



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council
FROM: Tammy J. Heon, Manger, Tourism Development
SUBJECT: TDC Meeting
DATE: January 11, 2021

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, January 14, 2020**. This meeting will be held at the Downtown Brooksville Welcome Center located at 205 E. Fort Dade Ave., Brooksville, FL 34601

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

Thank you,

Tammy J. Heon
Manager, Tourism Development

**Hernando County
Tourist Development
Council Members**

David Bailey
City of Brooksville

Michael Dolan
FSC Business Consultants
Chairman

Roger King
The Dolan House

Yann Milcendeau
Hernando Beach Motel

Elizabeth Narverud
Hernando County
Board of County
Commissioners

Catherine Reeves
The Bistro

Therese White
Motel 6

Tammy J. Heon
Manager, Tourism
Development

Nature's Place to Play



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Hernando County Tourist Development Council Meeting

January 14, 2021

2:00PM – 4:00PM

Location: 205 E Ft Dade Ave., Brooksville, FL 34601

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.

2:00 **Call to Order**

2:00 - 2:20 **Introductions**

2:20 - 2:50 **Approval of the Minutes**
Finance Report – Tammy Heon
Tourism Manager's Report – Tammy Heon

Consent Agenda

- Welcome Center Report
- Leads Report
- Website Analytics

2:50 - 3:00 **Old Business**

- Review of Virtual Visitors Center

3:00 – 3:10 **New Business**

- Review of Coronavirus Aid for Travel

3:10 - 3:20 **Council Member Reports**
Elizabeth Narverud, Hernando County BOCC
David Bailey, City of Brooksville
Michael Dolan, FSC Business Consultants
Catherine Reeves, The Bistro
Yann Milcendeau, Hernando Beach Motel
Roger King, The Dolan House
Therese White, Motel 6

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

3:30 **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.”

December 10, 2020 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, December 10, 2020, at 2:00 pm. The meeting was held in the conference room at the Brooksville Welcome Center, 205 E. Fort Dade Ave, 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:

Mike Dolan
Roger King
Therese White

STAFF:

Tammy Heon, Tourism Development Manager
Michelle Rose, Administrative Assistant II

EXCUSED: Yann Milcendeau, Catherine Reeves

CALL TO ORDER: Mike Dolan called the meeting to order at 2:05 pm, on Thursday, December 10, 2020.

MINUTES of the May 14, 2020 Meeting: A copy of the minutes of the May 14, 2020, TDC meeting was included in the meeting package.

MOTION: A motion was made by Roger King to approve the minutes of the May 14, 2020, TDC Meeting. Motion seconded by Therese White. Motion passed; all in favor and no opposed.

MINUTES of the June 11, 2020 Meeting: A copy of the minutes of the June 11, 2020, TDC meeting was included in the meeting package.

MOTION: A motion was made by Therese White to approve the minutes of the June 11, 2020, TDC Meeting. Motion seconded by Roger King. Motion passed; all in favor and no opposed.

MINUTES of the August 13, 2020 Meeting: A copy of the minutes of the August 13, 2020, TDC meeting was included in the meeting package.

MOTION: A motion was made by Roger King to approve the minutes of the August 13, 2020, TDC Meeting. Motion seconded by Therese White. Motion passed; all in favor and no opposed.

MINUTES of the October 15, 2020 Meeting: A copy of the minutes of the October 15, 2020, TDC meeting was included in the meeting package.

MOTION: A motion was made by Therese White to approve the minutes of the October 15, 2020, TDC Meeting. Motion seconded by Roger King. Motion passed; all in favor and no opposed.

FINANCE REPORT: Tammy Heon

Tammy Heon reported that we do not yet have the TDT revenue report for November. Based on a report from eFinance, collections are \$66,791.36, a decrease from FY2020 when collections were \$68,398.31. Year-to-date collections are \$129,908.28. There is a year-to-date balance of \$15,779.20 in the Destinations Development account.

Expenses YTD include Personnel and Benefits at \$45,614.71. Total Operating Expenses are \$160,857.35. Outstanding encumbrances are \$82,601.26. The available balance is \$861,205.68.

TOURISM MANAGER'S REPORT: Tammy Heon

Picnic Tables: Tammy Heon showed a picture of the picnic table Shannon Werner painted and commended her on a wonderful job painting a mermaid portrait. Twelve picnic tables were ordered under CARES Act funding to promote outside dining. Eight tables are for in front of the old courthouse and four tables are for Hernando Park.

Brooksville Main Street's Festival of Trees: The event that took place in the hall at the Brooksville Welcome Center from November 27 through December 7, 2020. It was very successful with over 300 people visiting of which 35% were from out of county. According to Natalie Kahler, the event raised about \$3,000.00 for Brooksville Main Street.

Christmas with the Arts: The event is scheduled for set up on Friday, December 10, and runs from December 11 through December 19. There will be about six craft vendors on display in the Brooksville Welcome Center Hall and Brooksville Main Street will have someone present to handle any sales of merchandise.

Staff Update: Tomorrow is Kim Poppke's last day with Tourism. She is moving to a new position in Business Development with Valerie Pianta. We have hired John Athanason from Weeki Wachee Springs State Park. He is scheduled to start on January 4, 2021.

WUFT Interview: Tammy Heon was interviewed about COVID-19's impact on Tourism in Hernando County and our efforts in response. Other people interviewed include Commissioner John Mitton, Valerie Pianta and Catherine Reeves.

Lead Foot City: Owner Achilles' rezoning for Lead Foot City was approved. He is anxious to have the TDC tour his facilities.

Weeki Wachee River Study Committee: The next meeting is scheduled for December 11; we will review Southwest Florida Water Management District's latest round of creative for the educational campaign.

COVID-19 Updates: Destination Analysts Statistics based on a weekly panel of twelve-hundred people

- Seventy-three percent of people continue to be very concerned, however they believe that this month is going to be the worst month of the virus and things will start to get better.
- Forty-six percent of people feel the vaccine will make it safe to travel within six-months.
- The percentage of people ready to travel has dropped from 55% to 52%.

- Forty-four percent of travelers are looking forward to new destinations and experiences when they start traveling.
- Eighty percent of Americans took at least one trip in the past year.
- Forty-seven percent of people will prioritize leisure travel in their 2021 budget.
- The average American is planning to take three leisure trips in 2021.
- The most popular destinations are Florida, New York, Las Vegas, and California.

Tampa International Airport was the first airport in the USA to offer in-airport testing.

OLD BUSINESS: CARES Act Purchases Updates

Tammy Heon reported that the first round of proofing is complete on the Virtual Visitors Center website modular, and it looks really nice. It should be live late next week. We will have a soft launch and then in January we will issue a press release and start promoting.

Tammy Heon reported that we ordered and received 5,000 hand sanitizers: 2500 for holiday events and 2500 with our regular logo. She reported that we ordered 1,500 full color face masks with our logo. The masks are scheduled to arrive later this month. The masks and hand sanitizers are for distribution to partners and visitors and now are available at the Brooksville Welcome Center.

Grant Funding Oral Presentation:

Evans Media: Deborah Evans and Ernie Evans contacted Tammy Heon. They were unable to attend the oral presentation, however Ernie was available by phone should there be any questions. Florida Bluegrass Classic is scheduled for February 11 - 13, 2021, and Spring Bluegrass Festival at Sertoma Youth Ranch is scheduled for March 25 - 27, 2021. Evans Media requested \$5000 and \$4000 in grant funding, respectively.

The ARC Nature Coast: Nancy Stubbs was in attendance and presented. The Spring Lake Memorial Classic 2-Mile, 5K, 10K is scheduled for May 29, 2021. Last year's event that was scheduled in May 2020 was cancelled due to COVID-19 and rescheduled to October 31, 2020. Despite COVID-19 there were about 130 people on October 31, 2020. The prior year was about 200 people in attendance. The ARC Nature Coast requested \$2000 in grant funding.

Therese White asked if The Spring Lake Memorial Classic is advertised south of Hernando County and Nancy Stubbs replied, yes. They advertise in Race Tampa, various race publications and email blasts.

Mike Dolan asked if there is a way to track overnight stays and Nancy Stubbs replied, yes. Registration is online and it includes a survey.

37th Annual Art in the Park: Paul Shaskan and Jan Knowles of The Hernando County Fine Arts Council, were in attendance and presented. The 37th Annual Art in the Park is scheduled for March 13 - 14, 2021, and features 130 fine art and craft exhibitors. Last year's grant award was \$3,620. Last year's advertising expenditures were \$11,000 of which \$6,000 was spent on out of county advertising. Attendance to the event is generated by advertising. Exhibitors and adult attendees are surveyed providing the number out of county visitors and overnight stays. The Hernando County Fine Arts Council requested \$5000 in grant funding.

Tammy Heon asked if they have a date to which they will make a decision whether to move forward with the event with respect to the pandemic. Paul Shaskan said a decision should be made at their January board meeting.

Brooksville Blueberry Festival: No members of the Brooksville SR FFA Alumni, LLC were in attendance. The Brooksville Blueberry Festival is scheduled for April 24 - 25, 2021. They requested \$5,000 in grant funding.

Grant Funding Discussion: Tammy Heon reported that the revised budget for Grant Funding is \$10,000.

Therese White asked if campgrounds pay the TDT. Tammy Heon replied that some revenue is collected, but not much due to a loophole in the tax law that allows a campground with a certain percentage of year-round sites to avoid paying the TDT.

Therese White asked how many room nights are anticipated from Brooksville Blueberry Fest. Tammy Heon said that based on averages, 40-60 room nights.

Valerie Pianta asked if a representation from the Brooksville SR FFA Alumni, LLC for the Brooksville Blueberry Festival is required. Tammy Heon said yes, however we do not know why they are not here. She will follow up with them to see if they would like to reschedule their presentation.

Roger King asked if the budget for Grant Funding is firm at \$10,000. Tammy Heon said yes, it is firm at the moment.

Roger King asked if by chance the Brooksville Blueberry Festival is cancelled, do they receive the grant funding. Tammy Heon replied no, if the event is cancelled, they do not receive the reimbursement grant.

Valerie Pianta expressed her desire to better understand the scoring system, value of the score, and how that correlates with the recommended grant funding awards.

Tammy Heon explained the basic guidelines; that an organization can not request more than one-third of the event marketing budget. An event can not ask for more than one-third of our grant budget. There are points awarded for room nights and points awarded for marketing plan. An amount of eligible funding is determined based on the combined scores.

Discussion ensued.

Michael Dolan suggested that a meeting be scheduled to further discuss methods of improving scoring process and grant funding.

Recommended Grant Funding Distribution:

- Evans Media, Florida Bluegrass Classic: \$1,500
- Evens Media, Spring Bluegrass Festival at Sertoma Youth Ranch: \$1,400
- The ARC Nature Coast, Spring Lake Memorial Classic 2-Mile, 5K, 10K: \$1,100
- The Hernando County Fine Arts Council, 37th Annual Art in the Park: \$3,000

MOTION: A motion was made by Roger King to approve the recommended grant funding distribution to the BOCC. Motion seconded by Therese White. Motion passed; all in favor and no opposed.

NEW BUSINESS:

Key Data Subscription: Tammy Heon explained the data available in this service. This is a one-year contract for data from vacation rental homes. The information is generated from property management companies with post reporting and predicative analytics. The data, that is scraped once a week, will tell us the how many bedrooms and how many people it sleeps. It will provide average daily rate, occupancy levels, and booking window. This information is valuable in determining the number of visitors to the destination and in planning marketing strategies.

Certificates of Appreciation to former TCD Members: Tammy Heon reported that we have certificates for four members: John Athanason, Joe Bernardini, Michael DeFelice and John Mitton, none of whom were present. The certificates will be mailed to each member.

TDC MEMBERS REPORTS:

Roger King: Nothing to report at this time.

Therese White: She reported that Motel 6 is doing well nationwide.

Valerie Pianta: She reported that United Way of Hernando still has County funds available for those who are affected by the pandemic. Applications are online and due by December 23, 2020.

Michael Dolan: Nothing to report at this time.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting was adjourned at 4:06 pm.

Prepared by:
Michelle Rose



Doug Chorvat, Jr.

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

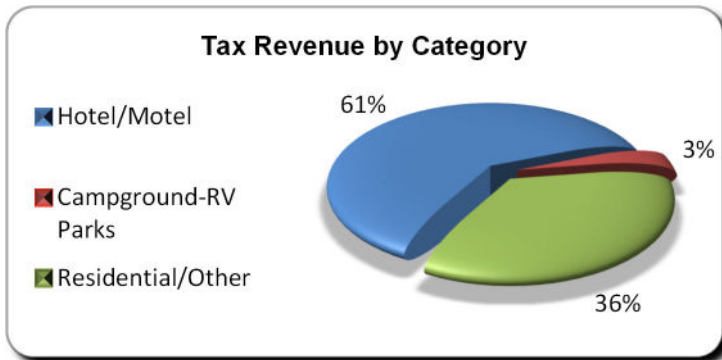
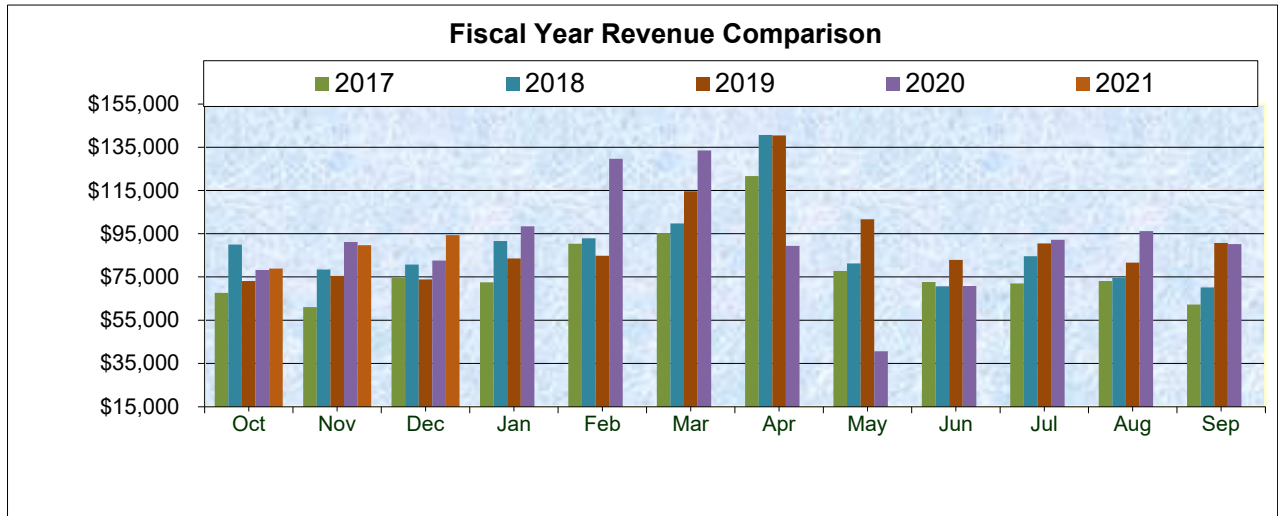
TO: Tourist Development Council (TDC) Members:
 Joe Bernardini, City of Brooksville Catherine Reeves, The Bistro
 Beth Narverud, County Commissioner Mike Dolan
 Yann Milcendeau, Hernando Beach Motel Therese White, Motel 6
 Roger King, The Dolan House
 Michael DeFelice, Hernando Grower's Association

FROM: Department of Financial Services

SUBJECT: November 2020 Tourist Development Tax revenue (December 2020 collections)

DATE: January 8, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
November 2020 (December Collections)	\$ 75,482	\$ 82,547
November 2020 Destination Development	\$ 18,871	\$ -
Total	\$ 94,353	\$ 82,547
Year-to-Date	\$ 262,943	\$ 251,907



Reporting Period Statistics

Hotel/Motel (61%)
 \$57,377.15

Campground/RV Parks (3%)
 \$3,306.10

Residential/Other (36%)
 \$33,670.46

CC: Doug Chorvat, Jr.
 Amy Gillis
 Tammy Heon
 Toni Brady
 Frances Pioszak



Doug Chorvat, Jr.

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

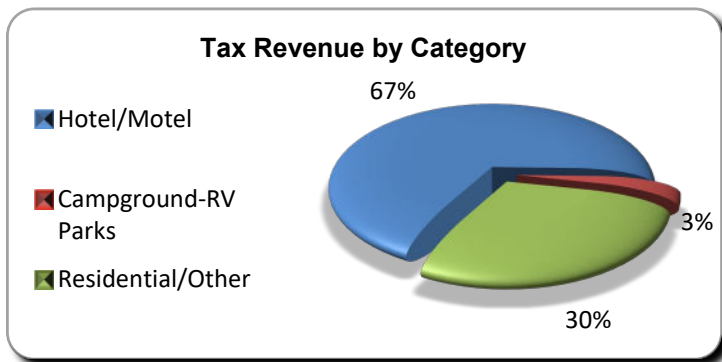
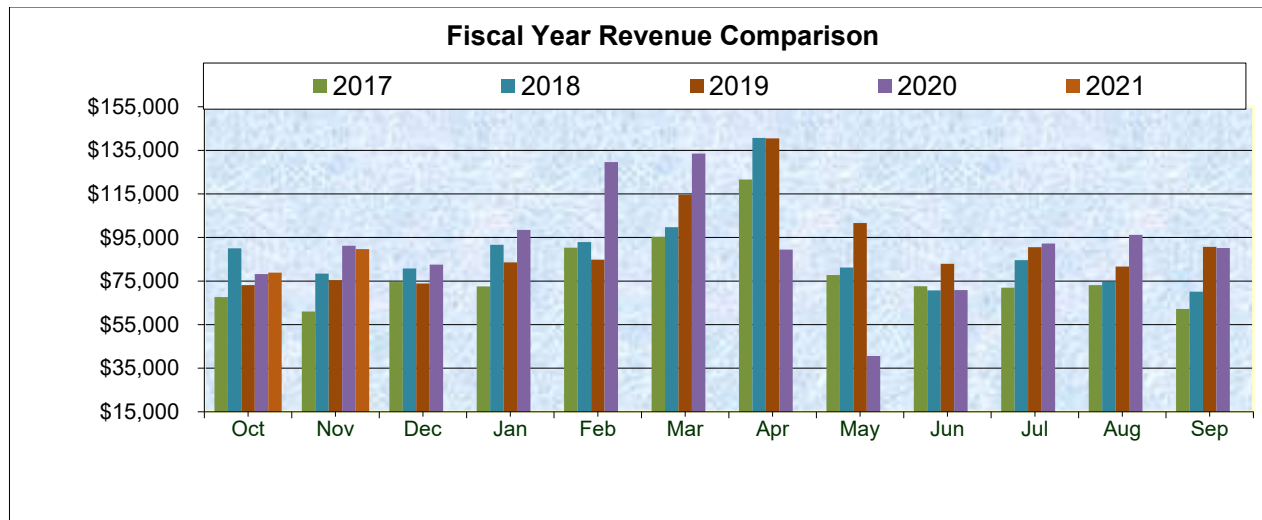
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 Joe Bernardini, City of Brooksville John Mitten, County Commissioner
 Catherine Reeves, The Bistro Mike Dolan
 Yann Milcendeau, Hernando Beach Motel Therese White, Motel 6
 Roger King, The Dolan House
 Michael DeFelice, Hernando Grower's Association

FROM: Department of Financial Services

SUBJECT: October 2020 Tourist Development Tax revenue (November 2020 collections)

DATE: December 14, 2020

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
October 2020 (November Collections)	\$ 71,755	\$ 91,179
October 2020 Destination Development	\$ 17,939	\$ -
Total	\$ 89,694	\$ 91,179
Year-to-Date	\$ 168,590	\$ 169,360



Reporting Period Statistics

Hotel/Motel (67%)
 \$60,160.22

Campground/RV Parks (3%)
 \$2,500.36

Residential/Other (30%)
 \$27,033.54

CC: Doug Chorvat, Jr.
 Amy Gillis
 Tammy Heon
 Stephanie Russ
 Toni Brady

Brooksville Welcome Center - December 2020 Report						
Total Walk-Ins since opening*: 762				*Reporting began in June 2020		
Total Walk-ins for FY 2020-2021, to date: 479				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Total Phone Calls for FY 2020-2021, to date: 454				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Total			
Dec. 2020	46	214	260			
Conversions						
Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	10	2	22	2	22	58
Interests & Comments						
Interests:	Festival of Trees / Keys to Xmas	FL Mermaid Trail	Things to Do	Brooksville Main Street	Florida's Adventure Coast Map	Restaurants
Totals	106 (at least)*	46	37	31	29	18
Interests:	Events	Njoy Spirits	Wineries	Chinsegut Hill Historic Site	Parks & Rec.	Love the Welcome Center
Totals	15	8	6	6	5	5
Interests:	Directions	May-Stringer House Museum	Art / Murals	Florida State Parks	Withlacoochee State Forest	Hiking / Nature Trails
Totals	4	4	4	4	4	4
Phone Calls						
Monthly	In-state	Out of State	Total			
Dec. 2020	86	59	145			
*Does not reflect total number of 'Festival of Trees' attendees or 'Keys to Christmas' participants						

Visitor Information Center - Distributions for December 2020

Distributions & Partner Visits

Partner	FAC Map Pad	FAC General Brochure	FAC Bike Brochure	FAC Paddling Brochure	FAC U-Pick Brochure	FAC Kegs Casks & Corks	FAC Masks	FAC Hand Sanitizer	Florida Mermaid Trail			
Fairfield Inn, Brooksville							25	25	25			
Hampton Inn, Spring Hill	100						25	25	25			
Hernando Beach Motel	100						25	25	25			
Holiday Inn Express, Spring Hill	100		50				25	25	25			
Microtel Inn, Spring Hill	100						25	25	25			
Motel 6							25	25	25			
Quality Inn, Weeki Wachee	100						25	25	25			
Days Inn, Brooksville	100						25	25	25			
Hampton Inn, Brooksville	100						25	25	25			
Holiday Inn Express, Brooksville I-75	100						25	25	25			
Microtel Inn, Brooksville							25	25	25			
Quality Inn & Suites, Brooksville	100						25	25	25			
Radio Station 103.9FM WWJB							12	12				
CareATC							8	8				
Matt Lowman							8	8				
Totals:	900	0	50	0	0	0	328	328	300	0	0	0

LEADS Report - December 2020						Total LEADS: 87
TOTALS BY STATE						
Top States	FL	GA	MD	AL		
LEADS Count	12	11	7	5		

Arrival Data from LEADS (Visit Florida - Miles Media only)						
Top States with Arrival Data	IN	PA	LA	MA	MI	TX
LEADS	3	3	2	2	2	2
Top Arrival Months - All States/Regions						
Arrival Month	Dec. 2020	Jan. 2021	Feb. 2021	Mar. 2021	Apr. 2021	May 2021
Expected Arrivals from Leads	2	10	5	4	3	2
Arrivals By Region						
Region:	In-State (Florida)	South	Midwest	Northeast	West	
Leads with expected arrival dates	1	10	9	7	1	
States with Arrival Dates - highlighted in bold and underlined:						
Northeast	CT <u>PA</u>	<u>MA</u> RI	ME VT	<u>NH</u>	NJ	<u>NY</u>
South *not incl. FL	<u>AL</u> <u>LA</u> <u>TN</u>	AR <u>MD</u> <u>TX</u>	DC MS <u>VA</u>	DE NC WV	<u>GA</u> OK	KY <u>SC</u>
Midwest	IA <u>MO</u>	<u>IL</u> <u>NE</u>	<u>IN</u> ND	KS <u>OH</u>	<u>MI</u> SD	MN WI
West	AZ NV	CA OR	CO <u>UT</u>	ID WA	MT WY	NM

State / Country	Total Leads	Visit Florida	AAA World
AK	1	1	0
AL	5	5	0
AR	1	1	0
AZ	1	1	0
CA	3	3	0
CO	0	0	0
CT	0	0	0
DC	0	0	0
DE	0	0	0
FL	12	12	0
GA	11	11	0
HI	0	0	0
IA	0	0	0
ID	0	0	0
IL	1	1	0
IN	4	4	0
KS	0	0	0
KY	0	0	0
LA	3	3	0
MA	2	2	0
MD	7	6	1
ME	0	0	0
MI	3	3	0
MN	1	1	0
MO	1	1	0
MS	0	0	0
MT	1	1	0
NC	2	2	0
ND	0	0	0
NE	1	1	0
NH	1	1	0
NJ	2	1	1
NM	1	1	0
NV	0	0	0
NY	4	4	0
OH	4	4	0
OK	0	0	0
OR	1	1	0
PA	3	3	0
PR	0	0	0
RI	0	0	0
SC	2	2	0
SD	0	0	0
TN	3	3	0
TX	4	4	0
UT	1	1	0
VA	1	1	0
VT	0	0	0
WA	0	0	0
WI	0	0	0
WV	0	0	0
WY	0	0	0
TOTAL	87	85	2