



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: June 4, 2021

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, June 10, 2021**. 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**

Elizabeth Narverud
Hernando County
Board of County
Commissioners

David Bailey
City of Brooksville

Michael Dolan
FSC Business Consultants
Chairman

Eric Burkes
Richloam General Store

Roger King
The Dolan House

Yann Milcendeau
Hernando Beach Motel

Catherine Reeves
The Bistro

Therese White
Motel 6

Tammy J. Heon
Manager, Tourism
Development

Nature's Place to Play

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.”

April 8, 2021 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, April 8, 2021, 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:

Roger King
Yann Milcendeau
Elizabeth Narverud
Catherine Reeves
Therese White

STAFF:

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

EXCUSED: David Bailey and Mike Dolan

ABSENT: Eric Burkes

CALL TO ORDER: Catherine Reeves called the meeting to order at 2:09 pm, on Thursday, April 8, 2021.

MINUTES of the February 11, 2021 Meeting: A copy of the minutes of the February 11, 2021, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Elizabeth Narverud to approve the minutes of the February 11, 2021, TDC Meeting. Motion seconded by Therese White. Motion passed; all in favor and no opposed.

MINUTES of the March 11, 2021 Meeting: A copy of the minutes of the March 11, 2021, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Elizabeth Narverud to approve the minutes of the March 11, 2021, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and no opposed.

FINANCE REPORT: Tammy Heon

Tammy Heon reported that we do not yet have the Tourism Development Tax (TDT) Report for this month. Upon running the numbers from the system, we have collected \$126,618.01 for the month of February; a decrease of 5.1% from FY2020 which had returned \$133,465.76. That breaks down to \$101,294.41 for Marketing and Operations, and \$25,323.60 for Destination Development.

Salaries and Benefits budget is \$336,075.00; YTD Expenses are \$127,443.93, leaving a balance of \$206,631.07. Operating YTD Expenses are \$273,725.98 with encumbrances of \$78,898.83, leaving an available balance of \$242,252.91. Non-Operating budget is \$212,903.00; that is all in reserves. Transfers to Other Funds YTD Expenses are \$6,760.00; that being our self-funded health clinic. Total YTD Expenses are \$407,929.91; we have outstanding Encumbrances of \$78,898.83, leaving an available balance of \$663,786.98.

TOURISM MANAGER'S REPORT: Tammy Heon

2019 Economic Impact of Tourism: A copy of the Hernando County report on economic data of 2019 from Visit Florida was included in the meeting package. In 2019, total visitor spending in Hernando County was \$206.6 million. Interestingly, food and beverage expenditures surpass lodging expenditures, possibly due in part to our day trippers. State and Local Taxes generated were \$23.5 million. Federal Taxes generated were \$13.4 million. The percentage of total County jobs supported by visitor spending was 5.7%. Collectively tourism's positive impact in the County continues to grow every year in both jobs and total economic impact.

Lawn Upgrades: Tammy Heon reported that the Brooksville Welcome Center is scheduled to have new sod installed in the front lawn, edged with small bushes and red mulch.

Weeki Wachee Springs State Park: The Park has reopened.

Soccer Tournament: The First Hernando Youth Soccer Club (FHYSC) is hosting the 2021 Suncoast Invitational Junior Tournament on April 30 through May 2, 2021 at Anderson Snow Sports Complex. Approximately 20 to 30 teams will participate. We will provide brochures and literature, hand-sanitizers, and a hotels and accommodations directory.

Florida's Adventure Coast Maps: Tammy Heon reported that our map has been updated with new partners and attractions. Newly printed maps are available in pads and folded versions and are being distributed to hotels and partners.

Masks: Tammy Heon reported that our masks with logo and URL are wildly popular, and she expressed a desire to order more if the opportunity arises.

National Travel and Tourism Week (NTTW): The first week in May, NTTW is an annual tradition for the U.S. travel community. This year, NTTW will recognize "The Power of Travel." We will not host a summit; however, we will celebrate the week with a video series including partners, parks, TDC, and staff.

Grant funding training with the new simplified digital application is scheduled during NTTW.

Tammy Heon reported that during NTTW, we will publish a video featuring the Virtual Visitors Center and what partners need to know about Google My Business and Facebook Events to maximize their listings on our website.

Tidal Brewing Company: They are teaming up with Hernando County's Environmentally Sensitive Lands (ESL) to launch a two-year campaign, Tide for a Cause ESL Series. The purpose is to build awareness of the County's five main preserves through education and featured limited-edition beers. The release party is scheduled for May 6th during NTTW.

Citrus County Collaborative Opportunities: Tammy Heon reported that she and John Pricher have been talking about ideas of collaboration and have scheduled a follow up phone call next week. He is getting prices for a micro website. She and Natalie Kahler of Brooksville Main Street are planning a meeting with the Crystal River's Main Street program director to explore collaboration ideas.

Florida WildQuest: From May 1 through May 9, 2021, Florida Fish and Wildlife Conservation Commission (FWC) is hosting the first annual Florida WildQuest; a series of scavenger hunts on Florida's Wildlife Management Areas. After downloading the free and easy-to-use GooseChase app, Florida residents and visitors can join a wild adventure with missions designed to help them discover some of Florida's best spots to see wildlife and enjoy the outdoors.

Latest Impacts of COVID-19 on Travel: Only 28% of Americans travelled in December, a decline from 32% in November. December marked the worst month for 2020 since the March through May period when much of the country was shut down. Visiting family was the number one reason for travel. One-third of all personal trips in December were spent in private homes.

Destinations Analysts Research:

- 54% of American travelers feel there will be a fourth spike in cases before it is over, yet their anxiety is reducing.
- On average American travelers believe that the United States is 52.6% normal now, and most believe that life will be back to normal by September.
- Feelings that travel and leisure are unsafe activities have declined by 30% with respect to travel avoidance and fear.
- 69.3% of Americans feel they are ready to travel.
- 77% are either dreaming of or planning to travel.
- July continues to strengthen as the peak month for travel.
- 33% of Americans reported having tentative plans to travel in the month of July.
- 25% of Americans reported having trips planned for September.
- 22% of Americans reported having tentative plans to travel in October.
- 54% of American say they are comfortable going out for leisure activities and comfortable having tourist in their community.

CDC: April 6th, the Centers for Disease Control and Prevention (CDC) officially stated that fully vaccinated American are free to move about the country and travel.

Videos by John Athanason: Tammy Heon presented videos created by John Athanason. Tammy reported that John is enthusiastic and talented. He can get so much information into a one-minute video; more can be achieved with video than with pictures or words. In a single day, he can start with an idea and by the end of the day finish filming, editing, and producing a short video. Our YouTube Channel is growing daily. Videos are being added to our Virtual Visitors Center, and videos are being shared via social media. We are producing multiple videos per week, giving us opportunities to highlight partners and show more of the destination.

Park Inspections: Once per quarter, three independent judges inspect the various parks throughout the County. Tammy Heon reported that she inspected nine parks based on amenities, bathrooms, and sports fields. Awards were presented to the winning Parks and Recreation Maintenance teams and signs of recognition will be hung at the entrances. John Athanason shot video of the awards ceremony and conducted interviews. Also, representatives

from the Parks and Recreation Team were incorporated into the NTTW video by John. Our parks are valued tourism assets.

NEW BUSINESS: FY2021-2022 Budget

Included in the packet were TDT Revenue Budgets, TDT Destination Development Expenditures, and TDT Marketing and Operations Expenditures. Tammy Heon reported that to simplify for the TDC and at Valerie Pianta's suggestion, she has recategorized and combined a few line items. If anyone wishes to see the individual line-items, the expanded budget is available. For perspective, Tammy has included on the spreadsheets two prior years actual budget as well as the forecasted FY2021-2022 Budget. Salaries and Benefits are not finalized yet. The Department of Management and Budget will provide the figures when they become available. Also, County Allocation, Fees and Costs figures are not yet available. The Miscellaneous Revenue is the items we are selling in the Welcome Center. The Transfers to other Funds is for the County Health Clinic.

TDT Marketing and Operations Expenditures:

- Physical Plant Expenses - Electric, Security, Maintenance, Insurance: are down significantly because we will not have any rent or remodeling expenses this year. Brooksville Main Street does share the expense of utilities. They pay \$300 monthly.
- Operating Expenses: we have reduced our printing and postage expenses with more emphasis on digital advertising. We have reduced mailing paper fulfillment and increased digital leads.
- Marketing Services - Typesetting and Design, Website updates, and Brochure Distribution: has been reduced.
- Clerk's Department Fees and Software: The Clerks Department takes 3% of what they collect as their handling fee. We are continuing our commitment to Host Compliance Software that is used to aid the Clerk's Office in collecting vacation home rental TDT.
- County Allocation, Fees and Costs: enterprise fund departments pay a fee to Human Resources (HR), and all other County departments, including Fleet, Technology Services and others for services they provide to our department.
- Vehicle Expenses: are our payments, expenses, and GPS tracking device.
- Grants, Special Projects, Community Support: are our grant funding programs and Brooksville Main Street support. This figure is reduced as a reflection of our revenues.
- Paid Marketing and Advertising Programs, Campaigns and FAM Tours: is multimedia advertising and FAM Tours for the media.
- Interfund Transfers in the Marketing and Operation Expenditures: all we have this year is the County Health Clinic.
- Budget Reserves for Contingencies is at \$220,000 for the year.
- The Total Expenditure Budget is \$1,104,232 for the year.

TDT Destination Development Expenditures:

- Professional Services: the Request for Proposal (RFP) is in the hands of Purchasing Department. We plan to hire a consultant to complete a strategic plan and destination development study.
- Moneys were put into some categorize should the need arise as part of the destination development study.
- Fees/Costs - Clerk line item is based on the one penny from destination development.
- Budget Reserves are at \$93,291 for the year.
- Total Expenses are \$224,009 for the year.

OLD BUSINESS: TDC Meeting Schedule

- June 10 - Sunshine & Ethics, Marketing Workshop
- August 12 - Fall Media Plan, Review of Grant Funding
- October 14 - Grant Funding Applications/Oral Presentations/Scoring
- December 9 - TBD

TDC MEMBERS REPORTS:

Roger King: Nothing to report at this time.

Yann Milcendeau: Discussion ensued regarding the idea of pooling money for advertising bicycle and boat rentals in Hernando Beach.

Therese White: Nothing to report at this time.

Elizabeth Narverud: Nothing to report at this time.

Valerie Pianta: She reported that there will be Johnson & Johnson vaccines available on April 17th at the Brooksville Wesleyan Church. Appointments are still available. She reported that she visited 3rd Acre Farm, a microgreens farm in Brooksville; and the greens are delicious and nutritious.

Catherine Reeves: Nothing to report at this time.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting was adjourned at 3:31 pm.

Prepared by:
Michelle Rose

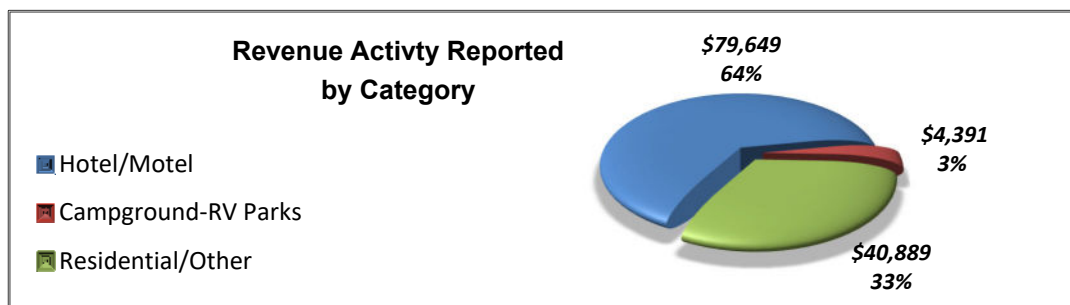
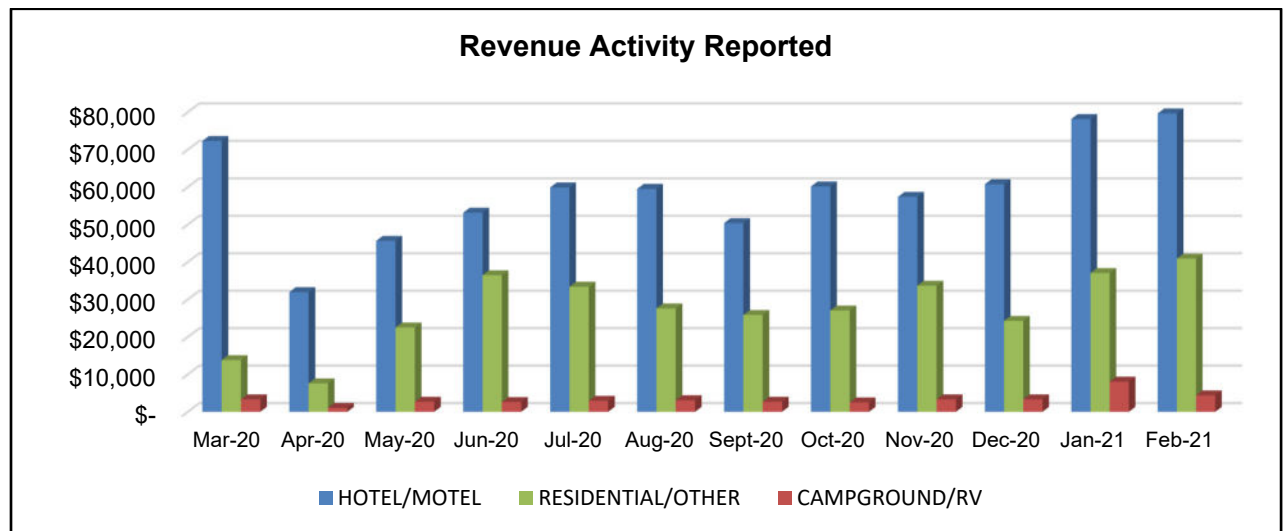
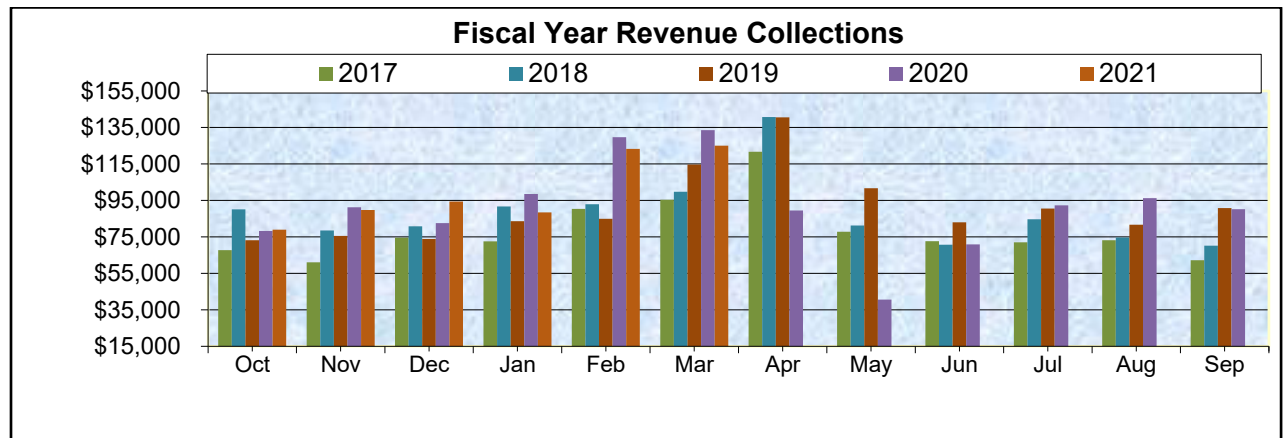


Doug Chorvat, Jr.

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

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Amy Gillis, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: March 2021 Tourist Development Tax Collections from February 2021 Activity
DATE: April 21, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- March Collections for February Activity	\$ 99,943	\$ 133,466
Destination Development- March Collections for February Activity	\$ 24,986	\$ -
Total	\$ 124,929	\$ 133,466
Year-to-Date	\$ 599,489	\$ 613,443



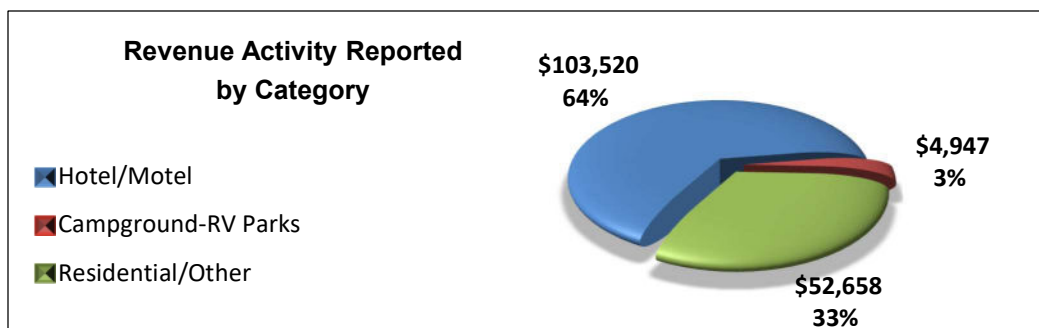
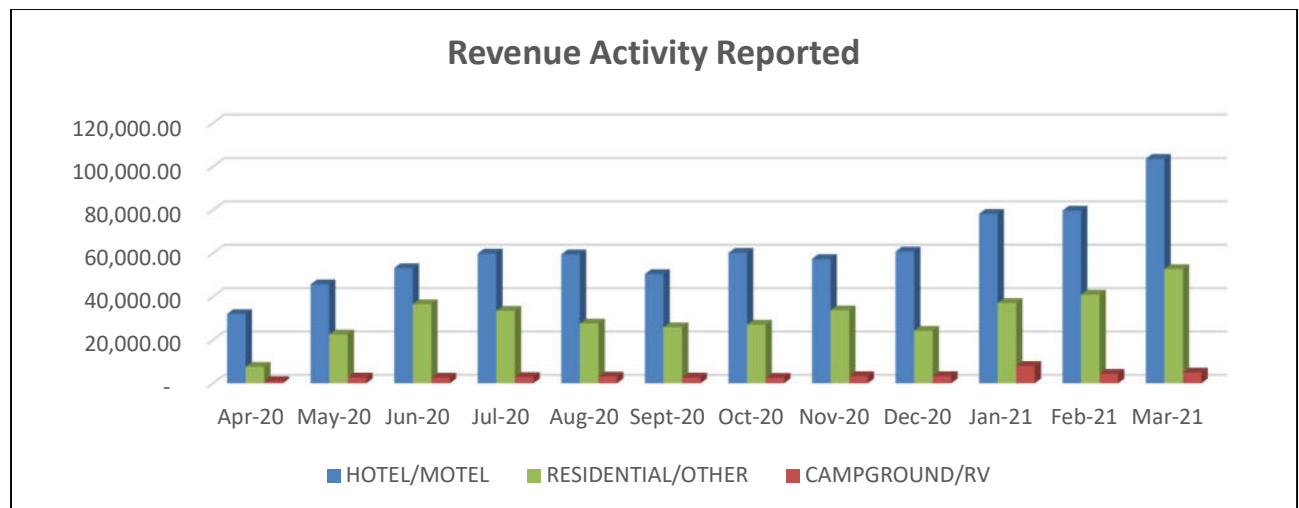
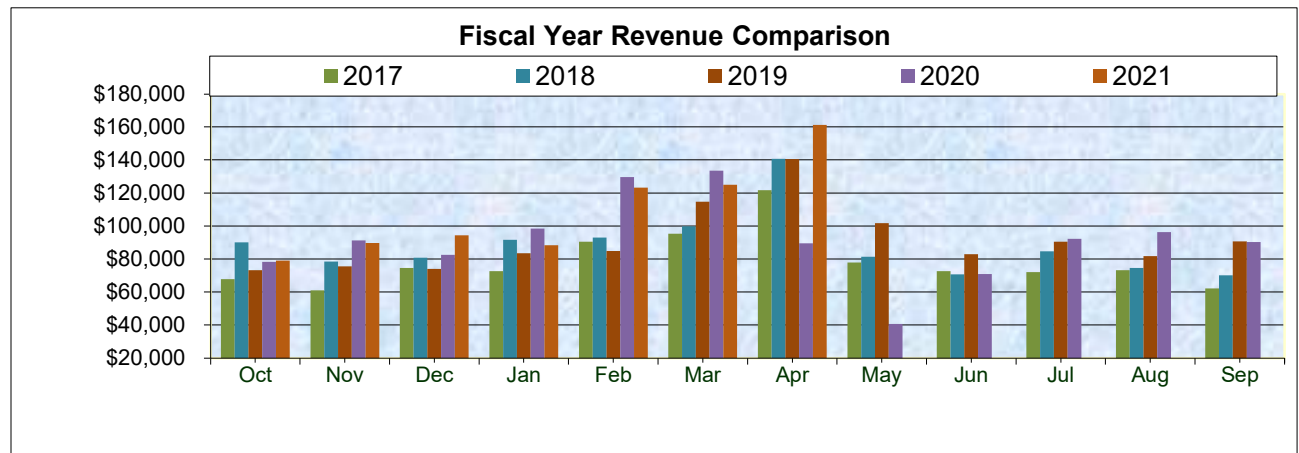


Doug Chorvat, Jr.

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, Amy Gillis, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: April 2021 Tourist Development Tax Collections from March 2021 Activity
DATE: May 12, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- April Collections for March Activity	\$ 128,900	\$ 89,418
Destination Development- April Collections for March Activity	\$ 32,225	\$ -
Total	\$ 161,125	\$ 89,418
Year-to-Date	\$ 760,614	\$ 702,861



Year-to-Date Expenditures
As of June 9, 2021

EXPENDITURES	BUDGET	YEAR TO DATE EXPENSES	OUTSTANDING ENCUMBRANCES	AVAILABLE BALANCE	YEAR TO DATE PERCENT OF BUDGET
Total Personnel & Benefits	\$336,075	\$183,890	\$0	\$152,185	54.72
Total Operating Expenses	\$594,541	\$351,807	\$106,301	\$136,433	77.05
Total Transfers to Other Funds	\$6,760	\$6,760	\$0	\$0	100
Total Expenditures	\$1,207,550	\$542,457	\$106,301	\$558,792	53.73

Brooksville Welcome Center - April 2021 Report						
Total Walk-Ins since opening*: 1,481				*Reporting began in June 2020		
Total Walk-ins for FY 2020-2021, to date: 1,198				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Total Phone Calls for FY 2020-2021, to date: 978				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Total			
April 2021	64	110	174			
Conversions						
Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	10	0	50	0	18	78
Interests & Comments						
Interests:	Florida Mermaid Trail	Things to Do	Florida's Adventure Coast Map	Events	Restaurants	Brooksville Main Street
Totals	54	29	27	15	14	13
Interests:	Wineries / Disitilleries	Cycling	New Resident	Wildlife	Murals	City / County Map
Totals	9	7	7	7	6	5
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
April 2021	83	50	133			

Brooksville Welcome Center - May 2021 Report						
Total Walk-Ins since opening*: 1,655				*Reporting began in June 2020		
Total Walk-ins for FY 2020-2021, to date: 1,317				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Total Phone Calls for FY 2020-2021, to date: 1,082				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Total			
May 2021	52	67	119			
Conversions						
Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	4	4	9	3	8	28
Interests & Comments						
Interests:	Florida's Adventure Coast Map	Florida Mermaid Trail	Things to Do	Restaurants	U-pick / Farmers Market	Wineries / NJoy
Totals	31	28	26	10	8	8
Interests:	Brooksville Main Street	Love the Welcome Center	Lead Foot City	Parks & Rec	City / County Map	New Resident
Totals	7	7	7	6	4	4
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
May 2021	67	37	104			

Visitor Information Center - Distributions for April 2021

Distributions & Partner Visits

Partner	FAC Folded Map	FAC Map Pad	FAC General Brochure	FAC Bike Brochure	FAC Paddling Brochure	FAC U-Pick Brochure	FAC Kegs Casks & Corks	FAC Golf Brochure	FAC Hand Sanitizer	Kids Activities	Weeki Wachee Brochure	One-Sheet Flyers - Various
Florida Luxury Realty	25		25	25	25	25	25	25				
Chamber of Commerce		200										
Holiday Inn Express - Commerical Way		300	50	50	50	50	50					
Arendales Bed & Breakfast		100										
Countryside RV Park			10	10	10	10	10	10				
First Hernando Youth Soccer Club Tournament	500								500	500		
Bayfront Hospital	20		20	20	20	20	20	20	20		20	60
Candleight Apartments	20		20	10	10	20	20	10		20		
Totals:	565	600	125	115	115	125	125	65	520	520	20	60

Visitor Information Center - Distributions for May 2021

Distributions & Partner Visits

Partner	FAC Folded Map	FAC Map Pad	FAC General Brochure	FAC Bike Brochure	FAC Paddling Brochure	FAC U-Pick Brochure	FAC Kegs Casks & Corks	FAC Golf Brochure	FAC Hand Sanitizer	Florida Mermaid Trail
The Arc Nature Coast / Memorial Classic		200	200	200	200	200	200			
Boy Scouts		100	75	50	75	75				
Easy Street Home Décor		600								25
Chamber of Commerce Scholarship Recipients									51	
Lead Foot City		900								
Annual Tourist Development Tax Conference	200								200	
Totals:	200	1800	275	250	275	275	200	0	251	25

FY 2020-2021
Lead Source Report

Fiscal Year October 2020 - September 2021: Lead Source Report													
Total Leads for Florida's Adventure Coast (excl. Weeki Wachee):							1,662	Total Click-throughs to the Florida's Adventure Coast Website:					276
Total New Emails for Florida's Adventure Coast:							1,084						
Month	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Totals
Florida's Adventure Coast - 2020-2021 Visit Florida Magazine - (Miles Media) / (Yearly)													
Leads	120	115	85	41	175	55	211	129					931
Emails	48	45	30	13	68	27	76	49					356
Weeki Wachee Springs State Park - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Leads	135	130	95	43	186	58	225	129					1,001
NJoy Spirits Distillery - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Leads	104	129	95	43	170	58	210	129					938
AAA Living World													
Primary	1	1	2	11	6	N/A	N/A	N/A					21
Emails	1	1	2	10	5	N/A	N/A	N/A					19
AAA Living South													
Clicks	0	0	3	44	59	47	26	3					182
AAA Living North													
Clicks	0	0	0	29	23	13	29	0					94
American Road Magazine													
Primary	2	325	28	N/A	N/A	235	62	58					710
Emails	2	325	27	N/A	N/A	235	62	58					709

LEADS Report - April 2021							Total LEADS: 273
TOTALS BY STATE / COUNTRY							
Top States	FL	OH	GA-PA (Tie)	TX	NY	IL-WI (Tie)	
LEADS	35	21	20	17	12	10	
Country	Russia						
LEADS	1						

Arrival Data from LEADS (Visit Florida - Miles Media only)							Total: 100
Top States with Arrival Dates	FL	GA-OH-PA (Tie)	TX	IL			
LEADS	10	8	7	6			

Top Arrival Months - All States/Regions						
Month	April 2021	May 2021	June 2021	July 2021	Aug. 2021	Sept. 2021
Expected Arrivals	10	15	26	16	8	6
Month	Oct. 2021	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	March 2022
Expected Arrivals	5	2	1	6	2	2

Arrivals By Region						
Region	In-State (Florida)	South	Northeast	Midwest	West	Other (Russia)
Leads with arrival dates	10	34	17	31	7	1

States with Arrival Dates - highlighted in bold and underlined:

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

State / Country	Total Leads	Visit Florida	American Road
FL	35	29	6
OH	21	14	7
GA	20	17	3
PA	20	16	4
TX	17	12	5
NY	12	10	2
IL	10	7	3
WI	10	9	1
MO	9	7	2
NC	9	5	4
NJ	8	7	1
SC	7	5	2
TN	7	5	2
AL	6	4	2
CA	6	5	1
MI	6	3	3
MN	6	6	0
AR	5	4	1
KY	5	5	0
LA	5	5	0
MS	5	4	1
OK	5	3	2
CT	4	4	0
IA	4	4	0
IN	4	2	2
MA	3	3	0
VA	3	3	0
WA	3	2	1
AZ	2	1	1
CO	2	0	2
DE	2	1	1
RI	2	1	1
AK	1	0	1
ID	1	1	0
MD	1	1	0
ME	1	1	0
MT	1	1	0
ND	1	0	1
NE	1	1	0
OR	1	1	0
UT	1	1	0
OTHER - Russia	1	1	0
DC	0	0	0
HI	0	0	0
KS	0	0	0
NH	0	0	0
NM	0	0	0
NV	0	0	0
PR	0	0	0
SD	0	0	0
VT	0	0	0
WV	0	0	0
WY	0	0	0
TOTAL	273	211	62

LEADS Report - May 2021							Total LEADS: 187
TOTALS BY STATE / COUNTRY							
Top States	FL	OH	NY	IL	CA	GA	
LEADS	26	19	14	11	9	8	

Arrival Data from LEADS (Visit Florida - Miles Media only)						Total: 48
Top States with Arrival Dates	OH	FL	CA-VA (Tie)	NY		
LEADS	7	6	5	4		

Top Arrival Months - All States/Regions						
Month	April 2021	May 2021	June 2021	July 2021	Aug. 2021	Sept. 2021
Expected Arrivals	1	5	14	8	5	4
Month	Oct. 2021	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	
Expected Arrivals	1	1	3	3	3	

Arrivals By Region						
Region	In-State (Florida)	South	Northeast	Midwest	West	
Leads with arrival dates	6	16	6	15	5	

States with Arrival Dates - highlighted in bold and underlined:

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

State / Country	Total Leads	Visit Florida	American Road
FL	26	21	5
OH	19	13	6
NY	14	9	5
IL	11	8	3
CA	9	7	2
GA	8	7	1
PA	7	5	2
TX	7	5	2
MO	7	5	2
VA	7	6	1
IN	5	4	1
NC	4	4	0
SC	4	2	2
TN	4	3	1
AL	4	2	2
MI	4	2	2
KY	4	2	2
AR	3	3	0
LA	3	3	0
WA	3	1	2
AZ	3	2	1
WV	3	0	3
WI	2	1	1
NJ	2	1	1
MN	2	2	0
MS	2	1	1
CT	2	2	0
IA	2	1	1
MA	2	0	2
CO	2	0	2
MD	2	2	0
NM	2	0	2
OK	1	1	0
DE	1	1	0
ME	1	0	1
MT	1	1	0
ND	1	1	0
OR	1	0	1
NH	1	0	1
NV	1	1	0
RI	0	0	0
AK	0	0	0
ID	0	0	0
NE	0	0	0
UT	0	0	0
OTHER	0	0	0
DC	0	0	0
HI	0	0	0
KS	0	0	0
PR	0	0	0
SD	0	0	0
VT	0	0	0
WY	0	0	0
TOTAL	187	129	58

Website Analytics Summary – May, 2021

OVERVIEW

Traffic & Pageviews

Sessions	Users	Pageviews	Pages/Session/Duration	%New Sessions
20,129	17,541	54,358	2.70 :44	84.15%

GEOGRAPHY

Top States

Region ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	18,668 % of Total: 92.74% (20,129)	83.54% Avg for View: 84.15% (-0.73%)	15,595 % of Total: 92.07% (16,939)	1.22% Avg for View: 3.70% (-67.15%)
1. Florida	9,670 (51.80%)	82.81%	8,008 (51.35%)	0.66%
2. Georgia	1,243 (6.66%)	76.35%	949 (6.09%)	2.82%
3. New York	786 (4.21%)	89.44%	703 (4.51%)	1.78%
4. Texas	745 (3.99%)	89.53%	667 (4.28%)	3.62%
5. Ohio	657 (3.52%)	72.75%	478 (3.07%)	2.28%
6. Tennessee	522 (2.80%)	72.03%	376 (2.41%)	1.53%
7. Massachusetts	432 (2.31%)	92.13%	398 (2.55%)	0.00%
8. North Carolina	385 (2.06%)	85.71%	330 (2.12%)	1.30%
9. New Jersey	335 (1.79%)	91.04%	305 (1.96%)	0.90%
10. Virginia	302 (1.62%)	92.05%	278 (1.78%)	0.00%

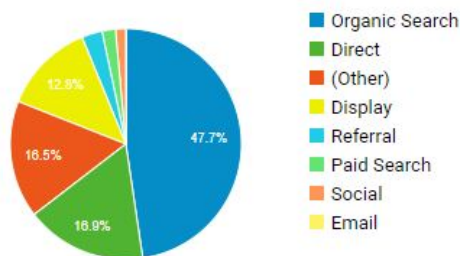
Top Cities

City ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	9,670 % of Total: 48.04% (20,129)	82.81% Avg for View: 84.15% (-1.59%)	8,008 % of Total: 47.28% (16,939)	0.66% Avg for View: 3.70% (-82.12%)
1. Spring Hill	1,677 (17.34%)	79.43%	1,332 (16.63%)	0.42%
2. Orlando	1,080 (11.17%)	86.30%	932 (11.64%)	1.02%
3. Tampa	890 (9.20%)	82.36%	733 (9.15%)	1.24%
4. Miami	715 (7.39%)	87.41%	625 (7.80%)	0.98%
5. Jacksonville	248 (2.56%)	84.68%	210 (2.62%)	1.21%
6. Brooksville	205 (2.12%)	31.22%	64 (0.80%)	0.00%
7. (not set)	181 (1.87%)	84.53%	153 (1.91%)	0.55%
8. St. Petersburg	120 (1.24%)	88.33%	106 (1.32%)	0.83%
9. Ocala	102 (1.05%)	87.25%	89 (1.11%)	0.00%
10. Clearwater	89 (0.92%)	76.40%	68 (0.85%)	0.00%

Acquisition Top Traffic Sources

	Acquisition			Behavior		Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
1 Organic Search	9,593	84.15%	16,939	0.42%	2.70	00:00:44	0.00%	0	\$0.00
2 Direct	3,400			15.56%			0.00%		
3 (Other)	3,312			9.00%			0.00%		
4 Display	2,578			2.56%			0.00%		
5 Referral	578			1.04%			0.00%		
6 Paid Search	378			0.53%			0.00%		
7 Social	288			0.35%			0.00%		
8 Email	2			0.00%			0.00%		

Top Channels



Social Media Traffic

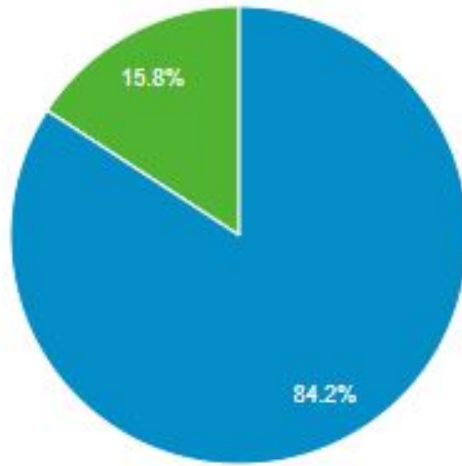
Social Network	Sessions	% Sessions
1. Facebook	180	62.50%
2. Pinterest	99	34.38%
3. YouTube	4	1.39%
4. Instagram	2	0.69%
5. Twitter	2	0.69%
6. Weebly	1	0.35%

Top Referrers

Campaign ?	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
	6,269 % of Total: 31.14% (20,129)	77.06% Avg for View: 84.15% (-8.43%)	4,831 % of Total: 28.52% (16,939)	2.70% Avg for View: 3.70% (-27.16%)	2.36 Avg for View: 2.70 (-12.69%)
1. Adventure Coast FL (DM-FLFAC) Display PR	2,065 (32.94%)	57.43%	1,186 (24.55%)	2.28%	2.39
2. ITIDigital-FacebookAds	1,822 (29.06%)	95.61%	1,742 (36.06%)	5.05%	2.09
3. Your AAA Summer Campaign 2021	1,250 (19.94%)	92.88%	1,161 (24.03%)	0.32%	2.40
4. Adventure Coast FL (DM-FLAC) SEM	374 (5.97%)	87.97%	329 (6.81%)	0.53%	3.07
5. Adventure Coast FL (DM-FLFAC) Responsive Display	302 (4.82%)	76.16%	230 (4.76%)	2.98%	2.45
6. Adventure Coast FL (DM-FLFAC) Display RM	210 (3.35%)	25.24%	53 (1.10%)	4.76%	2.19
7. Madden Media Summer Campaign 2021	85 (1.36%)	77.65%	66 (1.37%)	0.00%	2.59
8. ITI Storytelling Winter 2021 Anglers	27 (0.43%)	14.81%	4 (0.08%)	0.00%	2.37
9. DM-FLFAC	25 (0.40%)	80.00%	20 (0.41%)	16.00%	2.16
10. ITI Storytelling Winter 2021 ATV	24 (0.38%)	12.50%	3 (0.06%)	0.00%	2.42

Behavior New vs Returning

■ New Visitor ■ Returning Visitor



Top Pages Visited Page Title

Page		Pageviews	% Pageviews
1. /		9,812	■ 18.05%
2. /splash-into-summertime-on-floridas-adventure-coast/		3,726	■ 6.85%
3. /meet-the-amazing-anhinga/		3,045	■ 5.60%
4. /events/		2,015	■ 3.71%
5. /croom-dune-buggy-tours/		1,585	■ 2.92%
6. /camp-a-wyle-lake-resort/		1,389	■ 2.56%
7. /category/water-adventures/		1,383	■ 2.54%
8. /discover-herando-beach/		1,337	■ 2.46%
9. /category/attractions/		1,170	■ 2.15%
10. /annual-events-festivals/		1,151	■ 2.12%

Landing Page

Landing Page ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	40,706 % of Total: 100.00% (40,706)	77.17% Avg for View: 77.15% (0.03%)	31,414 % of Total: 100.03% (31,406)	4.47% Avg for View: 4.47% (0.00%)
1. /	20,908 (51.36%)	72.75%	15,211 (48.42%)	4.94%
2. /meet-the-amazing-anhinga/	1,533 (3.77%)	90.22%	1,383 (4.40%)	0.33%
3. /natures-place-to-play-beckons-you-to-an-unforgettable-vacation/	1,007 (2.47%)	56.21%	566 (1.80%)	3.77%
4. /events/	962 (2.36%)	84.62%	814 (2.59%)	5.09%
5. /an-anglers-guide-to-best-fishing-on-floridas-adventure-coast/	924 (2.27%)	61.80%	571 (1.82%)	3.35%
6. /take-a-stroll-in-natures-place-to-play/	863 (2.12%)	55.97%	483 (1.54%)	5.33%
7. /off-road-thrills-on-floridas-adventure-coast/	815 (2.00%)	55.34%	451 (1.44%)	4.05%
8. /croom-dune-buggy-tours/	753 (1.85%)	93.49%	704 (2.24%)	0.80%
9. /alfred-mckethan-pine-island-park/	635 (1.56%)	87.87%	558 (1.78%)	1.73%
10. /camp-a-wyle-lake-resort/	626 (1.54%)	88.18%	552 (1.76%)	0.00%

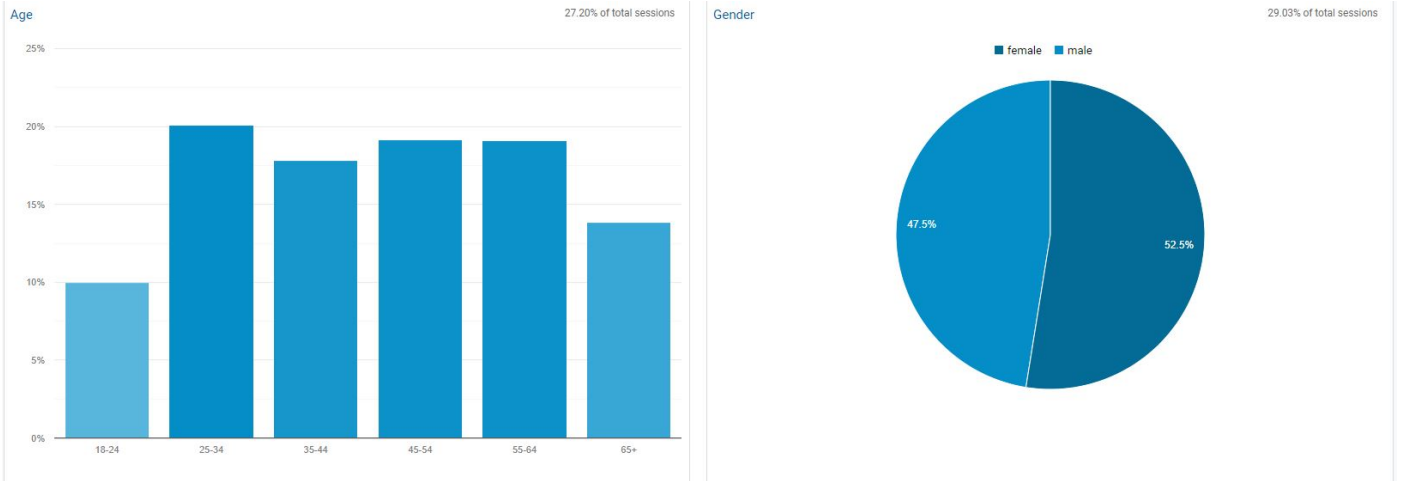
Exit Page

Page ?	Exits ? ↓	Pageviews ?	% Exit ?
	20,129 % of Total: 100.00% (20,129)	54,358 % of Total: 100.00% (54,358)	37.03% Avg for View: 37.03% (0.00%)
1. /	3,718 (18.47%)	9,812 (18.05%)	37.89%
2. /splash-into-summertime-on-floridas-adventure-coast/	1,636 (8.13%)	3,726 (6.85%)	43.91%
3. /meet-the-amazing-anhinga/	1,421 (7.06%)	3,045 (5.60%)	46.67%
4. /croom-dune-buggy-tours/	590 (2.93%)	1,585 (2.92%)	37.22%
5. /events/	528 (2.62%)	2,015 (3.71%)	26.20%
6. /annual-events-festivals/	481 (2.39%)	1,151 (2.12%)	41.79%
7. /discover-hermano-beach/	478 (2.37%)	1,337 (2.46%)	35.75%
8. /rogers-park/	437 (2.17%)	1,031 (1.90%)	42.35%
9. /camp-a-wyle-lake-resort/	433 (2.15%)	1,389 (2.56%)	31.17%
10. /alfred-mckethan-pine-island-park/	426 (2.12%)	1,054 (1.94%)	40.42%

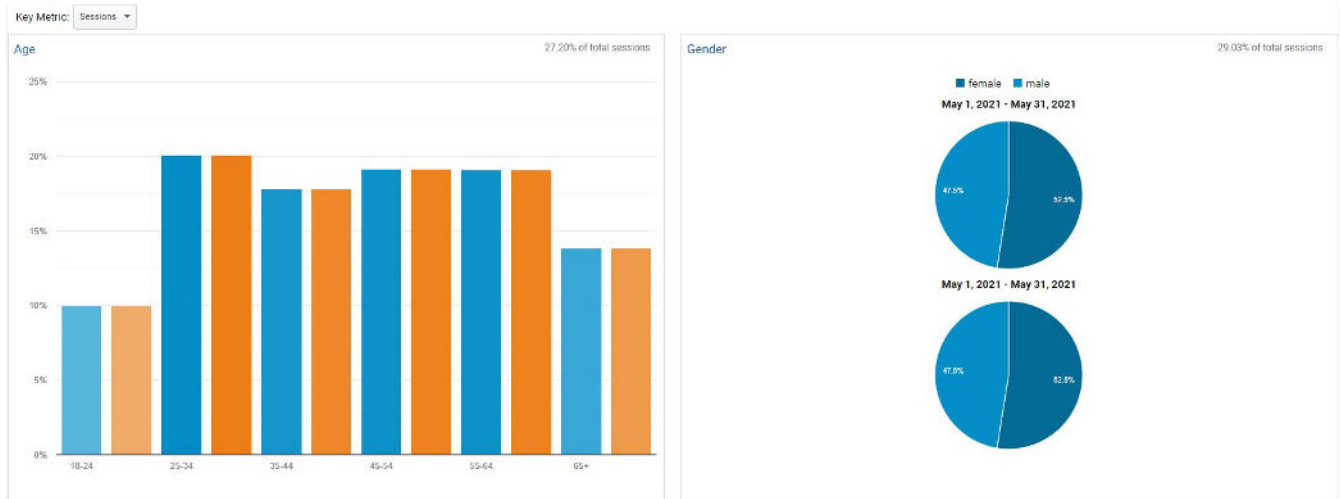
Content Drilldown

Page path level 1 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?
	54,358 % of Total: 100.00% (54,358)	24,216 % of Total: 100.00% (24,216)	00:00:26 Avg for View: 00:00:26 (0.00%)	3.70% Avg for View: 3.70% (0.00%)
1. /	9,812 (18.05%)	4,188 (17.29%)	00:00:29	4.71%
2. /category/	5,538 (10.19%)	2,268 (9.37%)	00:00:30	10.30%
3. /splash-into-summertime-on-floridas-adventure-coast/	3,898 (7.17%)	1,806 (7.46%)	00:00:20	0.78%
4. /meet-the-amazing-anhinga/	3,123 (5.75%)	1,467 (6.06%)	00:00:17	0.55%
5. /events/	2,041 (3.75%)	852 (3.52%)	00:00:22	1.81%
6. /croom-dune-buggy-tours/	1,587 (2.92%)	675 (2.79%)	00:00:27	1.19%
7. /get-outdoors-inspired-on-floridas-adventure-coast-2/	1,443 (2.65%)	689 (2.85%)	00:00:21	1.03%
8. /camp-a-wyle-lake-resort/	1,389 (2.56%)	540 (2.23%)	00:00:33	0.00%
9. /discover-hermano-beach/	1,355 (2.49%)	616 (2.54%)	00:00:23	1.31%
10. /annual-events-festivals/	1,161 (2.14%)	531 (2.19%)	00:00:37	1.71%

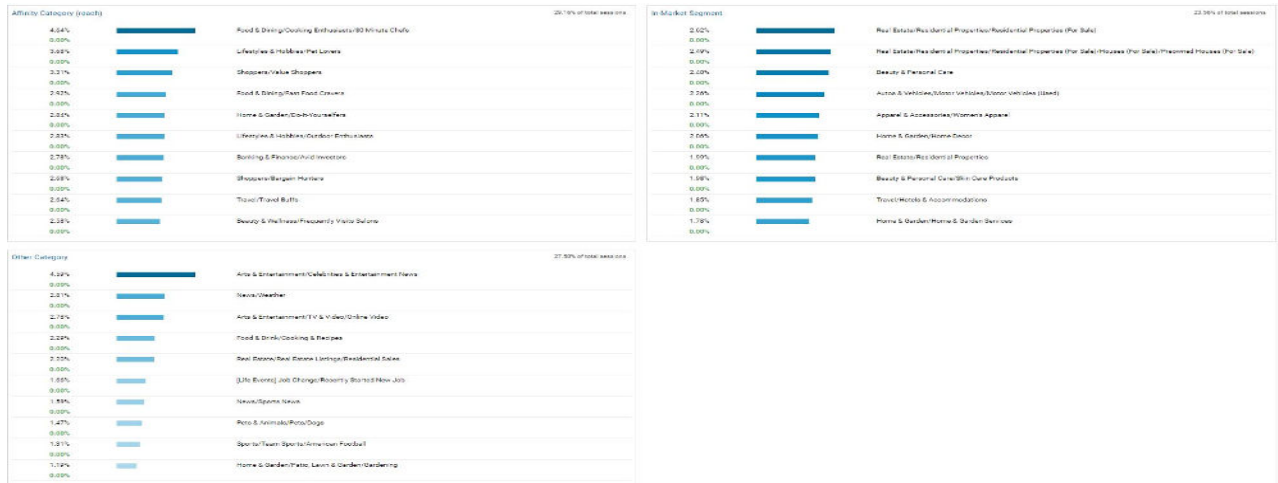
Demographics



2020 Comparison



Interests



Technology

Device Category	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	25.92% 20,129 vs 27,173	20.57% 84.12% vs 69.79%	10.68% 16,939 vs 18,960	4.98% 2.70 vs 2.84	66.77% 00:00:44 vs 00:02:12	92.71% 3.70% vs 50.78%
1. tablet	114.70% 2,089 vs 973	-6.99% 63.05% vs 67.93%	99.70% 1,313 vs 660	-19.56% 2.93 vs 3.15	-71.75% 00:00:43 vs 00:02:33	-95.04% 2.39% vs 48.30%
2. mobile	-27.37% 13,358 vs 17,014	21.56% 86.05% vs 70.28%	-11.71% 10,657 vs 12,042	-5.48% 2.44 vs 2.58	69.16% 00:00:33 vs 01:01:46	97.74% 1.21% vs 58.57%
3. desktop	-38.63% 5,682 vs 9,259	28.56% 87.81% vs 63.32%	-21.10% 4,991 vs 6,326	1.26% 3.33 vs 3.29	-61.47% 00:01:58 vs 00:02:57	-79.24% 5.61% vs 16.23%

CAMPAIGNS

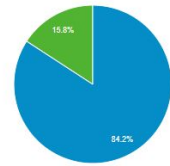
Campaign	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Plan Your Visit Button Click (Goal 1 Conversion Rate)	Plan Your Visit Button Click (Goal 1 Completions)	Plan Your Visit Button Click (Goal 1 Value)
	6,269 % of Total: 31.14% (20,129)	77.06% Avg for View: 84.15% (-8.43%)	4,831 % of Total: 28.52% (16,939)	2.70% Avg for View: 3.70% (-27.16%)	2.36 Avg for View: 2.70 (-12.69%)	00:00:30 Avg for View: 00:00:44 (-32.06%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Adventure Coast FL (DM-FLFAC) Display PR	2,065 (32.94%)	57.43%	1,186 (24.55%)	2.28%	2.39	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. ITIDigital-FacebookAds	1,822 (29.06%)	95.61%	1,742 (36.06%)	5.05%	2.09	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Your AAA Summer Campaign 2021	1,250 (19.94%)	92.88%	1,161 (24.03%)	0.32%	2.40	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Adventure Coast FL (DM-FLFAC) SEM	374 (5.97%)	87.97%	329 (6.81%)	0.53%	3.07	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Adventure Coast FL (DM-FLFAC) Responsive Display	302 (4.82%)	76.16%	230 (4.76%)	2.98%	2.45	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Adventure Coast FL (DM-FLFAC) Display RM	210 (3.35%)	25.24%	53 (1.10%)	4.76%	2.19	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Madden Media Summer Campaign 2021	85 (1.36%)	77.65%	66 (1.37%)	0.00%	2.59	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. ITI Storytelling Winter 2021 Anglers	27 (0.43%)	14.81%	4 (0.08%)	0.00%	2.37	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. DM-FLFAC	25 (0.40%)	80.00%	20 (0.41%)	16.00%	2.16	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. ITI Storytelling Winter 2021 ATV	24 (0.38%)	12.50%	3 (0.06%)	0.00%	2.42	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

(compared to March 2020)

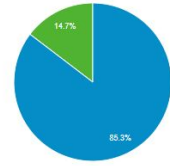


■ New Visitor ■ Returning Visitor

May 1, 2021 - May 31, 2021



May 1, 2020 - May 31, 2020



Overview of Florida's Public Records Act and Government in the Sunshine Law

KYLE J. BENDA

ASSISTANT COUNTY ATTORNEY

Florida's Sunshine Law

- Florida Constitution Article I, Section 24
 - Ensures public access to public records and public meetings
- Chapter 119 of the Florida Statutes – Florida's Public Records Act
 - Provides a duty to produce public records for inspection
- Chapter 286 of the Florida Statutes – Florida's "Government in the Sunshine Law"
 - Requires meetings of government to be open to the public with reasonable notice of the meeting

Florida's Constitution

- Article I, Section 24 – Access to public records and meetings
 - (a) **“Every person has the right to inspect or copy any public record made or received in connection with the official business** of any public body, officer, or employee of the state, or persons acting on their behalf, **except with respect to records exempted** pursuant to this section or specifically made confidential by this Constitution”
 - (b) **“All meetings** of any collegial public body of the executive branch of state government or of any collegial public body of a county, municipality, school district, or special district, **at which official acts are to be taken or at which public business of such body is to be transacted or discussed, shall be open and noticed to the public . . . except with respect to meetings exempted** pursuant to this section or specifically closed by this Constitution.”

Florida's Public Records Act

- Section 119.07, Florida Statutes
 - (1)(a) “Every person who has custody of a public record **shall permit the record to be inspected and copied by any person** desiring to do so, at any reasonable time, under reasonable conditions, and under supervision by the custodian of the public records.”
- Section 119.071, Florida Statutes provides for the general exemptions from inspection or copying of public records.

Statutory Exemptions to Florida's Public Records Act

- 119.071(1), Florida Statutes
 - Agency Administration
- 119.071(2), Florida Statutes
 - Agency Investigations
- 119.071(3), Florida Statutes
 - Security and Firesafety
- 119.071(4), Florida Statutes
 - Agency Personnel Information
- 119.071(5), Florida Statutes
 - Other Personal Information

Florida's Government in the Sunshine Law

- Section 286.011, Florida Statutes
 - (1) “**All meetings of any board or commission** of . . . any county . . . , except as otherwise provided in the Constitution, including meetings with or attended by any person elected to such board or commission, but who has not yet taken office, **at which official acts are to be taken are declared to be public meetings open to the public at all times**, and no resolution, rule, or formal action shall be considered binding except as taken or made at such meeting. The board or commission must provide reasonable notice of all such meetings.”
 - Provides for an exception to this rule for what is called a “shade” meeting. 286.011(8), Fla. Stat.

Florida's Government in the Sunshine Law

- Generally, any “meeting” between at least two public officials must occur in the Sunshine
- *Transparency for Florida v. City of Port St. Lucie*, 240 So. 3d 780 (Fla. 4th DCA 2018)
 - Improper for city attorney to poll city council members about firing city manager
 - However, subsequent full public hearing could cure a previous Sunshine Law violation
 - Also discusses what is reasonable notice for an issue to be heard at a public meeting
- *Everglades Law Cntr., Inc. v. S. Fla. Water Mgmt. Dist.*, 2019 WL 4458737 (Fla. 4th DCA, Sep. 18, 2019)
 - Shade meeting to discuss mediated settlement agreement
 - Water Management District did not disclose transcript of shade meeting asserting that the transcript of that meeting contained confidential mediation communications
 - Appellate court discusses how the shade meeting led to the creation of a public record

Shade Meetings

- Section 286.011(8), Florida Statutes
 - Any agency or authority of any county, municipal corporation, or political subdivision and the chief administrative or executive officer of the governmental entity may meet in private with the entity's attorney to discuss pending litigation to which the entity is presently a party
 - The entity's attorney must advise that he or she seeks advice
 - The subject matter of the meeting can only be for "settlement negotiations or strategy sessions related to litigation expenditures."
 - The entire session has to be recorded by a court reporter, which would be released as a public record upon the conclusion of the litigation
 - Reasonable notice of the meeting must be given to the public and identify everyone in attendance
 - The session must commence at an open meeting where the shade meeting is announced, and at the conclusion of the shade meeting the meeting will then be reopened.

Penalties

- Any member of a board or commission who knowingly violates the Sunshine Law is guilty of a misdemeanor of the second degree. A second-degree misdemeanor is punishable by a fine of up to \$500.00 and/or a term of imprisonment not to exceed 60 days.
- A public officer who violates the Sunshine Law is also guilty of a noncriminal infraction, punishable by a fine not exceeding \$500.00.
- The Governor may also suspend an elected or appointed public officer who is indicted or informed against for any misdemeanor arising out of official duties. If found guilty, then may be removed from office.
- Includes an award of attorney's fees against the board or commission.
- The action taken by the board or commission in violation of the Sunshine Law is now void *ab initio*, but can be remedied by holding a later, properly noticed public hearing.

Questions?

TDC Meeting



Florida's
ADVENTURE COAST
BROOKSVILLE ❖ WEEKI WACHEE

June 10, 2021

Finance Report



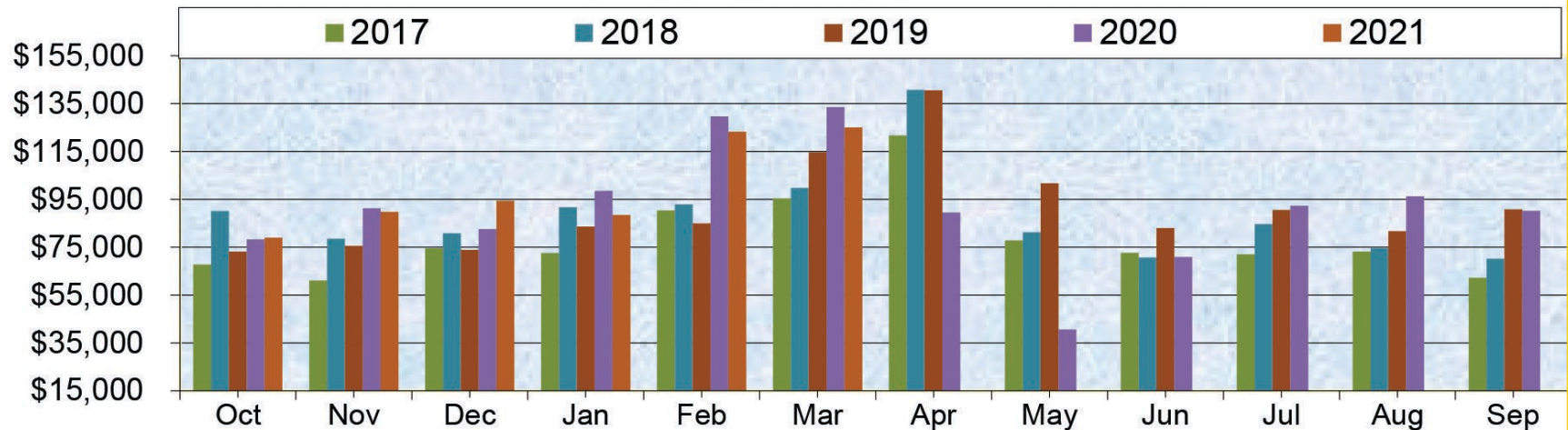
TDT Collections – March 2021

\$124,929 ↓ 6.4% \$133,466

Year-to-Date Collections

\$599,489 ↓ 2.3% \$613,443

Fiscal Year Revenue Collections



Finance Report

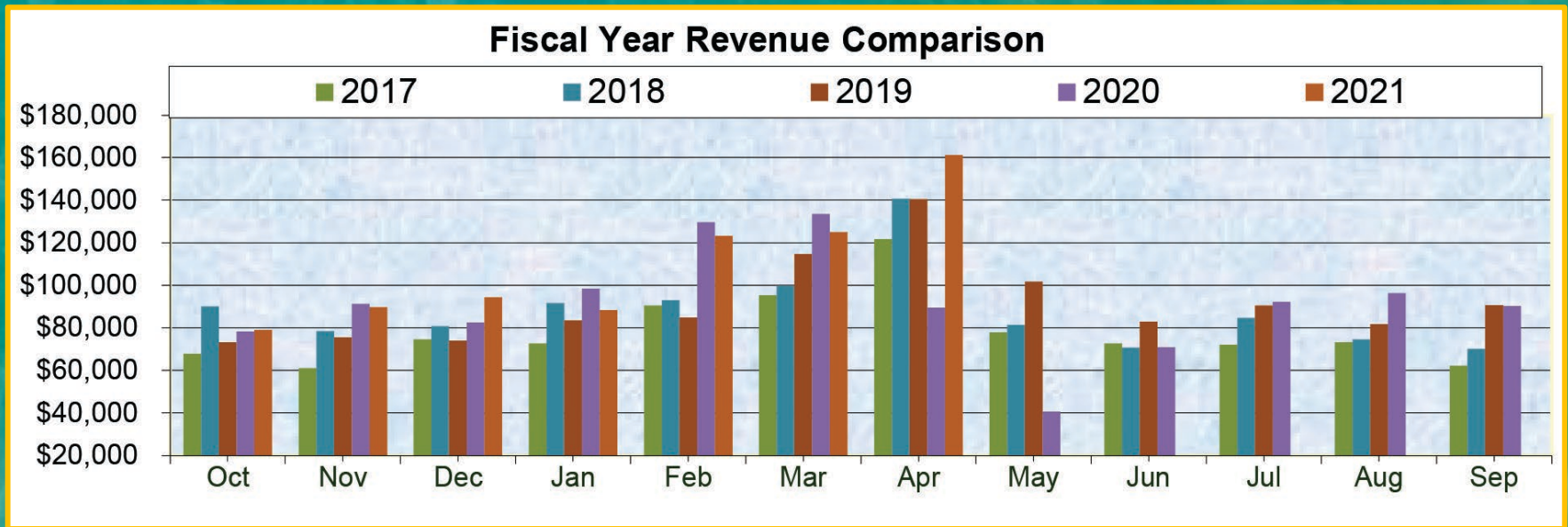


TDT Collections – April 2021

\$161,125  80.2% \$89,418

Year-to-Date Collections

\$760,61  8.2% \$702,861

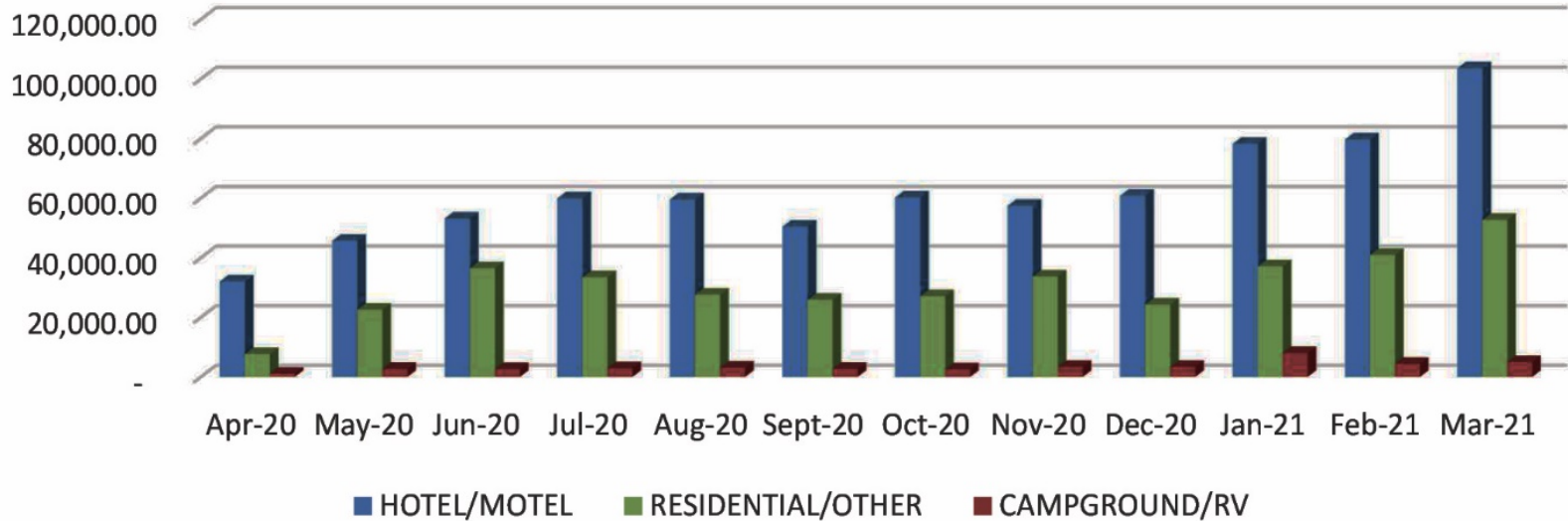


Finance Report



Lodging Comparisons

Revenue Activity Reported



Finance Report



FY 2021 – As of June 9, 2021

EXPENDITURES	BUDGET	YEAR TO DATE EXPENSES	OUTSTANDING ENCUMBRANCES	AVAILABLE BALANCE	YEAR TO DATE PERCENT OF BUDGET
Total Personnel & Benefits	\$336,075	\$183,890	\$0	\$152,185	54.72
Total Operating Expenses	\$594,541	\$351,807	\$106,301	\$136,433	77.05
Total Transfers to Other Funds	\$6,760	\$6,760	\$0	\$0	100
Total Expenditures	\$1,207,550	\$542,457	\$106,301	\$558,792	53.73

Manager's Report



STR Report

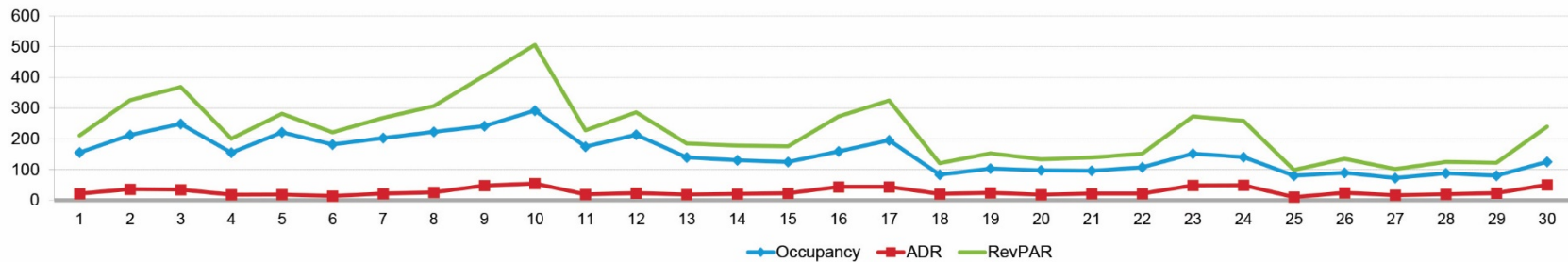
Hotels - April 2021

Tab 3 - DBM Hernando County, FL

Hernando County Tourist Development

For the Month of April 2021

Percent Changes for the Month of April



Tab 2 - Multi-Segment

Hernando County Tourist Development

For the month of: April 2021

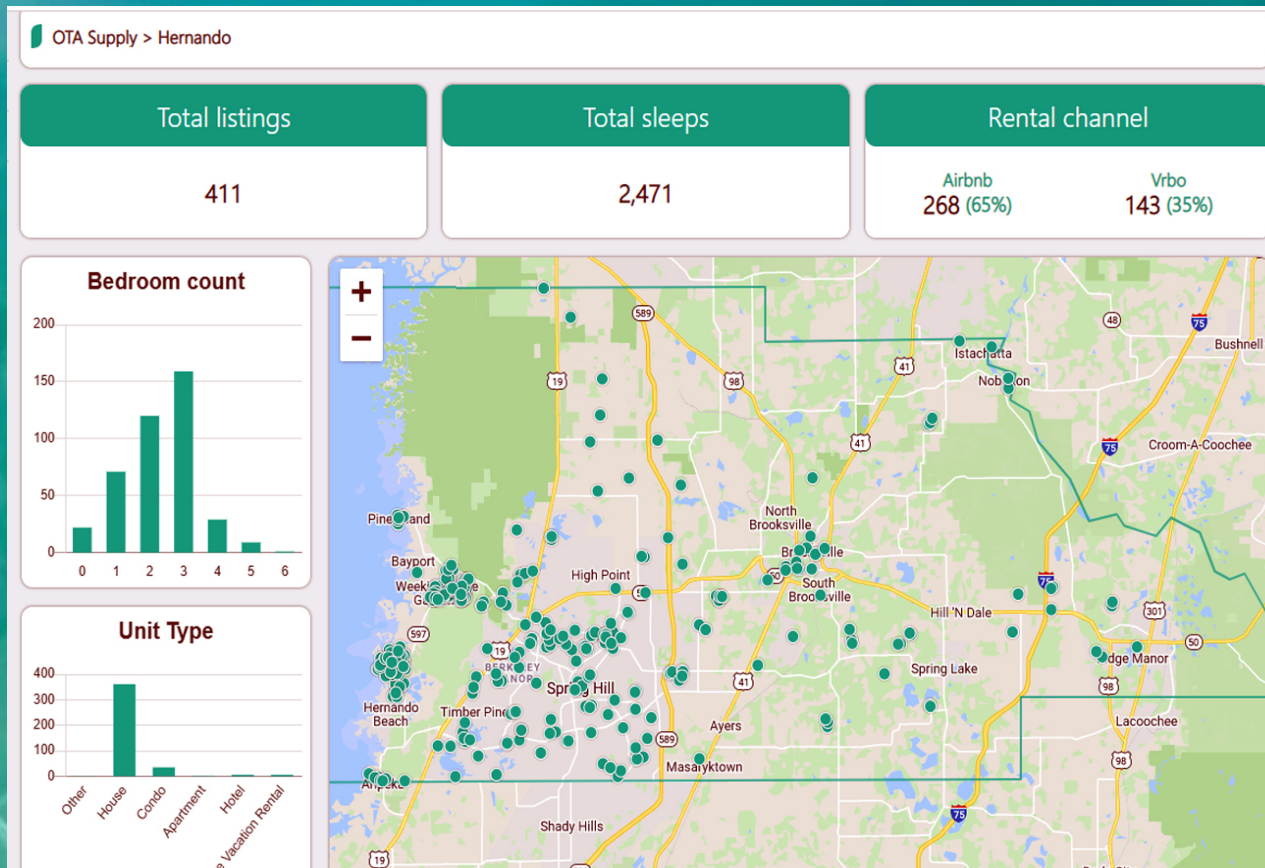
Currency: USD - US Dollar

	Current Month - April 2021 vs April 2020										Year to Date - April 2021 vs April 2020										Participation							
	Occ %		ADR		RevPAR		Percent Change from April 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Hernando County, FL	80.9	33.2	91.89	71.25	74.37	23.63	144.1	29.0	214.8	238.9	7.7	162.8	71.0	61.4	88.79	86.66	63.00	53.22	15.5	2.5	18.4	27.1	7.3	24.0	14	12	1011	972
Pasco County, FL	82.2	29.8	101.10	72.25	83.09	21.53	175.9	39.9	286.0	284.0	-0.5	174.4	75.5	59.5	95.10	99.11	71.75	59.01	26.7	-4.0	21.6	20.9	-0.6	26.0	45	26	3697	2396
Charlotte County, FL	73.6	25.9	112.81	70.51	83.01	18.24	184.5	60.0	355.1	370.8	3.4	194.3	68.4	57.6	114.22	127.72	78.14	73.58	18.7	-10.6	6.2	10.6	4.1	23.6	26	19	1892	1591
Pinellas County, FL	81.6	21.1	201.09	72.24	164.19	15.25	286.6	178.4	976.3	1,158.5	16.9	352.1	71.2	58.6	173.29	159.82	123.42	93.67	21.5	8.4	31.8	37.1	4.0	26.4	296	117	21523	15122
Hillsborough County, FL	72.2	23.3	121.51	72.73	87.78	16.97	209.7	67.1	417.4	534.6	22.7	279.8	65.1	59.9	120.55	137.03	78.52	82.09	8.7	-12.0	-4.4	5.3	10.1	19.7	200	154	25762	23523
Citrus County, FL	70.3	24.5	110.15	78.82	77.45	19.30	187.1	39.8	301.2	301.2	0.0	187.1	66.9	57.0	105.16	100.67	70.34	57.43	17.3	4.5	22.5	22.0	-0.4	16.8	19	9	1206	788
Marion County, FL	72.0	32.3	97.55	63.07	70.20	20.34	123.1	54.7	245.1	260.2	4.4	132.9	72.7	58.7	94.51	91.32	68.69	53.64	23.7	3.5	28.1	33.7	4.4	29.2	59	32	4105	3131
Columbia County, FL	69.2	27.1	92.62	70.34	64.11	19.05	155.6	31.7	236.6	251.8	4.5	167.1	63.9	49.7	84.65	85.13	54.12	42.30	28.7	-0.6	28.0	33.7	4.5	34.5	27	17	1852	1423
Lake County, FL	71.7	29.2	95.05	72.04	68.16	21.05	145.5	31.9	223.9	223.9	0.0	145.5	66.2	61.3	89.78	101.70	59.42	62.33	8.0	-11.7	-4.7	-4.7	0.0	8.0	40	21	2679	1726

Manager's Report

Key Data: Vacation Rental Homes

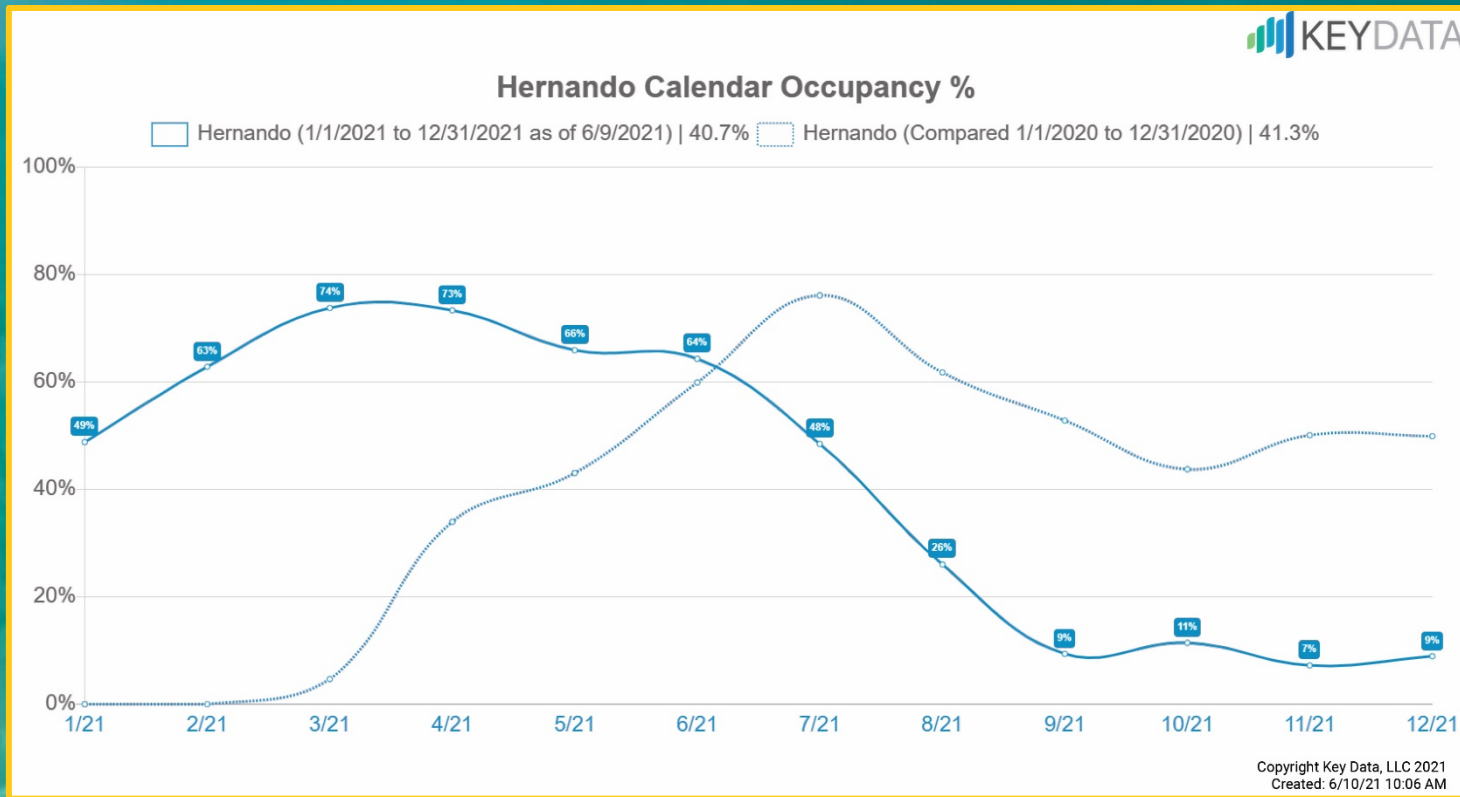
Overview of Inventory



Manager's Report

Key Data: Vacation Rental Homes

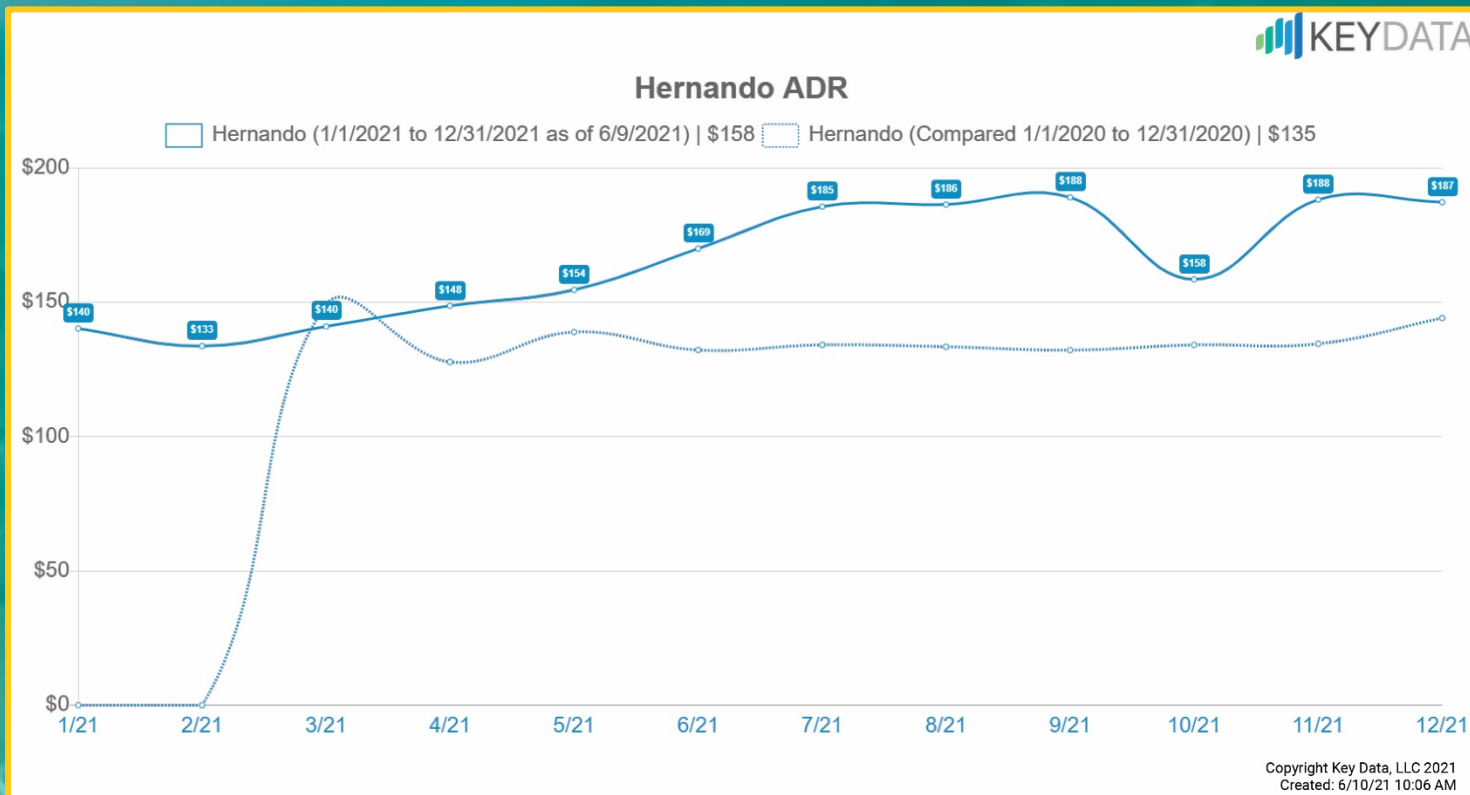
Occupancy Jan 1 – Dec 31, 2021



Manager's Report

Key Data: Vacation Rental Homes

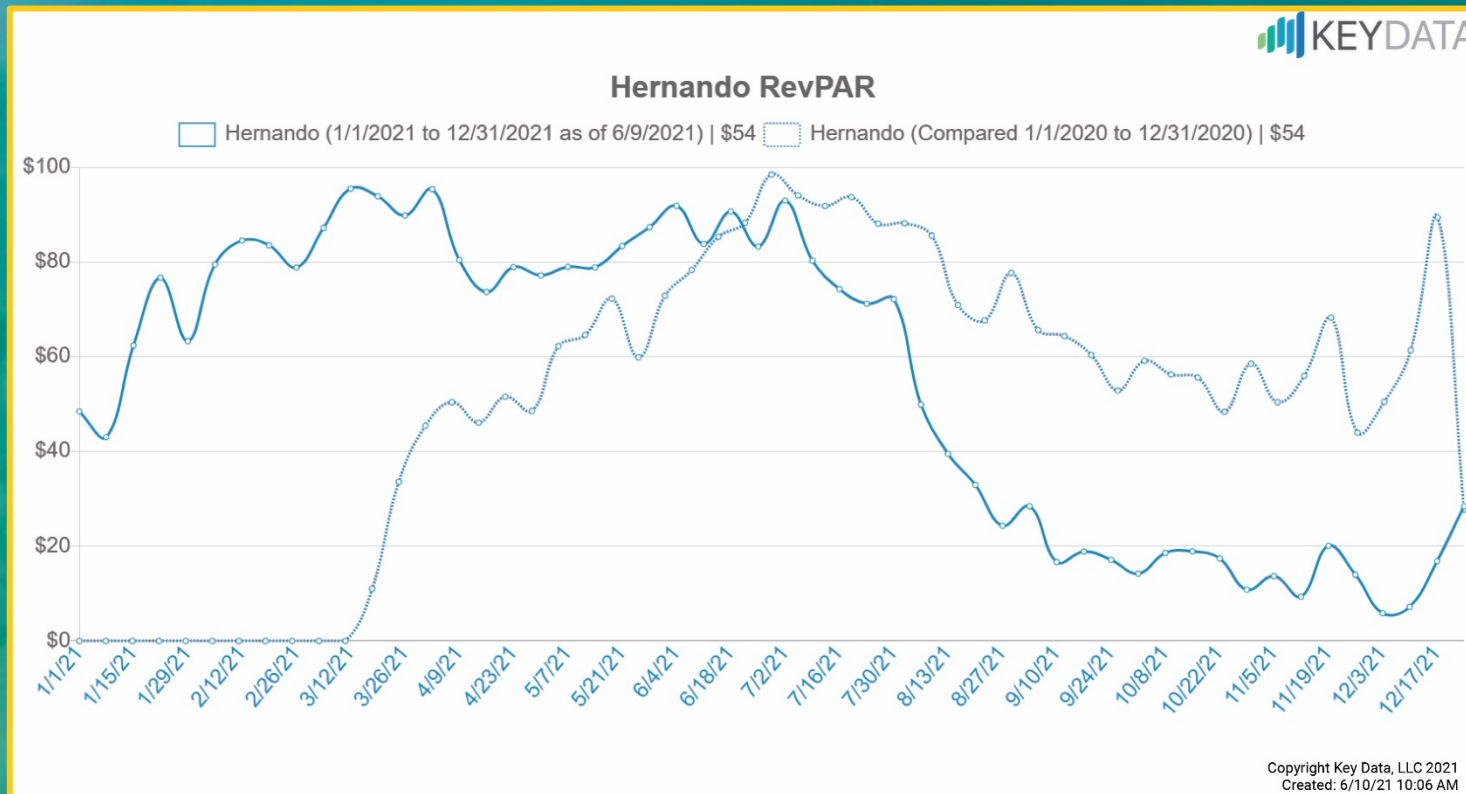
ADR Jan 1 – Dec 31, 2021



Manager's Report

Key Data: Vacation Rental Homes

RevPAR Jan 1 – Dec 31, 2021



Manager's Report



Visit Florida DMO Program

- ❖ Streaming Video
- ❖ 80/20 Match
- ❖ Florida Program \$10,000 Commitment
- ❖ 25-54; Statewide Distribution

Grant Funding Training

May 5, 2021

- ❖ Two new Organizations
- ❖ COVID Emergency
- ❖ Second Round of Training; Likely June 30th
- ❖ Increased the FY 2022 Budget for Grant Funding by \$5K; can always revisit again if necessary

Manager's Report



Upcoming Events

ABC Action News Morning Show Live Remote

- ❖ July 2
- ❖ Broadcasting Live 5-7AM and 9-10AM
- ❖ Positive, unique stories
- ❖ Will work with Main Street

Bike Florida Fall Women's Ride

- ❖ October 22, 2021
- ❖ Sponsor; logo on shirts

Manager's Report



Upcoming Events

Brooksville NOW Lunch Meetings

- ❖ 1st Wednesday of the Month; 11:30-1PM
- ❖ Rotating Brooksville Restaurants to Cater

Welcome Center Ribbon Cutting/Mixer

- ❖ Tourism/Main Street/ Chamber
- ❖ Thursday, October 28th, 5PM
- ❖ "Taste of Brooksville"
- ❖ Entertainment

Old Business



Budget Updates

FY 2021 Marketing & Operations Budget

- ❖ Currently Ahead of Budget by \$82K
- ❖ Mid-Year True-up added \$51K
- ❖ Allows for Website Upgrade!

FY 2022 Marketing & Operations Budget

- ❖ Increased FY Revenue Projections by \$116,827 to \$945,884
- ❖ Marketing
- ❖ Grant Funding \$5K
- ❖ Fall/Winter Media Plan August Meeting

FY 2022 Destination Development Budget

- ❖ Increased FY Revenue Projections by \$29,207

Old Business

Media Update



Tampa Bay Times Summer Fun Guide

- ❖ 1/3 Pg Print Ad
- ❖ Online Publication

RoadRunner Magazine; Fall Travel Guide

- ❖ 1/3 Pg Print Ad
- ❖ Online Publication
- ❖ Landing Page with Video
- ❖ Photo/Video Shoots

A vertical graphic showing the cover of the Tampa Bay Times Summer Fun Guide. The top part shows a family of four standing on a beach at sunset. Below that is a map of Florida with a person on a bicycle. The text 'DESTINATION Florida' is written vertically and horizontally. Below the map are several small photos of people enjoying summer activities.

Publishes
Sunday, June 20

Space/Copy Deadline
Thursday, June 3

Format
Full color tabloid

Distribution
Full run in the Tampa Bay Times

Readership 671,800





New Business



Partnership Opportunities

Citrus County Collaborative Marketing Opportunities

- ❖ Opportunities & Concerns
- ❖ FAM Tour; Cycling
- ❖ Visit Florida
- ❖ Potential Additional Partner; Pasco, Marion

New Business



Website Upgrade

Virtual Visitors Center Platform

- ❖ Comparable Design to Virtual Visitors Center
- ❖ Approximately 30 new content pages
- ❖ Content pages to contain copy with photos, videos, UGC and Places feeds for each subject
- ❖ Dynamic, digitally interactive site
- ❖ \$30,000 to build out additional pages; including text, photos, videos, UGC, Places Feeds by Topic
- ❖ Launch by Fall; in place for Fall/Winter campaigns



New Business

Election of Officers

Chair

1st Vice Chair

2ⁿ Vice Chair



Next Meeting

August 12, 2021

- ❖ Grant Funding Applications
- ❖ Fall/Winter Media Plan

