

Tourist Development Council

March 12, 2025

1:30 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 and Minutes from the January meeting** 1
3. **Meeting Advantage Program Application Review (6 applications)**
4. **Staff Presentation**
5. **Member Comments**
6. **Public Comment**
7. **Adjournment**

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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

Thursday, January 23, 2025 at 2:00 p.m.
Alachua County Administration Building
12 SE 1st Street, Second Floor, Grace Knight Conference Room

MEETING AGENDA

1. Call to Order: Members present Commissioner Marihelen Wheeler, Cornelia Holbrook, Commissioner Dayna Williams, Adam Anderson, Ray Logan, Staci Bertrand. Members absent: Commissioner Cynthia Chestnut, Stephanie Bailes, and Linda Rocha.

Others Present: Tourism and Economic Development staff Jessica Hurov, Liz Reyes, Bailey McClellan, Jordan Shepherd, and Sean McLendon.
2. Approval of the Agenda Packet and Minutes from the November 13, 2024 meeting – *Motion by Commissioner Williams, second by Ray Logan. Motion carried*
3. Meeting Advantage Program Application Review (8 applications): Tourism Program Coordinator Bailey McClellan presented 8 Meeting Advantage Program Applications for review. Bailey detailed the economic impact of the MAP program applications with a requested funding amount of \$40,810. These conferences are projected to generate approximately \$393,568.00 in direct lodging revenue and bring an estimated direct economic impact of \$1,220,767.00 and a total induced economic impact of \$1,896,466.00.

Approved Meeting Advantage Program applications are as follows:

- **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

For this application requested a two part motion:

Motion to: 1. Accept the application and approve funding in the amount of \$9,900.00; and to: acknowledge that the funding is approved even though the application was submitted after the required two-month deadline and that the event has already taken place.

Motion by Ray Logan, second by Staci Bertrand. Motion unanimously carried.

- **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

Motion by Staci Bertrand, second by Adam Anderson. Motion carried.

- **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

Motion by Commissioner Williams, second by Ray Logan. Motion carried.

- **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

Jean Stream spoke about her conference.

Motion by Cornelia Holbrook, second by Staci Bertrand. Motion carried.

- **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

Motion by Ray Logan, second by Adam Anderson. Motion carried.

- **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

2 people came to speak

Motion by Cornelia Holbrook, second by Commissioner Williams. Motion carried.

- **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

Motion by Adam Anderson, second by Staci Bertrand. Motion carried.

- **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

Motion by Adam Anderson, second by Ray Logan. Motion carried.

4. Cooperative Billboard Application Review (1 application)

One Cooperative Billboard Applications was presented for review.

- Spurriers Gridiron Grill \$15,000

Motion by Cornelia Holbrook, second by Staci Bertrand. Motion carried.

5. Member Comments
6. Public Comment
7. Adjourn 2:39pm

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

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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

VISIT GAINESVILLE ALACHUA COUNTY



TOURISM DEVELOPMENT COUNCIL REPORT – MARCH 2025

CAMPAIGN HIGHLIGHTS

TRADE MEDIA: NOV – JAN 2025



Quick Trips!

Celebrating Alachua County's Bicentennial With Discover 200: A Year of Reflection and Celebration

On Jan. 11, Alachua County kicked off its 200th anniversary with Discover 200: A Bicentennial Celebration. Thousands of residents and visitors gathered to enjoy live music from nationally recognized acts and beloved local bands, food trucks, family-friendly activities, historical exhibits, and informational booths highlighting county programs. The event was promoted through targeted digital, social media, radio, and traditional media campaigns. Throughout 2025, Alachua County will host events honoring the people and places that shaped its story. Learn more at Alachua200.org, VisitGainesville.com



Chuck Ragan and the Camaraderie light up the stage at the Alachua County Bicentennial Celebration, joined by headliner Kingfish Ingram and more, setting the tone for a day of music, history, and community pride.

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

Florida Society of Association Executives Ad New Look for 2025

INSPIRED CONNECTION



IN ALACHUA COUNTY

Discover the benefits of holding your meetings in Gainesville and Alachua County—where exceptional spaces, world-class accommodations and unmatched hospitality await your attendees. Maximize your meeting budget with Visit Gainesville, Alachua County's Meeting Advantage Program—**now offering \$15 per room night for approved applicants.**



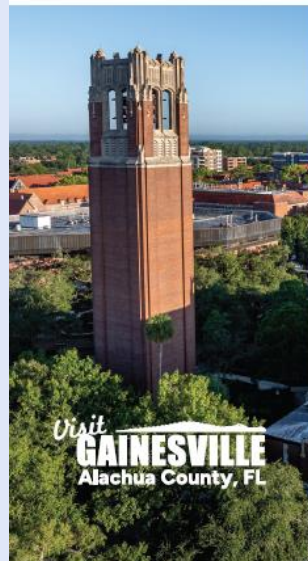
CONTACT OUR DESTINATION EXPERTS TODAY

VisitGainesville.com/Meetings-Industry

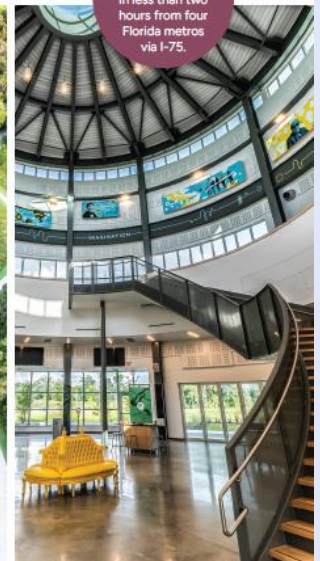
rfp@visitgainesville.com

(352) 374-5260

Getting Here
is Easy!
Fly GNV or arrive
in less than two
hours from four
Florida metros
via I-75.



Visit
GAINESVILLE
Alachua County, FL



Members of the Florida Society of Association Executives hold approximately 40,500 meetings annually and sell 3.6 million room nights across the state of Florida. As part of a year-round strategy Visit Gainesville, Alachua County markets to FSAE meeting planners with print and digital ad campaigns and attends association trade shows to promote groups sales in Alachua County.

ELITE EQUESTRIAN

Saddle Up
at the
ALACHUA COUNTY AGRICULTURE & EQUESTRIAN CENTER

Conveniently located near Gainesville, FL, home of the University of Florida, with more than 60 hotels and 100 restaurants.

Full Service Facility

- Covered Arena
- Large Outdoor Complex
- State-of-the-Art Audio Systems
- Renovated Clubhouse with Meeting Space
- 216 Stalls
- 52 RV Hookups
- Adjacent to additional meeting space at the UF/IFAS Alachua County Ag Auditorium

Upcoming Schedule

February 17-March 9	Youth Fair
March 15-16	Horse Shows in the Park
March 22-23	FL Dairy Goat Association
March 28-30	Spring Kick-Off Dressage
April 5-6	FL Paint Horse
April 12-13	Spring Fling Goats
April 18-19	Spring Fever Dressage
April 25-27	FL Color Horse
May 1-4	Master Gardener's Plant Sale
May 10-11	May Day Qualifier
May 17-18	Horse Shows in the Park
May 24-25	FQHA Memorial Classic
May 31-June 1	Happy Horse, Happy Life
June 7-8	Summer Sizzler 1
June 14-15	Walk Trot Center Show
June 20-22	Southeast Spas
June 28-29	Summer Sizzler 2
July 5-6	Book your event today!

FOR BOOKING INFORMATION CONTACT:
Alan and Carlie Evans
(352) 472-6768
23100 W Newberry Rd., Newberry, FL
ace@alachuacounty.us | ace.us

Visit **GAINESVILLE**
Alachua County, FL

FLORIDA TOURISM DAY

DESTINATIONS FLORIDA

JOIN US FOR
FLORIDA TOURISM DAY
at the Capitol
Tallahassee, Florida
March 25-26, 2025

Arbus Magazine Features Carson Springs



By Cinda Sherman / Photos by Rafael Hernandez @grip24

People often think of Gainesville as a college town surrounded by natural wonders and cold springs. Yet, it's so much more. Gainesville has a strong and vibrant art scene that embraces the arts on almost every street corner. There's the Harn Museum, one of the largest university art museums in the South, with permanent collections focused on Asian, African, modern, and contemporary art, as well as photography. The University of Florida's Phillips Center features internationally known musicians such as Pink Martini, who will be performing there on January 15, 2025.

Another thing you might be surprised to discover is the Carson Springs Wildlife Conservation Foundation. Started by Christine and Barry Janks in 2008, the foundation focuses on rescued animals and is home to about 30 rare and endangered species and over a hundred animals. "The park spans 240 acres, with 80 acres dedicated to the animals right in the center so it's isolate the animals are protected," says Christine.

Total Advertising Impressions Across All Media – Q1 2025

TOTAL IMPRESSIONS: Q1 FY25	
Social Media In-House (paid):	821,323
Social Media In-House (organic):	153,669
Social Media Ad Agency	277,476
Google Ads	536,144
Billboards (CCO+GNV Airport)	21,970,351
Radio WUFT	845,000
Radio FPM	1,808,800
Print FSAE	2400
Digital Elite Equestrian - Emails 50,000 per issue	100,000
Print Elite Equestrian 75,000 yr.	12,500
Digital Visit Florida Guide (street date is Q2)	0
Print Visit Florida Guide (street date is Q2)	0
Digital Horse and Pony Magazine	2400
Arbus Magazine	200,000
Villages Newcomer Directory (70K/Year)	17,500
What's Good® Guides Sent	332,804
Visitor Guides Distributed (Outreach)	2,760
Visitor Guides Distributed (Welcome Centers)	2,450
TOTAL IMPRESSIONS:	27,085,577

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



RECENT UPDATES

Diners, Drive-Ins, and Dives (DDD)

Features Alachua County Restaurateur

The first episode of DDD featuring an Alachua County restaurant will air on Friday, March 14, 2025, at 9 p.m. EST on Food Network. The episode, titled "African, Sicilian & Sausage," showcases Fehrenbacher's Meats & Eats at 4th Avenue Food Park. This national spotlight highlights Alachua County's diverse culinary scene. We will be amplifying the episode through Visit Gainesville, Alachua County's digital channels and encouraging local engagement.

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

Visit Gainesville, Alachua County launched a pilot program offering free Certified Guest Service Professional (CGSP) certifications to Alachua County's hospitality and tourism workforce through the American Hotel and Lodging Education Institute (AHLEI).

The program is open to the first 150 participants, with 50 currently enrolled.

GROUP SALES – MARCH 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

The team met one-on-one with 65 meeting planners, tour operators, and travel writers, fostering connections and showcasing the benefits of hosting events in Alachua County. GNV Regional Airport joined VCB staff in highlighting the ease and convenience of flying in and out of Gainesville. Visit Gainesville, Alachua County continued its successful sponsorship of the Coffee Bar station, a well-received engagement opportunity that encouraged conversations with attendees. This year's presence was further elevated with highly visible, on-brand displays and an updated group sales brochure, providing fresh resources for planners.

Destinations of Florida, DMO Hosted Meeting Planner Reception, Tallahassee, FL – February 25, 2025

Along with 10+ other DMOs, Visit Gainesville, Alachua County is co-hosting a reception for meeting planners and decision-makers in the Tallahassee area to collectively promote the benefits of incorporating local DMOs into conference planning throughout Florida. The evening will feature messaging points from each DMO representative, highlighting their destination's offerings and networking with invited planners. This event provides an opportunity for our team to showcase Alachua County's meeting capabilities, planner services, and event spaces.

TRAVEL WRITERS

Itinerary Development for Visit Florida Vetted Travel Writer

On assignment for the Winnipeg Free Press

April 26 – 28, 2025

Unique Visitors per Month: 395,000

The VCB is assisting in developing an itinerary for a freelance writer on assignment with Canadian based *Winnipeg Free Press*. The 1,000-word roundup piece on Florida destinations will include Alachua County's culinary scene, history, and health and wellness experiences.

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

UPCOMING

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

Visit Gainesville, Alachua County will celebrate by hosting the 3rd Annual Spirit of Hospitality Awards, recognizing outstanding hospitality professionals. Staff will deliver awards in person and visit all lodging properties to thank frontline workers for their contributions.

Alachua County Agritourism Conference
Summer 2025, Date TBD

Visit Gainesville, Alachua County will host the Alachua County Agritourism Conference, bringing together agritourism operators and those interested in developing agritourism ventures. The workshop will cover industry best practices through expert speaker sessions, interactive discussions, and networking opportunities.

Topics to include:

- Agriculture and Agritourism Trends
- Legal Considerations & Tax Benefits
- Permitting & Fire Safety
- Funding and Support Opportunities

Photo: Bailey M. and Jessica H. with meeting planner at Visit Florida's Encounter 2025

GROUP SALES – MARCH 2025

RECENTLY SOURCED RFP

Chiefs for Change 2025 Annual Meeting
October or November 2025
450+ total room nights
Sourced at Visit Florida's Encounter 2025

Judicial Assistants Association of Florida 2028 & 2029 Annual Meeting
September 2028 and 2029
450+ total room nights
Sourced at Visit Florida's Encounter 2025

Florida Association of City Clerks, 2027 Fall Academy
October 23 – 29, 2027
650 total room nights
Sourced at Visit Florida's Encounter 2025

Florida Association City Clerks, 2027 Conference & Academy
June of July 2027
650+ total room nights
Sourced at Visit Florida's Encounter 2025



The Meeting Advantage Program has 6 new applications, with a requested funding amount of \$15,900. Combined these events are projected to generate approximately \$135,076 in lodging revenue and bring an estimated direct spending economic impact of \$305,629 to Alachua County with an induced total economic impact of \$473,128.

NEW APPLICATION REQUEST: \$15,900.00

Estimated Lodging Revenue: **\$135,076.00**

Estimated Direct Sales Economic Impact: **\$305,629.00**

Estimated Total Economic Impact: **\$473,128.00**

FY2025 Meeting Advantage Program Budget Allocation \$200,000

Fiscal YTD Awards **\$105,700.00**

Fiscal YTD TOTAL REIMBURSED GRANT AMOUNT: **\$10,700.60**

HOPE Animal Assisted Crisis Response, Southeast Regional Annual Workshop

Verified Request Amount: \$1,125.00

April 10 – 13, 2025

Conference Location: Santa Fe College Institute of Public Safety

Lodging Location: Best Western Gateway Grand

75 room nights

UF/IFAS Conference on Applied Statistics in Agriculture and Natural Resources

Verified Request Amount: \$2,175.00

May 11 – 16, 2025

Lodging & Conference Location: Hotel Indigo at Celebration Pointe

145 room nights

American Shoulder & Elbow Surgeons Foundation, Central Florida Shoulder & Elbow Week 2025

Verified Request Amount: \$900.00

May 16 – 17, 2025

Lodging Location: Hyatt Place Downtown Gainesville

Conference Location: Champions Club at Ben Hill Griffin Stadium

60 room nights

Florida Association of Genetic Counselors, 2025 Annual Education Conference

Verified Request Amount: \$900.00

May 29 – 30, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center

60 room nights

UF/Florida Federation of Garden Clubs, Summer Short Course 2025

Verified Request Amount: \$900.00

June 1 – 3, 2025

Conference Location: Gainesville Garden Club and UF Straughn Center

Lodging Location: Drury Inn and Suites

60 room nights

UF/PURC World Bank International Training on Utility Regulations & Policy

Verified Request Amount: \$9,900.00

June 9 – 18, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center

660 room nights

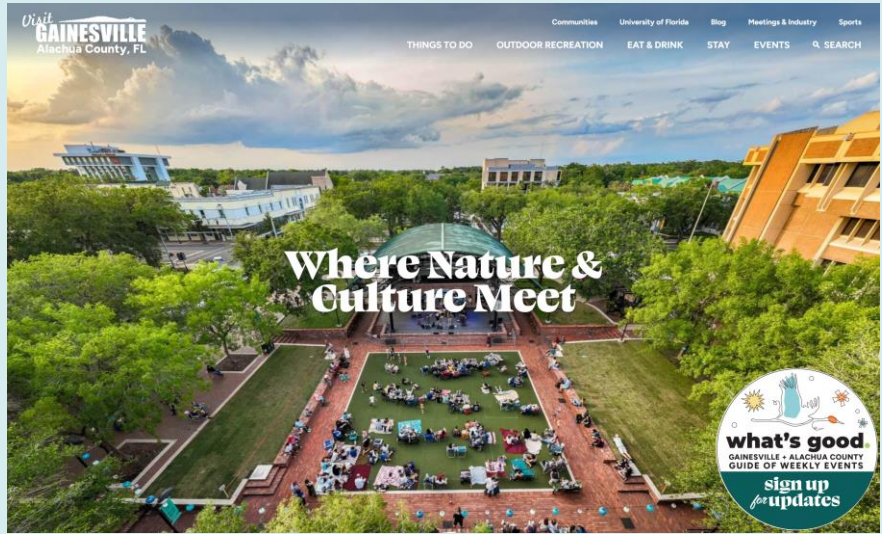
VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



Visit
GAINESVILLE
Alachua County, FL

Website Traffic
Q2 (In progress)
January 1 – February 14



Website Visitation FY25	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	FYTD 10/1-2/14	Goal	% Achieved
Page Views	286,273	153,494			439,767	1,265,000	34 %
Users	123,770	66,809			186,743	557,000	34 %

Sources of Traffic Per Google Analytics, by Session		
Organic Search	98,418	39,796
Direct	27,943	15,374
Paid Search	21,623	11,400
Organic Social	20,851	8,445
Referral	5,850	3,271

VISIT GAINESVILLE ALACHUA COUNTY



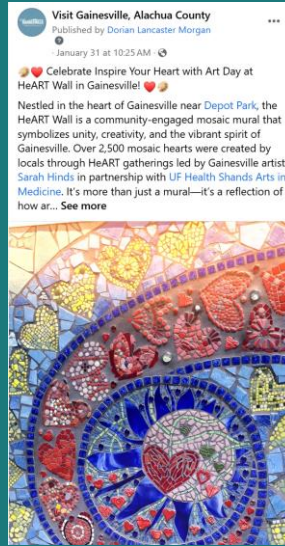
TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

Visit GAINESVILLE Alachua County, FL

In-House Social Media

Q2 (In progress)

January 1 – February 14



Social Media Performance	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	YTD 10/1-2/14	Goal	% Achieved
Impressions	974,992	1,087,078			2,062,070	7,000,000	29%
Views	630,338	877,203			1,507,541	6,000,000	25%
Reach	498,611	530,350			1,028,961	2,500,000	41%
Engagements	197,039	129,201			326,240	1,000,000	33%
Clicks	35,611	28,547			64,158	100,000	64%

Followers	Q1	Q2	Q3	Q4	YTD	Goal	% Achieved
Facebook	44,535	+1,110			45,645	66,200	70%
Instagram	18,627	+324			18,951	25,000	75%

*Social Media metrics exclude paid partner vendor metrics for Uppercase, Inc.

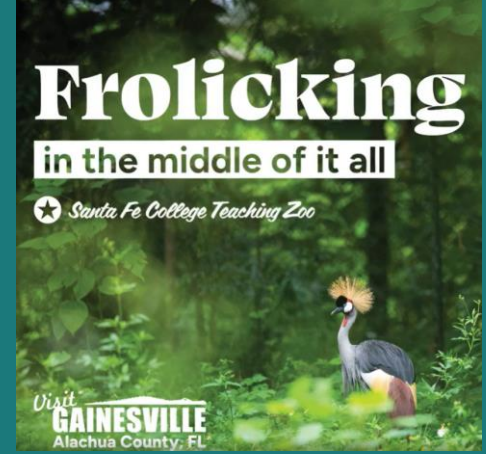
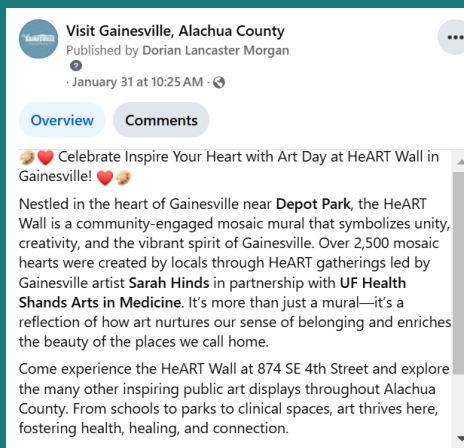
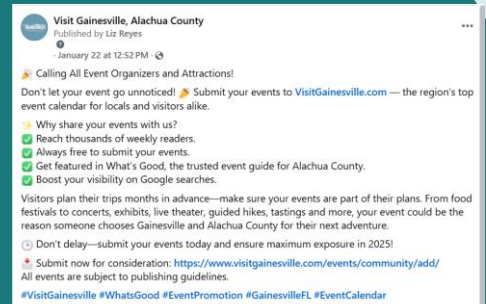
VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



Visit
GAINESVILLE
Alachua County, FL

Social Media
Q2 (In progress)
January 1 – February 14



VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



Visit
GAINESVILLE
Alachua County, FL

Google Ads
Q2 (In progress)
January 1 – February 14

Florida State Parks | Gainesville Outdoor Adventures | Explore 100+ Miles of Trails
[Ad www.visitgainesville.com/outdoors](http://www.visitgainesville.com/outdoors)

Comprehensive list of outdoor activities in Gainesville and Alachua County. Hiking and paddling trails in Alachua County, FL.

[Places To Stay](#)
[Upcoming Festivals](#)
[Sign Up for What's Good](#)
[Dining Options](#)

Events in Gainesville, FL | Upcoming Festivals & Events | Plan Your Visit to Gainesville
[Ad www.visitgainesville.com/festivals](http://www.visitgainesville.com/festivals)

Find upcoming festivals and events in Gainesville with Visit Gainesville. Comprehensive list of events and festivals in Gainesville and Alachua County, FL.

[View Events](#)
[Meetings & Events](#)
[Downtown Gainesville](#)
[Places To Stay](#)

Festivals Near Me | What's Good® Guide of Events | MLK Day Celebration Events
[Ad visitgainesville.com/whats-good](http://www.visitgainesville.com/whats-good)

List of local celebrations for Martin Luther King Jr. Day. Live music events featuring The Gainesville Orchestra, Kathleen Edwards and more.

[Upcoming Local Festivals](#)
[Events This Weekend](#)
[Explore the Outdoors](#)
[Sign Up to What's Good](#)

Sponsored
visitgainesville.com
www.visitgainesville.com/festivals

Things To Do in Gainesville FL - Annual Events in Gainesville

Comprehensive list of events and festivals in Gainesville and Alachua County, FL. Plan your visit with upcoming festivals and special events in Gainesville, FL.

[Dining Options](#) [Explore the Outdoors](#)

Google Ads	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	YTD 10/1-2/14	Goal	% Achieved
Impressions	513,877	587,202			1,101,079	4,000,000	28 %
Clicks	25,374	19,417			44,791	125,000	36 %
Cost Per Click	\$.31	\$.36			\$.33	\$.20	
Click Through Rate	4.94%	3.34%			4.1%	5%	

Ad Campaign Themes Winter

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

Ad Campaign Themes Spring

- Active Outdoors
- Spring Festivals
- Gatornationals
- Springs

Ad Campaign Themes Summer

- Springs
- Active Outdoors
- Festivals
- Football

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

Up Next:

Content Areas of Focus:

- Active Outdoors
- Festivals and Events
- Gatornationals
- Mother’s Day

Digital Advertising Campaigns:

- Spring Festivals
- Gatornationals
- Sign-ups to What’s Good

Quarterly What’s Good Publishing

- February 26
- Next Date May 27

what's good®
GAINESVILLE + ALACHUA COUNTY GUIDE OF EVENTS

Fall for What's Good® and dive into a weekend packed with fun. Let the Czech National Symphony Orchestra sweep you off your feet, then find swoon-worthy date ideas (or a last-minute plan) in the Valentine's Day Survival Guide. Learn about wildlife rehabilitation and sip craft beer alongside majestic birds at Pints and Predators, then belt it out at an all-country show at Heartwood Soundstage. Make plans to commemorate Black History Month with opportunities to learn, reflect, and celebrate.

Read on for more of What's Good®.

Visit Gainesville, Alachua County

Czech National Symphony Orchestra
February 14 @ 7:30 p.m. | Phillips Center for the Performing Arts
3201 Hull Rd., Gainesville, FL 32611

Be swept away by the Czech National Symphony Orchestra and the timeless power of music. For over 30 years, the orchestras has filled concert halls around the globe. Immerse yourself in their stellar program featuring the exceptional piano soloist Maxim Lando in the first half.

What's Good® Guide of Events	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	YTD 10/1-2/14	Goal	% Achieved
Emails sent	332,804	152,620			485,424	1,500,000	32%
Avg. Open Rate	49%	52%			50%	55%	
Clicks	14,367	7,062			24,429	60,000	41%

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

Visit GAINESVILLE

Alachua County, FL

OUTREACH AT A GLANCE:

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
- Alachua County Bicentennial 200
- Jimmy Carnes Invitational
- Hoggetowne Medieval Faire
- Sunshine State Book Festival
- USATF Indoor Championships '25
- North Florida Outdoor Expo

UPCOMING OUTREACH TABLING EVENTS THROUGH MAY 2025

- Santa Fe Springs Celebration '25
- World Masters Athletic Indoor Championships
- Waldo Health Fair
- Party for the Planet
- World Tree Kangaroo Day
- 45th Annual 5th Ave Arts Festival



The Sunshine State Book Festival, which took place February 1 at the Best Western Gateway Grand, is one of 13 events additionally supported with outreach activities so far in FY25.

VISITOR OUTREACH UPDATES

OCTOBER 2024 – February 14, 2025

Visitor Guide Distribution

For FY'25, from October 1, 2024, through February 14, 2025 the VCB distributed **4,656 Visitor Guides**. Distribution included:

- **985 visitor guides** at 7 outreach events
- **1,921 visitor guides** distributed for group service requests
- **750 visitor guides** displayed at the GNV airport
- **320 visitor guides** Alachua County Sports and Events Center
- **680 visitor guides** direct mail

New What's Good Guide Subscribers

Since October 1, 2024, the following outreach have **generated a total of 1,050**

What's Good guide of events subscribers.

- **271** from outreach events
- **779** from website
- **23,324** total all time What's Good subscribers

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 **222** tickets for exciting programs like:

- Dance Alive
 - Dracula
 - Nutcracker
 - Dangerous Liaisons
- 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:

- University of Florida
 - Law admissions
 - College of Engineering
 - Anthropology
 - Weimer Hall
- Match Maker Realty
- FCMA Dodd Short Course Training
- Santa Fe Springs Protection Forum
- Alachua County Tax Collector
- The Greater Palm Beach Society

Alachua County Tourist Development Council Member Attendance

Member	Mar 13, 2024	May 8, 2024	July 10, 2024	Sep 11, 2024	Nov 13, 2024	Jan 23, 2025	TOTALS	Term Expires
Stephanie C Bailes	Present	Present	Absent	Present	Present	Absent	67%	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
Cornelia Holbrook	Absent	Absent	Present	Absent	Present	Present	50%	September 30, 2026
Linda Rocha	Present	Absent	Present	Present	Absent	Absent	50%	September 30, 2026
Commissioner Dayna Williams	Present	Absent	Present	Present	Present	Present	83%	N/A
Adam Anderson	Present	Present	Present	Present	Present	Present	100%	September 30, 2027
Commissioner Cynthia Chestnut				Present	Present	Absent	67%	N/A

Tourism Expenditure Report - FY25 Q1 and Q2-to-date (Captured 2/24/2025)

COVID-19 IMPACT

Row Labels	Fiscal Quarter 1, 2025	Fiscal Quarter 2, 2025	Grand Total
004 Tourist Development - Sports Com			
Grants and Aids	0.00	56,219.58	56,219.58
82.18 - Aid to Private Organizations, Gville Sports Commission - A	0.00	28,499.34	28,499.34
82.22 - Aid to Private Organizations, Gville Sports Commission Bir	0.00	25,240.24	25,240.24
82.52 - Aid to Private Organizations, Sports & Event Center Bid Po	0.00		0.00
82.56 - Aid to Private Organizations, World Masters	0.00	2,480.00	2,480.00
004 Tourist Development - Sports Com Total	0.00	56,219.58	56,219.58
005 Tourist Development - Grants			
Grants and Aids	108,682.04	30,238.50	138,920.54
81.02 - Aid to Government Agencies, Municipalities	0.00	15,000.00	15,000.00
82.24 - Aid to Private Organizations, Conference Grant Program	6,920.60	2,970.00	9,890.60
82.62 - Aid to Private Organizations, Local Sports Dest Enh Grant	0.00		0.00
82.63 - Aid to Private Organizations, Billboard Advertising	20,688.85	12,268.50	32,957.35
82.64 - Aid to Private Organizations, Local Artists & Groups	0.00		0.00
83.05 - Other Grants and Aids, Event Sponsorships	81,072.59	0.00	81,072.59
005 Tourist Development - Grants Total	108,682.04	30,238.50	138,920.54
006 Tourist Development - Dest Enhan			
Grants and Aids	64,106.22	321,139.36	385,245.58
82.61 - Aid to Private Organizations, NCDE Grant	64,106.22	321,139.36	385,245.58
006 Tourist Development - Dest Enhan Total	64,106.22	321,139.36	385,245.58
150 Tourist Develop -4th&6th Cent tx			
Personal Services	165,034.14	108,098.10	273,132.24
12.00 - Regular Salaries, Regular Salaries & Wages	113,207.80	77,137.69	190,345.49
12.10 - Regular Salaries, Salary Adj for Budgeting Only	0.00		0.00
14.00 - Overtime, Overtime	99.26	60.78	160.04
15.10 - Specialty Pay, Cell Phone Allowance	75.00	25.00	100.00
21.00 - Fica, Fica Taxes	8,277.49	5,697.08	13,974.57
22.00 - Retirement, Retirement Contributions	15,443.78	10,488.48	25,932.26
23.10 - Life And Health Insurance, Health Insurance	27,419.50	14,422.28	41,841.78
23.15 - Life And Health Insurance, Dental Insurance	386.83	200.84	587.67
23.20 - Life And Health Insurance, Life Insurance	124.48	65.95	190.43
23.25 - Life And Health Insurance, 10,000 Life Insurance	0.00		0.00
24.10 - Workers Compensation, 17 Govmax Budget Import	0.00		0.00
Grants and Aids	0.00		0.00
82.99 - Aid to Private Organizations, Aids To Private Org-other	0.00		0.00
Operating Expenditures	477,961.97	192,347.42	670,309.39
31.00 - Professional Services, Professional Services	350,489.00		350,489.00
34.00 - Other Services, Other Contractual Services	18,238.94	75,571.97	93,810.91
40.00 - Travel And Per Diem, Travel And Per Diem	186.40	575.65	762.05
40.13 - Travel And Per Diem, Out Of State	0.00		0.00
41.00 - Communication Services, Communication Services	0.00		0.00
41.30 - Communication Services, Local, long Dist And Other	0.32	0.66	0.98
41.50 - Communication Services, Mobile Telephone	429.26	1,275.03	1,704.29
42.00 - Freight And Postage Services, Freight And Postage Service	289.90	924.22	1,214.12
44.00 - Rentals And Leases, Rentals & Leases	510.00	340.00	850.00
44.21 - Rentals And Leases, Leased Vehicle	0.00		0.00
44.23 - Rentals And Leases, Copier Equipment Rental	722.37	240.79	963.16
45.60 - Insurance, CORA / Self Insur Annual Charge	0.00		0.00
46.00 - Repairs and Maintenance Services, Repairs And Maintena	270.65	2,684.48	2,955.13
46.10 - Repairs and Maintenance Services, Motor Vehicle	0.00		0.00
46.11 - Repairs and Maintenance Services, Acpw-shop	0.00		0.00
46.12 - Repairs and Maintenance Services, Commercial	0.00		0.00
47.00 - Printing And Binding, Printing And Binding	62.43	11,675.60	11,738.03
48.00 - Promotional Activities, Promotional Activities	64,807.69	91,498.25	156,305.94

49.00 - Other Current Charges and Obligations, Other Curr Chgs &	0.00	184.14	184.14
49.04 - Other Current Charges and Obligations, Legal Advertising	0.00		0.00
49.05 - Other Current Charges and Obligations, Indirect Costs	0.00		0.00
51.00 - Office Supplies, Office Supplies	0.00		0.00
52.00 - Operating Supplies, Operating Supplies	4,854.60	4,271.63	9,126.23
52.23 - Operating Supplies, Fuel	18.41		18.41
52.31 - Operating Supplies, Software Non-Capital	11,503.00		11,503.00
52.70 - Operating Supplies, Uniforms	0.00		0.00
54.00 - Books Publications Subscriptions And Memberships, Boo	0.00		0.00
54.40 - Books Publications Subscriptions And Memberships, Men	18,829.00	3,180.00	22,009.00
55.00 - Training & Education, Training & Education	6,750.00	(75.00)	6,675.00
Other Uses	73,822.33	73,822.34	147,644.67
91.41 - Operating Transfers Out, To Equestrian Ctr Fund 130	73,822.33	73,822.34	147,644.67
Capital Outlay	452,134.08	101,782.80	553,916.88
61.00 - Land, Land	452,134.08	27,442.80	479,576.88
63.98 - Infrastructure, Improve Other Than Bldgs	0.00	74,340.00	74,340.00
150 Tourist Develop -4th&6th Cent tx Total	1,168,952.52	476,050.66	1,645,003.18
Grand Total	1,341,740.78	883,648.10	2,225,388.88