



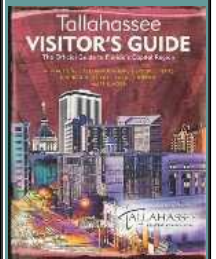
Tuesday March 2, 2010

Welcome Back Florida Legislators

Visit Tallahassee is delighted to welcome the Florida Legislators back to Tallahassee for the 2010 Legislative Session. According to the *Tallahassee Democrat*, this year's Legislative Session will bring an economic impact of two million dollars per week to the community through lodging, restaurants and the many local support services.

Last week, the Visit Tallahassee staff presented, to more than 50 new legislative staff members, upcoming events and area attractions in addition to educating them on the friendly and knowledgeable services of the Visitor Information Center. Visit Tallahassee will be producing and distributing targeted information to make it easier for legislators, their families and their staff to spend money in the community by encouraging them to explore and enjoy Florida's Capital City. Staff will also be participating in Florida Tourism Day, Tuesday March 6 with VISIT FLORIDA, the Florida Restaurant & Lodging Association, Florida Attractions Association, Florida Sports Foundation, and the Florida RV Parks & Campgrounds Association, to highlight the importance of tourism to Florida communities statewide.

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March Events

Amid a dazzling panorama of fiery azaleas and lush landscape, Tallahassee and the Capital Region indulge in a spring season abloom with cheerful events and lively diversions. Headlined by the annual Springtime Tallahassee Festival and complemented by other scene-stealing events such as the Red Hills Horse Trials, the Tallahassee Jazz and Blues Festival and the Florida Wine Festival, the Capital City ushers in the spring season with festive flair that is uniquely Tallahassee.

Below, take a glimpse into the beginning of the spring season with a sampling of March Events:

"The Light in the Piazza" By Theatre A La Carte

Tallahassee Little Theatre
Monday-Sunday, March 1-7
850-224-8474, www.theatrealacarte.org

Hamlet

School of Theatre at Florida State at the Lab Theatre
Wednesday-Sunday, March 3-7
850-644-6500, www.tickets.fsu.org

First Friday Gallery Hop

Various Venues
Friday, March 5
www.firstfridaytallahassee.com

Red Hills International Horse Trials

Elinor Klapp-Phipps Park
Friday-Sunday March 5-7
850-580-4020, www.rhht.org

Tallahassee Jazz & Blues Festival

Tallahassee Museum
Saturday-Sunday, March 13-14
850-575-8684, www.tallahasseemuseum.org

8th Annual Florida Wine Festival

The Mary Brogan Museum
Friday and Saturday March 19-20
850-513-0700, www.thebrogan.org

Get Out and See Tallahassee 2010 Kick-Off

The Mary Brogan Museum
Saturday, March 20
850-606-2305

NCAA Division I Women's Basketball Championship

Donald L. Tucker Center
Saturday, March 20 and Monday March 22
www.Seminoles.com

Tallahassee Jewish Food and Cultural Festival

Temple Israel
Sunday, March 21
850-656-6766, www.tallahasseejewishfoodfestival.com

Springtime Tallahassee

Downtown Tallahassee
Saturday, March 27
850-224-2012, www.springtimetallahassee.com

For a complete event listing, visit www.VisitTallahassee.com.

Visit Tallahassee Continues Partnership with Natural North Florida

Last week, Visit Tallahassee hosted the Original Florida/Natural North Florida monthly meeting of this regional (12 county) tourism marketing group at the Mission San Luis new Visitor Center. Upcoming collaborative marketing programs include launching a new Geocaching Contest and hosting an Equestrian FAM with the Red Hills International Horse Trials as the cornerstone event. Check future newsletters for opportunities to get involved with Natural North Florida's marketing efforts.

Industry Partner Opportunities

Co-Op Opportunity at Chuck Cook Trade Show, August 19

Visit Tallahassee's Sales Department has established a Tallahassee aisle at the upcoming Chuck Cook Trade Show on August 19, for added exposure for partners and our city. Don't miss the opportunity to get in front of important decision-makers at this one-day tradeshow. Only three (3) booth share spots remain, so sign up today! To download the participation form, click [here](#). Partners who have their own exhibit table at the event may also be placed in the Tallahassee aisle. Contact Janet Roach for more information at Janet.Roach@VisitTallahassee.com or 606-2320.

iDSS Training for Hoteliers

March 11 at 3 pm

Maximize your partnership with Visit Tallahassee and gain knowledge used in responding to leads via the iDSS System. This training is recommended for any sales staff who responds to leads for their hotel properties. Topics discussed will include: information requested by market segment, understanding notices, searching status of existing leads, venue requirements and more. Please RSVP to Janet.Roach@VisitTallahassee.com to attend the March 11th training.

Sports News and Opportunities

Tallahassee serves as host for Professional Soccer Team's Spring Training

Tallahassee Sports Council is pleased to announce Tallahassee as the official Spring Training site for the Women's Professional Soccer 2009 National Champions, Sky Blue FC. The team will be training at Florida State University from March 10 through March 24 and will scrimmage the Florida State University Women's soccer team on March 17 and the University of Florida Women's soccer team on March 23. For more information visit www.womensprosoccer.com/ny.





NCAA Division I Women's Basketball Championship

The road to the 2010 Women's Final Four® will begin in Tallahassee with FloridaStateUniversity playing host to the NCAA Division I Women's Basketball Championship first and second rounds, March 20 and 22, 2010.

FSU women's basketball has 25 wins and only 4 loses and is ranked #9 in the Nation. Come out and give the Noles a home court advantage for March Madness. First and second round games will take place on FloridaState's campus inside the DonaldL.TuckerCenter.

Pairings and game times will be announced at 7 p.m. ET on Monday, March 15, 2010 on ESPN. Tickets are available now: Adults \$27/Youth \$17 (cost includes both first and second rounds). To purchase tickets or for more information, visit www.Seminoles.com.

FloridaState Invitational Soccer Tournament

For the first time, Tallahassee United Futbol Club (TUFC) will be hosting the Florida State Invitational Soccer Tournament on March 13 and 14. The tournament is anticipated to bring 64 to 72 youth soccer teams to the Tallahassee area. For more information, visit www.tufc.org.

Partner Specials Opportunity

Visit Tallahassee is collecting discounts and coupons from restaurants and attractions to provide to participants and officials for upcoming sporting events. If you would like to participate, please contact Chris O'Brien 850-606-2317 or Chris.O'Brien@VisitTallahassee.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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