



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

**Hernando County  
Tourist Development  
Council Members**

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**MEMORANDUM**

**TO:** Members of the Hernando County Tourist Development Council  
**FROM:** Tammy J. Heon, Manager, Tourism Development  
**SUBJECT:** TDC Meeting  
**DATE:** September 26, 2023

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, September 28, 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

**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  
*Vice-Chairman*

**Diane Greenwell**  
Hernando County  
Fine Arts Council

**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

September 28, 2023

3:00-5:00 PM

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



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

## 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**

3:00-3:30      **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

3:30-4:00      **Old Business**

- TDC Grant Funding Awards - *Action Item*
  - The Arc Nature Coast
  - The Hernando County Fine Arts Council
  - HarvestMoon Fun Farm
  - Crank Works
- Discussion on re-opening Grant Funding Applications - *Action Item*

4:00-4:40      **New Business**

- Fall/Winter Media Plan & Purchasing - *Action Item*

4:40-4:55      **Reports from the TDC Members**

Brian Hawkins, Hernando County Commissioner

David Bailey, City of Brooksville

Christa Tanner, City of Brooksville

Roger King, The Dolan House

Michael Dolan, FSC Business Consultants

Diane Greenwell, HC Fine Arts Council

Yann Milcendeau, Hernando Beach Motel

Catherine Reeves, The Bistro

Therese White, Motel 6

4:55-5:00      **Public Comment**

5:00            **Adjournment of Business Meeting**

*Two or more Brooksville 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.”

### July 27, 2023 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, July 27, 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:**

David Bailey  
Roger King  
Diane Greenwell  
Yann Milcendeau  
Catherine Reeves  
Therese White

#### **STAFF:**

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

**EXCUSED:** Brian Hawkins, Christa Tanner, and Mike Dolan

**CALL TO ORDER:** Roger King called the meeting to order at 3:03 pm, on Thursday, July 27, 2023.

**MINUTES of the May 25, 2023, Meeting:** A copy of the minutes of the May 25, 2023, TDC Meeting was included in the meeting package.

**MOTION:** A motion was made by David Bailey to approve the minutes of the May 25, 2023, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**FINANCE REPORT:** Tammy Heon

May 2023 collections were \$212,097; an increase of 15.7% over May 2022 collections of \$183,365. Year-To-Date collections as of June 14, 2023, were \$1,568,702.

June 2023 collections were \$162,259; an increase of 19.2% over June 2022 collections of \$136,105. Year-To-Date collections as of July 17, 2023, are \$1,730,961; an increase of 17.0% over this time last year of \$1,479,871.

Marketing and Operations Expenditures of FY 2023 Year-To-Date as of July 17, 2023 are \$1,384,768.

Destination Development: \$346,192.

Lodging Comparisons by Lodging Type: The figures stay relatively consistent between Hotel/Motel and Vacation Rental Homes. Vacation rental homes continue to contribute a significant portion of our collections; 43% of revenue, \$69,547, for June's collections for May's activity.

Expenditures as of July 24, 2023: YTD Expenses are \$841,221 with outstanding encumbrances of \$137,298.

We have an available balance in our budget of \$1,735,445 which includes our reserves and most of the transfers to other funds.

Personnel and Benefits are \$243,304 with an available balance of \$88,789. Operating Expenses are \$584,583 with outstanding encumbrances of \$137,298 and an available balance of \$359,767. Non-Operating Expenses balance is \$1,243,951; all in reserves. Transfer to other funds (health clinic) are \$13,334 and an available balance of \$42,939 (Chinsegut Hill Insurance). Total YTD Expenses are \$841,221 with outstanding encumbrances of \$137,298.

**MANAGER'S REPORT:** Tammy Heon

**Destinations International Annual Conference:** July 18-20, 2023; Dallas, Texas

At the conference attended by Tammy Heon; there were extensive conversations about AI, Artificial Intelligence, and how it is impacting our industry. Currently, AI capabilities only reach back as far as September 2021. Tammy is confident that we will not see an AI Chat Bot on our website this year; and, as the money is already in our budget, we will be able to use it next year when the time comes. The various options are still under development by the vendors and not quite ready for distribution.

Tammy Heon noted that Microsoft Edge has the ChatGPT plug-in available, and it may be utilized at no charge to the user.

Tammy met with data vendors while at the conference. Arrivalist is Tammy's current preferred resource for mobile data. One potential new source is Zartico, a company that can provide mobile data and credit card data providing us with origin, demographics, travel path, and spend information. Fine tuning our marketing data is a priority of Tammy's for the next fiscal year. She will be scheduling demos from and asking questions of potential vendors so that when it is time to make our purchase for next fiscal year, we may make a change in data vendors. Key Data is adding forward-looking hotel data to their platform, and Key Data is importable into Zartico's dashboard system.

As part of the trip, Tammy Heon attended a class for her CDME, Certified Destination Management Executive, the tourism industry's highest individual educational achievement for industry professionals.

**2023 Florida Governor's Conference on Tourism:** Visit Florida Conference, September 6-8, 2023; Orlando, FL We will have a session at FATN, Florida Adventure Travel Network; a joint project between Visit Florida and ATTA, Adventure Travel Trade Association. Tammy Heon has been invited to speak on the panel for the FATN, for which, earns Tammy a registration fee-waiver to the conference.

**Chinsegut Hill Retreat:** Tammy Heon had a meeting with David Howard, Parks and Recreation Director for The City of Brooksville. He has some really interesting ideas about taking over the property and such. We have officially updated our website with their contact information. Tammy has advised David Howard of our TDC Grant Program and let him know that we have a little bit of money under special projects for Chinsegut Hill. Tammy suggested a brochure or rack card, and website updates. David Howard was talking about the idea of long-term cottage rentals for employees working in the area or a combination.

**Roger King** asked for more information about the Destinations Florida Conference.

**State of the American Traveler:** The information is all very positive and Tammy will email the pdf to the TDC.

**OLD BUSINESS:** None

**NEW BUSINESS:**

**TDC Grant Funding FY2023-2024:**

**New Grant Category:** Destination Improvement Grants

Tammy introduced the idea to the TDC of offering small Destination Improvement Grants. This may be a way to get a few needed things done while continuing to build our relationships in the community and support some projects that benefit the initiatives that we have. It has to be a way to improve the destination for visitors as well as residents. This may be five to ten-thousand dollar per grant for things like signage, wayfinding signage, and parks amenities. Tammy asked the TDC for comments.

**Valerie Pianta** noted that we may need BOCC approval to implement a new grant funding category.

**Diane Greenwell** suggested the idea of a Property Owners Association applying for grant funding for a particular park.

The TDC likes the idea but would like additional information.

**FY2023-2024 TDC Marketing Grant Schedule:**

- Application Period Opens - August 1, 2023
- Grant Funding Non-mandatory Training - August 11, 2023, (10:00am and 3:00pm)
- Grant Applications Due - September 8, 2023
- TDC Vote - September 28, 2023
- BOCC Approval - October 24, 2023

**Tammy Heon** informed the TDC that we will have the completed TDC Grant Funding Application for review at our next TDC Meeting on Thursday, September 28, 2023.

As a reminder, anybody who sits on the Board of an organization that applies for a grant must abstain from voting on said application; and a Conflict-of-Interest form is required.

**The Mermaid Tale Trail:** Phase-2

Before we can launch Phase-2, we need to address that the cost will increase to an estimated \$4,500 - \$5,000. The last step in determining the cost is to complete surveying the artists. Additionally, we will require updated contract verbiage to be approved by legal.

- We have a Sponsor Waiting List for Round-2
- Limit to 20 Statues per each Round
- Tourism to sponsor one Mermaid per year; to be installed at a high profile, customer facing, county owned location, this year being HCUD (Hernando County Utilities Department) on Cortez Blvd.

**MOTION:** A motion was made by Diane Greenwell that Round-2 consist of twenty Mermaid Statues and Tourism shall sponsor one Mermaid Statue and that she be located at HCUD. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Important Dates to Note:**

**Strategic Plan Presentation to BOCC:** August 22, 2023

**Next TDC Meeting:** Thursday, September 28, 2023; 3:00 pm

**TDC MEMBERS REPORTS:**

**Yann Milcendeau** reported that this is the best Summer they have had in the seven years he has been there.

**Diane Greenwell** reported that the Front Porch Art Walk is scheduled for August 5<sup>th</sup> in Hernando Beach. Last month there were 35 artists. There was a wine tasting at Brian's Place on July 20<sup>th</sup>; it reached capacity. There were no parking spots available in Hernando Beach. Gallery 201 had their opening reception on July 13<sup>th</sup>; it was wildly popular.

**Therese White** reported that they are still in the process of renovations and their container of materials has arrived. Plans include finishing the interior in September, and then moving on to the exterior.

**Valerie Pianta** reported that she was at Cabot Citrus Farms earlier that day, at 17590 Ponce De Leon Blvd., Brooksville. Thirty-seven cottages have been permitted and are being constructed, valued at \$1.5 - \$2 million dollars each. Next, they will start on their 60,000 square foot club house. Golf is expected to be available by the end of this year. Valerie would like the TDC to come out to tour the grounds, in December.

**Roger King** reported that this is the best summer ever.

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

The meeting adjourned at 4:05 pm.

Prepared by:  
Michelle Rose

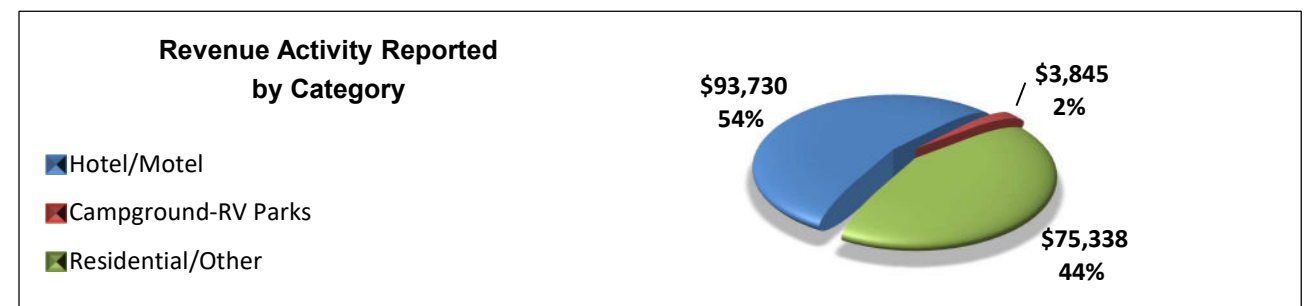
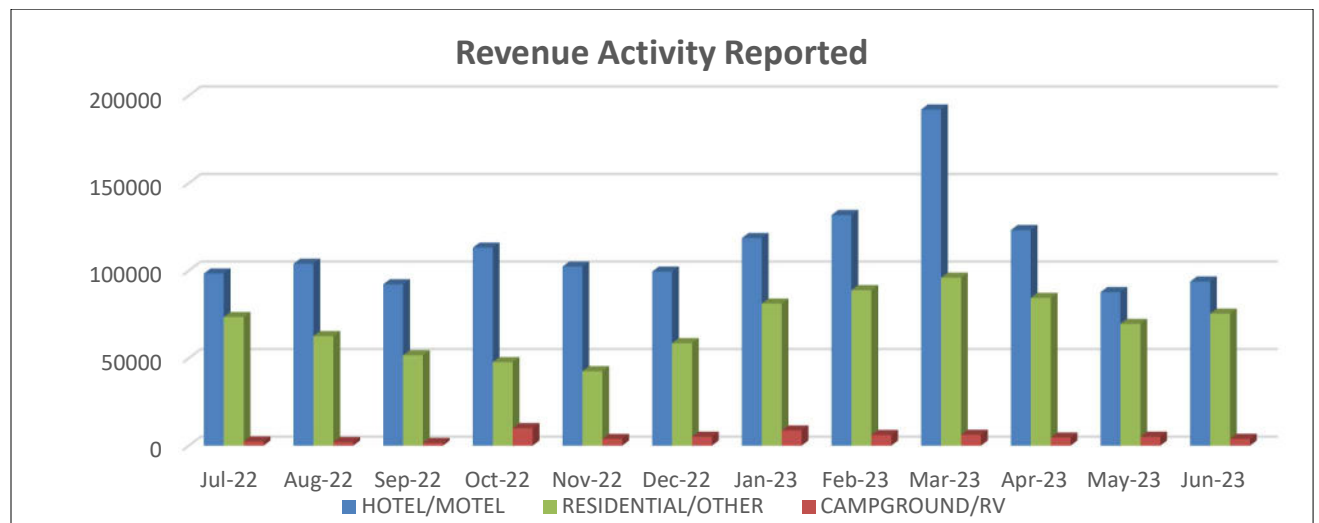
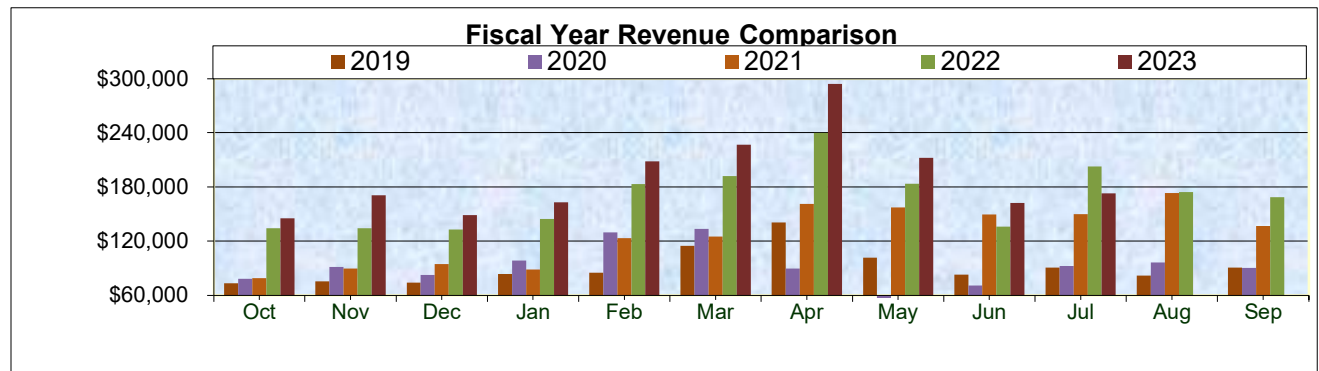


# Doug Chorvat, Jr.

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:** July 2023 Tourist Development Tax Collections from June 2023 Activity  
**DATE:** August 10th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- July Collections for June Activity	\$ 138,331	\$ 162,047
Destination Development- July Collections for June Activity	\$ 34,583	\$ 40,512
<b>Total</b>	<b>\$ 172,914</b>	<b>\$ 202,559</b>
<b>Year-to-Date</b>	<b>\$ 1,903,874</b>	<b>\$ 1,682,429</b>



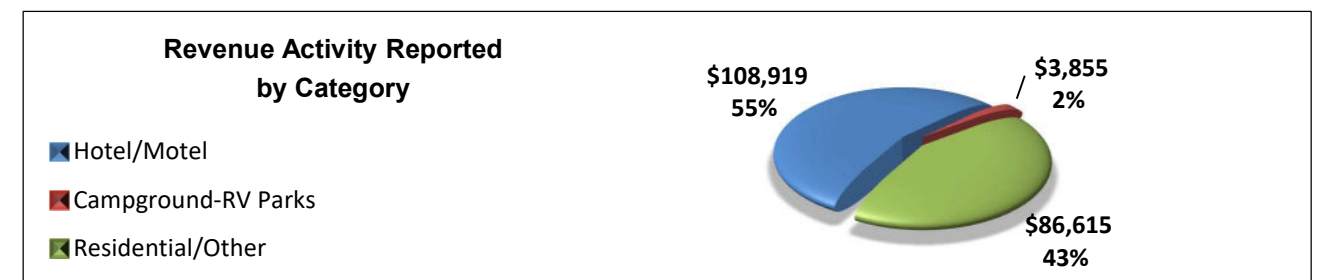
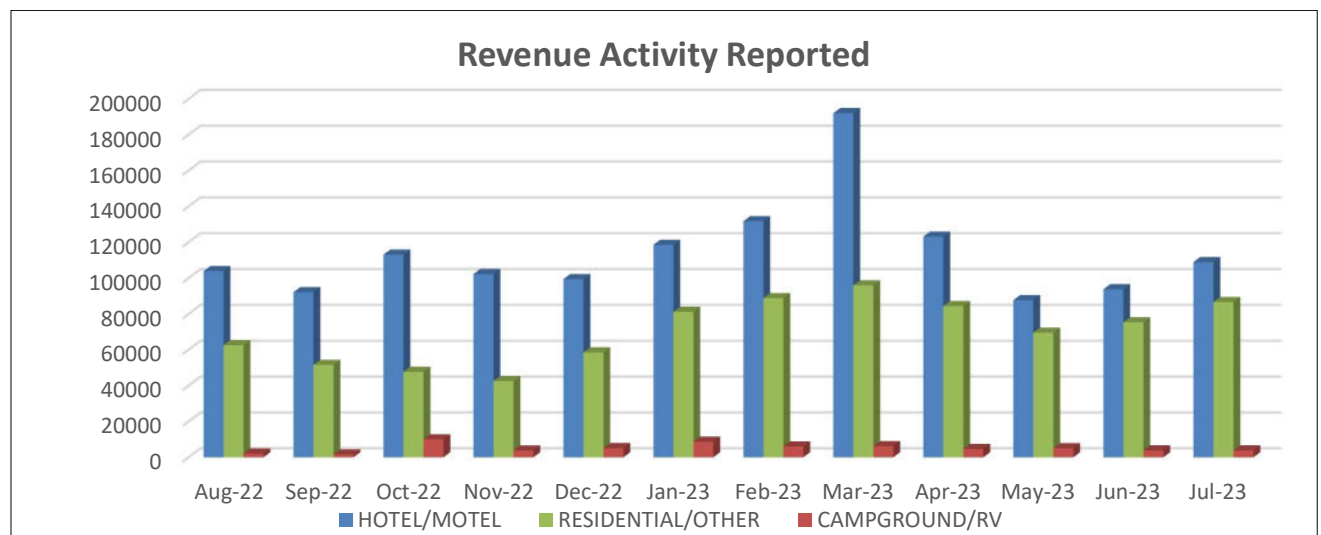
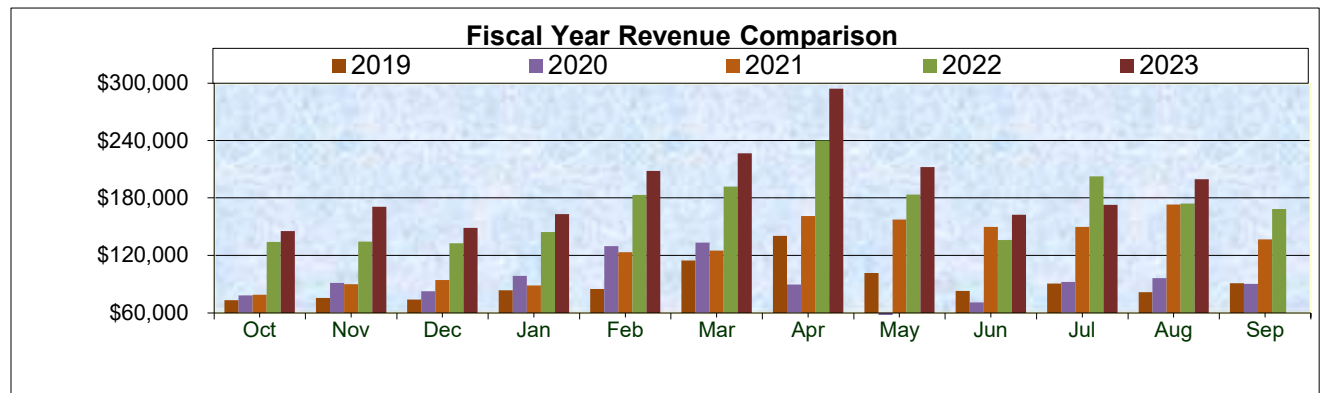


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Clerk of Circuit Court & Comptroller - Hernando County  
 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** August 2023 Tourist Development Tax Collections from July 2023 Activity  
**DATE:** September 14th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- August Collections for July Activity	\$ 159,511	\$ 140,399
Destination Development- August Collections for July Activity	\$ 39,878	\$ 33,702
<b>Total</b>	<b>\$ 199,389</b>	<b>\$ 174,101</b>
<b>Year-to-Date</b>	<b>\$ 2,103,263</b>	<b>\$ 1,856,531</b>





Year-to-Date Expenditures  
as of September 26, 2023

<b>Account</b>	<b>Budget</b>	<b>YTD Expenses</b>	<b>Outstanding Encumbrances</b>	<b>Balance</b>
Personnel & Benefits	\$332,593	\$291,783	\$0	\$40,810
Operating Expenses	\$1,081,148	\$752,300	\$52,353	\$276,495
Non-Operating Expenses	\$1,243,951	\$0	\$0	\$1,243,951
Transfers to Other Funds	\$56,273	\$13,334	\$0	\$42,939
<b>Total Budget</b>	<b>\$2,713,965</b>	<b>\$1,057,417</b>	<b>\$52,353</b>	<b>\$1,604,195</b>

# PR Report

## July 2023

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Submitted AUGUST 2

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



Florida's  
**ADVENTURE COAST**  
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## Video's Created

- [Weeki Fresh Water Adventures on Florida's Adventure Coast \(2023\)](#)
- [July 2023 Fishing Report On Florida's Adventure Coast with Captain Oz of Light Lines & Good Times](#)
- [The Unveiling of 'The Spring' For The Mermaid Tale Trail \(2023\)](#)
- [Brian's Place Wine Tasting & Art Exhibit \(2023\)](#)
- [Halo's Hangouts - Brian's Place on Florida's Adventure Coast \(2023\)](#)
- [The Unveiling of 'Undine' For The Mermaid Tale Trail \(2023\)](#)

## Earned Media

- [Epic Adventures to Try This Summer](#)
- ['We Are Mermaids' documentary on Weeki Wachee](#)
- [Your Family's Gotta Try This: Watching Live Mermaids at Weeki Wachee Springs State Park](#)
- [21 Epic Day Trips From Orlando To Put On Your Bucket List](#)
- [Day Tripping to Weeki Wachee Springs - The Suncoast Post](#)
- [Chinsegut Hill tells thousands of years of Florida history](#)

## Blogs

- [Splash In For Scalloping Fun On Florida's Adventure Coast, Brooksville-Weeki Wachee](#)
- [9 Kid-Approved Adventures](#)

# PR Report

## August 2023

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Submitted SEPTEMBER 5

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



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

<b>Brooksville Welcome Center - July 2023 Report</b>						
<b>Total Walk-ins since opening, approx.*: 6,379</b>				*Reporting began in June 2020		
<b>Total Walk-ins for FY 2022-2023, to date: 2,101</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Total Phone Calls for FY 2022-2023, to date: 1,807</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Visitors</b>						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
July 2023	44	46	5	95		
<b>Conversions</b>						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	13	24	3	4	44	
<b>Interests &amp; Comments</b>						
Interests:	Mermaid Tale Trail	Things to Do	Weeki Wachee Springs	FL Adventure Coast Map	Florida Mermaid Trail	Restaurants
Totals	66	14	14	13	11	9
Interests:	Things to Do - for Kids	Museums	Parks	Upick Farms	History / Old Homes	City / County Map
Totals	8	7	7	7	5	5
<b>Phone Calls</b>						
Monthly Phone Calls	In-state	Out of State	Total			
July 2023	113	37	150			

<b>Brooksville Welcome Center - August 2023 Report</b>						
<b>Total Walk-ins since opening, approx.*: 6,468</b>				*Reporting began in June 2020		
<b>Total Walk-ins for FY 2022-2023, to date: 2,190</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Total Phone Calls for FY 2022-2023, to date: 1,953</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Visitors</b>						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
<b>August 2023</b>	20	22	47	<b>89</b>		
<b>Conversions</b>						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
<b>Totals</b>	11	9	2	3	<b>25</b>	
<b>Interests &amp; Comments</b>						
Interests:	Mermaid Tale Trail	Florida Mermaid Trail	FL Adventure Coast Map	Wildife	Things to Do	Restaurants
<b>Totals</b>	18	16	9	8	6	5
Interests:	Weeki Wachee Springs	May-Stringer House / Ghost Tours	Kayaking	State / City / County Map	Events & Festivals	Bed & Breakfast
<b>Totals</b>	5	4	4	3	3	2
<b>Phone Calls</b>						
Monthly Phone Calls	In-state	Out of State	Total			
<b>August 2023</b>	107	39	<b>146</b>			

Visitor Information Center - Distributions for July-August 2023

Distributions & Partner Visits

Partner	FAC General Brochure	FAC Maps (Tear-off)	FAC Paddling Brochure	Mermaid Tale Trail Map	Florida Mermaid Trail Map	Weeki Wachee Springs State Park
Kenney Communications	3600					
Florida Suncoast Tourism	7,200					7800
Spring Hill Souvenirs	200	200		100		200
I-95 Florida Welcome Center			700			
Marly Farm B&B		100				
Chinsegut Museum				100	100	
Spring Hill AirBnB		100		100		
<b>Totals:</b>	<b>11000</b>	<b>400</b>	<b>700</b>	<b>300</b>	<b>100</b>	<b>8000</b>

# July 2023 LEADS Report

LEADS Report Yearly Overlook - July 2023													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023:					5,028								
Total New Emails for Florida's Adventure Coast:					4,394								
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	121	117	129	123	128	76	112			1,052
Emails Included	36	21	25	57	58	54	57	55	26	41			430
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Total	105	67	78	109	22	18	16	11	5	15			446
<b>AAA LIVING WORLD</b>													
Total	7	8	5	5	1	0	0	0	0	0			26
Emails Included	4	6	4	2	0	0	0	0	0	0			16
<b>AMERICAN ROAD MAGAZINE</b>													
Total	158	24	92	75	11	37	43	344	141	517			1,442
Emails Included	158	24	92	75	11	36	43	344	141	517			1,441
<b>UNDISCOVERED FLORIDA</b>													
Total	0	0	0	0	0	0	0	122	0	354			476
Emails Included	0	0	0	0	0	0	0	122	0	353			475
<b>Advanced Travel &amp; Tourism</b>													
Total	0	0	0	0	0	0	0	0	0	2032			2,032
Emails Included	0	0	0	0	0	0	0	0	0	2032			2,032



July 2023 LEADS Report

LEADS Report - July 2023																																																							
TOP STATES & COUNTRIES - ALL LEADS																																																							
Top States:	FL	NY	TX	GA	PA	OH	IL	CA	NC	TN	AL	NJ	VA	MI	MO	IN	KY	MD	MA	MN	CT	SC	OK	CO	MS	WI	NV	LA	WV	AZ	IA	WA	KS	OR	ME	AR	NH	NE	RI	DE	UT	PR	NM	HI	ID	VT	WY	ND	AB	MT	AK	SD	Total		
ALL LEADS - TOTAL	2029	63	63	61	49	47	46	42	39	37	36	34	31	30	29	27	26	19	17	17	16	16	15	15	15	14	14	14	11	11	11	11	10	10	9	9	8	5	5	5	5	5	4	4	3	3	3	3	2	2	2	1	1	1	2997
Top Countries:	ON (CANADA)	BC (CANADA)	Queensland, Australia	Virgin Islands	Albania	Total																																																	
ALL LEADS - TOTAL	6	2	2	1	1	12																																																	

BREAKDOWN BY LEAD TYPE

Top States:	FL	PA	TX	CA	NY	OH	NC	IL	NJ	VA	GA	TN	AL	MO	MI	MS	IN	KY	MD	SC	OK	MN	LA	IA	WI	NV	WA	KS	AR	MA	CT	CO	WV	AZ	OR	NH	DE	UT	ME	NE	NM	HI	ID	VT	RI	WY	ND	AK	SD	Total			
American Road Leads	42	33	32	31	27	21	20	19	19	19	17	17	17	17	16	13	12	11	9	9	9	8	8	7	6	6	6	6	6	5	5	5	4	4	4	4	4	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	517

Top States & Countries:	FL	NY	TX	TN	OH	MN	IL	NJ	GA	NC	IN	KY	MD	LA	WI	CA	VA	AL	MO	MI	WA	MA	CO	NE	ON (CANADA)	MS	SC	OK	KS	AR	CT	WV	OR	DE	ME	NM	ND	PR	Total		
Visit Florida - Hernando & Weeki Wachee (unique leads)	18	9	7	6	5	5	4	4	4	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	113

Top States & Countries:	FL	TX	IL	NY	OH	GA	NC	NJ	AL	VA	PA	TN	IN	CA	MI	MA	CO	NV	MD	MO	SC	CT	OR	AZ	MN	ON (CANADA)	KY	LA	WI	WA	IA	NH	RI	OK	AR	WV	ME	UT	BC (CANADA)	AB	Queensland, Australia	MS	KS	DE	NM	PR	HI	ID	VT	Albania	Total		
Undiscovered Florida	99	19	16	14	11	11	11	10	10	8	8	7	7	7	7	6	6	6	5	5	5	5	5	5	4	4	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	347

Top States & Countries:	FL	GA	NY	OH	KY	PA	IL	AL	TN	TX	NC	IN	MI	MO	CT	MA	WV	ME	OK	VA	CA	CO	NV	MD	AZ	WI	KS	PR	NJ	SC	IA	NH	RI	NE	WY	MT	Virgin Islands	Total	
Advanced Travel & Tourism	1870	29	13	10	9	8	7	7	7	5	5	5	5	5	5	4	4	4	3	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	2032

# July 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only) - July 2023																			
All States	FL	NY	WI	GA	LA	MD	MN	MO	NE	NJ	OH	TX	WA	IL	MA	ME	OK	TN	Total
LEADS	6	3	3	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	37

Arrival Months - All States/Regions								
Month	JULY 2023	AUG 2023	SEPT 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
Expected Arrivals	4	7	11	7	2	1	5	N/A

Arrivals By Region						
Region	South	Northeast	Midwest	In-State (Florida)	West	Out of Country
Leads	10	7	12	6	2	N/A

## Regions & Included States:

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

# August 2023 LEADS Report

LEADS Report Yearly Overlook - August 2023													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023:					6,321								
Total New Emails for Florida's Adventure Coast:					5,625								
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	121	117	129	123	128	76	112	101		1,153
Emails Included	36	21	25	57	58	54	57	55	26	41	39		469
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Total	105	67	78	109	22	18	16	11	5	15	12		458
<b>AAA LIVING WORLD</b>													
Total	7	8	5	5	1	0	0	0	0	0	0		26
Emails Included	4	6	4	2	0	0	0	0	0	0	0		16
<b>AMERICAN ROAD MAGAZINE</b>													
Total	158	24	92	75	11	37	43	344	141	517	75		1,517
Emails Included	158	24	92	75	11	36	43	344	141	517	75		1,516
<b>UNDISCOVERED FLORIDA</b>													
Total	0	0	0	0	0	0	0	122	249	354	71		796
Emails Included	0	0	0	0	0	0	0	122	249	353	71		795
<b>Advanced Travel &amp; Tourism</b>													
Total	0	0	0	0	0	0	0	0	0	2032	797		2,829
Emails Included	0	0	0	0	0	0	0	0	0	2032	797		2,829

# August 2023 LEADS Report

LEADS Report - August 2023																																												
TOP STATES & COUNTRIES - ALL LEADS																																												
Top States:	FL	GA	NY	PA	IL	NJ	Other - BLANKS	OH	CA	TX	NC	KY	TN	AZ	AL	IN	MO	VA	MI	AR	WI	LA	IA	MA	WV	OK	MD	MN	CT	CO	NV	KS	WA	SC	OR	MS	HI	ME	NH	RI	AK	NM	Total	
ALL LEADS - TOTAL	734	35	31	20	16	14	14	12	12	12	11	9	9	9	8	8	8	7	6	6	6	6	6	5	5	5	5	5	5	4	3	3	3	2	2	2	2	2	1	1	1	1	1	1052
Top Countries and Territories:	ON (CANADA)	Virgin Islands	PR	Total																																								
ALL LEADS - TOTAL	1	1	1	3																																								

## BREAKDOWN BY LEAD TYPE

Top States:	FL	CA	IL	TX	PA	NC	AZ	IN	GA	NJ	IA	OH	AL	MI	OR	NY	KY	TN	MO	VA	AR	WI	MA	OK	NV	KS	WA	MS	HI	Total	
American Road Leads	8	7	6	6	5	4	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	75

Top States & Countries:	FL	NY	IL	TN	LA	OH	KY	MO	TX	PA	AZ	GA	IA	AL	WI	MN	NC	IN	NJ	VA	OK	KS	MD	CA	MI	NV	MS	HI	WV	CO	SC	NM	Virgin Islands	PR	Total	
Visit Florida - Hernando & Weeki Wachee (unique leads)	26	11	5	5	5	4	4	4	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	113

Top States & Countries:	FL	Other - BLANKS	NY	PA	AR	TN	MO	TX	AZ	MN	NC	NJ	MD	CA	IL	KY	GA	AL	WI	VA	NV	WV	CO	MA	CT	ON (CANADA)	AK	Total
Undiscovered Florida	16	14	4	3	3	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	71

Top States & Countries:	FL	GA	NY	PA	NJ	OH	IL	NC	KY	VA	WV	MA	CT	MI	AR	CA	AL	IN	OK	TN	MO	TX	MD	WI	CO	LA	SC	WA	ME	NH	RI	Total	
Advanced Travel & Tourism	684	28	15	9	7	6	4	3	3	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	796

# August 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only) - August 2023																		
All States	FL	IL	NY	OH	LA	MD	PA	WI	AZ	GA	IA	KY	MN	MO	NM	VI	WV	Total
LEADS	5	4	4	3	2	2	2	2	1	1	1	1	1	1	1	1	1	33

Arrival Months - All States/Regions										
Month	JULY 2023	AUG 2023	SEPT 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024
Expected Arrivals	1	1	6	9	3	3	5	4	0	1

Arrivals By Region						
Region	South	Northeast	Midwest	In-State (Florida)	West	Out of Country
Leads	7	6	12	5	2	1

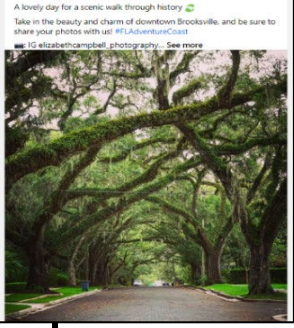


**Regions & Included States:**

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

## Social Media Analytics Overview - July 1-31, 2023

Facebook	Reach - Total	New Page Likes	Page Visits	
	708,952 (+488.6%)	244 (+287.3%)	5,007 (+290%)	

### Top Posts (by Reach):

<b>#1</b>	 <p>A lovely day for a scenic walk through history. Take in the beauty and charm of downtown Brooksville, and be sure to share your photos with us! #FLAdventureCoast IG: elizabethcampbell_photography... See more</p>	<p><b>Reach: 27,370</b></p> <p><b>Reactions: 621</b></p> <p><b>Shares: 78</b></p>	<b>#2</b>	 <p>Look no further for a mermaid adventure. Lynne Simone (Lynne Simone Fine Art), an incredible local artist on Florida's Adventure Coast, has created a beautiful mermaid for the #MermaidTaleTrail and some fantastic murals at Marker 48 Brewing! Swing by this #WeekiWachee hot spot; you may even catch her teaching an art class! P.S. - The mermaid statue is located at The Captain's House At Hernando Beach... See more</p>	<p><b>Reach: 20,836</b></p> <p><b>Reactions: 302</b></p> <p><b>Shares: 33</b></p>
<b>#3</b>	 <p>Florida's Adventure Coast Published by Shannon Werner · July 23 · ... A Mer-mazing Roadtrip is waiting for you on #FLAdventureCoast! The Mermaid Tale Trail features larger-than-life mermaid statues scattered all throughout Hernando County, each painted by an artist who calls Florida home and has a unique story to tell. Finding them all makes for an exciting day trip or an excuse to go off the beaten path! Visit https://floridamermaidtrail.com/tale-trail to learn more, or pick up a map from the Brooksville Welcome Center local... See more</p>	<p><b>Reach: 6,408</b></p> <p><b>Reactions: 87</b></p> <p><b>Shares: 17</b></p>	<p><b>Topics:</b></p> <p>Historic Brooksville and The Mermaid Tale Trail</p>		

Instagram	Reach - Total	New followers	Profile Visits	Impressions	Engagement
	10,154 (+61.3%)	129 (+87%)	376 (+68.6%)	23,043 (+65.2%)	424 (+53.6%)

\*Further Insights continued on separate page

Twitter	New Followers	Profile Visits	Impressions	Mentions
	3	113	2,831	1

Top Tweet: Weeki Fresh Water Adventures (video - earned 279 impressions)



Pinterest	Total Audience	Engaged Audience	Impressions	Engagements
	6.38K (-3.9%)	289 (-6.4%)	8.53K (-6.2%)	392 (-1.7%)

Top Pins: Manatees, Springs, Weeki Wachee and Scallop Season

Top Boards: Paddler's Paradise, Nature's Place to Play and Weeki Wachee Springs

## Instagram Analytics - Deep Dive for July 2023

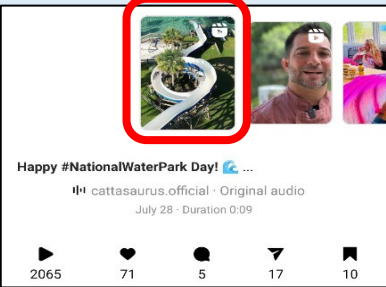
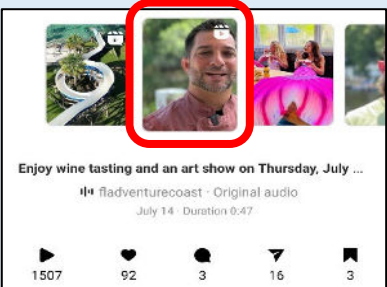
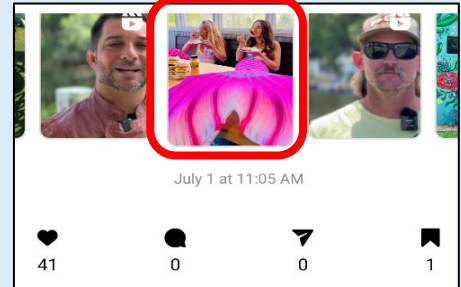
### Reach

	Followers	Non-followers	Total	Percent from ads
<u>Accounts Reached:</u>	1,198 (+37.9%)	8,956 (+60.3%)	10,154	40%
<u>Impressions:</u>	23,043 (+62.3%)			

### Top Content (based on Reach):

Posts	Reels	Videos	Stories
4,217	3,179	131	87

#1 Reel - Buc Bay	#2 Reel - Brian's Place	#3 Post - Weeki Breakfast
 <p>Happy #NationalWaterPark Day! 🌊 ...                      🎧 cattasaurus.official · Original audio                      July 28 · Duration 0:09</p> <p>2065   71   5   17   10</p>	 <p>Enjoy wine tasting and an art show on Thursday, July ...                      🎧 fladventurecoast · Original audio                      July 14 · Duration 0:47</p> <p>1507   92   3   16   3</p>	 <p>July 1 at 11:05 AM</p> <p>41   0   0   1</p>

Profile Activity	Profile Visits	External Link Taps	Email Button Taps	Call Button Taps
398 (+80%)	376 (+73.2%)	22 (+450%)	0 0%	0 0%

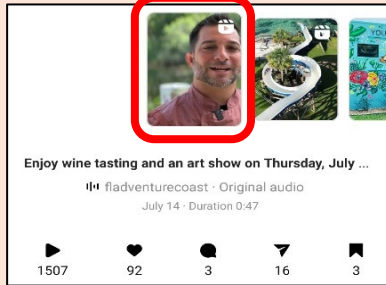
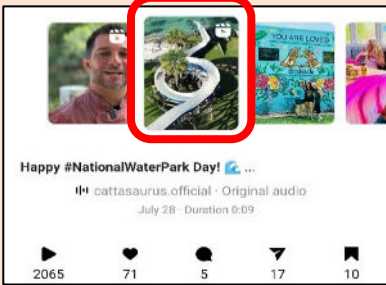
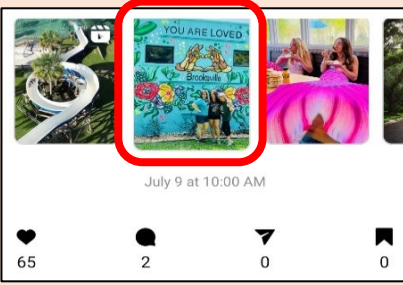
### Engagement

	Followers	Non-followers	Total	
<u>Accounts Engaged:</u>	239 (+52.2%)	174 (+87%)	413	
	Post Interactions	Reels Interactions	Total	
<u>Content Interactions:</u>	564 (+43.8%)	325 (+75.6%)	892 (+51.7% vs May 31-June 30)	0.3% from ads

### Top Content (based on engagement):

Posts	Reels
310	223

#1 Reel - Brian's Place	#2 Reel - Buc Bay	#3 Post - New Mural
 <p>Enjoy wine tasting and an art show on Thursday, July ...                      🎧 fladventurecoast · Original audio                      July 14 · Duration 0:47</p> <p>1507   92   3   16   3</p>	 <p>Happy #NationalWaterPark Day! 🌊 ...                      🎧 cattasaurus.official · Original audio                      July 28 · Duration 0:09</p> <p>2065   71   5   17   10</p>	 <p>July 9 at 10:00 AM</p> <p>65   2   0   0</p>

## Social Media Analytics Overview - August 1-31, 2023

<b>Facebook</b>	<b>Reach - Total</b> 368,500 (-48%)	<b>New Page Likes</b> 96 (-60.7%)	<b>Page Visits</b> 2,902 (-42%)	% Compared to last month
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### Top Posts (by Reach):

<b>#1</b>		<b>Reach: 4,291</b>  <b>Reactions: 8</b>  <b>Shares: 1</b>	<b>#2</b>		<b>Reach: 2,424</b>  <b>Reactions: 51</b>  <b>Shares: 4</b>
<b>#3</b>		<b>Reach: 2,401</b>  <b>Reactions: 22</b>  <b>Shares: 2</b>	<b>Topics:</b> Fishing, Dining, Coastal scenes / imagery		

<b>Instagram</b>	<b>Reach - Total</b> 8,367 (-17.6%)	<b>New followers</b> 75 (-41.9%)	<b>Profile Visits</b> 197 (-47.6%)	<b>Impressions</b>	<b>Engagement</b> 246
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\*Further Insights continued on separate page

<b>Twitter</b>	<b>New Followers</b> -1	<b>Profile Visits</b> 0	<b>Impressions</b> 2,487	<b>Mentions</b> 0	
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<b>Pinterest</b>	<b>Total Audience</b> 6.19K (-2.8%)	<b>Engaged Audience</b> 261 (-9.6%)	<b>Impressions</b> 8.3K (-2.7%)	<b>Engagements</b> 324 (-17%)	<b>Saves</b> 55 (-6.7%)
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Top Pins: Manatees, Springs, Weeki Wachee Mermaids, Njoy Spirits, Escape Artist and Airboat Tours

Top Boards: Paddler's Paradise, Weeki Wachee Springs and Feelin' Florida



## Instagram Analytics - Deep Dive for August 2023

### Reach

	Followers	Non-followers	Total	Percent from ads
Accounts Reached:	976	7,391	8,367	56.2%
Impressions:	17,272 (-25.1%)			

### Top Content (based on Reach):

Posts	Reels	Stories	Videos
3,080	1,608	123	68

#1 - Mermaid Camp	#2 - Richloam General Store	#3 - Fishing Report
<p>2829 likes, 43 comments, 8 shares, 3 saves, 2 bookmarks</p>	<p>86 likes, 3 comments, 9 shares, 5 bookmarks</p>	<p>531 likes, 11 comments, 1 share, 2 saves, 2 bookmarks</p>

Profile Activity	Profile Visits	External Link Taps	Call Button Taps
203 (-49%)	197 (-47.7%)	6 (-72.8%)	0 0%

\*vs July 1- July 32

### Engagement

	Followers	Non-followers	Total	
Accounts Engaged:	173	73	246	
	Post Interactions	Reels Interactions	Total	
Content Interactions:	415 (-26.5%)	157 (-51.7%)	578 (-35.3%)	.6% from ads

### Top Content (based on engagement):

Posts	Reels	Stories	Videos
240	98	1	1

#1 - Richloam General Store	#2 - Mermaid Camp	#3 - UGC Weeki Wachee
<p>86 likes, 3 comments, 9 shares, 5 bookmarks</p>	<p>2829 likes, 43 comments, 8 shares, 3 saves, 2 bookmarks</p>	<p>28 likes, 2 comments, 1 share, 0 bookmarks</p>

# Audience

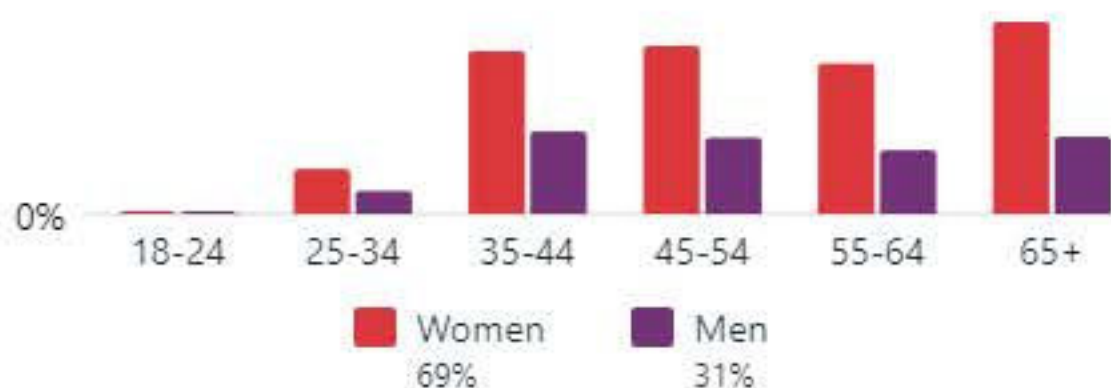
Current audience

Potential audience

Facebook followers ⓘ

## 54,476

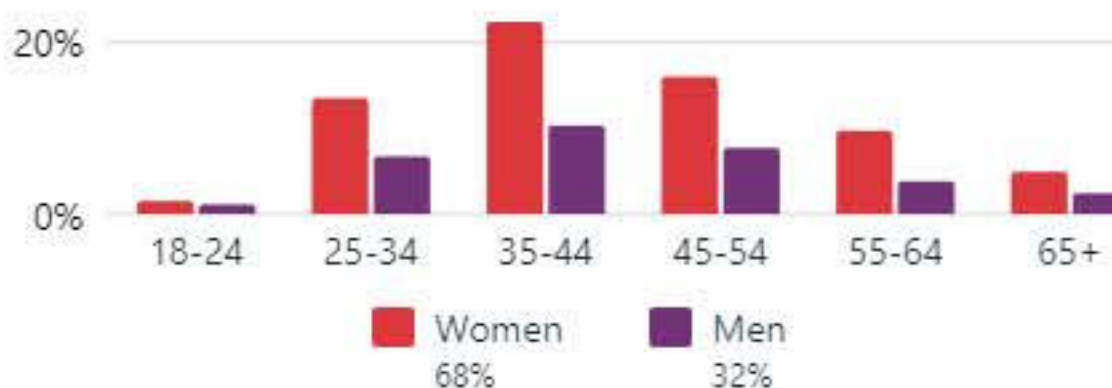
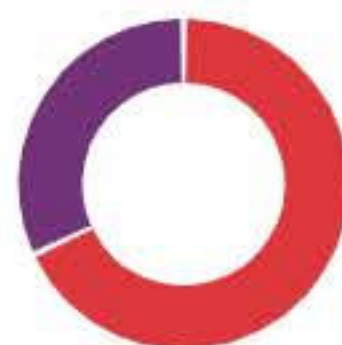
Age & gender ⓘ



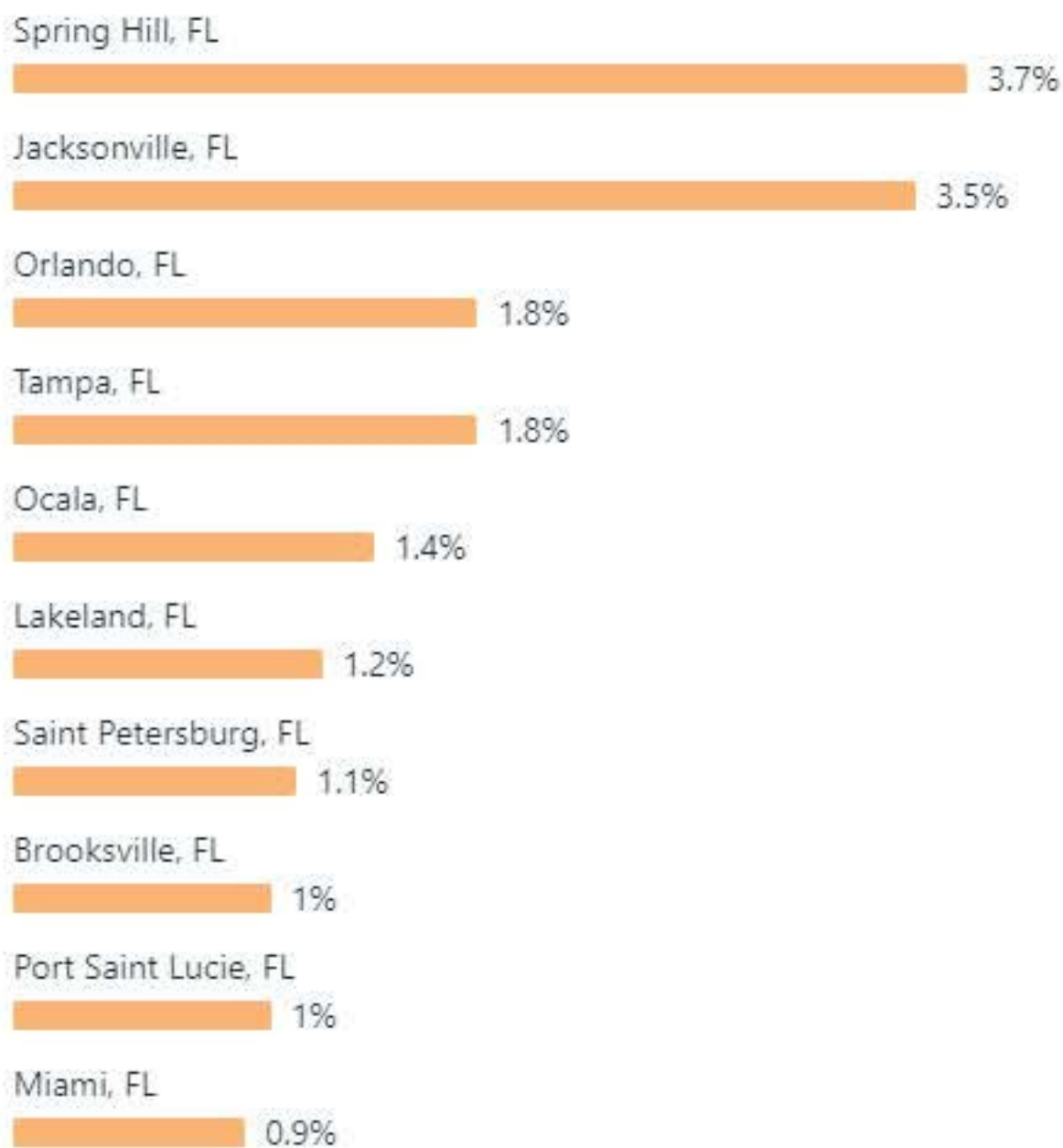
Instagram followers ⓘ

## 3,686

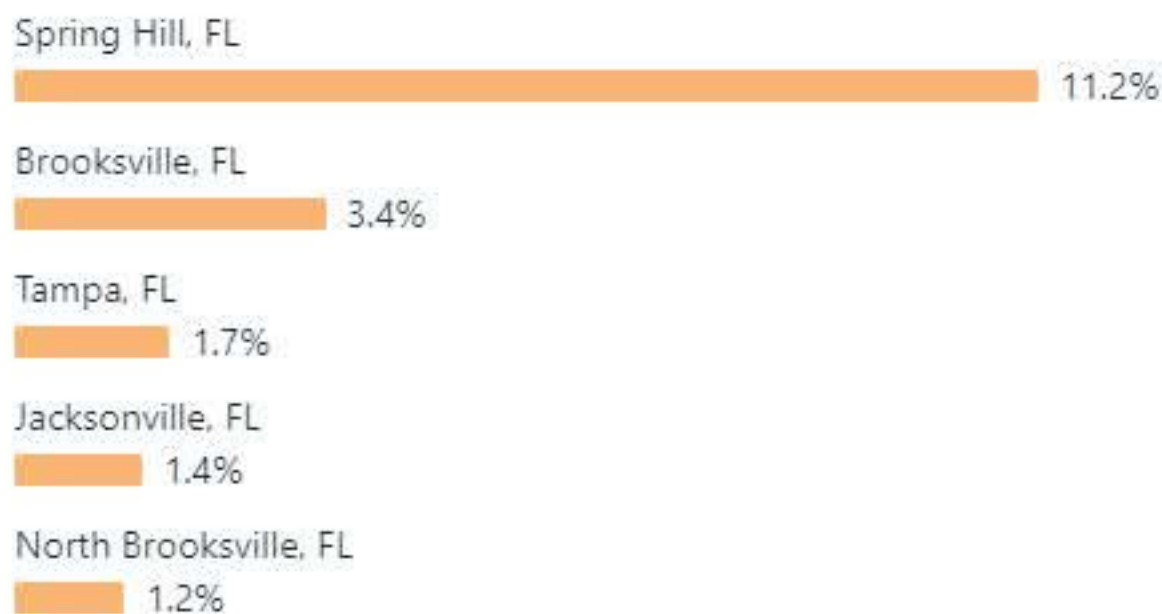
Age & gender ⓘ



### Top cities



### Top cities



### Top countries

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

### Top countries

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

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## Video's Created

- [August 2023 Fishing Report On Florida's Adventure Coast w/ Captain Rich of Fish Responders Charters](#)
- [Jenkins Creek on Florida's Adventure Coast \(2023\)](#)
- [Weekiwachee Preserve on Florida's Adventure Coast](#)
- [Kayaking the Weeki Wachee River on Florida's Adventure Coast](#)
- [Weeki Wachee Airboat Rides on Florida's Adventure Coast](#)
- [Pine Island Park on Florida's Adventure Coast](#)
- [Bayport Fishing Pier on Florida's Adventure Coast](#)
- [Chinsegut Manor House on Florida's Adventure Coast](#)
- [The Lazy Maid Creperie in Historic Brooksville, Florida](#)
- [Wood Fire Pizza at The Bistro on Florida's Adventure Coast](#)
- [Cycling the Good Neighbor Trail on Florida's Adventure Coast](#)
- [Mary's Fish Camp on Florida's Adventure Coast](#)
- [NJoy Spirits and Distillery on Florida's Adventure Coast #hernandocounty #distilleries](#)
- [The Mermaid Tale Trail #hernandocounty #exploreflorida #mermaidtailetrail #mermaid #travel](#)
- [Marina Rose Dinner Cruise on Florida's Adventure Coast](#)

## Earned Media

- [10 Things To Do In Florida In August: Top Events & Attractions](#)
- [The Best of Weird Florida](#)
- [The Mermaid Tail Trail Unveiling of "The Spring" - Hernando Sun](#)
- [Buccaneer Bay: Florida's Only Spring-Fed Water Park - NatureCoaster.com](#)
- [7 Amazing Ways To Experience Mermaids In Florida | TravelAwaits](#)
- [14 Underrated Destinations In Florida To Avoid Summer Crowds - WorldAtlas](#)

## Blogs

- 
- [Relax And Reconnect With Nature On The Bayport – Linda Pedersen Paddling Trail](#)
  - [Celebrate Summer's Last Hurrah On Florida's Adventure Coast](#)

TDC Grant Funding Score Sheet 2023

Applicant	The Arc Nature Coast
Applicant Event	Spring Lake Memorial Classic
Dates of Event	May 25, 2024
Number of days of Event <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	1
Marketing Plan <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	3
Room Nights <i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>	1
Key Initiative? <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	1

Staff Funding Recommendation - \$1,500

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# Nancy Stubbs

Nancy Stubbs

Submission Date Aug 3, 2023 10:26 AM

Organization Name The Arc Nature Coast Inc

Organization EIN# or FEN# 237305830

Business Address 15782 Little Ranch Road  
Spring Hill, FL, 34610

Application completed by Nancy Stubbs

Title Chief Development Officer

Email [nstubbs@tancinc.org](mailto:nstubbs@tancinc.org)

Telephone No. (727) 619-0694

Name of Event Spring Lake Memorial Classic

Date(s) of Event May 25, 2024

Hours of Event 6:00 AM - 10:00 AM

Date(s) of Event May 25, 2024

Hours of Event 6:00 AM - 10:00 AM

Date(s) of Event May 25, 2024

Hours of Event 6:00 AM - 10:00 AM

Is this a new event or a repeat event?

Repeat

If a repeat event, upload the most recent Grant Funding Report



TDC Grant.pdf  
73 KB

Event Marketing Contact

Nancy Stubbs

Email Address

[nstubbs@tancinc.org](mailto:nstubbs@tancinc.org)

Telephone No.

(727) 619-0694

Organization or event Website

[www.tancinc.org](http://www.tancinc.org)

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

<https://www.facebook.com/thearcnaturecoast>

Event location(s)

The Arc Nature Coast Neff Lake Road Campus

Address of Event

5283 Neff Lake Road  
Brooksville, FL, 34601

Telephone No.

(727) 619-0700

Projected number of event vendors

20

Projected Number of Local Attendees:

150

Projected Number of Out-of-Town Attendees:

150

Projected Number of Hotel Rooms:

24

Media Outlet #1

Florida Road Race Magazine

Schedule for Publication or Media

March April May

Reach of Publication or Media

subscribers

Budget for Publication or Media	1250.00
Media Outlet #2	Run Tampa
Schedule for Publication or Media	March April May ad and weekly facebook posts
Reach of Publication or Media	Tampa Bay Area
Budget for Publication or Media	500.00
Media Outlet #3	Florida Race Place Magazine
Schedule for Publication or Media	March April full page ad and 3 Eblasts March April May
Reach of Publication or Media	All subscribers
Budget for Publication or Media	350.00
Media Outlet #4	NatureCoaster
Schedule for Publication or Media	March April May
Reach of Publication or Media	Nature Coast and online
Budget for Publication or Media	250.00
Media Outlet #5	Tampa Bay Times
Schedule for Publication or Media	March April May
Reach of Publication or Media	Tampa Bay Area subscribers
Budget for Publication or Media	750.00



Media Outlet #6                      Hernando Sun

Schedule for Publication or  
Media                                      March April May

Reach of Publication or Media      Hernando County

Budget for Publication or  
Media                                      275.00

Media Outlet #7                      Bay News Nine

Schedule for Publication or  
Media                                      April

Reach of Publication or Media      Hillsboro Pasco Hernando Pinellas

Budget for Publication or  
Media                                      2000.00

Media Outlet #8                      Facebook

Schedule for Publication or  
Media                                      March April May

Reach of Publication or Media      All runners

Budget for Publication or  
Media                                      300.00

Media Outlet #9                      I love Running Facebook Page

Schedule for Publication or  
Media                                      March April May

Reach of Publication or Media      Subscribers

Budget for Publication or  
Media                                      200.00

Media Outlet #10                      To be determined

Schedule for Publication or  
Media                                      March April May

Reach of Publication or Media      **To be determined**

Budget for Publication or Media      **100.00**

Total Marketing and Advertising Budget:      **5975.00**

Total Grant Amount Requested:      **5000.00**

I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com.      **NLS**

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

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

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

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

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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event. NLS

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site. NLS

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event. NLS

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



Name: Nancy Stubbs

Title: Chief Development Officer

Date: Aug 3, 2023

---

TDC Grant Funding Score Sheet 2023

Applicant	Hernando County Fine Arts Council
Applicant Event	Art in the Park
Dates of Event	March 9-10, 2024
Number of days of Event <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	2
Marketing Plan <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	3
Expected Attendance <i>Number or expected Attendees 1 point for less than 1,000; 2 points for 5000-10,000; 3 points for over 10,000)</i>	2
Room Nights <i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>	1
Key Initiative? <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	1

Staff Funding Recommendation - \$5,000

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# Cheryl Hill

Allisa Babor

Submission Date	Sep 7, 2023 12:04 PM
Organization Name	Hernando County Fine Arts Council
Organization EIN# or FEN#	59-3342853
Business Address	Post Office Box 1265 Brooksville, FL, 34605
Application completed by	Cheryl Hill
Title	Treasurer
Email	<a href="mailto:treasurer@hernandoarts.org">treasurer@hernandoarts.org</a>
Telephone No.	(352) 584-0429
Name of Event	Art in the Park 2024
Date(s) of Event	Mar 9, 2024
Hours of Event	10:00 PM - 5:00 PM
Date(s) of Event	Mar 10, 2024
Hours of Event	10:00 PM - 4:00 PM
Date(s) of Event	Mar 10, 2024
Hours of Event	10:00 AM - 4:00 PM

Is this a new event or a repeat event?	<b>Repeat</b>
Event Marketing Contact	Allisa Babor
Email Address	<a href="mailto:Allisa@hernandoarts.org">Allisa@hernandoarts.org</a>
Telephone No.	(352) 232-5845
Organization or event Website	<a href="http://www.hernandoarts.org">www.hernandoarts.org</a>
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	<a href="https://www.facebook.com/artintheparkhernandocounty">https://www.facebook.com/artintheparkhernandocounty</a>
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	<a href="https://www.instagram.com/hernandoarts/">https://www.instagram.com/hernandoarts/</a>
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	<a href="https://www.youtube.com/channel/UCgQDkV_DabGAtXeL0SfS4mg">https://www.youtube.com/channel/UCgQDkV_DabGAtXeL0SfS4mg</a>
Event location(s)	Tom Varn Park
Address of Event	306 Darby Lane Brooksville, FL, 34601
Telephone No.	(352) 587-8062
Projected number of event vendors	200
Projected Number of Local Attendees:	4000
Projected Number of Out-of-Town Attendees:	2000
Projected Number of Hotel Rooms:	20
Media Outlet #1	Where the Shows Are
Schedule for Publication or Media	September 2023

Reach of Publication or Media	USA
Budget for Publication or Media	\$595
Media Outlet #2	Artfair Calendar Call to Artists
Schedule for Publication or Media	ASAP
Reach of Publication or Media	USA
Budget for Publication or Media	\$1150
Media Outlet #3	Florida Events and Festivals
Schedule for Publication or Media	October-December 2023
Reach of Publication or Media	USA
Budget for Publication or Media	\$165
Media Outlet #4	Sunshine Artist
Schedule for Publication or Media	November/December 2023
Reach of Publication or Media	USA
Budget for Publication or Media	\$900
Media Outlet #5	Zapplication
Schedule for Publication or Media	November/December 2023
Reach of Publication or Media	USA
Budget for Publication or Media	\$1000

Media Outlet #6	Evnt
Schedule for Publication or Media	November-December 2023
Reach of Publication or Media	USA
Budget for Publication or Media	\$550
Media Outlet #7	WUFT PBS radio
Schedule for Publication or Media	March 2024
Reach of Publication or Media	North Central Florida
Budget for Publication or Media	\$600
Media Outlet #8	WUSF Television Commercial
Schedule for Publication or Media	March 2024
Reach of Publication or Media	Tampa Bay Area
Budget for Publication or Media	\$1500
Media Outlet #9	Facebook Instagram paid ads
Schedule for Publication or Media	September 2023 through March 2024
Reach of Publication or Media	USA
Budget for Publication or Media	\$1000
Media Outlet #10	See attached for remainder
Schedule for Publication or	See attached for remainder



Media

Reach of Publication or Media      See attached for remainder

Budget for Publication or Media      See attached for remainder

Total Marketing and Advertising Budget:      \$11,384

Total Grant Amount Requested:      \$10,000

I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com.      AB

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

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

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

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

with your reimbursement request.

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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event. AB

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site. AB

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event. AB

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



Name: Allisa Babor

Title: Chair Hernando County Fine Arts Council

Date: Sep 7, 2023

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**TDC Grant Funding Score Sheet 2023**

<b>Applicant</b>	Harvest Moon Fun Farm
<b>Applicant Event</b>	Fall & Spring Harvests, Christmas
<b>Dates of Event</b>	Oct 1-Nov 5; Nov 24-Dec 24; May 11-27
<b>Number of days of Event</b> <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	Fall-21; Christmas-11; Spring 7 - Total of 39 days/nights
<b>Marketing Plan</b> <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	1
<b>Expected Attendance</b> <i>Expected Attendees 1 point for under 1,000; 2 points for 5-10,000; 3 points for over 10-20,000, 4 points for 20-30,000, 5 points - 30,000 or more)</i>	5
<b>Room Nights</b> <i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>	1
<b>Key Initiative?</b> <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	1

**Notes:**

While open multiple dates, format of event does not encourage overnight stays other than for vendors; ranked as one day event.

Staff Recommendation for Funding: \$2,500

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# Demetri Falakos

demetri falakos

Submission Date Sep 8, 2023 10:37 AM

Organization Name DAMF dba Harvestmoon Fun Farm

Organization EIN# or FEN# 262465589

Business Address 15990 Stur St  
Masaryktown, Florida, 34604

Application completed by Demetri Falakos

Title Owner

Email [mdf975@yahoo.com](mailto:mdf975@yahoo.com)

Telephone No. (800) 373-4811

Name of Event Harvestmoon Fun Farm

Date(s) of Event Oct 1, 2023

Hours of Event 10:00 AM - 5:00 PM

Date(s) of Event Oct 7, 2023

Hours of Event 10:00 AM - 5:00 PM

Date(s) of Event Oct 7, 2023

Hours of Event 10:00 AM - 5:00 PM

Is this a new event or a repeat event?

Repeat event; Initial grant request

Event Marketing Contact

demetri falakos

Email Address

[mdf975@yahoo.com](mailto:mdf975@yahoo.com)

Telephone No.

(727) 815-5118

Organization or event Website

Demetri's Solutions

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

<https://www.facebook.com/search/top?q=harvestmoon%20fun%20farm>

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

[harvestmoonfunfarm.com](http://harvestmoonfunfarm.com)

Event location(s)

masaryktown, fl

Address of Event

15990 Stur St  
Masaryktown, Florida, 34604

Telephone No.

(727) 815-5118

Projected number of event vendors

4

Projected Number of Local Attendees:

18000

Projected Number of Out-of-Town Attendees:

12000

Projected Number of Hotel Rooms:

48

Media Outlet #1

Outfront billboard

Schedule for Publication or Media

October

Reach of Publication or Media

100000 a day

Budget for Publication or Media	2450
Media Outlet #2	facebook
Schedule for Publication or Media	October/ facebook
Reach of Publication or Media	50 mile radius- 100000 plus
Budget for Publication or Media	9000
Media Outlet #3	radio
Schedule for Publication or Media	December
Reach of Publication or Media	Tampa bay area
Budget for Publication or Media	3000
Media Outlet #4	Outfront
Schedule for Publication or Media	April- billboard outfront
Reach of Publication or Media	100000 a day
Budget for Publication or Media	2450
Media Outlet #5	na
Schedule for Publication or Media	na
Reach of Publication or Media	na
Budget for Publication or Media	na
Media Outlet #6	na

Schedule for Publication or Media na

Reach of Publication or Media na

Budget for Publication or Media na

Media Outlet #7 na

Schedule for Publication or Media na

Reach of Publication or Media na

Budget for Publication or Media na

Media Outlet #8 na

Schedule for Publication or Media na

Reach of Publication or Media na

Budget for Publication or Media na

Media Outlet #9 na

Schedule for Publication or Media na

Reach of Publication or Media na

Budget for Publication or Media na

Media Outlet #10 na

Schedule for Publication or Media na

Reach of Publication or Media na

Budget for Publication or Media **na**

Total Marketing and Advertising Budget: **30000**

Total Grant Amount Requested: **16900**

I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com. **df**

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

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

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

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

I understand that all reporting requirements must be satisfied **df**



in order to receive reimbursement dollars.

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event. **df**

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site. **df**

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event. **df**

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



Name: **demetri falakos**

Title: **owner**

Date: **Sep 8, 2023**

---



# Harvest Moon ★ FUN FARM ★

PLAN YOUR VISIT    ATTRACTIONS    **TICKETS & HOURS**    CONTACT US    More

YOU WILL NOT BE EXPOSED DURING YOUR VISIT.



## THE MORE THE MERRIER

That's our motto. Whether it's a birthday, family reunion, or a corporate event, we would be happy to host your event!

### BOOKING NOW

**Contact us** for more information on group pricing!

## FARM HOURS

*Open Seasonally*

### Spring Season

May

TBD

Monday-Thursday-CLOSED

Friday 12th & 19th 6:00PM-Dusk

Saturdays & Sundays

10AM - 3PM

Memorial Day- May 29th

10:00AM-2:00PM

### Fall Season

September 30th-November 5th

Monday - Tuesday-CLOSED

Wednesday - Friday 10AM-2PM

Weekdays only in October

Saturday & Sunday

10AM - 5PM

### Christmas Season

December 1st-December 30th

### Haunt Nights

October 7th, 13th, 14th, 20th,  
21st, 27th & 28th



PLAN YOUR VISIT    ATTRACTIONS    **TICKETS & HOURS**    CONTACT US    More

## Fall Admission

### Adults & Children (ages 3+)

\$15.95+tax Saturday & Sunday

\$12.95+tax Weekdays

limited activities and refreshments available during the weekdays

Weekends Includes all attractions & maze.

Gem Mining & vendors require additional cost i.e.

merchandising, pumpkins and food.

(some food vendors may be cash only)

### Children (ages 2 and under)

**FREE**

No ticket required

**\*\*Parking is free in our lot, neighbors that offer overflow parking may charge a fee.\*\***

## Haunted Nights

(Fall Season Only)

\$24.95+tax per person

ages 3 & up

**(Daytime activities will be closed)**



## Spring Admission

### Adults & Children (ages 3+)

\$13.95+tax

Friday 12th & 19th, Saturdays, Sundays & Monday May 29th

Includes most attractions & maze.

Gem Mining, Swing Ride & vendors may require additional cost i.e.

## Christmas Season

\$12.95+tax per person (ages 3+)

**Children (ages 2 & under FREE**

Includes the visit with Santa, petting farm, hill slide, swings, cow train, ball zone, Hay Ride & jumping pillow

*Open Seasonally*

**Spring Season**  
May  
TBD  
Monday-Thursday-CLOSED  
Friday 12th & 19th 6:00PM-Dusk  
Saturdays & Sundays  
10AM - 3PM  
Memorial Day- May 29th  
10:00AM-2:00PM

**Christmas Season**  
December 1st-December 30th

Monday-Thursday-Closed  
Friday's & Saturday's 6PM - 9PM

**Fall Season**  
September 30th-November 5th

Monday-Thursday-Closed  
Friday-Saturday 6PM-9PM  
Sunday-Closed  
**Saturday & Sunday**  
10AM - 5PM

**Haunt Nights**  
October 7th, 13th, 14th, 20th, 21st  
27th & 28th

*Select Friday & Saturday nights in October*  
7PM - 10PM

Check out the link in our activities  
page for more information

**TDC Grant Funding Score Sheet 2023**

<b>Applicant</b>	Crank Works Bicycles
<b>Applicant Event</b>	The Hilly Hundred
<b>Dates of Event</b>	Dec 1-2, 2023
<b>Number of days of Event</b> <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	2
<b>Marketing Plan</b> <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	3
<b>Expected Attendance</b> <i>Number or expected Attendees 1 point for less than 1,000; 2 points for 5000-10,000; 3 points for over 10,000)</i>	1
<b>Room Nights</b> <i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>	1
<b>Key Initiative?</b> <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	1

Staff Funding Recommendation - \$2,500

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# Patricia Laird

Patricia Laird

Submission Date Sep 20, 2023 12:03 PM

Organization Name Crank Works Bicycles

Organization EIN# or FEN# 45-3140091

Business Address 20070 Cortez Blvd  
Brooksville, FL, 34601

Application completed by Patricia Laird

Title Owner

Email [info@crankworksbikes.com](mailto:info@crankworksbikes.com)

Telephone No. (352) 584-3680

Name of Event Hilly Hundred

Date(s) of Event Dec 1, 2023

Hours of Event 12:00 PM - 8:30 PM

Date(s) of Event Dec 2, 2023

Hours of Event 7:00 AM - 5:30 PM

Date(s) of Event Dec 2, 2023

Hours of Event 7:00 AM - 5:30 PM

Is this a new event or a repeat event?

Repeat event; Initial grant request

Event Marketing Contact

Patricia Laird

Email Address

[info@crankworksbikes.com](mailto:info@crankworksbikes.com)

Telephone No.

(352) 584-3680

Organization or event Website

[crankworksbikes.com/events](http://crankworksbikes.com/events)

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

<https://www.facebook.com/crankworksbikes/>

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

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

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

<https://www.youtube.com/channel/UCgvAfBPWwToAWbD5p5jWjQA>

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

<https://raceroster.com/events/2023/77737/hilly-hundred>

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

<https://www.facebook.com/events/1398918757387995>

Event location(s)

Crank Works Bicycles

Address of Event

20070 Cortez Blvd  
Brooksville, FL, 34601

Telephone No.

(352) 593-4176

Projected number of event vendors

6

Projected Number of Local Attendees:

30

Projected Number of Out-of-Town Attendees:

350

Projected Number of Hotel Rooms:

35

Media Outlet #1 Facebook

Schedule for Publication or Media October 1-November 30

Reach of Publication or Media Major markets of Florida

Budget for Publication or Media 3000

Media Outlet #2 Printed Post Cards in Ride Packets for

Schedule for Publication or Media October 10-November 25

Reach of Publication or Media State of Florida

Budget for Publication or Media 350

Media Outlet #3 Instagram

Schedule for Publication or Media October 1-November 25

Reach of Publication or Media State of Florida

Budget for Publication or Media 2000

Media Outlet #4 Specialized corporate Email List

Schedule for Publication or Media October 1-November 25

Reach of Publication or Media State of Florida

Budget for Publication or Media 0

Media Outlet #5 Crank Works Event Email list



Schedule for Publication or Media	October 1-November 25
Reach of Publication or Media	Previous attendees-National
Budget for Publication or Media	0
Media Outlet #6	Google Ads
Schedule for Publication or Media	October 1-November 25
Reach of Publication or Media	State of Florida
Budget for Publication or Media	2000
Media Outlet #7	None
Schedule for Publication or Media	October 1-November 25
Reach of Publication or Media	Florida
Budget for Publication or Media	October 1-November 25
Media Outlet #8	None
Schedule for Publication or Media	October 1-November 25
Reach of Publication or Media	Florida
Budget for Publication or Media	0
Media Outlet #9	None
Schedule for Publication or Media	October 1-November 25
Reach of Publication or Media	Florida

Budget for Publication or Media	0
Media Outlet #10	None
Schedule for Publication or Media	October 1-November 25
Reach of Publication or Media	Florida
Budget for Publication or Media	0
Total Marketing and Advertising Budget:	7350
Total Grant Amount Requested:	7350
I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com.	PAL
I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases	PAL
I understand that all printed or promotional materials with the Florida's Adventure Coast Visitors Bureau logo must be reviewed and approved by the Manager of Tourism Development in order to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Tourism Bureau does not eliminate the requirement of proper usage in order to be eligible for reimbursement. Failure to use the correct logo and use it properly will result in cancellation of any grant funds awarded.	PAL
I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising must be submitted	PAL

with your reimbursement request.

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

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

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

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event. PAL

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site. PAL

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event. PAL

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



Name: Patricia Laird

Title: Owner

Date

Sep 19, 2023

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**Media Plan FY 2023-24**

<b>Promo-Internet Adv&amp;Mrktg</b>	<b>Fall/Winter Expenditures</b>	<b>Spring/Summer Expenditures</b>	<b>Annual Expenditures</b>	<b>Timeline</b>	<b>Vendor</b>
Onsite SEO	\$12,000	\$12,000	\$24,000	Year-round	ITI Digital Marketing
Google Adwords	\$12,000	\$12,000	\$24,000	Year-round	ITI Digital Marketing
Internet Publishing (Replaces storytelling)	\$14,000	\$14,000	\$28,000	Year-round	ITI Digital Marketing
Google - Florida	\$10,000	\$10,000	\$20,000	Fall & Summer	Compass Marketing
The Other Side of Florida	\$10,000	\$10,000	\$20,000	Spring/Summer	Madden Media
Florida, The Second Time Around		\$10,000	\$10,000	Spring/Summer	Madden Media
BrandUSA	\$30,000		\$30,000	Fall/Winter	Miles/BrandUSA-Canada
Golf Florida	\$18,900		\$18,900	Year-round	Destinations Media, will include Cabot
Fish Florida	\$7,650		\$7,650	Year-round	Destinations Media
Hour Media/AAA	\$28,500		\$28,500	Winter	AAA Living (MI/FL/GA/TN/NC/SC)
Advanced Travel & Tourism	\$16,666	\$33,334	\$50,000	Winter/Spring/Summer	
Adara - Niche Marketing (Golf, Fishing, Cycling, Birdwatching)	\$20,000	\$20,000	\$40,000	Year-round	Always On
Adara - Partner Co-op Program	\$10,000		\$10,000	Year-round	Will run on Partner's desired schedule
Clicktrips	\$10,000	\$10,000	\$20,000	Fall & Spring	
Atlanta Journal/ Visit Florida Native content		\$12,000	\$12,000		Print Ad, travel email newsletter, native ad placement
<b>Promo-Radio/TV&amp;Radio Adv</b>					
A Fishing Story with Ronnie Green	\$25,000		\$25,000	TBD	Ronnie Green, A Fishing Story
Outdoors with Misty Wells		\$8,500	\$8,500	TBD	Misty Wells
<b>Promo-Print Ads &amp; Mrktg</b>					
Chamber Guide	\$750		\$750	Year-round	Lunar Cow/Chamber
Hernando Sun - NTTW		\$2,000	\$2,000	Spring	NTTW
<b>Promo-Multimedia Campaigns</b>					
Miles Media - Visit Florida Guide	\$16,389		\$16,389	Year-round	Miles Media/Visit Florida
American Road	\$4,995	\$4,995	\$9,990	Year-round	1/4 pg print, with Itineraries and digital guides pages; 6 months banner ads
Atlanta Journal/ Visit Florida travel guide co-op	\$4,500		\$4,500		Print Ad, travel email newsletter, native ad placement
<b>Total Media Spending (as of Sept 28, 2023)</b>	<b>\$251,350</b>	<b>\$158,829</b>	<b>\$410,179</b>		
<b>Media budget FY 2024</b>					
			<b>\$443,900</b>		

# FY24 Planning



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



Adara is an **ethical data sharing company** that pioneers advance technology to support and grow the travel industry

Our mission is to **help enterprises share and gain access to the strongest performing data in the world**, while upholding to today's privacy standards and practices



# The World's Largest Travel & Entertainment Data Consortium

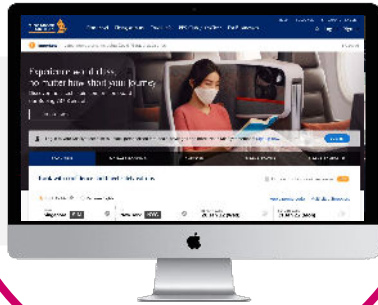


\* Not all data partners are represented on the chart due to confidentiality agreements



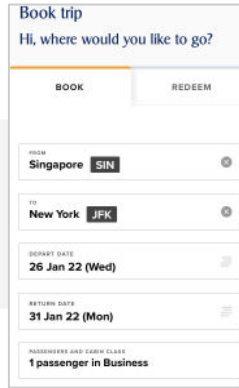
# How it Works

The three-step process



1

User visits a partner Airlines website and **searches for a flight from Toronto to Hong Kong**

A 'Book trip' form with the heading 'Hi, where would you like to go?'. The form has two tabs: 'BOOK' and 'REDEEM'. The 'BOOK' tab is active. The form contains the following fields: 'FROM: Singapore SIN', 'TO: New York JFK', 'DEPART DATE: 26 Jan 22 (Wed)', and 'RETURN DATE: 31 Jan 22 (Mon)'. At the bottom, it says 'PASSENGERS AND CABIN CLASS: 1 passenger in Business'.

2

All data elements entered by user gets captured on **real time basis**



3

All this data then enters the **Adara** ecosystem & is processed to get user **intelligence**

# Adara Has The Most Complete Travel Profile



- Trip dates
- Origin and destination
- Avg. Daily Rate
- Avg. Airfare
- N. of Travelers
- Hotel Brand & Property
- Provider
- Alternate destinations
- Class of service



- Trip dates
- Origin and destination
- Avg. Daily Rate
- Avg. Airfare
- N. of Travelers
- N. of Adults & Children
- Hotel Brand & Property
- Booking Provider
- Booking Class
- Purchase Timeline



- Loyalty membership
- Membership level
- Points balance
- Co-brand credit card holder



- Demographics
- Cookies
- Device IDs
- Email address



- Car Rental
- Railway
- Cruise
- Ground Transportation
- Events and activities
- Payment type
- Ancillary purchase
- Language
- Currency

# Adara's Global Footprint

De-identified & aggregated transaction data

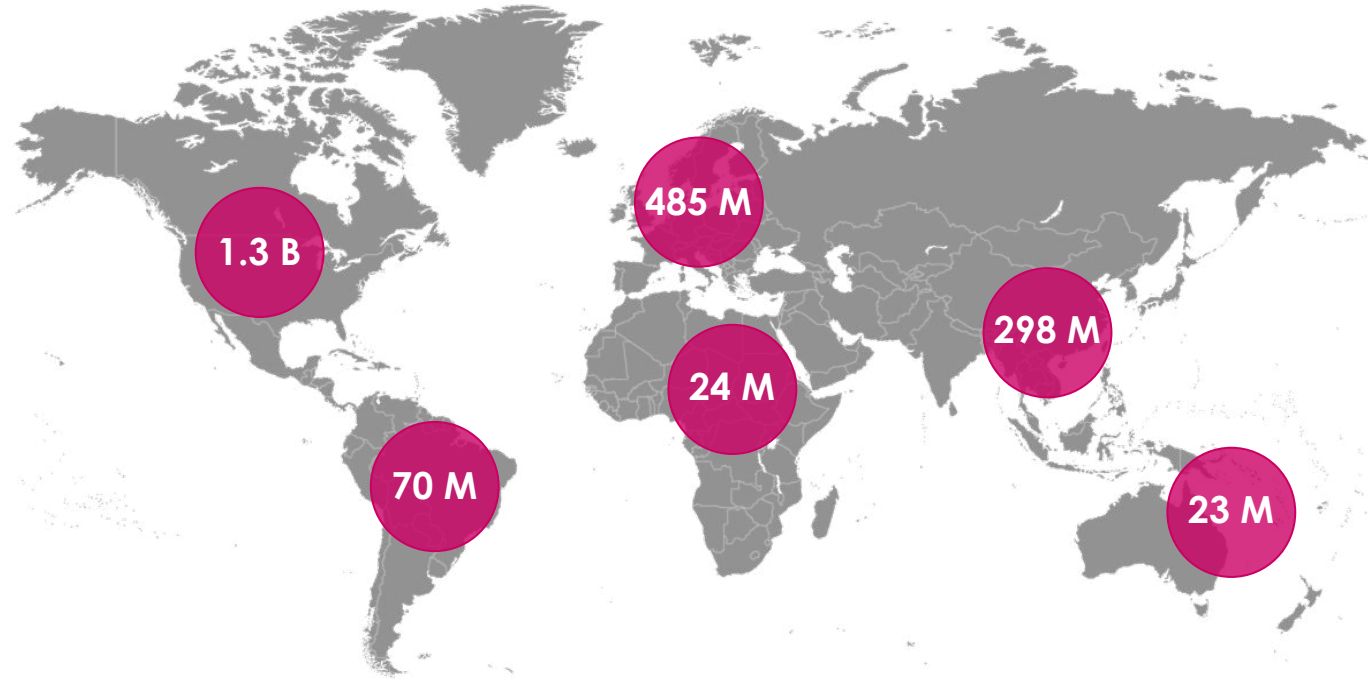
**2.1 Billion** rich profiles that include, on average:

30+ data points per profile

Over **2.5+ Billion** hashed emails

**3 Billion** travel searches annually

**180 Million** air and hotel bookings annually



# What Our Data Says About You? (in past 12 months)

- 46,958 hotel searches; 6,910 hotel bookings
  - 1.88 average party size
  - 2.75 average length of stay
  - \$131.06 average daily rate
  - Top origin markets
    - Unknown
    - Orlando
    - Tampa
    - Atlanta
    - Miami
    - New York



# FY24 MEDIA OPPORTUNITIES

# FY24 Media Opportunities

- Niche Audiences Proposal
  - \$30K (\$31K in-state, \$9K out-of-state)
  - Oct. '23-Sept. '24
  - Targeting niche travelers (audiences built off credit card purchase data)
    - Golf
    - Cycling
    - Fishing
    - Bird-Watching

# Post-Campaign Analysis

This performance data is unique to Adara...



## Campaign Details

Client	Island Destination
Campaign	Q1 2022 Campaign
Flight Dates	1/1/22-3/31/22
Budget	\$35,000.00

## Booking and ROI Performance

Vertical	Searches	Bookings	Length of Stay	Search to Book (Days)	Book to Arrival (Days)	Average # of Travelers	Total Travelers	Total Nights	ADR	Revenue	ROI
Flight	5,196	156	7.2	14.5	116.3	2.1	323	1,129			
Hotel	7,138	159	4.6	41.1	71.6	1.9	306	733	\$432.69	\$317,064.57	18.46
Total	12,334	315					629	1,862	\$432.69	\$317,064.57	18.46

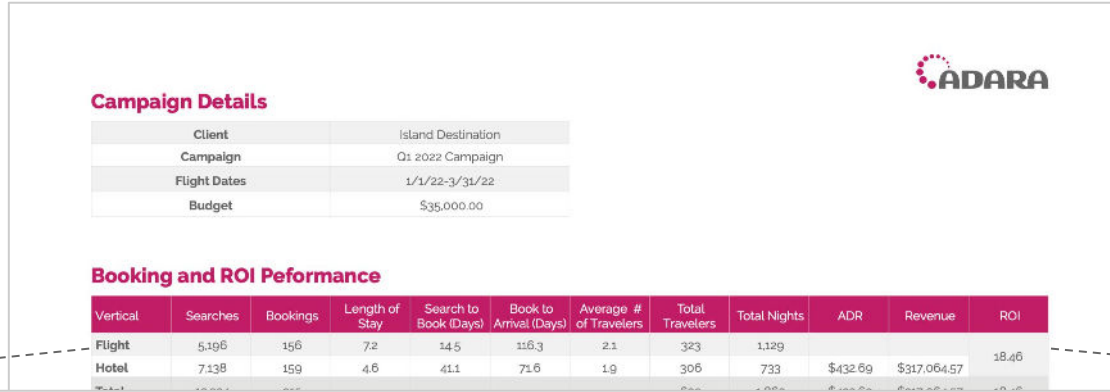
## Cummulative Performance

Package	Insertion Order Details					Campaign Delivery					
	Start Date	End Date	CPM	Impressions	Budget	Spend	Impressions	Clicks	CTR	Conversion	CPB
New Travelers	01/05/2021	30/06/2021	\$8.00	3,125,000	\$25,000.00	\$12,245.29	1,530,661	1,596	0.10%	451	\$27.15
Comfortable Travelers	01/05/2021	30/06/2021	\$8.00	1,250,000	\$10,000.00	\$4,928.28	616,035	589	0.10%	203	\$24.28
Added Value	01/05/2021	30/06/2021	\$-	400,000	\$-	\$-	105,162	152	0.14%	34	\$-
Total				4,775,000	\$35,000.00	\$17,173.57	2,251,858	2,337	0.10%	688	\$24.96



# Post-Campaign Analysis

This performance data is unique to Adara...



**Campaign Details**

Client	Island Destination
Campaign	Q1 2022 Campaign
Flight Dates	1/1/22-3/31/22
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# FY24 PARTNER CO-OP

# Partner Co-Op Packages

<b>Tier</b>	<b>Programmatic Display Impressions</b>	<b>Adara Added Value</b>	<b>Total Impressions</b>	<b>Duration</b>	<b>Partner Cost</b>	<b>DMO Cost</b>	<b>Total Cost</b>
5	250,000	25,000	275,000	1 month	\$1,000	\$1,000	\$2,000
4	500,000	50,000	550,000	1-2 months	\$2,000	\$2,000	\$4,000
3	750,000	75,000	775,000	1-2 months	\$3,000	\$3,000	\$6,000
2	1,000,000	10,000	1,010,000	2 months	\$4,000	\$4,000	\$8,000
1	1,250,000	12,500	1,262,500	2 months	\$5,000	\$5,000	\$10,000

# Partner Co-Op Details

- Tammy determines number of participants per Tier/overall
- Standard display ads
- Adara 10% added value
- Tammy determines targeting
  - Geographic
  - Travel intenders
  - CTR/website traffic

# Partner Co-Op Details

- KPIs:
  - Tammy would see how many bookings came into the destination
  - With proper conversion pixel placed, partner would see tickets bought (or other comparable KPI)
  - CTR/website traffic

# THANK YOU!

---

**Leroy Bridges**

VP Sales, Tourism

[Leroy.Bridges@Adara.com](mailto:Leroy.Bridges@Adara.com)



LET'S GO SOMEWHERE  
**together.**



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



**ADVANCE**  
TRAVEL & TOURISM  
*destination marketers*

MARKETING PROPOSAL

September 11, 2023



## Who we are.

Advance Travel & Tourism was founded in 2014.

We are a division of Advance Local, one of the top ten privately-owned media companies in the United States for over 100 years.

A unique combination of local support and customer care backed by a media powerhouse with national-level expertise, technology and tools.



# We advocate for tourism.



AND more!



# Our clients love us.

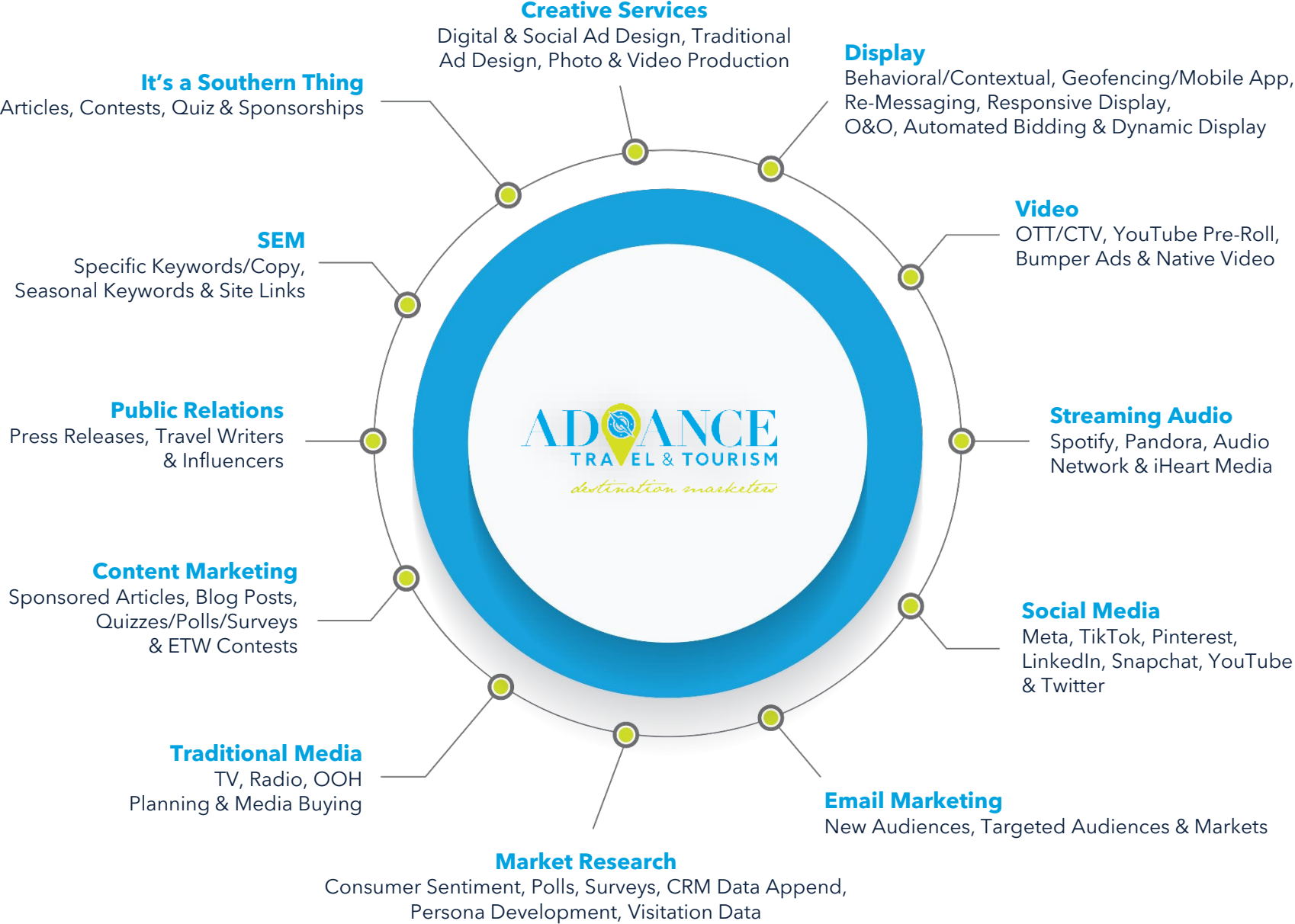
“Visit Blue Ridge GA has benefited greatly from our partnership with Advance Travel and Tourism. Our digital campaigns with Advance Travel have **helped us expand our markets and attract more visitors to our website and our destination.** The team at Advance offers us excellent research-based advice, analysis and reporting. Advance excels at innovative, thoughtful campaigns and their creative team does a great job with ads and content. **I would highly recommend the services of Advance Travel and Tourism to anyone in destination on marketing.**”

**Jan Hackett**

Marketing Advisor & Consultant, Visit Blue Ridge  
 janhackett@blueridgemountains.com | 706.632.5680



# Our channel options.



# Our team is Your team.

Your Florida  
Project Manager



Adrienne Glass  
Account Executive



Lauren Lowery  
Campaign Specialist



Laura English  
Tourism Manager



Jamie Hudgens  
Manager  
Content Marketing



Jacquelyn  
Blackwell, **TMP**  
Senior Strategist



Tim Myers  
Creative Director



Lauren Fitch  
Media Buyer



Lauren Nolan  
Director  
Digital Operations



Tim Baumgardner  
Chief Strategist



Natalie Pruitt  
President

+ corporate strategy, social, reporting, optimization teams

# Summer Campaign.

**Summer Campaign**

Total Impressions  
**2,112,714**

Total Clicks  
**31,994**

Click Thu Rate  
**1.51%**

**Social/Meta**

Total Impressions  
**1,704,915**

Total Clicks  
**31,683**

Click Tru Rate  
**1.86%**

**YouTube**

Total Impressions  
**193,496**

Total Views  
**109,705**

75% Quartile  
**61.96%**

**CTV/OTT**

Total Impressions  
**214,303**

100% Quartile  
**98.60%**

June -September 8th

# Summer Campaign.

## Mermaid Trail

 **Florida's Adventure Coast** Sponsored ✕ ⋮

Embark on a mythical quest and be captivated by the allure of the Mermaid Tale Trail on Florida's Adventure Coast. [...See more](#)



[floridamermaidtrail.com](http://floridamermaidtrail.com)  
**Discover The Mermaids** [Learn more](#)

   150    27 comments    71 shares

 Like     Comment     Share

Total Impressions  
**458,321**  
Total Clicks  
**2,723**  
Click Thu Rate  
**0.59%**


## Led Gen

 **Florida's Adventure Coast** Sponsored ⋮ ✕

Experience the thrill of Florida's Adventure ... [See more](#)



FORM ON FACEBOOK  
**Nature's Playground** [Sign up](#)

  1K    65 comments • 2 shares

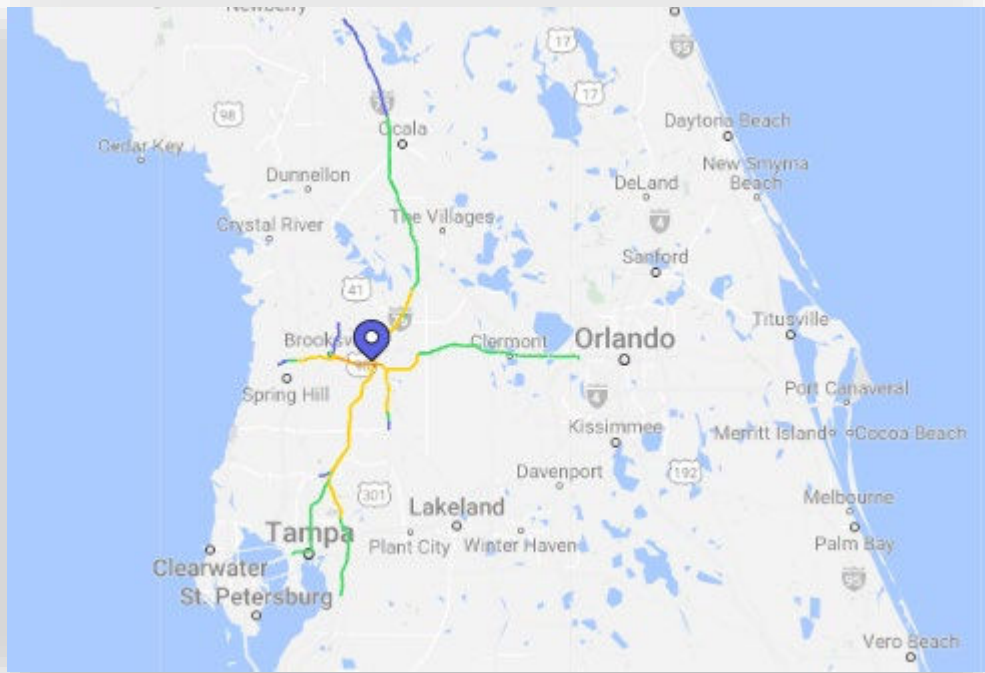
 Like     Comment     Send

Total Impressions  
**22,604**  
Total Clicks  
**24,536**  
Click Thu Rate  
**11.07%**

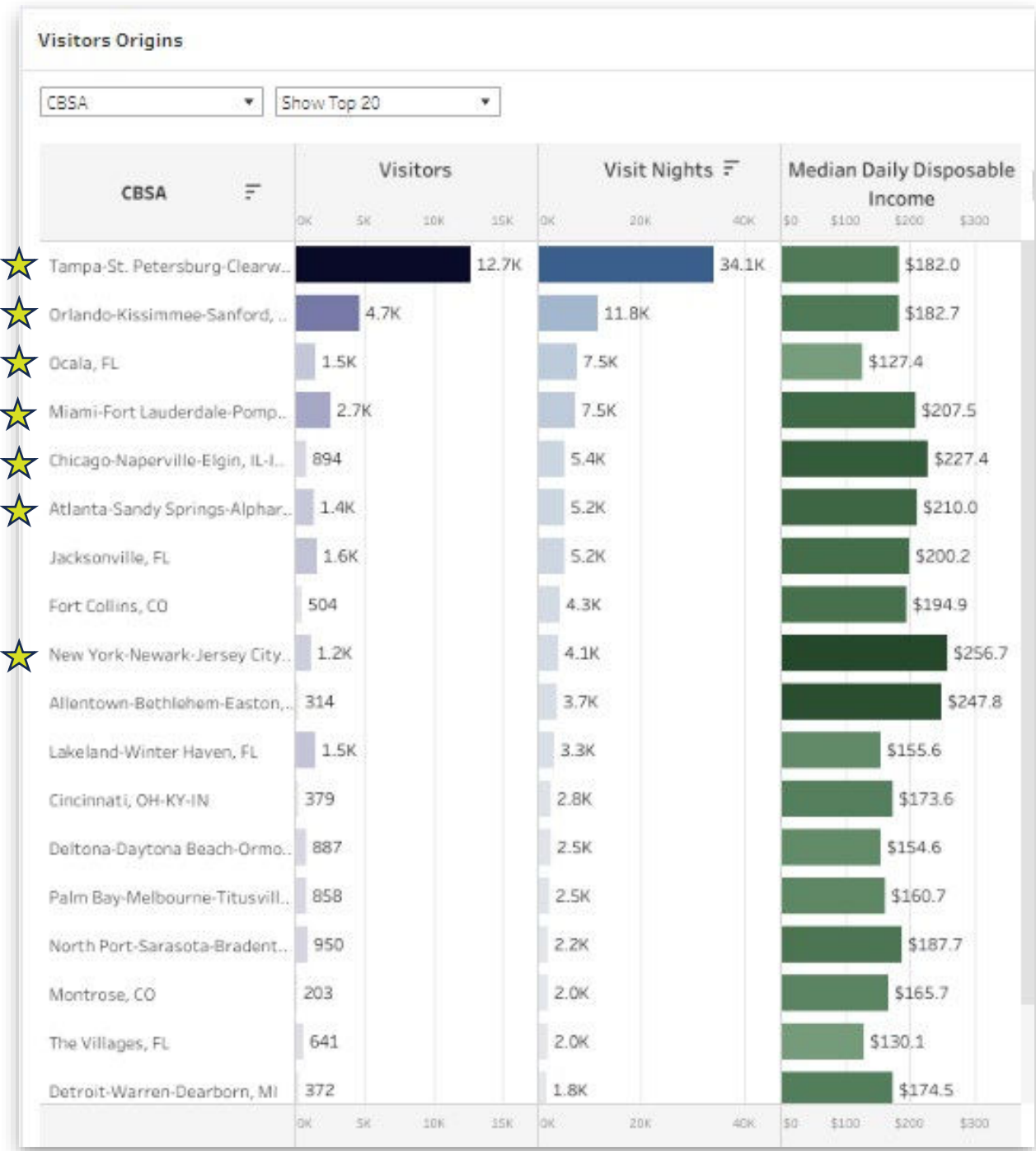
# When we last spoke.

- Let's Keep Mermaid Trail Top of Mind, but tell a larger story
- Arts & Culture, Outdoor Adventure, and Where to Stay are key messages

# Visitation Data.



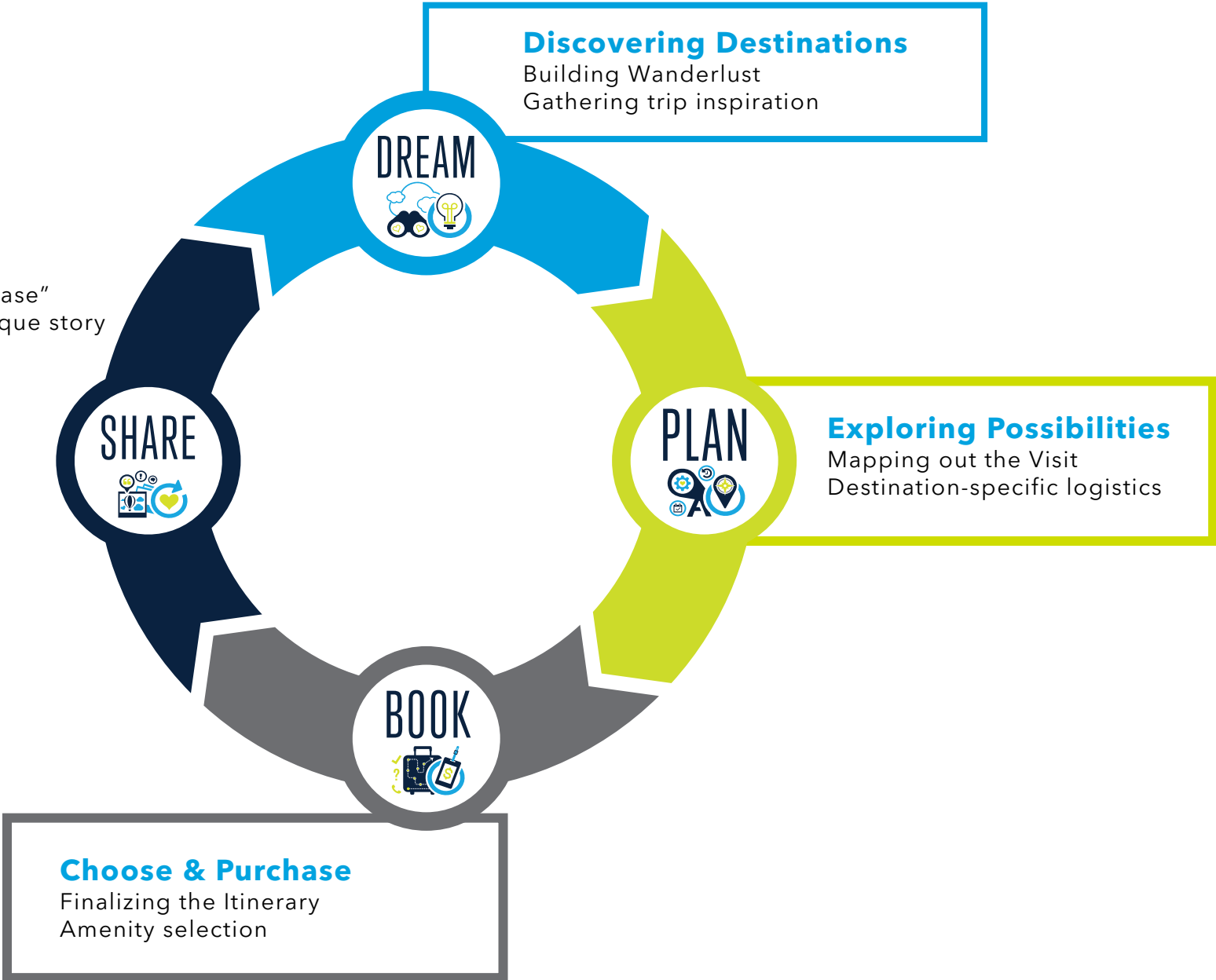
Rank	Name
1	Tampa International Airport / 4100 George J Bean Pkwy, Tampa, FL 33607
2	Orlando International Airport / 1 Jeff Fuqua Blvd, Orlando, FL 32827
3	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320
4	Cracker Barrel Old Country Store / 30405 Cracker Crossing, Brooksville, FL 34602-8504
5	Buc-ee's / 7001 Russell Pkwy, Fort Valley, GA 31030



# Your custom strategy brief.

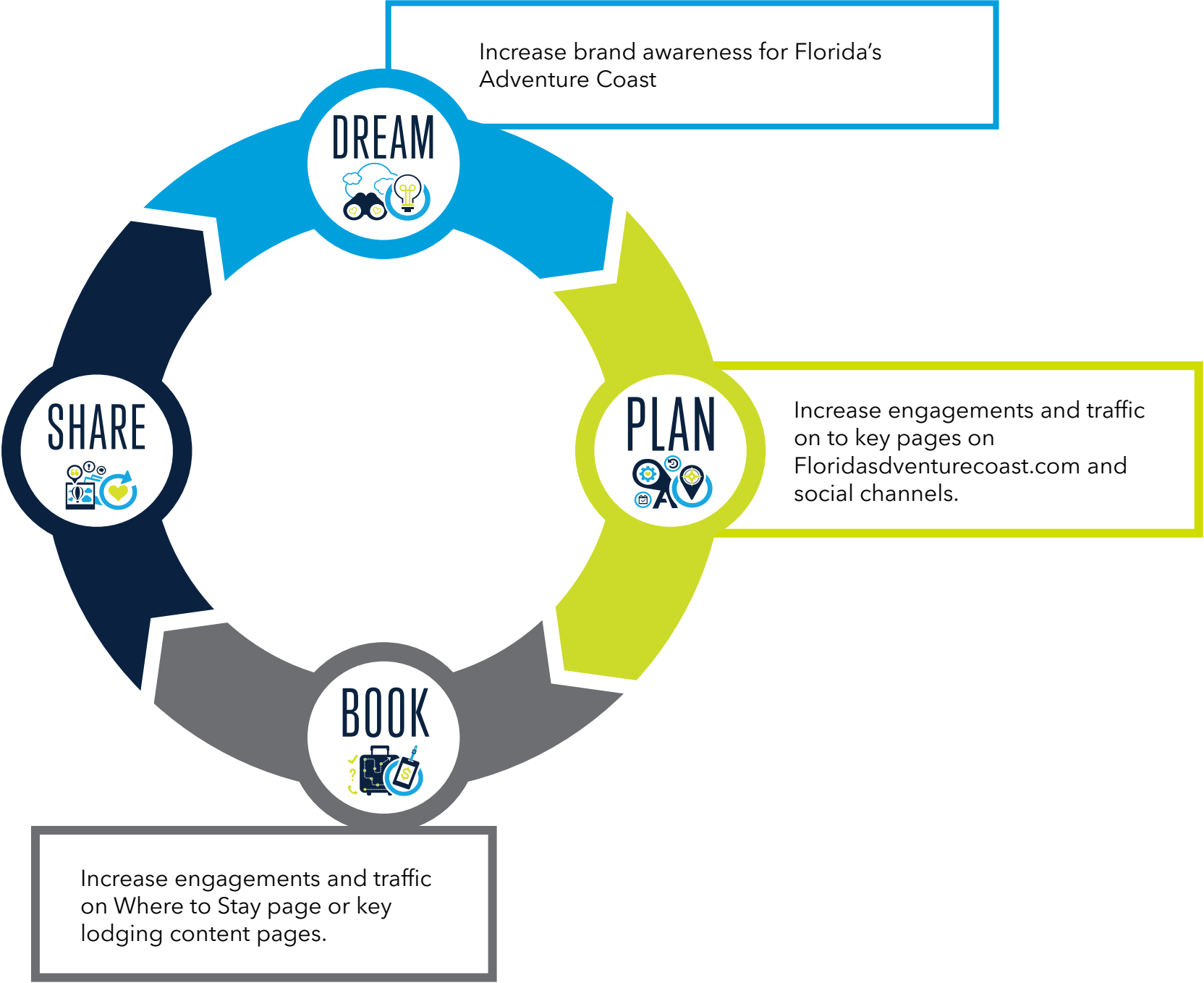
Your campaign will focus on the creative element of "Discover Nature's Place To Play" with elements of encouraging fall visitation. We will do this by utilizing the Dream, Plan and Book phases so that we hit future travelers in whatever phase of the buying path they are in. By focusing on content, we can better showcase all the unique offerings of Florida's Adventure Coast including Outdoor Adventure, Arts & Culture, and Where to Stay.

**Experience**  
"Honeymoon Phase"  
Telling their unique story





# What are we going to accomplish?

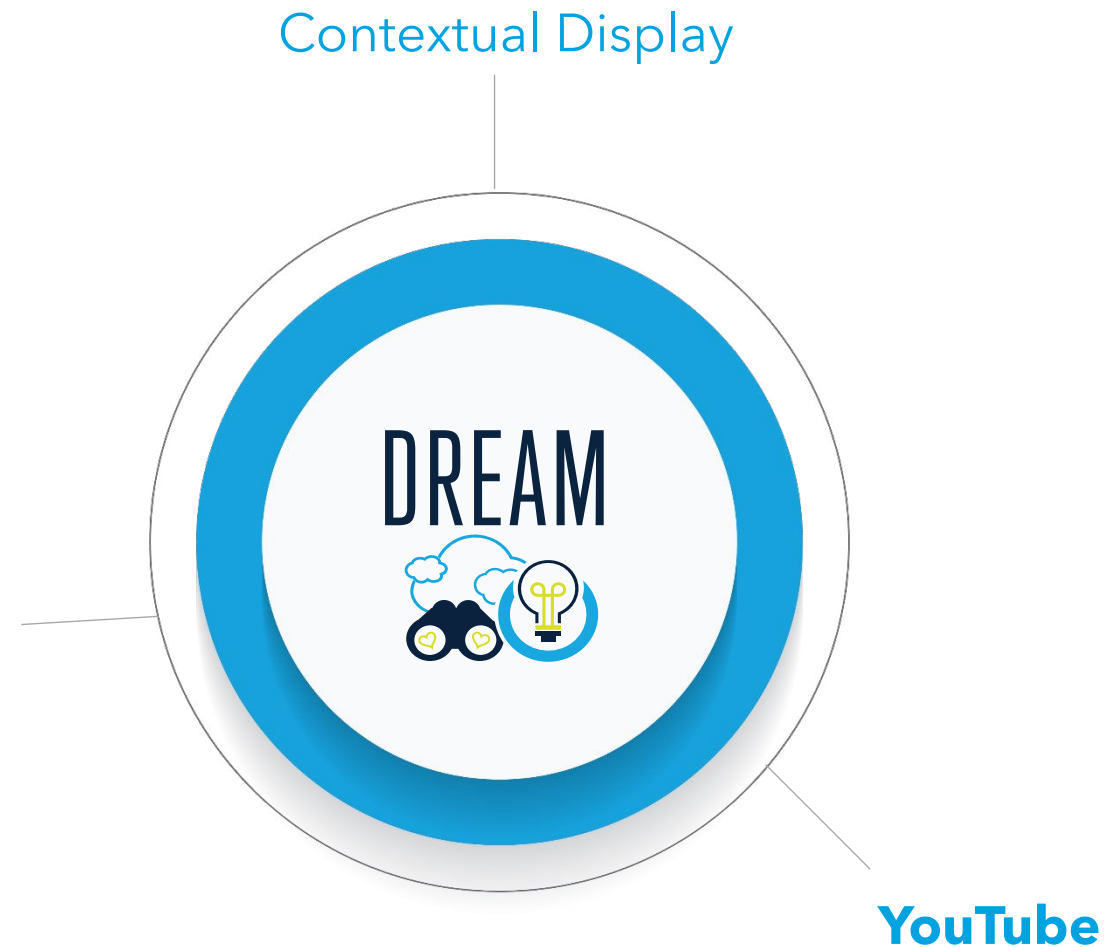


# Increase brand awareness.

## Primary Key Performance Indicators.

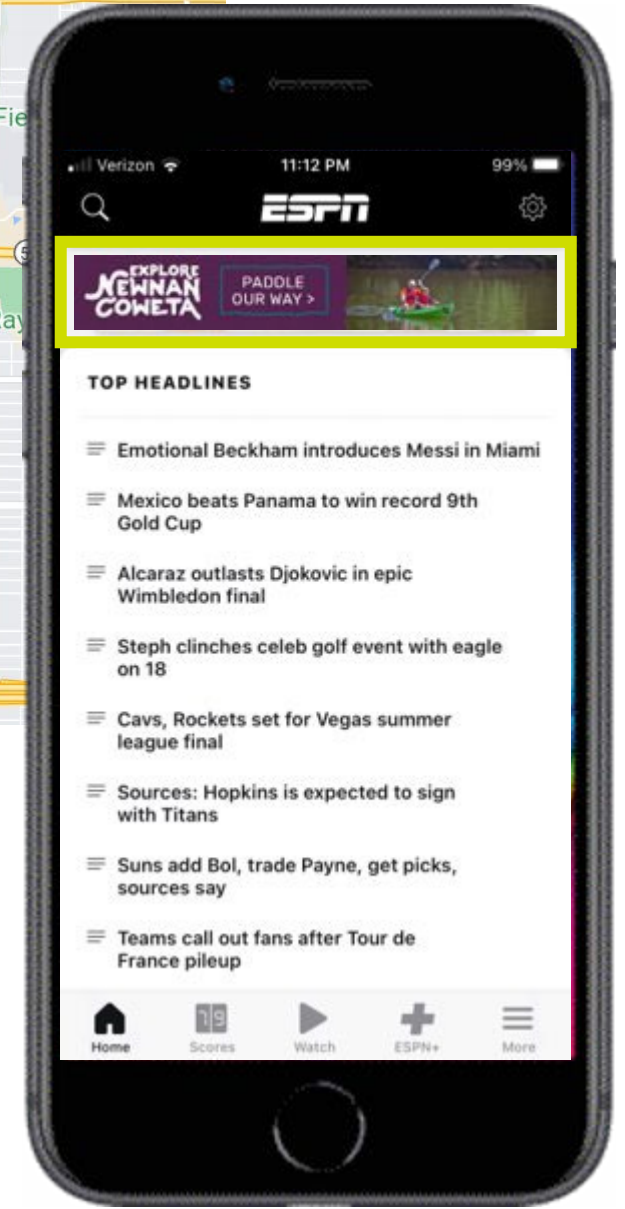
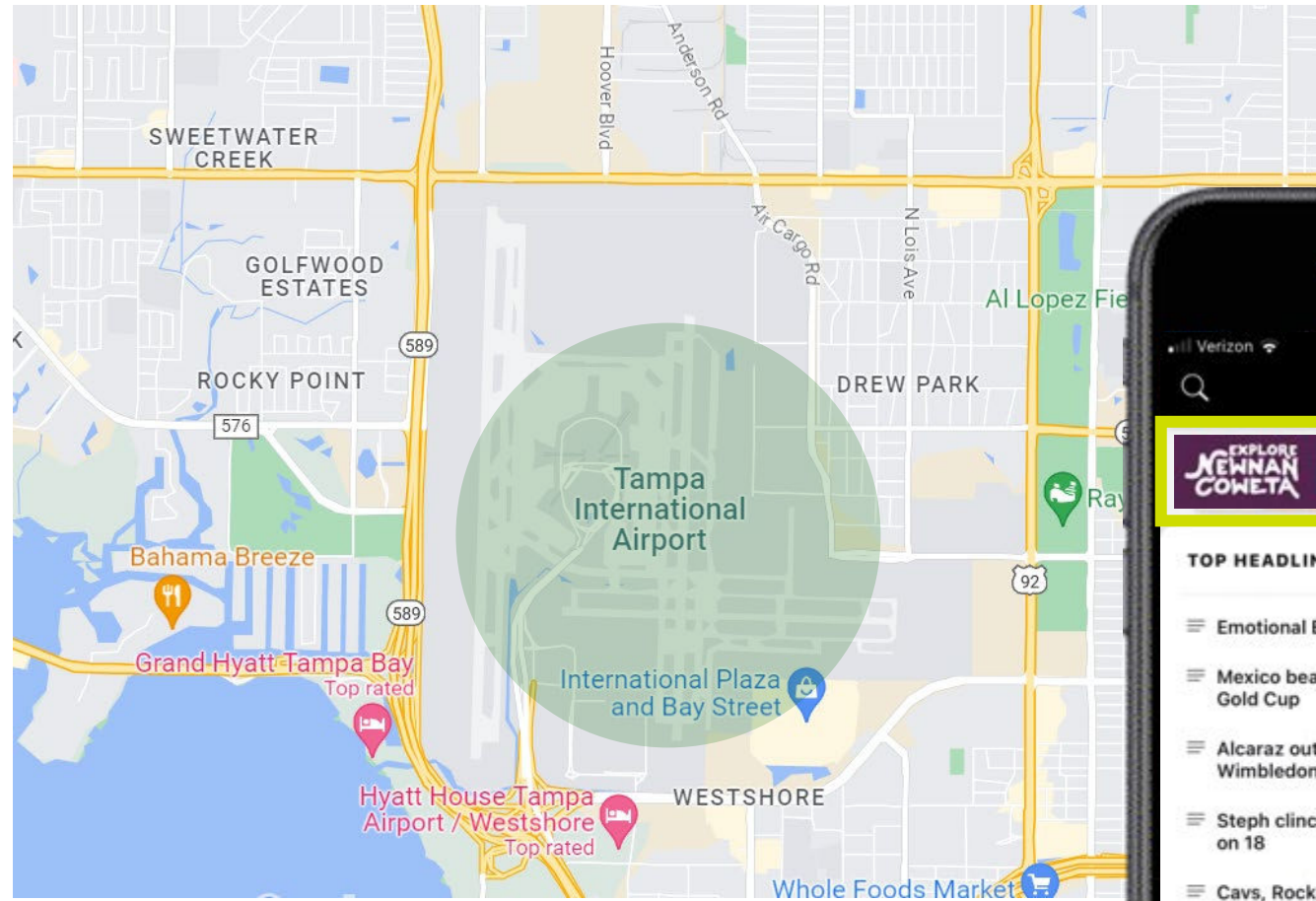
- Impressions
- Reach
- CTR/Clicks
- Video Completion Rate over 90% or higher

Mobile App Display



# Increase brand awareness.

Channel: Mobile App Display



# Increase brand awareness.

Channel: YouTube



# Increase engagements.

## Primary Key Performance Indicators.

- Impression
- CTR/Clicks
- Article Views
- Organic & platform website traffic increases
- Increases in target market engagement rates & events on website
- Platform engagement increases (likes, shares, saves, follows, comments)

Sponsored Content



Meta

# Increase engagements.

Channel: Meta  
Carousel Ads  
& Video

The image shows a Facebook sponsored post for 'Florida's Adventure Coast'. The post features a carousel of images. The first image shows a building with a sign that says 'ENJOY SPIRITS' and a large wooden wheel. Below this image is the text 'Kegs, Casks & Corks' and 'More to Raise Your Glass At!' with a 'Learn More' button. The second image shows a person in a colorful costume near a body of water. Below this image is the text 'Mermaids, ol' and 'Follow the Tr'. The post has 343 likes, 65 comments, and 120 shares. At the bottom of the post are buttons for 'Like', 'Comment', and 'Share'.

**Florida's Adventure Coast** Sponsored Like Page

Ready to embark on a one-of-a-kind road trip? Explore all there is to Florida's Adventure Coast!

**Kegs, Casks & Corks**  
More to Raise Your Glass At! Learn More

**Mermaids, ol**  
Follow the Tr

343 65 Comments 120 Shares

Like Comment Share

# Increase engagements.

Channel: Sponsored Content  
Flight: 30 Days  
+Reach Package  
Native Ads on Extended Network



**SPONSORED**

### Small town done right.

Iverness is known for its lively downtown and historic Courthouse Square with walkable, bicycle friendly community full of great food choices, inviting pubs and cozy shops for you to explore.

Sponsored by Discover Crystal River Florida, Tourist Information Center

The beautifully restored Valerie Theatre features music, live theater, classic films and other community events year round and the Historic Old Courthouse Museum provides a glimpse into the region's incredible cultural history from Seminole warrior's to the filming of the Elvis Presley classic Follow That Dream in Iverness in 1962.

Start Planning!



# Increase conversions.

- **Primary Key Performance Indicators.**
- Impressions
- Reach
- CTR/Clicks

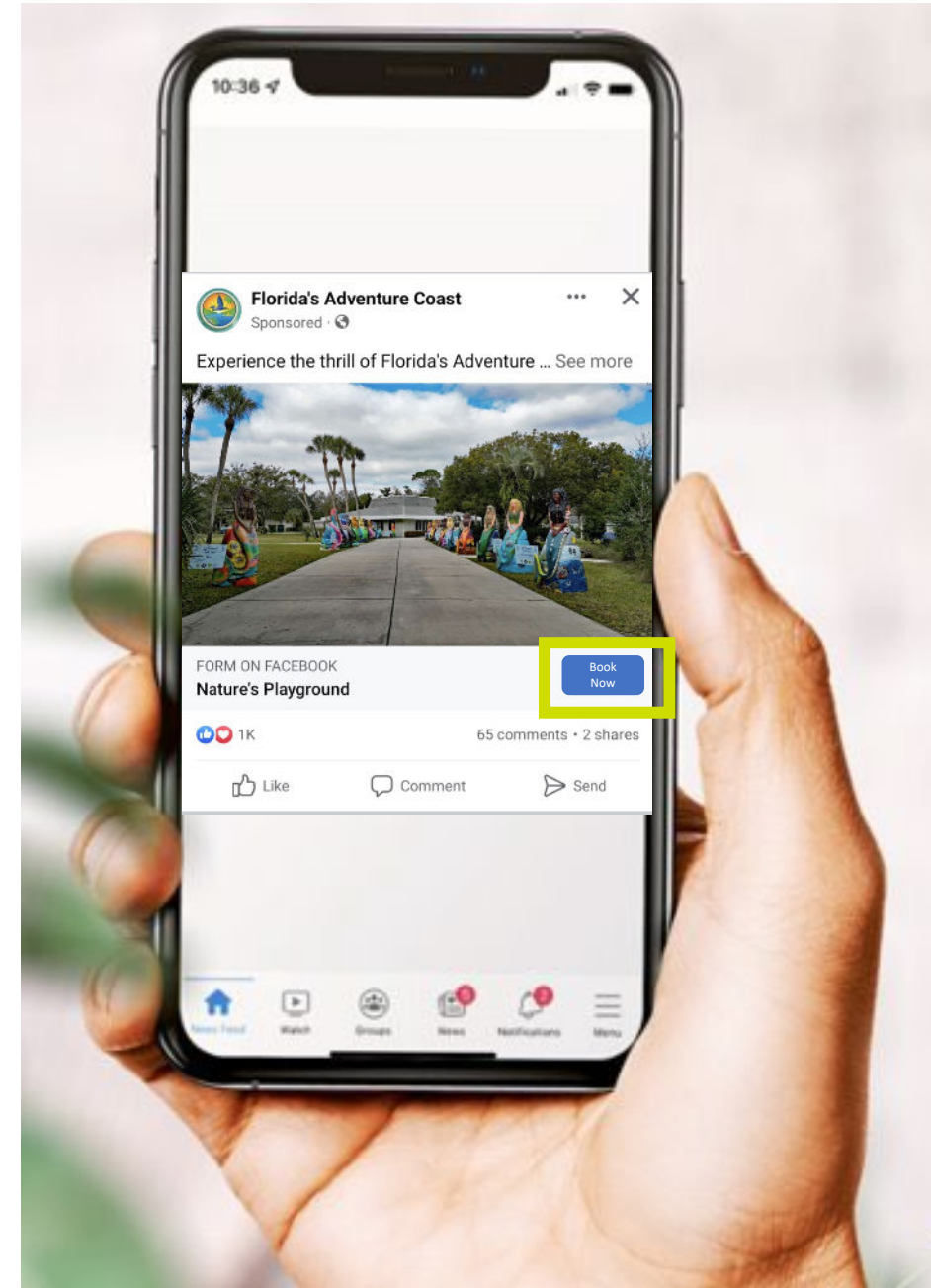
Meta





# Increase Conversions.

Channel: Meta  
/where-to-stay as landing page  
Currently 2% of pageviews



# Campaign recap.

- Contextual Display
- YouTube
- Mobile App Display



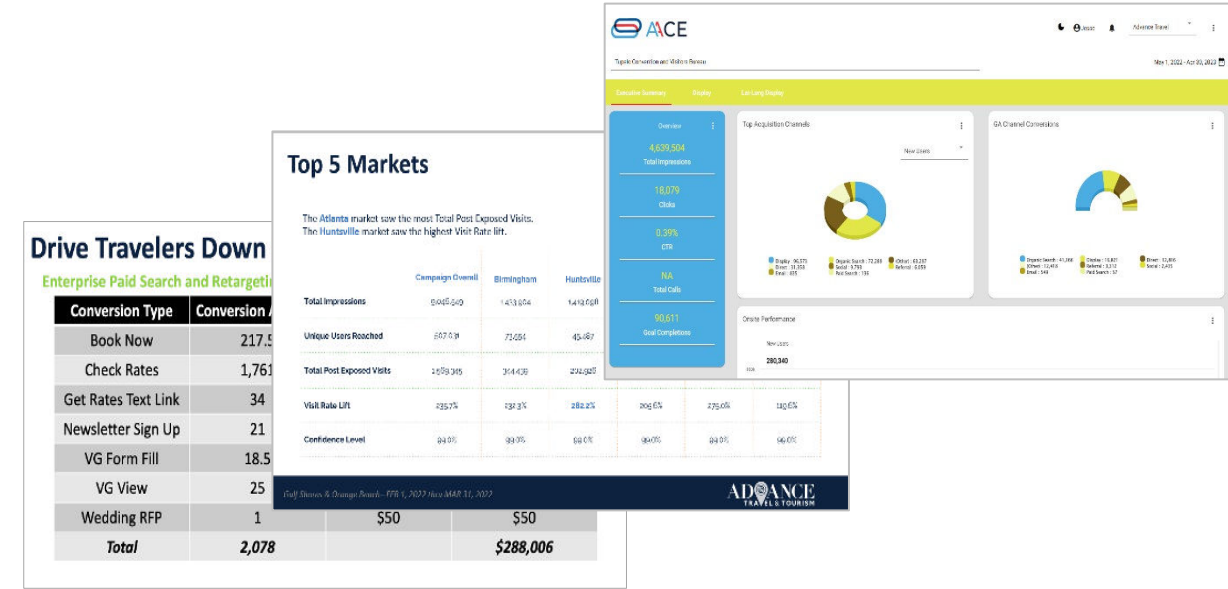
- SponCon
- Meta

- Meta

# How we're going to measure it.

## Reporting Capabilities

- 24/7 dashboard
- Weekly/Monthly insights meetings
- Ongoing campaign optimizations
- Article views and engagements
- Blog page increases in engagements and traffic
- Campaign trends, delivery, pacing, and engagement
- Website traffic trends, engagements, events, and conversions
- Visitor demographics and persona segments
- Visitation trends by day, week, year
- And much more...



## Measuring ROI, the right way.



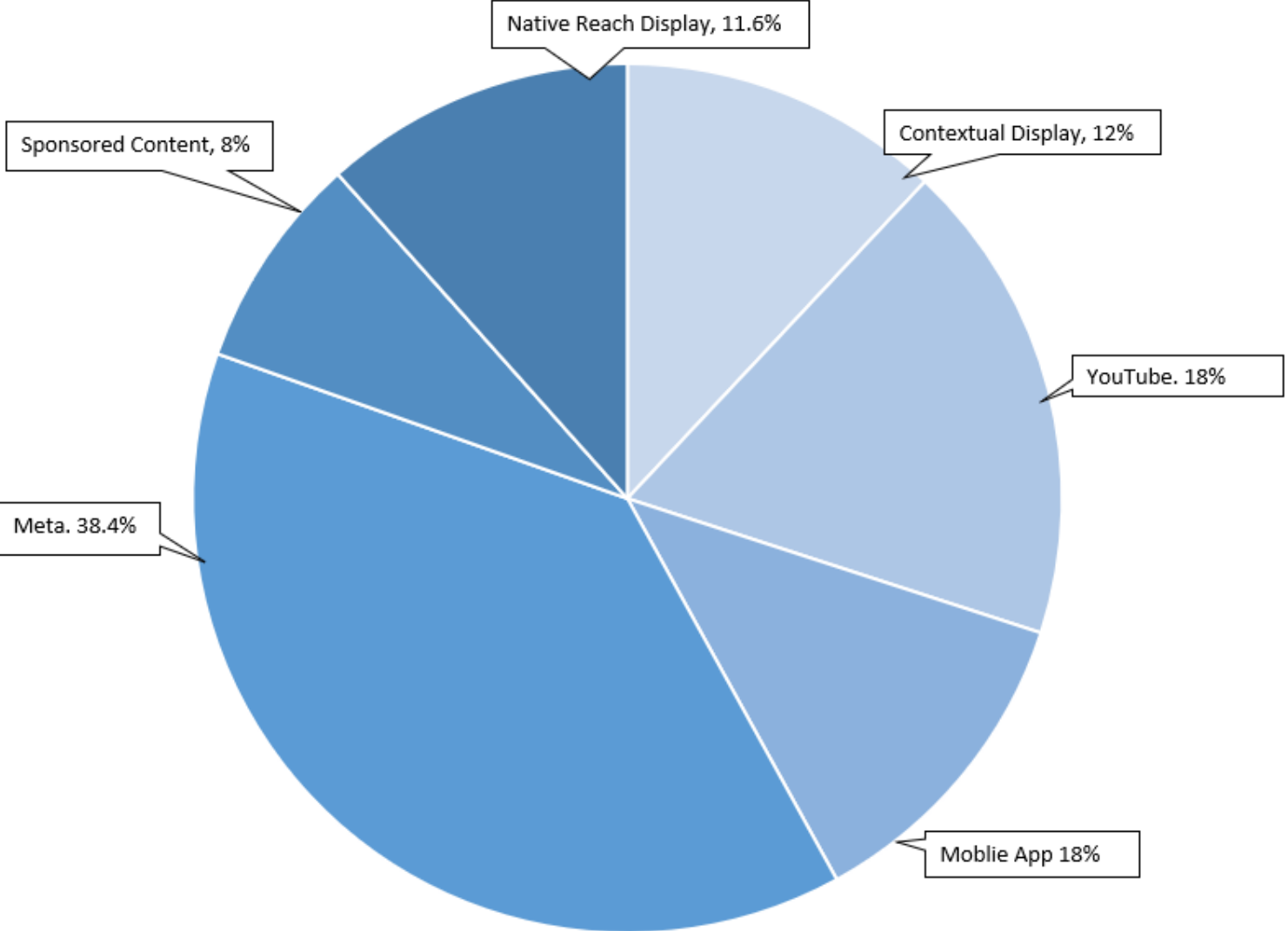
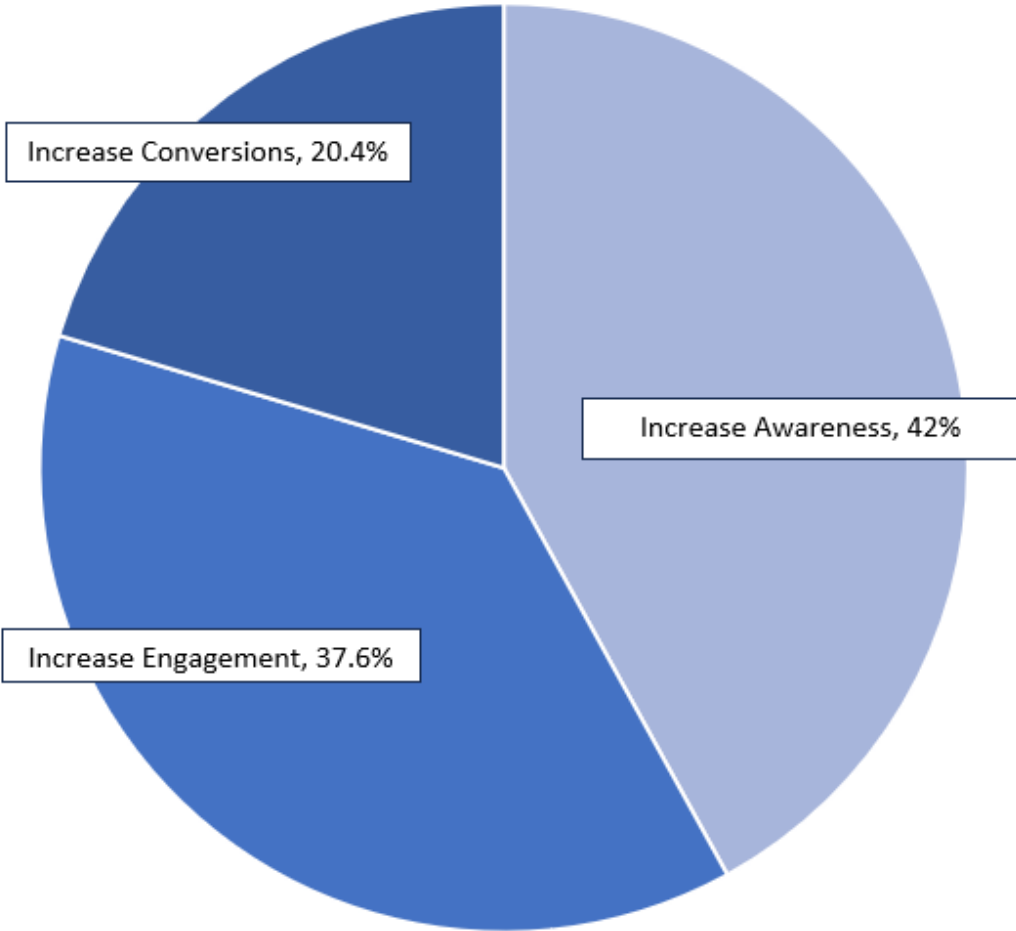
# Questions?

# The **'no cost'** value we bring.

- ✓ **Custom visitation reporting**
- ✓ **Custom analytics analysis**
- ✓ **Creative services**
- ✓ **Team market visits**

# Option 4: 6 Month Budget:

\$50,000- Budget is pushed towards 2 Sponsored Content and more budget for the "Book" Meta Ad



# Option 4: 6 Month Budget:

## \$50,000

Product / Channel	Monthly Budget	Total Cost
Extended Reach Display	\$ 1,000	\$6,000
YouTube	\$ 1,500	\$9,000
Geo Fence Display- Orlando & Tampa Airports	\$ 1,000	\$6,000
Paid Social	\$ 1,500	\$9,000
Paid Social	\$ 1,700	\$10,200
Sponsored Content	\$ 2,000	\$4,000
Extra Headline Ads	\$ 2,900	\$5,800

Flexible  
Optimize  
Responsive  
Transparent  
Strategic  
Partners

## Next steps.

- Feedback/discussion
- Contracting
- Finalize sponsored content to distribute
- Creative development
- Pixel Access & GTM
- Campaign Launch: End of October, Sponsored Content Late October



**Thank you!**



Adrienne Glass  
Aglass@al.com



Laura English  
lenglish@al.com

# Destination (DMO) Ad Solutions

2023



Clicktripz is among the world's largest contextual travel networks, connecting advertisers to 100 million qualified travel intenders each month.



## Proprietary Publisher Network

More than 200 travel publishers around the world utilize Clicktripz to monetize exit traffic.

Fodor'sTravel

spirit

travelgay



ViaMichelin



BabyBreaks  
Make Parents Happy



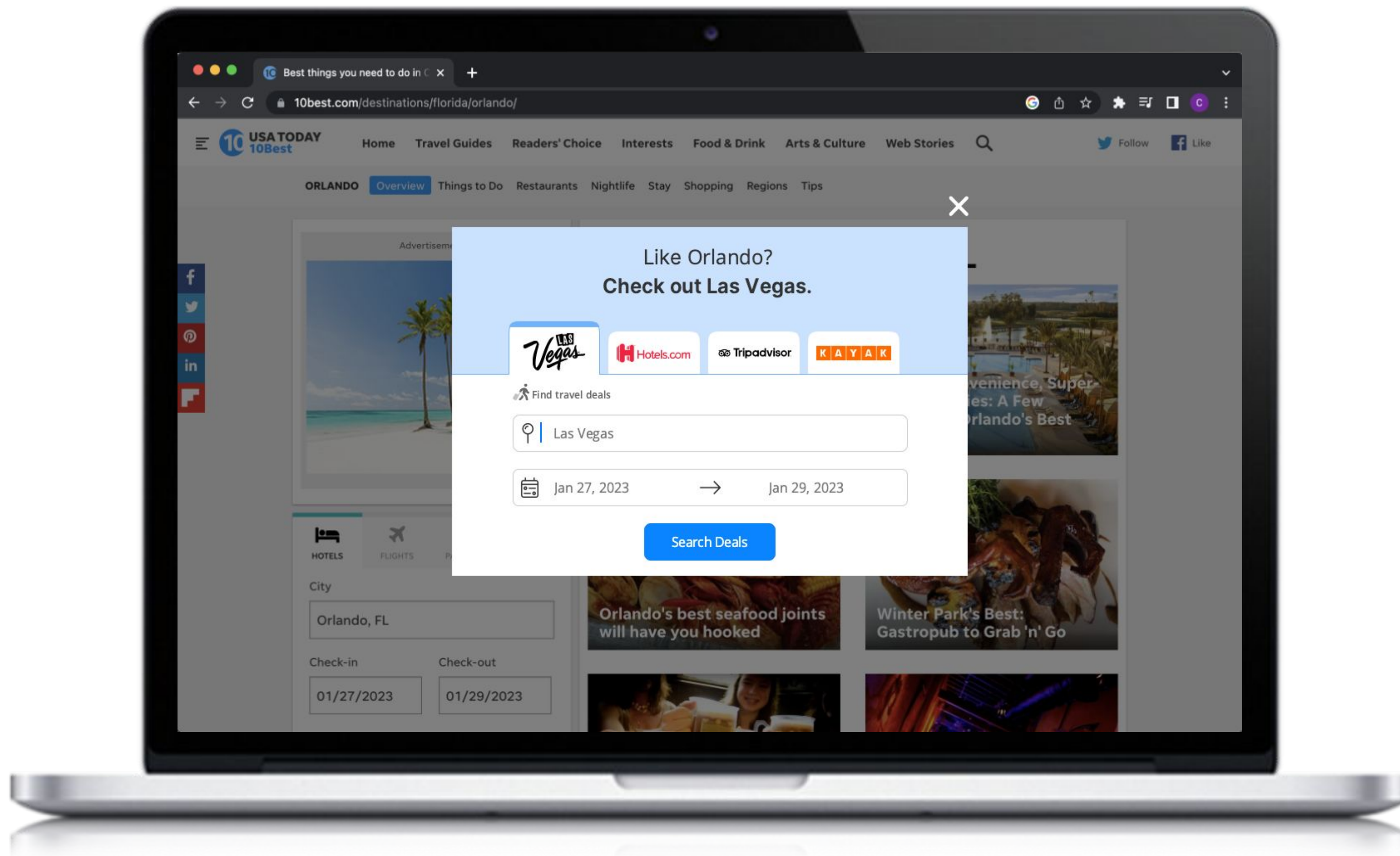
## Trusted and Proven at Scale

12 years experience working exclusively with travel sites.

\$1 Billion in sales for our travel marketers in 2022.

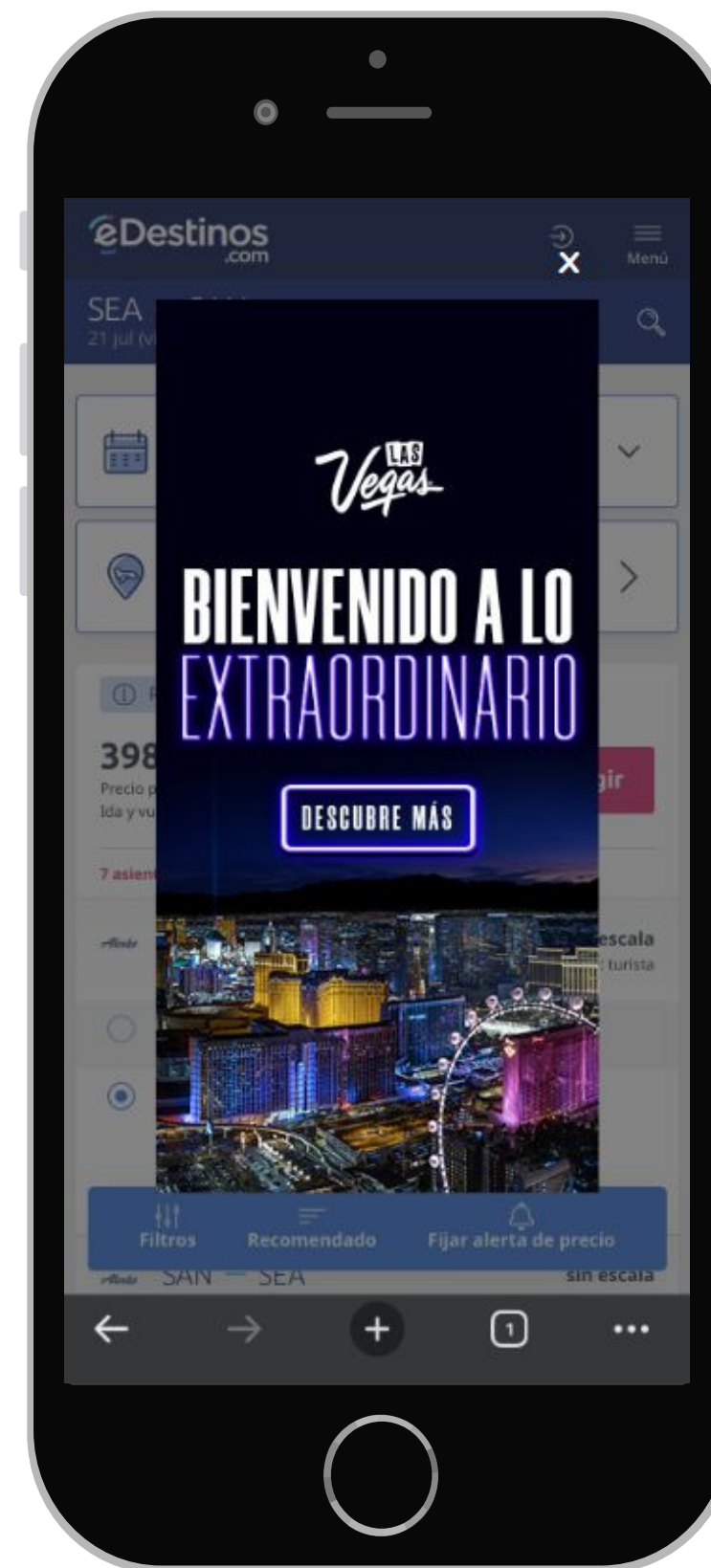
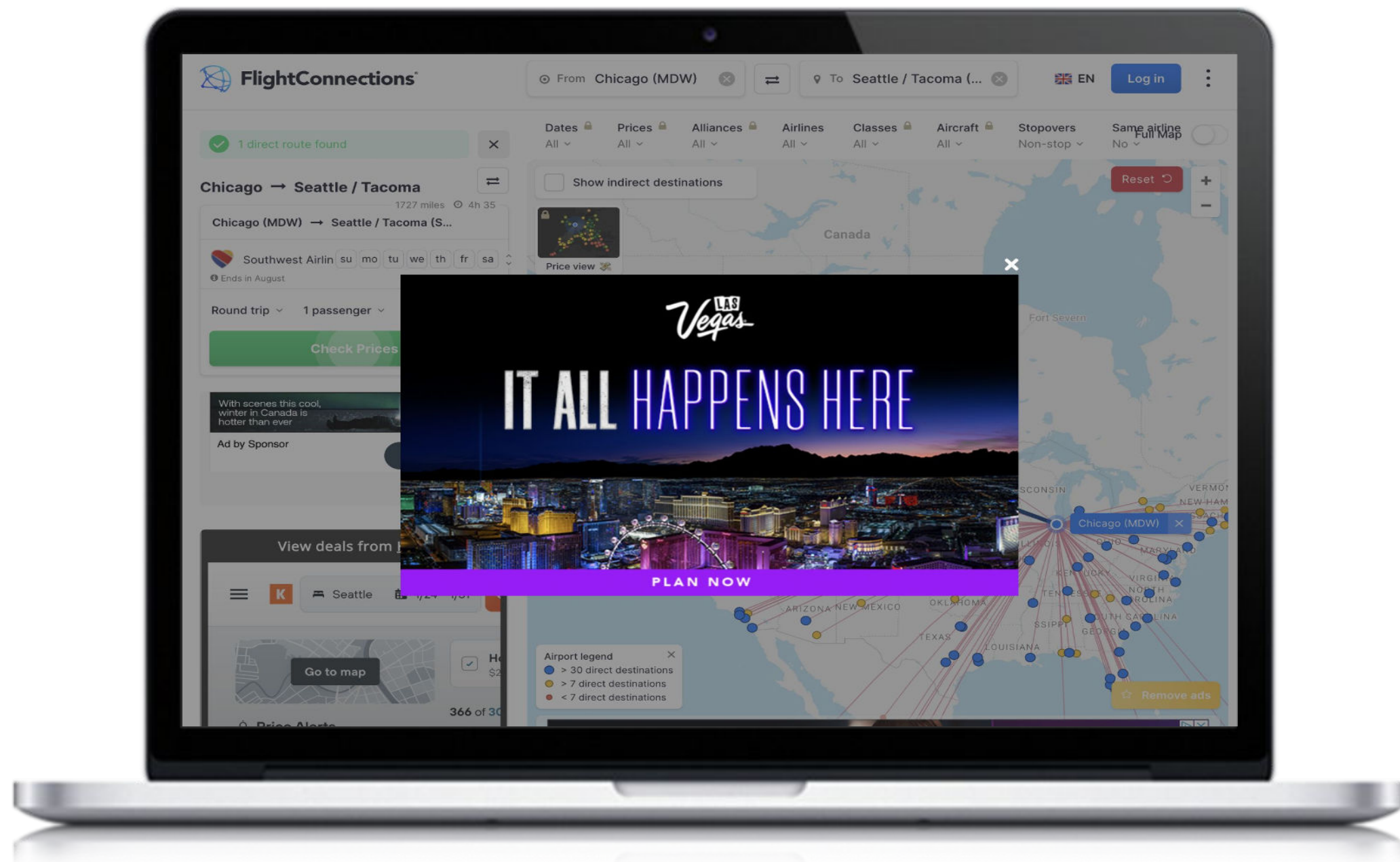





# Clicktripz 101: Deep Integrations



- Travel publishers integrate Clicktripz javascript and conversion pixels across their site.
- Deep integrations enable Clicktripz to not only target travelers while they plan their trips, but also deliver interactive marketing experiences not possible on large exchanges.
- Units are launched against qualified users as they exit the travel publisher

# Cost Per Click



-  Pay only when a traveler clicks over to your website. You just pay for ads that perform.
-  Conversations and branded impressions are pure value add
-  Guaranteed traffic from qualified travel shoppers

# Contextual Travel Network

Fodor's Travel

TimeOut

ViaMichelin



spirit

eDestinos

travelgay

StudentUniverse

TicketNetwork



hometogo



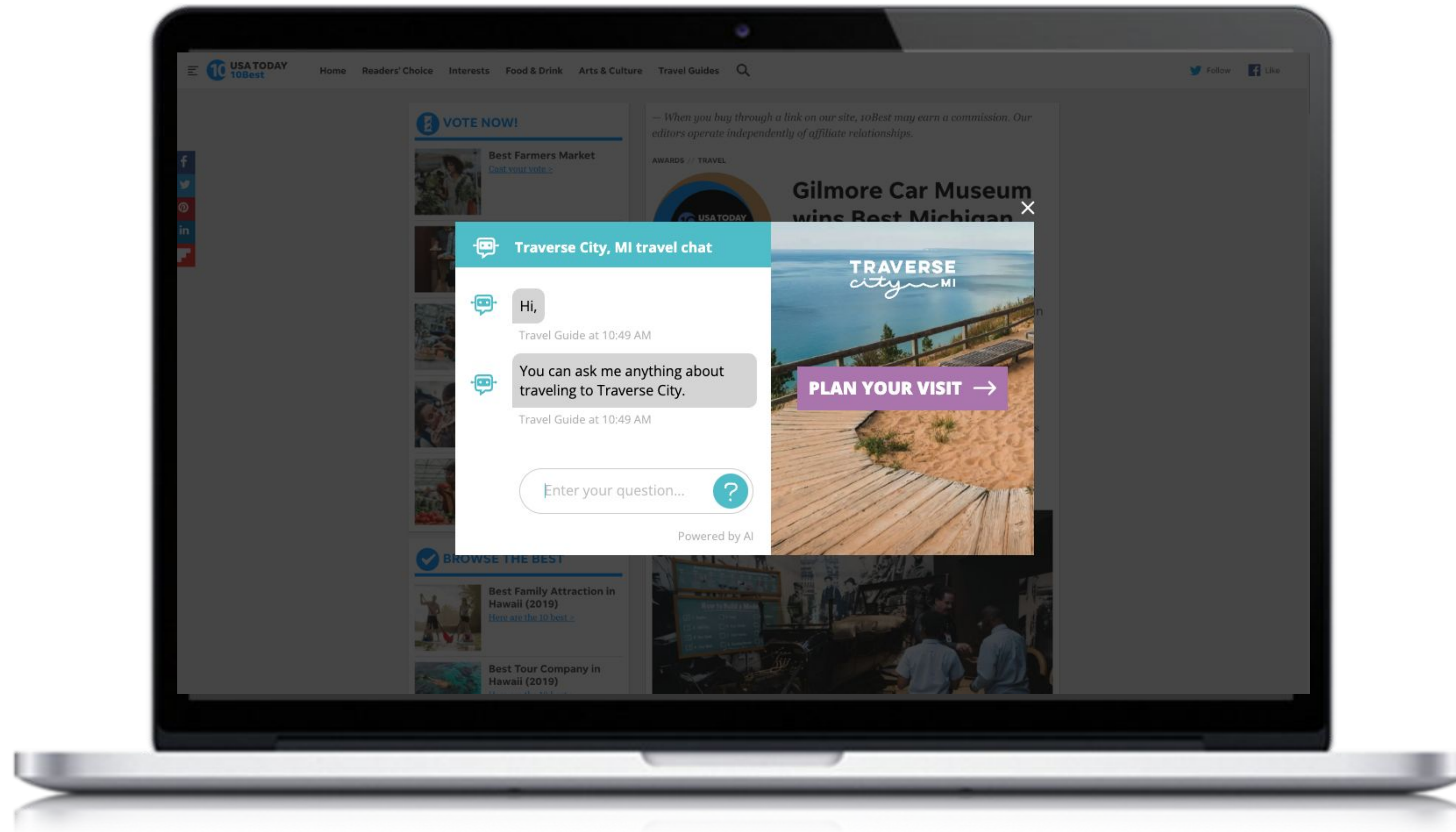
inspirock

CrazyTourist

• Leverage upper funnel or lower funnel travel publishers to reach your priority shoppers

- Target destination specific content at the page-level:
- Your destination
  - Competitive destinations
  - Nearby major cities
  - Drive markets
  - Fly markets

# Introducing CHIME by Clicktripz



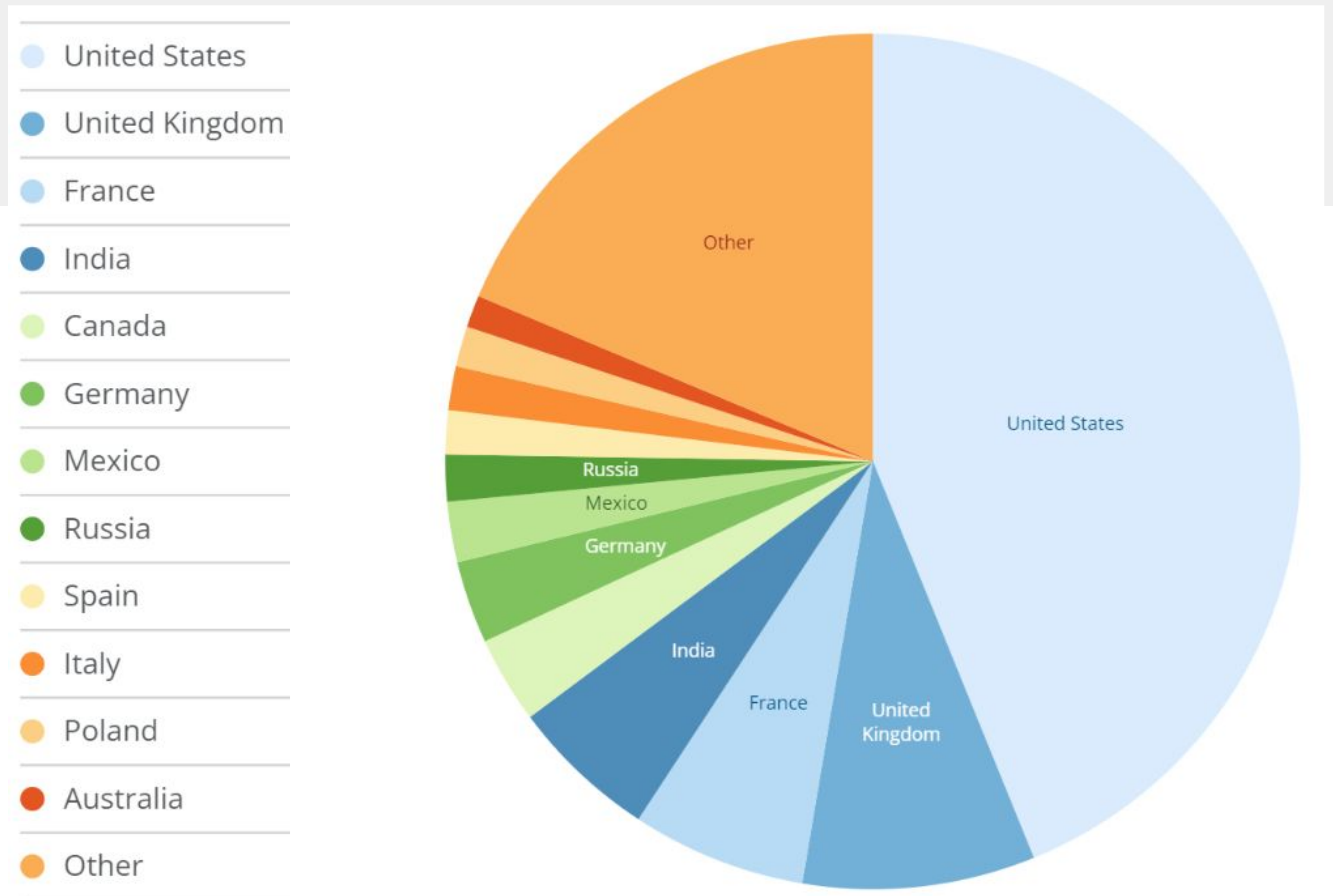
# CHIME is the first product to offer Conversational Marketing powered by AI and targeted to Travel Intenders

	CHIME	Standard ChatGPT
Conversational	<ul style="list-style-type: none"><li>+Trained to be a helpful brand ambassador based on your own content, including: your website, your brochures, your videos.</li><li>+Respects your brand safety guidelines and tone.</li></ul>	<ul style="list-style-type: none"><li>-Possesses only encyclopedic knowledge of your destination from stale and unvetted sources.</li><li>-Lacks awareness of your brand's tone and guidelines.</li></ul>
Marketing Reach	<ul style="list-style-type: none"><li>+Connects you to travel intenders across the world's largest contextual travel marketplace.</li><li>+Targets user locations that matter to you, like feeder markets, and supports conquering of competitive destinations.</li><li>+Enables live AI-powered conversations through deep javascript integrations and API protocols with publishers.</li></ul>	<ul style="list-style-type: none"><li>-Cannot run through programmatic exchanges.</li></ul>
Reporting	<ul style="list-style-type: none"><li>+Delivers insights from conversations to help you optimize your website and other marketing content.</li></ul>	<ul style="list-style-type: none"><li>-No analytics or reporting.</li></ul>



# Global platform:

## Clicktripz Marketplace search volume by country





# Thank You!

Kimberly Faulk, CDME  
VP, Destination Marketing  
(e) [kimberly@clicktripz.com](mailto:kimberly@clicktripz.com)  
(m) 850.345.9757





## Let's Take it Outside & Misty Wells Florida's Adventure Coast/Marketing & Media partnership

**Mission:** Florida's Adventure Coast & Misty Wells are teaming up to highlight "Outdoor Adventure Travel" & the great outdoor adventures of Florida Adventure Coast. Our goal is to create relevant content in all forms of Media: TV, Video, Print & Social to promote YOU to the "Outdoor Adventure Traveler".

*Outdoor Adventure. Culinary. Accommodations. Unique to your area*

"Let's Take it Outside" #1 fastest growing Outdoor Adventure shows in the USA airing to over 374 million viewers on Discovery Channel, Waypoint TV & more



### Option #1 Includes:

- (1) 30 min. Episode:** Season 4 airing on Discovery Channel & 7 Networks
- (1) - .30** second commercial in the 4-week Mini-Series of LTIO on Discovery
- (3) -3 to 5 min.** Edited/Scripted Video's for social media:  
featuring Brand, Culinary, Adventure/Experience, Culture
- 1-Feature Article** in a National Magazine
- Numerous Social Media posts

***Cost for Entire TV Package: \$8,500***

### Option #2 Includes:

- (2) 30 min. Episodes:** Season 4 airing on Discovery Channel
- (2) - .30** second commercial in the 4-week Mini-Series of LTIO
- (6) -3 to 5 min.** Edited/Scripted Video's for social media:  
featuring Brand, Culinary, Adventure/Experience, Culture
- 2-Features Article** in a National Magazines (timing TBD)
- Numerous Social Media posts

***Cost for Entire TV Package: \$15,000***



## **Where it will be seen?** **“Let’s Take it Outside” TV & Digital Channels:**

**Market #1: Discovery Channel airing to over 374 million viewers**

**Market #2: TCT TV 32 Major Cities: Nashville, Philly, Buffalo, Atlanta, Chicago, LA, etc.  
Network/Digital Channels: Waypoint TV, Discover FL, Carbon TV,  
World Fishing Network, Bally Sports, Fox Sports & Hunt Channel**

*Client provides: Accommodations, Vendor Activities-Outdoor Adventures, possible Area B Roll  
Producer provides: Travel Costs, Food & Bev, Airtime, Production, Talent, Camera Team,  
Editing & all Deliverables*

**Discovery Channel average costs for commercial buy \$330k, Discovery Channel  
average costs for them to come and produce on location at your destination \$3 million**

# A 2ND DATE WITH FLORIDA

2022–2023  
Digital Campaign



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



**Danah Heye**  
727-542-5462  
dhey@addenmedia.com



FOR MATERIALS SPECIFICATIONS,  
PLEASE CONTACT:

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

7/20/23

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. Using Geofencing 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 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.



### CAMPAIGN TIMING

You decide when your three-month campaign runs



### SIGN UP BY

Anytime!



### LAUNCH TIMING

Campaign will launch four-six 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
<b>Option 1</b>	Previous Florida visitors	Three month campaign with banner ad set	496K impressions	\$6,500
<b>Option 2</b>	Previous Florida Visitors & Google Site Remarketing	Three month campaign with banner ad set	980K impressions	\$10,000
<b>ADD-ON: Additional Intent-Based Audience</b>	Additional intent-based audience	Three month campaign with banner ad set	400K impressions	\$5,000 per audience

# THE OTHER SIDE OF FLORIDA

## Targeted Digital Campaign



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



**Danah Heye**

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FOR MATERIALS SPECIFICATIONS,  
PLEASE CONTACT:

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

7/20/23

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.



#### CAMPAIGN TIMING

Three month campaigns can begin anytime.



#### SIGN UP BY

Anytime!



#### PRODUCTION CYCLE

4-6 Weeks

## 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
<b>Option 1</b>	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
<b>Options 2</b>	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
<b>Add-On: Site Remarketing</b>		Addition of remarketing display ads to selected package	1.06M impressions	\$5,000
<b>Add-On: Digital Storytelling + Presentation Layer</b>		Dedicated story and dynamic landing page	1 Original Story and Presentation Layer	\$3,120