



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council
FROM: Tammy J. Heon, Manager, Tourism Development
SUBJECT: TDC Meeting
DATE: July 10, 2026

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, July 16, 2026**. This meeting will be held at the **Florida's Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville.**

If you have not already done so, please confirm your attendance, via phone to 352-754-4405 x16009 or email to mrose@FloridasAdventureCoast.com.

Thank you,

Tammy J. Heon, TMP, CDME
Manager, Tourism Development

**Hernando County
Tourist Development Council
Members**

Steve Champion
Hernando County
Board of County Commissioners

Christa Tanner
City of Brooksville

John "JW" McKethan
City of Brooksville

Roger King
The Dolan House
Chairman

Diane Greenwell
Hernando County
Fine Arts Council

Yann Milcendeau
Silver Dolphin Restaurant &
Country Store

Therese White
Motel 6

Stanley J. Kaszuba III
Trek Spring Hill

Tom St. Clair, PhD
President and Conservation Chair
Hernando Audubon Society

Tammy J. Heon
Manager, Tourism Development

Nature's Place to Play

Hernando County Tourist Development Council Meeting

July 16, 2026, 2:00-4:00 PM

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



Mission Statement

To promote Florida's Adventure Coast, Brooksville Weeki Wachee as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community.

2:00 Call to Order

2:00–2:30 Approval of the Minutes – *Action Item*

- March 2026 Meeting Minutes
- May 2026 Meeting Minutes

Finance Report – Tammy Heon

Manager's Report – Tammy Heon

Consent Agenda

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

2:30 Old Business

- None

2:30-3:30 New Business

- Review of Special Events Funding Policies and Procedures – *Action Item*

3:30-3:45 Reports from the TDC Members

- Steve Champion, Hernando County Commissioner
- Christa Tanner, City of Brooksville
- JW McKethan, City of Brooksville
- Roger King, The Dolan House
- Diane Greenwell, HC Fine Arts Council
- Yann Milcendeau, Silver Dolphin Restaurant & Country Store
- Therese White, Motel 6
- Stan Kaszuba III, Trek Spring Hill
- Tom St. Clair, Hernando Audubon Society

3:45-4:00 Public Comment

4:00 Adjournment of Business Meeting

Two or more Brookville City Council Members may be attending and participating in the TDC Meetings.

HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

Mission Statement: “To promote Florida’s Adventure Coast, Brooksville - Weeki Wachee as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community.”

March 19, 2026 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, March 19, 2026, at 2:00 pm. The meeting was held at Florida’s Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville, FL 34601. 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:

Roger King
Diane Greenwell
Yann Milcendeau
Therese White
Stan Kaszuba

STAFF:

Tammy Heon, Tourism Development Manager
Valerie Pianta, Director of Economic Development
Michelle Rose, Administrative Assistant II
John Athanason, Multimedia Communication Spec.
Shannon Craig, Multimedia Communication Spec.

EXCUSED: Brian Hawkins, Christa Tanner, JW McKethan

GUESTS: Commissioner Ryan Amsler and several members of Coastal Hernando Business Group joined the public meeting.

CALL TO ORDER: Roger King called the meeting to order at 2:04 pm, on Thursday, March 19, 2026. The following is a summary of discussions that took place.

MILES PARTNERSHIP PRESENTATION: Tammy Heon introduced Samantha “Sam” Sommers, Account Director with Miles Partnership. Sam and her team have been doing amazing work on our behalf, and Tammy was excited for Sam to show the brand refresh, results from phase one media campaign , and recommendations for phase two media campaign.

Sam shared that she had spent time in the destination prior to the meeting, including paddleboarding the Weeki Wachee River, visiting Pine Island, enjoying dinner, sunset and dolphins aboard the Marina Rose, dining in Hernando Beach, shopping locally, and staying at the Fairfield Inn. She described the Weeki Wachee River experience as one of her top paddling experiences.

Sam explained that the presentation would cover three primary topics:

- ❖ The proposed brand refresh and logo direction
- ❖ Results from the phase one media campaign

- ❖ Recommendations for the phase two media plan, scheduled to run from May through September

Brand Refresh and Logo Discussion

Miles Partnership reviewed the process used to evaluate and refresh the Florida's Adventure Coast brand. The overall purpose of the brand work was to strengthen the destination's identity by aligning the brand and campaigns with the emotional drivers that motivate visitation.

The Miles team reviewed existing research and identified several important insights. Visitors respond positively to Hernando County and Florida's Adventure Coast, but the destination has limited distinction from the broader Nature Coast. The research also showed a pattern of day-trip visitation, with opportunities to increase overnight stays. Existing messaging has focused heavily on activities, while the new brand direction aims to emphasize how the destination feels.

Sam explained that the word "adventure" can be interpreted in many ways. Rather than presenting adventure only as high-energy activity, the refreshed brand seeks to define adventure as a feeling, a sense of discovery, nostalgia, relaxation, and personal connection.

Three logo directions were presented:

- ❖ **Direction One** updated the existing logo with revised typography and a mermaid icon.
- ❖ **Direction Two** simplified and elevated the existing elements into a more refined seal-style mark.
- ❖ **Direction Three** introduced a more nostalgic, vintage-inspired direction with an "old Florida" feel, postcard and postage stamp influences, and community-specific logo variations.

Direction Three received the strongest support. The concept centered on the idea of "adventure wishes you were here," using retro-inspired visual treatments, simplified typography, and a stronger emotional connection. The direction also allows for individual community marks for Brooksville, Weeki Wachee, Hernando Beach, and other areas within Hernando County.

Miles Partnership reported that consumer testing was conducted with a sample of 300 Florida residents within the target audience. The testing found that Direction Three had the strongest emotional resonance across age groups. The research also confirmed that the name "Adventure Coast" carries strong equity and that the vintage aesthetic helps differentiate the destination from other Florida destinations.

TDC Council members discussed the simplicity of the proposed design, the role of the mermaid icon, the potential for merchandise, and the importance of standing out in a crowded Florida tourism marketplace. Several members noted that the nostalgic treatment felt authentic to the destination and could translate well to signage, stickers, t-shirts, coasters, and other branded materials.

The Council expressed broad support for Direction Three, with some discussion about whether the mermaid could be slightly larger in certain versions. Tammy Heon noted that while the

direction had been selected, minor refinements could still be considered without compromising the clean, simple design.

Phase One Media Campaign Results

Sam reviewed the phase one media strategy, which launched earlier in the year to “keep the lights on” while the brand refresh was being developed. The campaign goals were to introduce or reintroduce Florida’s Adventure Coast to target audiences, establish baseline performance data, and promote outdoor adventure experiences.

The campaign targeted travel-intending audiences and layered in geographic and behavioral targeting. Key audience interests included families with children, golf and disc golf, wildlife viewing, birding, spring runs, paddling, events, festivals, fishing, and related travel behaviors.

The phase one campaign included:

- ❖ Programmatic connected television
- ❖ Programmatic native advertising
- ❖ Search engine marketing
- ❖ Paid social media on Facebook and Instagram

Therese White joined the meeting at 2:43 pm.

Programmatic Media: Nearly 75% of all digital media is placed programmatically in today's day and age. Programmatic is an automated way to buy advertising, reaching the right people at the right place, on the right platform, at the right time. Ad Genuity, Mile’s partner for programmatic media, looks at travel behaviors, overall interests, online shopping, and behaviors in general. Ads appear based on the people who fit our targeting criteria.

Programmatic Connected Television

The connected television campaign used a 30-second video spot and delivered nearly one million impressions at the time of reporting. The campaign produced an efficient cost per thousand impressions and a video completion rate of approximately 98.47 percent, exceeding the typical benchmark of 95 percent.

Programmatic Native Advertising

The native advertising campaign delivered more than 2.2 million impressions, approximately 3,100 clicks, and a click-through rate of 0.14 percent, exceeding benchmark expectations. The mermaid creative was identified as the top-performing creative. The campaign also generated more than 2,100 website conversions, which included actions such as spending more than 30 seconds on the website, scrolling, or visiting multiple pages.

Search Engine Marketing

The search engine marketing campaign with Google generated approximately 70,000 impressions and more than 8,800 clicks. The click-through rate was approximately 12.46 percent, with an

efficient cost per click of approximately \$0.72. The performance was described as especially strong for a newly launched Google search campaign.

Paid Social Media

Paid social media was run on Meta platforms, including Facebook and Instagram. Sam noted that social media is an important source of travel inspiration and that the paid social strategy was designed to complement the destination's organic social media efforts. The Welcome Back Songbirds Festival campaign performed especially well. It generated strong engagement, including 75 event RSVPs and approximately 1,800 interested responses. Overall paid social campaign results included more than 750,000 impressions, nearly 28,000 clicks, and approximately 112,000 post engagements. The engagement rate was reported as 5.59 percent, which was considered very strong.

Phase Two Media Plan

Sam presented the proposed phase two media plan, scheduled to run primarily from May through September. The phase two plan retains native advertising, search engine marketing, and paid social media, while adjusting the video strategy and adding several content partnerships.

The proposed phase two media plan included:

- ❖ Programmatic online video using 30-second and 15-second video assets
- ❖ A TripAdvisor partnership
- ❖ A Brand USA international marketing partnership
- ❖ An Atlas Obscura custom content partnership
- ❖ An America250 Florida co-op audio campaign
- ❖ A Fishing with Ronnie Green television episode

Programmatic Video

Starting in May, Miles Partnership will switch the CTV Campaign over to an online video, placed programmatically. This keeps that video storytelling element in the media plan, helping people move a little further down the advertising funnel by giving them an opportunity to click to learn more.

TripAdvisor Partnership

The TripAdvisor partnership would feature Florida's Adventure Coast across TripAdvisor social channels for five months. It will include a high-impact animated ad unit and provide added-value display impressions. The partnership would also include an economic impact report after the campaign concludes, showing revenue generated by ad-exposed users, and average daily rate for domestic travelers to Hernando County.

Brand USA Partnership

The Brand USA opportunity would support international promotion through the America the Beautiful campaign and VisitTheUSA.com. Florida's Adventure Coast content would be promoted to Canada and Brazil. Tammy Heon noted that Canada remains an important market,

while Brazil was selected because of prior influencer activity and alignment with Visit Florida's international target markets. With the AI tool available to visitors of visitusa.com., efforts would include AI-integrated prompts designed to help the destination appear in relevant travel planning searches, such as searches related to Florida Springs.

Atlas Obscura Partnership

The Atlas Obscura partnership would create five dedicated place pages on the Atlas Obscura map and a curated article highlighting unique, off-the-beaten-path experiences in Florida's Adventure Coast. The Council expressed interest in the evergreen nature of the content and its alignment with the destination's unique attractions.

America250 Florida Co-op

The America250 Florida co-op would provide a 50% match through Visit Florida and add digital audio to the media plan. The campaign would include 30-second audio spots on platforms such as Spotify, iHeart, Pandora, and SoundCloud. The campaign would need to tie into American history or the America 250 celebration. Weeki Wachee was discussed as a potential tie-in, as it has already been identified in connection with the America250 effort.

Fishing with Ronnie Green

The phase two plan also included a partnership with Fishing with Ronnie Green for a 30-minute television episode filmed in Hernando County. The episode would be filmed during the fiscal year, though the exact air date could occur later, potentially between July and December.

MOTION: A motion was made by Yann Milcendeau to approve the Phase Two Media Plan. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

MINUTES of November 20, 2025, TDC Meeting: A copy of the minutes of November 20, 2025, TDC Meeting was included in the meeting packet.

MINUTES of January 22, 2026, TDC Meeting: A copy of the minutes of January 22, 2026, TDC Meeting was included in the meeting packet.

MOTION: A motion was made by Diane Greenwell to approve the minutes of November 20, 2025, TDC Meeting and the minutes of January 22, 2026, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

FINANCE REPORT: Tammy Heon

February 2026, TDT collections, which is for December business, collected in January, and reported in February are \$230,893, which is a 15.2% decrease under last year's collections of \$272,133.

March 2026, TDT collections, which is for January business, collected in February, and reported in March are \$309,788, which is a 14.1% decrease under last year's collections of \$360,674.

Fiscal Year-to-Date collections are \$1,157,657, which is an 11.1% decrease compared with the same period last year.

Tammy noted that the prior year, 2025, was unusual because collections had increased approximately 32%. When compared with March 2024, the current year remains ahead of that period.

March 2024, TDT collections were \$225,717 and Fiscal YTD collections at that time totaled \$825,980.

Current Marketing and Operations Expenditures:

- ❖ Personnel and Benefits YTD: \$147,527
- ❖ Operating Expenses YTD: \$267,700
- ❖ Outstanding Encumbrances: \$728,144
- ❖ Reserves: \$3,247,758
- ❖ Transfers to Other Funds: \$76,720
- ❖ Available Balance, Including Reserves: \$4,207,335

MANAGER'S REPORT: Tammy Heon

Market Performance January through February 2026: Tammy reviewed market performance data and noted that although the destination is down slightly compared with the previous year, it is performing well compared with broader Southeast regional benchmarks.

Tammy also reported that 30 online travel agency listings had come back online since the previous TDC meeting, adding an estimated sleeping capacity of 192 beds. Airbnb accounted for approximately 64% of the inventory, while VRBO accounted for approximately 36%.

ADR is up 5% regionally. Our ADRs are up in your vacation rental homes and down a little for hotels. Occupancy for vacation rental homes is 42.9% and for hotels is 82.9%.

Top Ten DMAs: Tammy showed the Top Ten DMAs, and again, as Sam pointed out, New York, NY comprises 8% of our visitors. They were 6% of our visitors a year ago. Additionally, Chicago, Detroit, Philadelphia, and Atlanta are now in the Top Ten DMAs. It is exciting that Florida visitors no longer make up eight of our Top Ten DMAs, and we are drawing more out-of-state visitation. The further a visitor travels, the longer they stay. Because the accommodations are filled with visitors verses residents, restaurant and retail spending has increased as well. Overall visitors are accounting for 22% of the restaurant spend and 18% of the retail spend.

Operational Updates:

Tammy reported that the AI travel assistant is now live on FloridasAdventureCoast.com. The assistant appears as a mermaid icon on the website and is multilingual, responding in the language used by the visitor.

Tammy highlighted the performance of the Welcome Back Songbirds Festival campaign. The strong campaign response reinforced birding as an important visitor interest and marketing opportunity. The Hernando County Birding Guide had been updated and reprinted, with copies available for partners. Tammy noted that Chinsegut Conservation Center has the second-highest population of red-headed woodpeckers in the state of Florida, which made the species an appropriate cover image for the guide. Council members discussed the opportunity to expand birding-related programming in the future, including potential connections to Mermaid Lakes and seasonal migration activity.

Tammy provided a detailed update on the Discraft Supreme Flight Disc Golf Open, describing it as one of the destination's most successful events. The event drew spectators from 41 states and four countries, including Japan, Germany, Canada, and Australia. Spectator participation increased by 75%, and amateur participation increased by 42%.

Survey results of Discraft Supreme Flight Disc Golf Open were highly positive:

- ❖ 95% of attendees said they would return in 2027
- ❖ 5% said they might return
- ❖ Event satisfaction was rated 8.8 out of 10
- ❖ Value for money was rated 8.67 out of 10, reportedly the highest ever for a surveyed event
- ❖ Local hotels were rated 19% higher than the previous year
- ❖ Olympus Disc Golf was rated 9.56 out of 10, the highest rating reported for a professional tour course

Tammy stated that staff is actively looking for a second disc golf facility site of approximately 50 to 70 acres with challenging terrain. A potential investor has expressed interest in purchasing land and developing another course in Hernando County. A second course would allow the destination to host larger and more frequent tournaments. The Council also discussed the value of the destination's commercial, originally created for the disc golf tournament, which continues to perform well in paid media and event broadcasts.

NEW BUSINESS:

TDC Grant Funding Applications:

Brooksville Main Street: Pedal Fun Play Day is a single-day event scheduled for April 11, 2026, at Russel Street Park and The Good Neighbor Trail. Based on points earned and the one-third allowance of their marketing budget, the recommended TDC Grant Funding award is \$1,000.

Community Markets and Events, LLC: Hernando County Blueberry Festival is a new three-day event scheduled to begin on May 8, 2026, at Florida Classic Park. They requested \$5,000 and we have \$3,500 available. The recommended TDC Grant Funding award is \$3,500.

Council members discussed the Hernando County Blueberry Festival, including public questions about its relationship to prior blueberry festivals. Tammy explained that the original Florida Blueberry Festival and later Brooksville Blueberry Festival were separate efforts, and that the new Hernando County Blueberry Festival is being organized by Community Markets and Events. The organizer projected significant attendance based on social media response, though Tammy acknowledged that the projection was ambitious.

Tammy noted that grant awards are performance-based, meaning the organizer must complete the promised work before receiving reimbursement.

TDC Sponsorship Request was received from **Historic Hernando Preservation Society, Inc.** for printing of 1,000 Historic Markers Driving Tour Brochure in the amount of \$350.

MOTION: A motion was made by Stan Kaszuba to approve these three amounts. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

The recommendations for TDC Grant Funding will be presented to the BOCC for final approval.

DATES TO REMEMBER:

- ❖ TDC Meeting, Thursday, May 21st
- ❖ Welcome Back Songbirds Festival, March 20th and 21st
- ❖ FWC Public Workshop to discuss Jenkins Creek Dredging and Stabilization Project, Hernando County Utilities, March 25th, 6:00 to 8:00 PM
- ❖ Weeki Wachee River Summit, Pasco-Hernando State College, Spring Hill Campus, March 27th, 9:00 AM to 2:00 PM
- ❖ Greater Hernando County Chamber of Commerce Residents Reception, Anderson Snow Park, March 28th, 10:00 AM to 2:00 PM
- ❖ Front Porch Art Walk, Hernando Beach, Saturday, April 4th
- ❖ National Travel and Tourism Week, May 3rd through May 9th

America250 Discussion: An item not on the agenda was raised regarding a proposed America250 celebration in Hernando County on July 4, 2026. For discussion, Commissioner Amsler was expected to bring the item to the Board of County Commissioners and that the event organizers were seeking \$50,000 in Tourist Development Tax funding.

The event was described as a free, family-friendly celebration at Sand Hill Scout Reservation, likely from 5:00 p.m. to 9:00 p.m. Proposed elements included fireworks, a drone show, family activities, and multiple partner agencies. Staff noted that legal review had been requested to confirm whether Tourist Development Tax funds could be used for the event. Because the TDC would not meet again until May 21, an informal discussion was requested to determine whether there was general support for the concept, pending legal confirmation. Council members also discussed other America250 related activities planned in Hernando Beach, including a boat parade, waterfront programming, flags, and fireworks hosted by the Beach Club. Members discussed the potential for

cross-promotion among multiple events throughout the county, recognizing that no single venue could accommodate all residents and visitors.

TDC MEMBER REPORTS:

Yann Milcendeau of Hernando Beach Motel expressed high approval of the new logo, and that Hernando Beach is currently thriving.

Stan Kaszuba of Trek Spring Hill reported that multiple out-of-state bicycle tour groups had been traveling through the area on Coast-to-Coast Trail routes, including groups from Wisconsin and Michigan. Several groups stayed locally at properties such as the Fairfield Inn and Holiday Inn, while independent cyclists used local lodging options and short-term rentals.

Diane Greenwell of the Hernando County Fine Arts Council provided an update on Art in the Park. Art in the Park remained busy despite occurring on the same day as Swamp Fest. Art in the Park experienced challenging weather, including lightning, hail, and damaged tents. Diane recommended that event organizers develop stronger emergency and weather exit strategies.

Tammy Heon supported Diane's recommendation and suggested that event grant applications could include questions or guidance encouraging organizers to think through emergency plans.

PUBLIC COMMENT: Members of the public thanked the Council and staff for the presentation and expressed appreciation for the investment in professional tourism marketing. One public comment specifically praised the hiring of a top-tier marketing firm and the effort to keep Hernando County competitive and forward-looking. Another public comment expressed appreciation for the inclusion of Hernando Beach in the refreshed destination identity.

The meeting was ajourned at 4:10 pm.

Prepared by:
Michelle Rose

HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

Mission Statement: “To promote Florida’s Adventure Coast, Brooksville - Weeki Wachee as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community.”

May 21, 2026 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, May 21, 2026, at 2:00 pm. The meeting was held at Florida’s Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville, FL 34601. 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:

Roger King
Diane Greenwell
Yann Milcendeau
Tom St. Clair

STAFF:

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

EXCUSED: Christa Tanner, JW McKethan, Therese White, Stan Kaszuba

CALL TO ORDER: Roger King called the meeting to order at 2:07 pm, on Thursday, May 21, 2026. A quorum was not present, and no official business was conducted. The following is a summary of discussions that took place.

MINUTES of March 19, 2026, TDC Meeting: A copy of the minutes of March 19, 2026, TDC Meeting was included in the meeting packet. Approval of the March meeting minutes was listed as the first action item; however, the item was deferred because a quorum was not present. No formal action was taken.

FINANCE REPORT: Tammy Heon

March 2026, TDT collections, which is for February’s activity, totaled \$335,568, representing a 0.68% increase over last year’s collections of \$333,285.

April 2026, TDT collections, which is for March’s activities, totaled \$384,340, representing a 6.8% increase over last year’s collections of \$384,340.

Fiscal Year-to-Date collections through April totaled \$1,877,566, representing a 5.9% decrease compared with the prior year’s collections of \$1,996,010. When compared with fiscal year 2024, which Tammy characterized as a more typical year, year-to-date collections are up 39.6% from \$1,345,015.

Current revenue composition has shifted significantly toward vacation rental homes. Tammy reported that 62% of revenue is coming from vacation rental homes and 36% from hotels/motels. In comparison, 2024 revenue at the same point was 43% from vacation rental homes and 55% from hotels/motels.

Current Marketing and Operations Expenditures: The total budget was reported at \$5.3 million. Year-to-date expenditures were \$492,449; outstanding encumbrances were \$728,144; and the balance was \$4,130,113, as of the meeting date.

- ❖ Personnel and Benefits YTD: \$224,319
- ❖ Operating Expenses YTD: \$268,130

Tammy noted that expenditure and encumbrance figures may change as the County continues transitioning into a new financial system. She stated that the budget is being monitored carefully and that there was no concern about financial overextension.

New Member Introduction and Sustainability Discussion: The Council and staff welcomed new Council Member Tom St. Clair, Ph.D., President and Conservation Chair of the Hernando Audubon Society.

Mr. St. Clair introduced himself and described his involvement with environmental organizations, including the Sierra Club, Florida Native Plant Society, and Audubon. He explained that Audubon's mission is to represent and protect the natural environment for future generations.

Mr. St. Clair also described Audubon's recent partnership with Florida's Adventure Coast Visitors Bureau and Citrus Audubon for the Welcome Back Songbirds Festival at Chinsegut Conservation Center. He noted that the event was restructured with Visitor's Bureau assistance to attract visitors from outside Hernando County and drew attendance from areas including Miami and Florida's east coast. He also acknowledged the value of the Birding Sites of Hernando County publication, which is used for newcomers, libraries, and outreach.

Tammy Heon stated that Mr. St. Clair's experience would be valuable as Tourism moves forward with a sustainability program. Discussion also touched on passive recreation, the Weekiwachee Preserve, shorebirds, wildlife habitat, and the importance of balancing visitor access with environmental protection.

MANAGER'S REPORT: Tammy Heon

Live Remotes:

Tammy reported two live remote media segments during the month of May with Charley Belcher of Fox 13's Good Day Tampa Bay. The first was held at Green Door on Broad on May 12th. It was characterized as enormously successful.

A second Live Remote took place the morning of the TDC Meeting at Silver Dolphin Restaurant and Country Store in Hernando Beach, highlighting the restaurant, outdoor dining, local art, country store elements, and new electric donut boats. The Silver Dolphin segment prompted discussion of the restaurant's pending permit process for docks, a gangway, and related infrastructure. The owner described challenges associated with the County's transition to a new permitting system.

The boats were described as electric, quiet, low speed with a top speed of approximately three knots, no fumes, no wake, and minimal disturbance to wildlife. The boats are intended to create a calm, dining and recreation experience on the canal. The owner expressed interest in cleaning up the canal, improving stewardship, and preventing inappropriate motorized use or high-speed activity. Valerie Pianta offered to review the application details for follow-up.

National Travel and Tourism Week:

Tammy reported on the first Tourism Partner Exchange, held at Broad Street Brewing during National Travel and Tourism Week. Approximately 30 people attended, including partners staff that had not previously met, including a scuba diving operator from Hernando Beach. Staff expressed satisfaction with the turnout for an inaugural event.

- ❖ **Diane Greenwell** received the 2026 Golden Mermaid Award for Tourism Ambassador of the Year recognition during the Partner Exchange.
- ❖ The Partner Exchange program is expected to continue quarterly, with the next event tentatively planned for August. Staff had reached out to Marker 48 as a potential host.
- ❖ Staff noted that the 3:00 p.m. to 5:00 p.m. timeframe appeared to work well for partners and will be used for future events.

Tammy also reported speaking at the Brooksville Matters Breakfast during National Travel and Tourism Week where she provided Hernando County Tourism's Economic Impact figures from Visit Florida.

Destinations Florida Conference:

Tammy summarized takeaways from the Destinations Florida conference. Key topics included artificial intelligence, sustainability, and accessibility. She reported that one presenter demonstrated workflow tools that could support staff efficiency, while another introduced TravelAbility and the growing importance of accessible travel.

- ❖ Staff is considering attending an accessibility conference in Tampa in November.
- ❖ Staff reiterated that accessibility and sustainability should receive more focused attention as destination priorities.

Destination Lift Year-over-Year: Performance, Lodging Trends, and Visitor Spending

Tammy reviewed destination performance indicators and reported generally positive year-to-date movement despite slight year-over-year softness in some areas. She explained that visitors were spending more, lodging demand was up, and the average length of stay had increased slightly.

- ❖ Visitor volume was reported up 1%, and visitor spending was reported up 5%.
- ❖ Hotelier average daily rate, ADR, was reported at \$205 per night.
- ❖ Occupancy was reported up 6%, hotel revenue up 2%, and hotel demand up 11%.
- ❖ The booking window increased, despite an overall industry trend toward shorter booking windows.

For the previous quarter, it was noted that most indicators were slightly negative, with the exception of Vacation Rental Home revenue. Looking ahead to June through August, the forecast was more positive, with VRH occupancy projected to increase 19%, hotel occupancy projected to decrease 4%, and hotel revenue projected to increase 23%. Tammy attributed these results to a mix of average daily rate, length of stay, demand, and changing travel preferences.

Vacation Rental Home Inventory in the destination is up to 1,313 units, sleeping 8,871 visitors.

Top 25 Visitor Origin Markets:

Tammy discussed origin market data and noted a significant increase in out-of-state markets. A year earlier, eight of the top ten origin market areas were in Florida. At the time of the meeting, five of the top ten were out of state, and 17 of the top 25 were out of state. Tammy noted that visitors traveling from farther away typically stay longer and spend more.

- ❖ New York City was reported as the leading origin market, representing approximately 6% of visitors and 6% of visitor spend.
- ❖ The Akron/Canton/Cleveland, Ohio market was discussed because it had appeared higher in visitation and spending data. Valerie Pianta noted she would review airport data and share related information.

Tammy presented the Local Lens spending analysis for April. She noted two distinctions: visitors travel from 50 miles away or more; local visitors are 30 - 50 miles away. Visitors accounted for 32% of spending in April. Of that total, visitors accounted for 14% of spending, which represented a 5% increase year-over-year. Local visitors accounted for 18% of spending, a 3% increase. Resident spending accounted for 68%, down 3%.

- ❖ Accommodation spending was 77% visitors, 3% local visitors, and 20% residents.
- ❖ Restaurant spending was 22% visitors, 19% local visitors, and 59% residents.
- ❖ Retail spending was 14% visitors, 20% local visitors, and 66% residents.

Tammy credited Zartico, a data service platform and provider that we subscribe to, as the source. Zartico is used to evaluate credit-card spend, geolocation/mobile data, lodging data, occupancy, and origin markets.

Tammy noted a concern that visitors are spending more with chain businesses and less with local businesses. To respond, Tourism plans to place greater emphasis on highlighting local partners through social media, particularly during the summer months when there are fewer festival and event promotions. Examples included themed social media carousels featuring local places to get burgers, margaritas, or similar visitor-friendly items.

NEW BUSINESS:

2027 BUDGET REVIEW: Tammy Heon

Tammy explained that Hernando County collects five cents in Tourist Development Tax, with four cents directed to the department's marketing and operations budget and one cent directed to destination development. The destination development fund is being used for projects such as the Weekiwachee Preserve project and the future rebuilding of the Linda Pedersen Tower.

2027 Destination Development Budget:

- ❖ The Destination Development Budget included approximately \$2.9 million for the Weekiwachee Preserve project.
- ❖ Destination Development reserves were described as slightly more than \$500,000.
- ❖ Staff forecasted \$485,000 in revenue for the Destination Development Fund.
- ❖ Balance-forward cash for unspent funds was reported at slightly more than \$1 million.

Council members discussed protecting destination development funds and ensuring they remain dedicated to tourism-related infrastructure and visitor-facing improvements. Staff and Valerie Pianta discussed statutory protections, the role of the Council in fiduciary oversight, the need for attorney review where questions arise, and the potential value of a future tourism master plan to identify and prioritize destination needs.

2027 Marketing and Operations Budget:

Tammy then reviewed the Marketing and Operations budget and grouped line items for clarity. Significant items discussed included the following:

- ❖ Personnel and benefits: \$439,607.
- ❖ Contracted services: \$139,676, including Key Data, Zartico, Host Compliance, literature distribution, and information-kiosk related expenses.
- ❖ Contracted services - marketing: Included \$680,000 for Miles Partnership, Mermaid Trail website updates through a local agency, and a proposed \$25,000 for sustainability-focused educational videos.
- ❖ Postage and freight: Reduced significantly because fulfillment is now handled digitally where possible, with printed materials mailed upon request.
- ❖ Printing and binding: Held at \$20,000 to support new collateral under the updated brand.

- ❖ Promotional activities: Included giveaway items, National Travel and Tourism Week events, and Mermaid Tale Trail prizes, totaling \$9,500.
- ❖ Special projects: Included initiatives around bicycles, the Mermaid Trail, Visit Florida Welcome Center considerations, digital passport support, and information kiosks.
- ❖ Sponsorships: Increased from \$60,000 to \$71,000 to allow continued support for events and potential golf tournament support tied to room nights at Cabot.
- ❖ Website: Increased from \$125,000 to \$211,000, including a proposed \$100,000 website rebuild to modernize the site and better support AI search.
- ❖ Trade shows and education: Included potential attendance at an adventure travel show, Snowbird Extravaganza if it returns, and training related to accessibility or sustainability.
- ❖ Operating expenses: Included office space, possible rent for a new office, fees paid to the Clerk for tax collection, cost allocation, hardware/software, uniforms, supplies, vehicle expenses, subscriptions, dues, and memberships.
- ❖ Reserves: Staff reported more than \$3.7 million in reserves, stating that the department remains fiscally responsible and conservative in spending.

Budget Consensus: Because a quorum was not present, no formal motion could be adopted. However, the members present provided consensus for staff to move forward with the proposed budget for the internal budget meeting scheduled for the following day. Those present responded in favor by voice, and no opposition was noted.

Office Space Discussion: Tammy reported that the current office space may need to change because the City of Brooksville needs the space, although the City indicated it would honor the lease if necessary. Staff is reviewing options and discussed a potential location in the plaza near the end of Ayers Road where Peachy Pies is located. The space was described as centrally located and potentially workable, although the quoted rate of \$18 per square foot plus \$4 common area maintenance was noted as high for government budget considerations. No decision was made.

DATES TO REMEMBER:

- ❖ May 30, 2026: Quarry Discover Expo at the quarry.
- ❖ June 6, 2026: Hernando Beach Front Porch Art Walk.
- ❖ July 4, 2026: Multiple Independence Day and America 250 related events
 - Hero's Boat Parade and Celebration throughout Hernando Beach
 - Hernando County's Salute to America 250 at Sand Hill Scout Reservation
 - Rev, White and Brew Drift Fest and Fireworks at Lead Foot City
- ❖ **July 16, 2026: TDC Meeting.** Agenda to include discussion of grant funding, applications, procedures, revisions, and future handling of grants.

TDC MEMBER REPORTS:

Yann Milcendeau of Hernando Beach Motel reported that the motel has been sold and that the new owners are doing well with promotion. He suggested that one of the new owners may be a potential future Council applicant when his current term expires.

Diane Greenwell of Hernando County Fine Arts Council announced that a Chamber mixer would be held at the Hernando Beach Yacht Club at 5:00 p.m. that day, Thursday, May 21st, with food and a cash bar. She noted that the previous mixer at the location had strong attendance and was beneficial for local businesses.

Valerie Pianta reported that airport data showed only two flights from Akron/Canton during the prior year and offered to share the report so staff could compare it with the destination market data.

PUBLIC COMMENT: None submitted, and nothing to report.

There being no further business, the meeting was ajourned at 3:36 pm.

Prepared by:
Michelle Rose



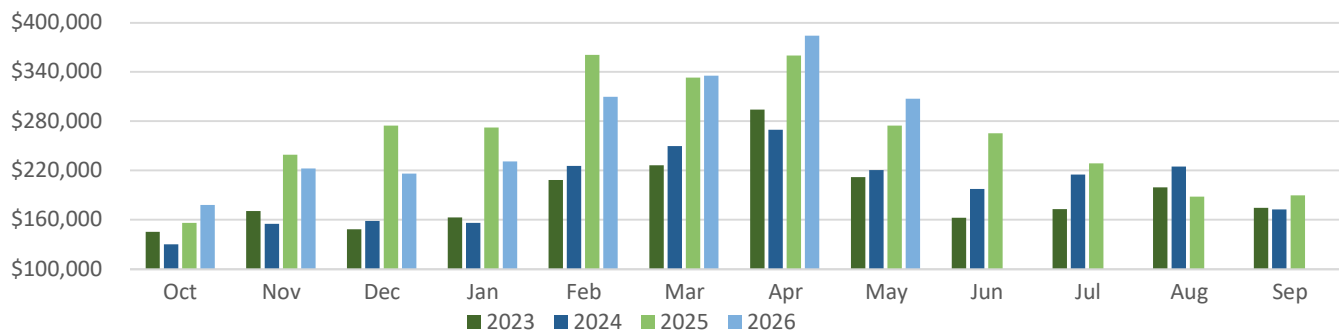
Doug Chorvat, Jr.

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

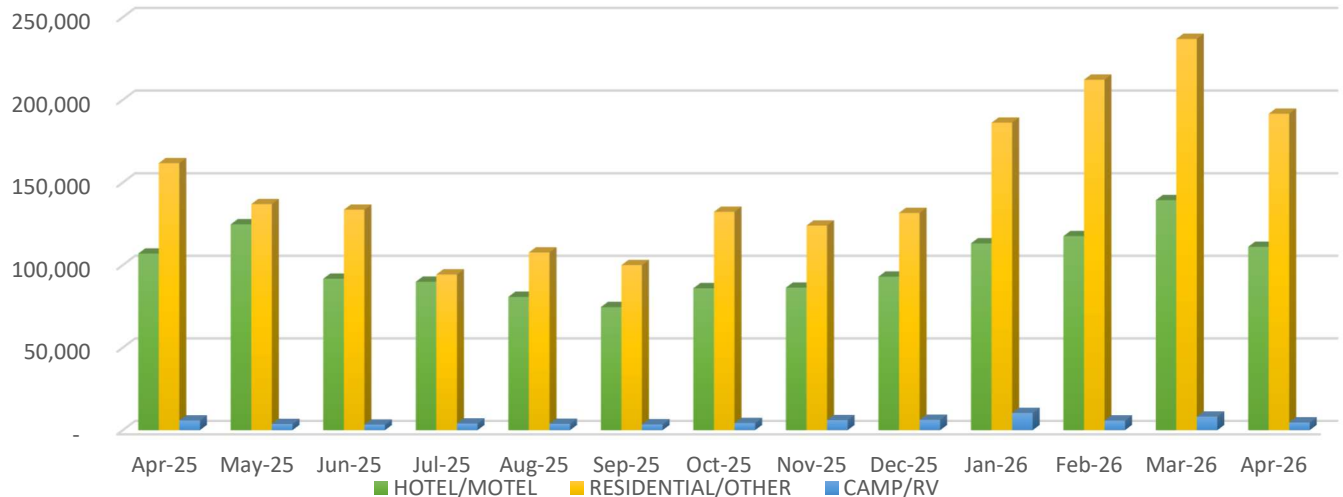
TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: May 2026 Tourist Development Tax Collections from April 2026 Activity
DATE: June 10, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax - May Collections for April Activity	\$ 245,859	\$ 219,650
Destination Development - May Collections for April Activity	\$ 61,465	\$ 54,912
Total	\$ 307,324	\$ 274,562
Year-to-Date	\$ 2,184,890	\$ 2,270,572

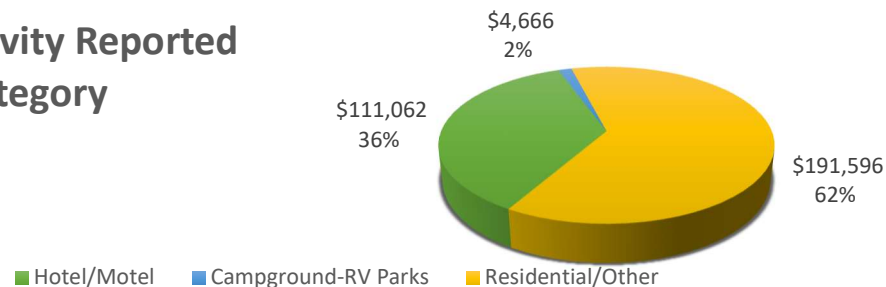
Fiscal Year Revenue Comparison



Revenue Activity Reported



Revenue Activity Reported
by Category





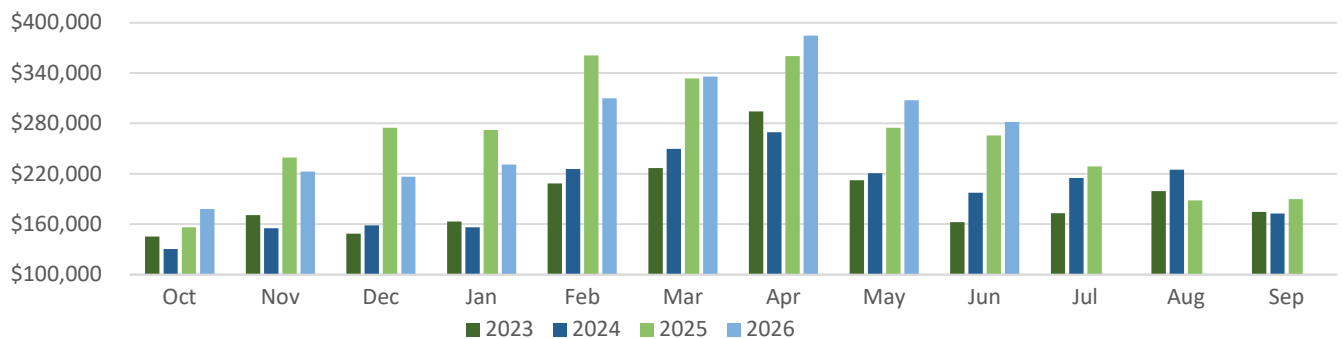
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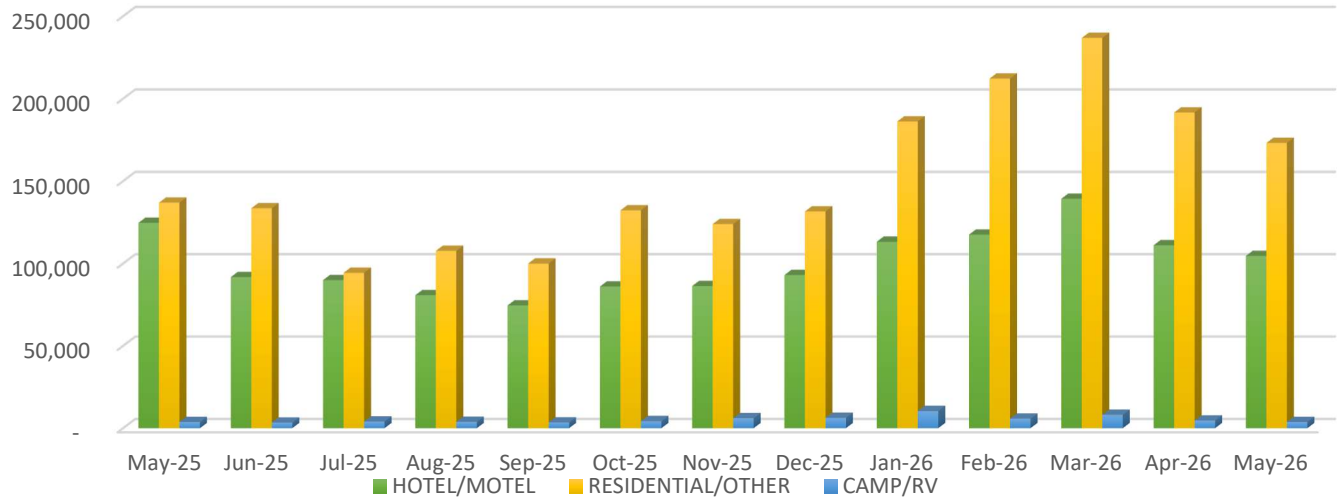
TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: June 2026 Tourist Development Tax Collections from May 2026 Activity
DATE: July 09, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax - June Collections for May Activity	\$ 225,213	\$ 212,332
Destination Development - June Collections for May Activity	\$ 56,303	\$ 53,083
Total	\$ 281,516	\$ 265,415
Year-to-Date	\$ 2,466,406	\$ 2,535,987

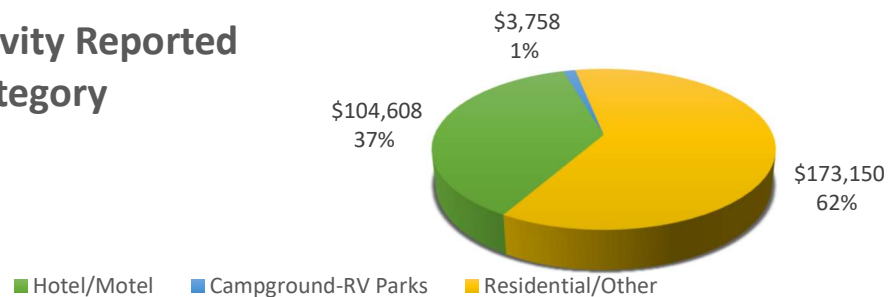
Fiscal Year Revenue Comparison



Revenue Activity Reported



Revenue Activity Reported
by Category



Tourism Development Budget Status Report

YTD as of July 9, 2026

Expenditure	Budget	YTD Expenses	Outstanding Encumbrances	Available Balance
Personnel & Benefits	\$421,476	\$270,179	\$0	\$151,297
Operating Expenses	\$1,604,752	\$268,437	\$728,144	\$608,171
Non-Operating Expenseses	\$3,247,758	\$0	\$0	\$3,247,758
Transfers to Other Funds	\$76,720	\$0	\$0	\$76,720
Total Expenditures	\$5,350,706	\$538,617	\$728,144	\$4,083,946

Partnership Support

Based on the information you provide in your application, the Hernando County Tourist Development Council may provide support to your event through one of the following marketing sponsorship levels:

Bronze Level Sponsorship

Featured Event listing on FloridasAdventureCoast.com, inclusion in weekly events newsletter and paid social media advertising campaign:

- Signature event listing on FloridasAdventureCoast.com events page
- Inclusion in monthly and weekly e-blast newsletters
- Event will be added to Florida's Adventure Coast social channels (stories, shares, and/or posts) leading up to the event
- Social media ad campaign through Florida's Adventure Coast channels
- Value \$1,000

Silver Level Sponsorship

Featured Event listing, promotion, e-blast, fully produced video, paid social media advertising campaign:

- Signature event listing on FloridasAdventureCoast.com events page
- Inclusion in monthly and weekly e-blast newsletters
- Event will be added to Florida's Adventure Coast social channels (stories, shares, and/or posts) leading up to the event
- Custom video featuring event for promotional use
- Social media advertising campaign through Florida's Adventure Coast channels
- Value \$2,500

Gold Level Sponsorship

Featured Event listing on FloridasAdventureCoast.com, inclusion in weekly events newsletter, paid social media campaign, paid advertising campaign on NatureCoaster.com:

- Signature event listing on FloridasAdventureCoast.com events page
- Inclusion in monthly and weekly e-blast newsletters

- Event will be added to Florida's Adventure Coast social channels (stories, shares, and/or posts) leading up to the event
- Custom video featuring event for promotional use
- Social media advertising campaign through Florida's Adventure Coast channels
- Paid advertising campaign on NatureCoaster.com
- Value \$3,000

Platinum Level Sponsorship

Featured Event listing on FloridasAdventureCoast.com, inclusion in weekly events newsletter, paid social media campaign, paid advertising campaign handled by Naturecoaster.com and Miles Partnership (Florida's Adventure Coast's Agency of Record)

- Signature event listing on FloridasAdventureCoast.com events page
- Inclusion in monthly and weekly e-blast newsletters
- Event will be added to Florida's Adventure Coast social channels (stories, shares, and/or posts) leading up to the event
- Custom video featuring event for promotional use
- Social media advertising campaign through Florida's Adventure Coast channels
- Paid advertising campaign on NatureCoaster.com
- Paid advertising campaign through Miles Partnership
- Value \$5,500

TDC Marketing Sponsorship

Hernando County Tourist Development Council may, under special circumstances, approve media or promotional campaigns presented by applicant for funding specific items within their submission. Terms of Sponsorship will be negotiated by Tourism Development Manager on a case-by-case basis.

Attach a complete event *marketing plan and budget*. List all corporate sponsors and in-kind sponsors.

Submitted by: _____ Date: _____

Received by: _____ Date: _____

Tourism Sponsorship Scoring Matrix
July 2026

Criteria	Range	Points
Number of Days of Event	1-Day Event (Min 4 Hrs)	1
	2-Day Event	2
	3-Day Event	3
Reach of Marketing Plan	< 75 Miles	0
	75 Miles	1
	150 Miles	2
	Farther than 150 Miles	3
Expected Attendance	Less than 2,500	0
	Less than 5,000	1
	5-10,000	2
	More than 10,000	3
Projected Room Nights	< 25 rooms	0
	26-50 rooms	1
	51-100 rooms	2
	100 ore more rooms	3
Key Initiative	Supports key niche markets or initiatives of the Visitors Bureau	1

Points = Awards	
1-3 Points	Up to \$1,000
4-5 Points	\$2,500
6-8 Points	\$3,000
9-10 Points	\$5,500
11+ Points	TDC Sponsorship

Hernando County Tourist Development Council Special Event Marketing Support Application



The primary purpose of the Hernando County Tourist Development Council Special Event Marketing Support Program is to provide marketing and advertising support to local organizations for the marketing of special events that promote Hernando County as a tourist destination, with the goal of encouraging overnight visitation.

The program is administered through the Hernando County Tourist Development Council and Florida's Adventure Coast Visitors Bureau.

Applicants are required to submit a completed application, including a detailed marketing plan.

Local special events that may receive support must demonstrate a history of producing room nights, creating positive economic impact, and/or the potential to draw visitors to the area through a regional marketing plan. Applicants must also be able to project the number of overnight visitors expected to stay in Hernando County accommodations.

Application Deadlines

Applications for grants for Fiscal Year 2026–2027 must be received by the following deadlines:

Fiscal Year Quarter	If Your Event Is Scheduled In	Application Deadline
1st Quarter	October 2026 November 2026 December 2026	July 6, 2026
2nd Quarter	January 2027 February 2027 March 2027	November 2, 2026
3rd Quarter	April 2027 May 2027 June 2027	January 4, 2027
4th Quarter	July 2027 August 2027 September 2027	May 10, 2027

The number of sponsorships awarded, and the amount of each award, will depend on the availability of designated funds and specific allocations.

All Local Special Event Funding Grants are reimbursement grants. Approved funding will be paid upon completion of the event and submission of an invoice and all required documentation.

Eligibility and Reimbursement Requirements

To be eligible for marketing support or sponsorship funding and reimbursement, applicants must meet the requirements listed below. Failure to complete required steps, including obtaining prior approval of advertisements, may result in disqualification.

1. Funds may be used for advertising and marketing expenses for the event only.
2. All advertisements must include the Florida's Adventure Coast logo and must be pre-approved by Visitors Bureau staff prior to use. Please allow two business days for approval.
3. All social media advertisements must include the hashtag #FLAdventureCoast.

4. Invoices for all advertising and eligible expenses, along with copies of the advertisements and proof of payment, must be submitted with the final report.
5. All applications and subsequent reports must be submitted through the Marketing Support Portal. Applications, reports, invoices, and supporting documentation should not be submitted in any other format unless otherwise directed by Visitors Bureau staff.

Applicant Information

Organization Name	
Organization EIN# or FEN#	
Business Address	
Application Completed By	
Title	
Email	
Telephone Number	

Event Information

Name of Event	
Description of Event: Please provide details of your festival or event.	
Date(s) of Event	
Hours of Event	
Is this a new event or a repeat event?	
Event Marketing Contact	
Email Address	
Telephone Number	
Organization or Event Website	
Event or Organization Social Media Sites: Please provide complete URLs for all social media channels.	
Event Location(s)	
Address of Event	
Telephone Number	
Projected Number of Event Vendors	
Projected Number of Local Attendees	
Projected Number of Out-of-Town Attendees	
Projected Number of Hotel Rooms	
Projected Number of Camping Sites	

Marketing Plan and Proposed Use of Funds

Please provide a detailed marketing plan and proposed use of requested funds.

Be certain to indicate the target markets reached by the advertising and the run dates for all advertising programs. Reimbursable expenses must be spent on advertising outside of Hernando County.

Example: Tampa Bay Times | Weeks of March 15-April 28, 2026 | Pinellas, Hillsborough, Pasco and Hernando | \$1,500

Media Outlet	Schedule for Publication or Media	Reach of Publication or Media	Budget
#1			
#2			
#3			
#4			
#5			
#6			
Total Marketing and Advertising Budget			
Total Marketing Support Requested			

If additional lines are required, please attach a separate sheet listing additional media outlets.

Please retain a copy of the entire completed packet for your own reference.

Applicant Disclosure Questions

Please answer each disclosure question below. If the answer to any question is "Yes," provide a written explanation in the space provided and attach additional pages if necessary.

1. Criminal Conviction Disclosure

In the past 10 years, has (1) the Applicant, the Ultimate Parent Company or any of its Subsidiaries, (2) any Principal Executive Officer of the Applicant or the Ultimate Parent Company or (3) any entity that any Principal Executive Officer of the Applicant or the Ultimate Parent Company Controls or Controlled been convicted of or pled guilty or nolo contendere "no contest" in a domestic, foreign or military court to any Felony or Misdemeanor involving fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery or a conspiracy to commit any of these offenses?

☐ Yes ☐ No

If Yes, Explain:

2. Pending Actions, Investigations, Tax Liens or Judgment Liens

Is (1) the Applicant, the Ultimate Parent Company or any of its Subsidiaries, or (2) any Principal Executive Officer of the Applicant or the Ultimate Parent Company or (3) any entity that any Principal Executive Officer of the Applicant or the Ultimate Parent Company Controls: (a) the subject of a pending criminal prosecution or governmental enforcement action in any jurisdiction; (b) to the best of the Applicant's knowledge after due inquiry, the subject of any criminal, civil, or regulatory investigation by any law enforcement authority in the State of Florida, or any regulatory body in the State of Florida; or (c) subject to any unsatisfied tax liens in Florida or judgment liens in any jurisdiction in the U.S.?

☐ Yes ☐ No

If Yes, Explain:

3. Civil Litigation, Licensing Actions or Bankruptcy/Insolvency Disclosure

In the past 5 years, has (1) the Applicant, the Ultimate Parent Company or any of its Subsidiaries, (2) any Principal Executive Officer of the Applicant or the Ultimate Parent Company or (3) any entity that any Principal Executive Officer of the Applicant or the Ultimate Parent Company Controls or Controlled: (a) been named as a defendant in any civil litigation or arbitration in any jurisdiction; (b) had an application for license, or a license or its equivalent, to practice any profession or occupation denied, suspended or revoked in any jurisdiction; or (c) been subject to a bankruptcy or insolvency petition in any jurisdiction?

☐ Yes ☐ No

If Yes, Explain:

Applicant Acknowledgements

Please initial each item below, signifying that you have read, understand, and agree to comply with the conditions of the Tourism Grant Program.

_____ I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureau logo as one of the event sponsors, and that all digital platforms must include a link to FloridasAdventureCoast.com. All social media advertisements must include the hashtag #FLAdventureCoast.

_____ I understand that the event's marketing coordinator must incorporate the Florida's Adventure Coast, Brooksville – Weeki Wachee – Hernando Beach name and geographic location in all press releases.

_____ I understand that all printed or promotional materials using the Florida's Adventure Coast logo must be reviewed and approved by Visitors Bureau staff 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 Visitors Bureau does not eliminate the requirement of proper logo and brand usage in order to be eligible for reimbursement. Failure to use the correct logo, or to use it properly, will result in cancellation of any grant funds awarded. Ad proofs must be submitted to Michelle Rose at mrose@floridasadventurecoast.com.

_____ I understand that all advertising and promotion support provided by Florida's Adventure Coast will take place in areas outside of Hernando County.

_____ I understand that copies of all advertising, paid invoices, and proof of payment must be submitted with the reimbursement request.

_____ I understand that all reporting requirements must be satisfied upon completion of the event.

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

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

_____ I understand that the event coordinators will provide Florida's Adventure Coast Visitors Bureau with an on-site 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.

_____ I understand that the event coordinators will supply 10 all-access tickets to the event, any required parking passes, and allow Visitors Bureau staff all-access to the event to capture photos and videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.

Notices

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

Florida’s Adventure Coast Visitors Bureau Attn: Tammy J. Heon 205 E. Ft. Dade Ave. Brooksville, FL 34601

Certification

I certify that I have completed this Special Event Marketing Support Application and attest that all information provided herein and attached hereto is true and accurate.

Name	
Title	
Signature	
Date	



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

May 2026





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [May 2026 Fishing Report with Bebout Fishin' Time on Florida's Adventure Coast](#)
- [U-Pick Blackberries at JG Ranch on Florida's Adventure Coast \(2026\)](#)
- [Halo's Hangouts at Wellcome OM Center on Florida's Adventure Coast \(2026\)](#)
- [Summer Travel on Florida's Adventure Coast \(2026\) #fladventurecoast #fishing #hernandocounty](#)
- [Florida's Adventure Coast Honors Diane Greenwell with 2026 Golden Mermaid Award for Tourism](#)
- [FOX 13's Good Day Tampa Bay at The Silver Dolphin \(2026\)](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- [10 Amazing Old Florida Roadside Attractions](#)
- [Florida's Weeki Wachee Springs State Park Has 'Real' Mermaids](#)
- [Tourism Partners' Exchange Set for May 6 in Brooksville](#)
- [Sunflower season is back at Tampa Bay's Sweetfield Farms](#)
- [These unique Florida spots are perfect for family fun](#)
- [Silver Dolphin Restaurant in Hernando Beach](#)
- [This Hidden Florida Resort Feels Like The English Countryside—And It's Just 1 Hour From Tampa](#)
- [7 Eerie Destinations In Florida That Are Downright Terrifying](#)
- [Florida Friday: Visit the Adventure Coast — 1.5 hours from Lakeland, FL](#)

Mellissa Alper Visit

Freelance photographer from New York City photographed several of the Weeki Wachee Mermaids for a possible upcoming segment in the New York Times.



FOX 13's Good Day Tampa Bay with Charley Belcher

- Live remotes with Charley Belcher at Green Door on Broad and The Silver Dolphin Restaurant and Country Store





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

June 2026



Tourist Development Budget Status Report

YTD as of July 9, 2026

Expenditure	Budget	YTD Expenses	Outstanding Encumbrances	Available Balance
Personnel & Benefits	\$421,476	\$270,179	\$0	\$151,297
Operating Expenses	\$1,604,752	\$268,437	\$728,144	\$608,171
Non-Operating Expenseses	\$3,247,758	\$0	\$0	\$3,247,758
Transfers to Other Funds	\$76,720	\$0	\$0	\$76,720
Total Expenditures	\$5,350,706	\$538,617	\$728,144	\$4,083,946



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Crank Works Bike Rentals Opening Soon! \(2026\)](#)
- [June Fishing Report is heating up on the water along Florida's Adventure Coast! \(2026\)](#)
- [Celebrate July 4th with the Hernando Beach Heroes Boat Parade on Florida's Adventure Coast \(2026\)](#)
- [Veterans' Voices: Gene Bell Shares His Story for America250 \(2026\)](#)
- [Glen Swanson, Veteran's Voices for America250 on Florida's Adventure Coast \(2026\)](#)
- [Veterans' Voices: David Chivers Reflects on Service, Community, and America250 \(2026\)](#)
- [Haggard Coffee & Oddities: Brooksville's Bold New Coffee Spot on Florida's Adventure Coast \(2026\)](#)
- [Veterans' Voices: Meet U.S. Navy Veteran Robert Werts \(2026\)](#)
- [Veterans' Voices: James Swanson Shares His Military Story | America 250 \(2026\)](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- [This Championship-Level Golf Resort Captures the Untamed Charm of Old Florida](#)
- [Between Tampa And Gainesville Is Florida's Once-Thriving Lumber Town That's Now Ruins In A Nature Preserve](#)
- [Brooksville Watermelon Festival is back. Here's what to expect](#)
- [16 Florida Day Trips Locals Love For A Quick Getaway](#)
- [This Florida spring still has live mermaid shows in a real underwater theater](#)
- [Offbeat Hernando County: Florida's Quirkiest Roadside Wonders](#)
- [2 Cool, Hidden, and Unusual Things to Do in Brooksville, Florida](#)
- [Between Tampa And Gainesville Is A Laid Back Escape With Sunny Walks, Local Restaurants, And Nearby Springs](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Se Liga no Roteiro's visit

Total Exposure/Reach/Impressions: 168,219

Engagements: 3,607

Media Value: \$ 238,268.69

A collaboration with VISIT FL to host Brazilian content creators Andre Oliveira and Ian Neustadt, from @seliganoroteiro. This is one of the biggest travel profiles in Brazil with 2M followers on Instagram and 52K on YouTube. The content is mainly focused on travel, gastronomy and experiences.

[Click to see the full report](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

DAVEANDJOCE visit w/ VISIT FL

Total Exposure/Reach/Impressions: 13200
Social/Reach

Engagements: 1728

Media Value: \$1,563.38

A collaboration with VISIT FL to host domestic content creators Dave and Joce, from @daveandjocce. Full report below.

[Link 1](#)

[Link 2](#)

daveandjocce and visitflorida
TELL YOUR STORY music by Ikson™ · Remember [View profile](#)

[View more on Instagram](#)

203 likes

Add a comment...

Dave & Joce | Travel Creators +1 More 01/28/26

A little birdie told us that yesterday was National "Plan for Vacation" Day... No better time to escape the New England winter to chase sunsets & swim with manatees in Central Florida! We just spent the past few days exploring West Volusia @visitwestvolusia & the Adventure Coast @fladventurecoast, & the old-Florida charm, vibrant wildlife & crystal clear springs totally won us over. Don't miss these spots when visiting: 📌 save for planning • Blue Springs State Park @bluespringstatepark_ • Downtown Deland • Lake Woodruff Nature

[Show more](#)

Post Details ✓ Verified

11.8K Reach	16.3K Views	203 Likes	29 Comments	27 Saves
2.19% Eng. Rate	\$15.3K EMV			

🔗 Dave and Joce - Winter Impulse

🤝 Collaboration Post



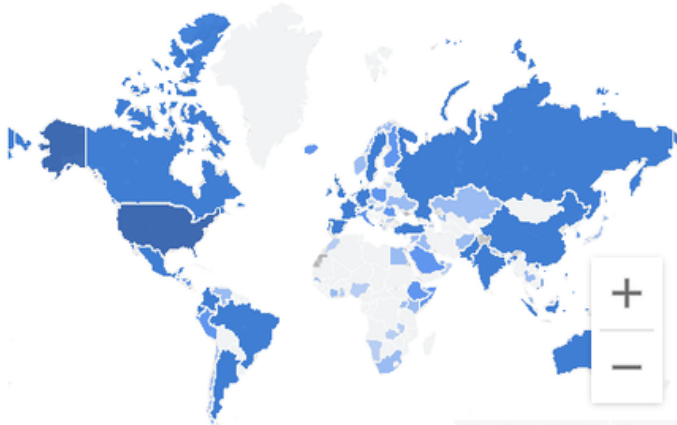
Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Website Analytics: Google Reports Snapshot

5/1/2026 - 6/30/2026

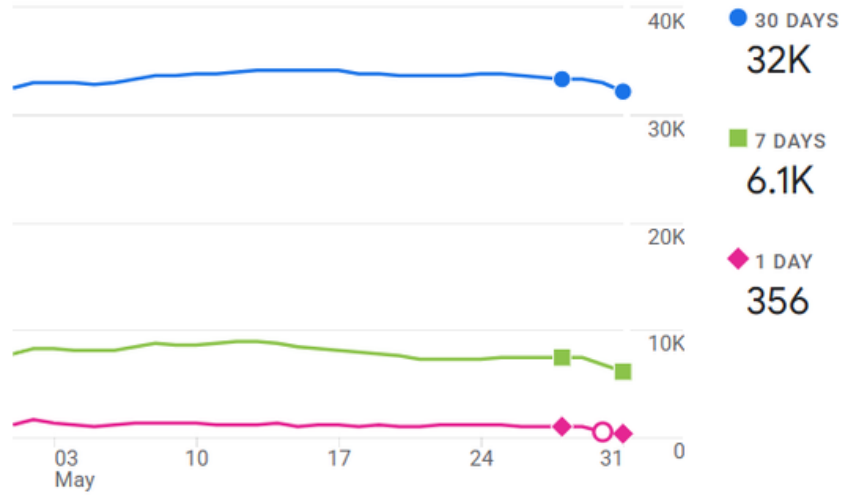
Google Reports Snapshot - Ma 2026 (Part 1 of 3)

Views	Sessions	Engagement rate
144K	59K	70.9%
Active users ?	New users ?	Average engagement time per active user ?
33K	61K	40s
		Total revenue ?
		\$0.00

Active users▼ by Country	Active users▼ by City																																
																																	
<table><tr><th>COUNTRY</th><th>ACTIVE USERS</th></tr><tr><td>United States</td><td>32K</td></tr><tr><td>Singapore</td><td>408</td></tr><tr><td>Germany</td><td>92</td></tr><tr><td>Mexico</td><td>78</td></tr><tr><td>Canada</td><td>68</td></tr><tr><td>India</td><td>54</td></tr><tr><td>Denmark</td><td>53</td></tr></table>	COUNTRY	ACTIVE USERS	United States	32K	Singapore	408	Germany	92	Mexico	78	Canada	68	India	54	Denmark	53	<table><tr><th>CITY</th><th>ACTIVE USERS</th></tr><tr><td>New York</td><td>1.2K</td></tr><tr><td>Tampa</td><td>926</td></tr><tr><td>Orlando</td><td>869</td></tr><tr><td>Spring Hill</td><td>585</td></tr><tr><td>Los Angeles</td><td>537</td></tr><tr><td>Miami</td><td>537</td></tr><tr><td>Singapore</td><td>405</td></tr></table>	CITY	ACTIVE USERS	New York	1.2K	Tampa	926	Orlando	869	Spring Hill	585	Los Angeles	537	Miami	537	Singapore	405
COUNTRY	ACTIVE USERS																																
United States	32K																																
Singapore	408																																
Germany	92																																
Mexico	78																																
Canada	68																																
India	54																																
Denmark	53																																
CITY	ACTIVE USERS																																
New York	1.2K																																
Tampa	926																																
Orlando	869																																
Spring Hill	585																																
Los Angeles	537																																
Miami	537																																
Singapore	405																																

Google Reports Snapshot - May 2026 (Part 2 of 3)

User activity over time



User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	1.4%	0.7%	0.4%	0.4%	0.1%
May 24 - May 30						
May 31 - Jun 6						
Jun 7 - Jun 13						
Jun 14 - Jun 20						
Jun 21 - Jun 27						
Jun 28 - Jul 4						

6 weeks ending Jul 4

[View retention](#) →

Views by Page title and screen class

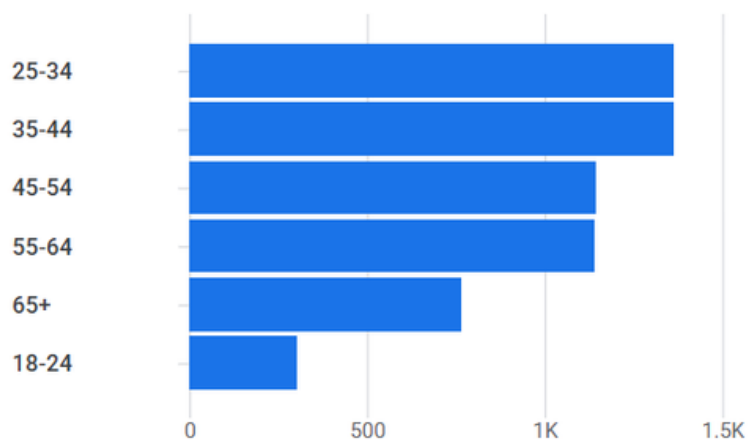
PAGE TITLE AND SCREEN CLASS	VIEWS
Fishing - Floridas Adventure Coast	23K
Florida's Adventure Coast - Discover Nature's Place ...	20K
Fishing Florida's Adventure Coast	9.1K
Florida's Adventure Coast	8.7K
Florida's Adventure Coast - Discover Attractions PL...	6.7K
Dine - Floridas Adventure Coast	5.4K
/events/	5K

Event count by Event name

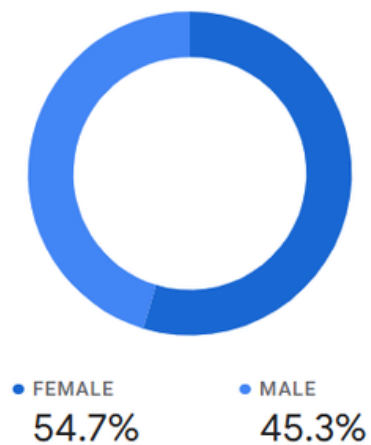
EVENT NAME	EVENT COUNT
page_view	144K
enews_completion	95K
session_start	69K
first_visit	61K
user_engagement	29K
deep_reader_2__pages	9.5K
ua_2__pages	9.5K

Google Reports Snapshot - May 2026 (Part 3 of 3)

Active users▼ by Age



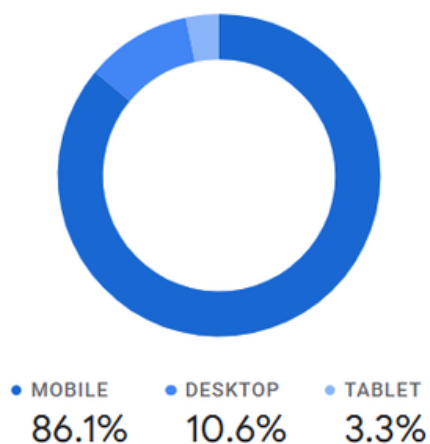
Active users▼ by Gender



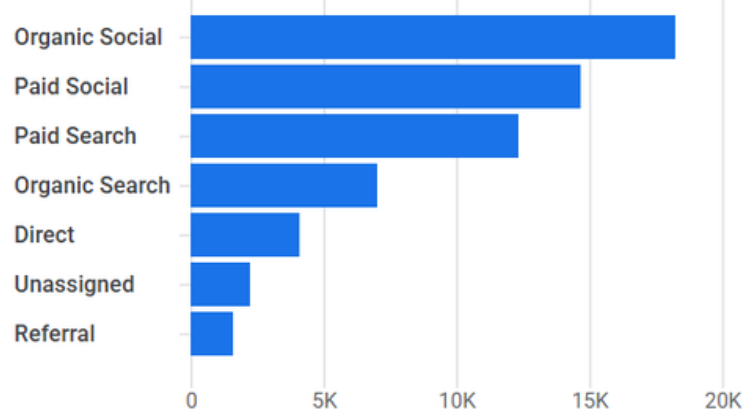
Active users▼ by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid...	1.4K
Lifestyles & Hobbies...	1K
Technology/Social M...	958
News & Politics/Avid...	928
Food & Dining/Cooki...	889
Shoppers/Shopping ...	854
Travel/Travel Buffs	846

Active users▼ by Device category



New users by First user primary channel group (Default C...



Sessions▼ by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Social	19K
Paid Social	16K
Paid Search	12K
Organic Search	7.5K
Direct	4.3K
Unassigned	2.1K
Referral	1.9K

Google Reports Snapshot - June 2026 (Part 1 of 3)

Views

165K

Sessions

70K

Engagement rate

69.6%

Active users ?

43K

New users ?

81K

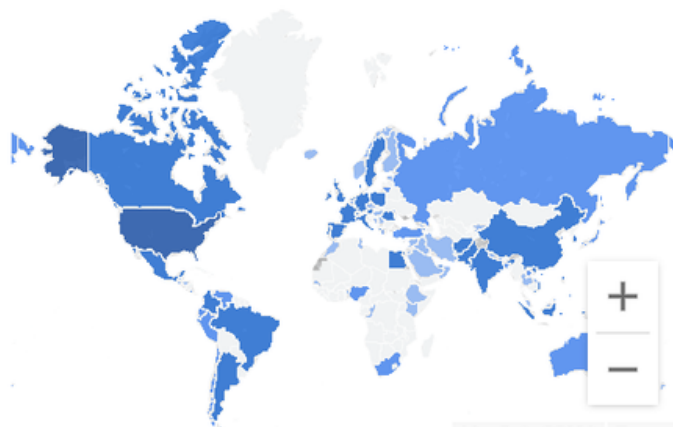
Average engagement time per active user ?

37s

Total revenue ?

\$0.00

Active users▼ by Country



Map Data ©2026 Terms

COUNTRY	ACTIVE USERS
United States	37K
Singapore	4.5K
India	167
Germany	105
Canada	66
China	56
Sweden	42

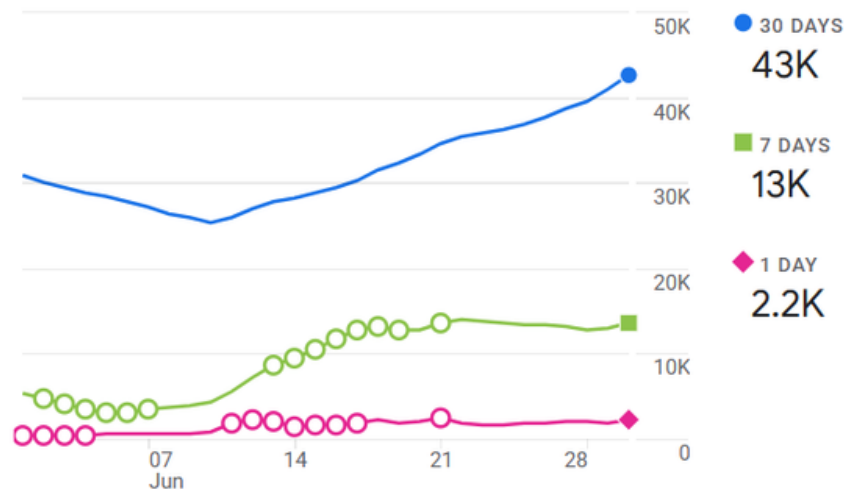
Active users▼ by City



CITY	ACTIVE USERS
Singapore	4K
Orlando	1.3K
Tampa	1.3K
New York	974
Spring Hill	949
Jacksonville	731
Miami	707

Google Reports Snapshot - June 2026 (Part 2 of 3)

User activity over time



User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	1.4%	0.7%	0.4%	0.4%	0.1%
May 24 - May 30						
May 31 - Jun 6						
Jun 7 - Jun 13						
Jun 14 - Jun 20						
Jun 21 - Jun 27						
Jun 28 - Jul 4						

6 weeks ending Jul 4

[View retention →](#)

Views by Page title and screen class

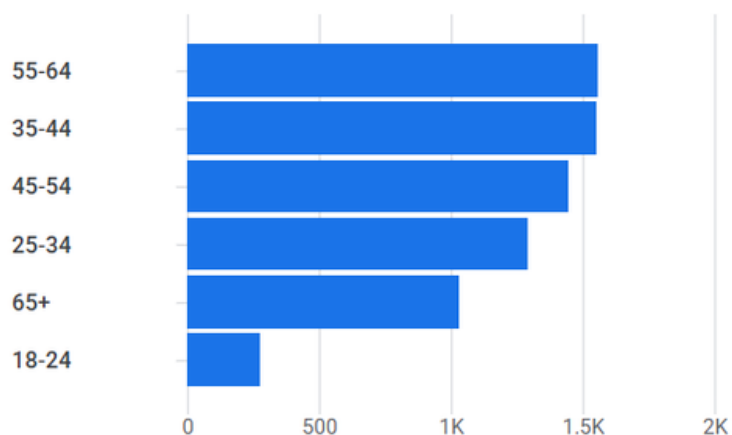
PAGE TITLE AND SCREEN CLASS	VIEWS
Florida's Adventure Coast	30K
Scalloping Florida's Adventure Coast	21K
Fishing Florida's Adventure Coast	13K
Water Adventures Florida's Adventure Coast	10K
Attractions Florida's Adventure Coast	8.7K
Paddling Florida's Adventure Coast	7.2K
Dine Florida's Adventure Coast	6K

Event count by Event name

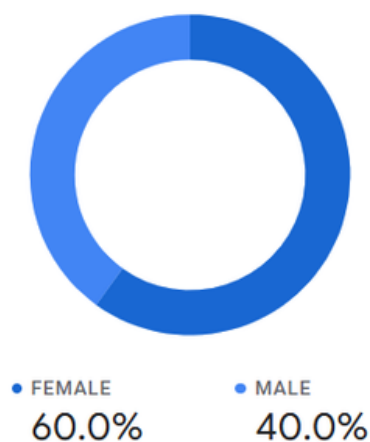
EVENT NAME	EVENT COUNT
page_view	165K
enews_completion	105K
session_start	89K
first_visit	81K
user_engagement	42K
deep_reader_2_pages	8.2K
ua_2_pages	8.2K

Google Reports Snapshot - June 2026 (Part 3 of 3)

Active users▼ by Age



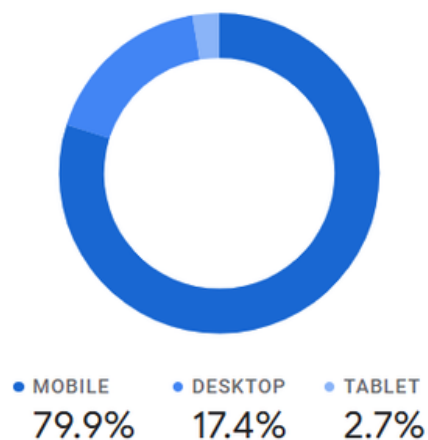
Active users▼ by Gender



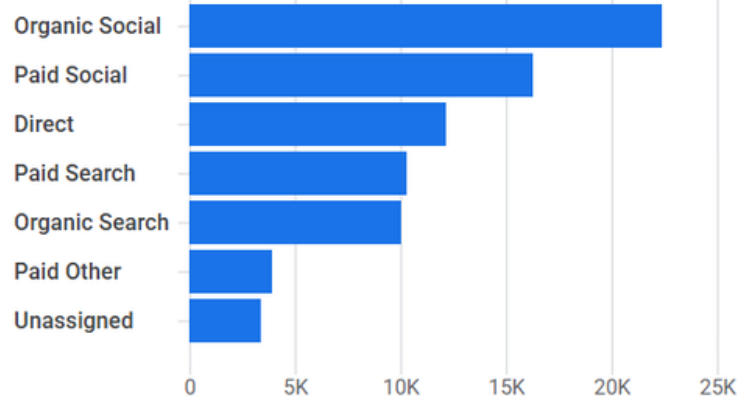
Active users▼ by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid...	375
Food & Dining/Cooki...	366
News & Politics/Avid...	311
Shoppers/Shopping ...	300
Travel/Travel Buffs	272
Home & Garden/Ho...	256
Lifestyles & Hobbies...	255

Active users▼ by Device category



New users by First user primary channel group (Default C...▼



Sessions▼ by Session primary ch...▼

SESSION PRIMARY ...	SESSIONS
Organic Social	22K
Paid Social	17K
Direct	12K
Organic Search	9.9K
Paid Search	8.9K
Paid Other	4K
Unassigned	3.1K



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Social Media Report

5/1/2026 - 6/30/2026

VS.

5/1/2025 - 6/30/2025

Post Performance: May 1, 2026 - June 30, 2026

Included in this Report

 Florida's Adventure Coast
 adventurecoast

 fladventurecoast
 Florida's Adventure Coast, Brooksvi...
 fladventurecoast

Post	Published Date	Impressions	Average Reach per Post	Engagement Rate (per Impression)	Engagements	Reactions	Comments	Shares	Saves	Post Link Clicks
141 Posts May 1, 2026 – Jun 30, 2026		207,511 ↑ 19.7%	1,721.59 ↑ 48%	6.9% ↑ 22.4%	14,424 ↑ 44.6%	4,113 ↑ 18.3%	471 ↑ 31.9%	645 ↑ 26.2%	45 ↑ 32.4%	141 ↑ 0.7%
278 Posts May 1, 2025 – Jun 30, 2025		173,293	1,163.59	5.6%	9,976	3,476	357	511	34	140

Top 3 Posts - Impressions



 Florida's Adventure Co...
 Tue 5/12/2026 12:39 pm EDT

Behind-the-scenes fun in Downtown Brooksville! 📺 FOX 13's Charley Belcher from Good Day Tampa Bay...



Views 48,622



 Florida's Adventure Co...
 Tue 6/30/2026 7:49 am EDT

Did you know Elvis Presley reportedly stopped for hamburgers at Brooksville's Oaks Restaurant in July 1955? The...



Views 35,407



 Florida's Adventure Co...
 Fri 5/22/2026 11:59 am EDT

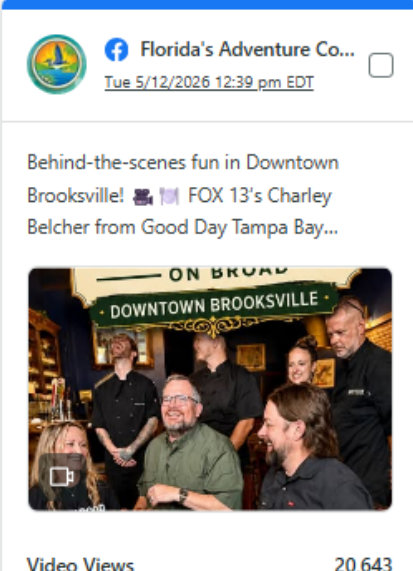
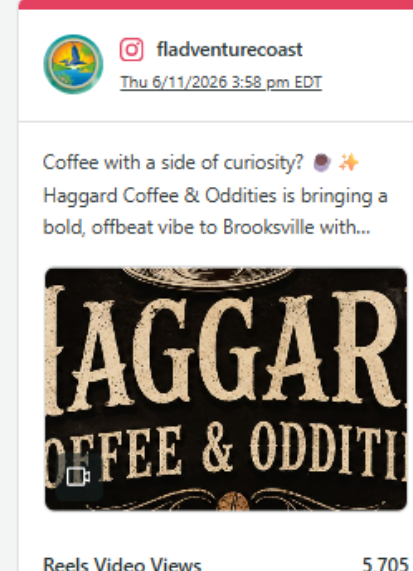
FOX 13's Charley Belcher from Good Day Tampa Bay made a stop at the Silver Dolphin Restaurant & Country Store in...



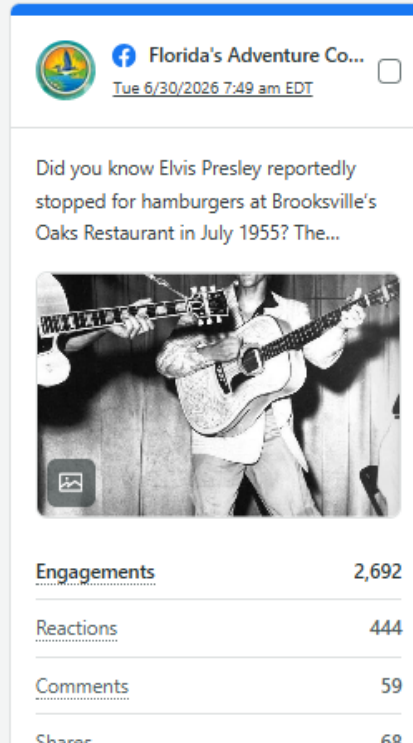
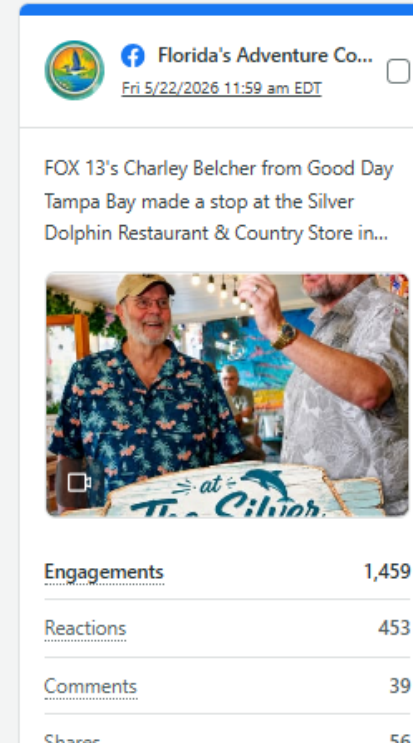
Views 17,602

Post Performance: May 1, 2026 - June 30, 2026

Top 3 Posts - Video Views

 Video Views 20,643	 Video Views 7,706	 Reels Video Views 5,705
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Top 3 Posts - Engagements

 Engagements 4,061 Reactions 868 Comments 126 Shares 92	 Engagements 2,692 Reactions 444 Comments 59 Shares 68	 Engagements 1,459 Reactions 453 Comments 39 Shares 56
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Profile Performance Summary: May 1 - June 30, 2026



Included in this Report

Sources

- Facebook Florida's Adventure Coast
- Instagram fladventurecoast
- Twitter @fladventurecoast
- Pinterest adventurecoast
- YouTube Florida's Adventure Coast, Brooksville - Weeki Wachee

Impressions

1,160,691 ↗ 87.7%

Engagements

12,973 ↗ 9.4%

Post Link Clicks

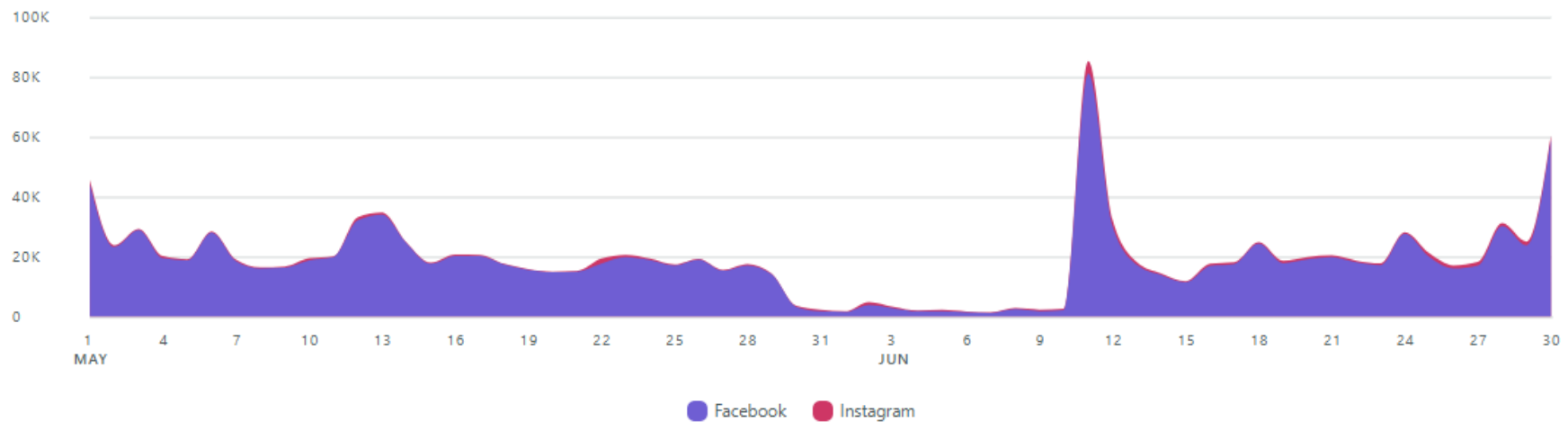
171 ↗ 32.6%

Engagement Rate (per Impression)

1.1% ↘ 41.1%

Impressions

Review how your content was seen across networks during the selected time period.



Impression Metrics

Impressions

Totals % Change

1,160,691 ↗ 87.7%

Facebook Views

1,120,285 ↗ 92.4%

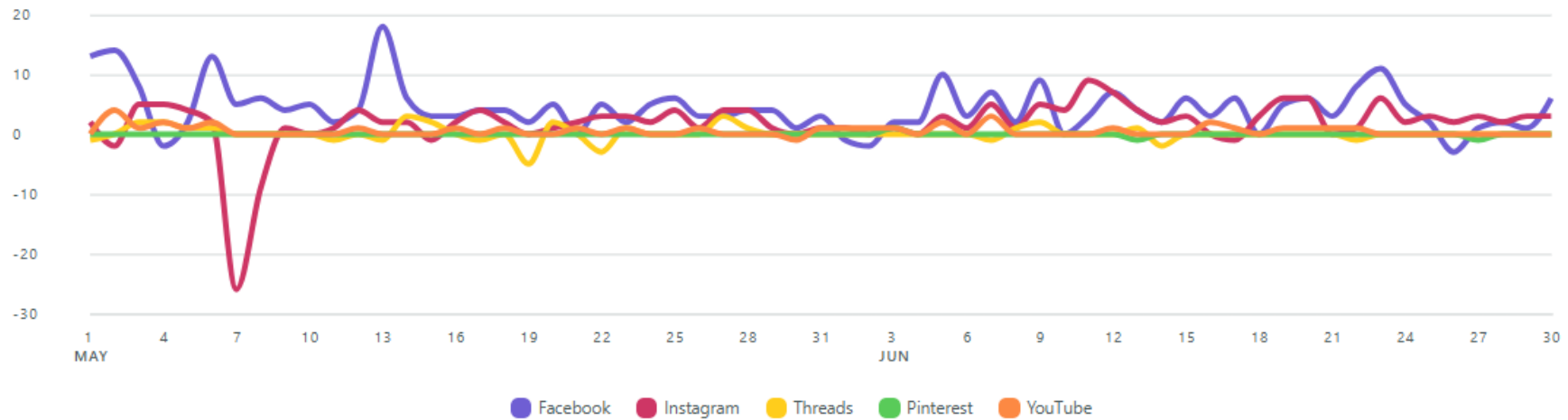
Instagram Views

40,406 ↗ 12.3%

Profile Performance Summary: Audience Growth

Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

Audience

Totals % Change

69,316 ↗ 5.8%

Net Audience Growth

411 ↘ 28.5%

Facebook Net Follower Growth

265 ↘ 20.4%

Instagram Net Follower Growth

109 ↘ 31.4%

Threads Net Follower Growth

6 ↘ 87.8%

Pinterest Net Follower Growth

-1 ↘ 150%

YouTube Net Subscriber Growth

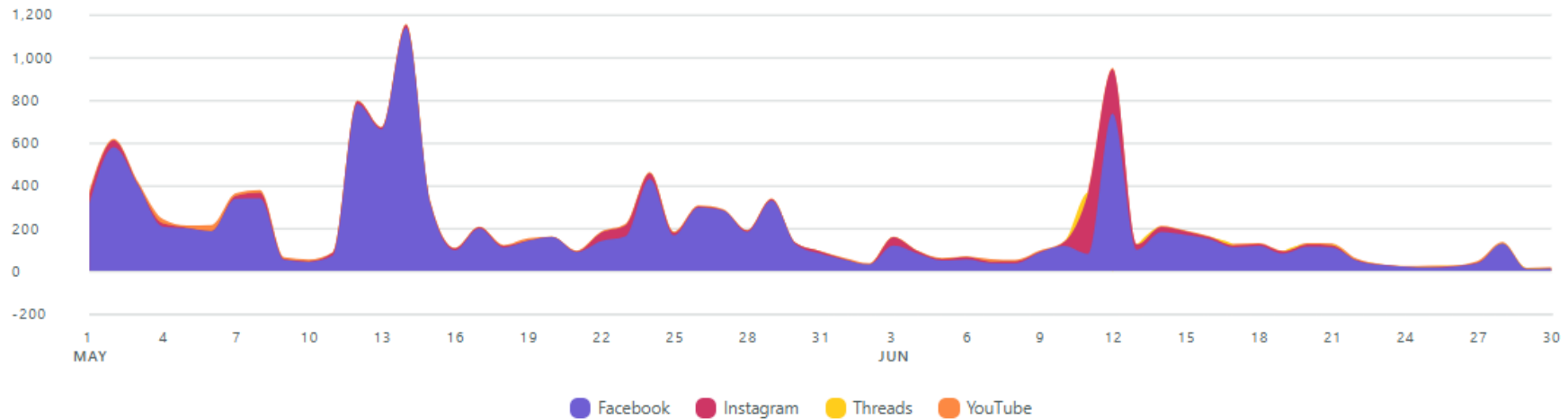
32 → 0%

Profile Performance Summary: Engagements



Engagements

See how people are engaging with your posts during the selected time period.



Engagement Metrics

Engagements

Totals % Change

12,973 ↗ 9.4%

Facebook Engagements

11,452 ↗ 11.8%

Instagram Engagements

1,146 ↘ 0.1%

Threads Engagements

12 ↘ 29.4%

YouTube Engagements

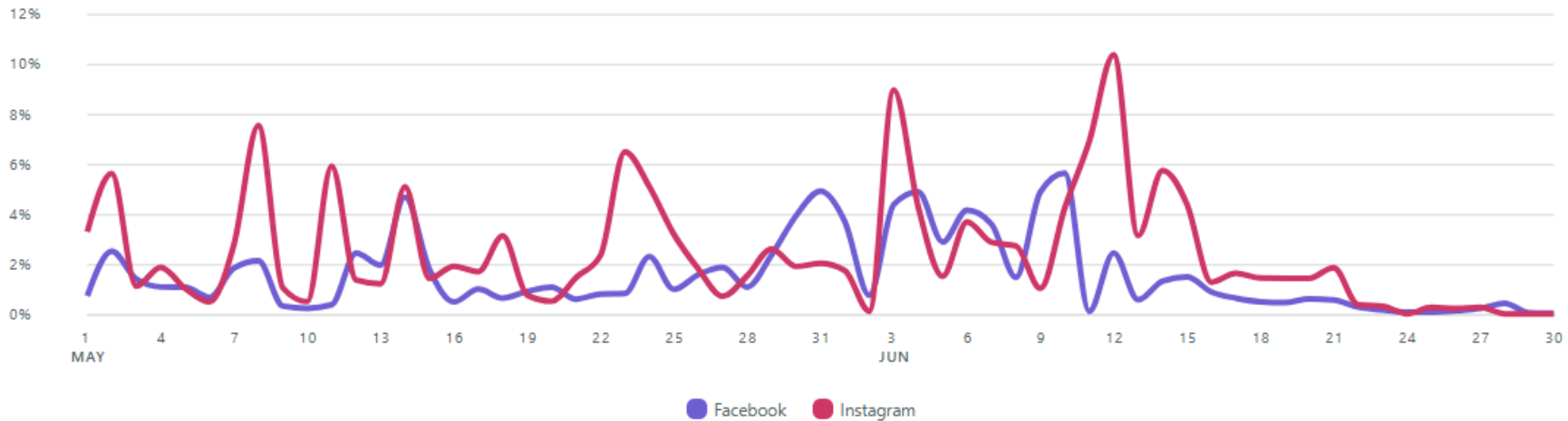
363 ↘ 18.8%

Profile Performance Summary: Engagement Rate



Engagement Rate

See how engaged people are with your posts during the selected time period.



Engagement Rate Metrics

Engagement Rate (per Impression)

Rate % Change

1.1% ↘ 41.1%

Facebook Engagement Rate

1% ↘ 41.9%

Instagram Engagement Rate

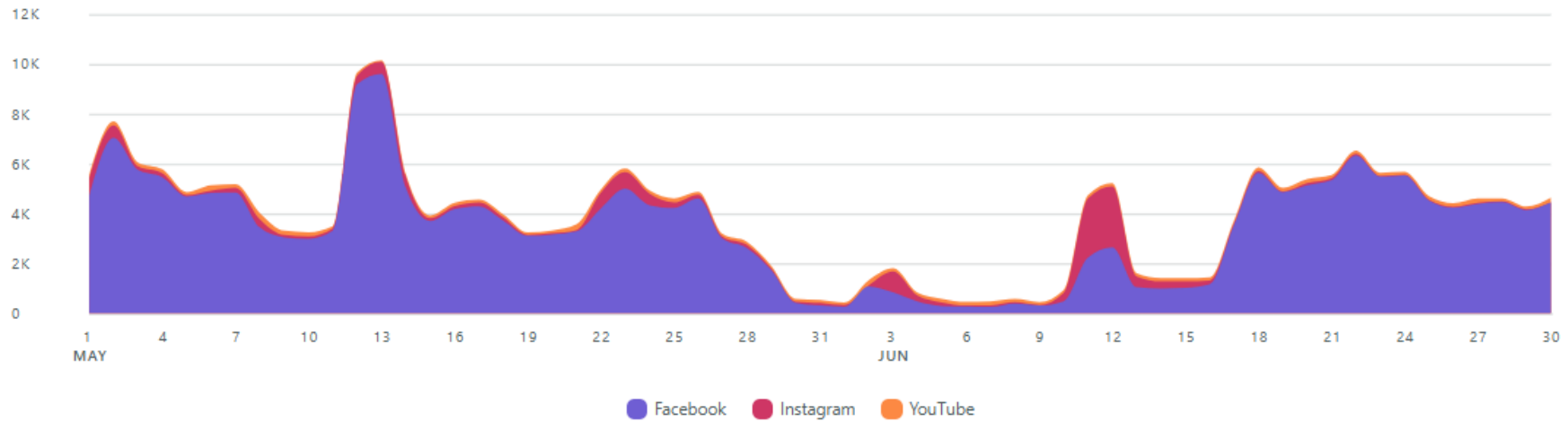
2.8% ↘ 11%

Profile Performance Summary: Video Views



Video Views

Review how your videos were viewed across networks during the selected time period.



Video Views Metrics

Video Views

Totals % Change

234,686 ↗ 134.7%

Facebook Video Views

210,965 ↗ 221.4%

Instagram Reel Video Views

15,328 ↘ 31.5%

YouTube Video Views

8,393 ↘ 29.9%