



Tuesday January 19, 2010

VISIT TALLAHASSEE TRANSPORTATION FUND DISBURSEMENT POLICY APPROVED BY TDC

Over the years it has been determined that due to the lack of a true conference center or convention hotel, Tallahassee is sometimes not considered as a meeting destination. Meeting and convention groups typically prefer sleeping rooms and meeting space under one roof or within walking distance for both convenience and cost effectiveness. In an effort to recover some of this missed business, Visit Tallahassee has developed a Transportation Fund to off-set transportation costs and assist in transporting meeting attendees between lodging properties and public meeting venues, or between the accommodations and a local attraction for an off-site function.

The goal of this program is to encourage meeting planners of these larger groups to utilize Tallahassee as a host city for their meetings and conventions. In order to potentially increase the number of larger meeting groups, a transportation fund of \$20,000 has been established in the FY 2009-2010 Visit Tallahassee budget.

Our sales team encourages industry partners to use this new fund as a selling tool when booking new business. The following [policy](#) outlines the disbursement of the Transportation Funds. Please contact Janet Roach at (850) 606-2320 or Janet.Roach@VisitTallahassee.com with any questions.

TALLAHASSEE SPORTS COUNCIL OPENS SECOND GRANT CYCLE

Interested in bringing a sporting event to Tallahassee? The Tallahassee Sports Council, a division of Visit Tallahassee, is currently accepting grant applications for sporting events with visitor impact that will take place spring, summer and/or early fall (prior to Oct. 1) of 2010. The application deadline is February 22, 2010 at 5:00 PM. For more information please contact Brian Hickey at 606-2313 or visit us at www.visittallahassee.com to get a copy of the application.

INDUSTRY PARTNER OPPORTUNITIES

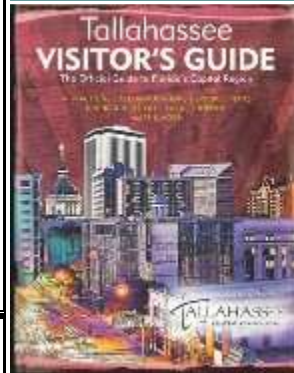
Specials Lead

Visit Tallahassee is looking for hotel or attraction specials to promote on www.VisitTallahassee.com. If you have a special rate or package that you are offering from now until February 28, 2010, please submit offers to Katie.Kole@VisitTallahassee.com for inclusion.

“What’s New” Lead

The PR department is seeking information on “What’s New” with our Industry Partners to help with future media opportunities and pitches. Please send a brief paragraph outlining “What’s New” with your hotel, attraction, restaurant or organization to Katie.Kole@VisitTallahassee.com.

Visit Tallahassee
is now on
FACEBOOK!
Page Name: Visit Tallahassee



PARTNER-TO-PARTNER OPPORTUNITIES

Set for April 17-18, 2010, the LeMoyne Center for the Visual Arts is hard at work planning its 10th Annual Chain of Parks Art Festival, set under the shade of Tallahassee's beautiful canopy oaks and featuring the best art in the Southeast.

In order to drive even more visitors to Tallahassee for the event, the Festival's committee is asking local hotels to create a special promo code, good for a small discount. Participating hotels would be included in all press materials, on the Festival's website including a direct link, as well as recommended as the preferred hotels for all participating artists.

LeMoyne is also seeking permission to place Festival magazines and postcards in hotel lobbies during the week preceding the event, to help raise awareness of the festival.

Interested hoteliers should contact allisonfogt@yahoo.com or jjacobspr@gmail.com.

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Visit Tallahassee

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www.VisitTallahassee.com

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.

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