



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

**Hernando County  
Tourist Development  
Council Members**

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**MEMORANDUM**

**TO:** Members of the Hernando County Tourist Development Council  
**FROM:** Tammy J. Heon, Manager, Tourism Development  
**SUBJECT:** TDC Meeting  
**DATE:** January 21, 2025

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, January 23, 2025**. This meeting will be held at **Lead Foot City, 17109 Old Ayers Rd., Brooksville, FL, 34604**.

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

Thank you,

Tammy J. Heon  
Manager, Tourism Development

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

**John "JW" McKethan**  
City of Brooksville

**Christa Tanner**  
City of Brooksville

**Roger King**  
The Dolan House  
*Chairman*

**Michael Dolan**  
FSC Business Consultants  
*Vice-Chairman*

**Diane Greenwell**  
Hernando County  
Fine Arts Council

**Yann Milcendeau**  
Hernando Beach Motel

**Catherine Reeves**  
The Bistro

**Therese White**  
Motel 6

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**Tammy J. Heon**  
Manager, Tourism  
Development

*Nature's Place to Play*

# Hernando County Tourist Development Council Meeting

January 23, 2025

2:00-4:00 PM



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

**Location:** Lead Foot City, 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***

- November 21, 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**

None

2:35-3:10      **New Business**

- TDC Grant Funding Applications – ***Action Items***
  - Brooksville Main Street – Pedal Fun Day Bike Festival
  - HC Fine Arts Council – Art in the Park
- Winter/Spring Media – ***Action Items***
  - Visit Florida Co-Op Atlanta Journal Constitution
  - Visit Florida Co-Op – Remarketing Campaigns
- Television Commercial for Discraft Supreme Flight Open & VF Co-op

3:10-3:20      **Reports from the TDC Members**

Brian Hawkins, Hernando County Commissioner

Christa Tanner, City of Brooksville

John “JW” McKethan, 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.”

### November 21, 2024 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, November 21, 2024, at 2:00 pm. The meeting was held at Cabot Citrus Farms, 17590 Ponce de Leon Blvd., Brooksville, 34614. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

#### **MEMBERS PRESENT:**

Mike Dolan  
Diane Greenwell  
Yann Milcendeau  
Catherine Reeves  
Therese White

#### **STAFF:**

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

**EXCUSED:** Brian Hawkins, David Bailey, Roger King, and Christa Tanner

**CALL TO ORDER:** Mike Dolan called the meeting to order at 2:05 pm, on Thursday, November 21, 2024. The following is a summary of discussions that took place.

**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 Yann Milcendeau to approve the minutes of the March 28, 2024, TDC Meeting. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**The Record of the July 25, 2024, TDC Meeting:** A copy of the record of the July 25, 2024, TDC Meeting was included in the meeting packet.

**MOTION:** A motion was made by Diane Greenwell to approve the record of the July 25, 2024, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

#### **FINANCE REPORT:** Tammy Heon

TDT collections for August 2024 are \$215,004; an increase of 24.3% from last year's August collection of \$172,914.

TDT collections for September 2024 are \$224,723; an increase of 12.7% from last year's September collection of \$199,389.

TDT collections for October 2024 are \$172,706; a decrease of 1.0% from last year's October collection of \$174,450.

Fiscal Year 2023-2024 TDT total collection are \$2,735,369; an increase of 4.3% from Fiscal Year 2022-2023 collection of \$2,277,712. FY24 total Marketing and Operations are \$2,188,295. FY24 total Destination Development are \$547,074.

Vacation Rental Homes tax revenues made up 43% of our FY24 collections.

FY2024 Year-end Expenditures are: Personnel and Benefits - \$342,637; Operating Expenses - \$926,588, with outstanding encumbrances of \$74,064; Non-Operating Balance is \$2,258,045, including reserves and equal to a year's worth of expenditures. Transfers to Other Funds - \$69,481; looks like we are waiting for the CareATC transfer. Our total budget for the FY24 was \$4,214,374; we have a balance of \$2,864,785 that will roll forward as balance cash forward.

FY2024 Year-end Destination Development Expenditures are: Operating Expenses Outstanding Encumbrances of \$110,317 for design of the Weekiwachee Preserve Project; leaving an available balance of \$1,104,061.

FY25 Year-to-date TDT collections are \$156,168; an increase of 19.9% from last year's collection of \$130,213.

FY25 Year-to-date Expenditures as of November 19, 2024, are: Personnel and Benefits - \$45,478; Operating Expenses - \$36,791 with \$92,633 in Outstanding Encumbrances; Non-Operating Expenditures, including reserves - \$2,954,458; Transfer to Other Funds is our health insurance and Chinsegut Hill insurance - \$62,720. Our total budget for FY25 is \$4,986,853; we have a remaining balance of \$4,811,950.

**Lodging Comparisons by Lodging Type:** Vacation Rental Homes are now down to 35% of our lodging collections. We have had a decline in VRH properties registered in our Key Data of 611 properties, of which correlates with how many properties were either on a Hernando Beach canal or on the Weeki Wachee River or canal. On a positive note, all of the hotels are full; however, many of the hotel guests are displaced residents.

October may be the month where we see a decline of TDT collections.

The County has signed an agreement with Vrbo to start collecting the TDT. The current ratio is Airbnb 908 units; Vrbo 414 units. However, some VRH may advertise on both platforms. We are now collecting from both platforms. Every County has had to sign their own agreements with Airbnb and Vrbo. The State has not signed any collective agreement for VRH.

**MANAGER'S REPORT:** Tammy Heon

**Recovery and Reopening:** Post Hurricanes Helene and Milton, John Athanason has been shooting videos in Hernando Beach as partners reopen. The videos are posted on our Social Media and our YouTube Channel. Also, in the first week of the recovery phase, Diane Bedard of NatureCoaster.com committed to four weeks of covering businesses reopening in Hernando Beach and throughout the County. Additionally, the e-magazine is posting our recovery/reopening videos.

**ABC Action News, Sean Daly:** John Athanason successfully arranged a visit to Hernando Beach by Sean Daly. We had three live promotional segments and interviews with five business owners. At 6:30 am they went live at Brian's Place; at 7:30 am the Silver Dolphin Restaurant; and at 9:30 am Hernando Beach Tropical Grille inside of Hernando Beach Marina with the Marina Rose docked in the background.

**The Mermaid Tale Trail Phase 2:** Two sponsors were forced to back out of their sponsorships due to hurricane damages. We have a couple of artists that were displaced from their homes and had to find a new places to paint their mermaids. We are currently at ten mermaid sponsorships, and we are planning to unveil on Saturday, January 11, 2025, at Weeki Wachee Springs State Park from 11:00 am until 1:00 pm.

**Missing Mermaids:** That little nine-second video clip of Mermaid Nova majestically floating down the Weeki Wachee River has gone viral! Tammy reported that she has received numerous phone calls from people all across the Nation who have seen the “Riverdaddy2” videos of the missing mermaid. The mermaid statue, “The Rebel” from The Hernando Beach Motel was found, with the help of a drone, in the Weekiwachee Preserve. Tammy reported that she has received in excess of one-hundred text messages reporting to her of the two mermaid statues on Renata’s front porch that were undergoing repairs, implying they were of the missing mermaids. The publicity and social media frenzy have been amazing.

**Kegs, Casks and Corks Digital Passport:** This will be a paid passport, offering tasting flights from the local businesses. The vendor will handle all the financial transactions, for a small fee deducted from the sale of the passports. Bandwango will onboard our local partners and handle the setup.

### **OLD BUSINESS:**

#### **TDC Grant Funding Applications:** Approvals

These three TDC Grant Funding Applications would have been heard at the September 26<sup>th</sup> TDC Meeting, however, the meeting was canceled due to Hurricane Helene.

- ❖ Brooksville Main Street for the Veteran’s Music Festival - November 9<sup>th</sup>, 2024; \$2,250.00
- ❖ Hernando Historic Museum Association - New Brochure Production and Printing; \$500.00
- ❖ Foggy Longbottom Music Festival at Florida Sand Ranch - November 7-9<sup>th</sup>; \$200.00

**MOTION:** A motion was made by Yann Milcendeau to approve these three TDC Grant Funding Applications. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

The BOCC approved these three TDC Grant Applications during their meeting on October 22, 2024.

### **NEW BUSINESS:**

#### **TDC Grant Funding Applications:**

**Discraft Supreme Flight Open** is the inaugural disc golf tournament of the professional disc golf tournament season. The season opener event will include the Professional Disk Golf Association Annual Summit as well as the Professional Tournament and Amateur Competitions. The tournament will be played here in Hernando County at the beautiful Olympus Disc Golf Course, formerly Gran Canyon Disc Golf Course. It is now owned by PDGA World Champion Paul McBeth and Dylan Cease, pitcher for the San Diego Padres. The event is scheduled for February 28<sup>th</sup> through March 2<sup>nd</sup>, 2025. They are requesting a \$25,000.00 sponsorship. Additionally, they are requesting a Marketing Co-op for CBS Sports broadcasting, including logo integration and IG videos for \$10,000.00. We will be the presenting sponsor. Tammy does not expect to see ROI this year, in great part because we may not be able to house all their visitors in our lodging. Tammy feels that this is an event that will grow both as a stand-alone event and as a driver of disc golf play on Florida’s Adventure Coast. This will have very significant impact on our destination. If we meet their requests for this year, they will guarantee the event is played here again next year. Disc golf is one of the fastest growing sports in the Country. In 2013 there were 20,000 professional players, and in 2023 there were 136,600 professional players. Additionally, disc golfers are known to travel to play signature courses. Olympus is a highly regarded course and will be a course that players will travel to; a great addition to our tourism offerings.

**MOTION:** A motion was made by Yann Milcendeau to approve the grant for \$25,000.00 and \$10,000.00 in Co-op advertising. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

**CroomFest**, sponsored by Swamp Mountain Bike Club, is an annual three-day event at Silver Lake Campground in the Withlacoochee State Forest. The event is scheduled for February 6<sup>th</sup> through February 8<sup>th</sup>, 2025. Activities include mountain biking, paved trail riding, and paddling. In the past we have sponsored the organization rather than the event; this year we will sponsor the event. Based on the points they have earned and total budget, Tammy recommends \$1,500.00.

**MOTION:** A motion was made by Therese White to approve the grant for \$1,500.00. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**DeafStock Music and Arts Festival** is an annual charity event with three days and nights of music, games, and art for the hearing impaired. The event is scheduled for February 28<sup>th</sup> through March 2<sup>nd</sup>, 2025, at Florida Classic Park. Based on the points they have earned, the number of attendees, projected hotel rooms and campsites, and total budget, Tammy recommends \$2,500.00.

**MOTION:** A motion was made by Diane Greenwell to approve the grant for \$2,500.00. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Fall Media:** We are in a position where our agency is not yet onboard, and we need to advertise. Tammy presented three campaigns.

**Hurricane Recovery Campaign:** Due to the lack of visitors, we need to support our restaurants and attractions with a local campaign. The campaign will promote supporting your local businesses and shopping local for the holidays. It will be an all-digital local geo-targeted campaign with Google search, Google display ads, Facebook, and Instagram. We are also going to try Nextdoor advertising for a hyperlocal campaign. Tammy recommends \$30,000.00 for a three-month campaign that will promote the entire county.

**MOTION:** A motion was made by Therese White to approve \$30,000.00 for the Hurricane Recovery Campaign. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**BrandUSA Canadian Campaign:** We would have heard this in September, however, that meeting was canceled due to Hurricane Helene. Tammy recommends \$30,000.00 to run the same campaign as last year, targeting the Canadian Market in a year-round campaign with display ads, native ads, and social media pre-roll video.

**MOTION:** A motion was made by Catherine Reeves to spend \$30,000.00 on the BrandUSA Canadian Campaign. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

**Florida Golf Alliance Co-op with Cabot Citrus Farms:** Florida Golf Alliance is a marketing and advertising firm focusing on golf in Florida. They print their own guide, have a website, and email newsletters. They host five Canadian golf shows from which we receive leads. We also send our materials to the shows. We partnered with Cabot in a co-op purchase for FY2024; they have asked us to renew the agreement for FY2025. Tammy recommends renewing for another year. Our portion would be \$13,900.00, and Cabot would contribute \$5,000.00.

**MOTION:** A motion was made by Catherine Reeves to spend \$13,900.00 on the Florida Golf Alliance Co-op. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Transfer Advertising Dollars:** Tammy Heon requested the approval to transfer advertising dollars of \$83,900.00 from the Marketing Agency budget line item into the appropriate budget line items which includes: Internet Advertising, Multi-media Advertising, and TV Advertising.

**MOTION:** A motion was made by Therese White to approve the transfer of advertising dollars, \$83,900, into the appropriate budget lines. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**Website Refresh:** Tammy Heon requested a \$29,000.00 expenditure to do a refresh of the website. We have an amazing website with fantastic content; one of the challenges we have is the navigation. Plus, it is starting to look dated. It is popular to use hamburger menus now and not words across the top of the website. It is difficult to add a page or section to the website because there is no place to put the navigation. Revamping the navigation would allow us to continue to add content without rebuilding the website. The funds are in the overall budget.

**MOTION:** A motion was made by Diane Greenwell to approve the website refresh for \$29,000.00. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Important Dates to Note:**

- ❖ TDC Meeting January 23<sup>rd</sup>, 2025 - Tentatively scheduled to be held at Lead Foot City
- ❖ Lead Foot City - Soft Opening November 23<sup>rd</sup>; 12-6:00 pm
- ❖ Lighting of the Christmas Tree in Downtown Brooksville - December 5<sup>th</sup>
- ❖ Christmas Parade and Weeki Wachee Boat Parade - December 14<sup>th</sup>
- ❖ Winter Waterland at Weeki Wachee Springs State Park - December 13-14<sup>th</sup> and 20-21<sup>st</sup>
- ❖ Lead Foot City - Grand Opening December 21<sup>st</sup>; 12-6:00 pm

**TDC MEMBERS REPORTS:**

Diane Greenwell reported that there will a Front Porch Art Walk in Hernando Beach on December 7<sup>th</sup>.

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

The meeting was ajourned at 3:15 pm.

Prepared by:  
Michelle Rose

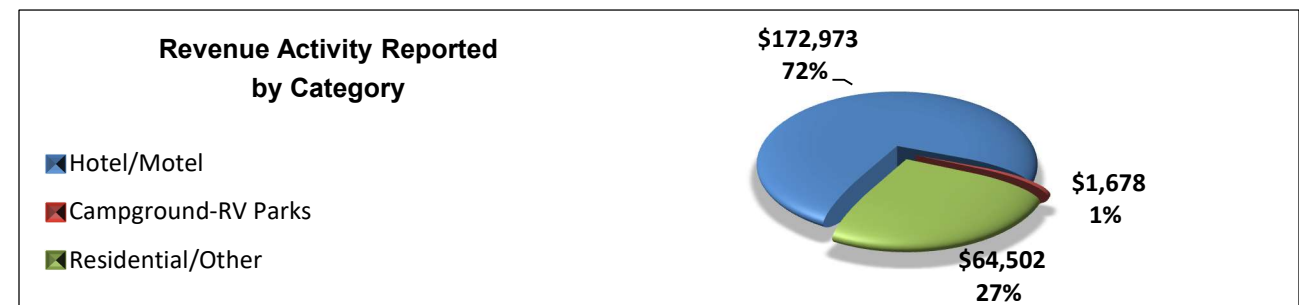
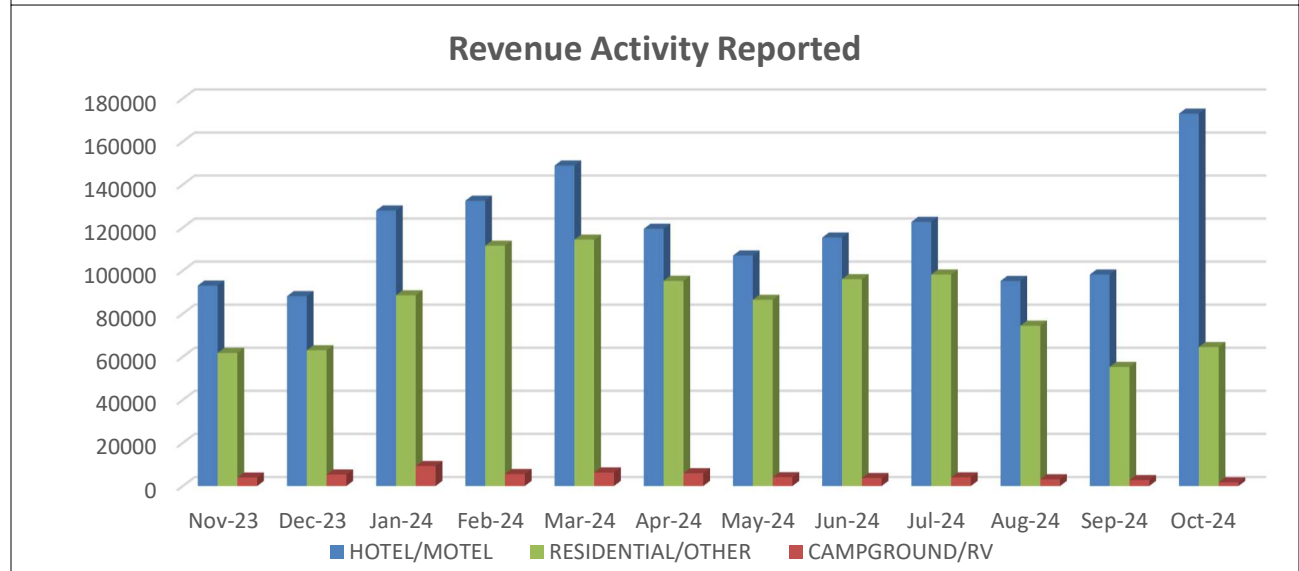
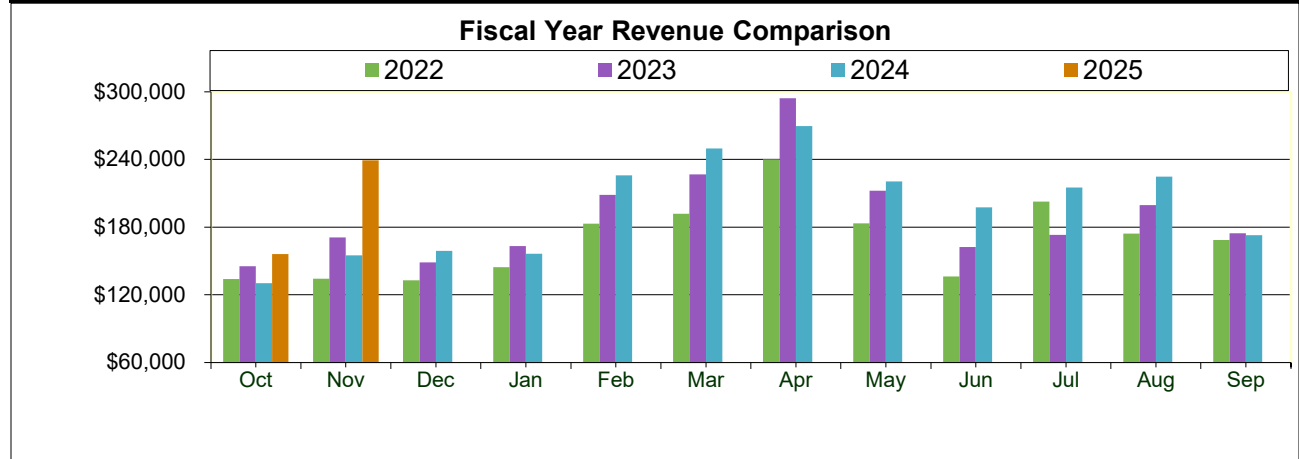


# Doug Chorvat, Jr.

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

**TO:** Tourist Development Council (TDC) Members  
**FROM:** Department of Financial Services  
**CC:** Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak  
**SUBJECT:** November 2024 Tourist Development Tax Collections from October 2024 Activity  
**DATE:** December 12, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- November Collections for October Activity	\$ 191,322	\$ 123,962
Destination Development- November Collections for October Activity	\$ 47,831	\$ 30,990
<b>Total</b>	<b>\$ 239,153</b>	<b>\$ 154,952</b>
<b>Year-to-Date</b>	<b>\$ 395,320</b>	<b>\$ 285,165</b>





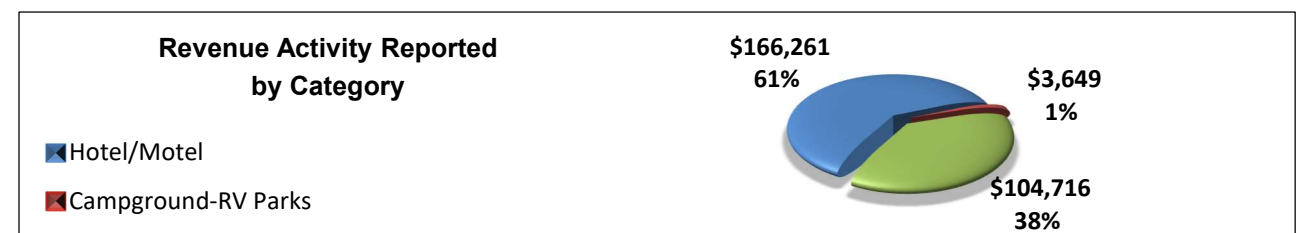
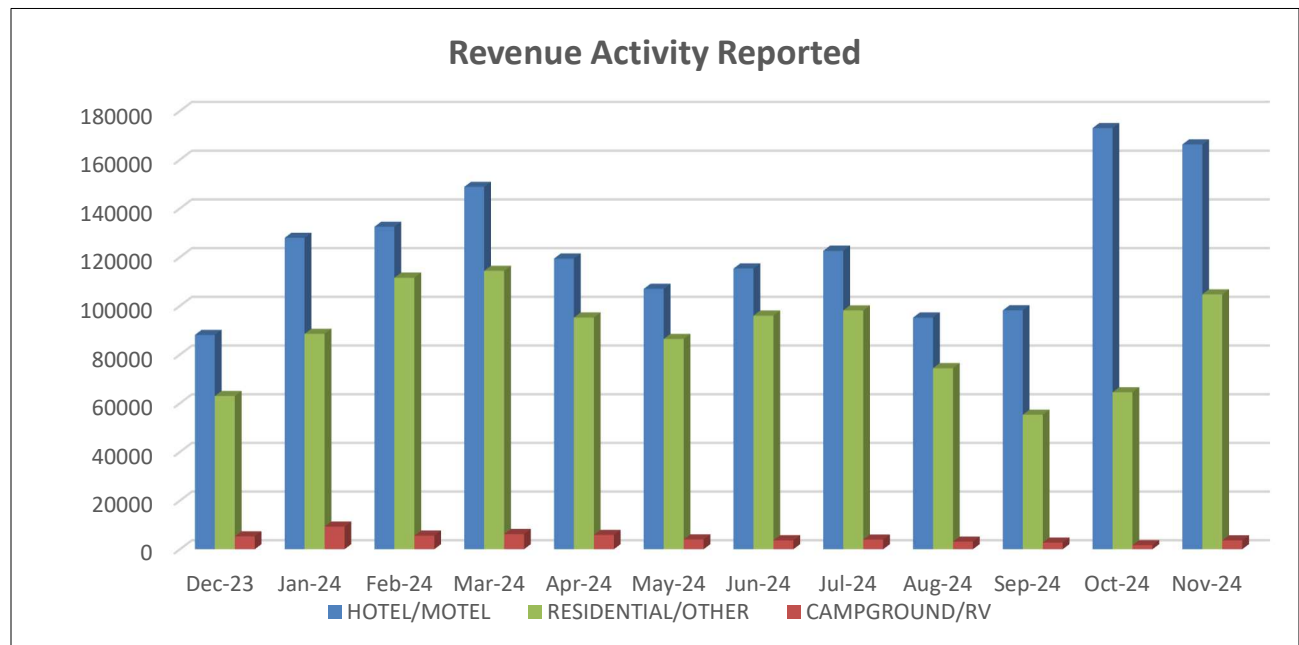
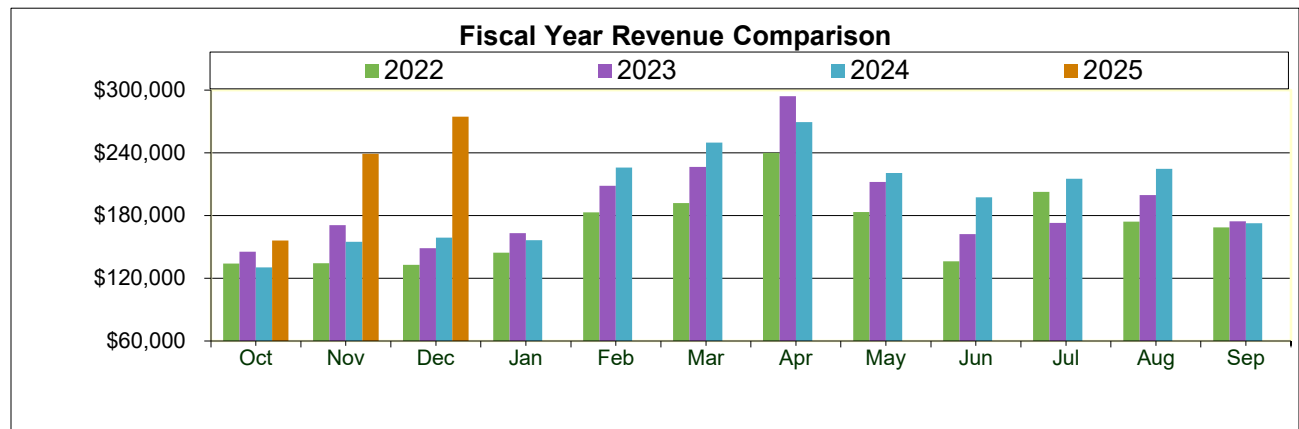


# Doug Chorvat, Jr.

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:** December 2024 Tourist Development Tax Collections from November 2024 Activity  
**DATE:** January 13, 2025

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- December Collections for November Activity	\$ 219,701	\$ 126,994
Destination Development- December Collections for November Activity	\$ 54,925	\$ 31,748
<b>Total</b>	<b>\$ 274,626</b>	<b>\$ 158,742</b>
<b>Year-to-Date</b>	<b>\$ 669,947</b>	<b>\$ 443,908</b>



**Marketing and Operations  
Year-to-Date Expenditures  
as of January 21, 2025**

<b>Account</b>	<b>Budget</b>	<b>YTD Expenses</b>	<b>Outstanding Encumbrances</b>	<b>Balance</b>
Personnel & Benefits	\$407,524	\$118,153	\$0	\$289,372
Operating Expenses	\$1,634,551	\$117,114	\$155,183	\$1,362,254
Non-Operating Expenses	\$2,954,458	\$0	\$0	\$2,954,458
Transfers to Other Funds	\$62,720	\$0	\$0	\$62,720
<b>Total Budget</b>	<b>\$5,059,253</b>	<b>\$235,267</b>	<b>\$155,183</b>	<b>\$4,668,803</b>

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# Dawn Triconi

Dawn Triconi

Submission Date Jan 15, 2025 4:48 PM

Organization Name Brooksville Main Street Inc

Organization EIN# or FEN# 85-3770860

Business Address 205 E Ft Dade Ave  
Brooksville, FL, 34601

Application completed by Dawn Triconi

Title Executive Director

Email [executivedirector@welovebvl.org](mailto:executivedirector@welovebvl.org)

Telephone No. (352) 540-6409

Name of Event Pedal Play Day

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

Inaugural Pedal Play Day is a community focused event designed to promote healthy lifestyles outdoor recreation and the use of the Good Neighbor Trail a vital recreational and ecological asset in our region This family friendly event encourages cycling for all ages and skill levels providing a safe and engaging environment for participants to explore the trail and connect with others Activities include bike rides safety demonstrations bike maintenance workshops and interactive stations promoting fitness and wellness The event also features local vendors and food trucks creating a festive atmosphere Pedal Play Day aims to inspire a love for cycling foster community engagement and raise awareness of the Good Neighbor Trail as a resource for health recreation and ecotourism

Date(s) of Event Mar 22, 2025

Hours of Event 11:00 AM - 2:00 PM

Date(s) of Event Mar 22, 2025

Hours of Event	11:00 AM - 2:00 PM
Is this a new event or a repeat event?	New
Event Marketing Contact	Dawn Triconi
Email Address	<a href="mailto:executivedirector@welovebvl.org">executivedirector@welovebvl.org</a>
Telephone No.	(352) 540-6409
Organization or event Website	<a href="http://www.welovebvl.org">www.welovebvl.org</a>
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	<a href="https://www.facebook.com/brooksvillemainstreet">https://www.facebook.com/brooksvillemainstreet</a>
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	<a href="https://www.instagram.com/brooksvillemainstreetfl">https://www.instagram.com/brooksvillemainstreetfl</a>
Event location(s)	Russell Street Park
Address of Event	48 Russell Street Brooksville, FL, 34601
Telephone No.	(352) 540-6409
Projected number of event vendors	25
Projected Number of Local Attendees:	2000
Projected Number of Out-of-Town Attendees:	500
Projected Number of Hotel Rooms:	30
Projected Number of Camping Sites:	30
Media Outlet #1	HITS Radio
Schedule for Publication or	March 1 - March 22 2025

Media

Reach of Publication or Media	Hillsborough, Pasco, Pinellas, Citrus, Marion, Sumter, Hernando
Budget for Publication or Media	\$2,000
Media Outlet #2	WWJB
Schedule for Publication or Media	March 1- March 22
Reach of Publication or Media	Hernando, Citrus, Pasco
Budget for Publication or Media	\$750
Media Outlet #3	Social Media
Schedule for Publication or Media	Feb 15- March 22
Reach of Publication or Media	State wide advertising and 25,000 Facebook followers
Budget for Publication or Media	\$350
Media Outlet #4	Nature Coaster
Schedule for Publication or Media	March 1- March 22
Reach of Publication or Media	E Zine with 3,000 subscribers- Pasco, Hernando, Citrus counties
Budget for Publication or Media	\$650
Media Outlet #5	Hernando Sun
Schedule for Publication or Media	March 15
Reach of Publication or Media	Hernando County and online

Budget for Publication or Media \$300

Total Marketing and Advertising Budget: \$4,050

Total Grant Amount Requested: \$4,050

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. DT

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 DT

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. DT

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. DT

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. DT

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

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

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. DT

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. DT

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. DT

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: Dawn Triconi

Title: Executive Director

Date: Jan 15, 2025

## TDC Grant Funding Score Sheet

<b>Applicant</b>	Brooksville Main Street
<b>Applicant Event</b>	Pedal Fun Day Bike Fest
<b>Dates of Event</b>	22-Mar-25
<b>Number of days of Event</b>	1
	<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
<b>Marketing Plan</b>	1
	<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
<b>Expected Attendance</b>	2
	<i>Number or expected Attendees 1 point for less than 1,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more)</i>
<b>Room Nights</b>	1
	<i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>
<b>Camp Sites</b>	1
	<i>(1 point for 100 or less; 2 points for 100-300; 3 points for 300 or more campsites)</i>
<b>Key Initiative?</b>	1
	<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
<b>Total Marketing Budget</b>	<b>\$4,050.00</b>
<b>1/3 Allowed TDC Funding</b>	<b>\$1,350.00</b>
<b>Total Points</b>	7
<b>Grant Award</b>	\$1,500



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# Cheryl Hill

Allisa Babor

Submission Date Sep 25, 2024 5:35 PM

Organization Name Hernando County Fine Arts Council

Organization EIN# or FEN# 59-3342853

Business Address PO Box 1265  
Brooksville, FL, 34605-1265

Application completed by Cheryl Hill

Title Treasurer

Email [treasurer@hernandoarts.org](mailto:treasurer@hernandoarts.org)

Telephone No. (352) 584-0429

Name of Event Art in the Park 2025

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

Date(s) of Event Mar 8, 2025

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

Date(s) of Event Mar 9, 2025

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



Is this a new event or a repeat event?

Repeat

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



Final Report Doc - HCFAC Tourism Gran... .pdf  
67.25 KB

Event Marketing Contact

Allisa Babor

Email Address

[allisa@hernandoarts.org](mailto:allisa@hernandoarts.org)

Telephone No.

(352) 232-5845

Organization or event Website

<https://www.aitphernando.com>

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

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

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

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

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

[https://www.youtube.com/channel/UCgQDKV\\_DabGAtXeLOSfS4mg](https://www.youtube.com/channel/UCgQDKV_DabGAtXeLOSfS4mg)

Event location(s)

Tom Varn Park

Address of Event

306 Darby Lane  
Brooksville, FL, 34601

Telephone No.

(352) 584-0429

Projected number of event vendors

200

Projected Number of Local Attendees:

5000

Projected Number of Out-of-Town Attendees:

2000

Projected Number of Hotel Rooms:

20

Media Outlet #1

Social media paid ads

Schedule for Publication or Media December 2024- March 2025

Reach of Publication or Media USA

Budget for Publication or Media \$3000

Media Outlet #2 social media coordinator contract

Schedule for Publication or Media December 2024- March 2025

Reach of Publication or Media USA

Budget for Publication or Media \$1200

Media Outlet #3 Festival Net

Schedule for Publication or Media October 2024 - December 2024

Reach of Publication or Media USA

Budget for Publication or Media \$284

Media Outlet #4 Printed flyers

Schedule for Publication or Media October 2025

Reach of Publication or Media Tampa Bay Area

Budget for Publication or Media \$500

Media Outlet #5 Where the Shows Are

Schedule for Publication or Media October-November 2024

Reach of Publication or Media USA

Budget for Publication or Media	\$595
Media Outlet #6	ZAPP
Schedule for Publication or Media	October-December 2024
Reach of Publication or Media	USA
Budget for Publication or Media	\$750
Media Outlet #7	Sunshine Artist
Schedule for Publication or Media	October-November 2024
Reach of Publication or Media	USA
Budget for Publication or Media	\$1200
Media Outlet #8	Art Show dot Com
Schedule for Publication or Media	October-November 2024
Reach of Publication or Media	USA
Budget for Publication or Media	\$160
Media Outlet #9	Flyer design services
Schedule for Publication or Media	October 2024 - February 2025
Reach of Publication or Media	Tampa Bay Area
Budget for Publication or Media	\$600

Media Outlet #10 See attached for additional marketing

Schedule for Publication or Media See attached for additional marketing

Reach of Publication or Media See attached for additional marketing

Budget for Publication or Media See attached for additional marketing

Total Marketing and Advertising Budget: \$12,203

Total Grant Amount Requested: \$10,303

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. CAH

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 CAH

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. CAH

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. CAH

I understand that all advertising and promotion submitted for reimbursement must take place CAH

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.

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

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

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. CAH

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. CAH

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. CAH

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: Cheryl Hill

Title: Treasurer HCFAC

Date: Sep 25, 2024

## AITP 2025 Marketing Budget

Organization	Budget	Funding Source
Printed flyers - call for artists ad, out of county	\$500.00	Tourism
Printed flyers - general ad, local distribution	\$200.00	HCFAC
Where the Shows Are	\$595.00	Tourism
FLEventsandFestivals.com	\$99.00	Tourism
Sunshine Artist	\$1,200.00	Tourism
ArtFairCalendar/Call for Artists	\$1,200.00	Tourism
ArtShow.com	\$160.00	Tourism
Festival Net	\$284.00	Tourism
ArtworkArchive.com	\$45.00	Tourism
ArtOpportunities.com	\$49.90	Tourism
ZAPP	\$750.00	Tourism
Vince Vanni e-blast	\$220.00	Tourism
Community Newsletters	\$500.00	TBD
Design services for flyers + ads	\$600.00	Tourism
WWJB Radio	\$500.00	HCFAC
WUFT - PBS radio	\$400.00	Tourism
Hernando Sun	\$200.00	HCFAC
Social Media Coordinator (contract pay)	\$1,200.00	Tourism
Social Media Paid Ads	\$3,000.00	Tourism
Street signs	\$500.00	HCFAC
<b>Marketing budget</b>	<b>\$12,202.90</b>	
	<b>Tourism Request</b>	\$10,302.90
	<b>HCFAC Budget</b>	\$1,400.00
	<b>Budget Source TBD</b>	\$500.00

# TDC Grant Funding Score Sheet

<b>Applicant</b>	HC Fine Arts Council
<b>Applicant Event</b>	Art in the Park
<b>Dates of Event</b>	March 8-9, 2025
<b>Number of days of Event</b>	2
<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	
<b>Marketing Plan</b>	2
<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	
<b>Expected Attendance</b>	3
<i>Number or expected Attendees 1 point for less than 1,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more)</i>	
<b>Room Nights</b>	1
<i>(1 point for 50 or less; 2 points for 51-100; 3 points for 100 or more rooms)</i>	
<b>Camp Sites</b>	
<i>(1 point for 100 or less; 2 points for 100-300; 3 points for 300 or more campsites)</i>	
<b>Key Initiative?</b>	
<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	
<b>Total Marketing Budget</b>	<b>\$12,202.00</b>
<b>1/3 Allowed TDC Funding</b>	<b>\$4,067.33</b>
<b>Total Points</b>	8
<b>Grant Award</b>	\$4,000



The Atlanta Journal-Constitution

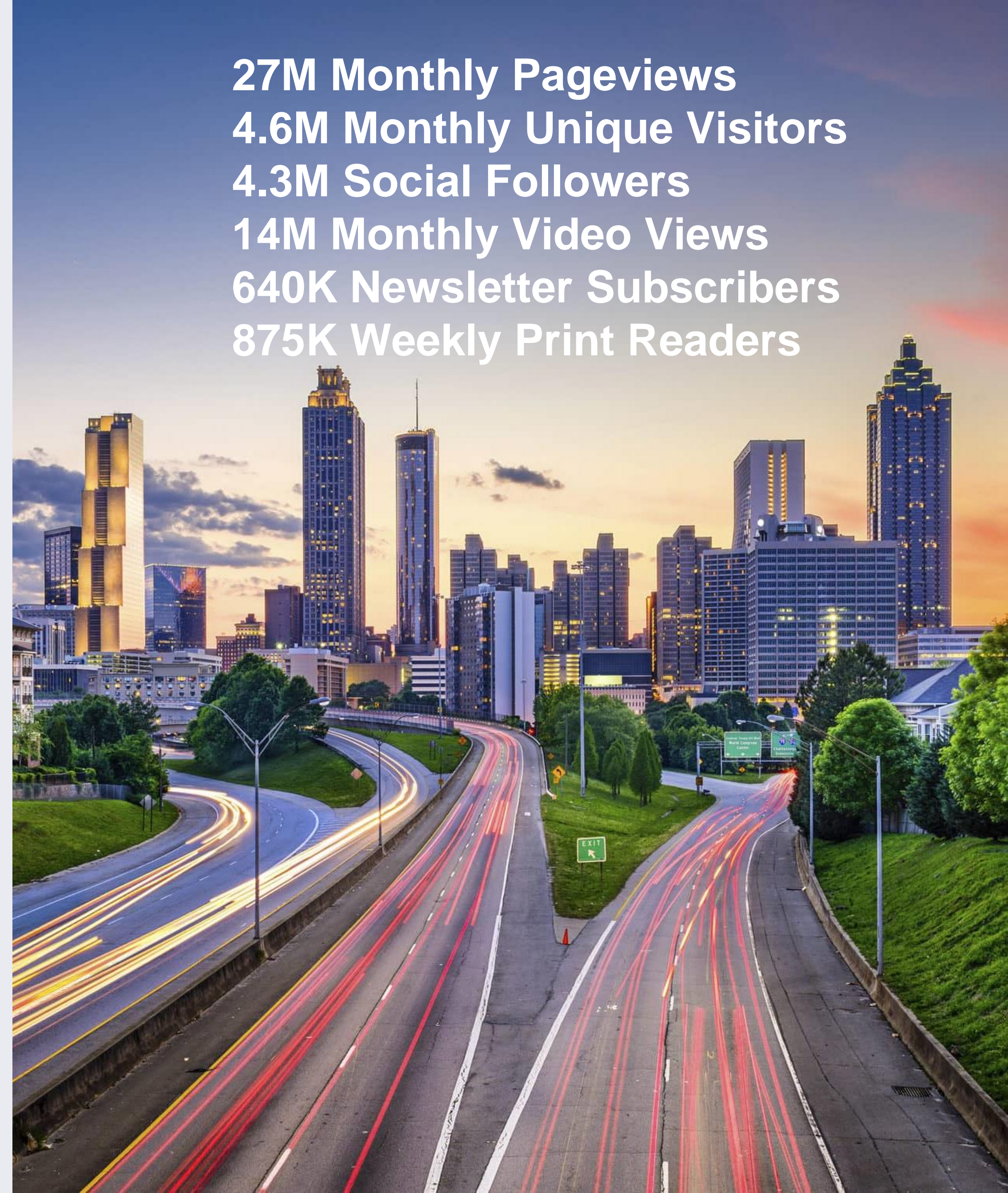
# REACHING ATLANTANS

The Atlanta Journal-Constitution, a subsidiary of Cox Enterprises, has been storytelling in the Southeast for more than 155 years.

As Atlanta's most trusted source for journalism, we reach an audience of frequent travelers with significant purchasing power. We connect with these audiences regularly through weekly travel content and seasonal travel guides.

We're pleased to offer Florida destinations the opportunity to connect with our audience and tell their stories through an exclusive Visit Florida travel guide.

27M Monthly Pageviews  
4.6M Monthly Unique Visitors  
4.3M Social Followers  
14M Monthly Video Views  
640K Newsletter Subscribers  
875K Weekly Print Readers



# AJC.COM TRAVEL READER DEMOGRAPHICS

## Overall

- 67% College Educated
- 62% Married
- 59% Age 25-54
- 58% HHI \$75k+
- 52% Male, 47% Female
- 37% Spend 20-40 hours/week online
- 34% Have children under 18

## Compared to the U.S. online adult population, they're:

- 3.6x more likely to take an active vacation
- 3.3x more likely to visit a spa/resort
- 3x more likely to use Travel apps
- 1.5x more likely to want a “life full of excitement, novelties & challenges”



# VISIT FLORIDA TRAVEL GUIDE

Tell your unique story, gain message frequency, and influence our readers' planning choices with these exclusive Visit Florida guides.

## Advertiser Co-Op Package (shown at right)

- Highlight your destination in print and ePaper
- One image + up to 150 words
- 10"x3" strip ad
- Inclusion in 2 turnkey sends to our Travel newsletter subscribers, with a hyperlink

## Digital Added Value Native Article Campaign

- 1-2 images + up to 400 words
- 100,000 promotional impressions
- Placement on AJC.com/Travel
- Value \$1,500

**Partner Rate: \$4,500**

**Non-Partner Rate: \$6,000**

**Partner Savings: \$1,500**

- **Winter Guide: December 1, 2024**
- **Deadline: November 1, 2024**
- **Spring Guide: February 9, 2025**
- **Deadline: January 17, 2025**
- **Summer Guide: April 6, 2025**
- **Deadline: March 14, 2025**

Sunday circulation: **71,135**

ePaper circulation: **48,526**

Travel newsletter subscribers: **15,000+**

EZO THE ATLANTA JOURNAL-CONSTITUTION SUNDAY, DECEMBER 10, 2023  
 Visit Florida Travel Guide Special Advertising Supplement

IN PARTNERSHIP WITH VISIT FLORIDA

**Imagine yourself on a warm beach**

where relaxation, discovery, and adventure meet. Or exploring the natural wonders in America's most extraordinary national parks. Now, what if you didn't have to imagine it? What if you could live it? Make your dreams come true when you take some time to explore Florida.

The Sunshine State has so much to offer. From solo travelers to couples to families, everyone will find something to fulfill their ultimate vacation dreams.

Dive into outdoor adventure when you visit Florida's renowned beaches and waterways. They offer kayaking, paddleboarding, snorkeling and dolphin-watching, as well as fishing and sailing. Plus, you can glimpse the natural beauty that emerges from the landscapes, vibrant wildlife, and pristine beaches.

Of course, it wouldn't be a Florida trip without enjoying the fresh seafood. From oysters and crab to shrimp and fish, you'll find something to satisfy even the most exotic tastes. The culinary goodness doesn't stop there, though. Delight your tastebuds with unforgettable key lime pie, then wash it all down with a stop at one of the 250 craft breweries across the state.

For all these reasons and more, it's time to explore Florida in all its wonder and wide-open beauty. No matter what kind of trip you want to take this season, it's time for a Florida vacation.



**Indian River: Come for the view... stay for the vibe**

Indian River County, Florida, provides visitors with the perfect blend of activities. From 26 miles of pristine shorelines with exquisite views of the Atlantic Ocean, scenic fishing excursions along the Indian River Lagoon, feeling the wind in your hair on an exhilarating air-boat tour, or even skydiving with Skydive Sebastian, your day is fully covered. Once the sun goes down, experience cultural gems like Riverside Theatre, Florida's largest self-producing professional theater, the Vero Beach Theatre Guild, the Treasure Coast's longest-running community theater, or take in the sights and wonders at the Vero Beach Museum of Art. Or if you prefer a romantic night, star gazing on the Indian River is a must. Make sure to also visit historical sites like the Mel Fischer Treasure Museum or McKee Botanical Gardens, one of Florida's first Botanical Garden roadside attractions. Indian River County has your next adventure covered.




**Find Your Outside in Punta Gorda/Englewood Beach**

Some of the prettiest beaches on the planet await, where you can sink your toes into the soft white sand, unwind to the rhythm of the waves and marvel at a spectacular sunset. The area also offers many scenic cruises and eco-tours, including standup paddleboarding with SUP Englewood, a sunset sail with Punta Gorda Adventures and kayaking with Glass Bottom Rentals — recently named #6 in USA Today's 10 Best Kayak Tours in the U.S.

Hike and bike along seven sections of the Great Florida Birding and Wildlife Trail, tee off on a challenging golf course, stroll the Peace River Botanical & Sculpture Gardens and enjoy creations from award-winning chefs and enchanting waterside views. Find the perfect place to stay, from resorts and boutique hotels to private vacation home rentals. Plan your trip to an outside wonderland unlike any other at PureFlorida.com.





*Find Yourself OUTSIDE This Winter*

There's no better place to experience and enjoy Florida at all its outdoor best. From beaches on offshore islands, paddling quiet blueway trails, boating and fishing, to one of the most vibrant culinary scenes in the state, the area has all the best of what you're looking for. Learn more at [PureFlorida.com](http://PureFlorida.com)

PUNTA GORDA ENGLEWOOD BEACH FLORIDA

## VISIT FLORIDA.com Remarketing: Video

**Audiences:** *Consumers*

**Markets:** *Domestic*

**Program Types:** *Digital*

**Dates:** *Always-On*

**Commitment Deadline:** *N/A*

Tap into VISIT FLORIDA's 1st Party Data. Capture the users engaging with the VISIT FLORIDA website and retarget them with the local partner messaging across the web. This is a user indicating active interest in a trip to Florida by engaging with the VISIT FLORIDA website, which makes for a very qualified audience for a local partner.

**Type of Program:** Remarketing Video

**Target Audience:** Visitors to VISIT FLORIDA.com and Look-alike audiences

**Target Markets** (includes all):

- East of the Mississippi plus
- Primary DMAs: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC and
- Secondary DMAs: Baltimore, Dallas, Detroit, Houston, Indianapolis, Nashville, Raleigh and St. Louis

**Audience Overlay Options** (may choose one):

- Arts & Culture (includes Culinary)
- Families
- Outdoors & Nature
- Winter Sun Seekers

**Estimated Impressions:**

- Standard Package: 526,000
- Premium Package: 1.3 million

**Required Assets:** See attached specs sheet

**Timing:**

- Always-on (available July 1 - June 30)
- Flight date: 4 weeks (partner provides)
- Commitment date: 4 weeks prior to start date (based on signed IO)
- Assets due: 2 weeks from start date (VISIT FLORIDA reserves the right to adjust start date based on receipt of approved assets)

**Reporting:** VISIT FLORIDA will provide standard reporting along with the invoice within 30 days of the end of the campaign

**Why Remarketing?**

- How does remarketing work? Users visit VISITFLORIDA.com and later they surf the web. Your ad recaptures their interest and they visit your website looking for inspiration. Opportunity to display your message in front of a highly qualified audience who are interested in visiting Florida.
- Ability to remarket to an audience that is showing interest in visiting Florida.
- We utilize our first party data for retargeting and audience extension (lookalikes), plus prospecting and behavioral targeting for enhanced performance.

**Value:**


- VISIT FLORIDA is co-investing 25% of the media cost. Partner pays 75%.
- This program requires our “in partnership with VISIT FLORIDA” logo on applicable assets. Logo guidelines and logo options can be found here.

## Rates

Program	Marketing Partner	Non-Partner	Savings
Standard Video Package	\$7,500.00	\$10,000.00	25%
Premium Video Package	\$18,750.00	\$25,000.00	25%

## Contact Info

 Name: Regional Partnership Manager


 Tel: N/A


 Email: AdSales@VISITFLORIDA.org

## File Downloads

 Regional Partnership Manager Map

 Co-op Logo Guidelines

 Audience Overviews

 Video Specs

## VISIT FLORIDA.com Remarketing: Display

**Audiences:** *Consumers*

**Markets:** *Domestic*

**Program Types:** *Digital*

**Dates:** *Always-On*

**Commitment Deadline:** *N/A*

Tap into VISIT FLORIDA's 1st Party Data. Capture the users engaging with the VISIT FLORIDA website and retarget them with the local partner messaging across the web. This is a user indicating active interest in a trip to Florida by engaging with the VISIT FLORIDA website, which makes for a very qualified audience for a local partner.

**Type of Program:** Remarketing Display

**Target Audience:** Visitors to VISITFLORIDA.com and Look-alike audiences

**Target Markets** (includes all):

- East of the Mississippi plus
- Primary DMAs: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC and
- Secondary DMAs: Baltimore, Dallas, Detroit, Houston, Indianapolis, Nashville, Raleigh and St. Louis

**Audience Overlay Options** (may choose one):

- Arts & Culture (includes Culinary)
- Families
- Outdoors & Nature
- Winter Sun Seekers

**Estimated Impressions:**

- Basic Package: 714,000
- Premium Package: 4.1 million

**Required Assets:** See attached specs sheet

**Timing:**

- Always-on (available July 1 - June 30)
- Flight date: 4 weeks (partner provides)
- Commitment date: 4 weeks prior to start date (based on signed IO)
- Assets due: 2 weeks from start date (VISIT FLORIDA reserves the right to adjust start date based on receipt of approved assets)

**Reporting:** VISIT FLORIDA will provide standard reporting along with the invoice within 30 days of the end of the campaign

**Why Remarketing?**

- How does remarketing work? Users visit VISITFLORIDA.com and later they surf the web. Your ad recaptures their interest and they visit your website looking for inspiration. Opportunity to display your message in front of a highly qualified audience who are interested in visiting Florida.
- Ability to remarket to an audience that is showing interest in visiting Florida.
- We utilize our first party data for retargeting and audience extension (lookalikes), plus prospecting and behavioral targeting for enhanced performance.

**Value:**


- VISIT FLORIDA is co-investing 25% of the media cost. Partner pays 75%.
- This program requires our “in partnership with VISIT FLORIDA” logo on applicable assets. Logo guidelines and logo options can be found here.

## Rates

Program	Marketing Partner	Non-Partner	Savings
Premium Display Package	\$18,750.00	\$25,000.00	25%
Basic Display Package	\$3,750.00	\$5,000.00	25%

## Contact Info

 Name: Regional Partnership Manager


 Tel: N/A

 Email: AdSales@VISITFLORIDA.org

## File Downloads

 Regional Partnership Manager Map

 Co-op Logo Guidelines

 Audience Overviews

 Display Specs

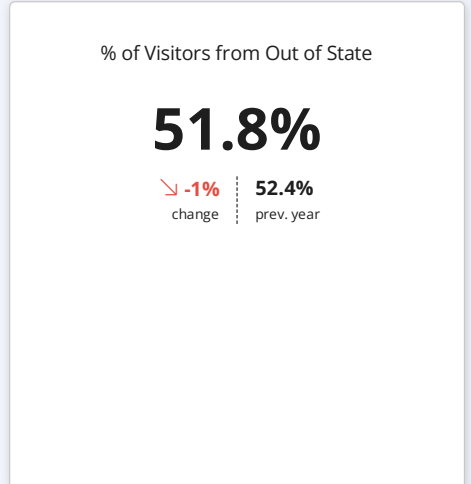
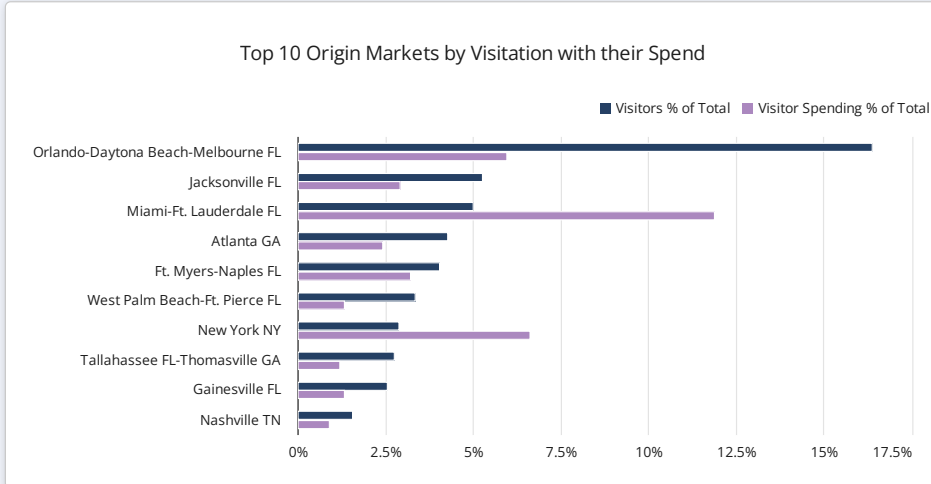
 Display Specs

### Director's Brief Summary

See a summary of your destination's key metrics, so that you can stay aware of where you are today and where you're heading. This module will give you high-level insights into your top origin markets for visitation and spending and your most visited regions.

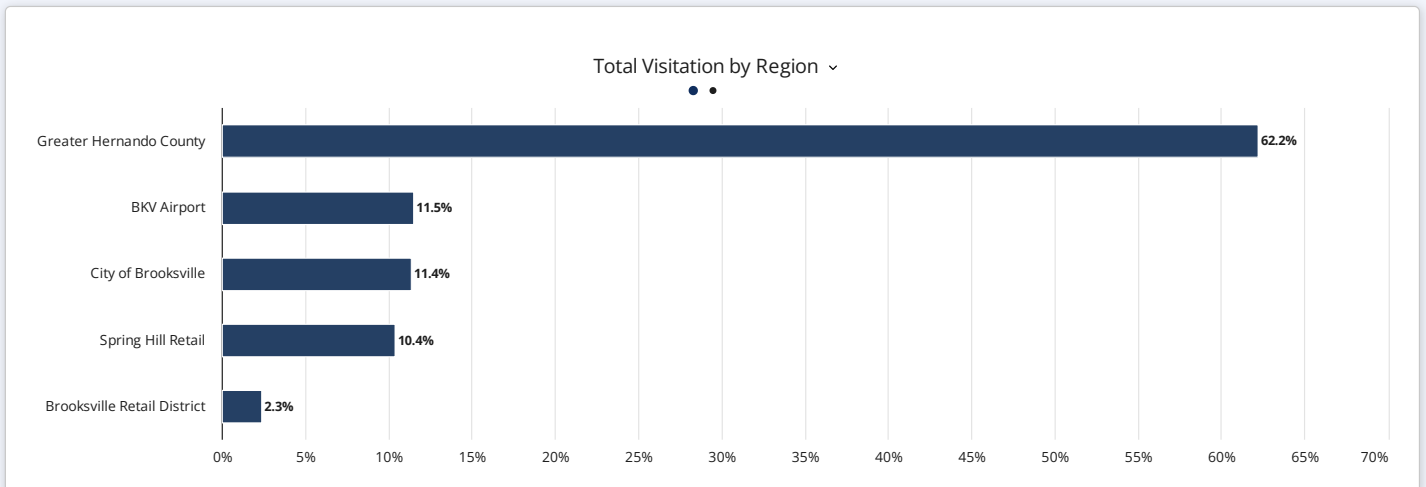
### Who is visiting your destination and which markets are generating the greatest economic impact?

Sources: Zartico Geolocation Data and Zartico Spend Data. Note: The blue bars represent your largest origin markets, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 50 miles from their home location. The green bars show each origin market's % of spending. Visitor is classified as > 60 miles between center of Cardholder Zip and center of Merchant Zip. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue).



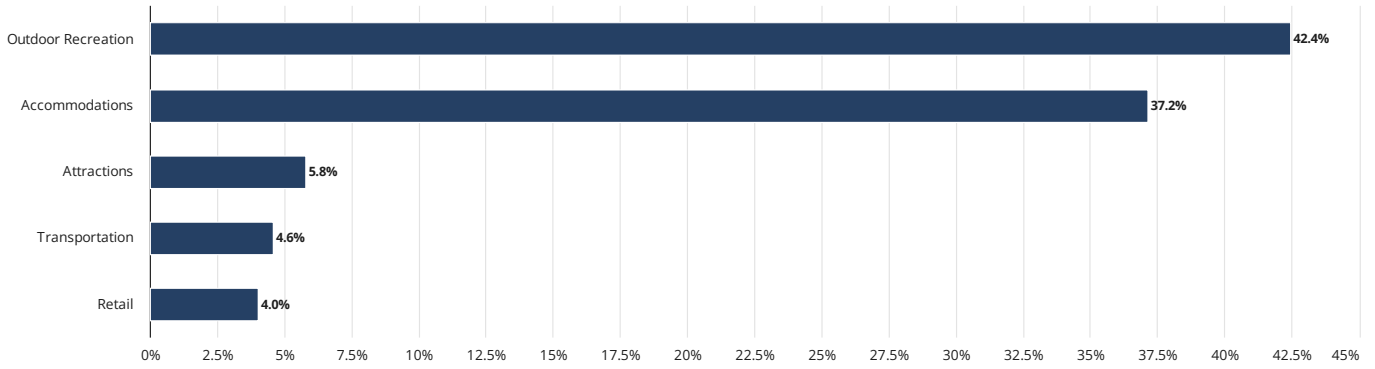
### Where are visitors going in your destination?

Source: Zartico Geolocation Data. Note: The insight on the left shows the most visited regions within your destination. The insight on the right shows the most visited categories. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region (or Y category)." Tip (empty value) or Other in the region definitions indicates that this visitation is taking place outside the regions you defined during setup.





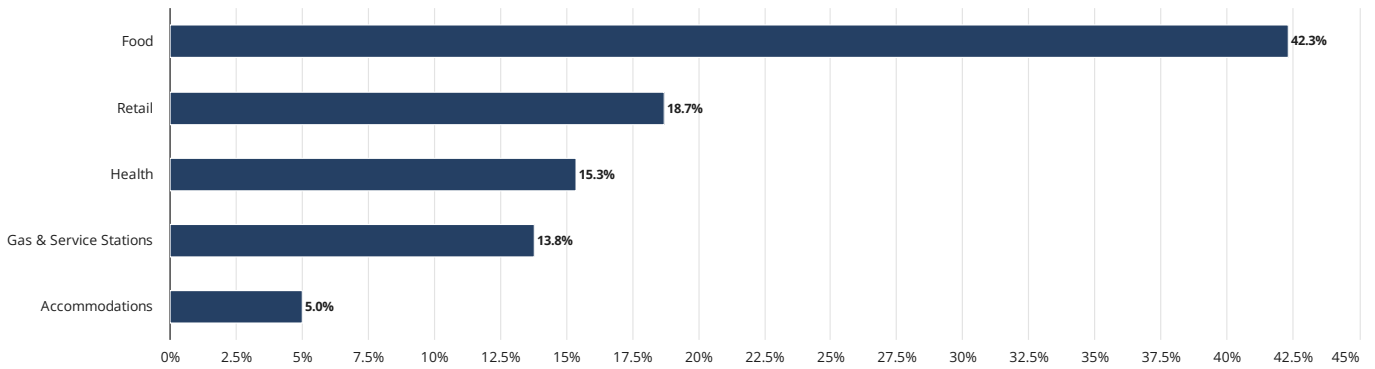
### Total Visitation by Category



### How are visitors contributing to your destination's economy?

Source: Zartico Spend Data. Note: The insight on the left is the average visitor spend per cardholder, while the insight on the right shows % of total spending in each category (click to drill into each category). The bottom insights provide the percentage of total spend at restaurants and retail that is contributed by visitors (vs. residents).

### Percent of Visitor Spending by Category



Average Visitor Spend

**\$168**

↑ **21%** change  
 \$139 prev. year

% of Spend at Restaurants Contributed by Visitors

**11%**

% of Spend at Retail Contributed by Visitors

**9%**

### Are you cultivating overnight visitation to your destination?

Source: Zartico Geolocation Data and Zartico. Note: Overnight visitors stay longer and generate broader impact to the community through additional purchases and broader spending patterns. Use these insights to track the mix of overnight and day visitors over time. Overnight and day trip percentages will equal more than 100% as the same visitor could do a day trip and an overnight trip during the time period selected.

Percent Overnight Visitors

**40.3%**

↓ **-29%** change  
 56.9% prev. year

Percent Day Trip Visitors

**59.7%**

↓ **-2%** change  
 61.2% prev. 90d

## Sample Size Reference

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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. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directional, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count Sample Size

**24,016**

Visitor Cardholder Count Sample Size

**8,159**

### Impact Report Summary

Understand how your destination is progressing toward your goals. These insights show performance over time. You will see historical performance over the most recent 12-month period, as well as last month compared to the previous month and the previous year.

These insights are based on a device count sample size of 220,112 and a cardholder count sample size of 53,735.

The date filter will not change these insights.

### Hotel Occupancy Trend

Source: Zartico Lodging Data

Track lodging occupancy by month to define seasonal trends, peak periods, and periods of low demand. Use your knowledge of these trends to make informed decisions about tourism development, such as investment in hospitality infrastructure.

Hotel Occupancy Last Month

84%

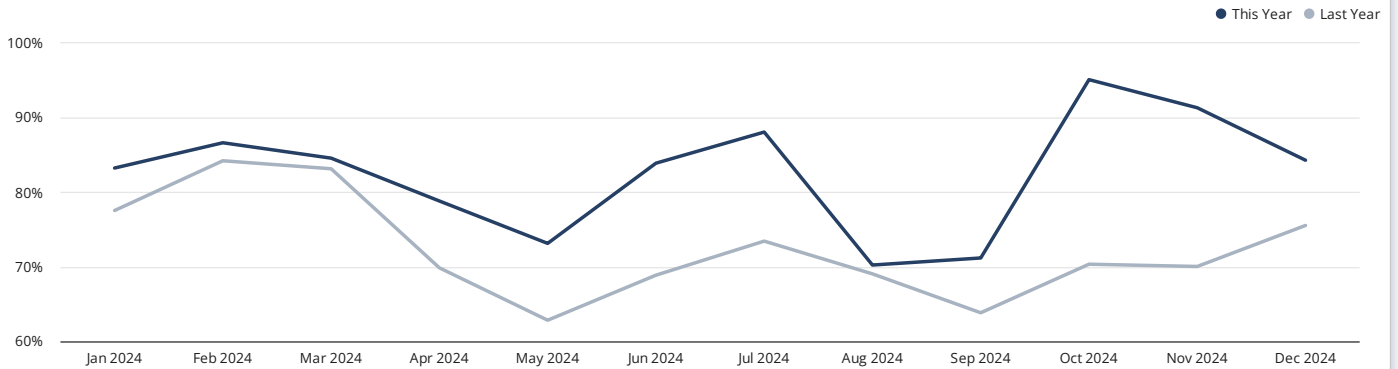
Hotel Occupancy Change from Month Prior

-8%

Hotel Occupancy Change from Same Month Last Year

12%

Hotel Occupancy by Month



### Hotel Average Daily Rate Trend

Source: Zartico Lodging Data

Monitor the month-to-month trends in lodging rates to strategically position your destination and attract visitors who are a good economic match for the types of stays you have to offer.

Hotel Average Daily Rate Last Month

\$150

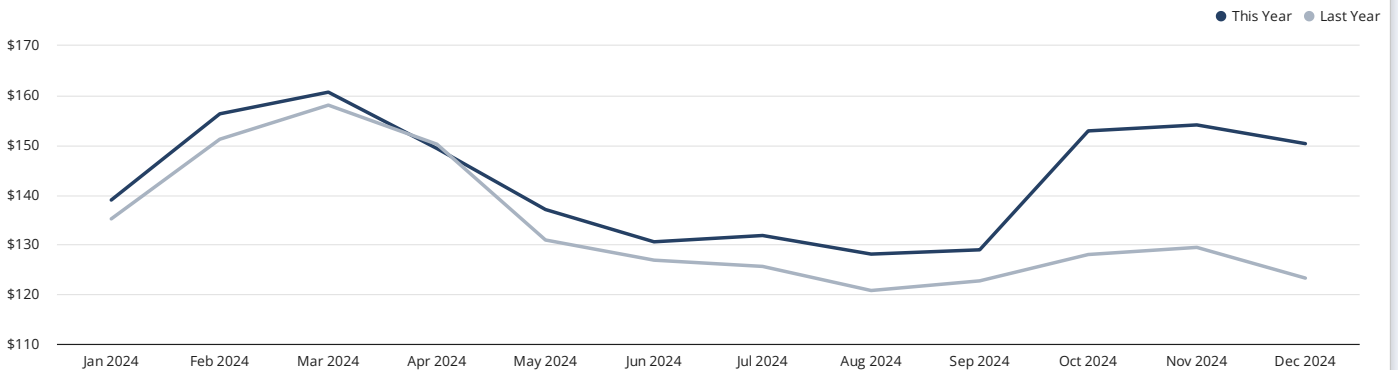
Hotel Average Daily Rate Change Month Prior

-2%

Hotel Average Daily Rate Change from Same Month Last Year

22%

Hotel Average Daily Rate by Month



## Hotel Stay Value Trend

Source: Zartico Lodging Data

The cost of lodging has a significant impact on overall visitor spending. Tracking average stay value in your destination can help you understand visitor economy patterns and inform future targeting and tactics.

Hotel Average Stay Value Last Month

**\$341**

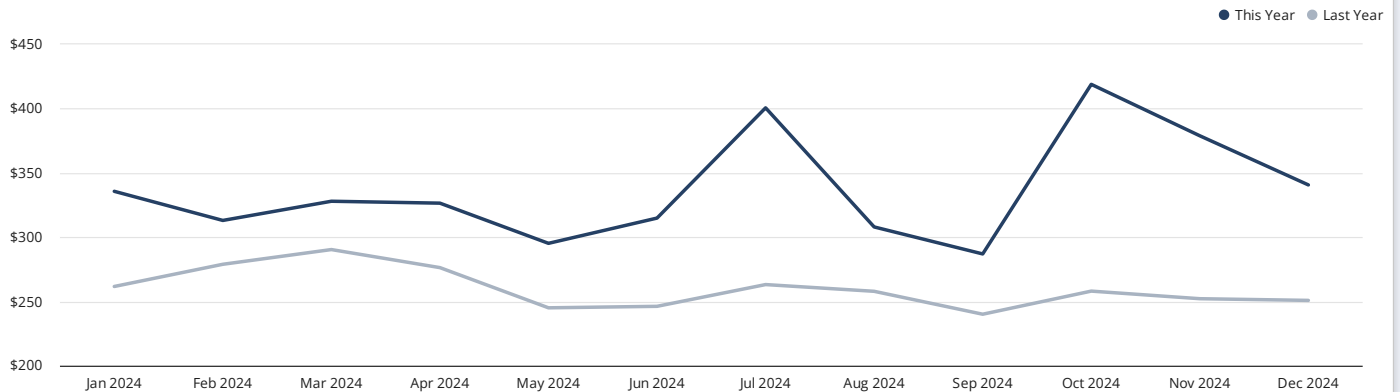
Hotel Average Stay Value Change Prior Month

**-10%**

Hotel Average Stay Value from Same Month Last Year

**36%**

Hotel Average Stay Value by Month

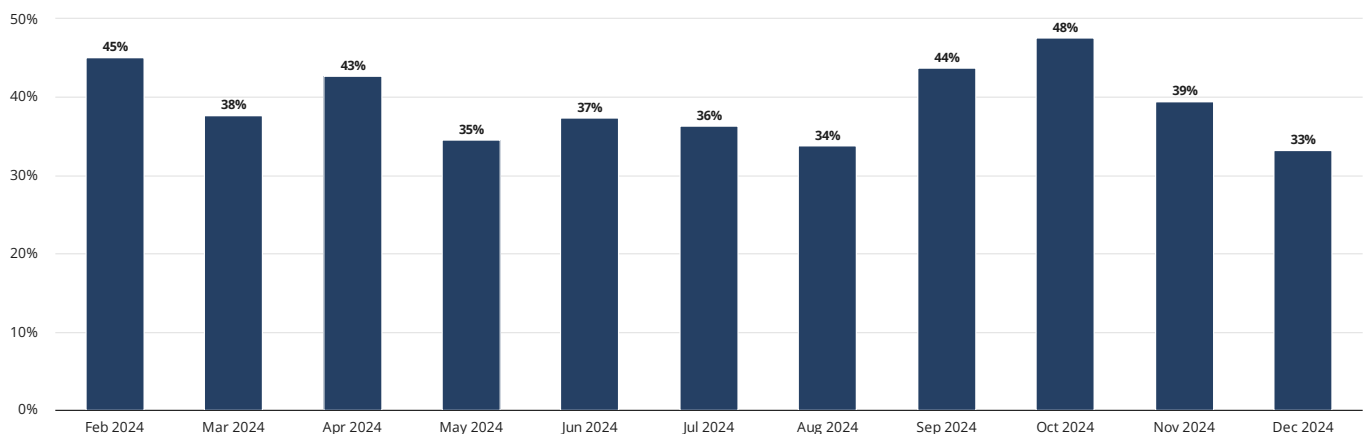


## Share of Overnight Visitors

Source: Zartico Geolocation Data

Overnight visitors are strong contributors to your economy. Monitoring monthly changes in overnight visitation helps define strategies during key periods and mitigate the impact of seasonal changes.

% of Overnight Visitors: Running 12 Months



## Origin Market Trend

Source: Zartico Geolocation Data

Knowing where your visitors come from allows you to make better marketing decisions. Out-of-state visitors tend to stay longer in destination and spend more.

% of Out-of-State Visitors Last Month

**52%**

% Change from Prior Month

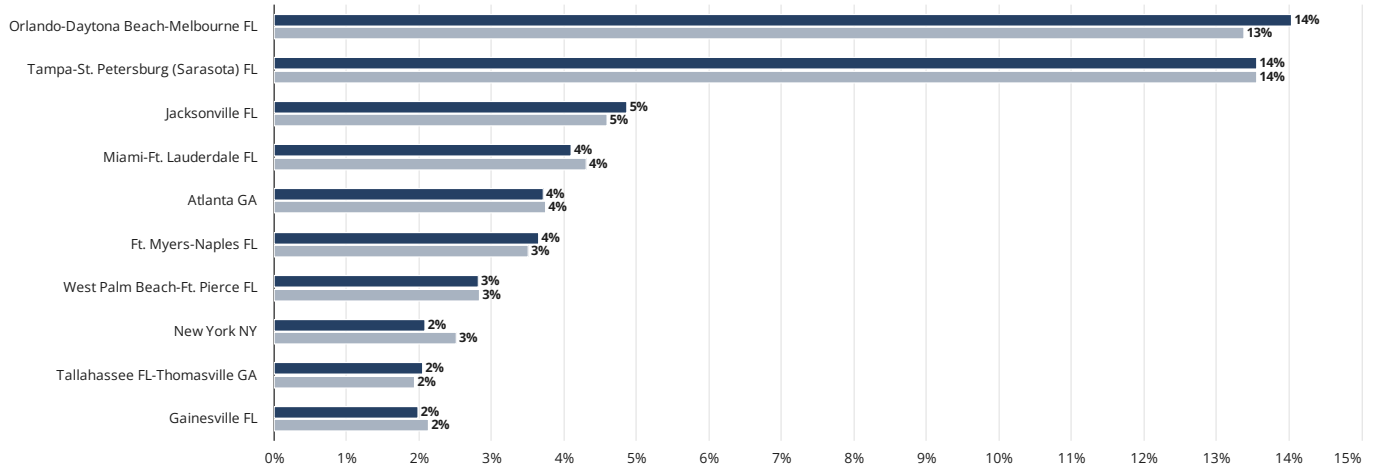
**+2%**

% Change from Same Month Last Year

**-1%**

### Top 10 Visitor Markets

■ Last Month - % of Visitors ■ Same Month Last Year - % of Visitors



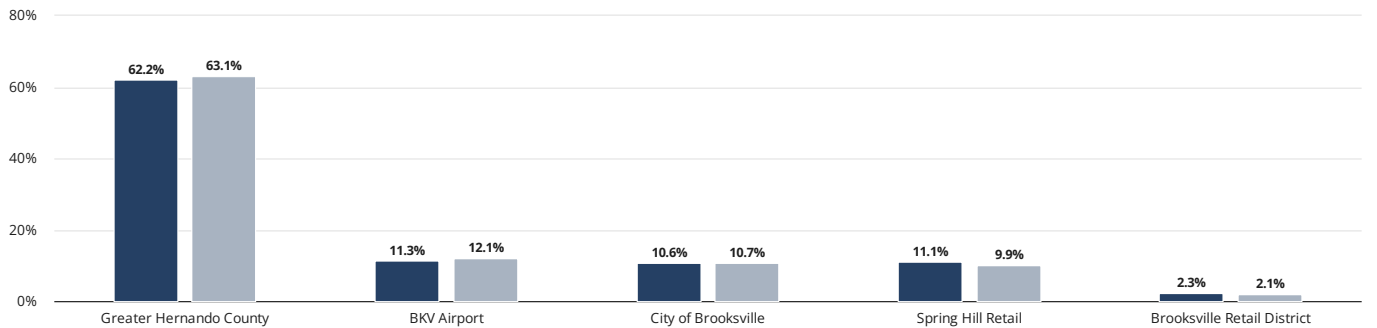
### Regional Visitation Trend

Source: Zartico Geolocation Data

Understanding where visitors go in your destination allows you to see opportunities to influence future visitor movement.

### % of Visitors by Region

■ This Year - % of Visitors ■ Last Year - % of Visitors



### Impact of Visitor Spending on the Local Economy

Source: Zartico Spend Data

Visitors make an impact on your economy across all categories — not just accommodations and attractions. This shows the visitor share of total spending overall and by category, illustrating the full value of visitors to your destination and stakeholders.

% of all Spend that came from Visitors Last Month

**10%**

% Change from Prior Month

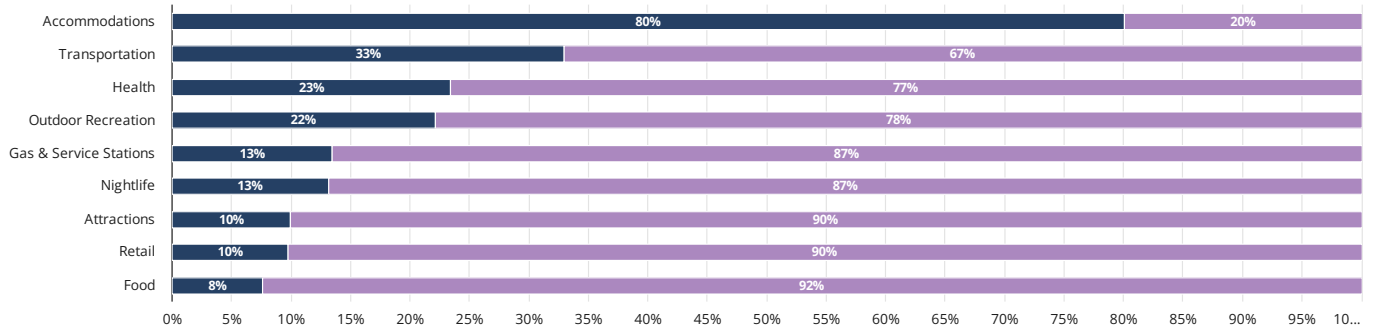
**-3%**

% Change from Same Month Last Year

**+192%**

### % of Visitor and Resident Spend by Category

■ % of Visitor Spend ■ % of Resident Spend



### Visitor Spending Trends

Source: Zartico Spend Data

Understand average visitor spending and how visitors spend by category in your destination.

Avg. Visitor Spend Last Month

**\$148**

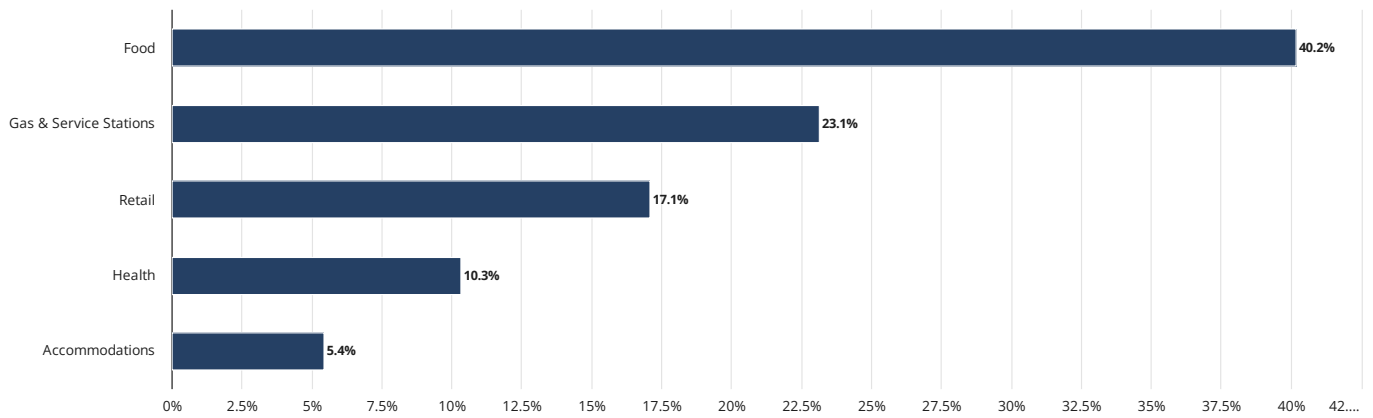
% Change from Prior Month

**-1%**

% Change from Same Month Last Year

**+15%**

### % of Visitor Spend by Category



### 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

**4,014**

Visitor Device Count

**10,481**

Spend data loaded through:

**2024-12-31**

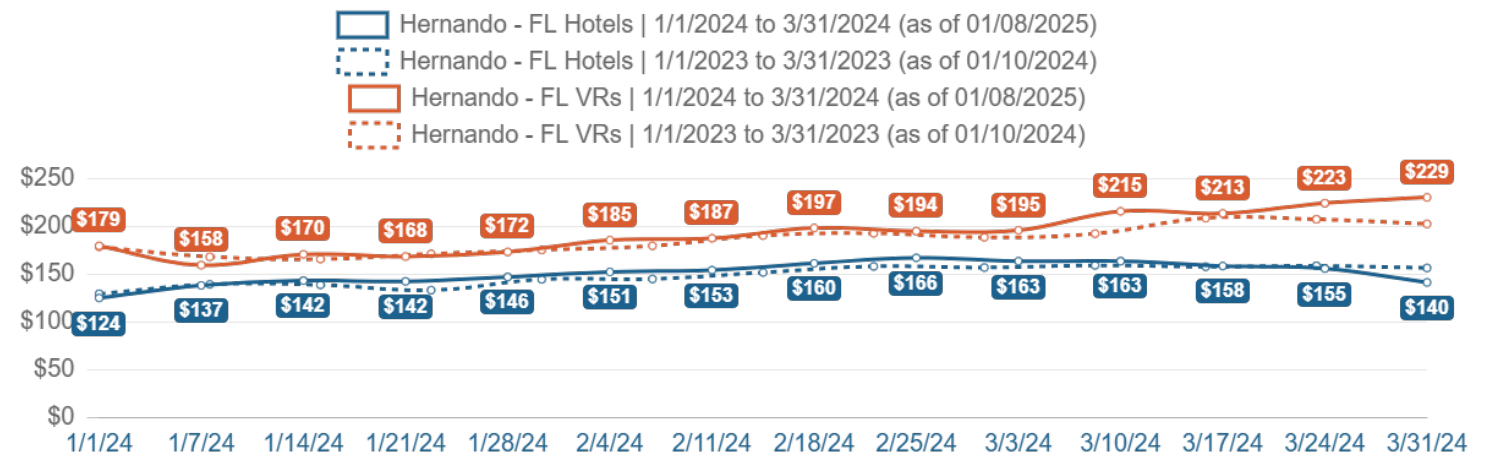
Geolocation data loaded through:

**2024-12-31**

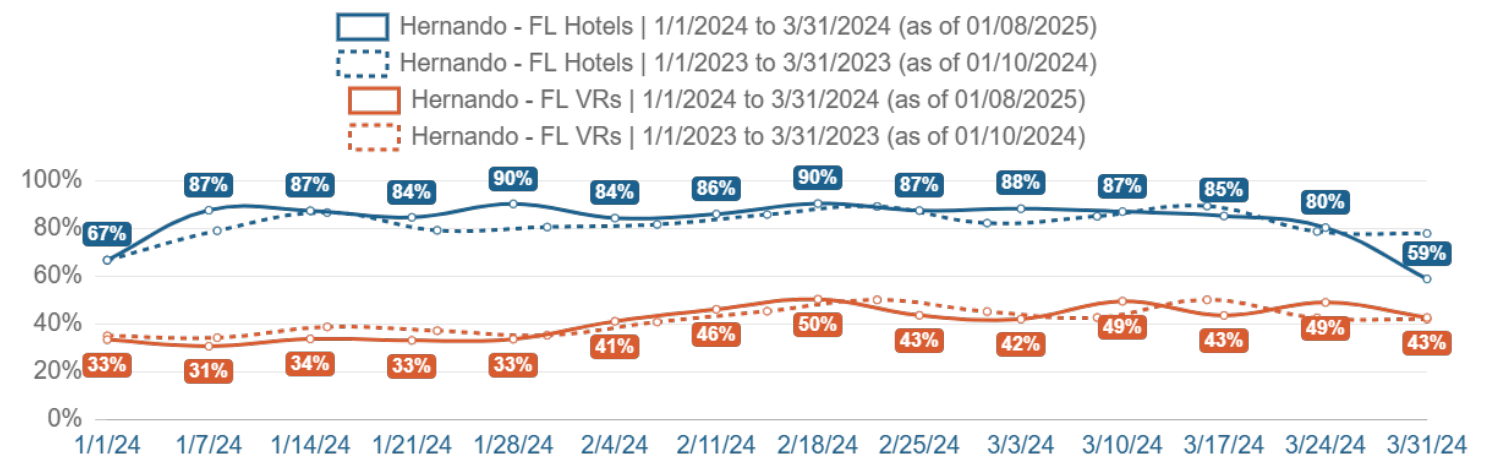
Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$152	\$148	2%
ADR (VR)	\$193	\$188	3%
Occupancy (Hotels)	84.8%	81.6%	4%
Occupancy (VR)	40.8%	41.4%	-1%
RevPAR (Hotels)	\$129	\$121	6%
RevPAR (VR)	\$79	\$78	1%
Revenue (Hotels)	\$5,077,804	\$4,715,522	8%
Revenue (VR)	\$7,998,246	\$5,449,559	47%

### ADR

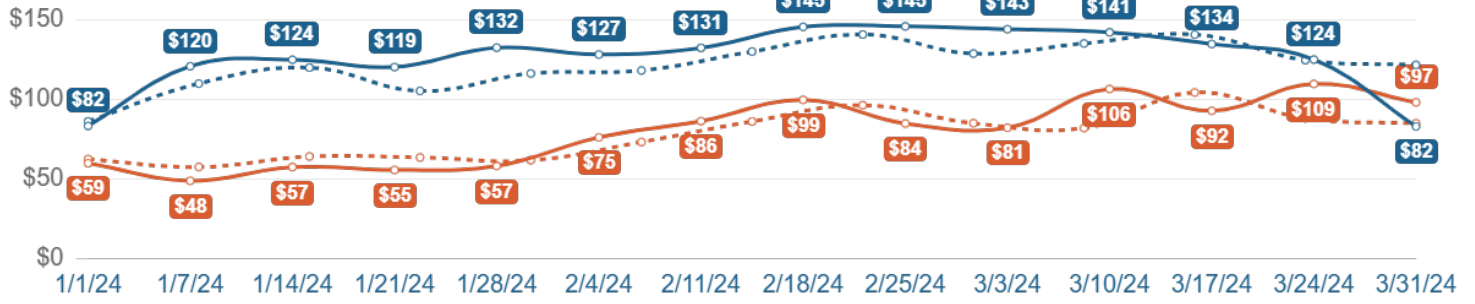


### Occupancy



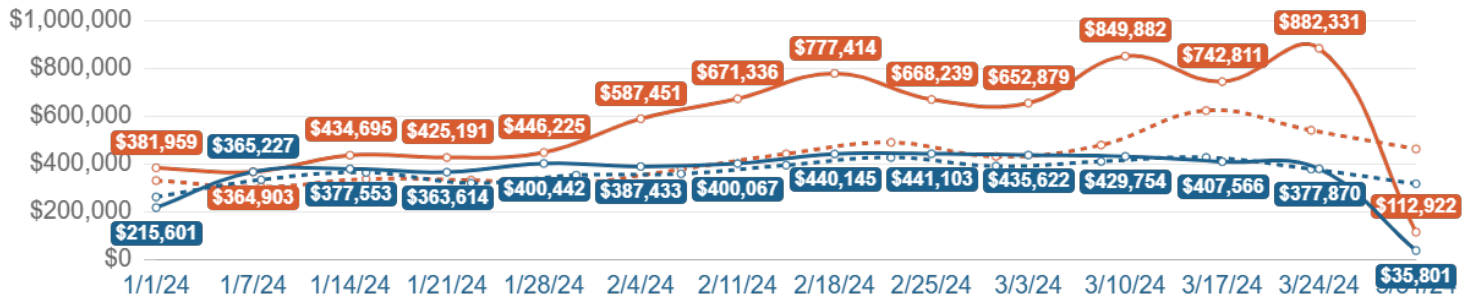
## RevPAR

- Hernando - FL Hotels | 1/1/2024 to 3/31/2024 (as of 01/08/2025)
- Hernando - FL Hotels | 1/1/2023 to 3/31/2023 (as of 01/10/2024)
- Hernando - FL VRs | 1/1/2024 to 3/31/2024 (as of 01/08/2025)
- Hernando - FL VRs | 1/1/2023 to 3/31/2023 (as of 01/10/2024)



## Revenue

- Hernando - FL Hotels | 1/1/2024 to 3/31/2024 (as of 01/08/2025)
- Hernando - FL Hotels | 1/1/2023 to 3/31/2023 (as of 01/10/2024)
- Hernando - FL VRs | 1/1/2024 to 3/31/2024 (as of 01/08/2025)
- Hernando - FL VRs | 1/1/2023 to 3/31/2023 (as of 01/10/2024)







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

# PR Report

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**November 2024**





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

# Video's Created

- [November 2024 Fishing Report on Florida's Adventure Coast!](#)
- [Breast Cancer Mermaid Mural at the Silver Dolphin Restaurant](#)
- [787 House of Sugar, A Sweet Escape on Florida's Adventure Coast \(2024\)](#)
- [Upicktopia & Masaryk Winery is Back Open! \(2024\)](#)
- [FLG X Adventure Course Re-Opens Following Hurricane Milton on Florida's Adventure Coast \(2024\)](#)





Florida's  
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# Earned Media

- [Local Marina is Back to Business After Back-to-Back Hurricanes - Hernando Sun](#)
- [Aripeka Stone Crab Co. Bay News 9](#)
- [Veterans Music Festival Set to Honor Local Heroes with a Day of Music, Fun, - NatureCoaster.com](#)
- [ABC Action News Live on Hernando Beach](#)
- [5 one-tank road trips from Orlando, Florida – Roadtrippers](#)
- [Charley's World | NJoy Spirits Distillery](#)
- [NJoying Events to Honor our Veterans and Active Military Personnel - Hernando Sun](#)





Florida's  
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## Blogs

- [Remembering With Honor](#)
- [Festive Fun Under The Sun:  
Celebrate The Holidays On Florida's  
Adventure Coast](#)



Florida's  
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# PR Report

**December 2024**





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

# Video's Created

- [December 2024 Fishing Report on Florida's Adventure Coast!](#)
- [Celebrate Holiday Cheer on Florida's Adventure Coast, Brooksville-Weeki Wachee \(2024\)](#)
- [Bayport Inn Reopens Following Hurricane Helene \(2024\)](#)
- [Diamonds and Rust Vintage on Florida's Adventure Coast \(2024\)](#)
- [Halo's Hangouts - Pontoon River to Gulf Tours on Florida's Adventure Coast \(2024\)](#)
- [Experience the Magic of Country Christmas at HarvestMoon Fun Farm!](#)
- [Croom Hill Bike Rentals - Explore Florida's Adventure Coast with Ease! \(2024\)](#)
- [Lead Foot City is BACK and better than ever with their brand-new Drag Strip!](#)
- [Mary's Fish Camp is Back on Florida's Adventure Coast! \(2024\)](#)
- [Rev Your Engines! Lead Foot City Re-Grand Opening on Florida's Adventure Coast \(2024\)](#)





Florida's  
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# Earned Media

- [Local events offer holiday fun for the whole family | News | suncoastnews.com](#)
- [Prepare for a Fun December Holiday Season Lineup - Hernando Sun](#)
- [Local Christmas tree farm open for business after recovering from hurricane damage](#)
- [9 Warmest Florida Towns For A Winter Visit – WorldAtlas](#)
- **FOX 35 Good Day Orlando Live Remote at Lead Foot City**
- [Lead Foot City, an automotive theme park in Brooksville, reopens this weekend](#)
- [Latest Florida theme park opens this weekend for street racers. Here's where](#)
- [Pontoon River to Gulf Tours with Halo - NatureCoaster.com](#)
- [Lead Foot City joins NHRA Member Track Family in Division 2 - Motor Sports NewsWire](#)
- [From Fox 13 News - Motorsport theme park opens in Brooksville](#)



Florida's  
**ADVENTURE COAST**  
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## Blogs

- [Unleash Your Inner Adventurer: Holiday Deals On Florida's Adventure Coast](#)
- [Plan Ahead For 2025 – Disconnect And Recharge On Florida's Adventure Coast](#)



Quarterly Social Media Report - FY 24-25		Quarter 1
		Oct-Dec 2024
Facebook	Reach	389,955
	Engagement / Content Interactions	8,405
	New Follows	302
	Page Visits	5,327
Instagram	Reach	20,667
	New Follows	351
	Profile Visits	807
	Impressions	33,189
	Engagement / Content Interactions	1,749
	Clicks from Ads	523
Pinterest	Total Audience (Average)	9,300
	Engaged Audience (Average)	488
	Impressions	39,090
	Engagements	1,786
	Outbound Clicks	43

Monthly Social Media Analytics for Fiscal Year 2024-2025 (October 1, 2024 - September 30, 2025)						
Platform and Metrics		Oct-24	Nov-24	Dec-24	TOTAL Year-to-Date	
Facebook	Reach - Total	171,460	163,061	55,434	389,955	
	From Followers	9,794	4,514	4,574	18,882	
	From Non-Followers	161,891	159,069	51,788	372,748	
	Content Interactions - Total	5,182	2,191	1,032	8,405	
	From Followers	1,612	483	397	2,492	
	From Non-Followers	3,570	1,708	635	5,913	
	Net Follows	191	89	22	302	
Page Visits	2,646	1,471	1,210	5,327		
Instagram	Reach - Total	6,199	6,852	7,616	20,667	
	Organic	3,795	3,028	7,428	14,251	
	From Ads	2,325	3,808	250	6,383	
	Net Follows	54	48	249	351	
	Profile Visits	177	161	469	807	
	Impressions	9,707	10,327	13,155	33,189	
	Content Interactions	312	512	925	1,749	
Link Clicks from Ads	200	309	14	523		
Pinterest	Total Audience	9,700	9,800	8,400	9,300	*AVERAGE
	Engaged Audience	487	483	495	488	*AVERAGE
	Impressions	13,090	14,000	12,000	39,090	
	Engagements	589	592	605	1,786	
	Outbound Clicks	18	14	11	43	
	Saves	87	92	121	300	

<b>Monthly Content Overview - Fiscal Year 2024-2025</b>					
		<b>2024</b>	<b>2024</b>	<b>2024</b>	<b>Totals</b>
<b>Content Type:</b>		<b>October</b>	<b>November</b>	<b>December</b>	<b>Year-to-Date:</b>
<b>FACEBOOK</b>	Videos / Reels	14	8	12	34
	Posts	6	1	10	17
	Shares	18	7	6	31
	Links	3	7	3	13
	Stories	24	0	33	57
	Ads	0	0	1	1
<b>INSTAGRAM</b>	Video / Reels	14	7	11	32
	Photo Posts	1	3	2	6
	Stories	9	17	23	49
	Ads	0	0	1	1
					<b>240</b>

**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

**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 Reach - Halo's Hangouts at The Drunken Mullet (Boosted twice)**

**Overview**

Reach

**5,061**

Impressions

**5,602**

Interactions

**92**

Reach

**5,061**

Audience

Age & gender

From ads: 4,704

From organic: 296

Impressions

**5,602**

From original post: 5,566

From shares: 36

Interactions

**92**

From ads: 75

From organic: 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

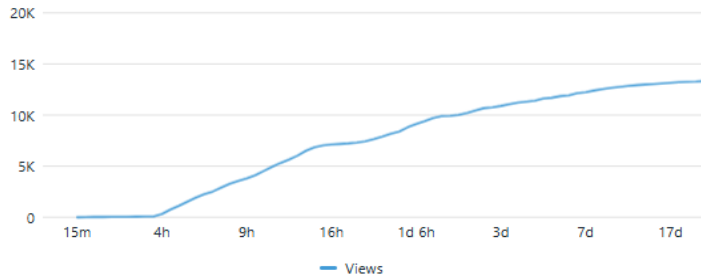
View post on Instagram

## TOP CONTENT - November 2024

### Top Facebook Post/Video based on Reach - 787 House of Sugar (Video)

#### Overview

**Views** 14,628   
 **Reach** 9,323   
 **3-second views** 6,265   
 **1-minute views** 1,060   
 **Watch time** 2d 23 1,3...



#### Viewer activities

**15-second video views** 2,235   
 **Average watch time** 22s

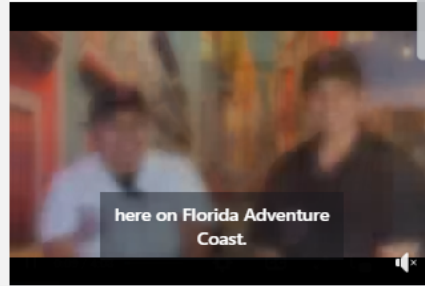
#### Feed preview

**Florida's Adventure Coast**  
 Published by Shannon Craig  
 · November 19, 2024 ·

Step into the world of delicious sweet treats at [787 HOUSE of SUGAR!](#) 🍪🍩

Known for its vibrant flavors and unique sugary creations, this gem offers Puerto Rican artisanal pastries, breakfast and desserts made fresh daily.

📍 Located at 2113 Mariner Blvd, Spring Hill, FL  
 Vi... See more



Boost

190    37    147

Like    Comment    Share

Most relevant

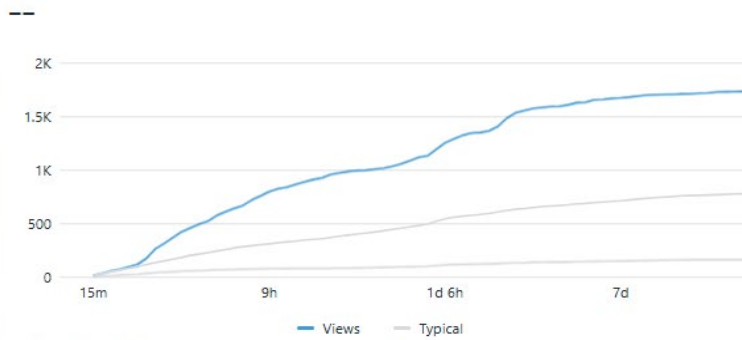
### Top Instagram Post/Video based on Reach - 787 House of Sugar (Video)

#### Overview

**Views** --   
 **Reach** 1,185   
 **Interactions** 190

↗ This post received more views compared to your recent Instagram posts.

#### Views



#### Followers breakdown

From followers 20%  
 From non-followers 80%

#### Views source

From feed 841  
 From reshares 447  
 From others 340  
 From profile 138  
 From recommendations 22

#### Feed preview

Instagram

fladventurecoast

❤️    💬    📌

fladventurecoast Step into the world of delicious sweet treats at 787 HOUSE of SUGAR! 🍪🍩... more

View post on Instagram

## TOP CONTENT - December 2024

### Top Facebook Post/Video based on Reach - 2024 Wrap (Photos from best content)

**Top performer**

Continue getting results when you boost this post and spend \$12 each day

Estimated daily results **1.2K - 3.4K more reach**

[Boost](#)

---

**Overview**

Views	Reach	Interactions	Link clicks
--	6,273	23	14

↗ This post received more views compared to your recent Facebook posts.

**Views**

--

From followers: 15%

From non-followers: 85%

↗ This post received more interactions compared to your recent Facebook posts.

**Interactions**

Reactions	Comments	Shares	Saves
18	1	3	1

**Feed preview**

Florida's Adventure Coast is with Aripeka Stone Crab Company and 5 others.

Published by Shannon Craig

December 31, 2024 at 1:49 PM

Happy New Year's Eve!

2024 was a year of resilience and unity on #FLAdventureCoast, as our communities came together to rebuild stronger than ever after the hurricanes—supporting local businesses and one another every step of the way.

Here's a look back at some of your favorite moments from the past year! 🥳🥳

1... See more

[Boost](#)

[View post on Facebook](#)

### Top Instagram Post/Video based on Reach - Lead Foot City Re-Opening (Reel)

**Overview**

Views	Reach	Interactions
--	3,538	382

↗ This post received more views compared to your recent Instagram posts.

**Views**

--

**Followers breakdown**

From followers: 10%

From non-followers: 90%

**Views source**

From feed	2,091
From reshares	1,864
From others	927
From profile	397
From recommendations	289

**Feed preview**

Instagram

fladventurecoast  
Lead Foot City

0:00 / 1:27

fladventurecoast Exciting news! @leadfootcity is BACK and better than ever with their brand-new... more

[View post on Instagram](#)

# November 2024 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2024-2025:					219								
Total New Emails for Florida's Adventure Coast:					235								
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	
<b>Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)</b>													
Total*	104	73											177
Emails Included*	95	15											110
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Emails Included	52	4											56
<b>The Mermaid Tale Trail</b>													
Emails Included	18	9											27
<b>AMERICAN ROAD MAGAZINE</b>													
Total	20	22											42
Emails Included	20	22											42

# November 2024 LEADS Report

LEADS Report																														
TOP STATES & COUNTRIES - ALL LEADS																														
Top States:	FL	CA	PA	KY	AL	NY	NC	NJ	MI	OK	IL	TX	OH	TN	WI	MD	NE	RI	SC	VA	MN	IN	WA	MS	DE	AR	AZ	IA	VT	Total
<b>ALL LEADS - TOTAL</b>	11	5	5	5	4	3	3	3	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	72
Top Countries and Territories:	ON (Canada)																													
<b>ALL LEADS - TOTAL</b>	1																													

BREAKDOWN BY LEAD TYPE																												
Top States & Countries:	FL	CA	KY	AL	PA	NY	NC	IL	WI	RI	NJ	MI	OK	TX	OH	TN	MD	SC	VA	IN	WA	MS	DE	AR	IA	ON (CANADA)	Total	
Visit Florida - Hernando & Weeki Wachee (unique leads)	11	5	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	51

Top States & Countries:	PA	NJ	MI	OK	NE	KY	AL	NY	NC	TX	OH	TN	MD	MN	AZ	VT	Total
American Road	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	22



# November 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)															
All States	FL	CA	AL	PA	RI	IN	KY	MI	NJ	NY	OH	OK	ON (Canada)	WA	Total
LEADS	4	3	2	2	2	1	1	1	1	1	1	1	1	1	22

Arrival Months - All States/Regions										
Month	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	April 2025	June 2025	Sept 2025	Not Indicated	Total
Expected Arrivals	1	5	7	5	1	1	1	1	29	51

Arrivals By Region						
Region	Northeast	West	South	Midwest	In-State (Florida)	Out of Country
Leads	6	4	4	3	4	1

**Regions & Included States:**

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

# December 2024 LEADS Report

LEADS Report													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2024-2025:					530								
Total New Emails for Florida's Adventure Coast:					501								
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	
<b>Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)</b>													
Total*	104	73	87										264
Emails Included*	95	15	28										138
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Emails Included	52	4	8										64
<b>The Mermaid Tale Trail</b>													
Emails Included	18	9	6										33
<b>AMERICAN ROAD MAGAZINE</b>													
Total	20	22	224										266
Emails Included	20	22	224										266

# December 2024 LEADS Report

LEADS Report																																													
TOP STATES & COUNTRIES - ALL LEADS																																													
Top States:	FL	NY	CA	OH	TX	MI	PA	IL	NJ	SC	AL	WI	VA	KY	NC	OR	MO	MA	TN	AZ	IN	MS	LA	OK	NE	MN	NV	GA	KS	MD	IA	CT	CO	WV	NH	VT	AR	ME	NM	UT	WA	DE	AK	ID	Total
<b>ALL LEADS - TOTAL</b>	32	25	24	19	16	14	12	10	9	9	8	8	8	7	7	7	7	6	5	5	5	5	5	4	4	4	4	4	4	3	3	3	3	3	3	2	2	2	2	2	1	1	1	1	<b>309</b>
Top Countries and Territories:	ON (Canada)	PR (Carolina)																																											
<b>ALL LEADS - TOTAL</b>	1	1																																											

BREAKDOWN BY LEAD TYPE																															
Top States & Countries:	FL	NY	IL	WI	NJ	PA	OK	OH	SC	KY	TX	MI	AL	MO	IN	MS	LA	MN	KS	CO	ME	CA	OR	MA	TN	MD	IA	VT	AR	PR (Carolina)	Total
Visit Florida - Hernando & Weeki Wachee (unique leads)	13	9	6	6	5	4	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	<b>87</b>

Top States & Countries:	CA	FL	NY	OH	TX	MI	PA	VA	NC	SC	AL	OR	MO	MA	AZ	IL	NJ	KY	TN	NE	NV	GA	IN	MS	LA	CT	WV	NH	WI	MN	KS	MD	IA	NM	UT	CO	VT	AR	WA	DE	ON (CANADA)	AK	ID	Total
American Road	23	19	16	16	14	12	8	8	7	6	6	6	5	5	5	4	4	4	4	4	4	4	3	3	3	3	3	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1	<b>224</b>	

# December 2024 LEADS Report

Expected Arrivals (Visit Florida Leads Only)																							
All States	NY	WI	FL	IL	MN	MO	NJ	PA	SC	AR	IN	KY	LA	MD	ME	MI	MS	OH	OK	OR	TX	VT	Total
LEADS	5	4	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	36

Arrival Months - All States/Regions										
Month	Dec 2024	Jan 2025	Feb 2025	Mar 2025	April 2025	June 2025	July 2025	Sept 2025	Not Indicated	Total
Expected Arrivals	3	14	9	3	3	1	1	2	51	87

Arrivals By Region						
Region	Midwest	Northeast	South	West	In-State (Florida)	Out of Country
Leads	13	11	9	1	2	0

## Regions & Included States:

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

## Distributions for November and December 2024

Tourism Partner / Event	FAC General Brochure	FAC Map	Mermaid Tale Trail Map	FAC Golf Brochure	WWSSP Brochure	Mermaid Tale Trail Rack Card
Visit Florida Welcome Center - FL State Capitol	300					
Visit Florida Welcome Center - I-75 (Jennings)	2,000					
Visit Florida Welcome Center - I-10 (Pensacola)	1,000					
Visit Florida Welcome Center - I-95 (Yulee)	1,000					
Veterans Music Festival, Brooksville Main Street	50	100	100			
Southern Hills Park & Community Center		100	100			
<b>Totals:</b>	<b>4,350</b>	<b>200</b>	<b>200</b>	<b>0</b>	<b>0</b>	<b>0</b>