



**Tuesday November 24, 2009**

### **VISIT TALLAHASSEE TOURISM MARKETING EVENT**

Thank you to everyone who attended the "Tourism Touchdown for Tallahassee" event at Hotel Duval on November 18. As the first of what will be an annual event, we were very pleased with the turnout and support from our industry partners and community. The event served as the official Marketing Roll-Out for Visit Tallahassee and included the new Advertising, Creative, Marketing Plan and unique Cooperative Opportunities. A special "thank you" to Hotel Duval for hosting the event and to Florida State University and Florida A&M University for providing authentic football apparel and spirit. Industry Partner feedback is appreciated and encouraged. Please send any comments or suggestions to Kerri Post at [Kerri.Post@VisitTallahassee.com](mailto:Kerri.Post@VisitTallahassee.com).

### **2009-2010 Cooperative Opportunities**

At the "Tourism Touchdown for Tallahassee" event, Visit Tallahassee introduced the new cooperative opportunities for the 2009-2010 fiscal year. The team worked very hard to provide a variety of low-cost partnership opportunities that will enable partners to take full advantage of the Visit Tallahassee marketing and sales programs.

These initiatives are designed to put the county's resources to work for you! Don't miss out on the chance to leverage your marketing and sales efforts with the county's marketing dollars and to associate your product with the Visit Tallahassee brand.

All opportunities are on a first-come, first-serve basis. To view a complete listing of cooperative opportunities, visit <http://www.visittallahassee.com/coop/visittallahassee>.

### **SALES NEWS**

Visit Tallahassee will hit the road again December 2-6, attending and exhibiting at the National Coalition of Black Meeting Planners (NCBMP) 2009 Fall Educational Conference in Daytona Beach, FL. At the conference, the Visit Tallahassee sales team will target meeting and event planners from numerous businesses, civil rights, churches and fraternal organizations. This is the Visit Tallahassee's first time attending NCBMP and we welcome any insight from Industry Partners who have or are planning on attending. Contact Janet Roach at (850) 606-2320 or [Janet.Roach@VisitTallahassee.com](mailto:Janet.Roach@VisitTallahassee.com).

### **SPORTS NEWS**

In partnership with the City of Tallahassee Parks, Recreation and Neighborhood Affairs, the Tallahassee Sports Council, the sports marketing entity for Visit Tallahassee, bid on and was awarded three National Championships at the Amateur Softball Association's (ASA) Annual Council Meeting held in Reno, Nevada. The tournaments include ASA Girls 14-Under Class 'A' Fast Pitch Southern National Championships, ASA Girls 16-Under Class 'B' Fast Pitch Southern National Championships and the ASA Men's Industrial Slow National Championships.

All three tournaments will take place in August of 2011 and are expecting to bring a combined sixty teams to the Tallahassee area with a projected 1,600 visitors and \$1 million in economic impact. These three tournaments will be the seventh, eighth and ninth ASA National Championships to be hosted in Tallahassee over the last six years.

Congratulations to Rickards High, Leon County Schools and Teri Clow who ran the Florida High School Swimming and Diving 1A Regional at Morcom Aquatics Center. The successful event had over 600 Spectators, 200-300 swimmers, 60 coaches and 60 volunteers. Teams traveled from the Region that includes West to Pensacola, East to Jacksonville and South to Ocala.

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The Sports Department met with Rita Buck-Crockett Director and President of the North Florida Volleyball Academy (NFVA) at their new training facility in Tallahassee. The former warehouse is a 10,700 square foot volleyball facility with multiple courts and training areas. The surface is sport court that can also be used for basketball and other indoor sports. NFVA runs multiple tournaments in Tallahassee under the AAU and USA Volleyball sanctions. The program will have at least 13 girls' teams this season from ages 8-18. NFVA has a running record of getting all of their senior class athletes that wish to play in college opportunities to get a college education while continuing to play volleyball. For more information visit <http://www.northfloridavolleyballacademy.org/>.

## INDUSTRY PARTNER OPPORTUNITIES

### "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](mailto:Katie.Kole@VisitTallahassee.com) by COB, Friday, December 4.

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### Save the Date – Lodging Partner Webinar

Lodging Partners, please plan to participate in one of two webinars to review a new online booking **service** - Book Direct with Jack Rabbit Systems – that we are considering for the new VisitTallahassee.com website. It is not a booking engine or a third party, it utilizes your current on-line reservation system and makes it super-easy for visitors to check availability in town and book with hotels directly as well as provide the best rate for any given date.

The webinars are scheduled for Tuesday, December 1 at 2:00 p.m. and Thursday December 3 at 10:00 a.m. Please email [Kerri.Post@VisitTallahassee.com](mailto:Kerri.Post@VisitTallahassee.com) with your preferred day and time.

## PARTNER TO PARTNER OPPORTUNITIES

The E-newsletter is adding a new section for Industry Partners to connect with one another to help strengthen relationships within the tourism industry and create partner-to-partner packages and promotions. If you are interested in including a "Partner to Partner" opportunity in a future E-newsletter, please contact Katie Kole at [Katie.Kole@VisitTallahassee.com](mailto:Katie.Kole@VisitTallahassee.com).

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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, featuring the best art in the Southeast and set under the shade of Tallahassee's beautiful canopy oaks.**

**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 press materials, as well as the Festival's website. LeMoyne is also seeking permission to place Festival magazines and postcards in hotel lobbies during the week preceding the event, allowing visitors to become aware of the festival. Interested hoteliers should contact [allisonfoqt@yahoo.com](mailto:allisonfoqt@yahoo.com) and [jjacobspr@gmail.com](mailto:jjacobspr@gmail.com).**

**For more information about the 10th Annual LeMoyne Chain of Parks Art Festival, please visit [www.LeMoyne.org](http://www.LeMoyne.org).**

## VISIT TALLAHASSEE ON THE SCENE

Visit Tallahassee Staff attended the Original Florida Tourism Task Force meeting in Madison on November 19 to discuss regional marketing cooperative partnerships. Attendees were present from the following North Florida counties: Leon, Jefferson, Gadsden, Wakulla, Alachua, Madison, Lafayette, Taylor and Hamilton. Discussion highlights include planning Equestrian FAM in March and new Geocaching Program launching December 1, 2009 through April 30, 2010.

## HAPPY THANKSGIVING FROM THE VISIT TALLAHASSEE TEAM

"Happy Thanksgiving" from the staff at Visit Tallahassee. This year, we are thankful for the relationships that we have formed with each and every one of you, our Partners in Tourism and are grateful for the opportunity to sell and promote not only a city that we live in, but a city that we love. We hope that each and every one of you has a wonderful Thanksgiving holiday shared with good friends, family and of course, food! Thank you all again for your continued support and hard-work to promote Florida's Capital City.

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### Visit Tallahassee

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