



*Visit  
Tallahassee*  
A Division of Leon County

**VISITOR SERVICES DEPARTMENT  
LEON COUNTY DIVISION OF TOURISM  
2019-2020 SALES PLAN**

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**MISSION**

The Visitor Services Department enriches the destination experience for visitors and engages members of the local community, increasing knowledge of and elevating the perception of the Tallahassee/Leon County area as a tourism destination.

**THIS MISSION WILL BE  
ACHIEVED THROUGH THE  
FOLLOWING APPROACHES**

Tourism  
Grants  
Program

Local  
Community  
Partnerships

Branded  
Merchandise  
and Staff  
Support

Distribution  
of  
Destination  
Information

Visitor  
Information  
Center

# Tourism Grants Program

## GOAL

Manage the administrative process of awarding grant funds to Signature, Special, and Sports Event grantees.

## TACTICS

- Research options for a digital approach to Grant Contracts and ensure that it meets organizational requirements.
- Coordinate with marketing department to ensure accurate and clear information is regularly updated on funding assistance website page.
- Conduct group and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources.
- Track status of awarded grants through the contract and post event processes.
- Work with grantees to explain and expedite the accurate completion of grant funding agreements and post event reports in accordance with TDC policies.
- Track performance of grant recipients for evaluation by the grant review committee.
- Facilitate consistent communication with all parties involved in the grants process.
- Monitor contract deliverables, payment requests and timely payments for completed post event reports.



## Collaboration

Actively work with multiple entities involved in the grants process including:

- TDC/Tourism Staff
- Grant Applicants
- Awarded Grantees
- Leon County Attorney
- Leon County Administration

# Local Community Partnerships

## GOAL

Engage industry partners and increase community involvement and awareness of Tallahassee/Leon County's tourism offerings.

## TACTICS

- Assist in coordination of quarterly meetings for industry partners to connect and network with each other. (identified in 2018 LEADS listening session).
- Capitalize on existing opportunities to engage local community, solicit feedback and increase tourism education. Use these opportunities to showcase the services that Visit Tallahassee/Leon County Tourism provides to the community.
- Collaborate with Marketing Communications Department to implement a new resident program (Seasoned Local) to increase community involvement and awareness of Visit Tallahassee/Leon County's tourism partners and attractions.
- Assist in implementation of the plan focused on increasing public exposure for and use of #iHeartTally through educating residents about the campaign and the benefit of using the hashtag.



# Branded Merchandise and Staff Support

## GOAL

Support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.

## TACTICS

- Provide customized visitor packets with visitor guides, marketing materials, and promotional items for visiting groups.
- Coordinate with the Marketing Department to provide welcome packets and amenity bags for visiting journalists and promotional contest winners.
- Assemble destination marketing materials for staff use at trade shows and conferences and ship/deliver for sales staff.
- Assist Marketing Department with information verification for annual Visitor Guide and special interest publications.
- Assist Sports Department with annual hosted events at Apalachee Regional Park. Coordinate schedules to provide additional support from Visitor Services staff.
- Design and produce new signage for events and tradeshow.

## Collaboration

Collaborate with Marketing Department and sales staff to identify key initiatives throughout the year that require promotional products. Assist in design, and oversee procurement of the needed products.





# Distribution of Destination Information

## GOAL

Disseminate destination information to visitors, local, and regional partners in a timely manner and easy-to-access format.

## TACTICS

- Manage contracts with three vendors for distributing information locally and throughout Florida and Georgia:
- Local distribution of 44,000 guides to local industry partners through semi-annual distributions to local industry partners in spring and fall. (vendor: Information Distributors) Monitor storage of remaining visitor guides and coordinate regular regular deliveries to the Visitor Information Center.
- Regional distribution of 13,000 visitor guides and 30,000 Visit Tallahassee rack cards to 41 Florida AAA Offices, Amtrak stations in Tampa and Lakeland, 22 regional chambers of commerce, Cross City and Lake City airports, nine regional attractions and 237 lodging establishments along I-95, I-10 and I-4 annually (vendor: Florida Suncoast Tourism Promotions)
- Regional distribution of 20,000 Visit Tallahassee Rack Cards to seven service plazas along the Florida Turnpike. (vendor: Kenney Communications)
- Supply visitor guides, tear off map pads and rack cards to five VISIT FLORIDA® Welcome Centers, four regional chambers of commerce/destination marketing organizations and five military bases. Total distribution accounts for more than 15,000 visitor guides annually.

### Visitor Guide

Manage, track and coordinate the distribution of 120,000 Visit Tallahassee visitor guides through local and regional distribution vendors, as well as direct distribution to partners and groups from Visit Tallahassee/Leon County Tourism.

### Additional Collateral

Coordinate distribution of additional informational collateral including:

- Rack Cards
- Maps
- Special Interest Guides
- Bi-weekly Events promotional publication to local partners



# Distribution of Destination Information

Continued

## GOAL

Disseminate destination information to visitors, local, and regional partners in a timely manner and easy to access format.

## TACTICS Continued

- Fulfill an average of 6,000 requests for visitor information, received from phone, website and advertising reader response inquiries, within 48 hours of receipt.
- Answer industry requests that arise between the biannual distributions, delivering an additional 10,000 visitor guides to local businesses, attractions and hotels.
- Provide approximately 5,000 visitor guides for trade shows outside Tallahassee/Leon County.
- Research new opportunities for distributing visitor guides within the Tallahassee area, specifically focusing on:
  - Local Hospitals and Healthcare facilities
  - State, County, and City government offices
  - Homeowners Associations and real estate offices .
  - Private Rentals via Air BnB hosts
- Facilitate delivery of approximately 20,000 copies of bi-weekly events updates to local partners annually.
- Provide grant recipients with adequate destination information for attendees, spectators, and guests at events.

### Regional Distribution

Research new opportunities for distributing Visit Tallahassee information within an eight hour drive.

### Local Distribution

Identify new opportunities for information placement at local establishments and events.

# Visitor Information Center

## GOAL

Positively affect the perception of the Tallahassee/Leon County area in a welcoming environment. Increase visitor impact through extended or repeat visits.

## TACTICS Continued

- Create a featured landing page on VisitTallahassee.com to provide information on the Visitor Information Center including location, parking, and Gift Shop offerings. Include online forms to request group services or to place an order for merchandise.
- Ensure adequate staffing of the Visitor Information Center during operational hours (8 AM – 5 PM, Monday – Friday) by scheduling and supervising part time employees and keeping them informed about upcoming events, new restaurants/attractions, marketing campaigns and promotions.
- Maintain current and secure new visitor collateral from partners as needed based on information requested by visitors.
- Continue physical improvements in the Visitor Information Center that enhance the atmosphere and how information is displayed.
- Secure available training opportunities for Visitor Information Center staff through Leon County and industry partners.
- Attend Destination Marketing Association International Visitor Services Summit to collaborate on best practices and new approaches to Visitor Services.

### Visitor Center

Increase visitor itinerary considerations with easy to access information regarding local events and attractions, expanding the guests view of what the destination offers and encouraging guests to extend their stay.

### Gift Shop

Provide unique products from local vendors that appeal to visitors and the local community. Effectively showcase a variety of offerings from the area.

