



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

**Hernando County
Tourist Development
Council Members**

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council
FROM: Tammy J. Heon, Manager, Tourism Development
SUBJECT: TDC Meeting
DATE: November 19, 2024

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, November 21, 2024**. This meeting will be held at Cabot Citrus Farms, 17590 Ponce De Leon Blvd., Brooksville, FL, 34614.

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

Thank you,

Tammy J. Heon
Manager, Tourism Development

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

Tammy J. Heon
Manager, Tourism
Development

Nature's Place to Play

Hernando County Tourist Development Council Meeting

November 21, 2024

2:00-4:00 PM



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Location: Cabot Citrus Farms, Brooksville, FL

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***

- March 28, 2024
- July 25, 2024

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 Applications Approved by the BOCC– *Action Item*
 - Brooksville Main Street
 - Hernando Historical Museum Assoc
 - Foggy Longbottom Concert

2:35-3:10 **New Business**

- TDC Grant Funding Applications – *Action Item*
 - Discraft Supreme Flight Open
 - DeafStock Music & Arts Festival
 - CroomFest
- Fall Media – *Action Item*
 - Hurricane Recovery Campaign
 - Florida Golf Co-op with Cabot
 - BrandUSA Canadian Campaign
 - CBS Sports co-op Advertising Campaign for Supreme Flight Open
- Website Refresh – *Action Item*
- Transfer of funds from Contracted Services (Advertising Agency) to Promotional – Internet Advertising and Promotional – TV/Radio Advertising for campaigns – *Action Item*

3:10-3:20 **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.”

July 25, 2024 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, July 25, 2024, at 2:00 pm. The meeting was held in the conference room at the Florida’s Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville. The meeting had been advertised and the public was invited to attend. No quorum was present, and no official business was conducted. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

Roger King
Mike Dolan
Diane Greenwell
Therese White

STAFF:

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

EXCUSED: Brian Hawkins, David Bailey, Christa Tanner, Yann Milcendeau, Catherine Reeves

CALL TO ORDER: Roger King called the meeting to order at 2:14 pm, on Thursday, July 25, 2024.

No quorum was present, and no official business was conducted. The following is a summary of discussions that took place.

FINANCE REPORT: Tammy Heon

TDT collections for June, 2024 are \$197,418; an increase of 21.7% from last year’s June collection of \$162,259. Year-to-date TDT collections as of July 16, 2024, are \$1,762,936; an increase of 1.9% from last year’s collection of \$1,730,961.

Vacation Rental Homes tax revenues for the month of June (May’s business) are 44% of our collections. VRH revenue is significant. We have nearly 1,200 VRH properties in the county. According to Air DNA, we have the number four market in the country for ROI for VRH in the Spring Hill market.

Year-to-date Expenditures as of July 22, 2024, are: Personnel and Benefits - \$277,507 with a balance of \$114,179; Operating Expenses - \$1,495,162, with outstanding encumbrances of \$193,962 and balance of \$625,779; Non-Operating includes our reserves - \$2,268,026; Transfers to Other Funds are the Chinsegut Hill Insurance and CareATC expenses for staff - \$59,500. We have a balance of \$3,067,484 in our accounts.

MANAGER’S REPORT: Tammy Heon

Staff Accomplishments: We have added the Business Concierge Portal to our website. We are working on the Partner Portal which will house information on TDC Grants, co-op advertising, our reports, marketing plan, strategic plan, and more. We have updated our Florida’s Adventure Coast and Mermaid Tale Trail maps and they are being printed.

Phase 2 of the Tale Trail is underway and the Call to Artists is open. The Sponsor's Agreement is on the agenda next week for BOCC approval. Upon approval, Tammy will contact people from the waiting list, have a press release, and send out an email blast looking for sponsors.

Adventure Connect: In June, Tammy attended Adventure Connect organized by The Adventure Travel Trade Association. It was educational; she learned that Travel Agents look for a receptive tour operators or larger organizations with quality control as opposed to individual boat captains. She feels our greatest opportunities for adventure travel continue to be with individual leisure travelers.

Tammy will reach out to our outfitters to see if they are interested in having a booking engine tool on our website.

Destinations International Conference: Artificial Intelligence, AI, was the second topic of significant interest. Chat GPT 4.0, cost \$20.00 per month, is the better model and most popular. Using AI is all about the prompts used to get the information you need.

At both of the last two conferences Tammy attended, "Sustainability" is the word and concern of the year.

Travel Trends: The international surge in visitation has raised the United States' share of global travel from 4.7% in 2020 to 5.2% in 2023, now surpassing travel to the rest of the world.

Three out of four Americans say that they are planning to take a trip between June and August of this year. American consumers rank international and domestic travel as their highest priority areas for discretionary spending.

Younger travelers are excited by the experiences they are having as opposed to lodging or food. Ninety-two percent of younger travelers say their trip was motivated in some way by social media.

OLD BUSINESS:

Destination Improvement Grant Funding: Tammy enquired with county legal as to which kinds of improvements were permissible under the current ordinance.

- ❖ Way finding signage - not permitted
- ❖ Pole banners, including design - probably permitted if used as a form of advertising for or promotion of tourism
- ❖ Information kiosks and/or bulletin board at trail heads - probably permitted if used as a form of advertising for or promotion of tourism
- ❖ Sponsorship of design contest and/or creation of artistic bike racks - probably permitted as a special event if the purpose is the promotion of tourism
- ❖ Creation or additions to pocket parks - not permitted
- ❖ WWII Gunnery Backstop project at Brooksville-Tampa Bay Regional Airport - Tammy is waiting for the answer

NEW BUSINESS: Grant Funding Applications

Hernando Beach Marina – Hernando Beach Cardboard Boat Race scheduled for October 5, 2024

According to four points earned, the event is eligible for a \$1,500.00 TDC Marketing Grant

There was a unanimous consensus among TDC Members present to award a \$1,500.00 TDC Marketing Grant.

Kahler Consulting – Booksville Festival scheduled for January 25, 2025 at The Women’s Club on Main St. According to seven points earned, the event is eligible for a \$2,500.00 TDC Marketing Grant
There was a unanimous consensus among TDC Members present to award a \$2,500.00 TDC Marketing Grant.

These recommendations for TDC Marketing Grant funding will be presented to the BOCC for final approval.

Sea Grant – 8th Annual Coastal Clean-up scheduled for September 28, 2024

Tammy recommended a \$500.00 Special Projects Sponsorship

Diane Greenwell suggested that the sponsorship amount be raised to \$1,000.00, as this is a very important event.

There was a unanimous consensus among TDC Members to sponsor the event with a \$1,000.00 Special Projects Sponsorship.

Important Dates to Note: The next TDC Meeting is scheduled for September 26, 2024, tentatively scheduled to be held at Lead Foot City

TDC MEMBERS REPORTS: None submitted and nothing to report.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting was ajourned at 3:34 pm.

Prepared by:
Michelle Rose

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

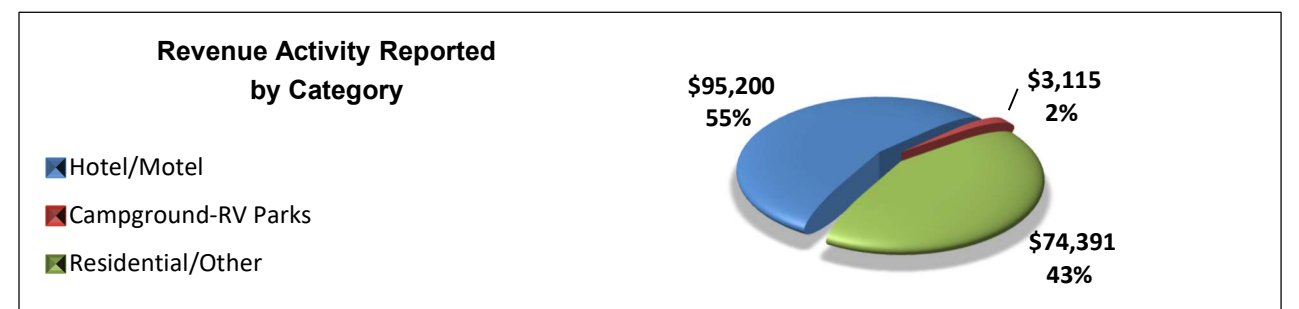
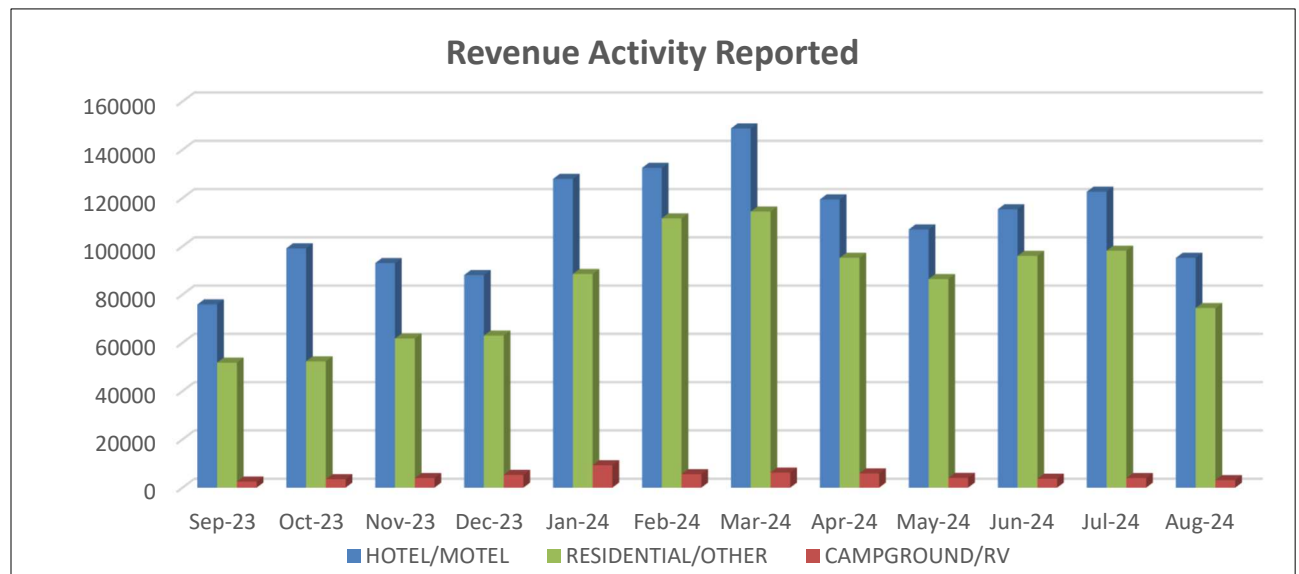
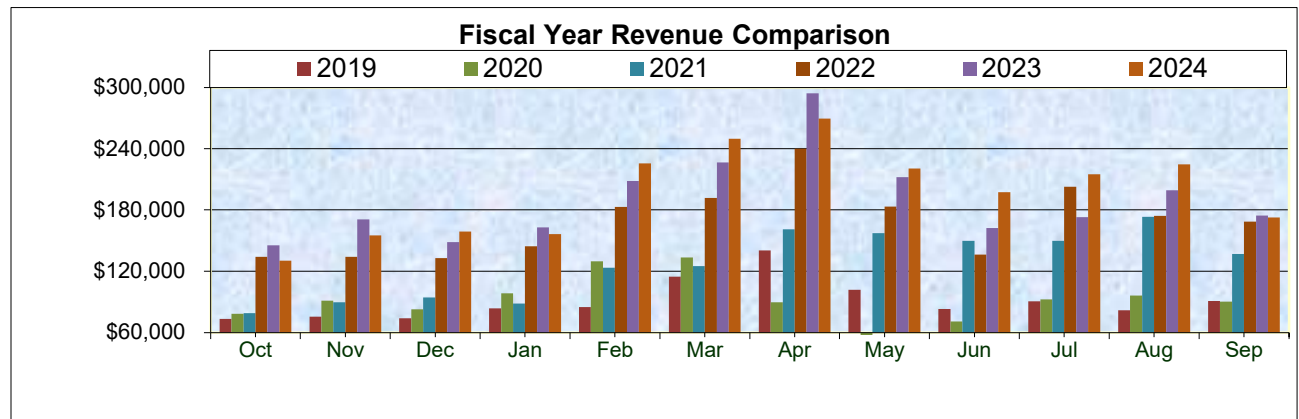


Doug Chorvat, Jr.

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: September 2024 Tourist Development Tax Collections from August 2024 Activity
DATE: October 17th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- September Collections for August Activity	\$ 138,165	\$ 139,560
Destination Development- September Collections for August Activity	\$ 34,541	\$ 34,890
Total	\$ 172,706	\$ 174,450
Year-to-Date	\$ 2,375,369	\$ 2,277,712



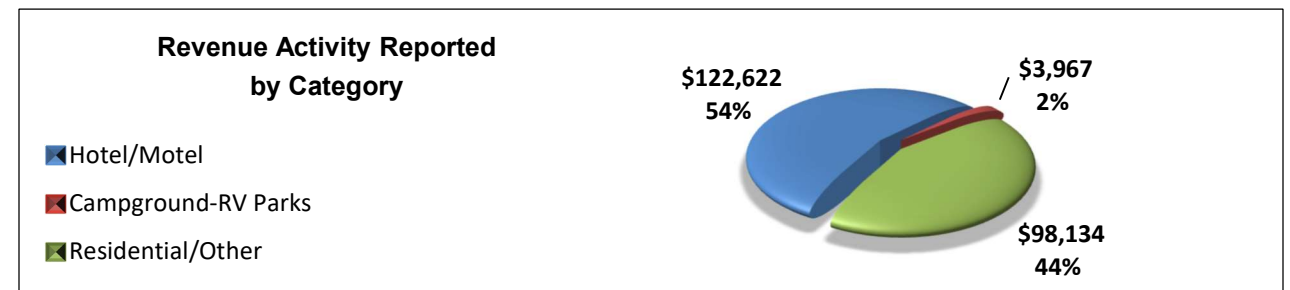
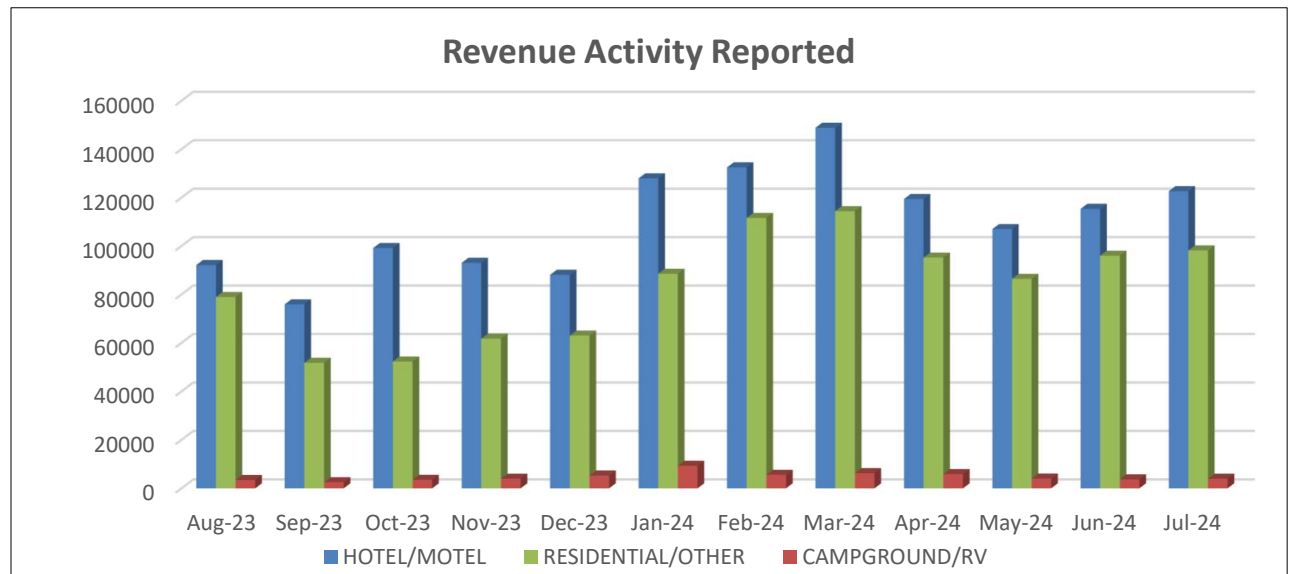
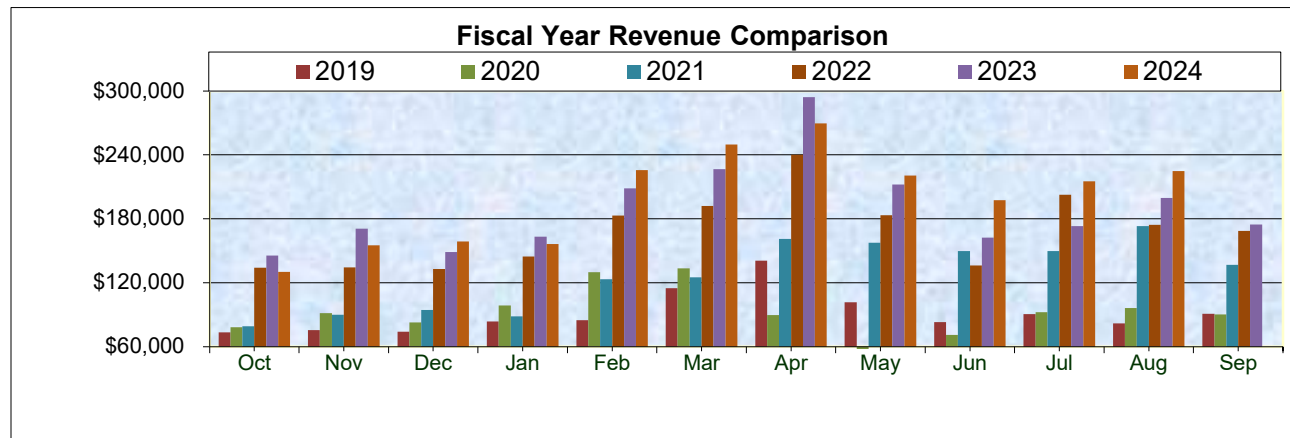


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 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: August 2024 Tourist Development Tax Collections from July 2024 Activity
DATE: September 17th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- August Collections for July Activity	\$ 179,778	\$ 159,511
Destination Development- August Collections for July Activity	\$ 44,945	\$ 39,878
Total	\$ 224,723	\$ 199,389
Year-to-Date	\$ 2,202,663	\$ 2,103,263



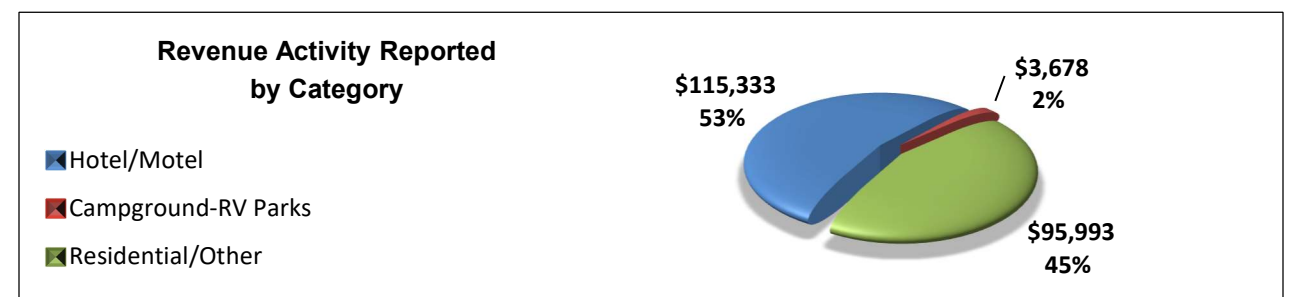
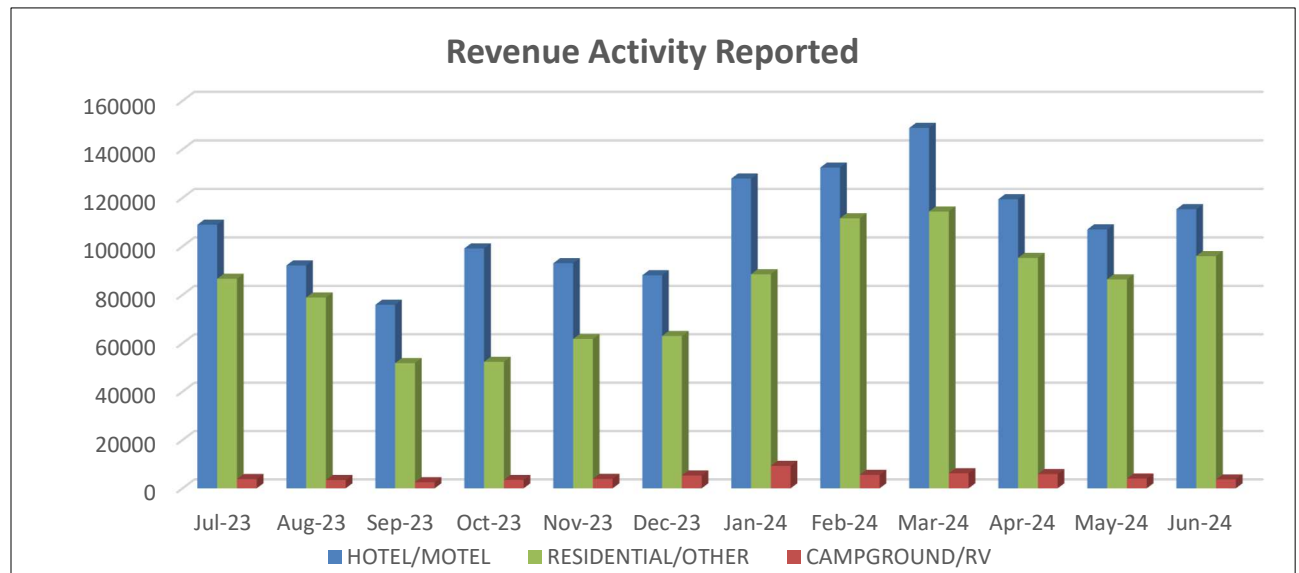
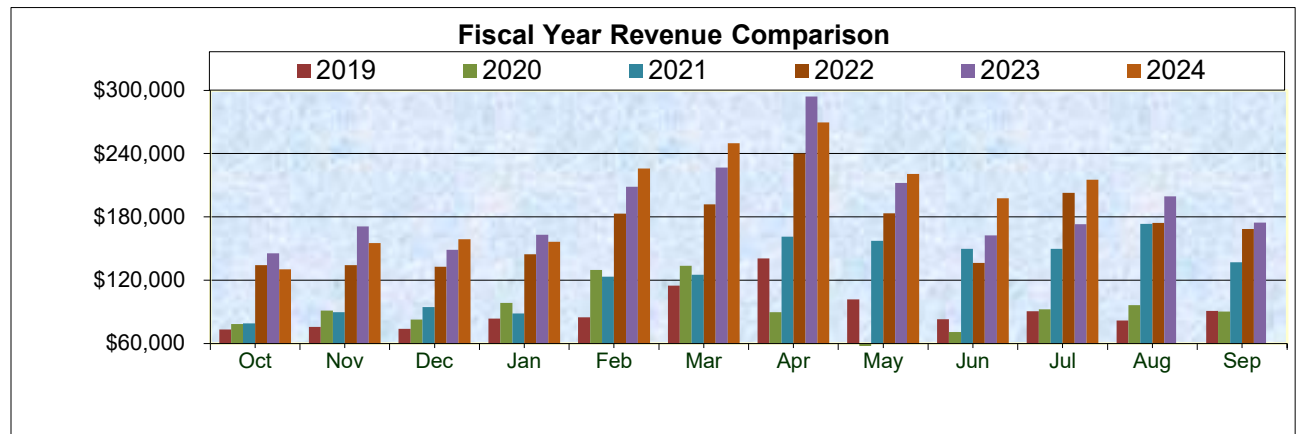


Doug Chorvat, Jr.

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 2024 Tourist Development Tax Collections from June 2024 Activity
DATE: August 12th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- July Collections for June Activity	\$ 172,003	\$ 138,331
Destination Development- July Collections for June Activity	\$ 43,001	\$ 34,583
Total	\$ 215,004	\$ 172,914
Year-to-Date	\$ 1,977,940	\$ 1,903,874



Marketing and Operations
End of Fiscal Year 2024 Expenditures
as of October 31, 2024

Account	Budget	YTD Expenses	Outstanding Encumbrances	Balance
Personnel & Benefits	\$391,686	\$342,637	\$0	\$49,049
Operating Expenses	\$1,495,162	\$926,588	\$74,064	\$494,510
Non-Operating Expenses	\$2,258,045	\$0	\$0	\$2,258,045
Transfers to Other Funds	\$69,481	\$6,300	\$0	\$63,181
Total Budget	\$4,214,374	\$1,275,525	\$74,064	\$2,864,785

Destination Development
End of Fiscal Year 2024 Expenditures
as of October 31, 2024

Account	Budget	YTD Expenses	Outstanding Encumbrances	Balance
Operating Expenses	\$300,000	\$0	\$110,317	\$189,683
Non-Operating Expenses	\$914,378	\$0	\$0	\$914,378
Total Budget	\$1,214,378	\$0	\$110,317	\$1,104,061

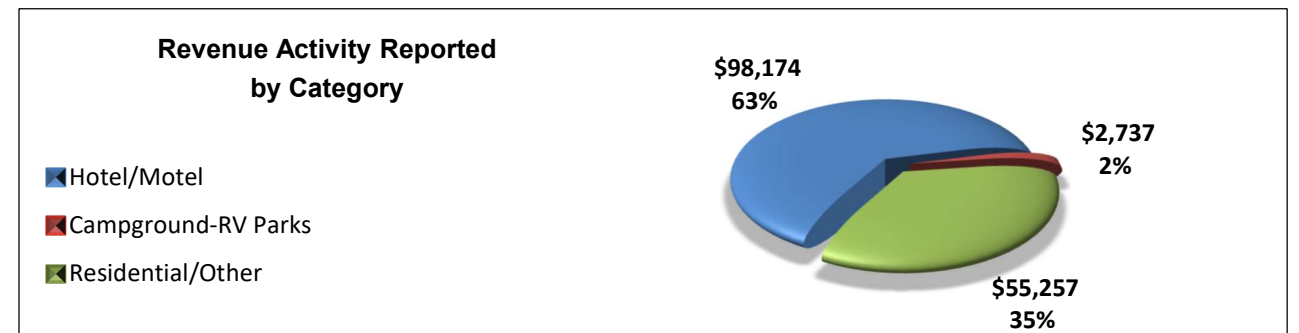
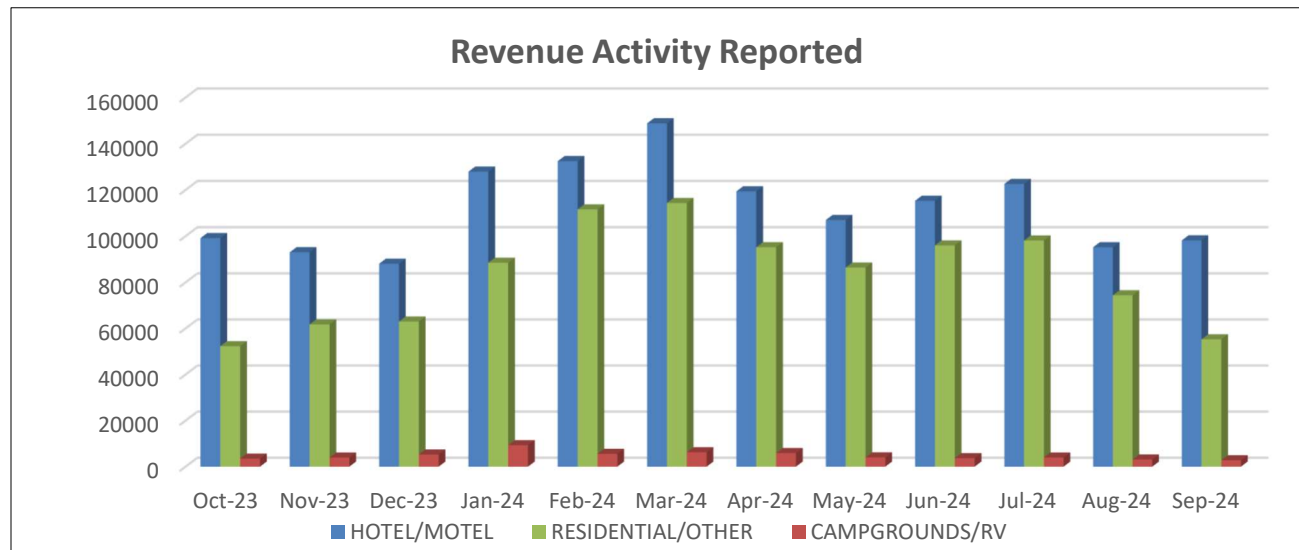
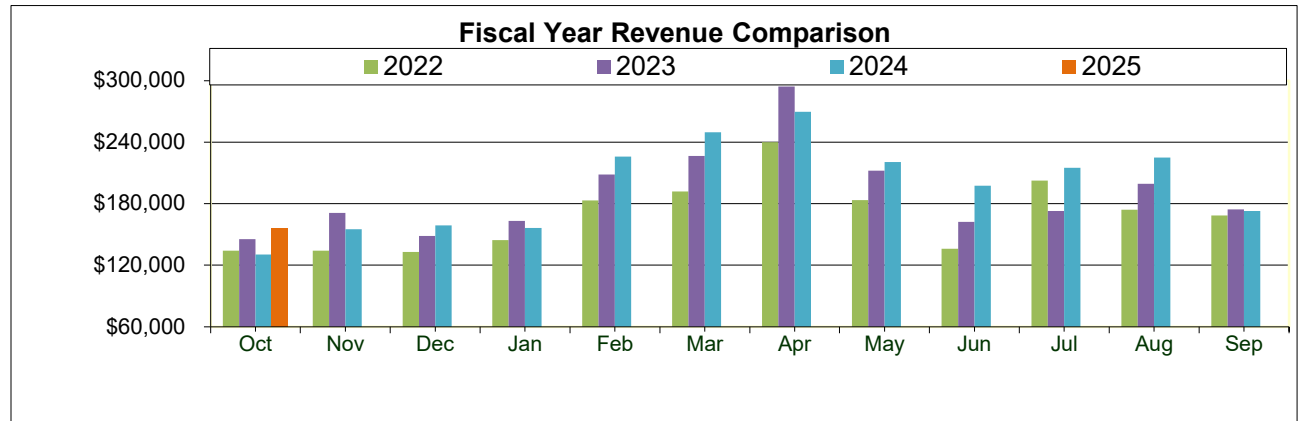


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 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

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

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- October Collections for September Activity	\$ 124,934	\$ 104,170
Destination Development- October Collections for September Activity	\$ 31,234	\$ 26,043
Total	\$ 156,168	\$ 130,213
Year-to-Date	\$ 156,168	\$ 130,213



Marketing and Operations
Fiscal Year 24-25 Year-to-Date Expenditures
as of November 19, 2024

Account	Budget	YTD Expenses	Outstanding Encumbrances	Balance
Personnel & Benefits	\$407,524	\$45,478	\$0	\$362,046
Operating Expenses	\$1,562,151	\$36,791	\$92,633	\$1,432,727
Non-Operating Expenses	\$2,954,458	\$0	\$0	\$2,954,458
Transfers to Other Funds	\$62,720	\$0	\$0	\$62,720
Total Budget	\$4,986,853	\$82,270	\$92,633	\$4,811,950

PARTNERSHIP DOCUMENT



Florida's
ADVENTURE COAST
BROOKSVILLE ❖ WEEKI WACHEE



EVENT DETAILS

This proposal aims to give information about the sport of disc golf and three organizations: PDGA, DGPT and Ledgestone.

PDGA: The PDGA (Professional Disc Golf Association) is the governing body of the sport of disc golf. The organization has 130,000 members and helps coordinate 11,000 sanctioned events every year. The PDGA is akin to the USGA in traditional golf. The PDGA sets the rules of the sport and governs all aspects of competition. The PDGA is a \$10M organization with 50 employees. Nate Heinold serves as the President of the Board of Directors of the PDGA.

DGPT: The DGPT (Disc Golf Pro Tour) is the organization that runs the sport of disc golf's professional tour. The DGPT runs 15 events in North America and is responsible for organization, promoting and broadcasting the events. The DGPT also runs and coordinates a small number of events in Europe. The DGPT owns the Disc Golf Network, which produces and live streams events to its platform and to Youtube. The DGPT contracts with companies like CBS Sports to also distribute shows of various events. The DGPT is a \$12M+ company with 50+ employees. The DGPT also owns Jomez Productions, which produces a post production (not live) show and recording for each event. Jomez Production videos generate millions of views online.

Ledgestone: Ledgestone is the organization responsible for running the specific event in Florida, under the name Nate Heinold LLC. Nate Heinold is the owner and CEO of the company, which has 16 employees spread throughout 3 states. Ledgestone runs the two largest disc golf events in the world, including the Ledgestone Open and the Discraft Great Lakes Open. Nate has hosted 6 PDGA World Championships, including 2 PDGA Pro World Championships, and also founded the PDGA Champions Cup, which is 4th Major in the sport of disc golf.

The following pages provide information graphs and charts showcasing the event statistics, numbers and growth for the two largest events in the sport. Both of these events are owned and operated by Ledgestone.

2024 EVENT STATISTICS

LEDGESTONE OPEN



MONEY

PRO PURSE
\$169,200

AM PLAYER PACK VALUE
\$1,046,000

CHARITABLE CONTRIBUTION
\$115,000

VIDEO

TOTAL LIVE VIEWS ON DGN
154,029

POST PRODUCTION VIEWS
1,100,000

PRESS

NEWS ARTICLES
60

MEDIA

EVENT SITE VIEWS (YTD)
190,095

EVENT WEEK PAGE VIEWS
33,449

TELEVISION FEATURES
10

RADIO FEATURES
30

FIELD

TOTAL PLAYERS
2,391

UNIQUE SPECTATORS
6,500

GREAT LAKES OPEN



MONEY

PRO PURSE
\$104,000

AM PLAYER PACK VALUE
\$255,000

VIDEO

TOTAL LIVE VIEWS ON DGN
227,110

POST PRODUCTION VIEWS
1,300,000

MEDIA

EVENT SITE VIEWS (YTD)
73,219

EVENT WEEK PAGE VIEWS
32,539

FIELD

TOTAL PLAYERS
1,005

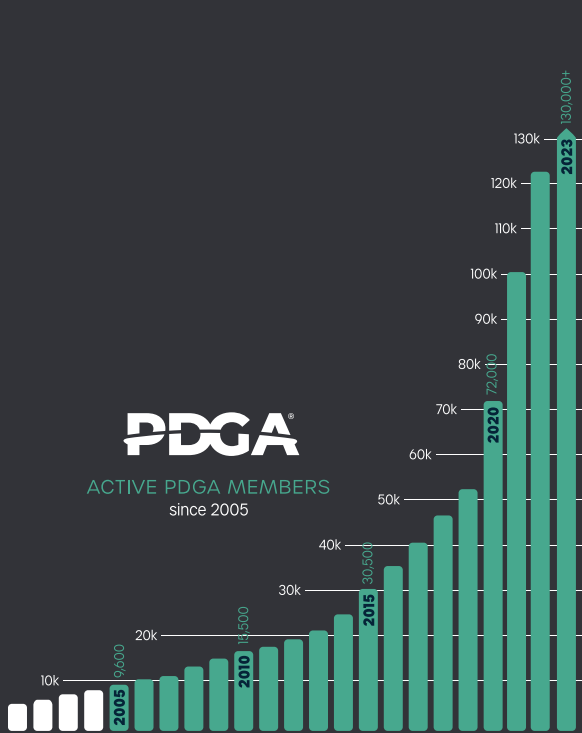
UNIQUE SPECTATORS
7,500



EXPOSURE: DISC GOLF IN POPULAR MEDIA

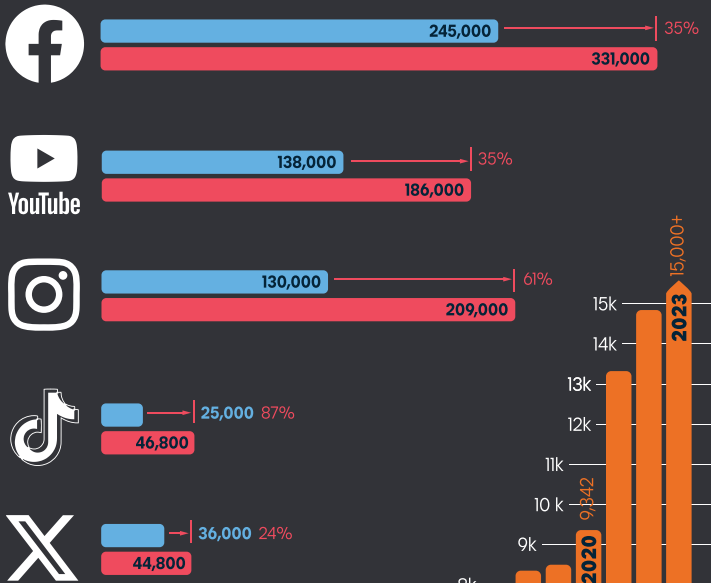


GROWTH OF THE SPORT



FOLLOWERS AND SUBSCRIBERS

Increase from 2022 to 2024 on DGPT Accounts



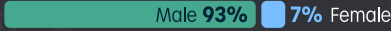
PDGA MEMBER DEMOGRAPHICS



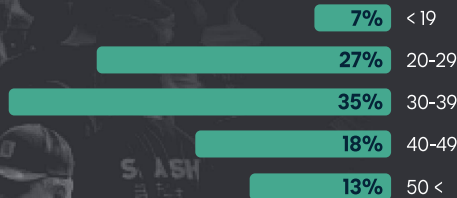
AMATEUR vs. PRO



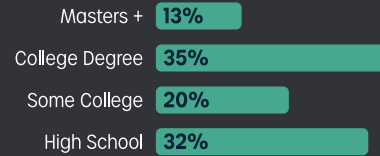
GENDER



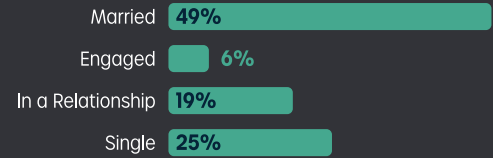
AGE



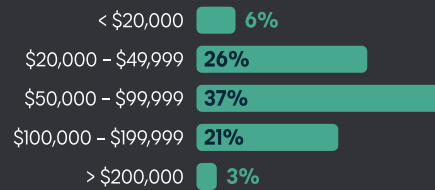
LEVEL of EDUCATION



RELATIONSHIP STATUS



HOUSEHOLD INCOME



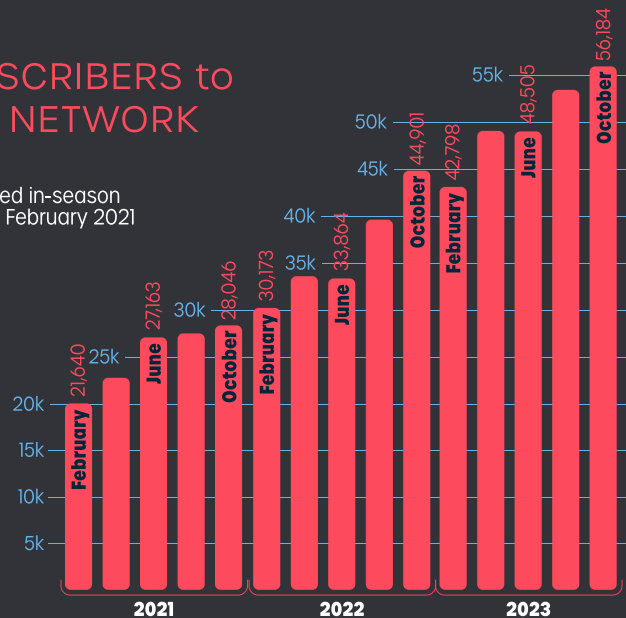
2023 VIEWERSHIP

IEWS and ENGAGEMENT

- ▶ Audience of over 1.5 million unique YouTube viewers
- ▶ Over 56,000 subscribers to Disc Golf Network, the dedicated hub of on-demand disc golf content.
- ▶ Live viewership up 50% for MPO
- ▶ Live viewership up 100% for FPO
- ▶ Viewers have an average watch time of 60+ minutes
- ▶ 2023 FPO live viewership eclipsed 2021 MPO viewership

TOTAL SUBSCRIBERS to DISC GOLF NETWORK OVER TIME

Peak subscribers carried in-season month-to-month since February 2021



DISC GOLF PRO TOUR: EXPOSURE ON YOUTUBE



DISC GOLF NETWORK: STREAMING ACROSS MULTIPLE PLATFORMS



DISC GOLF PRO TOUR: VIEWERSHIP AND SOCIAL MEDIA



YouTube

- Total watch time **OVER 10 MILLION HOURS**
- Total number of impressions **OVER 50 MILLION**
- Total number of subscribers **OVER 170,000**

f **OVER 290,000 FOLLOWERS**
153,000,000 IMPRESSIONS

i **OVER 155,000 FOLLOWERS**
42,000,000 IMPRESSIONS

d **OVER 44,000 FOLLOWERS**
76% GROWTH in 2023

X **OVER 40,000 FOLLOWERS**
40,000,000 IMPRESSIONS



PDGA SANCTIONED EVENTS: AN IN-DEPTH LOOK

In 2023, the number of sanctioned events available for PDGA members to compete in continues to rise significantly. This expansion not only enhances competitive opportunities but also fosters the growth of disc golf by introducing new players and communities to the sport on a global scale.

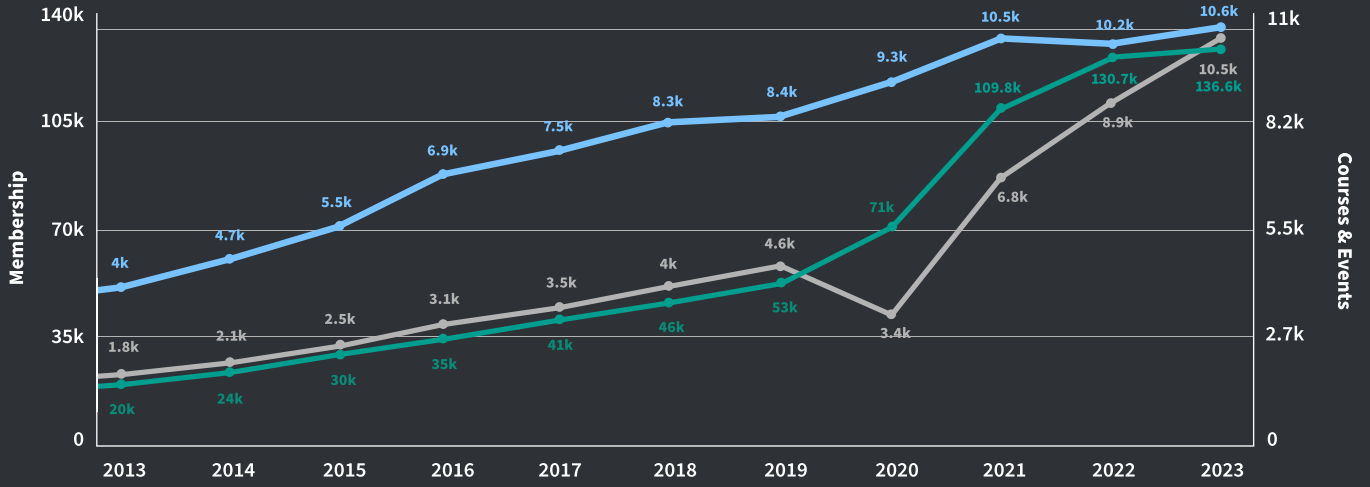


Figure 8: Combined Growth (please note there are two scales) ■ Members ■ Courses ■ Events



GOALS FOR 2025 SUPREME FLIGHT OPEN

Our goal for this event is to create a sustainable, annual destination disc golf event that eventually grows to be one of the largest disc golf events in the world. We want to build on the success of the 2024 event and kick off the season with a spectacular show that encourages people to not only attend the event in 2025 but helps establish Florida's Adventure Coast as a disc golf destination. We want to create fun experiences for our spectators and players off of the disc golf course so they can enjoy all the Adventure Coast has to offer.

2024 EVENT VIEWERSHIP

Here are the viewership numbers for the 2024 event in Brooksville:

- » Peak Concurrent Live Viewers: 34,990
- » Unique Live Viewers throughout the weekend: 238,842
- » Year over year increase in viewership compared to Vegas event in 2023: 70.18%



WHAT WILL WE DO DIFFERENT IN 2025

We are in a unique spot in that our team is taking over an event that debuted in 2024. We have some improvements we are planning for 2025 and some of those are listed below:

- » For the 2025 event, we will have the Ledgestone marketing team behind the event to promote the event. Ledgestone has a very dedicated following that includes 50,000+ IG subscribers and 30,000 email subscribers. We create very unique and lasting videos that attract the disc golf audience.
- » The 2024 event was hosted on one course. We plan on offering an Amateur event that will take place at Floral Park and The Quarry. We will be able to host up to 300 Amateurs on the same weekend. This will give Amateur players the opportunity to play a disc golf event while also spectating the professional players when they are not playing. This is the model we have used successfully for 15 years for our Ledgestone event and the same model we have employed since taking over the event in Michigan 4 years ago.
- » We plan on broadening the event partners we work with to diversify the companies that sponsor the event, which will bring more eyeballs to the event. We are currently in discussions with Johnny Damon's beverage company, a large distillery in New York, Chess.com, GRIPeq, Merrell and several other brands.
- » We plan to rent a large video board to simulcast the event broadcast on the ground, providing a unique opportunity to watch the event coverage at "tournament central" near the vending area.
- » We plan on offering organized side activities for spectators and players to keep them engaged off the course. This may include player parties, dinners, business scavenger hunts, etc. We are open to working with Tammy and her team on ideas for this.



WHAT WE ARE OFFERING

For the proposed sponsorship of the event we can offer the following:

- » Guarantee that the tour event will return in 2026.
- » We would print, in full color, the Adventure Coast logo on various disc golf molds and would give 100 free discs to Florida's Adventure Coast CVB.
- » We would also include the Adventure Coast logo in hot stamp form on other disc golf molds.
- » We would commit to hosting our annual PDGA Summit with BOD and Staff in the county. This Summit brings 7 PDGA BOD members from all over the world and 25 to 35 staff to the area for 5 to 6 nights.
- » As noted above, to increase the number of players and spectators at this event, we are adding an Amateur event to the plans for 2025 that has already been approved by the PDGA.
- » We would commit to promoting local hotels and Air BNB's to our guests so they stay in the preferred areas.
- » Florida's Adventure Coast CVB would receive 5 full access VIP passes to the event
- » Florida's Adventure Coast would receive (2) 30 second commercials each day of the broadcast to use for promoting the area and tourism.
- » Ledgestone would create 10 IG reels promoting the event, the area and the course to the general disc golf public. We would agree to use the approved language from Florida's Adventure Coast CVB.
- » Ledgestone would include digital or printed information, pamphlets or items in our player and spectator packs when players check-in for the event to promote the "Things to do" in the area.
- » Ledgestone would work with Dylan Cease (San Diego Padres Pitcher, 2nd place in the 2022 Cy Young voting) and Paul McBeth (6X PDGA World Champion) to broadly promote the event, the course and the Adventure Coast through their social media platforms. Dylan and Paul co-own the Olympus DGC and are invested in growing disc golf tourism in the area.

WHAT WE ARE REQUESTING

In return for the promised benefits we are asking for the following:

- » Tourism grant support of \$25,000 cash payable in 2025
- » Marketing support to help get the word out to the local community about the event

AVAILABLE ADD-ON

For an additional \$10,000 investment, we will include the Adventure Coast logo in the tournament logo and make Florida's Adventure Coast the presenting sponsor of the event and we will guarantee the event is broadcast on the CBS Sports Network. The Tour currently has a relationship with CBS and the cost to produce the show for CBS is around \$40,000. We already have the reserved air time and have secured \$20,000 of sponsor commitments for the broadcast. We are able to put up \$10,000 of our money and with this additional \$10,000 investment we could guarantee two airings of a 42 minute CBS broadcast promoting the event and Florida's Adventure Coast. This investment would come with the additional marketing benefits:

- » Each 42 minute show is guaranteed two airings on CBS Sports Network. Most shows end up being shown 3 times.
- » You would be guaranteed two 30 second commercials between the two airings.
- » You would be guaranteed two billboard ads between the two airings.
- » You would be guaranteed two sponsor activations between the two airings. These are unique and specific activations that could highlight something from the local community (ie, Florida's Adventure Coast Shot of the Day, or Florida's Adventure Coast Hot Round of the Day).
- » Significant DGPT promotion and advertising of the show's airdate with sponsor information.



Nate Heind

Nate Heind

Submission Date Nov 18, 2024 4:09 PM

Organization Name Nate Heind LLC

Organization EIN# or FEN# 853351045

Business Address 1890 Constitution Street
Washington, IL, 61571

Application completed by Nate Heind

Title Owner

Email nate@lisopen.com

Telephone No. (309) 657-2301

Name of Event Supreme Flight Open

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc. Disc golf event taking place primarily at the Olympus Disc Golf Course and we will also be using two additional courses in the area

Date(s) of Event Feb 28, 2025

Hours of Event 8:00 AM - 7:00 PM

Is this a new event or a repeat event?

Repeat event; Initial grant request

Event Marketing Contact Nate Heind

Email Address	nate@lisopen.com
Telephone No.	(309) 657-2301
Organization or event Website	www.dgpt.com
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	@LedgestoneDiscGolf @DGPT
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	@LedgestoneDiscGolf @DiscGolfProTour
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	@DiscGolfProTour
Event location(s)	Olympus Disc Golf Course, the Quarry, one additional location to be determined
Address of Event	9020 Cooper Terrace Brooksville, FL, 34601
Telephone No.	(309) 657-2301
Projected number of event vendors	15
Projected Number of Local Attendees:	300
Projected Number of Out-of-Town Attendees:	2500
Projected Number of Hotel Rooms:	1000
Projected Number of Camping Sites:	50
Media Outlet #1	Disc Golfer Magazine
Schedule for Publication or Media	February 2025
Reach of Publication or Media	110,000 disc golfers
Budget for Publication or Media	\$1500

Media Outlet #2	Ultiworld Disc Golf
Schedule for Publication or Media	Articles in January 2025
Reach of Publication or Media	150,000
Budget for Publication or Media	\$2000
Media Outlet #3	PDGA Website and Email
Schedule for Publication or Media	December 2024 and January 2025
Reach of Publication or Media	135,000 disc golfers
Budget for Publication or Media	\$2000
Media Outlet #4	CBS Sports
Schedule for Publication or Media	Spring 2025
Reach of Publication or Media	65M+
Budget for Publication or Media	35,000
Total Marketing and Advertising Budget:	55000
Total Grant Amount Requested:	35000

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.

NSH

I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville -

NSH

Weeki Wachee name and geographic location in all press releases

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

NSH

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.

NSH

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.

NSH

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

NSH

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

NSH

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.

NSH

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

NSH

aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.

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.

NSH

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

A handwritten signature in black ink, appearing to read 'Nate Heinold', written over a horizontal line.

Name: **Nate Heinold**

Title: **Owner**

Date: **Nov 18, 2024**

TDC Grant Funding Score Sheet

Applicant	Nate Heinold
Applicant Event	Supreme Flight Open
Dates of Event	Feb 28 - March 2, 2025
Number of days of Event	3
	<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
Marketing Plan	3
	<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
Expected Attendance	2
	<i>Number or expected Attendees 1 point for less than 5,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more)</i>
Room Nights	3
	<i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>
Camp Sites	2
	<i>(1 point for 100 or less; 2 points for 100-300; 3 points for 300 or more campsites)</i>
Key Initiative?	1
	<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
Total Points	14
Total Budget	\$55,000
1/3 Budget	\$18,333
Grant Award	\$25,000

pat Sanchez

pat Sanchez

Submission Date Nov 18, 2024 10:01 PM

Organization Name Swamp Mountain Bike Club

Organization EIN# or FEN# 82-4375352

Business Address 5128 Puritan Road
Tampa, FL, 33617

Application completed by pat Sanchez

Title Executive Director

Email pat.sanchez@swampmtbclub.com

Telephone No. (813) 598-5709

Name of Event CroomFest

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc. Outdoor festival to include biking and hiking along with food entertainment vendors and camping at Silver Lake Campgrounds Funds raised help build and maintain off road trails to keep them safe for public use

Date(s) of Event Feb 6, 2025

Hours of Event 2:00 PM - 10:00 PM

Date(s) of Event Feb 6, 2025

Hours of Event 7:00 AM - 10:00 PM

Date(s) of Event	Feb 8, 2025
Hours of Event	6:00 AM - 10:00 PM
Is this a new event or a repeat event?	Repeat event; Initial grant request
Event Marketing Contact	pat Sanchez
Email Address	pat.sanchez@swampmtbclub.com
Telephone No.	(813) 598-5709
Organization or event Website	CroomFest.com
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	https://www.facebook.com/swampmtbclub
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	swamp_mountain_bike_club
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	linkin.bio/swamp_mountain_bike_club
Event location(s)	Silver Lake Campgrounds
Address of Event	31475 SILVER LAKE ROAD Brooksville, Florida, 34602
Telephone No.	(813) 598-5709
Projected number of event vendors	10
Projected Number of Local Attendees:	100
Projected Number of Out-of-Town Attendees:	200
Projected Number of Hotel Rooms:	40
Projected Number of Camping Sites:	70

Media Outlet #1	Social Media Ads
Schedule for Publication or Media	\$400.00
Reach of Publication or Media	State of Florida
Budget for Publication or Media	\$2400.00
Media Outlet #2	Social Media
Schedule for Publication or Media	Printed materials, signs/posters
Reach of Publication or Media	Hillsborough, Pinellas, Pasco, Hernando
Budget for Publication or Media	\$1000.00
Media Outlet #3	None
Schedule for Publication or Media	None
Reach of Publication or Media	None
Budget for Publication or Media	\$1200
Total Marketing and Advertising Budget:	\$4000
Total Grant Amount Requested:	\$4000
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.	PS
I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville -	PS

Weeki Wachee name and geographic location in all press releases

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

PS

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.

PS

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.

PS

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

PS

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

PS

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.

PS

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

PS

aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.

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.

PS

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:

Pat Sanchez

Name: Pat Sanchez

Title: Executive Director

Date: Nov 18, 2024

TDC Grant Funding Score Sheet

Applicant	Pat Sanchez
Applicant Event	CroomFest
Dates of Event	Feb 6-8, 2025
Number of days of Event	3
	<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
Marketing Plan	2
	<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
Expected Attendance	1
	<i>Number or expected Attendees 1 point for less than 5,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or n</i>
Room Nights	3
	<i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>
Camp Sites	2
	<i>(1 point for 100 or less; 2 points for 100-300; 3 points for 300 or more campsites)</i>
Key Initiative?	1
	<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
Total Points	12
Total Budget	\$4,000
1/3 Budget	\$1,333
Grant Award	\$1,500

David Ritchey

David Ritchey

Submission Date

Oct 30, 2024 7:37 PM

Organization Name

DeafstockInc

Organization EIN# or FEN#

931622589

Business Address

2355 Alexander Circle, Suite 101

Clearwater, Fl, 33763

Application completed by

David Ritchey

Title

CEO

Email

deafstockfest@gmail.com

Telephone No.

(314) 960-8373

Name of Event

Deafstock Music and Art 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.

It is a charity event with three days and nights of music and games

Date(s) of Event

Apr 24, 2025

Hours of Event

10:00 AM - 11:59 PM

Date(s) of Event

Apr 25, 2025

Hours of Event

10:00 AM - 11:59 PM

Date(s) of Event

Apr 26, 2025

Hours of Event

10:00 AM - 11:59 PM

Is this a new event or a repeat event?

New

Event Marketing Contact

David Ritchey

Email Address

deafstockfest@gmail.com

Telephone No.

(314) 960-8373

Organization or event Website

Deafstock.org

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

Deafstock Inc.

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

Deafstock Inc.

Event location(s)

Florida Classic Park, in Brooksville, Fl

Address of Event

5360 Lockhart Rd

Brooksville, Fl, 34602

Telephone No.

(352) 799-5180

Projected number of event vendors

70

Projected Number of Local Attendees:

500

Projected Number of Out-of-Town Attendees:

500

Projected Number of Hotel Rooms:

100

Projected Number of Camping Sites:

300

Media Outlet #1

Tampa Bay Times

Schedule for Publication or Media

April 1 - 15, 2025

Reach of Publication or Media

Pinellas, Hillsborough, Pasco and Hernando

Budget for Publication or Media

\$1,000

Media Outlet #2

ABC Action News

Schedule for Publication or Media

April 1 - 15, 2025

Reach of Publication or Media

Pinellas, Hillsborough, Pasco and Hernando

Budget for Publication or Media

\$2,000

Media Outlet #3

The Tampa Tribune Newspaper

Schedule for Publication or Media

April 1 - 15, 2025

Reach of Publication or Media

Pinellas, Hillsborough, Pasco and Hernando

Budget for Publication or Media

\$2,000

Media Outlet #4

Daily Moth

Schedule for Publication or Media

January 1, February 2, March 2, April 2

Reach of Publication or Media

All of United States

Budget for Publication or Media

\$1,250

Media Outlet #5

National Association for the Deaf

Schedule for Publication or Media

April 1 through 15

Reach of Publication or Media

All of United States

Budget for Publication or Media

\$1,500

Total Marketing and Advertising Budget:

\$7750

Total Grant Amount Requested:

\$3000

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.

DWR

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

DWR

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.

DWR

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.

DWR

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.

DWR

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

DWR

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

DWR

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.

DWR

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.

DWR

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.

DWR

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:

David Ritchey

Title:

CEO

Date

Oct 30, 2024

TDC Grant Funding Score Sheet

Applicant	David Ritchey
Applicant Event	DeafStock Music and Arts Festival
Dates of Event	April 24-26, 2025
Number of days of Event	3
	<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
Marketing Plan	1
	<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
Expected Attendance	1
	<i>Number or expected Attendees 1 point for less than 5,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more)</i>
Room Nights	2
	<i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>
Camp Sites	3
	<i>(1 point for 100 or less; 2 points for 100-300; 3 points for 300 or more campsites)</i>
Key Initiative?	0
	<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
Total Points	10
Total Budget	\$7,750
1/3 Budget	\$2,583
Grant Award	\$2,500

**TDC Special Event Grant Funding Recommendations
FY 2025**

Applicant	Event	Date of Event	Description	Recommended Funding
Brooksville Main Street	Veterans Music Festival	November 9, 2024	This inaugural event will honor veterans from all branches of service and will feature music, vendors, and food trucks.	\$2,250
Hernando Historic Museum Association	Production of a new rack card for promotional purposes	N/A	The Museum would like to produce a new rack card for promotional purposes.	\$500
Foggy Longbrites, LLC	Florida Winter Music Festival	November 7-9, 2024	The Florida Winter Music Festival in Brooksville Florida is a three-day celebration of Americana, folk, bluegrass, and roots music, bringing together local and national artists at the Florida Sand Music Ranch.	\$200
Hernando Beach Marina	HB Cardboard Boat Race	Rescheduled due to Hurricane Helene	The Annual Cardboard Boat Race supports the Child Advocacy Center, drawing contestants and spectators from around the region. Contestants create their cardboard "boat" and compete to stay afloat and win the race. The event includes vendors offering merchandise, as well as food and beverages, the races and a demolition derby of the "boats" at the end of the competition.	\$1,500
GFWC Historic Brooksville Women's Club	Brooksville Festival	January 25, 2025	This inaugural celebration of the literary arts in Hernando County will feature local authors, as well as classic literature. The festival will include readings, author panels and lectures, local poetry and composite novel books release, carnival games, a secret garden, a spelling bee and a book shower to benefit Free Little Libraries.	\$2,500
FY 2024-2025 Grant Funding As of October 2025				\$6,950
Ledgestone Disc Golf	Supreme Flight Open	February 28-March 2, 2025	The second annual Supreme Flight Open, will be held at Olympus, formerly Gran Canyon, now owned by Paul McBeth and Dylan Cease. Paul is the top Disc Golf player in the world, while Dylan is a pitcher for the San Diego Padres. This event will be the first annual professional event of the Disc Golf Season, and will include a summit for the PDGA Board of Directors, further highlighting the destination. Pro competition will take place at Olympus, while Amateur competition (new for 2024) will play at The Quarry (Brooksville) and Floral Park (Floral City).	\$25,000
DeafStock Music and Art Festival	DeafStockInc	April 24-26, 2025	Deafstock features visual art installations, live music performances with sign language interpreters, and tactile experiences that let Deaf attendees feel the music through vibrations.	\$2,500
SWAMP Mountain Bike Club	CroomFest	February 6-8, 2024	Three day outdoor festival including biking and hiking, food trucks and entertainment, located at Silver Lake Campground in the Withlacoochee State Forest.	\$1,500
FY 2024-2025 Grant Funding As of November 2025				\$35,950

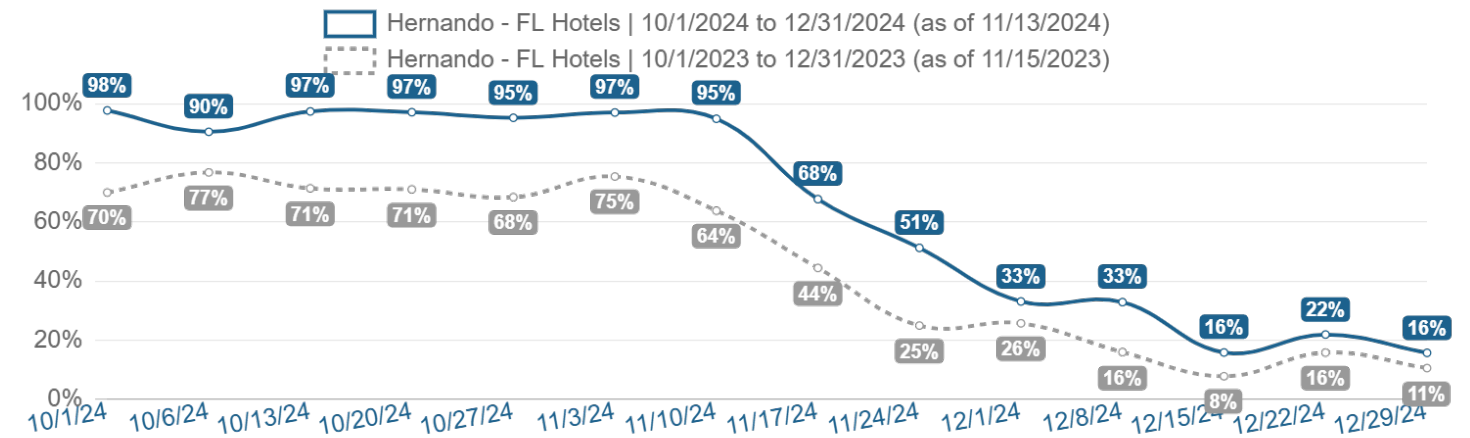
Data Source: Hotel (Direct)

KPI	Value	Compared	Difference
ADR (Hotels)	\$151	\$127	19%
Occupancy (Hotels)	66.3%	48.2%	38%
RevPAR (Hotels)	\$100	\$61	64%
Revenue (Hotels)	\$3,998,219	\$2,443,405	64%

ADR



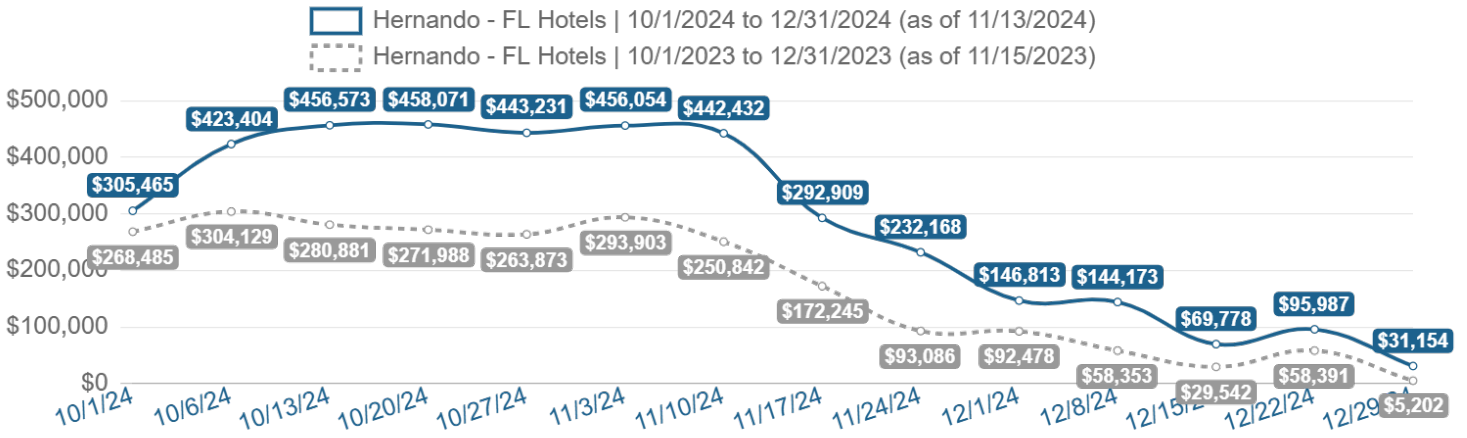
Occupancy



RevPAR



Revenue



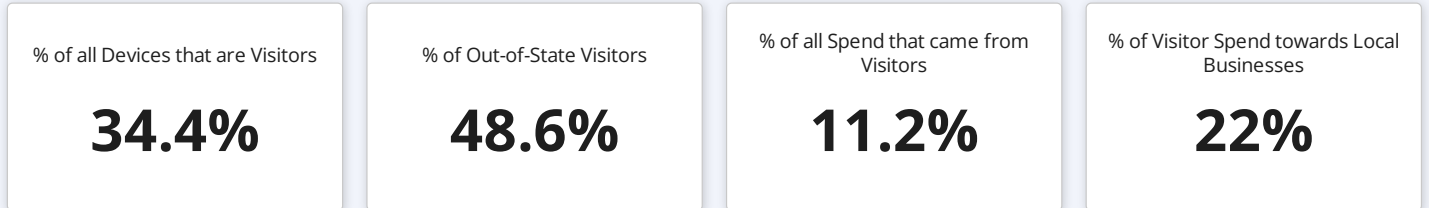
Visitor Snapshot Summary

Understand your visitor makeup, where they come from, how they spend and where they go within your destination. These insights are based on a device count sample size of 18,986 and a cardholder count sample size of 7,900. Note that geolocation data less than 30 days old is subject to small changes through the normalization process.

Key Visitor Insights

Source: Zartico Geolocation Data, Zartico Spend Data

Better understand your visitor makeup, including the share of total visitation and spending that comes from visitors, and their share of total spending towards local businesses.



Where are your visitors from?

Source: Zartico Geolocation Data

Within this map, the size of a bubble is based on % of visitors from that market. The shading is based on avg. visitor spending. The darker the shade the higher avg. visitor spend from that market.



Top 10 Visitor Markets

Visitor Market Area	% of Visitors	% of Visitor Spend
Tampa-St. Petersburg (Sarasota) FL	16.6%	4.8%
Orlando-Daytona Beach-Melbourne FL	14.6%	6.6%
Jacksonville FL	4.8%	2.5%
Miami-Ft. Lauderdale FL	4.3%	16.7%
Atlanta GA	3.6%	3.0%
Ft. Myers-Naples FL	3.4%	3.4%
West Palm Beach-Ft. Pierce FL	2.6%	1.5%
New York NY	2.5%	10.0%
Gainesville FL	2.2%	1.4%

How much are visitors contributing to your economy?

Source: Zartico Spend Data

Better understand visitor impact on your destination.

% of all Restaurant Spend that came from Visitors

12%

% of all Retail Spend that came from Visitors

12%

% of all Attraction Spend that came from Visitors

22%

Restaurant Avg. Visitor Spend

\$85

Retail Avg. Visitor Spend

\$127

Attraction Avg. Visitor Spend

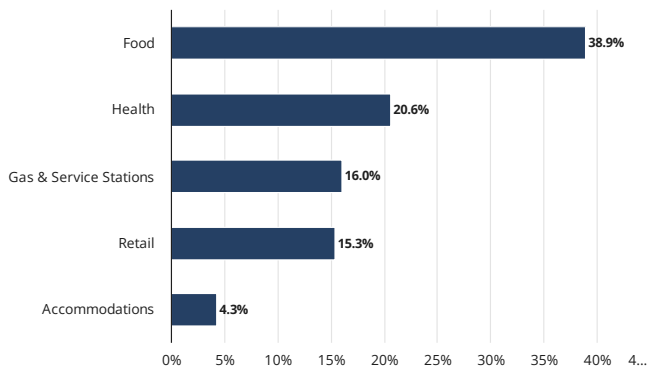
\$78

Where are visitors spending in your destination?

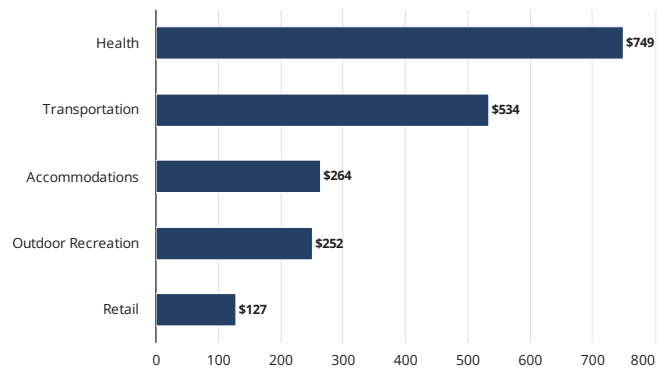
Source: Zartico Spend Data

Better understand the types of categories visitors are spending towards.

% of Visitor Spend by Category



Avg. Visitor Spend by Category

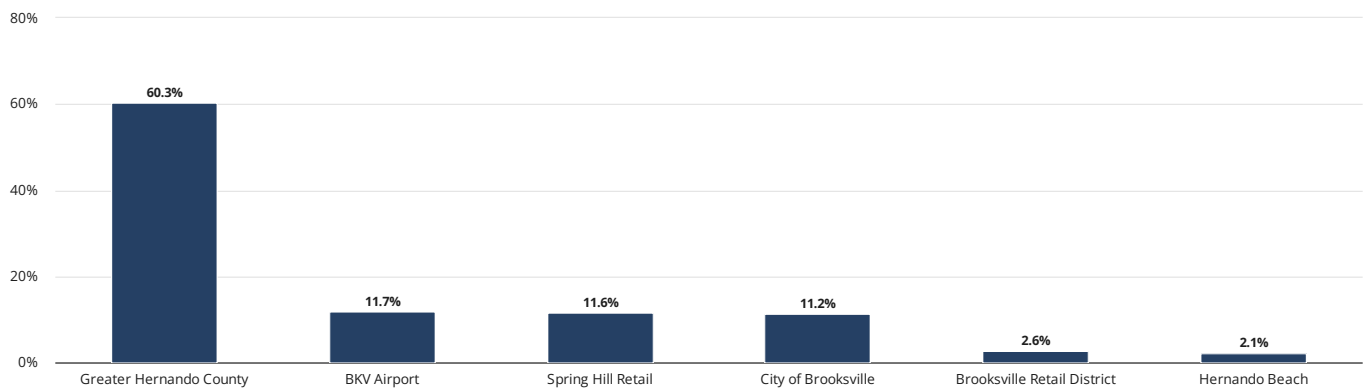


What Regions are visitors observed in?

Source: Zartico Geolocation Data

Better understand where visitors are going in your destination.

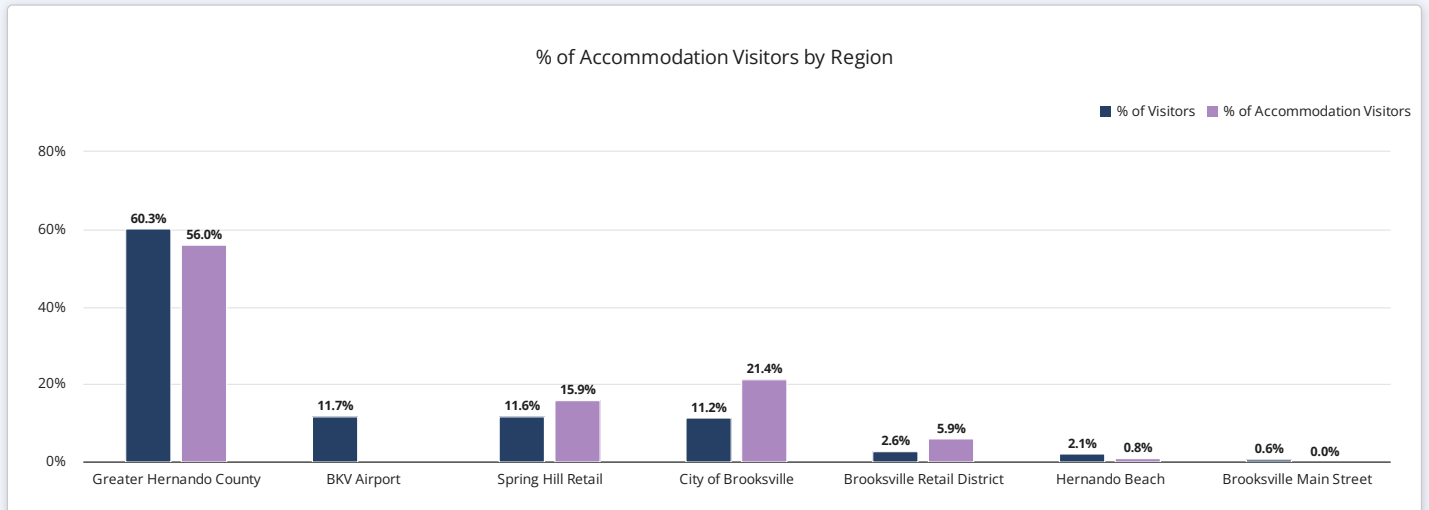
% of Visitors by Region



What Regions are Accommodation visitors observed in?

Source: Zartico Geolocation Data

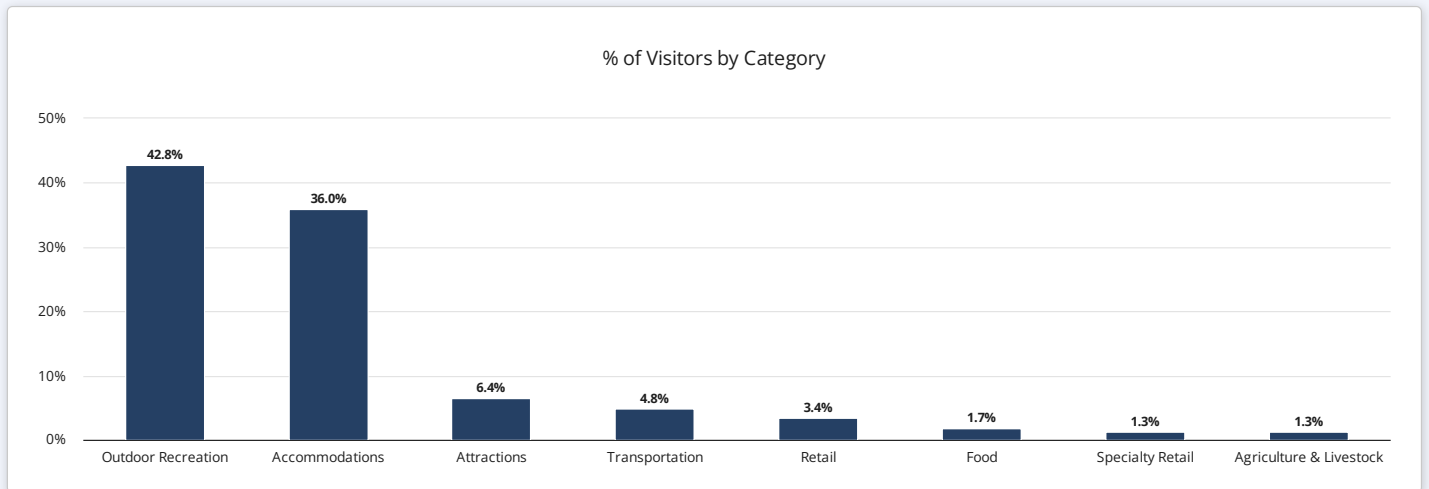
Better understand where visitors that have been observed at your accommodations compare to all visitors.



What types of places do your visitors go to?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination by looking at the percentage of visited POI categories.



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.

Visitor Cardholder Count

7,900

Visitor Device Count

18,986

Spend data loaded through:

2024-09-30

Geolocation data loaded through:

2024-09-30



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

October 2024





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [October 2024 Fishing Report on Florida's Adventure Coast!](#)
- [The Marina Rose is Now Open Following Hurricane Helene! \(2024\)](#)
- [The Lazy Lizard Reopens Following Hurricane Helene \(2024\)](#)
- [The Drunken Mullet Recovers from Hurricane Helene \(2024\)](#)
- [Nova The Mermaid Found and Returned After Hurricane Helene \(2024\)](#)
- [Sparacia Witherell Family Winery & Vineyards is OPEN! \(2024\)](#)
- [Aripeka Stone Crab Co. is Back Open After Hurricane Helene \(2024\)](#)
- [Halo's Hangouts - The Drunken Mullet on Florida's Adventure Coast \(2024\)](#)
- [Farm of Dreams Resort On Florida's Adventure Coast \(2024\)](#)
- [Mermaid Rebel Returns on Florida's Adventure Coast! \(2024\)](#)





Florida's
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Earned Media

- [Mermaid Statue Lost and Found... Again - Hernando Sun](#)
- [Boyett's Grove Offers a Glimpse into Florida's Past - Hernando Sun](#)
- [Sightseeing spooky spots | wtsp.com](#)





Florida's
ADVENTURE COAST
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Blogs

- [FALL INTO HARMONY](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

September 2024



WELCOME CENTER



Florida's
ADVENTURE COAST
VISITORS BUREAU

Brooksville
MAIN STREET

Greater
Hernando
County
**CHAMBER
OF COMMERCE**
STEP UP TO SUCCESS
www.hernandochamber.com



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [September 2024 Fishing Report on Florida's Adventure Coast!](#)
- [Cardboard Boat Race on Florida's Adventure Coast \(2024\)](#)
- [Sam and her family are living like locals on Florida's Adventure Coast! \(2024\)](#)
- [Fall Festivals on Florida's Adventure Coast \(2024\)](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- ['Books'ville Poetry Contest Celebrates Local Literary Talent and Virtue - Hernando Sun](#)
- [Fall themed activities around town](#)
- [Meet the Makers - Christine Weeks, Muralist - NatureCoaster.com](#)
- [Brooksville restaurant serves specialty oysters | FOX 13 Tampa Bay](#)
- [Top 10 Natural Springs in Florida Near Orlando](#)
- [7 Towns in Florida With Unique Traditions – WorldAtlas](#)
- [These are the top springs in North, Central Florida. Have you been?](#)
- [News Briefs | News | suncoastnews.com](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Blogs

- [Uncovering The Past At The Richloam General Store](#)
- [Tee Off On The Brooksville Ridge: A Golfer's Paradise](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

August 2024





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [August 2024 Fishing Report on Florida's Adventure Coast!](#)
- [Halo's Hangouts on Florida's Adventure Coast - Broad Street Brewing Co. \(2024\)](#)
- [2nd Annual Bee Conscious, Honey Bee Day & Craft Fair on Florida's Adventure Coast \(2024\)](#)
- [Discover the Ultimate Adventure at KayaKing - Weeki Wachee! \(2024\)](#)
- [Upcoming Airport WWII Memorial Project on Florida's Adventure Coast \(2024\)](#)
- [Discover Nouvelle Cuisine in Spring Hill on Florida's Adventure Coast! \(2024\)](#)
- [Sparacia Witherell Family Winery on Florida's Adventure Coast](#)
- [Meet the Makers - Christine Weeks \(2024\)](#)

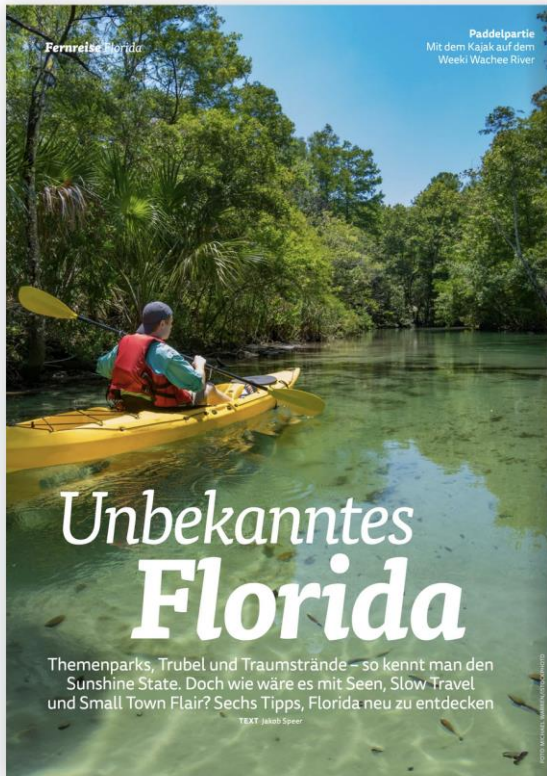




Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- [Kayaking in unusual places gives a unique perspective to sightseeing | National and World | sentinelsource.com](#)
- [Mermaid Magic at Weeki Wachee Springs State Park](#)
- [9 Best Road Trips To Take In Florida – WorldAtlas](#)
- [Year-Round Grant Funding Boosts Hernando County's Event Scene: Apply by Sept. 26 - Hernando Sun](#)
- [From Fox 13 News - Explore Florida's waters and encounter native creatures on airboat tour in Weeki Wachee](#)
- [Bay News 9 – Lead Foot City](#)
- [6 places to see manatees in Tampa Bay, including a new Clearwater spot](#)
- [30 of the Oldest Roadside Attractions in the U.S. You Can Still Visit](#)
- [Discover Nouvelle Cuisine in Spring Hill - NatureCoaster.com](#)
- [Unleash Excitement With Florida Golf Adventures On Adventure Coast](#)



Fernreise Florida

Paddelpartie
Mit dem Kajak auf dem
Weeki Wachee River

Unbekanntes Florida

Themenparks, Trubel und Traumstrände – so kennt man den Sunshine State. Doch wie wäre es mit Seen, Slow Travel und Small Town Flair? Sechs Tipps, Florida neu zu entdecken

TEXT Jakob Speer

FOTO: SHUTTERSTOCK/ALAMY

Wasserwelt
Strände und
Mangroveninseln
am Stump Pass



FOTO: SHUTTERSTOCK/ALAMY

Florida Fernreise

Floridas bekannte Attraktionen und Strände sind immer eine Reise wert. Doch abseits der ausgetretenen Tourismuspfade zeigt sich eine ganz andere Seite: natürlich, nahbar und oft nostalgisch – willkommen in Old Florida!

Abenteuer mit Meerjungfrauen
Adventure Coast? Ja, mit Wandern, Trailrunning und Adventure Racing, Radfahren, Paddeln und weiterem Wassersport ist die Region nördlich von St. Pete tatsächlich etwas für Aktivurlauber. Aber auch für Nostalgiker: Im Weeki Wachee Springs State Park wird seit 70 Jahren eine Unterwasserantarktis rund um die kleine Meerjungfrau aufgeführt – Theater und Technik stammen original aus den 1950er-Jahren. Auf einem Mermaid Tale Trail kann man an 27 Orten die Märchenfiguren entdecken. Hernando Beach ist ein ganzer Ort im Traditionsmodus: Dort scharen sich Holzhäuser, Restaurants, Unterkünfte und Geschäfte um ein Netz aus kleinen Kanälen, das mit dem Golf verbunden ist. Die

Community lebt – mit viel Small Town Flair: Das zeigt der Art Walk jeden ersten Samstag im Monat, bei dem lokale Künstler ihre Werke ausstellen.

Alte und neue Welten
Muscheln, versteinerte Haizähne, Treibholz. Von Sonne und Salzwasser gebleichte Bäume und Büsche, an denen Muscheln als Glücksbringer baumeln. Eine verwunschen wirkende Welt ist der Stump Pass Beach State Park auf Manasota Key in Englewood Beach. Zwischen der langen, per Brücke erreichbaren Insel und dem Festland tummeln sich Delfine, auch Manatees, Krabben sowie Reiher, Fischadler und andere Seevögel sind zu sichten beim Kajaking oder Stand-up-Paddling. Eine Welt für sich ist auch das neue Sunseeker Resort in Port Charlotte mit fast 800 Zimmern und Apartments und großem Aktivprogramm. Und Babcock Ranch im Landesinnern: In der ersten komplett mit Sonnenenergie betriebenen Stadt der USA sollen einmal bis zu 50.000 Menschen

4/2024 Meine Reise 55

Fernreise Florida



Reisen macht Spaß!
Ihr Reisebüro berät Sie ganz persönlich mit maßgeschneiderten Angeboten.

MEINE REISE – REISEGUIDE – INFOS ZU FLORIDA

Anreise

Nonstop ab Deutschland geht es in rund zehn Stunden ab Frankfurt nach Florida – neben dem wichtigsten Flughafen Miami werden Orlando und Fort Myers angefliegen. Etwas länger dauert es mit Umsteigen in Europa, etwa in Amsterdam, Paris oder Zürich, in London oder in den USA: Dann beträgt die Flugzeit ab 13 Stunden. Für den Norden Floridas kommen auch die Flughäfen New Orleans und Atlanta infrage.

Mietwagen

Gerade Floridas weniger bekannte Ecken erkundet man am besten mit dem Mietwagen. Das Modell mindestens so groß, wählen wie den eigenen Pkw zu Hause. Mietstationen gibt es an allen Flughäfen. Die Preise haben sich mittlerweile wieder auf einem akzeptablen Niveau eingependelt. Einwegmieten innerhalb Floridas sind meist kostenlos – ideal, wenn Ankunft und Rückflug nicht am selben Flughafen erfolgen sollen. Um den sinnvollsten Versicherungsschutz zum besten Preis zu erhalten, das Fahrzeug von Deutschland aus buchen und Zusatzangebote vor Ort ablehnen.

Einreise

Deutsche (auch Kinder) benötigen einen mindestens für den Aufenthalt gültigen Reisepass und eine ESTA-Registrierung (21 US-Dollar, zwei Jahre gültig).

Reisezeit

Florida hat ein mildes – im Norden subtropisches, im Süden tropisches – Klima. Selbst im Winter fallen die Temperaturen selten unter 15 Grad. Im Sommer kann es sehr heiß und regnerisch werden. Die heißesten Monate sind der Juli und August mit 35 Grad Celsius. Zumindest im Süden ist ganz

jährig Baden im 20 Grad warmen Wasser möglich. Im Juni beginnt die Hurrikansaison, mit starken Stürmen ist besonders zwischen August und Oktober zu rechnen. Beste Reise Monate sind daher Dezember bis Mai

tronomie für jedes Preisniveau entwickelt – Miami, Orlando und Tampa haben sogar vom Guide Michelin ausgezeichnete Restaurants. Die Preise sind höher als in Deutschland, abseits der Touristenströme gibt es aber große Portionen zu moderaten Preisen. Spezialitäten sind Fisch und Meeresfrüchte, oft frittiert, mexikanische Gerichte wie Tacos und Empanadas sowie als Nachtisch Key Lime Pie, ein fruchtig-cremiger Limettenkuchen.

Reise-Tipp

Landschaft und Mentalität im Norden Floridas sind „typisch Südstaaten“ – wer mag, kombiniert die Reise mit den Nachbarstaaten Alabama und Georgia. Wichtig bei der Routenplanung: Wixtrazeit einkalkulieren und statt der großen Highways die malerischen Scenic Byways nutzen.

Informationen

Auf visitflorida.com/de kann man unter „Places to go“ eine von acht Reiseeregionen ansteuern. Von dort gibt es Links zu allen Orten und Regionen.

60 Meine Reise 4/2024

Florida Fernreise

Meine Reise Wissen

Maritim und flach: Bis zum Meer sind es in Florida nirgendwo mehr als 100 Kilometer – kein Wunder bei 1900 Kilometern Küste, davon sind zwei Drittel Badestrände. Bergsteiger hingegen kommen definitiv nicht auf ihre Kosten: Die höchste Erhebung, Britton Hill an der Grenze zu Alabama, misst gerade einmal 105 Meter.

WELT 10
Unser
Reise
Reise
Reise

HIGHLIGHTS, REISEZEIT, MIETWAGEN UND MEHR

1 Adventure Coast
Old Florida mit Mermaid Show und großem Aktivprogramm.

2 Englewood Beach
Naturparadies am Wasser, Innovationen im Hinterland.

3 Ocala
Lockt mit Ziplining, Schnorcheln, Kajak- und tollen Bootstouren.

4 Everglades
Flora und Fauna hautnah vom Kajak aus entdecken.

MEINE REISE WISSEN
Bis zum Meer sind es in Florida nirgendwo mehr als 100 Kilometer – kein Wunder bei 1900 Kilometern Küste, davon sind zwei Drittel Badestrände. Bergsteiger hingegen kommen definitiv nicht auf ihre Kosten: Die höchste Erhebung, Britton Hill an der Grenze zu Alabama, misst gerade einmal 105 Meter.

4/2024 Meine Reise 61



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Blogs

- [Autumn Angler's Paradise](#)
- [Fall Birding On Florida's Adventure Coast](#)

October 2024 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2024-2025:					124								
Total New Emails for Florida's Adventure Coast:					185								
Month	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total*	104												104
Emails Included*	95												95
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Emails Included	52												52
The Mermaid Tale Trail													
Emails Included	18												18
AMERICAN ROAD MAGAZINE													
Total	20												20
Emails Included	20												20

October 2024 LEADS Report

LEADS Report																																				
TOP STATES & COUNTRIES - ALL LEADS																																				
Top States:	FL	CA	TX	NY	NC	IL	PA	MI	AL	OH	MN	GA	NJ	IN	KY	TN	SC	WA	WI	VA	MD	NV	MS	CT	OR	MA	CO	DE	NE	OK	LA	RI	AR	ME	Total	
ALL LEADS - TOTAL	18	9	8	8	7	7	6	6	6	4	4	3	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	124
Top Countries and Territories:																																				
ALL LEADS - TOTAL	0																																			

BREAKDOWN BY LEAD TYPE																																			
Top States & Countries:	FL	TX	NY	IL	MI	CA	NC	PA	AL	OH	MN	GA	IN	KY	TN	NJ	SC	WA	WI	MD	MS	VA	NV	OR	MA	CO	DE	NE	OK	LA	RI	AR	ME	Total	
Visit Florida - Hernando & Weeki Wachee (unique leads)	16	8	6	6	6	5	5	4	4	4	4	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	104

Top States & Countries:	CA	FL	NY	NC	PA	AL	IL	NJ	SC	VA	NV	CT	Total
American Road	4	2	2	2	2	2	1	1	1	1	1	1	20

October 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																							
All States	FL	NY	TX	AL	CA	IL	MI	MN	PA	IN	NC	SC	TN	WI	DE	GA	LA	NE	NJ	OH	OR	WA	Total
LEADS	6	4	4	3	3	3	3	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	50

Arrival Months - All States/Regions															
Month	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	April 2025	May 2025	June 2025	July 2025	Aug 2025	Sept 2025	Oct 2025	Aug 2026	Not Indicated	Total
Expected Arrivals	6	7	10	6	6	6	1	4	0	1	1	1	1	54	104

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of Country
Leads	15	16	8	5	6	0

Regions & Included States:

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

September 2024 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2023-2024:					2,965								
Total New Emails for Florida's Adventure Coast:					2,515								
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	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total*	131	57	55	83	78	136	117	138	198	137	81	116	1,327
Emails Included*	38	20	23	22	37	56	36	38	48	44	32	46	440
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Emails Included	0	0	0	0	95	33	36	15	8	3	16	30	236
The Mermaid Tale Trail													
Emails Included	0	0	0	0	0	0	65	26	32	30	30	18	201
AMERICAN ROAD MAGAZINE													
Total	176	39	0	94	119	0	163	26	30	125	21	157	950
Emails Included	176	39	0	94	119	0	163	26	30	125	21	157	950
Advanced Travel & Tourism													
Total	688	0	0	0	0	0	0	0	0	0	0	0	688
Emails Included	688	0	0	0	0	0	0	0	0	0	0	0	688

September 2024 LEADS Report

LEADS Report																																													
TOP STATES & COUNTRIES - ALL LEADS																																													
Top States:	FL	CA	OH	TX	PA	GA	NY	NC	MO	WA	NJ	MN	WI	MI	VA	IN	KY	AZ	KS	TN	CT	IL	AL	OK	OR	MD	NV	MA	CO	DE	SC	MS	NE	WV	IA	LA	NH	HI	NM	AK	ID	UT	Total		
ALL LEADS - TOTAL	35	23	18	17	16	14	12	10	9	9	8	8	8	7	7	7	5	5	5	4	4	3	3	3	3	3	3	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1	273
Top Countries and Territories:																																													
ALL LEADS - TOTAL	0																																												

BREAKDOWN BY LEAD TYPE																																							
Top States & Countries:	FL	OH	GA	PA	TX	NY	MN	NC	MO	NJ	MI	VA	KY	CA	IN	AZ	TN	WI	CT	IL	OK	SC	KS	AL	OR	MD	NV	MA	CO	DE	MS	IA	LA	HI	Total				
Visit Florida - Hernando & Weeki Wachee (unique leads)	18	8	8	7	6	6	5	4	4	4	4	4	4	3	3	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	116

Top States & Countries:	CA	FL	TX	OH	PA	WA	GA	NY	NC	WI	MO	NJ	IN	KS	MN	MI	VA	AZ	CT	AL	OR	MD	NV	MA	CO	DE	NE	KY	TN	IL	OK	MS	WV	NH	NM	AK	ID	UT	Total			
American Road	20	17	11	10	9	9	6	6	6	6	5	4	4	4	3	3	3	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	157

September 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																						
All States	FL	OH	PA	GA	IN	NY	IL	KY	MI	MN	NJ	TN	TX	VA	WI	CA	DE	LA	MS	OR	SC	Total
LEADS	5	4	4	3	3	3	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	46

Arrival Months - All States/Regions													
Month	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	April 2025	May 2025	June 2025	July 2025	Not Indicated	Total
Expected Arrivals	1	9	9	10	4	4	1	2	2	1	3	70	116

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of Country
Leads	17	13	9	2	5	0

Regions & Included States:

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

August 2024 LEADS Report

LEADS Report																																	
TOP STATES & COUNTRIES - ALL LEADS																																	
Top States:	FL	NY	TX	IL	MI	NC	NJ	SC	AL	MO	MS	VA	MN	OK	MD	OR	CA	GA	PA	NV	TN	AZ	KY	MA	CO	WV	OH	WI	IN	WA	IA	MT	Total
ALL LEADS - TOTAL	13	8	7	7	4	4	4	4	4	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	102
Top Countries and Territories:																																	
ALL LEADS - TOTAL	0																																

BREAKDOWN BY LEAD TYPE																																
Top States & Countries:	FL	NY	TX	IL	SC	MO	MS	MD	MI	NC	NJ	AL	VA	MN	OK	OR	CA	GA	NV	AZ	MA	CO	PA	TN	KY	WV	OH	IN	WA	IA	MT	Total
Visit Florida - Hernando & Weeki Wachee (unique leads)	12	7	7	5	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	81

Top States & Countries:	IL	MI	NC	NJ	AL	FL	NY	VA	MN	OK	OR	PA	TN	KY	WV	WI	Total
American Road	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	21

August 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																										
All States	FL	NY	SC	TX	CO	IL	MA	MD	MI	OK	VA	CA	IA	IN	KY	MN	MO	MS	MT	NC	OH	OR	TN	WA	WV	Total
LEADS	4	3	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	41

Arrival Months - All States/Regions															
Month	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	April 2025	May 2025	June 2025	Oct 2025	Jan 2026	Not Indicated	Total
Expected Arrivals	4	11	2	4	3	6	4	1	1	2	1	1	1	40	81

Arrivals By Region						
Region	South	Midwest	Northeast	West	In-State (Florida)	Out of Country
Leads	17	9	5	6	4	0

Regions & Included States:

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

Distributions for October 2024

Tourism Partner / Event	FAC General Brochure	FAC Map	Mermaid Tale Trail Map	FAC Golf Brochure	WWSSP Brochure	Mermaid Tale Trail Rack Card
FL Suncoast Promotions, I-75 Corridor & Tampa Bay	15000					
FL AAA Travel Centers	3000					
Kenney Com., FL Turnpike Service Centers	5000					
Days Inn Brooksville I-75		200				
Hampton Inn Brooksville I-75		200				
Holiday Inn Express & Suites Brooksville I-75		200				
Microtel Inn & Suites Brooksville I-75	100	200		25	50	50
Quality Inn & Suites Brooksville I-75	50	200		25		
Fairfield Inn & Suites		200				
Holiday Inn Express & Suites Brooksville West		200				
Hampton Inn Spring Hill		400				
Holiday Inn Express & Suites Spring Hill	50	200	100	25		
Microtel Inn & Suites Spring Hill/Weeki Wachee		200				
Motel 6 Weeki Wachee/Spring Hill	100	200	100	25		
Quality Inn Spring Hill/Weeki Wachee		200	200			
Hernando County Administration		200	100			
Shipping of Weeki Wachee (Mail Box Store)	100	200	100	25		
Spring Hill Souvenirs	100	200	100	25		
Greater Hernando County Chamber of Commerce	100	200	100	25	100	
City of Brooksville Government	100	200	100	50		
Hernando County Fine Arts Council			100			
Totals:	23,700	3,600	1,000	225	150	50

Distributions for Fiscal Year 2023-24 (October 1, 2023 - September 30, 2024)

Distributed Information	Totals (Approx.)*
Mermaid Tale Trail Map (Tear-Off)	5325
Florida's Adventure Coast Map (Tear-Off)	4100
Florida's Adventure Coast Map (Folded)	1135
Florida's Adventure Coast General Brochure	910
Weeki Wachee Springs State Park Brochure	750
The Dolan House Bed & Breakfast Rack Card	500
FLG X Adventure Course Rack Card	500
Njoy Spirits Distillery Rack Card	400
Art in the Park Rack Card	400
Fancy Flea Market Flyer	400
Nature Coaster Map & Brochure	300
Florida's Adventure Coast Golf Brochure	220
Brooksville Main Street Events Rack Card	100
Hernando Historical Museum Association Rack Card	100
Total Distribution Count:	<u>15140</u>

**Note: This does not include information distributed through LEADS, information requests, or in the Welcome Center. This report accounts for items giving during tradeshows and events, as well as partner pick-ups at the Visitors Bureau.*

Visitor Bureau - Distributions for September 2024 (NONE)

Distributions & Partner Visits

Partner / Event:	Mermaid Tale Trail Map	FAC Maps (Tear-off)	FAC Maps (Folded)	FAC General Brochure	FAC Golf Brochure	Weeki Wachee Springs Brochure	
Totals:	0	0	0	0	0	0	0

Visitor Bureau - Distributions for July-August 2024

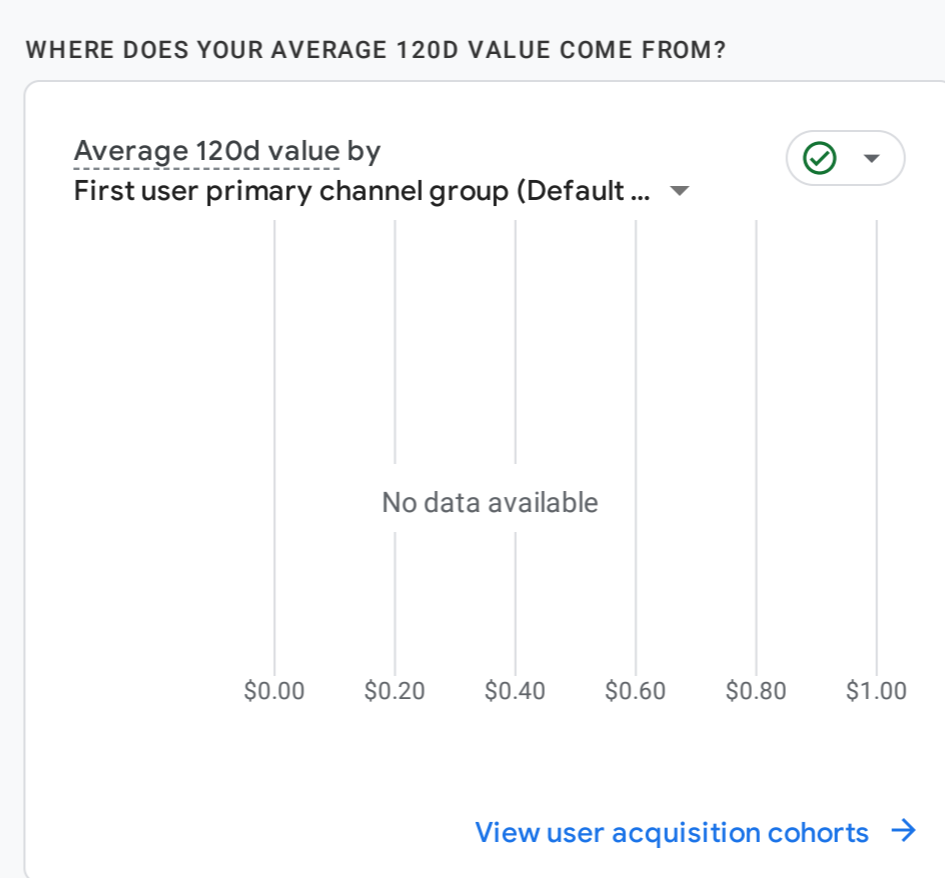
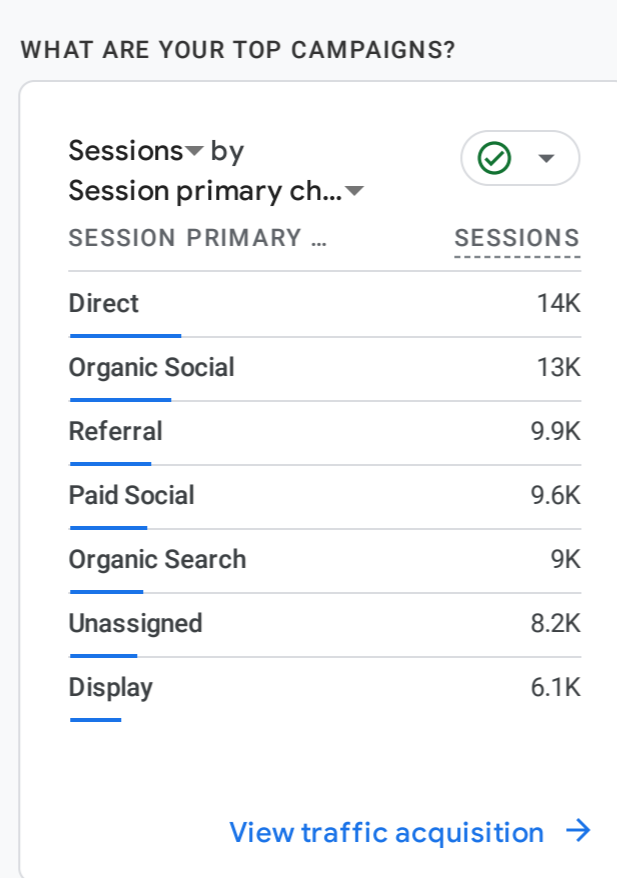
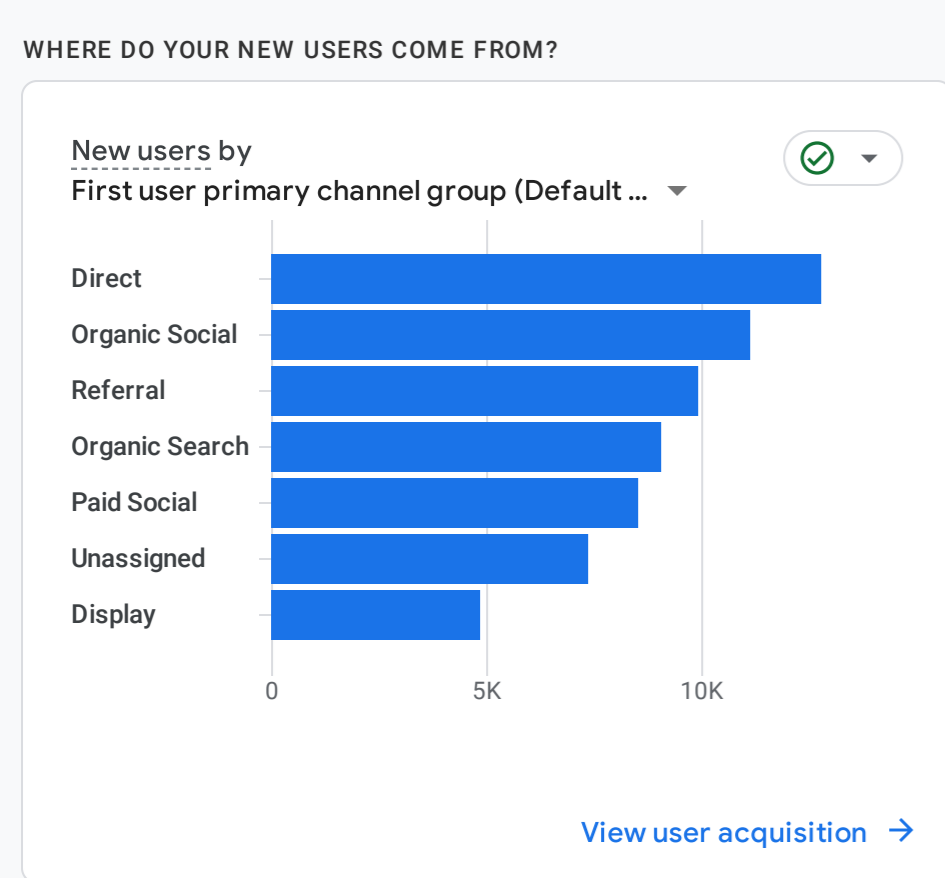
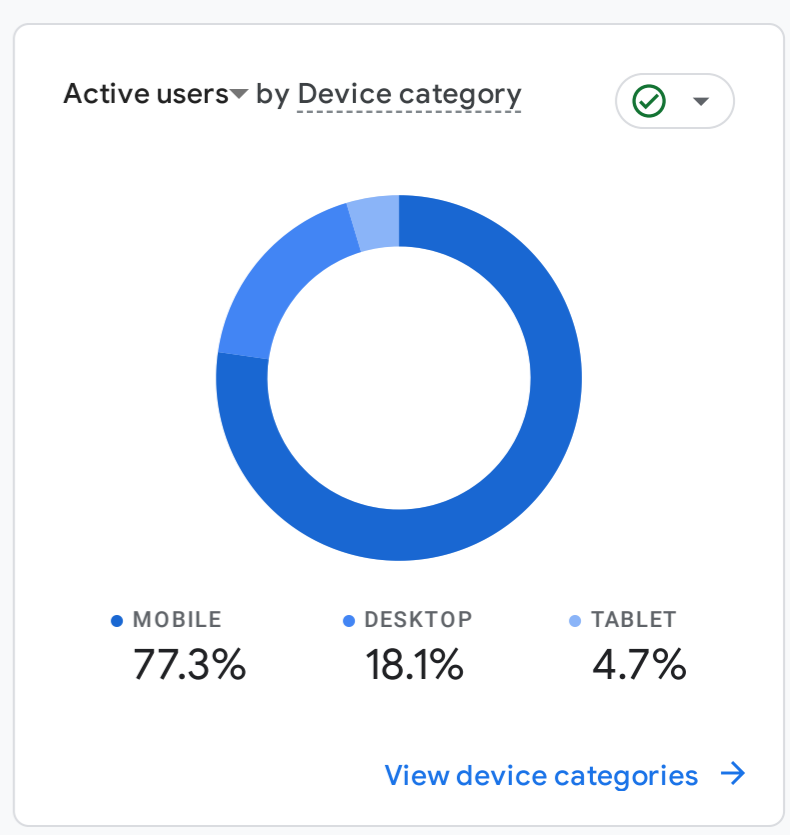
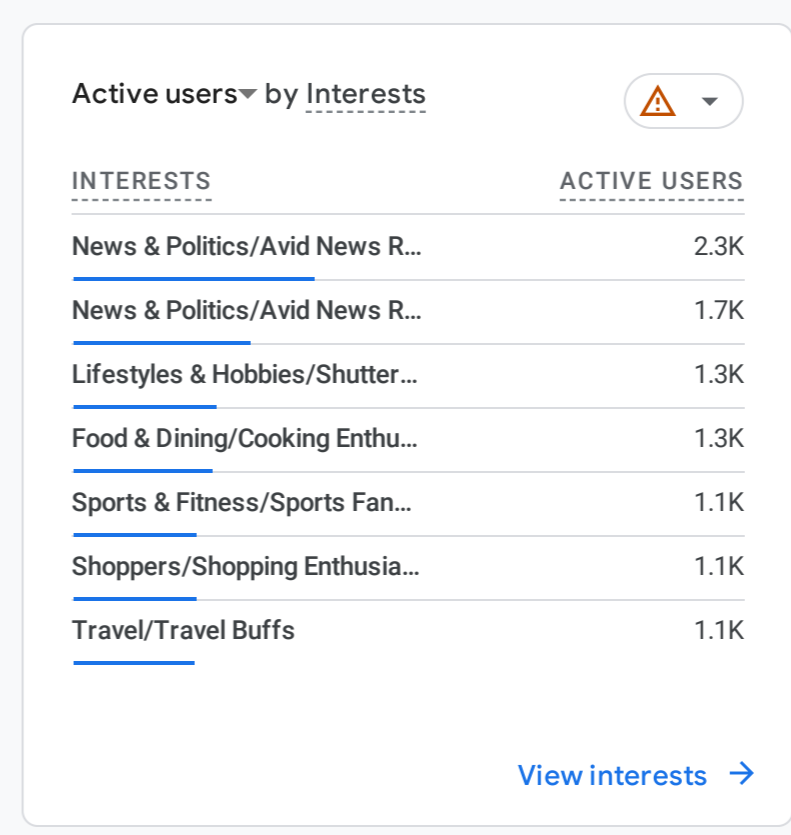
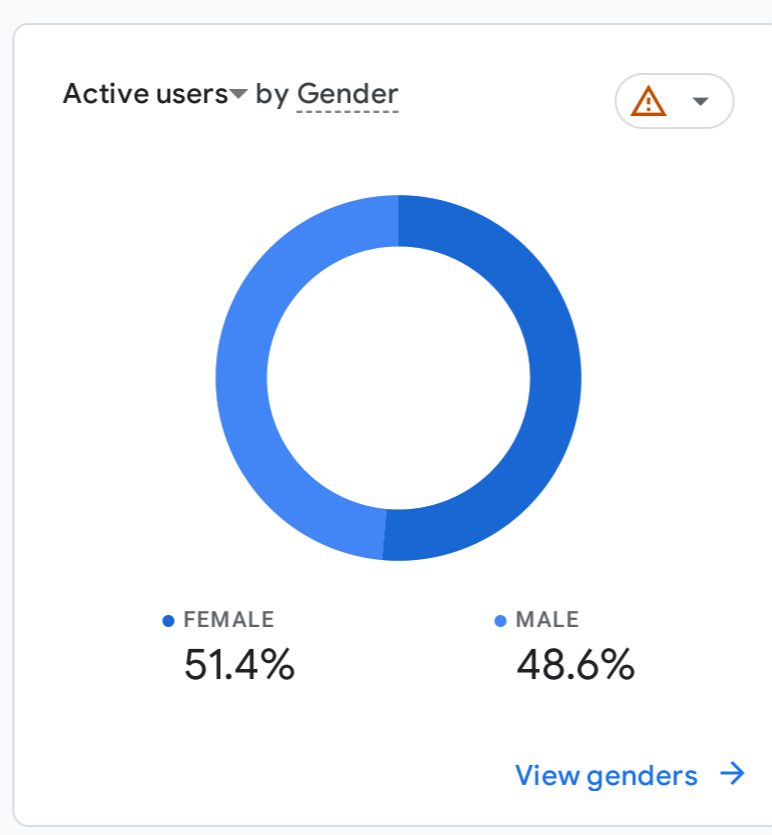
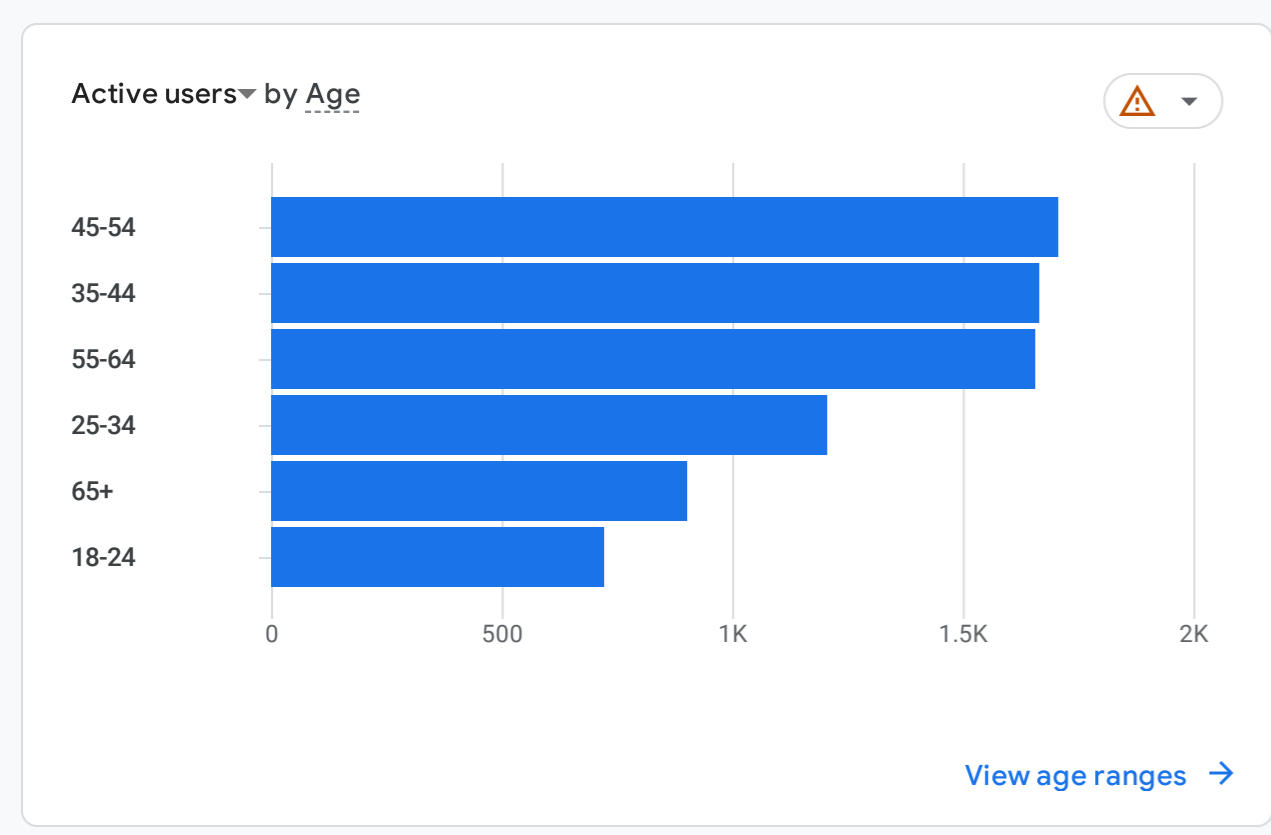
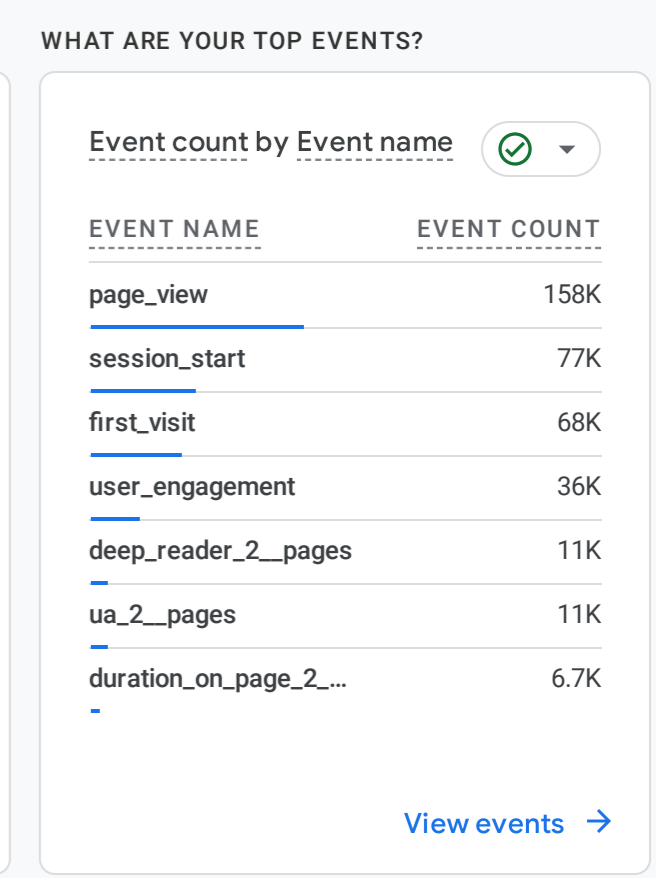
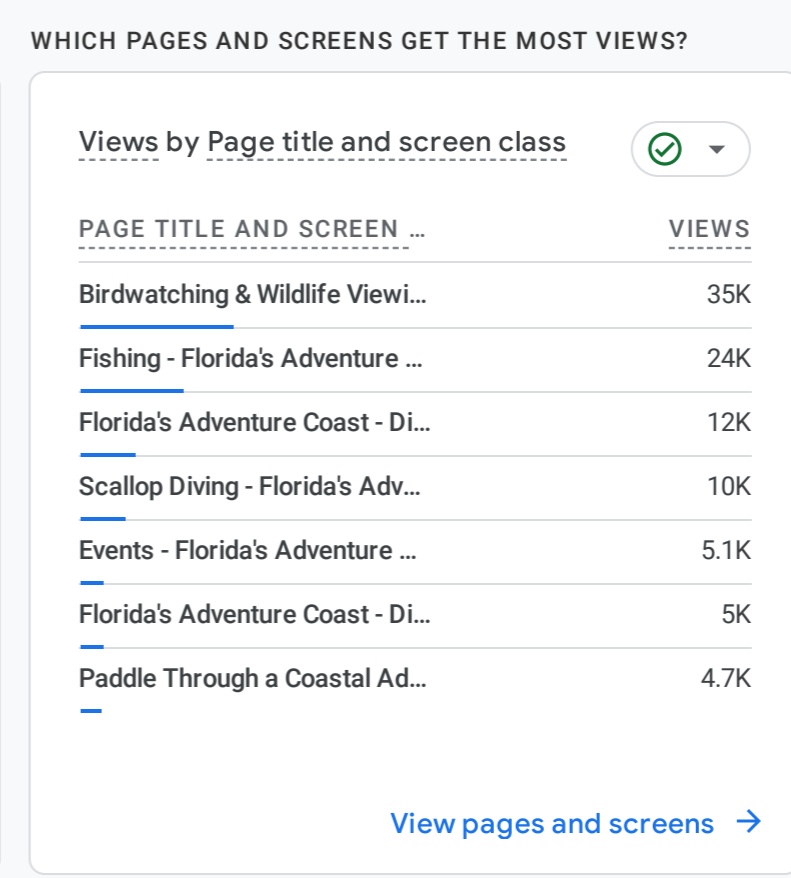
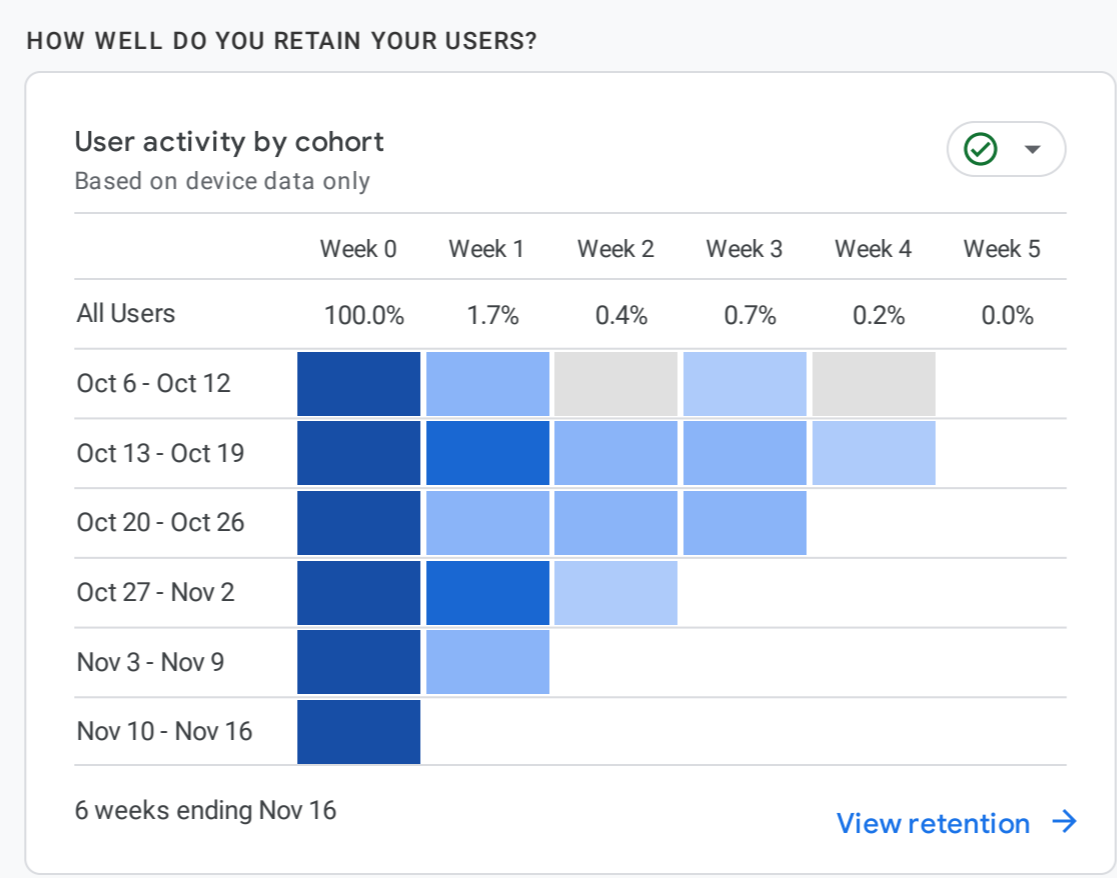
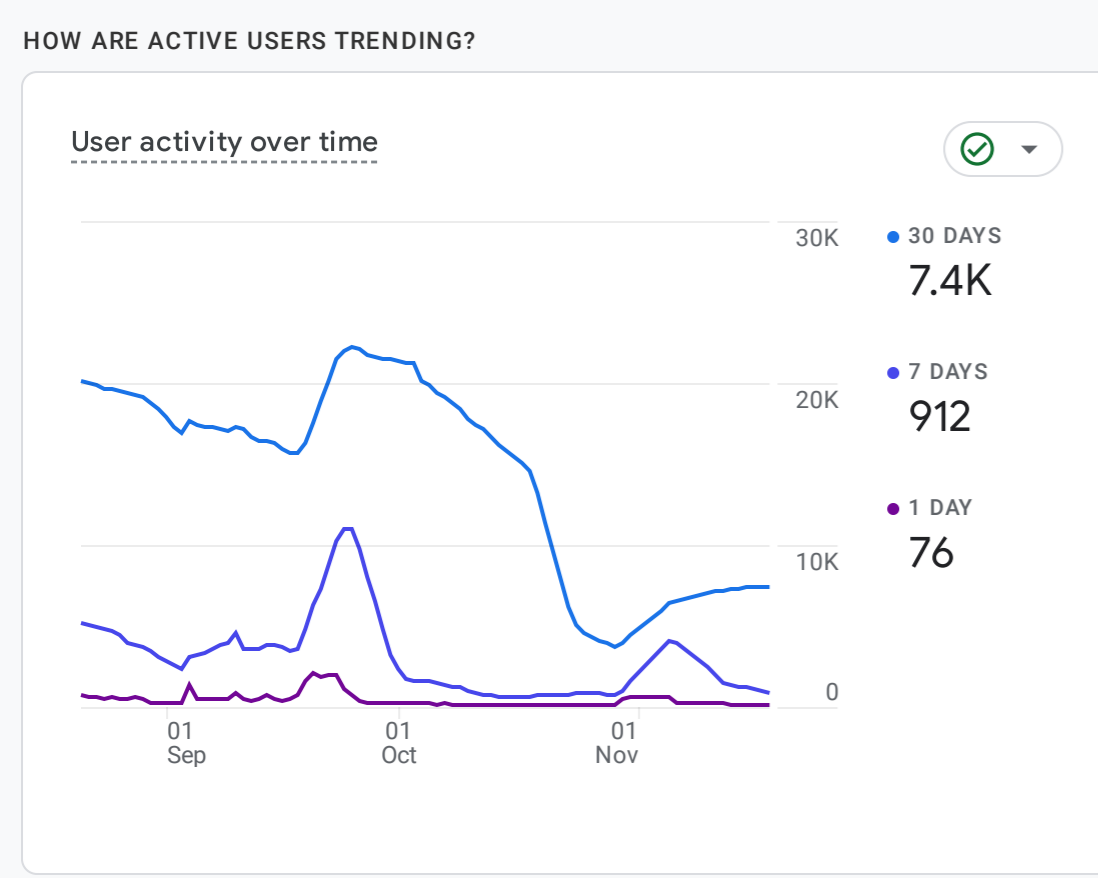
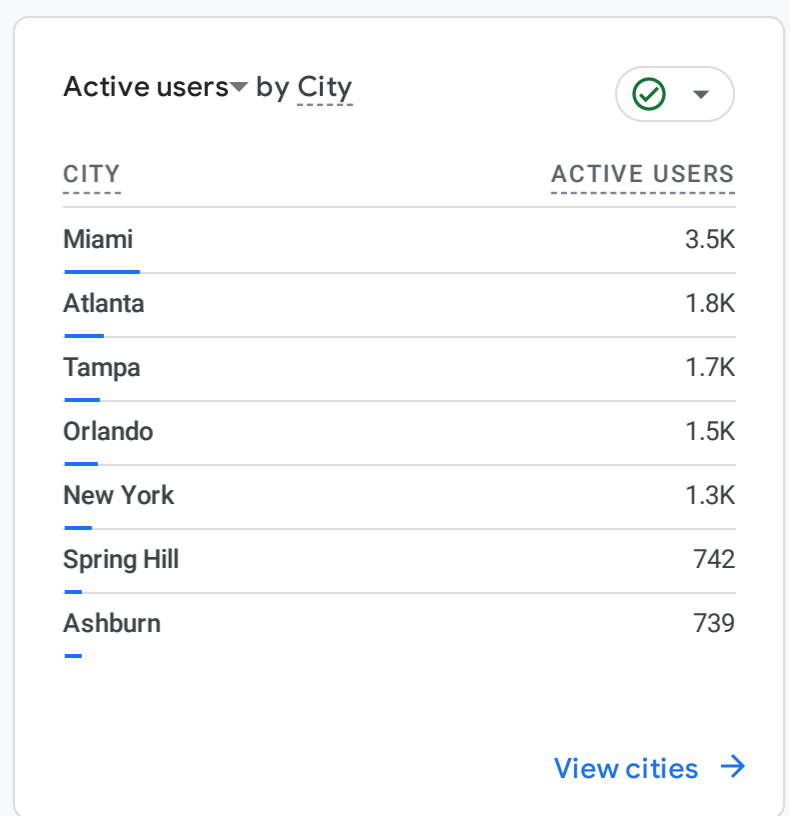
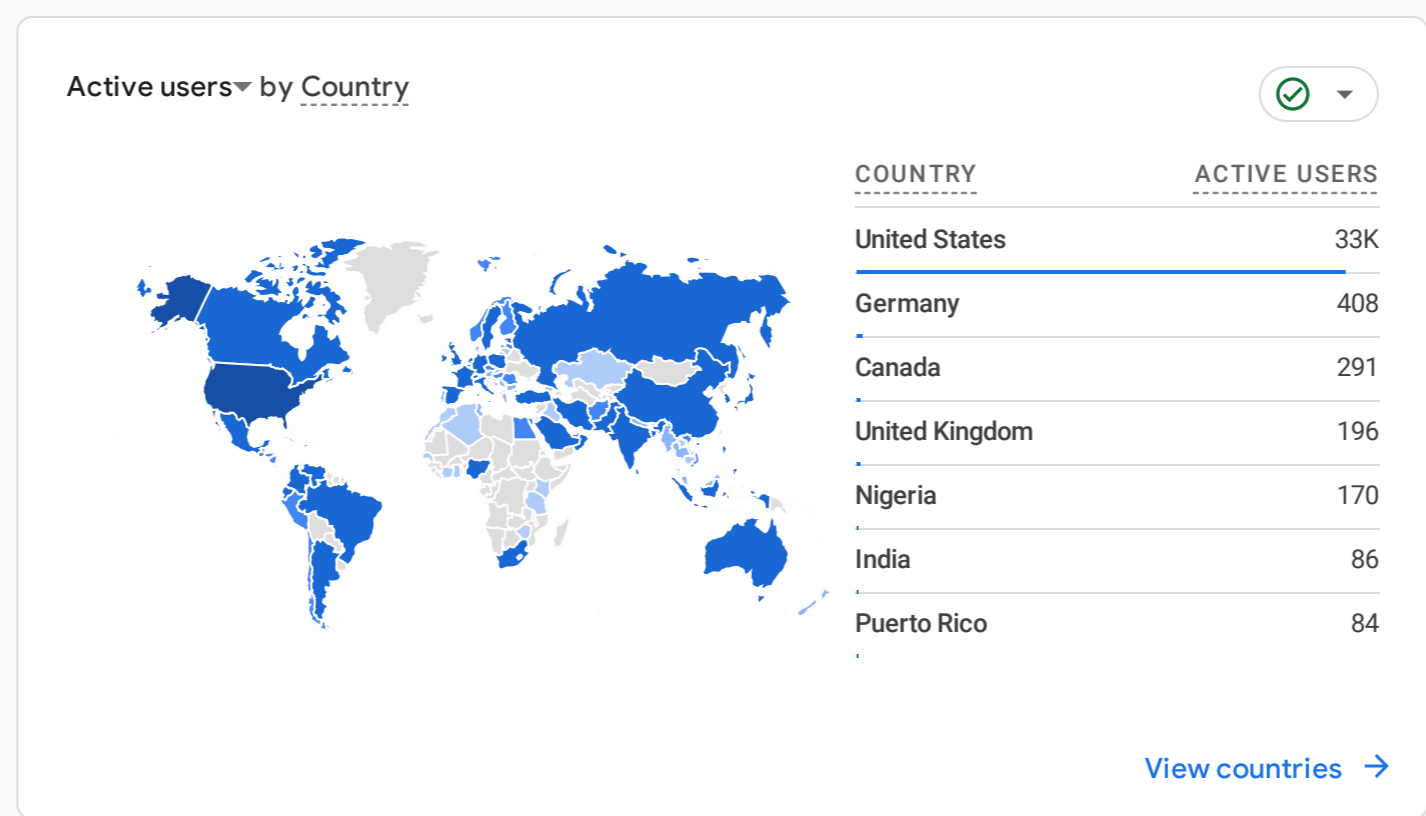
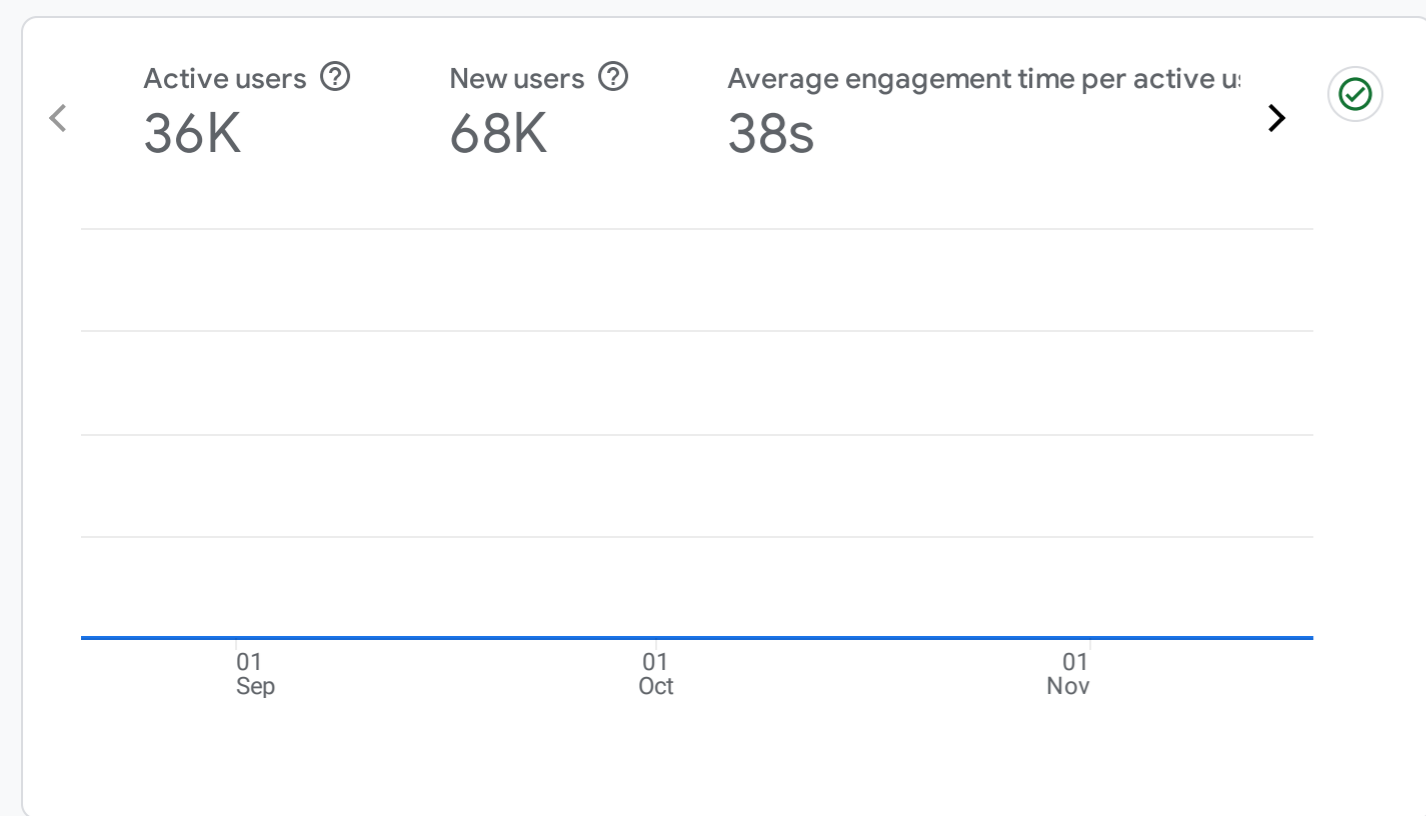
Distributions & Partner Visits

Partner / Event:	Mermaid Tale Trail Map	FAC Maps (Tear-off)	FAC Maps (Folded)	FAC General Brochure	FAC Golf Brochure	Weeki Wachee Springs Brochure	
Sparacia Witherell Family Winery	400						
Easy Street Home Décor	200	200					
Totals:	600	200	0	0	0	0	0

All Users Add comparison

Last 90 days Aug 21 - Nov 18, 2024

Reports snapshot



Monthly Social Media Analytics for Fiscal Year 2024-2025 (October 1, 2024 - September 30, 2025)														
Platform and Metrics		Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	TOTAL Year-to-Date
Facebook	Reach - Total	171,460												171,460
	From Followers	9,794												9,794
	From Non-Followers	161,891												161,891
	Content Interactions - Total	5,182												5,182
	From Followers	1,612												1,612
	From Non-Followers	3,570												3,570
	Net Follows	191												191
Page Visits	2,646													2,646
Instagram	Reach - Total	6,199												6,199
	Organic	3,795												3,795
	From Ads	2,325												2,325
	Net Follows	54												54
	Profile Visits	177												177
	Impressions	9,707												9,707
	Content Interactions	312												312
Link Clicks from Ads	200												200	
Pinterest	Total Audience	9,700												9,700
	Engaged Audience	487												487
	Impressions	13,090												13,090
	Engagements	589												589
	Outbound Clicks	18												18
	Saves	87												87

*AVERAGE
*AVERAGE

Green Text = Increase Month over Month (MoM)
Red Text = Decrease MoM

Monthly Content Overview - Fiscal Year 2024-2025														
		2024	2024	2024	2025	2025	2025	2025	2025	2025	2025	2025	2025	Totals:
Content Type:		October	November	December	January	February	March	April	May	June	July	August	September	
FACEBOOK	Videos / Reels	14												14
	Posts	6												6
	Shares	18												18
	Links	3												3
	Stories	24												24
INSTAGRAM	Video / Reels	14												14
	Photo Posts	1												1
	Stories	9												9
Total Year-To-Date for Facebook and Instagram:													89	

TOP CONTENT - October 2024

Top Facebook Post/Video based on Reach - Aripeka Stone Crab Company

Overview

Reach
44,775

3-second views
18,767

1-minute views
835

Watch time
5,210

Reactions, comments a...
1,182

Reach ①

— Reach

Viewer activities

Plays
40,708

15-second video views
4,929

Average watch time
0:08

Feed preview

Florida's Adventure Coast and Aripeka Stone Crab Company
 Published by Shannon Craig
 · October 18 at 3:06 PM · 🌐

! Aripeka Stone Crab Company is back and better than ever! After facing damage from Hurricane Helene, we're thrilled to announce the reopening of this beloved seafood spot. Come out and support them as they continue serving up the freshest stone crabs on Florida's Adventure Coast! 🦀

! AdventureCoast #StoneCrabSeason fernandocounty

Aripeka Stone Crab Co. Recovery

Top Instagram Post/Video based on Reacd - Halo's Hangouts at The Drunken Mullet (Boosted twice)

Overview

Reach
5,061

Impressions
5,602

Interactions
92

Reach ①

Audience

Age & gender ①

■ Women 77% ■ Men 23%

From ads ①

4,704

From organic ①

296

Impressions ①

5,602

From original post ①

5,566

From shares ①

36

Interactions ①

92

From ads ①

75

From organic ①

17

Likes
89
73 from ads

Comments
0
0 from ads

Shares
1
0 from ads

Saves
2
2 from ads

Feed preview

Instagram

fladventurecoast

0:00 / 1:27

♥️ 💬 📌

fladventurecoast 🦄 Hey, pals! It's me, Halo, your favorite four-legged adventurer! 🐾 Today, I wa... more

📄 View post on Instagram

Monthly Social Media Report for Fiscal Year 2023-2024 (October 1, 2023 - September 30, 2024)														
Platform and Metrics		Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	YEAR-END TOTALS
Facebook	Reach	413,583	210,043	40,700	273,714	227,912	294,349	88,180	85,516	235,526	250,413	226,869	390,724	2,737,529
	Content Interactions	2,905	5,489	1,076	2,267	2,386	3,679	926	1,504	1,966	2,190	2,851	9,696	36,935
	New Follows	191	157	58	131	81	152	105	91	177	182	167	349	1,841
	Page Visits	2,312	1,824	1,049	2,773	2,131	2,646	1,480	1,530	3,552	4,105	3,198	5,328	31,928
	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								
Instagram	Reach	7,922	3,840	3,094	194,916	120,718	177,394	45,923	3,434	11,499	18,617	15,138	8,835	611,330
	New Follows	47	58	40	50	67	62	?	25	105	207	178	168	1,007
	Profile Visits	152	154	120	251	249	386	130	170	356	452	376	193	2,989
	Impressions	14,515	11,200	6,764	273,091	182,869	Metrics Unavailable		7,898	21,021	30,320	23,792		571,470
	Engagement / Content Interactions	319	813	299	691	918	1,075	442	397	652	685	372	408	7,071
	Link Clicks from Ads	1	0	0	186	90	134	17	5	272	460	363	47	1,575
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								
	Post Engagements	58	128	35	96	134								
	Video Views	59	209	12	172	246								
	Link Clicks	18	27	5	11	19								
Pinterest	Total Audience	3,480	4,020	3,820	3,830	4,643	4,900	5,300	8,500	8,100	9,700	13,000	9,280	6,548
	Engaged Audience	126	170	165	176	205	240	269	482	439	503	1,100	537	368
	Impressions	4,410	5,170	5,130	4,940	6,176	6,600	7,500	12,000	11,000	14,000	17,000	13,031	106,957
	Engagements	167	200	213	216	304	313	361	589	537	647	1,200	649	5,396
	Outbound Clicks	22	10	15	15	23	22	22	33	34	29	14	38	277

*AVERAGE

*AVERAGE

Green Text = Increase Month over Month (MoM)

Red Text = Decrease MoM

Quarterly Social Media Report - FY 23-24		<u>Quarter 1</u> Oct-Dec 2023	<u>Quarter 2</u> Jan-Mar 2024	<u>Quarter 3</u> Apr-Jun 2024	<u>Quarter 4</u> Jul-Sep 2024
Facebook	Reach	664,326	795,975	409,222	868,006
	Engagement / Content Interactions	9,470	8,332	4,396	14,737
	New Follows	406	364	373	698
	Page Visits	5,185	7,550	6,562	12,631
Instagram	Reach	14,856	493,028	60,856	33,755
	New Follows	145	179	130	385
	Profile Visits	426	886	656	828
	Impressions	32,479	455,960	28,919	54,112
	Engagement / Content Interactions	1,431	2,684	1,491	1,057
	Clicks from Ads	1	410	294	823
Pinterest	Total Audience (Average)	3,773	4,458	7,300	10,660
	Engaged Audience (Average)	154	207	397	713
	Impressions	14,710	17,716	30,500	44,031
	Engagements	580	833	1,487	2,496
	Outbound Clicks	47	60	89	81

Quarter 4: July, August and September 2024

Top Post/Video - Facebook (Based on Reach)

Top performer

Continue getting results when you boost this post and spend \$4 each day

Estimated daily results
322 - 931 more reach

Boost

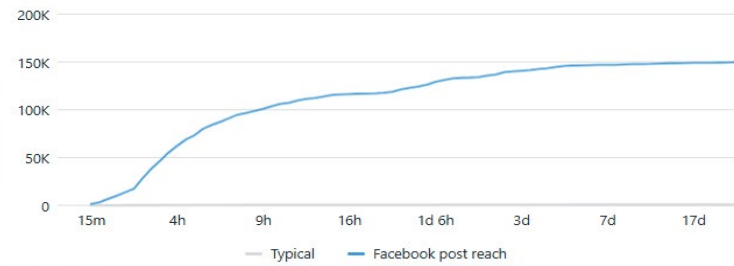
Overview

Reach 149,975 Impressions 159,343 Interactions 2,035 Link clicks 2

This post received more reach compared to your recent Facebook posts.

Reach

149,975



From followers
10,902

From non-followers
138,211

This post received more impressions compared to your recent Facebook posts.

Feed preview



Florida's Adventure Coast
Published by Shannon Craig

September 27

!! UPDATE - Mermaid Nova has been found, and we look forward to seeing her return to her home at Rogers Park!

Our hearts go out to the coastal communities feeling the impact of the storm. See more



Mermaid Nova, last seen "swimming" down the Weekee Wachee River from

View post on Facebook

Top Post/Video - Instagram (Based on Reach)

Overview

Reach 4,417 Impressions 4,606 Interactions 222

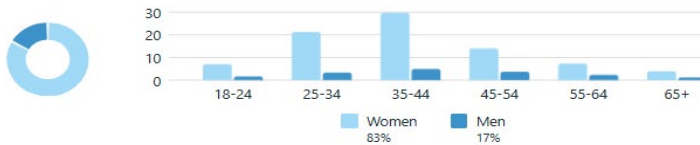
This post received more reach compared to your recent Instagram posts.

Reach

4,417

Audience

Age & gender



This post received more impressions compared to your recent Instagram posts.

Impressions

4,606

From original post
4,501

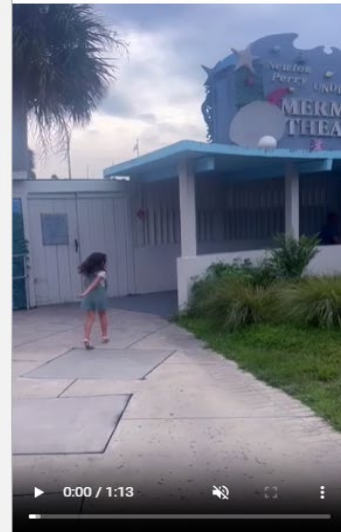
From shares
105

This post received more interactions compared to your recent Instagram posts.

Feed preview

Instagram

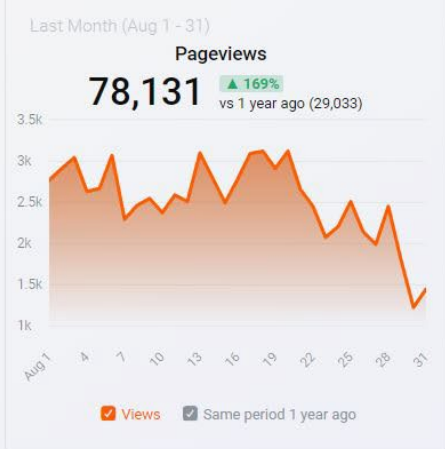
fladventurecoast
Weeki Wachee Springs State Park



fladventurecoast Sam and her family are living like locals on Florida's Adventure Coast! more

View post on Instagram

Content Creation - Fiscal Year 2023-2024														
Content Type:		2023 October	2023 November	2023 December	2024 January	2024 February	2024 March	2024 April	2024 May	2024 June	2024 July	2024 August	2024 September	Totals:
FACEBOOK	Photo(s)	10	13	8	11	10	10	8	5	2	10	4	6	97
	Video / Reel	12	13	4	8	11	12	6	11	9	7	15	4	112
	Link posts	9	9	5	13	9	6	2	5	3	8	5	4	78
	Shares / Story	4	7	13	16	20	18	11	10	3	6	17	20	145
INSTAGRAM	Photo(s)	8	15	7	11	13	14	3	4	10	10	5	3	103
	Video / Reel	9	7	3	5	11	11	9	11	10	8	14	7	105
	Story	5	10	12	23	31	13	5	28	55	17	13	8	220
Total Year-To-Date for Facebook and Instagram:														860



Last Month (Aug 1 - 31)

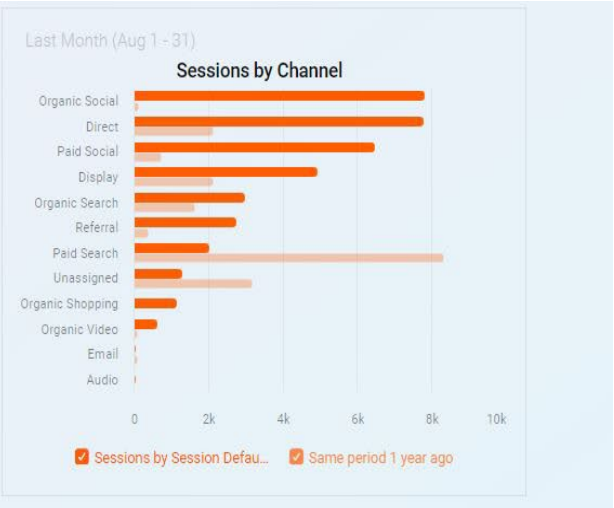
Users by Region

Metric	Value	vs 1Y ago
Florida	8,534	▲ 62%
Georgia	1,863	▲ 38%
(not set)	1,292	▲ 27%
California	867	▲ 147%
New York	786	▼ 40%
Tennessee	745	▲ 303%
Ohio	541	0%

Last Month (Aug 1 - 31)

New Users by Source

Metric	Value	vs 1Y ago
google	7,634	▼ 14%
(direct)	7,080	▲ 322%
m.facebook.com	6,592	▲ 14,549%
facebook	5,761	▲ 733%
Digital ad	1,155	
visitflorida.com	1,019	▲ 2,164%



Last Month (Aug 1 - 31)



Avg. Session Duration

1m 14s



Last Month (Aug 1 - 31)

Engagement Rate

54.54%



Last Month (Aug 1 - 31)

Pages / Sessions

2.3 ▲ 47%
vs 1 year ago (1.56)



Views per Session Same period 1 year ago

Last Month (Aug 1 - 31)

Avg Session Duration by Channel



AVG session Same period 1 year ago

Last Month (Aug 1 - 31)

Top Landing Pages

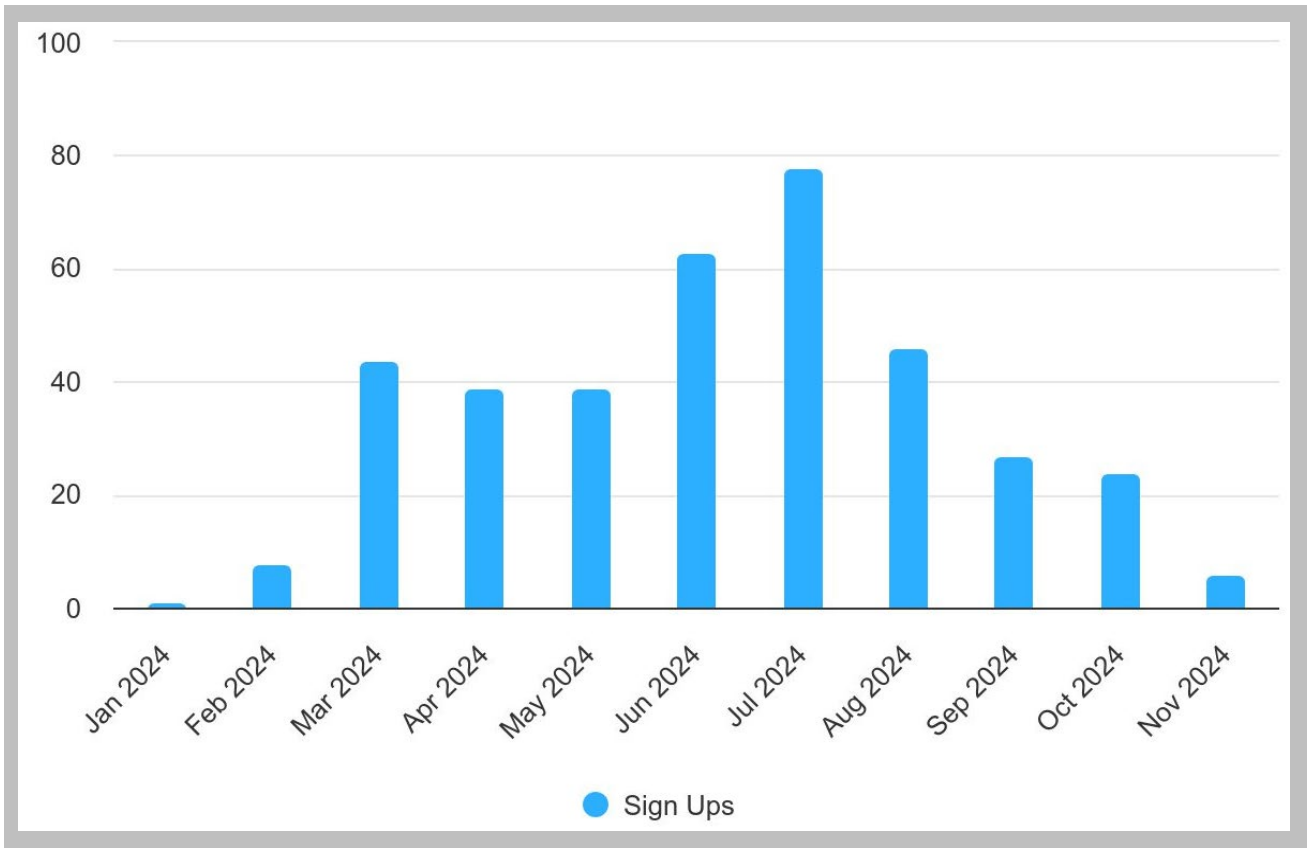
Landing Page	Value	vs 1Y ago
/water-adventures/scalloping/	7,857	▲ 54%
(not set)	5,674	▲ 134%
/land-adventures/birdwatching-wildlife-viewing/	4,530	▲ 150,900%
/seven-summer-adventures-for-families-in-brooksville-and-weeki-wachee/	2,969	
/	2,160	▼ 57%
/water-adventures/fishing/	2,067	▲ 46%
/land-adventures/golfing/	2,022	▲ 67,300%
/attractions/weeki-wachee-springs-state-park/	1,541	▲ 205%
/water-adventures/	1,359	▲ 7,053%
/water-adventures/paddling/	796	▲ 1,995%
/events/	569	▼ 26%
/land-adventures/atv/	269	▼ 69%

Landing Page	Value	vs 1Y ago
/annual-events-and-festival/	264	▲ 1,931%
/mermaid-tale-trail/	222	▲ 14%
/attractions/historic-sites-museums/	196	▲ 460%
/romantic-adventures-date-ideas-for-couples-on-floridas-adventure-coast/	152	▲ 986%
/water-adventures/diving-swimming/	141	▲ 200%
/attractions/unique-shopping-on-floridas-adventure-coast/	117	▲ 290%
/dine/	108	▲ 440%
/water-adventures/manatee-viewing/	108	▲ 332%
/attractions/boyetts-grove-and-citrus-attraction/	89	▲ 242%
/land-adventures/horseback-riding/	83	▲ 822%
/attractions/lead-foot-city/	81	▲ 710%
/may-stringer-historical-house/	71	▲ 54%
/marys-fish-camp-fishing-history-on-floridas-adventure-coast/	67	▲ 29%

The Mermaid Tale Trail Passport Distribution

Passports for Fiscal Year 2023-24 (October 1, 2023 - September 30, 2024)	
Distributed Passports	Totals
Total Free Passport Registrations (March - September)	336
Average Monthly Sign Ups	48
March	44
April	39
May	39
June	63
July	78
August	46
September	27

Passport went live March 2024



The Mermaid Tale Trail Passport Performance

Passport Performance for Fiscal Year 23-24 (October 1, 2023 - September 30, 2024)				
Passport Performance (March - September)				
Completed Passes	Active Passes	Unused Passes	Expired Passes	Total
9	97	230	0	336

Prize Shipments for Fiscal Year 23-24 (October 1, 2023 - September 30, 2024)				
Prize Shipments for Passport Holders (March - September)				
Activity Books	Magnets	Stickers	Postcards	Total
14	21	19	17	71

Completed passes: passes with at least one redemption that reached their end date or max redemptions.

Active passes: passes with at least one redemption and not completed.

Unused passes: passes without redemptions yet.

Expired passes: passes without redemptions that reached their expire date.

