



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

MEMORANDUM

TO: Honorable Chairman and Members of the
Hernando County Tourist Development Council

FROM: Tammy J. Heon, Manger, Tourism Development

SUBJECT: TDC Meeting

DATE: March 13, 2017

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:30pm on Wednesday, March 15, 2017**. This meeting will be held at the Brooksville-Tampa Bay Regional Airport.

If you have not already done so, please confirm your attendance at this time; via phone to 352-754-4109 or email to dpecora@FloridasAdventureCoast.com

Thank you,

Tammy J. Heon
Manager, Tourism Development

**Hernando County
Tourist Development
Council Members**

Therese White
Motel 6
Spring Hill/Weeki Wachee
Chairperson

Nick Nicholson
Hernando County
Board of County
Commissioners

Betty Erhard
City of Brooksville

John Athanason
City of Weeki Wachee

Achilles Thomas
Monster Transmission
Nature Coast.TV
1st Vice Chair

Fran Baird
Hernando Beach

Sherry Pedonesi
Chinsegut Hill Retreat

Mike Dolan
Dolan House

Catherine Reeves
Rising Sun Bistro

Tammy J. Heon
Manager
Tourism Development

Hernando County Tourist Development Council Meeting
March 15, 2017
2:30pm – 4:30 pm



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Location: Brooksville-Tampa Bay Regional Airport

Meeting called by: Tammy J. Heon
Manager, Tourism Development

Mission Statement

The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets that increase visitation and provide local economic impact.

- 2:30 **Call to Order**
- 2:30-3:00 Review of Sunshine laws – County Attorney
- 3:00-3:30 Approval of Minutes – January 18, 2017 regular meeting
Finance Report – Tammy Heon
Tourism Manager’s Report – Tammy Heon
- 3:30-3:40 **Old Business**
- Update of FOWA Bid
- 3:40-4:00 **New Business**
- Review of Economic Impact Numbers from USTA
 - Visit Florida – Legislative Session
 - The Mermaid Chase Sponsorship – Padding Race on new Coastal Trail - \$500
 - Election of Officers
- 4:00-4:15 **Council Member Reports**
- Therese White, Chairperson
 - Nick Nicholson, Board of County Commissioners
 - John Athanason, City of Weeki Wachee
 - Betty Erhard, City of Brooksville
 - Fran Baird, Hernando Beach Citizen involved in Tourism
 - Michael Dolan, Dolan House B&B
 - Catherine Reeves, Rising Sun Bistro & Market
 - Sherry Pedonesi, Chinsegut Hill Retreat
 - Achilles Thomas, NatureCoast.TV, Monster Transmission
- 4:15-4:30 **Public Comment**
- 4:30 **Adjournment of Business Meeting**

HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

“The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets that increase visitation and provide local economic impact.”

January 18, 2017 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Wednesday, January 18, 2017, at 2:30pm. The meeting was held in the conference room at the Brooksville – Tampa Bay Regional Airport, 15800 Flight Path Drive, Brooksville. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

Fran Baird
John Athanason
Betty Erhard
Sherry Pedonesi
Therese White

STAFF:

Tammy Heon, Tourism Development Manager
Debbie Pecora, Administrative Assistant II

EXCUSED: Achilles Thomas

GUESTS: Catherine Reeves

CALL TO ORDER: TDC Chair, Therese White, called the meeting to order at 2:35pm on Wednesday, January 18, 2017.

MINUTES of the October 26 meeting: A copy of the minutes of the October 26, 2017, meeting was included in the meeting package.

MOTION: A motion was made by Betty Erhard to approve the minutes of the October, 26, 2016 TDC meeting. Motion seconded by Fran Baird. Motion passed unanimously, 5-0.

FINANCE REPORT – Tammy Heon:

A copy of the Tourist Development Tax Revenue Report as of November 4, 2016, December 6, 2016, and January 6, 2017, was given to each TDC member prior to the meeting. Tammy reported current tourism taxes collected as follows: November Tourist Development Tax (October 2016 Collections) totaled \$67,659.06, up from FY 15-16: \$56,061.93, an increase of 15%. December Tourist Development Tax (November 2016 Collections) totaled \$61,032.96 up from FY 15-16: \$56,061.93, an increase of 9%. January Tourist Development Tax (December 2016 Collections) totaled \$74,525.11 up from FY 15-16: \$61,414.91; an increase of 21%. Year-To-Date Revenues totaled \$203,217.13, an increase of 15% up from FY 15-16: \$176,893.84.

Tammy Heon reported that private home and residential rentals were up 21% for December 2016, 9% for November 2016 and 21% for October 2016. Total FY is up 13% for private home rentals. Fran Baird reported that the residents of Hernando Beach are upset because of the noise and vehicle travel because of all the rental homes in the area. The Hernando Beach ordinance states that rental homes need to be rented for a minimum of 6 months, but Fran stated that this ordinance is not being followed as homes are rented on an as needed basis. One private resident has written a letter to the county; a county attorney and code enforcement are reviewing the Overlay Program. Tammy Heon stated she will look into this and report back to Fran and the TDC.

TOURISM MANAGER’S REPORT: Tammy Heon

- **Hubspot:** Tammy Heon reported that Kim Poppke is doing amazing work on the automated email drip campaigns. The initial setup should be complete by the end of month.

- **Weeki Wachee Springs State Park:** Tammy Heon met with new concessionaire, Guest Services and the lead Manager Michael. He stated that he likes having the Visitors Center inside the Park; he thinks it is good for tourism. Tammy Heon stated that it was a great meeting and she looks forward to working with them.
- **Bayport Linda Pedersen Paddling Trail:** Tammy Heon reported the new trail due to open in March 2017. The project is permitted and all work has to be done by mid-March. Tammy's team is going to start working on the map brochure in the next week. If there is a ribbon cutting, Tammy will let TDC members know. Staff is hopeful that the new trail will alleviate some pressure on the Weeki Wachee River as it is being over-used.
- **Florida Leadership Summit:** Tammy Heon stated that Visit Florida Leadership Summit is an opportunity for board and committee members to meet, brainstorm and contribute to the following years' direction and plans.
- **Digital Summit:** Visit Florida is working with Trip Advisor and Goggle on their expanded efforts in travel. Staff learned more techniques for expanding our digital marketing efforts.
- **Visit Florida:** On December 16, 2016, Governor Scott wrote a letter to William Talbert, Chair of Visit Florida, (a copy is in your packet) asking the board to consider seven initiatives as well as publishing all online reports. Governor Scott asked for Will Seccombe to resign. Tammy Heron reported that Speaker Corcoran wants \$0 funding for Visit Florida, to dismantle it completely, which will be devastating for the industry. She noted that Hernando County benefits from its partnership with Visit Florida in three ways: they bring brand awareness to the State; they offer co-op advertising programs making them affordable for us, and their Grant Program. Fran Baird asked if Tammy sits on the Board of Visit Florida. Tammy stated that she does not; she sits on the CHRN Marketing Committee (Cultural Rural Heritage Nature). She encouraged the TDC members to review all of the articles.
- **Robin Draper/Authentic Florida (Social Blogger):** Tammy Heon reported that Robin's article, "The Top 17 Things To Do In Florida" was published in Florida Today/USA Today; distributed to over 75,000 homes and 5,000 subscribers. One of the 17 top was visiting Weeki Wachee Springs State Park.
- **Outdoor Writers Conference:** Tammy Heon reported we should know this month if we won the bid to host the 2018 conference. Tammy reported she will need to go back and adjust the budget as we will need to host a dinner at this year's event if we are chosen to host the event in 2018.
- **Visit Florida:** Tammy Heon reported about a Canadian PR opportunity - Maverick Fish Hunter, which runs from Ontario to British Columbia on Canadian networks, and feature jet skiing, hunting, fishing and camping. It will be shooting some of their first episodes in Florida and they inquired if we are interested in hosting. If they use us, we will be mentioned in the opening and closing credits. Four episodes are planned in Florida for a 30 minute television show.

ACTIVITY REPORTS

I-75 VISITOR CENTER – DECEMBER 2016: The visitor center had 276 guests in December 2016. The top origin states were as follows: FL, MI and NY. Top origin countries: Canada and Germany. Conversions in December: 36 people for overnight visits and 32 for day visits. "Sign" and "Drive by" were the leading ways people found the visitor center. Top interests were "Florida Map" and "Adventure Coast Map" in December 2016.

WEEKI WACHEE VISITOR CENTER - DECEMBER 2016: The visitor center had 510 guests in December 2016. The top origin states were as follows: FL, NY and OH-PA-TX(tie). Top origin countries: Canada and Scotland. Conversions in

December: 14 people for overnight visits and 55 for day visits. "Friends" and "Family" were the leading ways people found the attraction/visitor's center. Top interests were the "Adventure Coast Map" and "Just Looking" in December 2016.

OLD BUSINESS:

Media Plan: A copy of the Media Plan was in the packet for everyone to review; the plan still required approval of some items. Therese White suggested that they make a motion and approved all items to simplify the process.

Online: Therese White asked for a motion be made to approve the Online budget of \$66,266. Betty Erhard made a motion and John Athanason seconded the motion. The Online budget passed unanimously 5-0.

Online/Offline: Therese White asked for a motion be made to approve the Online/Offline budget of \$42,472. Sherry Pedonesi made a motion and Fran Baird seconded the motion. The Online/Offline budget passed unanimously 5-0.

Offline: Tammy Heon stated that we would have three destinations billboards with four photo grid instead of the six. Two would be on I-75, one in Ocala over the Gander Outdoor sign and one about 3 miles from the exit for Route 50. One billboard will be on US-19 going South near County Line Road. Therese White asked for a motion be made to approve the Offline budget of \$133,182. John Athanason made a motion and Fran Baird seconded the motion. The Offline budget passed unanimously 5-0.

Tammy Heon reported that Kim Poppke has brought in a Saint Leo University intern to shoot video and take pictures. She will supply her own equipment. Tammy reported that she is working for credit and will receive mileage expenses only.

Tammy Heon report that we would not be getting the Arrivalist Program this fiscal year as it would put us over budget.

NEW BUSINESS:

2017 Initiatives: Tammy Heon reported that she wants to do more partner outreach, along with training and partnering with Nature Coast Television. She stated that she hopes to start training in February 2017. Tammy stated she and Kim Poppke with focus on a Social Media Influencers Program. She would like to host a FAM tour as well. Tammy stated she wants to amp up for National Tourism Week which is in May 2017. Tammy wants to host a Bicycle Tourism Summit. Tammy will do more research on this and report back to the TDC.

Request from WWSSP: The new park manager is Barbara Roberts; she is very enthusiastic about working with Tourism and also in improving the Park. Tammy Heon presented pictures of the boat cushions that are falling apart. Barbara is asking for help with replacing the boat cushions. She has already taken care of one boat, but needs help with the second boat. She already has volunteers willing to do the work. Tammy reported that the material needed to make the new boat cushions will cost approximately \$900; she made a request to give Weeki Wachee Springs State Park \$1,000 to fix the cushions on the second boat. The motion was made by Therese White and it passed unanimously 5-0.

Miscellaneous: Fran Baird brought up the two signs as you enter Hernando County that still say "The Nature Coast." The signs are located on US-19 Southbound and SR-50 just East of 301. A discussion followed with Fran suggesting that this item be put on the agenda for next month's TDC meeting. Tammy Heon agreed to put this on agenda for February 15, 2017.

TreeUmp! Update: Tammy Heon reported that construction has been delayed. They are scheduled to open sometime in the Spring of 2017.

TDC Member Applications: Tammy reported that there are three applications in the packets for review. Tammy stated that Fran Baird is no longer a Tax Collector; she is eligible to become a Non-Collecting Member. This does not require Board approval. We have a position of Tax Collector open. Mike Dolan of Dolan House is very happy to be asked to participate. He is active in the Main Street Program. A motion was made by Fran Baird to make a recommendation to the BOCC to have Mike Dolan as Tax Collector; Sherry Pedonesi seconded the motion. Therese White called for a vote to move Fran Baird from Tax Collector to Non-Tax Collector. A motion was made by Betty Erhard and John Athanason seconded it. Tammy Heon report that there are two applications for the one vacant position of Non-Tax Collector – Catherine Reeves, owner of The Rising Sun Bistro, who is present today and Jude Simpson. Jude is currently active in the Women’s Club and Native Plant Society. She is also involved in Ethical Ecotourism. Catherine told everyone that she has been the owner of The Rising Sun for almost three years. She has worked with the Brooksville Vision Foundation and loves being in downtown Brooksville. She wants to see it grow and enjoys talking with all other owners in downtown. She stated she has a vested interest in this as she wants to see Brooksville succeed. She has volunteers to talk with the press in regard to tourism in the State. Discussion followed as Catherine was asked to step out. Fran Baird stated that she has worked with both ladies; both are capable and smart women. Fran Baird stated that she feels with Catherine owning a business in Hernando County that puts her ahead of Jude. Fran stated her vote was for Catherine. John Athanason, Betty Erhard and Sherry Pedonesi all agreed. Therese White asked for a motion to pass Catherine Reeves as a non-tax collector position on the TDC. John Athanason made the motion and Sherry Pedonesi seconded the motion. Catherine Reeves is the recommendation to be submitted to the BOCC. Therese asked Catherine to step back into the room and she notified her that she was the unanimous choice for non-tax collector to be submitted to the BOCC.

TDC Member Reports:

John Athanason reported on the new concessionaire at WWSSP and also that he has the opportunity to taste some of the new food that was being offered to guests. He reported that they are redoing the marquee. He reported that the attendance at the park is up 91% over last year. He said their social media presence has exploded.

Public Comments: None

With no additional reports or business to be conducted, the meeting was adjourned at 4:40pm.

Prepared by
Debbie Pecora



Don Barbee Jr.

Clerk of Circuit Court & Comptroller, Hernando County FL
 Department of Financial Services - Room 230
 20 N. Main Street, Brooksville, FL 34601 – (352) 754-4201

TO: Tourist Development Council (TDC) Members:
 Therese White, Chair
 Achilles Thomas, Vice Chair
 Frances Baird, 2nd Vice Chair
 John Athanason
 Sherry Pedonesi
 Betty Erhard, City of Brooksville
 Commissioner Steve Champion
 Virginia Benson
 Mary Foil Kirkconnell

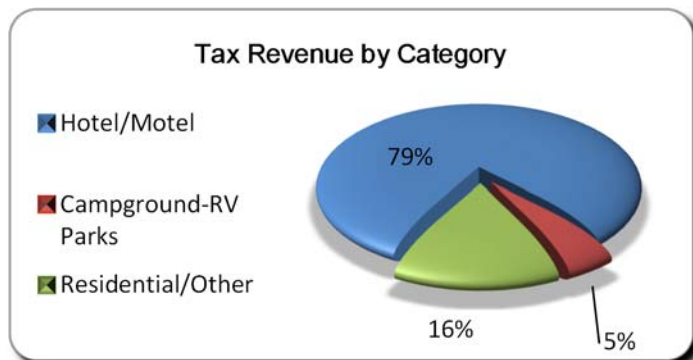
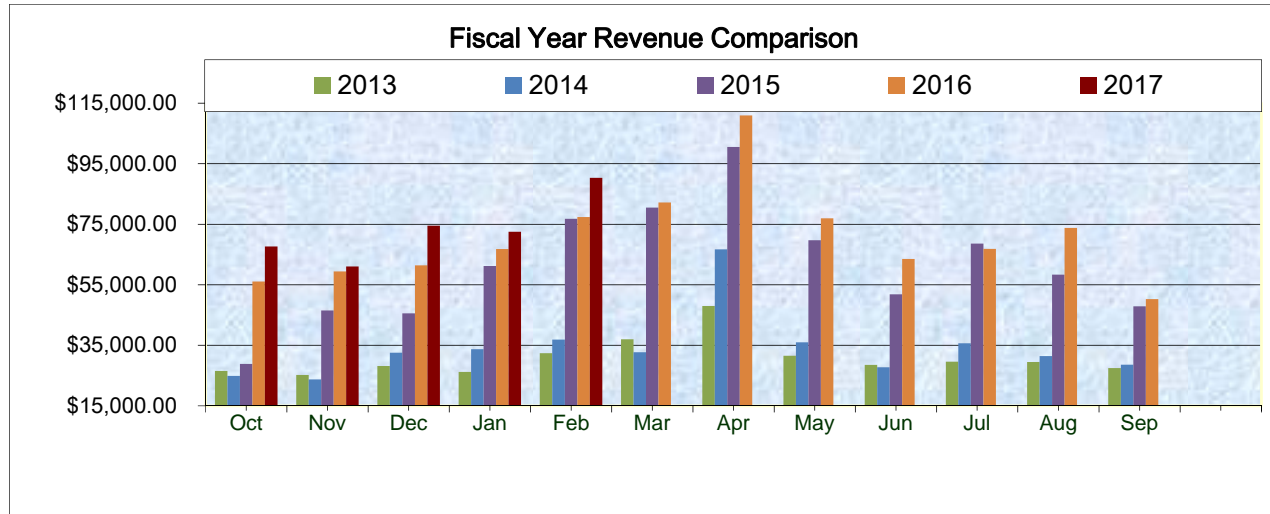
FROM: Department of Financial Services

SUBJECT: January Tourist Development Tax revenue (February 2017 collections)

DATE: March 7, 2017

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Reporting Month – February 2017	\$ 90,341.93	\$ 77,365.85
Year-To-Date	\$ 366,084.21	\$ 321,044.67

Effective November 2014 reporting period, collections based on rate of 5%



Reporting Period Statistics

Hotel/Motel (79%)
 \$71,514.12

Campground/RV Parks (5%)
 \$ 4,495.02

Residential/Other (16%)
 \$ 14,332.79

CC: Don Barbee
 Tammy Heon
 Pamela Lee, Amy Blackburn

I-75 Visitor Information Center					FEBRUARY 2017		
Visitors							
FY 9/30/16 to current:				1208	Phone Calls		
Month	Walk ins	Residents	Total	In-state	Out of State	Total	
FEBRUARY	104	69	173	29	11	40	
Demographics							
Age Group							
Month	1 - 17	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
FEBRUARY	28	2	7	26	37	70	155
Top Origin States							
Month	FL	OH	MI	NY	PA	IA	MA
FEBRUARY	62	26	21	15	13	10	10
Top Origin Countries							
Month	CANADA	BRAZIL	SWEDEN				
FEBRUARY	27	2	1				
How did they find us?							
Month	Sign	Drive By	Regerral: Days Inn	AAA Book	Internet	FAC Brochure	Word of mouth
FEBRUARY	118	14	13	8	3	3	2
Conversions							
Month	Staying in Hotel	Campground	Captured: Lunch	Captured: Dinner	Captured: Day Visit	Captured Overnight	Intent to Return for Future Visit
FEBRUARY	57	23	143	135	174	132	150
Interests & Comments							
Month	Kayak / Canoe	FL Map	Adventure Coast Map	Directions	County Parks	Weeki Wachee Springs	Pine Island
FEBRUARY	237	211	155	119	88	87	69
	Brooksville	Bayport	Sunset	Biking	Hotel / Motel	Boyett's Grove	Bathroom
FEBRUARY	24	15	15	9	9	7	1
	Restaurants	Coastal Drive	Camping	Mary's Fish Camp	Events	New Resident	Hotel Coupons
FEBRUARY	92	87	75	68	48	25	13
DISTRIBUTIONS							
Month	Kenney Comm	FL Suncoast Tourism Promo	FL Welcome Ctr I-95	FL Welcome Center Capitol Mail	Bville Golf Classic	Belle Park RV	
FEBRUARY	3,750	20,250	3000	Genl broch: 1500 Bike Trails: 540	275	150	

Weeki Wachee Springs Visitor Information Center						February 2017	
Visitors							
Month	Visitors	Residents	Total	Out of Park Pass	Phone Calls		
February	1,187	37	1,224		Visitor	Resident	Total
Fiscal Year Total: October 2016 to current			1,893	Total: 15	11	8	19
Demographics							
Age Group							
Month	1 - 17	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
February	28	9	18	17	28	94	106
Top Origin States							
Month	FL	MI	NY	PA	OH	IL	IN
February	84	58	56	49	48	39	32
Top Origin Countries							
Month	CANADA	ENGLAND	FRANCE				
February	42	11	4				
Top Origin Cities							
Month	Tampa/St. Pete	Panhandle area	Detroit MI area				
February	18	11	10				
How did they find us?							
(Blank)	Friends & Family	Internet	Drive by / Sign	Knew	Word of Mouth	Revisit	
98	57	50	11	16	9	16	
Route traveled to get here							
Blank / Unsure	US-19	Hwy-50 / US-98	I-75				
79	117	42	31				
Conversions							
Month	Hotel or Campground	Captured: Lunch	Captured: Dinner	Captured: Day Visit	Captured: Overnight	Intent to Return for Future Visit	
February	H: 42 / C: 28	47	32	104	49	64	
Interests & Comments							
Month	Adventure Coast Map	Just Looking	Things to Do	Kayak / Canoe	WW Brochure	Manatees	Homosassa
February	178	94	80	57	39	44	41
	FL Map	State Parks	Pine Island	U-pick Farms	Events	Weeki Wachee Info	Restaurants
	103	68	43	24	31	31	30
	Brooksville	Trails	Croom	Directions	Biking	Chinsegut Hill	Boyett's Grove
	32	19	17	17	16	16	11

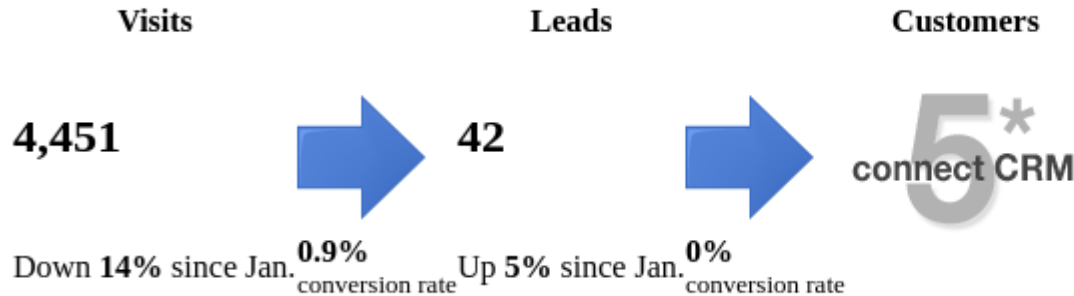
Monthly Marketing Performance Report

floridasadventurecoast.com

February 2017

Powered by:  HubSpot

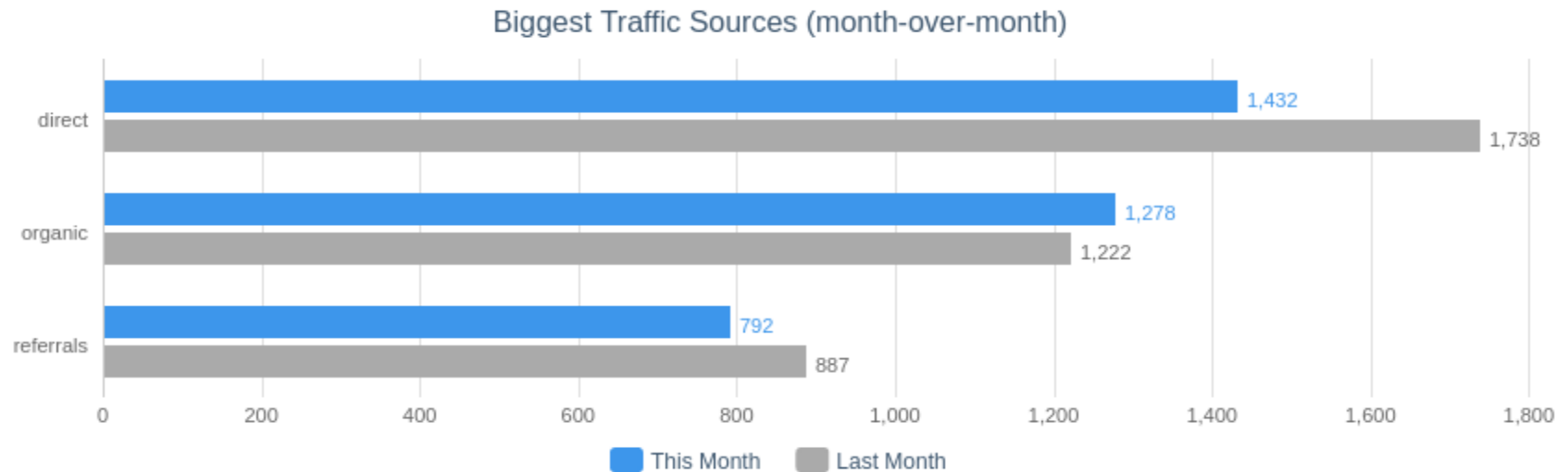
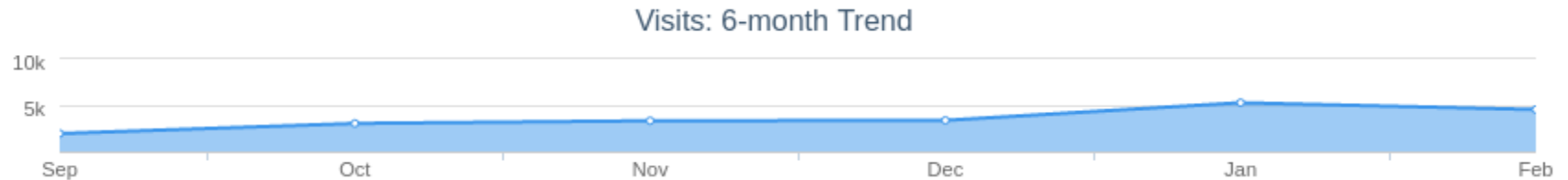
floridasadventurecoast.com: Monthly Marketing Summary



* Go to <http://help.hubspot.com/articles/Tutorial/integrate-your-crm> to learn how to get your customer data into this slide.

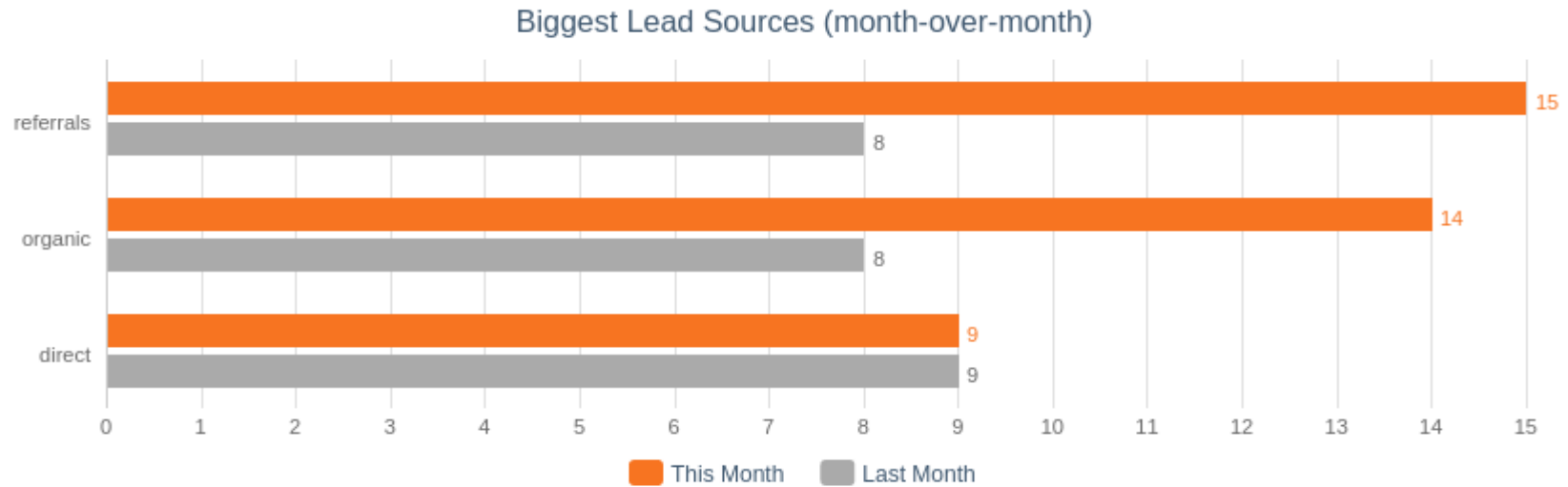
floridasadventurecoast.com:

Visits: Monthly Trend



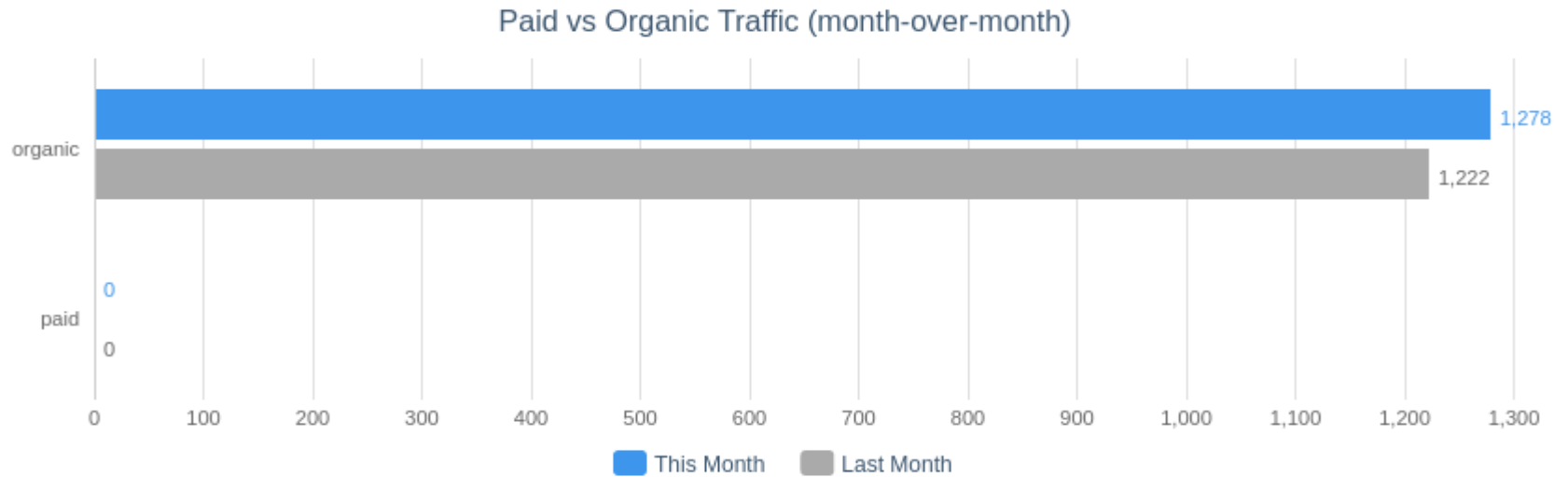
floridasadventurecoast.com:

Leads: Monthly Trend



floridasadventurecoast.com:

Organic vs Paid Search Traffic: Monthly Trend



floridasadventurecoast.com:

Landing Pages: Top Pages this Month







Landing Page	Views	Submissions	Conversion Rate
Brochure Request	40	8	20.00%

floridasadventurecoast.com: Blog: Top Posts this Month

Article	Published	Comments	Inbound Links	Page Views
celebrate fresh strawberries!	27-Feb-2017	0	0	27
A Close up of the distant past	24-Feb-2017	0	0	23
Environmentally sensitive lands: acres to love and learn from	16-Feb-2017	0	0	23
vacations: plan them. take them	01-Feb-2017	0	0	19
native american trail marker?	15-Feb-2017	0	0	17



February 2017 Recap

 <p>Visits 4,451 ▼ 13% 5,175 last month</p>	 <p>Blog Views 1,155 ▼ 28% 1,611 last month</p>
 <p>Leads 42 ▲ 5% 40 last month</p>	 <p>Social Clicks Growth 11 ▼ 52% 23 last month</p>
 <p>Landing Pages Conversion Rate 17.39% ▲ 9.2% 8.19% last month</p>	 <p>Email Opens 3,281 ▲ 20% 2,723 last month</p>

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