



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:** November 15, 2021

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, November 18, 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](mailto: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

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**Tammy J. Heon**  
Manager, Tourism  
Development

*Nature's Place to Play*

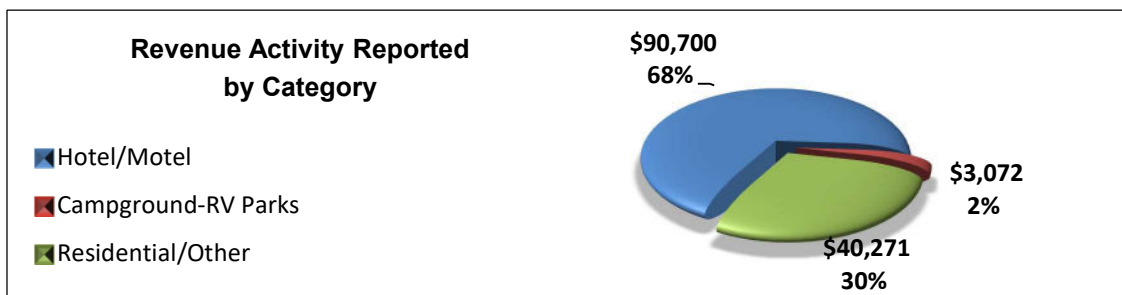
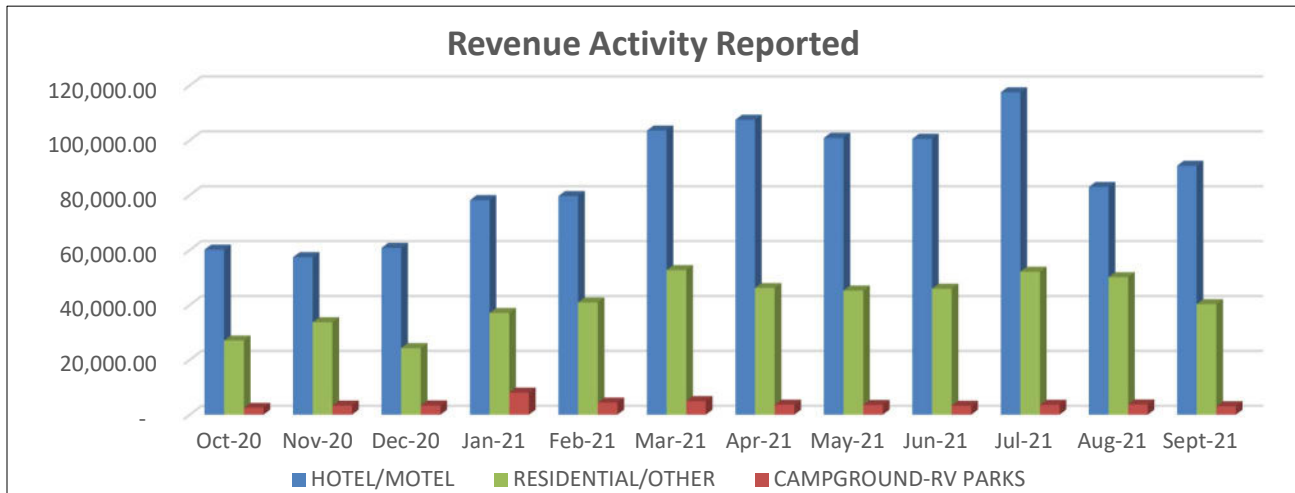
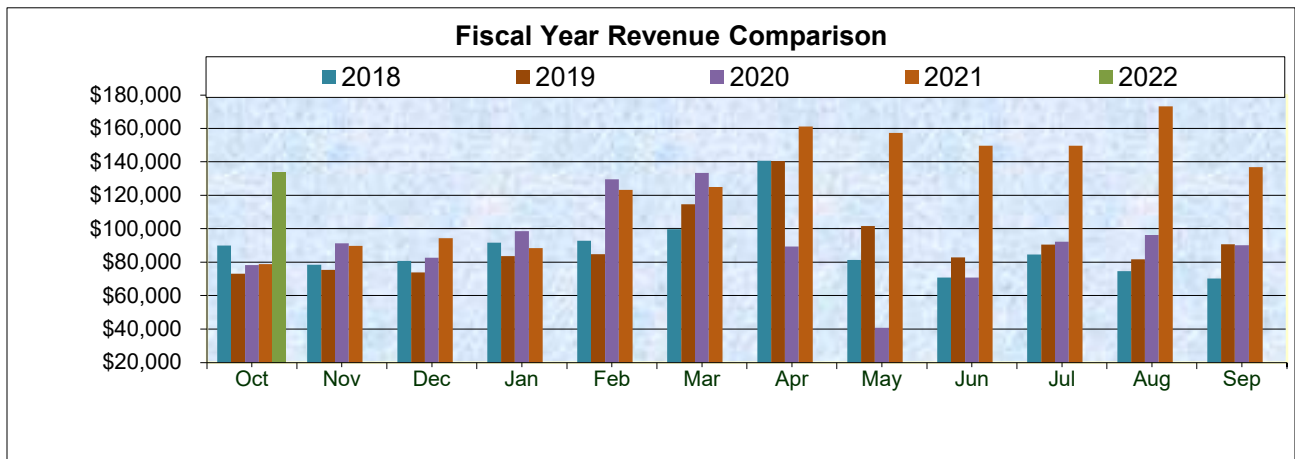


# Doug Chorvat, Jr.

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:** October 2021 Tourist Development Tax Collections from September 2021 Activity  
**DATE:** November 8, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- October Collections for September Activity	\$ 107,235	\$ 71,756
Destination Development- October Collections for September Activity	\$ 26,808	\$ 17,938
<b>Total</b>	<b>\$ 134,043</b>	<b>\$ 89,694</b>
<b>Year-to-Date</b>	<b>\$ 134,043</b>	<b>\$ 89,694</b>



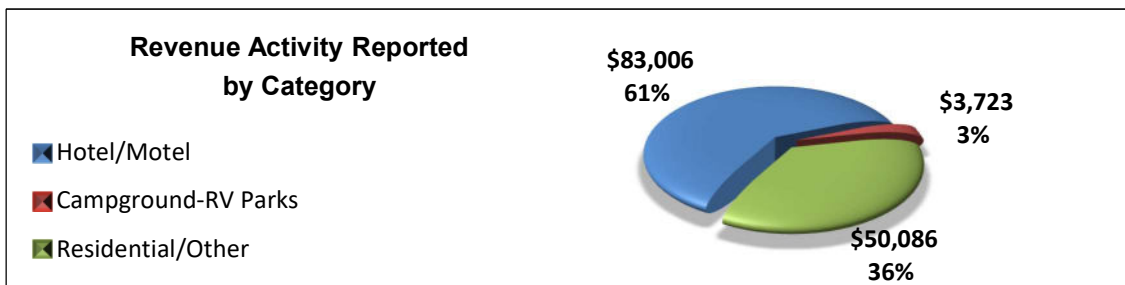
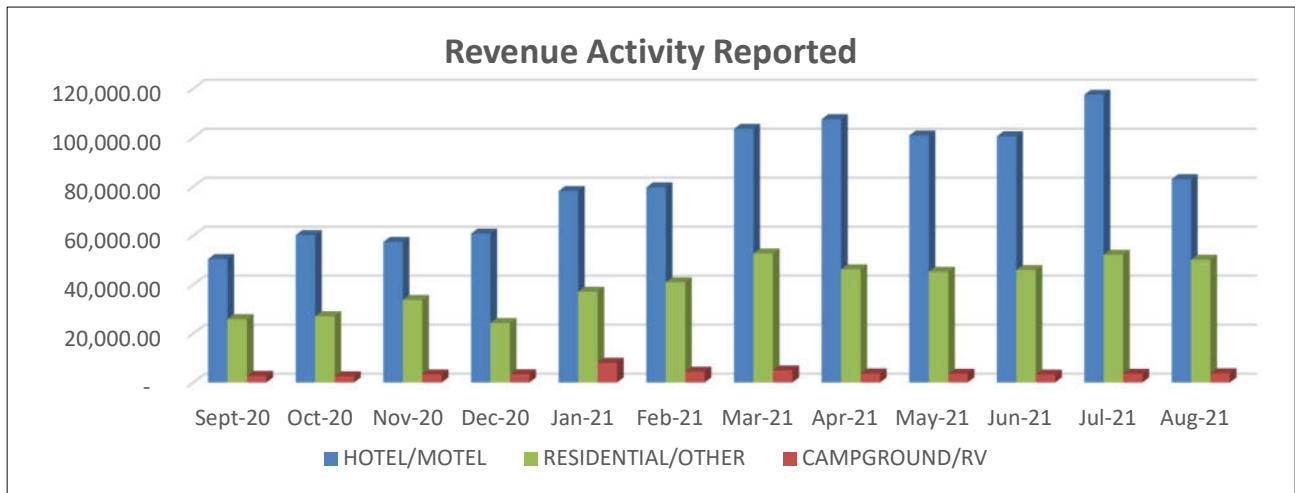
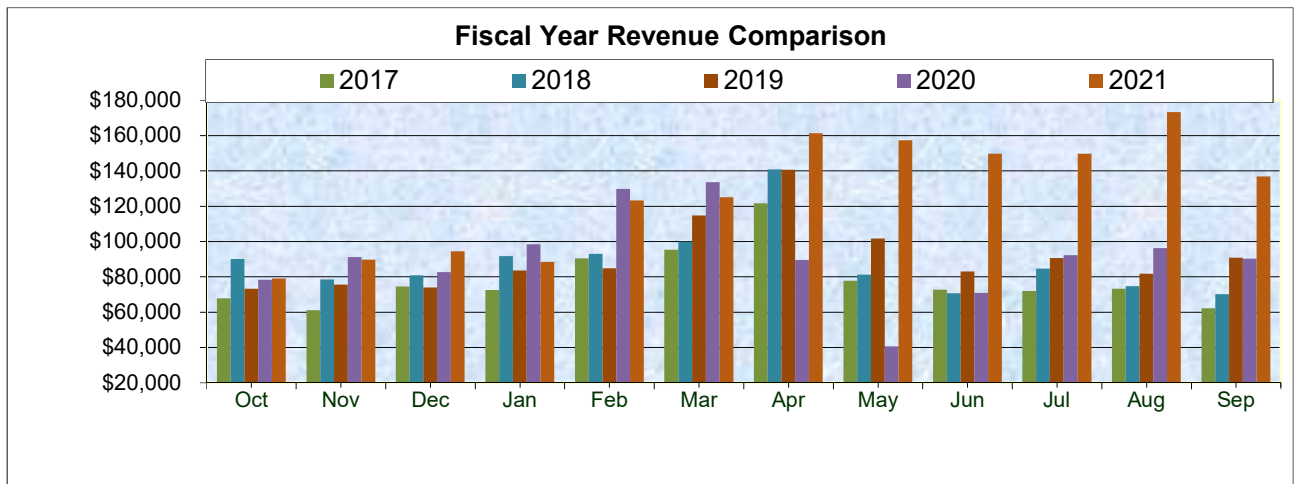


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**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Amy Gillis, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** September 2021 Tourist Development Tax Collections from August 2021 Activity  
**DATE:** October 8, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- September Collections for August Activity	\$ 109,452	\$ 81,157
Destination Development- September Collections for August Activity	\$ 27,363	\$ 9,017
<b>Total</b>	<b>\$ 136,815</b>	<b>\$ 90,174</b>
<b>Year-to-Date</b>	<b>\$ 1,527,068</b>	<b>\$ 1,092,906</b>



## 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.”

### October 7, 2021 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, October 7, 2021, at 2:00 pm. The meeting was held in the conference room at the Chamber of Commerce located at 15588 Aviation Loop Dr., Brooksville, FL 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:**

Eric Burkes  
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:** Michael Dolan

**ABSENT:** David Bailey

**CALL TO ORDER:** Roger King called the meeting to order at 2:09 pm, on Thursday, October 7, 2021.

**FINANCE REPORT:** Tammy Heon

Tammy Heon reported that August TDT collections (July revenue) were \$173,139; an increase of 79.7% over the prior year which had returned \$96,207. Year-to-Date collections are \$1,390,253; an increase of 39% over the prior year which had returned \$1,002,732.

Tammy Heon noted that vacation rental home occupancy is staying up while hotel occupancy rates are going up as well.

Personnel and Benefits YTD expenses are \$273,397.32. Operating Expenses are \$502,871.66 YTD. Non-Operating Expenses are \$49,947.00. Year-to-Date Expenditures are \$826,215.98. Destination Development Non-Operating Expenses YTD are \$826,215.98.

**NEW BUSINESS:**

**MEDIA PLAN:** Fall and Winter seasons through March 2022

We will continue to advertise in the annual Visit Florida Official Florida Vacation Guide as it is Visit Florida's only fulfillment piece and is also available online. This year an additional 200,000 magazine were printed because

they ran out, which has never happened. The reprint cost us nothing. We will purchase a half page ad and contribute co-op dollars for four partners in the Attractions page of the Central Florida section. We purchase the advertisement for Weeki Wachee Springs State Park; and we will contribute fifty percent for co-op adds for Chinsegut Hill Historic Site, Brooksville Main Street, and Njoy Spirits.

We will continue to advertise with American Road, magazine; a multi-media campaign that includes a quarterly print publication and an itinerary on their website that changes each month to promote things to do in the area. Also included are social media posts promoting the destination.

We will continue to advertise with AAA Advertising Network: AAA Living, AAA World and Your AAA. We are advertising with AAA digitally with no print ads. The AAA Living campaign will include a three-month campaign that includes a custom article that they write and publish to their website. They back that article with social media posts, adds in their e-newsletters and banner ads on their website.

We will participate in ITI Digital's storytelling and search engine marketing campaigns. They write the articles, place them on their e-news magazine website and back-up with email to their email audience. ITI Digital will create custom landing pages on our website including user generated content and itineraries that go with the articles and ad campaigns. This campaign will run for six months.

Toronto Star is a new publication for us this year. The distribution is throughout the Ontario, Canada region. The campaign will include an online article about the destination which will be backed-up with email promotions and a one-quarter page print ad in their publication.

Brand USA, visittheusa.com, is offering a recovery program for international markets. We currently have three existing pages on visittheusa.com: a city page about Brooksville, a German video page and a culinary page about the blueberry crop and the festival. We can update content for each page for \$3,000 each, normally the cost is \$8,500 each. Included with the purchase is translation into thirteen different languages. New this year is their Global Inspiration Program. Included is a gorgeous, printed magazine guide distributed to their major media markets, travel agents and guides, etc. Also included are digital impressions on an ad carousel unit and digital content hub. The tier two level will give us media in four markets: Germany, Brazil, United Kingdom and Canada.

We will have Google search and display ads with ITI Digital for six-months.

We will have Google search and display ads with Compass Media in the Florida market to back up the video campaign we have with Visit Florida.

Catherine Reeves joined the meeting at 2:24 pm.  
With a quorum, grant presentations were heard.

#### **OLD BUSINESS:**

#### **GRANT FUNDING - ORAL PRESENTATIONS:**

**Lead Foot City:** Full Year of Events, presented by Achilles Thomas

Since rezoning in November 2020, Lead Foot City has held a large number of events that have attracted nearly 60,000 people from all over the state of Florida. Lead Foot city has events every week with larger festivals once or twice each month. “Lead Foot City equals Tourism” “Bringing Adventure to the Adventure Coast!” “The Place for all Things Automotive” The property being developed will become the first automotive theme park in the United States. Achilles shared a short video displaying some of the events and testimonials of Lead Foot City and a handout with a property plan map.

Question: Roger King asked if past events are going to be replicated in the upcoming year; and Achilles answered yes, with some new events too.

**Chinsegut Hill Retreat and Conference Center:** General Marketing, presented by Ashley Hofecker and Christie Williams

Mid Florida Community Services, Inc. is a nonprofit organization that has been in Hernando County since 1968. In January 2020, the organization was granted the partnership agreement by the Hernando County Board of County Commissioners to operate the eleven hundred fourteen-acre property consisting of the retreat and conference center, dining hall, cottages and caretaker’s house. The purpose of the requested grant funding is to market to travel groups and for weddings from out of town and out of state who will, hopefully become recurring visitors to Chinsegut Hill Retreat and Conference Center. They shared a slide show and handout including the 2019-2020 Annual Report.

Question: Elizabeth Narverud asked if they pay the Tourist Development Tax, and the answer was yes, they do pay the TDT.

**Chinsegut Hill Historic Site:** Weekly Historical Site Tours and Emancipation Day Event, May 21, 2022, presented by Ross Lamoreaux

The Tampa Bay History Center manages Chinsegut Hill Historic Site. They are requesting funds to promote via social media campaigns of Facebook and Instagram targeting surrounding counties and Tampa Bay metropolitan area January through May 2022. Additionally, they are requesting funds to promote via print ads campaigns specifically targeting the Tampa African American community.

Question: Tammy Heon asked how the requested advertising funds would be distributed between the weekly Historical Site Tours and Emancipation Day Event, May 21, 2022. Ross Lamoreaux answered about 50% each.

**Hernando County Fine Arts Council:** 2022 Art in the Park, March 12 and 13, 2022, presented by Allisa Babor This will be the 37<sup>th</sup> annual Art in the Park and is the principal fundraiser for Hernando County Fine Arts Council, a nonprofit organization. The event typically draws artists from Florida, Gorgia, South Carolina and around the country. They are requesting funding to supplement their out of county marketing and advertising. The event anticipates eight to ten thousand attendees generating approximately 225 room nights.

Question: Rodger King asked what is the “You Be the Judge” survey. Allisa Barbor stated that it gives attendees the ability to vote for an artist while collecting demographics about the attendee.

**The ARC Nature Coast:** Spring Lake Memorial Classic 2-Mile/5K/10K, May 28, 2022, presented by Mark Berry and Nancy Stubbs

The 2-Mile/5K/10K is a scenic destination run among the hills of Hernando County. This will be the fifteen annual race and the third year asking for grant funding by The ARC Nature Coast, a nonprofit organization.

Each year with the TDC Grant Funding they have been able to increase out of county participation. Last year, more than half of the 250 participants came from outside the county. The ARC Nature Coast provided to the TDC a handout of a heat map illustrating where participants travel from based on zip codes.

**Hernando County Bike Fest:** Brooksville Bike Rally, monthly event, presented by Michael DeFelice  
Hernando County Bike Fest, Inc. is a nonprofit organization to benefit food availability. The Brooksville Bike Rally, held at The Morgue at 615 Old Hospital Drive, Brooksville, is a monthly event with upcoming dates of October 16, November 20, and December 11, 2021. Additionally, there is a three-day motorcycle fest the third weekend of March that could draw up to 30,000 people into Hernando County. He shared a slide show, business cards with schedule, and posters with the TDC.

**Evans Media Source:** Florida Classic Music Festival, February 24 - 26, 2022, presented by Ernie Evans and Deborah Evans

Formerly known as the Florida Bluegrass Classic, the Florida Classic Music Festival has grown and evolved over the past six years with bigger name entertainers this year. The event will be held at Florida Classic Park in Brooksville. Recently, in 2019 Evans Media bought their competitor, thereby increasing their market share of bluegrass and country music festivals enthusiasts. Digital marketing has expanded, and they are bringing in more famous artists. They shared five pages of promotional flyers and information with the TDC.

**Central Florida Sportsman Expo:** April 2 and 3, 2022, presented by Dave Humbles

The Event will be held at Tom Varn Park in Brooksville. This event has been occurring in Hernando County since 2019. In March of 2021 there were 103 registered vendors consisting of RVs, travel trailers, toy haulers, marinas, Harley Davidson, Barney's of Brooksville, Jeep Chrysler, John Deer, hunting and fishing retailers, scuba divers, Florida Fish and Wildlife Conservation Commission (FWC), food vendors, a classic car show, and others. Approximately 80% of the vendors are from out the county. He shared a marketing plan hand out and flyers with the TDC.

**Brooksville Blueberry Festival:** Brooksville SR FFA Alumni, April 23 and 24, 2022, presented by Melissa Alderman and John Lee

This fun and affordable festival with an agricultural theme will be held in downtown Brooksville and has been occurring since 2018, when the Florida Blueberry Festival was discontinued. This event is an opportunity for many non-profit organizations within the community to raise money. There is fun for the whole family, and there will be seven bands over the two-day event. The target attendance is two-hundred vendors and 25,000 people. He discussed the marketing plan, and they shared ten pages of flyers and past festival information.

Question: Roger King asked how much of the downtown area is used for the festival. John Lee answered that the Brooksville Blueberry Festival uses all of the Hernando Park area and portions of Powell Rd., Main St., and South Brooksville Ave., with a satellite location for Marker 48 at the Brooksville water tower.

**MINUTES of the June 10, 2021, Meeting:** A copy of the minutes of the June 10, 2021, TDC Meeting was included in the meeting package.

**MOTION:** A motion was made by Elizabeth Narverud to approve the minutes of the June 10, 2021, TDC Meeting. Motion seconded by Catherine Reeves. Motion passed; all in favor and no opposed.

**TDC Meeting Dates:** Beginning in January, regularly scheduled TDC Meetings will be held on the fourth Thursday, bimonthly at 3:00 pm, at the Downtown Brooksville Welcome Center.

**Grant Scoring:** Grant Awards

There is \$20,000 to be distributed amongst the nine grant applicants. Each TDC member scored each grant application and based on the total score and need for grant funding the suggested award amounts are as follows:

- Lead Foot City - \$2,500
- Mid-Florida Community Services; Chinsegut Hill Retreat - \$2,500
- Tampa Bay History Center; Chinsegut Hill Historic Site - \$1,000
- Hernando County Fine Arts Council; Art in the Park - \$2,500
- The ARC Nature Coast; Spring Lake Memorial Classic - \$1,000
- Hernando County Bike Fest; Brooksville Bike Rally - \$2,500
- Evans Media; Florida Classic Festival - \$2,500
- Dave Humbles; Central Florida Sportsman Expo - \$2,500
- Brooksville SR FFA; Brooksville Blueberry Festival - \$3,000

**MOTION:** A motion was made by Catherine Reeves to approve the grant award distribution as suggested. Motion seconded by Elizabeth Narverud. Motion passed; all in favor and no opposed.

The suggested grant awards will be presented to the BOCC their for approval.

**NEW BUSINESS:**

**Florida Mermaid Trail Part 2:** Trail of Mermaid Statues

Tammy Heon stated that she has wanted to create a trail of mermaid statues for years. The 75<sup>th</sup> Anniversary of the State Park makes this the ideal time. The trail will run from one side of the county to the other. October 13, 2022, is the 75<sup>th</sup> Anniversary of Weeki Wachee Springs State Park; and that is the target date for the unveiling of the mermaid statues. Tammy Heon shared a Power Point with the TDC displaying examples of similar community art projects from around the country. Florida's Adventure Coast mermaid statues will be hollow and six feet tall, thirty-two inches across at the base and attached to a four-foot square pedestal. Individual business will sponsor a mermaid statue and install her in a safe place for visitors to take selfie portraits. Non-retail oriented businesses will have the opportunity to sponsor a mermaid for one of the County Parks. The TDC will need to incur some expenses up front to get the project started. All the statues will be the same, and we will sell the mermaid statues at \$3,500 each; sponsorships are expected to cover all costs to launch the trail. We are partnering with the Hernando County Arts Council to jury the painting designs by many different artists. Miniature 8-inch to 10-inch replication statues will be available as a retail product.

**MOTION:** A motion was made by Elizabeth Narverud to authorize up to \$75,000 expenditure on mermaid statues. Motion seconded by Yann Milcendeau. Motion passed; all in favor and no opposed.

**MEDIA PLAN:** (Continued)

**MOTION:** A motion was made by Elizabeth Narverud to approve the media plan. Motion seconded by Yann Milcendeau. Motion passed; all in favor and no opposed.

**TDC MEMBERS REPORTS:**



**Eric Burkes:** He reported that Spectrum Bay News 9, Florida on a Tankful, featured Richloam General Store; and additionally, they were featured on Fox Channel 35. March 2022 will be Richloam General Store's 100-year anniversary.

**Yann Milcendeau:** In cooperation with Visit Florida, The Captain's House hosted a visiting influencer from Brazil, Miss. Thais Towersey.

**Catherine Reeves:** The Bistro acquired a dome shaped wood fire pizza oven.

**Elizabeth Narverud:** Nothing to report at this time.

**Roger King:** Nothing to report at this time.

**Therese White:** Nothing to report at this time.

**PUBLIC COMMENT:** None submitted and nothing to report.

The meeting adjourned at 5:09 pm.

Prepared by:  
Michelle Rose

Brooksville Welcome Center - October 2021 Report						
Total Walk-Ins since opening*: 2,146				*Reporting began in June 2020		
Total Walk-ins for FY 2021-2022, to date: 238				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Total Phone Calls for FY 2021-2022, to date: 110				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Total			
Oct. 2021	28	210	238			
Conversions						
Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	7	2	27	0	9	45
Interests & Comments						
Interests:	Halloween Event Attendees	Florida Mermaid Trail	Florida's Adventure Coast map	Things to Do	Wildlife	Things to Do - Children
Totals	150	33	27	25	15	13
Interests:	May-Stringer House	Croom Motorcycle Area	Events & Festivals	Train Depot	Love the Welcome Ctr	Chinsegut Hill
Totals	12	11	10	10	10	8
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
Oct. 2021	61	49	110			

## Brooksville Welcome Center - September 2020 Report

Total Walk-Ins Year-to-Date*: 310	* Reporting began in June 2020
Total Phone Calls for FY 2019-2020, Year-to-Date: 1,883	(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)

### Visitors

Monthly Visitors	Walk-in Visitors	Walk-in Residents	Outside Only - Kiosk	Total		
Sept. 2020	25	59	20	104		

### Conversions

Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	4	0	19	0	5	28

### Interests & Comments

Interests:	FL Mermaid Trail	Brooksville Main Street	FAC Map	Things to Do	Things to do for Children	New Resident
Totals	26	21	9	5	5	5

Interests:	Restaurants	WWSSP	Parks & Recreation	City / County map	Driving Tours	U-pick Farms
Totals	4	3	3	2	2	2

Interests:	Boyett's Grove	Hiking / Nature trails	Cycling	Withlacoche Forest	Kayaking / SUP	
Totals	2	2	2	2	2	

### Phone Calls

Monthly	In-state	Out of State	Total			
Sept. 2020	84	95	179			

LEADS Report - October 2021						Total LEADS: 379
TOTALS BY STATE / COUNTRY						
Top States	FL	TX	CA	NY	PA-GA-NJ (Tie)	
LEADS	50	27	23	18	16	
Countries	CANADA					
LEADS	3					

Arrival Data from LEADS (Visit Florida - Miles Media only)						Total: 66
Top States with Arrival Dates	FL	TX	OH-WI (Tie)	IN		
LEADS	8	6	5	4		
Top Arrival Months - All States/Regions						
Month	Oct. 2021	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022
Expected Arrivals	9	11	11	13	4	5
Month	April 2022	May 2022	June 2022	Sept. 2023		
Expected Arrivals	3	1	8	1		
Arrivals By Region						
Region	In-State (Florida)	South	Northeast	Midwest	West	
Leads with arrival dates	8	25	8	21	4	

States with Arrival Dates - highlighted in bold and underlined:

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

State / Country	Total Leads	Visit Florida	American Road	AAA World	Undiscovered Florida
FL	50	30	17	0	3
TX	27	11	14	0	1
CA	23	5	14	0	4
NY	18	5	9	0	4
Other - BLANKS	16	0	0	0	16
PA	16	9	6	0	1
GA	16	8	6	0	2
NJ	16	6	7	0	3
OH	15	7	7	0	1
WI	13	7	6	0	0
IL	12	4	6	0	2
IN	12	8	4	0	0
NC	11	5	5	0	1
TN	10	4	5	0	1
MI	8	3	5	0	0
VA	8	4	4	0	0
SC	8	3	3	0	1
AL	7	5	2	0	0
OR	7	2	5	0	0
KY	6	4	2	0	0
MN	6	2	3	0	1
MS	6	3	3	0	0
MA	5	0	5	0	0
NV	5	1	4	0	0
WV	5	2	3	0	0
CO	5	1	4	0	0
AR	4	3	0	0	1
OK	4	2	2	0	0
MO	4	3	1	0	0
KS	4	1	3	0	0
IA	3	1	1	0	1
HI	3	1	1	0	1
AZ	2	2	0	0	0
CT	2	0	2	0	0
UT	2	0	2	0	0
WA	2	1	1	0	0
ID	2	0	2	0	0
NE	2	0	2	0	0
VT	2	2	0	0	0
MD	1	1	0	0	0
LA	1	1	0	0	0
DE	1	0	0	0	1
NH	1	1	0	0	0
BC (CANADA)	1	0	0	0	1
QC (CANADA)	1	0	0	0	1
ON (CANADA)	1	0	0	0	1
PR	1	0	0	0	1
AK	1	0	1	0	0
ND	1	0	1	0	0
RI	1	1	0	0	0
SD	1	1	0	0	0
NM	0	0	0	0	0
DC	0	0	0	0	0
ME	0	0	0	0	0
MT	0	0	0	0	0
WY	0	0	0	0	0
TOTAL	379	160	168	0	49

Visitor Information Center - Distributions for October 2021

Distributions & Partner Visits

Partner	FAC Folded Maps	FAC Maps (Tear-off)	FAC General Brochure	FAC Bike Brochure	FAC Paddling Brochure	FAC U-Pick Brochure	FAC Kegs Casks & Corks Brochure	FAC Golf Brochure	Weeki Wachee Brochure	FAC Hand Sanitizer	FAC Face Masks
Brooksville Wedding guests (visitor request)	50										
Country Bear Knives & Gifts Store		200	50								
<b>Totals:</b>	<b>50</b>	<b>200</b>	<b>50</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

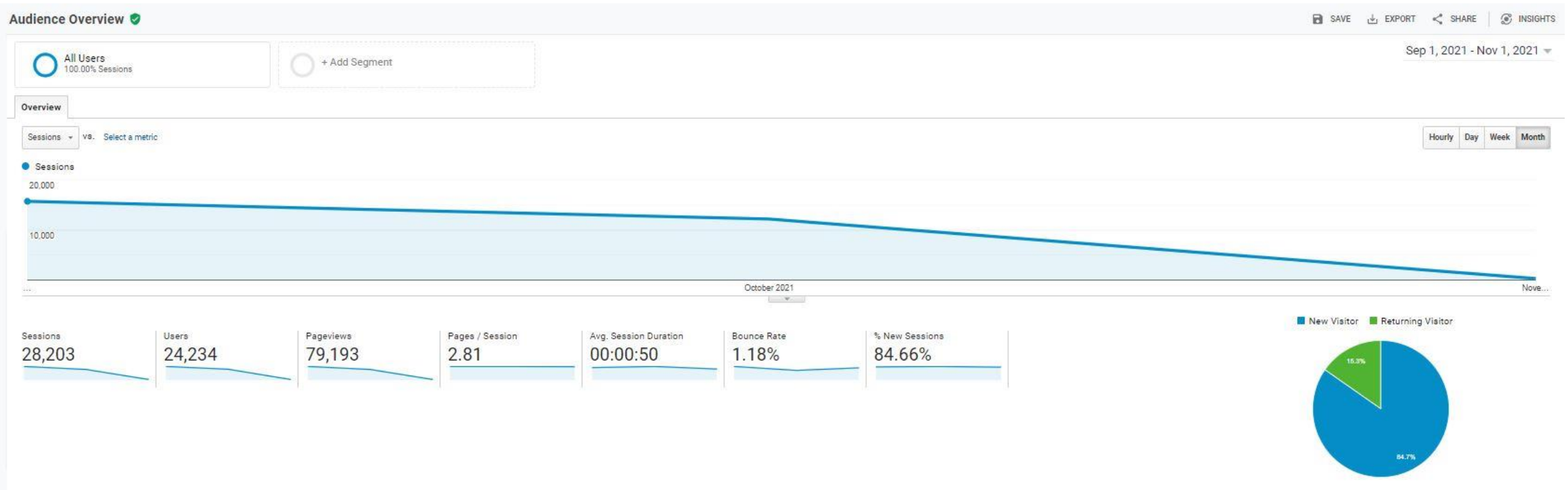
Google  
Analytics  
Report:  
Sept. –  
Oct., 2021



*Florida's*  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE



# Audience Overview



# Geographic Location United States



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WFFKI WACHFF

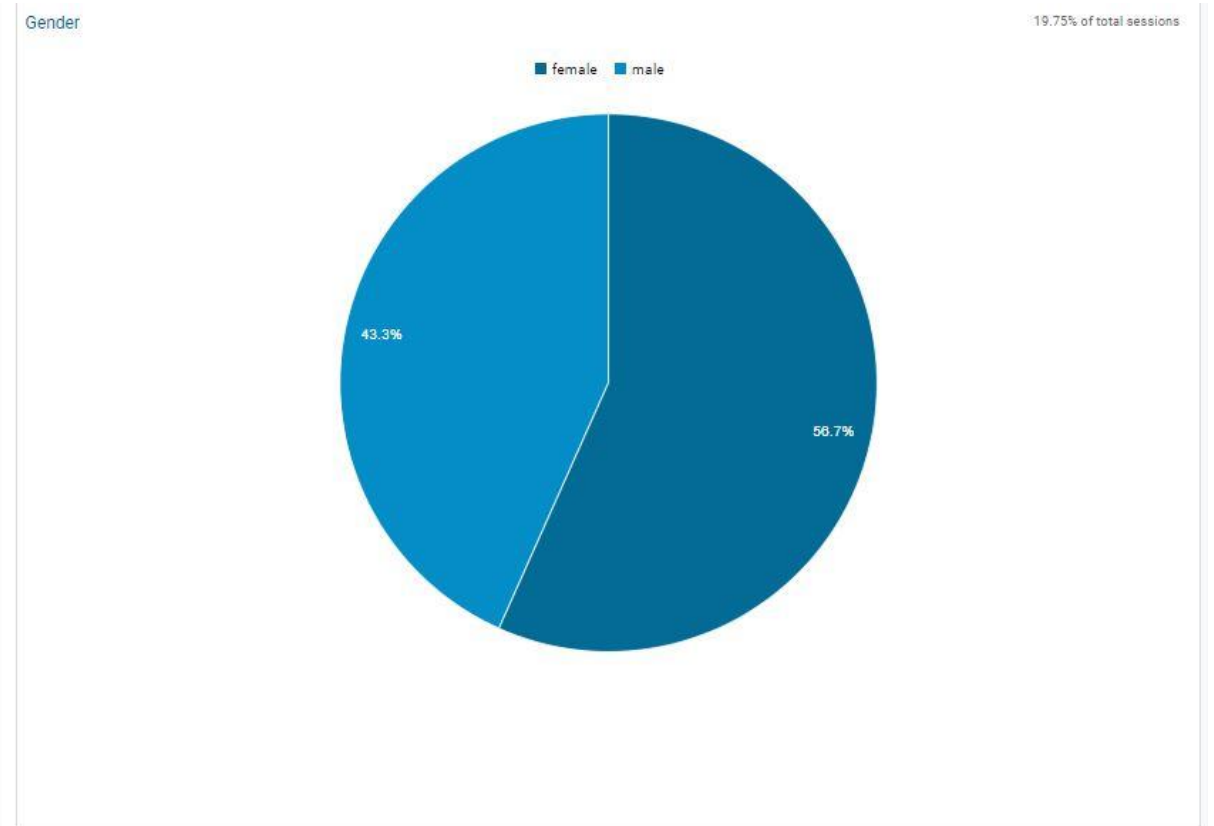
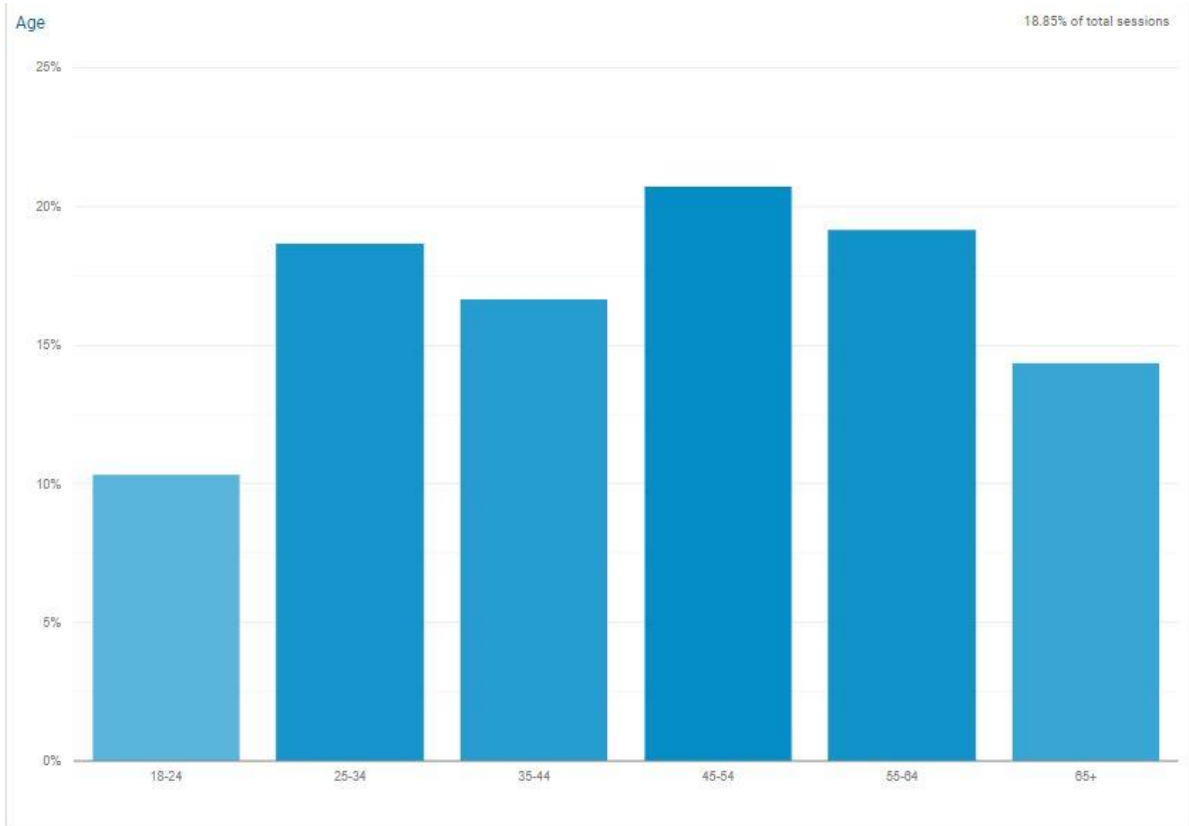
Region ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	26,384 <small>% of Total: 93.55% (28,203)</small>	84.16% <small>Avg for View: 84.66% (-0.59%)</small>	22,206 <small>% of Total: 93.00% (23,877)</small>	0.99% <small>Avg for View: 1.18% (-16.47%)</small>	2.84 <small>Avg for View: 2.81 (1.14%)</small>	00:00:52 <small>Avg for View: 00:00:50 (3.58%)</small>
1. Florida	15,399 (58.36%)	83.10%	12,796 (57.62%)	0.72%	2.96	00:01:01
2. Georgia	1,014 (3.84%)	81.85%	830 (3.74%)	1.58%	2.97	00:01:02
3. New York	712 (2.70%)	84.55%	602 (2.71%)	1.69%	2.82	00:00:36
4. North Carolina	710 (2.69%)	87.04%	618 (2.78%)	0.99%	2.61	00:00:38
5. Texas	703 (2.66%)	84.21%	592 (2.67%)	1.85%	2.58	00:00:39
6. California	636 (2.41%)	85.53%	544 (2.45%)	1.42%	2.45	00:00:29
7. Virginia	562 (2.13%)	94.31%	530 (2.39%)	1.96%	2.40	00:00:17
8. Pennsylvania	479 (1.82%)	84.34%	404 (1.82%)	1.25%	2.77	00:00:44
9. Ohio	452 (1.71%)	89.16%	403 (1.81%)	0.88%	2.65	00:00:44
10. Illinois	442 (1.68%)	85.52%	378 (1.70%)	1.81%	2.81	00:00:53



# Demographics Overview



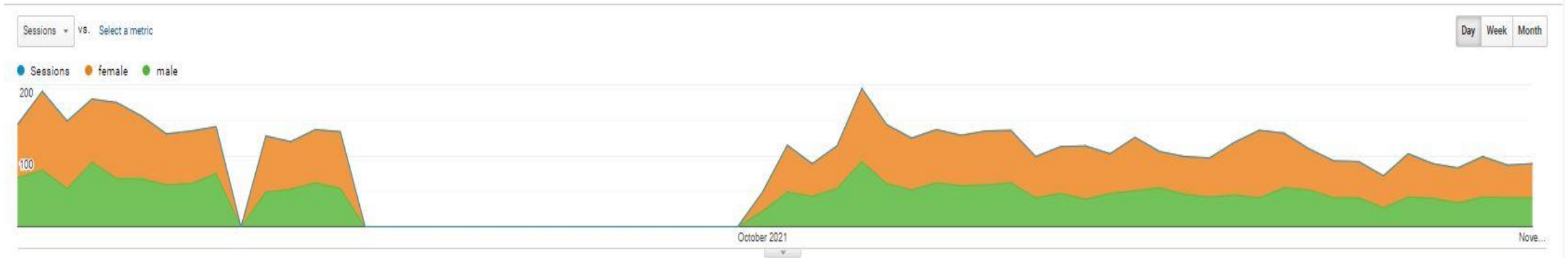
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ✦ WEEKI WACHEE



# Gender Demographics



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WFKI WACHFF



Primary Dimension: Gender

Plot Rows Secondary dimension Sort Type: Default

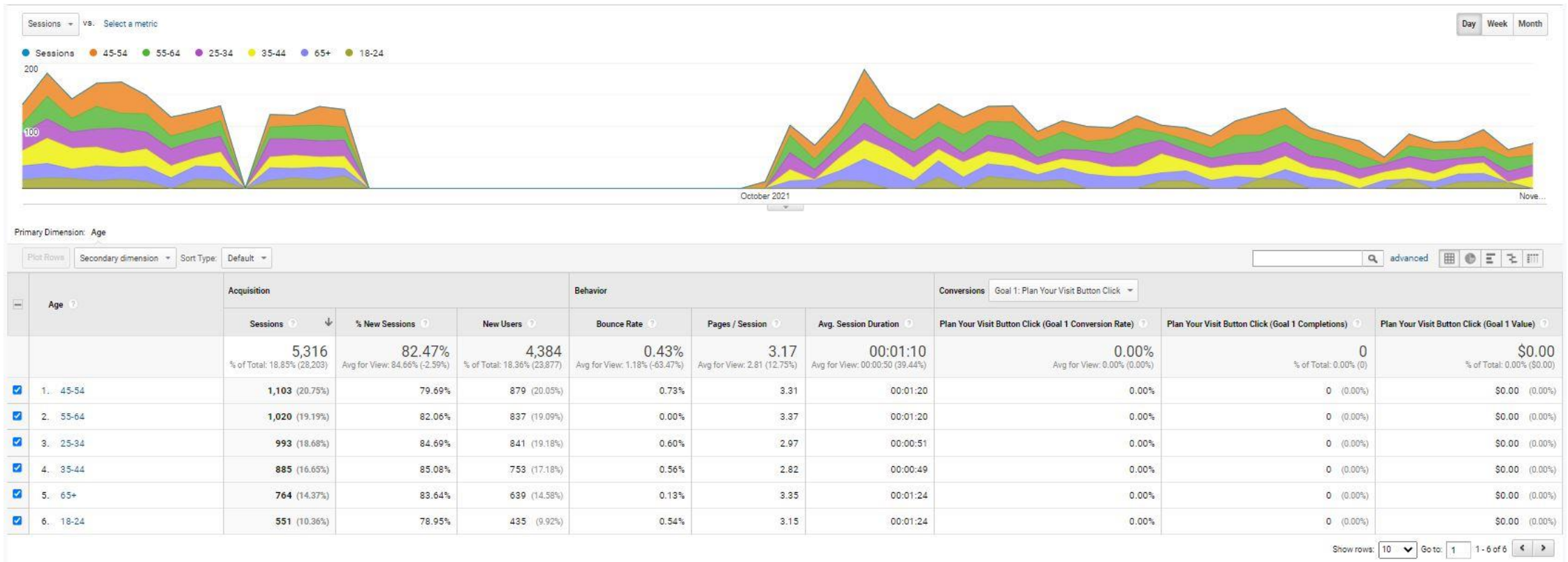
advanced

Gender	Acquisition			Behavior			Conversions Goal 1: Plan Your Visit Button Click		
	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)
	5,571 <small>% of Total: 19.75% (28,203)</small>	82.57% <small>Avg for View: 84.66% (-2.47%)</small>	4,600 <small>% of Total: 19.27% (23,877)</small>	0.48% <small>Avg for View: 1.18% (-59.08%)</small>	3.14 <small>Avg for View: 2.81 (11.90%)</small>	00:01:09 <small>Avg for View: 00:00:50 (35.91%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<input checked="" type="checkbox"/> 1. female	3,158 (56.69%)	81.51%	2,574 (55.96%)	0.41%	3.24	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input checked="" type="checkbox"/> 2. male	2,413 (43.31%)	83.96%	2,026 (44.04%)	0.58%	3.02	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Age Demographics



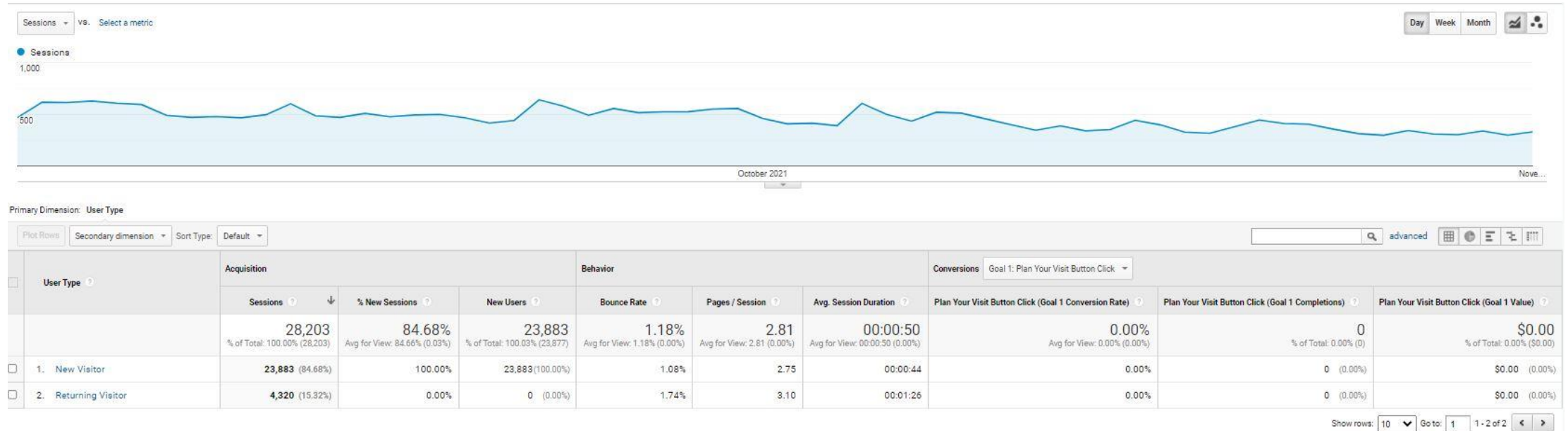
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WFFKI WACHFF



# New vs Returning Users



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ✦ WEEKI WACHEE



# Mobile Overview



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WFKI WACHFF



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

advanced

Device Category	Acquisition			Behavior			Conversions Goal 1: Plan Your Visit Button Click		
	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)
	28,203 % of Total: 100.00% (28,203)	84.68% Avg for View: 84.66% (0.03%)	23,883 % of Total: 100.03% (23,877)	1.18% Avg for View: 1.18% (0.00%)	2.81 Avg for View: 2.81 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	18,296 (64.87%)	85.25%	15,598 (65.31%)	0.92%	2.56	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	8,232 (29.19%)	84.85%	6,985 (29.25%)	1.58%	3.35	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1,675 (5.94%)	77.61%	1,300 (5.44%)	2.09%	2.83	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

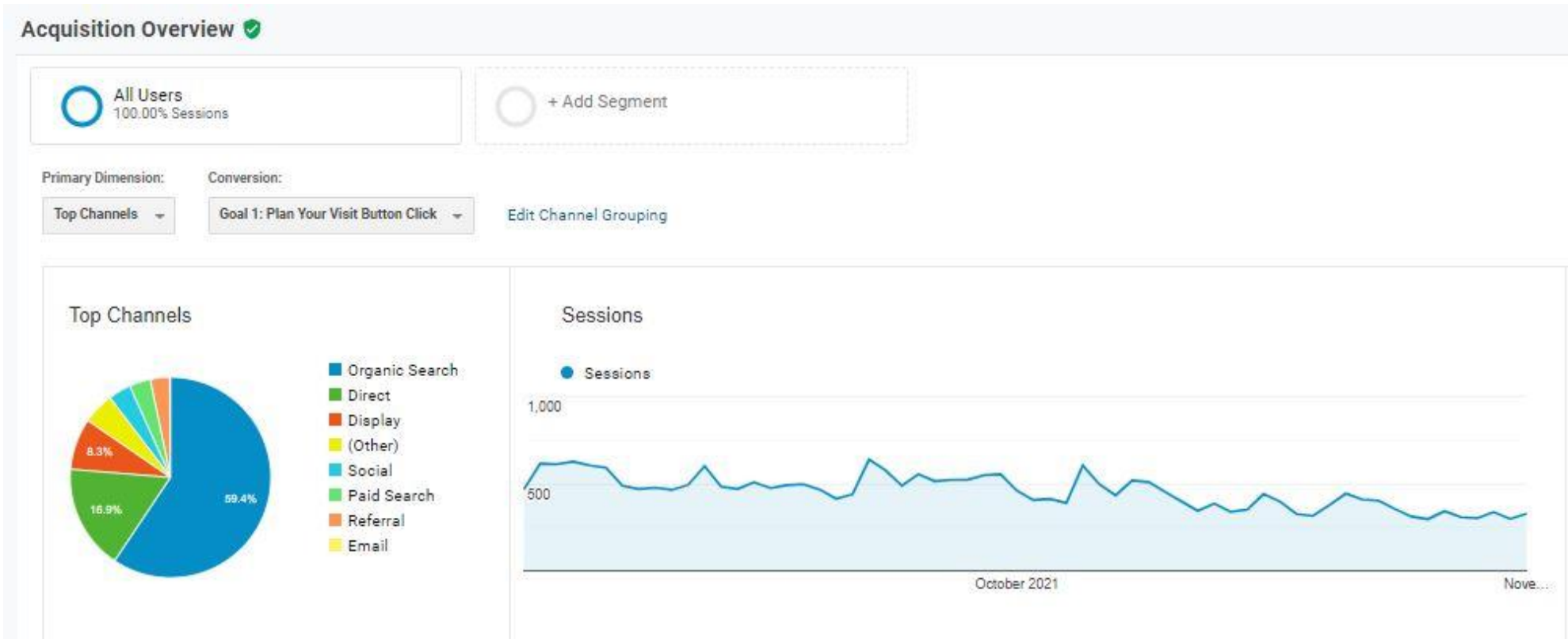
Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 11/2/21 at 9:32:45 AM - Refresh Report

# Acquisition Overview



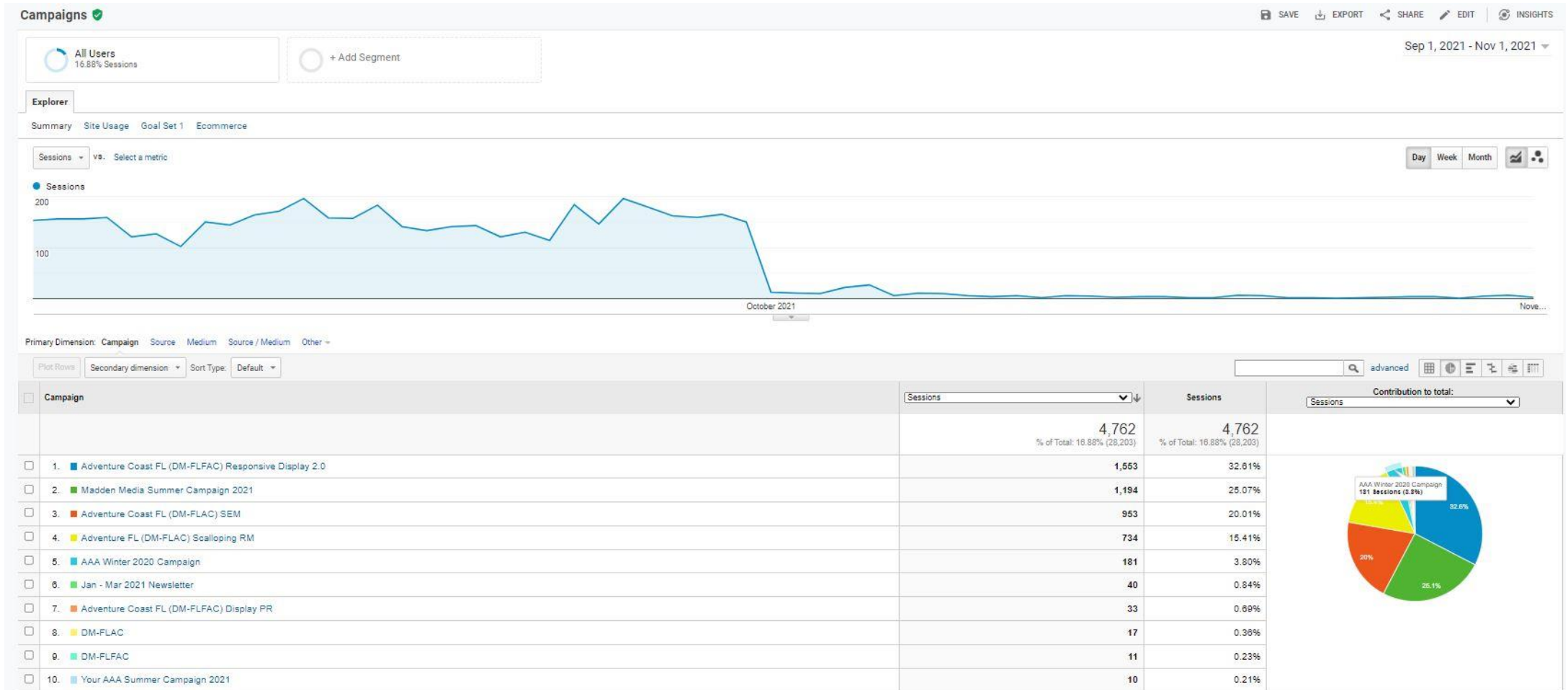
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WFFKI WACHFF



# Campaigns



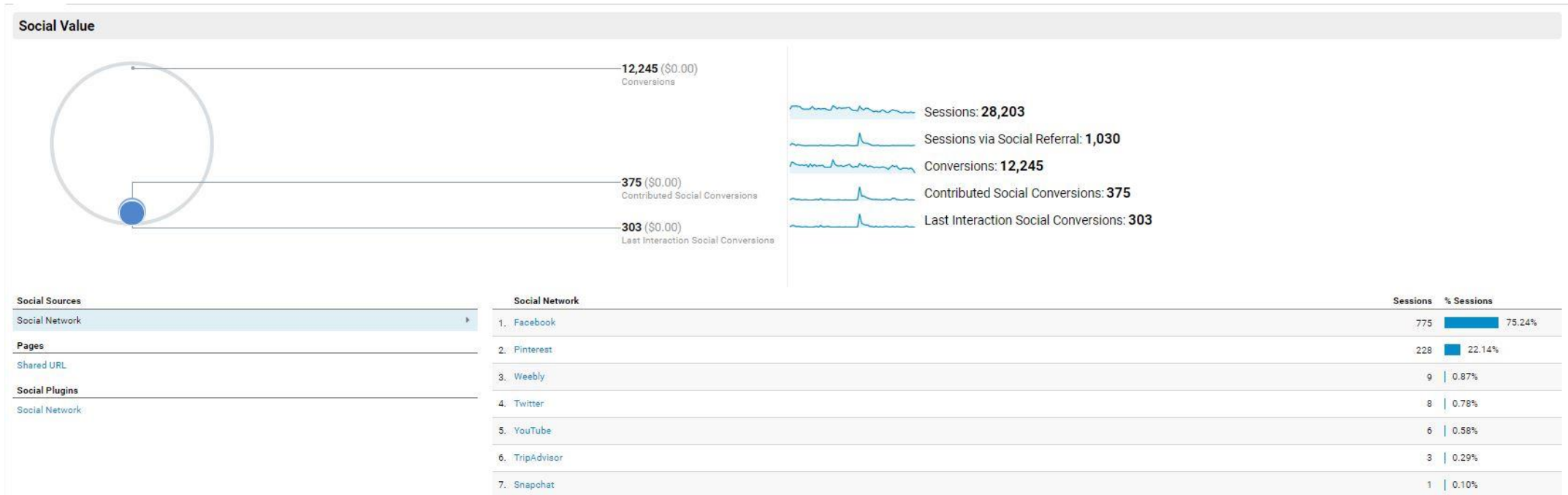
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE



# Social Media Overview



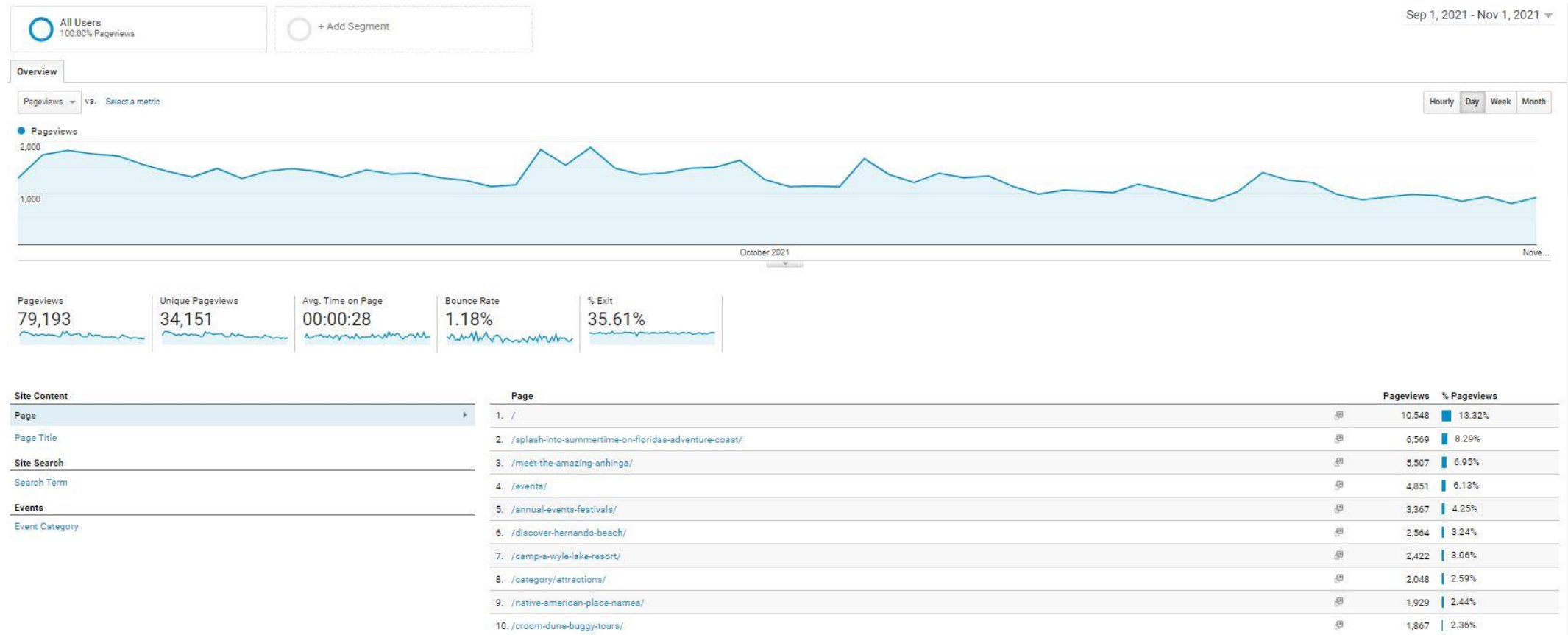
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WFFKI WACHFF







# Behavior Overview/Most Visited Pages





# Natalie Kahler

## Natalie Kahler

---

Submission Date Nov 15, 2021 1:05 PM

Organization Name Brooksville Main Street

Organization EIN# or FEN# 85-3770860

Address 205 E Fort Dade Avenue  
Brooksville, FL, 34601

Application completed by Natalie Kahler

Title Executive Director

Email [natalie@welovebvl.org](mailto:natalie@welovebvl.org)

Email [events@welovebvl.org](mailto:events@welovebvl.org)

Telephone No. (352) 540-6409

Name of Event Brooksville Blueberry Festival

Is this a new event or a repeat event?

Repeat

Upload the most recent Grant Funding Report



[BBfest.pdf](#)

Event Marketing Contact Natalie Kahler

Email Address [events@welovebvl.org](mailto:events@welovebvl.org)

Email Address [betsyahrens@gmail.com](mailto:betsyahrens@gmail.com)

Telephone No. (352) 540-6409

Organization or event Website [www.brooksvilleblueberryfestival.com](http://www.brooksvilleblueberryfestival.com)

Event or Organization Social Media Sites: (Please provide complete URL for social media channels) <https://facebook.com/brooksvilleblueberryfestival/posts/1979711505386029>

Event or Organization Social <https://www.facebook.com/brooksvillemainstreet/>

Media Sites: (Please provide complete URL for social media channels)

Event location(s) **Downtown Brooksville**

Address of Event **205 E Fort Dade Avenue  
Brooksville, FL, 34601**

Telephone No. **(352) 540-6409**

Projected number of event vendors **220**

Projected Number of Local Attendees: **8750**

Projected Number of Out-of-Town Attendees: **16250**

Projected Number of Hotel Rooms: **200**

Marketing & Advertising Schedule: **Radio: WWJB, The Boot, WXJB  
Television: Bay News 9  
Newspaper: Tampa Bay Times, Hernando Sun  
Social Media: Facebook, Instagram, Twitter, YouTube**

Total Marketing and Advertising Budget: **\$15,000**

Total Grant Amount Requested: **\$5000**

I understand that the Event's Marketing Coordinator and/or Authorized Agent must a Grant Workshop in order to be eligible for funding. **NK**

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. **NK**

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 **NK**

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 **NK**

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.

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. **NK**

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 **NK**  
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.

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. **NK**

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

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

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 **NK**

additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event.

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.

**NK**

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.

**NK**

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:

**Natalie Kahler**

Title:

**Executive Director**

Date

**Nov 15, 2021**

---

RECEIVED

This form has fill-in fields that you can type your responses into, then print the form. Board of County Commissioners, Hernando County

NOV 01 2021

1787-20-10N

Hernando County Board of County Commissioners	<b>HERNANDO COUNTY</b> <b>BOARD OF COUNTY COMMISSIONERS</b> <b>BOARD/COMMITTEE APPLICATION</b>	RECEIVED
--	--	----------

Please type or print clearly

Name of Board/Committee HERNANDO COUNTY TOURISM DEVELOPMENT COUNCIL  
 Check one:  Full Member Position  
 Alternate Member Position

Name MICHAEL JOSEPH DOLAN  
 (Your name must be listed as it appears on your voter registration card)

THE FOLLOWING INFORMATION IS REQUIRED FOR COUNTY RECORDS AND BECOMES PUBLIC RECORD UPON SUBMITTING THIS APPLICATION. IF YOU BELIEVE THAT YOU QUALIFY FOR AN EXEMPTION TO THE RELEASE OF THIS INFORMATION, PURSUANT TO F.S. 119.07, PLEASE STATE THE BASIS OF YOUR EXEMPTION. YOUR FAILURE TO ANSWER FULLY AND TRUTHFULLY ALL QUESTIONS COULD RESULT IN YOUR APPLICATION BEING DENIED OR YOUR SUBSEQUENT REMOVAL FROM ANY BOARD/COMMITTEE IF APPOINTED.

Address 5373 CAPPLEMAN LOOP

City BROOKSVILLE, FL Zip 34601

Telephone 360-359-0569 (home) \_\_\_\_\_ (business)

E-mail address mjdolanski@gmail.com

Are you a resident of Hernando County? YES

Voter Registration Number 119898733

Education AA  
 (Please include any certificates, awards, diplomas, degrees, professional license numbers, etc.)

Employment History RETIRED FINANCE MANAGER - BOEING COMMERCIAL CO  
 (Attach a resume if available)

Licenses or Certificates Held \_\_\_\_\_

Have you ever previously applied for a position on any County Board/Committee? YES

If yes, please state the Board(s)/Committee(s) you applied for, when you applied, and whether you were appointed.  
HERNANDO COUNTY FINE ARTS COUNCIL APPOINTED JAN 2020

Have you ever been convicted, plead guilty or no contest, or entered into PTI for a felony or 1<sup>st</sup>/ 2<sup>nd</sup> degree misdemeanor? NO  
 Answering yes does not automatically disqualify you for consideration.

If yes, what charges? \_\_\_\_\_

Are you currently involved as a defendant in a criminal case? No

If yes, what charges? \_\_\_\_\_

Have you ever been named as a defendant in a civil action suit? No

If yes, when and describe action. \_\_\_\_\_

Please state your reasons for applying to this Board/Committee TO SERVE HERNANDO COUNTY USING MY ACCUMULATED YEARS OF EXPERIENCE AS A BUSINESS OWNER IN THE TOURISM INDUSTRY

Please list three character references of persons NOT related to, NOT an employer, NOT an employee of you or your company, and whom you have known at least one (1) year. Please include addresses and phone numbers.

1. BETH PUTNAM 411 LAW ST BROOKSVILLE, FL
2. ALLISA BABOR 5178 CULBREATH RD BROOKSVILLE, FL
3. DEBRA KING 701 MUSEUM CT BROOKSVILLE, FL

I hereby request consideration as a committee/board appointee. It is my intention to familiarize myself to the duties and responsibilities of the office to which I may be appointed, and to fulfill the appointment to the best of my ability, exercising good judgement, fairness, impartiality, and faithful attendance. By my signature below, I hereby authorize Hernando County to check my references and my background, including, without limitation, obtaining a criminal history check. I also agree to file a Financial Disclosure form as required by State law, if applicable, and abide by provisions of the State Sunshine Law.

I hereby swear and affirm, under Penalty of Perjury, that the above information is true and correct.

Applicant's signature Michael D. Dala

(Please direct all inquiries to the County Administrator's Office at 754-4002.)

Completed applications may be submitted to the County Administrator's office, 20 North Main Street, Room 263, Brooksville, Florida 34601, or faxed to 352-754-4477.

PRINT FORM CLEAR FORM

REFERENCES  
PHONE NO.

BETH PUTNAM	352 573 8208
ALLISA BABOR	352 232 5845
DEBRA KING	239 250 4130





# Hernando County Background Consent / Release Form

As a volunteer applicant, I understand and acknowledge that an investigative report may be compiled on me. This report may include information regarding any criminal records, and from various public and private sources including law enforcement agencies at the Federal, State or County level, courts record repositories, sexual offender registries and any other source required to verify information that I have voluntarily provided.

## PERSONAL INFORMATION

Legal Name: MICHAEL JOSEPH DOLAN

Date of Birth: 04/09/1947

Other Names Used: \_\_\_\_\_

(Legal Name) First M.I. Last

Dates Used (from/to): \_\_\_\_\_

Home Phone #: \_\_\_\_\_

Cell Phone #: 360-359-0568

E-mail Address: mjdolan@sk@gmail.com

Are you 18 years of age or older?  Yes  No

## GEOGRAPHIC INFORMATION

Current Address: 5373 CAPPLEMAN LOOP

City, State, Zip : BROOKSVILLE, FL 34601

Time at this address: 2 Years 6 Month

Previous Address: 701 MUSEUM CT

City, State, Zip : BROOKSVILLE, FL 34601

Time at this address 2 Years 8 Month

By signing below, you hereby authorize, empower and release from all liability, without reservation, any agency contacted by Hernando County to furnish the above-mentioned information. You further authorize ongoing procurement of the above-mentioned information at any time during your relationship with Hernando County. You agree that a fax or photocopy of this authorization is to be considered and accepted with the same authority as the original.

*Michael Joseph Dolan* 10/28/2021  
 Applicant's Signature Date

HERNANDO COUNTY BOARD OF COUNTY COMMISSIONERS BOARD/COMMITTEE APPLICATION

Please type or print clearly

Name of Board/Committee Tourist Development Council
Check one: [X] Full Member Position [ ] Alternate Member Position

Name Christopher Licata III
(Your name must be listed as it appears on your voter registration card)

THE FOLLOWING INFORMATION IS REQUIRED FOR COUNTY RECORDS AND BECOMES PUBLIC RECORD UPON SUBMITTING THIS APPLICATION. IF YOU BELIEVE THAT YOU QUALIFY FOR AN EXEMPTION TO THE RELEASE OF THIS INFORMATION, PURSUANT TO F.S. 119.07, PLEASE STATE THE BASIS OF YOUR EXEMPTION. YOUR FAILURE TO ANSWER FULLY AND TRUTHFULLY ALL QUESTIONS COULD RESULT IN YOUR APPLICATION BEING DENIED OR YOUR SUBSEQUENT REMOVAL FROM ANY BOARD/COMMITTEE IF APPOINTED.

Address 3781 Bramblewood Loop

City Spring Hill Zip 34609

Telephone 727-507-1152 (home) (business)

E-mail address ChrisLicata3@gmail.com

Are you a resident of Hernando County? Yes

Voter Registration Number 118548840

Education Eight Years of Military Service / FL 2-15 insurance license (inactive)
(Please include any certificates, awards, diplomas, degrees, professional license numbers, etc.)

Employment History See Attached
(Attach a resume if available)

Licenses or Certificates Held Recently Expired DOD Secret Clearance

Have you ever previously applied for a position on any County Board/Committee? NO

If yes, please state the Board(s)/Committee(s) you applied for, when you applied, and whether you were appointed.

Have you ever been convicted, plead guilty or no contest, or entered into PTI for a felony or 1st/ 2nd degree misdemeanor? NO

Answering yes does not automatically disqualify you for consideration.

If yes, what charges? NA

Are you currently involved as a defendant in a criminal case? NO

If yes, what charges? NA

Have you ever been named as a defendant in a civil action suit? NO

If yes, when and describe action. NA

Please state your reasons for applying to this Board/Committee The importance tourism plays in our local economy can not be understated. As the world reopens from COVID-19 tourist will be looking for new nontourist trap adventures. It would be my honor to help attract them to Hernando.

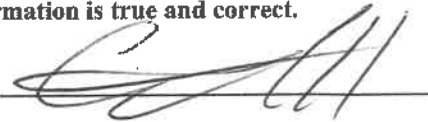
Please list three character references of persons NOT related to, NOT an employer, NOT an employee of you or your company, and whom you have known at least one (1) year. Please include addresses and phone numbers.

1. State Senator Danny Burgess
2. John Mitten
3. State House Representative Nick DiCeglie

I hereby request consideration as a committee/board appointee. It is my intention to familiarize myself to the duties and responsibilities of the office to which I may be appointed, and to fulfill the appointment to the best of my ability, exercising good judgement, fairness, impartiality, and faithful attendance. By my signature below, I hereby authorize Hernando County to check my references and my background, including, without limitation, obtaining a criminal history check. I also agree to file a Financial Disclosure form as required by State law, if applicable, and abide by provisions of the State Sunshine Law.

I hereby swear and affirm, under Penalty of Perjury, that the above information is true and correct.

Applicant s signature



(Please direct all inquiries to the County Administrator s Office at 754-4002.)

Completed applications may be submitted to the County Administrator's office, 20 North Main Street, Room 263, Brooksville, Florida 34601, or faxed to 352-754-4477.



## Hernando County Background Consent / Release Form

As a volunteer applicant, I understand and acknowledge that an investigative report may be compiled on me. This report may include information regarding any criminal records, and from various public and private sources including law enforcement agencies at the Federal, State or County level, courts record repositories, sexual offender registries and any other source required to verify information that I have voluntarily provided.

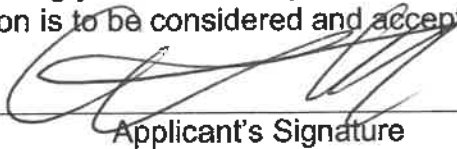
### PERSONAL INFORMATION

Legal Name: Christopher Licata III  
Date of Birth: 03/20/1991  
Other Names Used: \_\_\_\_\_  
(Legal Name) First M.I. Last  
Dates Used (from/to): \_\_\_\_\_  
Home Phone #: \_\_\_\_\_  
Cell Phone #: 727-507-1152  
E-mail Address: ChrisLicata3@gmail.com  
Are you 18 years of age or older?  Yes  No

### GEOGRAPHIC INFORMATION

Current Address: 3781 Bramblewood Loop  
City, State, Zip : Spring Hill, FL, 33776  
Time at this address: 3 Years \_\_\_\_\_ Month  
Previous Address: \_\_\_\_\_  
City, State, Zip : \_\_\_\_\_  
Time at this address \_\_\_\_\_ Years \_\_\_\_\_ Month

By signing below, you hereby authorize, empower and release from all liability, without reservation, any agency contacted by Hernando County to furnish the above-mentioned information. You further authorize ongoing procurement of the above-mentioned information at any time during your relationship with Hernando County. You agree that a fax or photocopy of this authorization is to be considered and accepted with the same authority as the original.



Applicant's Signature

OCT 18 2021

Date

# Christopher Louis Licata III

727-507-1152

ChrisLicata3@Gmail.com

Prior Secret Clearance

Brooksville, Florida

A Motivated Navy Veteran and Certified Lean Six Sigma Green Belt

## Experience:

### **Pasco County Government Project Coordinator II & III**

Aug 2020 to Current

- Designing schedules, assessing risks, monitoring staff, budgeting, tracking progress, coordinating with other departments.

### **Greater Hernando County Chamber of Commerce — Business Development Analyst**

Jan 2020 to Aug 2020

- Membership Director, Events Coordinator and COVID-19 Task Force Chair.

### **Licata Consulting Solutions – Owner and Operator**

2019 to Current

- Licata Consulting Solutions is a boutique Risk Analysis, Parliamentary Services, Public and Government Relations Agency.

### **Northwestern Mutual - Financial Advisor**

2017 to 2019

- Complete various complex financial analysis on an individualized level based on client's needs.

### **US NAVY - Port Operation Controller and Navigation Specialist**

October 2009 to May 2017

- Ensure safety and security of 15 home ported US Navy warships, various guest ships, and the installation.
- Coordinate all port sea traffic including work boats, tugs, ships, and security forces via radio communication and schedule ship movement in an ever-changing mission environment.
- Navigated ship through the 120 nautical-mile Suez Canal making course correction recommendations directly to the captain every two minutes for 18 hours.
- Updated secret topographic data daily, resulting in 92,000 nautical miles traveled without incident.
- Advised Captain on navigation hazards and strategic contingencies via 40+ navigational presentations.
- Awarded twice by the Secretary of the Navy for meticulous attention to detail in the exceptional performance in leadership of junior sailors.
- Performed maritime security to the Red Sea during the Spring of 2015 protecting global trade routes and to the southern Mediterranean during the Fall of 2012, while providing surveillance of North African coastal areas.
- Humanitarian Aid Mission to eight West African Countries.

## Education:

**Admiral Farragut Academy, Graduated, High School Diploma**

**Saint Leo University, 3+3 BA Political Sci & Law School, Unified Program, Incomplete**

OCT 28 2021

**HERNANDO COUNTY  
BOARD OF COUNTY COMMISSIONERS  
BOARD/COMMITTEE APPLICATION**

Hernando County  
Board of County Commissioners

Please type or print clearly

Name of Board/Committee TDC

Check one:  Full Member Position  
 Alternate Member Position

Name Catherine Fees  
(Your name must be listed as it appears on your voter registration card)

**THE FOLLOWING INFORMATION IS REQUIRED FOR COUNTY RECORDS AND BECOMES PUBLIC RECORD UPON SUBMITTING THIS APPLICATION. IF YOU BELIEVE THAT YOU QUALIFY FOR AN EXEMPTION TO THE RELEASE OF THIS INFORMATION, PURSUANT TO F.S. 119.07, PLEASE STATE THE BASIS OF YOUR EXEMPTION. YOUR FAILURE TO ANSWER FULLY AND TRUTHFULLY ALL QUESTIONS COULD RESULT IN YOUR APPLICATION BEING DENIED OR YOUR SUBSEQUENT REMOVAL FROM ANY BOARD/COMMITTEE IF APPOINTED.**

Address 22349 Croom Rd

City Brooksville Zip 34601

Telephone 727-481-1038 (home) \_\_\_\_\_ (business)

E-mail address catherine@rising.sun.brooksville.com

Are you a resident of Hernando County? Yes

Voter Registration Number 121126050

Education University 3 years. Canada  
(Please include any certificates, awards, diplomas, degrees, professional license numbers, etc.)

Employment History owner Bistro  
(Attach a resume if available)

Licenses or Certificates Held \_\_\_\_\_

Have you ever previously applied for a position on any County Board/Committee? Yes

If yes, please state the Board(s)/Committee(s) you applied for, when you applied, and whether you were appointed.  
T.D.C.

Have you ever been convicted, plead guilty or no contest, or entered into PTI for a felony or 1<sup>st</sup>/ 2<sup>nd</sup> degree misdemeanor?  
Answering yes does not automatically disqualify you for consideration.

If yes, what charges? \_\_\_\_\_

Are you currently involved as a defendant in a criminal case? \_\_\_\_\_

If yes, what charges? \_\_\_\_\_

Have you ever been named as a defendant in a civil action suit? \_\_\_\_\_

If yes, when and describe action. \_\_\_\_\_

Please state your reasons for applying to this Board/Committee

Love working to better Hernando County

Please list three character references of persons NOT related to, NOT an employer, NOT an employee of you or your company, and whom you have known at least one (1) year. Please include addresses and phone numbers.

1. Karen Beasley - 279-9777
2. Danielle Headis
3. Patti Stepbroch

I hereby request consideration as a committee/board appointee. It is my intention to familiarize myself to the duties and responsibilities of the office to which I may be appointed, and to fulfill the appointment to the best of my ability, exercising good judgement, fairness, impartiality, and faithful attendance. By my signature below, I hereby authorize Hernando County to check my references and my background, including, without limitation, obtaining a criminal history check. I also agree to file a Financial Disclosure form as required by State law, if applicable, and abide by provisions of the State Sunshine Law.

I hereby swear and affirm, under Penalty of Perjury, that the above information is true and correct.

Applicant's signature



(Please direct all inquiries to the County Administrator's Office at 754-4002.)

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PRINT FORM

CLEAR FORM



# Hernando County Background Consent / Release Form

As a volunteer applicant, I understand and acknowledge that an investigative report may be compiled on me. This report may include information regarding any criminal records, and from various public and private sources including law enforcement agencies at the Federal, State or County level, courts record repositories, sexual offender registries and any other source required to verify information that I have voluntarily provided.

## PERSONAL INFORMATION

Legal Name: Catherine Reeves

Date of Birth: May 13, 66

Other Names Used: OGrady

(Legal Name) First Reeves M.I. J Last OGrady

Dates Used (from/to): Reeves July 9/88 → now

Home Phone #: \_\_\_\_\_

Cell Phone #: 727-481-1038

E-mail Address: catherine.c.tampabay@frontiernet.net RisingSun

Are you 18 years of age or older?  Yes  No Brooksville

## GEOGRAPHIC INFORMATION

Current Address: 22349 Cream Rd

City, State, Zip : Brooksville FL 34601

Time at this address: 18 Years - Month

Previous Address: 314 Fountainview Circle

City, State, Zip : Oldsmar FL

Time at this address 8 Years - Month

By signing below, you hereby authorize, empower and release from all liability, without reservation, any agency contacted by Hernando County to furnish the above-mentioned information. You further authorize ongoing procurement of the above-mentioned information at any time during your relationship with Hernando County. You agree that a fax or photocopy of this authorization is to be considered and accepted with the same authority as the original.

C. Reeves 06/27/21

Applicant's Signature Date



## 3. SEO - Website Optimization for Organic Traffic

### Advanced SEO Strategy

#### OBJECTIVE

Ensure the website on-page search optimization is up to date, and performing with Google's standards. ITI Digital may also utilize third-party tools to test and evaluate the SEO's performance of keywords, search terms and more. Total of 5 hours per month of SEO optimization.

#### SCOPE OF WORK

- Audit the site for SEO optimization and crawling errors using industry-standard SEO dashboards and Google Search Console.
- Ongoing site crawling every 14 days for technical errors report and page score optimizations, including optimization for:
  - Keywords.
  - Content length
  - Page URLs structure
  - Page Title tag
  - Page Description tag
- Updated website pages according to the optimization reports every month, using Keyword Optimization and Competitor Analysis results. Pages that will be optimized are: Homepage, Main Navigation, Secondary navigation.
- For listings that are managed by ITI Digital's DXP SaaS content, we have automatically included schema.org markup on all Places and Events creating unique URLs and relevant schema.org that can be crawled by Google. We will make adjustments to the Schema as needed and when required.
- Implement Google Rich Snippets to newly published blog stories and other marketing or seasonal landing pages.

#### Added Value

- Monthly SEO Reports, which can be used to evaluate opportunities on seasonal keywords relevant to marketing campaigns
- Quarterly Client Consultation