

Board of County Commissioners Agenda Request

Date of Meeting: December 17, 2013

Date Submitted: December 3, 2013

To: Honorable Chairperson and Members of the Board

From: Robert Presnell, County Administrator
Allara Mills Gutcher, Director of Planning and Community Development

Subject: Vendor Performance Evaluation (Legacy Marketing) from the TDC and Continuation of Service

Statement of Issue:

This agenda item seeks Board approval of the continuation of the Agreement (attached) between the Gadsden County Tourist Development Council (TDC) and Legacy Marketing, Inc. Item 14 of the Agreement states that “continuation of this agreement for the full period set out in this paragraph is upon a six month performance evaluation and BOCC approval.”

Background:

The September 2009 Gadsden County Tourist Development Strategic Plan identified the need for the TDC to hire a contractor to manage promotion and advertising programs and to administer the Gadsden County Tourist Development Strategic Plan.

Bid No. 12-14 was let and subsequently awarded to Legacy Marketing Inc., for promoting Gadsden County as a travel destination and creating a marketing program. During the March 19, 2013, regularly scheduled Board of County Commissioners meeting this Agreement was approved based upon a satisfactory six month performance evaluation and Board of County Commissioners approval. The request for continuation of the Agreement was tabled at the November 15, 2013 BOCC regular meeting until a recommendation from the Tourist Development Council was received.

The Tourist Development Council, at the November 25, 2013 meeting, submitted individual evaluations regarding the performance of Legacy Marketing. The Council voted unanimously to continue the remaining term of the agreement.

Analysis:

Legacy Marketing was selected to provide services to develop and direct a program for the marketing and promotion of Gadsden County as a travel destination. The Agreement also states they will increase the awareness of Gadsden’s visitor assets and target markets, coordinate and assist with festival and event planners to promote and increase visitors to area events, provide awareness and communication for effective date scheduling, and combine promotion benefits to event planners.

Fiscal Impact:

The signed Agreement requires the TDC to remit \$2,000 monthly totaling \$24,000.00 annually to Legacy Marketing. Contingency of this agreement was based upon a 6 month performance review.

Options:

- Option 1 Continue with the Agreement until the one-year term has been met.
- Option 2 Cancel the Agreement with Legacy Marketing by providing 60 days written notice.
- Option 3 Board Direction

County Administrator Recommendation:

Option 1

Attachments:

- 1. Firm/Coordinator Agreement
- 2. Individual TDC member spreadsheet/vendor Performance Evaluation(s)
- 3. Analysis of vendor performance as specified by the Agreement
- 4. TDC Revenue FY 2010-2013

PUBLIC RELATIONS SERVICES AGREEMENT

Agreement made this 19th day of March, 2013 by and between Legacy Marketing Inc., (herein called the Agency) and the Gadsden County Board of County Commissioners- Tourism Development Council (herein called the Client).

Between the Agency and Client it is herein agreed as follows:

1. The Agency is hereby retained by Client to perform services as outlined herein in paragraph 3 for a fee of \$2000.00 per month. The Agency shall submit an invoice to the TDC Administrator on the _____ day of each month. Any additional charges above the agreed upon fee shall be itemized and supporting documentation provided.
2. The Agency shall act as representative for Client in matters pertaining to promotion of tourism for the county of Gadsden, Florida. The Agency shall work with tourism partners such as but not limited to VisitFlorida to promote Gadsden County, as well as develop relationships with neighboring counties for cross promotion.
3. The duties and focus of the Agency should be, but are not limited to, the following:
 - Promote Gadsden County as a visitor destination.
 - Increase county bed tax revenues.
 - Increase awareness of Gadsden's visitor assets and "Target Markets" as defined in the TDC adopted strategic plan.
 - Increase awareness of our local events to visitors.
 - Collaborate with Gadsden County's tourism strategic partners, bed tax collectors, organizations and travel booking agents to market tourism.
 - Develop, administrate, and implement a creative social media marketing strategy.
 - Creatively update content of the county tourism website www.egadsden.com and Facebook page <http://www.facebook.com/GadsdenCounty> effectively engages visitors and residents. Create and feature innovative trip planning packages, update calendar of events, recruit community blogger, and respond to all visitor inquiries.
 - Utilize resources for advertising co-ops, grants, promotions, etc., available to us through our partnerships with VISITFLORIDA and Riverway South.
 - Develop cost effective regional and national advertising and public relations campaigns using innovative creative techniques.
 - Create and develop press releases to attract positive media awareness and attention.
 - Coordinate and assist with all festival and event planners to promote an increase in out of county date scheduling, promotional rates, and combined marketing.
 - Prepare, produce update and distribute collateral tourism marketing materials.
 - Attend all TDC public hearings and meetings. Provide monthly reports to the TDC of current strategies and measurable accomplishments.

- Represent Gadsden County in regional tourism initiatives.
4. Promotion shall be developed and implanted in stages as outlined and approved by the TDC, or designee of the TDC. The Coordinating agency will not be held responsible for duties that are listed above but not directed to perform by the TDC or appointee of the TDC.
 5. The first stage of work shall be to improve the website by adding content and working with the Tallahassee.com, the SBO Company already approved by the TDC, to ensure premium optimization for the visitor destination in Gadsden County. A limit on markup fees for media buys will be placed at \$6,000 per year. This is solely for non-commission media buys namely out of market print but not exclusively print.
 6. Other task referenced in paragraph 3, will be undertaken at the direction of the TDC or its designee. The agency agrees to maintain complete and accurate records of all activities performed on behalf of Gadsden County and will supply reasonable supporting documents and details as may be required by the TDC or its designee. The Agency will agree to be available to make presentations and provide information to the Board of County Commissioners if requested to do so.
 7. Agency will seek opportunities and apply for grants on behalf of Gadsden County Tourism and is entitled to the administrative fees, if such are allowed under in the grant less those administrative fees incurred by the TDC. Administration of any grants obtained by the Agency will be solely administrated by the Agency with oversight by the TDC or its designee. Any grants for which Gadsden County will be considered the submitting entity or the fiscal agent shall be approved by the County Commission before submission.
 8. Agency will seek, co-ordinate and develop media partners in order to promote tourism in Gadsden County. Agency will work with various recipients of TDC marketing dollars to plan, place and executed media buys in accordance to the Tourist Development Strategic Plan (TDSP).
 9. Agency will meet with marketing committee before, during and after each phase in development and implementation of all work to ensure accountability. Agency will report to the GCTDC board at large as required to share the progress of its efforts. Agency shall not be held liable for any other company's performance hired by the Gadsden County Tourist Development Council.

10. Any/All photography, brochures, manuals, film, signage, and other materials generated by the Agency or for the Agency on behalf of Gadsden County in the performance of this agreement shall be deemed the property of the Gadsden County, subject to any third party rights, restrictions or obligations which the Agency shall promptly disclose to the TDC or its designee.
11. The Agency agrees to indemnify, defend and otherwise hold harmless Gadsden County, the TDC, their officers, agents and employees from any and all claims, actions or liability occurring as a result of its performance under this agreement. The indemnification includes but is not limited to any copyright or trademark infringement claims that may be brought against Gadsden, the TDC their officers, agents or employees as a result of the Agency's performance or the performance of any entity retained or hired by the Agency to perform any portion of this agreement. Agency agrees to pay all defense costs and any judgment obtained as a result of its performance or the performance of any entity retained or hired by the Agency to perform any portion of this agreement.
12. This agreement may not be assigned by the Agency without the prior written consent of the TDC. Any assignment in violation of this provision shall be void.
13. This agreement is made in Gadsden County, Florida and shall be governed by the laws of the State of Florida. Any causes of action or claims brought with regard in accordance with this agreement.
14. The term of this agreement shall commence March 19th, 2013 and continue for a period of 12 months unless otherwise terminated by either party in accordance with this agreement. This agreement may be cancelled by either party within 60 days of a written notice. Continuation of this agreement for the full period set out in this paragraph is upon a 6 month performance evaluation and BOCC approval.
15. This agreement is subject to sufficient appropriations being made by the County Commission to the TDC.
16. This document constitutes the final statement of agreement between the parties. All other prior agreements or oral representations are null and void and are superseded by this document. This document may not be changed orally but only by formal writing signed by both parties.

Doug Croley

Doug Croley, Gadsden County BOCC Chairman

3-19-2013

Date

Mary Kelly

Mary Kelly, Legacy Marketing (Agency)

3-19-2013

Date

Debra Minnis

Debra Minnis, BOCC County Attorney

3-19-2013

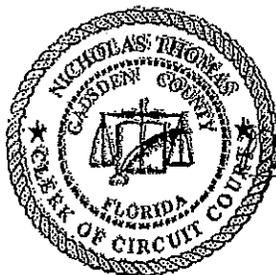
Date

Elmon Lee Garner

Elmon Lee Garner, TDC Chairman

3-19-2013

Date



ATTEST

Marcella Blocker, Deputy
Gadsden County Clerk of Courts



EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA		Outstanding	Exc.	Sat.	Un Sat.	Not Applicable
1.	Maximize use of funding to effectively promote Gadsden County regional and national.			X		Note
2.	Developed and implemented a creative social media marketing strategy.			X		Note
3.	Increase overnight visits, length of stays, and repeated visits.			X		Note
4.	Increase awareness of County's visitor assets and image.			X		
5.	Creativity and Development of press releases to attract positive media awareness and attention.		X			
6.	Effectively communicates with potential visitors and current residents.		X			
7.	Preparation and distribution of collateral tourism marketing materials.	X				
8.	Coordination/assistance with festival and event planners to promote an increase in out of town visitors.	X				
9.	Increase awareness of Gadsden's "Target Markets".		X			
10.	Overall evaluation of compliance with contract requirements.		X			

Signature: [Signature]
 Name/Title: Vice Chair



EXPLANATIONS/COMMENTS

1. Do not submit page 2 without page 3.
2. Be Specific (include paragraph and page numbers referenced in the contract/agreement)

Items 1-4 have not been able to fully perform as we are currently in planning & Assett collection stage. This contractor has performed every thing asked or assigned to them. Ground work has been laid & I highly recommend continuing this contract to bring planning to execution. Not doing so would be a waste of money

Signature: _____

J. M. [Signature]

Name/Title: _____

Vice Chair



EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA	Outstanding	Exc. Sat.	Un Sat.	Not Applicable
1. Maximize use of funding to effectively promote Gadsden County regional and national.				
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6. Effectively communicates with potential visitors and current residents.				
7. Preparation and distribution of collateral tourism marketing materials.				
8. Coordination/assistance with festival and event planners to promote an increase in out of town visitors.				
9. Increase awareness of Gadsden's "Target Markets".				
10. Overall evaluation of compliance with contract requirements.				

Jan new on the Board
 so I can't evaluate. But
 ↳

Signature: [Signature]
 Name/Title: PETER RATEL



EXPLANATIONS/COMMENTS

1. Do not submit page 2 without page 3.
2. Be Specific (include paragraph and page numbers referenced in the contract/agreement)

I am new on the board but I think it should help the Gadsden County Commission. My recommendation is to see their next video as targeted marketing event. The best way to see that it they can bring the number of rights that marketing tool is bringing to Gadsden County. Let them do not produce, we should not continue.

Signature: _____

Name/Title: _____


PETER PATEL



EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA		Outstanding	Exc.	Sat.	Un Sat.	Not Applicable
1.	Maximize use of funding to effectively promote Gadsden County regional and national.			X		
2.	Developed and implemented a creative social media marketing strategy.			X		
3.	Increase overnight visits, length of stays, and repeated visits.			X		
4.	Increase awareness of County's visitor assets and image.			X		
5.	Creativity and Development of press releases to attract positive media awareness and attention.			X		
6.	Effectively communicates with potential visitors and current residents.			X		
7.	Preparation and distribution of collateral tourism marketing materials.			X		
8.	Coordination/assistance with festival and event planners to promote an increase in out of town visitors.			X		
9.	Increase awareness of Gadsden's "Target Markets".			X		
10.	Overall evaluation of compliance with contract requirements.			X		

Signature: 
 Name/Title: MAYOR, CITY OF QUINCY



EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA		Outstanding	Exc.	Sat.	Un Sat.	Not Applicable
1.	Maximize use of funding to effectively promote Gadsden County regional and national.			X		
2.	Developed and implemented a creative social media marketing strategy.			X		
3.	Increase overnight visits, length of stays, and repeated visits.				X	
4.	Increase awareness of County's visitor assets and image.				X	
5.	Creativity and Development of press releases to attract positive media awareness and attention.			X		
6.	Effectively communicates with potential visitors and current residents.				X	
7.	Preparation and distribution of collateral tourism marketing materials.			X		
8.	Coordination/assistance with festival and event planners to promote an increase in out of town visitors.				X	
9.	Increase awareness of Gadsden's "Target Markets".					
10.	Overall evaluation of compliance with contract requirements.			X		

Signature: *Dad Whitely*
 Name/Title: TDC Board Member



EXPLANATIONS/COMMENTS

1. Do not submit page 2 without page 3.
2. Be Specific (include paragraph and page numbers referenced in the contract/agreement)

I feel effective communications hasn't taken place. Clear directions & objectives needs to be established as pertaining to contract. More communication needs to take place with administrator. I feel this rating needs to have measurable criteriums. This is through out the contract. All items.

Signature: _____

David W. Knuff

Name/Title: _____

TDC Board Member



✓ EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA	Outstanding	Exc.	Sat.	Un Sat.	Not Applicable
1. Maximize use of funding to effectively promote Gadsden County regional and national.			X		
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4. Increase awareness of County's visitor assets and image.			X		
5. Creativity and Development of press releases to attract positive media awareness and attention.				X	
6. Effectively communicates with potential visitors and current residents.			X		
7. Preparation and distribution of collateral tourism marketing materials.			X		
8. Coordination/assistance with festival and event planners to promote an increase in out of town visitors.		X			
9. Increase awareness of Gadsden's "Target Markets".			X		
10. Overall evaluation of compliance with contract requirements.			X		

Signature: _____

Name/Title: _____ Jeff DuBree TDC Appointee

Part-Time Tourism Coordinator

6-Month Evaluation

The need for a Tourism Coordinator was established by the Gadsden County Tourism Council in an effort to "close the deal" on many of the council's plans, efforts, and strategies. Therefore, the functions and goals assigned to a coordinator reflect the many goals of the council. The RFP written to contract this individual or firm summarized all of these goals and referenced our 65 plus page "Strategic Plan" for even more detail. Legacy Marketing was the only bidder. They were awarded the contract for a fee of \$2000.00 per month with the understanding that it was unrealistic to meet "all" of the goals fully every month for a part-time fee. The coordinator was to be aware and understand of all of the functions and goals. But the TDC was to set priorities and establish immediate direction for the coordinator(s) to follow. It is my understanding that the primary areas of focus set by the council were as follows;

- 1. Establish relationships with our bed tax collectors and tourism strategic partners. Coordinate and work with our local tourism related business leaders in an effort to increase tourism. Establish a nucleus of key people that can help us get things done. (VI. OVERVIEW, B. Duties, line 12) Try to get our partners working collectively.**
- 2. Focus on updating and actively maintaining the information on egadsden.com visitor web site. Prepare the site in advance for a future search engine optimization project. With increased traffic predicted it was imperative the site be accurate, up to date and interesting to reap any reward. (VI. OVERVIEW, B. Duties, line 5)**
- 3. Utilize statewide resources available through VISIT FLORIDA and others to promote Gadsden County to potential visitors. (VI. OVERVIEW, B. Duties, line 6)**
- 4. Assist and steer local event coordinators to see that any marketing and promotion efforts partially funded by the TDC maximize the event's goals while at the same time provide a real return on investment to the TDC by providing bed tax**

revenue (hotel and campground bookings), attracting tourists and building upon the tourism industry efforts. All events are great but not all events meet this requirement. Advise the council on a level of support, if any, for events seeking funding. Guide event planners to select dates that enhance other on-going area activities and do not conflict with other planned events. (VI. OVERVIEW, B> Duties, line 9)

5. Draft and implement a yearly tourism marketing plan with an immediate focus on the budget year ending September 30, 2013. (VI>. OVERVIEW, Duties, Lines 1-3)

EVALUATION COMMENTS

1. The coordinators worked closely with our event planners in an effort to maximize the funds provided to some of our local events. For the event planners that made an effort to utilize their assistance this was effective. Some chose not to work with them and the funding provided was not as effective in meeting any goals of the TDC. A focus on video production of the county's events and tourism assets was advised by the coordinators. Like a photo library, a "raw" video library can be utilized in the future to produce a series of small videos for use on the web site, and on-line promotions specific to individual target markets. Building the library has begun, but it is a little premature to have reached a point of reward or benefit. Bill boards were also advised to get something out there immediately and focus on the I-10 target market. The vast majority 95%+ of our revenue comes from the 1-10 hotels, bed tax collectors. Once people stop and stay we have a better chance that they will take the time to experience our assets and spend additional money in the county. Score: Satisfactory
2. While Social media was not a primary focus assigned by the TDC I feel the coordinator could have better utilized this outlet to reach some of the focused goals assigned, i.e. bringing the strategic partners together, promoting events, etc. Score: Unsatisfactory
3. Our revenues have increased and the groundwork has begun for this to continue. Score Excellent

4. Learning our assets and meeting with residents to help sell our brand Score Satisfactory
5. Press releases, PR, positive media, etc. Legacy's level of expertise in my early stage opinion is heavily weighted toward paid marketing. And, their effort thus far reflects this. I strongly believe that a solid PR plan is far more effective. An article in a magazine, or an on-line blog by a travel writer is far more believable to a consumer than any paid ad. Score Unsatisfactory
6. See line 4. Score Satisfactory
7. The county has very little collateral materials. They offered some good ideas to produce. Score Satisfactory
8. Their efforts to establish relationships with event planners have paid off for those planners interested in their free professional guidance. Score Excellent
9. Target Markets. It is a little early in their tenure to see any benefit here yet. Groundwork has begun. In my opinion, our greatest focus should be on our target markets. They have the greatest potential to build a solid tourism economy in our community. The TDC and BOCC historically have focused on events that bring people here for the day. But, far more money is brought into this local economy by daily travelers than all of areas events combined. It is not even close. Our budget has been reduced in this area. (Coordinator Score Satisfactory) (TDC Score Unsatisfactory)
10. My overall evaluation based upon the above criteria average is satisfactory. However, in addition, a coordinator must be organized and take on a leadership role. Improvements are needed by this firm to be more organized in presenting their ideas and supporting data to professionally steer the TDC, BOCC, and tourism partners toward good decisions. A Tourism Coordinator (definition manager) with these abilities provides us with a better chance to "close the deal" on many of the council's plans, efforts, and strategies.

Jeff DuBree TDC appointee

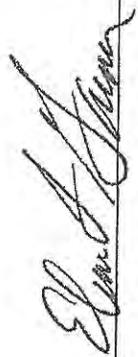
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Whippoorwill Sportsman's Lodge, Inc.

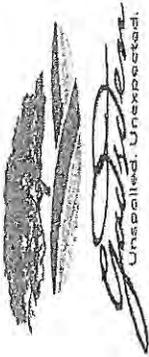


EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA		Outstanding	Exc.	Sat.	Un Sat.	Not Applicable
1.	Maximize use of funding to effectively promote Gadsden County regional and national.		X			
2.	Developed and implemented a creative social media marketing strategy.		X			
3.	Increase overnight visits, length of stays, and repeated visits.			X		
4.	Increase awareness of County's visitor assets and image.		X			
5.	Creativity and Development of press releases to attract positive media awareness and attention.		X			
6.	Effectively communicates with potential visitors and current residents.		X			
7.	Preparation and distribution of collateral tourism marketing materials.		X			
8.	Coordination/assistance with festival and event planners to promote an increase in out of town visitors.		X			
9.	Increase awareness of Gadsden's "Target Markets".		X			
10.	Overall evaluation of compliance with contract requirements.		X			

Signature: 

Name/Title: __Chairman, Gadsden TDC



EXPLANATIONS/COMMENTS

1. Do not submit page 2 without page 3.
2. Be Specific (include paragraph and page numbers referenced in the contract/agreement)

I feel Legacy had done as great a job as possible under the circumstances they were provided. They have been very active in the county with obtaining promotional material to represent our county to others. I am in agreement to have them continue as our coordinator.

Signature:

Name/Title: Chairman, TDC



EVALUATIONS (Place "X" in appropriate box for each major area.)

CRITERIA	Outstanding	Exc.	Sat.	Un Sat.	Not Applicable
1. Maximize use of funding to effectively promote Gadsden County regional and national.				✓	
2. Developed and implemented a creative social media marketing strategy.			✓		
3. Increased overnight visits, length of stays, and repeated visits.			✓		✓
4. Increase awareness of County's visitor assets and image.			✓		
5. Creativity and Development of press releases to attract positive media awareness and attention.				✓	
6. Effectively communicates with potential visitors and current residents.					
7. Preparation and distribution of collateral tourism marketing materials.			✓		
8. Coordination/assistance with festival and event planners to promote an increase in out of town visitors.			✓		
9. Increase awareness of Gadsden's "Target Markets".			✓		
10. Overall evaluation of compliance with contract requirements.			✓		

DONT KNOW

DONT KNOW

Signature: *Cyrene Long*
 Name/Title: CYRENE MORGAN, BS CC



EXPLANATIONS/COMMENTS

- 1. Do not submit page 2 without page 3.
- 2. Be Specific (include paragraph and page numbers referenced in the contract/agreement)

CRITERIA I: DO NOT SEE ANY DIFFERENCE FROM TIME PERIOD PRIOR TO
 LEGACY AGREEMENT.

CRITERIA II: AGAIN, I DO NOT SEE THE PROACTIVE, CREATIVE APPROACH
 I WAS EXPECTING. SEEMS LIKE SAME, FAMILIAR STRATEGIES.

Signature: [Handwritten Signature]
 Name/Title: CHIEF MORGAN, BOCE

**Tourist Development Council
Public Relations Services Agreement
Signed March 19, 2013**

Action Items	Measurement Standard	Results
<p>Promote Gadsden County as a visitor destination</p> <ul style="list-style-type: none"> ▪ Develop, administrate, and implement a creative social media marketing strategy ▪ Creatively update content of the county tourism website (egadsden and Facebook) ▪ Create and feature innovative trip planning packages ▪ Update calendar of events ▪ Recruit community blogger ▪ Respond to all visitor inquiries ▪ Utilize resources for advertising co-ops, grants, promotions, etc. (via VisitFlorida) ▪ Prepare, produce updates, and distribute collateral tourism marketing materials. 	<p>Provided a social media market strategy</p> <p>Tourism websites updated</p> <p># of planning packages created</p> <p>Frequency of calendar updates</p> <p>Blogger recruited</p> <p># visitor inquiries / response rate</p> <p>Usage of these resources</p> <p>Distribution of tourism marketing materials.</p>	<p>None to date.</p> <p>Updated egadsden, Facebook updated as needed.</p> <p>None to date</p> <p>When information is received, calendar is updated.</p> <p>None recruited to date.</p> <p>Calls are handled by staff; emails are linked to Legacy Marketing.</p> <p>Grant process opens in January of each year for \$2,500; none to date.</p> <p>None received by staff or the TDC</p>
<ul style="list-style-type: none"> ▪ Represent Gadsden County in regional tourism initiatives 	<p># regional tourism initiatives attended.</p>	<p>Attended Governor's Conference on Tourism in September 2013; Attended FADMO at the Windym Resort in October 2013</p>
<ul style="list-style-type: none"> ▪ Increase awareness of Gadsden's visitor assets and "target markets" as defined in the TDC adopted strategic plan. 	<p>Efforts made in target markets.</p>	<p>Video in progress; billboards installed on I-10 corridor.</p>
<ul style="list-style-type: none"> ▪ Increase awareness of our local events to visitors. 	<p>via TV/radio - Constant Contact list</p>	<p>TV and radio spots for Havana events (Havana Day and Billy Dean concert, July 4th, Pumpkin Fest, Winter Wonderland and lawn mower parade, Gadsden Art in the Park (radio only), Ultimate Bash(radio only)</p>
<ul style="list-style-type: none"> ▪ Collaborate with Gadsden County's tourism strategic partners, bed tax collectors, organizations and travel booking agents to market tourism. 	<p>Collaboration efforts, # times met with named businesses.</p>	<p>Meet with Gadsden Co. Chamber informally in September. In progress; No other meeting set to date.</p>
<ul style="list-style-type: none"> ▪ Develop cost effective regional and national advertising and public relations campaigns using innovative creative techniques. 	<p>Campaigns created.</p>	<p>Magazine Ads in Florida Travel and Lifestyles; Southern Travel and Lifestyles; video pre-roll in development.</p>
<ul style="list-style-type: none"> ▪ Create and develop press releases to attract positive media awareness and attention. 	<p># press releases distributed</p>	<p>Two: one for Gadsden Neighborhood Medical Clinic and one for Gadsden Humane Society.</p>
<ul style="list-style-type: none"> ▪ Coordinate and assist with all festival and event planners to promote an increase in out of county date scheduling, promotional rates, and combined marketing. 	<p>Coordination and assistance with festival and event planners (# efforts)</p>	<p>Have been in contact with Havana Merchants Assoc.; Gadsden Arts Center; City of Quincy; Quincy Fighting Tigers; IFAS Center; BOCC for courthouse anniversary; Chattahoochee Indian Powwow and River Boat races</p>
<p>Reporting:</p>		
<ul style="list-style-type: none"> ▪ Attend all TDC public hearings and meetings. 	<p>Attendance of meetings</p>	<p>Yes</p>
<ul style="list-style-type: none"> ▪ Provide monthly reports to the TDC of current strategies and measurable accomplishments. 	<p>Monthly reports provided</p>	<p>None submitted to date.</p>
<ul style="list-style-type: none"> ▪ Increase county bed tax revenues. 	<p>% by which bed taxes have increased over previous year/same month.</p>	<p>See Attachment</p>

Note: First priority was to improve the website by adding content and working with Tallahassee.com and the SEO Company.

Tourist Development Council Revenue FY 2010-2013														
	October	November	December	January	February	March	April	May	June	July	August	September	TOTAL	% Increase from previous year
FY 2010	\$6,581	\$7,638	\$6,235	\$4,859	\$4,429	\$4,604	\$7,197	\$7,531	\$7,273	\$6,948	\$7,887	\$6,620	\$77,802	N/A
FY 2011	\$5,300	\$7,614	\$9,650	\$5,772	\$4,919	\$5,419	\$7,871	\$7,952	\$6,724	\$6,681	\$8,479	\$6,775	\$83,156	6.44
FY 2012	\$7,983	\$9,269	\$8,727	\$7,092	\$7,024	\$7,472	\$9,038	\$8,193	\$7,550	\$7,953	\$8,380	\$7,127	\$95,808	13.21
FY 2013	\$7,716	\$9,332	\$9,800	\$7,738	\$7,130	\$8,330	\$11,433	\$9,687	\$11,689	\$9,438	\$6,621	\$9,633	\$108,547	11.74

Source: Gadsden County Office of Management and Budget, December 2013