



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

**Hernando County
Tourist Development
Council Members**

Brian Hawkins
Hernando County
Board of County
Commissioners

John "JW" McKethan
City of Brooksville

Christa Tanner
City of Brooksville

Roger King
The Dolan House
Chairman

Michael Dolan
FSC Business Consultants
Vice-Chairman

Diane Greenwell
Hernando County
Fine Arts Council

Yann Milcendeau
Hernando Beach Motel

Catherine Reeves
The Bistro

Therese White
Motel 6

Tammy J. Heon
Manager, Tourism
Development

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council
FROM: Tammy J. Heon, Manager, Tourism Development
SUBJECT: TDC Meeting
DATE: March 25, 2025

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, March 27, 2025**. This meeting will be held at **Florida's Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville, FL, 34604**.

If you have not already done so, please confirm your attendance at this time; via phone to 352-540-6232 or email to theon@FloridasAdventureCoast.com.

Thank you,

Tammy J. Heon
Manager, Tourism Development

Nature's Place to Play

Hernando County Tourist Development Council Meeting

March 27, 2025

2:00-4:00 PM

Location: Florida's Adventure Coast Visitors Bureau,
205 E. Ft. Dade Ave., Brooksville, FL 34601



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

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.

2:00 **Call to Order**

2:00-2:30 **Approval of the Minutes – *Action Item***

Finance Report – Tammy Heon

Manager's Report – Tammy Heon

Consent Agenda

- Leads Report
- Website Analytics
- Social Media Analytics
- Key Data Analytics
- Zartico Reports
- Distributions

2:30-2:30 **Old Business**

- None

2:30-3:00 **New Business**

- TDC Grant Funding Application – ***Action Item***
 - Spring Lake Memorial Classic
- Spring/Summer Advertising – ***Action Item***
 - Advanced Travel

3:00-3:20 **Reports from the TDC Members**

Brian Hawkins, Hernando County Commissioner
JW McKethan, City of Brooksville
Christa Tanner, City of Brooksville
Michael Dolan, FSC Business Consultants
Diane Greenwell, HC Fine Arts Council
Roger King, The Dolan House
Yann Milcendeau, Hernando Beach Motel
Catherine Reeves, The Bistro
Therese White, Motel 6

3:20-3:30 **Public Comment**

3:30 **Adjournment of Business Meeting**

*Two or more Brookville City Council Members will be attending and participating in the TDC meetings.
Two or more Hernando County Fine Arts Council Members will be attending and participating in the TDC meetings.*

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 23, 2025 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, January 23, 2025, at 2:00 pm. The meeting was held at Lead Foot City, 17109 Old Ayers Rd., Brooksville, 34604. 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:

Mike Dolan
Diane Greenwell
Yann Milcendeau
Roger King
Therese White

STAFF:

Tammy Heon, Tourism Development Manager
Valerie Pianta, Director of Economic Development
Michelle Rose, Administrative Assistant II

EXCUSED: Brian Hawkins, JW McKethan, Catherine Reeves, Christa Tanner

CALL TO ORDER: Roger King called the meeting to order at 2:01 pm, on Thursday, January 23, 2025. The following is a summary of discussions that took place.

FINANCE REPORT: Tammy Heon

TDT collections for November 2024 are \$156,168; an increase of 19.9% from last year's November collection of \$130,213.

TDT collections for December 2024 are \$239,153; an increase of 54.3% from last year's December collection of \$154,952.

TDT collections for January 2025 are \$274,626; an increase of 73.0% from last year's January collection of \$158,742.

Fiscal Year to Date TDT total collections is \$669,947; an increase of 50.9% from last year's collection of \$443,908; Marketing and Operations are \$535,958; Destination Development are \$133,989.

Year-to-date Expenditures as of January 21, 2025, are: Personnel and Benefits - \$118,153 with a balance of \$289,372; Operating Expenses - \$117,114 with \$155,183 in Outstanding Encumbrances with a balance of \$1,362,254; Non-Operating Expenditures, including reserves - \$2,954,458; Transfer to Other Funds is our health insurance and Chinsegut Hill insurance - \$62,720. Our total budget for FY25 is \$5,059,253; we have a remaining balance of \$4,668,803.

Lodging Comparisons by Lodging Type: Vacation Rental Homes are now down to 38% of our lodging collections. Historically, VRH are about 40% of our revenue.

According to our Key Data Report, our VRH properties have increased to 1,342, from last week's count of 1,311. It appears that thirty-one properties have come back online in the past week, although they could also be new rental units rather than returning units.

Therese White joined the meeting at 2:21 pm.

MINUTES of the November 21, 2024, TDC Meeting: A copy of the minutes of the November 21, 2024, TDC Meeting was included in the meeting packet.

MOTION: A motion was made by Diane Greenwell to approve the minutes of the November 21, 2024, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

MANAGER'S REPORT: Tammy Heon

Key Data Lodging KPI: With the exception of one, all of our numbers continue to be up year over year. The only place there is a small decline is in Vacation Rental Occupancy, -1%. That comes from that month after the hurricanes when properties were still in the system but unable to be rented; they were still counted as inventory. The ADR, RevPAR, and Revenue values are good.

John "JW" McKethan: Tammy reported that he is a new member of the Brooksville City Council and our new TDC Member. He volunteered to be a TDC Member and is very enthusiastic, having already been in to discuss the mission and his role on the TDC.

Events Information: If you haven't done so already, please sign up for our weekly Calendar of Events email which is sent out every Wednesday afternoon. In the email, you will find a printer friendly pdf of two week's events. Our online Calendar of Events is at <https://floridasadventurecoast.com/annual-events-and-festival/>. We can provide a QR code to the site. We also have the Annual Events page at <https://floridasadventurecoast.com/annual-events-and-festival/> of our recurring events that is organized by season. Our Events Feed has been upgraded by adding the "nearby" feature which integrates places and events.

Partner Portal: It is to be launched next week, <http://floridasadventurecoast.com/portal/>. Content includes a Sales and Marketing page with our cooperative opportunities and information on FAM Tours. There is a Research page where we are posting Key Data and Zartico Reports, a page with how to connect with our Social Media, and much more.

Five to Try: Please view our National Pie Day impromptu video with Shannon Craig, <https://www.youtube.com/watch?v=TY2ypg9EXf0>.

NEW BUSINESS:

TDC Grant Funding Applications:

Hernando County Fine Arts Council: Art in the Park is scheduled for March 8th and 9th, 2025, at Tom Varn Park in Brooksville. The Arts Council has requested a \$10,000.00 grant. The state of Florida has not allocated any arts funding for this year. Art in the Park has a marketing budget of \$12,202.00. Based on points earned and one-third allowance of their budget, the recommended TDC Grant Funding award amount is \$4,000.00.

Mike Dolan suggested that as much help as possible be granted to Art in the Park as they are a long-standing event that brings a tremendous amount of visitation. However, we should also encourage them to find new sources of funding.

Discussion ensued.

MOTION: A motion was made by Mike Dolan to approve their original grant request for \$10,000.00. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

Diane Greenwell, member of the Hernando County Fine Arts Council, abstained from voting.

Brooksville Main Street: Pedal Play Day Bike Fest, an inaugural event, is scheduled for March 22nd, 2025, at Russel Street Park, The Good Neighbor Trail Head. It is a four-hour event. Activities include: bike rodeo, skills exhibit, safety class, repair station, decoration station, and more. Brooksville Main Street has requested \$4,050.00. Based on points earned and one-third allowance of their budget, the recommended TDC Grant Funding award amount is \$1,350.00.

MOTION: A motion was made by Therese White to approve the grant for \$2,025.00. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

The recommendations for grant funding will be presented to the BOCC for final approval.

In April, the TDC will schedule a Grant Funding Workshop to review and discuss the grant funding process.

Winter/Spring Media: Tammy presented three Visit Florida Co-ops campaigns. Visit Florida co-ops are usually very affordable as Visit Florida pays 25% of the cost.

Atlanta Journal: There is a branded Visit Florida section in the Sunday paper. It includes print ad, an online native article, digital ads, and email blast. Atlanta is our largest out of state market. Our cost is \$4,500.00

Visit Florida Remarketing Display ad campaign: Remarketing refers to visitors who have visited the Visit Florida's website and have matching audience segments. The visitors are then retargeted with our ad, essentially targeting a prequalified audience. For a four-week campaign, our cost is \$3,750.00 each for two campaigns; the total is \$7,500.00.

Visit Florida Remarketing Video ad campaign: This remarketing campaign will include a video commercial. We will have the video, a professionally produced television commercial, originally created for the Disc Golf Tournament. Our cost is \$7,500.00

MOTION: A motion was made by Therese White to approve \$15,000.00 for the three Visit Florida Co-op Campaigns. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

Television Commercial by Simple Social: The Discraft Supreme Flight Open includes a minimum of two, thirty second commercial spots. Tammy collected three quotes to create the commercial. Simple Social will include the b-roll and two end cards: one for CBS Sports and one for Visit Florida. The story boards include camping, hiking, mountain biking, trail cycling, fishing, kayaking, mermaids, and historic downtown Brooksville. Their all-inclusive quote includes bringing the talent and the props. Simple Social comes highly recommended. The cost of producing the commercial is \$20,180.00.

MOTION: A motion was made by Mike Dolan to approve \$20,180.00 for the television commercial. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

Important Dates to Note:

- ❖ TDC Meeting - March 27th
- ❖ Booksville - January 25th 10:00 am - 3:00 pm
- ❖ Front Porch Art Walk - February 1st
- ❖ Discraft Supreme Flight Open - February 28th - March 2nd

TDC MEMBERS REPORTS:

Therese White reported that Motel 6 of Spring Hill is the leading Motel 6 in the Country.

Yann Milcendeau reported that The Hernando Beach Motel has been closed for six months and hopes to reopen on March 15th. Additionally, the canals in Hernando Beach need to be cleaned up as they are still full of debris.

PUBLIC COMMENT: None submitted, and nothing to report.

The meeting was ajourned at 4:05 pm.

Prepared by:
Michelle Rose

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Greenwell, J. Diane		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Hernando County Tourism Development Council	
MAILING ADDRESS 3267 Flamingo Blvd.		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Hernando Beach	COUNTY Hernando	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED January 23, 2025		NAME OF POLITICAL SUBDIVISION: District 2 Hernando Beach	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, J. Diane Greenwell, hereby disclose that on January 23, 20 25 :

(a) A measure came or will come before my agency which (check one or more)

- ☐ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____ ;
- ☐ inured to the special gain or loss of my relative, _____ ;
- ☒ inured to the special gain or loss of Hernando County Fine Arts Council - Art in the Park, by whom I am retained; or
- ☐ inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am an appointed member of Hernando County Fine Arts Council serving as Executive Vice Chair. Hernando County Fine Arts Council has made grant application on behalf of Art in the Park, a major event of the organization's. I recused myself from voting on this item due to a conflict of interest.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

February 4, 2025

Date Filed

J. Diane Greenwell
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

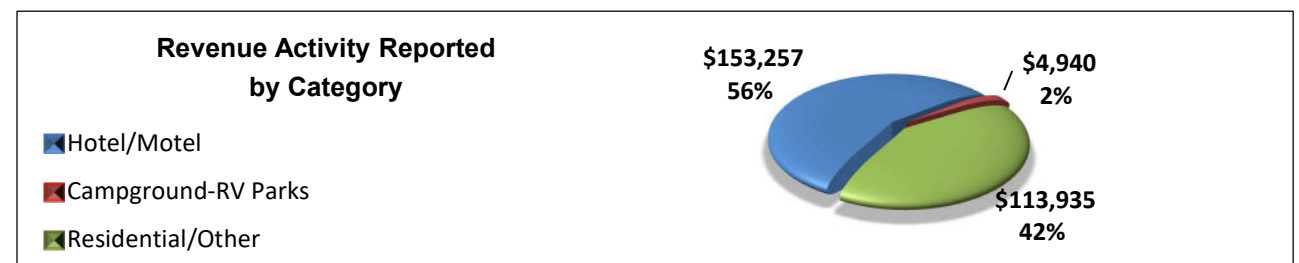
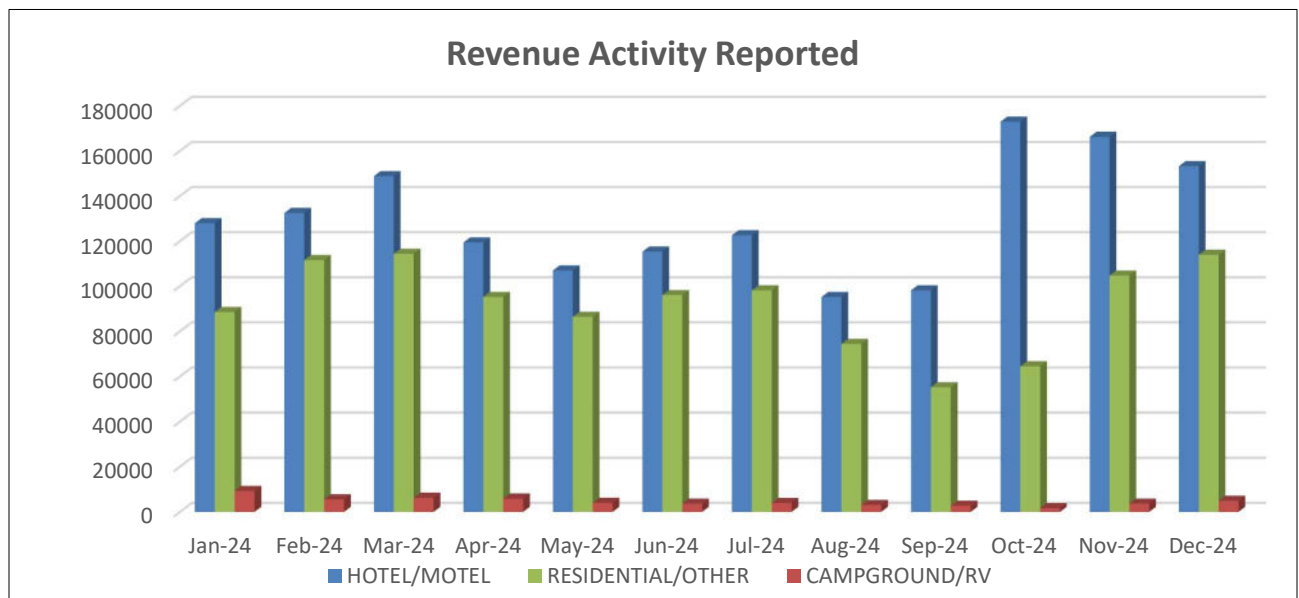
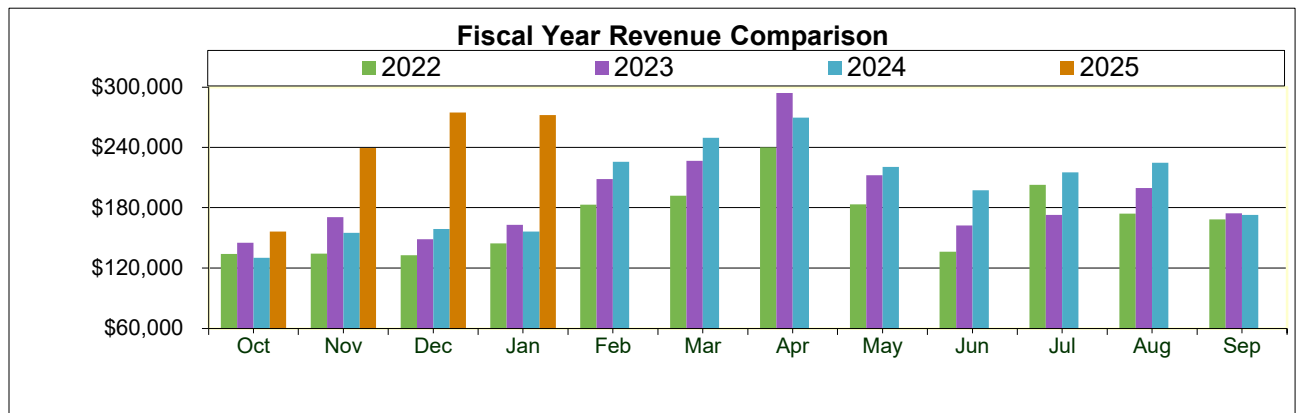


Doug Chorvat, Jr.

Clerk of Circuit Court & Comptroller - Hernando County
20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: January 2025 Tourist Development Tax Collections from December 2024 Activity
DATE: February 12, 2025

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- January Collections for December Activity	\$ 217,706	\$ 125,084
Destination Development- January Collections for December Activity	\$ 54,427	\$ 31,271
Total	\$ 272,133	\$ 156,355
Year-to-Date	\$ 942,079	\$ 600,263



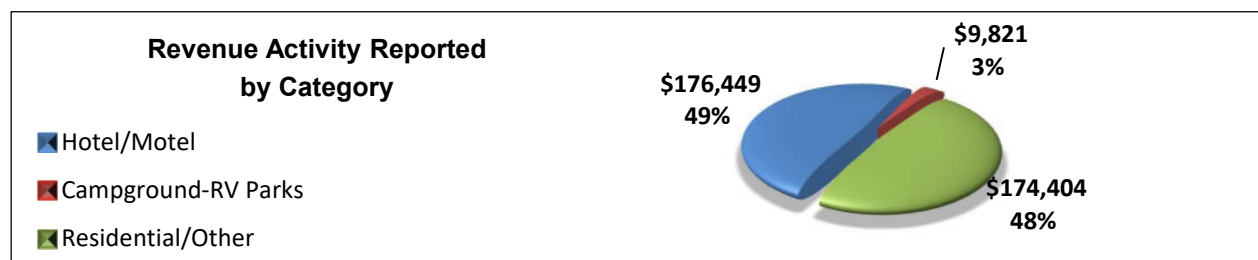
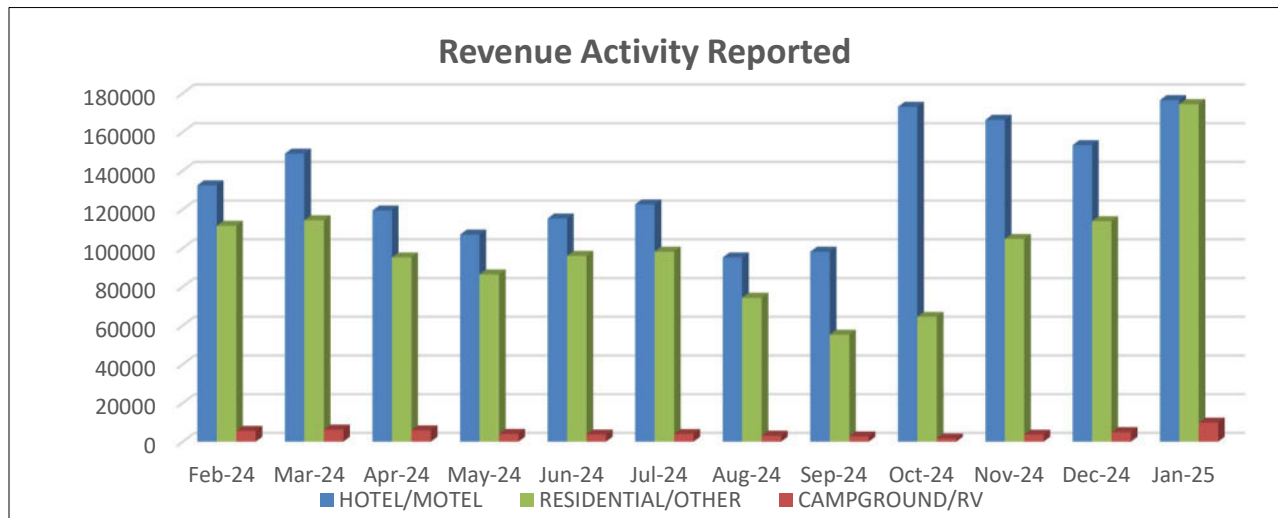
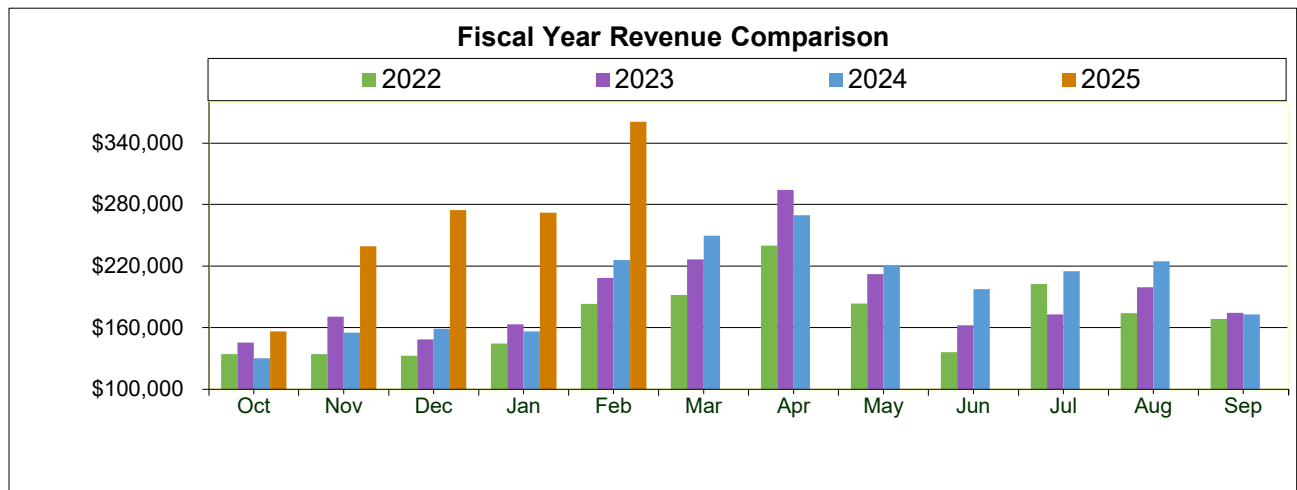


Doug Chorvat, Jr.

Clerk of Circuit Court & Comptroller - Hernando County
20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: February 2025 Tourist Development Tax Collections from January 2025 Activity
DATE: March 5, 2025

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- February Collections for January Activity	\$ 288,539	\$ 180,573
Destination Development- February Collections for January Activity	\$ 72,135	\$ 45,143
Total	\$ 360,674	\$ 225,716
Year-to-Date	\$ 1,302,753.37	\$ 825,980



**Marketing and Operations
Year-to-Date Expenditures
as of March 24, 2025**

Account	Budget	YTD Expenses	Outstanding Encumbrances	Balance
Personnel & Benefits	\$407,524	\$163,720	\$0	\$243,804
Operating Expenses	\$1,634,551	\$419,884	\$183,322	\$1,031,345
Non-Operating Expenses	\$2,954,458	\$0	\$0	\$2,954,458
Transfers to Other Funds	\$62,720	\$0	\$0	\$62,720
Total Budget	\$5,059,253	\$583,604	\$183,322	\$4,292,327

Nancy Stubbs

Nancy Stubbs

Submission Date Feb 27, 2025 2:42 PM

Organization Name The Arc Nature Coast

Organization EIN# or FEN# 2377305830

Business Address 15782 Little Ranch Road
Spring Hill, FL, 34610

Application completed by Nancy Stubbs

Title Chief Development Officer

Email nstubbs@tancinc.org

Telephone No. (352) 263-0461

Name of Event Spring Lake Memorial Classic

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc. Walk Run to benefit individuals with intellectual and developmental disabilities

Date(s) of Event Feb 27, 2025

Hours of Event 6:00 AM - 10:30 PM

Is this a new event or a repeat event? Repeat

If a repeat event, upload the most recent Grant Funding Report



Race Report for TDC 2024.pdf

545.39 KB

Event Marketing Contact	Nancy Stubbs
Email Address	nstubbs@tancinc.org
Telephone No.	(727) 619-0694
Organization or event Website	https://runsignup.com/Race/FL/Brooksville/2020SpringLakeMemorialClassic2Mile5K10K
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	https://www.facebook.com/events/582741711045747
Event location(s)	The Arc Nature Coast Neff Lake Road Campus
Address of Event	5283 Neff Lake Road Brooksville, FL, 34601
Telephone No.	(727) 619-0694
Projected number of event vendors	20
Projected Number of Local Attendees:	200
Projected Number of Out-of-Town Attendees:	200
Projected Number of Hotel Rooms:	50
Projected Number of Camping Sites:	0
Media Outlet #1	NatureCoaster
Schedule for Publication or Media	April 1 through May 20

Reach of Publication or Media	Nature Coast
Budget for Publication or Media	350.00
Media Outlet #2	Florida Race Place Magazine
Schedule for Publication or Media	March April May
Reach of Publication or Media	All of Florida
Budget for Publication or Media	750
Media Outlet #3	Run Tampa
Schedule for Publication or Media	March April May
Reach of Publication or Media	Tampa Bay and More
Budget for Publication or Media	500
Media Outlet #4	Florida Road Race Magazine
Schedule for Publication or Media	March April May
Reach of Publication or Media	Florida
Budget for Publication or Media	\$500
Media Outlet #5	All Out Running
Schedule for Publication or Media	March April May

Reach of Publication or Media Runners in their Social Media Group

Budget for Publication or Media 250

Media Outlet #6 Facebook Boosts

Schedule for Publication or Media March April May

Reach of Publication or Media Runners

Budget for Publication or Media 250

Media Outlet #7 Villages Daily Sun

Schedule for Publication or Media March April May

Reach of Publication or Media Runners in the Villages

Budget for Publication or Media 500

Media Outlet #8 Print Advertisement posters postcards

Schedule for Publication or Media December through May

Reach of Publication or Media Hernando Pasco Sumter Citrus

Budget for Publication or Media 400

Total Marketing and Advertising Budget: 3500

Total Grant Amount Requested: 3000

I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com.

nls

I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases

nls

I understand that all printed or promotional materials with the Florida's Adventure Coast Visitors Bureau logo must be reviewed and approved by the Manager of Tourism Development in order to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Tourism Bureau does not eliminate the requirement of proper usage in order to be eligible for reimbursement. Failure to use the correct logo and use it properly will result in cancellation of any grant funds awarded.

nls

I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising must be submitted with your reimbursement request.

nls

I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising, and the paid invoices, with proof of payment, must be submitted with your reimbursement request.

nls

I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars.

nls

I understand that the Event must be accessible to the public and to disabled persons.

nls

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event.

nls

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.

nls

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.

nls

I certify that I have completed this Event Grant Funding Application and attest that all information provided herein and attached hereto is true and accurate:



Name:

Nancy Stubbs

Title:

Chief Development Officer

Date

Feb 27, 2025

TDC Grant Funding Score Sheet

Applicant	<u>The Arc - Nature Coast</u>
Applicant Event	<u>Spring Lake Memorial Classic</u>
Dates of Event	<u>24-May-25</u>
Number of days of Event	<u>1</u> <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
Marketing Plan	<u>3</u> <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
Expected Attendance	<u>1</u> <i>Number or expected Attendees 1 point for less than 5,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more)</i>
Room Nights	<u>1</u> <i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>
Camp Sites	<u>0</u> <i>(1 point for 100 or less; 2 points for 100-300; 3 points for 300 or more campsites)</i>
Key Initiative?	<u></u> <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
Total Points	6
Total Budget	\$3,500
Max Award	\$1,167
Grant Award	\$1,200



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE



ADVANCE
TRAVEL & TOURISM
destination marketers

Florida's Adventure Coast

Summer Marketing Recommendation

MARCH 24, 2025



WE BRING THE TRAVELER **to you.**

Increase Brand Awareness & Drive New Users. Digital Display



OUR GOAL:

Reach Potential Travelers & Drive New Users Growth

- **Reach target audiences** based on their interests while they are on the Google Extended Display Network. By leveraging the Extended Reach Display Network, our campaigns achieve visibility across a broader digital landscape while using Google's robust tools for optimization and performance tracking.
- **Our Google Audience Options?**
 - Interest-based targeting: Reach users based on their interests, such as travel buffs, beachbound travelers, family vacationers, and outdoor enthusiasts (including but not limited to these groups).
- **Location Targeting**
 - Tampa, Orlando, Jacksonville, Daytona, Miami, The Villages, and Lakeland, FL
- **Creative**
 - We will implement optimized creative by using images, headline copy, and descriptions that dynamically rotate based on user behavior and the best-performing ad variations.

Increase Brand Awareness & Drive New Users. Premium LatLong



OUR GOAL:

Reach Target Audiences on Mobile Devices to Drive In-Market Visitation

- **Reach Target Audiences:** Our premium Lat Lon targeting uses precise GPS coordinates to serve ads to users who have visited specific locations or are currently within a defined radius. This hyper-granular approach allows us to reach high-intent audiences based on real-world behavior, such as visitors to hotels, attractions, event venues, or competitor locations.
- **Track Target Audience Back to Hernando County, FL**
 - We will be able to track user devices back to local attractions, shops, restaurants and more from the Premium LatLong campaign.
- **Creative**
 - Visually appealing display creative that highlights the key unique adventures Florida's Adventure Coast has to offer.





Amplify Audience Engagement. Paid Social

OUR GOAL:

Reach Potential Travelers Across Meta with Unique & Engaging Content

- **Reach target audiences** on Meta with engaging content, that includes specific call-to-actions.
Connect audiences to specific website pages and content (Attractions, Outdoor Enthusiast (Golfers, Hikers, Cyclists) and Events).
- **Who Is Our Audience?**
 - Our target audience on Meta will be updated to match our current ad promotion.
 - General Interests: Frequent Travelers, Foodies, Outdoor Recreation, & Interested in Upcoming Events
 - Ages 25+
 - Tampa, Orlando, Jacksonville, Daytona, Miami, The Villages, and Lakeland, FL
- **Includes Social Site Re-Messaging**
 - Optimizing for target audiences to take Key Event Conversion actions.



Campaign Budgets.



Channel	May	June	July	August	Total
Extended Reach Display	\$1,500	\$1,500	\$1,500	\$1,500	\$6,000
Premium LatLong	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000
Paid Social Meta	\$1,500	\$1,500	\$1,500	\$1,500	\$6,000
Total	\$5,000	\$5,000	\$5,000	\$5,000	\$20,000



THANK YOU!

Florida's Adventure Coast

FloridasAdventureCoast.com

+

Advance Travel & Tourism

AdvanceTravelandTourism.com



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE



ADVANCE
TRAVEL & TOURISM
destination marketers

BOARD REPORT
DECEMBER '24 - MARCH '25



WE BRING THE TRAVELER **to you.**

Executive Summary .



1,719,452
Ads (impressions)

70,795
Responses (clicks)

4.12%
CTR (click-thru rate)

- **Advance Campaigns** introduced **24%** of all new user traffic during this report period, this was a total of **19,579** new users. **48%** of active users on-site can also be attributed to the Advance campaigns.
- The Advance campaign users drove **39%** of all engaged sessions, viewed over **62K** pages and campaign users had an average session duration of **1m 09s**.



Display Performance.

NextDoor & Local Sites

The Extended Reach Display on NextDoor & Local Sites campaign introduced **1,945** new users, with **more than 6.4K** pages viewed & an average session duration of **2m 35s**.

Impressions: **644,039**

Clicks: **515**

CTR: **0.08%**



Clicks: **137**



Clicks: **191**



Clicks: **150**



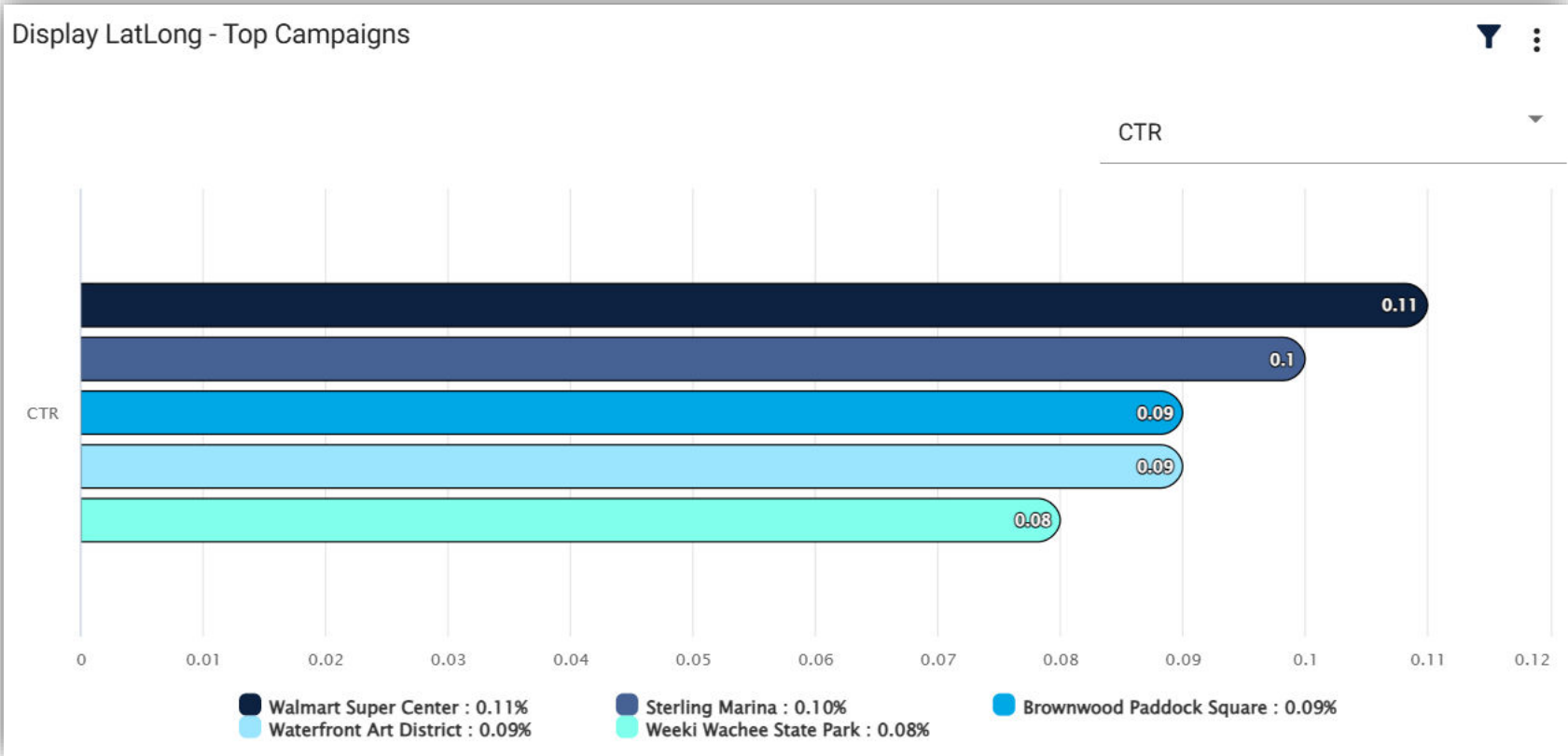
Clicks: **37**



Display Performance. LatLong



Impressions: **421,678** Clicks: **323** CTR: **0.08%**

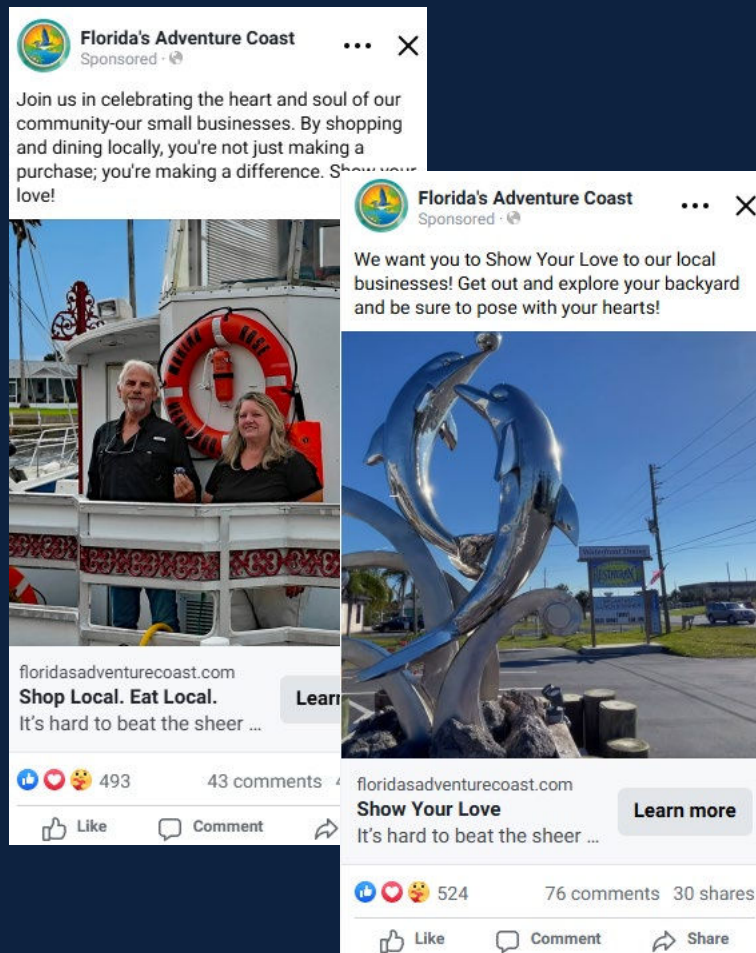


The 'Show Your Love' display creative was targeted to users in high-traffic locations to encourage visitation and support local businesses. The top five performing locations are shown in the graph above.



Social Performance.

Facebook & Instagram



Reach: **243,532**

Impressions: **609,802**

All Clicks: **65,454**

Link Clicks: **19,514**

Link Click CTR: **3.20%**

Post Engagements: **22,594**

Post Reactions: **2,545**



Search Performance. PPC Campaign

There were **3,965** new users introduced, with **4,080** total active users and an **93%** average engagement rate.

Search users viewed **16,426** pages & had an average session duration of **2m 05s**.

Impressions: **43,933**

Clicks: **4,503**

CTR: **10.25%**

Keyword Description	Impressions	Clicks	CTR
things to do near me	5,189	573	11.04%
upcoming events near me	2,728	409	14.99%
things to do brooksville fl	3,154	356	11.29%
places to eat near me	3,313	342	10.32%
events near me	1,796	267	14.87%



THANK YOU!

Florida's Adventure Coast

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+

Advance Travel & Tourism

AdvanceTravelandTourism.com

Impact Report Summary

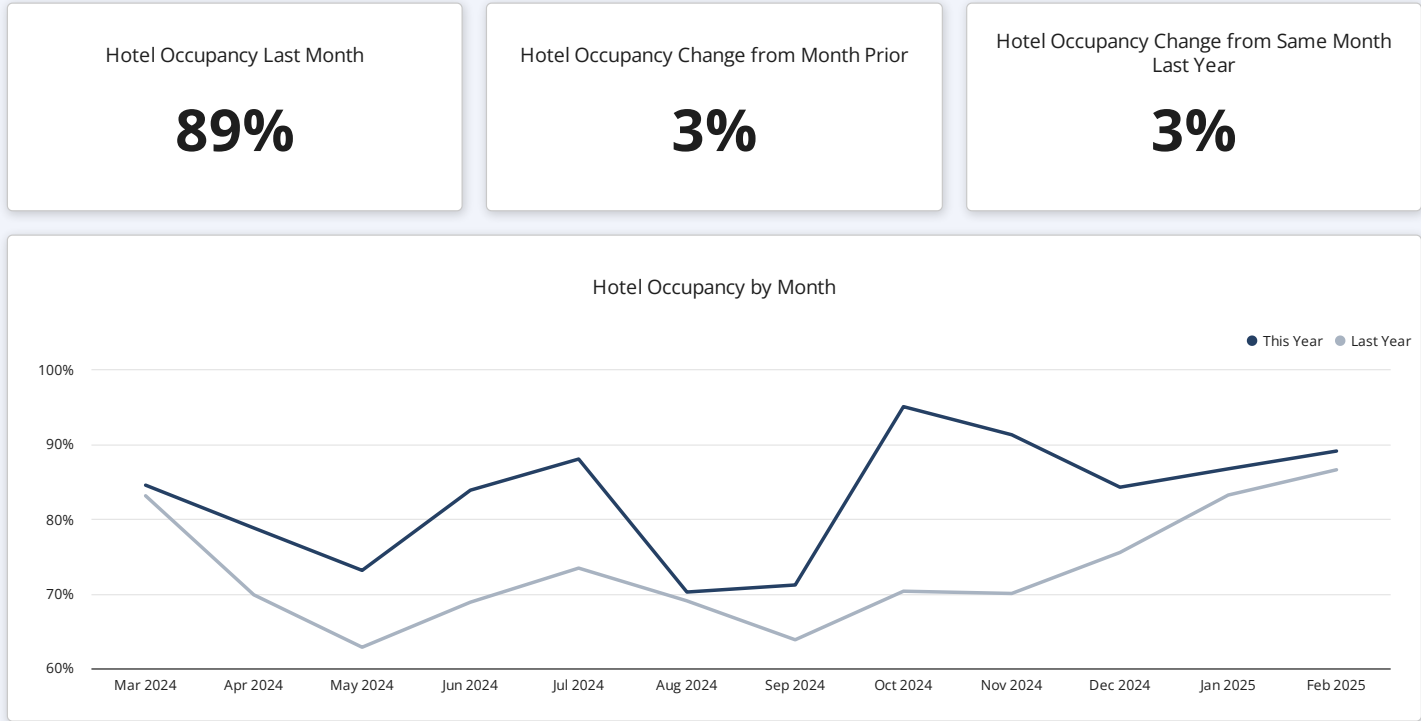
Understand how your destination is progressing toward your goals. These insights show performance over time. You will see historical performance over the most recent 12-month period, as well as last month compared to the previous month and the previous year.

These insights are based on a device count sample size of 3,482 and a cardholder count sample size of 4,359.

The date filter will not change these insights.

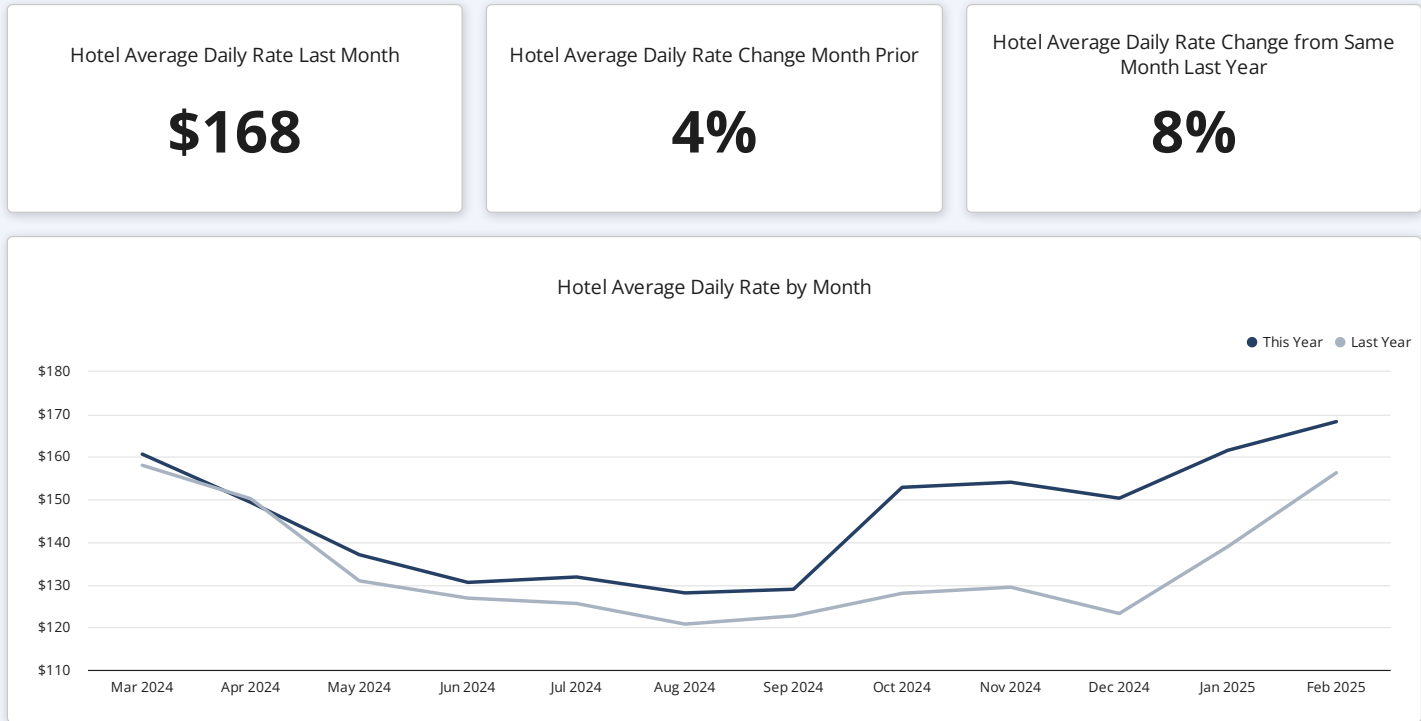
Hotel Occupancy Trend

Source: Zartico Lodging Data
Track lodging occupancy by month to define seasonal trends, peak periods, and periods of low demand. Use your knowledge of these trends to make informed decisions about tourism development, such as investment in hospitality infrastructure.



Hotel Average Daily Rate Trend

Source: Zartico Lodging Data
Monitor the month-to-month trends in lodging rates to strategically position your destination and attract visitors who are a good economic match for the types of stays you have to offer.



Hotel Stay Value Trend

Source: Zartico Lodging Data
The cost of lodging has a significant impact on overall visitor spending. Tracking average stay value in your destination can help you understand visitor economy patterns and inform future targeting and tactics.

Hotel Average Stay Value Last Month

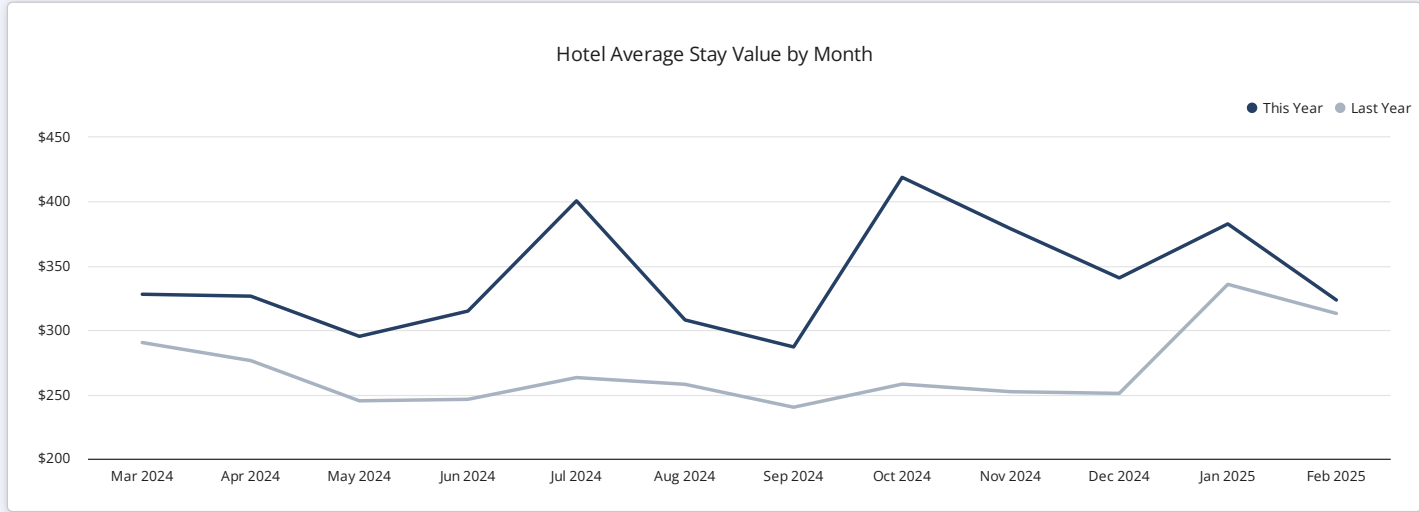
\$323

Hotel Average Stay Value Change Prior Month

-15%

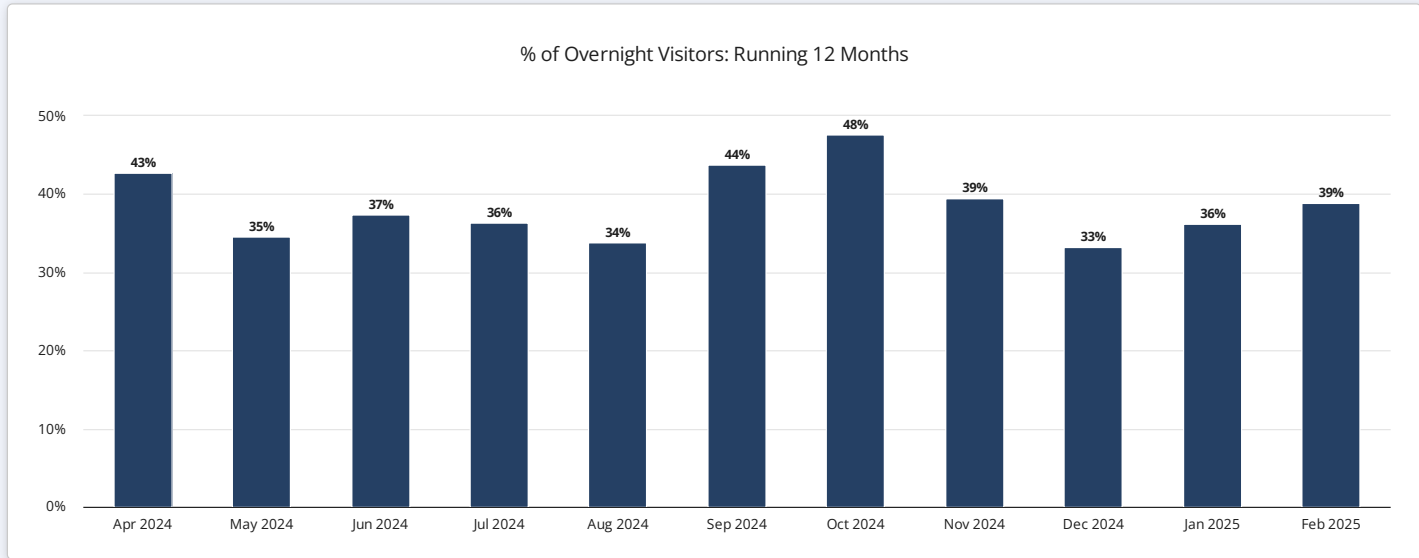
Hotel Average Stay Value from Same Month Last Year

3%



Share of Overnight Visitors

Source: Zartico Geolocation Data
Overnight visitors are strong contributors to your economy. Monitoring monthly changes in overnight visitation helps define strategies during key periods and mitigate the impact of seasonal changes.



Origin Market Trend

Source: Zartico Geolocation Data
Knowing where your visitors come from allows you to make better marketing decisions. Out-of-state visitors tend to stay longer in destination and spend more.

% of Out-of-State Visitors Last Month

52%

% Change from Prior Month

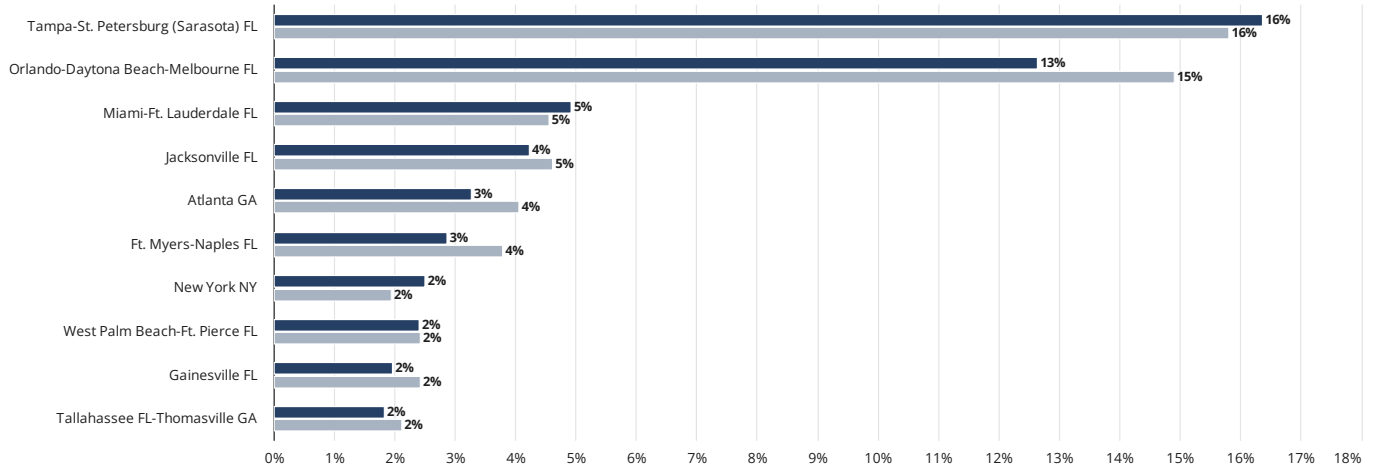
-0%

% Change from Same Month Last Year

+8%

Top 10 Visitor Markets ▾

■ Last Month - % of Visitors ■ Same Month Last Year - % of Visitors



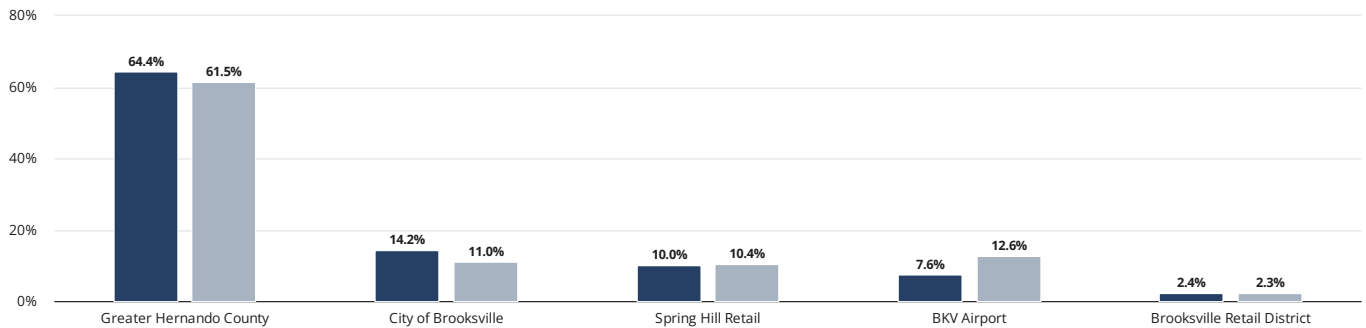
Regional Visitation Trend

Source: Zartico Geolocation Data

Understanding where visitors go in your destination allows you to see opportunities to influence future visitor movement.

% of Visitors by Region ▾

■ This Year - % of Visitors ■ Last Year - % of Visitors



Impact of Visitor Spending on the Local Economy

Source: Zartico Spend Data

Visitors make an impact on your economy across all categories — not just accommodations and attractions. This shows the visitor share of total spending overall and by category, illustrating the full value of visitors to your destination and stakeholders.

% of all Spend that came from Visitors Last Month

15%

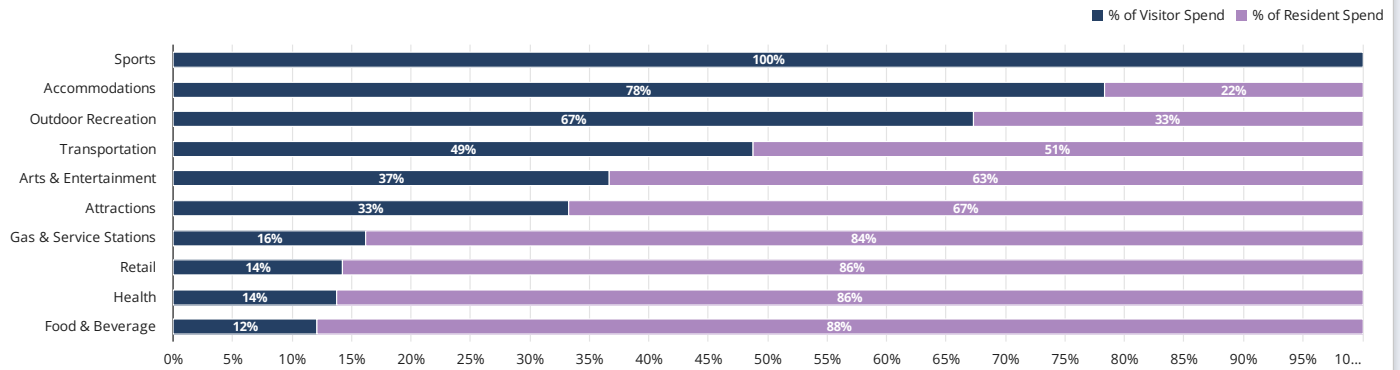
% Change from Prior Month

+14%

% Change from Same Month Last Year

-15%

% of Visitor and Resident Spend by Category



Visitor Spending Trends

Source: Zartico Spend Data

Understand average visitor spending and how visitors spend by category in your destination.

Avg. Visitor Spend Last Month

\$118

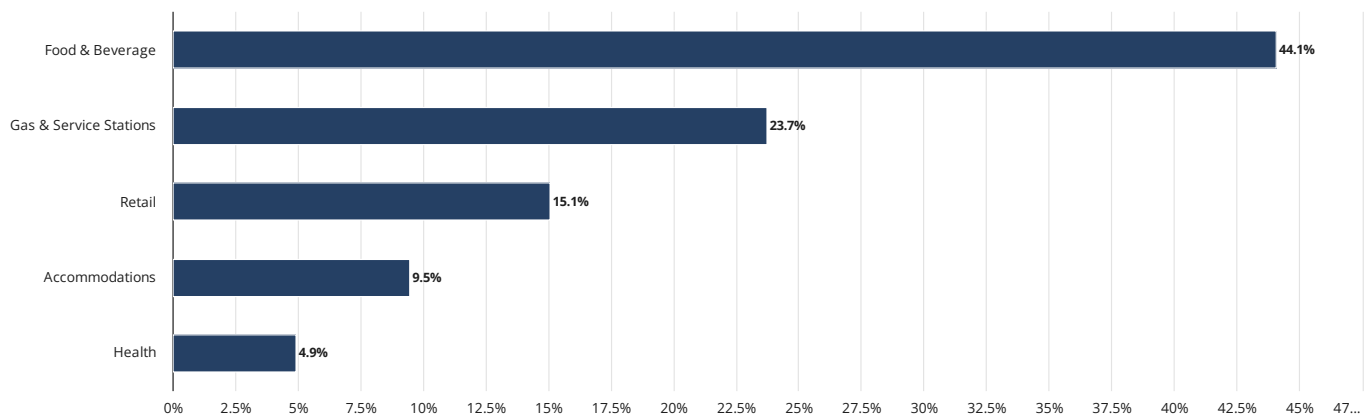
% Change from Prior Month

+0%

% Change from Same Month Last Year

-12%

% of Visitor Spend by Category



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.

Visitor Cardholder Count

4,359

Visitor Device Count

3,482

Spend data loaded through:

2025-02-28

Geolocation data loaded through:

2025-02-28

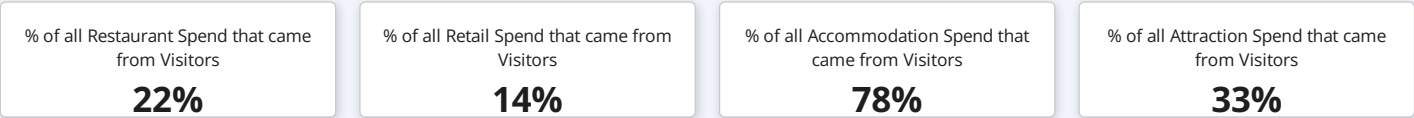
How do visitors impact your economy?

Source: Zartico Spend Data



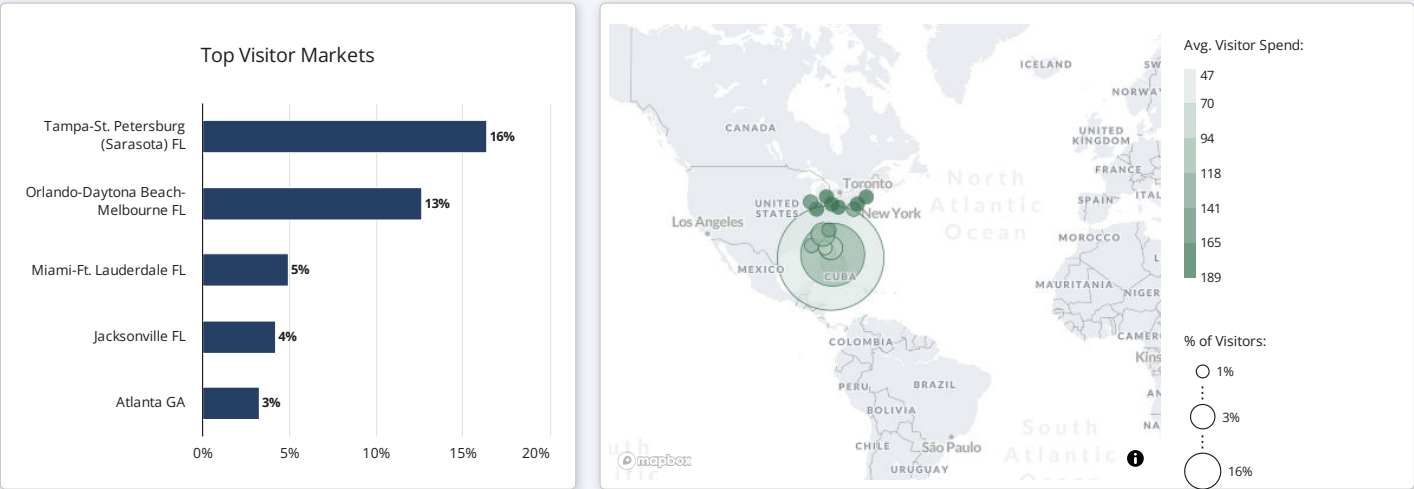
How much are visitors contributing to your economy?

Source: Zartico Spend Data



Where are your visitors coming from?

Source: Zartico Geolocation Data



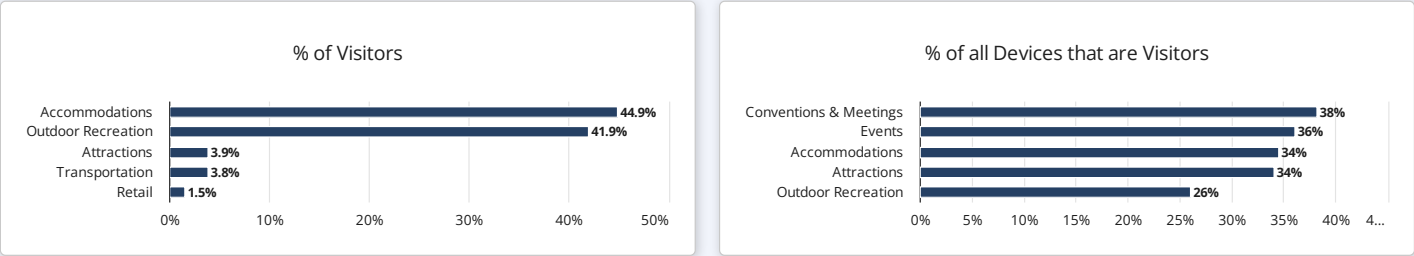
What are your visitor demographics?

Source: Zartico Spend Data



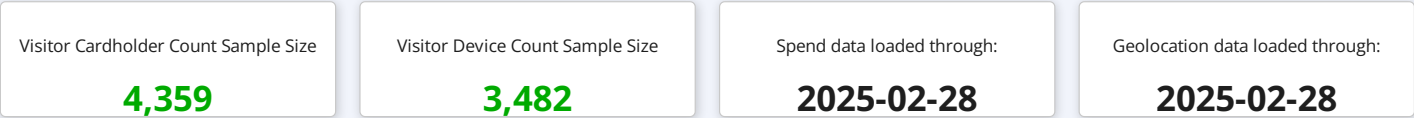
Where do visitors go in-destination? Where do they make the greatest impact?

Source: Zartico Location Data



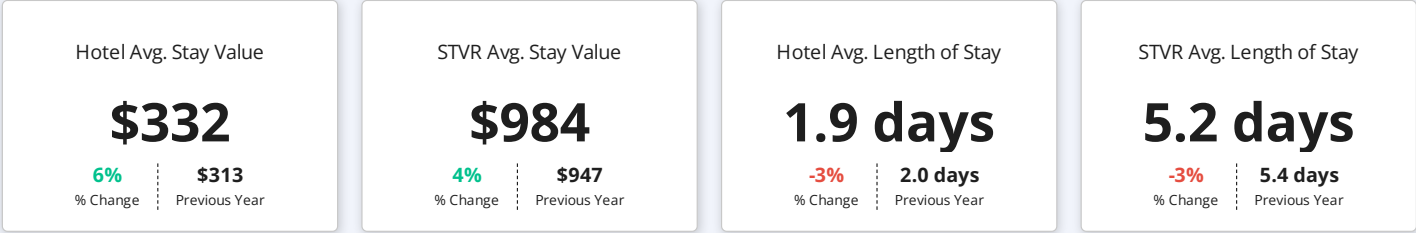
Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.



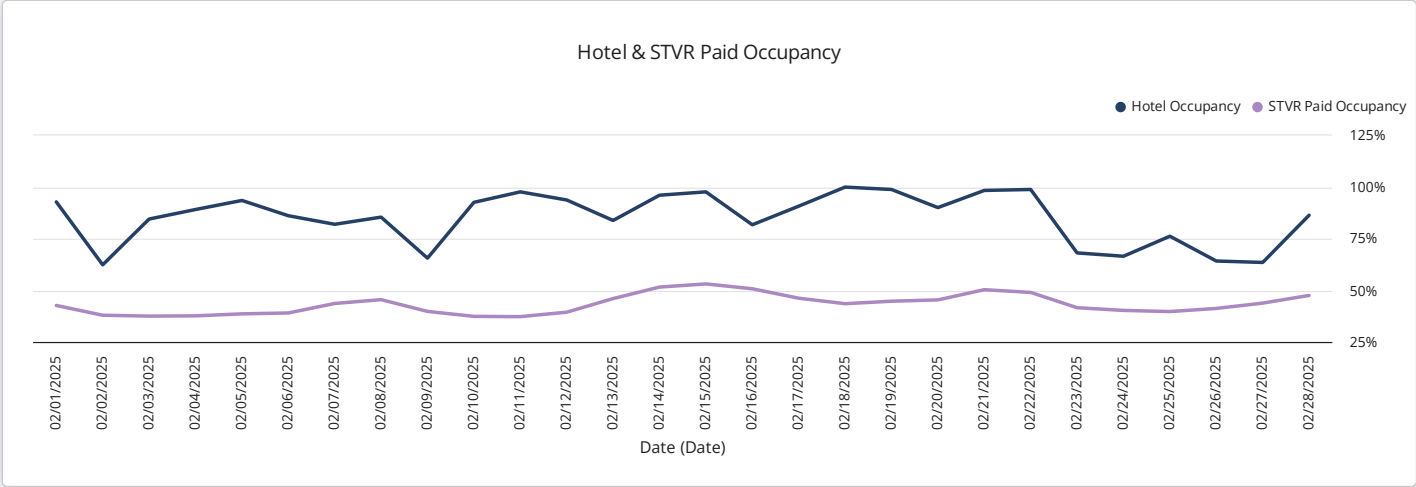
Summary KPIs

Source: Zartico Lodging Data.
KPI metrics display short-term vacation rental (STVR) and hotel performance for your primary geographic area.
Use the filter at the top to filter all insights by STVR or hotel performance. Twelve-month rolling trends can be found in the sections below.



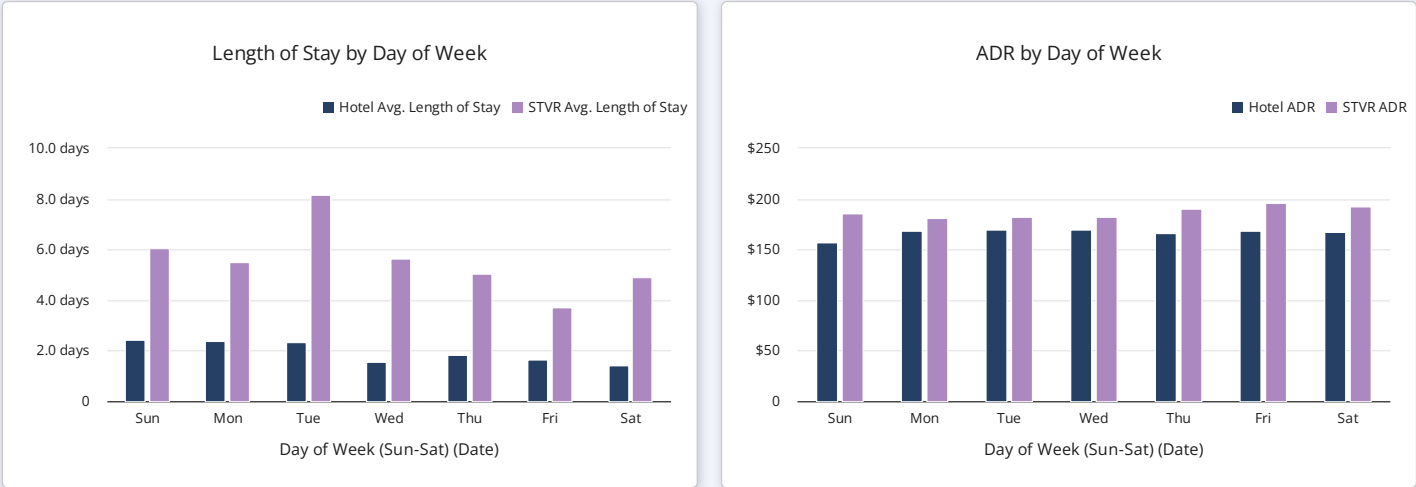
How does occupancy vary by day?

Use this chart to understand your daily occupancy trend and how it differs between hotels and short-term vacation rentals (STVR) for your primary geographic area.



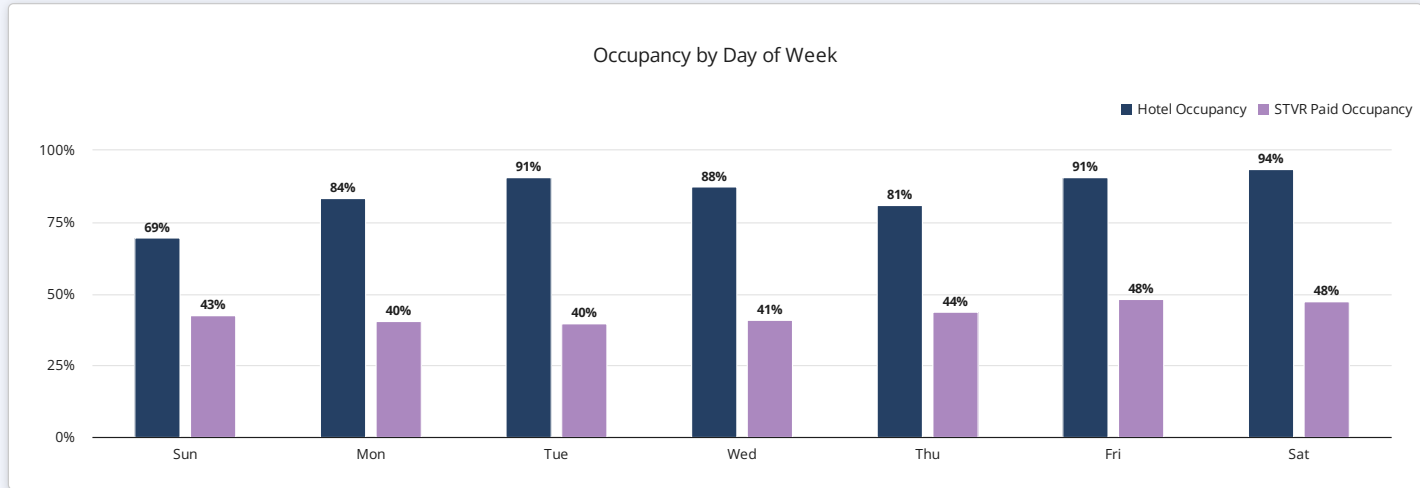
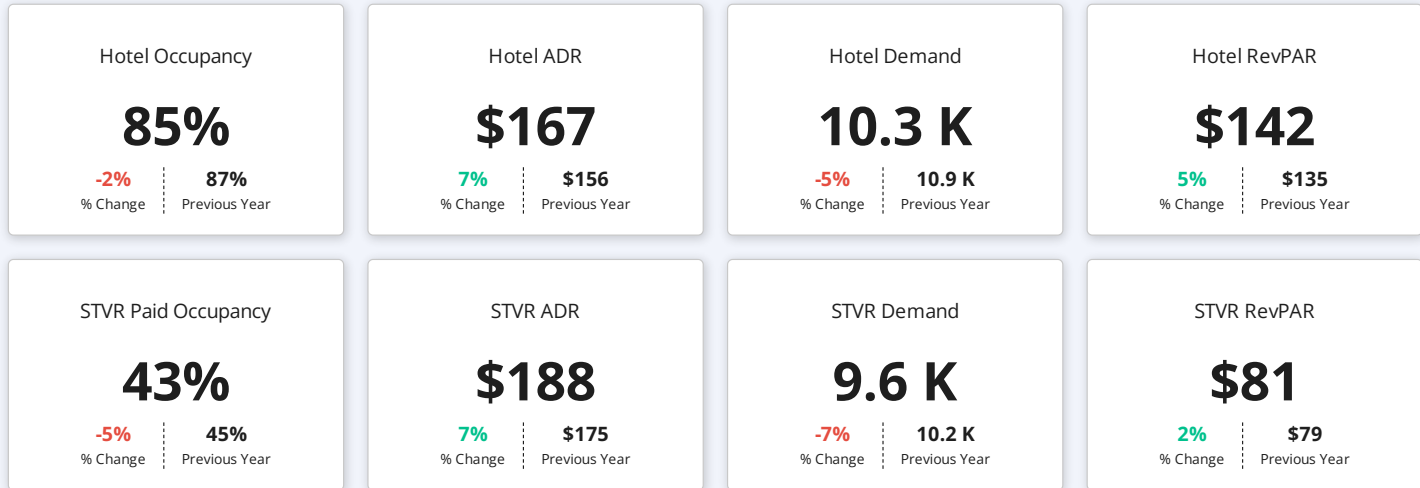
How does lodging performance vary by day of week?

Changes in length of stay or ADR help to illuminate different visitor groups and the reasons why they visit your destination.



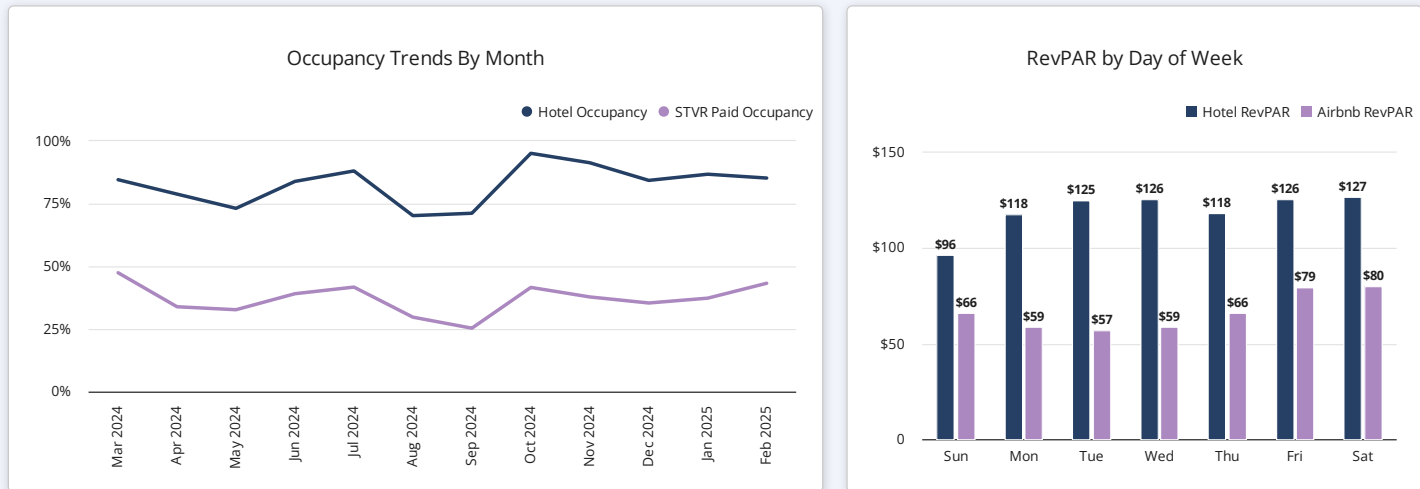
Key Lodging KPIs for Reporting

Use this section to report key insights about your hotels and short-term vacation rentals (STVR). Observed hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. Use this to understand year-over-year demand trends. Zartico recommends using lodging tax data as the most authoritative measure of total lodging revenue and demand.

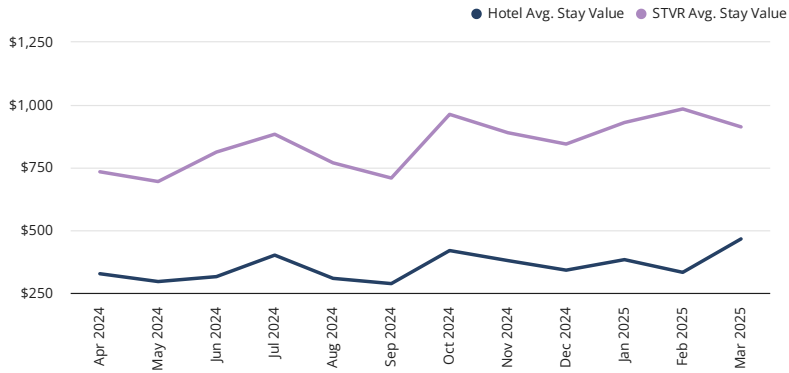


What are your destination-wide trends over the past 12 months?

Use these charts to see destination-wide trends over the previous 12 months, independent of the date filter specified above. Average Stay Value is total revenue divided by the number of guest check-ins, reflecting the amount for the entire stay timeframe. These insights reflect your primary geography only.



Avg. Stay Value by Month



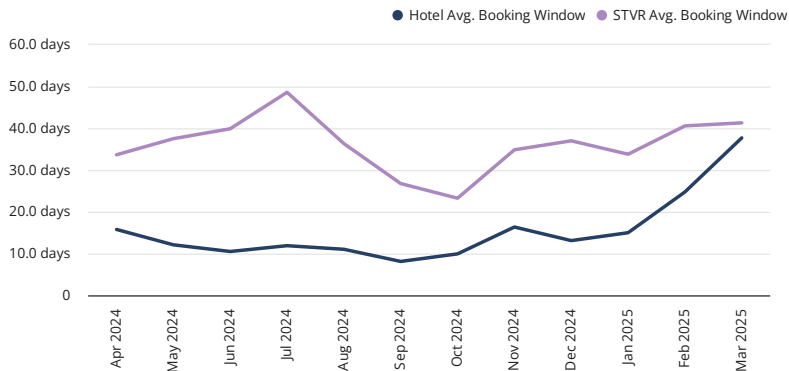
Avg. Stay Value - Previous 12 Months



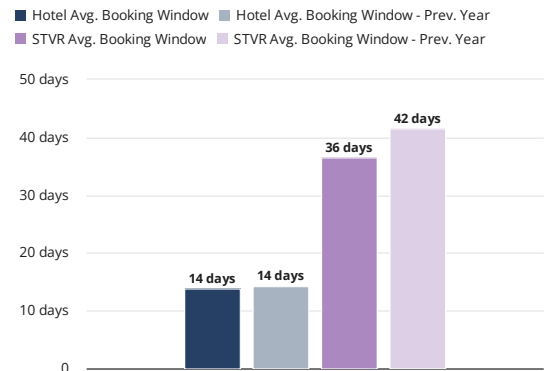
How does your average booking window change over time?

Use these insights to understand the difference in booking window between hotels and short-term vacation rentals (STVR) in your primary geography. The dates used in the graphs below indicate the check-in date, while the booking window indicates the number of days in advance of check-in the room or rental was reserved. Insights are not connected to the date filter and are auto-set to a rolling 12 months.

Avg. Booking Window by Month



Avg. Booking Window by Lodging Type



Complete Lodging Data Table

Export this data to either CSV or Excel. This chart shows data for all geographic areas in your subscription.

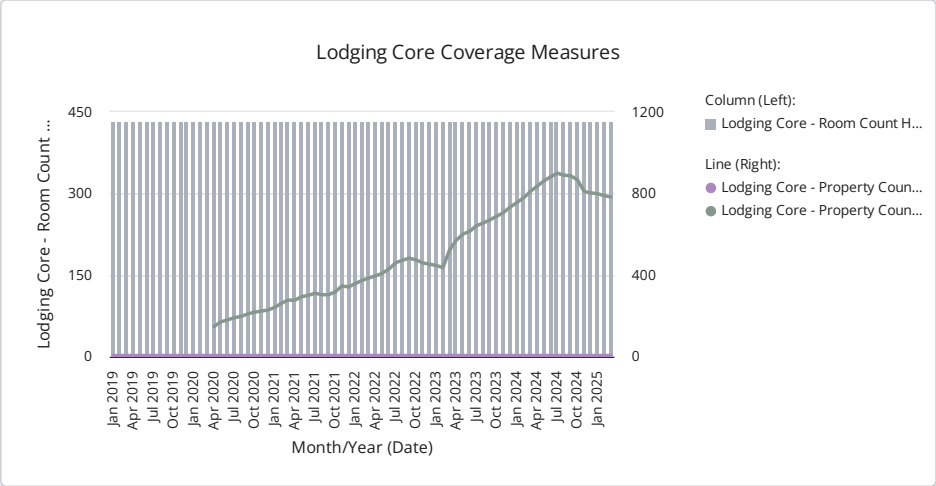
Month/Year (Date) ▾	Market	Lodging Type	Source	Market Flag	Market Type	Avg. Stay Value	Occupancy	Hotel ADR	STVR ADR	Revenue	Demand
Mar 2025	Brooksville	STVR	airbnb	primary	Vacation Area	\$752	34%	-	\$130.70	\$9,018	69
	Florida_Adventure_Coast	Hotel	hotel	primary	Vacation Area	\$465	48%	\$163	-	\$136,822	838
		STVR	airbnb	primary	Vacation Area	\$912	43%	-	\$195.00	\$261,886	1,343
	Hernando - FL	Hotel	hotel	primary	County	\$465	48%	\$163	-	\$136,822	838
		STVR	airbnb	primary	County	\$912	43%	-	\$195.00	\$261,886	1,343
	Hernando Beach	STVR	airbnb	primary	Vacation Area	\$1,271	32%	-	\$307.52	\$38,132	124
	Nobleton	STVR	airbnb	primary	Vacation Area	\$616	81%	-	\$189.45	\$2,463	13
	Ridge Manor	STVR	airbnb	primary	Vacation Area	\$754	26%	-	\$125.65	\$1,508	12
	Spring Hill	STVR	airbnb	primary	Vacation Area	\$780	48%	-	\$150.42	\$92,054	612
Feb 2025	Weeki Wachee	STVR	airbnb	primary	Vacation Area	\$1,029	45%	-	\$239.74	\$91,582	382
	Brooksville	STVR	airbnb	primary	Vacation Area	\$667	41%	-	\$142.54	\$81,390	571
		Hotel	hotel	primary	Vacation Area	\$332	85%	\$167	-	\$1,726,889	10,336
		STVR	airbnb	primary	Vacation Area	\$984	43%	-	\$187.70	\$1,794,978	9,563

Module Diagnostics

Indicates the most recent date of data loaded. Use this to validate that you have a full month of data prior to reporting. Technical support: If the Core Coverage Measures insight is blank, please check the Primary Geography Variable.

Lodging Core - Max Date Loaded

2025-03-04





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

January 2025





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [January 2025 Fishing Report on Florida's Adventure Coast!](#)
- [We're Open for Business on Florida's Adventure Coast \(2025\)](#)
- [Booksville Festival on Florida's Adventure Coast! \(2025\)](#)
- [Discover Local Charm at Canal Side Market & Deli on Florida's Adventure Coast \(2025\)](#)
- [Tangerine Festival on Florida's Adventure Coast \(2025\)](#)
- [Celebrate National Pie Day on Florida's Adventure Coast!](#)

WELCOME
FERNANDO BEACH
**OPEN
FOR
BUSINESS**



Florida's
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Earned Media

- [News Briefs | News | suncoastnews.com](#)
- [DGPT - 2025 Discraft Supreme Flight Open presented by Florida's Adventure Coast • Disc Golf Scene](#)
- [2025 All-Star Challenge | Disc Golf Pro Tour](#)
- [9 Timeless Towns In Florida – WorldAtlas](#)
- [Weird and wonderful Sunshine State hot spots - The Boston Globe](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Blogs

- [Birdwatcher's Paradise: Explore The Great Florida Birding Trail On Florida's Adventure Coast](#)
- [Plan For Vacation Day: Discover Florida's Adventure Coast](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

February 2025





Video's Created

- [Escape to paradise at Little Spring Retreat in Weeki Wachee, FL on Florida's Adventure Coast \(2025\)](#)
- [February 2025 Fishing Report on Florida's Adventure Coast \(2025\)](#)
- [Halo's Hangouts: Halo Meets Kendra at Get Up and Go Weeki Wachee](#)
- [Kendra Cycles the Good Neighbor Trail with Croom Bike Rentals](#)
- [Heritage Day: Celebrate 182 Years of Hernando County!](#)
- [Get Ready for the Tangerine Festival on Florida's Adventure Coast \(2025\)](#)
- [Cycling The Withlacoochee State Trail](#)
- [Fishing at Bayport Pier on Florida's Adventure Coast](#)
- [Get ready to shred the trails on Florida's Adventure Coast!](#)
- [Olympus Disc Golf on Florida's Adventure Coast](#)
- [Get ready for a weekend of creativity and inspiration at the 40th annual Art in the Park!](#)
- [2025 Discraft Supreme Flight Open at Olympus Disc Golf Course on Florida's Adventure Coast!](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- [8 Most Unconventional Towns In The United States – Worldatlas](#)
- [Ditch Tampa Crowds At A Nearby Small Florida City Best Known As An 'Adventure-Lover's Paradise' – Islands](#)
- [Couple opens down record and vintage clothing shop | News | suncoastnews.com](#)
- [5 Underrated Tourist Spots in Florida That Locals Swear By](#)
- [I've lived in Tampa for 19 years. Here are 6 of the best things to do when visiting this part of Florida.](#)
- [2025 Discraft Supreme Flight Open Presented by Florida's Adventure Coast - Orlando Sentinel](#)
- [Brooksville Brewery Wins Award For Best Florida Beer](#)
- [Shared from travelandleisure.com: 16 Most Beautiful Freshwater Springs in Florida](#)
- [The 25 Best Places To Go In The South In 2025](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Blogs

- [Discraft 2025 Supreme Flight Open: Experience Elite Disc Golf On Florida's Adventure Coast!](#)
- [Honeymoon Bliss On Florida's Adventure Coast](#)

January 2025 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2024-2025:					860								
Total New Emails for Florida's Adventure Coast:					797								
Month	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total*	104	73	87	73									337
Emails Included*	95	15	28	24									162
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Emails Included	52	4	8	1									65
The Mermaid Tale Trail													
Emails Included	18	9	6	14									47
AMERICAN ROAD MAGAZINE													
Total	20	22	224	257									523
Emails Included	20	22	224	257									523

January 2025 LEADS Report

LEADS Report																																													
TOP STATES & COUNTRIES - ALL LEADS																																													
Top States:	FL	CA	TX	PA	GA	NY	OH	NC	IL	MI	VA	MO	NJ	MD	AZ	WI	MN	AL	KY	SC	TN	NE	NV	IN	LA	CT	KS	OK	MS	WV	IA	CO	WA	OR	MA	SD	NH	UT	DE	AK	ME	ND	Total		
ALL LEADS - TOTAL	30	23	23	21	19	18	14	14	13	11	11	9	9	9	7	7	7	6	6	5	5	5	5	5	5	5	5	5	4	3	3	3	3	3	3	2	2	2	1	1	1	1	1	1	328
Top Countries and Territories:	ON (Canada)	St. Alberta (Canada)																																											
ALL LEADS - TOTAL	1	1																																											

BREAKDOWN BY LEAD TYPE																															
Top States & Countries:	FL	PA	OH	IL	TX	NY	MD	NC	MI	CA	GA	AZ	WI	MN	SC	OK	MS	VA	MO	AL	KY	TN	LA	WA	MA	DE	ON (CANADA)	ME	ND	St. Alberta (CANADA)	Total
Visit Florida - Hernando & Weeki																															
Wachee (unique leads)	9	7	5	5	4	4	4	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	73

Top States & Countries:	FL	CA	TX	GA	PA	NY	NC	VA	OH	NJ	IL	MI	MO	MD	AZ	WI	MN	AL	KY	NE	NV	IN	CT	KS	TN	LA	SC	W V	IA	CO	OK	WA	OR	SD	MS	MA	NH	UT	AK	Total
American Road	21	21	19	17	14	14	11	10	9	9	8	8	8	5	5	5	5	5	5	5	5	5	5	5	4	4	3	3	3	3	2	2	2	2	1	1	1	1	1	257

January 2025 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																							
All States	OH	IL	NY	MD	AL	AZ	CA	FL	GA	PA	TX	DE	MI	MN	MS	NC	ND	OK	SC	TN	VA	WI	Total
LEADS	4	3	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	38

Arrival Months - All States/Regions										
Month	Jan 2025	Feb 2025	Mar 2025	April 2025	June 2025	Aug 2025	Nov 2025	Nov 2026	Not Indicated	Total
Expected Arrivals	3	11	11	5	4	2	1	1	35	73

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of Country
Leads	11	16	5	4	2	1

Regions & Included States:

Northeast:	CT	MA	ME	NH	NJ	NY
	PA	RI	VT			
South: *not incl. FL	AL	AR	DC	DE	GA	KY
	LA	MD	MS	NC	OK	SC
	TN	TX	VA	WV		
Midwest:	IA	IL	IN	KS	MI	MN
	MO	NE	ND	OH	SD	WI
West:	AZ	CA	CO	ID	MT	NM
	NV	OR	UT	WA	WY	
	AK	HI				
Out of Country:						

February 2025 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2024-2025:					1,186								
Total New Emails for Florida's Adventure Coast:					942								
Month	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total*	104	73	87	73	247								584
Emails Included*	95	15	28	24	47								209
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Emails Included	52	4	8	1	5								70
The Mermaid Tale Trail													
Emails Included	18	9	6	14	14								61
AMERICAN ROAD MAGAZINE													
Total	20	22	224	257	79								602
Emails Included	20	22	224	257	79								602

February 2025 LEADS Report

LEADS Report																																												
TOP STATES & COUNTRIES - ALL LEADS																																												
Top States:	FL	PA	TX	NC	NY	CA	IN	OK	GA	OH	WI	MS	VA	IL	MD	MN	TN	NJ	AZ	KY	MI	NV	HI	MO	AL	CO	WA	MA	ID	NE	KS	SC	SD	UT	DE	ND	CT	WV	IA	OR	NH	NM	AR	Total
ALL LEADS - TOTAL	35	24	21	21	20	13	13	13	12	12	12	12	10	9	9	9	9	7	7	6	5	4	4	3	3	3	3	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	1	326
Top Countries and Territories:																																												
ALL LEADS - TOTAL	0																																											

BREAKDOWN BY LEAD TYPE																																							
Top States & Countries:	FL	PA	NY	TX	NC	IN	MS	OK	OH	GA	TN	WI	VA	IL	MD	MN	KY	CA	NJ	AZ	HI	MI	NV	MO	AL	CO	WA	MA	ID	NE	KS	SC	SD	DE	ND	OR	Total		
Visit Florida - Hernando & Weeki																																							
Wachee (unique leads)	34	21	17	16	15	12	12	10	10	8	8	7	7	7	6	6	6	4	4	4	4	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	247		

Top States & Countries:	CA	NC	TX	WI	GA	PA	NY	OK	VA	MD	MN	NJ	AZ	MI	OH	IL	NV	UT	FL	IN	TN	MO	AL	CO	WA	MA	ID	CT	WV	IA	NH	NM	AR	Total
American Road	9	6	5	5	4	3	3	3	3	3	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	79

February 2025 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																										
All States	NY	IN	PA	FL	VA	NC	TN	TX	IL	WI	MD	MS	OH	AL	AZ	CA	CO	GA	ID	MI	NE	OK	SD	OR	Total	
LEADS	13	10	9	8	7	6	6	6	5	5	4	4	4	2	2	2	2	2	2	2	2	2	2	1	108	

Arrival Months - All States/Regions													
Month	Feb 2025	Mar 2025	April 2025	May 2025	June 2025	July 2025	Aug 2026	Sept 2026	Oct 2026	Jan 2026	Feb 2026	Not Indicated	Total
Expected Arrivals	8	24	20	17	20	5	2	2	4	4	2	139	247

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of Country
Leads	28	39	26	7	8	0

Regions & Included States:

Northeast:	CT	MA	ME	NH	NJ	NY
	PA	RI	VT			
South: *not incl. FL	AL	AR	DC	DE	GA	KY
	LA	MD	MS	NC	OK	SC
	TN	TX	VA	WV		
Midwest:	IA	IL	IN	KS	MI	MN
	MO	NE	ND	OH	SD	WI
West:	AZ	CA	CO	ID	MT	NM
	NV	OR	UT	WA	WY	
	AK	HI				
Out of Country:						

Distributions for January and February 2025

Tourism Partner / Event	FAC General Brochure	FAC Map	Mermaid Tale Trail Map	FAC Golf Brochure	WWSSP Brochure	Mermaid Tale Trail Rack Card
Easy Street Home Décor		400	400			
GFWC Historic Brooksville Woman's Club	100	100	100			
Snowbird Extravaganza	500	500	300	100	400	200
CroomFest		250				
Heritage Days	50	100	100	50		
Leadership Hernando	30	30				
Hernando County Fine Arts Council			100			
Totals:	680	1,380	1,000	150	400	200

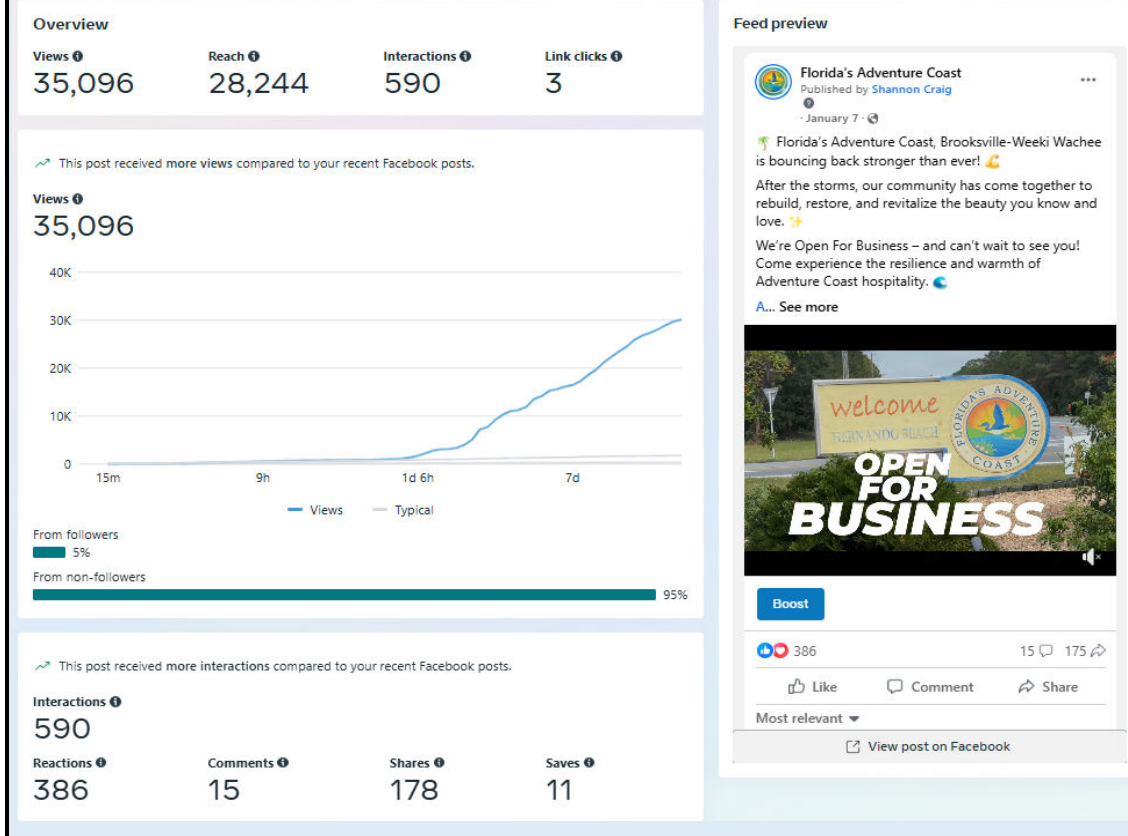
Monthly Social Media Analytics for Fiscal Year 2024-2025							
Platform and Metrics		Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	TOTAL Year-to-Date
Facebook	Reach - Total	171,460	163,061	55,434	178,177	127,716	695,848
	From Followers	9,794	4,514	4,574	6,581	6,695	32,158
	From Non-Followers	161,891	159,069	51,788	171,668	123,185	667,601
	From Organic	116,508	31,879	20,603	89,862	47,312	306,164
	From Ads	44,967	133,584	34,402	98,243	84,091	395,287
	Content Interactions - Total	5,182	2,191	1,032	4,982	4,893	18,280
	From Followers	1,612	483	397	1,016	1,390	4,898
	From Non-Followers	3,570	1,708	635	3,966	3,503	13,382
	Net Follows	191	89	22	412	296	1,010
	Link Clicks	1,239	3,443	1,608	7,254	6,805	20,349
	Page Visits	2,646	1,471	1,210	3,498	3,045	11,870
Instagram	Reach - Total	6,199	6,852	7,616	3,284	3,996	27,947
	From Organic	3,795	3,028	7,428	2,819	3,407	20,477
	From Ads	2,325	3,808	250	512	607	7,502
	Net Follows	54	48	249	172	123	646
	Profile Visits	177	161	469	450	294	1,551
	Impressions	9,707	10,327	13,155	7,718	8,574	49,481
	Content Interactions	312	512	925	311	406	2,466

Monthly Content Overview - Fiscal Year 2024-2025							
		2024	2024	2024	2025	2025	Totals
Content Type:		October	November	December	January	February	Year-to-Date:
FACEBOOK	Videos / Reels	14	8	12	8	10	52
	Posts	6	1	10	7	5	29
	Shares	18	7	6	3	11	45
	Links	3	7	3	5	6	24
	Stories	24	0	33	0	11	68
INSTAGRAM	Video / Reels	14	7	11	11	14	57
	Photo Posts	1	3	2	5	21	32
	Stories	9	17	23	16	13	78
							385

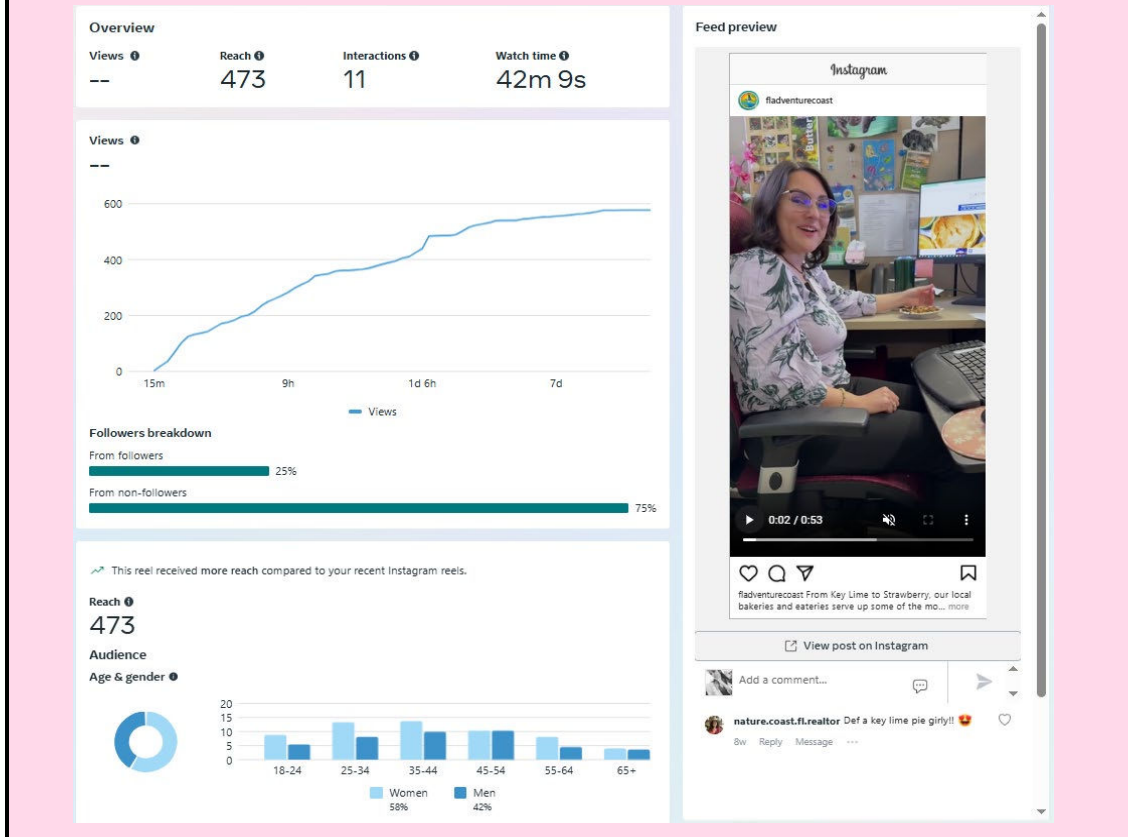
		2024	2024	2024	2025	2025	Totals
Content Type:		October	November	December	January	February	Year-to-Date:
FACEBOOK	Videos / Reels	14	8	12	8	10	52
	Posts	6	1	10	7	5	29
	Shares	18	7	6	3	11	45
	Links	3	7	3	5	6	24
	Stories	24	0	33	0	11	68
INSTAGRAM	Video / Reels	14	7	11	11	14	57
	Photo Posts	1	3	2	5	21	32
	Stories	9	17	23	16	13	78
							385

TOP CONTENT - January 2025

Top Facebook Post/Video based on Reach - "OPEN FOR BUSINESS"

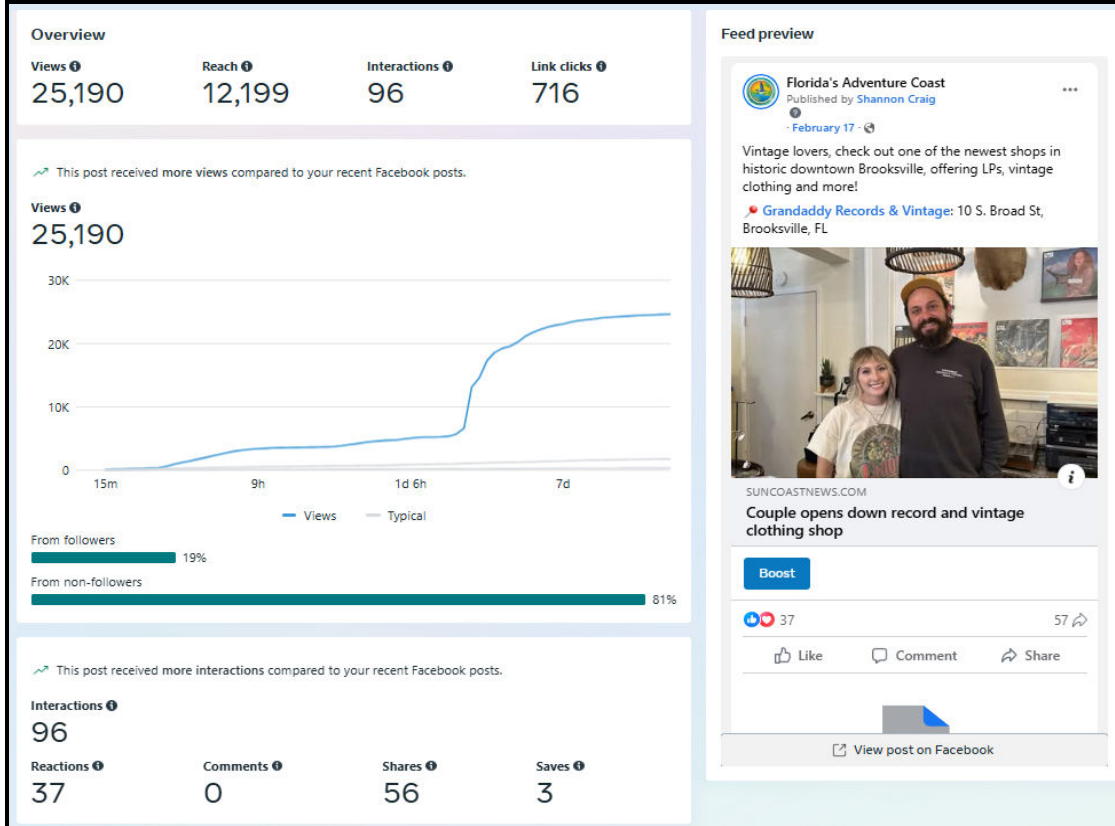


Top Instagram Post/Video based on Reach - "National Pie Day"

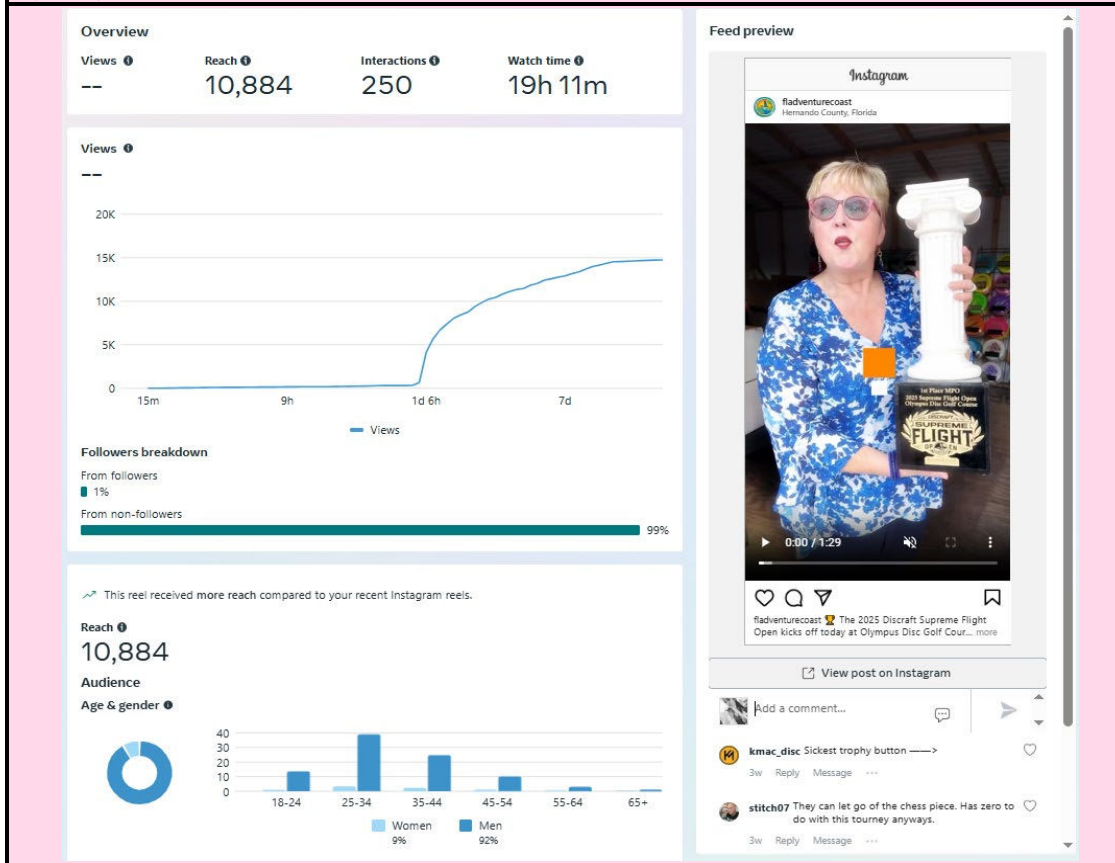


TOP CONTENT - February 2025

Top Facebook Post/Video based on Reach -



Top Instagram Post/Video based on Reach -



A

All Users

Add comparison +

Custom

Jan 1 - Jan 31, 2025

▼

Pages and screens: Page path and screen class

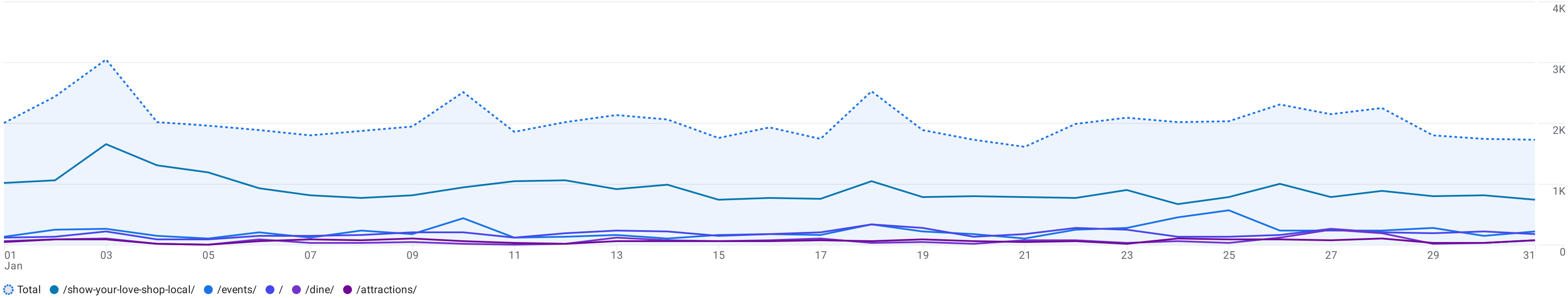
✔ ▼

Add filter +

Views by Page path and screen class over time

Day

▼



Plot rows

Search...

Rows per page: 10

Go to: 1

1-10 of 307

		Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
							All events	All events	
✔		Total	62,752 100% of total	13,021 100% of total	4.82 Avg 0%	57s Avg 0%	150,979 100% of total	14,940.00 100% of total	\$0.00
✔	1	/show-your-love-shop-local/	28,312 (45.12%)	7,713 (59.24%)	3.67	4s	62,035 (41.09%)	0.00 (0%)	\$0.00 (–)
✔	2	/events/	6,717 (10.7%)	998 (7.66%)	6.73	2m 20s	13,165 (8.72%)	0.00 (0%)	\$0.00 (–)
✔	3	/	5,687 (9.06%)	1,491 (11.45%)	3.81	44s	13,411 (8.88%)	0.00 (0%)	\$0.00 (–)
✔	4	/dine/	1,910 (3.04%)	437 (3.36%)	4.37	1m 08s	4,293 (2.84%)	0.00 (0%)	\$0.00 (–)
✔	5	/attractions/	1,870 (2.98%)	530 (4.07%)	3.53	1m 01s	5,063 (3.35%)	0.00 (0%)	\$0.00 (–)
☐	6	/https://floridasadventurecoast.com/events/	1,022 (1.63%)	207 (1.59%)	4.94	2m 41s	1,027 (0.68%)	0.00 (0%)	\$0.00 (–)
☐	7	/attractions/historic-sites-museums/	939 (1.5%)	242 (1.86%)	3.88	1m 55s	2,044 (1.35%)	0.00 (0%)	\$0.00 (–)
☐	8	/land-adventures/atv/	874 (1.39%)	204 (1.57%)	4.28	1m 04s	1,953 (1.29%)	0.00 (0%)	\$0.00 (–)
☐	9	/water-adventures/manatee-viewing/	726 (1.16%)	215 (1.65%)	3.38	1m 39s	1,844 (1.22%)	0.00 (0%)	\$0.00 (–)
☐	10	/attractions/weeki-wachee-springs-state-park/	633 (1.01%)	187 (1.44%)	3.39	1m 08s	1,488 (0.99%)	0.00 (0%)	\$0.00 (–)

A

All Users

Add comparison

+

Custom

Jan 1 - Jan 31, 2025

▼

User acquisition: First user primary channel group (Default Channel Group)

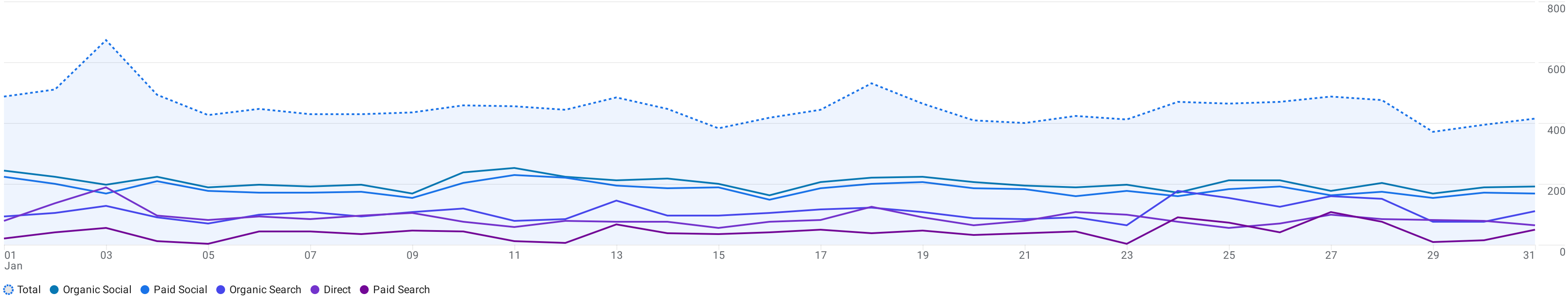
✓

▼

Add filter

+

Total users by First user primary channel group (Default Channel Group) over time



Plot rows

Search...

Rows per page: 10

Go to: 1

< 1-10 of 12 >

		First user prim...Channel Group) ▼	+	↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
				All events ▼	All events ▼	All events ▼					
<input checked="" type="checkbox"/>		Total		13,062 100% of total	25,015 100% of total	1,081 100% of total	57s Avg 0%	1.14 Avg 0%	150,979 100% of total	14,940.00 100% of total	25.13% Avg 0%
<input checked="" type="checkbox"/>	1	Organic Social		5,797 (44.38%)	6,009 (24.02%)	199 (18.41%)	5s	0.23	23,587 (15.62%)	1,140.00 (7.63%)	6.55%
<input checked="" type="checkbox"/>	2	Paid Social		5,262 (40.28%)	5,172 (20.68%)	393 (36.36%)	4s	1.02	26,700 (17.68%)	1,968.00 (13.17%)	15.08%
<input checked="" type="checkbox"/>	3	Organic Search		3,092 (23.67%)	4,728 (18.9%)	334 (30.9%)	1m 42s	1.19	34,929 (23.14%)	4,636.00 (31.03%)	34.96%
<input checked="" type="checkbox"/>	4	Direct		2,461 (18.84%)	4,170 (16.67%)	187 (17.3%)	1m 09s	0.97	31,392 (20.79%)	3,027.00 (20.26%)	25.21%
<input type="checkbox"/>	5	Display		1,237 (9.47%)	2,085 (8.33%)	26 (2.41%)	3s	0.73	9,502 (6.29%)	478.00 (3.2%)	14.48%
<input checked="" type="checkbox"/>	6	Paid Search		1,230 (9.42%)	1,237 (4.95%)	89 (8.23%)	57s	1.01	10,747 (7.12%)	1,514.00 (10.13%)	43.74%
<input type="checkbox"/>	7	Referral		912 (6.98%)	1,532 (6.12%)	107 (9.9%)	2m 19s	1.23	13,655 (9.04%)	2,141.00 (14.33%)	43%
<input type="checkbox"/>	8	Organic Shopping		36 (0.28%)	36 (0.14%)	0 (0%)	0s	0.67	145 (0.1%)	8.00 (0.05%)	11.11%
<input type="checkbox"/>	9	Unassigned		24 (0.18%)	24 (0.1%)	1 (0.09%)	5s	0.83	119 (0.08%)	8.00 (0.05%)	8.33%
<input type="checkbox"/>	10	Paid Shopping		20 (0.15%)	20 (0.08%)	0 (0%)	50s	0.90	168 (0.11%)	16.00 (0.11%)	35%

A

All Users

Add comparison

+

Custom

Jan 1 - Jan 31, 2025

▼

Pages and screens: Page path and screen class

✔

▼

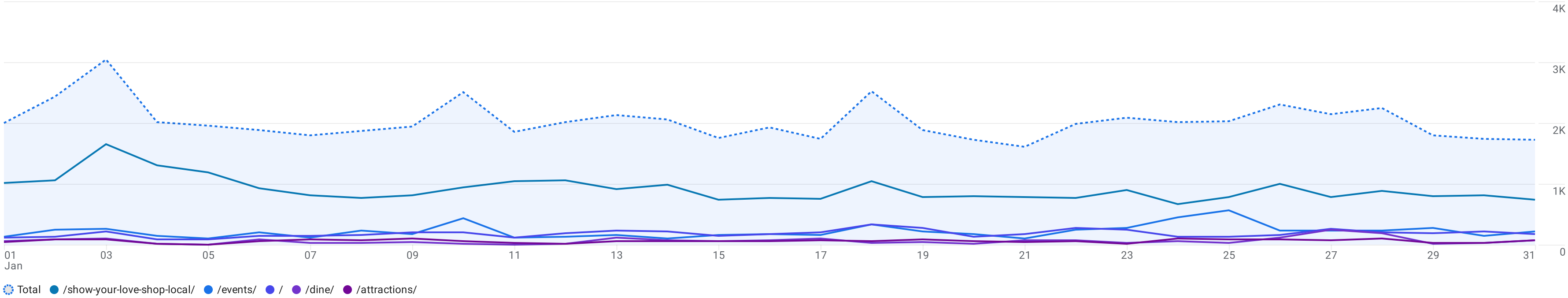
Add filter

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Views by Page path and screen class over time

Day

▼



Plot rows

Search...

Rows per page: 10

Go to: 1

1-10 of 307

		Page path and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
							All events	All events	
✔		Total	62,752 100% of total	13,021 100% of total	4.82 Avg 0%	57s Avg 0%	150,979 100% of total	14,940.00 100% of total	\$0.00
✔	1	/show-your-love-shop-local/	28,312 (45.12%)	7,713 (59.24%)	3.67	4s	62,035 (41.09%)	0.00 (0%)	\$0.00 (–)
✔	2	/events/	6,717 (10.7%)	998 (7.66%)	6.73	2m 20s	13,165 (8.72%)	0.00 (0%)	\$0.00 (–)
✔	3	/	5,687 (9.06%)	1,491 (11.45%)	3.81	44s	13,411 (8.88%)	0.00 (0%)	\$0.00 (–)
✔	4	/dine/	1,910 (3.04%)	437 (3.36%)	4.37	1m 08s	4,293 (2.84%)	0.00 (0%)	\$0.00 (–)
✔	5	/attractions/	1,870 (2.98%)	530 (4.07%)	3.53	1m 01s	5,063 (3.35%)	0.00 (0%)	\$0.00 (–)
☐	6	/https://floridasadventurecoast.com/events/	1,022 (1.63%)	207 (1.59%)	4.94	2m 41s	1,027 (0.68%)	0.00 (0%)	\$0.00 (–)
☐	7	/attractions/historic-sites-museums/	939 (1.5%)	242 (1.86%)	3.88	1m 55s	2,044 (1.35%)	0.00 (0%)	\$0.00 (–)
☐	8	/land-adventures/atv/	874 (1.39%)	204 (1.57%)	4.28	1m 04s	1,953 (1.29%)	0.00 (0%)	\$0.00 (–)
☐	9	/water-adventures/manatee-viewing/	726 (1.16%)	215 (1.65%)	3.38	1m 39s	1,844 (1.22%)	0.00 (0%)	\$0.00 (–)
☐	10	/attractions/weeki-wachee-springs-state-park/	633 (1.01%)	187 (1.44%)	3.39	1m 08s	1,488 (0.99%)	0.00 (0%)	\$0.00 (–)

All Users

Add comparison

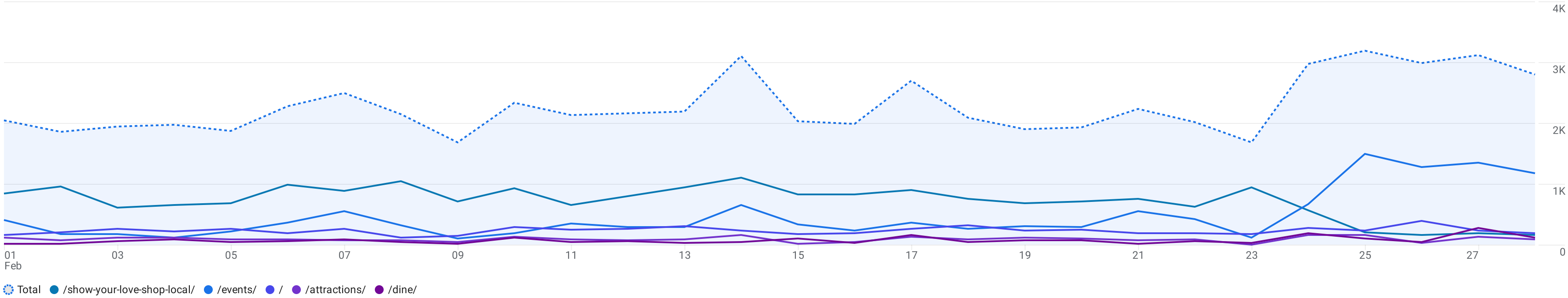
Custom

Feb 1 - Feb 28, 2025

Pages and screens: Page path and screen class

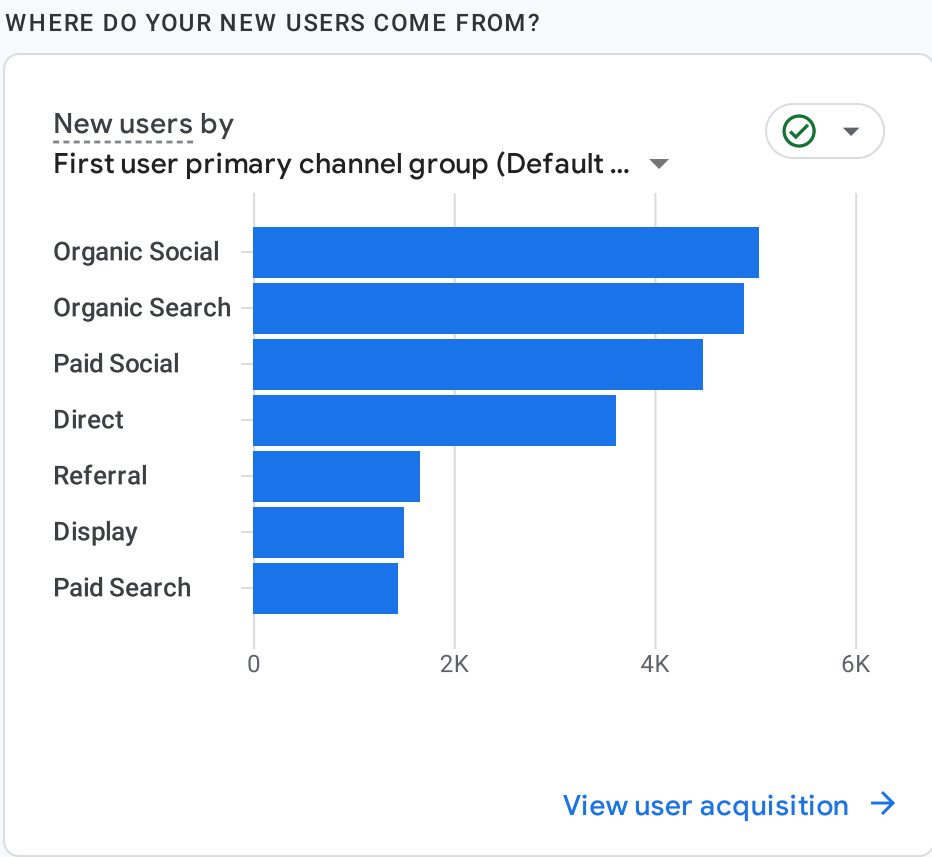
Add filter

Views by Page path and screen class over time



Plot rows		Search...							Rows per page: 10		Go to: 1		1-10 of 302	
<div><div></div></div>	Page path and screen class		<div>↓ Views</div>	<div>Active users</div>	<div>Views per active user</div>	<div>Average engagement time per active user</div>	<div>Event count</div> <div>All events</div>	<div>Key events</div> <div>All events</div>	<div>Total revenue</div>					
<div><div></div></div>	Total		63,851 100% of total	11,890 100% of total	5.37 Avg 0%	1m 14s Avg 0%	152,027 100% of total	17,087.00 100% of total	\$0.00					
<div><div></div></div>	1	/show-your-love-shop-local/	20,075 (31.44%)	5,261 (44.25%)	3.82	5s	43,268 (28.46%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	2	/events/	13,018 (20.39%)	1,923 (16.17%)	6.77	2m 03s	24,522 (16.13%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	3	/	6,474 (10.14%)	1,542 (12.97%)	4.20	1m 05s	14,346 (9.44%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	4	/attractions/	2,540 (3.98%)	697 (5.86%)	3.64	1m 07s	7,026 (4.62%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	5	/dine/	2,020 (3.16%)	406 (3.41%)	4.98	1m 45s	4,243 (2.79%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	6	/attractions/historic-sites-museums/	971 (1.52%)	257 (2.16%)	3.78	1m 45s	2,112 (1.39%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	7	/dog-friendly-adventures-on-floridas-adventure-coast/	947 (1.48%)	287 (2.41%)	3.30	21s	2,268 (1.49%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	8	/attractions/weeki-wachee-springs-state-park/	819 (1.28%)	230 (1.93%)	3.56	1m 12s	1,859 (1.22%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	9	/land-adventures/atv/	743 (1.16%)	166 (1.4%)	4.48	1m 29s	1,578 (1.04%)	0.00 (0%)	\$0.00 (–)					
<div><div></div></div>	10	/annual-events-and-festival/	663 (1.04%)	207 (1.74%)	3.20	1m 17s	1,772 (1.17%)	0.00 (0%)	\$0.00 (–)					

Acquisition overview



Sessions▼ by Session manual source▼		
SESSION MANUAL SOURCE		SESSIONS
google	<div><div></div></div>	5.2K
m.facebook.com	<div><div></div></div>	5.1K
facebook	<div><div></div></div>	5K
visitflorida.com	<div><div></div></div>	1.2K
advance	<div><div></div></div>	1.1K
bing	<div><div></div></div>	494
l.facebook.com	<div><div></div></div>	400

A

All Users

Add comparison +

Custom

Feb 1 - Feb 28, 2025

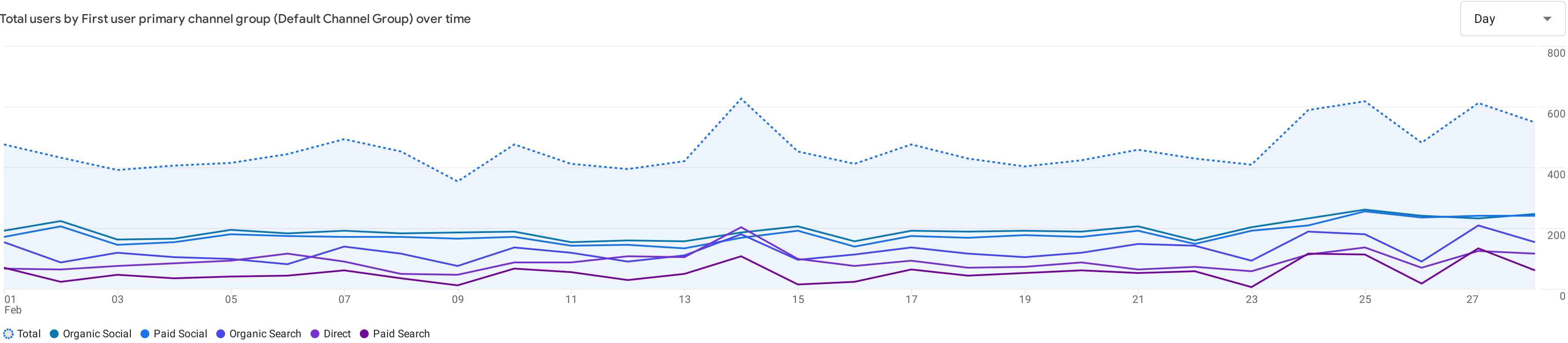
▼

User acquisition: First user primary channel group (Default Channel Group)

✓▼

Add filter +

Total users by First user primary channel group (Default Channel Group) over time



Plot rows

Search...

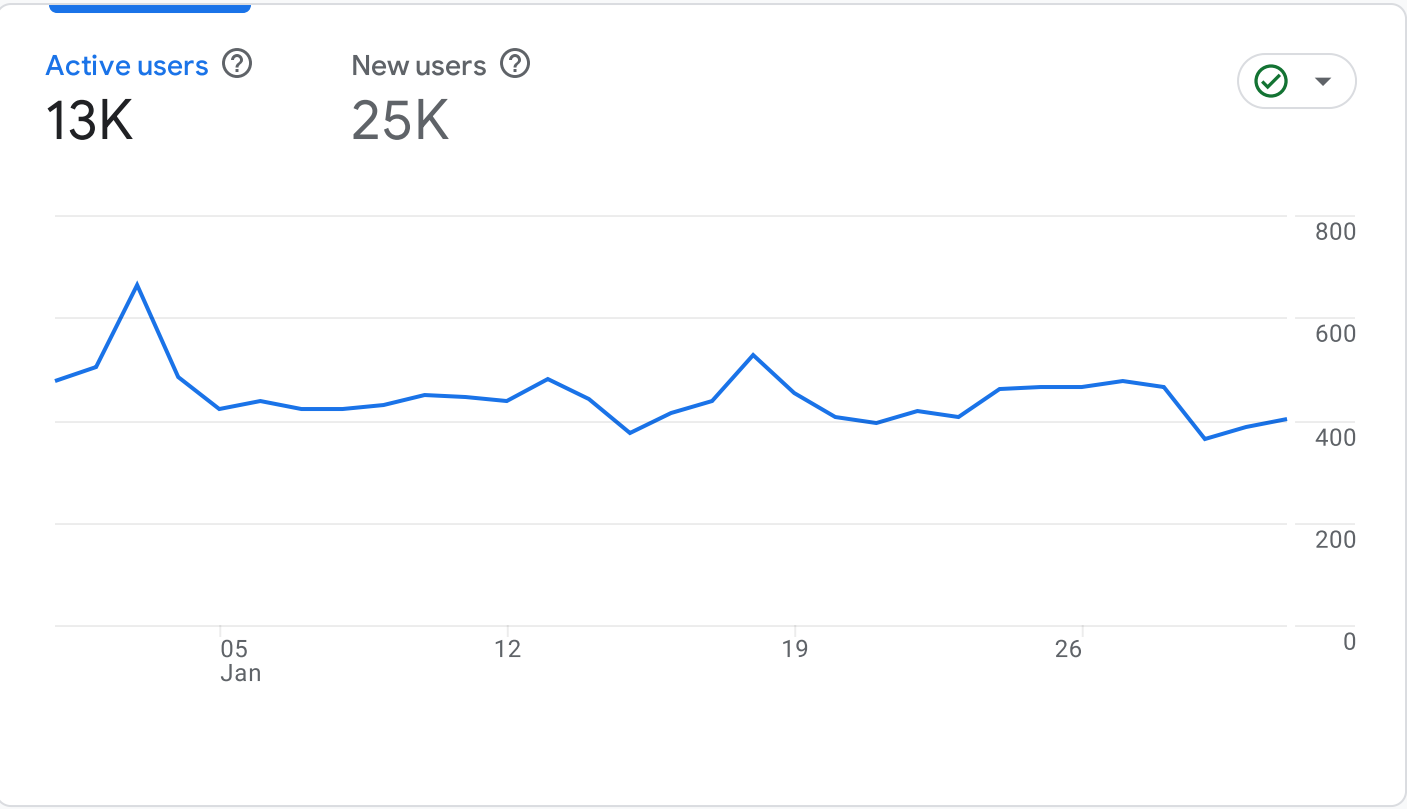
Rows per page: 10

Go to: 1

< 1-10 of 11 >

		First user prim...Channel Group) ▼ +	↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▼	Key events All events ▼	User key event rate All events ▼
<input checked="" type="checkbox"/>		Total	11,961 100% of total	22,704 100% of total	1,130 100% of total	1m 14s Avg 0%	1.26 Avg 0%	152,027 100% of total	17,087.00 100% of total	29.89% Avg 0%
<input checked="" type="checkbox"/>	1	Organic Social	5,070 (42.39%)	5,035 (22.18%)	192 (16.99%)	6s	0.27	20,598 (13.55%)	1,210.00 (7.08%)	8.08%
<input checked="" type="checkbox"/>	2	Paid Social	4,696 (39.26%)	4,482 (19.74%)	405 (35.84%)	7s	0.96	25,427 (16.73%)	2,298.00 (13.45%)	19.34%
<input checked="" type="checkbox"/>	3	Organic Search	3,279 (27.41%)	4,889 (21.53%)	367 (32.48%)	1m 38s	1.20	37,598 (24.73%)	5,202.00 (30.44%)	37.18%
<input checked="" type="checkbox"/>	4	Direct	2,294 (19.18%)	3,613 (15.91%)	222 (19.65%)	1m 38s	0.98	29,147 (19.17%)	3,237.00 (18.94%)	27.3%
<input checked="" type="checkbox"/>	5	Paid Search	1,444 (12.07%)	1,445 (6.36%)	136 (12.04%)	1m 13s	1.04	14,238 (9.37%)	2,100.00 (12.29%)	50.73%
<input type="checkbox"/>	6	Referral	987 (8.25%)	1,659 (7.31%)	111 (9.82%)	2m 32s	1.28	16,309 (10.73%)	2,488.00 (14.56%)	45.41%
<input type="checkbox"/>	7	Display	898 (7.51%)	1,503 (6.62%)	9 (0.8%)	7s	0.91	8,223 (5.41%)	490.00 (2.87%)	19.4%
<input type="checkbox"/>	8	Unassigned	48 (0.4%)	48 (0.21%)	1 (0.09%)	39s	0.77	283 (0.19%)	34.00 (0.2%)	22.92%
<input type="checkbox"/>	9	Paid Shopping	19 (0.16%)	19 (0.08%)	0 (0%)	1m 09s	0.95	122 (0.08%)	16.00 (0.09%)	21.05%
<input type="checkbox"/>	10	Organic Video	5 (0.04%)	8 (0.04%)	1 (0.09%)	1m 51s	1.20	72 (0.05%)	12.00 (0.07%)	40%

Acquisition overview



New users by First user primary channel group

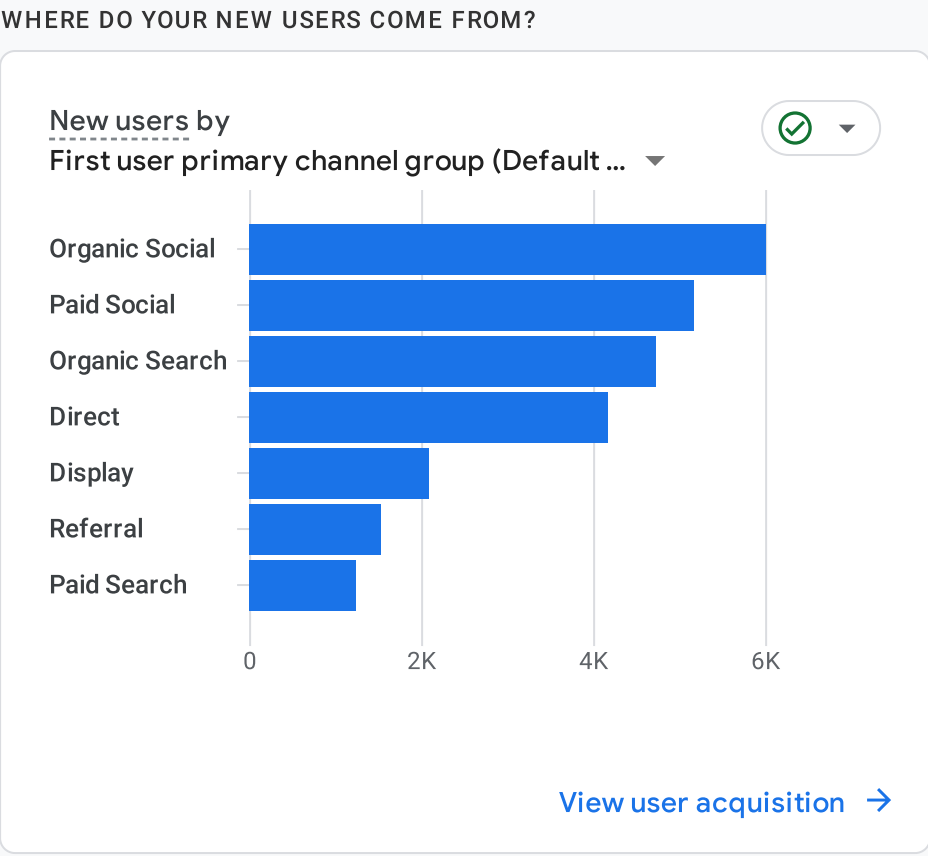
FIRST USER PRIMARY CHANNEL GROUP	NEW USERS
Organic Social	6K
Paid Social	5.2K
Organic Search	4.7K
Direct	4.2K
Display	2.1K
Referral	1.5K
Paid Search	1.2K

View user acquisition

Sessions by Session primary channel group

SESSION PRIMARY CHANNEL GROUP	SESSIONS
Organic Social	6.7K
Paid Social	5.8K
Organic Search	5K
Direct	3.4K
Display	2.5K
Referral	1.8K
Paid Search	1.3K

View traffic acquisition



Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Show Your Love - Shop Local - Florida's Adventure Coast	27K
Florida's Adventure Coast - Discover ...	5.5K
Events - Florida's Adventure Coast	4.9K
Florida's Adventure Coast - Discover ...	1.9K
Dine - Florida's Adventure Coast	1.7K
/events/	1.5K
Historic Sites & Museums - Florida's ...	882

View pages and screens

Active users by City

CITY	ACTIVE USERS
Spring Hill	911
Miami	843
Orlando	739
Tampa	668
Ashburn	280
New York	200
Atlanta	167

View cities

Sessions by Session DV360 campaign name

SESSION DV360 CAMPAIGN NAME	SESSIONS
AL_FloridasAdventureCoast	1.7K

View Display & Video 360 campaigns

Sessions by Session manual source

SESSION MANUAL SOURCE	SESSIONS
m.facebook.com	6K
facebook	5.8K
google	4.8K
advance	1.6K
visitflorida.com	1.1K
l.facebook.com	573
bing	496

View Manual campaigns