



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:** October 4, 2021

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, October 7, 2021**. This meeting will be held in the Conference Room at the Chamber of Commerce located at 15588 Aviation Loop Dr., Brooksville, FL 34604.

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*



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

## Hernando County Tourist Development Council Meeting

October 7, 2021

2:00PM – 4:30PM

**Location:** Conference Room of the Greater Hernando Chamber of Commerce, 15588 Aviation Loop Dr., Brooksville, FL 34604

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

### Mission Statement

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

2:00            **Call to Order**

2:00 - 2:10    **Approval of the Minutes – *Action Item***

- August 2021

Finance Report – Tammy Heon

### Consent Agenda

- Welcome Center Report
- Leads Report
- Website Analytics
- Key Data

2:10-4:10    **Old Business**

- Grant Funding – Oral Presentations
  - 2:10 Lead Foot City; Annual Events
  - 2:20 Mid-Florida Community Services; Chinsegut Hill Retreat Annual Events
  - 2:30 Tampa Bay History Center; Chinsegut Hill Historic Site Tours, Emancipation Day Event
  - 2:40 Hernando County Fine Arts Council; Art in the Park
  - 2:50 The Arc Nature Coast; Spring Lake Memorial Classic
  - 3:00 Hernando County Growers Association; Brooksville Bike Rally Annual Rally Schedule
  - 3:10 Evans Media; Florida Classic Festival
  - 3:20 Dave Humbles; Central Florida Sportsman's Expo
  - 3:30 Brooksville Vintage; Vintage Road Trip
  - 3:40 Future Farmers of America; Brooksville Blueberry Festival
  - 3:50 Scoring/Discussion

4:10-4:20    **New Business**

- Fall/Winter Promotional Campaigns – *Action Item*
- Mermaid Trail Part 2 – *Action Item*
- Next Meeting

4:20-4:25

**Council Member Reports**

Elizabeth Narverud, Hernando County Commissioner

David Bailey City of Brooksville

Michael Dolan, FSC Business Consultants

Catherine Reeves, The Bistro

Yann Milcendeau, Hernando Beach Motel

Therese White, Motel 6

Eric Burkes; Richloam General Store

Roger King, The Dolan House

**Update from Valerie Pianta, Economic Development Director**

4:25-4:30

**Public Comment**

4:30

**Adjournment of Business Meeting**

## HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

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

### June 10, 2021 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, June 10, 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:**

Eric Burkes  
Mike Dolan  
Roger King  
Yann Milcendeau  
Catherine Reeves  
Therese White

#### **STAFF:**

Tammy Heon, Tourism Development Manager  
Jeff Rogers, County Administrator  
Michelle Rose, Administrative Assistant II  
Kyle Benda, Assistant County Attorney

**EXCUSED:** David Bailey

**ABSENT:** Elizabeth Narverud

**CALL TO ORDER:** Mike Dolan called the meeting to order at 2:03 pm, on Thursday, June 10, 2021.

**Ethics and The Sunshine Law Discussion:** Kyle Benda, Assistant County Attorney

The constitutional provision regarding The Sunshine Law was enacted in 1992. Florida declared that the public right to governmental records is a constitutional right; Article 1, Section 24, addresses public records, documents, and meetings as being open to the public with reasonable public notice given.

**Public Records Act:** Initially passed in 1909 and updated in 1967. A public record is defined as, “all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency.” Set forth in Chapter 119 of Florida Statutes, every person that has custody of a public record shall permit the record to be inspected and copied by any person desiring to do; and that person must pay the actual cost of duplication.

Question: Tammy Heon asked how long are we required to retain public records; Kyle Benda replied, “... five years.”

Question: Therese White asked who has the public records; and Kyle Benda replied, “The Public Records Office.”



**Exclusions of Public Record:** General precursor documents, i.e., drafts and notes are not public record. Personal information on a government computer is not public record.

Five general categories of statutory exemptions to Florida's Public Records Act

1. Agency Administration, 119.071(1), Florida Statutes
2. Agency Investigation, 119.071(2), Florida Statutes
3. Security and Fire Safety, 119.071(3), Florida Statutes
4. Agency Personnel Information 119.071(4), Florida Statutes
5. Other Personal Information 119.071(5), Florida Statutes

The government bears the burden of proof if an exemption applies, and the requester can dispute by filing a lawsuit in Circuit Court.

**Florida Government in the Sunshine Law:** Chapter 286.011 Florida Statutes, "All meetings of any board or commission... at which official acts are to be taken are declared to be public meetings open to the public at all times..." A "meeting" is defined as when at least two public officials are talking about official government business.

An exception to this rule is a "Shade Meeting," Section 286.011(8), defined as a private meeting to allow public officials to discuss pending litigation with attorneys. The entire session must be attended by a court reporter. At the conclusion of said litigation, the transcripts and recordings become public record.

**Voting Requirements:** Chapter 112 of Florida Statutes state that any member at the meeting is required to vote unless there is a conflict of interest. If there is a conflict of interest, the member must disclose on record what the conflict is and must file the appropriate form before the meeting or within fifteen days after the meeting.

**Ethics Rules, Standards of Conduct and Potential Conflicts of Interest:**

- Solicitation of or Acceptance of Gifts
- Doing Business with Ones Agency, includes spouse and children
- Unauthorized Compensation
- Misuse of Public Position
- Confliction Employment or Contractual Relationship
- Disclosure of Use of Certain Information
- Postemployment Restrictions

The key with any potential conflict is determining whether, "It is intended to influence a decision."

Kyle Benda, Assistant County Attorney, excused himself from the meeting at 3:07 pm.

**MINUTES of the April 8, 2021, Meeting:** A copy of the minutes of the April 8, 2021, TDC Meeting was included in the meeting package.

**MOTION:** A motion was made by Catherine Reeves to approve the minutes of the April 8, 2021, TDC Meeting. Motion seconded by Roger King. Motion passed; all in favor and no opposed.

**FINANCE REPORT:** Tammy Heon

Tammy Heon reported that May TDT collections (April revenue) were \$917,886; an increase from FY2020 which had returned \$743,472. We have had two consecutive record months of Tax Collections: March and April 2021.

She reported that April TDT collections (March revenue) were \$161,125, which is an 80.2% increase from FY2020 which had returned \$89,418. Year-to-Date, revenues were \$760,610; an 8.2% increase over the previous year at \$702,861.

Revenue Activity reported by Category indicates that Vacation Rental Home tax revenues were 33% of the April collections.

Personnel and Benefits YTD expenses are \$183,890. Operating Expenses are \$351,807 with outstanding encumbrances of \$136,433. Transfers to Other Funds, which is for the County's self-funded health clinic, are \$6,760 YTD. Total Expenditures are \$542,457, with outstanding encumbrances of \$136,433, leaving an available balance of \$558,792, YTD. At halfway through this year, we have spent 53.73% of our budget.

**TOURISM MANAGER'S REPORT:** Tammy Heon

**STR Report:** This STR Report reflects Hotel Data for the month of April

- Occupancy has increased by 144% over last year
- Average daily rate (ADR) has increased by 29%, up to 91.89%; an increase over last year at 71.25
- Revenue per available room (RevPar) has increased up to \$74.37; a significant increase over last year at \$23.63

Percent Change from YTD 2020 – Year-to-date (YTD)

- Occupancy is up 15.5%
- ADR is up 2.5%
- RevPar is up 18.4%

**Key Data:** Vacation Rental Homes overview of data pulled from to Airbnb.com and Vrbo.com

- 411 total listings, sleeping 2,475 people
- A house is the most common type of rental, the majority of which have two or three bedrooms
- Receiving many last-minute bookings; last minute trips are still the norm
- Currently occupancy is 64%
- ADR is gaining over last year
- RevPar is seeing spikes around weekends and school holidays

**Information Kiosk:** Tammy Heon reported that information kiosks that are outdoor and weatherproof start at about \$30,000 a unit. Our information technologies department, informed Tammy of an alternative option currently in use at the government building. It is a programmable, content customizable, interactive receiver with multiple capabilities displaying on a TV. She shared a demo video with the TDC. The cost is \$150 per year, per unit, plus the cost of the display TV. She would like to make these available to all hotel partners as well as place them at Weeki Wachee Spring State Park. TDC Member Yann Milcendeau indicated he would like three units.

**Visit Florida DMO Program:** The federally funded COVID relief program has provided Visit Florida with funding to create a special recovery program featuring streaming video. The program will include an 80/20 matched by Visit Florida/DMO and has an entry level \$10,000 DMO cost commitment. Hernando County will participate in the State of Florida program for \$10,000.

**TDC Grant Funding Training:** Two new organizations attended Grant Funding Training this year on May 5, 2021. A second round of training is necessary due to a COVID emergency. The second training will most likely be taking place on June 30, 2021. We successfully implemented an online grant application. Application deadline is July 31, 2021, for the FY2022 Grants. Tammy Heon recommended increasing budget by \$5,000 to become equivalent to previous budget of \$20,000

### **UPCOMING EVENTS:**

**ABC Action News Morning Show Live Remote:** Tammy Heon reported that ABC Action News will be broadcasting Live from the City of Brooksville on July 2, 2021. The broadcasts will be 5:00-7:00 am and 9:00-10:00 am. The messages will be positive with unique stories.

**Bike Florida Fall Women's Ride:** We will sponsor the event, scheduled for October 22, 2021, and will have our logo with URL on the fashionable cycling jersey shirts.

**Brooksville NOW Lunch Meetings:** We are partnering with the Chamber of Commerce and Brooksville Main Street to host the luncheons here at The Brooksville Welcome Center the first Wednesday of the month from 11:30 am to 1:00 pm, beginning in September. Catering shall be rotated among Chamber Member Brooksville restaurants.

**Welcome Center Ribbon Cutting:** The ceremony for Florida's Adventure Coast, Brooksville Mainstreet, and The Chamber of Commerce is scheduled for Thursday, October 28<sup>th</sup> at 5:00 pm. Ideally, it will be a "Taste of Brooksville" event with entertainment.

### **OLD BUSINESS:**

**Budget Updates:** Revenues are currently ahead of this fiscal year's budget by \$82,000. The mid-year true-up added \$51,000 to our reserves, allowing for a Website Upgrade.

We have increased next years projected revenue by \$116,827 bring the budget up to \$945,884. This will allow for an increase in FY2022 Marketing and Operations Budget and an increase in Grant Funding budget. The FY2022 Destination Development budget will be increased by \$29,207.

Tammy Heon reported that she is working on the Fall/Winter Media Plan for introduction at the August TDC Meeting.

**Media Update:** Tammy Heon reported that we participated in the "Tampa Bay Times Summer Fun Guide" with a one-third page print ad and online publication. We also have a one-third page print ad in "RoadRunner Magazine's Fall Travel Guide" which includes digital components and an online publication with landing page.

**NEW BUSINESS:****Partnership Opportunities:** Citrus County Collaborative Marketing

There are concerns with collaborating as it detracts from each County's individual branding. Creating a collaborative microsite is being explored but it is quite expensive. We are still working on the ideas of a FAM Cycling Tour and working with Visit Florida, as well as potentially additional partners of Pasco and Marion Counties.

**Website Upgrades, Virtual Visitors Center Platform:** Tammy Heon stated websites are very expensive, and a good DMO website can cost around \$75,000. We can capitalize on our Virtual Visitors Center Platform and add new pages to that section to create a new website at a fraction of the cost. We will utilize our 2021 midyear true up funds for the expense. This will simplify our job of maintain the website while providing a rich robust experience for the users. The additional pages will allow us to replace our outdated website.

- Comparable Design to Virtual Visitors Center
- Approximately 30 new content pages
- Content pages to contain copy with photos, videos, user generated content, UGC, and place feeds for each subject
- Dynamic, digitally interactive site
- Cost \$30,000 to build additional pages including: text, photos, videos, UGC, and places feeds by topic
- ITI Digital says they can launch by Fall and have in place for Fall/Winter campaigns

Jeff Rogers asked for clarification on the funding. Tammy Heon confirmed the funds are from the balance cash forward added to the budget at the midyear true up. These new dollars are previously uncommitted, enabling the upgrade.

**MOTION:** A motion was made by Catherine Reeves to approve spending \$30,000 with ITI Digital to upgrade the Virtual Visitors Center website. Motion seconded by Yann Milcendeau. Motion passed; all in favor and no opposed.

**Election of Officers:** For the balance of calendar year 2021

**Chairman:** Catherine Reeves nominated Mike Dolan for Chairman. Therese White seconded the nomination. There were no other nominations. Mike Dolan for Chairman passed; all in favor and no opposed.

**First Vice Chairman:** After no other nominations, Roger King offered himself to be nominated for First Vice Chairman. Catherine Reeves seconded the nomination. Roger King for First Vice Chairman passed; all in favor and no opposed.

**Second Vice Chairman:** Therese White nominated Catherine Reeves for Second Vice Chairman. Roger King seconded the nomination. There were no other nominations. Catherine Reeves for Second Vice Chairman passed; all in favor and no opposed.

**TDC MEMBERS REPORTS:**

**Therese White:** She reported that Motel 6 is busy and selling out of rooms regularly.

**Eric Burkes:** He reported that the planned Richloam Museum received \$100,000 in appropriations from the State.

**Jeff Rogers:** He reported that the boardwalk and seawall construction at Linda Pederson Park should go out to bid soon. There are plans to sign a contract with a consultant to begin the feasibility study on the Weeki Wachee Preserve. The Weeki Wachee River working group has determined in their study, that people are degrading the natural surfaces of the Weeki Wachee River with their activities; providing alternative areas for recreation would help relieve some of the pressure on the river.

**Catherine Reeves:** She reported that the restaurant is staying busy. Also, there are a lot of people moving into this area looking for land.

**Yann Milcendeau:** He reported that the second Hernando Beach Bash held Memorial Day Weekend drew about 1,000 people per day on both Saturday and Sunday to the Hernado Beach Flats, accessible by personal boat only. Patrons were clean and left almost no litter.

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

**Mike Dolan:** Nothing to report at this time

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

The meeting adjourned at 4:35 pm.

Prepared by:  
Michelle Rose

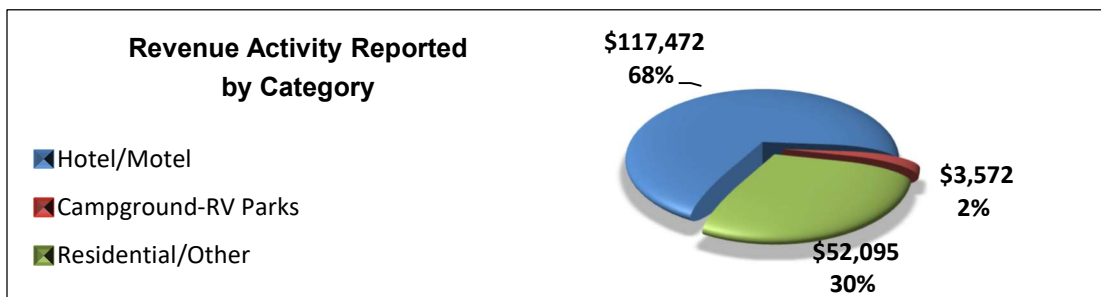
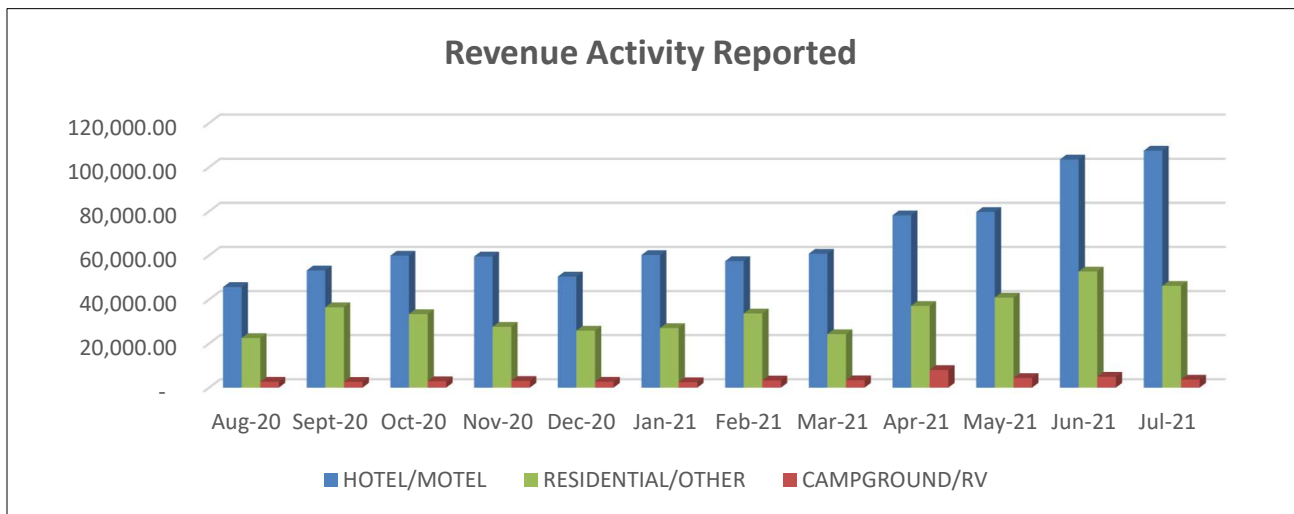
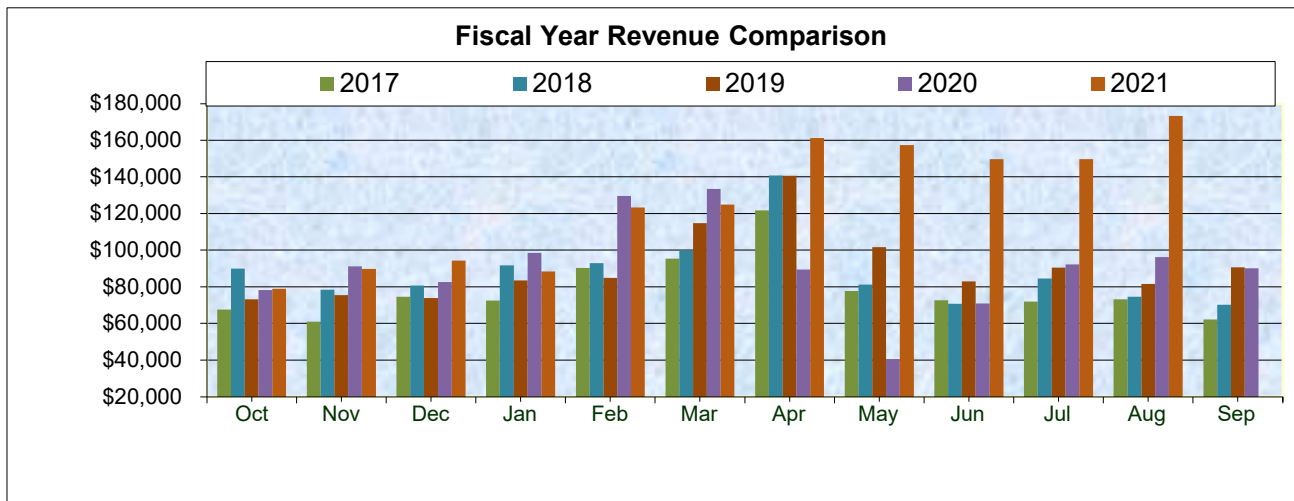


# Doug Chorvat, Jr.

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:** August 2021 Tourist Development Tax Collections from July 2021 Activity  
**DATE:** September 8, 2021

| Comparison of Collections Current Year to Prior Year          |                     |                     |
|---|---------------------|---------------------|
|   | Current Year        | Prior Year          |
| Tourist Development Tax- August Collections for July Activity | \$ 138,511          | \$ 86,587           |
| Destination Development- August Collections for July Activity | \$ 34,628           | \$ 9,620            |
| <b>Total</b>  | <b>\$ 173,139</b>   | <b>\$ 96,207</b>    |
| <b>Year-to-Date</b>   | <b>\$ 1,390,253</b> | <b>\$ 1,002,732</b> |



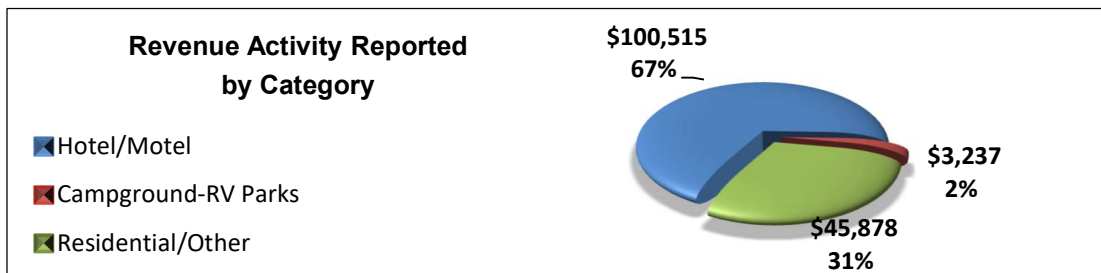
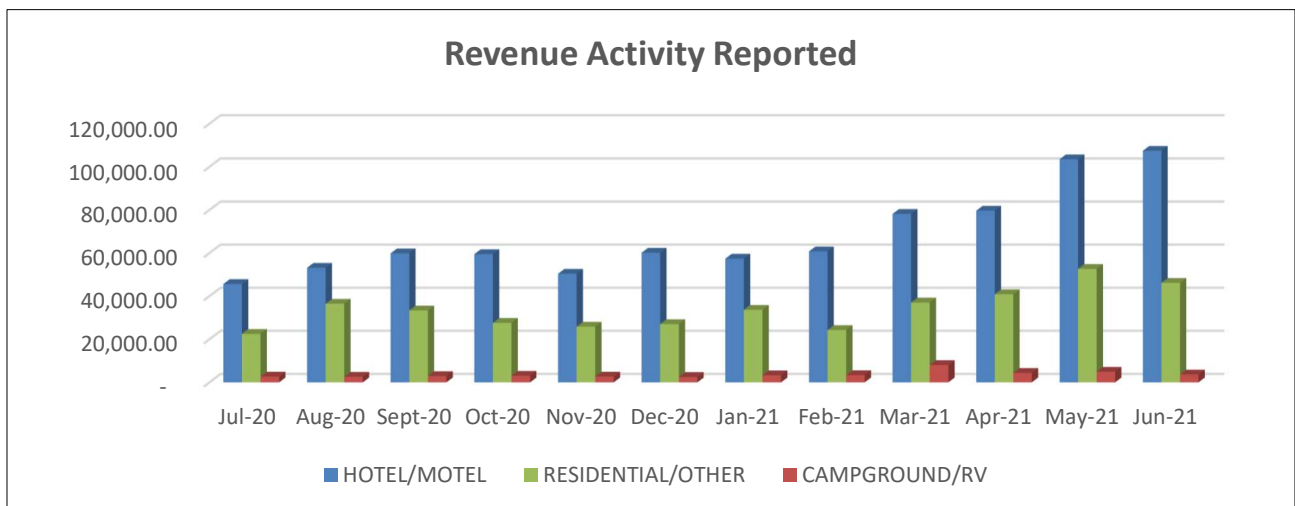
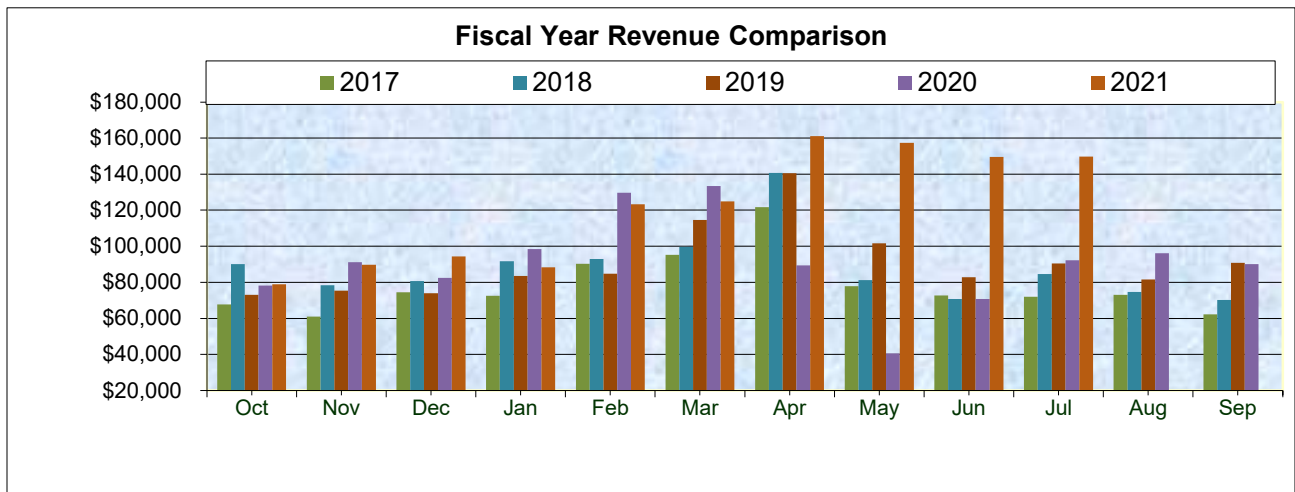


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**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Amy Gillis, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** July 2021 Tourist Development Tax Collections from June 2021 Activity  
**DATE:** August 10, 2021

| Comparison of Collections Current Year to Prior Year        |                     |                   |
|---|---------------------|-------------------|
|   | Current Year        | Prior Year        |
| Tourist Development Tax- July Collections for June Activity | \$ 119,704          | \$ 92,216         |
| Destination Development- July Collections for June Activity | \$ 29,926           | \$ -              |
| <b>Total</b>  | <b>\$ 149,630</b>   | <b>\$ 92,216</b>  |
| <b>Year-to-Date</b>   | <b>\$ 1,217,114</b> | <b>\$ 906,525</b> |



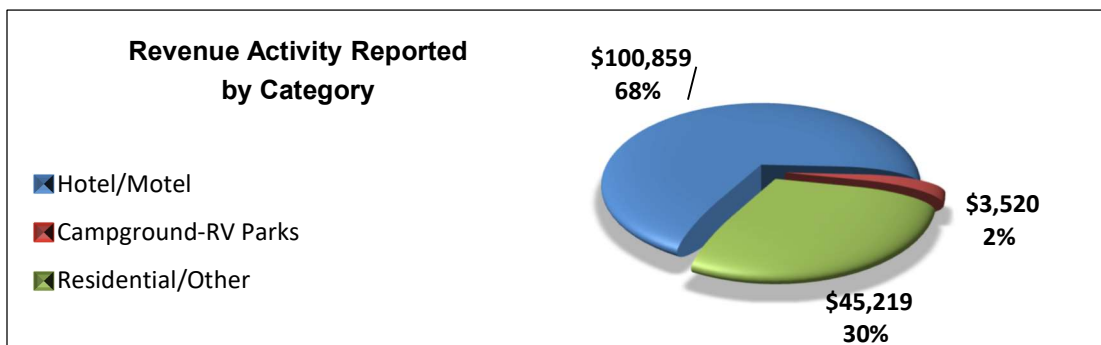
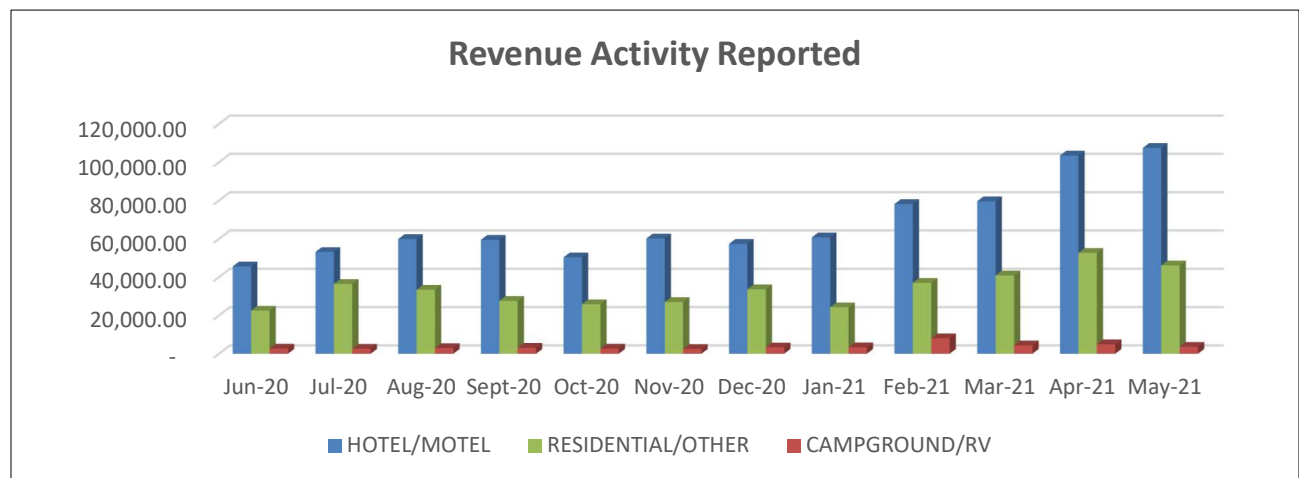
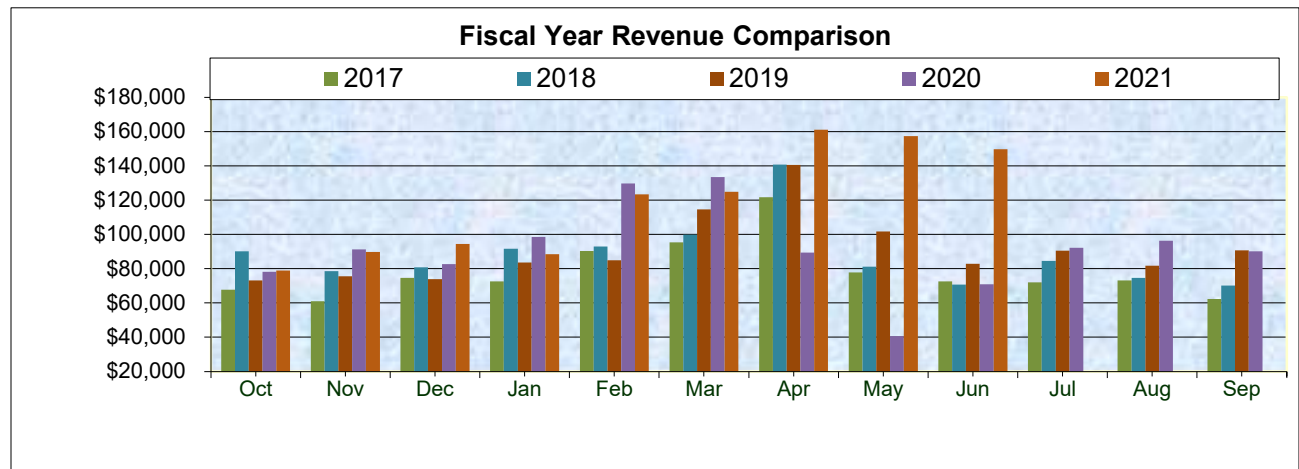


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**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Amy Gillis, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** June 2021 Tourist Development Tax Collections from May 2021 Activity  
**DATE:** July 13, 2021

| Comparison of Collections Current Year to Prior Year       |                     |                   |
|--|---------------------|-------------------|
|  | Current Year        | Prior Year        |
| Tourist Development Tax- June Collections for May Activity | \$ 119,679          | \$ 70,836         |
| Destination Development- June Collections for May Activity | \$ 29,919           | \$ -              |
| <b>Total</b>   | <b>\$ 149,598</b>   | <b>\$ 70,836</b>  |
| <b>Year-to-Date</b>  | <b>\$ 1,067,484</b> | <b>\$ 814,308</b> |





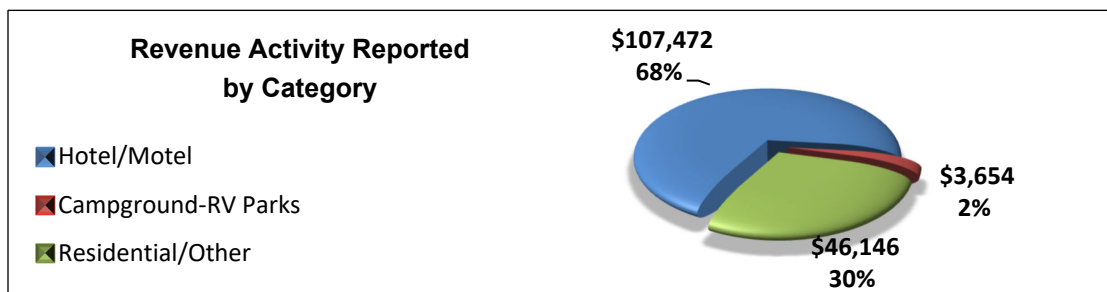
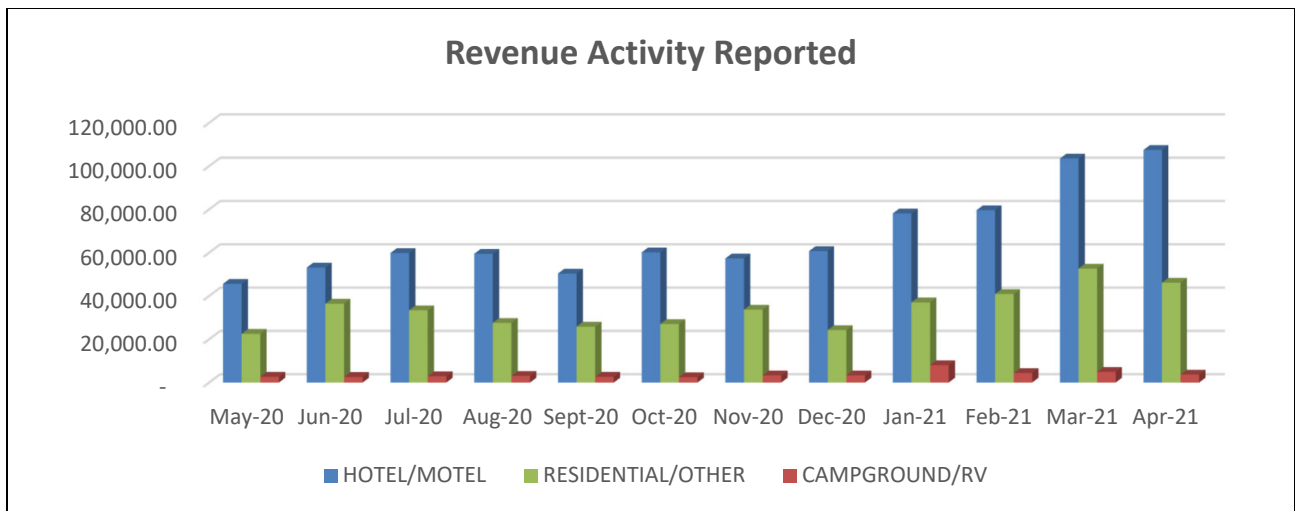
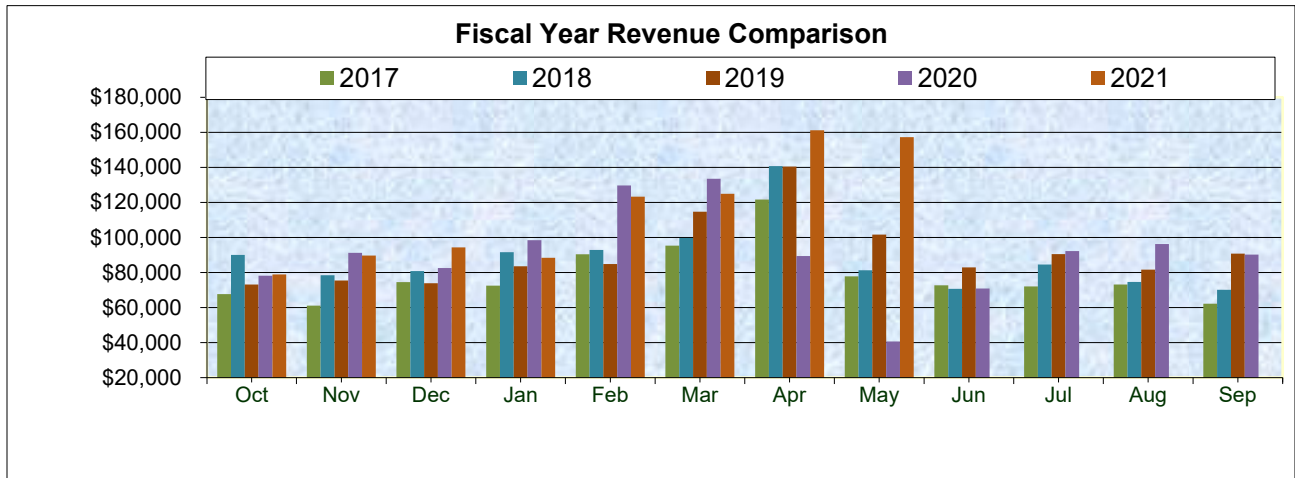


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**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Amy Gillis, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** May 2021 Tourist Development Tax Collections from April 2021 Activity  
**DATE:** June 10, 2021

| Comparison of Collections Current Year to Prior Year        |                   |                   |
|---|-------------------|-------------------|
|   | Current Year      | Prior Year        |
| Tourist Development Tax- May Collections for April Activity | \$ 125,818        | \$ 40,611         |
| Destination Development- May Collections for April Activity | \$ 31,454         | \$ -              |
| <b>Total</b>  | <b>\$ 157,272</b> | <b>\$ 40,611</b>  |
| <b>Year-to-Date</b>   | <b>\$ 917,886</b> | <b>\$ 743,472</b> |



## Expenditures

As of 9/30/2021

| <b>Accounts/Expenses</b>                | <b>Budget</b>         | <b>Outstanding Encumbrances</b> | <b>Year-to-Date Expenditures</b> | <b>Available Balance</b> |
|---|-----------------------|---------------------------------|----------------------------------|--------------------------|
| <b>TDT - Marketing &amp; Operations</b> |                       |                                 |                                  |                          |
| Total Personnel & Benefits              | \$336,075.00          | \$0.00                          | \$273,397.32                     | \$62,677.68              |
| Total Operating Expenses                | \$647,317.00          | \$9,394.40                      | \$502,871.66                     | \$135,050.94             |
| Total Non-Operating Expenses            | \$253,658.00          | \$0.00                          | \$49,947.00                      | \$203,711.00             |
| <b>Total Expenses</b>                   | <b>\$1,237,050.00</b> | <b>\$9,394.40</b>               | <b>\$826,215.98</b>              | <b>\$401,439.62</b>      |
|   |                       |                                 |                                  |                          |
| <b>TDT - Destination Development</b>    |                       |                                 |                                  |                          |
| Total Non-Operating Expenses            | \$1,529,841.00        | \$9,394.40                      | \$826,215.98                     | \$694,230.62             |
| <b>Total Expenses</b>                   | <b>\$1,529,841.00</b> | <b>\$9,394.40</b>               | <b>\$826,215.98</b>              | <b>\$694,230.62</b>      |

| Brooksville Welcome Center - August 2020 Report         |                        |                         |  |              |                               |                    |
|---|------------------------|-------------------------|--|--------------|-------------------------------|--------------------|
| Total Walk-Ins Year-to-Date*: 206                       |                        |                         |  |              | *Reporting began in June 2020 |                    |
| Total Phone Calls for FY 2019-2020, Year-to-Date: 1,704 |                        |                         | (Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020) |              |                               |                    |
| Visitors  |                        |                         |  |              |                               |                    |
| Monthly Visitors  | Walk-in Visitors       | Walk-in Residents       | Outside Only - Kiosk                         | Total        |                               |                    |
| Aug. 2020   | 7                      | 44                      | 7  | 58           |                               |                    |
| Visitors - Non-Hernando County resident                 |                        |                         |  |              |                               |                    |
| City, State   | Orlando, FL            | Apopka, FL              |  |              |                               |                    |
| Totals  | 1                      | 2                       |  |              |                               |                    |
| Conversions   |                        |                         |  |              |                               |                    |
| Captured Visits:  | Lunch                  | Dinner                  | Day Visit                                    | Overnight    | Intent to Return              |                    |
| Totals  | 3                      | 0                       | 7  | 2            | 0                             |                    |
| Interests & Comments                                    |                        |                         |  |              |                               |                    |
| Interests:  | FL Mermaid Trail       | Brooksville Main Street | FAC Map                                      | Things to Do | City / County map             | Parks & Recreation |
| Totals  | 14                     | 11                      | 10   | 7            | 6                             | 5                  |
| Interests:  | Hiking / Nature trails | Restaurants             | Chinsegut Hill Museum                        | Florida Map  | Richloam General Store        | Shopping           |
| Totals  | 4                      | 4                       | 3  | 3            | 3                             | 3                  |
| Interests:  | Chassahowitzka         | Just Looking            | Kayaking / SUP                               | New Resident | Roger's Christmas House       | WWSSP              |
| Totals  | 2                      | 2                       | 2  | 2            | 2                             | 2                  |
| Phone Calls   |                        |                         |  |              |                               |                    |
| Monthly   | In-state               | Out of State            | Total  |              |                               |                    |
| August. 2020  | 40                     | 117                     | 157  |              |                               |                    |

| Brooksville Welcome Center - July 2021 Report      |                       |                           |                               |  |                         |                     |
|--|-----------------------|---------------------------|-------------------------------|--|-------------------------|---------------------|
| Total Walk-Ins since opening*: 1,988               |                       |                           |                               | *Reporting began in June 2020                |                         |                     |
| Total Walk-ins for FY 2020-2021, to date: 1,650    |                       |                           |                               | (Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020) |                         |                     |
| Total Phone Calls for FY 2020-2021, to date: 1,329 |                       |                           |                               | (Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020) |                         |                     |
| Visitors   |                       |                           |                               |  |                         |                     |
| Monthly Visitors                                   | Walk-in Visitors      | Walk-in Residents         | Total                         |  |                         |                     |
| July 2021  | 47                    | 174                       | 221                           |  |                         |                     |
| Conversions  |                       |                           |                               |  |                         |                     |
| Captured Visits:                                   | Lunch                 | Dinner                    | Day Visit                     | Overnight                                    | Intent to Return        | Total               |
| Totals   | 12                    | 1                         | 20                            | 0  | 5                       | 38                  |
| Interests & Comments                               |                       |                           |                               |  |                         |                     |
| Interests:   | Florida Mermaid Trail | Things to Do              | Florida's Adventure Coast map | Restaurants                                  | Brooksville Main Street | Wildlife            |
| Totals   | 62                    | 26                        | 25                            | 22   | 15                      | 12                  |
| Interests:   | Mistletoe Event       | Things to Do for Children | Parks & Recreation            | Love the Welcome Center                      | Directions              | City / County Parks |
| Totals   | 10                    | 8                         | 7                             | 7  | 6                       | 6                   |
| Phone Calls  |                       |                           |                               |  |                         |                     |
| Monthly Phone Calls                                | In-state              | Out of State              | Total                         |  |                         |                     |
| July 2021  | 51                    | 61                        | 112                           |  |                         |                     |

| Brooksville Welcome Center - June 2021 Report      |                               |                       |                                    |  |                         |                |
|--|-------------------------------|-----------------------|------------------------------------|--|-------------------------|----------------|
| Total Walk-Ins since opening*: 1,767               |                               |                       |                                    | *Reporting began in June 2020                |                         |                |
| Total Walk-ins for FY 2020-2021, to date: 1,429    |                               |                       |                                    | (Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020) |                         |                |
| Total Phone Calls for FY 2020-2021, to date: 1,217 |                               |                       |                                    | (Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020) |                         |                |
| Visitors   |                               |                       |                                    |  |                         |                |
| Monthly Visitors                                   | Walk-in Visitors              | Walk-in Residents     | Total                              |  |                         |                |
| June 2021  | 51                            | 61                    | 112                                |  |                         |                |
| Conversions  |                               |                       |                                    |  |                         |                |
| Captured Visits:                                   | Lunch                         | Dinner                | Day Visit                          | Overnight                                    | Intent to Return        | Total          |
| Totals   | 4                             | 2                     | 18                                 | 2  | 10                      | 36             |
| Interests & Comments                               |                               |                       |                                    |  |                         |                |
| Interests:   | Florida's Adventure Coast Map | Florida Mermaid Trail | Things to Do                       | Love the Welcome Center                      | Brooksville Main Street | Kayaking / SUP |
| Totals   | 35                            | 27                    | 20                                 | 11   | 9                       | 8              |
| Interests:   | Pine Island Beach             | Events                | Brooksville History / Walking Tour | Chinsegut Hill                               | May-Stringer House      | Withlacochee   |
| Totals   | 7                             | 6                     | 6                                  | 6  | 6                       | 6              |
| Phone Calls  |                               |                       |                                    |  |                         |                |
| Monthly Phone Calls                                | In-state                      | Out of State          | Total                              |  |                         |                |
| June 2021  | 64                            | 71                    | 135                                |  |                         |                |

| LEADS Report - September 2021    |         |    |    |                   | Total LEADS: 201 |
|----------------------------------|---------|----|----|-------------------|------------------|
| <b>TOTALS BY STATE / COUNTRY</b> |         |    |    |                   |                  |
| Top States                       | FL      | CA | PA | GA-NC-OH-TX (Tie) |                  |
| LEADS                            | 36      | 11 | 7  | 6                 |                  |
| Countries                        | Ukraine |    |    |                   |                  |
| LEADS                            | 1       |    |    |                   |                  |

| Arrival Data from LEADS (Visit Florida - Miles Media only) |    |    |    |  | Total: 23 |
|--|----|----|----|--|-----------|
| Top States with Arrival Dates                              | IA | FL | NC |  |           |
| LEADS  | 4  | 3  | 2  |  |           |

| Top Arrival Months - All States/Regions |            |            |           |           |           |           |
|---|------------|------------|-----------|-----------|-----------|-----------|
| Month                                   | Sept. 2021 | Oct. 2021  | Nov. 2021 | Dec. 2021 | Jan. 2022 | Feb. 2022 |
| Expected Arrivals                       | 4          | 6          | 2         | 1         | 4         | 1         |
| Month                                   | Mar. 2022  | April 2022 | June 2022 | July 2022 | Aug. 2022 |           |
| Expected Arrivals                       | 1          | 1          | 1         | 1         | 1         |           |

| Arrivals By Region       |                    |       |           |         |      |                 |
|--------------------------|--------------------|-------|-----------|---------|------|-----------------|
| Region                   | In-State (Florida) | South | Northeast | Midwest | West | Other - Ukraine |
| Leads with arrival dates | 3                  | 7     | 4         | 6       | 2    | 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                | AL        | AR        | DC        | <u>DE</u> | <u>GA</u> | KY        |
| <b>*not incl. FL</b> | LA        | MD        | MS        | <u>NC</u> | OK        | SC        |
|                      | <u>TN</u> | <u>TX</u> | <u>VA</u> | WV        |           |           |
| Midwest              | <u>IA</u> | IL        | IN        | KS        | MI        | MN        |
|                      | MO        | NE        | ND        | <u>OH</u> | SD        | <u>WI</u> |
| West                 | <u>AZ</u> | <u>CA</u> | CO        | ID        | MT        | NM        |
|                      | NV        | OR        | UT        | WA        | WY        |           |

| State / Country | Total Leads | Visit Florida | American Road | AAA World | Undiscovered Florida |
|-----------------|-------------|---------------|---------------|-----------|----------------------|
| Other - BLANKS  | 46          | 0             | 0             | 0         | 46                   |
| FL              | 36          | 10            | 3             | 0         | 23                   |
| CA              | 11          | 1             | 2             | 0         | 8                    |
| PA              | 7           | 4             | 1             | 0         | 2                    |
| GA              | 6           | 1             | 3             | 0         | 2                    |
| NC              | 6           | 4             | 1             | 0         | 1                    |
| OH              | 6           | 1             | 1             | 1         | 3                    |
| TX              | 6           | 2             | 2             | 0         | 2                    |
| AL              | 5           | 0             | 3             | 0         | 2                    |
| NJ              | 5           | 2             | 0             | 1         | 2                    |
| NY              | 5           | 2             | 1             | 0         | 2                    |
| IA              | 4           | 4             | 0             | 0         | 0                    |
| IL              | 4           | 2             | 0             | 0         | 2                    |
| IN              | 4           | 0             | 1             | 0         | 3                    |
| KY              | 4           | 2             | 0             | 1         | 1                    |
| MA              | 4           | 1             | 2             | 0         | 1                    |
| TN              | 4           | 1             | 2             | 0         | 1                    |
| AZ              | 3           | 1             | 1             | 0         | 1                    |
| MD              | 3           | 0             | 0             | 1         | 2                    |
| MI              | 3           | 0             | 0             | 0         | 3                    |
| OR              | 3           | 0             | 2             | 0         | 1                    |
| VA              | 3           | 1             | 1             | 0         | 1                    |
| AR              | 2           | 0             | 0             | 0         | 2                    |
| LA              | 2           | 0             | 0             | 0         | 2                    |
| NV              | 2           | 0             | 1             | 0         | 1                    |
| OK              | 2           | 1             | 0             | 0         | 1                    |
| SC              | 2           | 0             | 0             | 0         | 2                    |
| WI              | 2           | 1             | 0             | 0         | 1                    |
| WV              | 2           | 0             | 1             | 0         | 1                    |
| CT              | 1           | 0             | 0             | 0         | 1                    |
| DE              | 1           | 1             | 0             | 0         | 0                    |
| MO              | 1           | 0             | 0             | 0         | 1                    |
| NH              | 1           | 0             | 0             | 0         | 1                    |
| NM              | 1           | 0             | 1             | 0         | 0                    |
| RO (UKRAINE)    | 1           | 1             | 0             | 0         | 0                    |
| PR              | 1           | 1             | 0             | 0         | 0                    |
| UT              | 1           | 0             | 0             | 0         | 1                    |
| WA              | 1           | 0             | 0             | 0         | 1                    |
| AK              | 0           | 0             | 0             | 0         | 0                    |
| CO              | 0           | 0             | 0             | 0         | 0                    |
| DC              | 0           | 0             | 0             | 0         | 0                    |
| HI              | 0           | 0             | 0             | 0         | 0                    |
| ID              | 0           | 0             | 0             | 0         | 0                    |
| KS              | 0           | 0             | 0             | 0         | 0                    |
| ME              | 0           | 0             | 0             | 0         | 0                    |
| MN              | 0           | 0             | 0             | 0         | 0                    |
| MS              | 0           | 0             | 0             | 0         | 0                    |
| MT              | 0           | 0             | 0             | 0         | 0                    |
| ND              | 0           | 0             | 0             | 0         | 0                    |
| NE              | 0           | 0             | 0             | 0         | 0                    |
| RI              | 0           | 0             | 0             | 0         | 0                    |
| SD              | 0           | 0             | 0             | 0         | 0                    |
| VT              | 0           | 0             | 0             | 0         | 0                    |
| WY              | 0           | 0             | 0             | 0         | 0                    |
| TOTAL           | 201         | 44            | 29            | 4         | 124                  |

| LEADS Report - August 2021 |        |    |    |    |             |             | Total LEADS: 206 |
|----------------------------|--------|----|----|----|-------------|-------------|------------------|
| TOTALS BY STATE / COUNTRY  |        |    |    |    |             |             |                  |
| Top States                 | FL     | TX | NY | KY | OH-OK (Tie) | PA-CA (Tie) |                  |
| LEADS                      | 32     | 12 | 11 | 10 | 8           | 7           |                  |
| Countries                  | CANADA |    |    |    |             |             |                  |
| LEADS                      | 2      |    |    |    |             |             |                  |

| Arrival Data from LEADS (Visit Florida - Miles Media only) |    |             |    |                   |                | Total: 56 |
|--|----|-------------|----|-------------------|----------------|-----------|
| Top States with Arrival Dates                              | TX | FL-OK (Tie) | KS | IL-KY-MA-OH (Tie) | NY-VA-WI (Tie) |           |
| LEADS  | 7  | 5           | 4  | 3                 | 2              |           |

| Top Arrival Months - All States/Regions |           |            |           |           |           |           |
|---|-----------|------------|-----------|-----------|-----------|-----------|
| Month                                   | Aug. 2021 | Sept. 2021 | Oct. 2021 | Nov. 2021 | Dec. 2021 | Jan. 2022 |
| Expected Arrivals                       | 6         | 10         | 12        | 1         | 7         | 11        |
| Month                                   | Feb. 2022 | April 2022 | July 2022 | Aug. 2022 |           |           |
| Expected Arrivals                       | 6         | 1          | 1         | 1         |           |           |

| Arrivals By Region       |                    |       |           |         |      |         |
|--------------------------|--------------------|-------|-----------|---------|------|---------|
| Region                   | In-State (Florida) | South | Northeast | Midwest | West | Other - |
| Leads with arrival dates | 5                  | 22    | 9         | 16      | 4    | n/a     |

States with Arrival Dates - highlighted in bold and underlined:

|                        |           |           |           |           |           |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Northeast              | <u>CT</u> | <u>MA</u> | <u>ME</u> | NH        | <u>NJ</u> | <u>NY</u> |
|                        | <u>PA</u> | RI        | <u>VT</u> |           |           |           |
| South<br>*not incl. FL | AL        | AR        | DC        | <u>DE</u> | GA        | <u>KY</u> |
|                        | LA        | <u>MD</u> | MS        | <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> | <u>KS</u> | MI        | MN        |
|                        | <u>MO</u> | <u>NE</u> | ND        | <u>OH</u> | SD        | <u>WI</u> |
| West                   | AZ        | <u>CA</u> | <u>CO</u> | ID        | MT        | <u>NM</u> |
|                        | NV        | OR        | UT        | <u>WA</u> | WY        |           |

| State / Country    | Total Leads | Visit Florida | American Road | AAA World | Undiscovered Florida |
|--------------------|-------------|---------------|---------------|-----------|----------------------|
| FL                 | 32          | 14            | 0             | 0         | 18                   |
| Other - BLANKS     | 30          | 0             | 0             | 0         | 30                   |
| TX                 | 12          | 8             | 0             | 0         | 4                    |
| NY                 | 11          | 8             | 0             | 0         | 3                    |
| KY                 | 10          | 7             | 0             | 1         | 2                    |
| OH                 | 8           | 4             | 0             | 0         | 4                    |
| OK                 | 8           | 6             | 0             | 1         | 1                    |
| PA                 | 7           | 6             | 0             | 0         | 1                    |
| CA                 | 7           | 1             | 0             | 0         | 6                    |
| IL                 | 6           | 4             | 0             | 0         | 2                    |
| GA                 | 5           | 4             | 0             | 0         | 1                    |
| KS                 | 5           | 4             | 0             | 0         | 1                    |
| IN                 | 5           | 2             | 0             | 0         | 3                    |
| NC                 | 4           | 1             | 0             | 0         | 3                    |
| VA                 | 4           | 3             | 0             | 0         | 1                    |
| NJ                 | 4           | 2             | 0             | 1         | 1                    |
| MA                 | 4           | 3             | 0             | 0         | 1                    |
| MD                 | 4           | 1             | 0             | 1         | 2                    |
| MO                 | 3           | 2             | 0             | 0         | 1                    |
| AR                 | 3           | 1             | 0             | 0         | 2                    |
| LA                 | 3           | 2             | 0             | 0         | 1                    |
| WI                 | 3           | 2             | 0             | 0         | 1                    |
| PR                 | 3           | 3             | 0             | 0         | 0                    |
| TN                 | 2           | 1             | 0             | 0         | 1                    |
| SC                 | 2           | 1             | 0             | 0         | 1                    |
| WA                 | 2           | 2             | 0             | 0         | 0                    |
| OTHER - ON, Canada | 2           | 0             | 0             | 0         | 2                    |
| DE                 | 2           | 2             | 0             | 0         | 0                    |
| ME                 | 2           | 1             | 0             | 0         | 1                    |
| NV                 | 2           | 1             | 0             | 0         | 1                    |
| AZ                 | 1           | 1             | 0             | 0         | 0                    |
| MS                 | 1           | 1             | 0             | 0         | 0                    |
| MI                 | 1           | 0             | 0             | 0         | 1                    |
| IA                 | 1           | 1             | 0             | 0         | 0                    |
| WV                 | 1           | 0             | 0             | 0         | 1                    |
| MN                 | 1           | 0             | 0             | 0         | 1                    |
| OR                 | 1           | 0             | 0             | 0         | 1                    |
| CO                 | 1           | 1             | 0             | 0         | 0                    |
| NM                 | 1           | 1             | 0             | 0         | 0                    |
| NE                 | 1           | 1             | 0             | 0         | 0                    |
| VT                 | 1           | 1             | 0             | 0         | 0                    |
| AL                 | 0           | 0             | 0             | 0         | 0                    |
| CT                 | 0           | 0             | 0             | 0         | 0                    |
| MT                 | 0           | 0             | 0             | 0         | 0                    |
| HI                 | 0           | 0             | 0             | 0         | 0                    |
| RI                 | 0           | 0             | 0             | 0         | 0                    |
| ND                 | 0           | 0             | 0             | 0         | 0                    |
| DC                 | 0           | 0             | 0             | 0         | 0                    |
| WY                 | 0           | 0             | 0             | 0         | 0                    |
| UT                 | 0           | 0             | 0             | 0         | 0                    |
| NH                 | 0           | 0             | 0             | 0         | 0                    |
| AK                 | 0           | 0             | 0             | 0         | 0                    |
| ID                 | 0           | 0             | 0             | 0         | 0                    |
| SD                 | 0           | 0             | 0             | 0         | 0                    |
| TOTAL              | 206         | 103           | 0             | 4         | 99                   |

| LEADS Report - July 2021  |        |    |             |    |    |    | Total LEADS: 467 |
|---------------------------|--------|----|-------------|----|----|----|------------------|
| TOTALS BY STATE / COUNTRY |        |    |             |    |    |    |                  |
| Top States                | FL     | TX | OH-NC (Tie) | PA | IL | CA |                  |
| LEADS                     | 77     | 35 | 18          | 17 | 15 | 14 |                  |
| Countries                 | CANADA |    |             |    |    |    |                  |
| LEADS                     | 3      |    |             |    |    |    |                  |

| Arrival Data from LEADS (Visit Florida - Miles Media only) |    |    |    |                   |                |  | Total: 75 |
|--|----|----|----|-------------------|----------------|--|-----------|
| Top States with Arrival Dates                              | TX | PA | OH | IL-NJ-NY-TN (Tie) | FL-MN-NC (Tie) |  |           |
| LEADS  | 9  | 6  | 5  | 4                 | 3              |  |           |

| Top Arrival Months - All States/Regions |           |           |            |           |           |           |
|---|-----------|-----------|------------|-----------|-----------|-----------|
| Month                                   | July 2021 | Aug. 2021 | Sept. 2021 | Oct. 2021 | Nov. 2021 | Dec. 2021 |
| Expected Arrivals                       | 6         | 10        | 16         | 9         | 7         | 6         |
| Month                                   | Jan. 2022 | Feb. 2022 | Mar. 2022  | May 2022  | June 2022 | July 2022 |
| Expected Arrivals                       | 8         | 4         | 5          | 2         | 2         | 1         |

| Arrivals By Region       |                    |       |           |         |      |               |
|--------------------------|--------------------|-------|-----------|---------|------|---------------|
| Region                   | In-State (Florida) | South | Northeast | Midwest | West | Other -Hawaii |
| Leads with arrival dates | 3                  | 25    | 17        | 23      | 6    | 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> | <u>RI</u> | VT        |           |           |           |
| South         | <u>AL</u> | AR        | DC        | DE        | <u>GA</u> | <u>KY</u> |
| *not incl. FL | LA        | <u>MD</u> | <u>MS</u> | <u>NC</u> | OK        | SC        |
|               | <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> | ND        | <u>OH</u> | SD        | <u>WI</u> |
| West          | <u>AZ</u> | <u>CA</u> | <u>CO</u> | ID        | MT        | <u>NM</u> |
|               | NV        | OR        | UT        | <u>WA</u> | WY        |           |

| State / Country    | Total Leads | Visit Florida | American Road | AAA World | Undiscovered Florida |
|--------------------|-------------|---------------|---------------|-----------|----------------------|
| FL                 | 77          | 35            | 9             | 0         | 33                   |
| Other - BLANKS     | 64          | 0             | 0             | 0         | 64                   |
| TX                 | 35          | 21            | 4             | 0         | 10                   |
| OH                 | 18          | 8             | 2             | 2         | 6                    |
| NC                 | 18          | 11            | 2             | 0         | 5                    |
| PA                 | 17          | 11            | 1             | 0         | 5                    |
| IL                 | 15          | 7             | 2             | 0         | 6                    |
| CA                 | 14          | 7             | 1             | 0         | 6                    |
| KY                 | 13          | 7             | 3             | 2         | 1                    |
| NY                 | 12          | 5             | 2             | 0         | 5                    |
| GA                 | 13          | 6             | 1             | 0         | 6                    |
| TN                 | 12          | 8             | 1             | 0         | 3                    |
| MO                 | 10          | 4             | 1             | 0         | 5                    |
| VA                 | 10          | 9             | 0             | 1         | 0                    |
| AZ                 | 9           | 2             | 4             | 0         | 3                    |
| NJ                 | 9           | 5             | 0             | 0         | 4                    |
| MS                 | 9           | 7             | 1             | 0         | 1                    |
| MI                 | 7           | 5             | 0             | 0         | 2                    |
| MA                 | 7           | 3             | 0             | 0         | 4                    |
| MD                 | 7           | 5             | 0             | 1         | 1                    |
| IA                 | 5           | 1             | 1             | 0         | 3                    |
| SC                 | 6           | 4             | 0             | 0         | 2                    |
| WV                 | 6           | 3             | 0             | 0         | 3                    |
| AR                 | 5           | 1             | 1             | 0         | 3                    |
| LA                 | 5           | 1             | 4             | 0         | 0                    |
| MN                 | 5           | 4             | 1             | 0         | 0                    |
| KS                 | 5           | 3             | 1             | 0         | 1                    |
| IN                 | 4           | 4             | 0             | 0         | 0                    |
| WA                 | 4           | 1             | 1             | 0         | 2                    |
| OR                 | 4           | 0             | 0             | 0         | 4                    |
| AL                 | 3           | 3             | 0             | 0         | 0                    |
| WI                 | 3           | 2             | 0             | 0         | 1                    |
| CT                 | 3           | 2             | 1             | 0         | 0                    |
| OK                 | 3           | 1             | 0             | 1         | 1                    |
| MT                 | 3           | 1             | 0             | 0         | 2                    |
| OTHER - ON, Canada | 3           | 0             | 0             | 0         | 3                    |
| HI                 | 3           | 2             | 0             | 0         | 1                    |
| CO                 | 2           | 1             | 1             | 0         | 0                    |
| NM                 | 2           | 1             | 0             | 0         | 1                    |
| RI                 | 2           | 1             | 1             | 0         | 0                    |
| NE                 | 2           | 1             | 0             | 0         | 1                    |
| DE                 | 1           | 0             | 0             | 0         | 1                    |
| ME                 | 1           | 0             | 0             | 0         | 1                    |
| ND                 | 1           | 0             | 1             | 0         | 0                    |
| DC                 | 1           | 1             | 0             | 0         | 0                    |
| PR                 | 1           | 1             | 0             | 0         | 0                    |
| WY                 | 1           | 1             | 0             | 0         | 0                    |
| UT                 | 1           | 0             | 0             | 0         | 1                    |
| NH                 | 0           | 0             | 0             | 0         | 0                    |
| NV                 | 0           | 0             | 0             | 0         | 0                    |
| AK                 | 0           | 0             | 0             | 0         | 0                    |
| ID                 | 0           | 0             | 0             | 0         | 0                    |
| SD                 | 0           | 0             | 0             | 0         | 0                    |
| VT                 | 0           | 0             | 0             | 0         | 0                    |
| TOTAL              | 461         | 206           | 47            | 7         | 201                  |



| LEADS Report - June 2021  |        |    |    |    |    |    | Total LEADS: 632 |
|---------------------------|--------|----|----|----|----|----|------------------|
| TOTALS BY STATE / COUNTRY |        |    |    |    |    |    |                  |
| Top States                | FL     | CA | TX | IL | PA | NC |                  |
| LEADS                     | 83     | 43 | 29 | 28 | 27 | 21 |                  |
| Country                   | CANADA |    |    |    |    |    |                  |
| LEADS                     | 9      |    |    |    |    |    |                  |

| Arrival Data from LEADS (Visit Florida - Miles Media only) |    |    |                |             |  | Total: 45 |
|--|----|----|----------------|-------------|--|-----------|
| Top States with Arrival Dates                              | IL | WI | FL-GA-VA (Tie) | IN-OH (Tie) |  |           |
| LEADS  | 6  | 4  | 3              | 3           |  |           |

| Top Arrival Months - All States/Regions |           |           |           |            |           |           |
|---|-----------|-----------|-----------|------------|-----------|-----------|
| Month                                   | June 2021 | July 2021 | Aug. 2021 | Sept. 2021 | Oct. 2021 | Nov. 2021 |
| Expected Arrivals                       | 7         | 12        | 5         | 4          | 5         | 3         |
| Month                                   | Dec. 2021 | Jan. 2022 | Feb. 2022 | Mar. 2022  | Apr. 2022 | May 2022  |
| Expected Arrivals                       | 2         | 3         | 2         | 0          | 1         | 1         |

| Arrivals By Region       |                    |       |           |         |      |  |
|--------------------------|--------------------|-------|-----------|---------|------|--|
| Region                   | In-State (Florida) | South | Northeast | Midwest | West |  |
| Leads with arrival dates | 3                  | 16    | 3         | 21      | 2    |  |

States with Arrival Dates - highlighted in bold and underlined:

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

| State / Province | Total Leads | Visit Florida | American Road | AAA World | Undiscover |
|------------------|-------------|---------------|---------------|-----------|------------|
| FL               | 83          | 18            | 25            | 0         | 40         |
| Other - BLANKS   | 68          | 0             | 0             | 0         | 68         |
| CA               | 43          | 3             | 30            | 0         | 10         |
| TX               | 29          | 10            | 11            | 0         | 8          |
| IL               | 28          | 9             | 9             | 0         | 10         |
| PA               | 27          | 3             | 18            | 0         | 6          |
| NC               | 21          | 3             | 14            | 0         | 4          |
| NY               | 21          | 3             | 10            | 0         | 8          |
| OH               | 20          | 4             | 11            | 1         | 4          |
| GA               | 19          | 4             | 12            | 0         | 3          |
| NJ               | 17          | 2             | 11            | 0         | 4          |
| VA               | 17          | 6             | 5             | 1         | 5          |
| WI               | 16          | 4             | 9             | 0         | 3          |
| IA               | 12          | 2             | 4             | 0         | 6          |
| MI               | 15          | 6             | 5             | 0         | 4          |
| IN               | 13          | 3             | 5             | 0         | 5          |
| AL               | 12          | 3             | 5             | 0         | 4          |
| MN               | 11          | 2             | 3             | 0         | 6          |
| OK               | 11          | 3             | 7             | 1         | 0          |
| LA               | 11          | 2             | 4             | 0         | 5          |
| AZ               | 9           | 1             | 4             | 0         | 4          |
| MD               | 8           | 3             | 2             | 0         | 3          |
| CO               | 9           | 0             | 7             | 0         | 2          |
| SC               | 9           | 0             | 6             | 0         | 3          |
| TN               | 8           | 0             | 6             | 0         | 2          |
| MS               | 7           | 2             | 5             | 0         | 0          |
| KY               | 7           | 3             | 3             | 0         | 1          |
| MO               | 7           | 1             | 5             | 0         | 1          |
| WV               | 7           | 1             | 2             | 0         | 4          |
| NV               | 6           | 0             | 5             | 0         | 1          |
| MA               | 6           | 2             | 2             | 0         | 2          |
| WA               | 6           | 0             | 4             | 0         | 2          |
| OR               | 5           | 1             | 4             | 0         | 0          |
| NM               | 5           | 0             | 3             | 0         | 2          |
| Other - ON       | 5           | 0             | 0             | 0         | 5          |
| ID               | 4           | 0             | 4             | 0         | 0          |
| AR               | 4           | 1             | 2             | 0         | 1          |
| CT               | 3           | 0             | 2             | 1         | 0          |
| UT               | 3           | 1             | 2             | 0         | 0          |
| KS               | 3           | 1             | 2             | 0         | 0          |
| NE               | 3           | 0             | 3             | 0         | 0          |
| ME               | 2           | 1             | 1             | 0         | 0          |
| NH               | 2           | 0             | 2             | 0         | 0          |
| SD               | 2           | 0             | 2             | 0         | 0          |
| DC               | 2           | 0             | 0             | 0         | 2          |
| Other - BC       | 2           | 0             | 0             | 0         | 2          |
| MT               | 1           | 0             | 1             | 0         | 0          |
| WY               | 1           | 0             | 1             | 0         | 0          |
| Other - AB       | 1           | 0             | 0             | 0         | 1          |
| Other - NS       | 1           | 0             | 0             | 0         | 1          |
| DE               | 0           | 0             | 0             | 0         | 0          |
| RI               | 0           | 0             | 0             | 0         | 0          |
| AK               | 0           | 0             | 0             | 0         | 0          |
| ND               | 0           | 0             | 0             | 0         | 0          |
| HI               | 0           | 0             | 0             | 0         | 0          |
| PR               | 0           | 0             | 0             | 0         | 0          |
| VT               | 0           | 0             | 0             | 0         | 0          |
|                  | 632         | 108           | 278           | 4         | 242        |

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 & NJC)                                 |        |        |        |        |        |        | 3,210  | Total Click-throughs to the Florida's Adventure Coast Website: |        |        |        |        | 397    |  |
| Total New Emails for Florida's Adventure Coast:  |        |        |        |        |        |        | 2,355  |  |        |        |        |        |        |  |
| 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 |  |
| <b>Florida's Adventure Coast - 2020-2021 Visit Florida Magazine - (Miles Media) / (Yearly)</b>       |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Leads  | 120    | 115    | 85     | 41     | 175    | 55     | 211    | 129  | 108    | 206    | 103    | 44     | 1,392  |  |
| Emails   | 48     | 45     | 30     | 13     | 68     | 27     | 76     | 49   | 41     | 76     | 48     | 22     | 543    |  |
| <b>Weeki Wachee Springs State Park - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)</b> |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Leads  | 135    | 130    | 95     | 43     | 186    | 58     | 225    | 129  | 116    | 224    | 105    | 44     | 1,490  |  |
| <b>NJoy Spirits Distillery - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)</b>         |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Leads  | 104    | 129    | 95     | 43     | 170    | 58     | 210    | 129  | 111    | 209    | 107    | 38     | 1,403  |  |
| <b>AAA Living World</b>  |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Primary  | 1      | 1      | 2      | 11     | 6      | N/A    | N/A    | N/A  | 4      | 7      | 4      | 4      | 40     |  |
| Emails   | 1      | 1      | 2      | 10     | 5      | N/A    | N/A    | N/A  | 4      | 7      | 2      | 4      | 36     |  |
| <b>AAA Living South</b>  |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Clicks only  | 0      | 0      | 3      | 44     | 59     | 47     | 26     | 3  | 1      | 45     | 49     | 0      | 277    |  |
| <b>AAA Living North</b>  |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Clicks only  | 0      | 0      | 0      | 29     | 23     | 13     | 29     | 0  | 0      | 11     | 15     | 0      | 120    |  |
| <b>American Road Magazine</b>  |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Primary  | 2      | 325    | 28     | N/A    | N/A    | 235    | 62     | 58   | 278    | 47     | 0      | 29     | 1,064  |  |
| Emails   | 2      | 325    | 27     | N/A    | N/A    | 235    | 62     | 58   | 278    | 47     | 0      | 29     | 1,063  |  |
| <b>Undiscovered Florida</b>  |        |        |        |        |        |        |        |  |        |        |        |        |        |  |
| Primary  | N/A    | N/A    | N/A    | N/A    | N/A    | N/A    | N/A    | 43   | 242    | 201    | 99     | 129    | 714    |  |
| Emails   | N/A    | N/A    | N/A    | N/A    | N/A    | N/A    | N/A    | 43   | 241    | 201    | 99     | 129    | 713    |  |

Visitor Information Center - Distributions for August & September 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 | Cloth Face Masks (Provided by EOC) | FAC Dry Bags | Lead Foot City | Hernando Historic Museums | Chinsegut Hill Historic Site | FL Mermaid Trail | Brooksville Mural Tours | JG Ranch  |
|---------------------------------|-----------------|---------------------|----------------------|-------------------|-----------------------|---------------------|---------------------------------|-------------------|-----------------------|--------------------|----------------|------------------------------------|--------------|----------------|---------------------------|------------------------------|------------------|-------------------------|-----------|
| Primrose Lane HOA               | 10              |                     | 10                   | 10                | 10                    | 10                  | 10                              | 10                |                       |                    |                |                                    |              |                |                           |                              |                  |                         |           |
| HC Parks & Recreation           |                 |                     |                      |                   |                       |                     |                                 |                   |                       | 8                  | 8              |                                    |              |                |                           |                              |                  |                         |           |
| Get Up & Go Kayaking            |                 |                     |                      |                   |                       |                     |                                 |                   |                       |                    |                |                                    | 6            |                |                           |                              |                  |                         |           |
| Emergeny Operations             |                 |                     |                      |                   |                       |                     |                                 |                   |                       | 20                 | 5              |                                    |              |                |                           |                              |                  |                         |           |
| Holiday Inn Express I-75        |                 | 200                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Microtel I-75                   |                 | 200                 | 25                   |                   | 25                    | 25                  | 25                              |                   | 25                    |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Hampton Inn I-75                |                 | 200                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Days Inn I-75                   |                 | 200                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Quality Inn I-75                |                 | 200                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 25                                 |              |                |                           |                              |                  |                         |           |
| Motel 6                         | 50              | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Quality Inn Spring Hill         |                 | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Microtel Inn Spring Hill        |                 | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Holiday Inn Spring Hill         |                 | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Hampton Inn Spring Hill         |                 | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 20                                 |              |                |                           |                              |                  |                         |           |
| Fairfield Inn                   |                 | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Holiday Inn Express Brooksville |                 | 100                 |                      |                   |                       |                     |                                 |                   |                       |                    |                | 15                                 |              |                |                           |                              |                  |                         |           |
| Wesleyan Village New Residents  | 60              |                     | 60                   | 60                | 60                    | 60                  | 60                              | 60                | 60                    |                    |                |                                    |              | 60             | 60                        | 60                           | 60               | 60                      | 60        |
|                                 |                 |                     |                      |                   |                       |                     |                                 |                   |                       |                    |                |                                    |              |                |                           |                              |                  |                         |           |
| <b>Totals:</b>                  | <b>120</b>      | <b>1700</b>         | <b>95</b>            | <b>70</b>         | <b>95</b>             | <b>95</b>           | <b>95</b>                       | <b>70</b>         | <b>85</b>             | <b>28</b>          | <b>13</b>      | <b>195</b>                         | <b>6</b>     | <b>60</b>      | <b>60</b>                 | <b>60</b>                    | <b>60</b>        | <b>60</b>               | <b>60</b> |

Visitor Information Center - Distributions for July 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 Brochure | FAC Golf Brochure | FAC Hand Sanitizer | FAC Chapstick | FL Mermaid Trail Brochure | Lead Foot City Brochure |
|---------------------------------------|----------------|-------------|----------------------|-------------------|-----------------------|---------------------|---------------------------------|-------------------|--------------------|---------------|---------------------------|-------------------------|
| Kenney Communications                 |                |             | 3600                 |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| The Mirador B&B                       |                |             |                      |                   |                       |                     |                                 |                   |                    |               | 22                        |                         |
| Motel 6                               |                |             |                      |                   | 60                    |                     |                                 |                   |                    |               |                           |                         |
| Belle Parc RV Resort                  | 100            | 200         | 250                  | 50                |                       |                     |                                 | 50                |                    |               |                           |                         |
| The Bistro                            |                | 50          |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Fairfield Inn & Suites                |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Hampton Inn Spring Hill               |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Holiday Inn Express Spring Hill       |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Holiday Inn Express West, Brooksville |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Microtel Inn & Suites Spring Hill     |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Motel 6                               |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Quality Inn Weeki Wachee              |                | 200         |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| <b>Totals:</b>                        | <b>100</b>     | <b>1650</b> | <b>3850</b>          | <b>50</b>         | <b>60</b>             | <b>0</b>            | <b>0</b>                        | <b>50</b>         | <b>0</b>           | <b>0</b>      | <b>22</b>                 | <b>0</b>                |

Visitor Information Center - Distributions for June 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 Brochure | FAC Golf Brochure | FAC Hand Sanitizer | FAC Chapstick | FL Mermaid Trail Brochure | Lead Foot City Brochure |
|--------------------------------------|----------------|-------------|----------------------|-------------------|-----------------------|---------------------|---------------------------------|-------------------|--------------------|---------------|---------------------------|-------------------------|
| Art Mark Dance Class                 | 20             |             | 20                   |                   |                       |                     |                                 |                   |                    | 20            | 20                        |                         |
| Hernando County Courthouse           | 100            |             |                      | 50                | 100                   | 100                 | 100                             | 25                |                    |               |                           |                         |
| The Bistro                           |                |             |                      |                   |                       |                     | 75                              |                   |                    |               | 75                        |                         |
| Motel 6                              |                |             |                      | 25                | 90                    | 50                  | 75                              |                   |                    |               |                           |                         |
| John McCall Real Estate              | 50             |             | 50                   |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Oak Hill Hospital - Administration   |                | 200         | 100                  |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| AAA Spring Hill Office               |                |             | 100                  |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| Oak Hill Hospital - Resident Program | 55             |             | 55                   | 55                | 55                    | 55                  | 55                              | 55                | 55                 | 55            | 55                        | 55                      |
| Spring Hill Souvenirs                | 100            | 200         |                      | 20                |                       | 100                 |                                 |                   | 50                 |               | 40                        |                         |
| Midcentury Manor (AirBnB)            |                | 100         | 25                   | 25                | 25                    | 25                  | 25                              |                   |                    |               |                           | 5                       |
|                                      |                |             |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
|                                      |                |             |                      |                   |                       |                     |                                 |                   |                    |               |                           |                         |
| <b>Totals:</b>                       | <b>325</b>     | <b>500</b>  | <b>350</b>           | <b>175</b>        | <b>270</b>            | <b>330</b>          | <b>330</b>                      | <b>80</b>         | <b>105</b>         | <b>75</b>     | <b>190</b>                | <b>60</b>               |

**Hernando County Tourist Development Council  
Grant Funding Application Score Sheet**

**Applicant Event** \_\_\_\_\_

**Date(s) of Event** \_\_\_\_\_

**Number of Days of Event:** \_\_\_\_\_

(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)

**Is the Event fully described?** \_\_\_\_\_

(1 point for basic information; 2 points for detailed information; 3 points for including a recycling plan)

**Marketing Plan:** \_\_\_\_\_

(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)

**Add one point for Thoroughness of Marketing Plan: Demographics, target markets, etc.** \_\_\_\_\_

**Add one point for use of social media advertising:** \_\_\_\_\_

**Add one point for use of Google Adwords:** \_\_\_\_\_

**Total Score:** \_\_\_\_\_

# John Schroeder

## John Schroeder

---

|   |   |
|---|---|
| Submission Date   | Jul 29, 2021 4:08 PM  |
| Organization Name   | Lead Foot City Inc  |
| Organization EIN# or FEN#   | 84-4836931  |
| Address   | 17109 Old Ayers Rd<br>Brooksville, FL, 34604  |
| Application completed by  | John Schroeder  |
| Title   | Event Operations Manager  |
| Email   | johns@leadfoot.com  |
| Email   | johns@leadfoot.com  |
| Telephone No.   | (844) 532-3366  |
| Name of Event   | Full Year of Events   |
| Is this a new event or a repeat event?  | New   |
| Event Marketing Contact   | John Schroeder  |
| Email Address   | johns@leadfoot.com  |
| Email Address   | johns@leadfoot.com  |
| Telephone No.   | (844) 532-3366  |
| Organization or event Website   | <a href="http://www.leadfootcity.com">www.leadfootcity.com</a>                              |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.facebook.com/LeadFootCity">https://www.facebook.com/LeadFootCity</a>   |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.instagram.com/leadfootcity">https://www.instagram.com/leadfootcity</a> |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.youtube.com/c/LeadFootCity">https://www.youtube.com/c/LeadFootCity</a> |

Event or Organization Social Media Sites: (Please provide complete URL for social media channels)

<https://www.tiktok.com/@leadfootcity>

Event location(s)

Lead Foot City

Address of Event

17109 Old Ayers Rd  
Brooksville, FL, 34604

Telephone No.

(844) 532-3366

Projected number of event vendors

100

Projected Number of Local Attendees:

1500

Projected Number of Out-of-Town Attendees:

5000

Projected Number of Hotel Rooms:

125

Marketing & Advertising Schedule:

Social Media: 8/1/2021 - 9/4/2021

Alternating between zip codes: 33601, 33511, 33570, 33647, 33578, 33511, 33810, 33614, 33615, 33617, 33612, 34698, 33771, 33702, 33710, 33756, 33707, 33713, 33764, 34787, 32822, 32828, 32792, 32825, 32839, 32703, 32837, 34450, 34448, 34442, 34461, 32162, 34491 34481, 34472, 34476, 34471, 34470, 34482, 32693, 32619, 32693, 32626, 32621, 32625, 32644, 34498, 32639, 32683. 32174, 32725, 32724, 32738, 32127. 32168. 32114. 32720, 32256. 32210. 32218. 32244. 32246. 32225. 32216. 32224. \$5500

Radio: 8/21-9/4

Radio Stations in the following counties: Southern Georgia, Duval, Volusia, Orange, Gilchrist, Levy Taylor, Baker, Clay, Lake City, Alachua, Marion, Citrus, Sumter, Polk Pasco, Hernando, Orange, Sarasota, Manatee & Polk.

Print: 8/21-9/4/2021

Tampa Bay Times: Pinellas, Hillsborough, Pasco and Hernando

We will be running ads on Facebook & Instagram to promote "all" of our events for 2021 & 2022 within Hernando County and throughout the entire area of Central Florida. To include: Tampa, Orlando, Manatee County, Sarasota County, Pasco County, Ocala & Gainesville to name a few and these ads will start running four weeks in advance to promote each of our events throughout 2021 & 2022. With our events now reaching over 7,000 people, we will also be promoting and working with the local hotels within our county, to our guests as well!

Monster Mash: 10/30/2021 1-11pm

Repeat Event

Attendance Last Year: 625

# Locals: 597

# Out-of-town Guests: 28

# overnight stays: 0

Social Media: 9/30-10/30



Repeat From Above  
Radio: 10/16-10/30  
Repeat From Above  
Print: 10/16-10/30  
Repeat From Above  
Repeat Budget from above  
Projected # of Event Vendors: 150  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Revaissance: 11/20/2021 12-8pm  
New event  
Social Media: 10/20-11/20  
Repeat From Above  
Radio: 11/6-11/20  
Repeat From Above  
Print: 11/6-11/20  
Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Lead Foot Shiftmas: 12/4/2021 5-11pm  
New Event  
Social Media: 11/4-12/4  
Repeat From Above  
Radio: 11/20-12/4  
Repeat From Above  
Print: 11/20-12/4  
Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Gear Nation Expo: 1/21/2022 10am-5pm  
New Event  
Social Media: 12/21-1/23  
Repeat From Above  
Radio: 1/7-1/23  
Repeat From Above  
Print: 1/7-1/23  
Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

For The Love of Shelby: 2/12/2022 & 2/13/2022 10am-4pm  
New Event  
Social Media: 1/12-2/13  
Repeat From Above  
Radio: 1/29-2/13  
Repeat From Above  
Print: 1/29-2/13

Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Shamrock Show: 3/12/2022 6-10pm  
Repeat Event  
Attendance Last Year: 1,415  
# Locals: 1,337  
# Out-of-town Guests: 78  
# overnight stays: 2  
Social Media: 2/12-3/12  
Repeat From Above  
Radio: 2/26-3/12  
Repeat From Above  
Print: 2/26-3/12  
Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Speedster Easter: 4/16/2022 11am-5pm  
Repeat Event  
Attendance Last Year: 2,822  
# Locals: 1,881  
# Out-of-town Guests: 941  
# overnight stays: 8  
Social Media: 3/16-4/16  
Repeat From Above  
Radio: 4/2-4/16  
Repeat From Above  
Print: 4/2-4/16  
Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Lead Foot Fiesta: 5/7/2022 6-11pm  
Repeat Event  
Attendance Last Year: 3,276  
# Locals: 1,712  
# Out-of-town Guests: 1,564  
# overnight stays: 36  
Social Media: 4/7-5/7  
Repeat From Above  
Radio: 4/23-5/7  
Repeat From Above  
Print: 4/23-5/7  
Repeat From Above  
Repeat Budget from Above  
Projected # of Event Vendors: 100  
Projected # of local attendees: 1500  
Projected # of Out-of-town attendees: 3500  
Projected # of Hotel Rooms: 150

Memorial Music & Motor Fest: 5/28/2022 6-11pm  
 Repeat Event  
 Attendance Last Year: 5,254  
 # Locals: 1,415  
 # Out-of-town Guests: 3,839  
 # overnight stays: 78  
 Social Media: 4/28-5/28  
 Repeat From Above  
 Radio: 5/14-5/28  
 Repeat From Above  
 Print: 5/14-5/28  
 Repeat From Above  
 Repeat Budget from Above  
 Projected # of Event Vendors: 100  
 Projected # of local attendees: 1500  
 Projected # of Out-of-town attendees: 3500  
 Projected # of Hotel Rooms: 150

Rev, White & Brew: 7/2/2022 6-11pm  
 Repeat Event  
 Attendance Last Year: 6,879  
 # Locals: 1,925  
 # Out-of-town Guests: 4,954  
 # overnight stays: 150  
 Social Media: 6/2-7/2  
 Repeat From Above  
 Radio: 6/18-7/2  
 Repeat From Above  
 Print: 6/18-7/2  
 Repeat From Above  
 Repeat Budget from Above  
 Projected # of Event Vendors: 100  
 Projected # of local attendees: 1500  
 Projected # of Out-of-town attendees: 3500  
 Projected # of Hotel Rooms: 150

Total Marketing and Advertising Budget: \$7,500.00

Total Grant Amount Requested: 25,000.00

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

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. JS

I understand that the Event's Marketing Coordinator must JS

incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases

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

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. JS

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

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I understand that all reporting requirements must be satisfied in JS

order to receive reimbursement dollars.

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. JS

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. JS

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. JS

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: John Schroeder

Title: Event Operations Manager

Date: Jul 29, 2021

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# Ashley Hofecker

## Ashley Hofecker

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|   |   |
|---|---|
| Submission Date   | Jul 30, 2021 8:45 PM  |
| Organization Name   | Chinsegut Hill Retreat and Conference Center  |
| Organization EIN# or FEN#   | 591235202   |
| Address   | 22495 Chinsegut Hill Road<br>Brooksville, FL, 34601   |
| Application completed by  | Ashley Hofecker   |
| Title   | Community Engagement Director   |
| Email   | ahofecker@mfcs.us.com   |
| Email   | ahofecker@mfcs.us.com   |
| Telephone No.   | (352) 667-1189  |
| Name of Event   | General marketing for Chinsegut Hill Retreat and Conference Center  |
| Is this a new event or a repeat event?  | New   |
| Event Marketing Contact   | Ashley Hofecker   |
| Email Address   | ahofecker@mfcs.us.com   |
| Email Address   | ahofecker@mfcs.us.com   |
| Telephone No.   | (352) 667-1189  |
| Organization or event Website   | <a href="http://www.chinseguthillretreat.com">www.chinseguthillretreat.com</a>                            |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.facebook.com/ChinsegutHillRetreat">https://www.facebook.com/ChinsegutHillRetreat</a> |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | n/a   |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | n/a   |

|   |   |
|---|---|
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | n/a   |
| Event location(s)   | Chinsegut Hill Retreat and Conference Center  |
| Address of Event  | 22495 Chinsegut Hill Road<br>Brooksville, FL, 34601   |
| Telephone No.   | (352) 277-1227  |
| Projected number of event vendors   | 6   |
| Projected Number of Local Attendees:  | 4545  |
| Projected Number of Out-of-Town Attendees:  | 1136  |
| Projected Number of Hotel Rooms:  | 1313  |
| Marketing & Advertising Schedule:   | <p>General marketing and advertising schedule for period 10/01/21 - 09/30/22</p> <p>Billboard ads; 10/01/21 – 10/31/21; I-75 travelers; \$4,700<br/>Florida/Georgia State Line<br/>60-70 miles south of Florida/Georgia State Line</p> <p>Brochure printing; 10/15/21; various groups of visitors; \$1,500<br/>General Chinsegut Hill Retreat and Conference Center brochure<br/>Retreat/Corporate event brochure<br/>Wedding brochure</p> <p>4x9 rack card design/printing; 10/01/21 – 09/30/22; I-75 travelers; \$1,500<br/>space in Visit Florida Welcome Centers for a period of 12 months</p> <p>Facebook Ads targeting day-trippers; one week in the following months: May, July, September; Pasco, Citrus, Sumter, Lake, Polk, Volusia, Marion; female adults ages 25-65; \$150</p> <p>Facebook Ads targeting outdoor enthusiasts; one week in the following months: October, December, February, April, June, August; Pasco, Citrus, Sumter, Lake, Polk, Volusia, Marion; adults ages 20-45; \$300</p> <p>Radio advertisements (70 - 30-second commercials) regarding weddings and events on 99.9 WXJB; November, January, March; Pasco, Citrus, Sumter; adults ages 25-54; \$750</p> <p>Direct mail/day-trippers; November, January, March; Pasco, Citrus, Sumter, Lake, Polk, Volusia, Marion; adults, ages 54-76; \$3,000</p> <p>Direct mail/extended stays; November, January, March; Pasco, Citrus, Sumter, Lake, Polk, Volusia, Marion; adults, ages 54-76; \$3,000</p> |

Direct mail/seasonal travelers; April/May 2022; Northeast region of U.S.; adults, ages 54-76; \$3,000

Total Marketing and Advertising Budget: \$10,000

Total Grant Amount Requested: \$5,000

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

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. AH

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 AH

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

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I understand that all printed or promotional materials with the AH



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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. AH

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. AH

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 AH

the Event to capture photos/videos.

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:

A handwritten signature in black ink that reads "Ashley Hofecker". The signature is written in a cursive, flowing style.

Name: Ashley Hofecker

Title: Community Engagement Director

Date: Jul 30, 2021

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# Lis-Perry Richardson

Lisa Perry Richardson

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|   |   |
|---|---|
| Submission Date   | Jun 25, 2021 11:21 AM   |
| Organization Name   | Tampa Bay History Center  |
| Organization EIN# or FEN#   | 59-3058652  |
| Address   | 801 Water St.<br>Tampa, FL, 33602   |
| Application completed by  | Lis-Perry Richardson  |
| Title   | Director of Advancement   |
| Email   | lrichardson@tampabayhistorycenter.org   |
| Email   | lrichardson@tampabayhistorycenter.org   |
| Telephone No.   | (813) 675-8991  |
| Name of Event   | Weekly Historical Site Tours and Emancipation Day Event May 21 2022   |
| Is this a new event or a repeat event?  | New   |
| Event Marketing Contact   | Lisa Perry Richardson   |
| Email Address   | lrichardson@tampabayhistorycenter.org   |
| Email Address   | lrichardson@tampabayhistorycenter.org   |
| Telephone No.   | (813) 675-8991  |
| Organization or event Website   | <a href="https://www.tampabayhistorycenter.org/chinsegut/">https://www.tampabayhistorycenter.org/chinsegut/</a>             |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.facebook.com/tampabayhistorycenter/?ref=ts">https://www.facebook.com/tampabayhistorycenter/?ref=ts</a> |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.instagram.com/tampabayhistory/?hl=en">https://www.instagram.com/tampabayhistory/?hl=en</a>             |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://twitter.com/tampabayhistory">https://twitter.com/tampabayhistory</a>                                       |

|  |   |
|--|---|
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels)  | <a href="https://www.youtube.com/channel/UCi8tJp_9QgFQE4KycX43B9g">https://www.youtube.com/channel/UCi8tJp_9QgFQE4KycX43B9g</a>   |
| Event location(s)  | Chinsegut Hill Historic Site  |
| Address of Event   | 22495 Chinsegut Hill Rd.<br>Brooksville, FL, 34601  |
| Telephone No.  | (352) 770-2188  |
| Projected number of event vendors  | 10  |
| Projected Number of Local Attendees:   | 264   |
| Projected Number of Out-of-Town Attendees:   | 646   |
| Projected Number of Hotel Rooms:   | 32  |
| Marketing & Advertising Schedule:  | <p>Social Media Campaign; January 2022 - May 2022<br/>         - Paid promotional posts on Facebook and Instagram, four total, each for a one-week period, targeting counties surrounding Hernando in the Tampa Bay Metropolitan Statistical Area (MSA); \$2,000</p> <p>Print Campaign: January 2022 - May 2022<br/>         - Five ads placed in the Florida Sentinel Bulletin, targeting the Tampa African American community; \$2,500.<br/>         -Two ads placed in the Tampa Bay Times; targeting Hillsborough and Pinellas Counties circulation; \$4,400<br/>         -Promotion included in Tampa Bay History Center's Programs and Events Guide, targeting and distributed to History Center and Chinsegut Hill members, donors and visitors; \$3,500<br/>         -Promotion included in Tampa Bay History Center E-News, targeting History Center and Chinsegut Hill members, donors and visitors; free</p> |
| Total Marketing and Advertising Budget:  | \$12,400  |
| Total Grant Amount Requested:  | \$5,000   |
| I understand that the Event's Marketing Coordinator and/or Authorized Agent must a Grant Workshop in order to be eligible for funding.                           | LPR   |
| 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 | LPR   |

sponsors, and that any and all digital platforms, must include a link to [FloridasAdventureCoast.com](http://FloridasAdventureCoast.com).

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 LPR

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

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. LPR

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

I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando LPR

County. Copies of all advertising, and the paid invoices, with proof of payment, must be submitted with your reimbursement request.

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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. LPR

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. LPR

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. LPR

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: Lisa Perry Richardson

Title: Director of Advancement

Date: Jun 25, 2021

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# Allisa Babor

## Allisa Babor

Submission Date Jul 9, 2021 11:44 AM

Organization Name Hernando County Fine Arts Council

Organization EIN# or FEN# 59-3342853

Address 301 S Main St, P.O. Box 1265  
Brooksville, Florida, 34601

Application completed by Allisa Babor

Title Chair of the 2022 Art in the Park event

Email allisa@rootscreativeco.com

Email allisa@rootscreativeco.com

Telephone No. (352) 232-5845

Name of Event 2022 Art in the Park March 12 and 13 2022

Is this a new event or a repeat event? Repeat

Upload the most recent Grant Funding Report



[Art In The Park Final Report 2020 Rev for TDC.pdf](#)

Event Marketing Contact Allisa Babor

Email Address artinthepark@hernandoarts.org

Email Address artinthepark@hernandoarts.org

Telephone No. (352) 232-5845

Organization or event Website <https://www.hernandoarts.org/>

Event or Organization Social Media Sites: (Please provide <https://www.facebook.com/HernandoCountyArtsCouncil/>)

complete URL for social media channels)

Event or Organization Social Media Sites: (Please provide complete URL for social media channels)

<https://www.instagram.com/hernandoarts/>

Event location(s)

Tom Varn Park

Address of Event

301 Darby Ln  
Brooksville, Florida, 34601

Telephone No.

(352) 540-3830

Projected number of event vendors

150

Projected Number of Local Attendees:

4500

Projected Number of Out-of-Town Attendees:

3000

Projected Number of Hotel Rooms:

150

Marketing & Advertising Schedule:

Art in the Park 2022 Marketing Plan

Demographics:

Consumers/HHI \$100k+/Homeowners/College Education/Interest in Art, Fine Art, Sculpture, Classical Music, Live Music

Geographics:

Tampa DMA (Pasco, Hillsborough, Manatee and Pinellas counties) and the following zip codes:

33688, 33548, 34685, 33596, 33626, 33629, 33556, 33558, 33647, 34202, 34211

Print Publications:

Tampa Bay Times cost: \$2,034.90,

Area: Hernando, Pasco, Pinellas, Hillsborough, and Online E-publication,

Value: \$4,069.80 Trade: \$2,034.90 Spend: \$2,034.90

Hernando Sun cost: \$0.00

Area: Hernando

Stories covered in Art Beat By Megan Hussey

Creative Loafing Tampa Bay (New for 2022!) cost: \$1,250

Area: Tampa, St. Pete, Clearwater and other surrounding areas

Rack Cards cost: \$600

Area: Hernando, Pasco, Pinellas, Hillsborough

\$200 for 1000 count, \$300 for 2500 count (5K total)

Newsletters & Community Letters:

Five & Dime

Greenbelt Connections

Brooksville Beacon

Eagle/Glen Lakes



High Point

Other:

WWJB Radio (Radio slot will run in January) Cost: \$0.00, Radio spots discussing new additions to show.

Zapp (Nearly 80,000 artists use Zapp across the country. With Zapp, we are included in their

weekly Wednesday e-blast, reaching over 46,000 artists.)

Tampa Bay Times Summary

Reaching approximately 700,000 readers

Week 1 (print) will begin on February 27, 2022

Week 2 (print) will begin on March 6 and end on March 12, 2022

March 6: the Sunday full run printed version full-color ad and Hernando Marketlink advertorial

At TBT's suggestion, we hope to add a brief video to Facebook advertising

Digital Timeline

TBT Facebook Ad: Runs for 3 weeks prior to event

TBT Facebook Boost: Runs for 3 weeks prior to event

Facebook/Instagram cost: \$1,000

Print Timeline

We will begin advertising two weeks prior to the event.

Week 1:

Sunday, Hernando Marketlink (3x7, full-color)

Sunday, Pasco Marketlink (5x5.25, full-color)

Wednesday, Full run-times (2x7, full-color)

Thursday, TBT (2x5.5, black and white)

Friday & Saturday, Times E-edition (2x7, full-color)

Week 2:

Sunday, Hernando Marketlink Advertorial (4x8.5 full-color)

Sunday, N Pinellas Marketlink (2x7, full-color)

Sunday, NW Hillsborough Marketlink (2x7, full-color)

Thursday, TBT (2x5.5, black and white)

Friday & Saturday, Times E-edition (2x7, full color)

Sunday, full run times (2x7, full-color)

Creative Loafing Tampa Bay Summary

Advertising with Creative Loafing Tampa Bay is new to our event! Creative Loafing has served

the Tampa Bay area for more than 30 years with its cultural and news coverage.

"We do more

than inform the community. We're a part of the community — we're advocates, consumers,

influencers and entertainers as well as reporters and promoters, invested and involved in every

aspect of local and regional life in both professional and personal roles."

About the Readers

Reaching approximately 600k+ monthly online readers

Reaching approximately 200k+ print readers

Reaching approximately 8 million+ monthly pageviews

Reaching approximately 100k+ newsletter subscribers

Reaching approximately 150k+ social media followers

Serving Tampa, St. Pete, Clearwater and other surrounding areas

Reader Demographic breakdown:

25-34 29%

35-44 25%

45-54 19%

55-64 12%

Advertising Timeline

Week 1 will begin on February 27, 2022: Half-page, full-color ad will be shared in the print and

online e-edition (includes 20,000 web impressions)

Week 2 will begin on March 6, 2022: Full-page, full color ad will be shared in the

print and  
online e-edition (includes 20,000 web impressions and press release)  
Social Media and Website Summary  
We will be using Facebook and Instagram to promote AITP on social media. Our website will also be used to promote the event. Apart from the demographics listed above, we will advertise to Women 30+, Families, and Students on social media.  
Forms of advertisement include but are not limited to:

- Event page on Facebook
- Curated posts on the event page and HCFAC page
- Sponsored and boosted posts
- Interactive stories on Instagram
- Poster contest promoting the event
- Online newsletter

Timeline:  
Early July: Begin advertising for show and exhibitors. This includes the roll out of our new branding (logo, slogan, vision, mission statement, etc.).  
End of July: Exhibitor applications are live  
End of July: Newsletters sent out to our exhibitor list with link  
Early August: Print and begin to distribute our first set of rack cards (1000 count)  
October: Distribute rack cards at local businesses, shows, and events  
End of October: Launch Poster Contest for event. The goal of this contest is to broaden the horizons of artists in our community and other communities they engage with all while promoting Art in the Park. The winning artwork will be used on posters leading up to the event.  
These will be distributed throughout Hernando County. The winner will receive a cash prize, directory listing, and more.  
December: Announce entertainment acts and headliner (new for 2022) in December  
Early January: After jurying is closed, begin sharing artists/their work on social media  
Early January: Announce contest winner  
February: Print posters and begin distribution throughout Hernando County  
Early March: Two weeks prior to the event, announce entertainment and activity schedule including all acts/participants, times and locations, area sponsors, and more.  
Week of event: Continue social media advertising showcasing what's new for 2022 and behind the scenes footage of event setup, walkthrough, meet the volunteers, etc.  
Event day(s): Live streams, videos, photos, and so much more!  
Updated on June 21, 2021.

Total Marketing and Advertising Budget: \$5,500

Total Grant Amount Requested: \$3,000

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

I understand that all printed AB

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.

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 AB

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AB

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

AB

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event.

AB

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AB

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.

AB

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: Allisa Babor

Title: Event Director

Date Jul 9, 2021



LOCAL SPECIAL EVENT FINAL REPORT

Entity Legal Name: HERNANDO COUNTY FINE ARTS COUNCIL  
Event Name: 36<sup>TH</sup> ANNUAL ART IN THE PARK 2020  
Report Date: April 29 2020  
Authorized Agent for Event: JAN KNOWLES - CO-CHAIR + PAUL SHASTON - CO-CHAIR  
Report completed by: JAN KNOWLES - CO-CHAIR EVENT  
Title/relationship to Entity Named Above: PROJECTS COORDINATOR  
Telephone No.: 352-279-5182  
Mailing Address: P.O. Box 1265 BROOKSVILLE, FL 34605  
Email Address: JANKNOWLESFL@aol.com  
Phone: CELL-352.279.5182 OFFICE 352.587.8062

On an attached sheet, please provide responses to the following questions in order to apply for your reimbursement.

1. Was this a first-time event? If not, how many times has this event taken place?
2. What hotels committed special rates or packages for the event?
3. What is the number of hotel room nights generated by this event?
4. What is the name and address of Hotels/Motels and contact person?
5. What is the total revenue generated for this event?
6. Total expenses. (Have all vendors been paid?)
7. List the vendors that have been paid, if not, what invoices are still outstanding and why?
8. What is the number of participants that came to this event?
9. What is the percentage of the total participants from out of Hernando County?
10. What problems occurred (if any) during the event?
11. List the out-of-county advertising, marketing, and/or public relations that were contracted/utilized?
12. How can the event be improved or expanded?

Attach an invoice, from the event's organization to the TDC, c/o Florida's Adventure Coast Visitors Bureau, 15800 Flight Path Drive, Brooksville, FL 34604

Attach the finalized budget for this event, with copies of all advertising, invoices and proof of payment.

Attach the Hotel Room Night Certifications and Visitor Surveys.



RESPONSES TO THE QUESTIONS ON THE 36<sup>TH</sup>. ANNUAL ART IN THE PARK  
FINAL REIMBURSEMENT FINAL REPORT 2020

1. No 36 years
2. One
3. 84
4. Donna Pabon – Manager 3528 Commercial Way SH 34607
5. \$38,703.00
6. \$33,357.23 yes all vendors have been paid
7. See attached expense report
8. Approximately 3,100 – down from last year (about half) because of virus scare
9. Please see attached “Exhibitors Survey Reports” “YOU BE THE JUDGE SURVEYS”
10. None really, this year we had lots of extra parking spaces due to our expansion.
11. Please reference breakdown sent from Tampa Bay Times and HCFAC Financials.
12. Always Social Media. More dollars for paid entertainers. We had our capacity of Exhibitors but would like to have more Fine Arts than Craft.

Finalized Income and Expense report enclosed & estimated preliminary budget provided.  
Please see all other attachments not asked for but given.

Our mission is to encourage, promote, and support all the creative arts  
in Hernando County and provide a means to showcase the arts.



**HOTEL ROOM NIGHT CERTIFICATION**

TO: General Manager and/or Director of Sales;

The purpose of this form is to quantify the actual number of room nights utilized on Florida's Adventure Coast for a specific Local Special Event. Your cooperation in documentation these room nights is very important to the Hernando County Tourism Bureau and our Local Special Event Grants Program. Thank you in advance for your assistance. Please provide the following information.

Hotel Name and Address:

*WE HAD NO HOST HOTEL - HOLIDAY INN EXPRESS  
 3528 COMMERCIAL WAY - SH GAVE US A GREAT  
 DISCOUNT FOR OUR ROOM - SOUND MATR*

|                     | TRACKED ROOM NIGHTS |  |  |  |  |  |
|---------------------|---------------------|--|--|--|--|--|
| GROUP NAME          |                     |  |  |  |  |  |
| LOCAL SPECIAL EVENT |                     |  |  |  |  |  |
| DATE                |                     |  |  |  |  |  |
| PAID ROOM NIGHTS    |                     |  |  |  |  |  |
| COMP ROOM NIGHTS    |                     |  |  |  |  |  |

Please provide any additional comments: *ATTACHED BREAKDOWN OF  
 "YOU BE JUDGE SURVEYS" OUT OF 446 HAWAII  
 IN 84 STAYED OVER NIGHT*

Hotel Representative Signature: *DORRIS PABON MANAGER*

Telephone: *800-344-4688*

Email: \_\_\_\_\_

Your cooperation in completing this form is both greatly appreciated and necessary for the grant funding recipient to receive their reimbursement dollars. Should you have any questions or need additional information please contact Florida's Adventure Coast Visitors Bureau at 352-754-4405.

Re: You Be the Judge survey results 36<sup>th</sup>. Annual Art in the Park March 14 & 15, 2020

Statistics and other information related to surveys returned:

Based on estimates from Jan and Tina, approximately 3,500 attended AITP this year. We received 446 You be the Judge cards. That represents 12.7% return rate- not as high as last year, but still excellent and results over 10% are considered statistically significant.

Of the 446 surveys completed 360 indicated their zip codes.

Of the 360 with zip codes 179 indicated they came from out of Hernando County.

Of the 446 surveys 84 answered yes to did you stay overnight.

Even though we asked where everyone stayed from out of county no one answered that question.

Results of How you Learned about the show: (check all that apply)

|                       |    |                       |
|-----------------------|----|-----------------------|
| TBT                   | 86 | 19%                   |
| Street Signs          | 94 | 21%                   |
| Facebook              | 90 | 20%                   |
| Word of Mouth         | 69 | 15%                   |
| Community Newsletters | 60 | 13% (specified below) |
| Internet              | 41 | 9%                    |
| Hernando Sun          | 27 | 6%                    |
| Bay News 9            | 11 | 2%                    |
| Other (not specified) | 10 | 2%                    |
| Rack Cards            | 6  | 1%                    |
| School Flyer          | 6  | 1%                    |
| Instagram             | 5  | - 1%                  |
| Nature Coaster        | 3  | - 1%                  |
| WWJB Radio            | 3  | - 1%                  |

Newsletter specified:

|                    |   |
|--------------------|---|
| Five & Dime        | 8 |
| Greenbelt          | 2 |
| Connections        | 2 |
| Brooksville Beacon | 2 |
| Eagle Lakes        | 2 |
| High Point         | 1 |

The top three artists voted best by attendees were:

Danny O'Driscoll 42 votes – Acrylic Paintings-airbrushed, creates 3-d look wins \$50.00

Diane Stover 32 votes – Oil paintings with Palette Knives

Tony Moore – 24 votes – pencil drawings Graphite

The winner of the You Be the Judge drawing Debra Balcolm, a Local Wins \$100.00



## EXHIBITOR SURVEY SUMMARY 2020

We gave out around 150 surveys to our exhibitors and only 35 turned them in, we even gave them an incentive by offering a \$50.00 drawing for all those turned in. The winner of that was Juan Carlos Cahue from Ocala.

I sent to all Mar 21 by e-mail my computer read out of the survey PLEASE IGNORE THAT I FOUND AN ERROR, so I have attached the corrected one.

My overall opinion of the survey is that word of mouth (exhibitors, friends) and Web & face book and Where the Show Are, an Exhibitors Magazine, were where they learned of the show.

21 of the 35 was their first year and 26 of the first timers are returning next year.

The LIKES were mostly about the organizations staff and volunteers and how nice everyone was and the setting and entertainment and over all a very organized event. The DISLIKES was all about the virus. The IMPROVEMENTS were NO MORE VIRUS.

Of the answers to the questions on a scale of 1 to 10 ten being the best:

As you see most everything was 9 or 10 which said to me most all the exhibitors had a great time and will definitely come back, their sales were good, weather wonderful and location the best. And most of all, and to me most important, were how all of you were so courteous, helpful and always available To help them. They all want to come back, so please pat yourselves on the back ANOTHER JOB WELL DONE!!!

# Nancy Stubbs

## Nancy Stubbs

Submission Date Jul 21, 2021 2:45 PM

Organization Name The Arc Nature Coast Inc

Organization EIN# or FEN# 237305830

Address 15782 Little Ranch Road  
Spring Hill, US, 34610

Application completed by Nancy Stubbs

Title Chief Development Director

Email nstubbs@tancinc.org

Email info@tancinc.org

Telephone No. (727) 619-0700

Name of Event Spring Lake Memorial Classic May 28 2022

Is this a new event or a repeat event? Repeat

Upload the most recent Grant Funding Report



[TDC grant report 2021.pdf](#)

Event Marketing Contact Nancy Stubbs

Email Address nstubbs@tancinc.org

Email Address nstubbs@tancinc.org

Telephone No. (727) 619-0700

Organization or event Website <http://www.thearc-naturecoast.org/home0.aspx>

Event or Organization Social Media Sites: (Please provide <https://twitter.com/TheArcNature>)

|   |  |
|---|--|
| complete URL for social media channels)   |  |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels)   | <a href="https://www.facebook.com/thearcnaturecoast">https://www.facebook.com/thearcnaturecoast</a>  |
| Event location(s)   | The Arc Nature Coast   |
| Address of Event  | 5283 Neff Lake Road<br>Brooksville, US, 34601  |
| Telephone No.   | (727) 619-0700   |
| Projected number of event vendors   | 20   |
| Projected Number of Local Attendees:  | 150  |
| Projected Number of Out-of-Town Attendees:  | 150  |
| Projected Number of Hotel Rooms:  | 30   |
| Marketing & Advertising Schedule:   | <p>Fl. Race Place Magazine- print ad and 3-4 e blasts- February thru May- All of Florida \$600-target runners</p> <p>Fl. Road Race Magazine-2 e blasts- \$250.00-target runners</p> <p>Run Tampa- facebook page posts and ad in magazine-Feb thru April-\$400.00-target runners</p> <p>NatureCoaster- Ad and story in online publication-March-May \$200.00-target local outdoor enthusiasts</p> <p>Facebook ads-March thru May-\$200-target runners within a 100+ mile radius of Hernando County -\$350.00</p> <p>Bay News Nine &amp; Spectrum Reach- TV advertising (includes non-profit/in-kind rate)-March, April \$2000</p> <p>Advertising in the Villages (TBD) \$500.00</p> |
| Total Marketing and Advertising Budget:   | 4300   |
| Total Grant Amount Requested:   | 3500   |
| I understand that the Event's Marketing Coordinator and/or Authorized Agent must a Grant Workshop in order to be eligible for funding.  | NLS  |
| 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 | NLS  |

link to  
[FloridasAdventureCoast.com](http://FloridasAdventureCoast.com).

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

NLS

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

NLS

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

NLS

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

NLS

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

NLS

of payment, must be submitted with your reimbursement request.

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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. NLS

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display. NLS

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. NLS

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



Name: Nancy Stubbs

Title: Chief Development Director

Date: Jul 21, 2021

---

**Hernando County Tourist Development Council  
Local Event Grant Funding Program  
Application for Grant, Grant Agreement, Guidelines and  
Procedures**



**LOCAL SPECIAL EVENT FINAL REPORT**

Entity Legal Name: The Arc Nature Coast, Inc.  
Event Name: Spring Lake Memorial Classic  
Report Date: 6/18/2021  
Authorized Agent for Event: Mark W. Barry, CEO  
Report completed by: Nancy Stubbs  
Title/relationship to Entity Named Above: Development Director for The Arc Nature Coast  
Telephone No.: (727) 619-0700 x 0694  
Mailing Address: 15782 Little Ranch Road Spring Hill, FL 34610  
Email Address: nstubbs@tancinc.org  
Phone: (727) 619-0694

**On an attached sheet, please provide responses to the following questions in order to apply for your reimbursement.**

1. Was this a first-time event? If not, how many times has this event taken place?
2. What hotels committed special rates or packages for the event?
3. What is the number of hotel room nights generated by this event?
4. What is the name and address of Hotels/Motels and contact person?
5. What is the total revenue generated for this event?
6. Total expenses. (Have all vendors been paid?)
7. List the vendors that have been paid, if not, what invoices are still outstanding and why?
8. What is the number of participants that came to this event?
9. What is the percentage of the total participants from out of Hernando County?
10. What problems occurred (if any) during the event?
11. List the out-of-county advertising, marketing, and/or public relations that were contracted/utilized?
12. How can the event be improved or expanded?

**Attach an invoice, from the event's organization to the TDC, c/o Florida's Adventure Coast Visitors Bureau, Brooksville Welcome Center, 205 E. Ft. Dade Ave., Brooksville, FL 34601.**

**Attach the finalized budget for this event, with copies of all advertising, invoices and proof of payment.**

**Attach the Hotel Room Night Certifications and Visitor Surveys.**



## **The Arc Nature Coast Spring Lake Memorial Classic 2021**

### **Responses to questions on page 12:**

1. Was this a first-time event? If not, how many times has this event taken place? **15<sup>th</sup> Annual**
2. What hotels committed special rates or packages for the event? **N/A**
3. What is the number of hotel room nights generated by this event? **N/A**
4. What is the name and address of the hotel contact person? **N/A**
5. What is the total revenue generated for this event?- **\$17,223.00**
6. Total Expenses-**\$5690.91** Have all vendors been paid- **Yes**
7. List the vendors that have been paid. (See attached)
8. What is the # of participants that came to the event? - **225**
9. What is the percentage of the total participants from out of Hernando County: **48.5%**
10. **No problems**
11. *List of out of county advertising, marketing, and public relations:* **Advertised in NatureCoaster Hernando Sun, Tampa Bay Times, Florida Race Place Magazine (print and online), Run Tampa, Florida Road Race Magazine, Tampa Area Race Calendars, at other races such as Citrus Blessings and Hernando Bar Run.**
12. How can the event be improved or expanded? **We would truly like to expand our out of town advertising to a larger reach to include, print, radio and TV.**

# MICHAEL DEFLICE

## MICHAEL DEFLICE

Submission Date Jul 2, 2021 9:45 AM

Organization Name Hernando County Bike Fest Inc

Organization EIN# or FEN# 84-4570119

Address 615 Old Hospital Drive  
Brooksville, FL, 34601

Application completed by MICHAEL DEFLICE

Title President

Email BrooksvilleBikeRally@gmail.com

Email BrooksvilleBikeRally@gmail.com

Telephone No. (727) 422-3360

Name of Event Brooksville Bike Rally

Is this a new event or a repeat event? Repeat

Upload the most recent Grant Funding Report



[FY 2019 TDC Grant Invoice-PO 19000457.pdf](#)

Event Marketing Contact MICHAEL DEFLICE

Email Address BrooksvilleBikeRally@gmail.com

Email Address BrooksvilleBikeRally@gmail.com

Telephone No. (727) 422-3360

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

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

Event or Organization Social Media Sites: (Please provide complete URL for social media channels) [https://www.instagram.com/brooksville\\_bike\\_rally/](https://www.instagram.com/brooksville_bike_rally/)



|   |  |            |            |           |             |            |            |          |  |
|---|--|------------|------------|-----------|-------------|------------|------------|----------|--|
| Event location(s)   | Brooksville                                      |            |            |           |             |            |            |          |  |
| Address of Event  | 615 Old Hospital Drive<br>Brooksville, FL, 34601 |            |            |           |             |            |            |          |  |
| Telephone No.   | (727) 422-3360                                   |            |            |           |             |            |            |          |  |
| Projected number of event vendors   | 30   |            |            |           |             |            |            |          |  |
| Projected Number of Local Attendees:  | 1000   |            |            |           |             |            |            |          |  |
| Projected Number of Out-of-Town Attendees:  | 1500   |            |            |           |             |            |            |          |  |
| Projected Number of Hotel Rooms:  | 20   |            |            |           |             |            |            |          |  |
| Marketing & Advertising Schedule:   | February   | July       | August     | September | October     | November   | December   | January  |  |
| Advertising   | March  | April      | May        | June      |             |            |            |          |  |
|   | Annual Total                                     |            |            |           | \$21,050.00 |            |            |          |  |
|   | Monthly Total                                    |            |            |           | \$650.00    | \$825.00   | \$525.00   | \$525.00 |  |
| \$525.00  | \$2,375.00                                       | \$6,975.00 | \$7,125.00 | \$475.00  | \$525.00    | \$525.00   |            |          |  |
| \$525.00  |  |            |            |           |             |            |            |          |  |
|   | Large Format Billboard                           |            |            |           | \$1,500.00  | \$1,500.00 | \$1,500.00 |          |  |
|   | Print  |            |            |           |             |            |            |          |  |
|   | Hernando Sun                                     |            | \$150.00   | \$150.00  | \$150.00    | \$150.00   |            |          |  |
| \$150.00  | \$150.00   | \$600.00   | \$600.00   | \$150.00  | \$150.00    | \$150.00   | \$150.00   |          |  |
|   | Tampa Times                                      |            |            |           | \$2,500.00  | \$2,500.00 |            |          |  |
|   | Full Throttle Magazine                           |            |            |           | \$150.00    |            | \$1,000.00 |          |  |
| \$1,000.00  |  |            |            |           |             |            |            |          |  |
|   | Born To Ride Magazine                            |            |            |           | \$150.00    |            | \$1,000.00 |          |  |
| \$1,000.00  |  |            |            |           |             |            |            |          |  |
|   | Scooter Goods Magazine                           |            |            |           | \$175.00    | \$175.00   | \$175.00   |          |  |
| \$175.00  | \$175.00   | \$175.00   | \$175.00   | \$175.00  | \$175.00    | \$175.00   | \$175.00   |          |  |
|   | Digital  |            |            |           |             |            |            |          |  |
|   | Facebook   |            | \$150.00   | \$150.00  | \$150.00    | \$150.00   | \$150.00   | \$150.00 |  |
| \$150.00  | \$150.00   | \$300.00   | \$150.00   | \$150.00  | \$150.00    | \$150.00   |            |          |  |
|   | Printing   |            |            |           |             |            |            |          |  |
|   | Signage  |            | \$50.00    | \$50.00   | \$50.00     | \$50.00    | \$50.00    | \$50.00  |  |
| \$50.00   | \$50.00  |            |            |           |             |            |            |          |  |
|   | Posters  |            | \$100.00   |           |             | \$100.00   |            |          |  |
|   | Cards  |            | \$250.00   |           |             | \$250.00   |            |          |  |
| Total Marketing and Advertising Budget:   | 21050  |            |            |           |             |            |            |          |  |
| 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.  | MCD  |            |            |           |             |            |            |          |  |
| 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 | MCD  |            |            |           |             |            |            |          |  |

and all digital platforms, must include a link to [FloridasAdventureCoast.com](http://FloridasAdventureCoast.com).

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 MCD

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

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. MCD

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

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. MCD

I understand that all reporting requirements must be satisfied in MCD

order to receive reimbursement dollars.

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. MCD

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. MCD

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. MCD

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: MICHAEL DEFLICE

Title: President

Date: Jul 2, 2021

---

# Deborah Evans

Ernie Evans

Submission Date Jul 30, 2021 8:37 PM

Organization Name Evans Media Source LLC

Organization EIN# or FEN# 810698992

Address 119 Clearwater Rd  
Satsuma, Florida, 32189

Application completed by Deborah Evans

Title President

Email eanddmedia@gmail.com

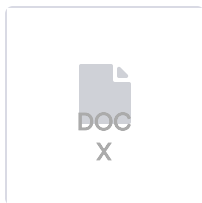
Email eanddmedia@gmail.com

Telephone No. (386) 385-3500

Name of Event Florida Classic Festival Feb 24 25 and 26 2022

Is this a new event or a repeat event? Repeat

Upload the most recent Grant Funding Report



[2020\\_FL\\_Classic\\_Final\\_Report\\_Questions.docx](#)



[2020\\_Florida\\_Bluegrass\\_Classic\\_Final\\_Report.pdf](#)



[FL Classic P & L 2020.xlsx](#)

|   |   |
|---|---|
| Event Marketing Contact   | Ernie Evans   |
| Email Address   | eanddmedia@gmail.com  |
| Email Address   | eanddmedia@gmail.com  |
| Telephone No.   | (904) 545-3079  |
| Organization or event Website   | <a href="http://evansmediasource.com/">http://evansmediasource.com/</a>   |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.facebook.com/floridabluegrassclasssic">https://www.facebook.com/floridabluegrassclasssic</a> ,   |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://twitter.com/eanddmedia">https://twitter.com/eanddmedia</a>   |
| Event location(s)   | Florida Classic Park  |
| Address of Event  | 5360 Lockhart Rd<br>Brooksville, Florida, 34602   |
| Telephone No.   | (386) 385-3500  |
| Projected number of event vendors   | 20  |
| Projected Number of Local Attendees:  | 500   |
| Projected Number of Out-of-Town Attendees:  | 700   |
| Projected Number of Hotel Rooms:  | 350   |
| Marketing & Advertising Schedule:   | <p>Flyer distribution - \$800</p> <p>Family Motor Coach Association - bulk email to membership in Florida - December 2021 and January 2022-\$1000</p> <p>The Villages Daily Sun - January 2022- Marion County - \$600</p> <p>Pasco News - January 2022 - Pasco County -\$300</p> <p>Tampa Bay Times - December 2021, January 2022- Pinellas County-\$600</p> <p>Facebook Boosted Ads - December 2021, January - February 2022-\$500</p> <p>Bands in Town email advertising January 2022, February 2022- \$300</p> |

Geo targeted digital video marketing - \$2000

Total Marketing and Advertising Budget: \$6100

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. dle

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. dle

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 dle

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

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. dle

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

dle

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.

dle

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

dle

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

dle

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event.

dle

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.

dle

The Event coordinators will also supply 10 all access tickets to the event, any required parking

dle

passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos.

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:

A handwritten signature in black ink, appearing to read "Deborah Evans". The signature is written in a cursive, somewhat stylized font.

Name: Deborah Evans

Title: President

Date Jul 30, 2021

---



On an attached sheet, please provide responses to the following questions for your Event's final report.

1. Was this a first time event? If not, how many times has this event taken place?

No. This was the 5th year.

2. What hotels committed special rates or packages for the event?

The Days Inn Brooksville.

3. What is the number of hotel room nights generated by this event? 130 hotel room nights. 1000 campground nights

4. What is the name and address of Hotels/Motels and contact person?

Days Inn Brooksville. Marilyn Diaz 352-796-9486

Hampton Inn

Quality Inn

5. What is the total revenue generated for this event? \$63,506.80

6. Total expenses. (Have all vendors been paid?) \$58,706.51 All Vendors have been paid

7. List the vendors that have been paid, if not, what invoices are still outstanding and why? All vendors paid.

Florida Classic Park, Affordable Golf Carts, Affordable Dumpster Rentals, West Coast Rental

8. What is the number of participants that came to this event? 885.

We had a 2% increase in tickets sales this year mostly due to the campers that came earlier in the week. Due to the severe cold snap on Friday and Saturday we did not have the weekend ticket sales we anticipated.

9. What is the percentage of the total participants from out of Hernando County?

95%

10. What problems occurred (if any) during the event? No problems, except the cold weather.

11. List the out-of-county- advertising, marketing, and/or public relations that were contracted/utilized?

Family Motor Coach Association, Bands in Town, Bluegrass Unlimited, Bluegrass Today, Facebook, Mike Kelly's Cruise News, WFCF 88.5 fm, Bluegrass E News, North Florida Bluegrass Association, Southwest Florida Bluegrass Association, South Florida Bluegrass Association.

12. How can the event be improved or expanded?

We are staying with the same business plan of adding diversity and bigger acts to the festival as our budget allows.

Attach the finalized budget for this event (vs the estimate budget provided preliminarily).

Attach the Hotel Room Night Certifications and Visitor Surveys.

**Florida Bluegrass Classic Festival**  
**February 18- 23, 2020**  
**Profit & Loss Statement**

| <b>Income</b>                       |                     |
|-------------------------------------|---------------------|
| Ticket Sales                        | \$ 39,752.42        |
| RV Sites                            | \$ 20,204.38        |
| Sponsorship( Istachatta Heat & Air) | \$ 600.00           |
| Hernando Tourism Bureau             | \$ 2,000.00         |
| Vendors                             | \$ 950.00           |
| <b>Total Income</b>                 | <b>\$ 63,306.80</b> |

| <b>Expenses</b>       |                       |
|-----------------------|-----------------------|
| Entertainment         | \$ (34,387.13)        |
| Advertising           | \$ (2,768.47)         |
| Facility Costs        | \$ (11,347.50)        |
| Insurance             | \$ (648.00)           |
| Sales Tax             | \$ (4,621.45)         |
| Equipment Rental      | \$ (4,377.16)         |
| Permit                | \$ (100.00)           |
| Secuirty              | \$ (540.00)           |
| <b>Total Expenses</b> | <b>\$ (58,789.71)</b> |

|                    |                    |
|--------------------|--------------------|
| <b>Profit/Loss</b> | <b>\$ 4,517.09</b> |
|--------------------|--------------------|

# Michelle Humbles

## Dave Humbles

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|   |   |
|---|---|
| Submission Date   | Aug 3, 2021 9:32 AM   |
| Organization Name   | Central Florida Sportsmans Expo   |
| Organization EIN# or FEN#   | 84-2866484  |
| Address   | 7350 STAGHORN DR.<br>Spring Hill, FL, 34607   |
| Application completed by  | Michelle Humbles  |
| Title   | Secretary   |
| Email   | davewillsell@yahoo.com  |
| Email   | davewillsell@yahoo.com  |
| Telephone No.   | (303) 358-2593  |
| Name of Event   | Central Florida Sportsmans Expo April 2 and 3 2022  |
| Is this a new event or a repeat event?  | New   |
| Event Marketing Contact   | Dave Humbles  |
| Email Address   | Davewillsell@yahoo.com  |
| Email Address   | Davewillsell@yahoo.com  |
| Telephone No.   | (303) 358-2593  |
| Organization or event Website   | <a href="http://www.centralfloridasportsmansexpo.com">www.centralfloridasportsmansexpo.com</a>  |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | <a href="https://www.facebook.com/search/top?q=central%20florida%20sportsman%27s%20expo">https://www.facebook.com/search/top?q=central%20florida%20sportsman%27s%20expo</a> |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | see above   |
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels) | see above   |

|   |   |
|---|---|
| Event or Organization Social Media Sites: (Please provide complete URL for social media channels)   | see above   |
| Event location(s)   | Tom Varn Park   |
| Address of Event  | 301 Darby Ln<br>Brooksville, FL, 34601  |
| Telephone No.   | ((352)) 540-3830  |
| Projected number of event vendors   | 111   |
| Projected Number of Local Attendees:  | 25  |
| Projected Number of Out-of-Town Attendees:  | 86  |
| Projected Number of Hotel Rooms:  | 15  |
| Marketing & Advertising Schedule:   | <p>Attending other similar events &amp; car shows from now until the event with flyers to spread the word. \$1,300.</p> <p>Radio advertising to start 3 weeks prior to the event - \$5,200.</p> <p>Tampa Bay times 2 weeks prior to the event. - \$2,400.</p> <p>Facebook ads to start 4 months prior to the event - (targeting people with fishing, and outdoor activities between the ages of 18-65. Zip code advertising for all of Spring Hill, Brooksville, and the surrounding Citrus, Pasco, Lake, Hillsborough, and Pinellas county areas in Facebook boosting.) - \$1,100.</p> <p>Ads run in Scene magazine - \$600.</p> <p>Sun-Times magazine in Brooksville - \$\$600.</p> |
| Total Marketing and Advertising Budget:   | 12,700  |
| Total Grant Amount Requested:   | 2,500   |
| I understand that the Event's Marketing Coordinator and/or Authorized Agent must a Grant Workshop in order to be eligible for funding.  | DH  |
| 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. | DH  |
| I understand that the Event's Marketing Coordinator must  | DH  |

incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases

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

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. DH

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

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. DH

I understand that all reporting requirements must be satisfied in DH

order to receive reimbursement dollars.

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. DH

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. DH

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. DH

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: Michelle Humbles

Title: Secretary

Date: Aug 3, 2021

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# Melissa Alderman

## Melissa Alderman

Submission Date Jul 29, 2021 2:47 PM

Organization Name Brooksville SR FFA Alumni

Organization EIN# or FEN# 20-2641050

Address 14391 Spring Hill Drive, Suite 172  
Spring Hill, FL, 34609

Application completed by Melissa Alderman

Title President

Email bsffaalumni@gmail.com

Email melissa\_alderman@uhc.com

Telephone No. (352) 238-2099

Name of Event Brooksville Blueberry Festival April 23 and 24 2022

Is this a new event or a repeat event? Repeat

Upload the most recent Grant Funding Report



[Event Final Report Brooksville Blueberry Fest 2019.pdf](#)

Event Marketing Contact Melissa Alderman

Email Address melissa\_alderman@uhc.com

Email Address johnlee@activefoodservice.com

Telephone No. (727) 410-0072

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

Event or Organization Social Media Sites: (Please provide <https://brooksvilleblueberryfestival.com>)



complete URL for social media channels)

Event or Organization Social Media Sites: (Please provide complete URL for social media channels)

<https://facebook.com/brooksvilleblueberryfestival/posts/1979711505386029>

Event location(s) Downtown Brooksville

Address of Event E. Ft. Dade Ave.  
Brooksville, FL, 34601

Telephone No. (352) 238-2099

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:  
WQYK, WYUU

Television:  
BayNews 9

Newspaper:  
Tampa Bay Times

Social Media:  
FaceBook  
InstaGram

Total Marketing and Advertising Budget: \$15,000

Total Grant Amount Requested: \$5,000

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

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 MDA

link to  
[FloridasAdventureCoast.com](http://FloridasAdventureCoast.com).

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

MDA

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

MDA

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.

MDA

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

MDA

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

MDA

of payment, must be submitted with your reimbursement request.

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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 30 days prior to the event. MDA

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. MDA

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. MDA

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: Melissa Alderman

Title: President

Date: Jul 29, 2021

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LOCAL SPECIAL EVENT FINAL REPORT

Entity Legal Name: The Brooksville Silo Project Inc  
Event Name: Brooksville Blueberry Festival  
Report Date: 8 May 2019  
Authorized Agent for Event: John Lee  
Report completed by: John Lee  
Title/relationship to Entity Named Above: Director  
Telephone No.: 727-410-0072  
Mailing Address: 962 E Jefferson St Brookville FL 34601  
Email Address: John Lee@ActiveFoodservice.com  
Phone: 727-410-0072

On an attached sheet, please provide responses to the following questions for your Event's final report.

1. Was this a first time event? If not, how many times has this event taken place?
2. What hotels committed special rates or packages for the event?
3. What is the number of hotel room nights generated by this event?
4. What is the name and address of Hotels/Motels and contact person?
5. What is the total revenue generated for this event?
6. Total expenses. (Have all vendors been paid?)
7. List the vendors that have been paid, if not, what invoices are still outstanding and why?
8. What is the number of participants that came to this event?
9. What is the percentage of the total participants from out of Hernando County?
10. What problems occurred (if any) during the event?
11. List the out-of-county- advertising, marketing, and/or public relations that were contracted/utilized?
12. How can the event be improved or expanded?

Attach the finalized budget for this event (vs the estimate budget provided preliminarily).

Attach the Hotel Room Night Certifications and Visitor Surveys.

## **2019 Brookville Blueberry Festival**

**The 2019 Brookville Blueberry Festival was a success by all measures. The local Hotels were booked with Vendors and Visitors. There was no gate so measuring attendance was based on Feedback from Veterans Vendors and local officials. It is estimated that at least 30,000 people visited the City over the 2 days of the event. There were over 200 Vendors and many local 501c3 organizations raised 1000's of dollars.**

**I am not aware of any glitches; things went well throughout the 2-day event and I am not sure we would change anything.**

**The event ended with a net gain of \$5000.00 plus for the Silo Project and most local businesses reported positive results.**

# Google Analytics Report: June-July, 2021



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



# Acquisition Overview

## Acquisition Overview ✓



All Users  
100.00% Sessions



+ Add Segment

Primary Dimension:

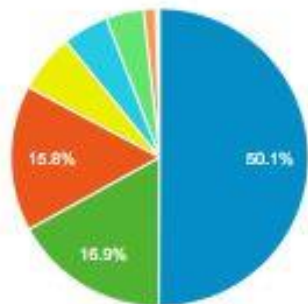
Top Channels ▾

Conversion:

Goal 1: Plan Your Visit Button Click ▾

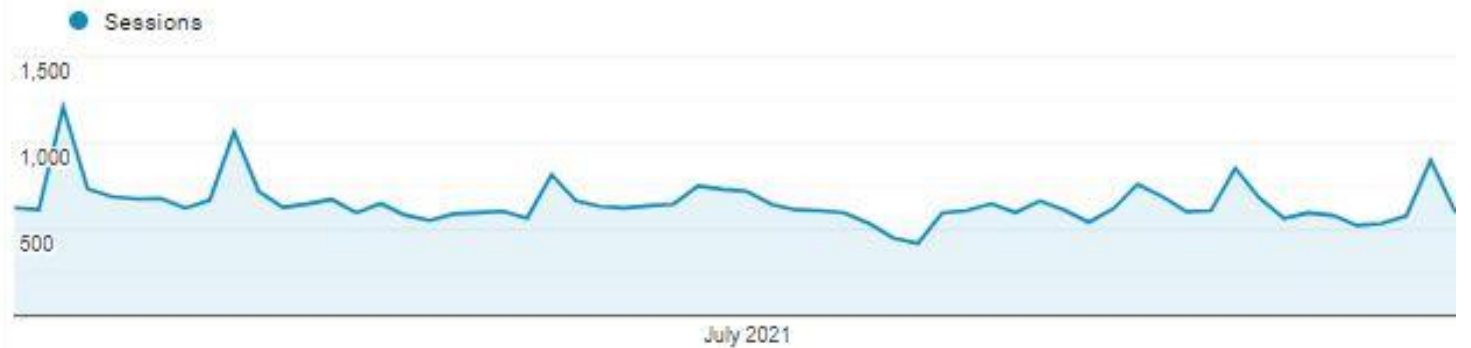
[Edit Channel Grouping](#)

### Top Channels



- Organic Search
- Direct
- (Other)
- Paid Search
- Display
- Referral
- Social
- Email

### Sessions





# Audience Overview

## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Sessions

+ Add Segment

Jun 1, 2021 - Aug 1, 2021

### Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions  
**40,201**

Users  
**34,963**

Pageviews  
**109,894**

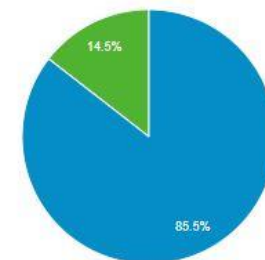
Pages / Session  
**2.73**

Avg. Session Duration  
**00:00:46**

Bounce Rate  
**3.93%**

% New Sessions  
**85.47%**

New Visitor Returning Visitor







# New vs Returning Users

## New vs Returning ✓

SAVE EXPORT SHARE EDIT INSIGHTS

Jun 1, 2021 - Aug 1, 2021

All Users  
100.00% Sessions

+ Add Segment

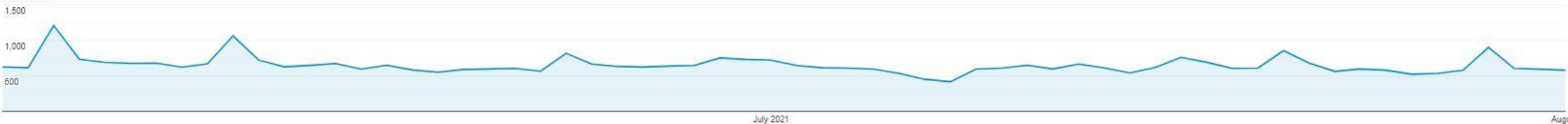
### Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



Primary Dimension: User Type

Plot Rows Secondary dimension Sort Type: Default

advanced

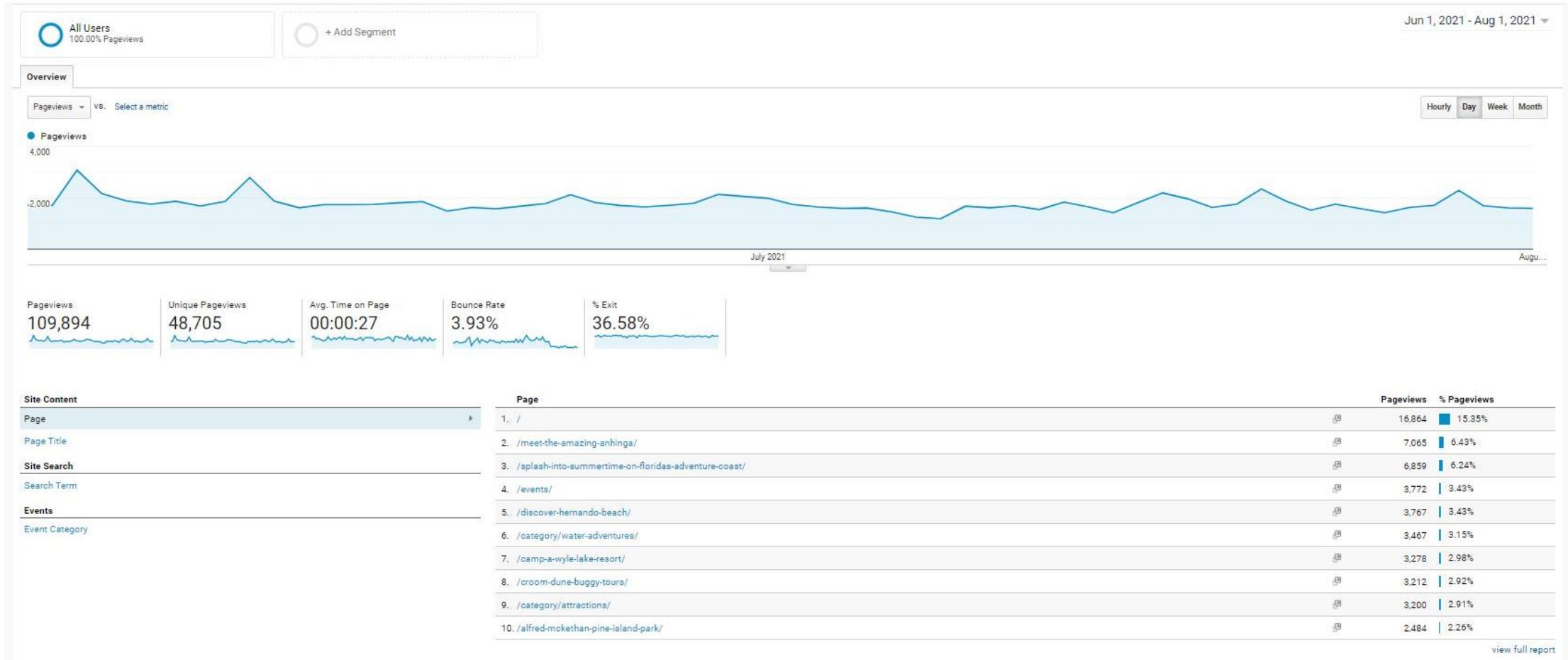
| User Type            | Acquisition                            |  |  | Behavior                             |                                    |  | Conversions   |   |   |
|----------------------|--|--|--|--------------------------------------|------------------------------------|--|---|---|---|
|                      | 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) |
|                      | 40,201<br>% of Total: 100.00% (40,201) | 85.49%<br>Avg for View: 85.47% (0.03%) | 34,368<br>% of Total: 100.03% (34,358) | 3.93%<br>Avg for View: 3.93% (0.00%) | 2.73<br>Avg for View: 2.73 (0.00%) | 00:00:46<br>Avg for View: 00:00:46 (0.00%) | 0.00%<br>Avg for View: 0.00% (0.00%)                  | 0<br>% of Total: 0.00% (0)                        | \$0.00<br>% of Total: 0.00% (\$0.00)        |
| 1. New Visitor       | 34,368 (85.49%)                        | 100.00%                                | 34,368 (100.00%)                       | 4.26%                                | 2.70                               | 00:00:42                                   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 2. Returning Visitor | 5,833 (14.51%)                         | 0.00%                                  | 0 (0.00%)                              | 1.99%                                | 2.92                               | 00:01:12                                   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |

Show rows: 10 Go to: 1 1 - 2 of 2

This report was generated on 8/3/21 at 10:44:21 AM - Refresh Report



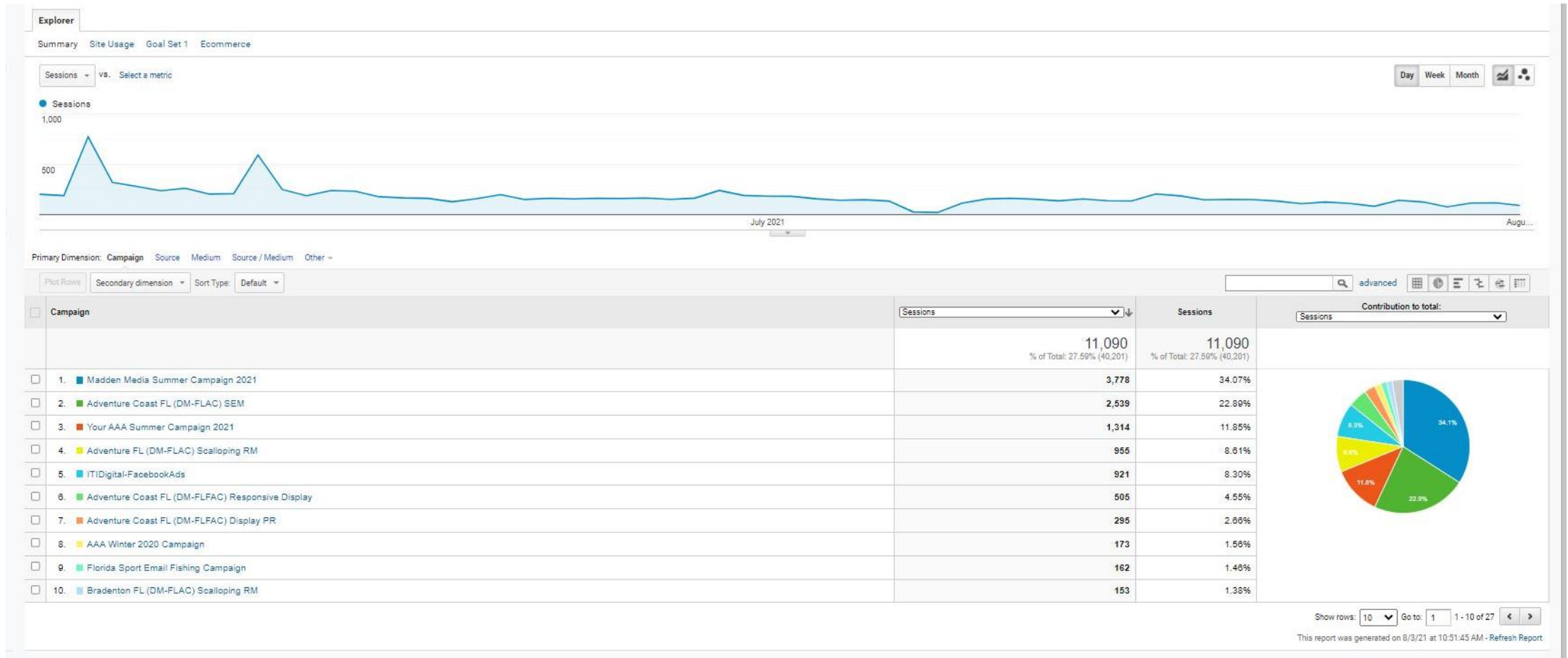
# Most Visited Pages



# Campaigns



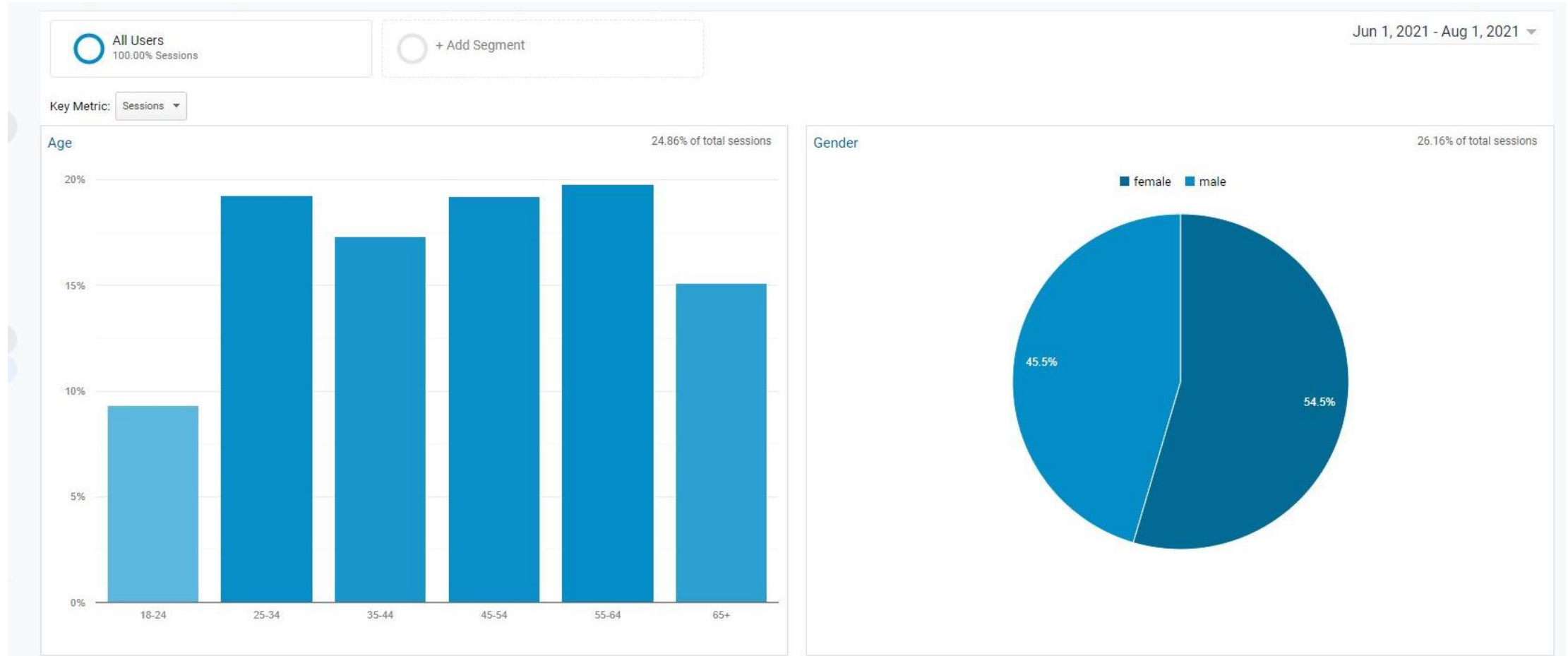
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ❖ WEEKI WACHEE



# Demographics Overview



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



# Age Demographics



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

## Demographics: Age

SAVE EXPORT SHARE EDIT INSIGHTS

Jun 1, 2021 - Aug 1, 2021

All Users  
100.00% Sessions

+ Add Segment

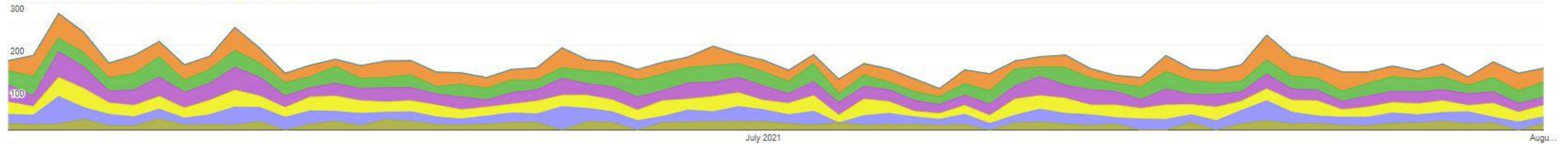
### Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions 55-64 25-34 45-54 35-44 65+ 18-24



Primary Dimension: Age

Plot Rows Secondary dimension Sort Type: Default

advanced

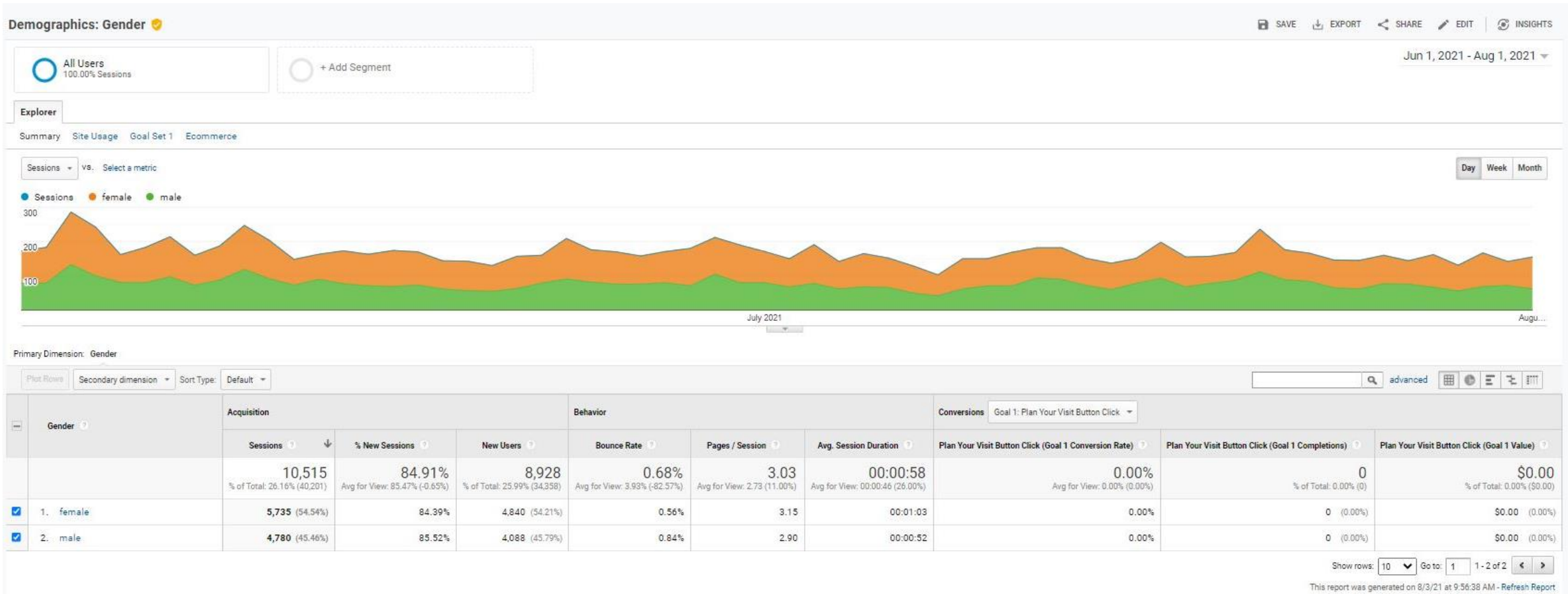
| Age      | Acquisition   |  |   | Behavior  |  |  | Conversions Goal 1: Plan Your Visit Button Click      |   |   |
|----------|---|--|---|---|--|--|---|---|---|
|          | Sessions  | % New Sessions   | New Users   | Bounce Rate   | Pages / Session                                    | Avg. Session 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)         |
|          | 9,993<br><small>% of Total: 24.86% (40,201)</small> | 85.20%<br><small>Avg for View: 85.47% (-0.31%)</small> | 8,514<br><small>% of Total: 24.78% (34,358)</small> | 0.67%<br><small>Avg for View: 3.93% (-82.93%)</small> | 3.04<br><small>Avg for View: 2.73 (11.38%)</small> | 00:00:58<br><small>Avg for View: 00:00:46 (26.17%)</small> | 0.00%<br><small>Avg for View: 0.00% (0.00%)</small>   | 0<br><small>% of Total: 0.00% (0)</small>         | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. 55-64 | 1,975 (19.76%)                                      | 83.95%   | 1,658 (19.47%)                                      | 0.76%   | 3.06   | 00:00:57   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 2. 25-34 | 1,925 (19.26%)                                      | 86.65%   | 1,668 (19.59%)                                      | 0.62%   | 2.93   | 00:00:46   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 3. 45-54 | 1,919 (19.20%)                                      | 85.30%   | 1,637 (19.23%)                                      | 0.78%   | 3.22   | 00:01:12   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 4. 35-44 | 1,730 (17.31%)                                      | 86.01%   | 1,488 (17.48%)                                      | 0.52%   | 2.82   | 00:00:41   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 5. 65+   | 1,511 (15.12%)                                      | 83.52%   | 1,262 (14.82%)                                      | 0.73%   | 3.20   | 00:01:19   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 6. 18-24 | 933 (9.34%)   | 85.85%   | 801 (9.41%)   | 0.54%   | 3.08   | 00:00:56   | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |



# Gender Demographics



Florida's  
**ADVENTURE COAST**  
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# Geographic Location United States



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

| Region ?          | Acquisition                              |  |  | Behavior                                  |                                       |   |
|-------------------|--|--|--|---|---------------------------------------|---|
|                   | Sessions ? ↓                             | % New Sessions ?                           | New Users ?                              | Bounce Rate ?                             | Pages / Session ?                     | Avg. Session Duration ?                       |
|                   | 36,938<br>% of Total: 91.88%<br>(40,201) | 84.89%<br>Avg for View: 85.47%<br>(-0.68%) | 31,356<br>% of Total: 91.26%<br>(34,358) | 1.14%<br>Avg for View: 3.93%<br>(-70.91%) | 2.81<br>Avg for View: 2.73<br>(2.89%) | 00:00:49<br>Avg for View: 00:00:46<br>(6.37%) |
| 1. Florida        | 20,494 (55.48%)                          | 82.83%                                     | 16,975 (54.14%)                          | 0.80%                                     | 2.95                                  | 00:00:59                                      |
| 2. Georgia        | 2,364 (6.40%)                            | 85.91%                                     | 2,031 (6.48%)                            | 2.16%                                     | 2.57                                  | 00:00:29                                      |
| 3. North Carolina | 1,219 (3.30%)                            | 84.66%                                     | 1,032 (3.29%)                            | 2.71%                                     | 2.64                                  | 00:00:49                                      |
| 4. New York       | 1,152 (3.12%)                            | 89.41%                                     | 1,030 (3.28%)                            | 1.30%                                     | 2.55                                  | 00:00:32                                      |
| 5. Tennessee      | 896 (2.43%)                              | 84.38%                                     | 756 (2.41%)                              | 2.57%                                     | 2.52                                  | 00:00:29                                      |
| 6. Texas          | 881 (2.39%)                              | 89.67%                                     | 790 (2.52%)                              | 1.70%                                     | 2.65                                  | 00:00:42                                      |
| 7. Alabama        | 824 (2.23%)                              | 89.20%                                     | 735 (2.34%)                              | 2.79%                                     | 2.42                                  | 00:00:29                                      |
| 8. Virginia       | 699 (1.89%)                              | 92.85%                                     | 649 (2.07%)                              | 0.14%                                     | 2.48                                  | 00:00:25                                      |

# Ad Campaigns



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

All Desktop Mobile Tablet

All Users 11.31% Sessions + Add Segment Jun 1, 2021 - Aug 1, 2021

Explorer  
Summary Site Usage Goal Set 1 Ecommerce Clicks

Sessions Day Week Month

Primary Dimension: Campaign / Campaign ID Campaign Google Ads: Ad Group

Secondary dimension Sort Type: Default

| Campaign / Campaign ID   | Acquisition                             |   |   |   | Behavior                                  |                                       | Conversions Goal 1: Plan Your Visit Button Click      |   |   |
|--|---|---|---|---|---|---------------------------------------|---|---|---|
|  | Clicks                                  | Cost  | CPC                                       | Sessions                                | Bounce Rate                               | Pages / Session                       | 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) |
|  | 4,928<br>% of Total: 100.00%<br>(4,928) | \$1,552.21<br>% of Total: 100.00%<br>(\$1,552.21) | \$0.31<br>Avg for View: \$0.31<br>(0.00%) | 4,548<br>% of Total: 11.31%<br>(40,201) | 1.67%<br>Avg for View: 3.93%<br>(-57.46%) | 2.93<br>Avg for View: 2.73<br>(7.35%) | 0.00%<br>Avg for View: 0.00% (0.00%)                  | 0<br>% of Total: 0.00% (0)                        | \$0.00<br>% of Total: 0.00% (\$0.00)        |
| 1. Adventure Coast FL (DM-FLAC) SEM<br>13236811160                 | 2,587 (52.50%)                          | \$708.83 (45.67%)                                 | \$0.27                                    | 2,539 (55.83%)                          | 0.35%                                     | 3.35                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 2. Adventure Coast FL (DM-FLAC) Responsive Display<br>13039599576  | 1,332 (27.03%)                          | \$287.45 (18.52%)                                 | \$0.22                                    | 505 (11.10%)                            | 2.38%                                     | 2.36                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 3. Adventure FL (DM-FLAC) Scalloping RM<br>13483334264             | 816 (16.56%)                            | \$276.29 (17.80%)                                 | \$0.34                                    | 955 (21.00%)                            | 2.72%                                     | 2.50                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 4. Bradenton FL (DM-FLAC) Scalloping RM<br>13375309128             | 147 (2.98%)                             | \$64.80 (4.17%)                                   | \$0.44                                    | 153 (3.36%)                             | 4.58%                                     | 2.58                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 5. Adventure Coast FL (DM-FLAC) Trueview for Action<br>12302093983 | 46 (0.93%)                              | \$214.84 (13.84%)                                 | \$4.67                                    | 1 (0.02%)                               | 100.00%                                   | 1.00                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 6. (not set)   | 0 (0.00%)                               | \$0.00 (0.00%)                                    | \$0.00                                    | 7 (0.15%)                               | 0.00%                                     | 2.00                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 7. Adventure Coast FL (DM-FLAC) Display PR<br>12247050151          | 0 (0.00%)                               | \$0.00 (0.00%)                                    | \$0.00                                    | 295 (6.49%)                             | 5.42%                                     | 2.20                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |
| 8. Adventure Coast FL (DM-FLAC) Display RM<br>12243583892          | 0 (0.00%)                               | \$0.00 (0.00%)                                    | \$0.00                                    | 93 (2.04%)                              | 5.38%                                     | 2.30                                  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                              |

Show rows: 10 Go to: 1 1 - 8 of 8

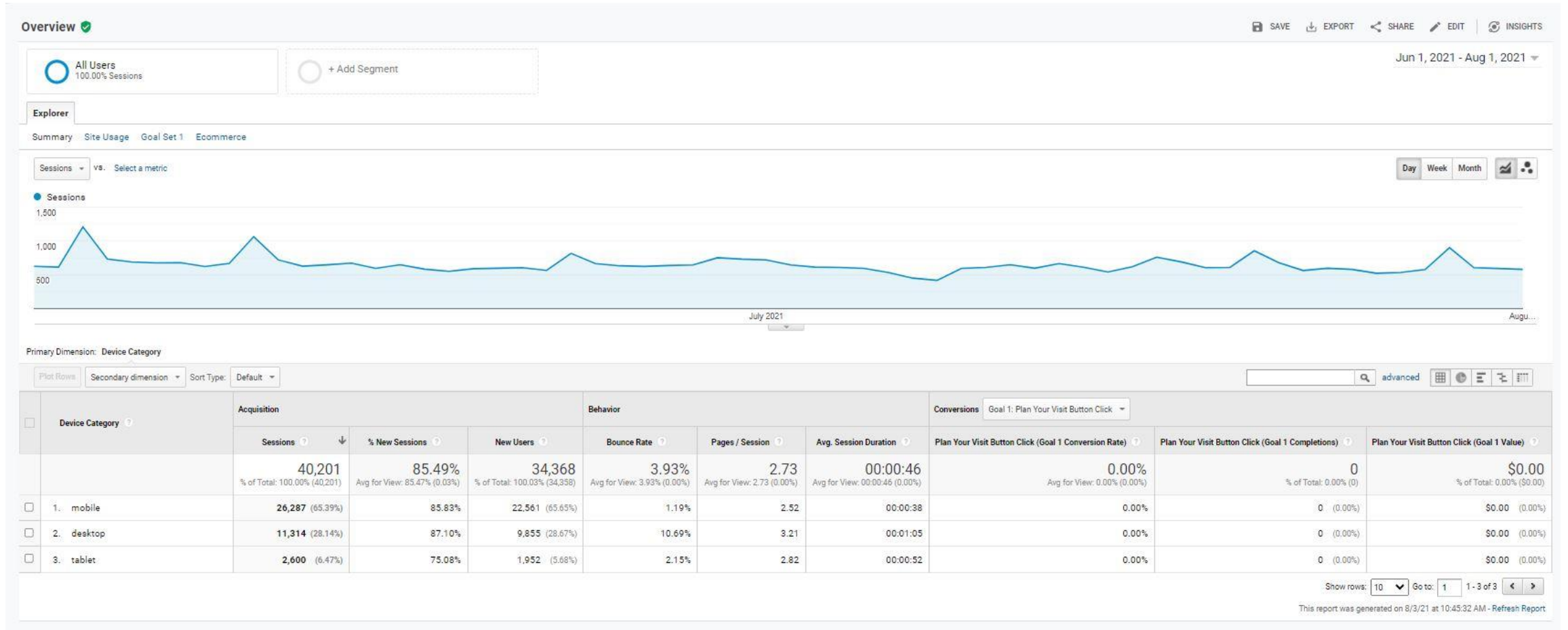
This report was generated on 8/3/21 at 10:48:30 AM - Refresh Report



# Mobile Overview



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



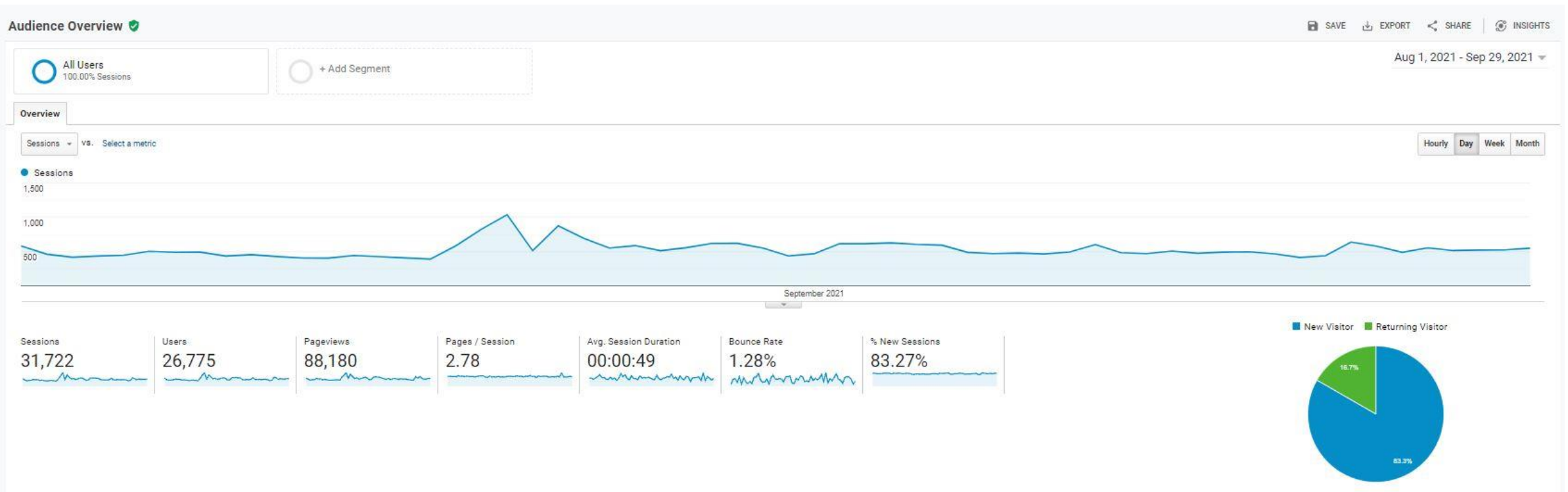
Google  
Analytics  
Report:  
August -  
September,  
2021



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



# Audience Overview



# Geographic Location United States



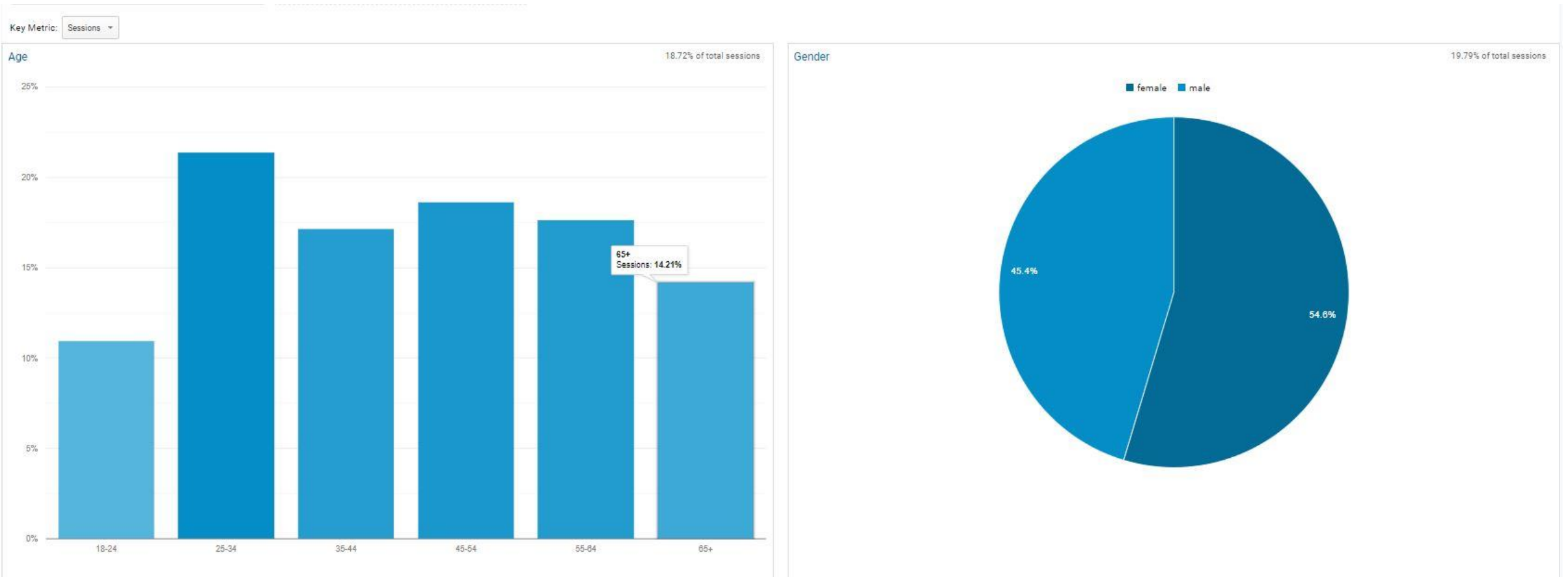
Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE

| Region            | Acquisition  |  |  | Behavior  |   |   |
|-------------------|--|--|--|---|---|---|
|                   | Sessions   | % New Sessions   | New Users  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     |
|                   | 29,885<br><small>% of Total: 94.21% (31,722)</small> | 82.88%<br><small>Avg for View: 83.27% (-0.47%)</small> | 24,768<br><small>% of Total: 93.77% (26,414)</small> | 1.12%<br><small>Avg for View: 1.28% (-12.68%)</small> | 2.81<br><small>Avg for View: 2.78 (1.00%)</small> | 00:00:50<br><small>Avg for View: 00:00:49 (2.87%)</small> |
| 1. Florida        | 15,711 (52.57%)                                      | 82.46%   | 12,955 (52.31%)                                      | 0.76%   | 3.00  | 00:01:01  |
| 2. Georgia        | 1,360 (4.55%)  | 84.04%   | 1,143 (4.61%)  | 1.91%   | 2.70  | 00:00:47  |
| 3. California     | 940 (3.15%)  | 80.96%   | 761 (3.07%)  | 1.91%   | 2.42  | 00:00:35  |
| 4. Texas          | 916 (3.07%)  | 81.55%   | 747 (3.02%)  | 1.20%   | 2.54  | 00:00:37  |
| 5. North Carolina | 862 (2.88%)  | 83.76%   | 722 (2.92%)  | 1.51%   | 2.52  | 00:00:41  |
| 6. New York       | 747 (2.50%)  | 83.94%   | 627 (2.53%)  | 2.14%   | 2.76  | 00:00:31  |
| 7. Pennsylvania   | 593 (1.98%)  | 82.46%   | 489 (1.97%)  | 1.52%   | 2.80  | 00:01:03  |
| 8. Virginia       | 571 (1.91%)  | 90.02%   | 514 (2.08%)  | 1.58%   | 2.47  | 00:00:21  |
| 9. Illinois       | 569 (1.90%)  | 78.91%   | 449 (1.81%)  | 1.58%   | 2.70  | 00:00:45  |
| 10. Ohio          | 551 (1.84%)  | 86.57%   | 477 (1.93%)  | 1.09%   | 2.55  | 00:00:50  |

# Demographics Overview



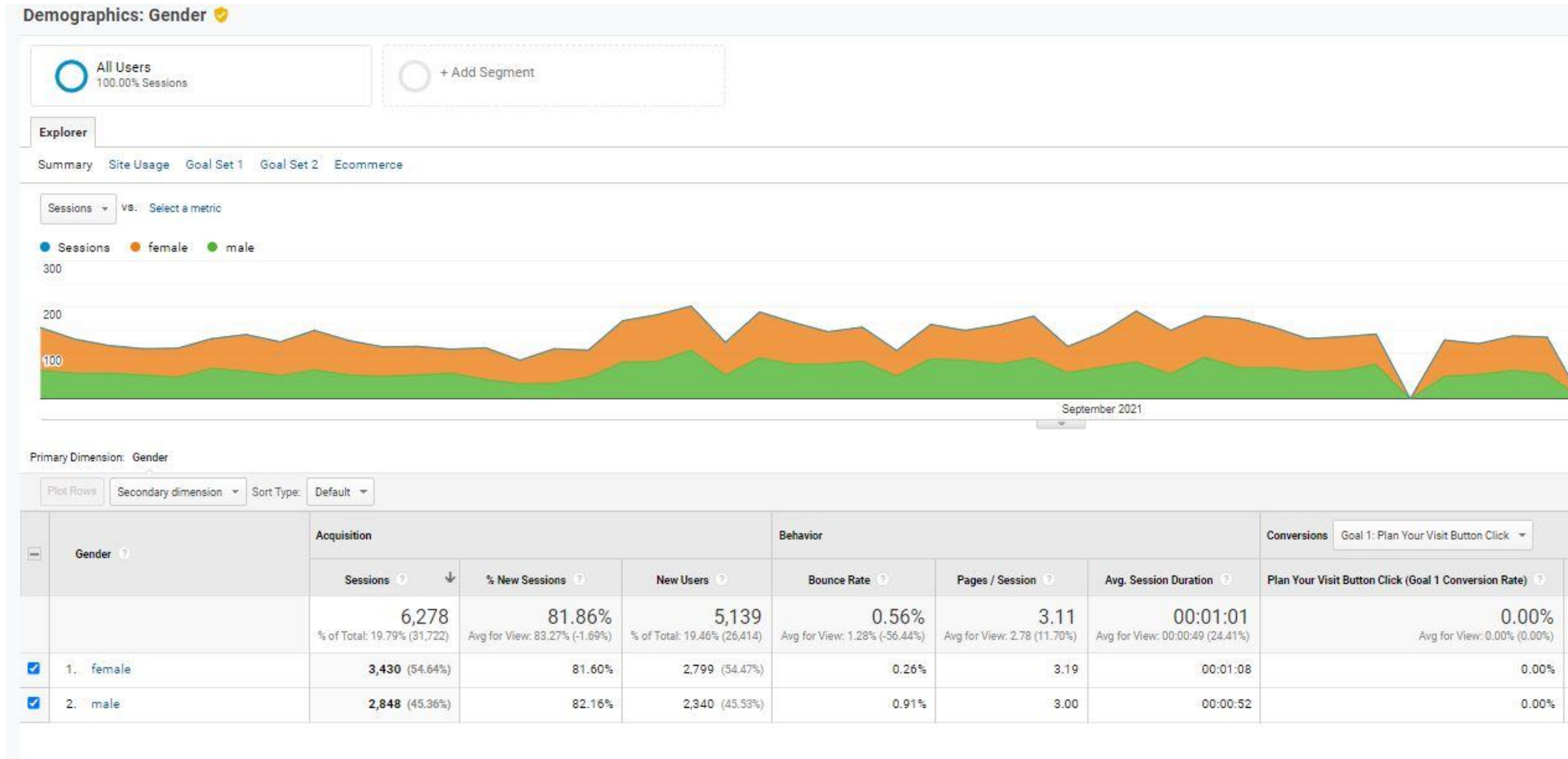
Florida's  
**ADVENTURE COAST**  
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# Gender Demographics



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**ADVENTURE COAST**  
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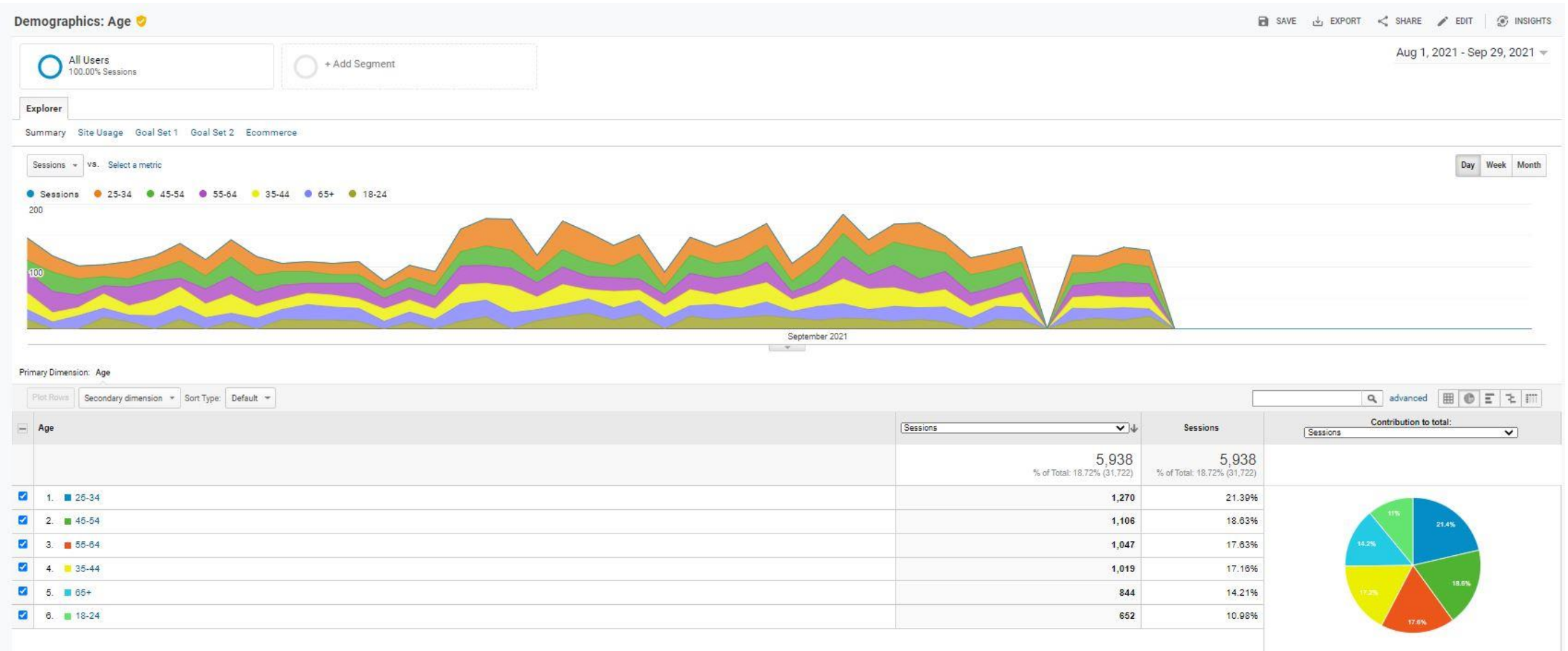




# Age Demographics



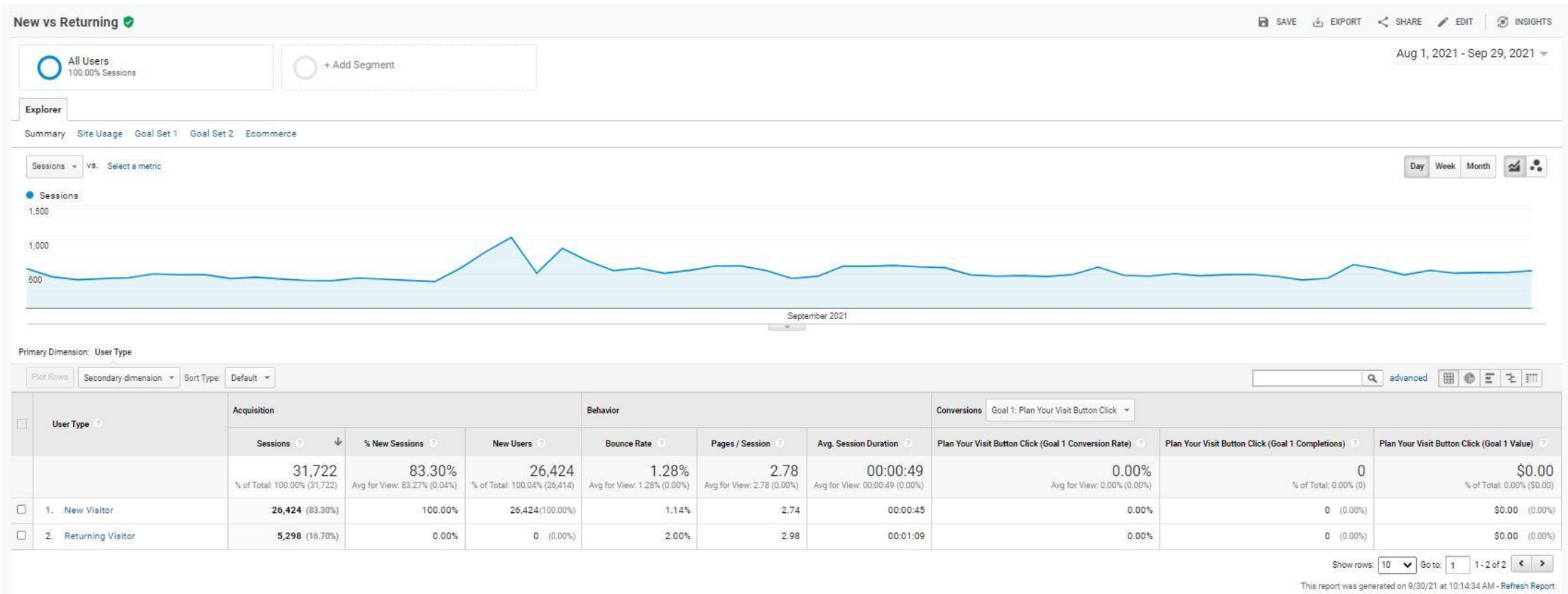
Florida's  
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# New vs Returning Users



Florida's  
**ADVENTURE COAST**  
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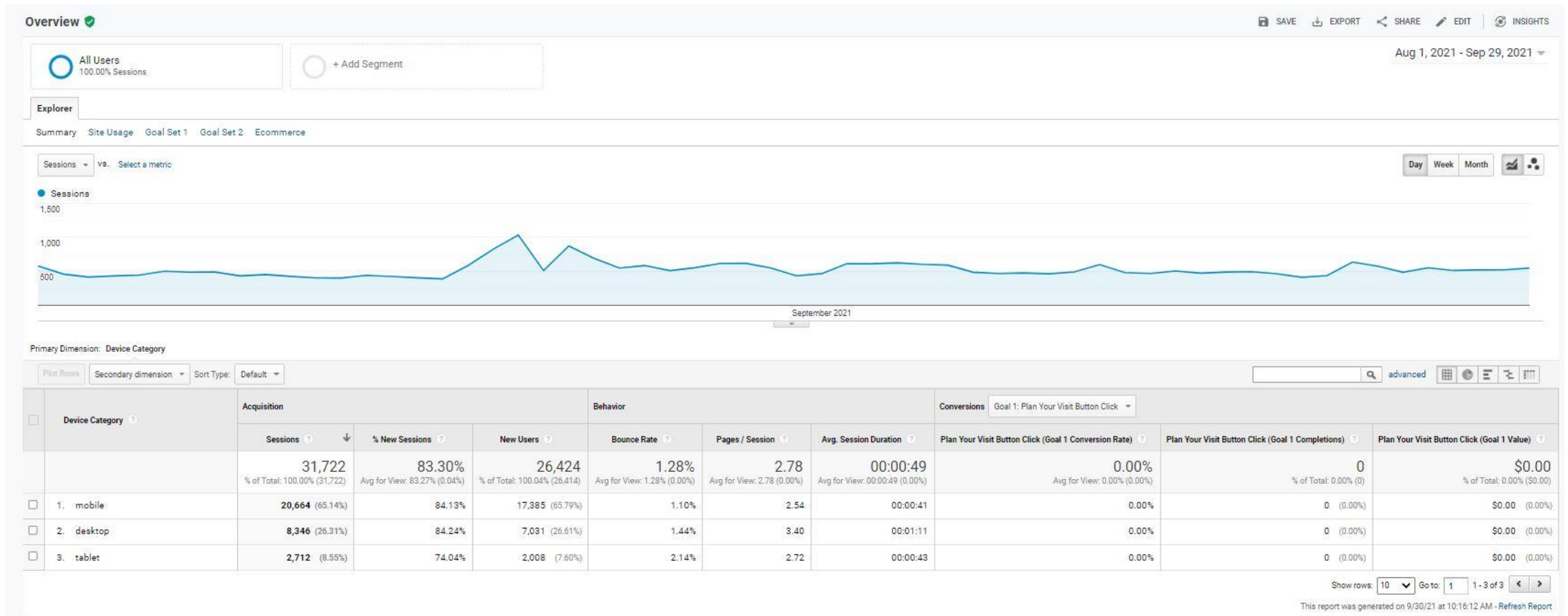




# Mobile Overview

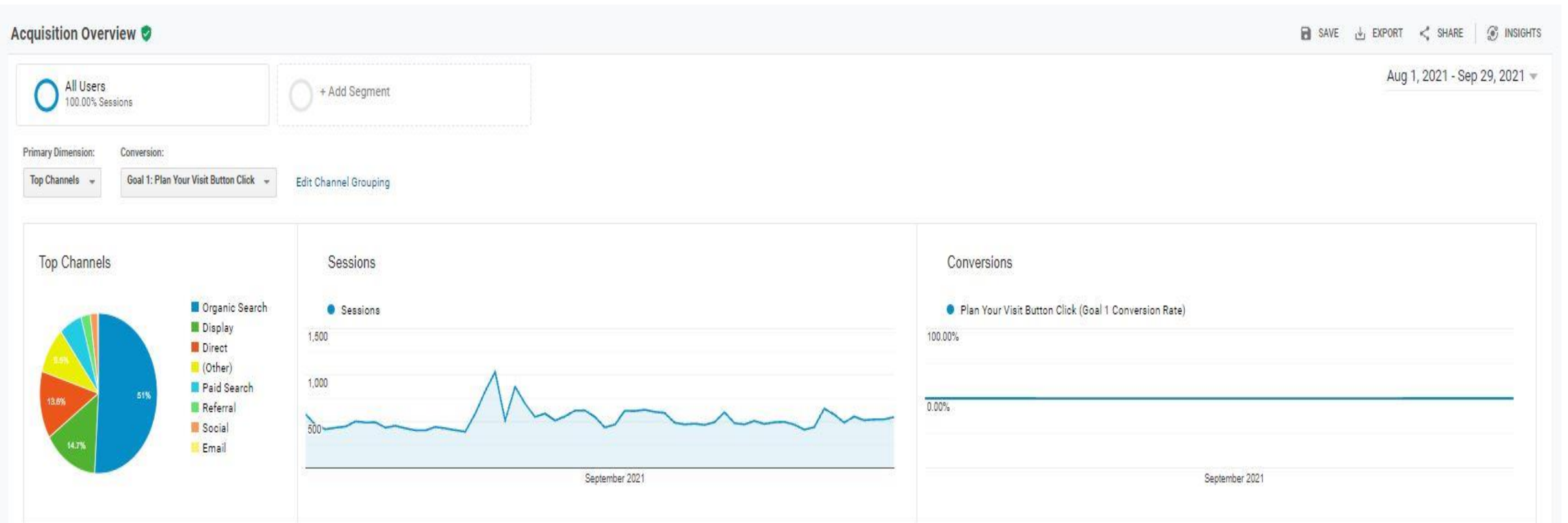


Florida's  
**ADVENTURE COAST**  
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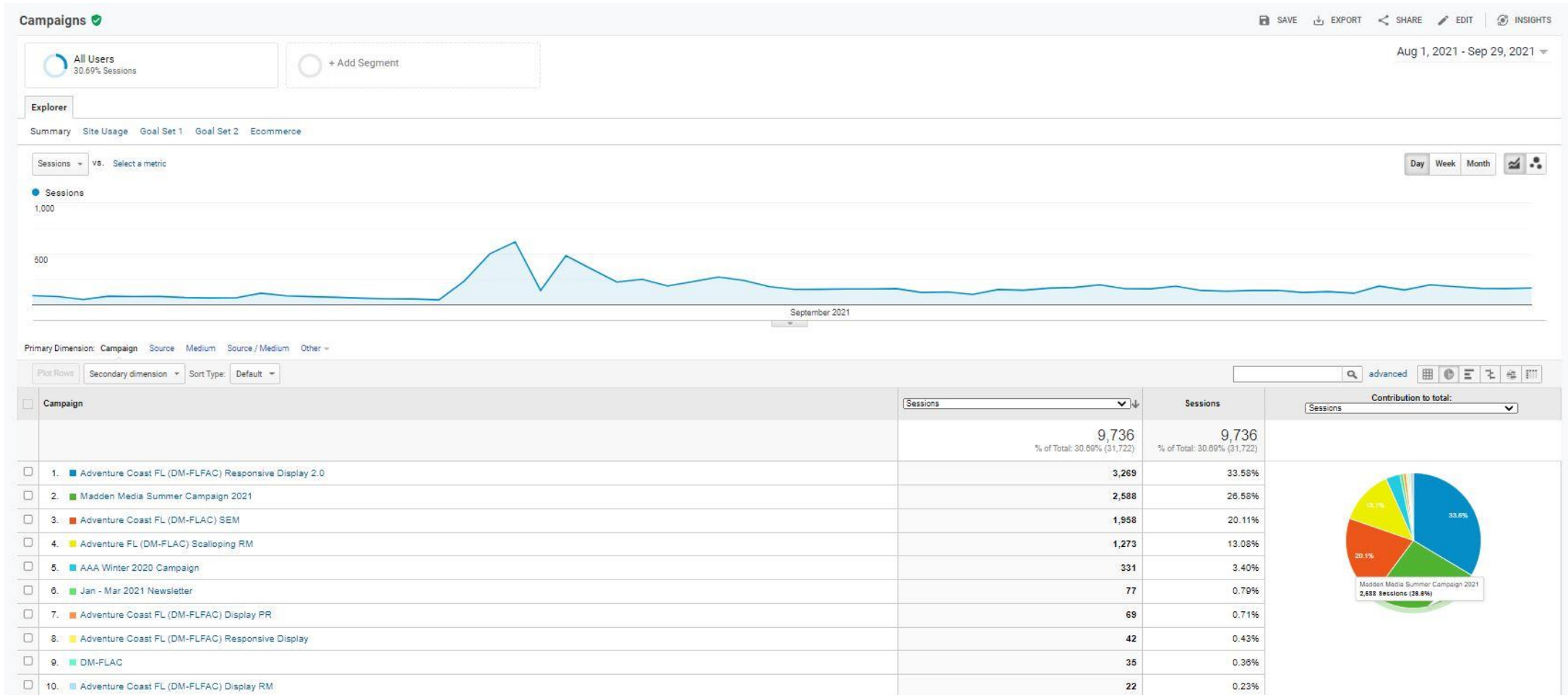
# Acquisition Overview



# Campaigns

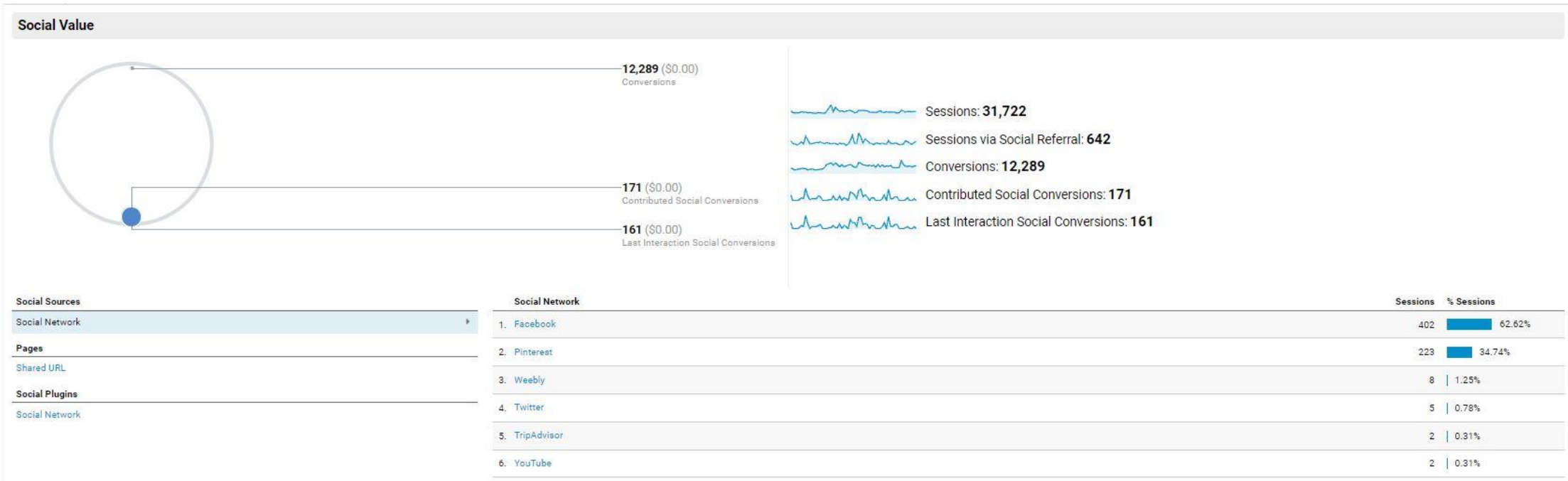


Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ❖ WEEKI WACHEE



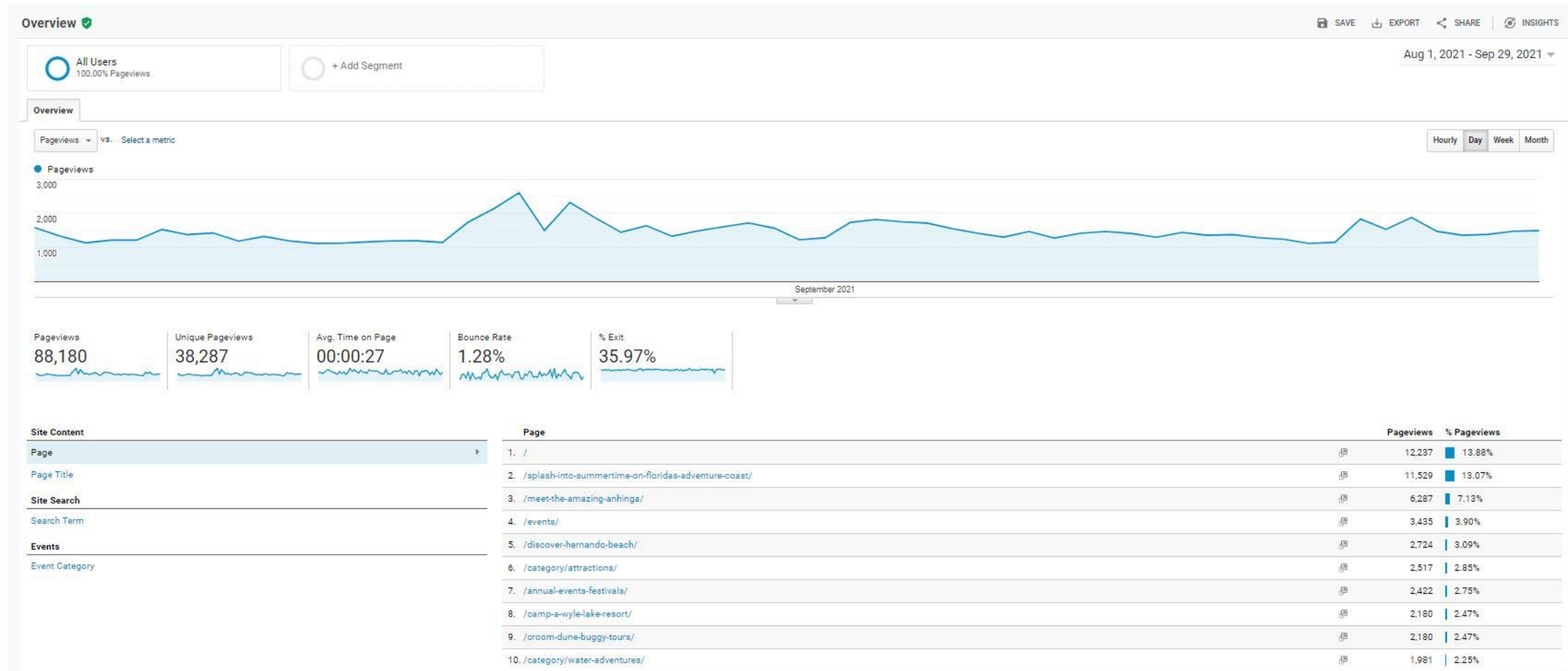


# Social Media Overview





# Behavior Overview/Most Visited Pages



**Fall/Winter Media Plan**

FY2011-2022

| Promotions/Campaigns              | Campaign                                 | Components  | Oct | Nov      | Dec      | Jan      | Feb      | Mar | Total            |
|-----------------------------------|--|---|-----|----------|----------|----------|----------|-----|------------------|
| <b>Print Promotions</b>           |  |   |     |          |          |          |          |     |                  |
| Visit Florida Guide               | Annual Print (450,000) & Online Magazine | 1/2 pg Ad, co-op Things-to-do Ads   |     |          |          | \$16,389 |          |     | \$16,389         |
| RoadRunner Fall Touring Guide     | 1/3 pg Ad                                | 1/3 pg Ad   |     | \$2,700  |          |          |          |     | \$2,700          |
| <b>Multimedia Promotion</b>       |  |   |     |          |          |          |          |     |                  |
| American Road                     | Quarterly: print, social & Itineraries   | 1/3 pg print ad, full page itinerary, monthly social media posts  |     | \$3,000  |          |          | \$3,000  |     | \$6,000          |
| AAA Living                        | Sponsored Content                        | Custom article, social media posts, enewsletter ads, sponsored story banner ads   |     | \$23,000 |          |          | \$23,000 |     | \$46,000         |
| AAA World                         | Email/banner ad                          | Sponsored Email Content Ad; 1 Sponsored Banner Ad   |     |          | \$3,000  | \$3,000  | \$3,000  |     | \$9,000          |
| Your AAA                          | Monthly email, article sponsorship       | 2 e-Mail Text Ads, 1 Article Sponsorship  |     | \$6,000  | \$6,000  |          |          |     | \$12,000         |
| ITI Digital                       | Themed SEM Campaign                      | Paid ads on Social & Search, eMail, Custom Articles, Custom Landing Pages including UGC and Itineraires                     |     |          |          |          |          |     | \$21,000         |
| Toronto Star                      | Multimedia-Ontario                       | Online Article, eMail, 1/4 pg Print Ad  |     |          | \$15,500 |          |          |     | \$15,500         |
| <b>Digital/Internet Promotion</b> |  |   |     |          |          |          |          |     |                  |
| Brand USA                         | Global Inspiration Program               | Digital content Hub, Global Media Carousel, 4 Media Markets: Canada, UK, Germany, Brazil; 3 Inclusions in Inspiration Guide |     |          |          |          |          |     | \$20,800         |
| Brand USA                         | Content Refresh - 3 Existing Pages       | Updates to previously purchased Destination/City, Targeted Video, Culinary pages; includes all translations                 |     | \$9,000  |          |          |          |     | \$9,000          |
| ITI Digital                       | Google Ads; Search & Display             | 6 month campaign of 3 Google ads/month - delivering 2,000 website visitors/month  |     |          |          |          |          |     | \$18,000         |
| Compass Media                     | Google Search Ads                        | Keyword driven text ads/VF Co-op  |     | \$5,025  |          |          |          |     | \$5,025          |
| Compass Media                     | Google Display Ads                       | Display Network/VF Co-op  |     | \$5,630  |          |          |          |     | \$5,630          |
|                                   |  |   |     |          |          |          |          |     | <b>\$187,044</b> |

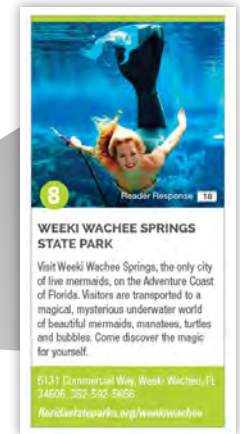
New Program or new Vendor

# 2022 VISIT FLORIDA Official Florida Vacation Guide

## Attractions Formatted Co-Op

### YOUR LISTING INCLUDES:

- \* Business Name
- \* Image (please submit a photo with a minimum size of 2" x 2" at 300dpi; no text or illustrations)
- \* URL
- \* Physical Address
- \* Phone number
- \* 250-character description (max.)



All information provided in the form is subject to change following an editor's review. Changes may be made to the submitted information based on VISIT FLORIDA's style and formatting standards.

**Listing Text:** Type requested information in the fields below.

**Business Name**

**Business Street Address**

**Zip Code**

**City**

**Business Phone Number**

**Homepage URL** (without www. or https://)

**Description** 250 characters max. (including spaces and punctuation marks)

**Note:** Advertisers must own rights to all images and aspects of the ad submission materials.

Please send completed form with image to:  
Daniel.Assumma@MilesPartnership.com

**miles**  
PARTNERSHIP



**2022**

# Digital Marketing Proposal Florida's Adventure Coast

**Created by:**

Franci Edgerly ITI Digital, Inc

**Prepared for:**

Tammy Heon  
Florida's Adventure Coast Visitors Bureau



# 4. Themed Search Engine Marketing (SEM) Campaign

## OBJECTIVES

- Build brand awareness
- Engage targeted audience
- Drive traffic/leads to the website
- Reach a new and targeted audience
- Build brand loyalty

## SOLUTION

Content Marketing addressing Paid and Owned Media Strategies. Content marketing generates [3 times as many leads](#) as outbound marketing, drives six times higher conversion rates, and has the potential for a 7.8-fold boost in web traffic.

### The 6 Essential Elements of a Successful Digital Marketing Campaign

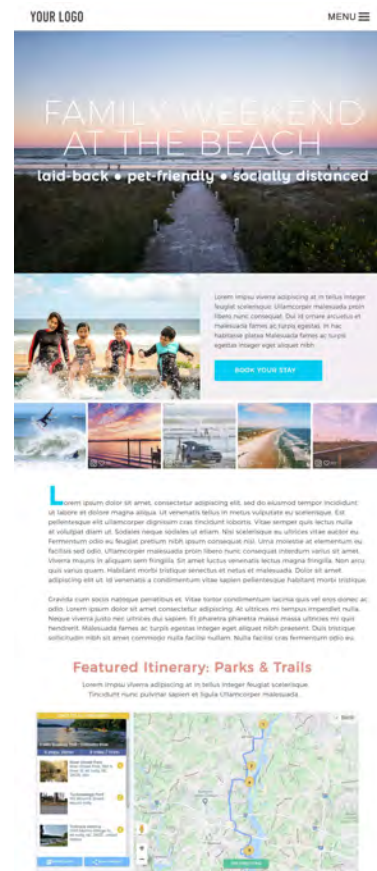
- [Paid ad campaigns](#) on social channels and search engines.
- [eMail campaign](#) to the ITI Digital consumer database - 45,000 subscribers
- Brand-specific [landing pages for your website](#) delivered in HTML format for easy integration.
- Beautifully [written travel articles](#) created by our talented editorial team
- Instagram [user-generated content](#) - tell your destination story published on the destination landing page
- Travel Tools. Virtual tour of the destination: [GPS-enabled itineraries](#) with images, business reviews, and nearby places of interest populated by Google Places

### Added Value

Graphic design of campaigns and promotions  
 Strategy and content consulting. Monthly Campaign reports

**Content marketing** is a strategic *marketing* approach focused on creating and distributing valuable, relevant, and consistent **content** to attract and retain a clearly **defined** audience — and, ultimately, to drive profitable customer action.

### Example Landing Page



### We Guarantee our Results

If we do not meet our goals, we will implement a second campaign at no cost.

# 4. Themed Search Engine Marketing (SEM) Campaign

## SCOPE OF WORK

### Paid Media

#### Pay-per-click Advertising:

PPC Network & Google Ads. Following are the basic guidelines we use to implement and manage a successful Ad Campaign. We work with your organization to define the goals. The most critical part of successful PPC campaign management is careful planning and goal-setting. We research the best target keywords. We leverage negative keywords. We regularly fine-tune the targeting. Based on your theme, we create the right landing page, develop multiple ad groups and optimize your ads and bids. It is a process.

### Owned Media

#### eNewsletters

Target audience: Vacations2Discover consumer database of 45,000 subscribers.

- Newsletter branding and creative
- Newsletter implementation and testing
- A/B Testing for the subject line
- Spam Testing
- Reporting

#### Content Development

- Write and edit travel stories relevant to the campaign
- To enhance the storytelling, we include Instagram UGC that is published on the Destination custom landing page

### Travel Tools

Through our campaigns, we empower visitors to enjoy and discover the destination - virtually or in person. Our GPS-enabled suggested Itineraries promote and highlight your tourism assets. "Things to Do on a Rainy Day," Antique Shopping, Hiking, Biking, Brewery Trails, Pet-Friendly, and more. Inspire travelers to visit your destination - come back often and stay longer. The objective is simple. Inspire travel to your destination.

### Design and Graphics

Brand-specific Landing Page - ITI Digital will publish the article on a landing page that will include the GPS-enabled itinerary. We will deliver the page in HTML format for easy integration into your website.

# 4. Themed Search Engine Marketing (SEM) Campaign

## CAMPAIGN PACKAGES

### 4.a. 3-MONTH

#### **Campaign Goal: 4,500 new and targeted site visitors**

- Design and develop one campaign theme-specific HTML landing page for easy integration in your website
- Three theme-based article (700-800 words) written by our editorial team.
- Three GPS-enabled itinerary related to the article topics, e.g., if the article is about “outdoors,” the itinerary will reflect these tourism assets. ITI Digital will create the itinerary. DMO to provide ITI with up to ten points of interest for the itinerary.
- One UGC Instagram user-generated library. Example: outdoors, dining, art, and culture.

#### Digital Advertising:

- Three Google Ads campaigns focusing on the travel article topics, including a total of six Display Network unique ads created by our team.
- Distribution of the article on our PPC Network
- One Email campaign to our database promoting the campaign topic – our consumer database is comprised of 60,000 lifestyle/travel consumers

### 4.b. 6-MONTH

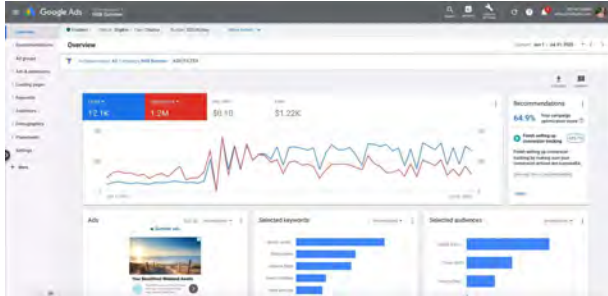
#### **Campaign Goal: 18,000 targeted new website visitors**

- Design and develop two campaign theme-specific HTML landing page for easy integration in your website
- Six theme-based articles (700-800 words) written by our editorial team.
- Six GPS-enabled itineraries related to the article topics, e.g., if the article is about “outdoors,” the itineraries will reflect these tourism assets. ITI Digital will create the itinerary. DMO to provide ITI with up to seven points of interest per itinerary.
- Two UGC libraries related to the article topics. Example: outdoors, dining, art, and culture.

#### Digital Advertising:

- Six Google Ads campaigns - one campaign per month for the six months period, focusing on each travel article topic. Total of thirty (30) Display Network unique ads distributed throughout the campaign period.
- Distribution of articles on our PPC Network
- Two Email campaign to our database promoting the three topics of the campaign– 60,000 lifestyle/travel consumer

## 6. Digital Advertising - Google Display & Search Ads



Google is where people search for what to do, where to go, and what to buy. Your ad can appear on Google search network and associated ad placements when someone is looking for services such as yours. Whether they're on desktop or mobile, a well-timed ad can turn people into valuable potential visitors to the destination.

### CAMPAIGN GOALS

2,000 website visitors per month. ITI Digital will discuss and specify campaign goals according to your brand reach and desired website visitors results.

### Content Strategies

- Target audiences based on location, age, gender
- Keep ads short and descriptive, following Google Display network guidelines
- Include featured images and relevant description
- Optimize campaigns to include target keywords, using Google's Recommend Keywords
- Include a call to action when appropriate

### Google Ads Campaign Scope

- Set goals and objectives
- Setup geo target audience
- Setup interest audience
- Create design for the campaign and ad placements
  - Create and customize ad creative
  - Write ad copy
  - Customize the tracking URL
  - Budget management
- Campaign daily management and monitoring

### CAMPAIGN PACKAGES

- Three-month campaign: Five (5) Google Ads per month, with topics of choice.
- Six-month campaign: Three (3) Google Ads per month, with topics of choice.

**REPORTING.** ITI Digital will submit a detailed campaign report that will assist the CVB in evaluating the growth of their digital brand awareness via impressions and click-throughs to the destination website.

- Complete ad campaign report, with proof of work of all ad creatives
- Tracking UTM installed for seamless Google Ads + Google Analytics tracking

# Pricing

| Digital Marketing Strategies  | QTY | Price       |
|---|-----|-------------|
| <b>1. Targeted Marketing Campaign. Option One</b><br>Audience Specific Dynamic Landing Pages<br>3-month promotion. Two geo-markets and two interest-based landing pages.  | 1   | \$15,000.00 |
| <b>1. Targeted Marketing Campaign - Option Two</b><br>Database Email Marketing Automation<br>3-month promotion, three topic-based email campaigns.  | 1   | \$12,000.00 |
| <b>2. New WebS -Seasonal Landing Pages - Price Per Landing Page</b><br>These pages are specifically designed to highlight the key tourism assets of your destination during a specific season and promote travel to your destination.             | 1   | \$2,500.00  |
| <b>3. SEO - Website Optimization for Organic Traffic - 12 months</b><br>Ensure the website on-page search optimization is up to date, and performing with Google's standards. Monthly optimization as needed, according to the site report.       | 1   | \$24,000.00 |
| <b>4.a Themed Search Engine Marketing Campaign (3-month)</b><br>The 3-month premium package, as described on the scope of work.   | 1   | \$15,500.00 |
| <b>4.b. Themed Search Engine Marketing Campaign (6-month)</b><br>The 6-month premium package, as described in the scope of work.  | 1   | \$21,000.00 |
| <b>5. Social Media Advertising Campaign</b><br>Number of campaign ads and results depend on defined goals and the current reach and following of your DMO social channels. Campaign management price starting at \$7,000 for a 3-month promotion. | 1   | \$15,000.00 |
| <b>6.a. Digital Advertising - Google Ads Campaign: 3-month Campaign</b><br>Three-month campaign: Five (5) Google Ads per month, with topics of choice.  | 1   | \$10,000.00 |
| <b>6.b Google Ads Campaign: 6-month Campaign</b><br>Six-month campaign: Three (3) Google Ads per month, with topics of choice.  | 1   | \$18,000.00 |



## About ITI Digital



### **ITI Digital provides software and digital marketing solutions for the travel industry.**

**Our SaaS.** ITI Digital provides Google places and reviews, events and Instagram user-generated content automatically. Our travel tools, such as the itinerary library and the ever-popular custom trip planner, allow individuals and groups to explore and create GPS enabled itineraries.

What makes a website competitive is superior content that will engage visitors and inspire travel. Content that connects with all consumer age groups requires a forward-thinking strategy. Our automated content delivery SaaS and travel planning tools addresses the need for dynamic and creative content in the travel industry. It also allows travel organizations to shift from content and list managers to experience managers.

**Digital strategies.** Our strategies are measurable and designed to introduce destinations to a new and targeted audience to convert leads to sales. Influence travel to encourage visitors to stay longer and come back often.

### **Contact Us**

[iti-digital.com](http://iti-digital.com)

[partners@iti-digital.com](mailto:partners@iti-digital.com)

(912) 250.2689

2 E Bryan St. Suites #430, #442  
Savannah, Georgia, 31420

Date: 4-Aug-21

Advertiser: Tammy Heon

Attn: Florida's Adventure Coast - Brooksville-Weeki Wachee

Agency: 205 E. Ft. Dade Ave.

Address: Brooksville, FL 34601

Phone: 352.754.4405

Email: [THeon@floridasadventurecoast.com](mailto:THeon@floridasadventurecoast.com)



Advertising Network

| Publication  |  | Territory  |   | Oct '21 | Nov '21 | Dec '21 | Jan '22 | Feb '22 | Mar '22 | Total    |
|--|--|--|---|---------|---------|---------|---------|---------|---------|----------|
| AAA World - \$3,000 per month                              | Sponsored eMail Content Ad & 1 sponsored banner ads  | MD, NJ, OH, DE, IN, KS, KY, PA, OK, SD, VA, DC, CT and WV  | 350,000 Emails plus 1website                |         | X       | X       | X       | X       |         | \$12,000 |
| AAA Living - Two 3-month Digital Campaigns - \$23,000 each | Sponsored Content: Custom Created Article<br>Paid Social Media posts<br>eNewsletter Advertising<br>Sponsored Story Banner Ads<br><br>Digital Dashboard | South = FL, GA, TN. North = IL, IN, MI, IA, MN, NE, ND, & WI - New in 2022 - also includes NC and SC | Same as fall/winter campaign-great results! | X       | X       | X       | X       | X       | X       | \$46,000 |
| Your AAA - \$6,000 per month                               | 2 Email Text ads & 1 Article Sponsorship (2 website banner ads on story page)  | NY, NJ, MA, CT   | 1,100,000 ENLs & 2 web banners              |         | X       | X       |         |         |         | \$12,000 |

Invoice Terms:

1. Invoices and tear sheets are mailed upon publication.
2. All invoices are due and payable upon receipt.
3. All accounts are due and payable within thirty (30) days of invoice date. Advertiser agrees to pay interest at the rate of 1.5% per month (18% per annum) for invoices not paid within thirty (30) days. Advertiser further agrees to pay cost of collection, reasonable attorney's fees and court costs incurred in collection of any amounts due.

Accepted for client by:

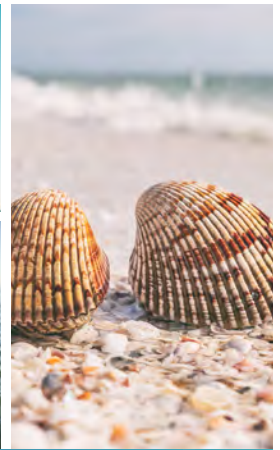
Name / Title \_\_\_\_\_

Signature / Date \_\_\_\_\_

*Thank You!*



Michael Eisman  
 9125 Henderson Road, Tampa, FL 33634  
[meisman@acg.aaa.com](mailto:meisman@acg.aaa.com) - 813-289-5931



IN PARTNERSHIP WITH  
**VISITFLORIDA**

## GOOGLE DISPLAY NETWORK ADVERTISING PROGRAM

Compass Media is excited to again offer this popular custom campaign opportunity to VISIT FLORIDA industry partners that allows them to harness the power of the Google Display Network and display their ads to their most qualified target audiences.

**BE OUR GUEST,  
BEACH  
AT the best!**

**#1  
BEACH  
IN THE USA!**  
tripadvisor

**LET'S GO**

IN PARTNERSHIP WITH  
**VISITFLORIDA**

*Trader Winds*  
ISLAND RESORTS ON ST. PETE BEACH

### REACH THE RIGHT PERSON, AT THE RIGHT PLACE AND TIME!

Compass Media ensures your ads will be seen by prospective visitors and/or customers as they are browsing relevant sites included in the 2+ million websites on the Google Display Network. Each campaign is executed according to your individual goals and targeting parameters to ensure you reach the most qualified target audience.

### CREATIVE FLEXIBILITY & EXCLUSIVITY

Campaign creative assets can include responsive design units, traditional banners, desktop and mobile or video ads using your creative messaging linked directly to your specified landing pages.

### BRAND SAFETY

Ads are placed on brand-safe websites that are relevant to each industry partner's products and messaging.

### HOW WE DO IT

- Through the Google Display Network, VISIT FLORIDA industry partner ads have the ability to reach 90% of all internet users in one comprehensive strategy.
- We can utilize all types of ads/ad formats as desired including Traditional Banners (Static/Rich), Responsive Display Ad (Text/Image/Native), Interactive and Video ads.
- Ads are served to users that are most likely to be interested and take action through targeting. Custom Audiences are created according to specific interests/affinity groups, geography, gender, age, ad scheduling/dayparting, household income, keywords/contextual content and site topics.
- Campaigns are continually monitored and managed to deliver optimum results and ROI.



For questions and more information, contact us at  
251-968-4600 or [sales@compassmedia.com](mailto:sales@compassmedia.com)





# CAMPAIGN FEATURES

## RESPONSIVE DISPLAY ADS (RECOMMENDED)

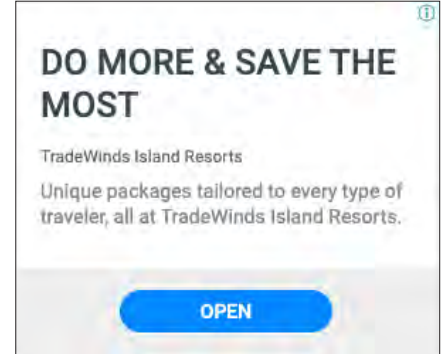
Compass Media will engineer responsive display units at no charge for all industry partners.



Native



Image



Text

## TRADITIONAL DISPLAY ADS

These ads are created by the industry partner and submitted to Compass Media for placement. Ads submitted by the industry partner must include the IN PARTNERSHIP WITH VISIT FLORIDA logo.

Please visit [www.compassmedia.com/visit-florida-ad-specs](http://www.compassmedia.com/visit-florida-ad-specs) for more information on digital specifications.

## DETAILED MONTHLY REPORTING AND 24/7/365 CAMPAIGN DASHBOARD ACCESS

Our monthly reports are packed with key data in easy-to-understand formats. We provide a comprehensive overview of your campaign performance that identifies your top ads, target segments conversion tracking and more. In addition, you will be provided with weekly dashboard access that enables you to view nearly real-time information on campaign performance and top-line stats.

### PACKAGE A

**\$2,245**

1,350 GUARANTEED CLICKS  
135 BONUS CLICKS

NON-PARTNER RATE \$2,990

### PACKAGE B

**\$5,630**

3,500 GUARANTEED CLICKS  
350 BONUS CLICKS

NON-PARTNER RATE \$7,500

### PACKAGE C

**\$11,235**

7,500 GUARANTEED CLICKS  
750 BONUS CLICKS

NON-PARTNER RATE \$14,980

### PACKAGE D

**\$22,455**

15,800 GUARANTEED CLICKS  
1,580 BONUS CLICKS

NON-PARTNER RATE \$29,940

### PACKAGE E

**\$37,650**

28,000 GUARANTEED CLICKS  
2,800 BONUS CLICKS

NON-PARTNER RATE \$50,200

**All VISIT FLORIDA  
industry partners receive  
a discounted rate and  
10% added value of clicks  
to their digital campaign.**

## COMMITMENTS/MATERIALS DUE

Campaigns can be run anytime from 7/1/21 through 6/30/22. Campaigns are executed according to your desired schedule and pacing. IOs-Materials due 15 days prior to launch.

## CREATIVE UNITS

Responsive design, traditional banners (desktop and mobile - variety of sizes), or video ads as desired.



For questions and more information, contact us at 251-968-4600 or [sales@compassmedia.com](mailto:sales@compassmedia.com)



VF-DAN-220/0421



IN PARTNERSHIP WITH  
**VISITFLORIDA**

# GOOGLE SEARCH ENGINE MARKETING PROGRAM

Through Search Engine Marketing, Compass Media can position VISIT FLORIDA industry partner’s messaging in front of prospective clients and customers in an efficient, affordable and impactful way – before their competitors can.

## BE THE FIRST IN LINE

The ability to place your destination, business, attraction or event in the path of consumers while they are in active search of something (via keywords on the Google Search Engine) that is directly relevant to them is more important than ever!

These users are active, engaged and are at the “consideration” or “intent to purchase” stage in their planning process. Through a custom-engineered Google Ads Search Engine Marketing campaign, Compass Media will position your messaging in front of these prospective visitors in an efficient, affordable and impactful way – before your competitors can!

## HOW WE DO IT?

- Through custom campaign architectures, tailored specifically for each VISIT FLORIDA industry partner’s desired strategy, geo-targeting, website structure, channels, and landing pages (including any specific initiatives you may wish to highlight).
- Using keyword-driven expanded text ads and a versatile selection of sitelinks and ad extensions to position your ads in the top spots for your specific audience (who are in active search for something that is directly relevant to them – location, attribute, activity and more).
- Through conversion tracking we can demonstrate your ROI including how many times a desired action is taken and dynamic revenue values received as applicable.

**Ad** • www.yourdestination.com

1 [Plan a Trip to YOUR DESTINATION, FL | Beautiful Nature and Scenery | Fun Family Things to Do](#)

2 There’s no better time to start planning a vacation to YOUR DESTINATION, Florida. Find the best restaurants, places to stay, and things to do. In Partnership with VISIT FLORIDA.

3 135 Attractions • 500+ Restaurants • 88+ Accommodations

4 [Places to Stay](#) [Things to Do](#) [Events](#) [Visitors Guide](#)

1  
Headline

2  
Body Text

3  
Callouts

4  
Sitelinks

## SAMPLE KEYWORDS

+Things +To +Do +YOUR DESTINATION  
 “Things To Do In YOUR DESTINATION”  
 +YOUR DESTINATION +Attractions  
 “YOUR DESTINATION Attractions”  
 “Fun things to do in YOUR DESTINATION”  
 +YOUR DESTINATION +Golf  
 “YOUR DESTINATION Golf Courses”  
 +Hotels +YOUR DESTINATION  
 “Hotels In YOUR DESTINATION FL”  
 +Florida +Vacation  
 “Where to VISIT FLORIDA”  
 “Visit YOUR DESTINATION FL”  
 +Visit +YOUR DESTINATION +Florida  
 “Fun Places Florida”  
 +Things +To +Do +North +Florida  
 “City of YOUR DESTINATION FL”  
 “YOUR DESTINATION history”  
 “YOUR DESTINATION culture”  
 +YOUR DESTINATION +historic +battlefield  
 +YOUR DESTINATION +restaurants



For questions and more information, contact us at  
251-968-4600 or sales@compassmedia.com



# PROGRAM FEATURES



## GETTING STARTED

- Strategy meeting in advance of campaign launch to discuss overall marketing objectives and goals.
- Review of website structure (channels) to inform development of campaign structure (ad formats and groups, sitelinks, ad extensions)
- Discussion of potential keyword categories (that are directly aligned to the ad groups) and desired actions to measure (i.e. download visitor guide, email sign up, views of the Places to Stay page, etc.)
- Ad build will be produced by your designated Compass Media campaign manager and presented for review and approval.

## DETAILED MONTHLY REPORTING AND 24/7/365 CAMPAIGN DASHBOARD ACCESS

Our monthly reports are packed with key data in easy-to-understand formats. We provide a comprehensive overview of your campaign performance that identifies your top ads, target segments, conversion tracking and more. In addition, you will be provided with weekly dashboard access that enables you to view nearly real-time information on campaign performance and top-line stats.

## COMMITMENTS/MATERIALS DUE

Campaigns can be run anytime from 7/1/21 through 6/30/22. Campaigns are executed according to your desired schedule and pacing. Commitments are due 21 days prior to launch.

**In 2019, Compass Media was recognized as one of Google's Fastest Growing Solution Providers!**

As a Google Ads Partner, our entire digital team has demonstrated Google Ads skill and expertise by annually passing assessments and earning certifications. The badge also recognizes proficiency in meeting Google Ads spend requirements, demonstrated client ROI growth, and our sustained and growing client base!

### PACKAGE A

**\$1,320**  
600 ESTIMATED CLICKS  
NON-PARTNER RATE \$1,760

### PACKAGE B

**\$2,560**  
1,190 ESTIMATED CLICKS  
NON-PARTNER RATE \$3,415

### PACKAGE C

**\$3,360**  
1,600 ESTIMATED CLICKS  
NON-PARTNER RATE \$4,480

### PACKAGE D

**\$5,025**  
2,450 ESTIMATED CLICKS  
NON-PARTNER RATE \$6,700

### PACKAGE E

**\$6,680**  
3,340 ESTIMATED CLICKS  
NON-PARTNER RATE \$8,910

### PACKAGE F

**\$10,190**  
5,225 ESTIMATED CLICKS  
NON-PARTNER RATE \$13,585

### PACKAGE G

**\$13,535**  
7,125 ESTIMATED CLICKS  
NON-PARTNER RATE \$18,045

**All VISIT FLORIDA Industry Partners receive 25% off regular net rates. Three month minimum required.**



For questions and more information, contact us at 251-968-4600 or sales@compassmedia.com



VF-SEM-220/0421



# VISIT FLORIDA

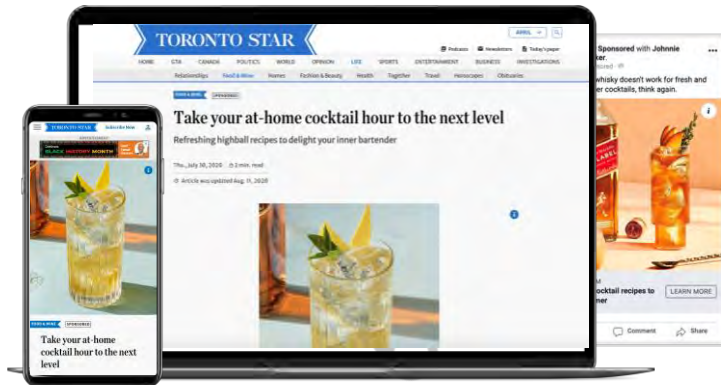
IN PARTNERSHIP WITH  
**VISITFLORIDA**



## 2021 SPONSORED CONTENT OPPORTUNITIES

Canadians are dreaming about the endless options for travel again and Florida is a destination that's always on the list. Second only to vacationing Americans, Canadians are the largest group of Florida visitors - and in Canada, their travel inspiration comes from reading the Toronto Star more than any other Canadian news brand. At a time when telling your story is more important than ever, the Star has created three compelling content packages that leverage cross-platform display and dedicated email to help you connect with Canadians as they start planning their future vacation.

Visit Florida Sponsored Content Package in the Toronto Star includes...



Digital Article / Guaranteed PVS / 100% SOV  
Multi platform, cross device



Dedicated TravelAlerts  
eBlast to targeted subscribers



Quarter page print ad  
in Star Travel section

## AUDIENCE INSIGHTS

### PRINT

- 1.8 million Star average issue PRINT readers

### DIGITAL

- 7.7 million average monthly UVs to thestar.com
- 32 million average monthly PVs

### REACH YOUR AUDIENCE – Print/Digital

- 2.5 million Star readers intend to travel on vacation in the next year
- 17% of these travel intenders say they want to visit Florida
- Star readers looking forward to a Florida vacation have an average household income of \$123,081
- They are also 25% more likely than the average Canadian to be in households with kids

# Tiered Package Options

Based on your budget, choose from one of the following discounted multi-platform, cross-device packages leveraging all relevant tactics to speak to travel readers.



\$6,000

Non-Partner Price: \$7,064

## Education: Content

### DIGITAL

- Single (1) SMM Article Bundle, 1,000 views
  - Article to live on thestar.com with native drivers on thestar.com and Metroland properties
  - 100% SOV
  - 728x90/300x250/ 300x600/320x50
  - Amplification to guaranteed views (including social)

## Awareness: Brand Placements

- Digital Brand (ROS) 4-weeks – 330,000 impressions
- Multiline (mobile/desktop) Leaderboard (728x90)
  - Multiline (mobile/desktop) Big Box (300x250)
  - Mobile Interscroller (320x480)
  - Desktop - Double Big Box(300x600)



\$10,000

Non-Partner Price: \$13,583

## Education: Content

### DIGITAL

- Single (1) SMM Article Bundle, 1,000 views
  - Article to live on thestar.com with native drivers on thestar.com and Metroland properties
  - 100% SOV
  - 728x90/300x250/ 300x600/320x50
  - Amplification to guaranteed views (including social)
- Travel Alerts Dedicated Email (EN ON): 70,000

## Awareness: Brand Placements

- Digital Brand (ROS) 4-weeks – 450,000 impressions
- Multiline (mobile/desktop) Leaderboard (728x90)
  - Multiline (mobile/desktop) Big Box (300x250)
  - Mobile Interscroller (320x480)
  - Desktop - Double Big Box(300x600)



\$15,500

Non-Partner Price: \$17,112

## Education: Content

### DIGITAL

- Single (1) SMM Article Bundle, 1,000 views
  - Article to live on thestar.com with native drivers on thestar.com and Metroland properties
  - 100% SOV
  - 728x90/300x250/ 300x600/320x50
  - Amplification to guaranteed views (including social)
- Travel Alerts Dedicated Email (EN ON): 80,000

## Awareness: Brand Placements

### Print

- 1/4 Brand ad in Star travel section


- Digital Brand (ROS) 4-weeks – 540,000 impressions
- Multiline (mobile/desktop) Leaderboard (728x90)
  - Multiline (mobile/desktop) Big Box (300x250)
  - Mobile Interscroller (320x480)
  - Desktop - Double Big Box(300x600)



A person in a white shirt and dark shorts stands on a large, dark rock in the foreground of a canyon. The canyon walls are composed of layered, reddish-brown rock formations, illuminated by warm, golden light. The scene is dramatic and inspiring, with a river visible at the bottom of the canyon.

# 2022 Global Inspiration Program



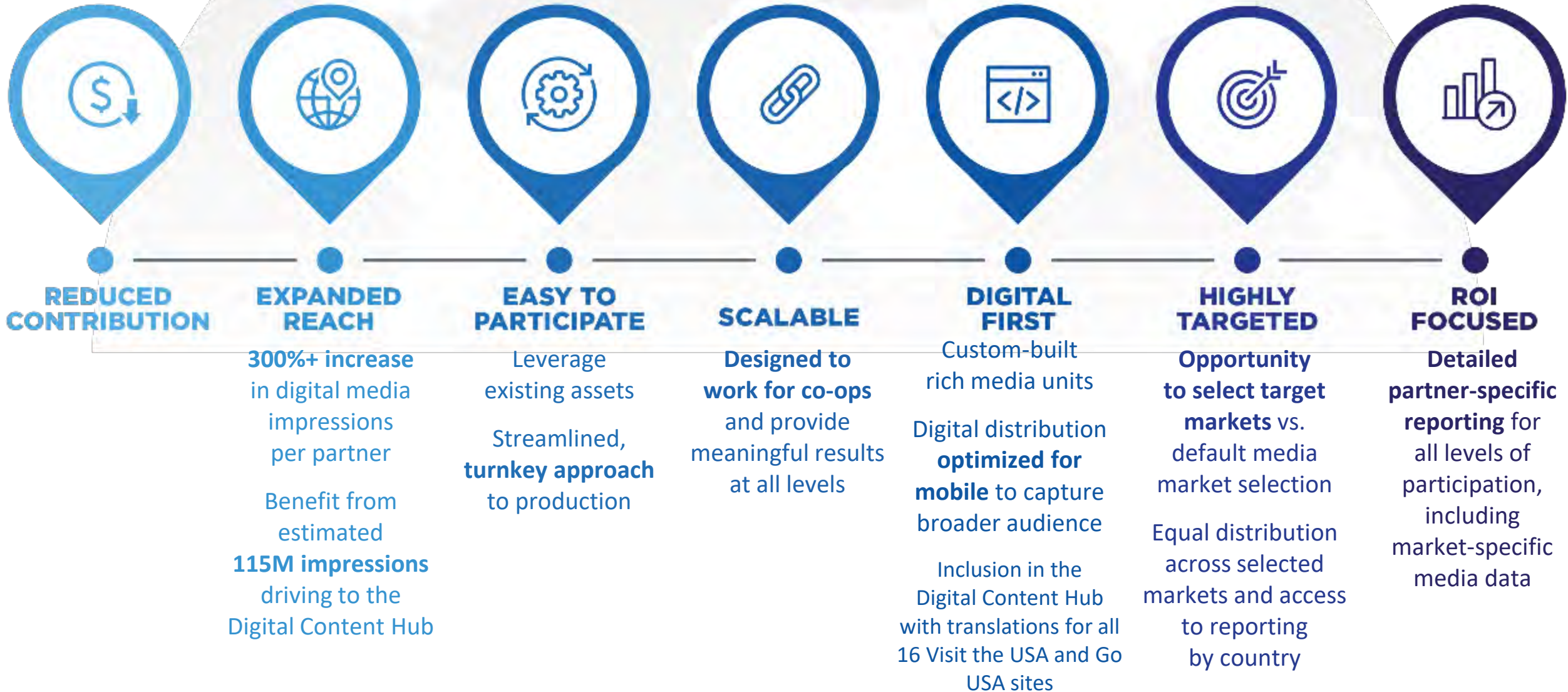


# Welcome to the new Global Inspiration Program

Brand USA's programs always serve to inspire international travelers to visit the USA through its gateways and beyond.

With a fully revamped strategy for 2022, the new Global Inspiration Program is better positioned than ever to promote your destination to travelers from key markets through engaging, in-language content and a robust, targeted international media campaign designed to drive measurable results.

# Global Inspiration Program | Key Benefits





# 2022 New Global Inspiration Program

As part of Brand USA's global recovery strategy, partners can be part of the new, re-imagined **turnkey, digital-first strategy** to inspire awareness and consideration of your destination, reaching travelers and the travel trade industry around the world.



## Targeted Media Distribution

- Interactive rich media units deployed to influence a high quality audience of travel intenders
- 300% increase in digital impressions

## Digital Content Hub

- Engaging content in an interactive hub on Visit The USA global sites
- Designed with a linking strategy to amplify your content throughout the platform

## Reimagined Print Guide

- Editorially driven, thematic content including road trip/itinerary content designed for travelers and planners
- Distribution in priority markets and at key international events
- Streamlined approach to production

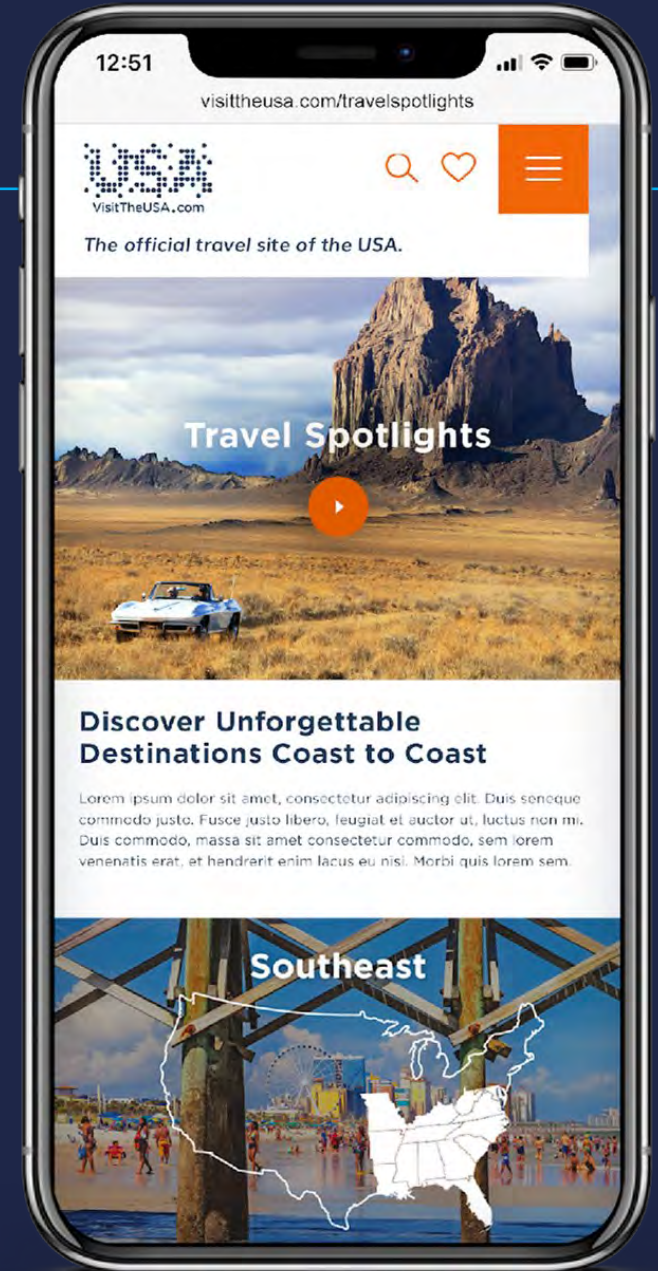
## PLUS

Reduced partner investment from 2020 program

**ROI Focused:**  
Detailed partner-specific reporting, including market-specific media data!

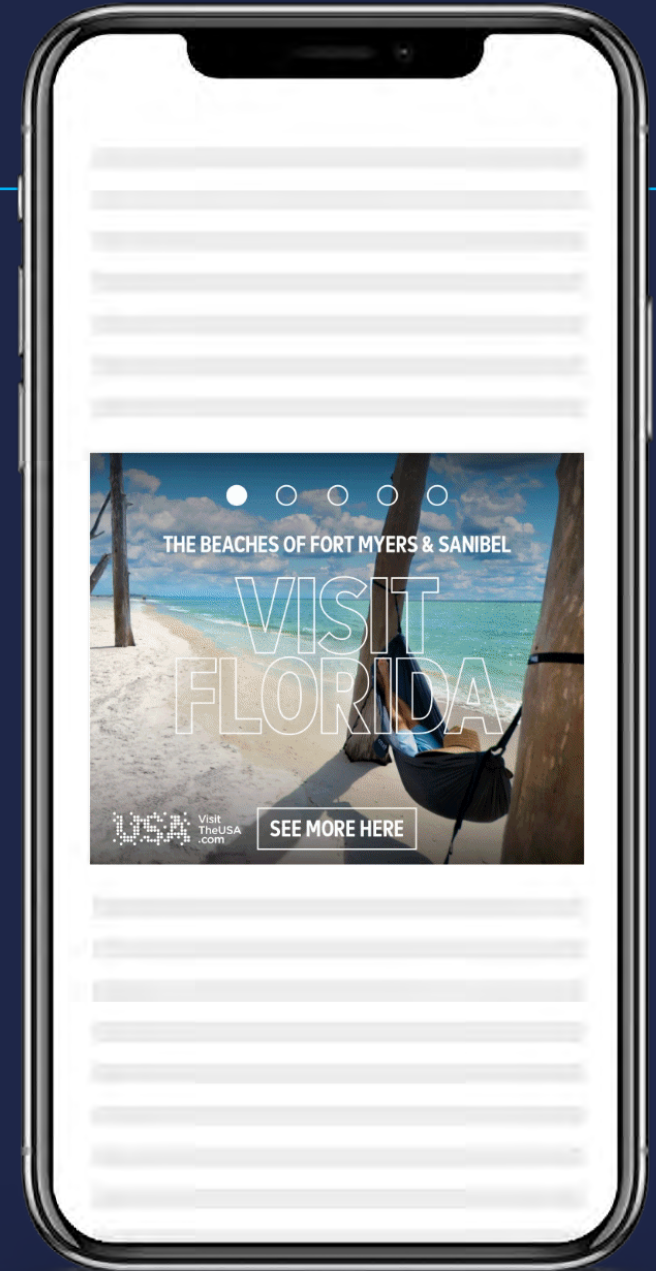
# Digital Content Hub

- Top-of-funnel, easily consumable digital content that attracts a large international audience
- Hosted on all Visit The USA and Go USA global sites
- Your featured content links to more in-depth destination content for richer engagement
- Content on the hub will be amplified and promoted via targeted media in select markets of your choice



# Targeted Media Distribution

- Custom-built carousel ad units featuring your destination
- 300+% increase in partner impressions compared to previous programs
- Brand-level and dedicated media campaigns drive traffic back to your destination content on the Digital Content Hub
- Detailed partner-specific reporting by market
- Ongoing ad optimization targeted to reach a highly qualified audience with intent to travel
- Target markets: Australia/New Zealand, Brazil, Canada, France, Germany, Mexico, United Kingdom





# Reimagined Print Guide

- Editorially driven and designed to create an image-led, magazine-like experience
- Inspiring new content categories that align with traveler interest and tour operator demand
- Flexible and customizable layouts that tell your destination's story, including co-op friendly content types Inclusion of the Digital Content Hub URL on every spread, driving readers to the site

For comparison purposes, here are the previous GIP and Inspiration Guide Rates:

- Tier 2: FULL Page (\$23,000), Tier 3: Half Page (\$11,500), Tier 4: Third Page (\$7,667)  
(You have been doing the Tier 3: \$11,500)

## 2022 Partner Packages

| PARTNER TIERS | PARTNER CONTRIBUTION | DIGITAL CONTENT HUB MODULES | GLOBAL MEDIA IMPRESSIONS VIA CAROUSEL AD UNIT | NUMBER OF MEDIA MARKETS | PRINT GUIDE INCLUSION, DISTRIBUTION OF 125K GUIDES |
|---------------|----------------------|-----------------------------|---|-------------------------|--|
| Premier       | \$95,000             | Hero + Story                | 12,500,000                                    | 7                       | Dedicated Feature + Logo, Map, URL                 |
| Tier 1        | \$41,600             | Story or Must-See           | 6,500,000                                     | 5                       | Dedicated Feature + URL                            |
| Tier 2        | \$20,800             | Must-See or Fun Fact Plus   | 5,000,000                                     | 4                       | 3 Inclusions                                       |
| Tier 3        | \$10,400             | Fun Fact Plus               | 4,000,000                                     | 3                       | 2 Inclusions                                       |
| Tier 4        | \$6,700              | Fun Fact                    | 2,500,000                                     | 2                       | 1 Inclusion  |
| Tier 5        | \$5,200              | Fun Fact                    | 1,250,000                                     | 1                       | 1 Inclusion  |

## Four CAN'T-MISS KENTUCKY EXPERIENCES

**1** Curabitursollici tudin que mauris, sed elementum libero vulputate nec. Cras orci eu urna tristique, sit amet posuere lectus viverra.



Bourbon distillery tours and tastings



Day trips to horse farms

**2** Phallus era sien nulla quis lacinia. Duis aobo ti augue. Queue to maximus ella dote. Curabituret sollici tudin ne quis, selle mate et so lumelt vulpate.

**3** Duis mattis urna vitae leo euismod, id laoreet libero bibendum. Integer nuella ante, ultrices eu euismod id, venenatis etla miso tue non dui.



Bluegrass music venues and festivals



Southern cuisine from burgoo to BBQ

**4** Class aptent taciti sociosqu ad litora torquent per conubia nostra, inceptos himenaeos. Etiam auctor sapien eget elementum imperdiet.

# 2020 Customized Inspiration eGuides for Travel Trade Partners

74 Participants; 16 Countries; 8 Languages. (74 Full editions; 17 Regional editions)

## GLOBAL ENGLISH

Shandon Travel (IRE)  
Cassidy Travel (IRE)  
Visit USA - Netherlands (NTL)  
Tioga Tours (NTL)  
Travelhome (NTL)  
AmeriCan & Worldwide Travel (UK)  
Bon Voyage (UK)  
Discover North America (UK)  
Not Just Travel (UK)  
Barrhead Travel (UK)  
America As You Like It (UK)  
The American Road Trip Co. (UK)  
Travel Counsellors (UK)  
DialAFlight (UK)  
THG Holidays (UK)  
Purely America (UK)  
Route Trip (UK)  
North American Travel Service (UK)  
Gold Medal (UK)

## GLOBAL ENGLISH (CONT.)

Westminster Travel (HK)  
NAAR World Wide Tours (IT)  
Go World (IT)  
I Viaggi del Delfino (IT)  
House of Travel (NZ)

## GERMANY

CANUSA (DE)  
Explorer Fernreisen (DE)  
FRENCH  
Le Cercle des Vacances (FRA)  
Visiteurs (FRA)  
Directours (FRA)  
Del Tour (BEL)  
USA Travel - Belgium (BEL)

## GLOBAL SPANISH

Travel Impressions (MX)  
Travel Shop (MX)  
Juliá Tours (MX)  
Price Travel (MX)  
Aukana (ES)  
Descubre Viajes (ES)  
Logitravel (ES)  
MG Tours (ES)  
Nautalia (ES)  
Tourist Forum (ES)  
PressTour (ES)  
TravelPlan (ES)  
TUI (ES)  
Tourmundial (ES)  
WT (ES)  
Bitakora (ES)  
Ixion Travel (ES)

## PORTUGUESE

BWT Operadora (BR)  
Orinter (BR)  
Agaxtur (BR)

## TRADITIONAL CHINESE

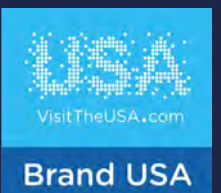
Everfun Holiday (TW)  
Cathay Pacific Airlines (TW)  
Avis Car Rental - Taiwan (TW)  
Budget Rentals - Taiwan (TW)  
Uno Tour (TW)  
Spunk Tour (TW)  
iwanttotravel.cc (HK)  
Connexus Travel (HK)  
Hutchgo (HK)

## JAPANESE

JTB Merchandising Support (JP)  
Kinki Nippon Tourist (JP)  
S Planner (JP)  
H.I.S. (JP)  
Nippon Travel Agency Co. (JP)  
Travel Standard Japan (JP)  
Tobu Top Tours (JP)

## KOREAN

Chalet Travel & Life (SK)  
Honeymoon Resort (SK)  
TideSquare (Tourvis) (SK)  
Mode Tour (SK)  
Online Tour (SK)  
Interpark Tour (SK)







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



# Mermaid Trail 2

Florida's Adventure Coast, Brooksville-Weeki Wachee

Florida's Adventure Coast Visitors Bureau



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE





# Public art projects are a good way to bring travel and tourism dollars to the area.

## Pod of decorated dolphins to welcome RNC visitors to Clearwater



By Times Staff Writer



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



Many community art projects have been on display since they became popular in the U.S. beginning in the Spring of 2000.

Here are just a few examples...



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



# Llano Trail of the Deer

Llano, TX



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE



# Ducks on the Mag Mile

Chicago, IL

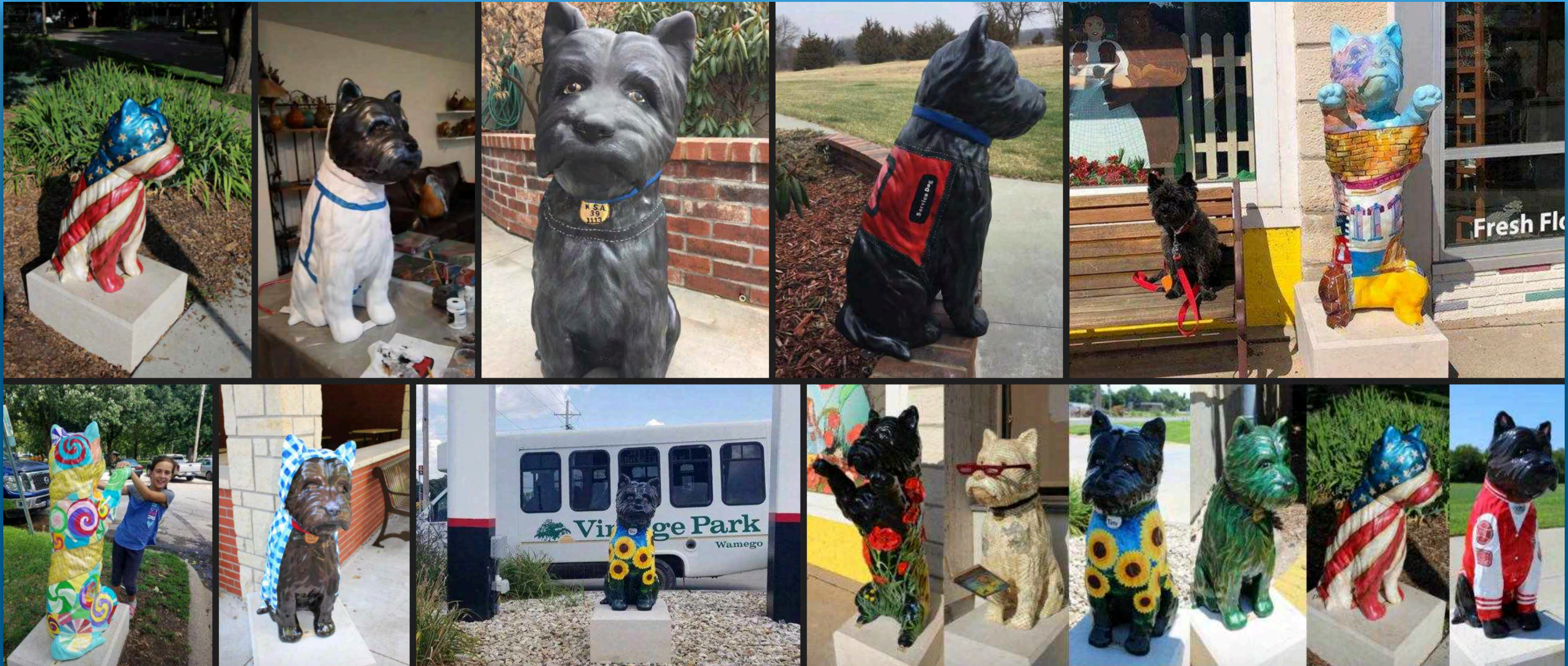


Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE



# Totos Around Town

Wamego, KS



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE



# National Mississippi River Museum & Aquarium Turtles

Dubuque, IA

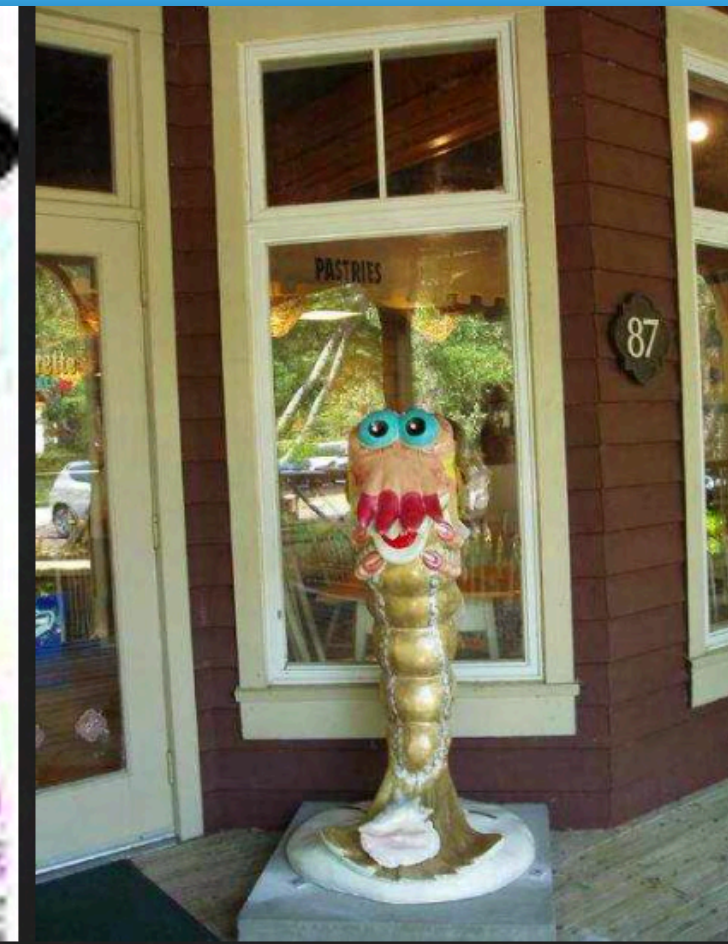


Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE



# Micah's Place - Shrimp

Fernandina Beach, FL



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



# A Seahorse Dream

Fort Meyers, FL



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE



# Horse Fever

Ocala, FL

“There is not one day when people are not out taking photographs of the horses. It’s crazy.” - Laurie Zink



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE



# Dolphin Trail

## Clearwater, FL

“I need to tell you what an impact this project has had throughout Pinellas County and beyond,” - Anita Treiser





# Mermaid Trail 2 on Florida's Adventure Coast, Brooksville-Weeki Wachee

Hernando County, FL



Florida's  
ADVENTURE COAST  
BROOKSVILLE ♦ WEEKI WACHEE





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