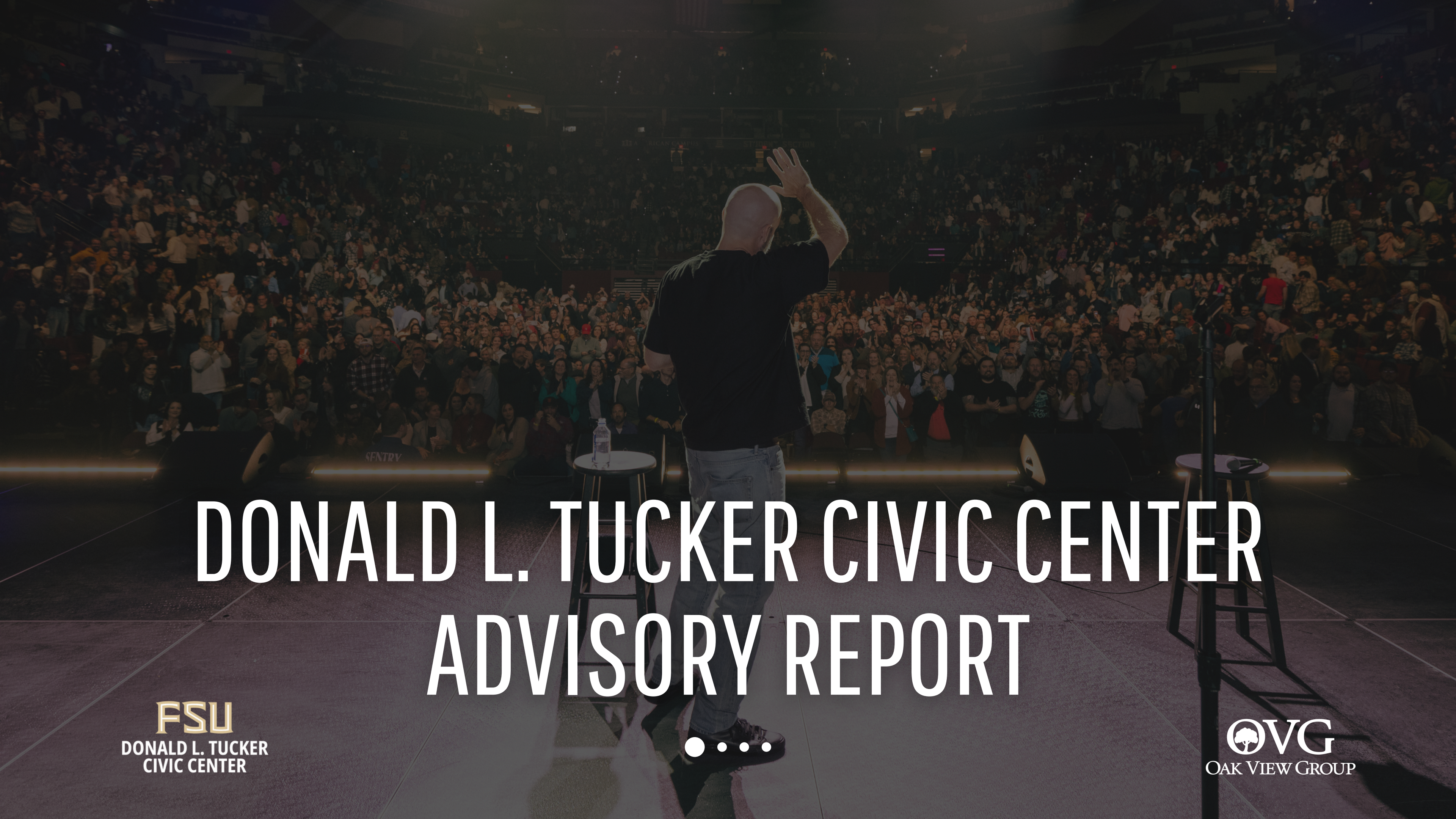


A man in a dark t-shirt and jeans stands on a stage, facing a large, seated audience in a large arena. He has his right hand raised in a gesture. The audience is diverse and appears to be listening attentively. The stage has two small round tables with stools, one on each side of the speaker. A bright light beam crosses the stage in front of the speaker.

DONALD L. TUCKER CIVIC CENTER ADVISORY REPORT

TODAY'S AGENDA

- Welcome & Introductions
- Role of Advisory Council
- FY 25 Recap
- Support for Students and Universities
- Community Involvement
- Capital Projects Update
- Upcoming Events

• • •

WELCOME & INTRODUCTIONS



DONALD L. TUCKER
CIVIC CENTER



OAK VIEW GROUP





ROLE OF ADVISORY COUNCIL

...



203

EVENTS HOSTED



75

ARENA EVENTS



128

CONVENTION CENTER EVENTS



321,897

GUEST ATTENDANCE

A YEAR IN
REVIEW

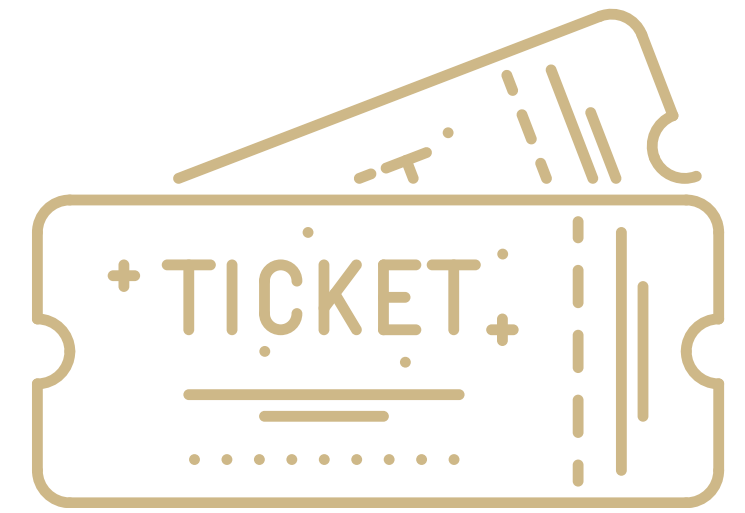
Fiscal Year 2025

EVENTS

- Infinity Convention Tallahassee (2 shows)
- Tallahassee Beer Festival
- PAW Patrol Live! Heroes Unite (2 shows)
- Aaron Lewis
- MercyMe
- Ladies R&B Kickback Concert
- 4th Annual Drive-Thru Trunk-or-Treat
- Tallahassee Symphony Orchestra presents Star Wars: A New Hope in Concert (2 shows)
- Gabriel Iglesias
- FSU Homecoming Live featuring Flo Milli
- Tom Segura
- Nitro Circus
- Harlem Globetrotters
- Dwight Yoakam
- MDSM Conference - Returning March 2026
- PBR: Pendleton Whisky Velocity Tour
- Theo Von - SOLD OUT



Fiscal Year 2025 TICKETING



\$2,779,228

GROSS TICKET REVENUE

23.73% DECREASE FROM LAST YEAR

61,585

TICKETS SOLD

6.55% INCREASE FROM LAST YEAR

- 12.5% OF TICKETS SOLD IN TALLAHASSEE ZIP CODES
- MOST POPULAR ZIP CODE OUTSIDE OF TALLAHASSEE IS 32327 - CRAWFORDVILLE
 - ACCOUNTS FOR 2.29% OF TICKET SALES
- MOST POPULAR ZIP CODE OUTSIDE OF FLORIDA IS 31792 - THOMASVILLE, GEORGIA
 - ACCOUNTS FOR 0.76% OF TICKET SALES



FOOD & BEVERAGE

GROSS F&B REVENUE FOR THE FISCAL YEAR

\$3,652,079

1.94% INCREASE FROM LAST YEAR

GROSS CATERING REVENUE FOR
THE FISCAL YEAR

\$2,355,187

5.47% INCREASE FROM LAST YEAR



FSU BASKETBALL

2024-2025 SEASON RECAP

- Women's Basketball advanced to the NCAA tournament
- Women's basketball achieved an overall record of 24-9
- Men's Basketball achieved an overall record of 17-14

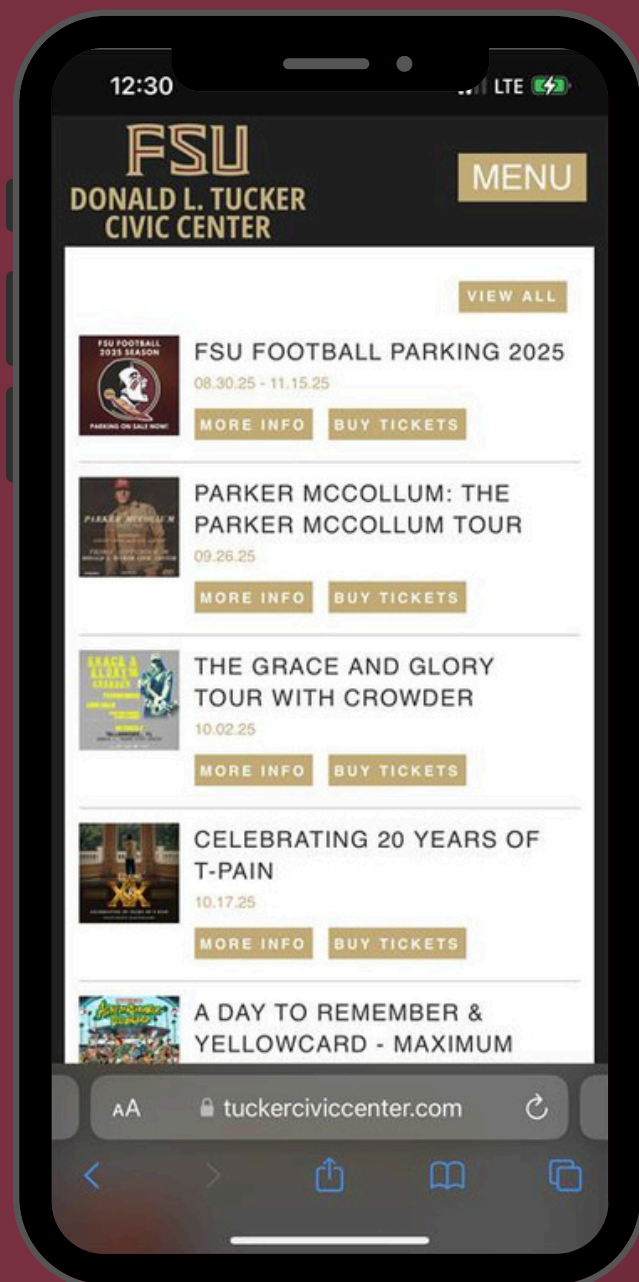
93,387

PATRONS IN ATTENDANCE

6.6% DECREASE FROM LAST YEAR



CATCH US ON THE WEB



195,000

TOTAL PAGEVIEWS

94.7%

OF PAGEVIEWS WERE ON A MOBILE DEVICE

MIAMI

CITY WITH MOST PAGEVIEWS OUTSIDE OF TALLAHASSEE



TALLAHASSEE SYMPHONY
ORCHESTRA PRESENTS STAR WARS:
A NEW HOPE

PAGE WITH THE MOST VISITS

GET SOCIAL WITH US



94,249

ACTIVE EMAILS

104.9% INCREASE FROM LAST YEAR



3,439

FOLLOWERS

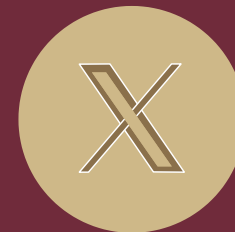
13.3% INCREASE FROM LAST YEAR



19,092

FOLLOWERS

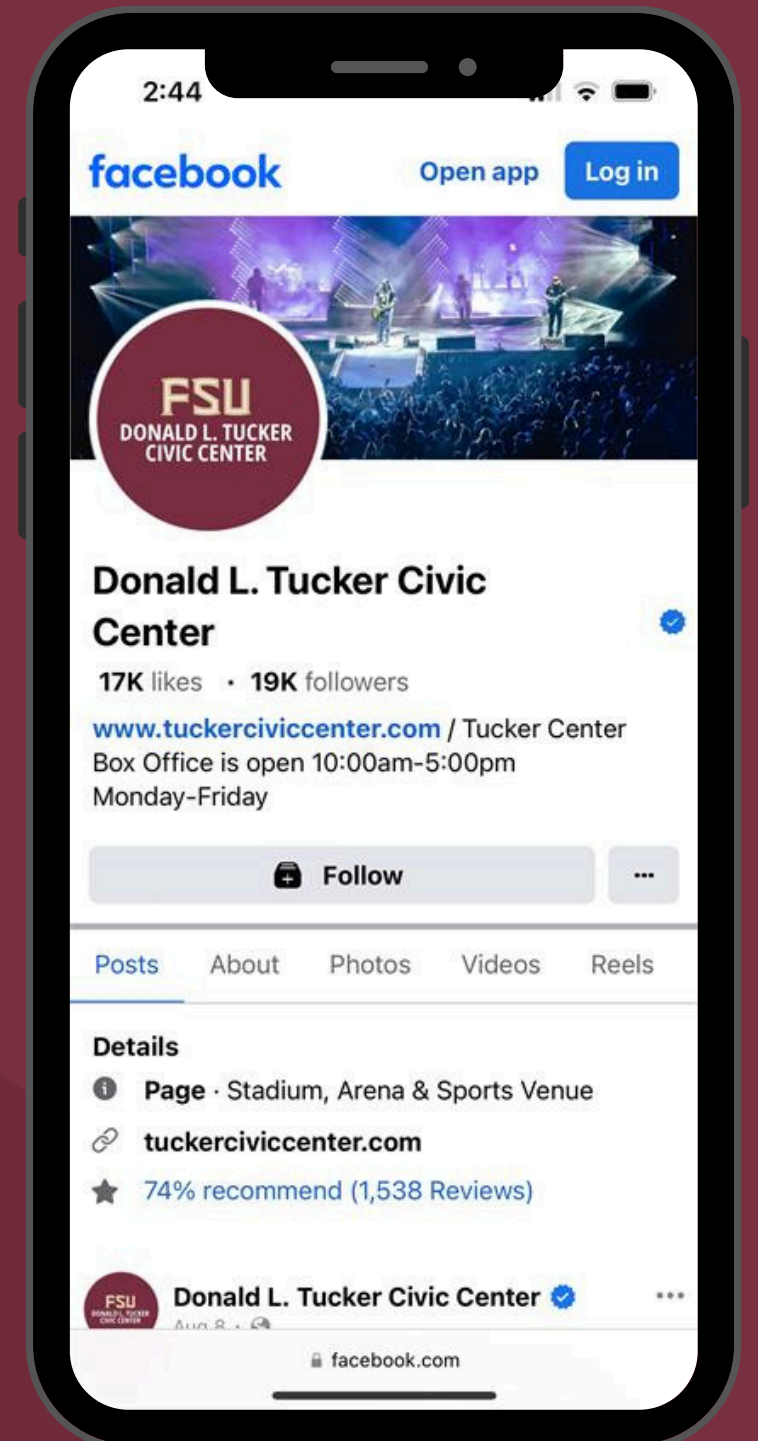
6.3% INCREASE FROM LAST YEAR



3,510

FOLLOWERS

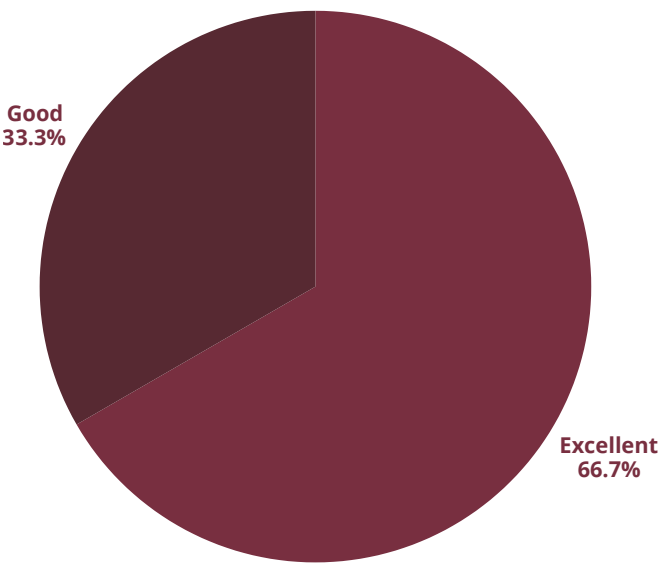
3.3% DECREASE FROM LAST YEAR



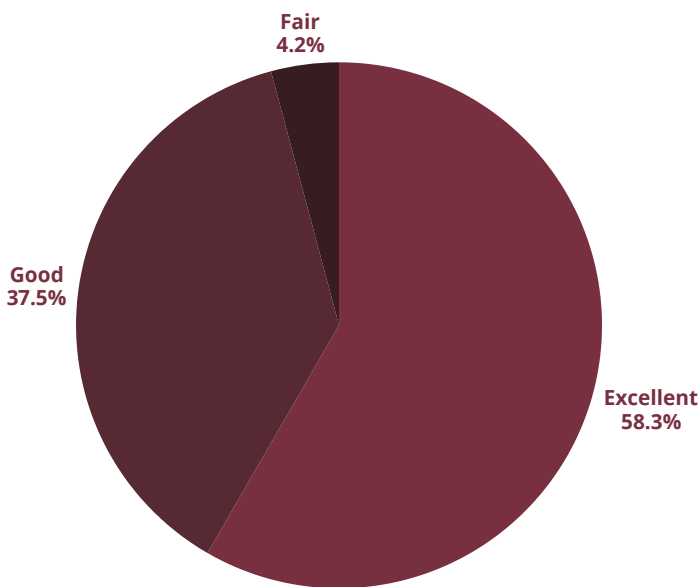
2024-25 Post Event Survey Highlights

MEETING SPACE/CONVENTIONS

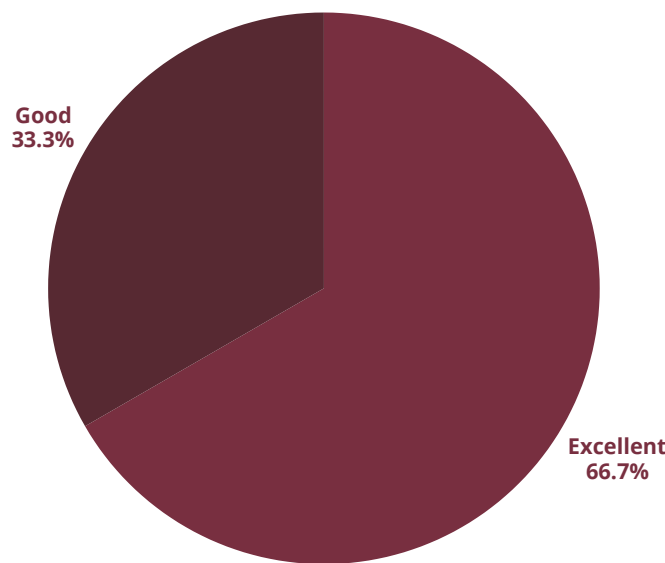
HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE DURING THE BOOKING PROCESS OF THE EVENT?



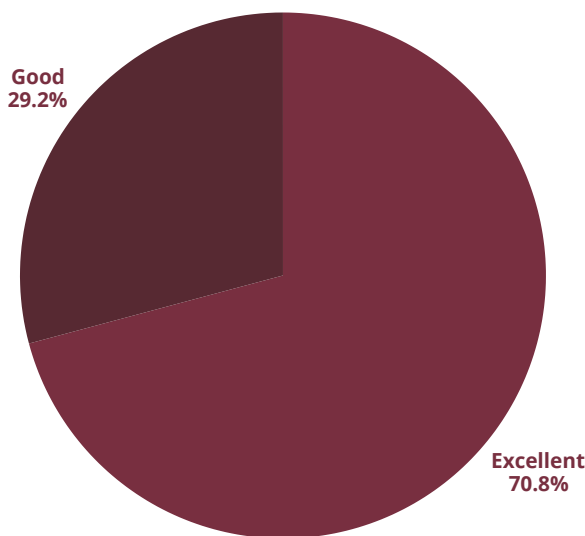
HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE TUCKER CENTER?



HOW WELL DID THE MEETING ROOM/EXHIBIT/BANQUET SPACE MEET YOUR NEEDS?



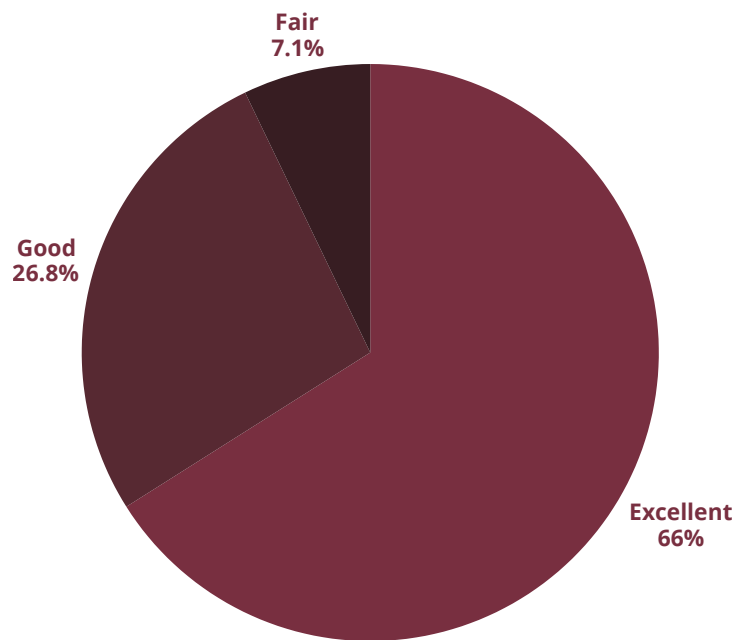
WHAT WAS YOUR OVERALL IMPRESSION OF OUR STAFF?



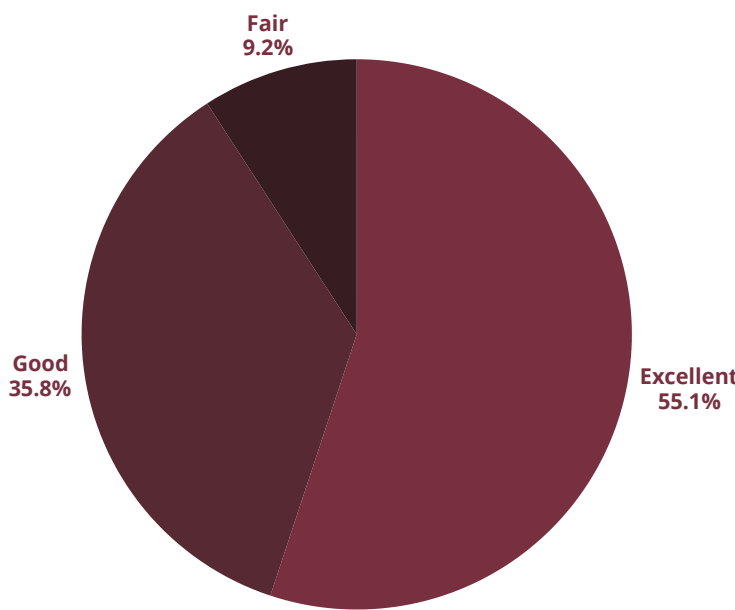
2024-25 Post Event Survey Highlights

ARENA EVENTS

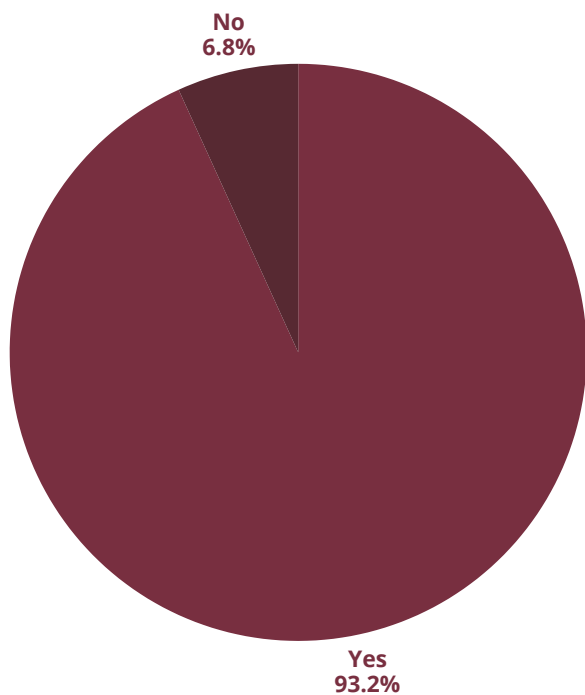
HOW WOULD YOU RATE YOUR OVERALL
EVENT EXPEREINCE?



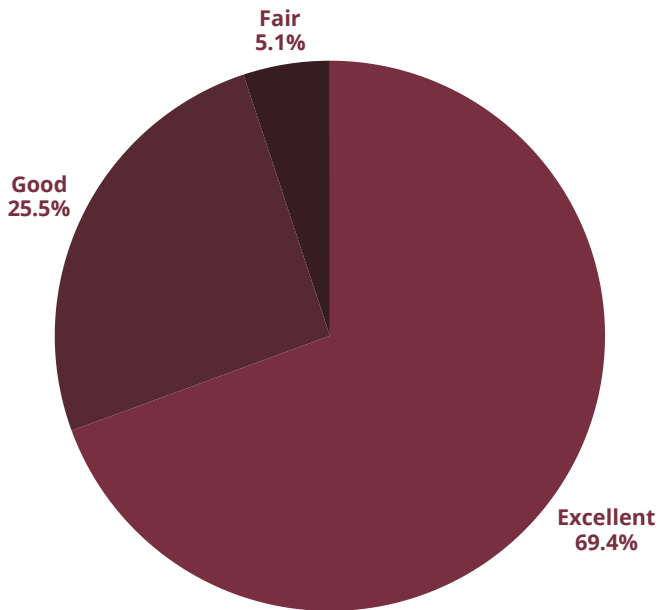
HOW SATISFIED WERE YOU WITH YOUR TICKET
BUYING EXPERIENCE?



WOULD YOU ATTEND ANOTHER TUCKER CENTER
EVENT IN THE FUTURE?



HOW SATISFIED WERE YOU WITH THE CUSTOMER
SERVICE OF OUR STAFF?



Students & Universities

ENGAGING STUDENTS

FLORIDA STATE UNIVERSITY

- Participated in Welcome Week activities
- Hiring and recruiting students at university career fairs
- Corporate and local teams participated in Seminole Futures
- Offer internships in 3 departments: events, sales, & marketing
- F&B partnership with Dedman School
- Guest lectures/venue tours to various FSU classes
- Worked with FSU Dining to advertise events with table tents in dining halls
- Offer discounts for select shows for FSU faculty and students

FAMU

- Post full-time, part-time, and internship positions on FAMU's handshake platform
- Student and faculty discounts for select shows
- Class tours with FAMU students

TSC

- Student and faculty discounts for select shows



COMMUNITY INVOLVEMENT

EVERY FISCAL YEAR, THE TUCKER CENTER STRIVES TO MAKE A POSITIVE IMPACT OF THE SURROUNDING COMMUNITY BY PARTICIPATING IN QUARTERLY STAFF VOLUNTEERING OUTINGS.



SECOND HARVEST OF THE BIG BEND



TALLAHASSEE MEMORIAL HOSPITAL FOUNDATION



NCAA 2025 MEN'S GOLF REGIONAL



SECOND HARVEST OF THE BIG BEND

Students & Universities

2025 SCHOLARSHIP RECIPIENTS



LUCIANA MAUTONE
BOX OFFICE



DIANA GONZALEZ
GUEST SERVICES



NICHOLAS PULICE
SALES



ADELE AVERBECK
FOOD & BEVERAGE

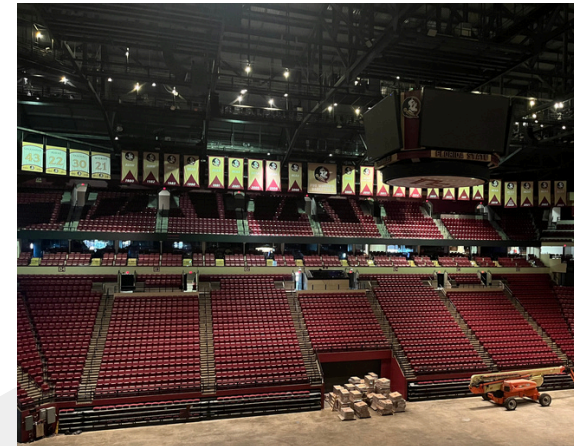


KATHRYN TAYLOR DONALDSON
GUEST SERVICES

CAPITAL PROJECTS

- Interior Digital Displays
- Banquet Chairs
- Escalator Handrails
- Portable Bars
 - 4 catering bars
 - 6 concession bars
- Chiller Replacement
- Arena Bowl Lighting
- Meeting Room Restroom Plumbing Repair

ARENA BOWL LIGHTING



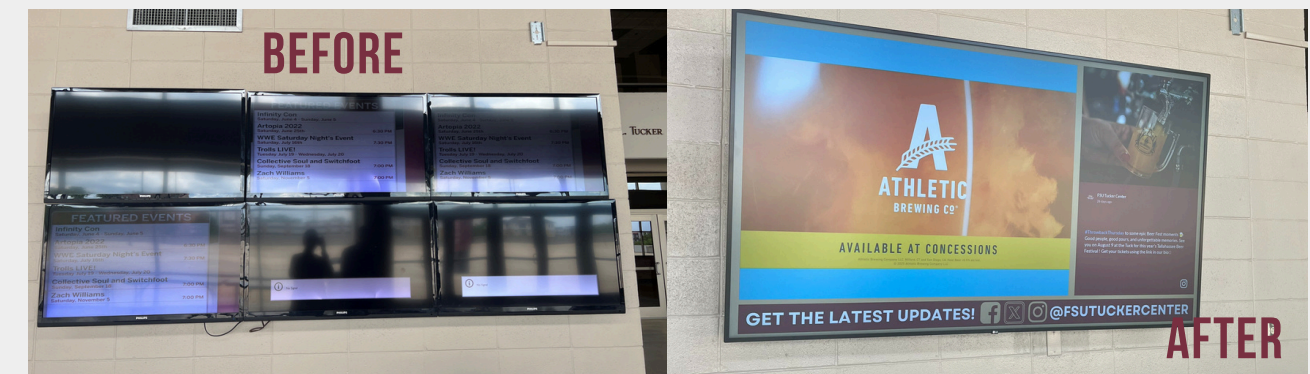
CHILLER REPLACEMENT



ESCALATOR REPAIRS



INTERIOR DIGITAL DISPLAYS



PORTABLE BARS



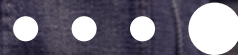


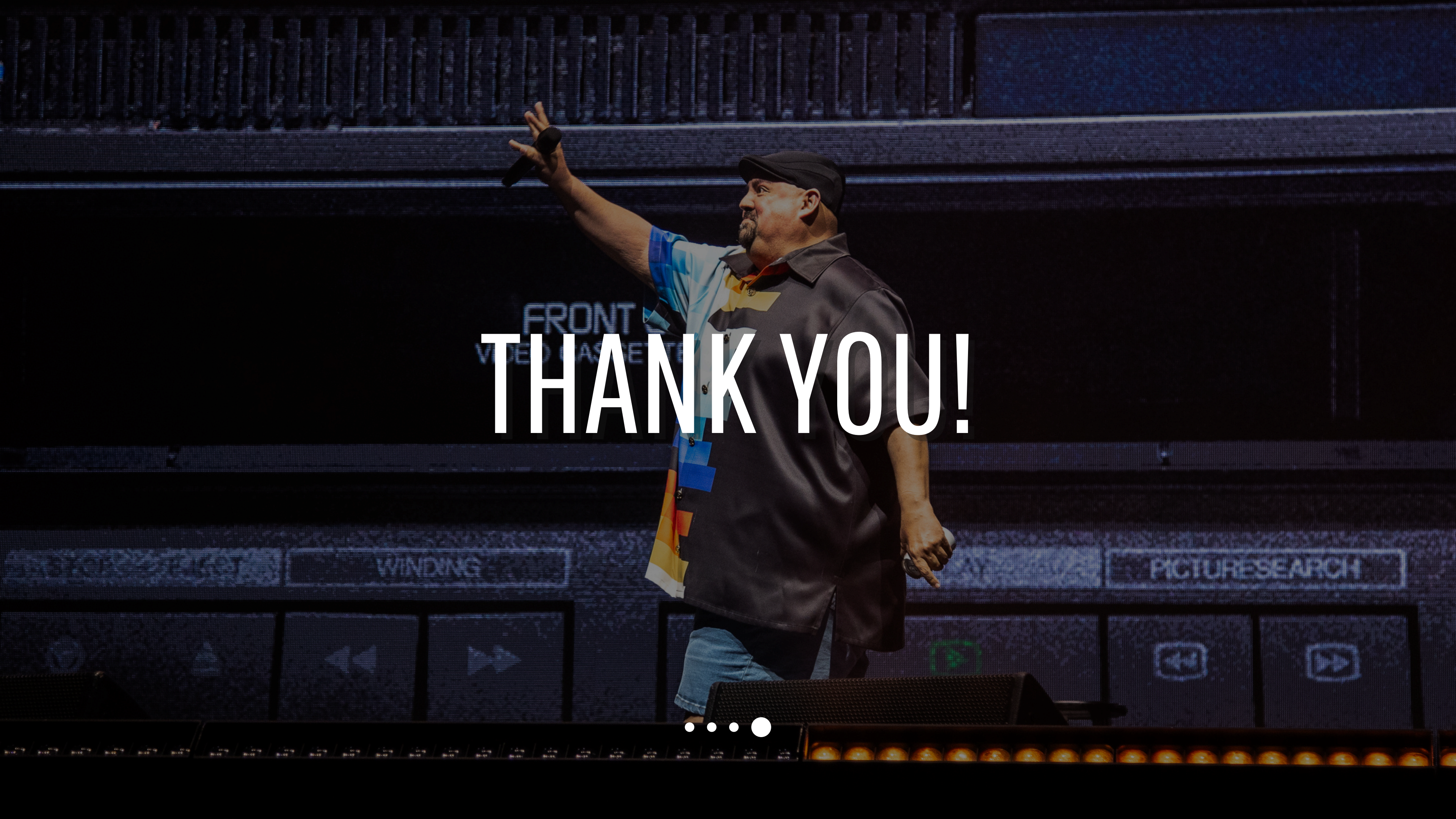
- HALLOWEEN FEST - OCTOBER 30
- A DAY TO REMEMBER & YELLOWCARD - NOVEMBER 14
- CAMPUS NIGHTS - NOVEMBER 19
- HARLEM GLOBETROTTERS - JANUARY 13
- BIG TIME RUSH - FEBRUARY 9
- HEART - FEBRUARY 18
- HOT WHEELS MONSTER TRUCKS LIVE - MARCH 14 & 15
- THE THORN - APRIL 28

UPCOMING EVENTS

A man with a beard and glasses, wearing a baseball cap and a denim jacket, is singing into a microphone on a stage. The background is dark with blue lighting and some blurred figures of other people. On the left side of the image, there are four vertical, rounded rectangular shapes arranged in two columns, each with a light blue outline and a light blue fill. The word "DISCUSSION" is written in large, white, sans-serif capital letters across the center of the image. Below the word, there are four small white dots.

DISCUSSION





THANK YOU!