALIGNMENT WITH CARES ACT - MARKETING TALLAHASSEE AS A SAFE PLACE TO VISIT





	<b>RESPOND</b> March - April	<b>ENGAGE</b> May	<b>REBOUND</b> June - August	<b>EXPAND</b> September - December	
<b>THRESHOLD</b>	Travel restrictions imposed	Cancellations and postponements stabilized	Destination reopens and consumer travel resumes	Consumers continue to travel regionally, staying close to home	Consumer travel expands in direct flight markets
<b>PURPOSE</b>	Provide accurate information to partners	Proactively strengthen stakeholder relationships and drive engagement with potential visitors	Drive travel demand and interest in key Florida markets (Orlando & Tampa Bay Area)	Drive travel intent in Florida and regional Southeast markets (Atlanta / Birmingham)	Drive Visit Tallahassee travel intent and booking across all key markets
<b>KEY ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Weekly Partner Calls</li> <li>• Pause marketing and sales efforts</li> <li>• Cancel special events &amp; activities</li> <li>• Connect with grantees on event cancellations and rebooks with hotel partners</li> <li>• Work through budget cuts &amp; stabilization</li> <li>• Close Visitor Information Center</li> <li>• Remote working</li> <li>• Consistently outline health and safety</li> </ul>	<ul style="list-style-type: none"> <li>• Partner outreach &amp; support, event cancellations</li> <li>• Shift bookings &amp; event dates</li> <li>• Plan market re-entry &amp; recovery</li> <li>• Engage travelers on social media</li> <li>• Promote restaurants offering takeout, Rally for Tally Open for Takeout</li> <li>• COVID-19 Industry Partner &amp; Consumer pages highlighting virtual events</li> <li>• Added Virtual Events category to <a href="http://VisitTallahassee.com">VisitTallahassee.com</a> calendar</li> <li>• Video greeting for future visitors was created</li> <li>• Activated Trail of the Month across email and social</li> </ul>	<ul style="list-style-type: none"> <li>• Promote safety of the destinations, restaurants, museums and parks</li> <li>• Reboot Marketing &amp; Social Media efforts</li> <li>• Activate Public Relations campaign</li> <li>• Promote Virtual Events</li> <li>• Develop content and suggested itineraries that speak to target audiences</li> <li>• Introduce creative platform showcasing the safety of the destination</li> <li>• Created media plan utilizing CARES Act funding and focusing on key markets and target audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Reboot FAMS &amp; Individual media stays</li> <li>• Implement email marketing outreach to sports, leisure, and meetings and groups</li> <li>• Visitor Center Online Gift Shop</li> <li>• Activate Virtual Deskside Media Appointments</li> <li>• Introduce new COVID-19 Seasonal Bucket List Challenge</li> <li>• Execute photo shoot focusing on the safety of the destination</li> <li>• Activate partnership with FSU and FAMU</li> </ul>	<ul style="list-style-type: none"> <li>• Based on research and data collection through rebound and expand, launch adapted and nimble marketing and sales strategies to ensure flexibility in reaching our core audiences</li> <li>• Redefine KPIs</li> </ul>

# REBOUND



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# REBOUND: JUNE - AUGUST

## ■ ADVERTISING / CONTENT DEVELOPMENT

- Utilized photography that aligns with our target audiences and showcases the wide-open space, nature and adventure available in Tallahassee
- Developed website content, including suggested itineraries for each target audience (families, couples, outdoor enthusiasts, girlfriend/guy getaways and African American)

## ■ PUBLIC RELATIONS

- Secured radio promotions in top Florida markets
- Developed and pitched relevant storylines in key markets
  - Angles
    - ▶ Outdoor activities (hiking, biking, paddling, trails), family travel, alfresco dining, diversity, safety of the destination, and drivability/road trips
- Secured individual media stays targeting regional influencers and journalists



# REBOUND: JUNE - AUGUST

## ■ DIGITAL

- Updated VisitTallahassee.com and entire digital presence to focus on safety of the destination including protocols in place at area businesses.
- Added new content relevant to the state of the industry and our target audiences covering things to do, top 10 lists and fall rescheduled events.
- Launched new email concepts for monthly Consumer Eblasts and Industry Newsletters.
- Reintroduced Trail of the Month campaign across email and social media.

The screenshot shows the TRAILHASSEE.COM website. At the top, there are navigation links for 'Find A Trail' and 'Plan A Trip'. The main banner features the text 'Wide Open Trails' in a large, white, serif font over a background image of a river with people kayaking. Below the banner, there are two promotional cards with a yellow border. The first card is titled 'TNT Hideaway' and describes canoe and kayak rentals and guided tours on the Wakulla River. The second card is titled 'Local AI Fresco Eats' and promotes open-air dining experiences. Both cards include a 'Learn More' button.



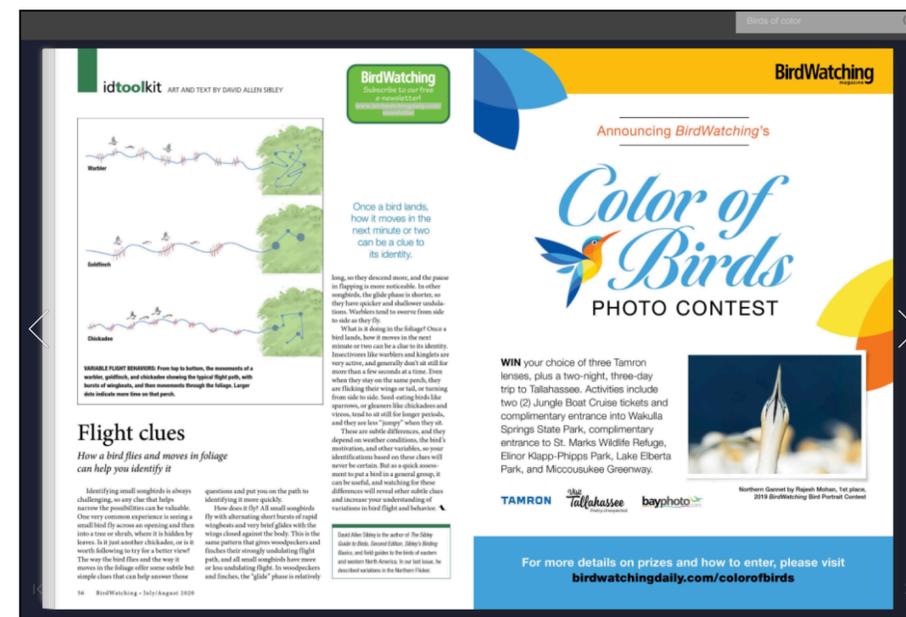
# REBOUND: JUNE - AUGUST

## PROMOTIONS / PARTNER ENGAGEMENT

- Partnered with BirdWatching Magazine for an in-book promotion including email blasts, logo inclusion on promotional banners, newsletter, print inclusion and social posts.

## SOCIAL MEDIA

- Developed organic content focused on outdoor exploration (hiking, biking, paddling, birdwatching) while encouraging planning your next trip.
- Activated paid social media aligned with new creative campaign, targeting potential visitors in Tampa and Orlando.



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# REBOUND: MEDIA PLAN (JULY - AUGUST)

## ■ MEDIA

- Launched integrated media to reach target audiences in Orlando and Tampa Bay, and a 5 hour driving radius, focusing on wide-open spaces to align with the CARES Act campaign.
  - Launched animated digital banners, targeting outdoor enthusiasts (biking, birding, hiking and paddling) with expanded targeting of families, couples, African Americans and guy/gal getaways.
  - Activated paid search campaign
  - Posted new I-10 outdoor boards utilizing the CARES Act campaign messaging.



# EXPAND



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# EXPAND: SEPT - DEC

## ■ ADVERTISING / CONTENT DEVELOPMENT

- Expand integrated, full-funnel media strategy to reach target audiences across all in-state and Southeast (Atlanta and Birmingham) drive markets and Southeast markets.
- Activate PinkBike.com partnership, elevating exposure of our mountain biking trails among outdoor and adventure travelers
- Activate FSU Athletics and FAMU partnerships to reach Seminole and Rattler fans in key feeder markets.
- Execute photo and video shoot, focusing on trails, wide-open spaces, safety, people wearing masks and diversity.

## ■ PROMOTIONS / PARTNER ENGAGEMENT

- Launch getaway promotions to communicate suggested itineraries and motivate travelers to Tallahassee this fall.



# EXPAND: SEPT - DEC

## ■ DIGITAL

- Introduce new Seasonal Bucket List Adventure, highlighting activities in the destination while maintaining a safe social distance
- Launch Visit Tallahassee Visitor Information Gift Shop online.

## ■ SOCIAL MEDIA

- Expand paid social media continuing to drive awareness across the target audiences.
- Conduct ticket giveaways via social media utilizing FSU football and basketball tickets.
- Increase locally developed user-generated content through an Instagram photo campaign.
- Activate Virtual Takeovers working with celebrities to take over social channels.



# EXPAND: SEPT - DEC

## ■ PUBLIC RELATIONS

- Arrange monthly virtual desksides with top media contacts.
- Expand radio promotion outreach to include the Southeast.
- Continue ongoing efforts to develop and pitch relevant storylines in key markets.
  - Angles: Outdoor activities (hiking, biking, paddling, trails), bird-watching, butterfly migration, family travel, alfresco dining, diversity, drivability/road trips, safety of the destination, new hotel openings and trends in hosting meetings & groups during COVID-19
- Continue to secure individual media stays, targeting regional influencers and journalists
- Host group media tour with VISIT FLORIDA, St. Augustine and Visit Pensacola in November focusing on female outdoor adventure writers



# EXPAND: MEDIA PLAN (SEPT - DEC)

## ■ MEDIA

- Continue to expand full-funnel media strategy
  - Activate FSU partnership including full page ad in Unconquered Magazine, 500K digital impressions on Seminoles.com, football and basketball live radio mentions and :30 second radio spots.
  - Activate partnership with FAMU
  - Run multi-month Digital Billboard Campaign in Tampa Bay and Orlando
  - Activate Flamingo Magazine media buy including custom e-blasts, full page print ad, static banners, and a social insertion, focusing on winter outdoor pursuits to reach our target audiences.
  - Develop advertorial with Tallahassee Women magazine for the December issue.
  - Place full page ad focusing on trail running with Sports Destination Magazine in November.



# EXPAND: MEDIA PLAN (SEPT - DEC)

## ■ MEDIA (CONTINUED)

- Expand display and paid social media while launching native & video to drive travel interest across outdoor enthusiasts (hiking, biking, birdwatching, paddling), families, couples and African Americans
- Activate media opportunity with Expedia:
  - ▶ Fall co-op campaign with exclusive value-added opportunities for hotel partners to help stimulate bookings and engage audiences from top feeder markets.
- Activate 1:1 matching VISIT FLORIDA Co-Op in September including native advertising, Pandora ads and video ads on ABC / Disney platforms all targeting the state of Florida
- Continue digital media advertising with FSAE and ePro Direct, reaching meeting planners with new creative positioning Tallahassee as a safe place for meetings and groups
- Continue scaling and optimizing the paid search campaign.
- Execute 4 custom trip guides with Roadtrippers accompanied with display and social exposure.
- Publish full page ad with Emerald Coast Magazine in December.



# CARES ACT TOTAL BUDGET

CATEGORY	TOTAL BUDGET
ADVERTISING	\$ 186,125
PHOTO / VIDEO SHOOT	\$ 27,433
MEDIA	\$ 373,011
DIGITAL	\$ 52,500
PUBLIC RELATIONS	\$ 60,562
TOTAL	\$ 699,631



**THANK YOU**



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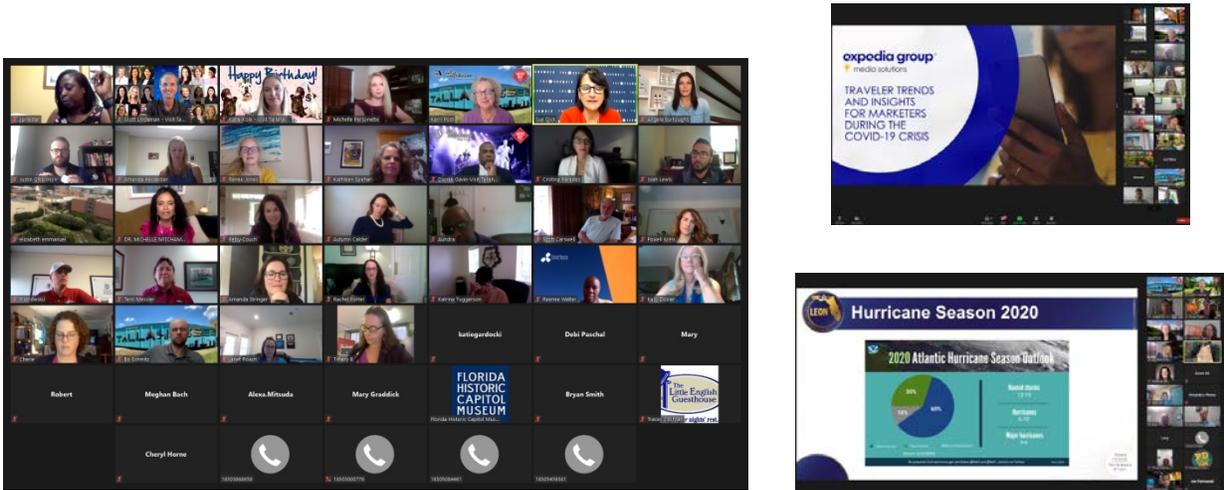




## DIVISION OF TOURISM WEEKLY INDUSTRY ZOOM MEETINGS

At the beginning of the “Safer at Home” order in Leon County, the Division of Tourism/Visit Tallahassee initiated a series of weekly conference calls for tourism industry professions in Leon County. Initially, calls focused on ways to educate and support our partners and to get feedback from them about their concerns and actions during the rapidly changing pandemic. Starting in April, Visit Tallahassee extended invitations to local, state, and national industry leaders to join as guest speakers. These calls have now evolved into Zoom Webinars featuring live video-conferencing and “face-to-face” interactions. The Division of Tourism has hosted 26 consecutive weekly meetings/webinars featuring over 80 guest speakers between March 19 and Sept 9, 2020. The industry views these meetings as a valuable and collaborative effort of support and a constant and trusted place to exchange ideas and share resources.

Guest speakers included representatives from a wide range of industries who shared insights into how they adapted their business models, looking into specific sectors such as retail, hotels, restaurants and attractions, available financial assistance and grants, innovations, stimulus programs and new best practices. Audio and video recordings of these calls are available on [VisitTallahassee.com/Industry](http://VisitTallahassee.com/Industry).



### SAMPLE EMAIL INVITATION

Weekly email reminders were sent to industry partners with reminders and direct links to access the Zoom meeting or dial in by phone.





## DIVISION OF TOURISM WEEKLY INDUSTRY ZOOM MEETINGS

---

### Featured Guest Speakers as of September 9, 2020

Adam Kaye  
Althemese Barnes  
Amanda Heidecker  
Amanda Morrison  
Angela Burroughs  
Ashley Edwards  
Autumn Calder  
Ben Kaempfer  
Betsy Couch  
Byron Burroughs  
Cherie Bryant  
Claudia Blackburn  
Cristina Paredes  
Dana Young  
Danny Aller  
Darryl Jones  
David Pollard  
David Yon  
Demetrius Murray  
Doug Alderson  
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Dr. Michelle Mitcham  
Eleanor Warmack  
Elizabeth Emmanuel

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Gregg Patterson  
Harry Smith  
Janet Roach  
Jeri Madden  
JH Leale  
Jimmy Card  
John Gandy  
Justo Cruz  
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Kathleen Spehar  
Katie Gardocki  
Katrina Tuggerson  
Keith McCluney  
Kelly Dozier  
Kerri Post  
Kevin Peters  
Laura Johnson  
Leah Garey  
Leigh Davis  
Lindsey Magura  
Lori Elliot  
Maestro Darko Butorac  
Mandy Stringer

Mark Xenophon  
Marquis Williams  
Mathieu Cavell  
Matt Thompson  
Michelle Personette  
Michelle Wilson  
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Paige Lee  
Paul Woodward  
Powell Kreis  
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Rebecca D'Alessio  
Ricky Bell  
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Russell Daws  
Sally Bradshaw  
Sharon Priestler  
Stacy Welch  
Steven Bonda  
Sue Dick  
Susie Busch-Transou  
Tiffany Baker