



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:** July 23, 2024

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, July 25, 2024**. This meeting will be held at the Florida's Adventure Coast Visitors Bureau Office 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

July 25, 2024

2:00-4:00 PM

**Location:** Florida's Adventure Coast Visitors Bureau Office  
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.

2:00            **Call to Order**

2:00-2:30      **Approval of the Minutes - *Action Item***  
**Finance Report** - Tammy Heon  
**Manager's Report** - Tammy Heon

#### Consent Agenda

- Leads Report
- Website Analytics
- Social Media Analytics
- Key Data Analytics
- Zartico Reports
- Distributions

2:30-2:35      **Old Business**

- TDC Grant Funding - Allowable Uses

2:35-2:50      **New Business**

- TDC Grant Funding Applications - *Action Item*
  - Brooksville Festival
  - HB Cardboard Boat Race

3:00-3:20      **Reports from the TDC Members**  
Brian Hawkins, Hernando County Commissioner  
David Bailey, City of Brooksville  
Christa Tanner, City of Brooksville  
Michael Dolan, FSC Business Consultants  
Diane Greenwell, HC Fine Arts Council  
Roger King, The Dolan House  
Yann Milcendeau, Hernando Beach Motel  
Catherine Reeves, The Bistro  
Therese White, Motel 6

3:20-3:30      **Public Comment**

3:30            **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.”

### March 28, 2024 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, March 28, 2024, at 2:00 pm. The meeting was held in the conference room at the Brooksville Welcome Center, 205 E. Fort Dade Ave., Brooksville. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

#### **MEMBERS PRESENT:**

David Bailey  
Roger King  
Mike Dolan  
Yann Milcendeau  
Catherine Reeves

#### **STAFF:**

Tammy Heon, Tourism Development Manager  
Michelle Rose, Administrative Assistant II

**EXCUSED:** Brian Hawkins, Diane Greenwell, Christa Tanner, Therese White

**CALL TO ORDER:** Roger King called the meeting to order at 2:19 pm, on Thursday, March 28, 2024.

**MINUTES of the March 28, 2024, TDC Meeting:** A copy of the minutes of the March 28, 2024, TDC Meeting was included in the meeting packet.

**MOTION:** A motion was made by David Bailey to approve the minutes of the March 28, 2024, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**FINANCE REPORT:** Tammy Heon

TDT collections for January, 2024 are \$156,355; a decrease of 4.1% from last year's January collection of \$163,024.

TDT collections for February, 2024 are \$255,717; an increase of 22.7% from last year's February collection of \$208,353.

Year-to-date TDT collection as of March 19, 2024, are \$825,980; a decrease of 1.2% from last year's collection of \$835,956.

Tammy Heon estimates that we will see a reduction of 5% at the end of the year. We are doing better than some destinations around Florida that are really seeing the “new normal.”

Hotels are making some larger gains, which, she noted, is better for the overall economy because of the people that are employed, as well as the business spending.

Year-to-date Expenditures as of March 21, 2024, are: Personnel and Benefits - \$152,451 with a balance of \$239,235; Operating Expenses - \$393,012 with outstanding encumbrances of \$229,012 and balance of \$873,138;

Non-Operating is our reserves -\$1,364,712; Transfers to Other Funds is the Chinsegut Hill Insurance and CareATC expenses for staff - \$59,500. We have a balance of \$2,536,585 in our accounts.

**MANAGER'S REPORT:** Tammy Heon

**Update on Legislative Session:** What happened in Tallahassee this year.

Visit Florida Funding was approved at \$80 Million, which is the same as this current fiscal year. Tammy Heon reported that this is a huge victory. Clearly, the governor and Florida Senate understand the importance of Visit Florida and our tourism marketing efforts.

Senate Bill 280 preempts all Vacation Rental Home (VRH) Legislation to the state, unless any new local regulation is less stringent. The exception is for any local ordinance in place prior to 2016. SB280 allows the organization of a local VHR registry, which may be helpful in policing problematic VRHs; and it establishes fines and penalties for vacation rental owners not in compliance. The bill has passed the Florida Legislation and is waiting for the governor's signature.

TDT Renewal Legislation failed. The bill would have required the TDT to be approved via referendum in each and every county, before 2029, and then reapproved by referendum every six years thereafter. Fortunately, the Senate voted that legislation down, and it was removed from the tax package that went to the governor.

**AirBnB Report:** They have paid \$10.7 Billion in TDT taxes countrywide.

- ❖ Florida is the top state; \$387 Million in 2023
- ❖ California is #2; \$212 Million
- ❖ Tennessee is #3; \$135 Million
- ❖ North Carolina is #4; \$125 Million
- ❖ Georgia and Texas are tied for #5; \$98 Million
- ❖ Colorado, Arizona, Washington and Virginia are in the top 10 states

**Skift Travel Trends for 2024:** The “New Normal” phase is over and gives way to “Normal”. Prices for lodging are almost right where they were when the pandemic started. Airlines and cruises are leading the industry in growth. Demand for vacation rental homes is slowing. For hotels, revenue growth is based on average daily rate rather than occupancy.

There is still concern amongst many travelers about recession. The concern is greater than the actual recession and its being called a “Vibe-cession”, as people have a bad vibe about the economy.

In the past, recovery was led by price because of demand; but now, occupancy is more in synch with pricing.

Experiential Travel continues to lead the way. A survey of luxury travel drivers indicates:

- ❖ 79% - Are looking for local culinary experiences
- ❖ 63% - Are looking for thrills and adventure
- ❖ 82% - Want to engage with the local culture and community
- ❖ 74% - Want to support local artisans and craft people

Loneliness - Travel is an opportunity for connection.

## OLD BUSINESS:

### Visit Florida Welcome Center:

Mermaid Meraki, painted by artist Arielle Katarina, has been installed and is on display inside the Official Visit Florida Welcome Center in Jennings, FL, at the Florida/Georgia state line. Toby Brewer, retired Park Manager of Weeki Wachee Springs State Park, donated his time and skills in designing and constructing the statue pedestal in the likeness of a boat dock. Heon shared the unveiling video with the TDC.

### Destination Mermaids updates:

We have launched DestinationMermaids.com, our new micro site which links to the three opportunities to see mermaids on Florida's Adventure Coast: The Mermaid Tale Trail; The Florida Mermaid Trail; and Weeki Wachee Springs State Park. Scroll down the page and find the Digital Passport to earn points and prizes for checking in at statues on The Mermaid Tale Trail.

At each of the TDC Member's seating was the assortment of prizes for playing the game of finding the Mermaid Statues. The first level is a postcard, drawn by Lee Middleton. The next level is a sticker sheet of mermaids and manatees. The next level is a Mermaid Tale Trail magnet. The highest level is the Coloring and Activity Book. Shannon Craig created every drawing in the Coloring and Activity Book, as well as the original sketch for the statue. Tammy Heon praised Shannon's artwork. Prizes will be mailed to recipients.

We will be advertising Destinations Mermaids in the Official Visit Tampa Bay Visitors Guide.

**Closing The Welcome Center:** Tammy Heon announced to the TDC that at the end of April 2024 we are going to close the Downtown Brooksville Welcome Center. We do not see that many people, less than 2,000 tourists per year. With the many advances in cell phone technology, most people are using their phone rather than visiting a Welcome Center. We do see a fair number of people, but most are looking for the Parks and Recreation Department or Brooksville Main Street. The Welcome Center is no longer contributing to the department's ROI. Closing the center will allow staff to dedicate more of their time to those areas that do provide ROI and contribute to putting heads in beds, namely creating more content for the website and social media.

The City of Brooksville wants the return of Hernando Park, this building, and the band shell. The City of Brooksville will take the downstairs office, and Tourism will continue to operate on the second floor. The hope was that the information kiosk would be installed outside before closing The Welcome Center; unfortunately, the purchase has been delayed but it will be installed ASAP.

**Zarticon Data Conference:** To learn more about Zartico's data platform and the information available, Tammy will attend a no-charge two-day user conference in Charlotte, North Carolina.

**Adventure Connect for the Florida Adventure Travel Network:** Tammy is continuing to work with Visit Florida and the ATTA to grow the Florida Adventure Travel Network. One of the better opportunities for marketing adventure travel is through travel agents, suppliers and people that sell travel. Tammy will attend the two-day conference in Asheville, North Carolina in June to learn more.

**Grant Funding:** Tammy Heon has come to the conclusion that offering Grant Funding only one-time a year is not effective in helping us meet our goal of increasing events in Hernando County. Tammy has recently had people inquire about grant funding after the deadline passed. The grant funding process has been greatly simplified and Tammy recommends that we open Grant Funding at minimum twice a year. Another idea is to

leave the application period open at all times. As part of our Strategic Plan, it is the TDC's goal to see more events developed in the destination.

**MOTION:** A motion was made by Mike Dolan to leave the grant funding application period open all year round. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**Florida Mer Con Festival:** is scheduled for June 1 and 2, 2024, at Linda Pederson Park. This morning, the organizer reached out for Grant Funding. Our next TDC meeting is May 23; if we wait, then TDC Grant funding would not be beneficial to the festival. Although there is not yet an application from the organizer, Tammy Heon requested from the TDC that she be empowered to offer some grant funding. Tammy commented that if there is going to be a mermaid convention and festival in this destination, we need to be a part of it.

**MOTION:** A motion was made by Yann Milcendeau to empower Tammy Heon to recommend the grant funding for Florida Mer Con Festival which would still go to the BOCC for final approval. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed

The recommendation for grant funding will be presented to the BOCC for final approval.

### **NEW BUSINESS:**

**FY2024-2025 Budget:** Tammy Heon reported that she has budgeted revenues of \$3,426,441: TDT - Marketing and Operations is \$1,800,000; Interest-Investment is \$2,000; and Balance Forward-Cash is \$1,624,441.

Tammy discussed the major expenses on page two of the budget.

The biggest change is in Marketing Services, Marketing Agencies and Media, \$867,185. Paid Advertising is reduced to \$0.00. Tammy spends an extraordinary amount of time coordinating the advertising, and she has concluded that it is time for us to hire a marketing agency. If we are to grow the impact of our department and implement our strategic plan, we need to engage an agency and better utilized staff time and resources.

It is Tammy's intent to get the Request for Proposal out in a timely fashion so we can attempt to have an agency hired for the beginning of next fiscal year.

**MOTION:** A motion was made by Mike Dolan to adopt the budget as presented. Motion seconded by David Bailey. Motion passed; all in favor and none opposed.

### **Important Dates to Note:**

- ❖ Good Neighbor Trail Ribbon Cutting is scheduled for May 22, 2024
- ❖ The next TDC Meeting is scheduled for May 23, 2024

### **TDC MEMBERS REPORTS:**

**David Bailey** reported that the shed in front of 1946 does not meet City Codes nor Beautification Ordinances; it was built without a permit. Additionally, they built their deck without a permit. He is hoping something can be done.

**Catherine Reeves** responded that other individuals also do things without permits and just pay the fines because they are making money.

**Roger King** reported that he is very upset about The Blueberry Festival being canceled.

**Yann Milcendeau** reported that the canal adjacent to the Preserve is independent of the Preserve. He is applying for rezoning to utilize the canal for small boats with quiet electric motors and create another attraction for visitors.

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

The meeting was ajourned at 4:05 pm.

Prepared by:  
Michelle Rose

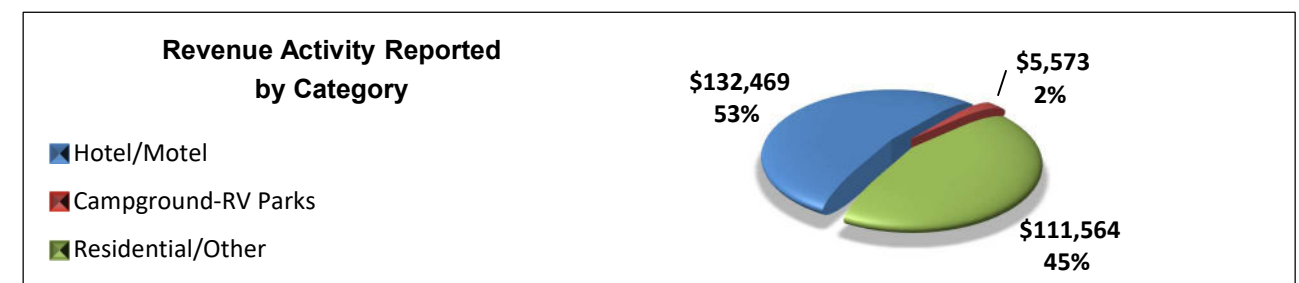
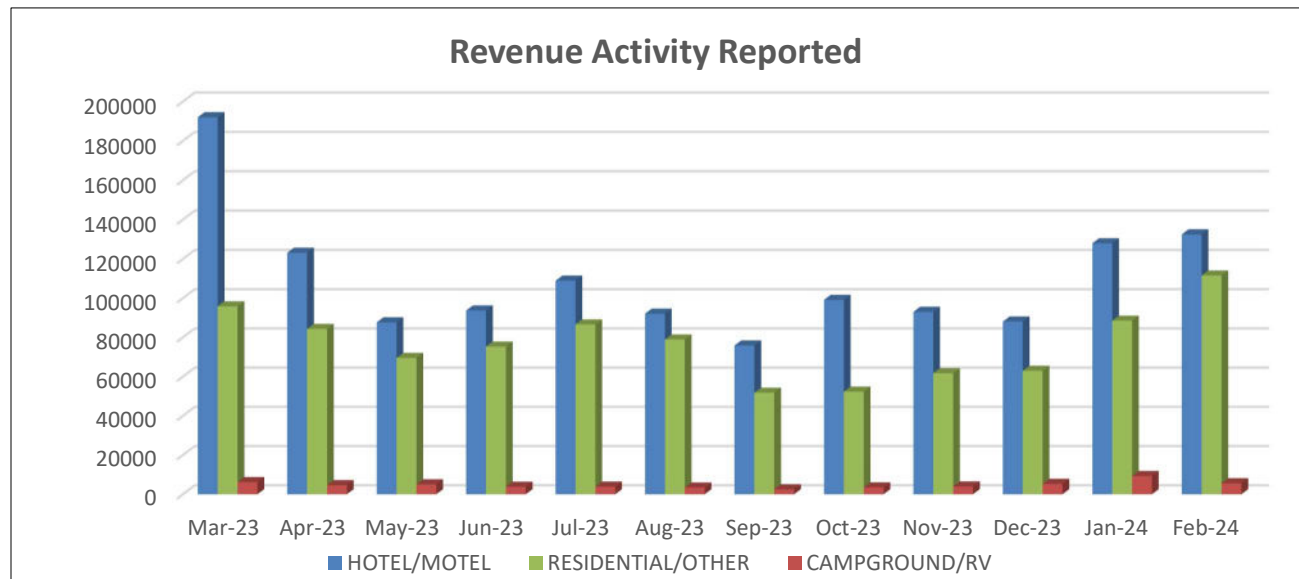
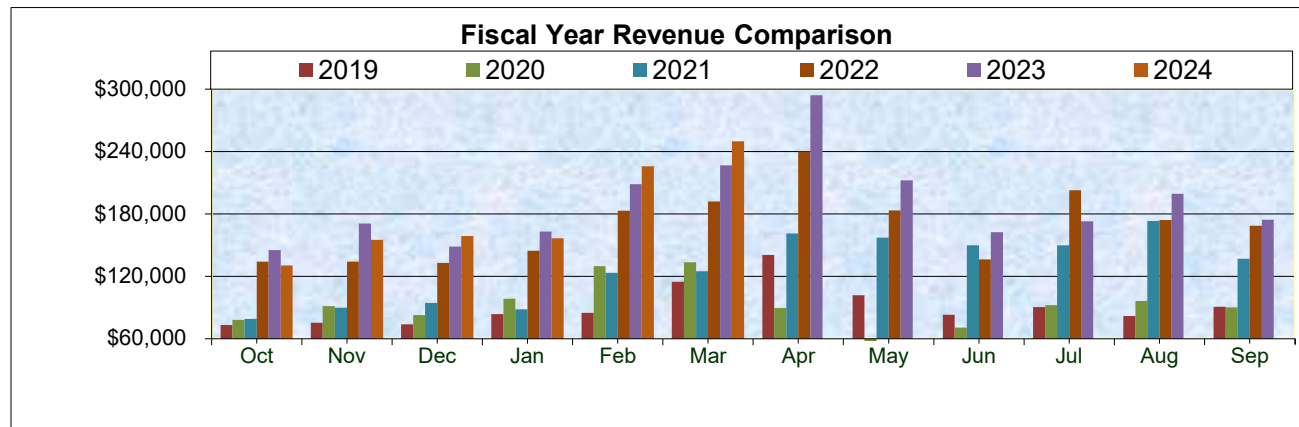


# Doug Chorvat, Jr.

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:** March 2024 Tourist Development Tax Collections from February 2024 Activity  
**DATE:** April 23rd, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- March Collections for February Activity	\$ 199,685	\$ 181,234
Destination Development- March Collections for February Activity	\$ 49,921	\$ 45,308
<b>Total</b>	<b>\$ 249,606</b>	<b>\$ 226,542</b>
<b>Year-to-Date</b>	<b>\$ 1,075,586</b>	<b>\$ 1,062,498</b>





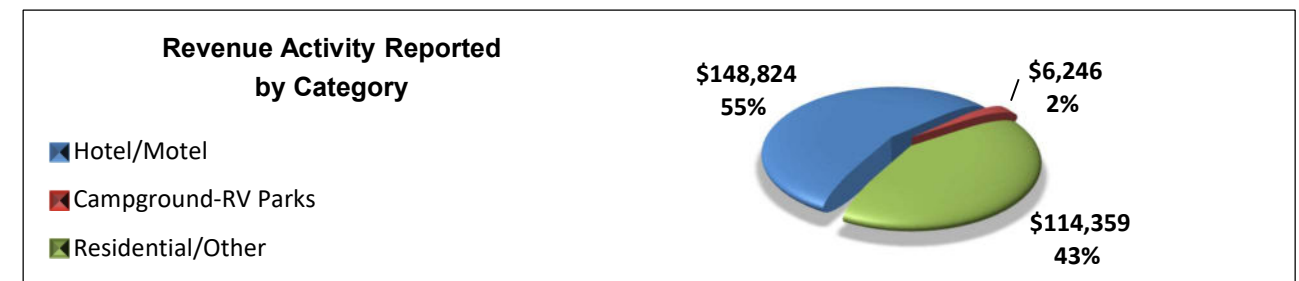
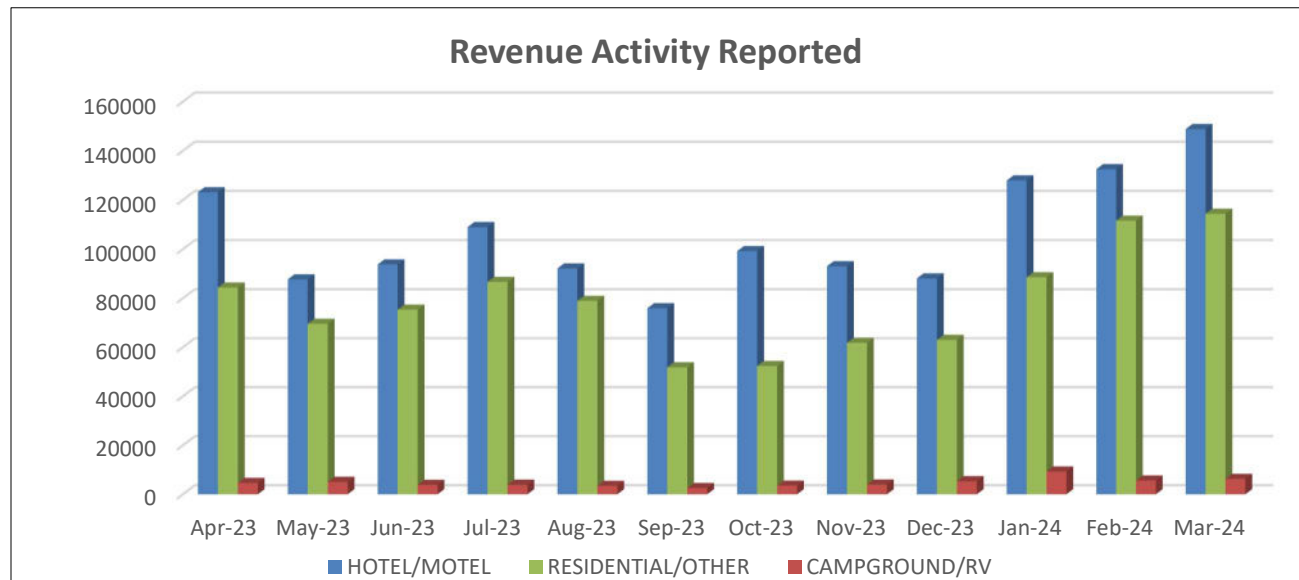
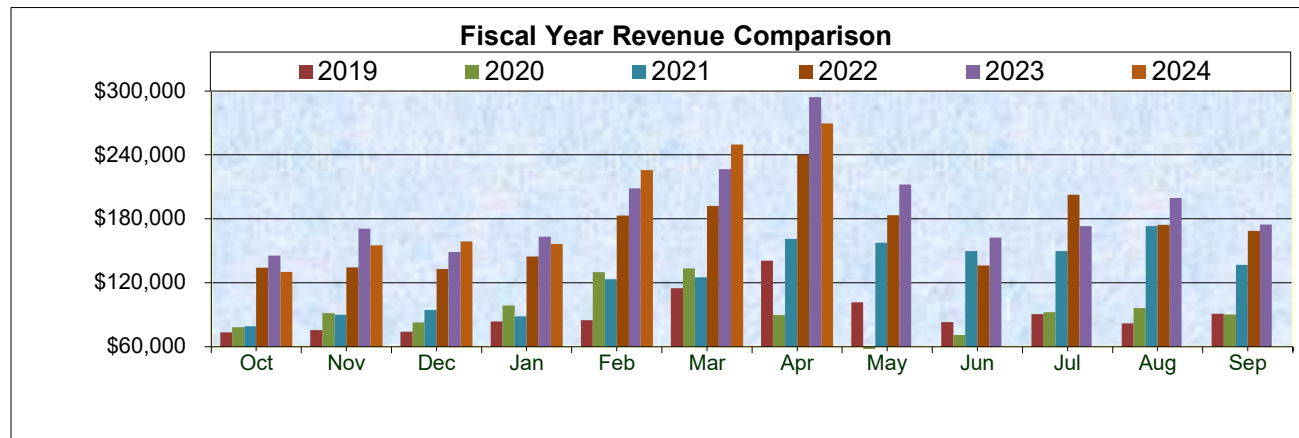


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**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** April 2024 Tourist Development Tax Collections from March 2024 Activity  
**DATE:** May 15th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- April Collections for March Activity	\$ 215,543	\$ 235,285
Destination Development- April Collections for March Activity	\$ 53,886	\$ 58,821
<b>Total</b>	<b>\$ 269,429</b>	<b>\$ 294,106</b>
<b>Year-to-Date</b>	<b>\$ 1,345,015</b>	<b>\$ 1,356,605</b>



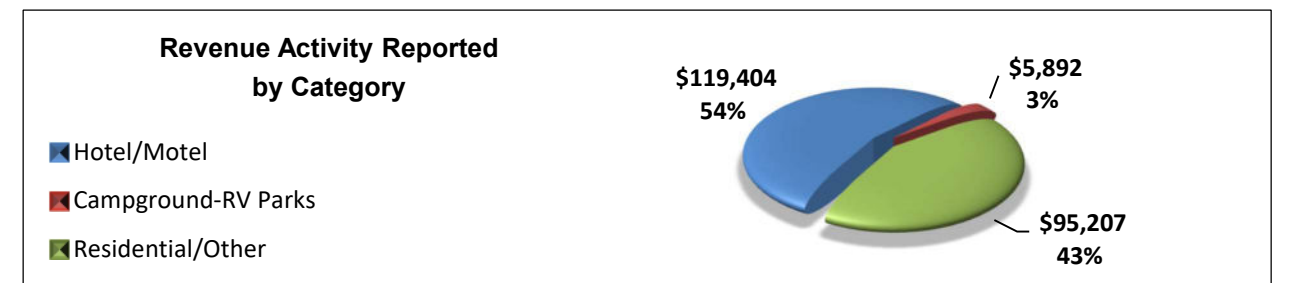
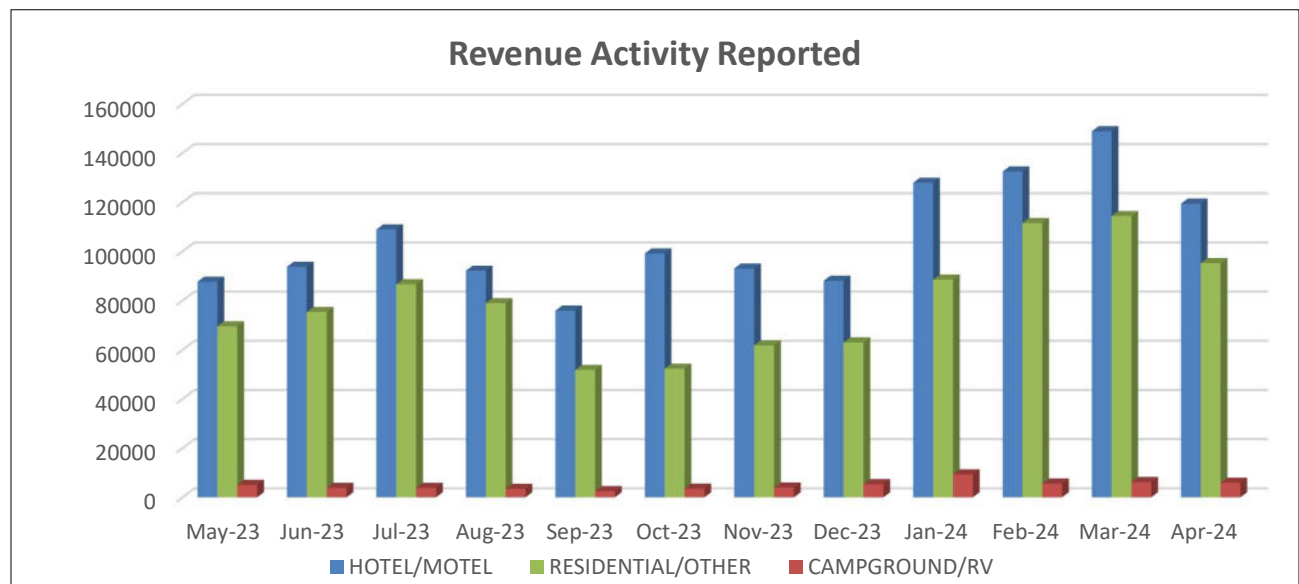
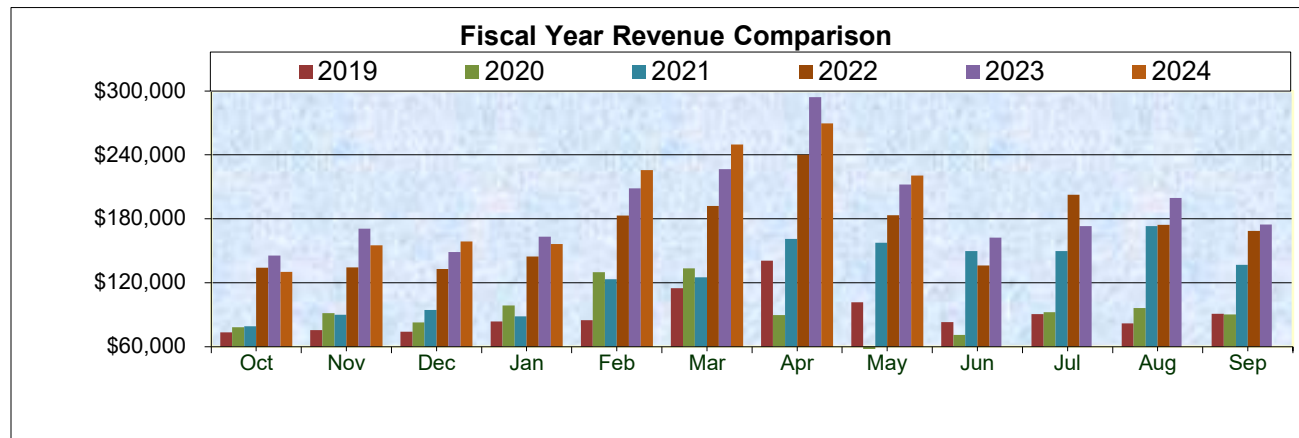


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Clerk of Circuit Court & Comptroller - Hernando County  
 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** May 2024 Tourist Development Tax Collections from April 2024 Activity  
**DATE:** June 18th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- May Collections for April Activity	\$ 176,403	\$ 169,678
Destination Development- May Collections for April Activity	\$ 44,100	\$ 42,419
<b>Total</b>	<b>\$ 220,503</b>	<b>\$ 212,097</b>
<b>Year-to-Date</b>	<b>\$ 1,565,518</b>	<b>\$ 1,568,702</b>



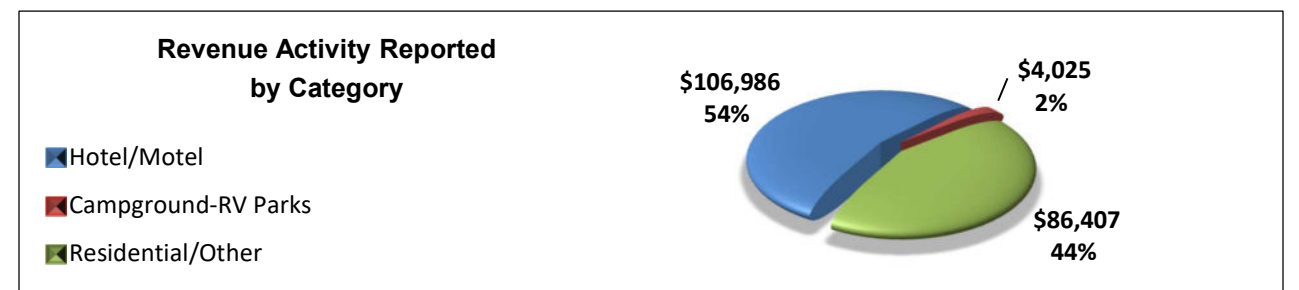
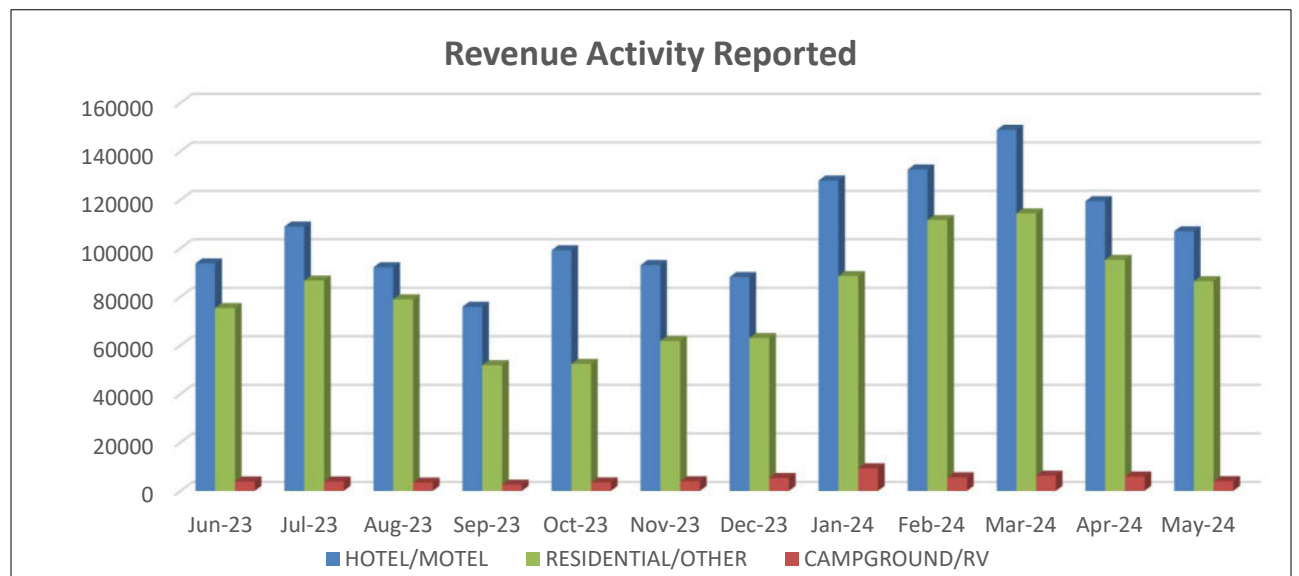
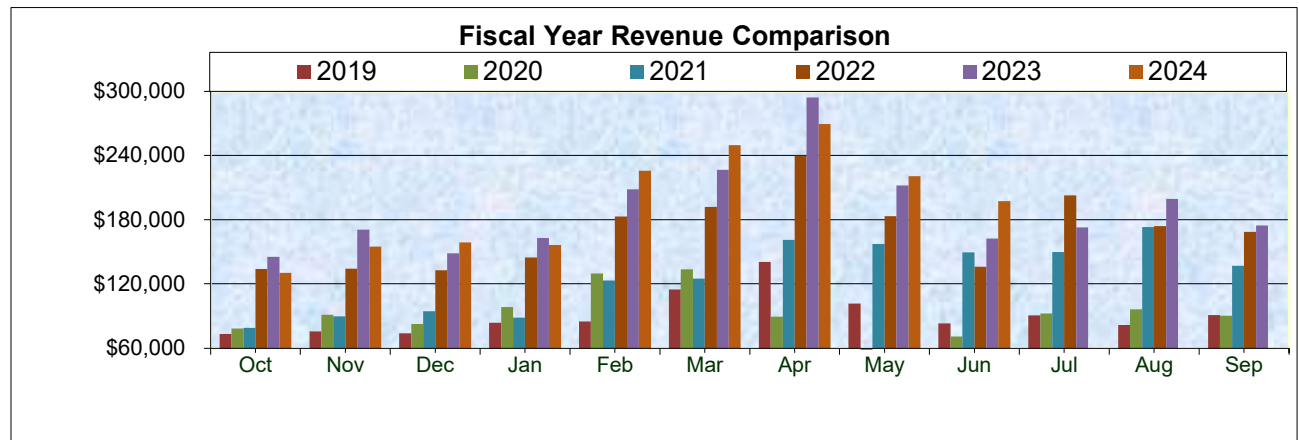


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Clerk of Circuit Court & Comptroller - Hernando County  
 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** June 2024 Tourist Development Tax Collections from May 2024 Activity  
**DATE:** July 16th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- June Collections for May Activity	\$ 157,934	\$ 129,807
Destination Development- June Collections for May Activity	\$ 39,484	\$ 32,452
<b>Total</b>	<b>\$ 197,418</b>	<b>\$ 162,259</b>
<b>Year-to-Date</b>	<b>\$ 1,762,936</b>	<b>\$ 1,730,961</b>



Marketing and Operations  
Year-to-Date Expenditures  
as of July 22, 2024

<b>Account</b>	<b>Budget</b>	<b>YTD Expenses</b>	<b>Outstanding Encumbrances</b>	<b>Balance</b>
Personnel & Benefits	\$391,686	\$277,507	\$0	\$114,179
Operating Expenses	\$1,495,162	\$675,421	\$193,962	\$625,779
Non-Operating Expenses	\$2,268,026	\$0	\$0	\$2,268,026
Transfers to Other Funds	\$59,500	\$0	\$0	\$59,500
<b>Total Budget</b>	<b>\$4,214,374</b>	<b>\$952,928</b>	<b>\$193,962</b>	<b>\$3,067,484</b>

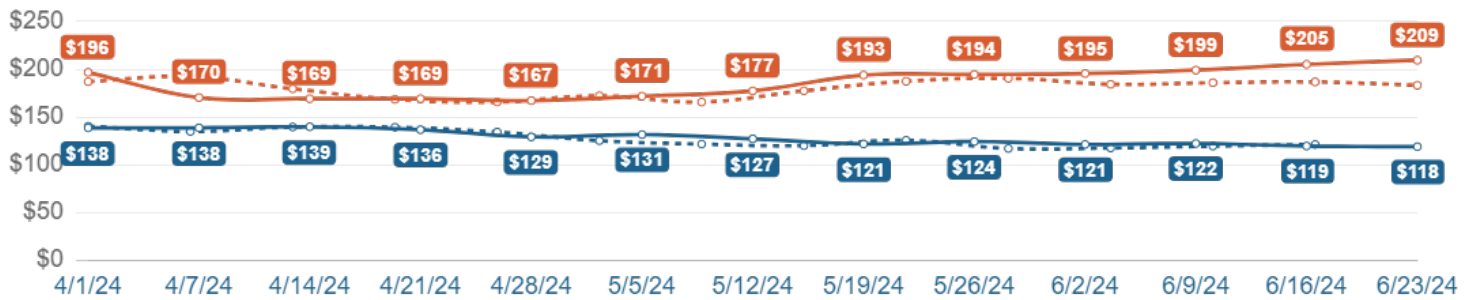
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Data Source: Hotel (Direct) | VR (Airbnb)

KPI	Value	Compared	Difference
ADR (Hotels)	\$128	\$127	1%
ADR (VR)	\$188	\$181	4%
Occupancy (Hotels)	73.1%	65.5%	12%
Occupancy (VR)	39.2%	43.6%	-10%
RevPAR (Hotels)	\$94	\$84	12%
RevPAR (VR)	\$74	\$79	-7%
Revenue (Hotels)	\$5,035,318	\$4,187,176	20%
Revenue (VR)	\$5,752,425	\$4,530,828	27%

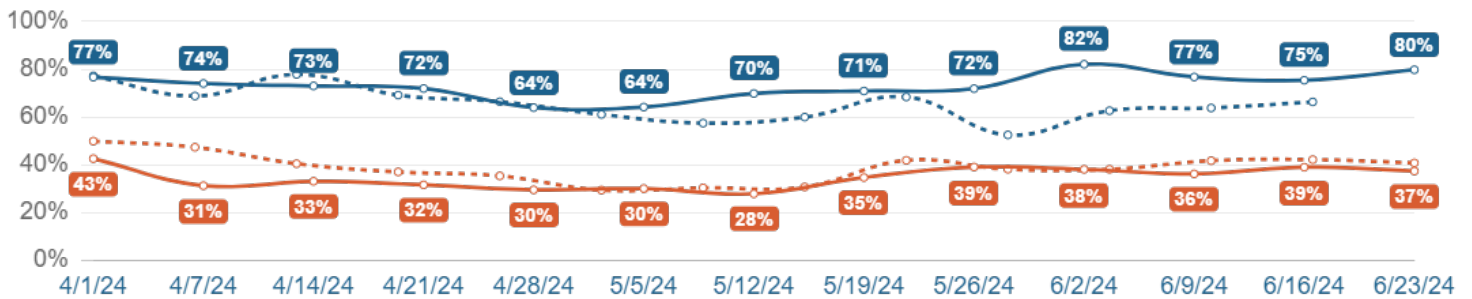
### ADR

- Hernando - FL Hotels | 4/1/2024 to 6/30/2024 (as of 07/17/2024)
- Hernando - FL Hotels | 4/1/2023 to 6/30/2023 (as of 07/19/2023)
- Hernando - FL VRs | 4/1/2024 to 6/30/2024 (as of 07/17/2024)
- Hernando - FL VRs | 4/1/2023 to 6/30/2023 (as of 07/19/2023)



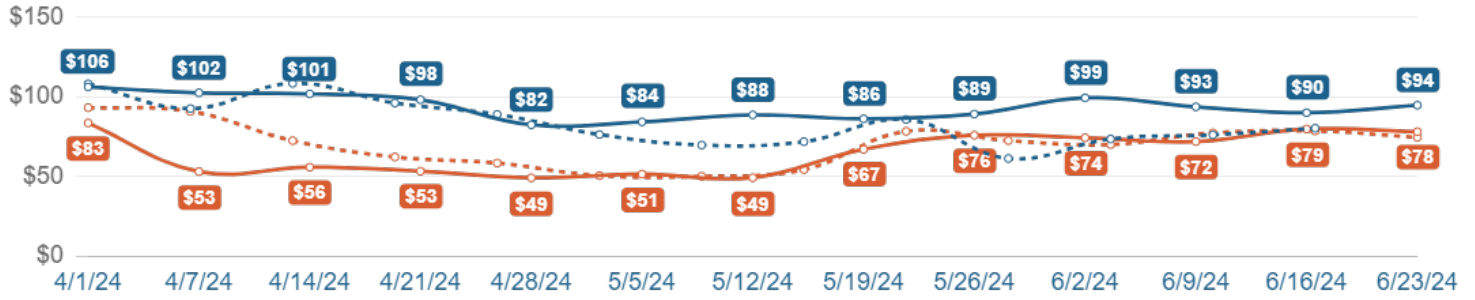
### Occupancy

- Hernando - FL Hotels | 4/1/2024 to 6/30/2024 (as of 07/17/2024)
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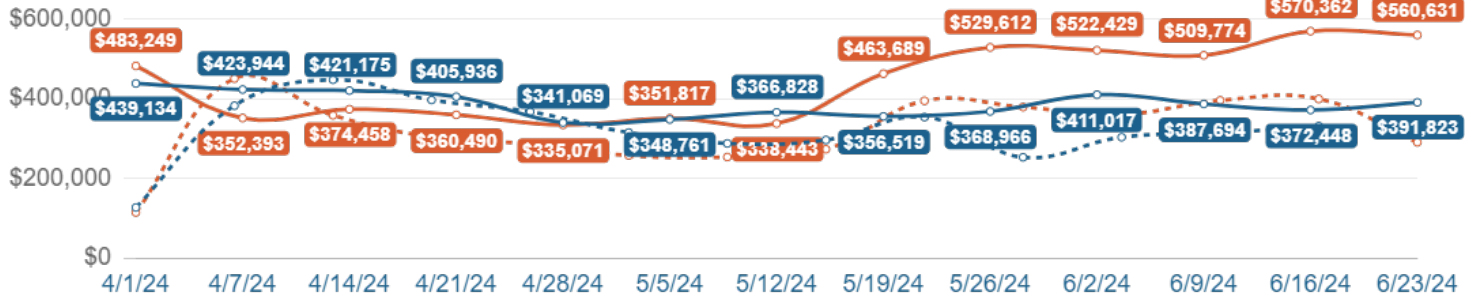
## RevPAR

- ▬ Hernando - FL Hotels | 4/1/2024 to 6/30/2024 (as of 07/17/2024)
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## Revenue

- ▬ Hernando - FL Hotels | 4/1/2024 to 6/30/2024 (as of 07/17/2024)
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- ▬ Hernando - FL VRs | 4/1/2024 to 6/30/2024 (as of 07/17/2024)
- - - Hernando - FL VRs | 4/1/2023 to 6/30/2023 (as of 07/19/2023)

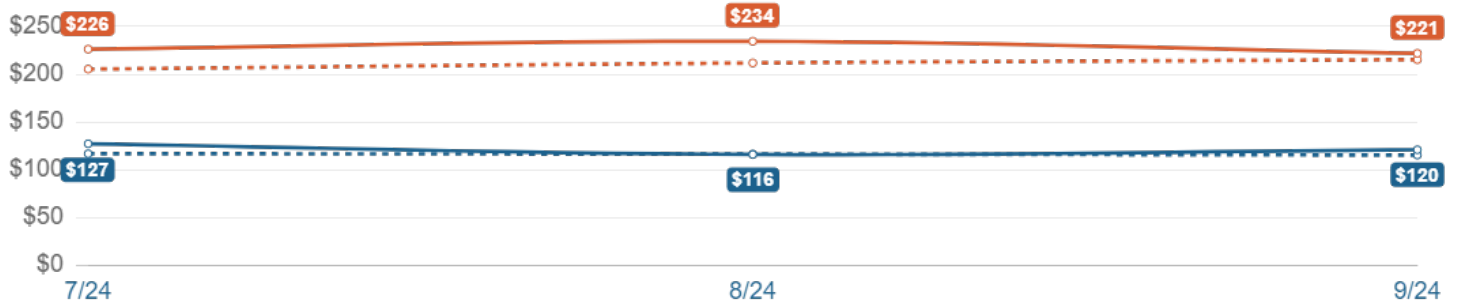


Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$121	\$116	4%
ADR (VR)	\$228	\$208	10%
Occupancy (Hotels)	25.4%	23.0%	11%
Occupancy (VR)	22.2%	25.2%	-12%
RevPAR (Hotels)	\$32	\$27	19%
RevPAR (VR)	\$51	\$53	-3%
Revenue (Hotels)	\$1,745,346	\$1,468,597	19%
Revenue (VR)	\$5,686,832	\$4,980,000	14%

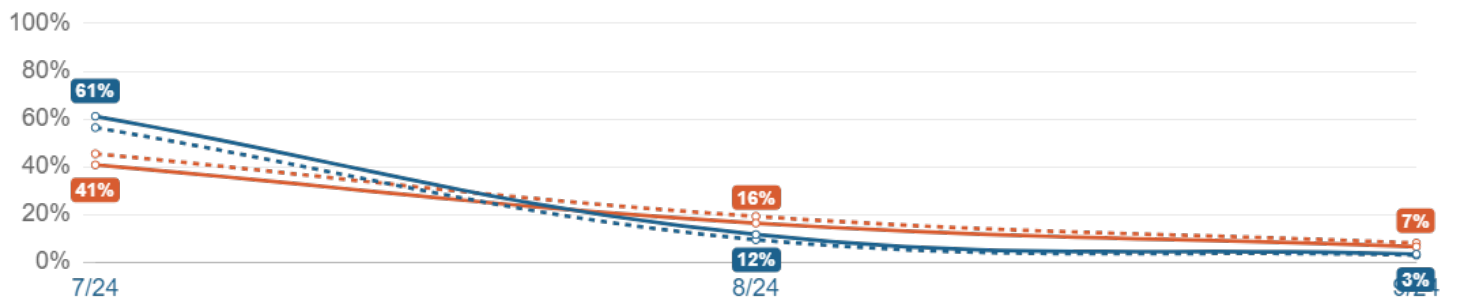
### ADR

- Hernando - FL Hotels | 7/1/2024 to 9/30/2024 (as of 07/17/2024)
- Hernando - FL Hotels | 7/1/2023 to 9/30/2023 (as of 07/19/2023)
- Hernando - FL VRs | 7/1/2024 to 9/30/2024 (as of 07/17/2024)
- Hernando - FL VRs | 7/1/2023 to 9/30/2023 (as of 07/19/2023)



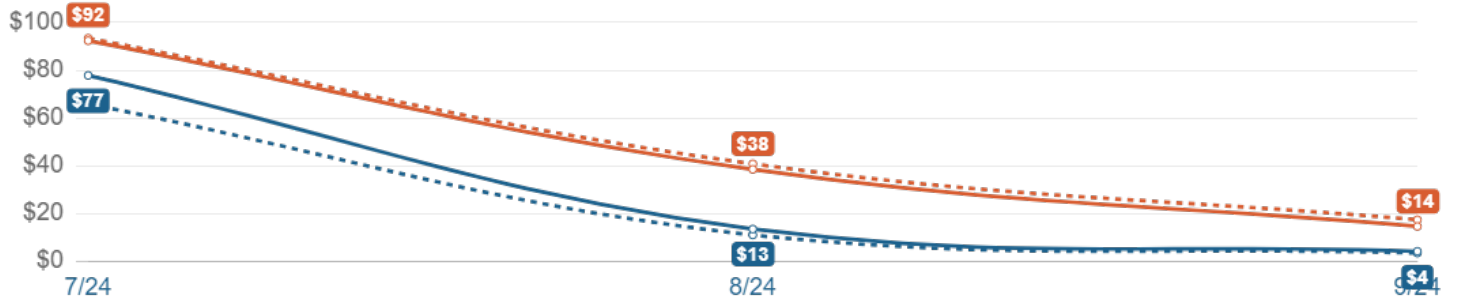
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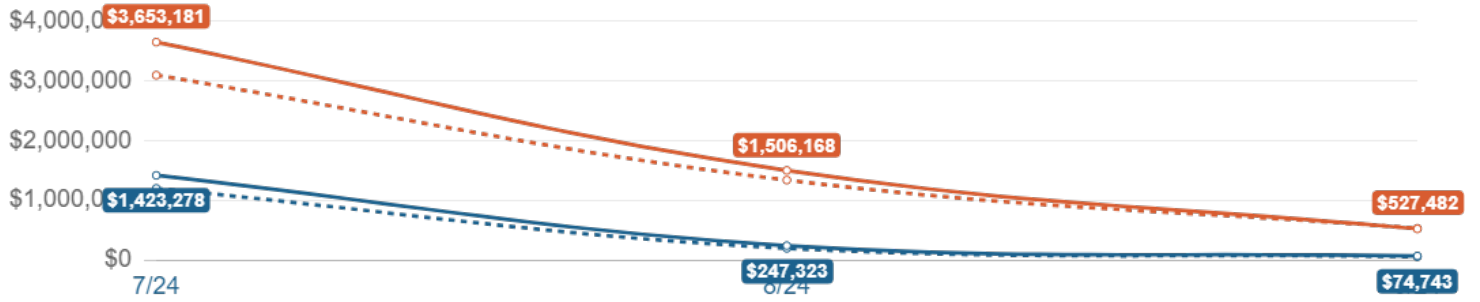
## RevPAR

- ▬ Hernando - FL Hotels | 7/1/2024 to 9/30/2024 (as of 07/17/2024)
- - - Hernando - FL Hotels | 7/1/2023 to 9/30/2023 (as of 07/19/2023)
- ▬ Hernando - FL VRs | 7/1/2024 to 9/30/2024 (as of 07/17/2024)
- - - Hernando - FL VRs | 7/1/2023 to 9/30/2023 (as of 07/19/2023)



## Revenue

- ▬ Hernando - FL Hotels | 7/1/2024 to 9/30/2024 (as of 07/17/2024)
- - - Hernando - FL Hotels | 7/1/2023 to 9/30/2023 (as of 07/19/2023)
- ▬ Hernando - FL VRs | 7/1/2024 to 9/30/2024 (as of 07/17/2024)
- - - Hernando - FL VRs | 7/1/2023 to 9/30/2023 (as of 07/19/2023)

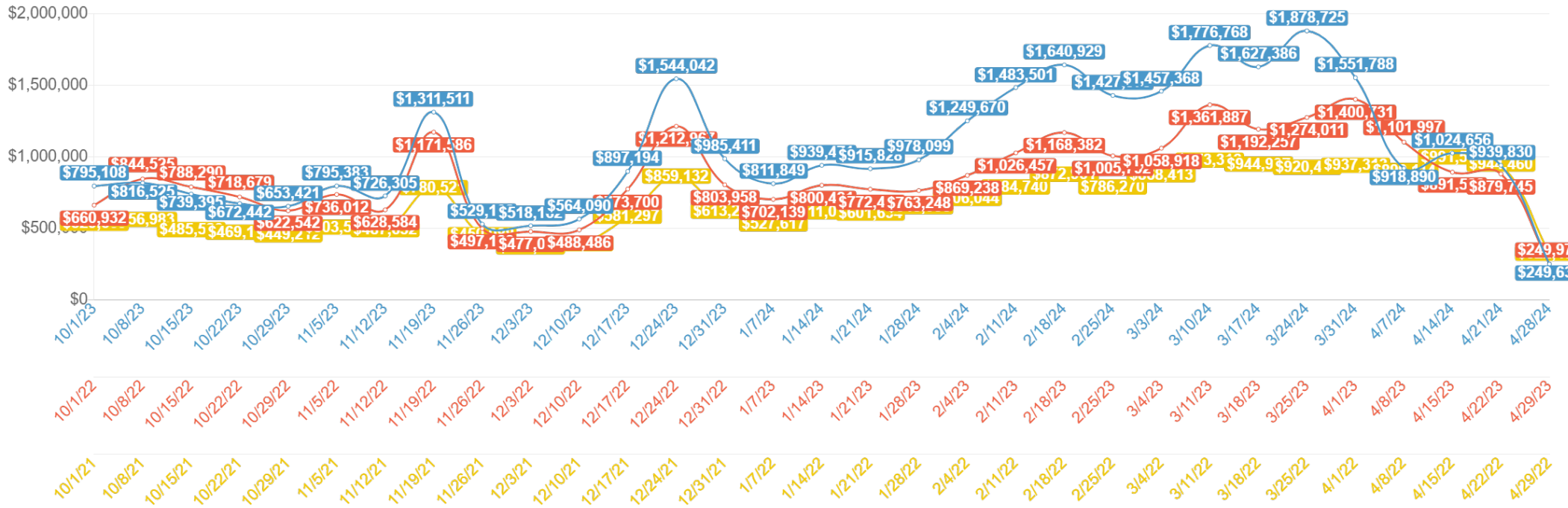


Copyright Key Data, LLC 2024  
 Created: 7/23/24 14:07 PM  
 Market(s): Hernando - FL  
 Filter(s): none



### Hernando - FL, Hernando Beach, Spring Hill, Weeki Wachee... (plus 3 more) Revenue

■ All Selected Markets (10/1/2023 to 4/30/2024 as of 7/22/2024) | \$32,420,079 
 ■ All Selected Markets (Compared 10/1/2022 to 4/30/2023) | \$26,943,675 
 ■ All Selected Markets (Compared 10/1/2021 to 4/30/2022) | \$20,863,047



Copyright Key Data, LLC 2024

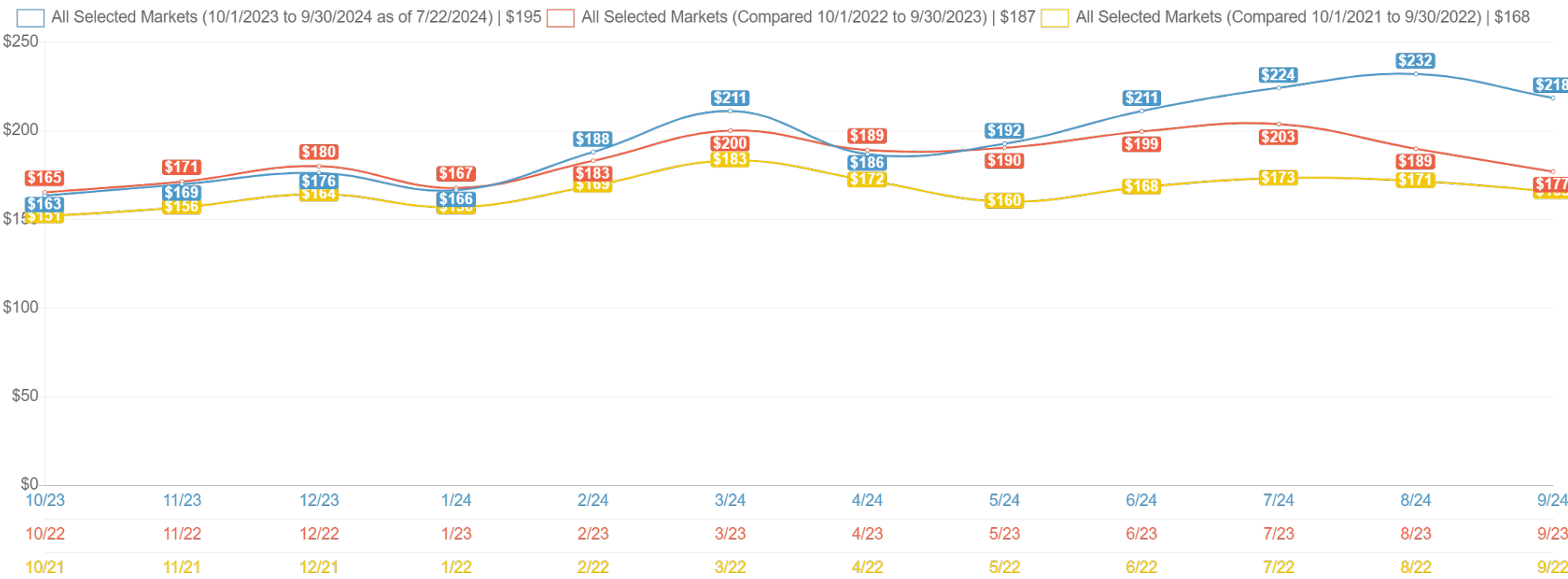
Created: 7/23/24 11:07 AM

Data Source: Airbnb/Vrbo combined

Market(s): Brooksville, Hernando Beach, Nobleton, Ridge Manor, Spring Hill, Weeki Wachee, Hernando - FL

Filter(s): none

### Hernando - FL, Hernando Beach, Spring Hill, Weeki Wachee... (plus 3 more) ADR



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 Created: 7/23/24 11:07 AM

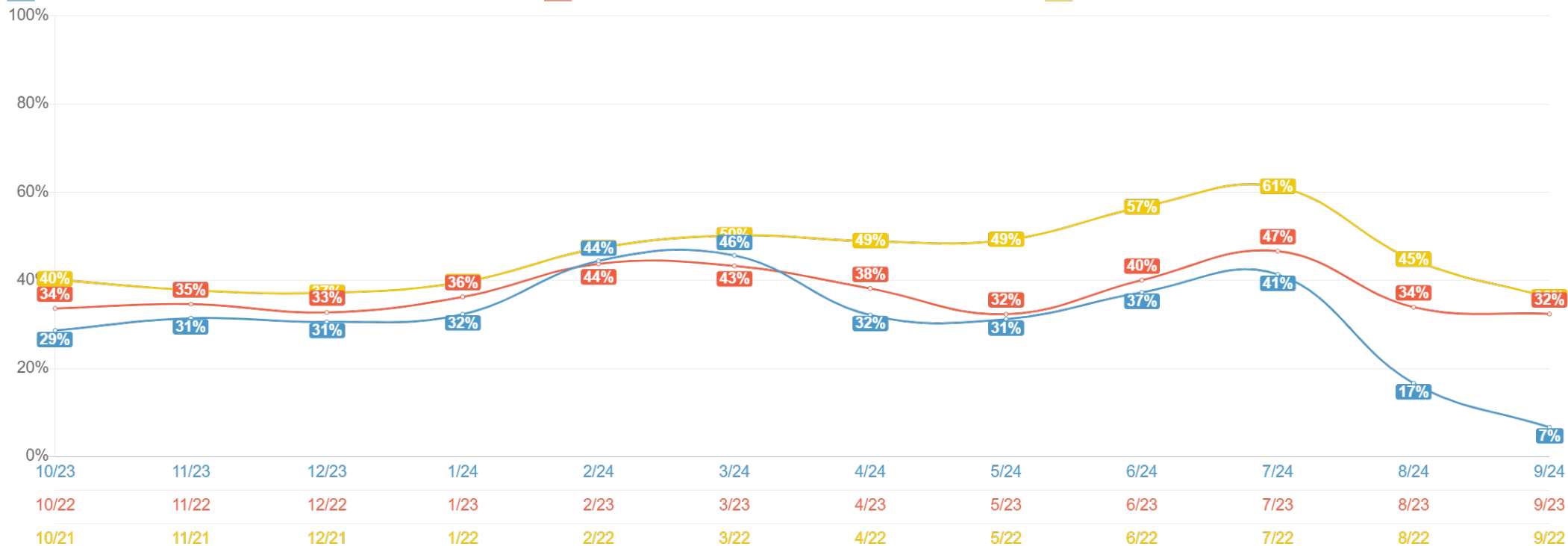
Data Source: Airbnb/Vrbo combined

Market(s): Hernando - FL, Brooksville, Hernando Beach, Nobleton, Ridge Manor, Spring Hill, Weeki Wachee

Filter(s): none

### Hernando - FL, Hernando Beach, Spring Hill, Weeki Wachee... (plus 3 more) Occupancy

■ All Selected Markets (10/1/2023 to 9/30/2024 as of 7/22/2024) | 32.4% 
 ■ All Selected Markets (Compared 10/1/2022 to 9/30/2023) | 38.5% 
 ■ All Selected Markets (Compared 10/1/2021 to 9/30/2022) | 48.4%



Copyright Key Data, LLC 2024

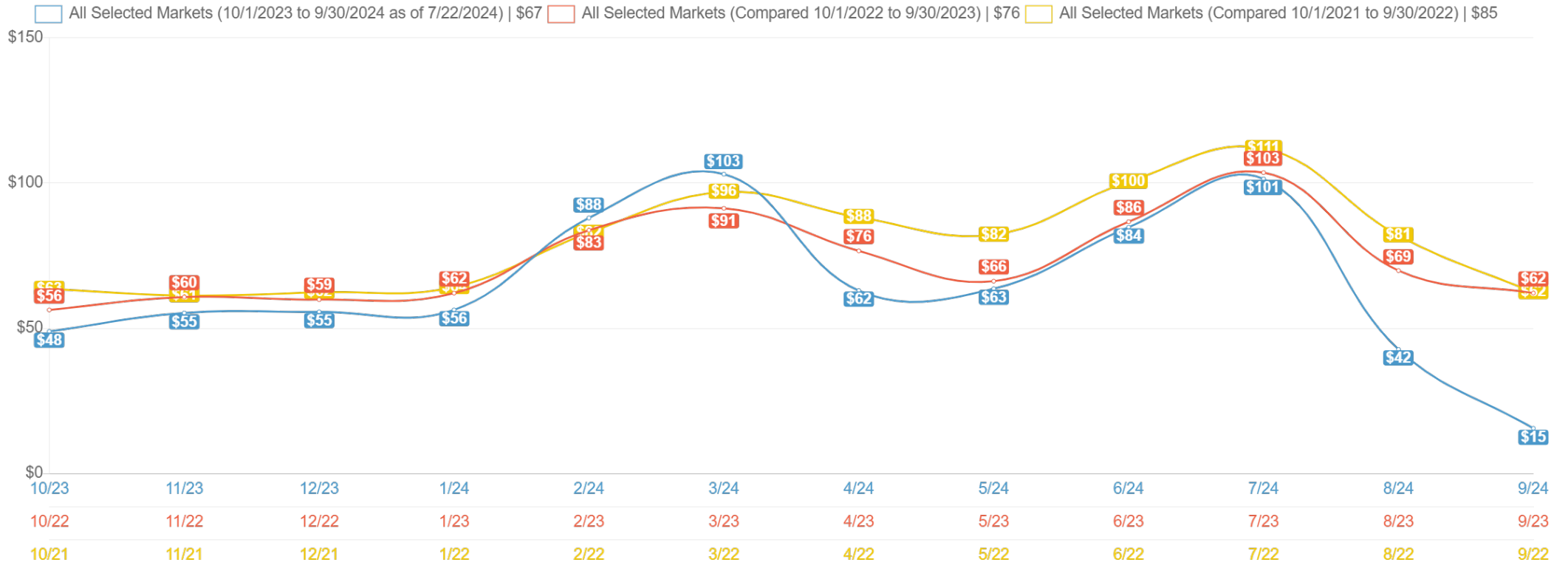
Created: 7/23/24 11:07 AM

Data Source: Airbnb/Vrbo combined

Market(s): Brooksville, Hernando Beach, Nobleton, Ridge Manor, Spring Hill, Weeki Wachee, Hernando - FL

Filter(s): none

### Hernando - FL, Weeki Wachee RevPAR



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 Created: 7/23/24 11:07 AM  
 Data Source: Airbnb/Vrbo combined  
 Market(s): Hernando - FL, Weeki Wachee  
 Filter(s): none

All Users Add comparison

Last 28 days Jun 25 - Jul 22, 2024

Reports snapshot

Users 21K New users 39K Average engagement time 40s Total rev \$0.0

Users by Country

COUNTRY	USERS
United States	20K
Germany	138
India	124
Puerto Rico	83
Canada	81
Japan	59
Nigeria	56

View countries

Users by City

CITY	USERS
Orlando	1.6K
Miami	1.6K
Tampa	1.4K
Atlanta	1.1K
Nashville	562
New York	547
Jacksonville	493

View cities

HOW ARE ACTIVE USERS TRENDING?

User activity over time

30 DAYS 23K  
7 DAYS 4.5K  
1 DAY 530

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	1.5%	0.6%	0.4%	0.3%	0.1%
Jun 9 - Jun 15						
Jun 16 - Jun 22						
Jun 23 - Jun 29						
Jun 30 - Jul 6						
Jul 7 - Jul 13						
Jul 14 - Jul 20						

6 weeks ending Jul 20

View retention

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Scallop Diving - Florida's Adv...	20K
Seven Summer Adventures f...	10K
Weeki Wachee Springs State ...	6.8K
Florida's Adventure Coast - Di...	5.3K
Birdwatching & Wildlife Viewi...	5K
Fishing - Florida's Adventure ...	4.2K
Water Adventures - Florida's ...	3.3K

View pages and screens

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	90K
session_start	44K
first_visit	39K
user_engagement	20K
deep_reader_2_pages	5.7K
ua_2_pages	5.7K
duration_on_page_2_...	3.9K

View events

Users by Age

Age Range	Users
35-44	~900
45-54	~850
25-34	~750
55-64	~650
18-24	~400
65+	~350

View age ranges

Users by Gender

MALE 52.1% FEMALE 47.9%

View genders

Users by Interests

INTERESTS	USERS
News & Politics/Avid News R...	1.5K
News & Politics/Avid News R...	1K
Lifestyles & Hobbies/Shutter...	980
Travel/Travel Buffs	950
Shoppers/Shopping Enthusia...	862
Food & Dining/Cooking Enth...	791
Media & Entertainment/Movi...	785

View interests

Users by Device category

MOBILE 81.4% DESKTOP 13.7% TABLET 4.9%

View device categories

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group

Channel Group	Users
Organic Social	~9K
Paid Social	~7.5K
Direct	~6.5K
Organic Search	~4.5K
Display	~3.5K
Paid Search	~3.5K
Referral	~3K

View user acquisition

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Social	9.5K
Direct	7.5K
Paid Social	7.5K
Organic Search	4.6K
Display	4.1K
Referral	2.8K
Paid Search	2.7K

View traffic acquisition

WHERE DOES YOUR LTV COME FROM?

LTV by First user primary channel group

No data available

View user acquisition cohorts



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

# PR Report

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**March 2024**





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

# Video's Created

- [39th Annual Art in the Park](#)
- [Swampfest 2024 on Florida's Adventure Coast](#)
- [March 2024 Fishing Report On Florida's Adventure Coast w/ Captain Rich of Fish Responders Charters](#)
- [Weeki Wachee Marina on Florida's Adventure Coast \(2024\)](#)
- [Azaleas are Blooming at Chinsegut Hill Manor House!](#)
- [Wildlife on the Weeki Wachee River](#)
- [Halo's Hangouts - Good Neighbor Trail on Florida's Adventure Coast \(2024\)](#)





Florida's  
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Welcome to

**FLORIDA**

**THE SUNSHINE STATE**

## Earned Media

- [The Strangest Stories to Come Out of Florida – southeastexpress.org](https://www.southeastexpress.org)
- [Mermaid Ambassador Installed at Visit Florida Welcome Center - Hernando Sun](#)
- [News Briefs | News | suncoastnews.com](https://www.suncoastnews.com)
- [39th Annual Art in the Park: A Legacy of Family and Arts Awareness - Hernando Sun](#)
- [Best Kayaking Spots in Florida's National and State Parks - The Tech Edvocate](#)
- [Croom Airbnb](#)
- [Broad Street Brewing Co. set to open this weekend in Brooksville | News | suncoastnews.com](#)
- [Worldwide travel list names these 3 Florida springs in its 'Best places to visit in 2024' - The Tech Edvocate](#)
- [These are the top springs and beaches within driving distance from Orlando](#)
- Atlas Obscura/VISIT FL photoshoot at Weeki Wachee Springs



# Other Earned Media

## Florida Springs Documentary

FINDING FLORIDA, the new 3-part series by Oscar-nominated filmmaker Katja Esson, is a co-production with ARTE-Discovery and takes a visually stunning deep dive in the ever-elusive state everybody is talking about. Filming included the Weeki Wachee River and an interview with a former mermaid to discuss the history of Weeki Wachee Springs.



## Harley Weir Photographer

Harley Weir is an internationally renowned photographer admired for her youth-focused fashion photography, which challenges traditional conceptions of the female gaze. Weir's clients include Gucci, British Vogue, Balenciaga, Celine, Stella McCartney and Jacquemus. She has photographed notable talent such as Rihanna + Hunter Schaefer + Kate Moss + Zendaya. Harley visited Weeki Wachee Springs to photograph the Weeki Wachee Mermaids.





Florida's  
**ADVENTURE COAST**  
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# Blogs

- [Unlock the artistic charm on Florida's Adventure Coast](#)
- [Reimagine Spring Break on Florida's Adventure Coast](#)





*Florida's*  
**ADVENTURE COAST**  
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# PR Report

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**April 2024**





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

# Video's Created

- [April 2024 Fishing Report On Florida's Adventure Coast w/ Capt. Gary of Reel Shallow Fishn Charters](#)
- [Broad Street Brewing Co. on Florida's Adventure Coast \(2024\)](#)
- [Meet the Makers - LeahTinsley \(2024\)](#)
- [Undiscovered America TV at Weeki Wachee Springs](#)
- [Succulent City: A Plant Paradise on Florida's Adventure Coast \(2024\)](#)
- [Celebrate Earth Day on Florida's Adventure Coast](#)





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# Earned Media

- [Hernando County's most visited park has reopened after extensive damage from Hurricane Idalia.](#)
- [10 Unique Kids Activities in Florida to Try – Motherly](#)
- [The Globe and Mail - The Globe and Mail](#)
- [9 of the Most Overlooked Towns in Florida – WorldAtlas](#)
- [Preserving downtown Brooksville's historic hometown feel | wtsp.com](#)
- [Tampa: a guide to the overlooked city in Florida worth exploring](#)
- [Broad Street Brewing Company on Florida's Adventure Coast - NatureCoaster.com](#)





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# Blogs

- [Unforgettable Summer Adventures](#)
- [The Mermaid Tale Trail Digital Passport](#)





*Florida's*  
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# PR Report

**May 2024**





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

- [May 2024 Fishing Report On Florida's Adventure Coast w/ Capt. Lowell of Bebout Fishin' Time](#)
- [Local Bite Scratch Kitchen - American Fusion with a Local Twist on Florida's Adventure Coast \(2024\)](#)
- [FLG X Florida Adventure Park! \(Reel\)](#)
- [Little's Vittles on Florida's Adventure Coast, Brooksville-Weeki Wachee \(2024\)](#)
- [Florida Emancipation Day at Chinsegut Hill on Florida's Adventure Coast \(2024\)](#)
- [Visit Florida's Adventure Coast, Brooksville-Weeki Wachee \(2024\)](#)
- [Making Blueberry Pies with Suzy at Suzy's Kitchen on Florida's Adventure Coast \(2024\)](#)
- [Ribbon Cutting of the Opening of the Good Neighbor Trail Connector on Florida's Adventure Coast](#)
- [Kayaking Adventures on Florida's Adventure Coast, Brooksville-Weeki Wachee](#)
- [First Annual Golden Mermaid Award, Bob Angier of Easy Street Home Decor on Florida's Adventure Coast](#)



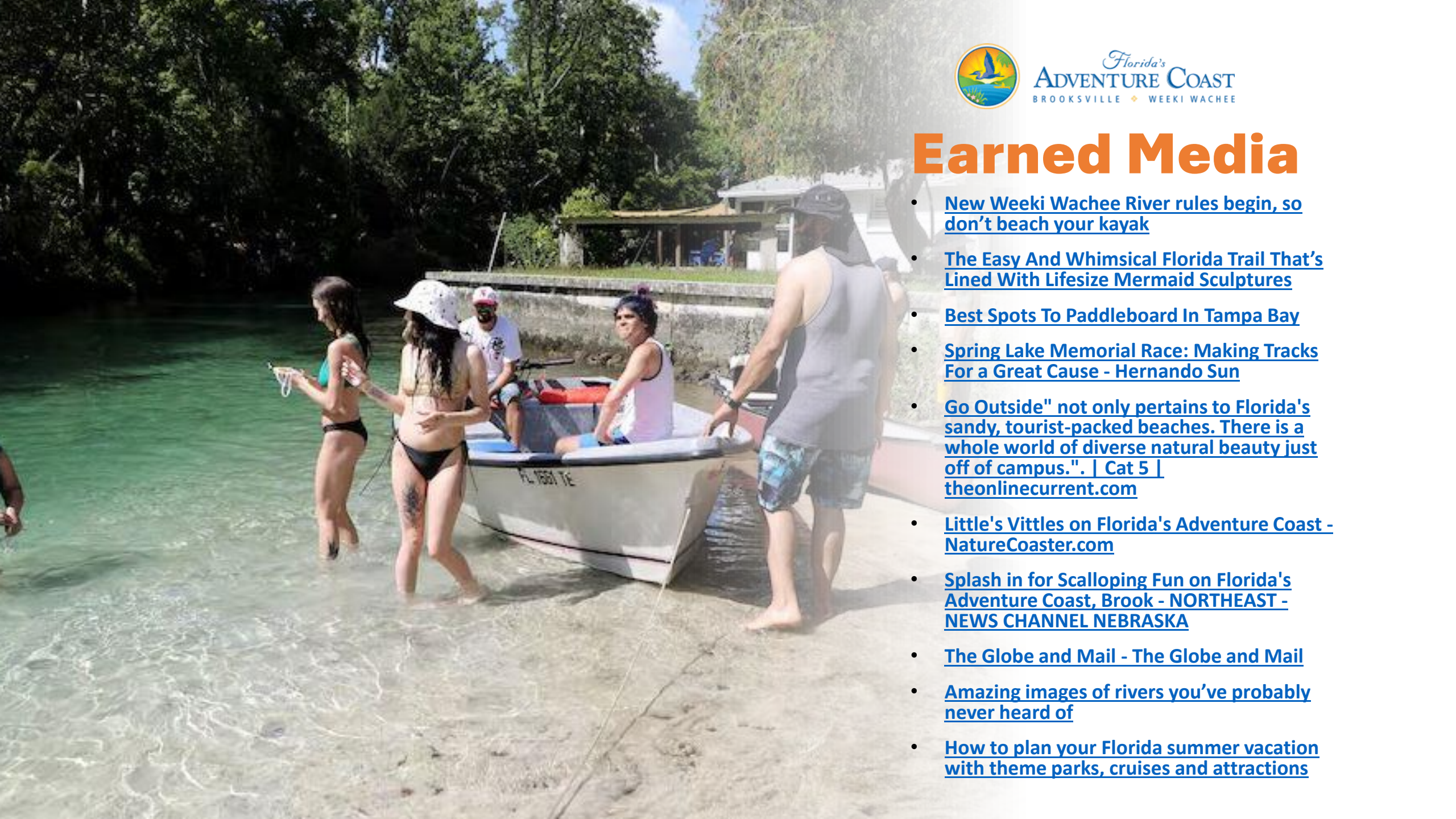




Florida's  
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# Earned Media

- [New Weeki Wachee River rules begin, so don't beach your kayak](#)
- [The Easy And Whimsical Florida Trail That's Lined With Lifesize Mermaid Sculptures](#)
- [Best Spots To Paddleboard In Tampa Bay](#)
- [Spring Lake Memorial Race: Making Tracks For a Great Cause - Hernando Sun](#)
- ["Go Outside" not only pertains to Florida's sandy, tourist-packed beaches. There is a whole world of diverse natural beauty just off of campus." | Cat 5 | theonlinecurrent.com](#)
- [Little's Vittles on Florida's Adventure Coast - NatureCoaster.com](#)
- [Splash in for Scalloping Fun on Florida's Adventure Coast, Brook - NORTHEAST - NEWS CHANNEL NEBRASKA](#)
- [The Globe and Mail - The Globe and Mail](#)
- [Amazing images of rivers you've probably never heard of](#)
- [How to plan your Florida summer vacation with theme parks, cruises and attractions](#)





Florida's  
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# Blogs

- [Spoil Mom On Florida's Adventure Coast This Mother's Day!](#)
- [Dive In, Paddle Out, Soar Above: Your Florida's Adventure Coast Summer Getaway](#)





*Florida's*  
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# PR Report

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**June 2024**





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

- [June 2024 Fishing Report On Florida's Adventure Coast w/ Capt. Oz of Light Lines & Good Times](#)
- [Tipacnoe Creamery: Sweet Treats on Florida's Adventure Coast \(2024\)](#)
- [National Fishing and Boating Week on Florida's Adventure Coast](#)
- [BVL Oyster Bar on Florida's Adventure Coast](#)
- [July 4 Heroes Boat Parade on Florida's Adventure Coast \(2024\)](#)
- [Halo's Hangouts: Nature Coast Botanical Gardens \(2024\)](#)
- [Explore Florida's Adventure Coasts most fascinating historical sites!](#)





Florida's  
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## Earned Media

- **Magnolia & Moonshine: Mermaid Mythos at Weeki Wachee Springs (National)**
- [Grab a glass or a bottle of wine at this Gem of Tampa Bay this weekend | WFLA](#)
- [antimusic.com: Travel News, Trips and Tips: Florida's Adventure Coast is Ready for Scallops!](#)
- [A List Of Things You Need To Do Before Summer Starts](#)
- [The Lazy Maid Creperie takes you from Brooksville to France](#)
- [Good Neighbor Trail Gap Now Open](#)
- [5 Best Places To Kayak With Manatees - Paddling Magazine](#)
- [First Golden Mermaid Award on Florida's Adventure Coast - NatureCoaster.com](#)
- [12 Cheap and Fun Activities for Summer Vacationers in Florida](#)
- [Grab a footlong hotdog from this retro Gem of Tampa Bay | WFLA](#)
- [A Spontaneous Road Trip Through Central Florida](#)
- [Natural swimming holes + springs within 2.5 hours of Lakeland, FL – LALtoday](#)
- [Gaining perspective in a mermaid's tail](#)



*Florida's*  
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# Blogs

- [Celebrating Father's Day On Florida's Adventure Coast: Unforgettable Experiences For Every Dad](#)



March 2024 LEADS Report

LEADS Report																																								
TOP STATES & COUNTRIES - ALL LEADS																																								
Top States:	FL	NY	OH	WI	NJ	TX	CA	MI	SC	NC	TN	PA	IN	VA	CT	AL	MN	IL	LA	KY	OK	IA	MD	MO	WA	AR	NE	HI	GA	KS	MA	SD	MS	ME	RI	VT	UT	ID	DE	Total
<b>ALL LEADS - TOTAL</b>	12	10	9	9	7	7	6	6	6	5	5	4	4	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	140
Top Countries and Territories:	PE (Canada)	UK (United Kingdom)	BE (Belgium)	PR																																				
<b>ALL LEADS - TOTAL</b>	1	1	1	1																																				

BREAKDOWN BY LEAD TYPE																																																	
Top States & Countries:	FL	NY	OH	WI	NJ	TX	CA	MI	SC	NC	TN	PA	IN	VA	CT	AL	MN	IL	LA	KY	OK	IA	MD	MO	WA	AR	NE	HI	GA	KS	MA	SD	MS	ME	RI	VT	UT	ID	DE	PR	PE (Canada)	UK (United Kingdom)	BE (Belgium)	Total					
Visit Florida - Hernando & Weeki Wachee (unique leads)	12	10	9	9	7	7	6	6	6	5	5	4	4	3	3	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	1	1	1	1	1	1	1	1	144

March 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																																												
All States	FL	NY	OH	WI	NJ	TX	CA	MI	SC	NC	TN	PA	IN	VA	CT	AL	MN	IL	LA	KY	OK	IA	MD	MO	WA	AR	NE	HI	GA	KS	MA	SD	MS	ME	RI	VT	UT	ID	DE	PR	PE (Canada)	UK (United Kingdom)	BE (Belgium)	
LEADS	12	10	9	9	7	7	6	6	6	5	5	4	4	3	3	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	1	1	1	1

Arrival Months - All States/Regions													
Month	Mar 2024	Apr 2024	May 2024	June 2024	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Sept 2025	Not Indicated
Expected Arrivals	5	14	8	9	6	4	7	3	3	2	1	3	79

Arrivals By Region						
Region	South	Midwest	Northeast	West	In-State (Florida)	Out of Country
Leads	25	22	9	5	1	3

**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 Country:</b>						



April 2024 LEADS Report

LEADS Report																																												
TOP STATES & COUNTRIES - ALL LEADS																																												
Top States:	FL	NY	PA	CA	TX	OH	IL	NJ	GA	AL	NC	TN	MI	VA	WI	MO	WA	MN	CO	SC	CT	OR	NV	MD	MS	IA	ID	AZ	OK	WV	KY	NE	KS	NH	IN	LA	AR	RI	DE	MA	VT	NM	AK	Total
ALL LEADS - TOTAL	28	20	18	17	16	16	14	11	11	9	9	8	8	8	7	7	6	5	5	5	4	4	4	4	4	3	3	3	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	282
Top Countries and Territories:	ON (CANADA)	PE (Peru)	DC																																									
ALL LEADS - TOTAL	1	1	1																																									

BREAKDOWN BY LEAD TYPE																																							
Top States & Countries:	NY	FL	OH	IL	TX	PA	GA	NJ	CA	MI	NC	VA	WI	SC	TN	AL	MO	MS	WV	MN	LA	OK	CO	IN	IA	MD	WA	MA	VT	ID	AZ	NM	AK	DC	ON (CANADA)	PE (Peru)	Total		
Visit Florida - Hernando & Weeki Wachee (unique leads)	15	14	7	7	6	6	6	5	5	4	4	4	3	3	3	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	125

Top States & Countries:	FL	PA	CA	TX	OH	IL	NJ	AL	NY	GA	NC	TN	WA	MI	VA	WI	MO	CT	OR	NV	MN	CO	MD	SC	IA	ID	AZ	KY	NE	KS	NH	MS	OK	IN	AR	RI	DE	Total	
American Road	14	12	12	10	9	7	6	6	5	5	5	5	5	4	4	4	4	4	4	4	3	3	3	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	160

# April 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																																				
All States	NY	FL	OH	IL	TX	PA	GA	NJ	CA	MI	NC	VA	WI	SC	TN	AL	MO	MS	WV	MN	LA	OK	CO	IN	IA	MD	WA	MA	VT	ID	AZ	NM	AK	DC	ON (CANADA)	PE (Peru)
LEADS	15	14	7	7	6	6	6	5	5	4	4	4	3	3	3	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1

Arrival Months - All States/Regions														
Month	Apr 2024	May 2024	June 2024	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Aug 2025	Not Indicated
Expected Arrivals	1	15	12	4	4	1	4	6	1	2	0	2	1	72

Arrivals By Region						
Region	South	Midwest	Northeast	West	In-State (Florida)	Out of Country
Leads	41	29	29	10	14	2

**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 Country:</b>						

May 2024 LEADS Report

LEADS Report																																						
TOP STATES & COUNTRIES - ALL LEADS																																						
Top States:	FL	NY	OH	CA	TX	NJ	PA	TN	WI	IL	MI	MN	GA	NC	MO	OR	MD	KY	KS	IN	AL	WA	CO	SC	IA	OK	LA	AR	MA	ME	VA	MS	WV	RI	DE	AK	SD	Total
<b>ALL LEADS - TOTAL</b>	15	10	8	7	6	6	5	5	5	4	4	4	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	130
Top Countries and Territories:	ON (CANADA)																																					
<b>ALL LEADS - TOTAL</b>	1																																					

BREAKDOWN BY LEAD TYPE																																							
Top States & Countries:	FL	NY	OH	TX	CA	PA	TN	WI	MI	MN	NJ	IL	MO	KS	IN	GA	MD	KY	CO	IA	LA	NC	OR	AL	WA	SC	OK	AR	MA	ME	VA	MS	WV	RI	DE	ON (CANADA)	AK	SD	Total
Visit Florida - Hernando & Weeki Wachee (unique leads)	14	10	6	6	5	4	4	4	4	4	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	105

Top States & Countries:	NJ	OH	CA	NC	OR	FL	PA	TN	WI	IL	GA	MD	KY	AL	WA	SC	OK	AR	MA	ME	Total
American Road	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26

May 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																																							
All States	FL	NY	OH	TX	CA	MI	MN	PA	TN	WI	IL	IN	KS	MO	NJ	CO	GA	IA	KY	LA	MD	AK	AL	AR	DE	MA	ME	MS	NC	OK	ON	OR	RI	SC	SD	VA	WA	WV	Total
LEADS	14	10	6	6	5	4	4	4	4	4	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	105

Arrival Months - All States/Regions												
Month	May 2024	June 2024	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Not Indicated
Expected Arrivals	1	8	8	5	6	7	2	0	4	0	1	63

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of Country
Leads	33	27	20	10	14	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	
	AK	HI				
<b>Out of Country:</b>						

# June 2024 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2023-2024:					2,328								
Total New Emails for Florida's Adventure Coast:					1,963								
Month	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	
<b>Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)</b>													
Total*	131	57	55	83	78	136	117	138	198				993
Emails Included*	38	20	23	22	37	56	36	38	48				318
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Emails Included	0	0	0	0	95	33	36	15	8				187
<b>The Mermaid Tale Trail</b>													
Emails Included	0	0	0	0	0	0	65	26	32				123
<b>AMERICAN ROAD MAGAZINE</b>													
Total	176	39	0	94	119	0	163	26	30				647
Emails Included	176	39	0	94	119	0	163	26	30				647
<b>Advanced Travel &amp; Tourism</b>													
Total	688	0	0	0	0	0	0	0	0				688
Emails Included	688	0	0	0	0	0	0	0	0				688

# June 2024 LEADS Report

LEADS Report																																							
TOP STATES & COUNTRIES - ALL LEADS																																							
Top States:	FL	IL	NY	OH	TN	PA	MO	CA	NC	GA	AL	IN	VA	NJ	TX	MI	KY	SC	OR	WI	MS	WA	AZ	KS	LA	WV	NM	MD	OK	AR	MA	MN	IA	DE	SD	CT	NE	HI	Total
<b>ALL LEADS - TOTAL</b>	34	16	13	9	9	8	8	7	7	7	7	7	7	6	6	6	5	5	4	4	4	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	204
Top Countries and Territories:																																							
<b>ALL LEADS - TOTAL</b>	0																																						

BREAKDOWN BY LEAD TYPE																																							
Top States & Countries:	FL	IL	NY	PA	MO	OH	TN	AL	VA	NJ	NC	GA	IN	TX	MI	KY	CA	SC	OR	WI	MS	WA	AZ	LA	WV	KS	NM	MD	OK	AR	MA	MN	IA	DE	SD	CT	NE	HI	Total
Visit Florida - Hernando & Weeki Wachee (unique leads)	31	14	12	7	7	6	6	6	6	6	5	5	5	5	5	5	4	4	4	4	4	3	3	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	174

Top States & Countries:	FL	OH	TN	CA	IL	NC	GA	IN	NY	PA	MO	AL	VA	TX	MI	SC	KS	NM	Total
American Road	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	30

# June 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																														
All States	FL	NY	VA	AL	PA	IN	MO	TN	IL	KY	MS	NJ	OH	OR	SC	TX	CA	CT	GA	KS	MD	MI	MN	NC	NE	NM	OK	SD	WV	Total
LEADS	9	8	6	4	4	3	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	69

Arrival Months - All States/Regions														
Month	June 2024	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	April 2025	May 2025	Jan 2026	Not Indicated
Expected Arrivals	5	18	8	17	6	2	6	2	1	1	1	1	1	31

Arrivals By Region						
Region	South	Midwest	Northeast	West	In-State (Florida)	Out of Country
Leads	26	15	15	4	9	0

**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	
	AK	HI				
<b>Out of Country:</b>						

**Visitor Bureau - Distributions for March, April, May and June 2024**

**Distributions & Partner Visits**

<b>Partner / Event:</b>	<b>Mermaid Tale Trail Map</b>	<b>FAC Maps (Tear-off)</b>	<b>FAC Maps (Folded)</b>	<b>FAC General Brochure</b>	<b>FAC Golf Brochure</b>	<b>Weeki Wachee Springs Brochure</b>	
Wesleyan Village	150	100	50	50	20	50	
Easy Street Home Décor	100	100					
NTTW - Hampton Inn Brooksville	100	100					
Microtel Inn & Suites by Wyndham Brooksville	100	100					
Quality Inn & Suites Brooksville I-75	100	100					
Holiday Inn Express & Suites Brooksville I-75	100	100					
Days Inn by Wyndham Brooksville	100	100					
Holiday Inn Express & Suites Brooksville West	100	100					
Fairfield Inn & Suites Brooksville	100	100					
Quality Inn Weeki Wachee	100	100					
Motel 6 Spring Hill/Weeki Wachee	100	100					
Microtel Inn & Suites by Wyndham Spring Hill/WeekiWachee	100	100					
Holiday Inn Express & Suites Spring Hill	100	100					
Hampton Inn Spring Hill	100	100					
Hernando Beach Motel	100	100					
Dolan House Bed & Breakfast	100	100					
<b>Totals:</b>	<b>1350</b>	<b>1300</b>	<b>50</b>	<b>50</b>	<b>20</b>	<b>50</b>	<b>0</b>



Monthly Social Media Report - FY 23-24		Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	TOTAL FY 23-24
Facebook	Reach	413,583	210,043	40,700	273,714	227,912	294,349	88,180	85,516	235,526				1,869,523
	Content Interactions	2,905	5,489	1,076	2,267	2,386	3,679	926	1,504	1,966				22,198
	New Follows	191	157	58	131	81	152	105	91	177				1,143
	Page Visits	2,312	1,824	1,049	2,773	2,131	2,646	1,480	1,530	3,552				19,297
	Link Clicks - Organic	272	199	66	323	153	(Metrics deprecated by Facebook - no longer available)							
	Link Clicks - Ads	3,164	0	0	7,187	7,382	(Metrics deprecated by Facebook - no longer available)							
Instagram	Reach	7,922	3,840	3,094	194,916	120,718	177,394	45,923	3,434	11,499				568,740
	New Follows	47	58	40	50	67	62	?	25	105				454
	Profile Visits	152	154	120	251	249	386	130	170	356				1,968
	Impressions	14,515	11,200	6,764	273,091	182,869	Metrics Unavailable		7,898	21,021				517,358
	Engagement / Content Interactions	319	813	299	691	918	1,075	442	397	652				5,606
	Link Clicks from Ads	1	0	0	186	90	134	17	5	272				705
X (Twitter)	New Followers	9	1	0	1	34	(Can no longer view analytics unless we upgrade to Premium)							
	Impressions	1,856	2,447	855	2,076	1,968	(Can no longer view analytics unless we upgrade to Premium)							
	Post Engagements	58	128	35	96	134	(Can no longer view analytics unless we upgrade to Premium)							
	Video Views	59	209	12	172	246	(Can no longer view analytics unless we upgrade to Premium)							
	Link Clicks	18	27	5	11	19	(Can no longer view analytics unless we upgrade to Premium)							
Pinterest	Total Audience	3,480	4,020	3,820	3,830	4,643	4,900	5,300	8,500	8,100				AVERAGE
	Engaged Audience	126	170	165	176	205	240	269	482	439				AVERAGE
	Impressions	4,410	5,170	5,130	4,940	6,176	6,600	7,500	12,000	11,000				62,926
	Engagements	167	200	213	216	304	313	361	589	537				2,900
	Outbound Clicks	22	10	15	15	23	22	22	33	34				196

Green Text = Increase Month over Month (MoM)

Red Text = Decrease MoM

Quarterly Social Media Report - FY 23-24		Quarter 1	Quarter 2	Quarter 3	Quarter 4
		Oct-Dec 2023	Jan-Mar 2024	Apr-Jun 2024	Jul-Sep 2024
Facebook	Reach	664,326	795,975	409,222	0
	Engagement / Content Interactions	9,470	8,332	4,396	0
	New Follows	406	364	373	0
	Page Visits	5,185	7,550	6,562	0
Instagram	Reach	14,856	493,028	60,856	0
	New Follows	145	179	130	0
	Profile Visits	426	886	656	0
	Impressions	32,479	455,960	28,919	0
	Engagement / Content Interactions	1,431	2,684	1,491	0
	Clicks from Ads	1	410	294	0
Pinterest	Total Audience (Average)	3,773	4,458	7,300	#DIV/0!
	Engaged Audience (Average)	154	207	397	#DIV/0!
	Impressions	14,710	17,716	30,500	0
	Engagements	580	833	1,487	0
	Outbound Clicks	47	60	89	0

CONTENT:	April through June 2024	Total
Facebook	Photo Posts	44
	Video / Reels	32
	Link Posts	10
	Stories	22
Instagram	Photos	17
	Video (Reels)	31
	Stories	47
Youtube	Videos	15
	Shorts	9

## Quarter 3: April through June 2024

### Top Post/Video - Facebook (Based on Reach)

#### Overview

<b>Reach</b> <sup>📌</sup>	<b>Impressions</b> <sup>📌</sup>	<b>Interactions</b> <sup>📌</sup>	<b>Link clicks</b> <sup>📌</sup>
50,801	53,251	478	--
<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>	

#### Reach

#### Interactions

<b>Reactions</b> <sup>📌</sup>	<b>Comments</b> <sup>📌</sup>	<b>Shares</b> <sup>📌</sup>	<b>Saves</b> <sup>📌</sup>
325	35	96	23
<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>

#### Feed preview

Florida's Adventure Coast  
Published by Later
...

May 10 · 🌐  
 Crystal-clear cool down at Weeki Wachee Springs. 🌊  
 🌟 Buccaneer Bay's the perfect spot to make a splash with friends this summer!  
@Jordanhandwerker13

[View post on Facebook](#)

### Top Post/Video - Instagram (Based on Reach)

#### Overview

<b>Reach</b> <sup>📌</sup>	<b>Impressions</b> <sup>📌</sup>	<b>Interactions</b> <sup>📌</sup>
1,337	1,643	222
<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>

#### Plays and watch time

<b>Plays</b> <sup>📌</sup>	<b>Average watch time</b> <sup>📌</sup>	<b>Watch time</b> <sup>📌</sup>
2,737	26s	12h 22m
<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>

Initial Plays 1,722  
Replays 1,015

#### Interactions

<b>Likes</b> <sup>📌</sup>	<b>Comments</b> <sup>📌</sup>	<b>Shares</b> <sup>📌</sup>	<b>Saves</b> <sup>📌</sup>
168	12	36	6
<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>	<small>Higher than typical</small>

#### Audience

Age & gender <sup>📌</sup>

#### Feed preview

Instagram

fladventurecoast  
Weeki Wachee, Florida

📌
🗨️
📌
🔖

fladventurecoast  
 📍 Discover the sweetest spot on Florida's Adventure Coast at Tipacano... more

[View post on Instagram](#)

### TDC Grant Funding Scoring Criteria

Criteria	Range	Points
<b>Number of Days of Event</b>	1-Day Event	1
	2-Day Event	2
	3-Day Event	3
<b>Reach of Marketing Plan</b>	75 Miles	1
	150 Miles	2
	Farther than 150 Miles	3
<b>Expected Attendance</b>	Less than 5,000	1
	5-10,000	2
	More than 10,000	3
<b>Projected Room Nights</b>	50 or Less	1
	51-100	2
	100 or More	3
<b>Key Initiative</b>	Supports key niche markets or initiatives of the Visitors Bureau	1

Points = Awards	
4-5 Points	\$1,000-1,500
6-8 Points	\$2,500
9-10 Points	\$5,000

## TDC Grant Funding Score Sheet

<b>Applicant</b>	Kahler Consulting
<b>Applicant Event</b>	Booksville Festival
<b>Dates of Event</b>	January 25, 2025
<b>Number of days of Event</b>	1
<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	
<b>Marketing Plan</b>	1
<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	
<b>Expected Attendance</b>	2
<i>Number or expected Attendees 1 point for less than 5,000; 2 points for 5000-10,000; 3 points for over 10,000)</i>	
<b>Room Nights</b>	3
<i>(1 point for 50 or less; 2 points for 51-100; 3 points for 101 or more rooms)</i>	
<b>Key Initiative?</b>	0
<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	
<b>Total Points</b>	7
<b>Funding Recommendation</b>	\$2,500

---

# Natalie Kahler

Natalie Kahler

Submission Date	Jul 2, 2024 10:38 AM
Organization Name	GFWC Historic Brooksville Womans Club
Organization EIN# or FEN#	47-1760848
Business Address	131 South Main Street Brooksville, Florida, 34601
Application completed by	Natalie Kahler
Title	President
Email	<a href="mailto:kahlernat23@gmail.com">kahlernat23@gmail.com</a>
Telephone No.	(352) 238-6295
Name of Event	Booksville Festival
Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.	Celebrating all things literature with author signings and readings and contests
Date(s) of Event	Jan 25, 2025
Hours of Event	10:00 AM - 3:00 PM
Date(s) of Event	Jan 25, 2025
Hours of Event	10:00 AM - 3:00 PM

Date(s) of Event	Jan 25, 2025
Hours of Event	10:00 AM - 3:00 PM
Is this a new event or a repeat event?	New
Event Marketing Contact	Natalie Kahler
Email Address	<a href="mailto:booksvillefest@gmail.com">booksvillefest@gmail.com</a>
Telephone No.	(352) 238-6295
Organization or event Website	<a href="http://www.Booksville.org">www.Booksville.org</a>
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	<a href="https://www.facebook.com/profile.php?id=61557668492065">https://www.facebook.com/profile.php?id=61557668492065</a>
Event location(s)	South Main Street
Address of Event	131 South Main Street Brooksville, FL, 34601
Telephone No.	(352) 238-6295
Projected number of event vendors	100
Projected Number of Local Attendees:	3000
Projected Number of Out-of-Town Attendees:	2000
Projected Number of Hotel Rooms:	200
Media Outlet #1	Hernando Sun
Schedule for Publication or Media	August 1 & 15, September 5
Reach of Publication or Media	Citrus, Pasco, Hernando

Budget for Publication or Media \$1500

Media Outlet #2 Tampa Bay Times

Schedule for Publication or Media August 2, 16, September 6

Reach of Publication or Media Hillsborough, Pinellas, Pasco, Hernando

Budget for Publication or Media \$2000

Media Outlet #3 NatureCoastercom

Schedule for Publication or Media August and September

Reach of Publication or Media Pasco, Citrus, Hernando, Sumter

Budget for Publication or Media \$1000

Media Outlet #4 Facebook

Schedule for Publication or Media July and August and September

Reach of Publication or Media Pasco, Citrus, Hernando

Budget for Publication or Media 500

Budget for Publication or Media \$5000

Total Marketing and Advertising Budget: \$5000

Total Grant Amount Requested: \$5000

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 NWK



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

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

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. **NWK**

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. **NWK**

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. **NWK**

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

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

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. **NWK**

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.

NWK

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.

NWK

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

: 

Name:

Natalie Kahler

Title:

President

Date

Jul 2, 2024

---

kc

KAHLER CONSULTING

# EVENT PROPOSAL

Celebrating all things literary in Hernando County

# BOOKS VILLE *Festival*

Presented by  
Natalie Kahler

941 Cedar Drive  
Brooksville, FL 34601  
352.238.6295



# TABLE OF CONTENT

2 - Introduction

3- Overview

4 - Target Audience

5 - Objectives

6 - Lead Team

7 - Festival Map

8 - Budget

9 - Timeline

10- Additional

11 - Conclusion





## INTRODUCTION

In partnership with Florida Humanities the GFWC Historic Brooksville Woman's Club is honored to present the first annual Booksville Festival.

The Club has over 100 years of experience launching community programming in Brooksville, from the beloved Christmas Parade, to the first library, to the first Festival of Trees, the community has benefitted from their vision and implementation since 1910.

In celebration of one of their first successes, establishing the county's first library, the club will host a weekend event to highlight local authors and all things book-related.

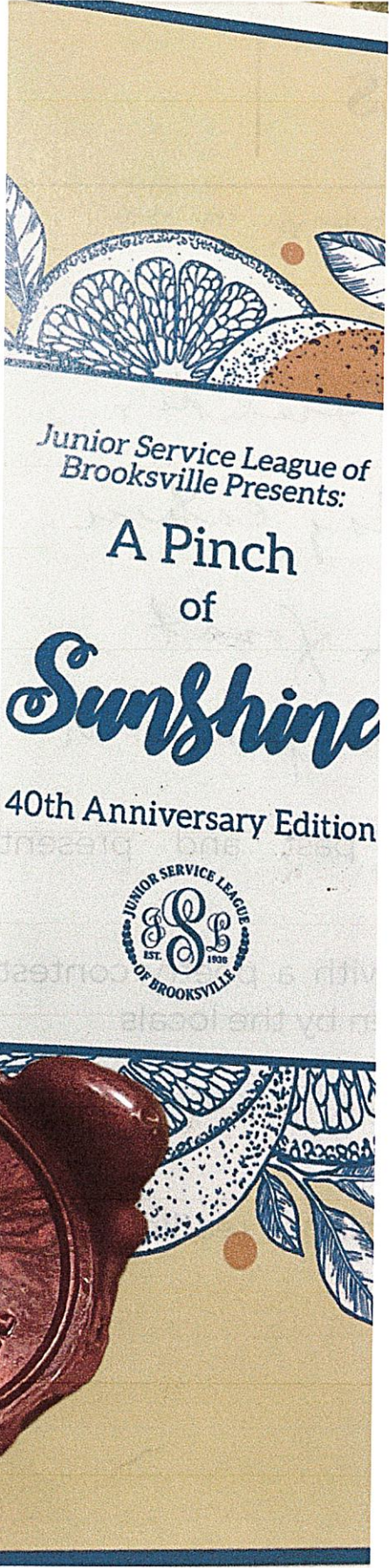
# OVERVIEW

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The Booksville Festival will be a free community celebration of all things bookish. Featuring local authors as well as classic literature, the one day festival will also include readings, author panels & lectures, local poetry & composite novel books release, carnival games, a secret garden, a spelling bee & a book shower to benefit Free Little Libraries.

In the six months leading up to the festival, Booksville activities will include book sales in businesses around Hernando County, an art contest for kids to create a city landscape with books, a poetry contest for adults and kids, and building decorating throughout the county.



# TARGET AUDIENCE

Hernando County residents of all ages who already love books.

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Hernando County residents who don't yet know they love books but come to support a nonprofit or a particular vendor.

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Regional book lovers interested in the authors and vendors featured at the festival.

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## OBJECTIVES

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The son of Sam Houston, who owned Fiedler's mother's home in whose place Fiedler was born. The log cabin in which Fiedler first saw the light is gone but

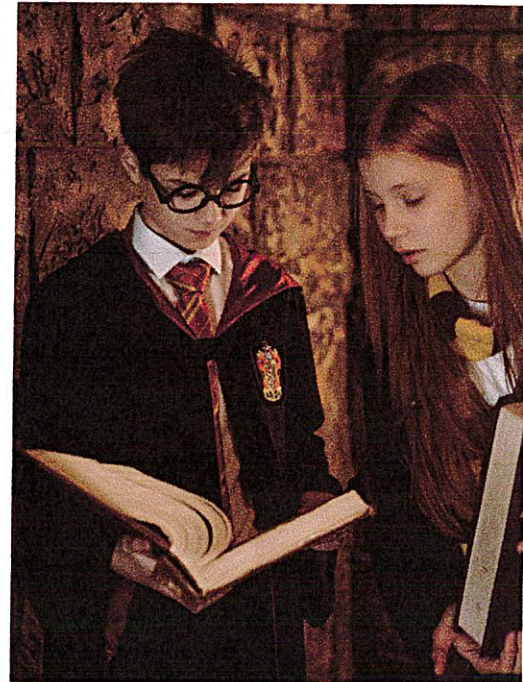
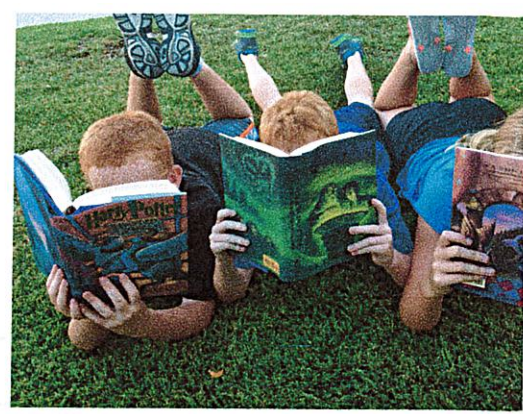
- 01 | Showcase the work of past and present Hernando County authors
- 02 | Foster passion for writing with a poetry contest and a composite story written by the locals
- 03 | Celebrate literary characters in costume and tribute
- 04 | Author and illustrator signings, readings, and panels



# THE LEAD TEAM

Betsy Ahrens, Vendor Coordinator  
Allisa Babor, HC Fine Arts Council Chair  
Diane Bedard, NatureCoaster.com  
Brian Brijbag, Brijbag Law  
Lisa Callea, community organizer  
Lara Dedmon, Hernando Preservation Society  
Esprit Herbert, Live Oak Theatre  
Kevin Herbert, former Disney actor  
Megan Hussey, Hernando Sun  
Kyle Marra, Odd Life Studios  
Barry Meindl, DaBarr Design  
Natalie Kahler, Booksville Festival owner  
Camille Padula, author  
Kim DeWitt Paff, retired art teacher  
Stefanie Schatzman, Brooksville Author Club  
Dr. Margy Wollerton, retired English teacher

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## OVERALL

The Lead Team is composed of representatives of community organizations as well as authors & teachers. Each team member will head one aspect of the programming. Other community partners are interested & will be added as details are confirmed.



# MAP



BOOKSVILLE.COM



# BUDGET

Income	Amount
Vendors	\$7500
Sponsors	\$25,000
<b>Total</b>	<b>\$32,500</b>

Expense	Amount
Marketing	\$8000
Event related	\$12,000
nonprofit donations	\$10,000
<b>Total</b>	<b>\$30,000</b>

# TENTATIVE TIMELINE

---



April 8, 2024

Partner kick-off meeting

April 9, 2024

Booksville Festival made public

May 2024

Poetry applications open

June 2024

Booksville Business application opens

September

Festival vendor applications open

October

Booksville Book Tour opens

17 January

(possibly) Booksville Costume Ball

25 January

Booksville Festival

## ADDITIONAL DETAILS

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Facebook

Booksville Festival

Website

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

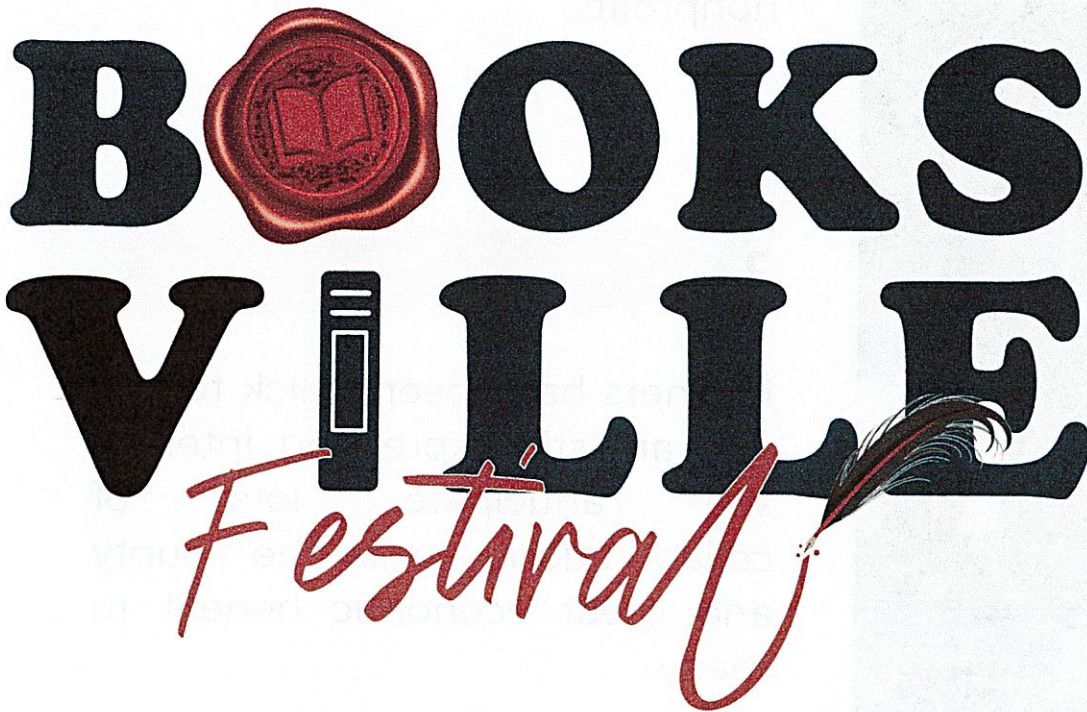
Email

[kahlernat23@gmail.com](mailto:kahlernat23@gmail.com)

Address

South Main Street  
from Liberty to Lulu

**BOOKS**  
**VILLE**  
*Festival*





# CONCLUSION

1

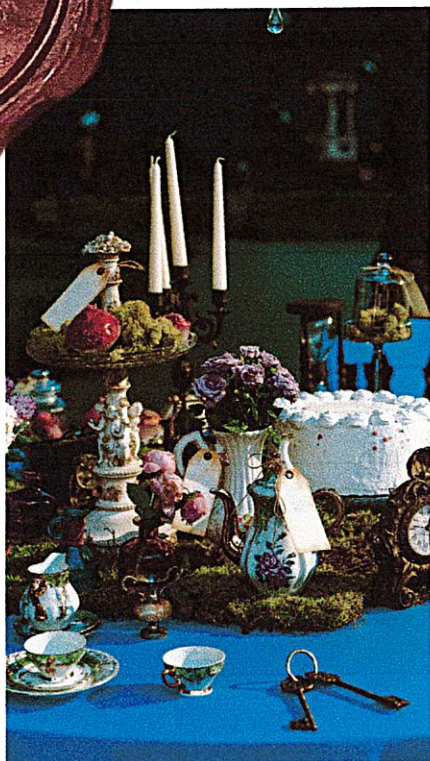
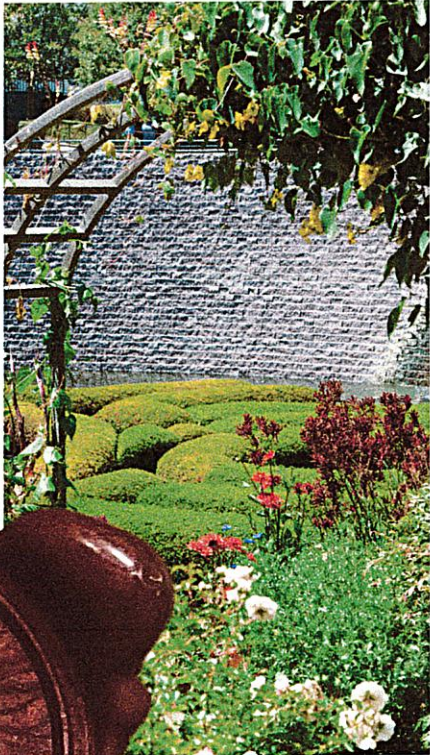
Hernando County has greatly increased the profile of the Arts. With the exception of the literary Arts. This festival and related activites will fill that gap.

2

Based on the model of the Brooksville Blueberry Festival, Booksville will benefit many local nonprofits.

3

Partners have been quick to join and are still expressing interest. We anticipate lots of collaborations across the county and great economic benefit to many.

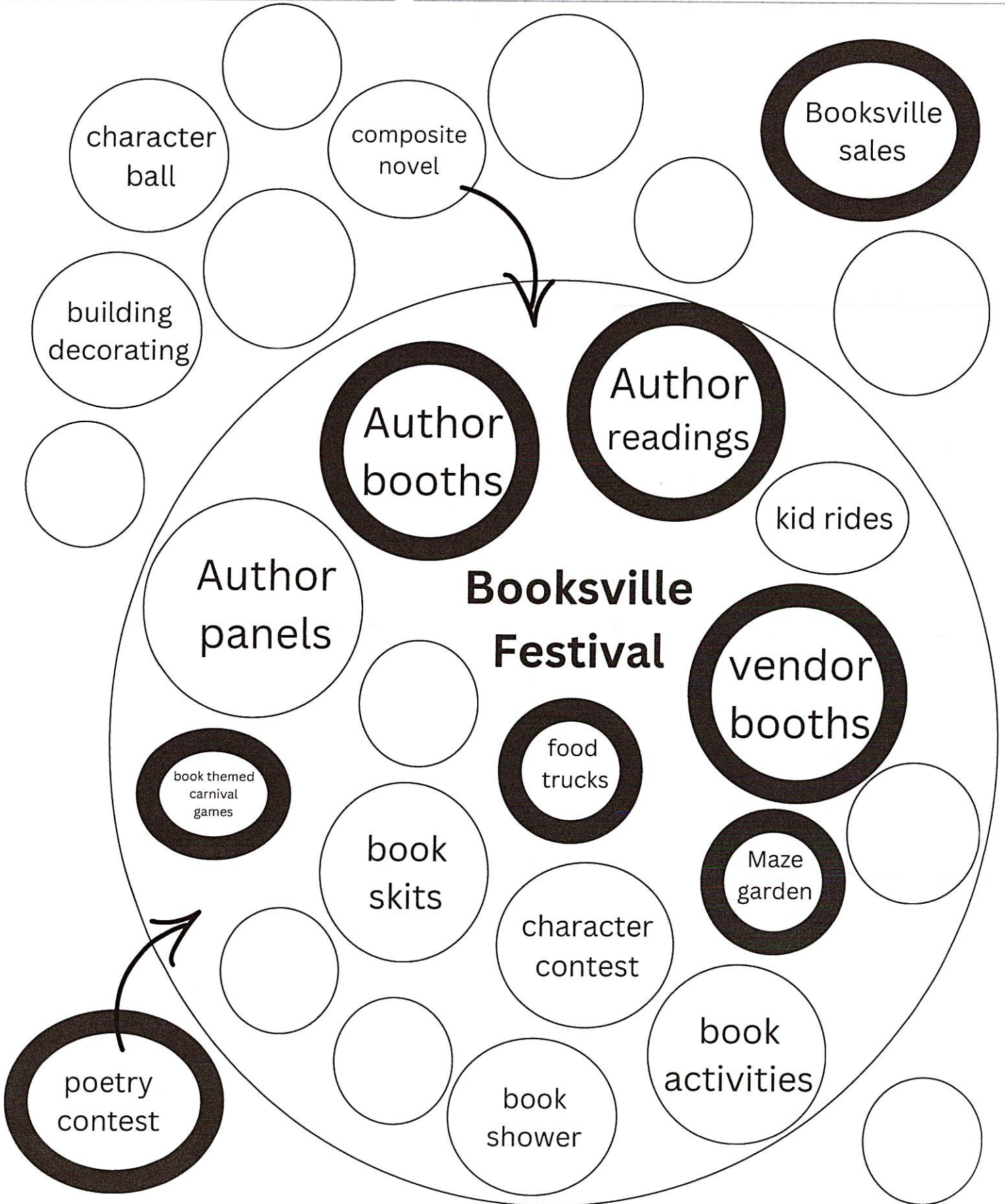


# BOOKSVILLE FESTIVAL

April 8, 2024

Early 2025

South Main Street from Liberty to Lamar







# BOOK-RELATED VENDORS

## FOOD

<input type="checkbox"/>	tea
<input type="checkbox"/>	hot chocolate
<input type="checkbox"/>	non-Wonka chocolate
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

## WHILE READING

<input type="checkbox"/>	bookmark
<input type="checkbox"/>	literary candle
<input type="checkbox"/>	must be open from start to finish of festival
<input type="checkbox"/>	booth must be staffed during festival hours
<input type="checkbox"/>	wooden page holder
<input type="checkbox"/>	pen
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

## DECOR

<input type="checkbox"/>	bookshelves
<input type="checkbox"/>	art with quotes or scenes
<input type="checkbox"/>	connection to a Booksville committee member
<input type="checkbox"/>	specific project for donations specified
<input type="checkbox"/>	bookends
<input type="checkbox"/>	quilts
<input type="checkbox"/>	mugs
<input type="checkbox"/>	ornaments
<input type="checkbox"/>	blanket
<input type="checkbox"/>	
<input type="checkbox"/>	

## LIFE

<input type="checkbox"/>	totebags
<input type="checkbox"/>	writing gloves
<input type="checkbox"/>	magnifying glass
<input type="checkbox"/>	socks
<input type="checkbox"/>	pins
<input type="checkbox"/>	jewelry
<input type="checkbox"/>	stickers
<input type="checkbox"/>	tea towels
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

# ACTIVITIES

## BOOKSVILLE BOOK CAMPAIGN

<input type="checkbox"/>	Open to public
<input type="checkbox"/>	donation to Woman's Club
<input type="checkbox"/>	business purchases books
<input type="checkbox"/>	...% proceeds to selected charity
<input type="checkbox"/>	brick & mortar in Hernando County
<input type="checkbox"/>	official seal placed on books
<input type="checkbox"/>	books numbered for cash prizes?
<input type="checkbox"/>	no felony misdemeanor convictions
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

## POETRY CONTEST

<input type="checkbox"/>	adult and child categories
<input type="checkbox"/>	submit via email by January 8, 2024
<input type="checkbox"/>	poem length?
<input type="checkbox"/>	printed and framed for display at festival by festival
<input type="checkbox"/>	all printed together to release at festival
<input type="checkbox"/>	illustrations?
<input type="checkbox"/>	cash prize?
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

## BOOK GAMES

<input type="checkbox"/>	throw beanie cat into hat
<input type="checkbox"/>	Go Fish with one fish two fish
<input type="checkbox"/>	Alice in Wonderland croquet
<input type="checkbox"/>	white rabbit hopping sack races
<input type="checkbox"/>	Madeline hopscotch
<input type="checkbox"/>	BVL Water tower ringtoss
<input type="checkbox"/>	pin the tale on Eeyore
<input type="checkbox"/>	Robin Hood bow/arrow
<input type="checkbox"/>	Narnia White Witch Freeze Dance
<input type="checkbox"/>	
<input type="checkbox"/>	character bingo

## BOOK ACTIVITIES

<input type="checkbox"/>	caricaturist to make you into a book character
<input type="checkbox"/>	faceprint into book character
<input type="checkbox"/>	paint miniatures
<input type="checkbox"/>	swords out of pool noodles?
<input type="checkbox"/>	Hansel & Gretl candy play house
<input type="checkbox"/>	make felt puppets or puppet show stand?
<input type="checkbox"/>	create a crest
<input type="checkbox"/>	Little House corn grinding or cattle roping?
<input type="checkbox"/>	Peter Pan bungee jumping
<input type="checkbox"/>	
<input type="checkbox"/>	



## TDC Grant Funding Score Sheet

<b>Applicant</b>	<u>Hernando Beach Marina</u>
<b>Applicant Event</b>	<u>Hernando Beach Cardboard Boat Race</u>
<b>Dates of Event</b>	<u>October 5, 2024</u>
<b>Number of days of Event</b>	<u>1</u> <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
<b>Marketing Plan</b>	<u>1</u> <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
<b>Expected Attendance</b>	<u>1</u> <i>Number or expected Attendees 1 point for less than 5,000; 2 points for 5000-10,000; 3 points for over 10,000)</i>
<b>Room Nights</b>	<u>1</u> <i>(1 point for 50 or less; 2 points for 51-100; 3 points for 101 or more rooms)</i>
<b>Key Initiative?</b>	<u>0</u> <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
<b>Total Points</b>	<u>4</u>
<b>Funding Recommendation</b>	<u>\$1,500</u>

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# Bill Jay

Bill Jay

Submission Date Jun 5, 2024 10:56 AM

Organization Name Hernando Beach Marina

Organization EIN# or FEN# 263433467

Business Address 4139 Shoal Line Blvd  
Hernando Beach, Florida, 34607

Application completed by Bill Jay

Title General Manager

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

Telephone No. (352) 596-2952

Name of Event Hernando Beach Card Board Boat Race

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.

This is a one day event which supports the Childrens Advocacy Center of Hernando County. The Childrens Advocacy Center helps and supports children who have been mistreated or in need of care. The event includes vendors that are for non profit that support the community and business vendors that are promoting their products and crafts. The event has food and beverage on site. The card board boat races start at noon and run for about four hours. The races end with carb board boat demolition derbies. Fun to watch the races and the sinking of other boaters. During this time their is a silent action to help raise additional funds for the charities.

Date(s) of Event Oct 5, 2024

Hours of Event 10:00 AM - 4:30 PM

Date(s) of Event Oct 5, 2024

Hours of Event 10:00 AM - 4:30 PM

Date(s) of Event	Oct 5, 2024
Hours of Event	10:00 AM - 4:30 PM
Is this a new event or a repeat event?	Repeat event; Initial grant request
Event Marketing Contact	Bill Jay
Email Address	<a href="mailto:hernandobeachmarina@yahoo.com">hernandobeachmarina@yahoo.com</a>
Telephone No.	(352) 596-2952
Organization or event Website	Hernandobeachmarinas.com
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	hernando beach marina
Event location(s)	Hernando Beach Marina
Address of Event	4139 Shoal Line Blvd Hernando Beach, Florida, 34607
Telephone No.	(352) 596-2952
Projected number of event vendors	70
Projected Number of Local Attendees:	900
Projected Number of Out-of-Town Attendees:	125
Projected Number of Hotel Rooms:	10
Media Outlet #1	Radio WGHR
Schedule for Publication or Media	September October

Reach of Publication or Media Citrus Sumter Hernando Hillsborough Pasco Pinellas

Budget for Publication or Media \$4000

Media Outlet #2 Radio WXJB

Schedule for Publication or Media September October

Reach of Publication or Media Citrus Hernando Pinellas Pasco Sumter Hillsborough

Budget for Publication or Media \$2500

Media Outlet #3 Hernando Sun

Schedule for Publication or Media August September october

Reach of Publication or Media Hernando County

Budget for Publication or Media \$600

Media Outlet #4 Bay News Nine

Schedule for Publication or Media September October

Reach of Publication or Media Tampa Bay Metropolitan area

Media Outlet #5 Tampa Bay Times

Schedule for Publication or Media September October

Reach of Publication or Media Tampa Bay Metropolitan area

Total Marketing and Advertising Budget: \$7000

Total Grant Amount Requested: \$2000

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.

WEJ

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

WEJ

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.

WEJ

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.

WEJ

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.

WEJ

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

WEJ

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

WEJ

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

WEJ



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.

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.

WEJ

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.

WEJ

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: William Jay

Title: General Manager

Date: Jun 5, 2024

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