



# OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: TOURISM DEVELOPMENT

## ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

### Mission Statement

To spearhead and coordinate the tourism-related marketing and management of the destination through the coordination of the hospitality industry, local governments and the business community to sustain and grow visitor spending and job creation in the Tallahassee region.

### Strategic Initiatives/Support Highlights

#### Economy

- Developed the Inaugural Capital Cuisine Restaurant Week, in partnership with 22 dining stakeholders and the Florida Restaurant and Lodging Association in May. During this week, hotel occupancy increased by 5.9% over May 2011. The event will expand to 12 days in 2013 and will include a musical component.
- Partnered with Choose Tallahassee to train volunteer ambassadors to spread the word that Tallahassee-Leon is a retirement destination. Provided \$10,000 in marketing support.

#### Quality of Life

- Provided \$1.78 million of existing Leon County Tourist Development tax revenue towards construction of the amphitheatre at Cascade Park, in partnership with the City and Blueprint 2000. The amphitheatre will be a performing arts destination for community and draw regional visitors.

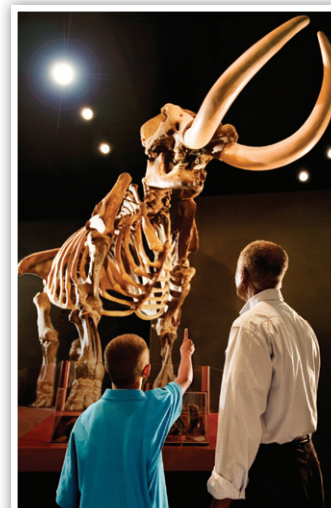
### Contact Us

(850) 606-2300  
www.visittallahassee.com

## PEOPLE FOCUSED. PERFORMANCE DRIVEN.

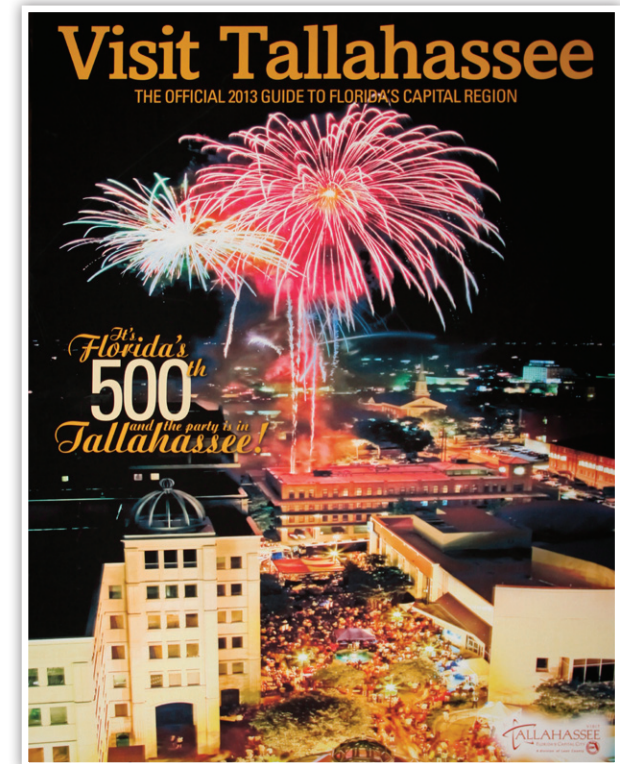
## PROMOTING AND MARKETING FLORIDA'S CAPITAL REGION

- The division works closely with local and state tourism partners and hospitality agencies, such as Visit Florida, FSU & FAMU Boosters and Alumni Associations, the Tallahassee/Leon County Economic Development Council, and the Florida Restaurant and Lodging Association, to highlight the area's best features and market Leon County as a year-round destination. This past year, these partnerships have helped increase the community's profile as a tourism destination. For example:
  - » Hotel occupancy has increased by 3.5% in 2012 over the same period in 2011.
  - » Overall visitation increased by 13.2% in 2011 with direct spending increasing by 11.4% to \$577.20 million.
  - » Tourism related jobs increased by 11.5% in 2011 to 12,228 in Leon County.
  - » Tourist Development Tax collections for the first 11 months of the FY 2012 fiscal year are up by 10%.



Museum of Florida History

- » 53% increase in traffic to the VisitTallahassee.com website and a 150% increase to the mobile site.
- » An estimated 19.9 million people saw articles about Leon County as a result of hosting events such as journalist tours, which is equivalent to \$1.1 million of free advertising for local businesses.
- » 264% increase in Facebook "likes" and a 132% increase in Twitter Followers.



**Did You Know**  
Leon County had approximately 2.6 million people visit our community which accounts for \$580 million in direct spending, an \$800 million total economic impact, and over 12,000 tourism related jobs.



- Leon County prides itself on creating a welcoming atmosphere to all visitors. The Division of Tourism Development provided visitor services to 253 groups that came to Leon County, representing 22,527 individual guests. The Leon County Visitor Information Center (106 East Jefferson Street) assisted 6,445 domestic visitors and 1,084 international visitors. This is an increase of 5% over last year.
- Tourism Development coordinated with the City of Tallahassee and Blueprint 2000 to develop an Interlocal Agreement designating programming for the amphitheatre in Cascade Park. The division is establishing a STAGE Committee to engage various stakeholders in the cultural community and neighborhoods adjacent to the amphitheatre.
- During 2012, the Tourism Development Division attracted the 2012 and 2013 Florida High School Athletic Association's High School Cross Country Championships, which was held at the Leon County Apalachee Regional Park Trail, and hosted two major softball tournaments in August that brought in 1,100 visitors and resulted in 1,309 room nights.

**Did You Know**  
 Leon County Tourism Development awarded over 110 grants to support local organizations and events.



Mission San Luis



Tallahassee Museum Zipline Course

### Demonstrating Highest Standards of Public Service



Janet Roach, Meetings & Conventions Sales Manager, was selected for the Supplier of the Year award by the Florida Chapter of the Society of Government Meeting Professionals for her contributions and commitment.

Lorrie Allen, Leisure Sales Manager, was named Associate of the Year by both the Georgia Motorcoach Association and the Alabama Motorcoach Association. This award recognizes professional representation in the marketplace and quality service provided to members of the associations.



Leon County Apalachee Regional Park Trail

