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YEAR 2010

TALLAHASSEE – WHERE IT ALL COMES TOGETHER

THE EXPERIENCE

TALLAHASSEE. FLORIDA'S CAPITAL CITY

Tallahassee shares a deep-rooted history and culture with unparalleled natural adventure and an upbeat vitality. A fusion of cosmopolitan flair and charming personality defines the spirit of Florida's Capital City – where it all comes together for visitors. Stretching along the Florida Panhandle, Tallahassee is a place where college town meets cultural center, politics meets performing arts and history meets nature – a place where the vibrancy of what to do is matched only by the city's inviting hospitality.

SETTING

Located just 25 miles from the Gulf of Mexico and 14 miles south of Georgia, Tallahassee is situated in the Panhandle area of Florida, among rolling hills, canopy roads, majestic oaks, rivers and lakes.

DISTINCTIONS

A blend of Southern hospitality and sophisticated vibrancy is the essence of Florida's Capital City -- neighborhood eateries and white tablecloth dining, rolling hills and a burgeoning nightlife, canopy roads and art galleries, antebellum plantations and hip hotels.

Nine official canopy roads make up 78 miles of Spanish moss-draped tunnels.

A plantation belt created in the early and mid 1800s still lives on as the largest collection of antebellum plantations in the country – 71 plantations and 300,000 acres – exists between Tallahassee and Thomasville, Georgia, just 28 miles away.

From thousands of protected acres and green spaces to endless miles of trails and waterways, Tallahassee is home

- MORE -

to a bustling outdoor community. Ranked by *Delta Sky* as one of the top kayaking destinations in the country and featuring top fishing destinations such as Lake Jackson, Wacissa River and the Gulf of Mexico, there is no shortage of outdoor activities.

**VEGETATION/
GEOGRAPHY**

Part of the Red Hills region that covers 300,000 acres of the Southeastern U.S., Tallahassee is rich in flora and fauna and home to the some of the last remnants of the great longleaf pine forests in the nation. . In fact, The Nature Conservancy considers Tallahassee to be one of “America’s Last Great Places.” Dotted with rolling hills, ravines, gullies and covered by forests, rivers and lakes, Tallahassee features several varieties of oaks, including the majestic Southern live oak, as well as countless dogwoods, azaleas and camellias.

WEATHER

Uncommon for Florida, Tallahassee experiences four distinct seasons. With a close proximity to the Gulf of Mexico, the area is typically mild and moist and has an average annual temperature of 67 degrees. The average summer temperature is a sunny 83 degrees, while winter averages a temperate 50 degrees.

ACCOMMODATIONS

Tallahassee’s Southern roots are balanced by a cosmopolitan flair, with approximately 6,000 rooms in nearly 70 hotels, ranging from quaint bed and breakfasts and a downtown boutique hotel to budget-friendly chains and a hip business properties.

In a down economy, Tallahassee’s downtown has continued to flourish with the opening of two new hotel properties:

HOTEL DUVAL

As Tallahassee’s only boutique hotel, the newly renovated downtown property boasts 117 guestrooms, each designed with color elements that correspond with guests’ individual mood, as well as Shula’s 347 Grill and Level 8, a rooftop bar that overlooks downtown Tallahassee.

ALOFT TALLAHASSEE DOWNTOWN

A lifestyle brand hotel created with the DNA of W Hotels, Aloft offers visitors a new way to work, play and stay. With 162 spacious guest retreats, the always-lively W xyz Bar, self-check-in kiosks and the 24/7 refuel snack bar, the recently opened hotel is a hip addition to Tallahassee's burgeoning downtown scene.

EVENT/ MEETING FACILITIES

Tallahassee boasts approximately 400,000 square feet of meeting space, from antebellum plantations and downtown hotels to conference centers and historic sites.

Whether it's politicians uniting to implement the state's policies or families celebrating the joining of bride and groom, group gatherings come together in Tallahassee, complemented by state-of-the-art facilities, charming accommodations, unique Florida scenery and plenty of after-hour diversions, from outdoor adventures and shopping to museums and modern art.

A few notable new meeting/event venues include:

FSU CONFERENCE CENTER

Located near downtown and the Florida State University campus, the new Florida State Conference Center showcases 47,000 square feet of facility space, including a 400-seat auditorium, a 320-seat dining room and eight breakout rooms that can accommodate 10 to 100 guests.

MISSION SAN LUIS

Once home to more than 1,500 Apalachee Indians and Spanish settlers, Mission San Luis is a National Historic Landmark site of the western capital of Spanish Florida. The living museum boasts a new 24,000 square-foot Visitor Center, with a 4,000 square-foot Mission Room that seats up to 250 guests. The Mission also features the 1,200 square-foot Sun Trust Theatre, two 644 square-foot classrooms and a conference room for 10 to 12 attendees.

TALLAHASSEE TASTES

As varied as Tallahassee's ever-changing landscape is the city's diverse menu of authentic regional cuisine, fine dining

and international fare. From downtown traditions and scrumptious steakhouses to neighborhood eateries and Southern delicacies, Tallahassee serves up a variety of taste bud-pleasing options.

ON THE TOWN

An evening out in Tallahassee doesn't stop at dinner; the town is flattered by burgeoning nightlife, from chic bars to soulful jazz clubs. Whether a beer connoisseur, happy hour enthusiast or music lover, there's a Tallahassee hotspot to fit the bill.

HISTORY & HERITAGE

With a history that dates back to 1539 when Hernando de Soto established his winter encampment and held the first Christian Christmas in North America, Tallahassee's past is as storied as its present day.

STATEHOOD/ ESTABLISHING THE CAPITAL OF FLORIDA

Once a log cabin, today the Historic Capitol makes up the base of Florida's Capitol complex. The Historic Capitol has been restored to its 1902 appearance, featuring an elaborate stained glass dome and signature red-and-white-striped awnings.

Built in 1977 the \$43 million New Capitol structure was constructed to replace the 1845 capitol building and is a towering 22 stories tall, with a 22nd floor observation deck and art gallery featuring works from artists all over the state. As one of only four capitols in the U.S. that offer panoramic views of the city, visitors can see all the way to the Gulf of Mexico on a clear day.

The Museum of Florida History, located downtown in the R. A. Gray Building, is the official state history museum and focuses on eras unique to the growth and development of the 27th state. From First Families of Florida to the Seminole People of Florida, the Museum explores the cultures and people who shaped and influenced the natural and cultural environments of Florida.

NATIVE AMERICAN

Native Americans occupied Anhaica, now known as

Tallahassee, for more than 12,000 years. A restored community that once housed the Apalachee Indians and families from Spain, Mission San Luis now serves as an instrument to educate visitors about the past way of life in a community laced together by religion, military and economic purposes.

The area around Tallahassee's Lake Jackson was once inhabited by Native Americans more than eight centuries ago. Today the area is know as the Lake Jackson Mounds Archeological State Park and features six earthen temple mounds and one mound that is thought to be a burial mound.

The Tallahassee Automobile Museum, in addition to a rare collection of classic automobiles, houses an assortment of Native American artifacts passed down from a local Native American family. Featuring Native American bowls and ancient tools, the Tallahassee Automobile Museum is more than a museum, it is a journey through Americana. The museum highlights collectibles ranging from Steinway Piano's and the Batmobile from Batman Forever to antique toys and cash registers.

SPANISH COLONIAL

Traveling from the Tampa Bay area to spend the winter in Tallahassee, the Spanish conquistador Hernando De Soto took over an Apalachee Indian Village in 1539 in a location that is now downtown Tallahassee and held the very first Christmas celebration in North America.

CIVIL WAR & EMANCIPATION OF SLAVERY

Tallahassee visitors have the rare opportunity to step back in time when visiting Goodwood Museum and Gardens. Built circa 1840 this expansive antebellum plantation home is perfectly preserved as it was in the years surrounding World War I. One of the finest plantation homes ever built in this region, Goodwood features some of the earliest fresco ceilings in Florida.

The site of the second largest Civil War battle in Florida is now marked by the Natural Bridge Battlefield Historic State

Park. Tallahassee volunteers met the Union soldiers at Natural Bridge, ultimately winning three major attacks and forcing the Union to retreat. Today, Tallahassee holds the honor as the only Confederate capital east of the Mississippi not captured by the Union.

The emancipation of slavery marks an important time in U.S. history and Tallahassee's Knott House played an integral role as a temporary headquarters for the Union in 1865. During this time the Emancipation Proclamation was read aloud on the front porch by Brigadier General Edward McCook.

From Bellevue Plantation -- the home of Catherine Murat, the great grand niece of George Washington and wife to Napoleon's nephew, Prince Achille Murat -- to the red wolf habitat where visitors can spot the once-extinct-in-the-wild animal in its natural setting, Tallahassee Museum on Lake Bradford is one of the few museums in the country to combine a natural habitat zoo of indigenous wildlife with a collection of historic buildings and artifacts and an environmental center on a 52-acre lake setting.

AFRICAN AMERICAN

Housing arts, cultural and printed materials representing African American heritage, the Carrie Meek-James N. Eaton, Sr. Regional Black Archives Research Center & Museum collects and preserves the precious African American contributions to Florida and the Southeast.

Union Bank is Florida's oldest bank building, surviving from year 1841. Opened as a museum in 1984, the bank was originally the National Freedman's Bank and supplied funds to local cotton plantations and newly liberated slaves.

Born into slavery in Leon County, John G. Riley defied the nature of the times by learning to read and write and later pursued his dreams of becoming a teacher and prominent Tallahasseean. The John G. Riley Center Museum of African American History & Culture strives to educate visitors about the African American contributions to Florida's history.

OUTDOORS & NATURE

From spotting manatees year round and strolling through bountiful gardens, to casting a line for the “big one” and paddling down pristine rivers, Tallahassee is a slice of Florida that is rarely expected.

CANOPY ROADS

Tallahassee’s canopy roads, originally old Indian trails now lined with huge, moss-draped live oaks, provide scenic driving adventures for visitors. Covering 78 miles, there are nine designated canopy roads throughout Tallahassee.

FORESTS

Named the largest forest in Florida, the Apalachicola National Forest spans 571,088 acres and includes 2,735 acres of fresh water streams, rivers, lakes and natural springs. Featuring the 67 linear mile Florida Trail, the Leon Sinks – a geological area full of sinkholes and caverns – and the sight of a vanished Fort Gadsden, formerly the Apalachicola River outpost during the War of 1812, the Apalachicola National Forest provides a glimpse into Florida’s beauty before people arrived.

TRAILS

Hikers, cyclists and equestrians alike revel in the number of nature trails in the Tallahassee region – cutting through dense hardwood forests, traversing ravines, climbing bluffs and wading through swampy wetlands. Of interest is nearby Apalachicola Bluffs and Ravines Preserve, the largest natural geological exposure in Florida.

Equally as stunning is the St. Marks Historic Railroad Trail, valued nearly as much for its scenery as its history. Once an active railroad dating back to 1837, the trail is now popular among cyclists, stretching 16 miles north to south and ending in the coastal town of St. Marks. Branching off the railroad, the St. Marks National Wildlife Refuge imparts 75 miles of marked trails, attracting more than 300 species of birds and waterfowl and migratory monarch butterflies.

Not to be missed is Elinor Klapp-Phipps Park, the home of the world renowned Red Hills International Horse Trials,

and also the location of the Redbug Off Road Bike Trail, a three mile, technically challenging course with roots, rocks, wetland areas and several diverse ecosystems.

WATER

Exhilarating 70-degree waters flow through one of the world's deepest freshwater springs at Wakulla Springs State Park, where wildlife and visitors alike come together to take a refreshing plunge. Below the surface, an extensive cave and tunnel system is an underwater archaeological site housing fossilized remains, including ancient mastodon bones visible from 80 feet above on the park's signature glass bottom boat.

FRESHWATER FISHING

The cypress-lined, tannin-tinged waters of the tepid Bradford Brooks Chain of Lakes create an idyllic location for fishing. The sprawling, yet shallow, Lake Iamonia features seven miles of bays, coves and secret crevices for discovery, while neighboring Lake Jackson is equally large at eight miles long.

The mighty Lake Talquin reigns as one of the best freshwater fishing holes, housing speckled perch, shellcracker and crappie, but competes with the Wacissa River – one of the few rivers in North Florida where the elusive Suwannee Bass resides – for the rarest catch of the day.

SALTWATER FISHING

For visitors who prefer saltier angling, the Gulf Coast is less than 30 miles away. Fed by the Aucilla, Econfinia, St. Marks and Ochlocknee rivers and framed by the St. Marks National Wildlife Refuge, Apalachee Bay – a churning mix of fresh and salt water, grass flats and diving depths – merges with the Gulf of Mexico. Near the shore, trout, redfish and giant tarpon make frequent appearances, while deep sea runs return prime kingfish and cobia. Charters and guides are nearly as abundant as the fish, with many flats, deep sea and sportfishing excursions available.

KAYAKING

With five winding rivers, various sinkholes and 16 accessible lakes peppered through the region, Tallahassee visitors go where the water takes them. The Apalachicola River branches into 11 different trails, some easy day trips and others intense multi-day trips where camping is required.

The spring-fed Wakulla River receives an influx of saltwater from the Gulf of Mexico, so it's not uncommon to see freshwater fish, dolphins and manatees in one kayak trip. Outfitters, such as The Wilderness Way, provide kayak rentals, night trips on the Aucilla River, as well as guided tours of the intricate and delicately balanced ecosystems of the area's numerous waterways.

SCIENCE & DISCOVERY

A longtime mecca for discovery and exploration, from early Spanish settlers to the world renowned Magnetic Lab at Florida State University, Tallahassee is a hub for the inquisitive mind and scientifically inclined, whether it's visiting a pre-historic underwater cave system, exploring the galaxy in a planetarium or manning the space station in a state-of-the-art space simulator.

MARY BROGAN MUSEUM OF ART & SCIENCE

Mary Brogan Museum of Art & Science, in association with the Smithsonian Institution, is a cornerstone of learning and community resource for visual arts, science exploration and humanities education. Whether museum-goers are interested in art or science, Mary Brogan offers an array of exhibits, from traveling art collections to the Super Science and Smart Art experiences, with StarLab portable planetarium shows that include take home star charts and Chemistry Magic Shows bursting with cool chemical compounds and exciting explosions.

CHALLENGER LEARNING CENTER

A one-stop-shop for state-of-the-art education and entertainment, the Challenger Learning Center uses aerospace as a theme to foster long-term interest in math, science, engineering and technology. The Space Mission

Simulator allows aspiring space travelers to guide a crew of astronauts on an orbiting space station, while the Digital Dome Theatre and Planetarium provides optimal viewing and exploration of the galaxy and night sky, all from the comforts of being grounded on Earth. The IMAX theatre is the ultimate in immersive learning, with crystal clear images five stories high and wrap-around digital sound that bring shark diving, African safaris and Mars exploration vividly to life.

NATIONAL HIGH MAGNETIC FIELD LABORATORY

The only facility of its kind in the U.S., the Mag Lab is the largest and highest-powered magnet laboratory in the world. The sprawling 370,000 square-foot complex near FSU attracts scientists from around the globe and boasts equipment that produces a magnetic field 1 million times stronger than the Earth's magnetic field. As a playground for scientific experiments, the Mag Lab is the location of breakthroughs in physics, biology, bioengineering, chemistry, biochemistry, materials science and engineering. Guided tours allow inquisitive minds to check out the Mag Lab first hand.

VISUAL & PERFORMING ARTS

From classical concertos under the oaks to weekend art festivals in the park, culture and arts converge to make Tallahassee an epicenter for the performing and visual arts. Through the Council on Culture & Arts (COCA) and the numerous programs and organizations dedicated to ensuring a thriving arts community, Florida's Capital City embraces its dynamic culture and encourages its visitors to do the same. Whether it's the Annual Florida African Dance Exhibition, Tallahassee Film Festival or First Friday Gallery Hop at Railroad Square, a cultural happening is just waiting to be discovered.

LEMOYNE CENTER FOR VISUAL ARTS

With a mission to promote and advance education, interest and participation in the contemporary visual arts, LeMoyne Center for Visual Arts is a cornerstone in the Tallahassee arts scene. Providing fine art exhibitions, year round classes and special art-related cultural events, such as the Chain of

Parks Arts Festival, the Center is a driving force in advancing the arts in the Big Bend area.

SEVEN DAYS OF OPENING NIGHTS

Since 1999, Florida State University has held the annual weeklong celebration of the performing arts and has committed to engaging the community and its visitors with world-renowned performers, from blues legend Buddy Guy and American roots sweetheart Alison Krauss, to the unrivaled writings of Stephen King and the heavenly sounds of the Vienna Boys Choir. The main performance hall, Ruby Diamond Auditorium, is currently undergoing a \$30 million renovation, and the 2011 celebration will mark its return to center stage.

TALLAHASSEE SYMPHONY ORCHESTRA

The professional symphony orchestra presents four classical concerts, an American Celebration and Holiday Magic concert and one Young People's Concert per season, in addition to Pops in the Park. The annual springtime musical celebration is performed lakeside in SouthWood, where the musically inclined listen to the sounds of Beethoven, Brahms or Tchaikovsky while relaxing under the stars and moss-draped live oaks.

FIRST FRIDAY GALLERY HOP/ RAILROAD SQUARE ART PARK/621 GALLERY

Held the first Friday of every month, art lovers enjoy an evening jaunt through Tallahassee's finest and funkier art galleries. The most popular Gallery Hop destination is Railroad Square Art Park, the crown jewel of the recently revitalized Arts District and home to more than 50 studios, galleries and small shops, including 621 Gallery. A haven for local artists, 621 is a community-run gallery that features artists from around the area.

SHOPPING

Colorful storefronts and funky antique shops grace the streets of Tallahassee, from a green living store with recycled goods to an authentic Italian market.

MIDTOWN

The trendy Midtown area of Tallahassee attracts the social

set with intimate wine bars, neighborhood eateries, fashionable boutiques and fine art and design galleries.

RAILROAD SQUARE

The hub of Tallahassee's Arts Districts, Railroad Square features more than 50 art galleries, studios and shops and is popular during the First Friday Gallery Hop.

MARKET SQUARE

Located on the Northeast side of town, Market Square is known for its locally owned stores, from pizza and sandwich shops to high-end boutiques and a seasonal farmer's market.

BETTON PLACE

A collection of antiques, monogrammed gifts, house wares, restaurants and a day spa complete this quaint shopping area just outside of Midtown.

LAKE ELLA

Stone cottages trim the edge of Lake Ella, with quirky boutiques, tasty eateries and specialty stores.

SPECIAL EVENTS & FESTIVALS

Hernando De Soto Winter Encampment	January
Heritage Blues Festival	January
Seven Days of Opening Nights	February
Jazz & Blues Festival	March
Red Hills International Horse Trials	March
Springtime Tallahassee	March/April
Florida Seafood Festival	March/April
Florida Wine Festival	March/April
Pridefest	April
Tallahassee Film Festival	April
Tour of Gardens	April
Chain of Parks Arts Festival	April
FSU Flying High Circus	April
Garnet and Gold Spring Game	April
Tallahassee Scottish Highland Games and Celtic Festival	April
Pops in the Park	April
Emancipation Celebration	May

Annual Florida African Dance Festival	June
Celebrate America	July
Summer Swamp Stomp	July
Greek Food Festival	October
Blessing of the Animals	October
Historic Ghost Tours	October
Halloween Howl	October
Zoobilee	October
The Winter Festival	December
Market Days	December
Capital City Countdown	December

ONGOING EVENTS

Downtown Marketplace	March – Nov.
First Friday Gallery Hop	Monthly
Downtown GetDown	Sept. – Nov.

NEARBY EVENTS

Rose Festival (Thomasville)	April
Southern Music Rising's Bluegrass Festival (Monticello)	April

Worm Grunting Festival (Sopchoppy)	April
Blue Crab Festival (Panacea)	May
Watermelon Festival (Monticello)	June
Seafood Festival (Apalachicola)	November
Monarch Butterfly Festival (St. Marks)	October

TOURS

Walking tours of the Capitol Downtown Cultural District, which encompasses 10 blocks and 25 different sites, are available with a free map that includes details of each site. The maps can be picked up at the Leon County Visitor Information Center.

Other tours include driving tours and self-guided tours of the area's canopy roads, historic districts and 38 historical sites that are open to the public.

GETTING AROUND

With four major highways leading into Tallahassee, a regional airport with major airline carriers, a private charter

airport and countless rental car companies, getting to and around Tallahassee is simple and stress-free.

VISITOR CENTERS

LEON COUNTY VISITOR INFORMATION CENTER
106 East Jefferson Street
Tallahassee, Fla. 32301

TALLAHASSEE REGIONAL AIRPORT
1300 Capital Circle SW
Tallahassee, Fla. 32301

Additional visitor information is available from the **Visit Tallahassee** at **www.VisitTallahassee.com** or call **(800) 628-2866**.

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About Visit Tallahassee

Visit Tallahassee is the official tourism marketing organization for Tallahassee and Leon County Florida, operating as a department of Leon County Government. Visit Tallahassee promotes tourism to the area through direct sales, advertising, public relations, sports, film, product development and visitor services. For more information, visit www.VisitTallahassee.com.