

Visitor Services

FY 2021-2022 Department Plan

Goal: Manage Tourism Grants Program

Manage the administrative process of awarding \$560,000 of grant funds to Legacy, 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:

- Make improvements/adjustments to 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.
- Continue inclusion of health and safety plans in grant application process. Review and approve updated plans and protocols as event dates approach.
- 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.
- Coordinate with Tourism Sports and Sales Departments to ensure the success of the Grants Program.
- 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 70,000 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, local, and regional partners in a timely manner and easy-to-access format.

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. New Visitor Guide delivery date anticipated Fall (Oct/Nov) 2021.

- 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 Leon County Visitor Information Center, Special and Sporting Events, and through requests from various groups for welcome packets.

Goal: Visitor Information Center & Gift Shop

Serve as ambassadors for Tallahassee/Leon County by providing a welcoming environment for visitors. Provide information and upsell the destination to result in extended or repeat visits. Generate \$5,000 in direct annual sales of Gift Shop merchandise.

Strategy

Increase visitor considerations with easy access to information regarding local events and attractions, expanding visitors' view of what the destination offers 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.
- Promote satellite Visitor Information Center at the North American Properties site at Cascades Park. Coordinate staffing and days/hours of operation.
- Develop and launch an outreach/awareness campaign on the newly opened Visitor Information Center in Cascades Park to inform Downtown businesses/partners, as well as hotels and attractions, of the services we provide to visitors and residents.
- Develop a plan for late 2022 to open new primary Visitor Information Center located at the renovated Amtrak Station site on Railroad Avenue.
- Support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.
- Provide customized visitor 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.
- Display and share current collateral materials from partners.
- Expand Gift Shop merchandise online sales through the VisitTallahassee.com website.
- 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.

TRAVEL BUDGET

FY 2021/22 Sales Plan Detail				
Date	Show/Event	Location	Show Cost	Travel Cost
August 2022	FRPA Annual Conference	Orlando	\$ 300.00	\$ 1,100.00
September 2022	DI Visitor Services Summit	TBD	\$ 500.00	\$ 3,000.00

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