



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

**MEMORANDUM**

**TO:** Members of the Hernando County Tourist Development Council  
**FROM:** Tammy J. Heon, Manager, Tourism Development  
**SUBJECT:** TDC Meeting  
**DATE:** January 24, 2023

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, January 26, 2023**. This meeting will be held at the Downtown Brooksville Welcome Center located at 205 E. Fort Dade Ave., Brooksville, FL 34601.

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

Thank you,

Tammy J. Heon  
Manager, Tourism Development

**Hernando County  
Tourist Development  
Council Members**

**Brian Hawkins**  
Hernando County  
Board of County  
Commissioners

**David Bailey**  
City of Brooksville

**Christa Tanner**  
City of Brooksville

**Michael Dolan**  
FSC Business Consultants  
*Chairman*

**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*

## Hernando County Tourist Development Council Meeting

January 26, 2023

3:00-5:00 PM



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

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

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

### Mission Statement

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

3:00            **Call to Order**

3:00-3:10      **Election of Officers** – *Action Item*

3:10-3:30      **Approval of the Minutes** – *Action Item*  
**Finance Report** – Tammy Heon  
**Manager's Report** – Tammy Heon

### Consent Agenda

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

3:30-3:50      **Old Business**

- Update on The Mermaid Tale Trail

3:50-4:30      **New Business**

- Blueberry Festival Grant Update – *Action Item*
- Media Plans for Spring/Summer – *Action Item*
- Additional Projects for FY 2022-23 – *Action Item*

4:30-4:50      **Reports from the TDC Members**

Brain Hawkins, Hernando County Commissioner  
David Bailey, City of Brooksville  
Christa Tanner, City of Brooksville  
Michael Dolan, FSC Business Consultants  
Catherine Reeves, The Bistro  
Yann Milcendeau, Hernando Beach Motel  
Therese White, Motel 6  
Roger King, The Dolan House

4:50-5:00      **Public Comment**

5:00            **Adjournment of Business Meeting**

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

## HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

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

### November 17, 2022 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, November 17, 2022, at 3:00 pm. The meeting was held in the conference room at the Brooksville-Tampa Bay Regional Airport Administration Office, 15800 Flight Path Dr., 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:**

David Bailey  
Mike Dolan  
Roger King  
Yann Milcendeau  
Catherine Reeves  
Therese White

#### **STAFF:**

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

**EXCUSED:** Eric Burkes and Elizabeth Narverud

**CALL TO ORDER:** Mike Dolan called the meeting to order at 3:15 pm, on Thursday, November 17, 2022.

**MINUTES of the September 22, 2022, Meeting:** A copy of the minutes of the September 22, 2022, TDC Meeting was included in the meeting package.

**MOTION:** A motion was made by Roger King to approve the minutes of the September 22, 2022, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**FINANCE REPORT:** Tammy Heon

The end of FY22 TDT collections were \$2,025,041; an increase of 32% over end of FY21 collections of \$1,527,068.

October 2022 collections were \$145,250; an increase of \$11,000 over October 2021 of \$134,044.

The starting budget for FY22 was \$1,801,517; end of year expenditures are \$1,015,846. Personnel and Benefits were budgeted at \$329,163; end of year expenditures are \$304,402. Operating Expenses were budgeted at \$751,013; end of year expenditures are \$666,529. Non-Operating Expenses, which is our reserves, were budgeted at \$663,633. Transfers to Other Funds were budgeted at \$57,708; end of year expenditures are \$44,915. We have a remaining available balance of \$785,670.25 that will transfer into our reserves.

**Arrivalist Data:** January 1 through November 15, 2022

Tammy Heon reviewed the initial data from our new data program, Arrivalist, which provides mobile phone data on visitors to Hernando County. We are up 4.1% in visitation. Our overnight stays are up 2.4%. Our average nights in destination are up .9%. This data corresponds with our STR data in relation to which months were up or down and by how much. Of the 440,000 trips to the destination by visitors thus far: 45.6% were day trips, 25.4% were one-night trips, 18.6% were two-night trips, and 10.4% were three-night trips.

Our share of trip volume by nights in the market is growing. Day trips are up 45%, one-night trips are up 25%, and two-night trips are up 18%.

Florida is still our primary origin market; we had 308,000 trips from other Floridians. Other origin states of visitation in descending order: New York, Georgia, North Carolina, Michigan, Ohio, Pennsylvania, New Jersey, Illinois, and South Carolina.

We increased 3% in volume from Florida visitation, gaining 2.06% in market share, year over year.

Our highest average nights in destination by the destination market is New York followed by West Palm, Miami - Fort Lauderdale, Tallahassee, and Atlanta.

David Bailey joined the meeting at 3:28 pm.

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

**Visit Florida and the Adventure Travel Network:** We are continuing to work on the Adventure Travel Itineraries and Package project. We are building itineraries for a page on VisitFlorida.com. Visit Florida is allocating marketing dollars to promote these itineraries in the Spring. Tammy Heon is researching online booking options for our itineraries. Visit Florida would like this initiative to have bookable components.

**Bike Florida:** The new Executive Director is Lisa Lake. Tammy had a very positive meeting with her; we are looking to be included in the itineraries for two more Bike Florida rides in 2023!

**SWAMP Mountain Bike Club:** With our sponsorship, we will not only have a great presence at the CroomFest 2023 event on February 3 - 5, 2023, but we will have continued exposure with SWAMP all year round through website banners and social media. Tammy provided a brief update on SWAMP's CroomFest 2023 including the addition of a 35/50 paved ride organized by Bike Florida.

**Vacation Rental Homes:** Our inventory has increased by 156 homes. We started out with 610 on the Key Data analytics platform, and we have increased to 766 vacation rental homes.

**MOTION:** A motion was made by Therese White to approve the Consent Agenda. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**OLD BUSINESS:**

**The Mermaid Tale Trail:** The unveiling has been confirmed: Thursday, January 12, 2023, 10:00 am at Weeki Wachee Springs State Park, 6131 Commercial Way, Spring Hill, Florida.

**TDC Member Terms Expiring:** Both Yann Milcendeau, TDT Collector, and Roger King, TDT Collector, terms are expiring; however, both are eligible to serve another term. Both have expressed their desire to apply to serve another term and submitted the required application. The availability of the open positions has been publicly noticed. The TDC voted to retain both members of the council; the recommendation will go to the BOCC for final approval.

**NEW BUSINESS:**

**Installation of a Mermaid Statue at I-75 Visit Florida Welcome Center:** Visit Florida has a program in place whereby destination marketing organizations can have an outdoor exhibit; the fee is \$5,000 per year. Estimated additional costs are up to \$5,000. Tammy would like to promote The Mermaid Tale Trail at the I-75 Welcome Center; an additional mermaid has been created and is available for the display.

**MOTION:** A motion was made by Catherine Reeves to approve the TDC sponsorship of \$10,000 for a mermaid statue at I-75 Visit Florida Welcome Center in Jennings, Florida. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**TDC Grant Funding Applications:** There were six applications included in the TDC Packet. Tammy had reviewed the applications, and all are eligible for funding. She reminded the TDC that we have \$25,000 available in the Grant Funding Budget. The grant funding recommendations were reviewed and discussed. The applicants were as follows:

Brooksville Main Street Inc. for the event, The Brooksville Blueberry Festival, has requested grant funding in the amount of \$3,000. After discussion of their marketing plan budget, number of attendees, and number of hotel room nights generated by this event, the TDC recommends grant funding in the amount of \$3,000.

Historic Hernando Preservation for the printing of a Historic Markers Brochure/Map has requested grant funding in the amount of \$1,500. After review of their anticipated expenses, the TDC recommends grant funding in the amount of \$1,000.

The Arc Nature Coast Inc. for the event, The Spring Lake Memorial Classic, has requested grant funding in the amount of \$3,500. After discussion of their marketing plan budget and number of attendees, the TDC recommends grant funding in the amount of \$1,500.

The Hernando County Fine Arts Council for the event, Art in the Park, has requested grant funding in the amount of \$5,000. After discussion of their marketing plan budget, number of hotel room nights generated by this event, and final report data collected and submitted from their Exhibitor surveys and "You be the Judge" cards, the TDC recommends grant funding in the amount of \$5,000.

The Hernando County Bike Fest, Inc. for the event, the 2<sup>nd</sup> Annual Hernando County Bike Fest, has requested grant funding in the amount of \$5,000. After discussion of their marketing plan budget, number of attendees and importance to the overall marketing strategies, the TDC recommends grant funding in the amount of \$5,000.

Root & Branch Films for the premiere, promotion and film festival submissions of the short film filmed on location in Brooksville titled, "Stills", has requested grant funding in the amount of \$3,000. After discussion of

their marketing plan, budget and projected room nights, as well as the potential exposure for our destination, the TDC recommends grant funding in the amount of \$2,000.

**MOTION:** A motion was made by Roger King to approve TDC Grant Funding in the amount of \$17,500 as outlined above. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed. The TDC will make its recommendation to the BOCC for approval.

The next TDC Meeting is scheduled for January 26, 2023, 3:00 pm in the conference room at The Brooksville Welcome Center, 205 E. Fort Dade Ave., Brooksville.

**TDC MEMBERS REPORTS:**

**Roger King:** He reported that The Dolan House is doing well.

**Yann Milcendeau:** He reported that business is slowing.

**Therese White:** She reported that Motel 6 is very busy, and they have started their renovations.

**Catherine Reeves:** She reported that business is slowing, and expenses are rising.

**Valerie Pianta:** She reminded the TDC that Food Truck Friday is open 11:00 am until 2:00 pm every other Friday in the parking lot of the Brooksville-Tampa Bay Regional Airport Administration Office, 15800 Flight Path Dr., Brooksville.

**David Bailey:** He reported that he is excited about the new members of The Brooksville City Council: Casey Thieryung of The Red Mule, Christa Tanner, and Thomas Bronson.

**Mike Dolan:** Nothing to report.

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

The meeting adjourned at 5:10 pm.

Prepared by:  
Michelle Rose

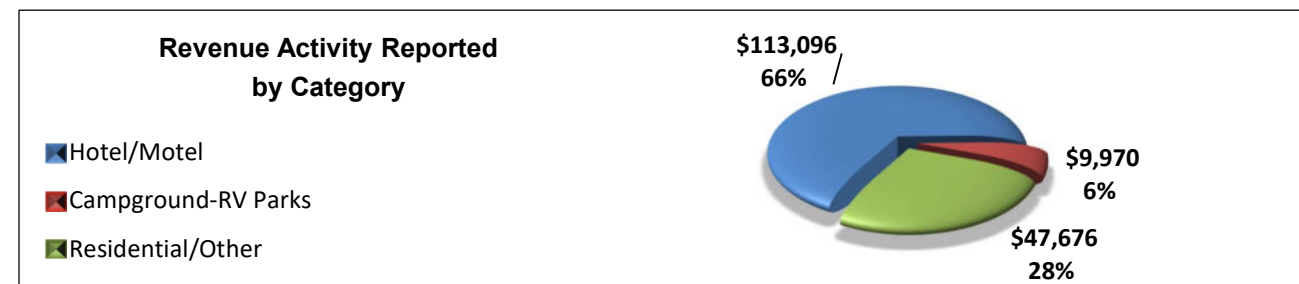
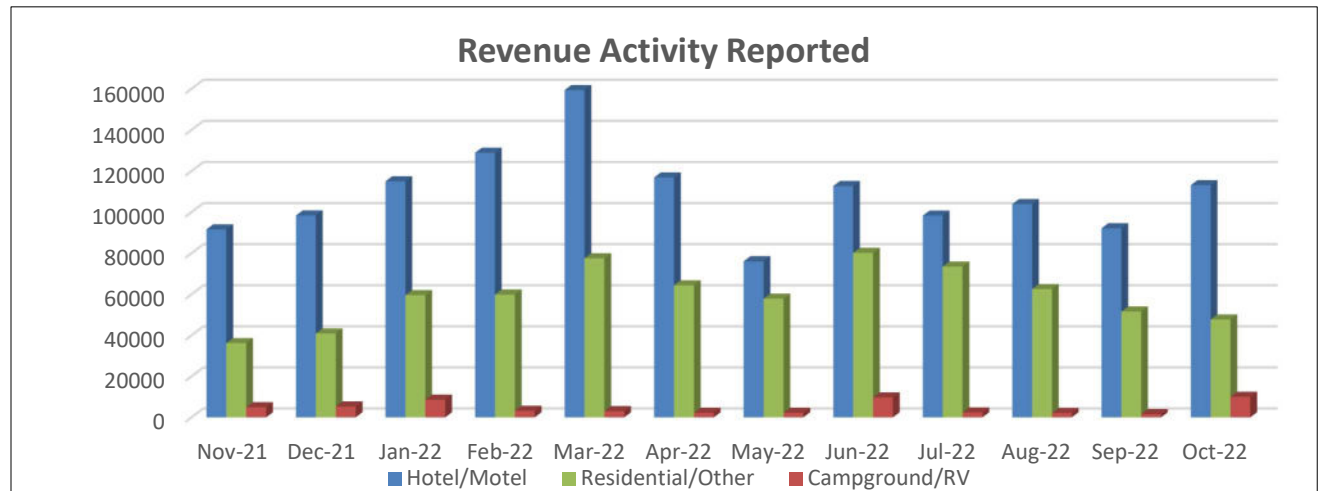
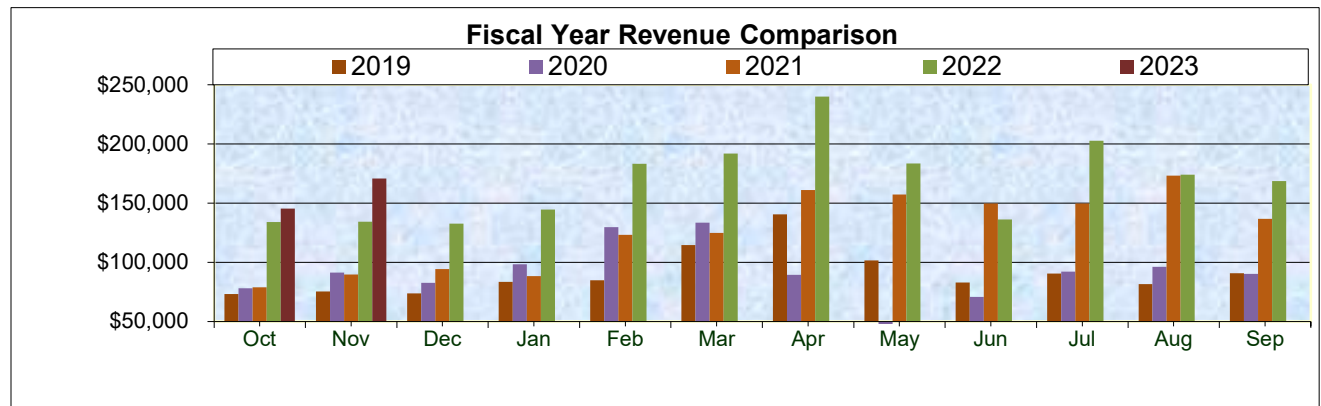


# Doug Chorvat, Jr.

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, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** November 2022 Tourist Development Tax Collections from October 2022 Activity  
**DATE:** December 9th, 2022

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- November Collections for October Activity	\$ 136,594	\$ 107,364
Destination Development- November Collections for October Activity	\$ 34,148	\$ 26,841
<b>Total</b>	<b>\$ 170,742</b>	<b>\$ 134,205</b>
<b>Year-to-Date</b>	<b>\$ 315,992</b>	<b>\$ 268,249</b>



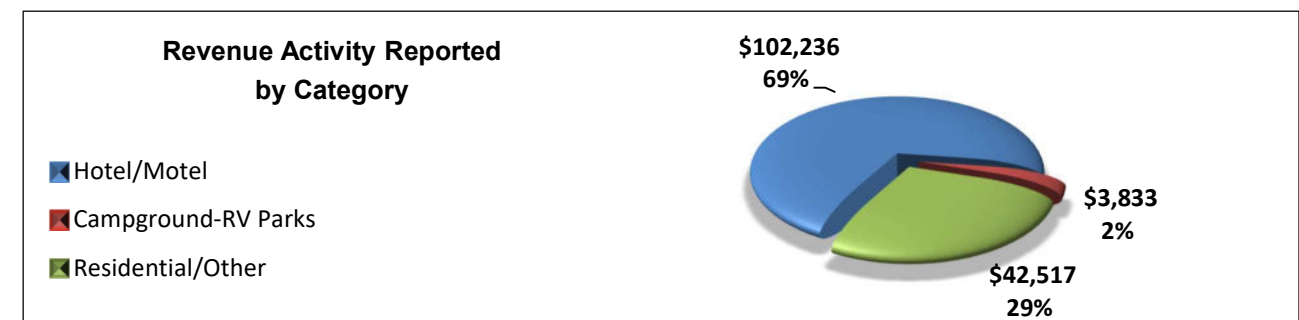
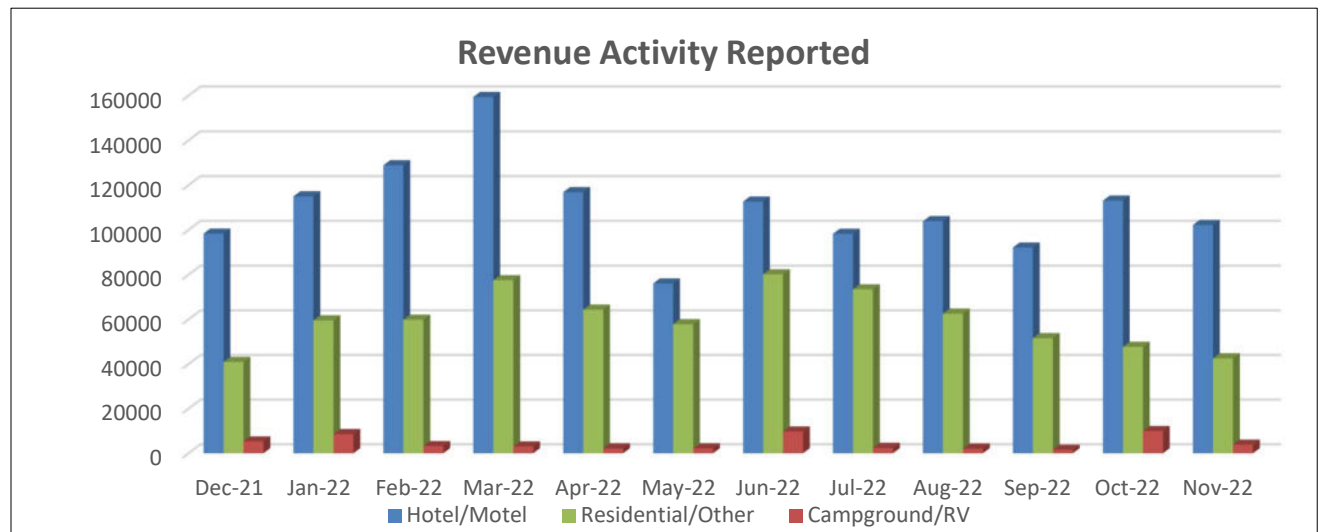
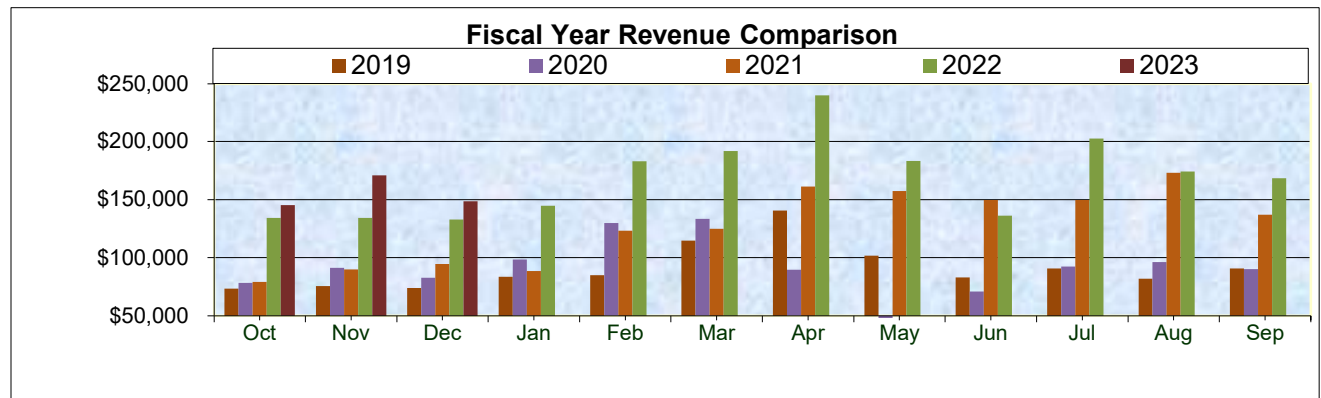


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 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** December 2022 Tourist Development Tax Collections from November 2022 Activity  
**DATE:** January 11th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- December Collections for November Activity	\$ 118,869	\$ 106,173
Destination Development- December Collections for November Activity	\$ 29,717	\$ 26,543
<b>Total</b>	<b>\$ 148,586</b>	<b>\$ 132,716</b>
<b>Year-to-Date</b>	<b>\$ 464,579</b>	<b>\$ 400,965</b>





**Expenditures  
Year-To-Date**

<b>Accounts</b>	<b>Budget</b>	<b>Year-to-Date Expenditures</b>	<b>Outstanding Encumbrances</b>	<b>Available Balance</b>
Total Personnel & Benefits	\$332,093	\$86,336	\$0	\$245,757
Total Operating Expenses	\$836,096	\$156,535	\$135,669	\$543,892
Total Non-Operating Expenses	\$864,970	\$0	\$0	\$864,970
Total Transfers to Other Funds	\$49,239	\$0	\$0	\$49,239
<b>Total Budget Expenditures</b>	<b>\$2,082,398</b>	<b>\$242,871</b>	<b>\$135,669</b>	<b>\$1,703,858</b>

# PR Report

## November 2022

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Submitted **NOVEMBER 30**

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**Florida's Adventure Coast Visitors Bureau**

**Authored by: John Athanason**



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

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## Video's Created

- [Meet the Artist, Liza Compass: The Mermaid Tale Trail \(2022\)](#)
- [Meet the Artist, Jancie Uribe: The Mermaid Tale Trail \(2022\)](#)
- [Halo's Hangouts on Florida's Adventure Coast - Hernando Beach Motel \(2022\)](#)
- [Meet the Artist, Rachel Ford: The Mermaid Tale Trail \(2022\)](#)
- [Brooksville Main Street Presents, Festival of Trees \(2022\)](#)
- [Frosty Franks Ice Cream on Florida's Adventure Coast \(2022\)](#)
- [The Lazy Maid Creperie on Florida's Adventure Coast \(2022\)](#)
- [Halo's Hangouts on Florida's Adventure Coast - Tidal Brewing Co. \(2022\)](#)
- [Patricia's Boutique's Windows Come to Life on Florida's Adventure Coast \(2022\)](#)
- [Ergle Christmas Tree Farm on Florida's Adventure Coast \(2022\)](#)

## Earned Media

- [ABC Action News: Ergle Christmas Tree Farm](#)

## Blogs

- [GEAR UP FOR CYCLING ON BROOKSVILLE'S FOREST BIKE TRAILS](#)
- [MAKE THE SEASON BRIGHT, FLORIDA-STYLE IN BROOKSVILLE & WEEKI WACHEE](#)



# PR Report

## December 2022

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Submitted JANUARY 23

Florida's Adventure Coast Visitors Bureau  
Authored by: John Athanason



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

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## Video's Created

- [U-Pick Strawberries at JG Ranch on Florida's Adventure Coast \(2022\)](#)
- [Halo's Hangouts on Florida's Adventure Coast - Bread Box Bakery \(2022\)](#)
- [Foggy Longbitches Folk Music Festival at Sparacia Winery on Florida's Adventure Coast \(2022\)](#)
- [Florida Gulf Coast Clusters All-Breed Dog Show on Florida's Adventure Coast \(2022\)](#)

## Earned Media

- [20 Christmas Traditions That Are So Florida](#)
- [Southern Vintage Private Estate Wedding | Legacy Lane Weddings](#)

## Blogs

- [Make the season bright, florida-style in Brooksville & Weeki Wachee](#)

# December 2022 LEADS Report

LEADS Report Yearly Overlook - November 2022													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023:					540								
Total New Emails for Florida's Adventure Coast:					370								
Month	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	
<b>Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)</b>													
Total	102	67	77										246
Emails Included	36	21	25										82
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Total	105	67	78										250
<b>AAA LIVING WORLD</b>													
Total	7	8	5										20
Emails Included	4	6	4										14
<b>AMERICAN ROAD MAGAZINE</b>													
Total	158	24	92										274
Emails Included	158	24	92										274

# December 2022 LEADS Report

## LEADS Report - December 2022

### TOP STATES & COUNTRIES - ALL LEADS

Top States:	FL	CA	IN	PA	WI	OH	TX	GA	NY	VA	IL	MI	NJ	TN	MN	NC	MO	OK	KY	AL	IA	AZ	WV	MS	SC	OR	MA	AR	NE	ND	SD	LA	CO	WA	DE	PR	VT	MT	Total		
<b>ALL LEADS - TOTAL</b>	16	13	9	9	9	8	8	8	7	7	7	7	6	6	6	5	5	4	3	3	3	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	175

### BREAKDOWN BY LEAD TYPE

Top States & Countries:	FL	PA	WI	CA	NY	MI	TX	GA	MN	MO	KY	IN	OH	NJ	TN	NC	OK	AL	SC	VA	IL	AZ	WV	OR	MA	NE	ND	PR	MT	Total									
<b>Visit Florida - Hernando &amp; Weeki Wachee (unique leads)</b>	12	8	5	4	4	4	3	3	3	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	78

Top States:	CA	IN	OH	IL	TX	GA	FL	WI	TN	NY	MI	MN	NJ	NC	VA	IA	MO	OK	MS	AR	PA	AL	AZ	WV	OR	MA	NE	ND	SD	LA	CO	WA	VT	Total				
<b>American Road Leads</b>	9	7	6	6	5	5	4	4	4	3	3	3	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	92

Top States:	VA	NJ	DE	Total
<b>AAA World Leads</b>	3	1	1	5



# December 2022 LEADS Report

Expected Arrivals (Miles Media Leads Only) - December 2022																			
All States	PA	FL	MI	WI	GA	NC	NY	CA	IL	KY	MN	MT	ND	NJ	TN	TX	VA	WV	Total
LEADS	4	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1	30

Arrival Months - All States/Regions											
Month	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JULY 2023	AUG 2023	SEPT 2023	OCT 2023
Expected Arrivals	2	5	8	9	1	1	2	0	1	0	1

Arrivals By Region					
Region	South	Northeast	Midwest	West	In-State (Florida)
Leads	9	7	9	2	3

**Regions & Included States:**

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



Brooksville Welcome Center - November 2022 Report						
Total Walk-ins since opening, approx.*: 4,816				*Reporting began in June 2020		
Total Walk-ins for FY 2022-2023, to date: 538				(Fiscal Year: Oct. 1, 2021 - Sept. 30, 2022)		
				(Fiscal Year: Oct. 1, 2021 - Sept. 30, 2022)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Nov. 2022	61	282	57	400		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	15	22	0	26	63	
Interests & Comments						
Interests:	Festival of Trees	Things to Do	Florida's Adventure Coast Map	Florida Mermaid Trail	Restuarants	Events & Festivals
Totals	298	39	37	34	27	26
Interests:	Wildlife	New Resident	Shopping	Murals	U-pick Farms	Love the Welcome Center
Totals	20	16	14	14	10	10
Phone Calls *Tech Services is still facing issues with the phone system reports						
Monthly Phone Calls	In-state	Out of State	Total			
Nov. 2022	N/A*	N/A*	0			

Brooksville Welcome Center - December 2022 Report						
Total Walk-ins since opening, approx.*: 5,010				*Reporting began in June 2020		
Total Walk-ins for FY 2022-2023, to date: 732				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Dec. 2022	47	56	91	194		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	11	10	0	1	22	
Interests & Comments						
Interests:	Florida Mermaid Trail	Things to Do	Events & Festivals	Keys to Christmas (BMS Event)	Florida's Adventure Coast Map	Love the Welcome Center
Totals	27	18	17	17	14	8
Interests:	City / County Map	Florida Springs	May-Stringer House	Nature Coast Botanical Gardens	Manatees	Weeki Wachee Springs State Park
Totals	8	7	6	6	6	5
Phone Calls *Tech Services is still facing issues with the phone system reports						
Monthly Phone Calls	In-state	Out of State	Total			
Dec. 2022	N/A*	N/A*	0			

Visitor Information Center - Distributions for November-December 2022

Distributions & Partner Visits

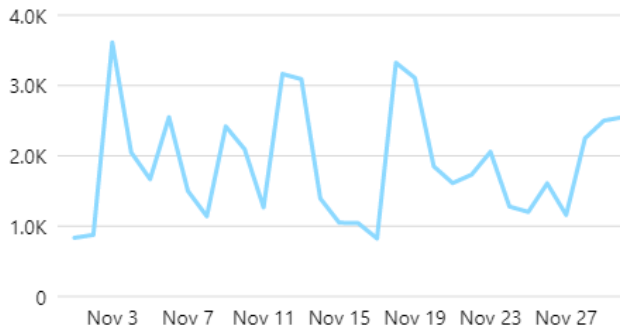
Partner	FAC General Brochure	FAC Folded Maps	FAC Maps (Tear-off)	FAC Paddling Brochure	FAC Bike Brochure	FAC Kegs Casks & Corks	FAC U-Pick Brochure	FAC Golf Brochure	BMS Event Flyer	Sanitizers	Florida Mermaid Trail Maps
Crank Works Bicycles					20						
JG Ranch	200	200				200	200				
Hernando County Chamber of Commerce Residents' Reception	50	50		25	25	25	25	25	50		
Holiday Inn Express Spring Hill	100		200	100		100	100				
Belle Parc RV Resort	250		200	250		250	250				
Three Seasons Mobile Park	20	20									
High Point Community		50								20	
Chinsegut Hill Museum			100								50
The Wells Group KW Realty			100								
Ridge Manor Campground			100								
<b>Totals:</b>	<b>620</b>	<b>320</b>	<b>700</b>	<b>375</b>	<b>45</b>	<b>575</b>	<b>575</b>	<b>25</b>	<b>50</b>	<b>20</b>	<b>50</b>

## Facebook & Instagram Overview – November 1-30, 2022

### Reach

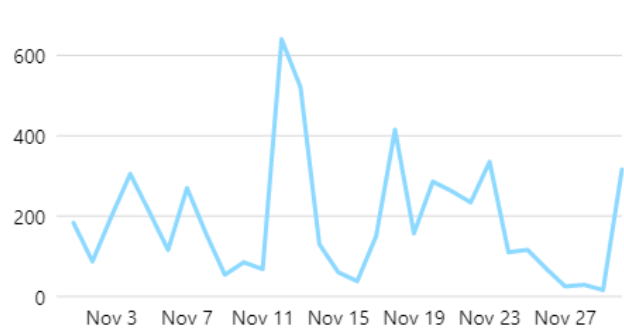
Facebook Page reach ⓘ

34,356 ↓ 63%



Instagram reach ⓘ

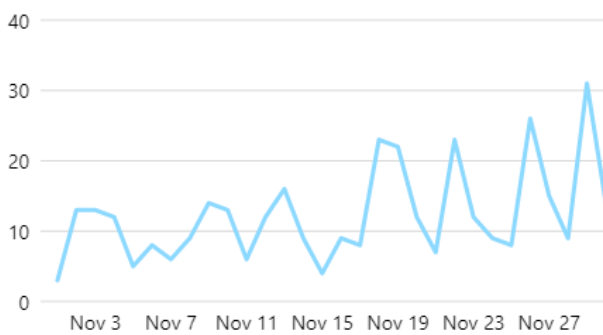
2,656 ↓ 24%



### Page and profile visits

Facebook Page visits ⓘ

371 ↓ 57.4%



Instagram profile visits ⓘ

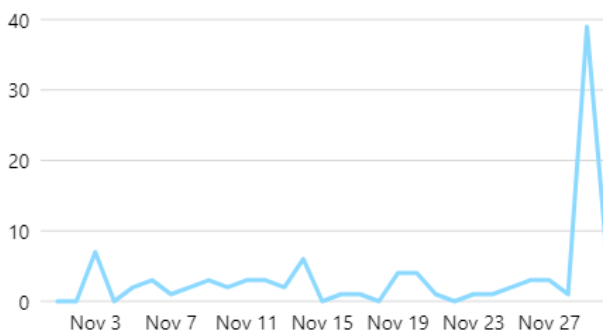
131 ↓ 21.1%



### New likes and follows

Facebook Page new likes ⓘ

102 ↓ 8.1%













New Instagram followers ⓘ

57 ↓ 12.3%



## Facebook Analytics: Content – November 1-30, 2022

All content		Ads, Posts and St...	
Recent content	Type	Reach	Likes and reactio...
 Unveiling of The Mermaid Tale Trail Tue Nov 29, 8:56am	Boost post	20,950	--
 Frosty Franks Ice Cream on Florida'... Fri Nov 18, 9:00am	Post	6,703	195
 The Lazy Maid Creperie Tue Nov 22, 11:00am	Post	5,365	76
 Thank you, Buddy Pittman, from Fl... Thu Nov 3, 3:02am	Post	5,038	58
 Meet the Artist, Liza Compass: The ... Thu Nov 3, 9:00am	Post	4,227	38
 Halo's Hangouts on Florida's Adve... Fri Nov 4, 9:00am	Post	3,329	54
 This post has no text Sat Nov 12, 10:28am	Post	3,101	37
 This post has no text Fri Nov 18, 12:48pm	Post	2,176	11
 Thanks NatureCoaster for this grea... Sun Nov 6, 7:00am	Post	1,890	19
 This post has no text Wed Nov 30, 6:39am	Post	1,695	16

#1



**Florida's Adventure Coast** added an event.

Sponsored · 

...



**THU, JAN 12, 2023 AT 10 AM**

**Unveiling of The Mermaid Tale Trail**

Weeki Wachee, FL


Jessica, Barry and Diane are going

☆ Interested

## Facebook Analytics: Content – November 1-30, 2022

#2

Boost post



**Frosty Franks Ice Cream on Florida's Adventure Coast**  
 November 18, 2022 at 12:00 PM  
 ID: 3258605561049160

Interactions

👍 195 reactions
💬 28 comments
➦ 62 shares

---

**Performance**

**Reach** ⓘ

Total  
**6,703**

Worst  Best

This post reached more people than 96% of your 50 most recent Facebook posts and stories.

---

Reach 6,703

**Reactions, comments and sh...** ⓘ

Total  
**285**

Worst  Best

This post received more reactions, comments and shares than 98% of your 50 most recent Facebook posts and stories.

---

Reactions	195
Comments	28
Shares	62

**Results** ⓘ


Total  
--

---

Link clicks --

#3

Boost post



**The Lazy Maid Creperie**  
 November 22, 2022 at 2:00 PM  
 ID: 3261903750719341

Interactions

👍 76 reactions
💬 20 comments
➦ 18 shares

---

**Performance**

**Reach** ⓘ

Total  
**5,365**

Worst  Best

This post reached more people than 94% of your 50 most recent Facebook posts and stories.

---

Reach 5,365

**Reactions, comments and sh...** ⓘ

Total  
**114**

Worst  Best

This post received more reactions, comments and shares than 92% of your 50 most recent Facebook posts and stories.

---

Reactions	76
Comments	20
Shares	18

**Results** ⓘ

Total  
--

---

Link clicks --

Page 3

## Pinterest Analytics – November 1-30, 2022

### Overall performance

Percent changes are compared to 30 days before the selected date range. Audience metrics updated 1 day ago. All other metrics updated in real-time.

#### Pinterest activity

Impressions ⓘ	Engagements ⓘ	Total audience ⓘ	Engaged audience ⓘ
3.64k ↓ 6.5%	133 ↑ 3.1%	2.98k ↑ 1.1%	116 ↑ 11%



**Paddler's Paradise**  
1.57k Impressions

[Top Boards >](#)

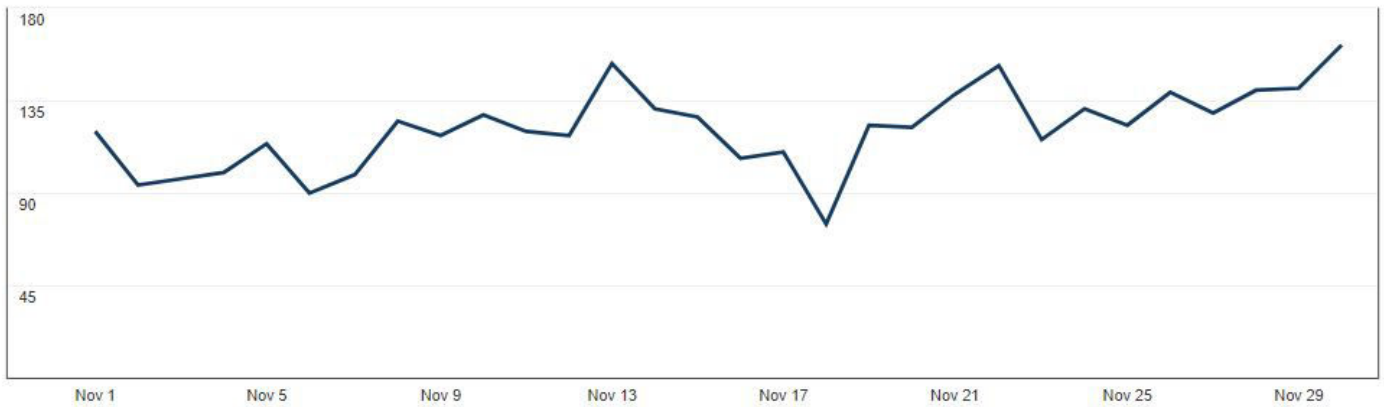


**Standard Pin** · 1.5k Impressions

[Top Pins >](#)

### Performance over time

Metric: Impressions   Split by: No Split



Metrics

Total impressions ⓘ

Total

3,642







## Twitter Analytics – November 1-30, 2022

Nov 2022 • 30 days

### TWEET HIGHLIGHTS

#### Top Tweet earned 409 impressions

@RetrieverHalo enjoyed a great visit at Tidal Brewing Company! 🐕 Well-behaved pets on a leash are always welcome at this brewery in Spring Hill, FL. #FLAdventureCoast pic.twitter.com/uJ8mDOPZKj



♥ 5

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top Follower followed by 943 people



#### Justen Early

@realJearl [FOLLOWS YOU](#)

IT teacher at Nature Coast Tech. I love God. 2020 Hernando County Teacher of the Year. 2021 Full Sail Extraordinary Educator of the Year

[View profile](#)

#### Top mention earned 61 engagements



#### Halo The Golden Retriever

@RetrieverHalo · Nov 4

For my latest episode of 'Halo's Hangouts' as the official Tourism dog at @adventure\_coast, I visit the charming Hernando Beach Motel in Hernando Beach, Florida. #petfriendly #travel #DogsofTwitter #goldenretriever pic.twitter.com/AnciXCbpqN



↻ 4 ↻ 2 ♥ 28

[View Tweet](#)

#### Top media Tweet earned 305 impressions

🧜 MERMAID TALE TRAIL UNVEILING - NEW DATE ANNOUNCEMENT 🧜

Ready to see the new mermaid statues? Join us on January 12, 2023 at 10am at Weeki Wachee Springs State Park! facebook.com/events/6225869... pic.twitter.com/V1FtOeGRKG



↻ 1 ♥ 3

[View Tweet activity](#)

[View all Tweet activity](#)

### NOV 2022 SUMMARY

Tweets

25

Tweet impressions

2,837

Profile visits

202

Mentions

7

New followers

-6

## Instagram Analytics – November 1-30, 2022

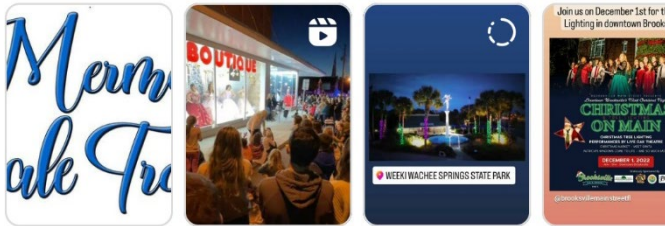
### OVERVIEW

#### Overview

You gained **26** more followers compared to Oct 1 - Oct 31.

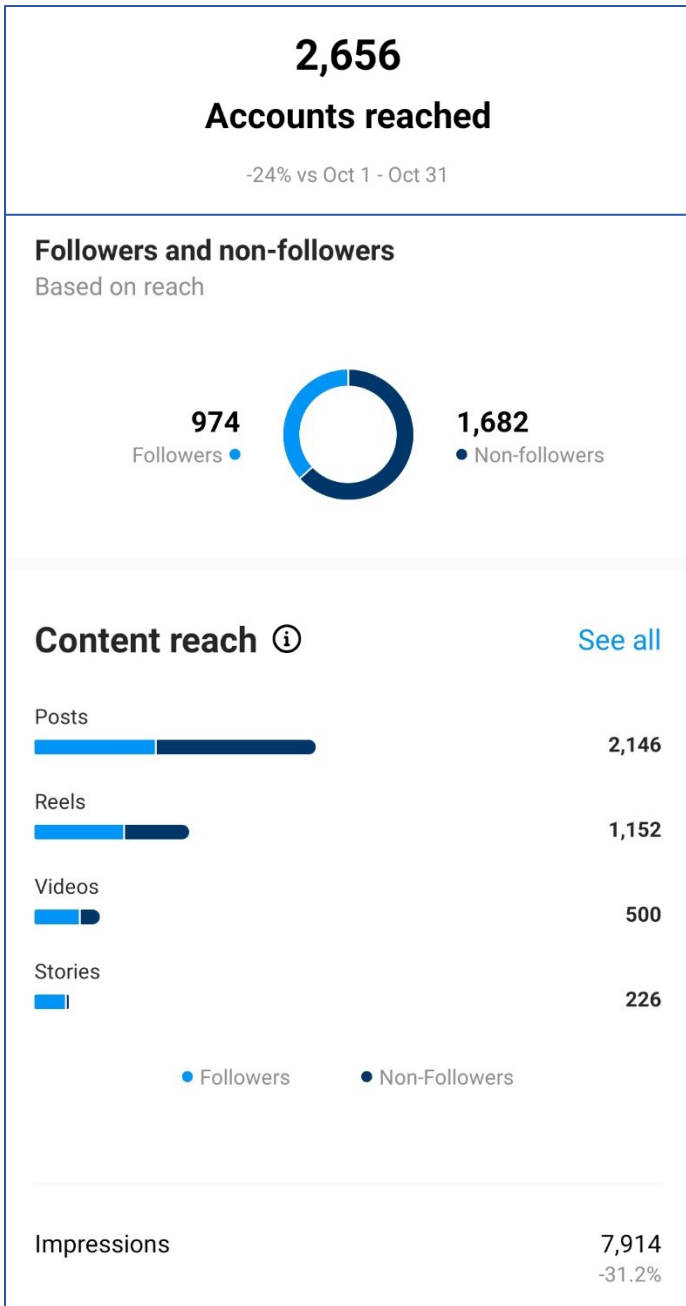
Accounts reached	2,656	>
	-24%	
Accounts engaged	206	>
	-32.9%	
Total followers	3,323	>
	-	

#### Content You Shared

[See all](#)

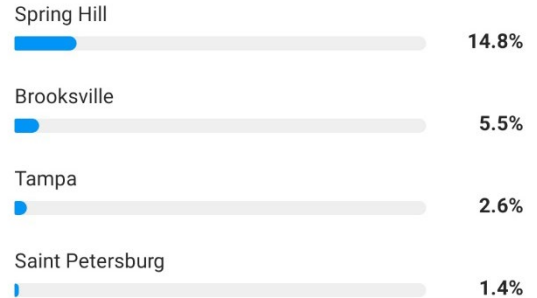
Posts	6	>
Stories	8	>
Reels	8	>
Videos	3	>

### REACH

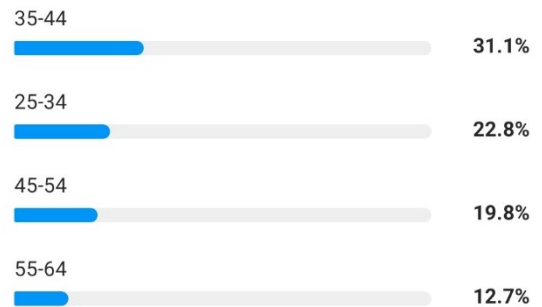


### Reached audience ⓘ

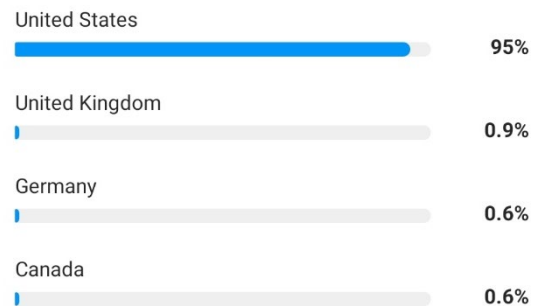
#### Top cities



#### Top age ranges



#### Top countries



#### Gender



# Social Media Report


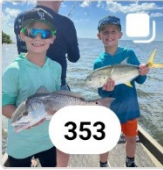
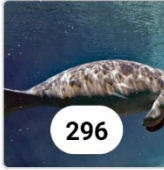
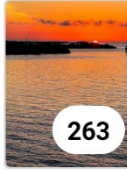
# November 2022

## Instagram Analytics – November 1-30, 2022





### REACH - CONTINUED





<b>Profile Activity</b> ⓘ	<b>132</b>
Profile Visits	131 -21.1%
Website Taps	1 -
Email Button Taps	0 0%
Call Button Taps	0 0%




<b>Top Posts</b>	>		
Based on reach			
			
914	353	296	263
Nov 12	Nov 13	Nov 7	Nov 5

<b>Top Stories</b>	>		
Based on reach			
			
158	90	70	67
Nov 4	Nov 25	Nov 25	Nov 25

<b>Top Reels</b>	>		
Based on reach			
			
445	425	383	381
Nov 22	Nov 18	Nov 17	Nov 21

<b>Top Videos</b>	>	
Based on reach		
		
270	206	205
Nov 1	Nov 8	Nov 3

### ENGAGEMENT

206

Accounts engaged

-32.9% vs Oct 1 - Oct 31

#### Followers and non-followers

Based on accounts engaged



#### Content interactions ⓘ

[See all](#)

374

Content Interactions

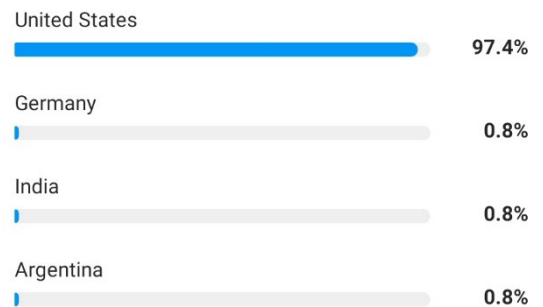
-39.5% vs Oct 1 - Oct 31

#### Engaged audience ⓘ

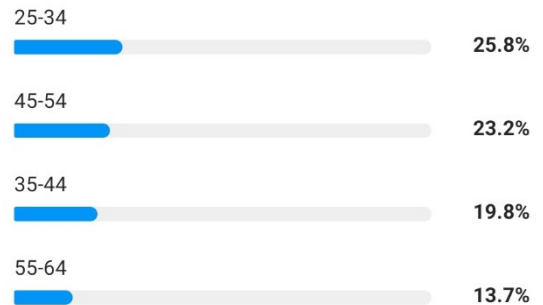
##### Top cities



##### Top countries



##### Top age ranges



#### Gender





# Social Media Report

# November 2022

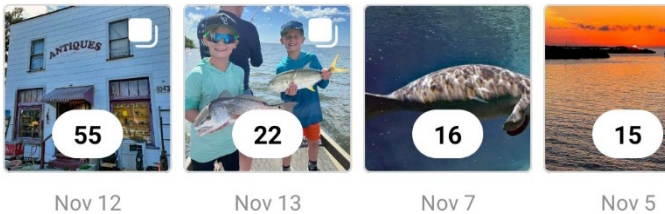
## Instagram Analytics – November 1-30, 2022

### ENGAGEMENT - CONTINUED

**Post Interactions** **172**  
vs Oct 1 - Oct 31 -39.1%

Likes 139  
Comments 5  
Saves 14  
Shares 2

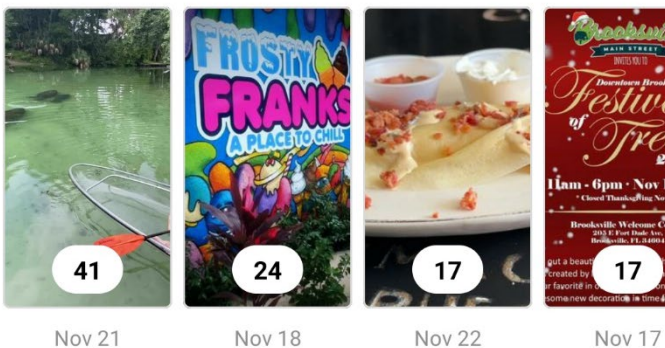
**Top Posts**  
Based on likes



**Reels Interactions** **161**  
vs Oct 1 - Oct 31 +228%

Likes 137  
Comments 3  
Saves 1  
Shares 20

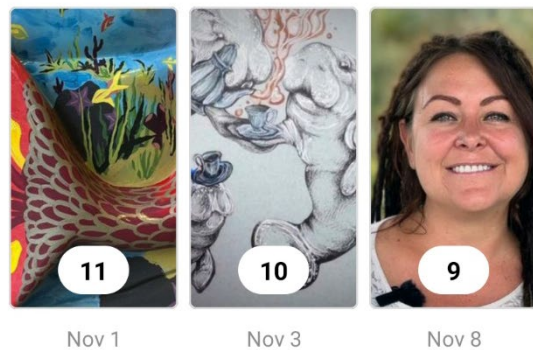
**Top Reels**  
Based on likes



**Video Interactions** **40**  
vs Oct 1 - Oct 31 -86.1%

Likes 32  
Comments 1  
Saves 7

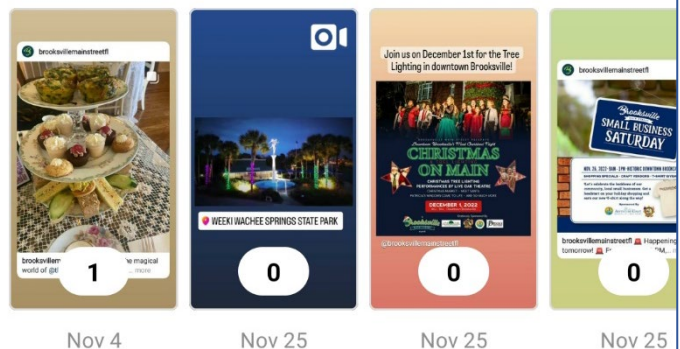
**Top Videos**  
Based on interactions



**Story Interactions** **1**  
vs Oct 1 - Oct 31 --

Replies 1

**Top Stories**  
Based on replies



## Instagram Analytics – November 1-30, 2022

### FOLLOWERS

**3,323**  
Followers

#### Growth

● Overall	26
● Follows	57
● Unfollows	31



#### Top Locations

of your followers

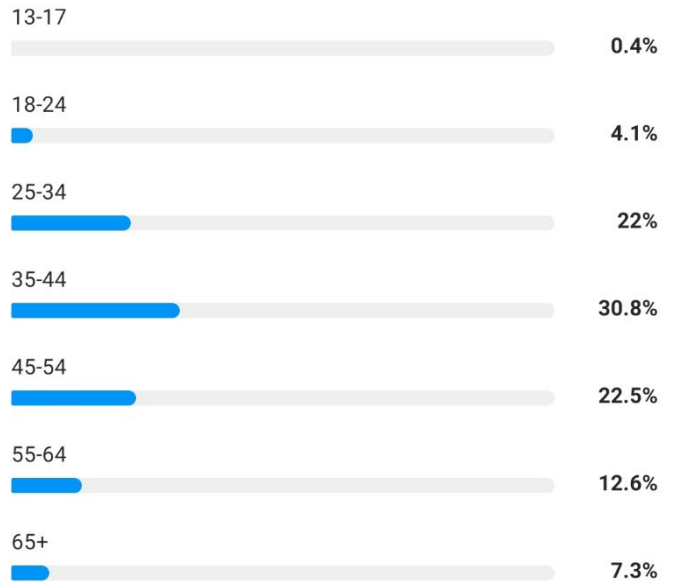
Cities Countries

Spring Hill	13.3%
Brooksville	3.9%
Tampa	2.9%
Jacksonville	1.5%
Orlando	1.5%

#### Age Range

of your followers

All Men Women



#### Gender

of your followers



#### Most Active Times

Hours Days

< Wednesdays >

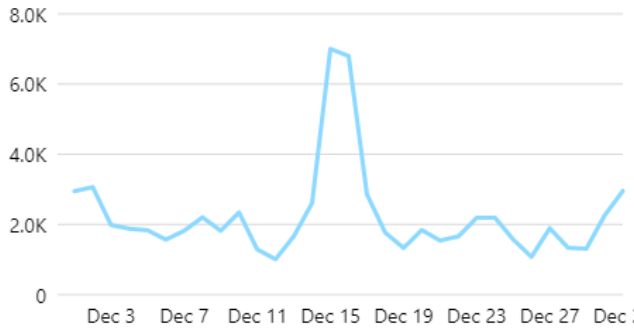


## Facebook & Instagram Overview – December 1-31, 2022

### Reach

Facebook Page reach ⓘ

42,774 ↑ 22%



Instagram reach ⓘ

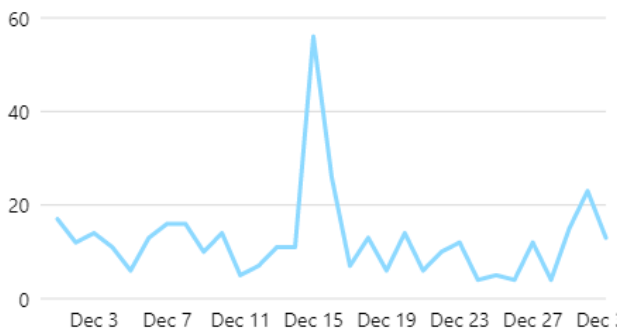
3,678 ↑ 35.3%



### Page and profile visits

Facebook Page visits ⓘ

393 ↑ 1.8%



Instagram profile visits ⓘ

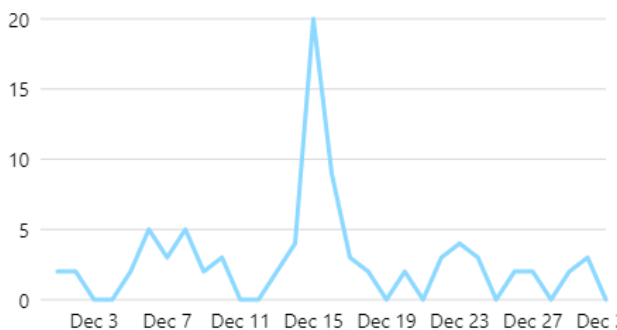
130 ↓ 2.3%



### New likes and follows

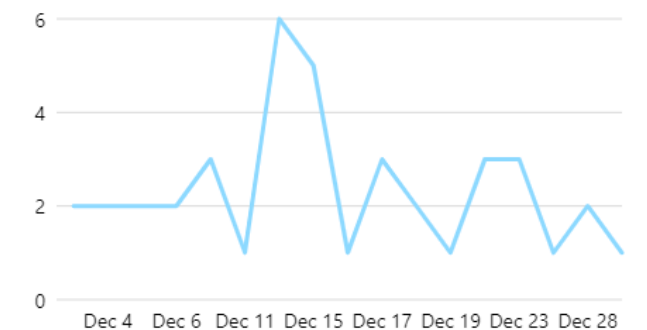
Facebook Page new likes ⓘ

85 ↓ 18.3%



New Instagram followers ⓘ

40 ↓ 3.1%
















# Social Media Report


# December 2022

## Facebook Analytics: Content – December 1-31, 2022

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
 It's the most wonderful time of the... Dec 13, 2022	Post	Boost post	15,070   182
 The Foggy Longbritches Folk Festiv... Dec 14, 2022	Post	Boost post	8,795   297
 Ergle Christmas Tree Farm on Flori... Dec 1, 2022	Post	Boost post	6,483   190
 The perfect spot for a Christmas ph... Dec 16, 2022	Post	Boost unavailable	4,471   80
 "A social club, where art speaks" ... Dec 30, 2022	Post	Boost post	4,451   74
 U-Pick Strawberries at JG Ranch on... Dec 7, 2022	Post	Boost post	2,908   133
 This post has no text Dec 16, 2022	Post	Boost unavailable	2,614   13
 I spy with my little eye...a manatee ... Dec 5, 2022	Post	Boost post	2,240   28
 Weeki Wachee Springs State Park i... Dec 31, 2022	Post	Boost unavailable	2,085   15
 This post has no text Dec 23, 2022	Post	Boost unavailable	1,910   12
 Florida Gulf Coast Clusters All-Bree... Dec 28, 2022	Post	Boost post	1,907   24

#1

Boost post



**It's the most wonderful time of the year in historic Brooksville!** 🎄👶🏻👶🏻 Visit ...  
December 13, 2022 at 5:23 PM  
ID: 3279169518992764

**Interactions**

👍 182 reactions
💬 3 comments
➦ 30 shares

---

**Performance**

**Reach** ⓘ

Total  
**15,070**

Worst  Best

This post reached more people than 96% of your 50 most recent Facebook posts and stories.

Reach	15,070
-------	--------

**Reactions, comments and sh...** ⓘ

Total  
**215**

Worst  Best

This post received more reactions, comments and shares than 94% of your 50 most recent Facebook posts and stories.

Reactions	182
Comments	3
Shares	30


**Results** ⓘ

Total  
---

Link clicks: --

## Facebook Analytics: Content – December 1-31, 2022

#2



Boost post

**The Foggy Longbrites Folk Festival on Florida's Adventure Coast**  
 December 14, 2022 at 11:53 AM  
 ID: 3279859992257050

Interactions

297 reactions
 107 comments
 62 shares

---

**Performance**

**Reach** ⓘ

Total  
**8,795**

Worst  Best

This post reached more people than 94% of your 50 most recent Facebook posts and stories.

---

Reach 8,795

**Reactions, comments and sh...** ⓘ

Total  
**466**

Worst  Best

This post received more reactions, comments and shares than 96% of your 50 most recent Facebook posts and stories.

---

Reactions	297
Comments	107
Shares	62

**Results** ⓘ

Total  
**4**


Worst  Best

This post received more link clicks than 27% of your 50 most recent Facebook posts and stories.

---

Link clicks	4
-------------	---

#3



Boost post

**Ergle Christmas Tree Farm on Florida's Adventure Coast**  
 December 1, 2022 at 12:07 PM  
 ID: 3268768706699512

Interactions

190 reactions
 24 comments
 56 shares

---

**Performance**

**Reach** ⓘ

Total  
**6,483**

Worst  Best

This post reached more people than 92% of your 50 most recent Facebook posts and stories.

---

Reach 6,483

**Reactions, comments and sh...** ⓘ

Total  
**270**

Worst  Best

This post received more reactions, comments and shares than 94% of your 50 most recent Facebook posts and stories.

---

Reactions	190
Comments	24
Shares	56

**Results** ⓘ

Total  
**26**

Worst  Best

This post received more link clicks than 59% of your 50 most recent Facebook posts and stories.

---

Link clicks	26
-------------	----

Page 3

## Pinterest Analytics – December 1-31, 2022

### Overall performance

Percent changes are compared to 31 days before the selected date range. Audience metrics updated 20 hours ago. All other metrics updated in real-time.

#### Pinterest activity

Impressions ⓘ	Engagements ⓘ	Total audience ⓘ	Engaged audience ⓘ
3.65k ↓ 2.2%	155 ↑ 16%	2.82k ↓ 7.5%	106 ↓ 8.6%



**Paddler's Paradise**  
1.51k Impressions

Top Boards >



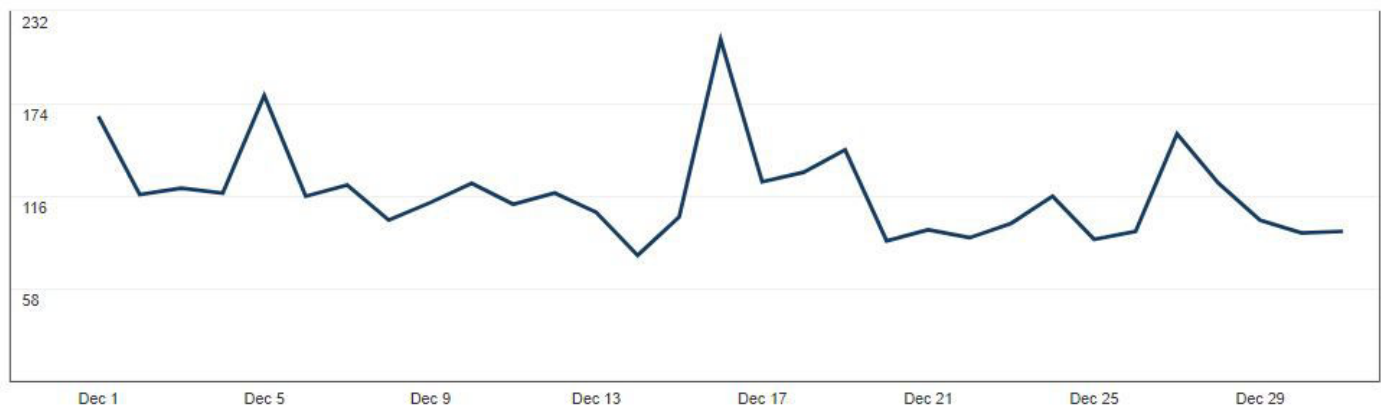
**Standard Pin** · 1.43k Impressions

Top Pins >

### Performance over time

Metric Impressions

Split by No Split



Metrics

Total impressions ⓘ











Total

3,647

## Pinterest Analytics – December 1-31, 2022

### Top Pins

Sort by Impressions  Pins created in the last 30 days 12/1/22

Pin	Type	Source	Format	Total impressions ↓ ⓘ
 Happy #ManateeMonday! This 'seac...	Organic	Your Pins	Standard	1,431
 11 Florida Springs The Kids Will Be B...	Organic	Your Pins	Standard	146
 IG: @paradiseplaygrounds "NJoy ...	Organic	Your Pins	Standard	111
 Christmas Carriage Rides in Historic B...	Organic	Your Pins	Idea	109
 Escape Artist Spring Hill	Organic	Your Pins	Standard	103
 You Should Have Your Next Photo Sh...	Organic	Your Pins	Standard	77
 Most People Don't Know There's a Ka...	Organic	Your Pins	Standard	67
 Hernando Historical Museum	Organic	Your Pins	Idea	64
 Shopping for Local Christmas Ornam...	Organic	Your Pins	Idea	53
 Mermaid Memories	Organic	Your Pins	Standard	51 ⓘ

## Twitter Analytics – December 1-31, 2022

Dec 2022 • 31 days

### TWEET HIGHLIGHTS

#### Top Tweet earned 367 impressions

Do you love pet-friendly restaurants? Join @RetrieverHalo for a visit to the Bread Box Bakery in historic Brooksville! 🐕🍞👉  
#FLAdventureCoast

📍 300 E Fort Dade Ave., Brooksville, FL  
[pic.twitter.com/WO8uvkkObP](https://pic.twitter.com/WO8uvkkObP)



🔄 2 ❤️ 7

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top Follower followed by 439 people



#### Bloom TV

@BloomTV1 [FOLLOWS YOU](#)

Syndicated Daily health & lifestyle TV show Host:  
@WFLAGayleG Executive Producer: @motleyliz7  
WFLA TV @wfla (syndicated) Watch your life grow with BLOOM!

[View profile](#)

#### Top mention earned 1 engagements



**Ben**  
@Ben46702495 · Nov 27

@adventure\_coast Weeki Wachee preserve always offers something interesting to see [pic.twitter.com/8Oqw424PhJ](https://pic.twitter.com/8Oqw424PhJ)



❤️ 1

[View Tweet](#)

#### Top media Tweet earned 238 impressions

For those of you who love to fish, how many fishing trips are you planning for 2023?

📷 Light Lines & Good Times Fishing Charters in Bayport, FL  
[pic.twitter.com/cHpMSJ11ti](https://pic.twitter.com/cHpMSJ11ti)



🔄 1 ❤️ 4

### DEC 2022 SUMMARY

Tweets

17

Tweet impressions

1,735

Profile visits

113

New followers

3



### OVERVIEW

## Overview

You reached **+38.4%** more accounts compared to Nov 1 - Nov 30

Accounts reached	3,678	>
	+38.4%	
Accounts engaged	312	>
	+51.4%	
Total followers	3,346	>
	-	

## Content You Shared

[See all](#)



Posts	12	>
Stories	3	>
Reels	7	>



### REACH

**3,678**  
**Accounts reached**

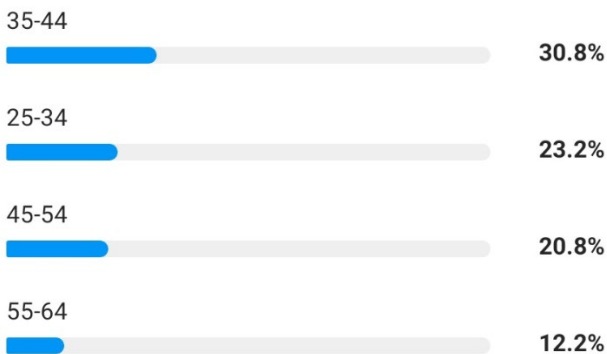
+38.4% vs Nov 1 - Nov 30

#### Reached audience ⓘ

##### Top cities



##### Top age ranges



#### Gender



#### Followers and non-followers

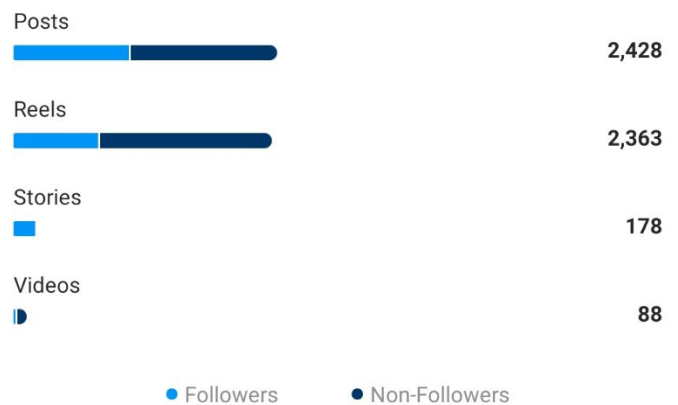
Based on reach



You reached +62.7% more accounts that weren't following you compared to Nov 1 - Nov 30.

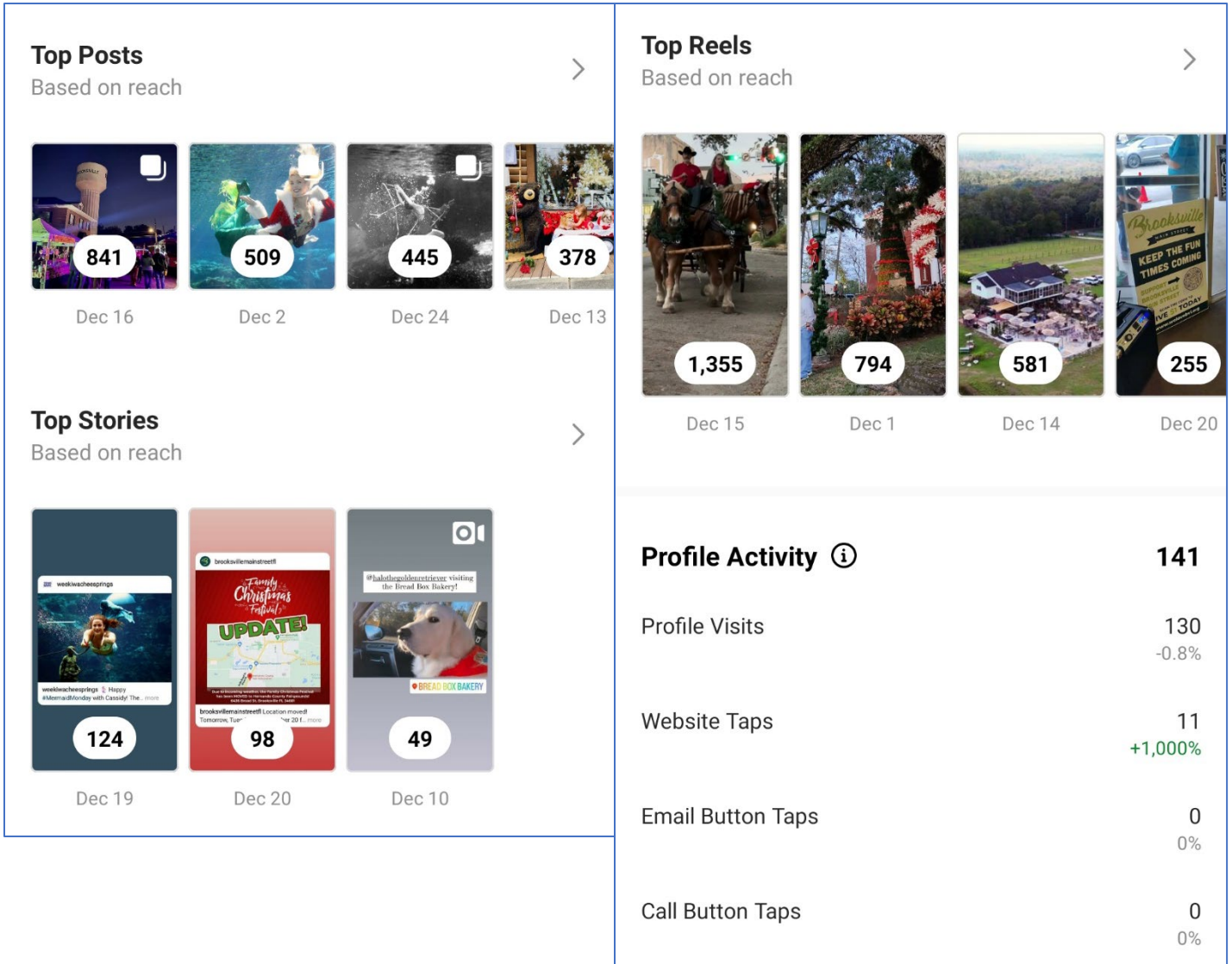
#### Content reach ⓘ

[See all](#)



## Instagram Analytics – December 1-31, 2022

### REACH - CONTINUED





### ENGAGEMENT

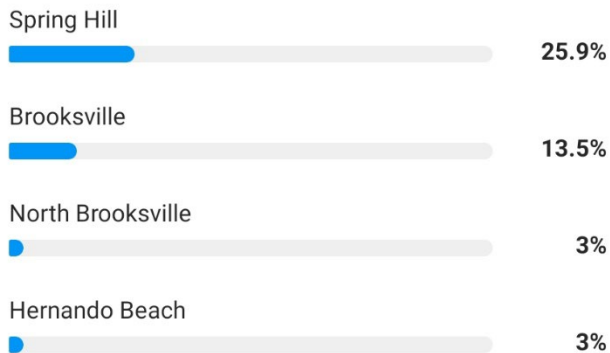
**312**

**Accounts engaged**

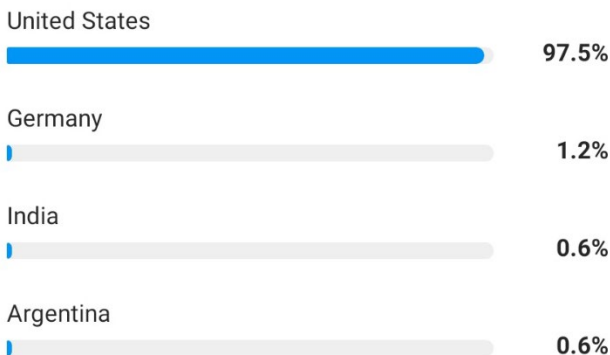
+51.4% vs Nov 1 - Nov 30

#### Engaged audience ⓘ

##### Top cities



##### Top countries



#### Top age ranges



#### Gender



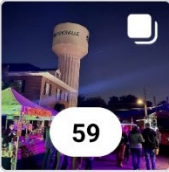







#### Followers and non-followers

Based on accounts engaged



You engaged +135% more accounts that weren't following you compared to Nov 1 - Nov 30

### ENGAGEMENT - CONTINUED

<p><b>Content interactions</b> ⓘ <a href="#">See all</a></p> <p><b>527</b></p> <p>Content Interactions</p> <p>+40.9% vs Nov 1 - Nov 30</p>	<p><b>Reels Interactions</b> <b>248</b></p> <p>vs Nov 1 - Nov 30 <b>+54%</b></p> <p>Likes 198</p> <p>Comments 4</p> <p>Saves 9</p> <p>Shares 37</p>
<p><b>Post Interactions</b> <b>278</b></p> <p>vs Nov 1 - Nov 30 <b>+61.6%</b></p> <p>Likes 243</p> <p>Comments 10</p> <p>Saves 8</p> <p>Shares 3</p> <p><b>Top Posts</b> &gt;</p> <p>Based on likes</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="131 1253 298 1465">  <p><b>59</b></p> <p>Dec 16</p> </div> <div data-bbox="313 1253 480 1465">  <p><b>38</b></p> <p>Dec 2</p> </div> <div data-bbox="495 1253 662 1465">  <p><b>25</b></p> <p>Dec 24</p> </div> <div data-bbox="677 1253 805 1465">  <p><b>21</b></p> <p>Dec 13</p> </div> </div>	<p><b>Top Reels</b> &gt;</p> <p>Based on likes</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="837 867 1006 1213">  <p><b>76</b></p> <p>Dec 1</p> </div> <div data-bbox="1021 867 1188 1213">  <p><b>69</b></p> <p>Dec 15</p> </div> <div data-bbox="1203 867 1370 1213">  <p><b>25</b></p> <p>Dec 14</p> </div> <div data-bbox="1385 867 1513 1213">  <p><b>11</b></p> <p>Dec 1</p> </div> </div>
	<p><b>Video Interactions</b> <b>1</b></p> <p>vs Nov 1 - Nov 30 <b>-97.5%</b></p> <p>Likes 1</p>

### FOLLOWERS

**3,346**  
Followers

#### Growth

- Overall 21
- Follows 40
- Unfollows 19



#### Gender

of your followers



#### Top Locations

of your followers

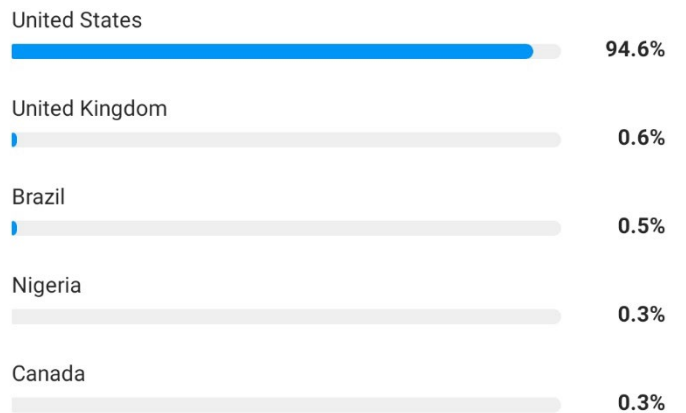
Cities Countries



#### Top Locations

of your followers

Cities Countries



### FOLLOWERS - CONTINUED

#### Most Active Times

Hours Days

< Mondays >



#### Most Active Times

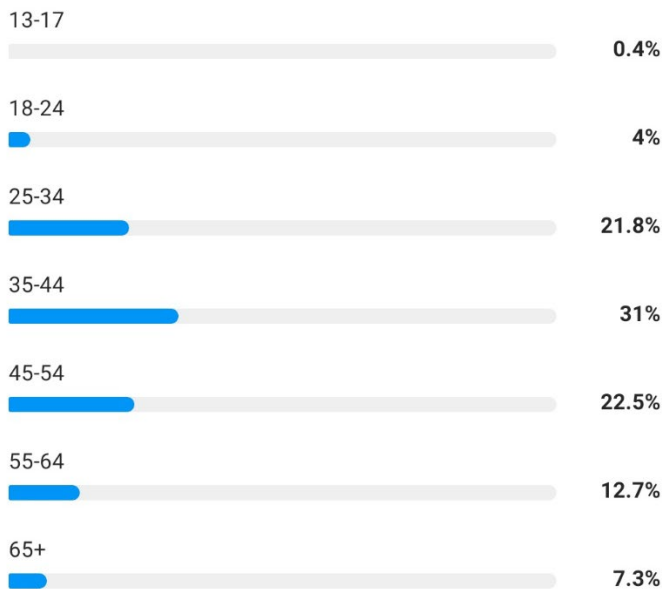
Hours Days



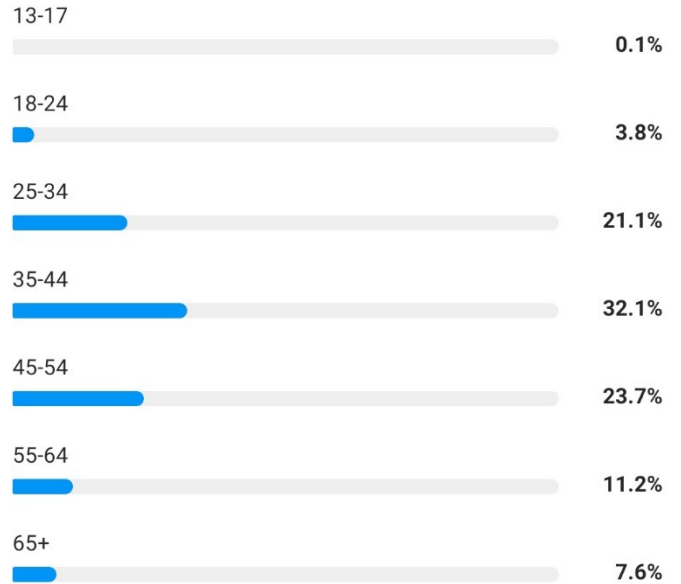
#### Age Range

of your followers

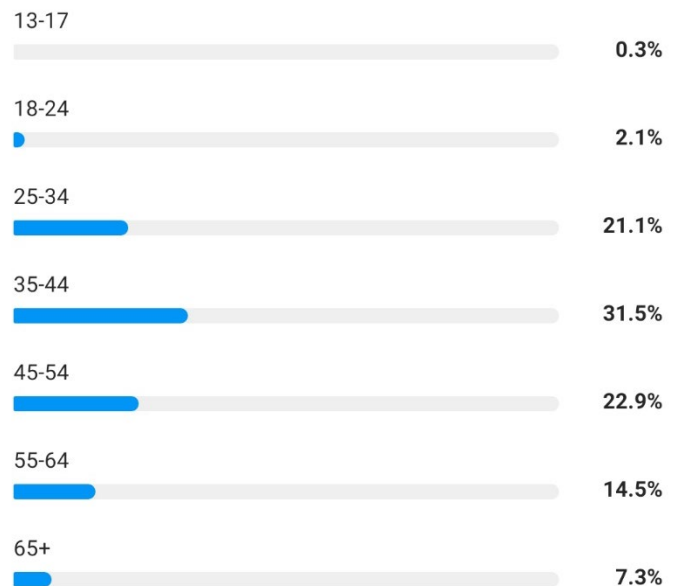
All Men Women



All Men Women



All Men Women





January 23, 2023

Tammy Heon  
Hernando County Tourism Development  
205 E Fort Dade Avenue  
Brooksville, FL 34601

Re: TDC grant funding

Tammy & TDC Board,

Since we applied for marketing assistance from TDC for the Brooksville Blueberry Festival, we made the decision to include a national act, chart-topper Colt Ford, in our entertainment lineup. We are very excited about what that means for festival attendance. We also believe it will strongly increase our Tourism tax revenues for the event as people are much more likely to utilize our hotels.

This change has naturally increased our need to increase our marketing budget. We are therefore requesting the TDC consider increasing our grant amount. We would like to add an additional \$3000 in radio marketing with country music stations, several more billboards at \$900 each, and \$2000 more in newspaper and social media marketing. If you are able to add anything to your grant to us, it would be greatly appreciated.

Your partner in all things fun in Brooksville,

Natalie Kahler  
Executive Director  
Brooksville Main Street

[www.WeLoveBVL.org](http://www.WeLoveBVL.org)  
205 E Fort Dade Avenue. Brooksville, FL 34601

# THE OTHER SIDE OF FLORIDA

## 2022–2023 Audience Targeted Digital Campaign

VISIT FLORIDA Partner Campaign



Let's chat about digital marketing—  
contact me today!



**Danah Heye**

727-542-5462  
dheyem@maddenmedia.com



**Jen Carlisle**

321-765-9361  
jcarlisle@maddenmedia.com

FOR MATERIALS SPECIFICATIONS,  
PLEASE CONTACT:

800-444-8768 / 520-322-0895  
materials@maddenmedia.com



VISITFLORIDA.COM

07/12/2022

Non-beach destinations, this program is designed just for you! Here we showcase the Other Side of Florida, inviting visitors to discover the hidden gems from across the state via a small-town road trip experience.

### WHAT'S IN IT FOR YOU?

- **Reach outdoor enthusiasts.** This program targets families and adventure-seeking audiences who have interests in outdoor recreation and RV/camping.
- **Original Content.** This program includes an add-on storytelling option. We'll craft original content for your website build a dynamic presentation layer landing page to showcase the story.
- **Tailored targeting.** Our intent-based audiences mean you'll get in front of travelers likely to visit, and our add-on responsive display and remarketing options will optimize your power to compel visitations.
- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included.

IN PARTNERSHIP WITH  
**VISITFLORIDA**



### CAMPAIGN TIMING

Three month campaigns can begin anytime. For example, an Outdoor Adventure campaign for fall and a Family Adventure campaign in spring.



### SIGN UP BY

April 1, 2023

## WHAT DO YOU NEED TO DO?

Share your creative materials with Madden, and we'll take care of the rest!

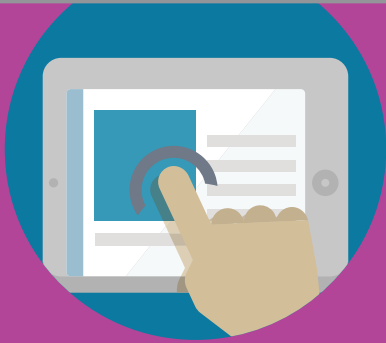
	AUDIENCE TARGETING	TACTICS INCLUDED	DELIVERABLES	PARTNER COST
Option 1	Intent-based audience targeting with focuses on both in-state and drive markets	Three month campaign with digital display and creative banner set.	1.7M impressions	\$5,800
Options 2	Intent-based audience targeting with focuses on both in-state and drive markets	Three month campaign with digital display, responsive display, and creative banner set	3.1M impressions	\$10,000
Add-On: Site Remarketing		Addition of remarketing display ads to selected package	1.06M impressions	\$5,000
Add-On: Digital Storytelling + Presentation Layer		Dedicated story and dynamic landing page	1 Original Story and Presentation Layer	\$3,120

All prices shown include a 25% discount from retail rate

# A 2ND DATE WITH FLORIDA

## 2022–2023 Digital Cooperative Campaign

VISIT FLORIDA Partner Campaign



Let's chat about digital marketing—  
contact me today!



**Danah Heye**  
727-542-5462  
dheyem@maddenmedia.com



**Jen Carlisle**  
321-765-9361  
jcarlisle@maddenmedia.com

FOR MATERIALS SPECIFICATIONS,  
PLEASE CONTACT:

800-444-8768 / 520-322-0895  
materials@maddenmedia.com



07/12/22

We know that your destinations pulled out all the stops and impressed your guests during your first date, and now's the time for A 2nd Date with Florida. We'll help remind audiences of all the things you did right the first time around while encouraging them to come back for seconds.

### WHAT'S IN IT FOR YOU?

- **Build brand loyalty.** Compel visitations from past Florida visitors—creating visitors who visit your destination often.
- **Target visitors likely to visit.** Intent-based targeting add-ons allow us to reach people who have traveled to points of interest similar to your destination's offerings. Equipped with this data, we can target previous visitors to Florida State Parks as well as outdoor enthusiasts with content designed to inform them all of what your destination has to offer.
- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included.

IN PARTNERSHIP WITH  
**VISITFLORIDA**



#### CAMPAIGN TIMING

You decide when your three-month campaign runs



#### SIGN UP BY

April 1, 2023



#### LAUNCH TIMING

Campaign will launch four-eight weeks after contract signed based on receipt of materials.

## WHAT DO YOU NEED TO DO?

Share your creative materials with Madden, and we'll take care of the rest!

	AUDIENCE TARGETING	TACTICS INCLUDED	DELIVERABLES	PARTNER COST
Option 1	Previous Florida visitors	Three month campaign with banner ad set	496K impressions	\$6,500
Option 2	Previous Florida visitors with intent-based targeting	Three month campaign with banner ad set	980K impressions	\$10,000
ADD-ON: Additional Intent-Based Audience	Additional intent-based audience	Three month campaign with banner ad set	400K impressions	\$5,000 per audience

All prices shown include a 25% discount from retail rate



# OFFICIAL VISIT FLORIDA CO-OP

26TH  
ANNIVERSARY

Promote your nature-based/eco, history/heritage and arts/cultural experiences with the 2023 *Undiscovered Florida*



## Print + Digital + Web exposure + Leads – Year-round 2+ million digital impressions – 3.7+ total program impressions

The 2023 Undiscovered Florida is an annual integrated digital/print program; and reaches an affluent audience and in-bound travelers. Undiscovered Florida's editorial format highlights Florida's regions: **North**, **Central** and **South**; and showcases to readers and travelers, how they can find, share and explore Florida's unique activities to create memorable experiences.

- **Target Audience:** Travelers seeking historical/heritage, arts/cultural, culinary, nature-based and authentic getaways and experiences.
- **Target Markets:** Within 500 mile driving range, focus on east of the Mississippi river, and domestic U.S.
- **Circulation:** Display ads in Undiscovered Florida issues are distributed via print and digitally with Smithsonian magazine, Recommend Magazine and year-round in VISIT FLORIDA Welcome Centers.



undiscovered  
FLORIDA

IN PARTNERSHIP WITH  
VISITFLORIDA

Smithsonian  
MAGAZINE

recommend  
helping travel agents sell travel



# UNDISCOVERED FLORIDA 2023



## ABOUT OUR AUDIENCE:

Those that seek Florida travel interests, activities and experiences: cultural/landmark/historical sites, art museums, cultural experiences, botanical gardens parks, road trips, small town experiences, beach/water activities, dining & local cuisine, wildlife/birdwatching, adventure sport (hiking, biking, paddling, etc)

- 97% enjoy authentic travel experiences – cultural immersion; enjoy new destinations on and off the beaten path; and desire to “taste” local history, art, culture and cuisine
- 74% seek out scenic/outdoor vacations such as natural beauty & wilderness, state parks and adventure experiences
- 72% historical homes/buildings/gardens
- 70% are interested in museums
- 80% of *Recommend's* audience book Florida travel



## CO-OP PROGRAM OVERVIEW:

- Publication Date: April 2023 issues and year-round online 4/1/2023 to 3/31/2024
- Deadline: 2/1/2023
- Total Estimated Impressions per package:
- Display package w/Listing – 2,765,000
- Display package w/Listing + newsletter – 2,855,000
- Display package w/Listing + newsletter + bonus listing – 3,980,000

**Publication Date: April 2023 issues and year-round online 4/1/2023 to 3/31/2024**

**Space Deadline: February 1, 2023 • Material Deadline: February 7, 2023**

## CONTACT:

Terri Tonkin, Regional Sales Director  
T: 305 828-0123 ext 182 • E: [terri@worthit.com](mailto:terri@worthit.com)

# UNDISCOVERED FLORIDA 2023

## CO-OP PROGRAM OVERVIEW:

Proposed Display Packages: Print & digital with Tier options

- Display Ads - 350,000 issues
  - ▶ 250,000 – Smithsonian
  - ▶ 50,000 – Recommend
  - ▶ 50,000 - VISIT FLORIDA Welcome Centers
- Newsletters – 60,000 opt-in readers
- Advertiser Listings (all)
  - ▶ 500,000 issues (Smithsonian)
  - ▶ Online w/advertiser link – year-round
- Bonus Listings – 1,125,000 issues (Smithsonian)
- Lead generation/reader service – April thru August (all)
- Digital edition promotion: 1,945,000 impressions



## VF WEB/NON-PARTNER & MARKETING PARTNER NET RATES (PER)

Package Option - Tier	Web/ Non-Partner Rate	VF Marketing Partner Rate	VF Partner Discount
<b>Tier #1: Display Package w/Listing + Leads</b>			
1/12 Page 4/c	\$2,175	\$1,630	25%
1/6 Page 4/c	\$5,595	\$4,700	25%
<b>Tier #2: Display Package w/Listing + Newsletter + Leads</b>			
1/3 Page 4/c	\$10,785	\$8,070	25%
1/2 Page 4/c	\$14,525	\$10,895	25%
<b>Tier #3: Display Package w/Listing + Newsletter + Bonus Listing + Leads</b>			
Full Page 4/c	\$20,840	\$15,595	25%
2 Page Spread 4/c	\$37,380	\$27,965	25%

## ADDED VALUE ELEMENTS/IMPRESSIONS INCLUDED IN EACH TIER PACKAGE:

- Listings – 600,000 (all Tiers 1-3 )
- Newsletters – 60,000 (Tier 2 & 3 )
- Bonus Listings – 1,125,000 (Tier 3 only)
- Digital edition promotion – 1,945,000 (all Tiers 1-3)
- Lead Generation/reader service – April through August (all Tiers 1-3)

**Media Plan  
FY 2022-2023**

Promo - Internet Adv&Mrktg	Budget	Fall/ Winter Expenditures	Spring/ Summer Expenditures	Annual Expenditures	Time line	Vendor
Onsite SEO	\$24,000			\$20,000	Year-round	III Digital Marketing
Google Adwords-Domestic, NO Florida	\$24,000	\$18,000	\$18,000	\$36,000	Year-round	III Digital Marketing
Google Adwords, Florida		\$11,235		\$11,235	Year-round	Compass Marketing
The Other Side of Florida	\$7,500		\$10,000	\$10,000	Spring/Summer	Madden Media
Florida, The Second Time Around	\$7,500		\$10,000	\$10,000	Spring/Summer	Madden Media
Brand USA	\$30,000	\$17,300		\$17,300	Fall/Winter	Miles/Brand USA-Canada
Golf Florida		\$2,500		\$2,500	Year-round	Destinations Media
Fish Florida		\$5,000		\$5,000	Year-round	Destinations Media
	<b>\$112,246</b>	<b>\$54,035</b>	<b>\$38,000</b>	<b>\$112,035</b>		
<b>Promo - Radio/TV&amp;Radio Adv</b>						
A Fishing Story with Ronnie Green	\$25,000	\$25,000		\$25,000	Fall/Winter	Ronnie Green, A Fishing Story
	<b>\$25,000</b>	<b>\$25,000</b>		<b>\$25,000</b>		
<b>Promo - Print Ads &amp; Mrktg</b>						
Chamber Guide	\$750	\$750		\$750		Lunar Cow/Chamber
Miles Media - Visit Florida Guide	\$16,500	\$17,661		\$17,661		Miles/Visit Florida
	<b>\$40,750</b>	<b>\$18,411</b>	<b>\$0</b>	<b>\$18,411</b>		
<b>Promo - Multimedia Campaigns</b>						
SEM-Storytelling, ENL, Social, Custom Landing Pages	\$28,000	\$21,000	\$21,000	\$42,000	Year-round	III Digital - Storytelling
Hour Media/AAA	\$60,000	\$38,080	\$18,450	\$56,530	Year-round	AAA Living (IL/MI/FL/GA/TN/NC/SC)
Authentic Florida	\$5,000	\$7,500		\$7,500	Year-round	Digitale-mgazine and banner ads
Naturecoaster.com	\$4,000	\$4,000		\$4,000	Year-round	Digitale-mgazine and banner ads
American Road	\$6,000	\$6,344		\$6,344	Year-round	guides pages; 6 months banner ads
Brand USA	\$46,400	\$20,800		\$20,800	Winter/Spring	Brand USA Co-op programs, Consumer
Undiscovered Florida	\$7,200		\$7,200	\$7,200	Spring/Summer	Print Ad, email newsletters, leads
Advanced Travel & Tourism			\$22,500	\$22,500	Spring/Summer	Streaming TV, YouTube, Social
	<b>\$145,250</b>	<b>\$97,724</b>	<b>\$69,150</b>	<b>\$166,874</b>		
	<b>\$323,246</b>	<b>\$195,170</b>	<b>\$107,150</b>	<b>\$322,320</b>		

**Potential New Spending FY 2023**

<b>Opportunity</b>	<b>Expense</b>		<b>Expense</b>
<b>Welcome Signs for County</b>	<b>\$99,680.00</b>		<b>\$99,680.00</b>
US-19 N & S			
US-41 N& S			
SR-50			
<b>Main Street Lighting</b>	<b>\$10,000.00</b>		<b>\$10,000.00</b>
<b>Digital Technology Investments</b>	<b>\$78,000.00</b>		<b>\$65,000.00</b>
AI powered chat-bot for FAC.com/FB	\$41,000.00		\$28,000.00
Digital Passports & additional pages	\$17,000.00		\$17,000.00
Additional website development	\$10,000.00		\$10,000.00
Destination Mermaids microsite	\$10,000.00		\$10,000.00
<b>Media Outreach Events</b>	<b>\$11,500.00</b>		<b>\$3,000.00</b>
NYC Domestic Media Reception	\$3,500.00	(\$1500 + \$2000)	\$200.00
STS Media Marketplace	\$3,000.00	(\$1500 + \$1500)	\$3,000.00
VF Domestic Media Mission (2-3 Cities)	\$5,000.00	(\$3000 + \$2000)	
<b>Travel Industry Outreach/Sales/Education</b>	<b>\$11,600.00</b>		
Travel Agent Section on FAC.com	\$5,000.00		
STS Domestic Marketplace	\$3,000.00	(\$1500, + \$1500)	
<b>Expanded International Marketing Campaign</b>	<b>\$35,600.00</b>		<b>\$35,600.00</b>
Social Media Campaign; Canada & UK	\$8,500.00		\$8,500.00
Global Media Marketplace	\$3,500.00		\$3,500.00
UK Multi-channel Campaign	\$11,800.00		\$11,800.00
Germany Multi-channel Campaign	\$11,800.00		\$11,800.00
<b>Brooksville Billboard Project</b>	<b>\$20,000.00</b>		<b>\$20,000.00</b>
<b>Total Additional Spending Options</b>	<b>\$266,380.00</b>		<b>\$233,280.00</b>



**Customer Info:**  
Florida Adventure Coast  
205 E. Ft Dave Ave  
Brookville, FL 33511

**File Name:**  
Florida's Adventure Coast\_40266\_Monument Artwork

**Consultant:** AK     **Designer:** BW

**Date:** 12.6.2022

- Color Specifications:**
- C1 PMS 2189c
  - C2 PMS 2189c
  - C3 PMS 2189c
  - C4 PMS 2189c

- Vinyl Color Specifications:**
- V1 PMS 2189c
  - V2 PMS 2189c
  - V3 PMS 2189c
  - V4 PMS 2189c



**Single Sided Non-Illuminated Monument**  
Aluminum Construction  
Overall Size: 96"h x 88"w  
Total Qty: 1

**Copy Area = 19.25 sqft**

Rev. #	Designer	Date

**Final Review:**  
I have verified that this layout contains no mistakes and is to be produced per the specs outlined.  
**X** \_\_\_\_\_

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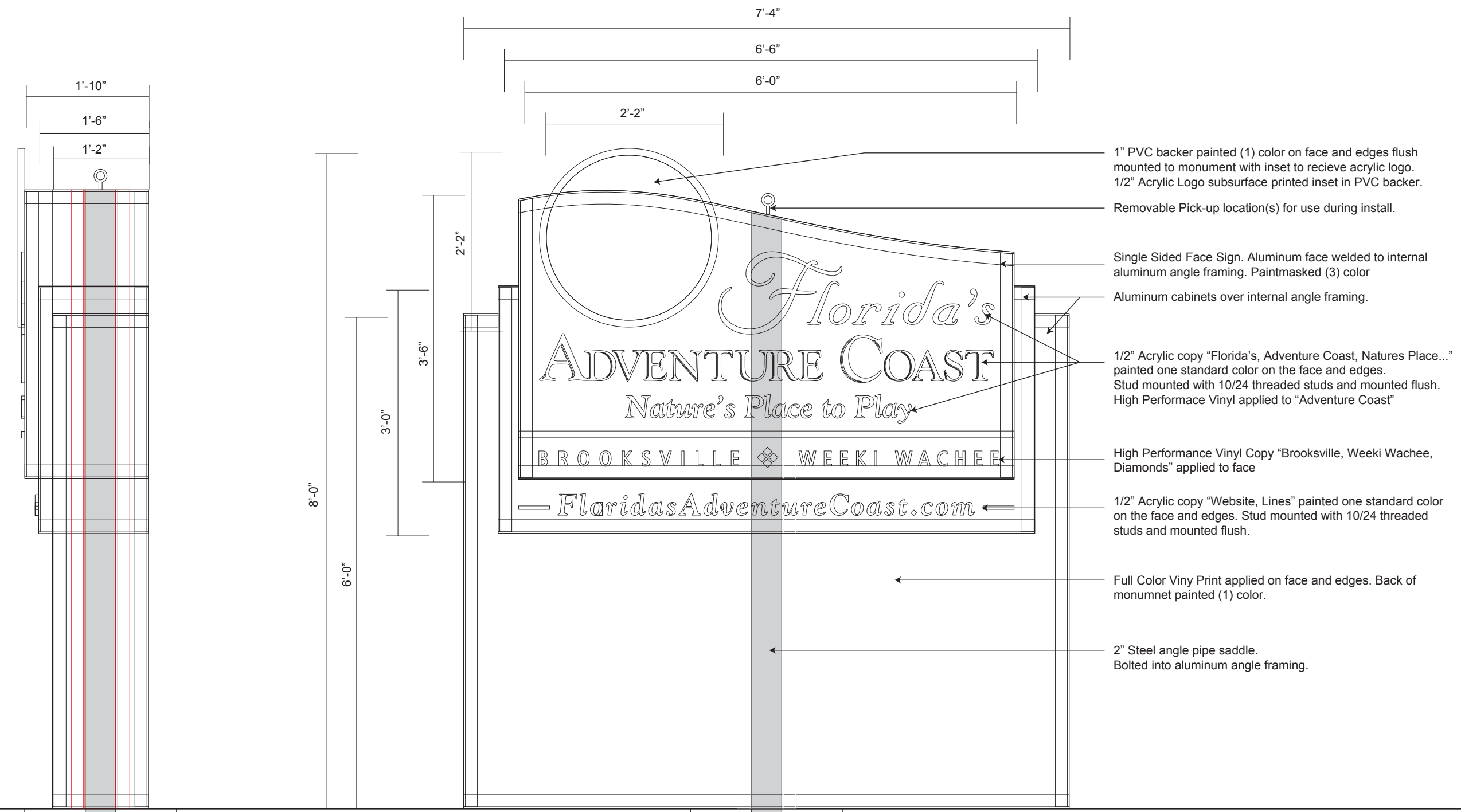
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- V3 PMS 2189c
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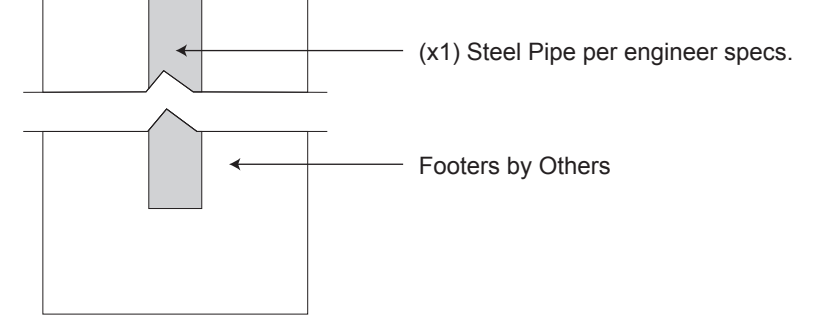
**Rev. # Designer Date**

**Final Review:**

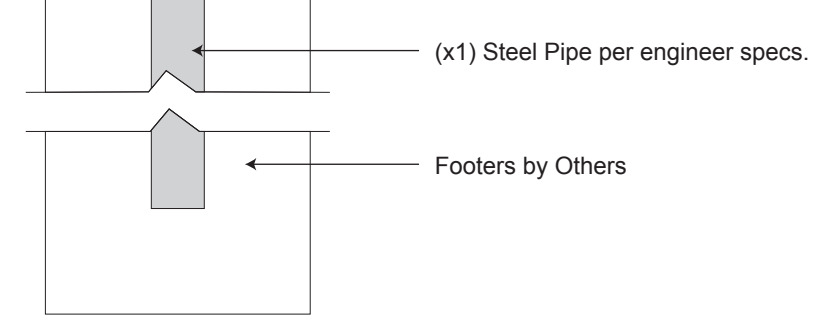
I have verified that this layout contains no mistakes and is to be produced per the specs outlined.  
**X** \_\_\_\_\_



**Side View**  
Scale: 3/4" = 1'-0"



**Front View**  
Scale: 3/4" = 1'-0"



**Single Sided Non-Illuminated Monument**  
Aluminum Construction  
Overall Size: 96"h x 88"w  
Total Qty: 5





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

# Tourist Development Council

## 2023 Calendar

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	4							1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22
29	30	31					26	27	28					26	27	28	29	30	31		23	24	25	26	27	28	29
																					30						

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3							1			1	2	3	4	5
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30	31		
														30	31												

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7				1	2	3	4						1	2
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30			24	25	26	27	28	29	30
																					31						

The Tourist Development Council typically meets on the fourth Thursday, bimonthly at 3:00 pm  
 Brooksville Welcome Center located at 205 E. Fort Dade Ave., Brooksville, Florida

Due to the Festival of Trees, Nov. 30 meeting is at the Administrative Office of  
 Brooksville-Tampa Bay Regional Airport located at 15800 Flight Path Dr., Brooksville, Florida

January 26, March 23, May 25, July 27, September 28, November 30

*Dates subject to change*