

Tourist Development Council

January 23, 2025

2:00 pm

County Administration Building - Grace Knight Conference Room

12 SE 1 Street, 2nd Floor, Gainesville, FL 32601

Pages

1. **Call to Order**
2. **Approval of the Agenda Packet and Minutes from the November meeting** 1
3. **Meeting Advantage Program Application Review (8 applications)**
4. **Cooperative Billboard Application Review (1 application)** 21
5. **Member Comments**
6. **Public Comment**
7. **Adjourn**

This meeting will reconvene at 2:30 p.m. as a joint meeting with the Alachua County Economic Development Committee.

Visit Gainesville, Alachua County offices are located at 33 N Main Street,
Gainesville, Florida 32601

(352) 374-5260 or 711 Relay (Toll Free) 1-866-778-5002

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If you are a person with a disability needing assistance or an accommodation in order to participate in this meeting, please contact the Alachua County Equal Opportunity Office at (352) 374-5275. If you are hearing or voice impaired, please call 711 (Florida Relay Service). If you are unable to contact the Office prior to the meeting and you are present at the meeting, please inform an Alachua County employee or the Chair that you are in need of assistance.



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ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL

Alachua County Commissioner Marihelen Wheeler, Chair
City of Gainesville Commissioner Cynthia Chestnut
City of Alachua Commissioner Dayna Williams
Adam Anderson | Stephanie Bailes | Staci Bertrand
Cornelia Holbrook | Ray Logan | Linda Rocha
Wednesday, November 13, 2024 at 1:30 p.m.

Alachua County Administration Building
12 SE 1st Street, Second Floor, Grace Knight Conference Room

MEETING MINUTES

1. Call to Order – Members present: Commissioner Wheeler, Commissioner Chestnut, Commissioner Williams, Adam Anderson, Stephanie Bailes, Staci Bertrand, Cornelia Holbrook and Ray Logan. Member absent: Linda Rocha.
Others present: Tourism and Economic Development staff Jessica Hurov, Liz Reyes, Bailey McClellan, Kathy Munden, and Sean McLendon, and assistant County Attorney Diana Johnson.
2. Approval of the Agenda Packet and Minutes from the September meeting – Motion by Commissioner Williams, second by Commissioner Chestnut. Unanimously approved.
3. **Meeting Advantage Program Application Review** – Tourism Program Coordinator Bailey McClellan presented 11 Meeting Advantage Program Applications for review. Bailey detailed the economic impact of the MAP program applications with a requested funding amount of \$64,890. These events are projected to generate approximately \$684,959.50 in lodging revenue and bring an estimated direct spending economic impact of \$2,452,552 to Alachua County with an induced total economic impact of \$3,709,202.

Commissioner Wheeler asked how traffic, safety and law enforcement agencies were notified of an event. Jessica Hurov and Diana Johnson responded that the Special Use Permit triggers all those notices.

Commissioner Chestnut asked how the public was notified of grant opportunities. Liz Reyes responded that the meeting advantage program is advertised via the Florida Society of Association Executives (FSAE), organizations, LinkedIn and Meeting Planners International (MPI). Bailey McClellan attends trade shows and meets one-on-one with meeting planners, and additionally, hotel staff utilize the MAP grant as a tool to incentivize meetings.

Commissioner Chestnut suggested that conferences be given extra credit for flying in/out of the Gainesville Airport to promote awareness of the airport.

Adam Anderson stated that the last three conferences on this list are international or national, are great wins for Alachua County and commended Bailey McClellan on her great work.

Approved Meeting Advantage Program applications are as follows:

1. **Florida Blue Key Speech and Debate Tournament** – Motion to approve Ray Logan, second by Cornelia Holbrook. Motion carried.
Verified Request Amount: \$8,550.00

October 31 – November 3, 2024

Conference Location: Reitz Union Conference Center

Lodging Locations: Hotel ELEO, Country Inn & Suites, AC Hotel Downtown, Holiday Inn & Suites I75, Springhill Suites, Hilton University of Florida Conference Center
570 room nights

Credit attribution requirement fulfilled.

2. **Santa Fe College, Young Dancer Workshop** - *Motion to approve Commissioner Chestnut, second by Commissioner Williams. Motion carried.*
Verified Request Amount: \$3,090.00
November 1 – 2, 2024
Lodging Locations: Best Western Gateway Grand, Drury Inn & Suites Gainesville, Aloft Gainesville University Area, TownePlace Suites
206 confirmed picked-up room nights
Credit attribution requirement fulfilled.
3. **Florida Educators of Students who are Deaf and Hard of Hearing, Annual Conference** - *Motion to approve Adam Anderson, second by Cornelia Holbrook. Motion carried.*
Verified Request Amount: \$7,650.00
November 8 – 9, 2024
Lodging & Conference Location: Hilton University of Florida Conference Center
510 room nights
Credit attribution requirement fulfilled.
4. **Florida Artist Blacksmith Association, Annual Conference** - *Motion to approve Ray Logan, second by Adam Anderson. Motion carried.*
Verified Request Amount: \$3,100.00
November 8 – 10, 2024
Lodging & Conference Location: Best Western Gateway Grand
210 room nights
Credit attribution requirement fulfilled.
5. **American Camellia Society, 2025 Gainesville Winter Convention** - *Motion to approve Commissioner Chestnut, second by Adam Anderson. Motion carried.*
Verified Request Amount: \$2,100.00
January 2 – 5, 2025
Lodging & Conference Location: Hilton University of Florida Conference Center
140 room nights
6. **Builders Of Tomorrow, Inc, Northeast Florida FIRST LEGO League Regional Championship** - *Motion to approve Commissioner Williams, second by Commissioner Chestnut. Motion carried.*
Verified Request Amount: \$10,000.00
January 16 – 18, 2025
Lodging Location: Holiday Inn Express & Suites Alachua, Hampton Inn & Suites Alachua, LaQuinta Inn Newberry Rd., Best Western Gateway Grand, Holiday Inn Express I75, and more.
Conference Location: Legacy Park Multipurpose Center
675 room nights
7. **Florida School Board Association, School Finance Forum** - *Motion to approve Cornelia Holbrook, second by Ray Logan. Motion carried.*
Verified Request Amount: \$1,200.00
February 6 – 7, 2025
Lodging & Conference Location: Hilton University of Florida Conference Center
80 room nights
8. **Solid Waste Association of North America, 2025 Winter Conference** - *Motion to approve Commissioner Williams, second by Commissioner Chestnut. Motion carried.*
Verified Request Amount: \$3,225.00

February 23 - 25, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
215 room nights

- 9. North American Intercollegiate Dairy Challenge, National Contest & Academy- Motion to approve Ray Logan, second by Adam Anderson. Motion carried.**

Verified Request Amount: \$8,775.00

April 6 – 9, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
585 room nights

- 10. Global Association for the Study of Neurodegenerative Diseases (GASND), 5th Annual International Research Conference in Neurodegenerative Diseases- Motion to approve Adam Anderson, second by Ray Logan. Motion carried.**

Verified Request Amount: \$7,200.00

July 9 – 12, 2025

Lodging Location: AC Hotel Downtown, Holiday Inn University Center, Reitz Union Hotel
Conference Location: University of Florida campus, Alumni Hall and Harrell Medical Education Building
480 room nights

- 11. UF/IFAS Office of Conferences and Institutes, XX International Silage Conference- Motion to approve Adam Anderson, second by Stephanie Bailes. Motion carried.**

Verified Request Amount: \$10,000.00

July 21 – 22, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
720 room nights

4. Cooperative Billboard Application Review

Three Cooperative Billboard Applications were presented for review.

1. City of Alachua request for \$11,475.00 - *Motion to approve Staci Bertrand, second by Commissioner Chestnut. Motion carried.*
2. Gainesville Regional Airport request for \$15,000 - *Motion to approve Stephanie Bailes second by Commissioner Williams. Motion carried.*
3. Kanapaha Botanical Gardens request for \$15,000 - *Motion to approve Stephanie Bailes, second by Cornelia Holbrook. Motion carried.*

5. Updates from Alachua County Economic Development Manager Sean McLendon

A joint meeting will be convened on January 23, 2025 at 2:30 p.m. with the Tourist Development Council and the Economic Development Advisory Board. This meeting will replace the January 8, 2025 Tourist Development Council meeting. TDC members will be asked to arrive 30 minutes prior to vote on any necessary items.

The two major goals are to achieve social and economic opportunity for all and to promote private partnerships to build community food systems.

TDC members will receive an email asking for input for discussion topics for the January 23 meeting.

6. Member Comments – Jessica Hurov announced that Kathy Munden, TDC liaison, will retire January 10, 2025. TDC members all expressed their appreciation for Kathy and wished her well in her retirement.
7. Public Comment – Erin Porter stated that the Gainesville Airport has a new parking garage. Jolene with the Gainesville Sports Commission is busy getting ready for World Masters.

Meeting adjourned.

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AGENDA PACKET ATTACHMENTS - To be approved upon approval of the agenda.

1. Minutes from the last TDC meeting
2. Visit Gainesville, Alachua County Advertising Report
3. Visit Gainesville, Alachua County Group Sales Report
4. Visit Gainesville, Alachua County Web/Digital Report
5. Visit Gainesville, Alachua County Outreach/Group Service Report
6. Tourist Development Council Attendance Report
7. Tourist Development Expenditure Report
8. Gainesville Sports Commission Report

DRAFT

VISIT GAINESVILLE ALACHUA COUNTY



TOURISM DEVELOPMENT COUNCIL REPORT – JANUARY 2025

CAMPAIGN HIGHLIGHTS

TRADE MEDIA: NOV – JAN 2024



Quick Trips!

Discover More: Visit Gainesville, Alachua County Unveils New Trip Planning Website

This November, Visit Gainesville, Alachua County launched its new, user-friendly website designed to inspire and inform travelers. The site, created together with Madden Media, blends strategic insight and creativity, featuring an engaging design that is easy to navigate and embodies the spirit of the destination brand—Where Nature and Culture Meet. New features include better performance with a seamless and intuitive user experience, an improved event calendar, and more, helping visitors plan fun and enriching trips and more easily discover new areas within the destination. VisitGainesville.com



Check out the brand new VisitGainesville.com, filled with travel inspiration, timely planning resources, and welcoming visitors with a fresh take on Alachua County hospitality.

Tourism Marketing Today is a publication by **Destinations Florida**, an association representing the official tourism marketing organizations (DMOs) in Florida. This magazine provides insights, trends, and best practices for tourism professionals to effectively promote their destinations. It often features:

- Success stories from DMOs.
- Campaign strategies
- Data insights related to tourism.
- Creative ideas for marketing, public relations, and digital advertising and more

Alachua County Featured in Best of North Florida Series for Tourism Marketing Today – December 2024 Issue

TourismMarketing Today

The Official Newsletter of Destinations Florida | www.DestinationsFlorida.org | December 2024



Would you like to distribute a PDF of this newsletter to your TDC, elected leaders, or industry members? Visit the Destinations Florida members-only website to get the PDF for distribution: <https://www.destinationsflorida.org/tourism-marketing-today>



BEST of NORTH FLORIDA!

10

Arts and Culture: The Heart of Alachua County's Thriving Visitor Economy

In Alachua County, arts and culture are not just a local asset—they are a driving force behind the visitor economy. In fact, 57% of attendees at cultural events come from outside the region, and more than half of these visitors specifically travel to the county for cultural experiences. The impact goes beyond dollars and cents: 87% of attendees report that arts and culture inspire a sense of pride in their communities, creating a powerful connection between visitors and residents.



Named after a local treasure and Rock & Roll Hall of Fame inductive, Bo Diddley Plaza in Historic Downtown Gainesville is home of the Free Fridays Concert Series and a center of cultural activity throughout the year.

To support this vibrant sector, Visit Gainesville, Alachua County invests heavily in local arts and culture with more than 60 local nonprofits and tourism-related businesses receiving grants and sponsorships in the last year. Looking ahead, Visit Gainesville, Alachua County allocated \$1.6 million for its Nature and Culture Destination Enhancement grant program, with additional funding earmarked for special events and the county's 200th anniversary celebration.

This commitment is paying off. Alachua County recently celebrated a record-breaking tourism year, with \$174 million in lodging revenue and \$8.7 million in Tourist Development Tax collections. Visitors spent \$474 million directly, generating a \$738 million total economic impact, supporting 6,300 local jobs and contributing nearly \$237 million in wages. One out of every four dollars spent in the county came from visitors.

Alachua County remains steadfast in its commitment to fostering arts, culture, and nature as essential pillars of Alachua County's dynamic economy, enhancing both the local quality of life and the visitor experience.



Branded arts and culture banners can be seen throughout county events funded in part by Visit Gainesville, Alachua County, communicating that the VCB values community enrichment and is an active supporter of cultural growth and diversity

Tourism Marketing Today by Destinations Florida is distributed to official tourism marketing organizations (DMOs) across the state, industry stakeholders, state and local government officials, marketing professionals, conferences and events, digital audience.

**HIGHLIGHTS
CONTINUED**

RADIO: NOV – JAN 2024

WUFT REGIONAL + INMARKET

WUFT ads air over 16 counties in North Central Florida and target audiences within a 2 hour of less driving radius to Alachua County. WUFT radio ads reach: approx. 32,206 persons with a projected 3.6M gross impressions per year for our buys.

**FLORIDA PUBLIC MEDIA
REGIONAL RADIO**

Regional radio ads reach: 860,100 persons throughout the Orlando, Tampa, Jacksonville and Tallahassee DMAs with a projected 7.8M gross impressions per year

Ads airing January 11 through January 19, 2025:

Winter Sun Seekers
Website Travel Resources

Ads airing December 30, 2024 through January 10, 2025:

Bicentennial Family Focused
Bicentennial Music Focused

Ads airing November 30, 2024 through December 29, 2025:

Winter Sun Seekers
Seasonal Holidays
Website Travel Resources

Coming Soon:

Hoggetowne Medieval Faire
Hogtown Craft Beer Festival
Gatnationals
Spring Breaan and Summer Promotions

*Visit Gainesville, Alachua County Supports
Discover 200, the Alachua County Bicentennial Celebration*

In support of the Alachua County Bicentennial Celebration Visit Gainesville, Alachua County deployed an advertising campaign to neighboring counties within 150 miles of Alachua County as well as to top drive-in markets to Alachua County as indicated by Zartico data (Orlando, Tampa, Jacksonville and Tallahassee).

The campaign includes:

- Regional Radio Ads in the Orlando, Tampa, Jacksonville and Tallahassee DMAs
- WUFT ads
- Three on going social media ads
- Two on going Google Ad words deployments
- Facebook banners and weekly posts
- Website homepage and website calendar
- What’s Good promotion

Full campaign details and results will be shared at the conclusion of the campaign.

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025



RECENT UPDATES

New Workforce Initiative Pilot Program: Certified Guest Service Professional (CGSP) Certification

Through the American Hotel and Lodging Education Institute (AHLEI), Visit Gainesville, Alachua County is proud to launch a pilot program offering **free Certified Guest Service Professional (CGSP)** certifications to Alachua County's hospitality and tourism workforce. This opportunity is available to the **first 150 participants** who apply.

The CGSP certification is a nationally recognized credential that highlights excellence in guest service, equipping industry professionals with the skills needed to create exceptional visitor experiences.

By earning this certification, local hospitality and tourism employees will gain valuable tools to elevate customer interactions, strengthen their professional development, and help position Alachua County as a premier destination for leisure and business travel.

For more information, email Bailey McClellan at bmcclellan@alachuacounty.us

GROUP SALES – JANUARY 2025

Through local community efforts and targeted sales missions at industry association events, such as FL Society of Association Executives (FSAE) and Meeting Professionals International (MPI), Visit Gainesville, Alachua County promotes the county as a preferred conference destination. The visitors bureau offers professional services including assistance with RFP sourcing, itinerary planning, financial incentives via the Meeting Advantage program and more to support the success of events in Alachua County.

RECENT / UPCOMING SALES MISSIONS & TRADESHOWS

Visit Florida's Huddle and Encounter, Ocala, FL – February 3–5, 2025

Visit Gainesville, Alachua County will sponsor the Coffee Bar station again this year at the Huddle/Encounter groups sales and tours trade show. This sponsorship was well received by last year's attendees and proved to be a great conduit to initiating conversations with meeting planners in attendance. This year we will also have new, on-brand, highly engaging displays ensuring high visibility throughout the trade show. Additionally, the VCB will showcase updated promotional items and a new group sales brochure. Participation includes two exhibit booths (1 Huddle, 1 Encounter), two registrations, and over 40 pre-vetted appointments with professional conference planners, journalists, and tour operators.

RECENTLY SOURCED RFP

University of Texas and University of Tennessee Alumni

Florida Gators v. Texas Weekend: October 3 – 5, 2025

Florida Gators v. Tennessee Weekend: November 21 – 23, 2025

400 rooms required each weekend.

TRAVEL WRITERS

Itinerary Development: Andreza Dica & Indica

January 30 – February 2, 2025

Reach: 140,000+ Followers

The VCB partnered with Visit Florida for a visit from vetted Brazilian travel writer and influencer, Andreza Dica & Indica. An itinerary was created for the influencer who will feature Gainesville in a series about Florida college towns, targeting Brazilians in the U.S. exploring Florida colleges, Brazilian residents considering higher education abroad, and tourists seeking unique destinations. This engagement will yield a blog article, two Instagram feed posts (Reels or Carousel), daily Instagram Stories, two Facebook posts reposted from Instagram, and a YouTube video.

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025

UPCOMING

National Travel and Tourism Week 2025
May 5–11, 2025

Visit Gainesville, Alachua County will celebrate National Travel and Tourism Week 2025 by honoring the local hospitality and tourism workforce with the 3rd Annual Spirit of Hospitality Awards. Nominations will soon be requested from tourism partners across the county to recognize outstanding team members for their dedication and contributions to the industry.

During the week, Visit Gainesville staff will deliver awards in person to the nominees, recognizing their hard work and commitment to stellar hospitality.

Additionally, the team will visit every lodging property in Alachua County to personally thank frontline workers for their efforts in making the destination welcoming and memorable for visitors.

This initiative highlights the critical role of the frontline workforce in driving Alachua County's tourism success and fostering a strong community of hospitality professionals.

GROUP SALES – JANUARY 2025

FILMING IN ALACHUA COUNTY

Diner's, Drive-ins, and Dives Filming in Alachua County

Date of Filming: December 2024

Diner's, Drive-ins, and Dives filmed an episode in Alachua County featuring local restaurants and the diverse culinary scene. Visit Gainesville, Alachua County assisted by expanding upon the original list of restaurants created by the production team to include additional locations that represented a variety of communities and flavors throughout the county for consideration.

Additionally, the VCB partnered with Working Food's Kitchen Program to highlight local entrepreneurs and provide the film crew with samples of Alachua County-produced products to supporting local businesses.

The episode's air date is to be announced. This exposure offers significant visibility for Alachua County's food scene to a nationwide audience.



The Meeting Advantage Program has 8 new applications, with a requested funding amount of \$40,810. Combined these events are projected to generate approximately \$393,568 in lodging revenue and bring an estimated direct spending economic impact of \$1,220,767 to Alachua County with an induced total economic impact of \$1,896,466.

NEW APPLICATION REQUEST: **\$40,810.00**
Estimated Lodging Revenue: **\$393,568.00**
Estimated Direct Sales Economic Impact: **\$1,220,767.00**
Estimated Total Economic Impact: **\$1,896,466.00**

FY2025 Meeting Advantage Program Budget Allocation \$200,000
Fiscal YTD Awards **\$64,890.00**
Fiscal YTD TOTAL REIMBURSED GRANT AMOUNT: **\$6,920.60**

UF/Public Utility Research Center (PURC) World Bank International Training Program on Utility Regulations and Strategy

Verified Request Amount: \$9,900.00

January 13 – 22, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
660 room nights

FL Mosquito Control Association, Dodd Short Course Training

Verified Request Amount: \$10,000.00

January 27 – 30, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
822 room nights

Southern Group of State Foresters, 2025 Water Resources Committee Meeting

Verified Request Amount: \$810.00

February 10 – 14, 2025

Lodging & Conference Location: Hotel Indigo Gainesville – Celebration Pointe
54 room nights

Greater Palm Beach Rose Society, 2025 Deep South District Mid-Winter Meeting

Verified Request Amount: \$1,350.00

February 28 – March 2, 2025

Lodging & Conference Location: Best Western Gateway Grand
90 room nights

Eagle Wings Motorcycle Association, FL District Gathering of Friends for Fun

Verified Request Amount: \$7,500.00

March 13 – 15, 2025

Lodging & Conference Location: Best Western Gateway Grand
500 room nights

FL Native Plant Society, Inc., Seeds of Tomorrow Conference

Verified Request Amount: \$5,850.00

April 2 – 6, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center

390 nights

Gator Detachment 990, Marine Corps League Department of FL Spring Conference

Verified Request Amount: \$2,745.00

April 10 – 13, 2025

Lodging & Conference Location: Best Western Gateway Grand

183 room nights

MG Classics of Jacksonville, Gathering of the Faithful MG

Verified Request Amount: \$2,700.00

April 24 – 27, 2025

Lodging & Conference Location: Best Western Gateway Grand

120 room nights

VISIT GAINESVILLE ALACHUA COUNTY

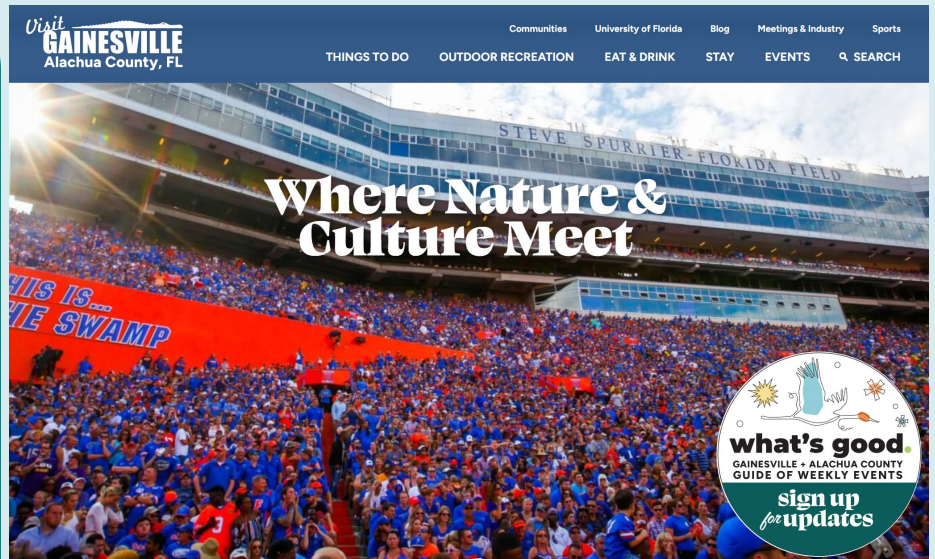
TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025



Visit
GAINESVILLE
Alachua County, FL

New Year, New Website!
October 1 - December 31

Measuring +20% Views
Compared to a Year Ago



Website Visitation FY25	Q1 10/1-12/31	Q2	Q3	Q4	FYTD 10/1-12/31	Goal	% Achieved
Page Views	286,273				286,273	1,265,000	23%
Users	123,770				123,770	557,000	22%

Sources of Traffic Per Google Analytics, by Session

Organic Search	98,418
Direct	27,943
Paid Search	21,623
Organic Social	20,851
Referral	5,850

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025



Visit
GAINESVILLE
Alachua County, FL

In-House Social Media
October 1 - December 31

Paid + Organic Combined
Over 2M Impressions



Social Media Performance	Q1 10/1-12/31	Q2	Q3	Q4	YTD 10/1-12/31	Goal	% Achieved
Impressions	2,446,742				2,446,742	7,000,000	35%
Views	1,855,946				1,855,946	6,000,000	31%
Reach	1,211,402				1,211,402	2,500,000	48%
Engagements	197,039				197,039	1,000,000	20%
Clicks	32,045				32,045	100,000	32%

Followers	Q1	Q2	Q3	Q4	YTD	Goal	% Achieved
Facebook	44,555				44,555	66,200	
Instagram	18,627				18,627	25,000	

*Social Media metrics include partner vendor metrics for Uppercase, Inc. through December 31, 2024. January and February metrics will be included in March TDC reporting.

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025



Visit
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Alachua County, FL

Social Media

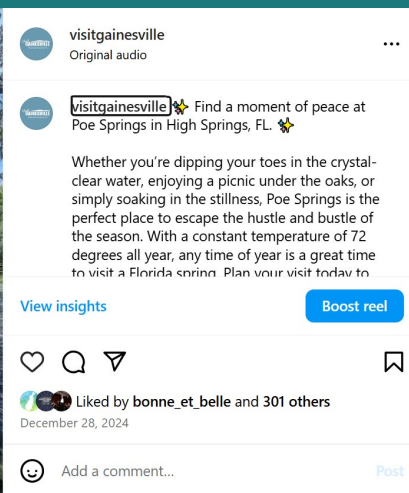
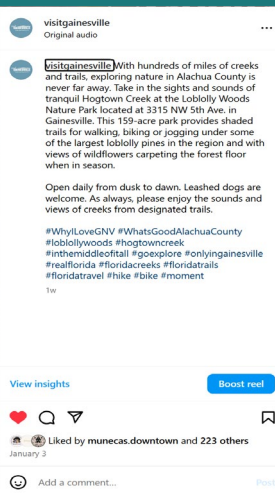
October 1 - December 31

FY25 vs. FY24:

Impressions +38%

Facebook Fans +42%

Published Posts +12%



VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025



Visit
GAINESVILLE
Alachua County, FL

Google Ads

October 1 - December 31

Fun Things To Do Near Me | Holiday Events Near Me | Alachua's Christmas On Main
[Ad | visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Celebrate the season with What's Good® and enjoy a weekend filled with festive fun. Watch the nutcracker-themed holiday parades march through High Springs and Alachua.

Events This Weekend
Upcoming Local Festivals
Outdoor Recreation
Sign Up to What's Good

Festivals and Events Near Me | Flying Pig Parade | What's Good Guide of Events
[Ad | visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Ring in the new year with What's Good® Guide of Events. Comprehensive list of weekend events and New Year's Eve celebrations.

Events This Weekend
Upcoming Local Festivals
Outdoor Recreation
Sign Up to What's Good

Unwrap Joy: Shop Gainesville | Festive Holiday Shopping | Pop-Up Holiday Markets
[Ad | www.visitgainesville.com/shopping](https://www.visitgainesville.com/shopping)

Get into the holiday spirit and check off your list in Gainesville and Alachua County. Explore one-of-a-kind handmade treasures at charming boutiques and festive pop-up markets.

Local Holiday Events
What's Good Event Guide
Sign Up
Things To Do

Fall Festivals Near Me | What's Good® | Free Things To Do
[Ad | visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Comprehensive list of events through New Year's Eve in Gainesville and Alachua County, FL. Share the holidays and ring in the new year with the What's Good® Guide of Events.

Events This Weekend
Upcoming Local Festivals
Outdoor Recreation
Sign Up to What's Good

Google Ads	Q1 10/1-12/31	Q2	Q3	Q4	YTD 10/1-12/31	Goal	% Achieved
Impressions	536,144				536,144	4,000,000	14%
Clicks	25,924				25,924	125,000	21%
Cost Per Click	\$.35				\$.35	\$.20	
Click Through Rate	4.84%				4.84%	5%	

Ad Campaign Themes Fall

- Fall Festivals
- Music Festivals
- Football
- Dining

Ad Campaign Themes Winter

- Active Outdoors
- Holiday Events
- Winter Sports
- Black History Month

Ad Campaign Themes Spring

- Get Outside
- Spring Festivals
- Gatornationals

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025

Up Next:

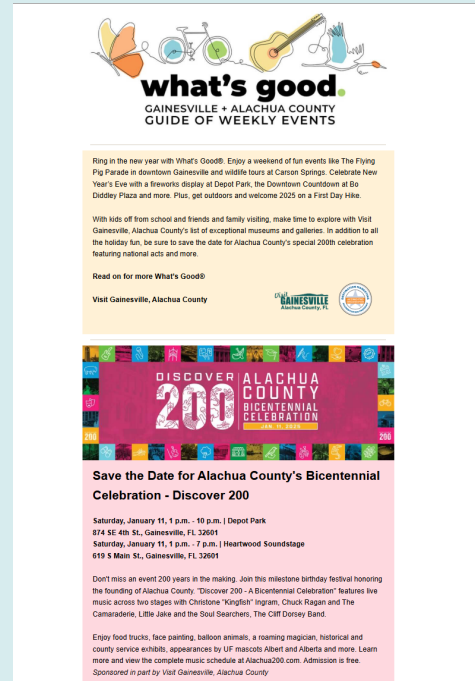
Content Areas of Focus:

Active Outdoors, Festivals and Events,
Winter Sports/Gatornationals

Digital Advertising Campaigns:

Winter/Spring Festivals
Discover 200
Sign-ups to What's Good

Quarterly What's Good Publishing



What's Good® Guide of Events	Q1 10/1-12/31	Q2	Q3	Q4	YTD 10/1-12/31	Goal	% Achieved
Emails sent	332,804				332,804	1,500,000	22%
Avg. Open Rate	49%				49%	55%	
Clicks	14,367				14,367	60,000	24%

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025

Visit GAINESVILLE

Alachua County, FL

OUTREACH AT A GLANCE:

16,000 NEW VISITOR GUIDES

Guides were refreshed with a color scheme to match the VCB's brand and are ready for distribution at events, the visitor lobby, the GNV airport, welcome centers, lodging establishments, the sports and events center, direct mail requests, and more.

OUTREACH TO DATE

- Infinity Con
- Roselle Festival
- The Fest
- City of Waldo Fall Festival
- Tu Fiesta Radio Festival
- Downtown Festival and Art Show
- Christmas at Butler

UPCOMING OUTREACH TABLING EVENTS THROUGH MARCH 2025

- Alachua County Bicentennial 200
- Jimmy Carnes Invitational
- Hoggetowne Medieval Faire
- Sunshine State Book Festival
- Gator Fly-In
- World Masters Athletic Indoor Championships

VISITOR OUTREACH UPDATES

OCTOBER 2024 - JANUARY 2025

Visitor Guide Distribution

For FY'25, from October 1, 2024, through January 7, 2025 the VCB distributed **2,760 Visitor Guides**. Distribution included:

- **475 visitor guides** at 7 outreach events
- **670 visitor guides** distributed for group service requests
- **750 visitor guides** displayed at the GNV airport
- **320 visitor guides** Alachua County Sports and Events Center
- **545 visitor guides** direct mail

New What's Good Guide Subscribers

Since October 1, 2024, there have been a total of **719** signups for the What's Good® Guide of Weekly Events, for a running total of **23,271 subscribers**.

- **90** from outreach events
- **629** from website

Event Ticket Distributions

When available, free tickets are shared with What's Good® subscribers on a first come first served basis to garner attention for upcoming events. To date, the VCB has shared **198** tickets for exciting programs like:

- Dance Alive
 - Dracula
 - Nutcracker
- Danscompany
 - Cinderella
- Heartwood Soundstage
 - Tom Petty Weekend
- Carson Springs

Group Service Requests

The VCB provides welcome bags that include visitor guides and swag items as requested for conferences, meetings, and other events. Recent groups service requests include:

- Butler Enterprises Car Show
- Butler Enterprises New Employee Welcome Bags
- FL Educators of Students who are Deaf and Hard of Hearing Conference
- US Track Coaches Association Conference
- American Camellia Society Conference
- Sunshine State Book Fair Authors and Volunteers

Alachua County Tourist Development Council Member Attendance

Member	Jan 10, 2024	Mar 13, 2024	May 8, 2024	July 10, 2024	Sep 11, 2024	Nov 13, 2024	TOTALS	Term Expires
Stephanie C Bailes	Present	Present	Present	Absent	Present	Present	84%	September 30, 2025
Staci N Bertrand	Present	Present	Present	Present	Present	Present	100%	September 30, 2025
Commissioner Marihelen Wheeler	Present	Present	Present	Present	Present	Present	100%	N/A
Ray A Logan	Present	Present	Present	Present	Absent	Present	84%	September 30, 2026
Cornelia Holbrook	Present	Absent	Absent	Present	Absent	Present	50%	September 30, 2026
Linda Rocha	Present	Present	Absent	Present	Present	Absent	67%	September 30, 2026
Bryan Eastman	Present	Absent	Absent	Present	Present	Replaced	67%	
Commissioner Dayna Williams	Present	Present	Absent	Present	Present	Present	84%	N/A
Adam Anderson	Present	Present	Present	Present	Present	Present	100%	September 30, 2027
Commissioner Cynthia Chestnut					Present	Present	100%	N/A

Tourism Expenditure Report
FY25 Quarter 1 (October 1, 2024-January 1, 2025)

Row Labels	Actual Amount - Reporting	
004 Tourist Development - Sports Com		
82.18 - Aid to Private Organizations, Gville Sports Commission - Admin	0.00	Amounts actually paid out to GSC
82.22 - Aid to Private Organizations, Gville Sports Commission BidPool	0.00	
82.52 - Aid to Private Organizations, Sports & Event Center Bid Pool	0.00	
82.56 - Aid to Private Organizations, World Masters	0.00	
004 Tourist Development - Sports Com Total	0.00	
005 Tourist Development - Grants		
81.02 - Aid to Government Agencies, Municipalities	0.00	
82.24 - Aid to Private Organizations, Conference Grant Program	6,920.60	
82.62 - Aid to Private Organizations, Local Sports Dest Enh Grant	0.00	
82.63 - Aid to Private Organizations, Billboard Advertising	25,355.35	
82.64 - Aid to Private Organizations, Local Artists & Groups	0.00	
83.05 - Other Grants and Aids, Event Sponsorships	81,072.59	
005 Tourist Development - Grants Total	113,348.54	
006 Tourist Development - Dest Enhn		
82.61 - Aid to Private Organizations, NCDE Grant	64,106.22	
006 Tourist Development - Dest Enhn Total	64,106.22	
150 Tourist Develop -4th&6th Cent tx		
12.00 - Regular Salaries, Regular Salaries & Wages	133,986.08	
12.10 - Regular Salaries, Salary Adj for Budgeting Only	0.00	
14.00 - Overtime, Overtime	123.12	
15.10 - Specialty Pay, Cell Phone Allowance	87.50	
21.00 - Fica, Fica Taxes	9,796.12	
22.00 - Retirement, Retirement Contributions	18,279.12	
23.10 - Life And Health Insurance, Health Insurance	32,519.79	
23.15 - Life And Health Insurance, Dental Insurance	458.69	
23.20 - Life And Health Insurance, Life Insurance	147.67	
23.25 - Life And Health Insurance, 10,000 Life Insurance	0.00	
24.10 - Workers Compensation, 17 Govmax Budget Import	0.00	
31.00 - Professional Services, Professional Services	350,489.00	
34.00 - Other Services, Other Contractual Services	44,813.94	
40.00 - Travel And Per Diem, Travel And Per Diem	186.40	
40.13 - Travel And Per Diem, Out Of State	0.00	
41.00 - Communication Services, Communication Services	0.00	
41.30 - Communication Services, Local, long Dist And Other	0.32	
41.50 - Communication Services, Mobile Telephone	429.26	
42.00 - Freight And Postage Services, Freight And Postage Services	289.90	
44.00 - Rentals And Leases, Rentals & Leases	680.00	
44.21 - Rentals And Leases, Leased Vehicle	0.00	
44.23 - Rentals And Leases, Copier Equipment Rental	722.37	
45.60 - Insurance, CORA / Self Insur Annual Charge	0.00	
46.00 - Repairs and Maintenance Services, Repairs And Maintenance Svcs	302.74	
46.10 - Repairs and Maintenance Services, Motor Vehicle	0.00	
46.11 - Repairs and Maintenance Services, Acpw-shop	0.00	
46.12 - Repairs and Maintenance Services, Commercial	0.00	
47.00 - Printing And Binding, Printing And Binding	62.43	
48.00 - Promotional Activities, Promotional Activities	72,291.69	
49.00 - Other Current Charges and Obligations, Other Curr Chgs & Obligations	0.00	
49.04 - Other Current Charges and Obligations, Legal Advertising	0.00	
49.05 - Other Current Charges and Obligations, Indirect Costs	0.00	
51.00 - Office Supplies, Office Supplies	0.00	
52.00 - Operating Supplies, Operating Supplies	4,854.60	
52.23 - Operating Supplies, Fuel	18.41	
52.31 - Operating Supplies, Software Non-Capital	11,503.00	
52.70 - Operating Supplies, Uniforms	0.00	
54.00 - Books Publications Subscriptions And Memberships, Books Subscript And Memberships	0.00	
54.40 - Books Publications Subscriptions And Memberships, Memberships	18,829.00	
55.00 - Training & Education, Training & Education	6,750.00	
61.00 - Land - West End purchase and renovations	452,134.08	
63.98 - Infrastructure, Improve Other Than Bldgs	0.00	
82.99 - Aid to Private Organizations, Aids To Private Org-other	0.00	
91.18 - Operating Transfers Out, To Tourist Devel Fund 004	84,925.00	Not counted on tourism reports because its double counting
91.41 - Operating Transfers Out, To Equestrian Ctr Fund 130	36,911.17	Not counted on tourism reports because its double counting
150 Tourist Develop -4th&6th Cent tx Total	1,281,591.40	
299 2021 TDT Rev Bonds - Sports Comp		
71.10 - Debt Service Principal, Principal	0.00	
72.10 - Debt Service Interest, Interest	0.00	
73.10 - Other Debt Service Costs, Other Debt Service Costs	0.00	
91.43 - Operating Transfers Out, To Debt Svc Fund 294	981,161.00	
91.63 - Operating Transfers Out, Transfer Out To Fund 168	391,876.00	
91.80 - Operating Transfers Out, To Tourist Development Fund 005	285,000.00	
91.81 - Operating Transfers Out, To Tourist Development Fund 006	1,615,000.00	
299 2021 TDT Rev Bonds - Sports Comp Total	3,273,037.00	
Grand Total	4,732,083.16	

Report to the Alachua County Tourist Development Council
 Gainesville Sports Organizing Committee dba Gainesville Sports Commission
 (For period September 1 - 30, 2024)
 October 2024

AVP Grass Nationals

(September 27 - 29, 2024)

The Association of Volleyball Players (AVP) 2024 Grass Nationals was hosted at the Easton-Newberry Sports Complex on Friday, September 27 through Sunday, September 29, 2024. This is the first time an AVP Grass Nationals has been hosted in Alachua County. The tournament was three exciting days bringing together players from all over the country showcasing their talent. Athletes competed in various divisions, from recreational to highly competitive open division. The competition was hosted on 42 courts and 2 stadium courts that were made for the final games. There were 1,131 participants competing with 296 participants from out-of-state. The 16 different states represented during Nationals were Alabama, Delaware, Georgia, Massachusetts, North Carolina, South Carolina, Tennessee, Virginia, Texas, Connecticut, Indiana, Minnesota, New Jersey, New York, Kentucky, and Iowa. See City Data below for participants. During the three-day tournament the visiting participants booked 673 room nights and created an estimated \$100,950 in direct local hotel impact.

City Data

Row Labels	Sum of Number of Adults in Travel Party
AL	11
Birmingham	2
Mobile	3
Sheffield, AL	6
DE	0
Dover	0
FL	1017
Altamonte Springs	6
Anthony	2
Apopka	6
Astatula	1
Babson Park	5
Bradenton	1
Brandon	2
Cape Coral	1
casselberry	1
Clermont	1

Cocoa	8
Coconut Creek	1
Crawfordville	2
Fort Lauderdale	1
Gainesville	120
Groveland	6
Indialantic	3
Jacksonville	128
Jacksonville Beach	4
Keystone Heights	1
Kissimmee	6
Lake Butler	1
Lake Helen	9
Lake Mart	4
Lake mary	3
Longwood / Altamonte Springs	3
Melbourne	14
Melrose	4
Merritt island	18
Miami	11
Mount Dora	2
Naples	4

New Smyrna Beach	4
newberry	1
Niceville	1
North Port	2
Ocala	65
Ocoee	18
Orlando	180
Oviedo	5
Palatka	2
Palm Bay	2
Palm City	2
Palm harbor	3
Panama City Beach	28
Parrish	2
Poinciana	1
Ponce Inlet	1
Port St Lucie	6
Reddick	2
Riverview	4
Rockledge	8
Royal Palm Beach	1
Sanford	3
Sarasota	6
Satellite Beach	4
Sebastian	2
Seminole	3
South Daytona	3
St. Augustine	6
St. Cloud	2
St. Petersburg	64
Tallahassee	130
Tampa	24
Tavares	2
Venice FL	2
Vero Beach	4
West Melbourne	4
West Palm Beach, FL	2
Wildwood	10
Winter garden	6
Winter Park	11
Winter Springs	2
Palm Bay	10
GA	83
Atlanta	12
Augusta	4
Buford	2
Griffin	36

Morrow	3
Pooler	3
Richmond Hill	4
Savannah	14
Sugar Hill	3
Waleska	2
MA	11
Boston	11
NC	13
Charlotte	7
Durham	2
Raleigh	4
SC	124
Aiken	6
Augusta	6
Charleston	84
Columbia	17
Moncks Corner	3
Myrtle Beach	3
Summerville	5
TN	22
Knoxville	17
Nashville	5
VA	4
Chesapeake	4
TX	6
Austin	6
CT	2
Greenwich	2
IN	3
Indianapolis	3
MN	2
Jacksonville	2
NJ	8
Kearny	3
Manahawkn	2
Newark	3
NY	1
Long Beach	1
KY	3
Louisville	2
Salvisa	1
MA	2
Springfield	2
IA	1
West Des Moines	1



ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS Visitor and Convention Bureau

COOPERATIVE BILLBOARD ADVERTISING CAMPAIGN APPLICATION

Purpose

The Alachua County Board of County Commissioners has allocated a portion of the Tourist Development Tax revenue to aid in a Cooperative Billboard Advertising Campaign to attract tourists and increase visitation by the promotion of the destination to tourists.

The Cooperative Billboard Advertising Campaign will enable Alachua County tourism businesses and organizations to leverage Tourist Development Tax (TDT) funds via the cost sharing of expenses associated with independently developed marketing campaigns.

The Alachua County Visitors and Convention Bureau Cooperative Billboard Advertising Campaign amplifies the diverse marketing and advertising efforts of hospitality industry partners through the financial support of billboard campaigns with the following objectives:

- Increase visitation to Alachua County in the transient (highway), consumer and leisure sectors;
- Increase the marketing reach and visibility of local tourism and hospitality entities;
- Increase revenue and economic activity for the hospitality sector and support Covid-19 recovery plans.

Application Submission

Applications should be submitted with all requested information. Each applicant is responsible for full and complete compliance with all laws, rules and regulations which may be applicable.

One (1) Original should be submitted via email to info@visitgainesville.com
The email subject line should state: "Cooperative Billboard Advertising Campaign"

It is the complete responsibility of the applicant to compile and package its proposals and provide all requested documentation.

Inquiries/Questions

Questions regarding any portion of the application or application process must be made in writing via email to the VCB at info@visitgainesville.com.

Acceptance/Rejection of Applications

This program supports tourism advertising that aligns with the brand messaging and identity of Alachua County whose slogan is "Where Nature and Culture Meet." Alachua County reserves the right to reject any application which may be considered irregular, show serious omission, or unauthorized alteration of form. Alachua County reserves the right to accept any application in whole or in part, to waive technicalities, or to accept applications which, in the County's judgment, best serve the interests of the County.

Public Records

Responses to this grant, upon receipt by the County, become public records subject to the provisions Chapter 119 F.S., Florida Public Records Law.



Billboard Advertising Program Application

Program Guidelines/Funding Levels

Applicants may request up to 75% of costs associated, not to exceed \$7,500, for each qualified billboard. Each applicant may request funding for two (2) qualified billboards, for a total of \$15,000.

Eligibility

Applicants must fulfill the following at the time of application.

1. Be an Alachua County business engaged in the hospitality or tourism sector, including:
 - a. **Providers of Paid Overnight Accommodations:** Hotels, motels, B&B's, or other provider of paid overnight accommodations within Alachua County that are currently registered with the Alachua County Tax Collector and collect and remit bed tax;
 - b. **Businesses in the Food and Beverage Industry:** Restaurants, dining establishments, bars or breweries within Alachua County;
 - c. **Venues, Recreation and Attractions:** Including nature-based, cultural and sporting attractions; places of special interest, including zoos, music venues, theatres and museums; venues for spectator and participatory sports; parks and outdoor activities.
 - d. **Municipalities and CRA's** within the boundaries of Alachua County are eligible to apply.
2. Political and religious entities are not eligible.
3. Events and attractions that are restricted to limited membership or participation; including fundraisers, camps, social, or private events are not eligible.
4. The proposed billboard project must have as its main purposes the attraction of tourists.
5. The proposed billboard project must be located within the defined geographical area focused on drive-in markets within the state of Florida and extending north to Atlanta. Proposals that fall outside the geographic target markets will be rejected.

Credit Attribution Requirements

All grantees must include the Visit Gainesville, Alachua County, FL logo and "Funded in part by Visit Gainesville, Alachua County" and "Find Events, Attractions and What's Good at VisitGainesville.com" on all billboards at a size and visibility comprising no less than 10% of the billboard advertisement.

Non-Allowable Expenditures

This grant will only reimburse for approved paid billboard advertising. It will not reimburse for the following disallowed expenditures:

- Creative costs associated with the design of a billboard(s);
- Real property; capital improvements, including but not limited to new construction, renovation, restoration, installation or replacement of fixtures, and tangible personal property;
- Expenses incurred or obligated prior to or after funding period;
- Member-only events, entertainment, food or beverages for private events;
- Events which are restricted to private or exclusive participation;
- Making payments or reimbursements for goods or services purchased for previous or other events, invoices paid outside of contract period;
- Advertising, printing or other expenses that omit the required attribution credits including the Visit Gainesville, Alachua County, FL logo and other required recognition;



Billboard Advertising Program Application

- Benefits and projects planned primarily for fundraising purposes;
- Political or religious entities;
- Any expenditure not authorized by Alachua County Code of Ordinances
- Events and activities that do not comply with Alachua County's current COVID emergency orders, which may be amended from time to time.

Reimbursement

All funds are available on a reimbursement basis only. Proof of payment and proof of performance must be submitted with the reimbursement request. Examples of proof of payment includes copies of paid invoices, cancelled checks, or credit card receipts. Proof of performance includes run dates, location, printed samples and other backup with required Visit Gainesville, Alachua County credit attribution.



Billboard Advertising Program Application

INSTRUCTIONS

The Alachua County Visitors and Convention Bureau will review all submitted billboard advertising co-op applications to determine eligibility. Projects that meet funding eligibility criteria and have provided all required documentation as outlined below will then be provided to the Alachua County Tourist Development Council for review prior to submittal to the Alachua County Board of County Commissioners for final funding approval.

Applications will be reviewed and funding recommendations will be made on a first-come, first-served, rolling basis. Final decisions are at the sole discretion of Alachua County. There are no guarantees that applicants will be awarded funding. Even though a billboard may qualify, limited funds may not allow that project to receive assistance or the proposed billboard may fall outside the funding period or scope of the goals to attract tourists through the advertisement of hospitality-related businesses, as outlined above.

Funding is limited to billboard advertising that promotes tourism to Alachua County.

Applications must include:

1. Location and Directional Focus of the Billboard

Billboards must be within Georgia or Florida, extending as far north as the southern border of Atlanta, as far west as Pensacola and as far South as the northern border of Miami-Dade County. Billboards cannot be within the boundaries of Alachua County, with the exception of billboards on I-75 at Alachua County exits.

- a. Provide a map showing the location and directional focus of the billboard;
- b. Provide the dates and duration of the billboard campaign.

2. Billboard Design

- a. Provide proposed billboard artwork, including all required Visit Gainesville, Alachua County logos and credit attribution.
- b. Provide text and photos associated with the billboard.

3. Define Target Audience and Goals of the Billboard

- a. Provide weekly out-of-home impressions;

4. Pricing/proposal from billboard vendor (Please attach.)

Grant applications will be reviewed according to the following criteria:

- Execution strategy including the quality, scope, location and strategy of the campaign;
- Excellence and professionalism of proposed artwork, messaging and creativity.
- Consistency and alignment with Alachua County tourism marketing efforts;

If approved, applicants will have 6-months from the date of award announcement to execute the billboard. To receive grant funding reimbursements, applicants must submit proof of execution and payment. No reimbursements or payments will be made prior to billboard execution. All reimbursement documentation must be submitted to Alachua County Visitors and Convention Bureau within ninety (90) days after the advertising has been executed. If supporting documentation is not received within ninety (90) days, co-op funding may be denied.



Billboard Advertising Program Application

APPLICANT NAME Freddie Wehbe

BUSINESS ENTITY Spurrier's Gridiron Grille

CONTACT PHONE/EMAIL/BUSINESS ADDRESS

352-284-3733/freddie@wehbemarketing.com/PO Box 140596 Gainesville, FL 32614

HOSPITALITY SERVICE/INDUSTRY (Check all that apply)

- Hotel, motel, B&B, or campground
- Restaurant or dining establishment
- Brewery or bar
- Recreation or attraction – museums, zoos, music venues, etc.
- Municipality or CRA

AMOUNT REQUESTED \$15,000

PROPOSED BILLBOARD LOCATION I-75

PROPOSED PROJECT DATES Continuation of Program

WEEKLY IMPRESSIONS _____

DEFINE TARGET AUDIENCE AND GOALS

Billboards will work as an awareness campaign for drivers traveling on I-75 to visit Spurrier's Gridiron Grille, the premier restaurant and museum in North Central Florida, featuring a farm to table fresh menu surrounded by the legacy of Florida Gators legend Steve Spurrier, as well as the many players and coaches he inspired over his career. The polished casual restaurant and rooftop bar are the number one choice for dinner, brunch, private events, and celebrations.

ATTACH PRICING/PROPOSAL FROM BILLBOARD VENDOR

ATTACH BILLBOARD DESIGN ARTWORK including all required Visit Gainesville, Alachua County logos and credit attribution.

Email complete information and application to Info@VisitGainesville.com

**SPURRIER'S
GRIDIRON GRILLE**

**GREAT FOOD
GREAT MUSEUM**

EXIT 384 - THEN LEFT



Clear Channel

26