



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: March 21, 2023

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, March 23, 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.

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

Roger King
The Dolan House
Chairman

Michael Dolan
FSC Business Consultants

Yann Milcendeau
Hernando Beach Motel

Catherine Reeves
The Bistro

Therese White
Motel 6

Diane Greenwell
Hernando County
Fine Arts Council

Tammy J. Heon
Manager, Tourism

Nature's Place to Play

Hernando County Tourist Development Council Meeting

March 23, 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**

3:10-3:40 **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

3:40-3:45 **Old Business**

- Update on Tourism Strategic Plan

3:45-4:15 **New Business**

- FY 2023-2024 Budget Review – *Action Item*

4:15-4:25 **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

Diane Greenwell, HC Fine Arts Council

Roger King, The Dolan House

Yann Milcendeau, Hernando Beach Motel

Catherine Reeves, The Bistro

Therese White, Motel 6

4:25-4:30 **Public Comment**

4:30 **Adjournment of Business Meeting**

*Two or more Brookville City Council Members will be attending and participating in the TDC meetings.
Two or more Hernando County Fine Arts 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.”

January 26, 2023 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, January 26, 2023, at 3:00 pm. The meeting was held in the conference room at the Brooksville Welcome Center, 205 E. Fort Dade Ave., Brooksville. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

Mike Dolan
Roger King
Yann Milcendeau
Catherine Reeves
Christa Tanner

STAFF:

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

EXCUSED: David Bailey, Brian Hawkins, and Therese White

CALL TO ORDER: Mike Dolan called the meeting to order at 3:04 pm, on Thursday, January 26, 2023.

ELECTION OF OFFICERS:

Chairman: Roger King nominated himself for Chairman. There were no additional nominees. Roger King for Chairman passed; all in favor and none opposed.

Vice-chairman: Mike Dolan nominated himself for Vice-chairman. There were no additional nominees. Mike Dolan for Vice-chairman passed; all in favor and none opposed.

MINUTES of the November 17, 2022, Meeting: A copy of the minutes of the November 17, 2022, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Mike Dolan to approve the minutes of the November 17, 2022, TDC Meeting. Motion seconded by Roger King. Motion passed; all in favor and none opposed.

FINANCE REPORT: Tammy Heon

November 2022 collections were \$170,724; an increase of 27.2% over November 2021 collections of \$134,205. December 2022 collections were \$148,586; an increase of 12% over December 2021 collections of \$132,716. Year-To-Date collections as of January 23, 2023, are \$464,579; an increase of 15.9% over this time last year of \$400,965. The break down is Marketing and Operations at \$371,663 and Destination Development at \$92,916.

Tammy Heon reported that we have added 166 new vacation rental homes in the last year, bringing the current inventory up to 766 vacation rental homes properties.

Tammy Heon reported that in general, hotel occupancy is starting to decline. Nationwide, November lodging was down 60%; December was up over November, but still slower than last year.

Marketing and Operations Expenditures of FY 2023 Year-To-Date as of January 23, 2023:

Personnel and Benefits are at \$86,336 with an available balance of \$245,757.

Operating Expenses are \$156,535 with outstanding encumbrances of \$135,66 and an available balance of \$543,892. Non-Operating Expenses are \$864,970; all in reserves. Transfer to other funds are \$49,239. We have an available balance in our budget of \$1,703,858.

TOURISM MANAGER'S REPORT: Tammy Heon

HCP Associates - Strategic Plan Update:

As participants are slow to schedule, we are still trying to conduct phone surveys of some key stakeholders, remaining TDC Members, newly elected officials, BOCC Members, City Council Members, and hoteliers. Remaining steps include a short email survey that went out to partners on January 25th, 2023. There will be a Stakeholders Workshop for our partners, who will receive an invitation to come, hear about the plan and have an opportunity to provide input; date to be announced. On March 9th, 2023, there will be a Staff Planning Workshop to review discoveries and formulate plans for moving forward over the next couple of years. We are on schedule to finish the Tourism Strategic Plan with Destination Development Recommendations by the end of March 2023.

TDC Vacancy: Eric Burks emailed his resignation last week. He said that he had enjoyed his time on the Council but was struggling to make the meetings on a regular basis, therefore he felt he should step down for the benefit of the Council. The non-tax collector position was advertised this week by the administration.

"Stills" World Premier: The "Stills" Red Carpet World Premier was held on Sunday evening, January 22nd, 2023, and there were over 250 people in attendance. This is a short film created by Root and Branch Films LLC and featuring many locations in Brooksville. They received a 2023 TDC Special Event Marketing Grant. The creators are continuing to submit the movie to ongoing film festivals and have already received several awards including Best Director. Tammy and TDC Member, Therese White, attended the Premier; reporting the movie to be excellent and the event well attended.

OLD BUSINESS:

The Mermaid Tale Trail: The unveiling was Thursday, January 12, 2023, 10:00 am at Weeki Wachee Springs State Park. The sun was shining, and it was a great day! We had live media coverage with Charlie Belcher of Fox 13, Sean Daly of ABC Action News, and Channel 10 also conducted an interview. Additional media coverage includes: WUSF, Gotta Go Orlando!, Hernando Today, Hernando Sun, Garden & Gun, and Southern Living.

Mike Dolan reported that he has had the privilege of reading the short story titled, "Amaxura" by Yann Milcendeau. Mike complimented the story and the writer. Yann reported that in about three weeks the illustrations will be complete.

Yann Milcendeau suggested that now may be the time to implement a trolley ride with onboard tour guide in the destination. Discussion ensued regarding the benefits of trolley service for both Brooksville and Hernando Beach. Administrator Rogers indicated he would explore some options, including grant funding for the service.

NEW BUSINESS:

TDC Grant Funding: The Brooksville Blueberry Festival has just added the major national Country music recording Artist, Colt Ford. While this will help elevate the festival and attract many more visitors, Mr. Ford comes with a hefty price tag and will require more advertising than the Brooksville Blueberry Festival had originally planned. The Executive Director of Brooksville Main Street has submitted a letter outlining the needs of additional advertising funds of \$7,700. Tammy Heon reminded the TDC that we have \$7,500 available in the Special Events Marketing Grant budget, and she recommended that the TDC increase the Grant Award from \$3,000 to \$10,000.

MOTION: A motion was made by Yann Milcendeau to increase the TDC Special Event Marketing Grant awarded to Brooksville Main Street by \$7,000; bringing the amount from \$3,000 to \$10,000. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

The recommended TDC Special Event Marketing Grant award increase from \$3,000 to \$10,000 for Brooksville Main Street will be presented to the BOCC for their final approval.

Marketing Priorities - Florida's Adventure Coast FY22-23: Tammy Heon reviewed the marketing priorities prior to reviewing the proposed Spring and Summer Media

- ❖ Capitalize on the volumes of content on FloridasAdventureCoast.com and youtube.com/c/FloridasAdventureCoastBrooksvilleWeekiWachee
- ❖ Reach the right customer at the right time, with the right content
- ❖ Promote The Mermaid Tale Trail
- ❖ Celebrate Weeki Wachee Springs State Park's 75th Anniversary
- ❖ Continue the key focus on the great outdoors and outdoor adventure
 - ❖ Cycling
 - ❖ Motorcycle Touring and Road Trips
 - ❖ Camping and RVing
 - ❖ Fishing and Scaloping
 - ❖ Adventures for all ages

Marketing Strategies - Florida's Adventure Coast FY22-23

- ❖ Digital First
- ❖ Paid Advertising Campaigns in top DMAs for Visit Florida and Florida's Adventure Coast
- ❖ Running niche campaigns during peak visitation periods
- ❖ Dynamic landing pages by seasons
- ❖ Continue Marketing the great outdoors
- ❖ Utilize Inclusive Content, particularly Hispanic imagery
- ❖ Capitalizing on Visit Florida's themes
 - ❖ Wellness and The Great Outdoors
 - ❖ "Florida's Table"
 - ❖ Florida as an Adventure Travel Destination

Spring and Summer Media:

Search Engine Marketing - ITI Digital: Tammy Heon would like to continue with ITI Digital for SEM; they are returning very good traffic. ITI Digital program uses storytelling and digital publishing, backed up with social media campaigns and their own email newsletters. ITI Digital will create seasonal landing pages on our website to drive traffic deeper into the site.

Google Ad Campaigns - ITI Digital: The Google Ad Campaigns work in conjunction with the storytelling

The Other Side of Florida - Madden Media: This campaign targets visitors interested in non-beach destinations.

Florida, The Second Time Around - Madden Media: This campaign targets a different audience who, in the past, have visited Florida theme parks. They are returning and looking for vacations offering different options, including outdoor adventures.

Undiscovered Florida: This is originally a print publication now includes some robust digital options and promotes rural destinations, hidden gems, great outdoors, history and heritage, arts and culture, culinary, nature, and authentic experiences. The focus is primarily the drive market, east of the Mississippi River. The printed publication is distributed by mail, packaged with Smithsonian and Recommend. It is also available at the Visit Florida Welcome Centers. Undiscovered Florida produces lead generation from April through August.

Advanced Travel & Tourism: A new firm for us and an opportunity to expand, this is an agency offering campaigns that Tammy has long been interested in, and now budget allows.

- ❖ Streaming TV, programmatic (Roku, Pluto, Sling TV) is wildly popular
 - ❖ Targeting on content and/or interest: outdoor activities, fishing, families, art enthusiasts
 - ❖ Target two or three of our top DMAs: Florida, Georgia, New York
 - ❖ Fifteen second video ads for the streaming TV
- ❖ YouTube TrueView Video
 - ❖ Targeting on content and/or interest: outdoor activities, fishing, families, art enthusiasts
 - ❖ Target two or three of our top DMAs
 - ❖ Desktop, Mobil, TV Placement with Companion Ad
- ❖ Paid Social Media Campaign
 - ❖ Dynamic ads utilizing artificial intelligence, based on performance
 - ❖ Lead generation
 - ❖ Target two or three of our top DMAs
 - ❖ Increase our first party data for remarketing. Tammy noted that this is increasingly more important as we move toward a cookie-less world
- ❖ Reporting
 - ❖ Dashboard for real-time tracking
 - ❖ Attribution analysis
 - ❖ Target two or three of our top DMAs
 - ❖ Trackable referrals and booking
 - ❖ Economic Impact Numbers

Tammy Heon reported that the total Spring and Summer Expenditures are \$107,150, bringing our Annual Expenditures to \$322,320 against a Marketing Budget of \$323,246.

MOTION: A motion was made by Mike Dolan to approve the recommended items in highlighted in blue, Spring and Summer Media, with total cost of \$107,150. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

Tammy Heon noted that we have had two record years of collections, while continuing to budget very conservatively. As a result, we have built up extensive reserves. There are some additional goals and projects she would like to pursue. She has compiled a list for review, first by the TDC. Any recommendations will then go to the BOCC for final approval. She noted that the projects would be rolled out over the course of several months.

Additional Projects and Spending FY 2023:

Monument Signs: Heon's top priority is the installation of monument signs at the major entrances of the county. We have spent a lot of money developing and promoting the Florida's Adventure Coast brand, and it is time people knew they were here upon arrival. Based on the spending level, this will be an out-to-bid process. The estimated cost for five monument signs is \$99,680. Discussion ensued, including additional locations, increasing the purchase to seven signs.

- ❖ US-19 North and South
- ❖ US-41 North and South
- ❖ SR-50 West
- ❖ SR-50 at I-75
- ❖ US-98

MOTION: A motion was made by Catherine Reeves to approve seven monument signs at \$139,552. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

Additional Technology for FloridasAdventureCoast.com: Tammy Heon suggested an Artificial Intelligence (AI) powered chat bot that answer visitors' questions by pulling content from the website. It is powered by AI and Messenger and integrates with our website and Facebook. Today's visitor center is on the mobile phone. An AI Chat Bot is a marketing tool, feeding more information from the website based on what a visitor is looking for. An AI Chat Bot is also a customer service tool, giving us the opportunity to drive the customer deeper into the website and explore more content while answering their questions. The provided example, <https://washington.org/> is created by ITI Digital; however, Tammy is researching other vendors.

- ❖ AI Chat Bot on FloridasAdventureCoast.com
- ❖ AI Chat Bot on facebook.com/fladventurecoast

Tammy requested approval of the purchase of an AI Powered Chat Bot of up to \$28,000.

MOTION: A motion was made by Catherine Reeves to approve up to \$28,000 for a Chat Bot. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

Digital Passport and Package Booking: The Digital Passport is needed to gamify The Mermaid Tale Trail, and package booking is needed to sell adventure travel. The digital passport works similarly to an app; however, it does not require app installation onto the visitor's personal device. The digital passport is hosted on

FloridasAdventureCoast.com, example provided: Bandwango, who provides both the Digital Passport and Package Booking. Bandwango provide both components in one tool and costs \$14,500 per year.

- ❖ Gamification of Mermaid Trails
- ❖ Booking engine for Adventure Travel Packages for Visit Florida and Adventure Travel Network Initiative
- ❖ Vendor signs up partners and acts as the bank
- ❖ Software collects first party data, expanding our database of consumers for remarketing
- ❖ Provides real-time reporting on sales and redemptions

Examples provided:

- ❖ <https://www.visittampabay.com/accessible-travel/tampa-riverwalk-pass/>
- ❖ <https://www.visitcumberlandvalley.com/cumberland-valley-beer-trail/#get-the-passport>
- ❖ <https://www.frankenmuth.org/gnome-hunt/>

Additional Website Development: Tammy outlined several key areas of content that need to be added to FloridasAdventureCoast.com

- ❖ Partner Portal to provide a location for online training (example Google My Business), research, and co-op advertising opportunities
- ❖ Media Section for listing media coverage, media kit, media forms for FAM requests
- ❖ Pet Friendly Page or Section
- ❖ Travel Trade Section
- ❖ DestinationMermaids.com micro-site

Tammy Heon reported that there is new policy within the County; Information Technology Services must review and approve new technologies.

Tammy asked the TDC if they prefer to vote on each item individually, and the TDC indicated that they will vote on them combined.

Tammy requested approval of the purchase of the Digital Passport, Additional Website Development, and Destination Mermaids micro-site at \$37,000.

MOTION: A motion was made by Mike Dolan to approve this package at \$37,000. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

Main Street Lighting: Tammy Heon reported that the TDC had voted to approve the lighting up of Main Street in downtown Brooksville; however, the TDC has not yet allocated dollars for the project. Tammy requested to allocate up to \$10,000 for the project.

Christa Tanner reported that The Beautification Board of Brooksville supports this idea.

MOTION: A motion was made by Catherine Reeves to approve the funding for the lights. Motion seconded by Christa Tanner. Motion passed; all in favor and none opposed.

Media Outreach: The purpose is to meet more press contacts and generate more earned media. In a comparison to speed-dating, DMOs set up a booth, journalists and social media influencers then move around the room visiting each booth, meeting the destination representatives and learning about the destination. As a DMO, we need to feed the travel publications information on a continuous basis. Tammy Heon reported that John

Athanason is amazing with the media and skilled at dealing with them. She is excited about the opportunity to have him attend at least one media meet-up this year.

- ❖ 50 Journalists Invited (full vetted)
- ❖ 10-minute appointments

Tammy requested \$3,000 for Media Outreach.

MOTION: A motion was made by Mike Dolan to approve \$3,000 for Media Outreach. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

International Marketing and Advertising: Miles Media is the handler of Brand USA's sales and marketing programs.

Global Media Marketplace: Particularly after the Pandemic, international travel is booming more than ever. During the Pandemic, Miles Media built a global media marketplace similar to a digital trade show. Having a profile on the Global Media Marketplace will give us learning opportunities and access to the travel trade, their trainings, and media. We provide our information and Miles Media will build our portal for us; allowing us to reach out to the whole international market while providing information on our destination to them. Tammy Heon requested \$3,500 for the purchase.

Social Media Campaign: Our current top-two international travel markets are Canada and the United Kingdom, with Germany close behind. An invaluable feature of advertising on Brand USA is that any content that ends up on Brand USA is translated into all seventeen languages of countries they serve, regardless of the designated campaign language; excluding Chinese. For example, a German multi-channel campaign will include a presence on the Brand USA site and include a component that translates into all other languages. Tammy Heon requested \$8,500 for the purchase.

Multi-Channel Campaign: This is the program that we participated in last Fall with Canada. In this multifaceted campaign, we will have a presence on Brand USA, banner ads for prospecting and lead generation, and social media.

- ❖ United Kingdom Multi-Channel Campaign
- ❖ Germany Multi-Channel Campaign

Valerie Pianta reported that the United Kingdom, Germany, and Canada are the top three foreign direct investment countries as well as top three job creators in Florida. Furthermore, a tourist often turns into an investor.

Discussion ensued. Due to hesitancy, Tammy Heon suggested that we participate in the Global Media Marketplace portal and the Social Media Campaign, and forego the Multi-Channel Campaign for the UK and Germany. Tammy will inquire with Miles Media about any possible German Social Media Campaign, or other alternative, with a \$5,000 spending cap.

Tammy Heon requested \$17,000 for the purchase of International Marketing and Advertising.

MOTION: A motion was made by Mike Dolan to approve \$17,000 for the purchase of the top two items (Global Media Marketplace and Social Media Campaign) and German social media. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

Brooksville Billboard Project: Blair Hensley has approached Tammy about a coordinated Brooksville promotional campaign that would include multiple billboards on I-75 in cooperation with Brooksville partners. The message is, “Discover Brooksville don’t miss Exist 301.” Discussion ensued. She has been waiting on his proposal but not yet received it. Without an executable plan, the TDC will not take action at this time. The TDC will wait to see the proposal.

Tammy Heon thanked the TDC for their consideration of the many projects. The next step will be to prepare a budget resolution for review and approval by the BOCC.

IMPORTANT DATES TO REMEMBER:

SWAMP’s CroomFest 2023

- ❖ February 3 - 5, 2023
- ❖ Sponsored by the TDC
- ❖ Staff working SAG Stop on Saturday, will be shooting videos and photos

The Bistro will have a food truck at the event and requested additional food truck referrals.

Front Porch Art Walk

- ❖ February 4th, 2023
- ❖ The Silver Dolphin Restaurant and Brian’s Place; Hernando Beach
- ❖ 24 Artists so far

Florida Mermaid Trail Festival and Murals in the Park

- ❖ February 11th, 2023
- ❖ Hernando Park, Brooksville

Next TDC Meeting: Thursday, March 23, 2023

TDC MEMBERS REPORTS: None submitted and nothing to report.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting adjourned at 5:20 pm.

Prepared by:
Michelle Rose

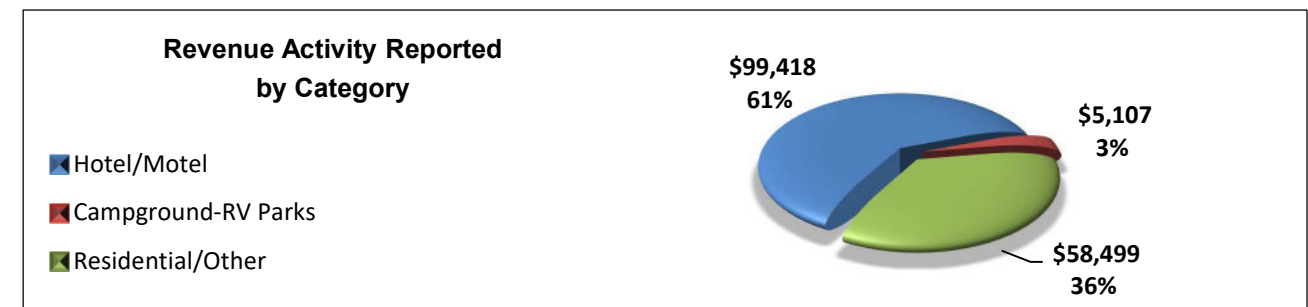
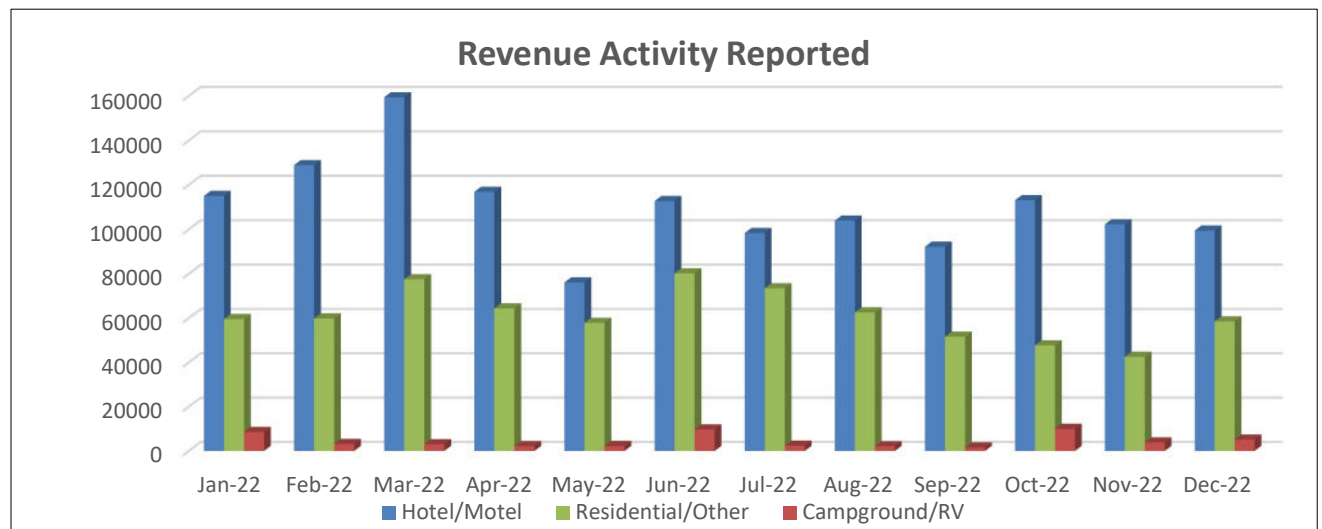
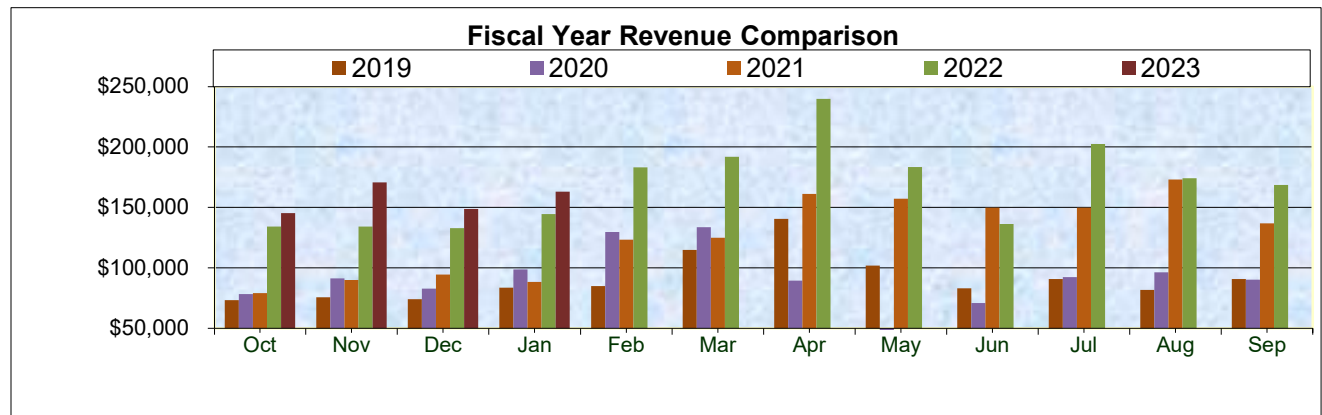


Doug Chorvat, Jr.

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: January 2023 Tourist Development Tax Collections from December 2022 Activity
DATE: February 17th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- January Collections for December Activity	\$ 130,419	\$ 115,620
Destination Development- January Collections for December Activity	\$ 32,605	\$ 28,905
Total	\$ 163,024	\$ 144,525
Year-to-Date	\$ 627,603	\$ 545,490



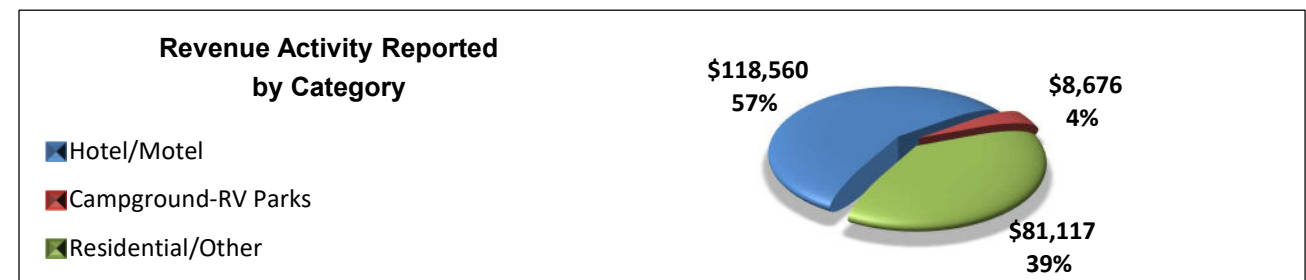
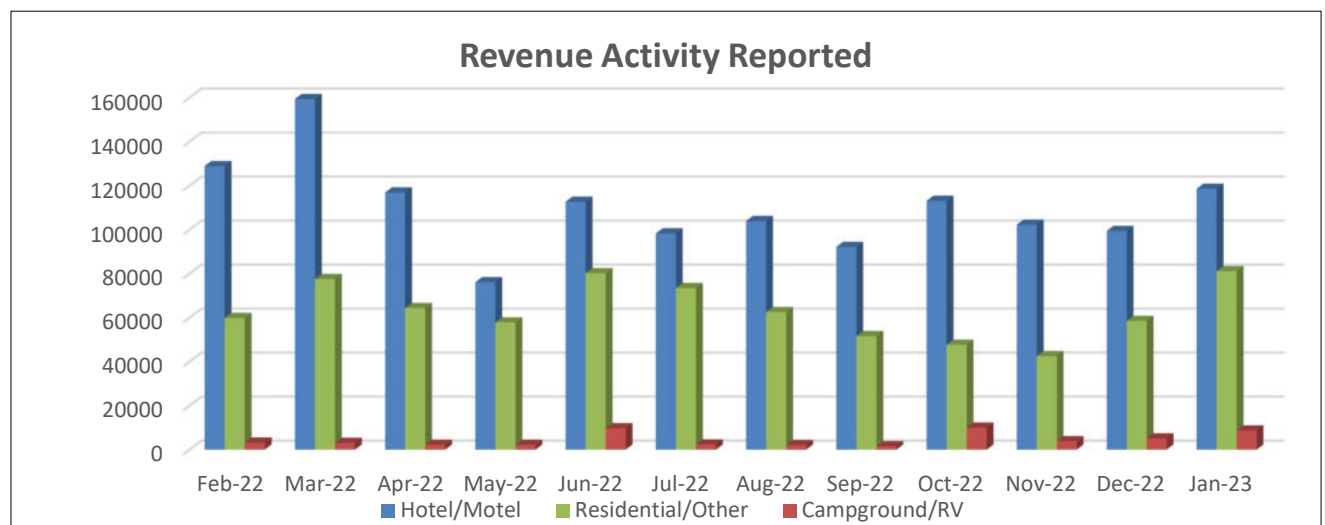
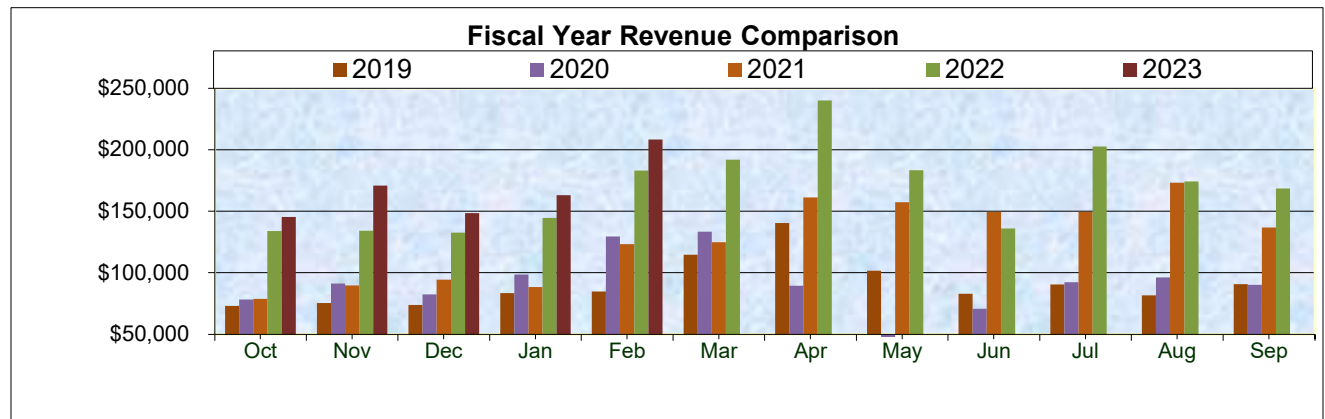


Doug Chorvat, Jr.

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: February 2023 Tourist Development Tax Collections from January 2023 Activity
DATE: March 15th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- February Collections for January Activity	\$ 166,682	\$ 146,475
Destination Development- February Collections for January Activity	\$ 41,671	\$ 36,619
Total	\$ 208,353	\$ 183,094
Year-to-Date	\$ 835,956	\$ 728,584

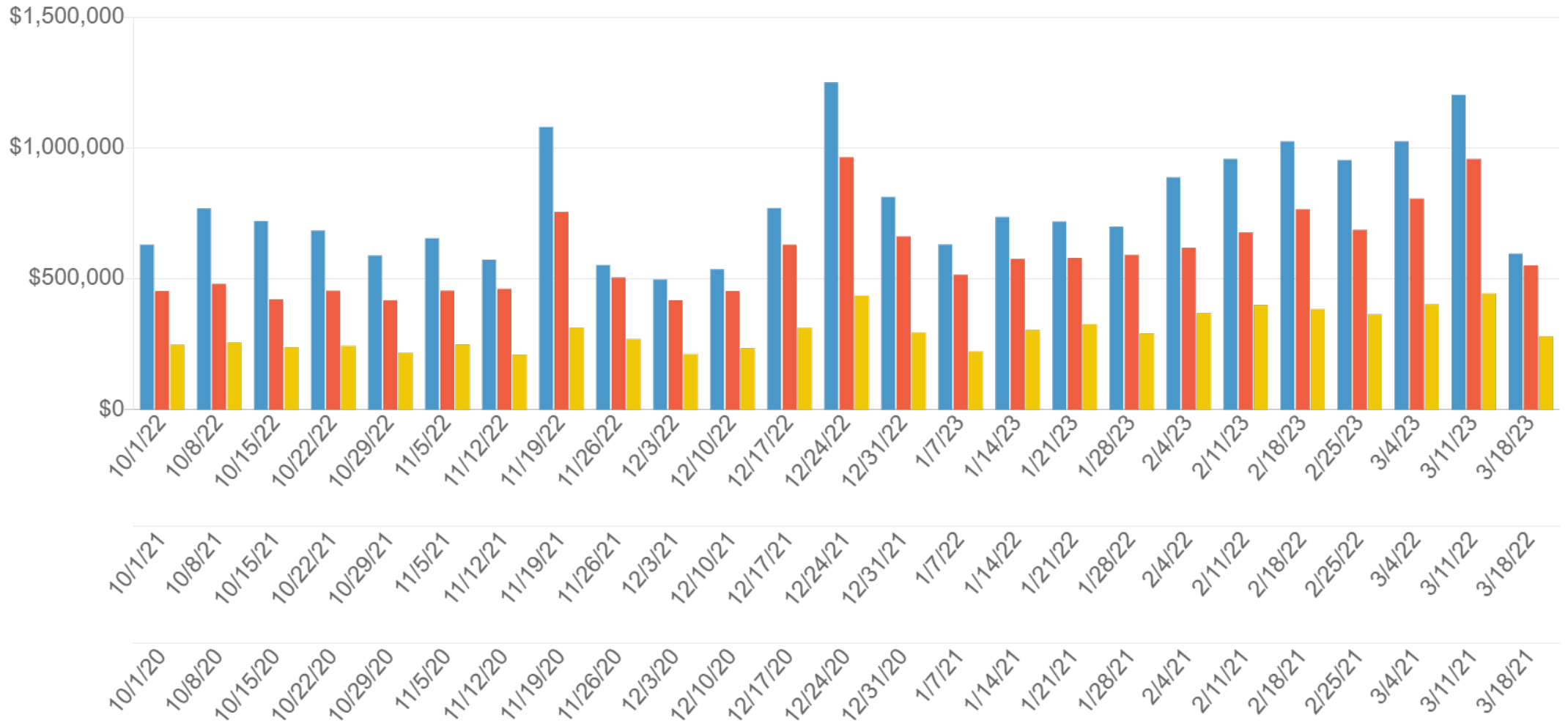


**Year-to-Date Expenditures
as of March 21, 2023**

Account	Budget	Outstanding Encumbrances	Year-to-Date Expenditures	Available Balance
Personnel & Benefits	\$332,093	\$0	\$133,107	\$198,986
Operating Expenses	\$847,096	\$93,592	\$238,260	\$515,245
Non-Operating Expenses	\$1,501,969	\$0	\$0	\$1,501,969
Transfers to Other Funds	\$49,239	\$0	\$6,300	\$42,939
Total	\$2,730,397	\$93,592	\$377,666	\$2,259,139

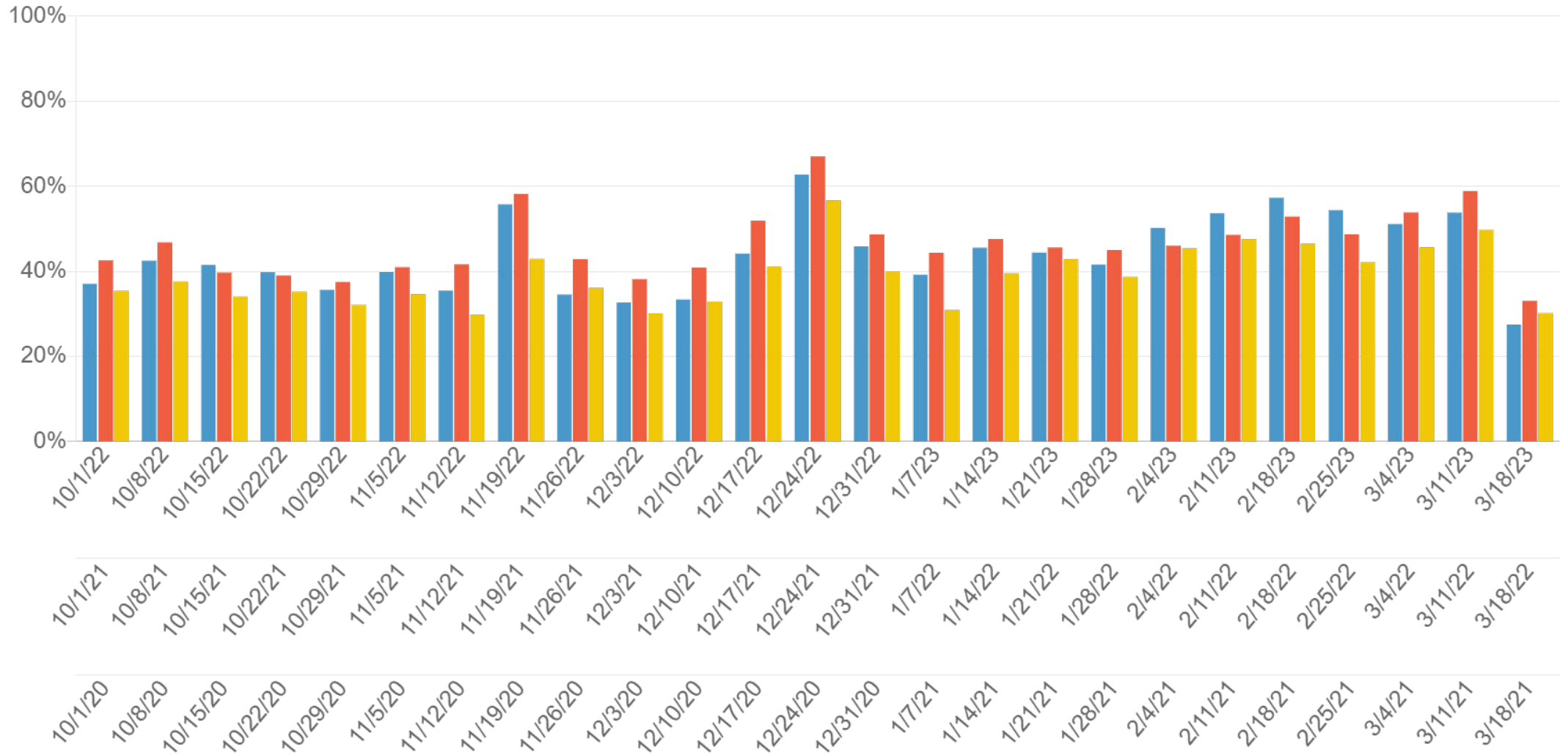
Hernando, Hernando Beach, Spring Hill, Weeki Wachee Unit Revenue (Nightly)

- All Selected Markets (10/1/2022 to 3/21/2023 as of 3/20/2023) | \$19,540,026
- All Selected Markets (Compared 10/1/2021 to 3/21/2022) | \$14,833,010
- All Selected Markets (Compared 10/1/2020 to 3/21/2021) | \$7,503,173

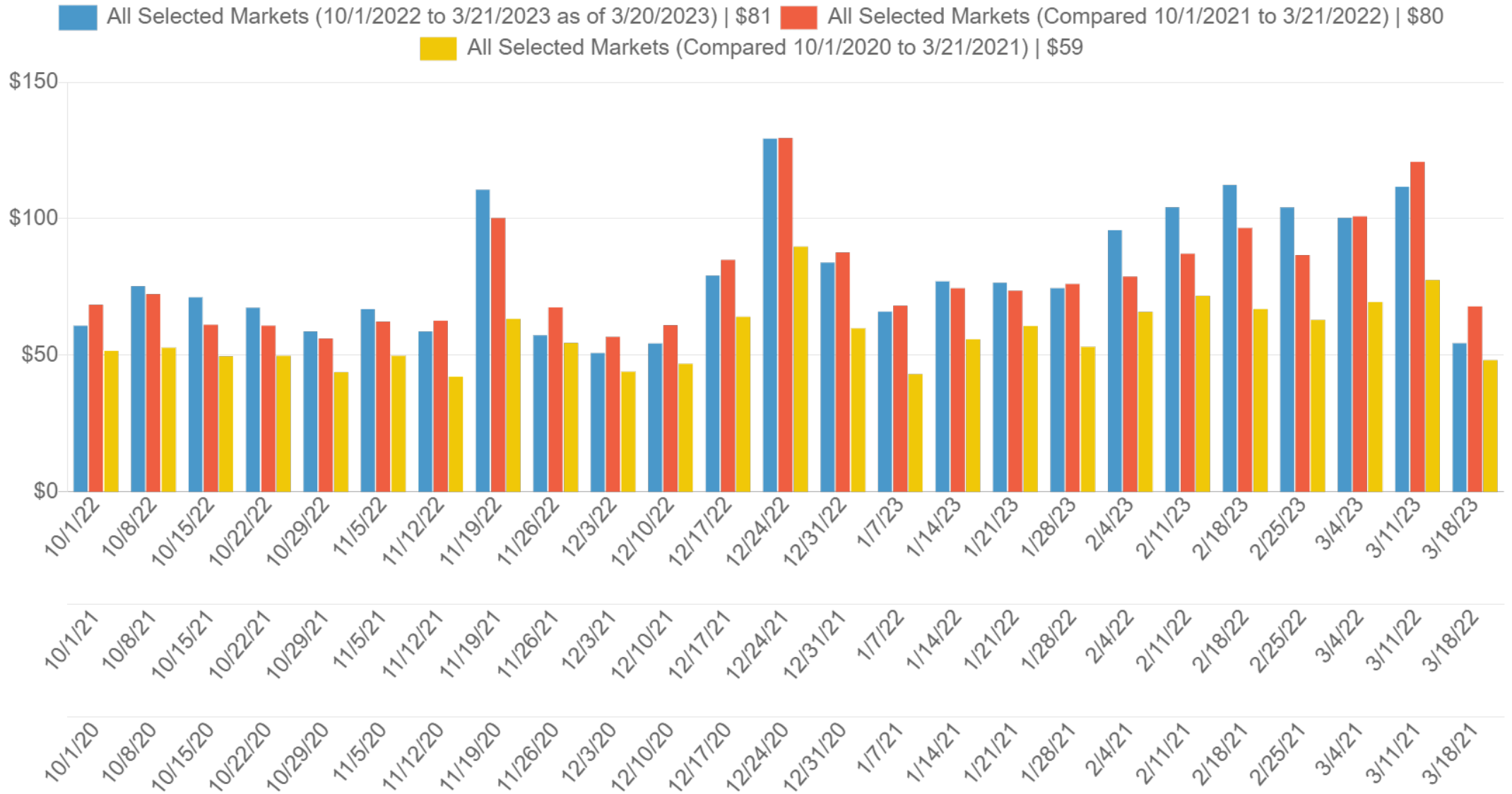


Hernando Paid Occupancy %

■ Hernando | (10/1/2022 to 3/21/2023 as of 3/20/2023) | 44.7%
 ■ Hernando (Compared 10/1/2021 to 3/21/2022) | 47.4%
 ■ Hernando (Compared 10/1/2020 to 3/21/2021) | 40.1%



Hernando RevPAR



**TDT Marketing and
Operations Expenditures
FY 2023-2024**

Expense Categories	2023 Budget Mkting & Ops	2024 Budget Mkting & Ops	Notes
PERSONNEL SERVICES - Salaries & Benefits	\$332,093	\$381,802	Estimate (Actuals Pending from HR)
Physical Plant Expenses - Electric, Security, Maintenance, Insurance	\$43,068	\$55,814	Estimate (Insurance & Bonds Pending)
Operating Expenses - Printing, Postage, Copier, Internet, Office Supplies, Software,	\$81,025	\$94,295	
Marketing Services - Typesetting & Design, Website Updates, Brochure Distribution	\$143,081	\$198,783	
Clerks Dept. Fees & Software	\$65,293	\$83,100	
County Allocation, Fees & Costs	\$86,966	\$107,735	
Vehicle Expenses	\$8,079	\$8,947	
Grants, Special Projects, Community Support	\$80,300	\$161,500	
Paid Marketing & Advertising Programs, Trade Shows, FAM Tours	\$338,966	\$457,750	
Interfund Transfers	\$68,494	\$56,300	Estimate (Chinsegut Hill Insurance Pending)
Budget Reserves for Contingencies	\$220,000	\$1,267,144	Estimate (Actuals Pending)
Total Expenditure Budget	\$1,387,065	\$2,873,170	

TDT - Marketing Operations Revenue Budget FY 2023-2024

Account	Description	2023 Budget	2024 Budget
3121200	TDT - Marketing & Operations	\$1,265,524	\$1,600,000
TDT TAXES		\$1,265,524	\$1,600,000
3459001	Chgs for Svcs-Promo Sales	\$5,000	
CHARGES FOR SERVICES		\$5,000	\$0
3611000	Interest-Operating	\$600	\$600
3611500	Interest-Investments	\$2,000	\$2,000
3613000	Change in Fair Value-Investments	\$0	\$0
3699000	Miscellaneous Revenue	\$3,759	\$0
3699055	Misc Rev-Coop Billboard	\$0	\$0
3699300	Misc Rev-Ref Pr Yr Exp	\$0	\$0
5303428	Misc Rev - Contr Svc - Security	\$162	\$0
5304301	Misc Rev-Utility Svc-Elec/WTR/SWR	\$3,600	\$3,600
5304601	Misc Rev-Repair/Maint-BLDG & GRD	\$4,000	\$4,000
MISCELLANEOUS INCOME		\$14,121	\$10,200
INTERFUND TRANSFERS			
3899010	Encumbrances		\$0
3899090	Balance Forward-Cash	\$851,874	\$1,450,873
CASH CARRY FORWARD		\$851,874	\$1,450,873
TOTAL REVENUES		\$2,136,519	\$3,061,073
TOTAL EXPENSES		\$1,294,093	\$2,873,170
NET		\$842,426	\$187,903

**TDT - Destination Development
Revenue Budgets
FY 2021-2022**

Account	Description	2023 Budget - DD	2024 Budget - DD
3121300	TDT Destination Development	\$210,921	\$400,000
TDT TAXES		\$210,921	\$400,000
3899010	Encumbrances	\$54,000	
3899090	Balance Forward-Cash	\$193,291	\$414,704
CASH CARRY FORWARD		\$247,291	\$414,704
TOTAL REVENUES		\$458,212	\$814,704

PR Report

January 2023



Submitted FEBRUARY 2

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



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [The Mermaid Tale Trail Unveiling Coming Soon on Florida's Adventure Coast!](#)
- [The Unveiling of The Mermaid Tale Trail on Florida's Adventure Coast \(2023\)](#)
- [5 to Try - New in 2023 on Florida's Adventure Coast](#)

Earned Media

- [23 Items for Our 2023 Florida Bucket List](#)
- [Art events for January in Hernando County](#)
- [Celebrate Seventy-Five Years of Florida's Weeki Wachee Mermaids](#)
- [Mermaid Trail unveiling to take place Jan. 12](#)
- [How Weeki Wachee Springs State Park will celebrate 75 years and its famed mermaids](#)
- [Weeki Wachee Springs State Park celebrating 75 years](#)
- [Weeki Wachee Springs State Park celebrates 75th anniversary with mermaids](#)
- [Weeki Wachee Springs State Park celebrates 75th anniversary](#)
- [4 "Old Florida" Towns that Offer Both History and Nature and May Be Worth a Visit in 2023](#)
- [Get Away From It All Each Month Of The Year With These 12 Magnificent Escapes In Florida](#)
- [Do you have what it takes to be a mermaid? Weeki Wachee is holding auditions](#)
- [Weeki Wachee Springs State Park, one of Florida's most iconic roadside attractions, just celebrated its 75th anniversary and continues to draw record crowds each year.](#)
- [Splish Splash](#)
- [Chinsegut Hill: One of Florida's most fascinating historical sites](#)

Blogs

- [JOIN US IN CELEBRATING 75 YEARS OF FLORIDA HISTORY AND MERMAID MAGIC AT WEEKI WACHEE SPRINGS STATE PARK](#)
- [AFFORDABLE ADVENTURES IN BROOKSVILLE – WEEKI WACHEE](#)

PR Report

February 2023



Submitted MARCH 1

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



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Takoda Wellness Ranch on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of Sirena de la Fruta for The Mermaid Tale Trail at The City of Brooksville \(2023\)](#)
- [Unveiling of Mother Nature For The Mermaid Tale Trail at The Captain's House \(2023\)](#)
- [Unveiling of Marina For The Mermaid Tale Trail at Hernando Beach Motel \(2023\)](#)
- [Unveiling of 'The Rebel' For The Mermaid Tale Trail at Hernando Beach Motel \(2023\)](#)
- [Unveiling of 'Saguara' for The Mermaid Tale Trail at Bayport Park Pier \(2023\)](#)
- [5 to Try - 'Date Night' on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'Queen Bee' for The Mermaid Tale Trail at Hernando County Welcome Center \(2023\)](#)
- [Unveiling of 'Kaimana' at Pine Island For The Mermaid Tale Trail \(2023\)](#)

Earned Media

- [Weeki Wachee mermaids celebrate 75 years with 'Mermaid Tail Trail'](#)
- [The Weeki Wachee mermaid historian who “never touched water” - Hernando Sun](#)
- [Mermaid statues to leave Weeki Wachee to promote tourism | News | suncoastnews.com](#)
- [Brooksville unveils mermaid at City Hall | News | suncoastnews.com](#)
- [All about Aripeka - NatureCoaster.com](#)
- [Mermaids help Florida's Weeki Wachee Springs State Park celebrate its 75th birthday | WFSU News](#)
- [Southern Living: Weeki Wachee Celebrates 75 Years Of Mermaids](#)
- [10 museums, theme parks, and zoos with Mold-A-Rama or Mold-A-Matic machines - Roadtrippers](#)
- [20 quintessential Tampa Bay 'tourist traps' every new resident should visit at least once | Tampa | Creative Loafing Tampa Bay](#)
- [Experience The Best Of Spring In Florida: Culture, Nature, & Adventure](#)

-
- [John Athanason tells about Weeki Wachee Springs State Park - NatureCoaster.com](#)
 - [Art In The Park returns March 11-12 and You're Invited!](#)
 -

Blogs

- [ROMANTIC ADVENTURES – DATE IDEAS FOR COUPLES ON FLORIDA'S ADVENTURE COAST](#)
- [DISCOVER HISTORY AND HERITAGE ON FLORIDA'S ADVENTURE COAST](#)

January 2023 LEADS Report

LEADS Report Yearly Overlook - January 2023													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023:					741								
Total New Emails for Florida's Adventure Coast:					504								
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	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	102	67	77	121									367
Emails Included	36	21	25	57									139
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Total	105	67	78	109									359
AAA LIVING WORLD													
Total	7	8	5	5									25
Emails Included	4	6	4	2									16
AMERICAN ROAD MAGAZINE													
Total	158	24	92	75									349
Emails Included	158	24	92	75									349

January 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only) - January 2023																									
All States	FL	MI	NJ	WI	AZ	GA	NY	OH	TX	IN	PA	SC	VA	DE	IL	KY	MD	MN	MO	MS	NC	NE	VT	WA	Total
LEADS	6	4	4	4	3	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	52

Arrival Months - All States/Regions													
Month	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JULY 2023	AUG 2023	SEPT 2023	OCT 2023	Nov 2023	DEC 2023	JAN 2024
Expected Arrivals	2	14	13	4	5	9	2	1	0	1	0	0	1

Arrivals By Region					
Region	Midwest	South	Northeast	West	In-State (Florida)
Leads	17	15	10	4	6

Regions & Included States:

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

February 2023 LEADS Report

LEADS Report Yearly Overlook - February 2023													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023:					870								
Total New Emails for Florida's Adventure Coast:					573								
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	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	102	67	77	121	117								484
Emails Included	36	21	25	57	58								197
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Total	105	67	78	109	22								381
AAA LIVING WORLD													
Total	7	8	5	5	1								26
Emails Included	4	6	4	2	0								16
AMERICAN ROAD MAGAZINE													
Total	158	24	92	75	11								360
Emails Included	158	24	92	75	11								360

February 2023 LEADS Report

LEADS Report - February 2023																																					
TOP STATES & COUNTRIES - ALL LEADS																																					
Top States:	FL	OH	NY	TX	MI	IA	KY	AL	NC	PA	IL	WI	GA	KS	LA	TN	IN	NJ	VA	MD	MN	MS	AZ	SC	MA	MO	DE	AR	OR	CA	ID	WV	VT	OK	GERMANY	Total	
ALL LEADS - TOTAL	15	12	9	8	7	6	6	6	5	4	4	4	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	129

BREAKDOWN BY LEAD TYPE

Top States & Countries:	FL	OH	NY	TX	MI	AL	IA	NC	PA	IL	WI	KY	LA	KS	NJ	VA	MD	GA	MN	MS	TN	AZ	SC	MA	MO	DE	AR	IN	CA	ID	WV	VT	Germany	Total	
Visit Florida - Hernando & Weeki Wachee (unique leads)	15	11	9	8	7	6	5	5	4	4	4	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	118

Top States:	KY	GA	OH	IA	KS	TN	IN	OR	OK	Total
American Road Leads	2	2	1	1	1	1	1	1	1	11

Top States:	KY	Total
AAA World Leads	1	1

February 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only) - February 2023																														
All States	FL	MI	TX	IL	OH	AL	IA	MA	MO	NC	NJ	NY	PA	SC	WI	AR	AZ	CA	DE	ID	KS	KY	LA	MN	MS	VA	VT	WV	GERMANY	TOTAL
LEADS	6	5	5	4	4	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	60

Arrival Months - All States/Regions												
Month	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JULY 2023	AUG 2023	SEPT 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024
Expected Arrivals	4	13	10	10	9	7	1	3	0	0	1	2

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of State - Germany
Leads	22	19	9	3	6	1

Regions & Included States:

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

Brooksville Welcome Center - January 2023 Report						
Total Walk-ins since opening, approx.*: 5,202				*Reporting began in June 2020		
Total Walk-ins for FY 2022-2023, to date: 924				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Jan. 2023	89	71	32	192		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	23	23	2	14	62	
Interests & Comments						
Interests:	Florida's Adventure Coast Map	Florida Mermaid Trail	Things to Do	Restaurants	Museums	Events & Festivals
Totals	48	46	42	32	22	21
Interests:	City / County Map	Weeki Wachee Springs State Park	Love the Welcome Center	Shopping	FL Map	Murals
Totals	21	19	19	18	18	16

Brooksville Welcome Center - February 2023 Report						
Total Walk-ins since opening, approx.*: 5,457				*Reporting began in June 2020		
Total Walk-ins for FY 2022-2023, to date: 1,179				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Feb. 2023	135	108	12	255		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	21	56	0	20	97	
Interests & Comments						
Interests:	Florida Mermaid Trail	The Mermaid Tale Trail	Things to Do	Florida's Adventure Coast Map	Weeki Wachee Springs State Park	Restaurants
Totals	49	42	36	36	25	22
Interests:	Events & Festivals	History / Old Homes	Cycling	Museums	Love the Welcome Center	City / County Map
Totals	17	13	12	11	11	8

Visitor Information Center - Distributions for January-February 2023

Distributions & Partner Visits

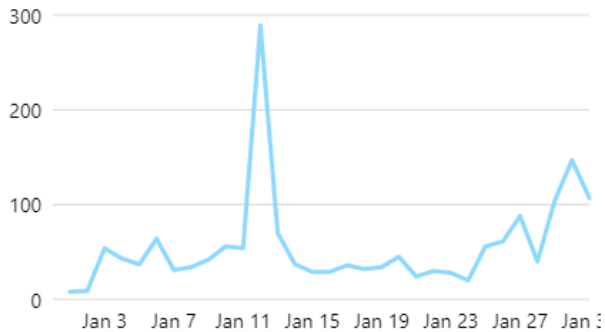
Partner	FAC General Brochure	FAC Folded Maps	FAC Maps (Tear-off)	FAC Paddling Brochure	FAC Bike Brochure	FAC Golf Brochure	Brooksville Restuarants Flyer	Weeki Wachee Springs State Park	Mermaid Tale Trail Map	BMS Events Brochure	Brooksville Shopping Flyer	Hand Sanitizers
Wedding Group at Saxon Manor	25	25					25	25			25	
Belle Parc RV group (arriving in April 2023)	15	15					15	15	15			
Ardendale's B&B			100									
Easy Street Home Décor			200							200		
Inverness Community Center	12	12		12	12	12						
Fairfield Inn		200	200									
The Grande Senior Living		12										
Motel 6		150	600									
"Stills" World Premiere		200										200
Kenney Communications	3600											
Totals:	3652	614	1100	12	12	12	40	40	15	200	25	200

Facebook & Instagram Overview – January 1-31, 2023

Page and profile visits

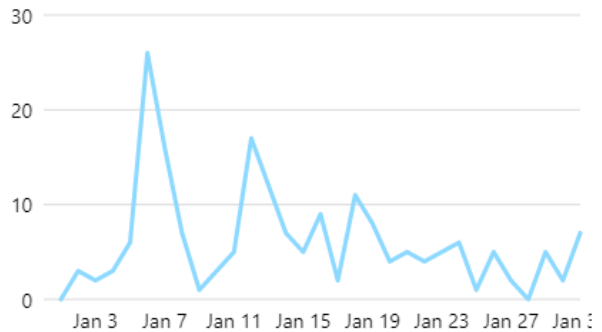
Facebook Page visits ⓘ

1,738 ↑ 342.2%



Instagram profile visits ⓘ

189 ↑ 45.4%



New likes and follows

Facebook Page new likes ⓘ

293 ↑ 244.7%



New Instagram followers ⓘ

62 ↑ 55%



Reach

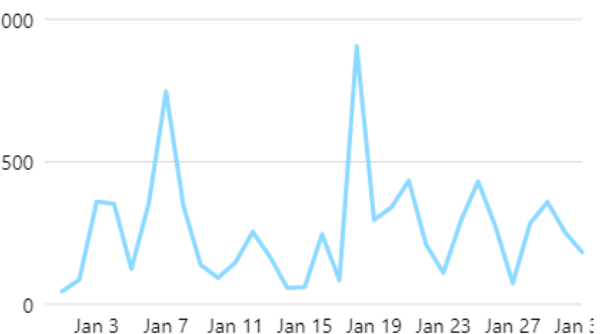
Facebook Page reach ⓘ

158,325 ↑ 270.1%



Instagram reach ⓘ











3,666 ↓ 0.3%



Social Media Report


January 2023

Facebook Analytics: Content – January 1-31, 2023

All content		Ads, Posts and Stories			
Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓	Sticker taps	
 Coming Soon - The Mermaid Tale T... Fri Jan 6, 9:00am	Post	Boost post	103,330	1,015	
 Established in 1946, this fish camp ... Tue Jan 3, 2:00pm	Post	Boost post	41,277	940	
 The Unveiling of the Mermaid Tale ... Wed Jan 18, 1:08pm	Post	Boost post	17,098	464	
 Make plans for the Foggy Longbrit... Sat Jan 21, 9:00am	Post	Boost post	10,066	125	
 For those unable to make it, we'll b... Wed Jan 11, 5:00am	Post	Boost post	8,778	408	
 This post has no text Mon Jan 30, 7:17am	Post	Boost unavailable	8,485	207	
 This post has no text Sat Jan 28, 5:55am	Post	Boost unavailable	7,086	116	
 Please enjoy the Unveiling of the ... Thu Jan 12, 7:06am		Boost post	6,174	213	
 Nestled in the beauty of the Withla... Sat Jan 14, 10:02am	Post	Boost post	5,887	21	
 These photos are reminding us wh... Wed Jan 25, 5:50am	Post	Boost unavailable	4,496	169	




#1

Boost post



Coming Soon - The Mermaid Tale Trail Unveiling on Florida's Adventure Coast
January 6, 2023 at 12:00 PM
ID: 3299539930289056

Interactions

 1,015 reactions
 253 comments
 272 shares

Performance

Reach ⓘ

Total
103,330 Worst Best

This post reached more Accounts Center accounts than **100%** of your 50 most recent Facebook posts and stories.

Reach 103,330

Reactions, comments and sh... ⓘ

Total
1,540 Worst Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions 1,015
Comments 253
Shares 272

Results ⓘ


Total
230 Worst Best

This post received more link clicks than **88%** of your 50 most recent Facebook posts and stories.

Link clicks 230

Facebook Analytics: Content – January 1-31, 2023

#2



Boost post

Established in 1946, this fish camp is well known for its 275-foot seawall and ...
 January 3, 2023 at 5:00 PM
 ID: 3297611397148576

Interactions

👍 940 reactions

💬 143 comments

➦ 116 shares

Performance

Reach ⓘ

Total
41,277 Worst | Best

This post reached more Accounts Center accounts than **100%** of your 50 most recent Facebook posts and stories.

Reach 41,277

Reactions, comments and sh... ⓘ

Total
1,199 Worst | Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions	940
Comments	143
Shares	116


Results ⓘ

Total
1 Worst | Best

This post received more link clicks than **6%** of your 50 most recent Facebook posts and stories.

Link clicks	1
-------------	---

#3



Boost post

The Unveiling of the Mermaid Tale Trail
 January 18, 2023 at 4:08 PM
 ID: 3308661769376872

Interactions

👍 464 reactions

💬 76 comments

➦ 109 shares

Performance

Reach ⓘ

Total
17,098 Worst | Best

This post reached more Accounts Center accounts than **100%** of your 50 most recent Facebook posts and stories.

Reach 17,098

Reactions, comments and sh... ⓘ

Total
649 Worst | Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions	464
Comments	76
Shares	109

Results ⓘ

Total
--

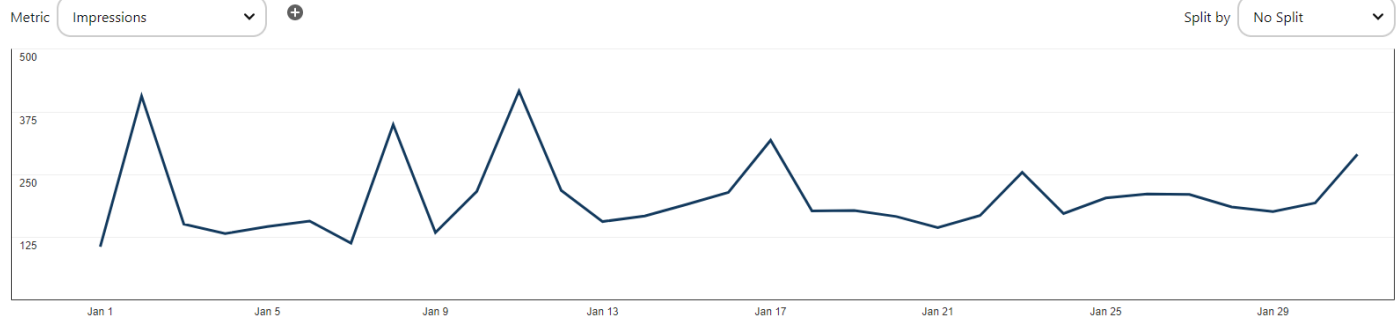
Link clicks --

Pinterest Analytics – January 1-31, 2023

Pinterest activity

Impressions ¹ 6.32k ↑ 73%
 Engagements ¹ 286 ↑ 84%
 Total audience ¹ 4.31k ↑ 52%
 Engaged audience ¹ 199 ↑ 87%

Performance over time



Metrics

Total Total impressions ¹ 6,316

Top Pins

Sort by: Impressions Pins created in the last 30 days ¹

Pin	Type	Source	Format	Total impressions ¹ ↓
Happy #ManateeMonday! This 'seac...	Organic	Your Pins	Standard	2,898
Most People Don't Know There's a Ka...	Organic	Your Pins	Standard	226
11 Florida Springs The Kids Will Be B...	Organic	Your Pins	Standard	173
IG: @paradiseplaygrounds "NJoy ...	Organic	Your Pins	Standard	161
You Should Have Your Next Photo Sh...	Organic	Your Pins	Standard	131
Bramble Creek Farm: UPick Blackberri...	Organic	Your Pins	Standard	89
Want to see dolphins on Florida's Ad...	Organic	Your Pins	Standard	86
Mermaid Memories	Organic	Your Pins	Standard	71

Top boards

Sort by: Impressions 1/1/2023 – 1/31/2023 ¹

Paddler's Paradise
122 Pins

3,15k
Impressions

Nature's Place to Play
417 Pins

578
Impressions

Weeki Wachee Springs...
533 Pins

389
Impressions

Twitter Analytics – January 1-31, 2023

Jan 2023 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 28 impressions

It's [#NationalPlanForVacationDay!](#) 🌴☀️

🔗 Whether you prefer paved or forested trails, biking or paddling, you'll find the perfect path to explore on [#FLAdventureCoast](#)

Plan your visit 📍 bit.ly/3nWVdBm
pic.twitter.com/SwSZk8GtXA



[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 9,452 people



Skipper the Boat Dog

[@STheboatdog](#) FOLLOWS YOU

I live on a Boat with my Hooms, in the US, Canada and Bahamas. I am a ten yr old terrier mix and a Lieutenant in [#ZSHQ](#) [#theruffriderz](#) [#dogsonboats](#) [#pawventures](#)

[View profile](#)

JAN 2023 SUMMARY

Tweet impressions
2,836

New followers
25

Instagram Analytics – January 1-31, 2023

OVERVIEW

Overview

You gained **44** more followers compared to Dec 1 - Dec 31.

Accounts reached	3,666	>
	-0.4%	
Accounts engaged	305	>
	-2.3%	
Total followers	3,406	>
	--	

Content You Shared

[See all](#)



Posts	9	>
Stories	15	>
Reels	4	>

Social Media Report

January 2023

Instagram Analytics – January 1-31, 2023

REACH

3,666
Accounts reached

-0.4% vs Dec 1 - Dec 31

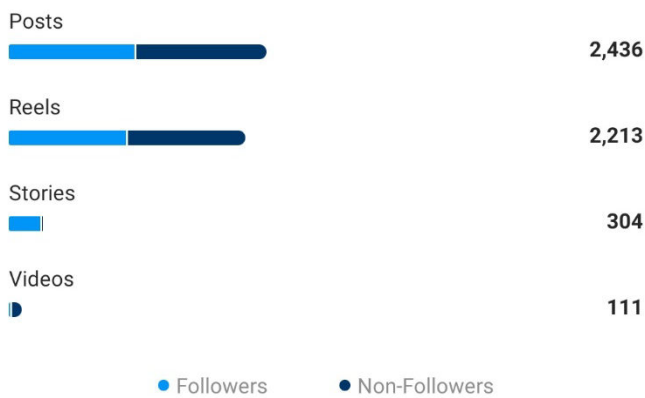
Followers and non-followers

Based on reach



Content reach ⓘ

[See all](#)



Impressions **11,024**
+7.8%

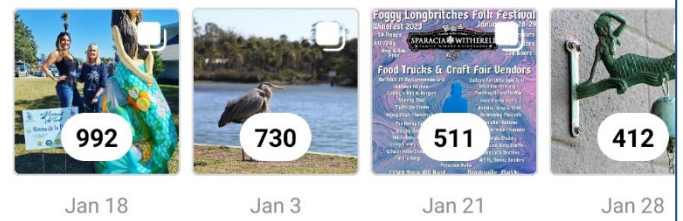
Profile Activity ⓘ

193

Profile Visits	189	+45.3%
External link taps	4	-63.7%
Email Button Taps	0	0%
Call Button Taps	0	0%

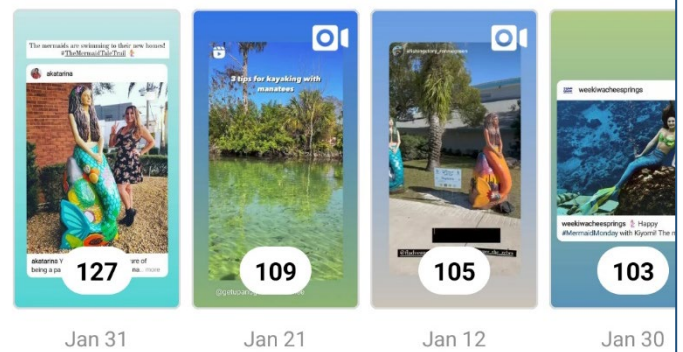
Top Posts

Based on reach



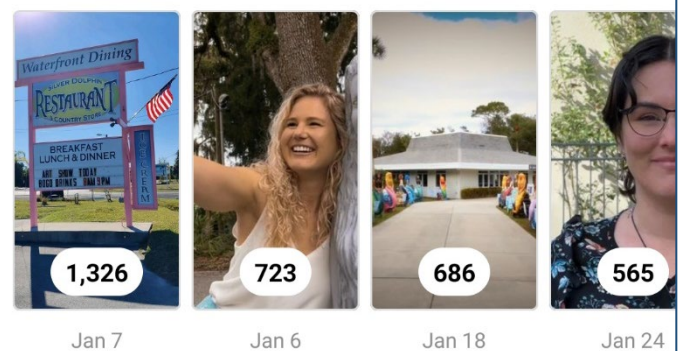
Top Stories

Based on reach



Top Reels

Based on reach



Instagram Analytics – January 1-31, 2023

ENGAGEMENT

305
Accounts engaged
-2.3% vs Dec 1 - Dec 31

Followers and non-followers
Based on accounts engaged

230
Followers



75
Non-followers


Content interactions ⓘ [See all](#)

524
Content Interactions
-0.6% vs Dec 1 - Dec 31


Post Interactions **313**
vs Dec 1 - Dec 31 **+12.5%**

Likes	266
Comments	8
Saves	11
Shares	4


Top Posts >
Based on likes




96
Jan 18



53
Jan 3



28
Jan 28



23
Jan 21

Reels Interactions **196**
vs Dec 1 - Dec 31 **-21%**

Likes	140
Comments	9
Saves	9
Shares	38

Top Reels >
Based on likes



68
Jan 7



28
Jan 24



25
Jan 18



23
Jan 6

Video Interactions **13**
vs Dec 1 - Dec 31 **+1,200%**

Likes	3
Shares	2
Saves	8

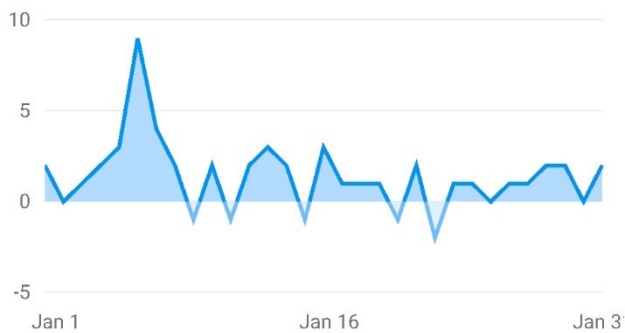
Instagram Analytics – January 1-31, 2023

FOLLOWERS

3,406
Followers

Growth

- Overall 44
- Follows 62
- Unfollows 18



Top Locations

of your followers

Cities Countries

Spring Hill	12.7%
Brooksville	4.1%
Tampa	2%
Saint Petersburg	1.7%
Jacksonville	1.4%

Top Locations

of your followers

Cities Countries

United States	94.4%
United Kingdom	0.6%
Brazil	0.5%
Nigeria	0.4%
Canada	0.4%

Age Range

of your followers

All Men Women

13-17	0.4%
18-24	3.8%
25-34	21.6%
35-44	31.4%
45-54	22.1%
55-64	13%
65+	7.3%

Instagram Analytics – January 1-31, 2023

FOLLOWERS - CONTINUED

Gender

of your followers



Most Active Times

Hours

Days

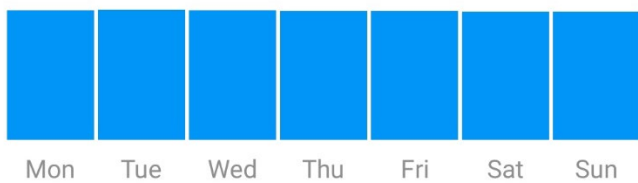
< Sundays >



Most Active Times

Hours

Days

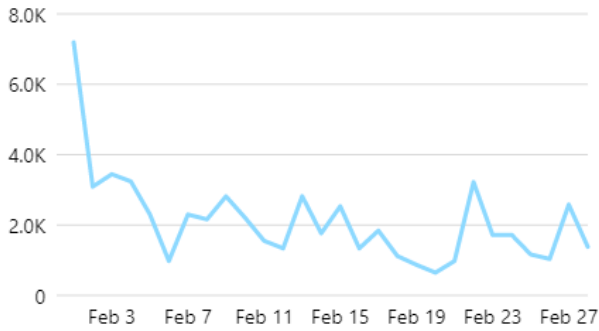


Facebook & Instagram Overview – February 1-28, 2023

Reach

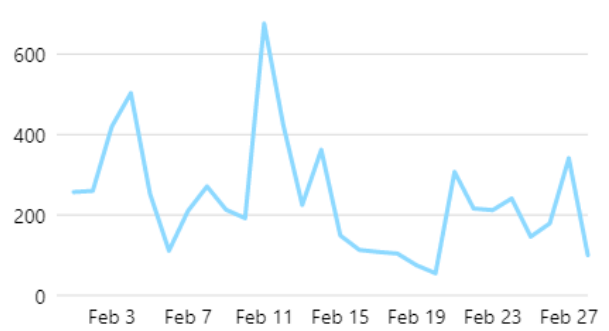
Facebook Page reach ⓘ

32,128 ↓ 78.4%



Instagram reach ⓘ

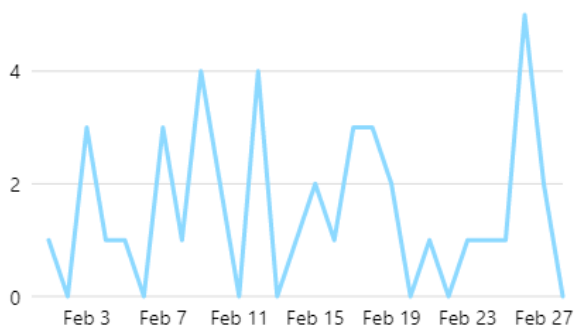
3,014 ↓ 14.1%



New likes and follows

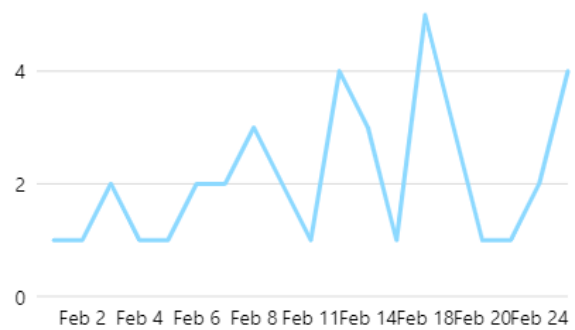
Facebook Page new likes ⓘ

43 ↓ 83.5%



New Instagram followers ⓘ

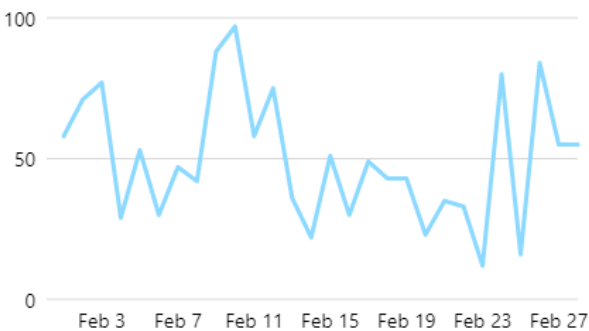
40 ↓ 29.8%



Page and profile visits

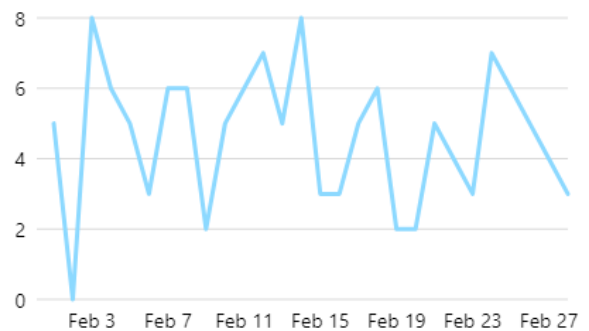
Facebook Page visits ⓘ

1,392 ↓ 16.5%



Instagram profile visits ⓘ

130 ↓ 29.3%



Social Media Report

February 2023

Facebook Analytics: Content – February 1-28, 2023

All content		Ads, Posts and Stories	
Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
Get ready for some delicious Green... Wed Feb 1, 6:16am	Post	Boost unavailable	5,235 85
This post has no text Wed Feb 1, 10:43am	Post	Boost unavailable	3,361 58
Get ready swamp monsters! 🐸 🐸 ... Sat Feb 4, 11:48am	Post	Boost post	3,274 48
This post has no text Fri Feb 3, 6:03am	Post	Boost post	2,609 103
This post has no text Thu Feb 9, 12:55pm	Post	Boost unavailable	2,397 53
Only one day away! 🎸 🎸 The ... Wed Feb 22, 6:00am	Post	Boost post	2,395 27
This post has no text Mon Feb 27, 7:10am	Post	Boost unavailable	2,117 43
Downtown Brooksville is celebratin... Fri Feb 10, 6:10am	Post	Boost unavailable	2,057 43
Make plans for the largest art show... Mon Feb 27, 9:00am	Post	Boost post	1,938 39
This post has no text Wed Feb 15, 11:08am	Post	Boost post	1,693 114

#1

Boost unavailable

Get ready for some delicious Green cuisine at Hernando County's Annual Gre...
February 1, 2023 at 9:16 AM
ID: 484150517261802

Interactions

👍 85 reactions 💬 7 comments ➦ 27 shares

Performance

Reach ⓘ

Total: **5,235**

Worst | Best

This post reached more Accounts Center accounts than 98% of your 50 most recent Facebook posts and stories.

Reach: 5,235

Reactions, comments and sh... ⓘ

Total: **119**

Worst | Best

This post received more reactions, comments and shares than 88% of your 50 most recent Facebook posts and stories.

Reactions: 85
Comments: 7
Shares: 27

Results ⓘ

Total: **6**

Worst | Best

This post received more link clicks than 12% of your 50 most recent Facebook posts and stories.

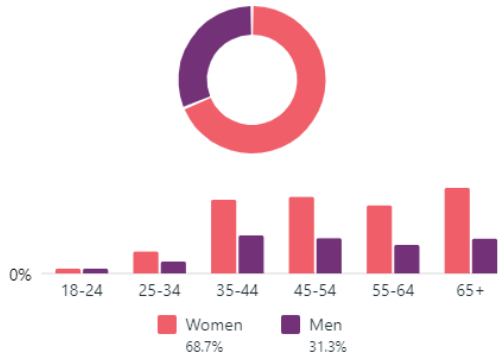
Link clicks: 6

Facebook/Instagram Analytics: Audience

Facebook Page followers ⓘ

53,520

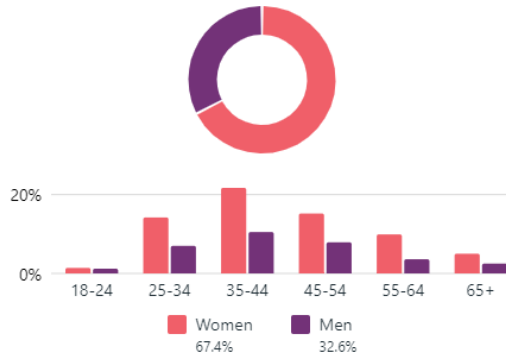
Age & gender ⓘ



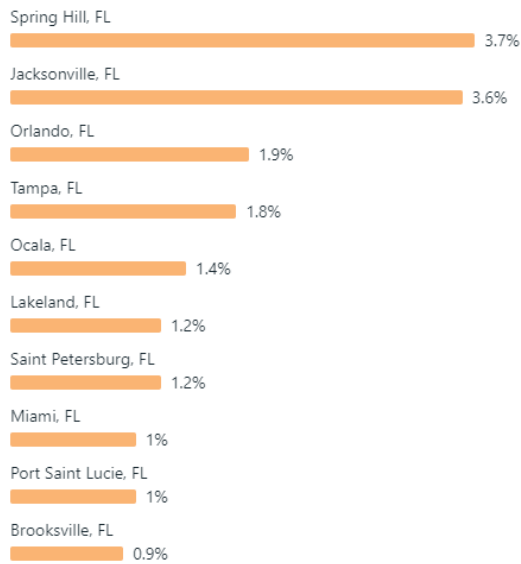
Instagram followers ⓘ

3,406

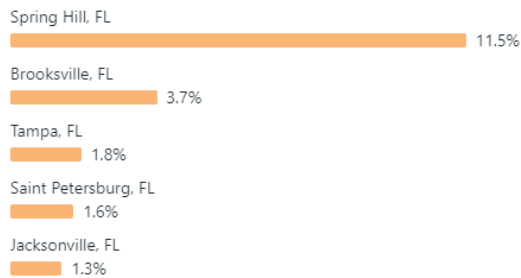
Age & gender ⓘ



Top cities



Top cities



Top countries

- United States
- Puerto Rico
- United Kingdom
- Brazil
- Canada
- Germany
- Italy
- Mexico
- Nigeria

Top countries

- United States
- United Kingdom
- Brazil
- Canada
- Nigeria

Twitter Analytics – February 1-28, 2023

Feb 2023 - 28 days

TWEET HIGHLIGHTS

Top Tweet earned 232 impressions

Unveiling of 'Kaimana' at Pine Island For The Mermaid Tale Trail (2023)
youtu.be/XptgUEL0b11 via @YouTube

🔄 2 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 717 people



anna dempsey

@HeyItsAnnaDemps FOLLOWS YOU

writer/funded PhD student
@BSUCreativeW+@BristolUni+@SwwDTP winner of the Costa Short Story Award/ researching creative grieving/ originally from FL 🌞

[View profile](#)

Top mention earned 2 engagements



Gotta Go Orlando
@GottaGoOrlando · Jan 10

Weeki Wachee to Celebrate 75th Anniversary with unveiling of The Mermaid Tale Trail

[#WeekiWacheeMermaids](#)

[#Orlando](#) [#RoadTrip](#)

[@adventure_coast](#)

[@WeekiWacheeSpgs](#)

gottagoorlando.com/post/weeki-wac...

🔄 4 ❤️ 10

[View Tweet](#)

Top media Tweet earned 154 impressions

Are you making memories this weekend?



🌞 Happy Sunday from Bayport Park

📷: IG emilybarr_fcp
pic.twitter.com/K2s8kEjOIN



❤️ 3

[View Tweet activity](#)

[View all Tweet activity](#)

FEB 2023 SUMMARY

Tweets	22	Tweet impressions	1,845
Profile visits	64	Mentions	1
New followers	2		

OVERVIEW

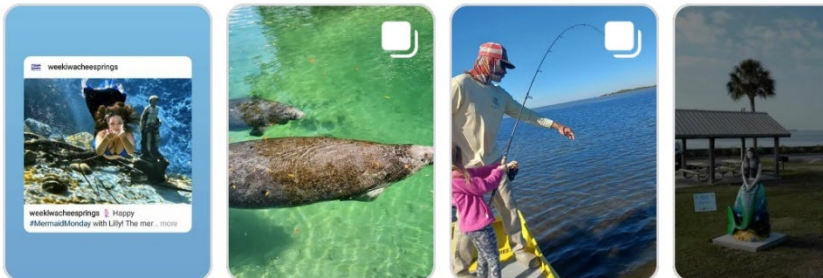
Overview

You gained **19** more followers compared to Jan 1 - Jan 31.

Accounts reached	3,014	>
	-17.8%	
Accounts engaged	215	>
	-29.6%	
Total followers	3,406	>
	--	

Content You Shared

[See all](#)



Posts	10	>
Stories	18	>
Reels	10	>

Instagram Analytics – February 1-28, 2023

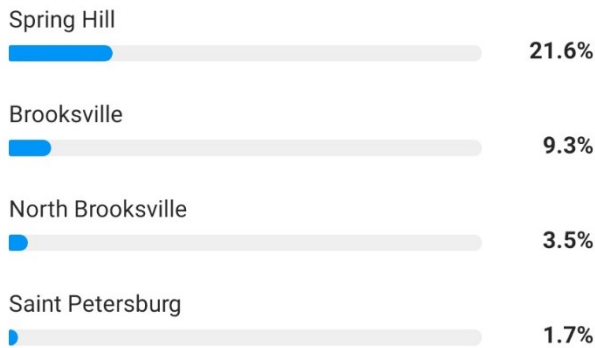
REACH

3,014
Accounts reached

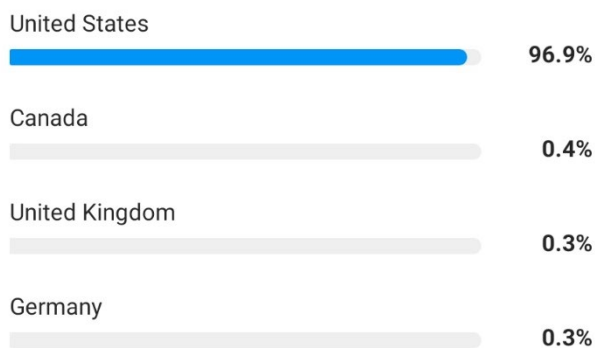
-17.8% vs Jan 1 - Jan 31

Reached audience ⓘ

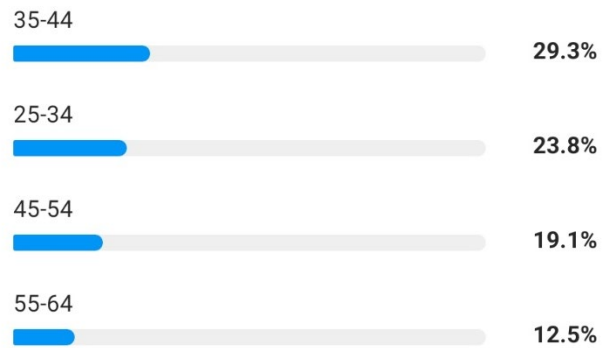
Top cities



Top countries



Top age ranges



Gender



Social Media Report

February 2023

Instagram Analytics – February 1-28, 2023

REACH - CONTINUED

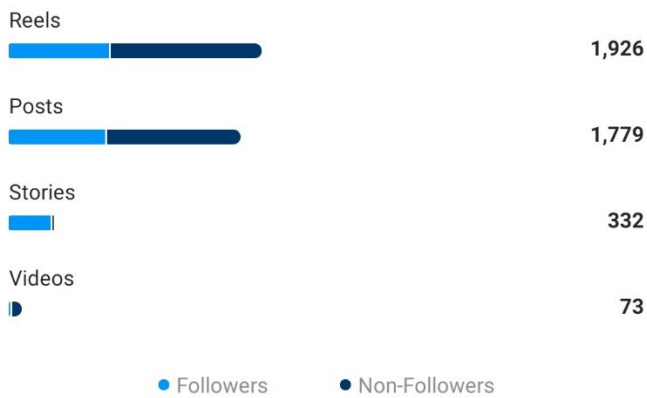
Followers and non-followers

Based on reach



Content reach ⓘ

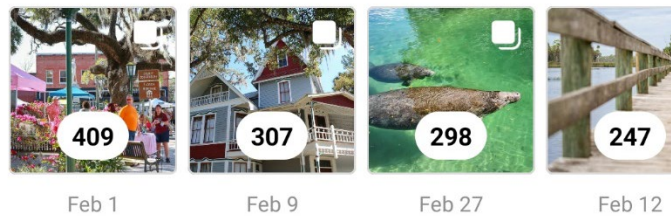
[See all](#)



Impressions 9,861
-10.6%

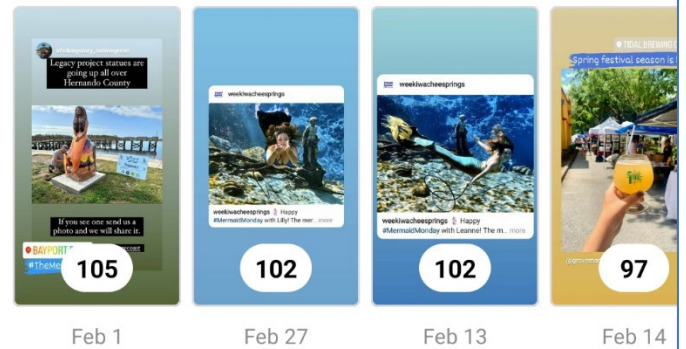
Top Posts

Based on reach



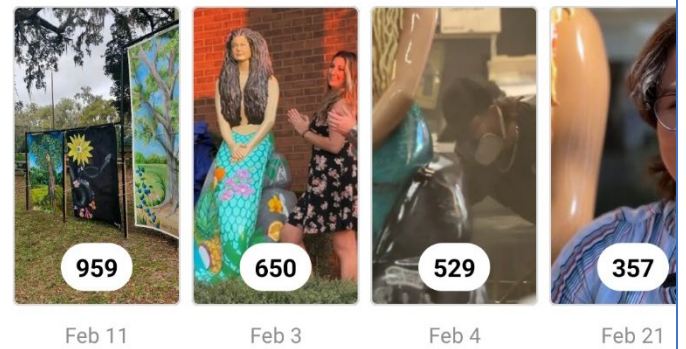
Top Stories

Based on reach



Top Reels

Based on reach



Profile Activity ⓘ

132

Profile Visits	130 -31.3%
External link taps	2 -50%
Email Button Taps	0 0%
Call Button Taps	0 0%

Instagram Analytics – February 1-28, 2023

ENGAGEMENT

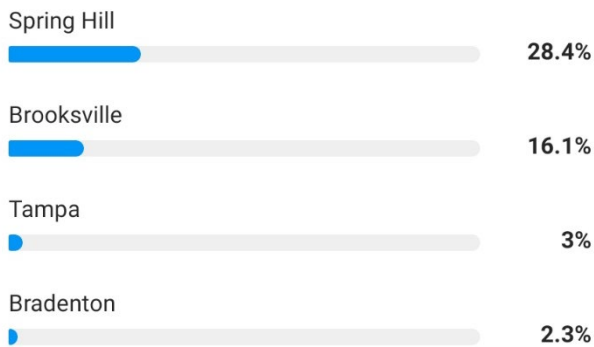
215

Accounts engaged

-29.6% vs Jan 1 - Jan 31

Engaged audience ⓘ

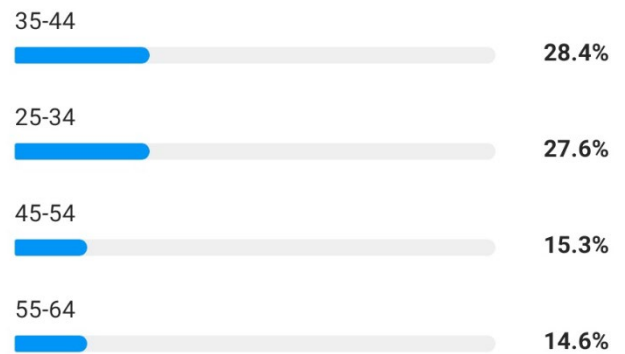
Top cities



Top countries



Top age ranges



Gender



Social Media Report

February 2023

Instagram Analytics – February 1-28, 2023

ENGAGEMENT - CONTINUED

Followers and non-followers

Based on accounts engaged



You engaged **+6.6%** more accounts that weren't following you compared to Jan 1 - Jan 31

Content interactions ⓘ

[See all](#)

425

Content Interactions

-18.9% vs Jan 1 - Jan 31

Reels Interactions

vs Jan 1 - Jan 31

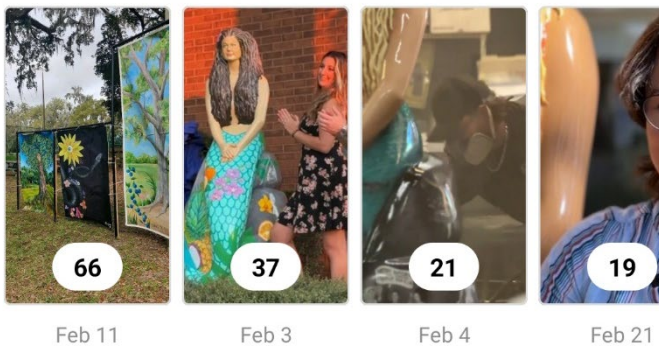
245

+25%

Likes	211
Comments	18
Saves	6
Shares	10

Top Reels >

Based on likes



Post Interactions

vs Jan 1 - Jan 31

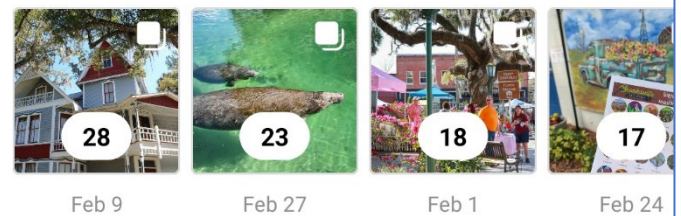
176

-43.8%

Likes	153
Comments	10
Saves	4
Shares	4

Top Posts >

Based on likes



Story Interactions

vs Jan 1 - Jan 31

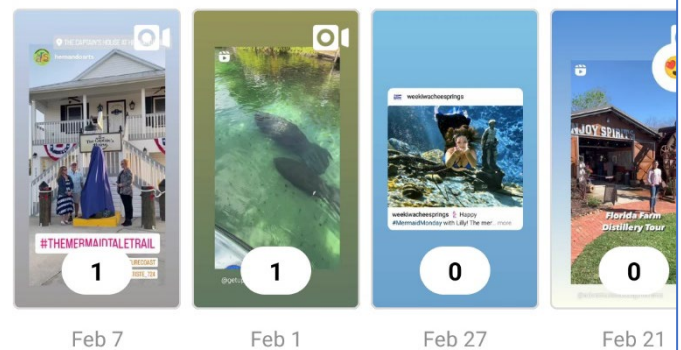
3

+50%

Replies	2
Shares	1

Top Stories >

Based on replies



Video Interactions

vs Jan 1 - Jan 31

1

-92.4%

Likes	1
-------	---

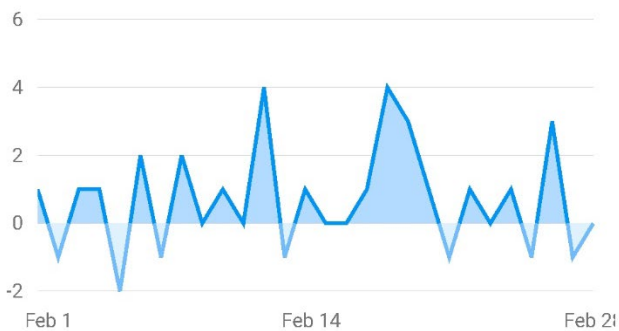
Instagram Analytics – February 1-28, 2023

FOLLOWERS

3,406
Followers

Growth

• Overall	19
• Follows	40
• Unfollows	21



Top Locations

of your followers

Cities Countries

Spring Hill	12.7%
Brooksville	4.1%
Tampa	2%
Saint Petersburg	1.7%
Jacksonville	1.4%

Top Locations

of your followers

Cities Countries

United States	94.4%
United Kingdom	0.6%
Brazil	0.5%
Nigeria	0.4%
Canada	0.4%

Age Range

of your followers

All Men Women

13-17	0.4%
18-24	3.8%
25-34	21.6%
35-44	31.4%
45-54	22.1%
55-64	13%
65+	7.3%

Instagram Analytics – February 1-28, 2023

FOLLOWERS - CONTINUED

Gender

of your followers



Most Active Times

Hours

Days

< Sundays >



Most Active Times

Hours

Days

