



MEMORANDUM

TO: Members of the Hernando County Tourist Development Council

FROM: Tammy J. Heon, Manager, Tourism Development

SUBJECT: TDC Meeting

DATE: September 22, 2026

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, September 24, 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

September 24, 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*

- July 2026 Minutes

Finance Report – Tammy Heon

Manager's Report – Tammy Heon

Consent Agenda

- PR Reports
- Website Analytics
- Social Media Analytics

2:30

Old Business

- Update on Special Events Funding Policies and Procedures Changes

2:30-3:40

New Business

- Sunshine & Ethics Presentation – James Hardison, County Attorney
- Foggy Longbritches – Florida Winter Music Festival Grant Application – *Action Item*
- Historic Hernando Preservation Society – Haunted Hernando History Tour Grant Application – *Action Item*
- Nate Heinold – 2027 Discraft Supreme Flight Open Sponsorship Application – *Action Item*

3:40-3:50

Reports from the TDC Members

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

3:50-4:00

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 - Hernando Beach as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community."

July 16, 2026 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, July 16, 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
Yann Milcendeau
Tom St. Clair
Stan Kaszuba
Therese White

STAFF:

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

EXCUSED: Steve Champion, Christa Tanner, JW McKethan, Diane Greenwell

CALL TO ORDER: Roger King called the meeting to order at 2:04 pm, on Thursday, July 16, 2026. A quorum was not yet present; and no official business was immediately conducted until after a quorum was present.

Tammy Heon advised the Council that Commissioner Steve Champion had been assigned to the Tourist Development Council. Commissioner Champion had planned to attend the meeting but was unable to do so because of illness.

FINANCE REPORT: Tammy Heon

June 2026, TDT Report, which is for April activity, collected in May, and reported in June are \$307,324, which is a 12% increase over last year's collections of \$274,562.

July 2026, TDT Report, which is for May activity, collected in June, and reported in July are \$281,516, which is a 6.1% increase over last year's collections of \$265,415.

Fiscal Year-to-Date Collections totaled \$2,466,406, representing a 2.7% decrease compared with the prior year's collections of \$2,535,987. When compared with fiscal year 2024, which Tammy characterized as a more typical year, year-to-date collections are up 39.9% from \$1,762,936. Tammy noted that the fiscal year had begun approximately 11% below the previous year and that performance had continued to improve. Based on current trends and the performance of

marketing efforts, she expressed optimism that collections could finish the year at or above the previous year.

Current Marketing and Operations Expenditures: The total budget was reported at \$5.3 million.

- ❖ Personnel and Benefits YTD: \$270,179
- ❖ Operating Expenses YTD: \$268,437
- ❖ Outstanding Encumbrances: \$728,144
- ❖ Reserves: \$3,247,758
- ❖ Transfers to Other Funds: \$76,720
- ❖ Available Balance, Including Reserves: \$4,083,946

Tammy also reported that freelance photographer Melissa Alper was preparing a potential pitch involving Weeki Wachee for *The New York Times*. Staff was coordinating an opportunity for her to participate in and document the “The Mermaid Experience.”

MANAGER’S REPORT: Tammy Heon

Live Remotes: FOX 13 personality Charlie Belcher had visited the destination twice since the previous meeting, including visits to Green Door on Main and Silver Dolphin Restaurant & Country Store.

Influencer: The Visit Florida partnership with influencers from Brazilian generated significant exposure, including approximately: 168,219 views; 3,607 engagements: and \$238,268.69 in estimated media value.

Certified Destination Management Executive (CDME): Tammy Heon reported that she has earned the Designation, CDME, and would be recognized with the graduating class at the Destinations International conference in Portland, Oregon. She noted that the certification process provided extensive professional development opportunities and strengthened connections with destination-management professionals throughout the industry.

Marketing and Visitor Market Performance: Tammy reported improvement in current tourism market performance, with seasonal movement toward Florida drive markets while maintaining strong results from several out-of-state markets. Columbus, Ohio continued to perform well, while the New York market continued to increase its share of visitor spending. Data indicated that many visitors were traveling shortly after seeing destination advertising, supporting the trend toward shorter booking windows and last-minute summer trip planning. She noted that current economic conditions appear to be influencing when and how travelers make vacation decisions, although consumers continue to prioritize travel.

Media Performance Highlights: Tammy reviewed the performance of advertising campaigns administered through Miles Partnership. Overall results were reported as strong and, in most cases, above industry benchmarks.

- ❖ Programmatic Native Campaign generated approximately 1.4M impressions and approximately 1,700 click-throughs, with a cost per acquisition of \$4.67 compared with a \$10 benchmark.
- ❖ Programmatic Video Campaign achieved a video completion rate of approximately 93.29% and a cost per acquisition of \$6.56.
- ❖ Trip Advisor Paid Social Meta generated 3,775 clicks and more than 42,000 engagements, with an engagement rate of 3.40%, exceeding industry benchmark.
- ❖ Atlas Obscura content achieved particularly strong engagement. We have five place pages. The destination's curated list generated approximately 68.8% engagement. The May-Stringer House was top-performing with an engagement rate of approximately 83.5%.

Media Attribution showed approximately 25,897 individuals who had been exposed to destination advertising and subsequently appeared in the destination during the reporting period. That is a visit rate of 0.51%, 5.1 people for 1,000 impressions.

DMA's top five that are seeing our ads and then showing up in the destination:

1. Tampa/St. Petersburg (11,091 visits)
2. Daytona/Ormond Beach (4,523 visits)
3. New York, NY (1,071 visits)
4. Jacksonville, FL (1,071 visits)
5. Fort Myers (927 visits)

Paid Search in June generated 26,164 conversions, 7,711 engaged sessions with an average time on site of over one-minute, an 86% engagement rate, and a 73% key event rate recorded in Google. A key event would be like signing up for the newsletter.

Paid Search top converting locations:

1. Tampa
2. Orlando
3. Jacksonville

Paid Search top keywords:

1. Places to visit in Florida
2. Best Restaurants
3. Vacation Rentals
4. Things to do in Florida
5. Places to Visit

Paid Social with Meta (Facebook and Instagram) generated 552,508 impressions; over 21,400 clicks with a cost per click of \$0.23; over 17,200 landing page views with a cost per landing page visit of \$0.29; over 91,000 engagements with a click-through rate of 3.87% and 5% of the ad viewers engaged with our ads. The scalloping campaign generating website traffic at an approximate cost per click of 10 cents.

Council members expressed satisfaction with the performance of Miles Partnership, and Tammy reported confidence in the agency's work and the effectiveness of current campaigns.

Therese White joined the meeting at 2:20 pm; and a quorum was established.

MINUTES of March 19, 2026, TDC Meeting: A copy of the minutes of March 19, 2026, TDC Meeting was included in the meeting packet.

MINUTES of May 21, 2026, TDC Meeting: A copy of the minutes of May 21, 2026, TDC Meeting was included in the meeting packet.

MOTION: A motion was made by Yann Milcendeau to approve the minutes of March 19, 2026, TDC Meeting and the minutes of May 21, 2026, TDC Meeting. Motion seconded by Stan Kaszuba. Motion passed; all in favor and none opposed.

NEW BUSINESS:

TDC Grant Funding Application:

Demetris Solutions for HarvestMoon Fun Farms: Fall Festival with Corn Maze, Pumpkin Patch, Haunt and Field Trips scheduled for every weekend starting Saturday, September 27, 2026, through November 8, 2026, and adding weekdays Wednesday through Friday starting October 7, 2026. Their projected attendance is approximately 24,500 local and out-of-town visitors with a regional marketing initiative reaching a 75-mile radius. Based on points earned, one-third allowance of their marketing budget, and their grant funding amount requested, the recommended TDC Grant Funding award is \$5,000.

MOTION: A motion was made by Yann Milcendeau to approve TDC Grant Funding for HarvestMoon Fun Farm's Fall Festival in the amount of \$5,000. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

The TDC will recommend to the BOCC for final approval, TDC Grant Funding for HarvestMoon Fun Farm's Fall Festival in the amount of \$5,000.

Review of Special Events Funding Policies and Procedures:

Tammy Heon introduced a proposal to significantly revise the Tourist Development Council's approach to event support beginning in Fiscal Year 2027. The proposed program would shift the primary form of support away from direct reimbursement payments and toward marketing and advertising services provided on behalf of events and organizations. Applicants would continue to submit applications, meet tourism-related eligibility requirements and provide post-event reporting, including attendance and room-night information.

Tammy Heon explained that the proposed model was developed following a review of how other Florida destination marketing organizations support events. Practices across the state vary

considerably, with some destinations continuing to provide grants, while others provide sponsorships, direct advertising support, sports-event support or case-by-case assistance.

The proposed approach would allow the Visitors Bureau to use its professional marketing expertise and existing media relationships to create and place advertising directly. Tammy stated that many event organizers are highly capable at producing events but may lack professional marketing expertise. Council members generally agreed that directing professional advertising on behalf of applicants could produce greater tourism value than providing funds for applicants to independently purchase advertising.

The draft sponsorship structure included four levels:

- ❖ **Bronze – approximately \$1,000 value:** Featured event placement on the destination website and newsletter, organic social media promotion and up to approximately \$500 in paid social media advertising.
- ❖ **Silver – approximately \$2,500 value:** Bronze-level benefits plus professional video production and additional paid social media support.
- ❖ **Gold – approximately \$3,000 value:** Silver-level benefits plus paid advertising through NatureCoaster.com.
- ❖ **Platinum – approximately \$5,500 value:** Benefits from the preceding levels plus an approximately \$2,500 advertising campaign administered through Miles Partnership.

Tammy Heon emphasized that the assigned sponsorship value would not necessarily equal the Visitors Bureau's actual cash expenditure because some benefits, including website placement, staff video production, social media exposure and access to existing marketing contracts, can provide substantial value without requiring an equivalent direct expenditure.

Applicant Consultation: Council members discussed the importance of ensuring that applicants understand that Tourist Development Tax-supported activities should attract visitors from outside Hernando County rather than serving exclusively local audiences.

The Council discussed requiring approximately a 30-minute consultation after an application is received and before it is presented to the TDC. During the consultation, Tammy could review the applicant's goals, discuss tourism objectives, clarify available marketing support and outline expectations associated with the sponsorship.

Collateral and Printing Support: The Council also discussed how the proposed program could accommodate smaller organizations, including museums and historical organizations, that may need assistance with brochures and other printed collateral rather than event advertising. The discussion ultimately favored incorporating collateral support within an existing sponsorship level when appropriate.

Staff will continue working through the mechanics of purchasing, invoicing, and legal compliance, with the goal of shifting support to paid media campaigns rather than direct cash payments whenever possible. Under the proposed system, the Visitors Bureau would directly manage

advertising expenditures rather than issuing funds that could be perceived as unrestricted grants. Members noted that this approach could improve accountability, strengthen marketing results and allow sponsorship dollars to reach more organizations.

MOTION: A motion was made by Yann Milcendeau to approve the **concept of the proposed Tourism Marketing Sponsorship Program** and authorize staff to continue developing the program. Motion seconded by Stan Kaszuba. Motion passed; all in favor and none opposed.

MANAGER’S REPORT: Tammy Heon (cont.)

Website Performance - Compared with the same period in the prior year:

- ❖ Total page views increased approximately 21%.
- ❖ Sessions increased approximately 27%.
- ❖ Total users increased approximately 29%.
- ❖ Approximately 86.4% of website users accessed the site by mobile device.
- ❖ Florida, New York and California were the top three states generating website traffic.
- ❖ Organic social, paid social and paid search were the top three traffic sources.
- ❖ Fishing, the homepage and attractions were the three most-viewed pages.

Organic search impressions increased approximately 65% year over year, while average search position improved from approximately 9.7 to 8.4. Google organic clicks increased from approximately 2,000 to 3,800, an approximately 89% increase.

Tammy also reported increasing traffic from AI-powered search platforms, including ChatGPT and Google Gemini. Website improvements currently underway include SEO and generative-engine optimization enhancements and migration to a new server environment. The refreshed website and destination branding were anticipated to launch around August 3.

DATES TO REMEMBER:

- ❖ August 3, 2026: Official launch of Brand Refresh
- ❖ **September 24, 2026: TDC Meeting**
 - Discussion on Grant Funding, revised Application & Procedures
 - County Attorney, Sunshine and Ethics

TDC MEMBER REPORTS:

Yann Milcendeau of Hernando Beach Motel reported that a substantial cleanup effort had been undertaken in a canal behind area businesses. Approximately three-quarters of the canal had been cleaned, with significant amounts of debris removed, including containers of used motor oil. Participants described the cleanup as an environmental and community improvement associated with efforts to increase responsible use of the canal.

Stan Kaszuba of Trek Spring Hill reported that Summer heat and rainfall continued to reduce recreational cycling activity. Bicycle service activity had remained relatively strong as customers

used the slower riding season for repairs and tune-ups. Out-of-state cycling groups typically observed during cooler periods had not been seen during the summer season.

Therese White of Motel 6 reported that occupancy was reported as slightly below the prior year, with several properties experiencing softer demand. Supply-chain issues involving linens and other overseas-sourced products were also reported. Some properties were using the slower period to complete renovations and maintenance. Discussion also addressed continued shifts in visitor lodging patterns toward vacation rentals and stronger performance in the luxury segment relative to budget lodging.

Tom St. Clair of Hernando Audubon Society reported that Environmental organizations were scheduled to meet with Parks and Recreation to review design options for the observation tower at Linda Pedersen Park. Discussion included support for maintaining or potentially increasing the tower height to maximize views and tourism appeal while considering environmental factors.

Valerie Pianta reported that Economic Development had secured a **\$13.6 million EDA grant** for infrastructure improvements at the airport, along with a **\$750,000 state appropriation**. Combined with previously received funding and County support, the improvements are expected to help prepare approximately 600 acres for development through roadway, water, sewer and airport infrastructure improvements.

Additional economic development information was provided regarding the tax contributions of targeted industries. For 2025, primary targeted industries were reported to have generated approximately \$5.2 million in ad valorem taxes and approximately \$9.7 million in tangible personal property value. Cabot Citrus Farms was discussed separately, with approximately \$1.3 million in taxes and an assessed value exceeding \$80 million. This emphasized the importance of commercial and industrial development in diversifying and expanding the County's tax base.

Roger King of The Dolan House reported receiving a matching renovation grant from the City. Planned improvements included repair of wood rot, exterior painting and protective coating of the building's metal roof. Renovation work was expected to be substantially completed by late July or mid-August.

PUBLIC COMMENT: None submitted, and nothing to report.

There being no further business, the meeting was ajourned at 3:31 pm.

Prepared by:
Michelle Rose



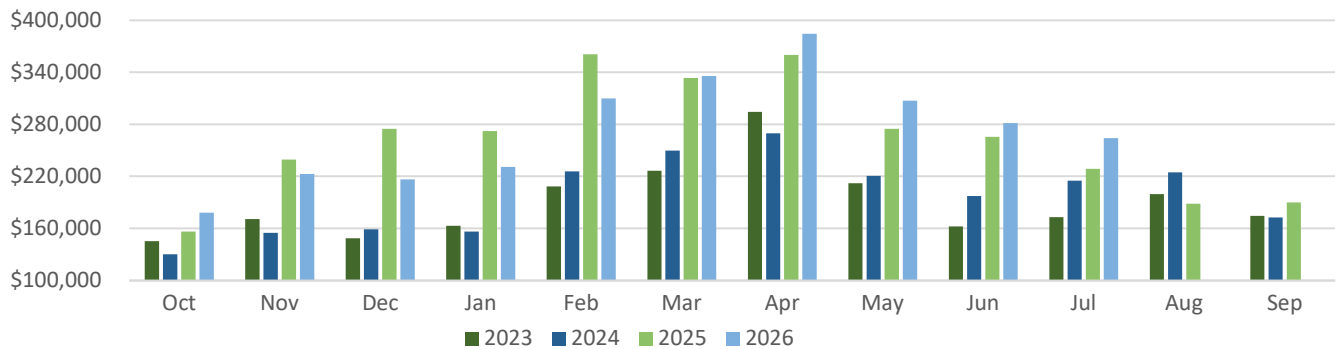
Doug Chorvat, Jr.

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

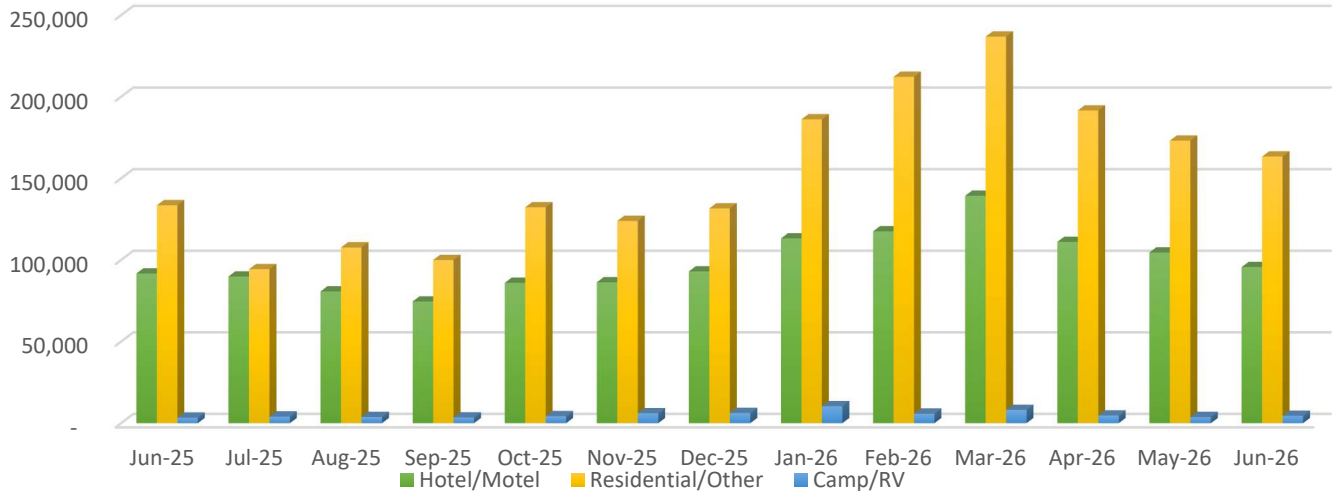
TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: July 2026 Tourist Development Tax Collections from June 2026 Activity
DATE: August 10, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax - July Collections for June Activity	\$ 211,147	\$ 182,895
Destination Development - July Collections for June Activity	\$ 52,787	\$ 45,724
Total	\$ 263,934	\$ 228,619
Year-to-Date	\$ 2,730,340	\$ 2,764,606

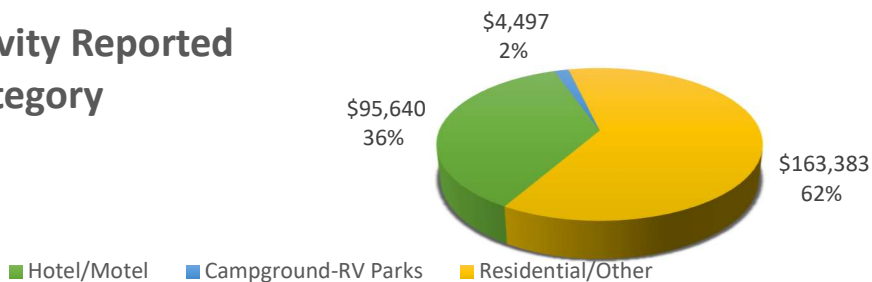
Fiscal Year Revenue Comparison



Revenue Activity Reported



Revenue Activity Reported
by Category





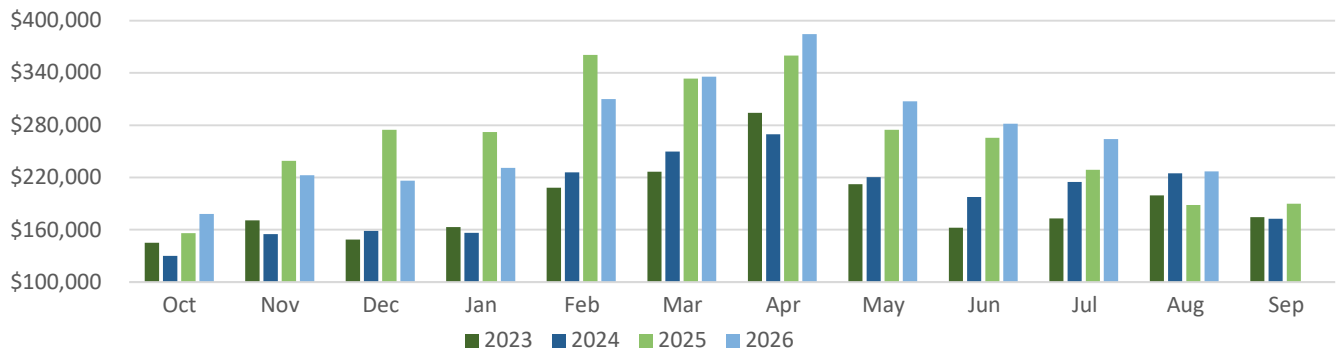
Doug Chorvat, Jr.

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

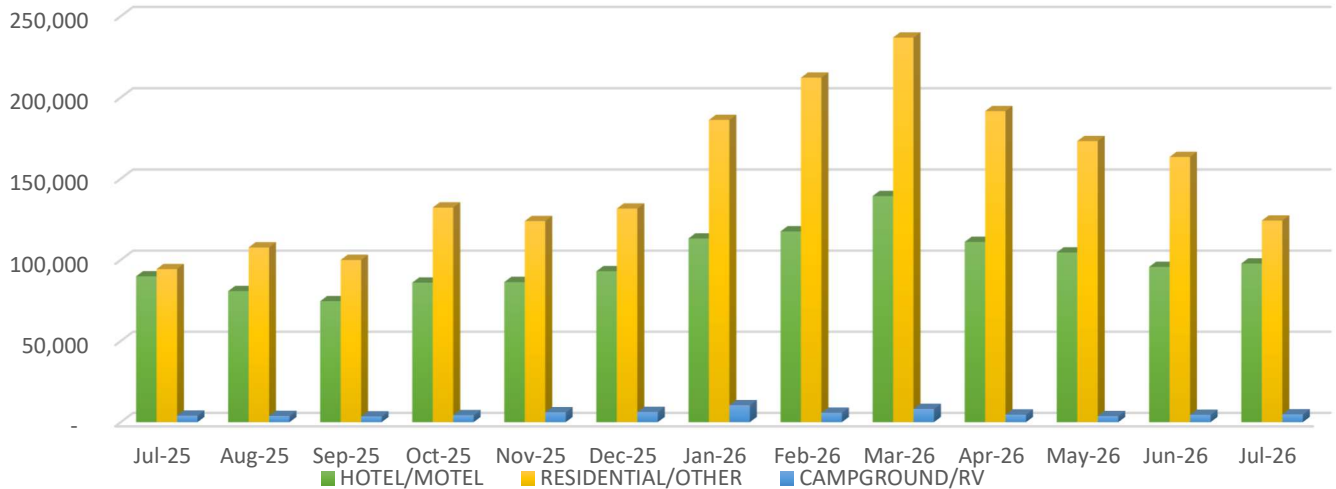
TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: August 2026 Tourist Development Tax Collections from July 2026 Activity
DATE: September 04, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax - August Collections for July Activity	\$ 181,467	\$ 150,584
Destination Development - August Collections for July Activity	\$ 45,367	\$ 37,646
Total	\$ 226,834	\$ 188,230
Year-to-Date	\$ 2,957,175	\$ 2,952,836

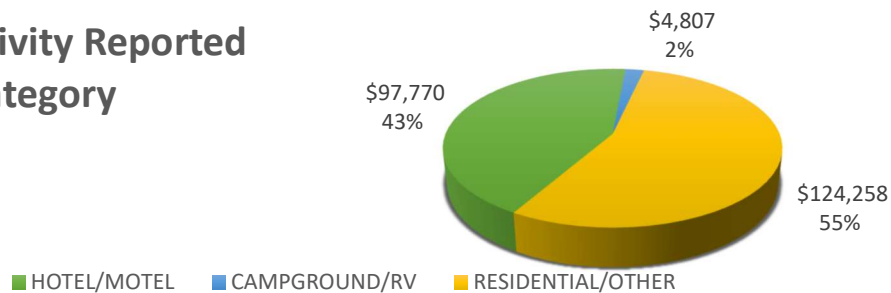
Fiscal Year Revenue Comparison



Revenue Activity Reported



Revenue Activity Reported
by Category



Tourism Development Budget Status Report

YTD as of September 21, 2026

Expenditure	Budget	YTD Expenses	Outstanding Encumbrances	Available Balance
Personnel & Benefits	\$421,476	\$283,243	\$0	\$138,233
Operating Expenses	\$1,604,752	\$268,657	\$728,144	\$607,951
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	\$551,899	\$728,144	\$4,070,663

Application for HCTDC Grant Funding

Hernando County Tourist Development Council Grant Funding Program Application, Procedures and Agreement

The primary purpose of the Hernando County TDC Special Event Grant Funding Program is to provide funding to local organizations for marketing of special events that promote Hernando County as a tourist destination. **Funds received pursuant to the Special Event Grant Funding Program must ONLY be used for expenditures associated with marketing and promoting the event** to visitors and guests outside of Hernando County, with the goal of encouraging overnight **visitors**. The program is administered through the Hernando County Tourist Development Council (HCTDC) and Florida's Adventure Coast Visitors Bureau.

Applicants are required to provide a completed application with a detailed marketing plan.

Local special events that may receive funding must demonstrate a history of producing room nights, creating positive economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Hernando County accommodations. The application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

We are pleased to announce that the Grant Funding Program for Fiscal Year 2025-2026 was an overwhelming success. All available funds have been awarded.

The Grant Funding Program will resume in Fiscal Year 2026-2027

Applications will be reviewed at a TDC Meeting and funding recommendations forwarded to the BOCC for review and final approval. Please allow ample time for the approval process and creation of a Purchase Order. **It is strongly advised to apply in advance, however, please note exact dates for Quarterly Application Deadlines.**

Applications for grants for the FY 2026-2027 year must be received as follows:

FY26-27	If Your Event is Scheduled:	Application Deadline
1st Quarter	Oct. 2026	July 6, 2026
	Nov. 2026	
	Dec. 2026	
2nd Quarter	Jan. 2027	Nov. 2, 2026
	Feb. 2027	
	Mar. 2027	
3rd Quarter	Apr. 2027	Jan. 4, 2027
	May 2027	
	June 2027	
4th Quarter	July 2027	May 10, 2027
	Aug. 2027	
	Sept. 2027	

The number of grants awarded, and the amount of each grant award, will depend upon the availability of designated funds and specific allocations.

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

There are several requirements to be met to be eligible for grant funding.

1. Funds are 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. Allow 2 business days for approval.
3. All Social Media ads must include the hashtag #FLAdventureCoast.
4. An Invoice requesting reimbursement, along with a report on the event, must be submitted to the HCTDC within 60 days of the close of the event. Invoices must be made out to the HCTDC and include copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate the request for funds. The link to the electronic reporting form will be sent to you with the notification of your grant.
5. Invoices for all advertising and expenses, WITH copies of the ads, AND proof of payment MUST be submitted with your report and invoice.
6. All applications and subsequent reports must be submitted through the Grant Funding Portal. Please do not submit your reports in any other format.
7. **You must meet all of the requirements listed above to receive your grant funding reimbursement. If you skip any steps or do not seek approval of your ads, you will be disqualified and will not receive your reimbursement.**

Organization Name Foggy Longbritches LLC

Organization EIN# or FEN# 932297678

Business Address	1056 Osowaw Blvd Spring Hill, FL, 34607
Application completed by	Ingrid Schaper
Title	Co owner
Email	ingrid.schaper34607@gmail.com
Telephone No.	(352) 228-0292
Name of Event	Florida Winter Music Festival
Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.	Americana music festival with many genres of music kids programming original music camping optional November Eleventh to Fifteenth Two thousand twenty six
Date(s) of Event	Wednesday, November 11, 2026
Hours of Event	5:00 PM - 11:00 PM
Date(s) of Event	Thursday, November 12, 2026
Hours of Event	11:00 AM - 11:30 PM
Date(s) of Event	Friday, November 13, 2026
Hours of Event	11:00 AM - 11:30 PM
Should your event span more than three days, please list all dates and times below:	November Eleven to Fifteen Eleven AM to Twelve AM maximum
Is this a new event or a repeat event?	Repeat
If a repeat event, upload the most recent Grant Funding Report	 TDC grant invoice - Florida Winter 2025.pdf
Event Marketing Contact	Keegan Galt
Email Address	officiallionofjudah@gmail.com
Telephone No.	(352) 228-0292
Organization or event Website	foggylongbritches.com

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

<https://www.facebook.com/groups/3320423338205823>

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

<https://www.youtube.com/@FoggyLongbritches>

Event location(s) Florida Sand Music Ranch

Address of Event 85 Myers Rd
Brooksville, FL, 34602

Telephone No. (863) 245-8442

Projected number of event vendors 30

Projected Number of Local Attendees: 400

Projected Number of Out-of-Town Attendees: 1500

Projected Number of Hotel Rooms: 15

Projected Number of Camping Sites: 200

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.

Ex: Tampa Bay Times

Weeks of March 15-April 28, 2018

Pinellas, Hillsborough, Pasco and Hernando

\$1500

Media Outlet #1 Facebook

Schedule for Publication or Media ongoing

Reach of Publication or Media US and international

Budget for Publication or Media 1500

Media Outlet #2 YouTube

Schedule for Publication or Media ongoing

Reach of Publication or Media US and international

Budget for Publication or Media 500

Media Outlet #3	Foggylongbritchescom
Schedule for Publication or Media	ongoing
Reach of Publication or Media	US and international
Budget for Publication or Media	2000
Media Outlet #4	Humanitixcom
Schedule for Publication or Media	ongoing
Reach of Publication or Media	US and international
Budget for Publication or Media	300
Total Marketing and Advertising Budget:	4300
Total Grant Amount Requested:	1300

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

Please initial each item below, signifying that you have read and understand 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 Bureaus’ logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com. All social media ads must include the hashtag #FLAdventureCoast.

IS

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

IS

I understand that all printed or promotional materials with the Florida’s Adventure Coast Visitors Bureau logo must be reviewed and approved by the Visitors Bureau staff 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

IS

result in cancellation of any grant funds awarded. Submit your ad proofs to Michelle Rose at mrose@floridasadventurecoast.com.

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.

IS

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

IS

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

IS

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.

IS

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.

IS

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.

IS

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

**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:**

Ingrid Schaper

Name:	Ingrid Schaper
Title:	co owner
Date	Friday, September 4, 2026

FLORIDA WINTER MUSIC FESTIVAL

NOVEMBER 11-12-13-14-15, 2026

AMERICANA TO ZYDECO

AND ALL YOUR DREAMS IN BETWEEN

FLORIDA
SAND
MUSIC
RANCH

Buckle
Up For
Safety!

*Dwayne Dopsie & The Zydeco Hellraisers

*Tire Fire *The New Rulers *Asydequest

*Grant Peeples *Beartoe & The Midnight Howl *Bob Patterson

*Trevor Bystrom's Rooster X-ing *Undercover Rasta *Flöstate Collective

*Official Lion of Judah *King Tappa *Tribal Style *iHeritage *Percy Abain

*Barb Carbon & Danielle Howle *The Brainiacs *Low Heavies *Prison Wine

*Rich Sheldon Band *Sunset Bridge Band *Lilac Moon *Nora Bear

*Mercy McCoy *Mordigans *Mike Davis Project *Hat Trick *Charlie Pace

*Hannah's Whirl *Chicken Parade *Sarah McCulloch *Kat & The Fatal Flaws

*Lilly Jane *Sasha & Jeremiah French *Cassie Jean *Cult of Bozemani

*Chakulla *Fred George & The Horse *Honey Miller *Mike Handley *Nick Bohn

*Grant Maloy Smith *Jordon Lilley *Discourse *Todd Sargent & Friends

*Real Life Superheroes *Mac Martin *Michael P Haymans & The Hibiscus Band

*Zachary Westervelt & The Backsliders *John Bois & His Emotional Support Band

*Scott Singer & The Dry Campers *Guitar Mike & Friends

*JB Ritter

Brooksville, Florida

Music Festival Capital of the Universe

INFO AT  FOGGYLONGBRITCHES.COM

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IN PART BY



FLORIDA WINTER MUSIC FESTIVAL

NOVEMBER 11-12-13-14-15, 2026

AMERICANA
TO ZYDECO

AND ALL YOUR DREAMS IN BETWEEN

EAST STAGE

Friday

11:30 JB Ritter

12 Nick Bohn

12:45 Fred George &
The Horse

2 Mike Davis Project

3:30 Mercy McCoy

5 Prison Wine

6:30 Brainiacs

8 Dwayne Dopsie &
Zydeco Hellraisers

10 Asydequest

Sunday

11 Nora Bear

11:30 Percy Abain

12:30 iHeritage

2 Flöstate

2:45 Official Lion
of Judah

DJ Crossfire Unity Sounds All Day



Saturday

11:30 Barb Carbon

& Danielle Howle

1PM Sunset Bridge Band

2:30 Rich Sheldon Band

4PM Beartoe

6 The New Rulers

8 Dwayne Dopsie &
Zydeco Hellraisers

10 Tire Fire

3:30 Haile Celestial

5 King Tappa

6:30 Trevor Bystrom's
Rooster Crossing

8 Undercover Rasta

9:30 Tribal Style

Thursday

5 Chicken Parade

6 Low Heavies

7:30 Mordigans

9 Lilac Moon

WEST STAGE

Friday

11Chakulla

11:30 Mac Martin

12:15 Grant Maloy Smith

1 Hibiscus Band

2 Todd Sargent & Friends

Saturday

12 Discourse Duo

1 Real-Life Superheroes

2 Hannah's Whirl

3 Cassie Jean's Firefly Trio

4 Sasha & Jeremiah French

5 Kat & The Fatal Flaws

6 Charlie Pace

7 Cult of Bozemani

8 Open Mic/Puppet Karaoke

Wednesday 6 Mullet Fry

7:30 Grant Peeples Guitar Pull

Friday

3 Honey Miller & Friends

4 HatTrick

5 Lilly Jane

6 Zachary Westervelt

7 Jordon Lilley

8 Open Mic/Puppet Karaoke

Sunday

11 Guitar Mike & Friends

11:45 Tom Ellis

12:30 Mike Handley

1:15 Bob Patterson

2 Scott Singer &
The Dry Campers

3 John Bois & His
Emotional Support Band

4 Sarah McCulloch



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IN PART BY



FOGGY LONG BRITCHES.COM

TDC Grant Funding Score Sheet

Applicant	Foggy Longbritches, LLC
Applicant Event	Florida Winter Music Festival
Dates of Event	Nov 11-15, 2026
Number of days of Event	3
<i>(1 point for 1-day event-minimum of 4 hours; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	
Marketing Plan	3
<i>(Reach of the Marketing Plan; 0 for less than 75 miles, 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	
Expected Attendance	0
<i>Number or expected Attendees 0 for less than 2500, 1 point for 2,501-5,000; 2 points for 5,001-10,000; 3 points for 10,000 or more)</i>	
Room Nights	0
<i>(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms)</i>	
Camp Sites	3
<i>(0 for less than 25 campsites, 1 point for 26-50, 2 points for 51-100; 3 points for 100 or more campsites)</i>	
Key Initiative?	
<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	
Total Marketing Budget	\$4,300.00
1/3 Allowed TDC Funding	\$1,433.33
Total Points	9
Grant Award	\$1,500

Ingrid Schaper

Keegan Galt

Prior Year's Final Report

Submission Date	Nov 19, 2025 11:57 AM
Organization Name	Foggy Longbritches LLC
Business Address	1056 Osowaw Blvd Spring Hill, FL, 34607
Report completed by	Ingrid Schaper
Title	Owner
Email	foggylongbritches@gmail.com
Telephone No.	(352) 228-0292
Name of Event	Florida Winter Music Festival
Date(s) of Event	Nov 5, 2025
Date(s) of Event	Nov 6, 2025
Date(s) of Event	Nov 7, 2025
If your event spans more than three days, please enter the entire list of dates below.	Nov 5 to 9 2025
Event Marketing Contact	Keegan Galt
Email Address	officiallionofjudah@gmail.com
Telephone No.	(352) 228-0292

Organization or event Website **foggylongbritches.com**

Event or Organization Social Media Sites: (Please provide complete URL for social media channels) **<https://www.facebook.com/groups/3320423368205823>**

Event location(s) **Florida Sand Music Ranch**

Address of Event **85 Myers Rd
Brooksville, FL, 34602**

Actual number of event vendors **17**

Estimated Number of Local Attendees: **200**

Estimated Number of Out-of-Town Attendees: **1350**

Actual Number of Hotel Rooms Booked: **10**

Actual Number of Vacation Rental Homes Booked: **1**

Actual Number of Campground Sites Booked: **190**

What would you like to share with us about your attendees, the growth of your event, or other insights about your event. **We had more attendees this year, as well as more campsites rented**

Were there any problems or challenges with your event? Is there anything the Tourism Department can do to assist with such challenges for future events. **We seek to improve our day ticket purchases - that's what we're going to focus on next**

How might your event be improved for next year? **Additional daily attendees**

Total Marketing Expenses: **2000**

Grant Reimbursement Requested **1000**

Prior Year's Final Report

Please submit an invoice, made out to Hernando County Tourist Development Council for reimbursement of your grant funding.

Please upload copies of marketing and advertising receipts, with copies of the advertisements and proof of payment, to support your grant reimbursement request.



TDC grant invoice - Florida Winter 2025.pdf
59.87 KB

Prior Year's Final Report



Americana advertising - Keegan invoicepdf
63.91 KB



Google Ad Campaign for Winter Fest 20... .pdf
62.21 KB



Go Tonight - advertising contract 2025.pdf
70.83 KB



Americana merch order - Jordon Lilley.jpg
1.46 MB

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



Name:

Ingrid Schaper

Title:

Owner

Date

Nov 19, 2025

Application for HCTDC Grant Funding

Hernando County Tourist Development Council Grant Funding Program Application, Procedures and Agreement

The primary purpose of the Hernando County TDC Special Event Grant Funding Program is to provide funding to local organizations for marketing of special events that promote Hernando County as a tourist destination. **Funds received pursuant to the Special Event Grant Funding Program must ONLY be used for expenditures associated with marketing and promoting the event** to visitors and guests outside of Hernando County, with the goal of encouraging overnight **visitors**. The program is administered through the Hernando County Tourist Development Council (HCTDC) and Florida's Adventure Coast Visitors Bureau.

Applicants are required to provide a completed application with a detailed marketing plan.

Local special events that may receive funding must demonstrate a history of producing room nights, creating positive economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Hernando County accommodations. The application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

We are pleased to announce that the Grant Funding Program for Fiscal Year 2025-2026 was an overwhelming success. All available funds have been awarded.

The Grant Funding Program will resume in Fiscal Year 2026-2027

Applications will be reviewed at a TDC Meeting and funding recommendations forwarded to the BOCC for review and final approval. Please allow ample time for the approval process and creation of a Purchase Order. **It is strongly advised to apply in advance, however, please note exact dates for Quarterly Application Deadlines.**

Applications for grants for the FY 2026-2027 year must be received as follows:

FY26-27	If Your Event is Scheduled:	Application Deadline
1st Quarter	Oct. 2026	July 6, 2026
	Nov. 2026	
	Dec. 2026	
2nd Quarter	Jan. 2027	Nov. 2, 2026
	Feb. 2027	
	Mar. 2027	
3rd Quarter	Apr. 2027	Jan. 4, 2027
	May 2027	
	June 2027	
4th Quarter	July 2027	May 10, 2027
	Aug. 2027	
	Sept. 2027	

The number of grants awarded, and the amount of each grant award, will depend upon the availability of designated funds and specific allocations.

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

There are several requirements to be met to be eligible for grant funding.

1. Funds are 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. Allow 2 business days for approval.
3. All Social Media ads must include the hashtag #FLAdventureCoast.
4. An Invoice requesting reimbursement, along with a report on the event, must be submitted to the HCTDC within 60 days of the close of the event. Invoices must be made out to the HCTDC and include copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate the request for funds. The link to the electronic reporting form will be sent to you with the notification of your grant.
5. Invoices for all advertising and expenses, WITH copies of the ads, AND proof of payment MUST be submitted with your report and invoice.
6. All applications and subsequent reports must be submitted through the Grant Funding Portal. Please do not submit your reports in any other format.
7. **You must meet all of the requirements listed above to receive your grant funding reimbursement. If you skip any steps or do not seek approval of your ads, you will be disqualified and will not receive your reimbursement.**

Organization Name Historic Hernando Preservation Society Inc

Organization EIN# or FEN# 59-451551222

Business Address	PO Box 1925 Brooksville, FL, 34603-1925
Application completed by	Jan Knowles
Title	Treasurer
Email	janknowlesfl@gmail.com
Telephone No.	(352) 279-5182
Name of Event	2nd Annual Haunted Hernando History Tour
Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.	One hour walking history tour will reveal the real life crimes tied to downtown Brooksville locations from chilling murders to destructive arsons and scandalous bootlegging
Date(s) of Event	Wednesday, October 14, 2026
Hours of Event	6:30 PM - 8:00 PM
Date(s) of Event	Thursday, October 15, 2026
Hours of Event	6:30 PM - 8:00 PM
Should your event span more than three days, please list all dates and times below:	This is a two day event
Is this a new event or a repeat event?	Repeat event; Initial grant request
Event Marketing Contact	Jan Knowles
Email Address	janknowlesfl@gmail.com
Telephone No.	(352) 279-5182
Organization or event Website	www.hernandopast.org
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	https://www.facebook.com/hernandohistory
Event location(s)	Downtown Brooksville
Address of Event	20 N. Main St. Brooksville, FL, 34601
Telephone No.	(352-279-5182) 279-5182

Projected number of event vendors	0
Projected Number of Local Attendees:	250
Projected Number of Out-of-Town Attendees:	200
Projected Number of Hotel Rooms:	175
Projected Number of Camping Sites:	0

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.

Ex: Tampa Bay Times

Weeks of March 15-April 28, 2018

Pinellas, Hillsborough, Pasco and Hernando

\$1500

Media Outlet #1	WXJB Radio
Schedule for Publication or Media	September 21, 2026 - October 15, 2026
Reach of Publication or Media	Entire Nature Coast Region
Budget for Publication or Media	\$300
Media Outlet #2	NatureCoaster
Schedule for Publication or Media	September 1, 2026 - October 15, 2026
Reach of Publication or Media	Entire Nature Coast Region
Budget for Publication or Media	\$300
Media Outlet #3	Facebook
Schedule for Publication or Media	September 3, 2026 - October 15, 2026
Reach of Publication or Media	unknown
Budget for Publication or Media	\$65
Media Outlet #4	Hernando Sun News Paper
Schedule for Publication or Media	September 24, 2026 - October 14, 2026

Reach of Publication or Media	3,800 copies weekly
Budget for Publication or Media	\$450
Media Outlet #5	Gator Printing for Posters and Flyers
Schedule for Publication or Media	September 21, 2026 - October 15, 2026
Reach of Publication or Media	Hillsborough, Hernando, Pasco, Citrus
Budget for Publication or Media	\$125
Total Marketing and Advertising Budget:	\$1,240.00
Total Grant Amount Requested:	\$1,240.00

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

Please initial each item below, signifying that you have read and understand 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 Bureaus’ logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com. All social media ads must include the hashtag #FLAdventureCoast.

JEK

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

JEK

I understand that all printed or promotional materials with the Florida’s Adventure Coast Visitors Bureau logo must be reviewed and approved by the Visitors Bureau staff 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. Submit your ad proofs to Michelle Rose at mrose@floridasadventurecoast.com.

JEK

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.

JEK

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

JEK

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

JEK

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.

JEK

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.

JEK

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.

JEK

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

**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:**

JAN KNOWLES

Name:	Jan Knowles
Title:	Treasurer
Date	Friday, September 18, 2026

TDC Grant Funding Score Sheet

Applicant	<u>Hernando Historical Preservation Society</u>
Applicant Event	<u>2nd Annual Haunted Hernando History Tour</u>
Dates of Event	<u>Oct 14 & 15, 2026</u>
Number of days of Event	<u>0</u> <i>(1 point for 1-day event-minimum of 4 hours; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
Marketing Plan	<u>3</u> <i>(Reach of the Marketing Plan; 0 for less than 75 miles, 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
Expected Attendance	<u>0</u> <i>Number or expected Attendees 0 for less than 2500, 1 point for 2,501-5,000; 2 points for 5,001-10,000; 3 points for 10,000 or more)</i>
Room Nights	<u>3</u> <i>(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms)</i>
Camp Sites	<u>0</u> <i>(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms)</i>
Key Initiative?	<u>0</u> <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
Total Marketing Budget	<u>\$1,240.00</u>
1/3 Allowed TDC Funding	<u>\$413.33</u>
Total Points	<u>6</u>
Grant Award	<u>\$500</u>



Event Funding Program Overview

A. Purpose

The intention of the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program (the "Program") is to facilitate and foster the support and growth of events in Hernando County while increasing marketing and tourism to enhance visitor travel, hotel stays, retail stores, and restaurant businesses, all of which help generate out-of-county and out-of-state economic impact. Events should promote Hernando County as tourist destination for visitors. An event must be sports-related, all of which must be approved by Hernando County.

B. The Program

The Program provides funding incentives, in the form of reimbursement, for room nights generated at Hernando County hotels. This incentive is specifically designed to encourage the creation of actual room nights at Hernando County hotels, thereby supporting special events that attract out-of-county and out-of-state tourism to Hernando County.

C. How to Apply

Applicants¹ are required to submit the Program's Application ("Application") and all of the necessary documentation at least **THREE (3) MONTHS** prior to the event. The Application is available at <https://floridasadventurecoast.com>. The completed Application must be provided to the Manager of Tourism Development (Tammy Heon at theon@floridasadventurecoast.com) and their designee (Michelle Rose at mrose@floridasadventurecoast.com).

The review process does not begin until a completed Application, including all required attachments, has been received. If any information provided in the Application is false, incomplete, or does not comply with the timeframes, deadlines, and other requirements, the Application and/or approved funding may be denied.

D. Eligibility

To be eligible for this Program, the following is required:

- (1) Event must be an eligible sports-related event approved by Hernando County.
 - (a) Eligible sports-related may include Basketball, Baseball, Flag Football, Football, Disc Golf, Golf, Soccer, Softball, Swimming, Tennis, Track and Field, Wrestling, or Weightlifting.
 - (b) *An event may be denied in Hernando County's sole discretion, including, but not limited to, if it does not align with the County's values and standards; if it adversely affects the County's reputation, resources, or public interest; if it does not provide meaningful community benefit to the citizens of Hernando County; or if the County does not have the ability or capacity to host the event.*

¹ For purposes of this document regarding the Program's Overview, the Applicant shall be used interchangeably to refer collectively to the person or organization applying for funding and/or the Event Organizer, as applicable.



- (2) Event must be a public or community event that generates tourism and attracts at least one hundred (100) or more tourist visitors to Hernando County. Tourist means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations in Hernando County.
- (3) Event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the event to tourists as required pursuant to Section 125.0104(5)(a), Florida Statutes.
- (4) Event must take place in Hernando County, Florida.
- (5) At least 75% of attendees must utilize Hernando County hotels; however, this percentage may be adjusted based on total attendance exceeding three hundred (300) visitors and is subject to review by the Manager of Tourism Development and/or their designee.

E. Funding Requirements

Though eligible for the Program, the following requirements are required for funding:

- (1) Room nights must be generated and utilized at Hernando County hotels.
- (2) Room nights generated in Hernando County hotels must be tracked. Room nights for this Program can be tracked through hotel pick-up reports, team surveys, or room night certification programs.
- (3) Occurrence-type general liability insurance coverage must be obtained and maintained in amounts not less than one million dollars (\$1,000,000.00) general liability for occurrence, and one million dollars (\$1,000,000.00) annual aggregate if it's a one-day event, two million dollars (\$2,000,000.00) annual aggregate if it's a two – or more – day event, and three million dollars or more (\$3,000,000.00 plus) if it's a high-risk event.
 - (a) Certificate of Insurance must be obtained at least thirty (30) days prior to the event and must be submitted with the Application or as a supplemental document within seven (7) days upon receipt of coverage, whichever occurs first.
 - (b) The Hernando County Board of County Commissioners must be included as an additional insured.
- (4) The Florida's Adventure Coast logo and name must be used in all advertisements, promotions, and the event's social media, website, or other materials promoting the event, which must be approved in advance by the Manager of Tourism Development and/or their designee.
- (5) Submit proof of logo and name use and room night tracking within seven (7) days of the event's ending date; such proof must be verified and approved by the Manager of Tourism Development and/or their designee.
- (6) Submit the Post Event Report within thirty (30) days of the event's ending date.

Additionally, it is important to note that the funding amount will be determined based on the event, the number of events applying for this Program, and budget availability. Should funding requests exceed available funds, funding may be reduced or denied.



F. Application Process

Upon receipt of Application and all required attachments, the Manager of Tourism Development or their designee will determine whether the applicant meets the eligibility requirements for the Program. Once eligibility is confirmed, the Application will be presented to the Hernando County Tourist Development Council (the “Council”), which meets bi-monthly and has final approval authority for the grant of funds. Following Council review, the Applicant will be notified of the Council’s decision and any funding award, if approved.

PLEASE NOTE THAT SUBMISSION AND ACCEPTANCE OF THIS APPLICATION DOES NOT CONSTITUTE APPROVAL FOR FUNDING REQUEST, NOR DOES IT GUARANTEE FUNDING.

G. Release of Funds

Funding will be released to the Applicant upon meeting all eligibility and funding requirements and after submission and approval therewith of: (1) proof of logo and name use, (2) room night tracking, and (3) the Post Event Report.

H. Program Overview Conclusion

Applicants must comply with all Program requirements and deadlines to be considered for funding. Applicants are encouraged to carefully review all requirements and ensure that all materials submitted are complete, accurate, and in compliance with Program standards. Failure to meet some or all of the requirements may result in denial or delay in funding. **Hernando County reserves the right to review, approve, or deny applications or funding in its sole discretion.**

We appreciate your interest in the Program and your effort to support tourism and economic development within Hernando County. Together, we aim to foster events that generate measurable economic impact, increase visiting, and promote Hernando County as a desirable destination for out-of-county and out-of-state tourists. Should you have any questions or concerns, please contact the Manager of Tourism Development, Tammy Heon at (352) 754-4405 or at theon@floridasadventurecoast.com.



Application Checklist

Each of the following items must be completed and submitted with your Application for the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program:

- ☒ Event Funding Application
- ☒ Sports Event Supplemental Form
- ☒ Certificate of Insurance (Due 30 Days prior to the Event)
- ☒ Vendor Registration Form and W-9
- ☒ Affidavit
- ☒ Anti-Human Trafficking Affidavit
- ☐ Certificate of Good Standing of Business (If Applicable)
- ☐ Foreign Entity – Florida Sunbiz Registration (If Applicable)
- ☐ Foreign Entity – Registration Affidavit (If Applicable)
- ☐ Foreign Entity – Certificate of Authority (If Applicable)

Acknowledgment of Application Checklist Completion

I hereby acknowledge and affirm that I, Nate Heinold, have completed and submitted or attached the items listed in the Application Checklist prior to submitting the Application for the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program.

Signed by:

Nate Heinold

21A11EA9CB2F478...

Signature

Nate Heinold

Print Name

9/18/2026

Date

PLEASE NOTE: Upon completing the Application, please check all applicable items in the Application Checklist to indicate completion, sign the Acknowledgment of Application Checklist Completion on this page, and return this page with your Application.



Event Funding Application

SECTION 1—APPLICANT INFORMATION

Submitted By: Nate Heinold **Date:** 09/18/2026
Address: 1890 Constitution St, Washington
State: Illinois (IL) **Zip:** 61571 **County:** Tazewell
Email: nate@lisopen.com **Phone:** 309-657-2301

SECTION 2— INFORMATION OF ORGNAIZATION OR PERSON PURSUING EVENT

a. Name of Organization or Person Pursuing Event

Must match the name on the Certificate of Insurance (COI) exactly.

Nate Heinold LLC

b. Address of Organization or Person Pursuing Event

Address: 1890 Constitution St, Washington

State: Illinois (IL) Zip: 61571 County: Tazewell

Organization Website: <https://ledgestoneopen.com/>

c. Authorized Person of Contact

Name: Nate Heinold Title: CEO

Address: 1890 Constitution St, Washington

State: Illinois (IL) Zip: 61571 County: Tazewell

Email: nate@lisopen.com Phone: 309-657-2301

d. Type of Organization (If Applicable)

☐ NOT APPLICABLE

For 501c(3) organizations, proof of non-profit status is required. Please attach current 501c(3), DR-14, or other forms separately.

☒ For-Profit

☐ Non-Profit

☐ Education

☐ Religious

☐ Other: _____

e. Organization Background (If Applicable—Attach Separately)

☐ NOT APPLICABLE

A brief description of the organization's background may be provided here; however, a more detailed description of the organization's background must be attached separately.

Ledgestone Disc Golf is the premier disc golf tournament organizer in the world. Ledgestone Disc Golf has vast experience running large-scale events around the United States, most notably the Ledgestone Open. See attached document for additional background information.



Event Funding Application

SECTION 3—HERNANDO COUNTY HOTEL EXPECTATIONS/IMPACT

a. Are you working with a host hotel in Hernando County?

Hernando County hotel(s) expected to host and accommodate attendees of the event.

☐

Yes

☒

No

If yes, which hotel(s): _____

If no, indicate which hotel(s) are expected to be booked or considered: _____

b. Hernando County Hotels—Hotel Room Expected to be Booked/Blocked

The number of hotel rooms expected to be booked or blocked in Hernando County hotels for the event.

> 100

c. Hernando County Hotels—Room Nights Expected for Overnight Stays

The number of room nights expected for overnight stays in Hernando County hotels.

> 500

d. Hernando County Hotels—Room Rate

The expected rate for the Hernando County hotel(s).

e. Percentage of Local Attendees: 25% **Percentage of Overnight Visitors:** 75%

SECTION 4—EVENT INFORMATION

a. Name of Event: 2027 Discraft Supreme Flight Open

b. Event Venue

Name of Venue (If Applicable): Olympus Disc Golf Course

Address: 9020 Cooper Terrace, Brooksville

State: Florida (FL)

Zip: 34601

County: Hernando

c. Event Venue—Contact Information

Name: Paul McBeth

Title: Owner

Email: mcbeth.dg@gmail.com

Phone: 714-625-2658

d. Sport(s) Event Category

Check all that apply.

☐

Basketball

☐

Golf

☐

Tennis

☐

Baseball

☐

Lacrosse

☐

Track and Field

☒

Disc Golf

☐

Soccer

☒

Wrestling

☐

Flag Football

☐

Softball

☐

Weightlifting

☐

Football

☐

Swimming

☐

Other: _____

f. Event Dates and Times

Please include all of the following:

- Setup/breakdown dates and times (if applicable)
- Event start and end date
- Event start and end time

Setup: March 5-11, 2027. Event start: March 12, 2027, 7:30 AM. Event end: March 14, 2027, 6:30 PM.

Teardown: March 15, 2027



Event Funding Application

SECTION 5—EVENT DESCRIPTION

a. Event Description (attach separately)

Please provide a detailed description of your event. A separate event description must also be attached to this application, including, but not limited to, any flyers or advertisements associated with this event.

The 2027 Discraft Supreme Flight Open will be the first stop on the 2027 Disc Golf Pro Tour.

The event will feature nearly 150 Professional disc golf players, playing three rounds of competition

at Florida's premier disc golf destination – Olympus Disc Golf Course, in Brooksville, Florida.

Competitors will play one round per day and thousands of spectators will follow the competition onsite.

b. Goals of Event

1. Bring players and spectators to Brooksville and Hernando County to experience the competition and to bring tourism dollars to the area.

2. Continue provide a world-class player and spectator experience throughout the event.

3. Continue to raise awareness of the Adventure Coast for all in attendance.

c. List/Describe Target Audience

Disc golf players and fans across all ages.

d. Community Impacts

Describe the event's short- and long-term impacts to the Hernando County community.

Hosting this event in Brooksville brings visibility to the area and brings millions of dollars of tourism during the week of competition. We are also hosting an amateur tournament in parallel with the Pro Tour event which

provides recreational opportunities to the residents of Hernando County. We also partner with the local park teams to make improvements to local courses which reap benefits throughout the year.

e. How do you plan to measure the success of the event?

We regularly survey both players and spectators after the event to collect feedback on a variety of factors.

f. How do you plan to market and promote this event?

If the event is already being marketed or promoted, please indicate all marketing and promotions being done for the event and attach any materials associated with such marketing and promotions.

Our primary method of marketing and promotion is via our partnership with the Disc Golf Pro Tour. We heavily rely on social media (Facebook and Instagram) as well as video ads during coverage of other events on the Tour.

We haven't started any marketing efforts for our 2027 event yet, but plan to begin those efforts in late 2026.

g. Is the event open to the public?

☐

Yes

☐

No

h. Is there a fee to attend this event?

☒

Yes

☐

No

If yes, how much: Variable

i. Attendance Expected Per Day

1,000 spectators per day



Event Funding Application

SECTION 6—EVENT HISTORY (If Applicable)

☐ NOT APPLICABLE

a. Number of Similar Events Held Annually (USA)

4-6

b. Number of Similar Events Held Annually (Florida Only)

1 (we hosted the Supreme Flight Open in 2025 and 2026)

c. Last Host Event (Type Only)

2026 PDGA Professional World Championships

d. Last Host Location

Name of Location: Kensington Metropark

Address: Maple Beach Rd, Milford

State: Michigan (MI)

Zip: 48380

County: Oakland

e. Post Event Report(s) Available?

☐

Yes

☐

No

If yes, please attach separately to this Event Funding Application.

f. Past Event(s) and Attendance(s)

Please list the last 3 events' attendance numbers, including (but not limited to) the type of event and the following past numbers: teams/groups, team/group participants, coaches and staff members, spectators, and past room nights generated. List each event on a separate line.

2026 PDGA Professional World Championships - 20,000 players, spectators and staff

2026 Discraft LedgeStone Open - 10,000 players, spectators and staff

2026 PDGA Champions Cup - 5,000 players, spectators and staff



Sports Event Supplemental Form

SECTION 1—SPORT/ACTIVITY INFORMATION

a. Name of Event

☒ NOT APPLICABLE

2027 Discraft Supreme Flight Open

b. Sport(s) Event

Check all that apply.

☐ Basketball

☐ Golf

☐ Tennis

☐ Baseball

☐ Lacrosse

☐ Track and Field

☒ Disc Golf

☐ Soccer

☐ Wrestling

☐ Football

☐ Softball

☐ Weightlifting

☐ Flag Football

☐ Swimming

☐ Other: _____

c. Type of Event

Check all that apply.

☒ Youth Amateur

☒ Adult Amateur

☒ Championships

☐ Qualifier

☐ Fundraiser (Sports-Related)

☐ Other: _____

d. Event Level

Check all that apply.

☒ Local

☐ Regional

☒ National

☒ International

☐ Other: _____

e. Age Divisions: No age restrictions

f. Sanctioning Body: Professional Disc Golf Association

g. Event Length: 3 days



Sports Event Supplemental Form

h. Event Dates

Proposed Dates: March 12-14, 2027

Flexible Dates: ☐ Yes

☒ No

i. Venue Secured?

☐ Yes

☐ No

If yes, specify venue: _____

j. Stay-to-Play Tournament?

☐ Yes

☐ No

k. Housing Bureau (If Applicable)

l. Previous Sports Commission / CVB Support: Supported in 2025 & 2026 by Florida's Adventure Coas

SECTION 2-- SPORT / ACTIVITY PROJECTIONS

a. Information of Teams/Groups

This information includes your team and/or group as well. Indicate the county and state of the teams and/or groups. If there are more than ten (10) teams and/or groups, please provide response on separate page.

Amateur and professional players from all around the US and around the world.

b. Number of Visiting Teams/Groups

Those within a 75-mile radius of Hernando County.

See above.

c. Number of Overnight Teams/Groups

Those greater than or equal to a 75-mile radius of Hernando County.

Most Professional players (approx. 150) stay overnight. 50% of amateur players stay overnight.

d. Number of In-State Overnight Teams/Groups: See above

e. Number of Out-of-State Overnight Teams/Groups: See above

f. Participation and Attendance Projections

Total Number of Teams/Groups: 150 Professional players & 150 Amateur players

Average Participants per Team/Group: _____

Average Coaches/Staff per Team/Group: N/A

Average Adult Spectators per Participant: 10

Average Youth Spectators per Participant (17 years of age or younger): less than 1

Anticipated Peak Attendance Dates/Times: Peak attendance will be on Saturday and Sunday, March 13-14



Certificate of Insurance

As part of the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program, Hernando County requires a Certificate of Insurance (COI) in the following amounts:

- General Liability: \$1,000,000
- 1-Day Event: \$1,000,000 Aggregate
- 2+ Day Event: \$2,000,000 Aggregate
- High-Risk Event: \$3,000,000+

The Hernando County Board of County Commissioners must also be included as an additional insured:

Hernando County BOCC
15470 Flight Path Drive
Brooksville FL 34604
United States of America

The NAIC # is included on the COI.

All insurance carriers must be approved by Hernando County and must be obtained and maintained by the Applicant, Organization, or Event Organizer, as applicable, for the duration of the event and any related activities thereafter. The Certificate of Insurance must be obtained at least thirty (30) days prior to the event and attached to the for the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program Application ("Application") or submitted as a supplemental document within seven (7) days upon receipt of coverage, whichever occurs first.

If the required insurance coverages in the amounts prescribed above is not obtained, and the Hernando County Board of County Commissioners is not included as an additional insured, your Application and/or approved funding for the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program may be denied.

Acknowledgment of Certificate of Insurance Requirements

I hereby acknowledge and affirm that I, Nate Heinold, ☒ have obtained or ☒ will obtain Certificate of Insurance at least 30 days prior to the event and ☒ have included or ☒ will include the Hernando County Board of County Commissioners as an additional insured.

Signed by:

Nate Heinold

21A11EA9CB2F478...

Signature

Nate Heinold

Print Name

9/18/2026

Date



Vendor Registration—Hernando County, FL

Vendor is:

☒ Corporation

☒ Partnership

☒ Sole Proprietorship

☒ Other (Explain): _____

Federal Employer Identification

Number or Social Security Number: _____

Firm Name: _____ Nate Heinold LLC

Mailing Address: _____ 1890 Constitution St

City: _____ Washington _____ State: _____ IL _____ Zip: _____ 61571

Telephone Number: _____ 309-657-2301 _____ Fax Number: _____

Email Address: _____ nate@lisopen.com

Web Address: _____ https://ledgestoneopen.com/

Commodity or Service Supply: _____

If remittance address is different from the mailing address so indicate below.

Firm Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____ Date: _____

Print Name: _____ Title: _____

PLEASE ATTACH YOUR COMPLETED W-9 FORM.

A Purchase Order will NOT be created until a completed W9 has been received.



Affidavit

This sworn affidavit is submitted to the Hernando County Board of County Commissioners by
Nate Heinold, who, under oath or affirmation, subject to penalties of perjury states:
(First Name, Last Name)

1. My name is Nate Heinold, and I am the CEO
(First Name, Last Name) (Title)
of Nate Heinold LLC (the "Company").
(Entity Name)

2. The Company was formed in Tazewell County, Illinois and
(County and State)
is a LLC.
(List type of Entity, i.e. LLC, Inc., etc.)

3. I am duly authorized and empowered, and have sufficient knowledge, to execute and deliver this Affidavit.

4. I affirm that neither the Company, the ultimate parent Company, nor any of its subsidiaries are:

- a. Owned or controlled by the government of the People's Republic of China, the Russian Federation, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Republic of Cuba, the Venezuelan regime of Nicolás Maduro, or the Syrian Arab Republic (collectively and individually, a Foreign Country of Concern), including any agency of or any other entity of significant control of such Foreign Country of Concern. Where 'controlled by' means having possession of the power to direct or cause the direction of the management or policies of a company, whether through ownership of securities, by contract, or otherwise; or a person or entity that directly or indirectly has the right to vote 25 percent or more of the voting interests of the company or that is entitled to 25 percent or more of its profits is presumed to control the foreign entity; or
- b. A partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a Foreign Country of Concern, or a subsidiary of such entity.

5. This declaration is made pursuant to Fla. Stat. § 92.525(c). I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Affidavit and that the facts stated in it are true.

Signed by:

Nate Heinold

21A11EA9CB2F478...

Signature of Affiant

Nate Heinold

Printed Name of Affiant

CEO

Title of Affiant

9/18/2026

Date



Anti-Human Trafficking Affidavit

In compliance with Fla. Stat. § 787.06(14), this affidavit was completed by an officer or representative of a nongovernmental entity that is executing, renewing, or extending a contract with Hernando County or any of its subordinate units (the “Governmental Entity”).

1. My name is Nate Heinold and I am over eighteen (18) years of age. The
(First Name, Last Name)
following information is given from my own personal knowledge.
2. I am an officer or representative of Nate Heinold LLC (the “Nongovernmental
(Entity Name)
Entity”). I am authorized to provide this affidavit on behalf of Nongovernmental Entity.
3. Neither Nongovernmental Entity, nor any of its subsidiaries or affiliates, uses *coercion* for *labor* or *services*, as such italicized terms are defined in Fla. Stat. § 787.06, as it may be amended from time to time.
4. If, at any time in the future, Nongovernmental Entity does use coercion for labor or services, Nongovernmental Entity will immediately notify Governmental Entity and no contracts may be executed, renewed, or extended between the parties.
5. This declaration is made pursuant to Fla, Stat. § 92.525. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Anti-Human Trafficking Affidavit and that the facts stated in it are true.

FURTHER AFFIANT SAYETH NAUGHT.

Signed by:
Nate Heinold
21A11EA9CB2F478...

Signature of Affiant

Nate Heinold

Printed Name of Affiant

CEO

Title of Affiant

Nate Heinold LLC

Name of Nongovernmental Entity

9/18/2026

Date



Sunbiz—Foreign Qualification Information

A foreign entity is any business entity formed outside of Florida, including in another U.S. State or country, that wishes to conduct business in Florida. To legally operate, a foreign entity must be qualified with the Florida Department of State – Division of Corporations (Sunbiz).

In order to qualify, the following must be completed:

1. File a Foreign Qualification Application for your entity type.
2. Appoint a Registered Agent in Florida. If a Florida-based representative is not available, there are registered agent companies and services that are available for appointment.
3. Provide Certificate of Good Standing from the state where the entity is currently registered to demonstrate that the entity is legally active and in compliance in its home jurisdiction.
4. Pay the necessary filing fees to submit the application.
5. Obtain Certificate of Authority, granting the foreign entity authority to conduct business in Florida.

This is a non-exhaustive list. Should any other requirements be necessary to qualify, those requirements must also be completed.

FOR CONSIDERATION, THE CERTIFICATE OF GOOD STANDING AND THE CERTIFICATE OF AUTHORITY MUST BE ATTACHED TO THE EVENT FUNDING APPLICATION.

Please note that Florida's Adventure Coast follows all Florida laws and does not have the authority to override or waive state requirements. In the absence of the required documentation, your application for the Florida's Adventure Coast, Brooksville – Weeki Wachee Event Funding Program may be denied.

Should you have any questions regarding applying with the State of Florida as a foreign entity, please contact the Registration Section by calling (850) 245-6051 or writing to the Registration Section, Division of Corporations, P.O. Box 6327, Tallahassee, FL 32314.



Foreign Entity Registration Affidavit

I, _____ (“Affiant”), as _____ of
(First Name, Last Name) (Title)

_____ (the “Company”), do hereby affirm the Company is
(Company Name—Must include suffix)

registered as a corporation/partnership/limited liability company in the State of _____.
(State)

Further, Affiant affirms the following activities are performed by the Company within the boundaries of the State of Florida (check any that apply or insert N/A):

- ☐ The Company has employees, agents, or independent contractors conducting sales or other business activities in Florida.
- ☐ The Company maintains an office or other place of business in Florida.
- ☐ The Company assembles, installs, services, or repairs products in Florida.
- ☐ The Company owns, rents, or leases real property or tangible personal property in Florida.
- ☐ The Company delivers goods to Florida customers using a Company-owned or leased truck.
- ☐ Other: _____

If any of the above items are checked, a copy of the Company’s current registration to do business in the State of Florida is attached hereto and made a part hereof.

The foregoing is hereby affirmed as of the _____ day of _____, 2026.

Signature

Print Name

Title

STATE OF _____

COUNTY OF _____

Sworn to and subscribed before me by means of ☒ physical presence or ☒ online notarization, this _____ day of _____, 20____, by _____, who ☒ is personally known to me or who ☒ has produced _____ as identification.

Signature of Notary Public

Print Name

Commission No.

Date

Organization Background

Ledgestone Disc Golf has vast experience running large-scale events, most notably the Ledgestone Open (formerly known as the Ledgestone Insurance Open). The Ledgestone Open is an annual event that started in 2011 and has grown from a small, local event to the largest disc golf event in the world. This tournament has been a National Tour event, a thirteen-time A Tier event, and is a founding member of the Disc Golf Pro Tour. The Ledgestone team has also successfully hosted several other elite events, including:

- 2019, 2024 & 2026 PDGA Professional Disc Golf World Championships
- 2022 PDGA Junior and Masters World Championships
- 2026 PDGA Masters World Championships
- 2023 PDGA Junior and Amateur World Championships
- 2023, 2024 & 2026 PDGA Champions Cup
- 2024-2026 United States Amateur Disc Golf Championship
- 2021-2025 Discraft Great Lakes Open
- 2025-2026 Discraft Supreme Flight Open
- 2025 Disc Golf Pro Tour Championship

Event Description

The 2027 Discraft Supreme Flight Open will be the first stop on the 2027 Disc Golf Pro Tour. The event will feature nearly 150 Professional disc golf players, playing three rounds of competition at Florida's premier disc golf destination – Olympus Disc Golf Course, in Brooksville, Florida. Competitors will play one round per day and thousands of spectators will follow the competition onsite.

Tammy Heon

Prior Year's Final Report

From: Nate Heinold <nate@lisopen.com>
Sent: Monday, March 16, 2026 7:41 AM
To: Tammy Heon
Subject: Survey Data

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Tammy,

I got the survey results in, here are some of the high level findings:

- As I mentioned on our call, not on person said they would not return next year. To the question, "Will you be back in 2027", the answer was 95% yes and 5% maybe. That is the highest number we have ever seen for a survey for 26 Elite Series events we have surveyed.
- How Satisfied were you with this event: 8.81/10, which is the second highest number we have ever surveyed for any of our events
- Did this event provide value for the money spent: 8.67/10, which is a really strong number and the HIGHEST we have ever seen from a survey
- Our spectators rated the local hotels 19% higher than last year, 7.1/10, which is slightly above average for most of our locations. This is not a bad number and shows good improvement.
- The actual Olympus course was rated 9.56. This the highest number we have ever seen for a Pro Tour course!

All in all, the numbers are stunning. Here are my next steps both short and long term:

- Continue to try to look for another Championship course, or another Amateur course, to continue to expand the event
- Talk to the DGPT about locking in 2027 (VERY confident this will happen) and also talk to them about extending the event to a 4 day, Elite+ event which is the highest designation a Tour event can get besides being designated a Major
- Work on getting more food vendors for next year, locked in earlier (to be fair, we had two more locked in and paid, and they both cancelled two days before the event, one because of a death in the family and one didn't tell us why)
- Working on expanded parking at the neighboring property

Thank you Tammy!

Nate

Tammy Heon

Prior Year's Final Report

From: Nate Heinold <nate@lisopen.com>
Sent: Friday, March 13, 2026 2:11 PM
To: Tammy Heon
Subject: Spectator Data - SFO

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Tammy,

Here is some additional spectator data from SFO:

- Spectators from 41 states!
- 11 spectators from California
- 28 from Illinois
- 46 from Indiana
- 42 from Michigan
- 23 from New York
- 37 from Pennsylvania
- 200+ from Georgia
- We had 3 spectators from Japan
- 3 folks from Germany
- 18 people from Canada
- 2 people from Australia
- NOTE: About 15% of our spectators were walkups so we did not capture their data

Thank you!

Thank you,

Nate Heinold

Founder and CEO
Ledgestone Disc Golf

 nate@lisopen.com
 shopledgestone.com
 Washington, IL



Tammy Heon

Prior Year's Final Report

From: Nate Heinold <nate@lisopen.com>
Sent: Friday, March 6, 2026 5:28 PM
To: Tammy Heon
Subject: SFO Closeout Meeting!

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Tammy,

Let me know what your schedule looks like next Thursday and Friday to have a closeout meeting for the Supreme Flight Open! A few things I can give you now:

- Spectator count is officially up 74.8%. This is honestly a stunning increase and is simply incredible. We are still doing a deep dive on why this happened and where these folks came from, but the bottom line is, it was incredible. We built a new 7 acre parking lot at the venue and that entire lot filled this year, so we are going to work on this again to expand things.
- The Amateur event that we run concurrently with the main event saw a 42% increase in participants compared to last year which is also welcome news.
- We did a spectator survey after the event, and those results are stunning. I will share those next week, but the results are astounding. For the 15 years we have been surveying folks for events, this is the highest scores we have ever seen for an event on 3 different metrics. The most important question we ask spectators:
 - Do you plan on coming back next year?
 - 95% said yes, 5% said maybe and 0% said no. This is by far the highest we have ever seen in any of our events throughout any of our locations, and we had a large sample size of nearly 30% of spectators take the survey. Usually we see 65% to 70% indicate they want to return, so these results are honestly amazing.
- Both CBS Sports broadcasts aired for the event, and we have the 2026 one scheduled for the fall, which is a perfect time to get folks amped up for the 2027 event.
- Speaking of 2027 event: I don't have this locked in yet, but I am VERY confident we will be good for next year and can discuss that with you next week.

Let me know your schedule! Also, let me know what I need to do on my end for anything as it relates to the tourism grant. I believe I have received \$15,000 and I believe we have \$25,000 outstanding.

Thank you,

Nate Heinold

Founder and CEO



nate@lisopen.com

Estimated Number of Local Attendees: 200

Estimated Number of Out-of-Town Attendees: 2000

Actual Number of Hotel Rooms Booked: 1200

Actual Number of Vacation Rental Homes Booked: 50

Actual Number of Campground Sites Booked: 15

Prior Year's Final Report

What would you like to share with us about your attendees, the growth of your event, or other insights about your event.

Spectator count was 75% ahead of last year's pace

Were there any problems or challenges with your event? Is there anything the Tourism Department can do to assist with such challenges for future events.

We had a slight problem with food vendors this year as we had one no show and one cancellation which led to very long lines on Sunday

Please upload copies of marketing and advertising receipts, with copies of the advertisements and proof of payment, to support your grant reimbursement request.



2026
DISCRAFT
SUPREME
FLIGHT
OPEN
BROOKSVILLE FLORIDA, USA
THE QUARRY FLORAL PARK
AM A-TIER
FEBRUARY 27 TO MARCH 1

PLAYER'S PACK
3 DISCRAFT DISCS
SUPREME FLIGHT OPEN SHIRT
TRI POB STICL
DISCRAFT PATCH
SUNGLASSES
ZANFEL

GENUS FLEX STARTS
THE QUARRY - 2/20
FLORAL PARK - 2/20
OLYMPUS - 3/2



BROOKSVILLE
FLORIDA
COMEN FROM THUNDER
AND COMEN FROM CHANDLER
FOR COMEN FROM BROOKSVILLE





Florida's
ADVENTURE COAST
BROOKSVILLE WEEKI WACHEE

Saturday, March 7, 2026

Hernando County Special Event Grant Funding Report

Prior Year's
Final Report

Organization Name	Nate Heinold LLC
Business Address	1890 Constitution St Washington, IL, 61571
Report completed by	Nate Heinold
Title	Owner and CEO
Email	nate@lisopen.com
Telephone No.	(309) 657-2301
Name of Event	Supreme Flight Open
Date(s) of Event	Friday, February 27, 2026
Date(s) of Event	Saturday, February 28, 2026
Date(s) of Event	Sunday, March 1, 2026
If your event spans more than three days, please enter the entire list of dates below.	3 day event
Event Marketing Contact	Nate Heinold
Email Address	nate@lisopen.com
Telephone No.	(309) 657-2301
Organization or event Website	https://www.ledgestoneevents.com/supreme-flight-open/
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	https://www.instagram.com/ledgestonediscgolf/
Event location(s)	Olympus DGC, Quarry DGC, Floral Spring Park
Address of Event	9020 Cooper Terrace Brooksville, FL, 34601
Actual number of event vendors	20

How might your event be improved for next year?

We are out of parking space, so we will be looking for ways to increase the parking area at the event as well as make closer relationships with local food vendors to make sure we have adequate food vendors on site

Prior Year's
Final Report

Total Marketing Expenses: 40000

Grant Reimbursement Requested 25000

Please submit an invoice, made out to Hernando County Tourist Development Council for reimbursement of your grant funding.



Hernando County Invoice _2.doc

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

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

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

Nate Heinold

Name: Nate Heinold

Title: Owner and CEO

Date Saturday, March 7, 2026

Prior Year's Final Report

Estimated Number of Local Attendees:	200
Estimated Number of Out-of-Town Attendees:	2000
Actual Number of Hotel Rooms Booked:	1200
Actual Number of Vacation Rental Homes Booked:	50
Actual Number of Campground Sites Booked:	15

What would you like to share with us about your attendees, the growth of your event, or other insights about your event.

Spectator count was 75% ahead of last year's pace

Were there any problems or challenges with your event? Is there anything the Tourism Department can do to assist with such challenges for future events.

We had a slight problem with food vendors this year as we had one no show and one cancellation which led to very long lines on Sunday

Please upload copies of marketing and advertising receipts, with copies of the advertisements and proof of payment, to support your grant reimbursement request.



DGN Ad Schedule 2.docx

March 10, 2026: The Disc Golf Pro Tour (DGPT) is pleased to announce the finalization of a multi-year extension of its partnership with the All Women's Sports Network (AWSN) to increase global television distribution of the league's Women's Pro Open (FPO) field over the course of its 2026 and 2027 seasons.

AWSN is the world's fastest-growing and largest global television network dedicated exclusively to women's sports.

AWSN is available in more than 60 countries and is distributed via multiple channels. In the U.S., AWSN is available free-of-charge to consumers on Amazon Prime, Pluto TV, DirecTV, Sling, and Vizio. Its international partners include MBC, SuperSport, Jio TV, etisalat, and DITO. Over the next three years, AWSN will air more than 7,500 hours of live women's sports programming, with a portfolio that includes globally recognized properties such as UEFA, FIBA, and Athletes Unlimited.

What began as a one-year partnership last year with AWSN airing partial FPO coverage of select tournaments has grown into an expanded distribution deal, with AWSN scheduled to air FPO live coverage from nine DGPT tournaments this season.

All Women's Sports Network 2026 DGPT FPO Broadcast Schedule
9 Tournaments, 35 Rounds, All LIVE on the AWSN

Tournament	Rounds	Dates & Location
Supreme Flight Open	3	February 27 - March 1 Brooksville, FL
Queen City Classic	3	March 27 - 29 Charlotte, NC
PDGA Champions Cup	4	April 9 - 12 Lynchburg, VA
The Open at Austin	4	May 7 - 9 Austin, TX
European Open	4	June 18 - 21 Tallinn, Estonia
U.S. Women's Disc Golf Championship	4	July 16 - 19 Salt Lake City, UT
PDGA Pro World Championships	5	August 26 - 30 Milford, MI
MVP Open x OTB	4	September 24 - 27 Leicester, MA
Powerball Cup	4	October 15 - 18 Lynchburg, VA

For the Tour, this expanded agreement represents an investment in the visibility and long-term growth of the FPO field. Just as importantly, the partnership creates a new entry point for viewers who may never have encountered professional disc golf before.

With nine events on the 2026 schedule airing in their entirety on AWSN, the DGPT is opening the door for sports fans around the world to discover the Tour, its athletes, and the competitive depth of the FPO field.

Christine Jennings, a long-time FPO player who now serves as the DGPT's Director of Administration & Tour Operations, remarked on the agreement:

*"By placing women's professional disc golf within a 24/7 women's sports ecosystem, we're delivering the opportunity for FPO athletes to be showcased alongside established global brands and competitions," **said***

Jennings. The expanded exposure AWSN provides both here in the U.S. and overseas opens the door for more fans and partners to connect with professional disc golf as a whole, and creates meaningful new exposure for FPO athletes.”

Prior Year's Final Report

“We are incredibly proud to partner with the DGPT that truly cares about its players and the future of the game,” **said George Chung, CEO of AWSN.** “Their commitment to excellence and the passion behind the sport are inspiring. I’m already a huge fan, and we look forward to bringing these amazing athletes and the excitement of disc golf to a global audience.”

The first AWSN broadcast of the 2026 season is already in the books, with full coverage of the Discraft Supreme Flight Open presented by Florida’s Adventure Coast taking place two weekends ago. The next tournament to be carried live on AWSN is the DGPT’s highly anticipated Queen City Classic, which will see the entire field return to the Hornets Nest disc golf course in Charlotte, NC, later this month.

###

For media inquiries, please contact DGPT Communications Director Charles McCracken at charles@dgpt.com.



Note: this graphic says 8 events, which represent the number left this season. AWSN has already streamed one event this season (2026 SFO), for a total of 9 tournaments in 2026.

--

Charles McCracken

Communications Director

Disc Golf Pro Tour

charles@dgpt.com

<https://www.dgpt.com>

Eugene, Oregon

Prior Year's Final Report

SFO Ad Schedule

Discraft: 2 Thirty second ads each day (Ty is handling this; will be sending new ads directly to Ty and Sean)

GRIPeq: 2 Thirty second ads each day, alternate between these two ads:

- <https://f.io/qltcDCeo>
- <https://f.io/7LaAy6Gd>

Climo: 2 Thirty second ads each day (sent to Sean)

Zanfel: 1 Thirty second ad each day (use existing)

Vessi: 2 Thirty second ads each day (use existing ads per Jono)

GJV: 2 Thirty second ads each day (use existing inventory)

1P: 2 Thirty second ads each day, this is a new ad:

<https://vimeo.com/1105551738/369f11eea5?share=copy&fl=sv&fe=ci>

Ledgestone brand ad: 2 Thirty second ads each day:

https://lisopen.sharepoint.com/sites/NateHeinoldLLC/_layouts/15/stream.aspx?id=%2Fsites%2FNateHeinoldLLC%2FShared%20Documents%2F30sec%2Dlsdgggeneral%2D4k%2D2%201%2Emp4&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview%2E034ebaa1%2Dcf0a%2D4f27%2Db0e4%2D45eed34c28de

Champions Cup ad: 2 Thirty second ads each day, this is only a 15 second ad so just run this 4 times a day (two in reach round):

https://lisopen.sharepoint.com/sites/NateHeinoldLLC/_layouts/15/stream.aspx?id=%2Fsites%2FNateHeinoldLLC%2FShared%20Documents%2Fchamps%2Dcup26%2D15sec%2Emp4&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview%2Eec0f5f5b%2D2043%2D422e%2D8fbe%2D69e593100dc7

Florida's Adventure Coast: 4 Thirty second ads each day as discussed with Sean (use same commercial as 2025)

MVP Open ad: 2 thirty second ads each day, one in MPO and one in FPO:

https://drive.google.com/file/d/1Nvf0yMxuC_uWVN6wwjlyL6lGWTQoEXDX/view?usp=sharing

DGN Logo Bug: Alternate between Florida's Adventure Coast and Supreme Flight logo (let me know if you do not have Supreme Flight logo)

Lower 1/3 Popups for DGN Broadcast:

- 2 for each broadcast, 4 in total each day, use this Sled ad:
- https://lisopen.sharepoint.com/sites/NateHeinoldLLC/_layouts/15/stream.aspx?id=%2Fsites%2FNateHeinoldLLC%2FShared%20Documents%2Fsled%2D15sec%2Dlowerthird%2Emp4&

referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview%2Ee7a2e1af%2D9276%2D494c%2D84b1%2D7ee97fe99996

Prior Year's Final Report

Post Production Advertising (JomezPro)

- MPO: One 15-sec PiP Ad per day
 - Use MVP Open ad that Nate sent to Sean
- FPO: One 15-sec PiP Ad per day
 - Use Champions Cup ad as listed above
- Event Logo placement and commentator read per video
 - Commentator Read: ***Live from Brooksville, Florida, it's the chase for the Powerball Cup ... at Discraft's Supreme Flight Open, presented by Florida's Adventure Coast ... Discover Nature's Place to Play.***
 - Event logo Placement for Jomez: Sean should have official event logp

Prior Year's
Final Report

2026

BROOKSVILLE

FLORIDA, USA



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

THE QUARRY

FLORAL PARK

AM A-TIER

FEBRUARY 27 TO MARCH 1

PLAYER'S PACK

3 DISCRAFT DISCS

SUPREME FLIGHT OPEN SHIRT

TRI POD STOOL

DISCRAFT PATCH

SUNGLASSES

ZANFEL

BONUS FLEX STARTS

THE QUARRY - 2/26

FLORAL PARK - 2/26

OLYMPUS - 3/2



SOMIN FROM TAMPA
1HR 20MIN FROM ORLANDO
2HR 45MIN FROM JACKSONVILLE



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

July 2026





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [July Fishing Report | Redfish & Snook Are Biting on Florida's Adventure Coast! \(2026\)](#)
- [500 flags. One incredible tribute.](#)
- [Sean Daly Visits Haggard Coffee & Oddities with Halo | Brooksville's Most Unique Coffee Shop! \(2026\)](#)
- [Sean Daly Visits Springwater Spirits at Marker 48 Brewing! | Florida's Adventure Coast \(2026\)](#)
- [Happy National Hot Dog Day on Florida's Adventure Coast \(2026\)](#)
- [A Tea Experience You Won't Forget on Florida's Adventure Coast! \(2026\)](#)
- [Halo's Hangouts | Tipacano Creamery in Weeki Wachee, Florida \(2026\)](#)
- [Ruby Ray's Healthy Café Celebrates ONE YEAR!](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- [The real life mermaids of Florida's Weeki Wachee Springs | Huck](#)
- [The Natural Waterpark In Florida That's The Perfect Place To Spend A Summer Day](#)
- [Mermaids I Want to Meet Atlas Obscura](#)
- [Haggard Coffee & Oddities in Brooksville is not your typical small-town coffee shop](#)
- [This Brooksville Favorite Serves Up Classic Southern Comfort Food with Old Florida Flavor and Generous Portions](#)
- [Marker 48 Brewing in Weeki Wachee adds distillery and cocktail bar to popular hangout](#)
- [Poll Reveals the 3 Florida Spots That Evoke the Strongest Summer Nostalgia - The Boca Raton Tribune](#)
- [Escape The Crowds At This Secret Botanical Garden Hiding In A Florida Neighborhood](#)



PR Report

August 2026





Video's Created

- [August Fishing Report is Here on Florida's Adventure Coast! \(2026\)](#)
- [FOX 13 Goes Live from Weeki Wachee's Mermaid Experience!](#)
- [Sean Daly Visits The Tilted Teacup Tearoom in Brooksville](#)
- [Saxon Manor Weddings | A Romantic Wedding Venue on Florida's Adventure Coast \(2026\)](#)
- [From Horsepower to Mermaid Magic!](#)
- [National Relaxation Day on Florida's Adventure Coast](#)
- [Deep South Family BBQ | A Brooksville, Florida Favorite on Florida's Adventure Coast \(2026\)](#)
- [National Cuban Sandwich Day in Downtown Brooksville!](#)
- [A sweet new spot is NOW OPEN in downtown Brooksville on Florida's Adventure Coast \(2026\)](#)
- [30 Years at The Historic Hawkins House on Florida's Adventure Coast!](#)
- [Celebrate the Olive Harvest at The Olive Grove's 15th Annual Mill Party!](#)
- [Happy National Dog Day on Florida's Adventure Coast](#)





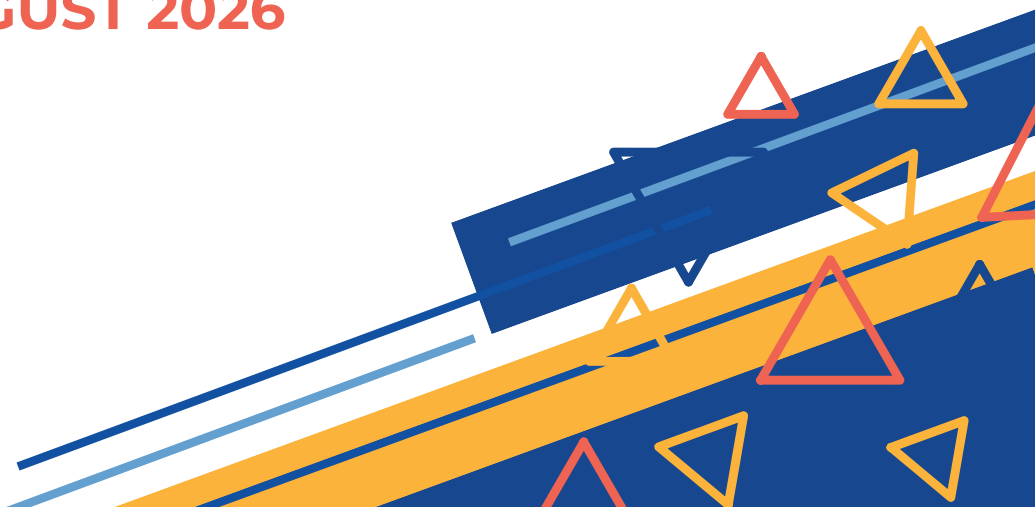
Earned Media

- [Charley's World Live Remote at Weeki Wachee Springs State Park.](#)
- [The Tilted Teacup Tea Room in Brooksville wants you to stop scrolling and relax](#)
- [You'd Never Expect To Find Dinosaurs, Camels, And Oranges At This Florida Roadside Attraction](#)
- [The Hawkins House in Brooksville is celebrating 30 years](#)
- [AL Teen's Dream Of Becoming A Mermaid Came True At Weeki Wachee](#)
- [Hernando Beach couple continue one-of-a-kind sailing tradition aboard the Marina Rose](#)
- [The City Of Live Mermaids Is Hiding In Small Town Florida And It's As Weirdly Wonderful As You'd Expect](#)



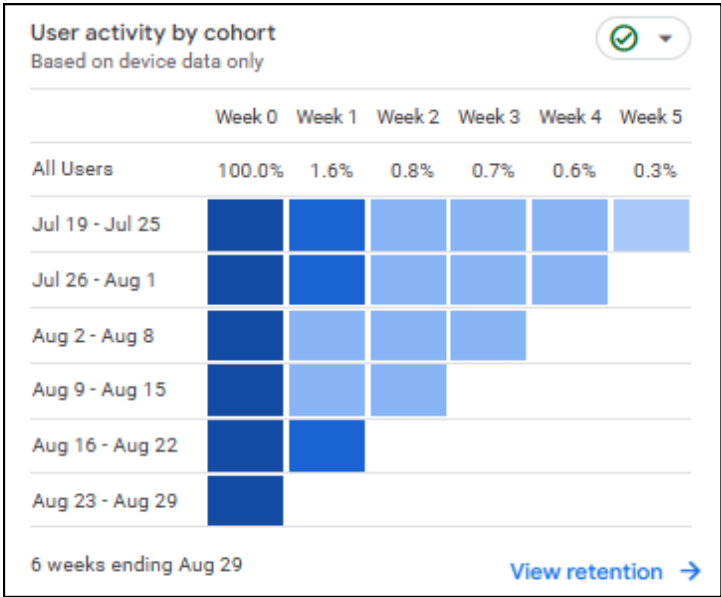
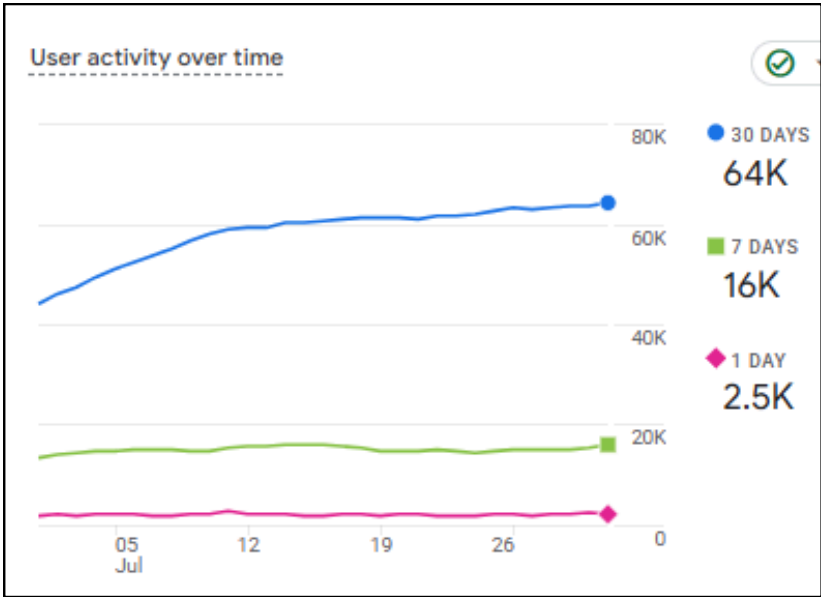
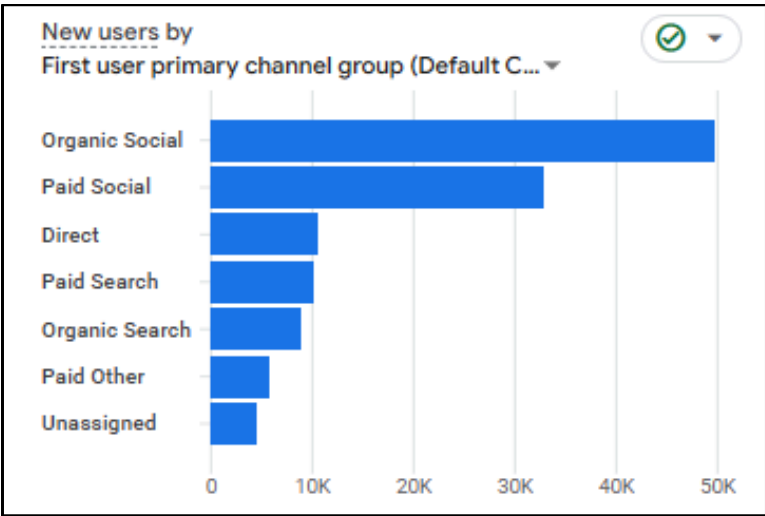
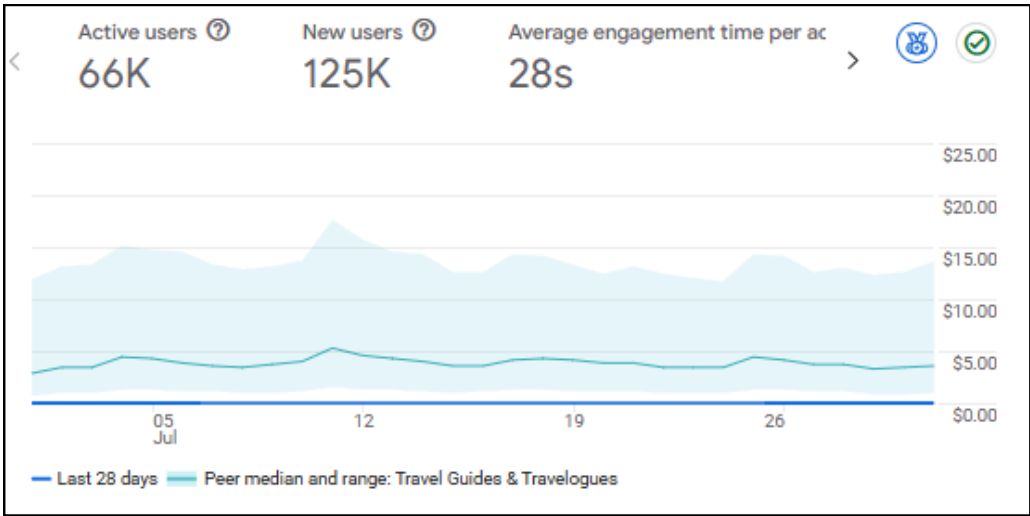
Google Analytics

SNAPSHOT REPORTS FOR JULY & AUGUST 2026

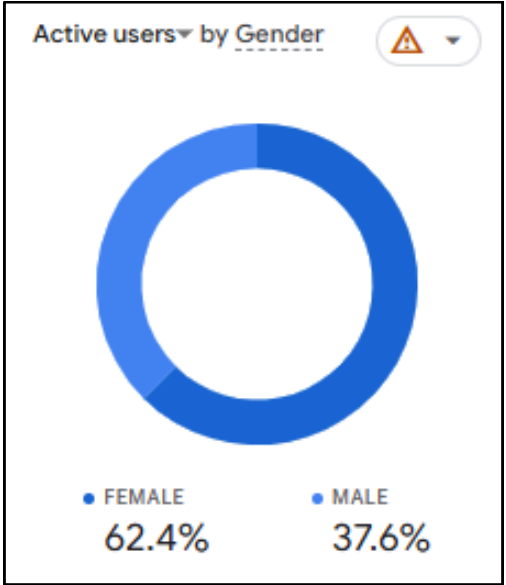
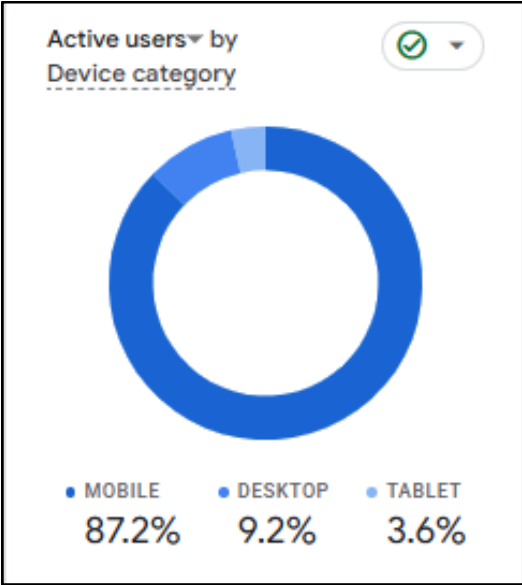
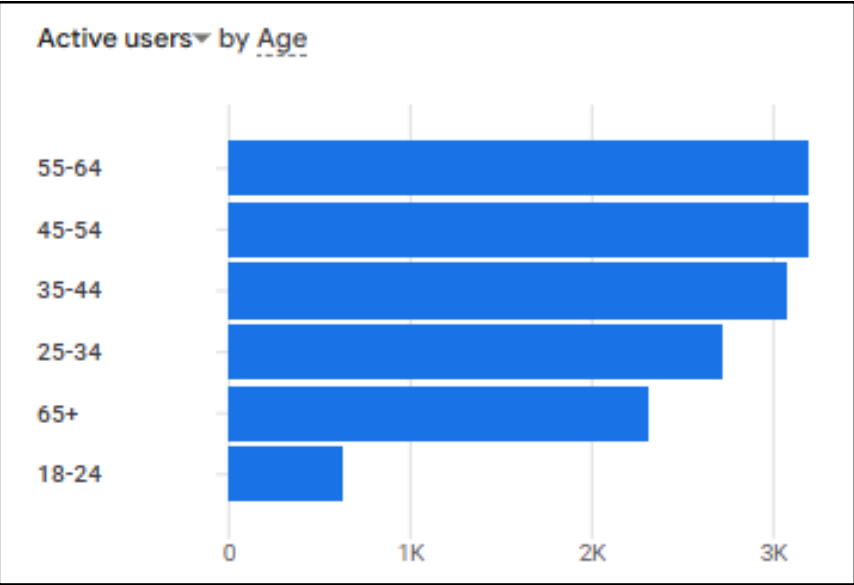
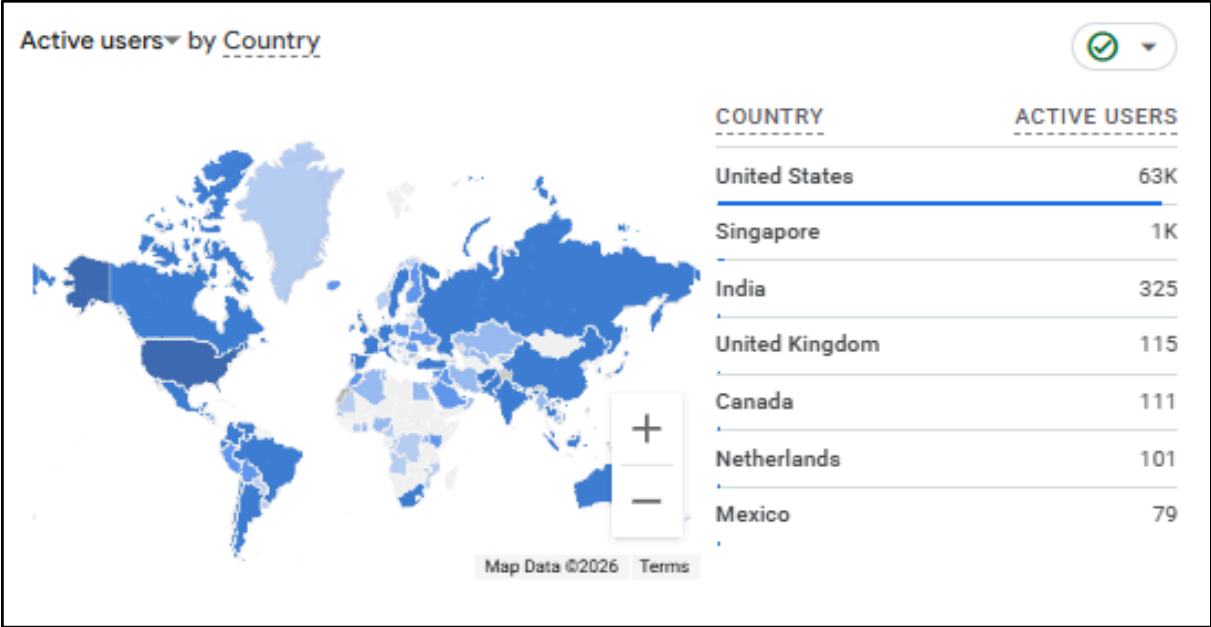
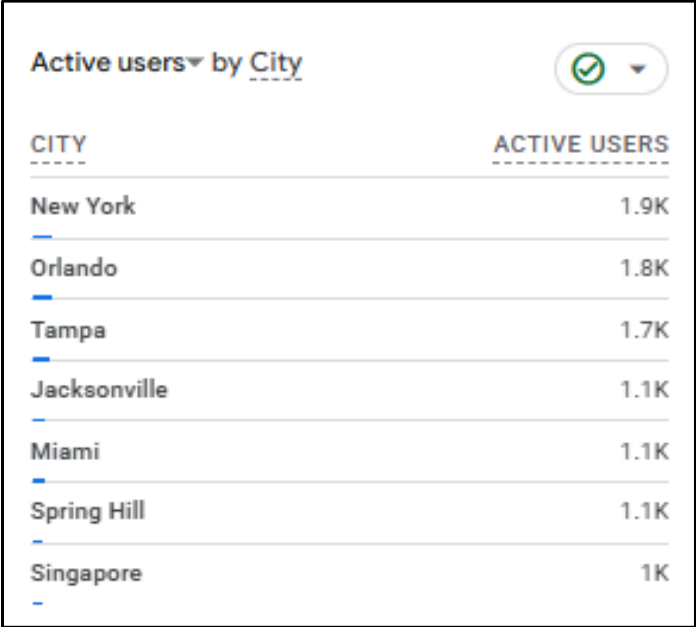


SNAPSHOT REPORT FOR JULY 1-31, 2026

Views	Sessions	Engagement rate
248K	111K	67.2%



SNAPSHOT REPORT FOR JULY 1-31, 2026



SNAPSHOT REPORT FOR JULY 1-31, 2026

Event count by Event name



EVENT NAME	EVENT COUNT
page_view	248K
enews_completion	157K
session_start	140K
first_visit	125K
user_engagement	51K
deep_reader_2__pages	11K
ua_2__pages	11K
-	

Active users by Interests



INTERESTS	ACTIVE USERS
News & Politics/Avid...	702
Food & Dining/Cooki...	471
Lifestyles & Hobbies...	427
Technology/Social M...	427
Travel/Travel Buffs	399
Home & Garden/Ho...	387
News & Politics/Avid...	376

Views by Page title and screen class



PAGE TITLE AND SCREEN CLASS	VIEWS
Florida's Adventure Coast	47K
Scalloping Florida's Adventure Coast	47K
Birdwatching & Wildlife Viewing - Fl...	23K
Fishing Florida's Adventure Coast	20K
Water Adventures Florida's Advent...	19K
Paddling Florida's Adventure Coast	11K
Attractions Florida's Adventure Coa...	11K

Sessions by Session primary ch...



SESSION PRIMARY ...	SESSIONS
Organic Social	52K
Paid Social	36K
Direct	11K
Organic Search	9.3K
Paid Search	8.5K
Paid Other	5.9K
Unassigned	4.3K

SNAPSHOT REPORT FOR AUGUST 1-31, 2026

Views

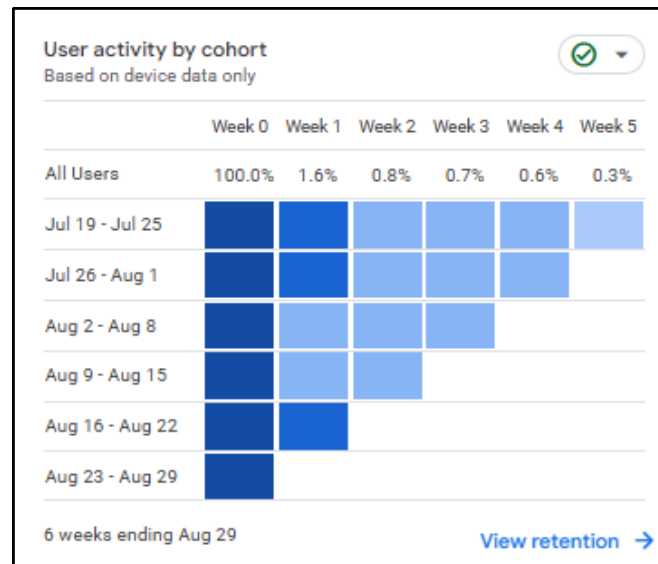
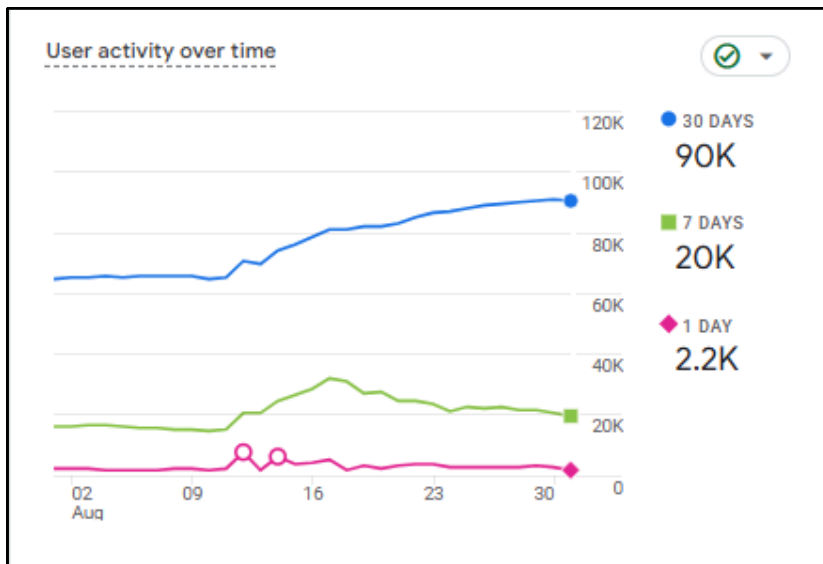
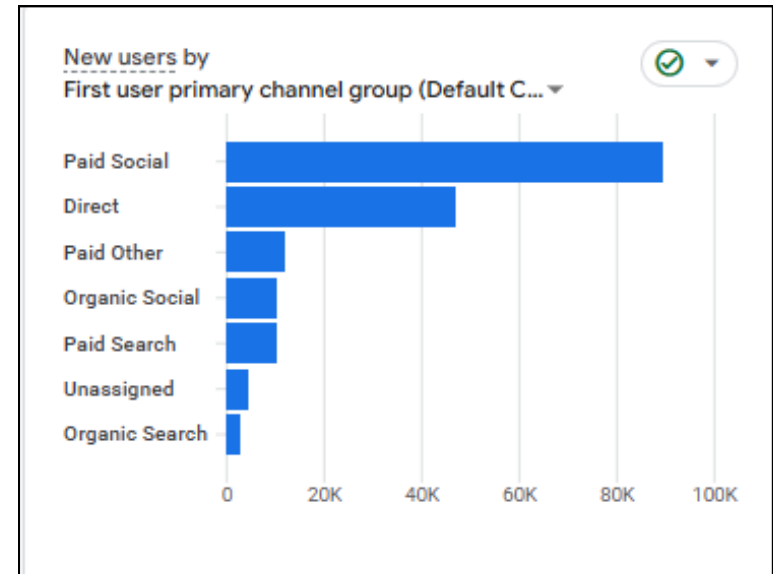
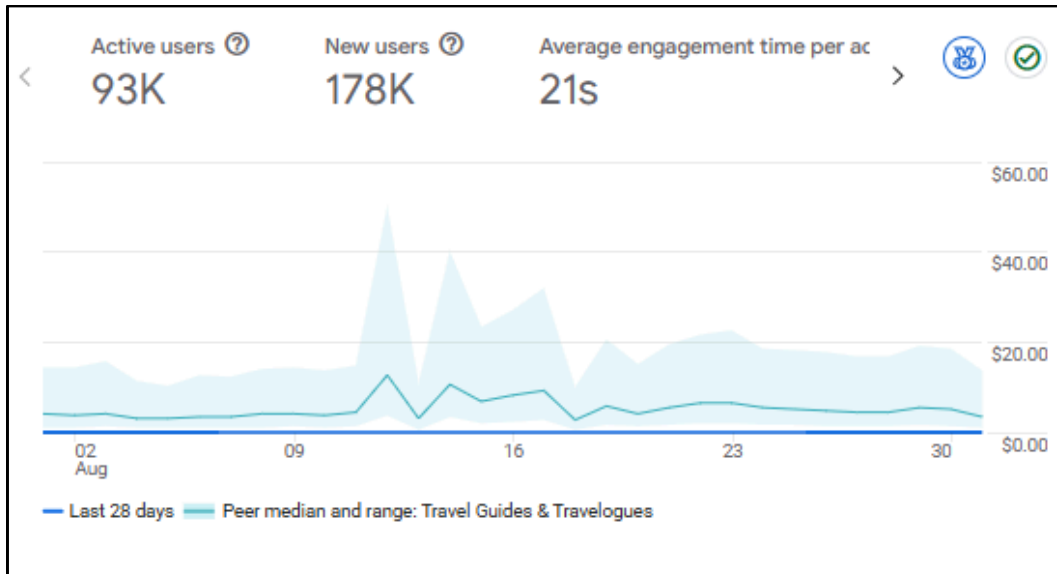
320K

Sessions

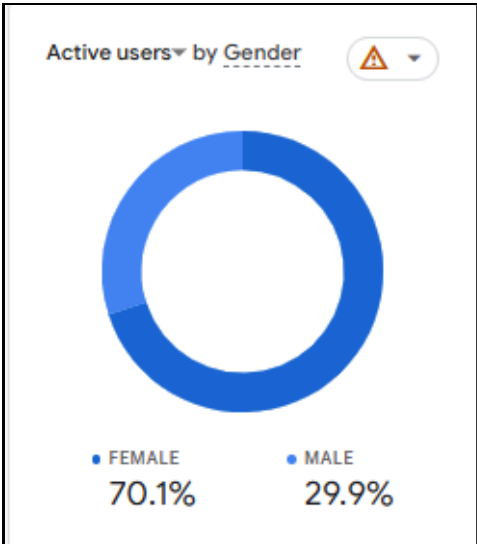
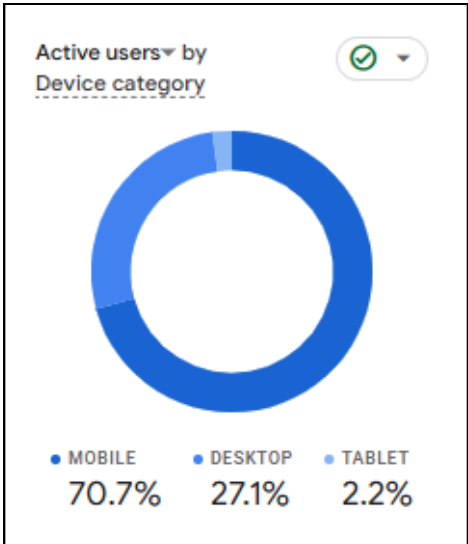
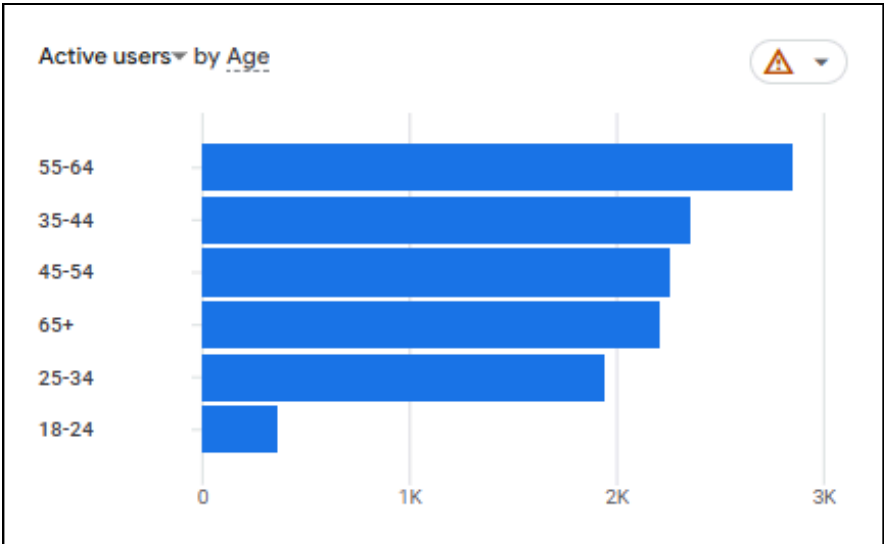
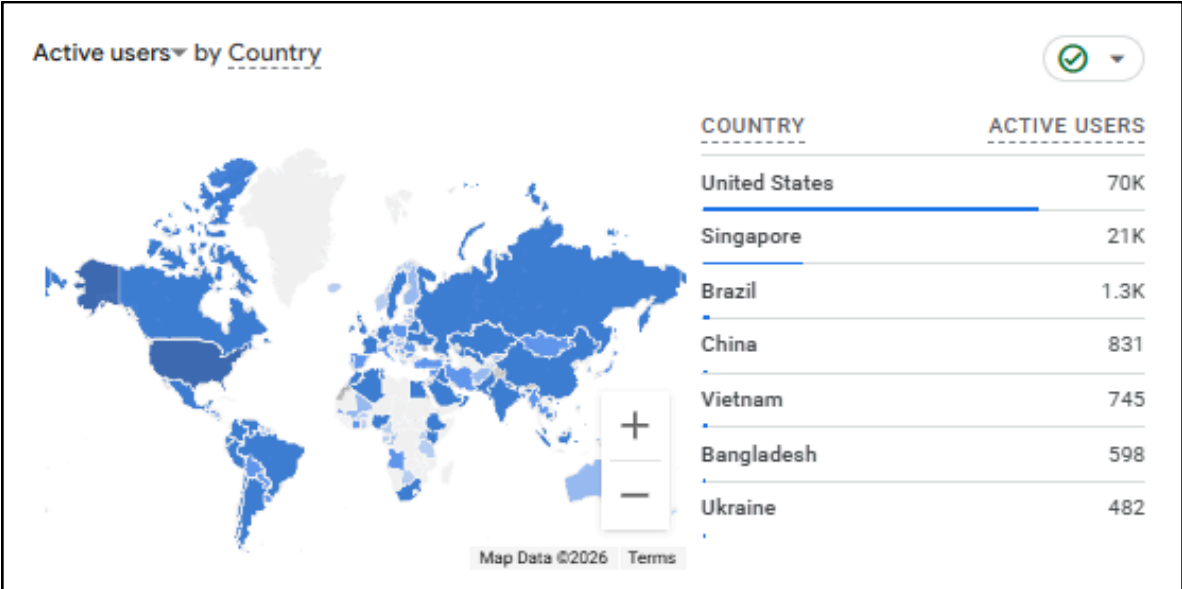
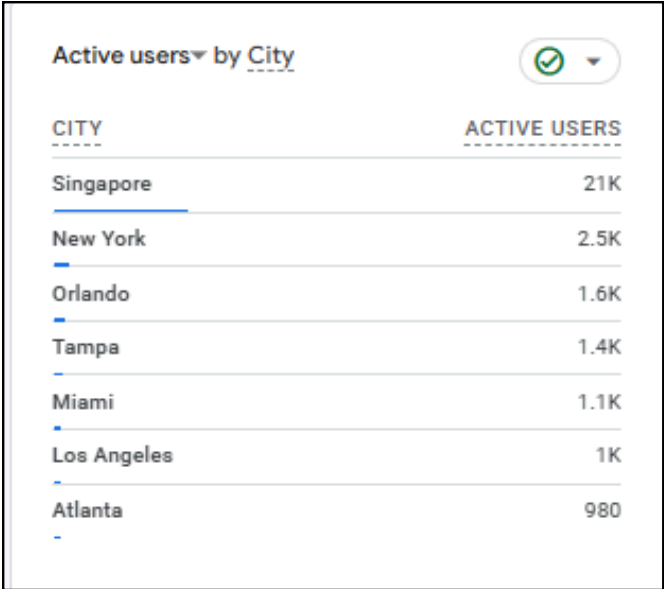
159K

Engagement rate

70.2%



SNAPSHOT REPORT FOR AUGUST 1-31, 2026



SNAPSHOT REPORT FOR AUGUST 1-31, 2026

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	320K
enews_completion	204K
session_start	195K
first_visit	178K
user_engagement	55K
scroll	14K
deep_reader_2__pages	10K

Active users by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid...	3.1K
Food & Dining/Cooki...	2.6K
Home & Garden/Ho...	2K
Shoppers/Shopping ...	1.7K
Travel/Travel Buffs	1.7K
News & Politics/Avid...	1.7K
Lifestyles & Hobbies...	1.6K

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Scalloping Florida's Adventure Coast	55K
Florida's Adventure Coast	42K
15th Annual Harvest Mill Party	34K
Birdwatching & Wildlife Viewing - Fl...	25K
Fishing Florida's Adventure Coast	19K
Paddling Florida's Adventure Coast	14K
Water Adventures Florida's Advent...	14K

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Paid Social	73K
Direct	47K
Paid Other	12K
Organic Social	10K
Paid Search	8.6K
Unassigned	4.4K
Organic Search	3.2K



Social Media Report

7/1/2026 - 8/31/2026

VS.

7/1/2025-8/31/2025





PROFILE PERFORMANCE

7/1/2026 - 8/31/2026 vs 7/1/2025 - 8/31/2025

Included in this Report

Sources

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

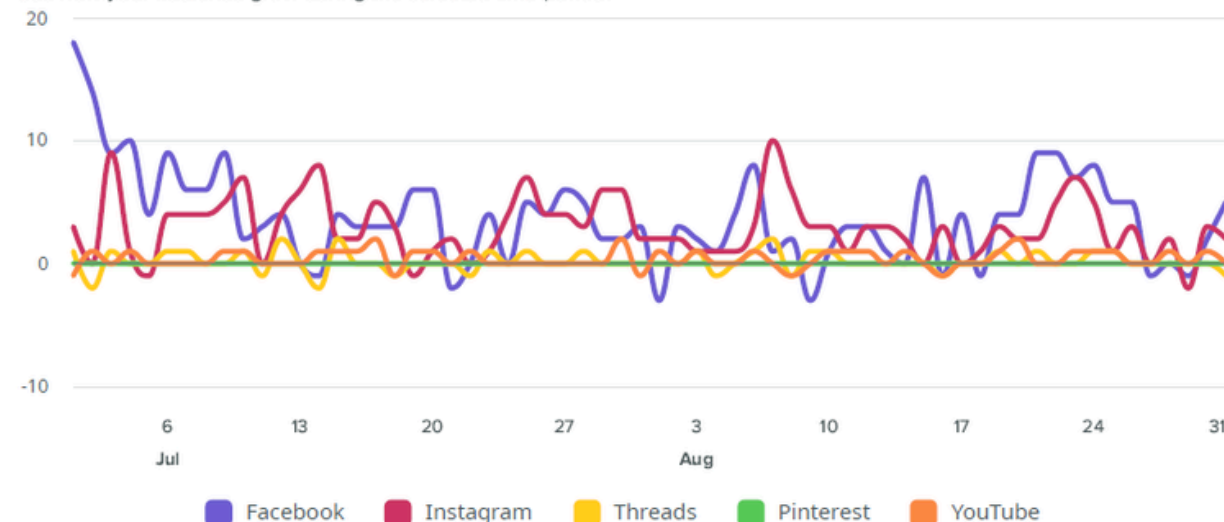
Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
2,403,351 ↗ 59.3%	19,414 ↗ 5.1%	592 ↗ 159.6%	0.024% ↗ 34%

Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

Totals

% Change

Audience

69,643 ↗ 4.7%

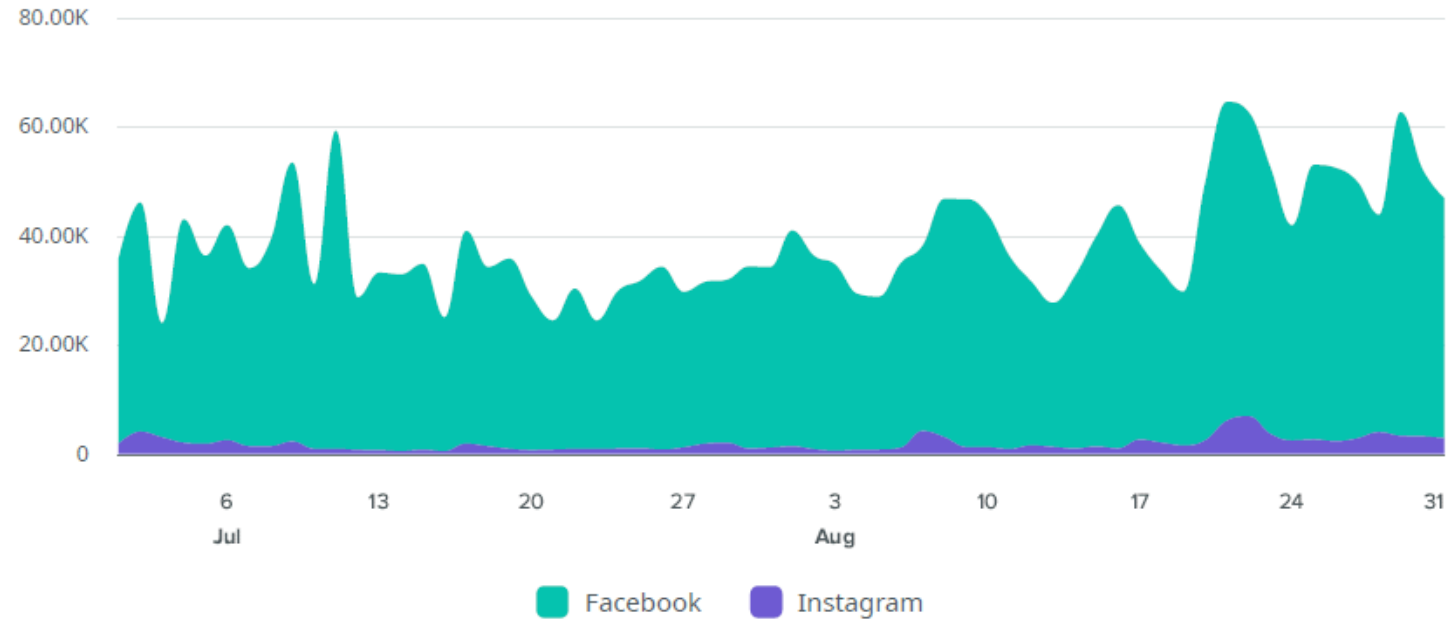
PROFILE PERFORMANCE

7/1/2026 - 8/31/2026 vs 7/1/2025 - 8/31/2025



Impressions

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



Impression Metrics

Totals

% Change

Impressions

2,403,351 ↗ 59.3%

Facebook Views

2,290,475 ↗ 57.1%

Instagram Views

112,876 ↗ 124.2%

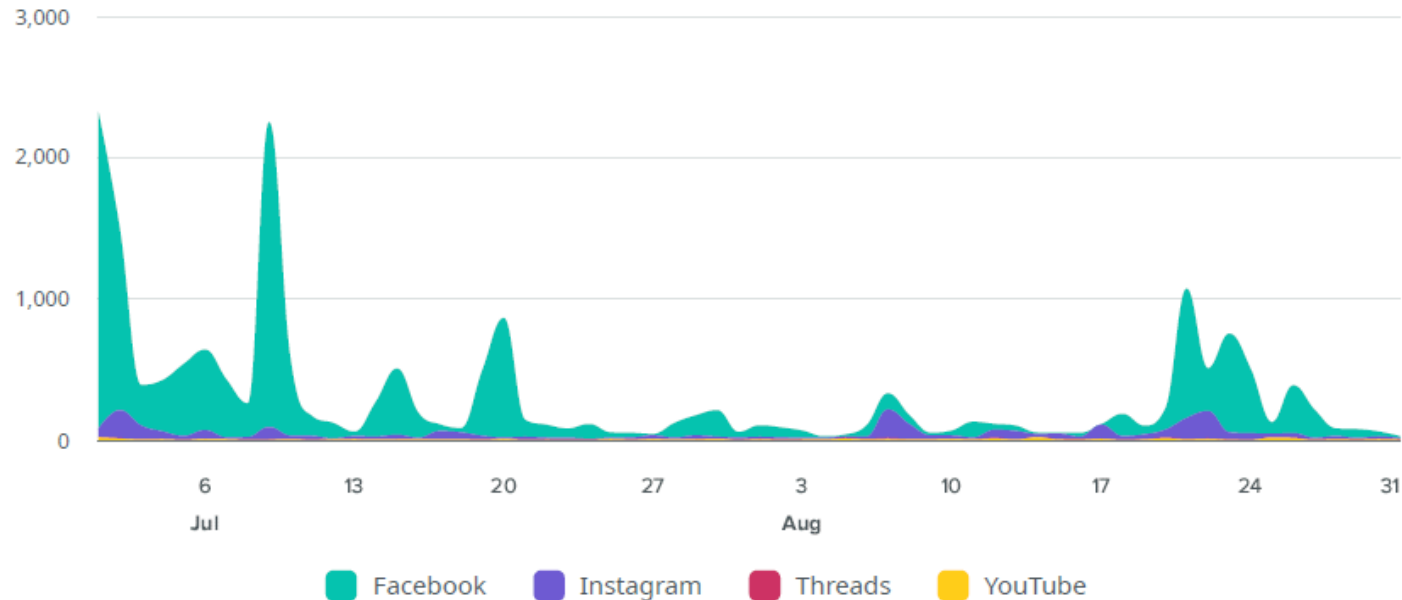
PROFILE PERFORMANCE

7/1/2026 - 8/31/2026 vs 7/1/2025 - 8/31/2025



Engagements

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



Engagement Metrics	Totals	% Change
Engagements	19,414	↗ 5.1%
Facebook Engagements	16,412	↗ 0.1%
Instagram Engagements	2,528	↗ 48.1%
Threads Engagements	150	↗ 294.7%
YouTube Engagements	324	↘ 3.3%

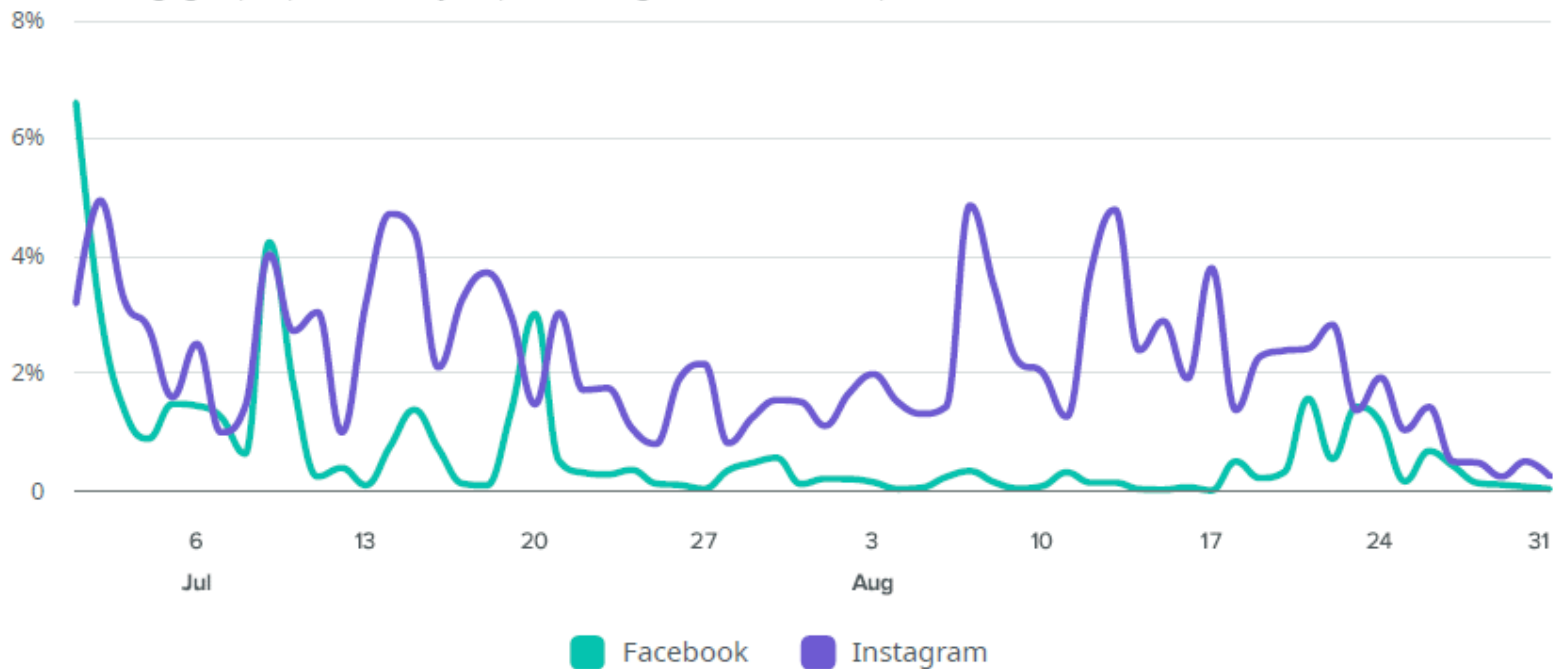
PROFILE PERFORMANCE

7/1/2026 - 8/31/2026 vs 7/1/2025 - 8/31/2025



Engagement Rate

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



Engagement Rate Metrics

Rate

% Change

Engagement Rate (per Impression)

0.8% ↘ 34.3%

Facebook Engagement Rate

0.7% ↘ 36.3%

Instagram Engagement Rate

2.2% ↘ 34%

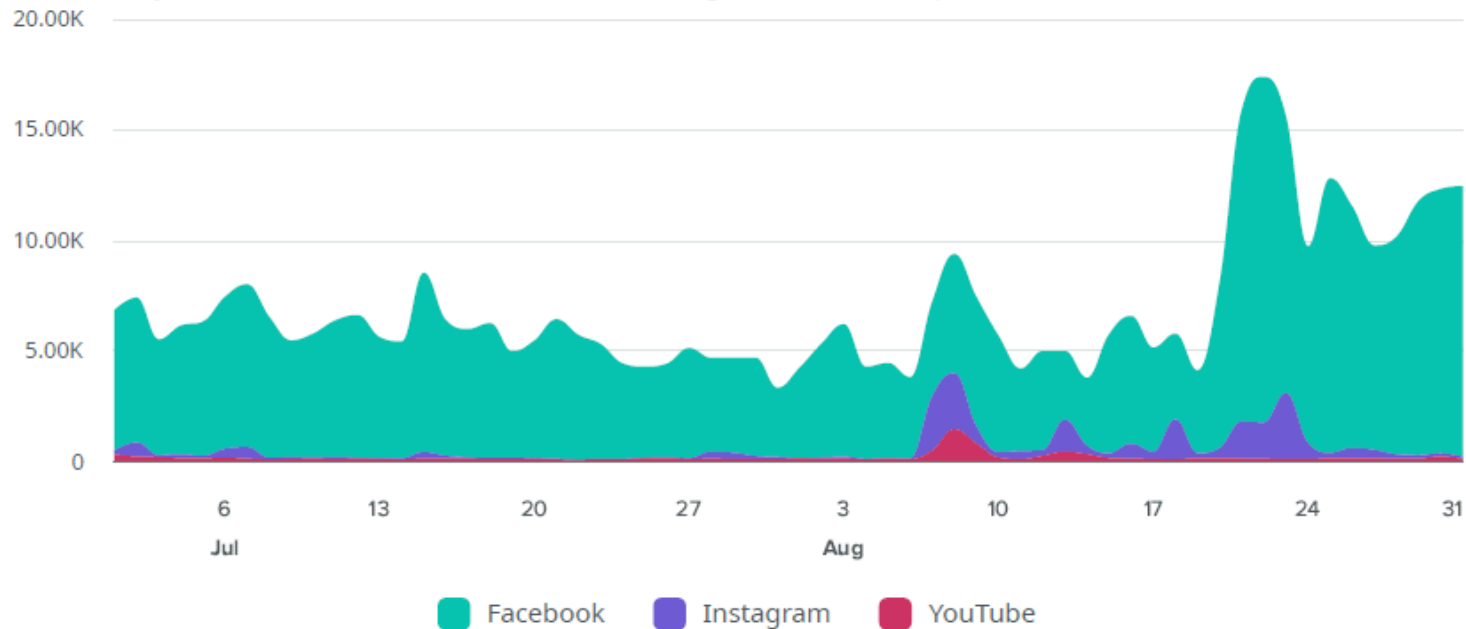
PROFILE PERFORMANCE

7/1/2026 - 8/31/2026



Video Views

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



Video Views Metrics

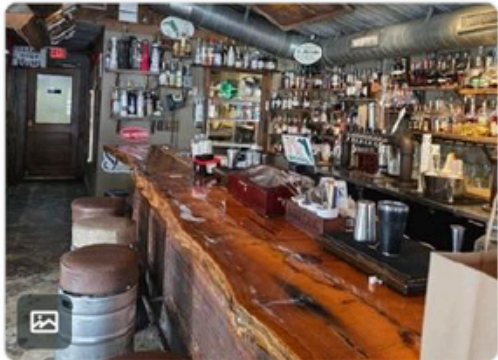
Video Views Metrics	Totals	% Change
Video Views	430,718	↘ 5.3%
Facebook Video Views	393,965	↘ 7.3%
Instagram Reel Video Views	25,022	↗ 23%
YouTube Video Views	11,731	↗ 22.6%

POST PERFORMANCE

7/1/2026 - 8/31/2026



Top 3 Posts - Engagement

f Florida's Adventure Coast <u>Wed 7/8/2026 6:42 pm EDT</u> Florida's Adventure Coast is In The News! There is a breakfast and lunch spot in Brooksville that has locals lining up before the doors even open, and... 	f Florida's Adventure Coast <u>Sat 7/18/2026 5:05 pm EDT</u> National Ice Cream Day is tomorrow, and we're already planning the perfect scoop! 🍦 ... 	f Florida's Adventure Coast <u>Thu 8/20/2026 5:19 pm EDT</u> 🍦 A sweet new stop has arrived in downtown Brooksville! ... 
Engagements #1 1,713	Engagements #2 1,515	Engagements #3 1,148
Reactions80	Reactions72	Reactions312
Comments25	Comments15	Comments32
Shares7	Shares7	Shares46
Post Link Clicks333	Post Link Clicks—	Post Link Clicks—
Other Post Clicks1,268	Other Post Clicks1,421	Other Post Clicks758

POST PERFORMANCE

7/1/2026 - 8/31/2026



Top 3 Posts - Impressions

Florida's Adventure Coast <u>Sat 7/18/2026 5:05 pm EDT</u> National Ice Cream Day is tomorrow, and we're already planning the perfect scoop! 🍦 ...  Views #119,576	Florida's Adventure Coast <u>Thu 7/9/2026 8:43 am EDT</u> Florida's Adventure Coast is In The News! Marker 48 Brewing in Weeki Wachee adds a distillery and cocktail bar to its popular hangout. The sprawling...  Views #217,758	Florida's Adventure Coast <u>Sun 7/5/2026 6:41 pm EDT</u> 🍷 A Brooksville favorite is turning 66! Coney Island Drive Inn is celebrating 66 years thi...  Views #315,534
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POST PERFORMANCE

7/1/2026 - 8/31/2026



Top 3 Posts - Engagement Rate

  Florida's Adventure Co... Wed 7/8/2026 6:42 pm EDT	  fladventurecoast Sat 8/22/2026 2:30 pm EDT	  Florida's Adventure Co... Thu 8/20/2026 5:20 pm EDT
Florida's Adventure Coast is In The News! There is a breakfast and lunch spot in Brooksville that has locals lining up befor...	🌸 30 years of memories, community and tradition at The Historic Hawkins House! 🌸 ...	🍷 A sweet new stop has arrived in downtown Brooksville! ...
		
#1	#2	#3
Engagement Rate (per View) 12.3%	Engagement Rate (per View) 10.5%	Engagement Rate (per View) 10.4%
Views 13,959	Views 1,808	Views 11,310
Engagements 1,713	Engagements 189	Engagements 1,172
... 📷 💬	... 📷 💬	... 📷 💬

POST PERFORMANCE

7/1/2026 - 8/31/2026



Top 3 Posts - Video Views

