Hernando County Tourist Development Council Meeting
November 12, 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**

2:00–2:20 **Approval of the Minutes** – *Action Item*

- November 2026 Minutes

Finance Report – Tammy Heon
Manager's Report – Tammy Heon

Consent Agenda

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

2:30 **Old Business**

- Update on Special Events Funding Policies and Procedures Changes

2:30-2:40 **New Business**

- Funding Requests
    - Hernando Audubon – Nature Coast Birding Festival
    - Fine Arts Council – Art in the Park
    - SWAMP – Croomfest

2:40-3:40 **Media Review**

- 2026 Media Performance Highlights – Miles Partnership
- 2027 Media Plan – Miles Partnership – *Action Item*

3:40-3:45 **Recognition of Retiring TDC Members**

3:45-4:05 **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

4:00-5:00 **Public Comment**

4:15 **Adjournment of Business Meeting**

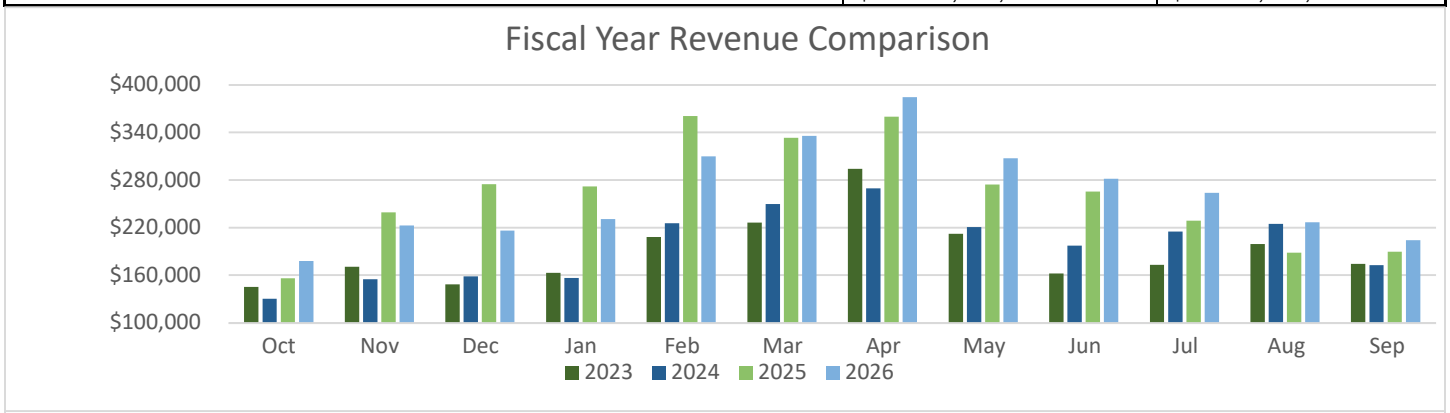
Two or more Brookville City Council Members may be attending and participating in the TDC meetings.

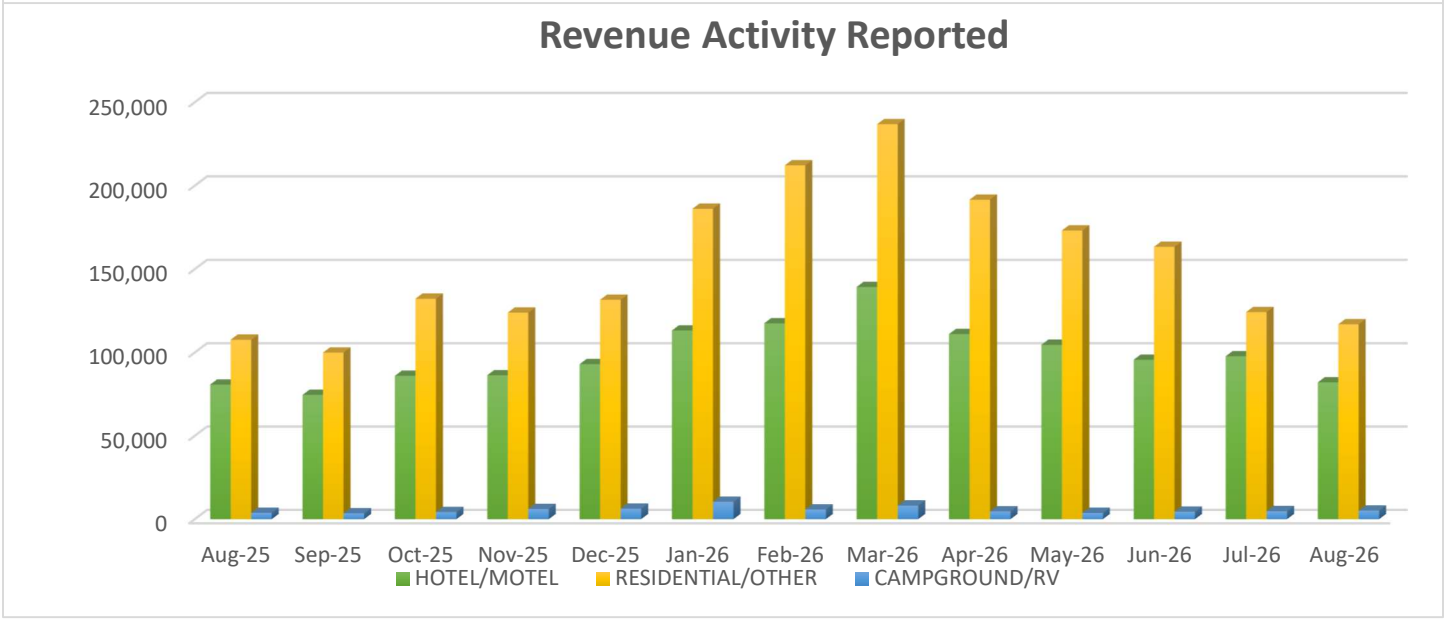
Doug Chorvat, Jr.

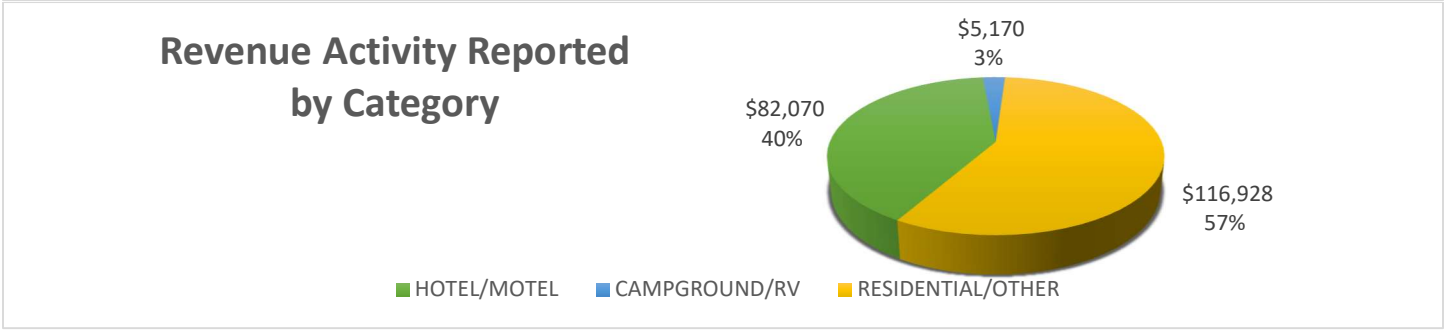
Clerk of Circuit Court & Comptroller - Hernando County
20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: September 2026 Tourist Development Tax Collections from August 2026 Activity
DATE: October 07, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax - September Collections for August Activity	$ 163,335	$ 151,853
Destination Development - September Collections for August Activity	$ 40,834	$ 37,963
Total	$ 204,169	$ 189,816
Year-to-Date	$ 3,161,343	$ 3,142,652





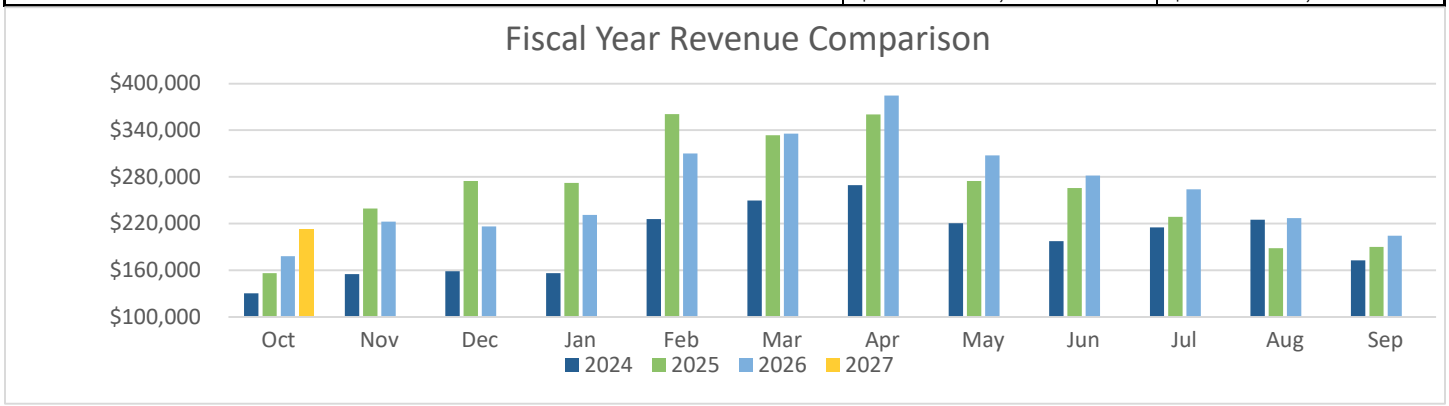


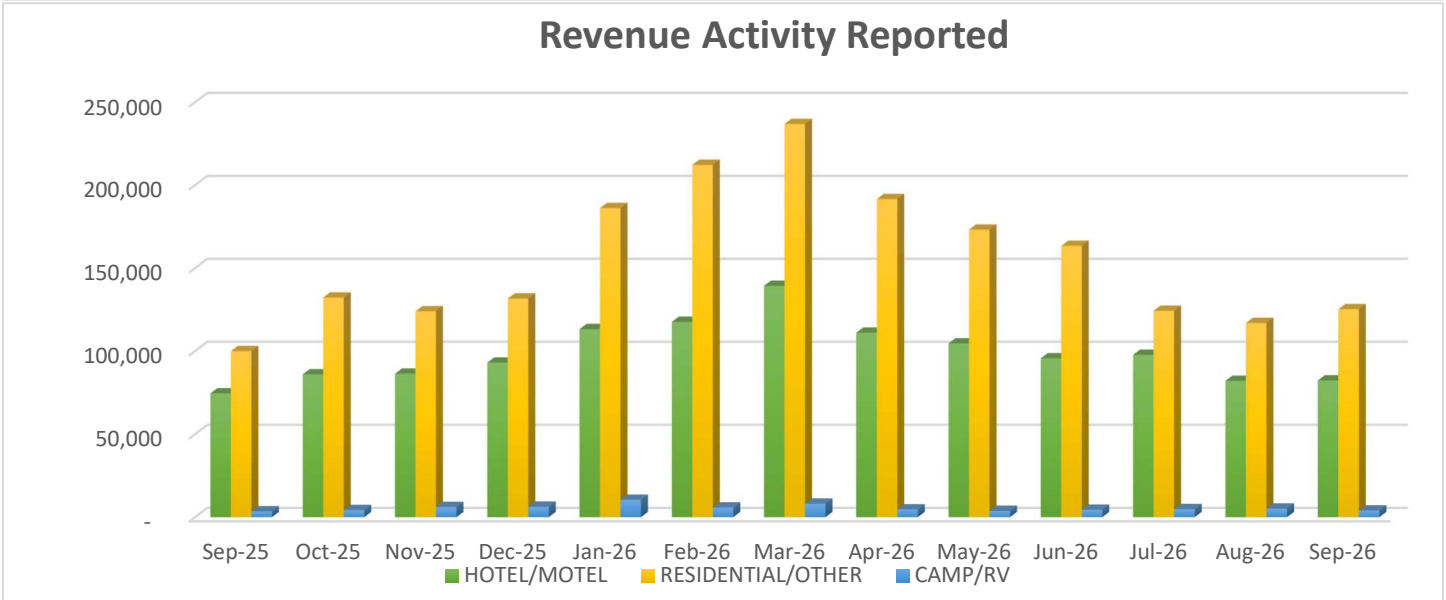
Doug Chorvat, Jr.

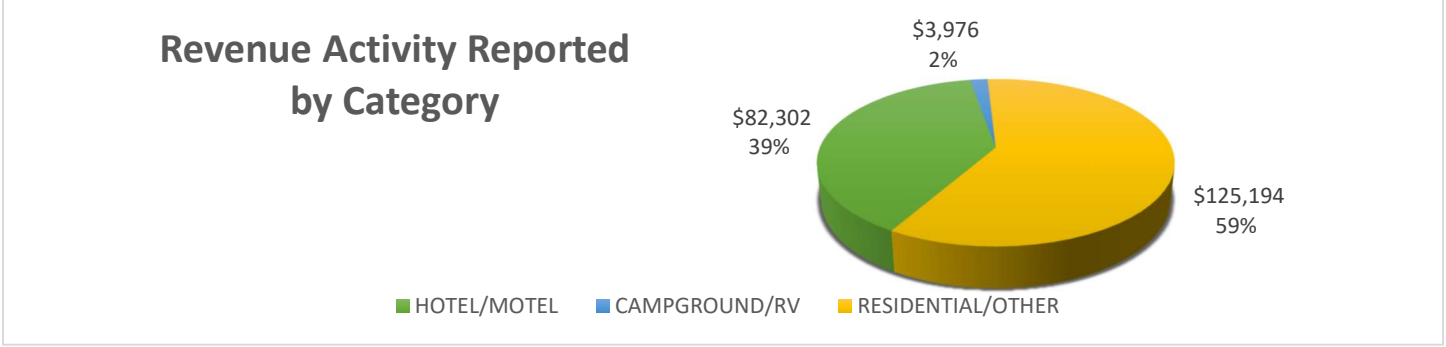
Clerk of Circuit Court & Comptroller - Hernando County
20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: October 2026 Tourist Development Tax Collections from September 2026 Activity
DATE: November 05, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax - October Collections for September Activity	$ 169,177	$ 142,434
Destination Development - October Collections for September Activity	$ 42,294	$ 35,609
Total	$ 211,472	$ 178,043
Year-to-Date	$ 211,472	$ 178,043







Florida's ADVENTURE COAST

BROOKSVILLE • WEEKI WACHEE • HERNANDO BEACH

PR Report

September 2026



Video's Created

- September Fishing Report on Florida's Adventure Coast (2026)
- Get ready for the 2026 Harvest Howl Fest in Brooksville!
- Celebrating National Cheeseburger Day on Florida's Adventure Coast! (2026)
- Experience the World-Famous Weeki Wachee Mermaids
- Hernando Hustle 5K Walk & Run | Brooksville, Florida (2026)
- Happy National Ghost Hunting Day from Florida's Adventure Coast!





Earned Media

- Learning How to Be a Real Mermaid With Florida's Legendary Weeki Watchee Sirens
- Inside Weeki Wachee Springs: How to swim with real Florida Mermaids
- 'Magical Mermaid Tea Party' comes to Weeki Wachee Springs, plus Halloween events
- 6 springs in 2 days: A Florida road trip reveals the state's freshwater treasures
- How We Got to Cabot Citrus Farms: The Ultimate Stress-Free Travel Guide
-



Florida Currents Magazine

- Hosted Cherie Cohen from Florida Currents Magazine where she is writing a travel story on the destination for an authentic experience. Cherie stayed at the Hernando Beach Motel and also visited Weeki Wachee Springs State Park where she participated in the Mermaid Experience.

Florida's ADVENTURE COAST
BROOKSVILLE • WEEKI WACHEE • HERNANDO BEACH

PR Report

October 2026



Video’s Created

- Explore Brooksville by Bike | Crank Works Bicycles (2026)
- Have you discovered the Weeki Wachee Outpost?
- It’s fall festival season on Florida’s Adventure Coast! (2026)
- Brooksville's Haunted History Tour on Florida's Adventure Coast (2026)
- Meet Kait Merryman, owner of The Artist’s Realm on Florida's Adventure Coast (2026)
- Neptune's Grotto | An Old Florida Getaway on Florida's Adventure Coast (2026)
- Marker 48's Running of the Wieners on Florida's Adventure Coast (2026)
- Experience five days of live music on Florida's Adventure Coast!
- National Dessert Day | 3 Sweet Stops on Florida's Adventure Coast
- Art & Ales 2026 | Live Art Competition & Craft Beer on Florida's Adventure Coast
- Under the Olive Tree | A New Taste on Florida's Adventure Coast (2026)



Video's Created Continued...

- Meet Maverick the American Alligator! | National Reptile Day on Florida's Adventure Coast (2026)
- Halo Visits the Tom Varn Pumpkin Patch on Florida's Adventure Coast (2026)
- Blanche's General Store | A Brooksville, Florida Icon on Florida's Adventure Coast (2026)
- Cycling Adventures on Florida's Adventure Coast 🚴
- Discover the Hernando Beach Front Porch Art Walk | Florida's Adventure Coast (2026)





Earned Media

- The Wilder Side of Florida
- Dark History Comes to Light: Haunted Hernando Walking Tour Returns to Downtown Brooksville
- Brooksville brewery wins gold at Great American Beer Festival awards
- Patrick Connolly: 6 springs in 2 days: A Florida road trip reveals the state's freshwater treasures
- Spooky spots in Tampa Bay | wtsp.com
- Inside Weeki Wachee Springs: How to swim with real Florida mermaids
- Cabot Citrus Farms to Host Fall and Winter Golf Schools with Combine Golf

Florida's ADVENTURE COAST

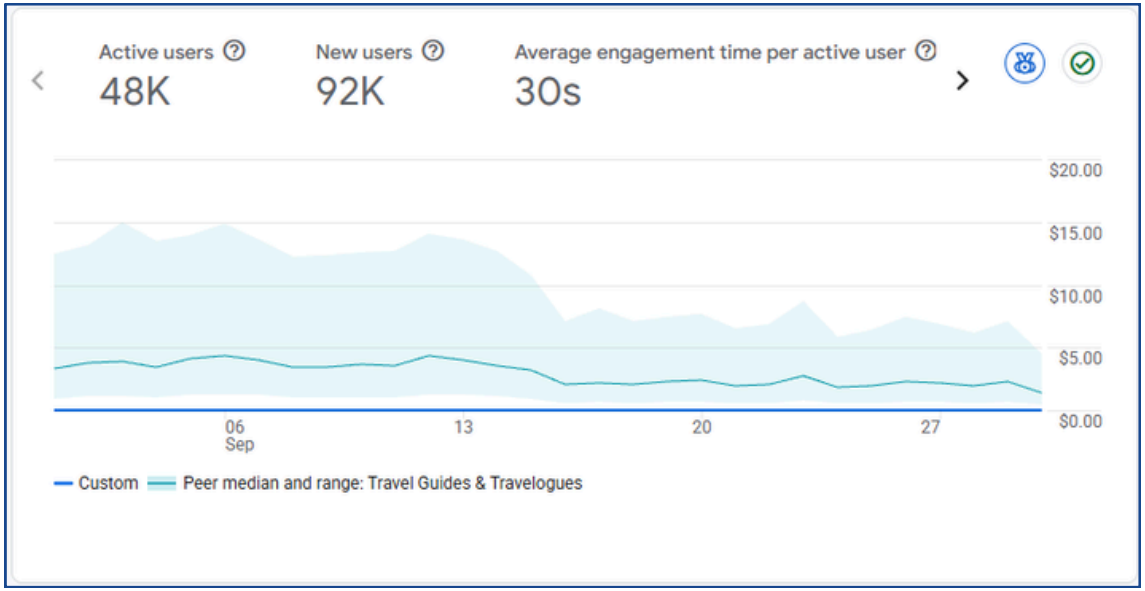
BROOKSVILLE • WEEKI WACHEE • HERNANDO BEACH

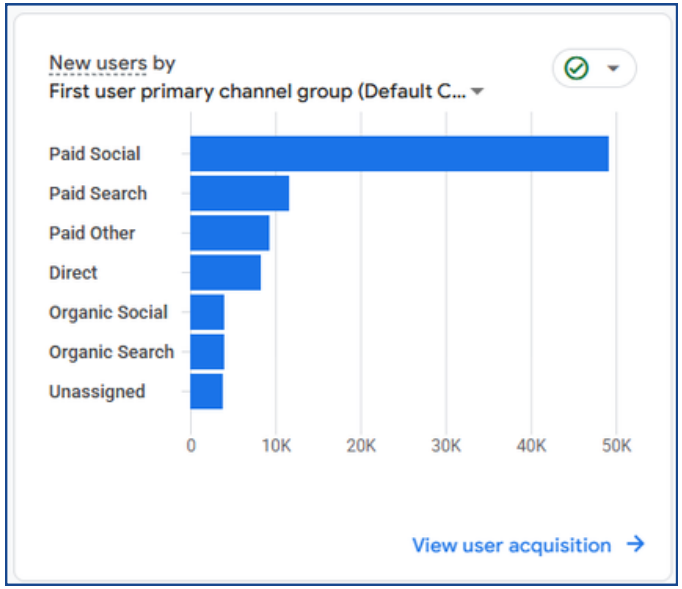
Google Analytics

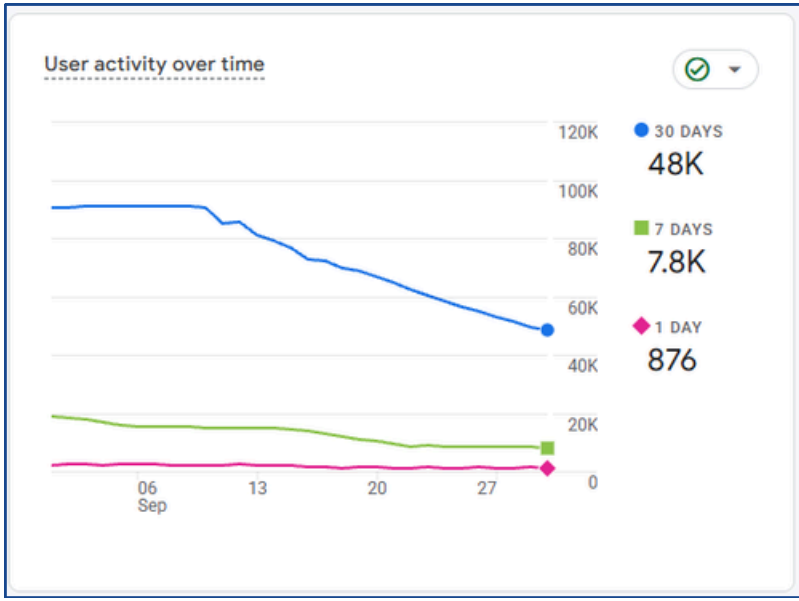
SNAPSHOT REPORTS FOR SEPTEMBER & OCTOBER 2026

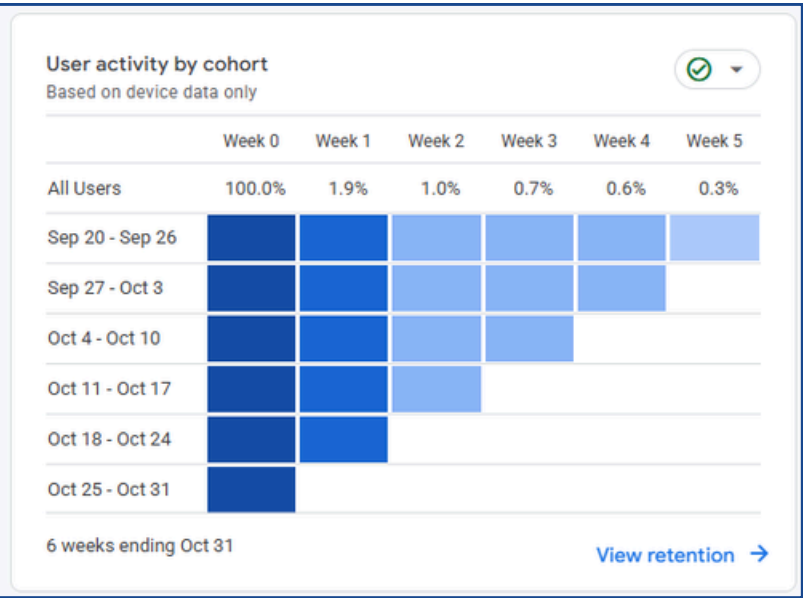
SNAPSHOT REPORT FOR SEPTEMBER 1-30, 2026

Views	Sessions	Engagement rate
202K	81K	73.3%







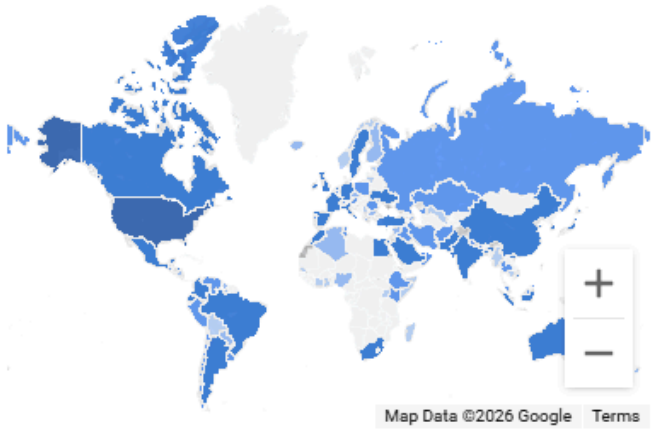


SNAPSHOT REPORT FOR SEPTEMBER 1-30, 2026

Active users by City

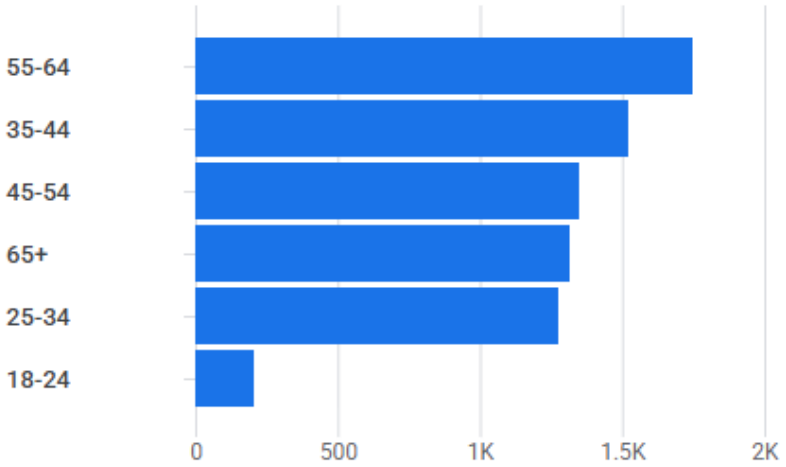
CITY	ACTIVE USERS
New York	1.8K
Orlando	1.5K
Tampa	1.2K
Singapore	921
Miami	836
Atlanta	744
Jacksonville	656

Active users by Country



COUNTRY	ACTIVE USERS
United States	46K
Singapore	932
China	817
India	87
Mexico	73
United Kingdom	68
Ireland	59

Active users by Age

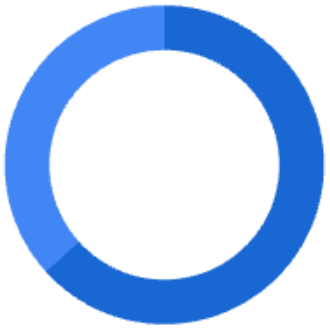


Active users by Device category



MOBILE	DESKTOP	TABLET
84.8%	11.9%	3.3%

Active users by Gender



FEMALE	MALE
63.3%	36.7%

SNAPSHOT REPORT FOR SEPTEMBER 1-30, 2026

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	202K
enews_completion	127K
session_start	104K
first_visit	92K
user_engagement	39K
deep_reader_2__pages	12K
ua_2__pages	12K

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Paid Social	38K
Paid Other	11K
Paid Search	9.9K
Direct	8.3K
Organic Search	4.3K
Unassigned	3.8K
Organic Social	3.3K

Views by Page title and screen class

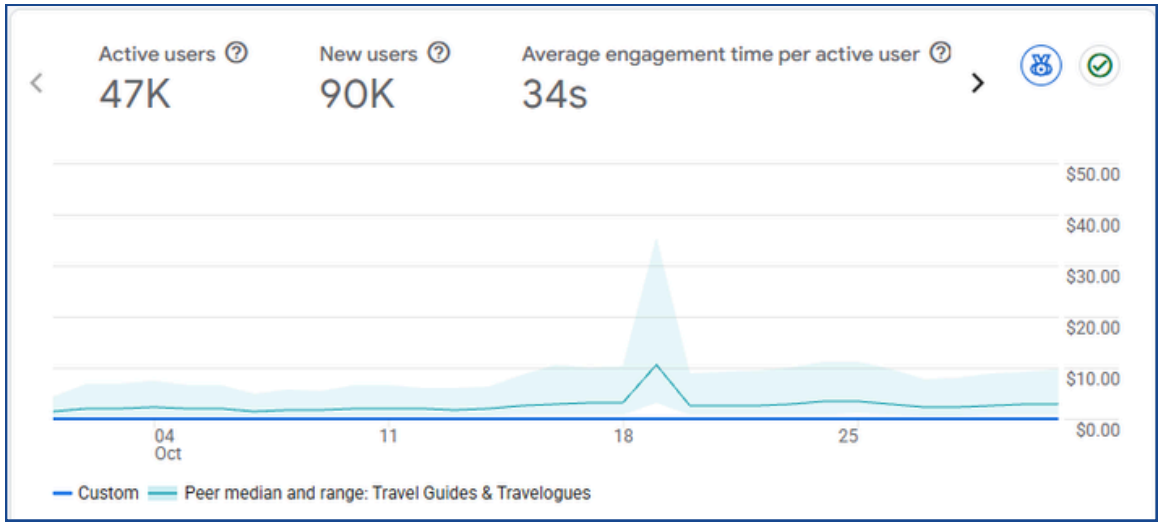
PAGE TITLE AND SCREEN ...	VIEWS
Scalloping | Florida's Advent...	34K
Florida's Adventure Coast	29K
Birdwatching & Wildlife View...	24K
Fishing | Florida's Adventure ...	14K
Attractions | Florida's Advent...	10K
Water Adventures | Florida's ...	9K
Paddling | Florida's Adventur...	9K

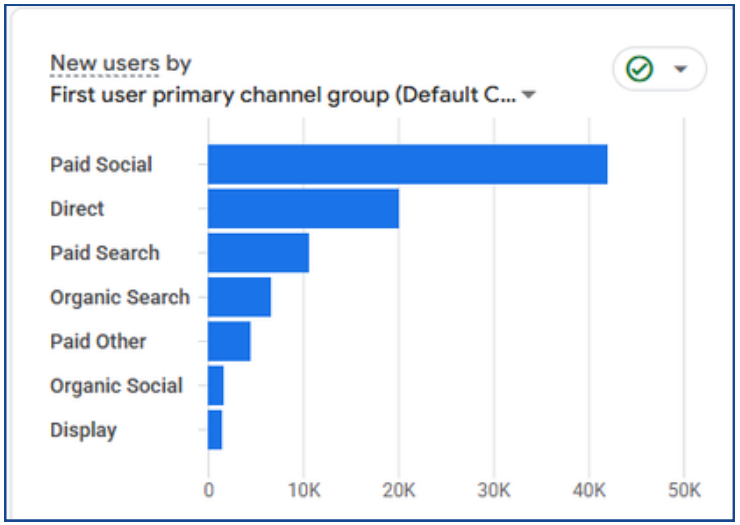
Active users by Interests

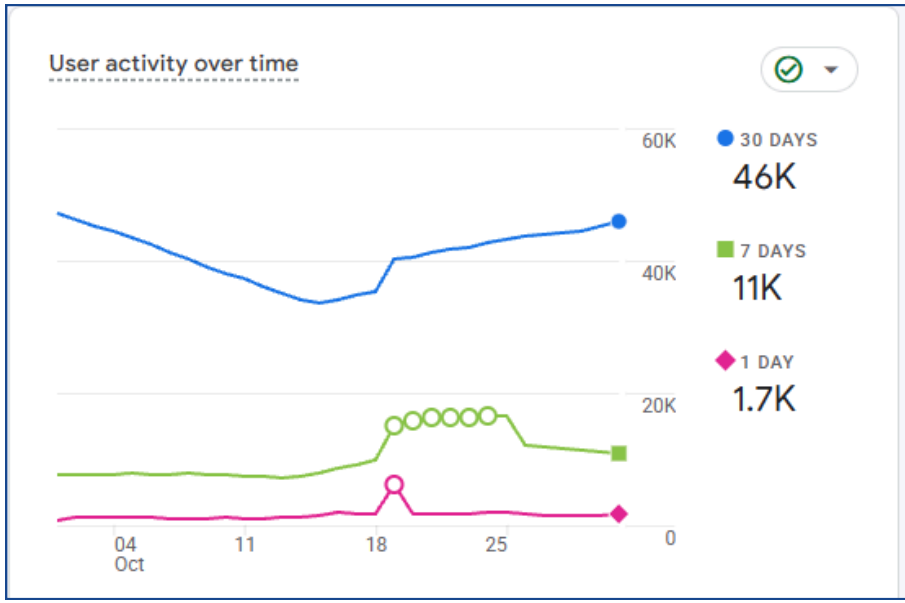
INTERESTS	ACTIVE USERS
News & Politics/Avid News ...	2.1K
Food & Dining/Cooking Enth...	1.4K
Travel/Travel Buffs	1.2K
Home & Garden/Home Deco...	1.2K
Lifestyles & Hobbies/Shutter...	1.2K
News & Politics/Avid News ...	1.1K
Shoppers/Shopping Enthusi...	1.1K

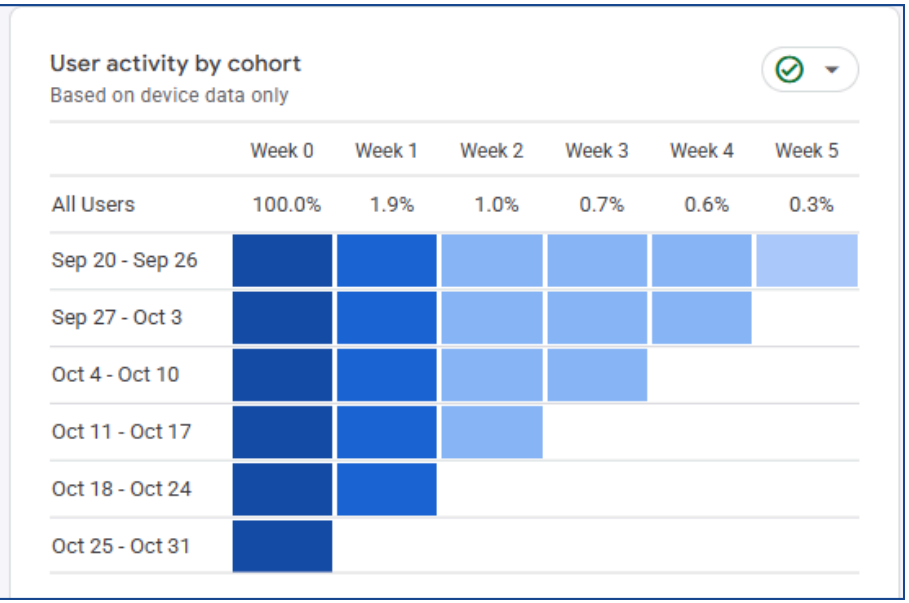
SNAPSHOT REPORT FOR OCTOBER 1-31, 2026

Views	Sessions	Engagement rate
210K	80K	79%







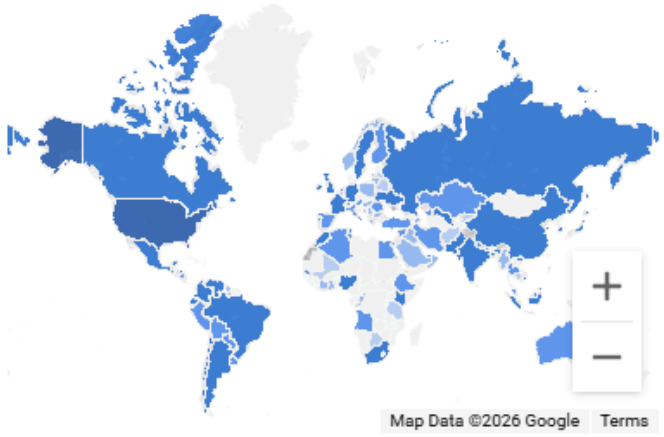


SNAPSHOT REPORT FOR OCTOBER 1-31, 2026

Active users by City

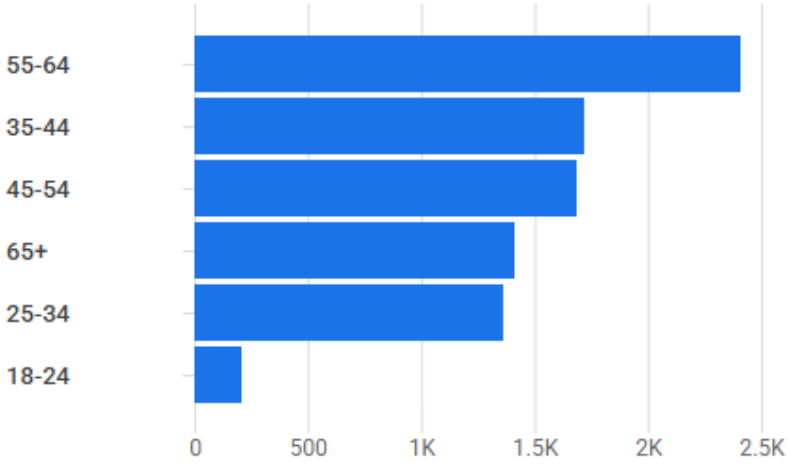
CITY	ACTIVE USERS
Singapore	5.8K
Orlando	1.3K
New York	1K
Tampa	1K
Spring Hill	871
Miami	616
Los Angeles	495

Active users by Country

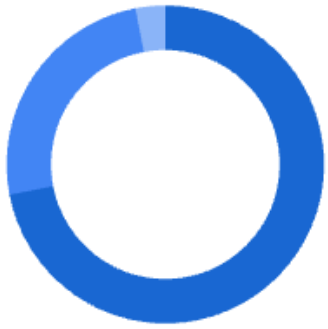


COUNTRY	ACTIVE USERS
United States	39K
Singapore	5.8K
China	1.2K
Brazil	113
Canada	110
Germany	83
India	61

Active users by Age

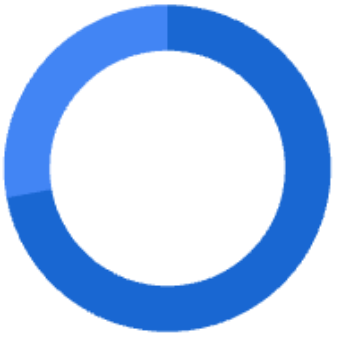


Active users by Device category



MOBILE	DESKTOP	TABLET
71.9%	25.0%	3.0%

Active users by Gender



FEMALE	MALE
72.1%	27.9%

SNAPSHOT REPORT FOR OCTOBER 1-31, 2026

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	210K
enews_completion	121K
session_start	100K
first_visit	90K
user_engagement	40K
deep_reader_2__pages	16K
ua_2__pages	16K

Active users by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid News ...	2.1K
Food & Dining/Cooking Enth...	1.9K
Home & Garden/Home Deco...	1.6K
Shoppers/Shopping Enthusi...	1.5K
News & Politics/Avid News ...	1.3K
Lifestyles & Hobbies/Shutter...	1.3K
News & Politics/Avid News ...	1.3K

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Events Calendar | Florida's A...	35K
Birdwatching & Wildlife View...	27K
Florida's Adventure Coast	21K
Fishing | Florida's Adventure ...	9.7K
Attractions | Florida's Advent...	9.1K
Paddling | Florida's Adventur...	7.2K
Dine | Florida's Adventure Co...	6.1K

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Paid Social	33K
Direct	21K
Paid Search	9K
Organic Search	7.7K
Paid Other	5K
Display	1.5K
Organic Social	1.4K







Florida's ADVENTURE COAST

BROOKSVILLE • WEEKI WACHEE • HERNANDO BEACH

Social Media Report

9/1/2026 - 10/31/2026

vs.

9/1/2025-10/31/2025





PROFILE PERFORMANCE - SUMMARY

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Included in this Report

Sources

Florida's Adventure Coast | fladventurecoast | @fladventurecoast | @adventurecoast

Florida's Adventure Coast, Brooksville - Weeki Wachee

Performance Summary

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

Impressions 1,878,408 ↗ 152.4%	Engagements 16,135 ↘ 1.7%	Post Link Clicks 315 ↘ 33.5%	Engagement Rate (per Impression) 0.8% ↘ 61.1%
Audience 70,050 ↗ 4.8%	Net Audience Growth 486 ↗ 39.7%	Published Posts 204 ↘ 18.1%	Video Views 348,162 ↗ 127.9%

Local Partners mentioned directly on social: 40+

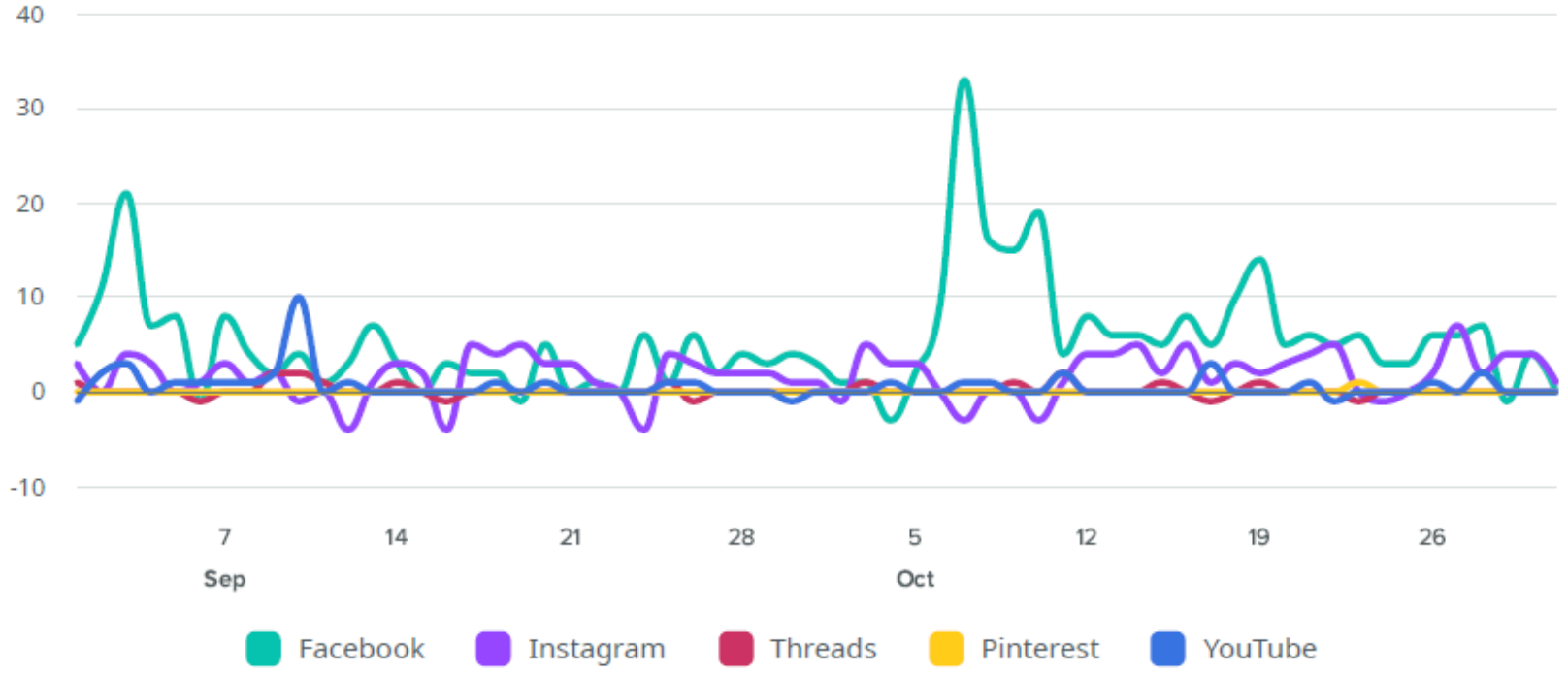
- 787 House of Sugar
- Aripeka Stone Crab Company
- Blanche's General Store
- Boondoggle Eats
- Bree's Riverside Café
- Brooksville Bagels
- Cabot Citrus Farms
- Camping with the Blues
- Chinsegut Conservation Center
- Chinsegut Hill Historic Site
- City of Brooksville Parks & Recreation
- Coney Island Drive Inn
- Crank Works Rentals
- Easy Street Home Décor
- Estuary Adventures
- Florida Winter Music Festival
- Fox Fam Jam
- Haggard Coffee & Oddities
- Halloween Howl & Safety Fest
- Harvestmoon Fun Farm
- Hernando Audubon Society
- Hernando Beach Front Porch Art Walk
- Hernando Beach Java & Kava
- Hernando County Coastal Cleanup
- Historic Hernando Preservation Society
- La Signature Cheesecake
- Lead Foot City
- Light Lines Good Times Charters
- Mallie Kyla's Café
- Masaryk Winery
- Marker 48 Brewing
- May-Stringer House Museum
- Mountaineer Coffee
- Neptune's Grotto
- Seize the Bay Fishing Charters
- Sweetfields Farm
- The Artist's Realm
- The Lazy Lizard
- Tidal Brewing Company
- Under the Olive Tree
- Weeki Fresh Water Adventures
- Weeki Wachee Springs State Park
- Weeki Wachee Outpost

PROFILE PERFORMANCE - AUDIENCE

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Audience Growth

See how your audience grew during the selected time period.



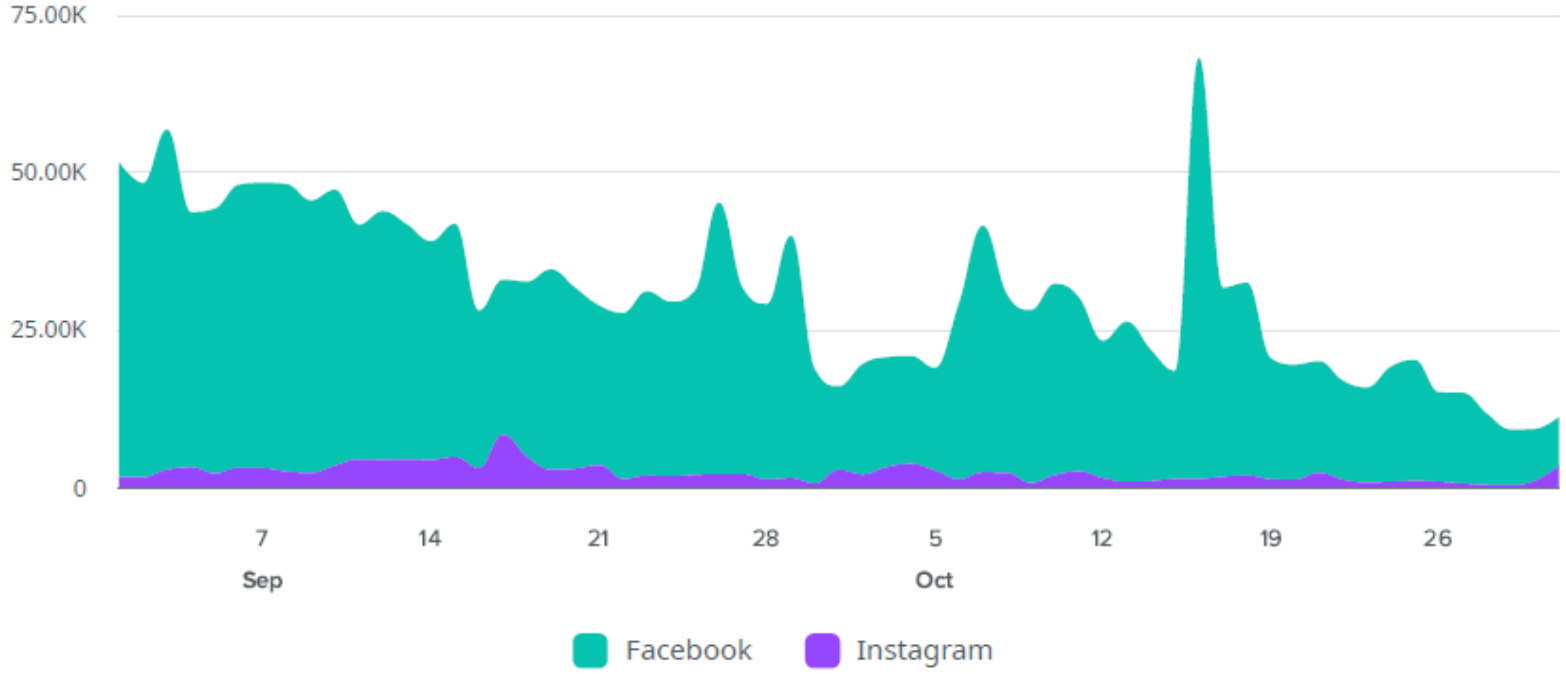
Net Audience Growth	486	↗ 39.7%

PROFILE PERFORMANCE - IMPRESSIONS

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Impressions

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



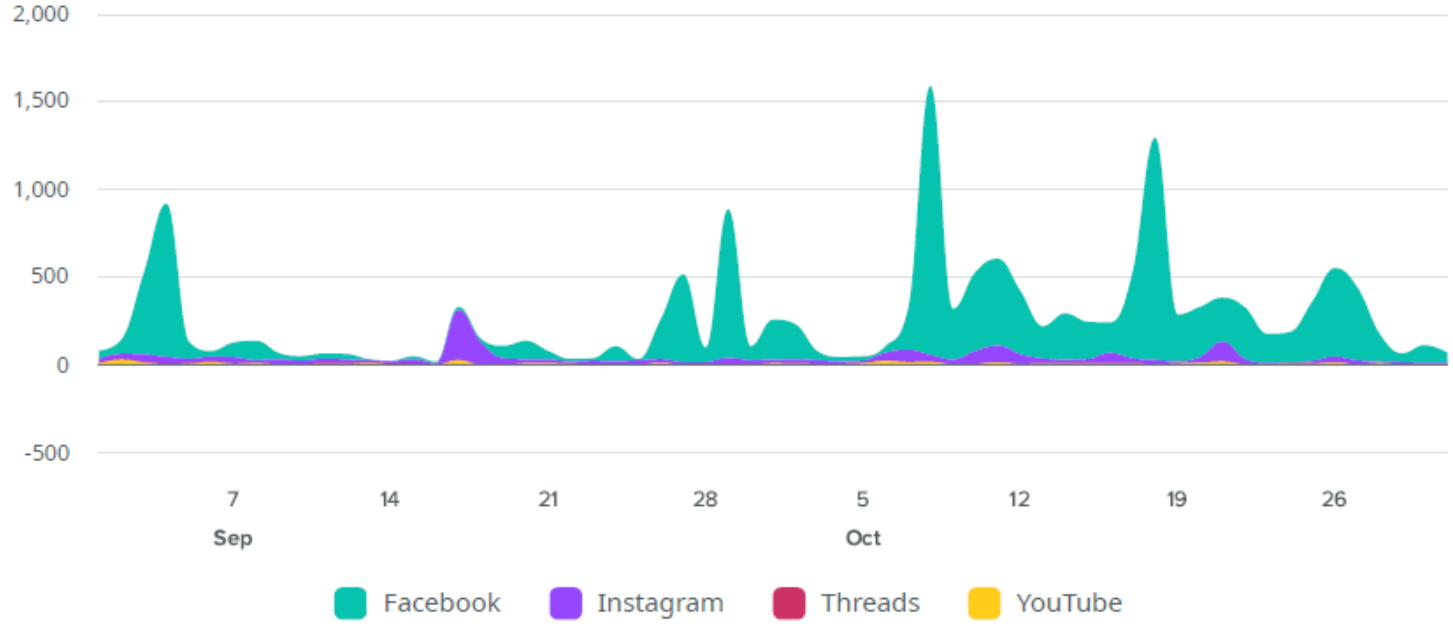
Impression Metrics	Totals	% Change
Impressions	**1,878,408**	↗ 152.4%
Facebook Views	1,734,693	↗ 148.6%
Instagram Views	143,715	↗ 207.8%

PROFILE PERFORMANCE ENGAGEMENTS

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Engagements

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



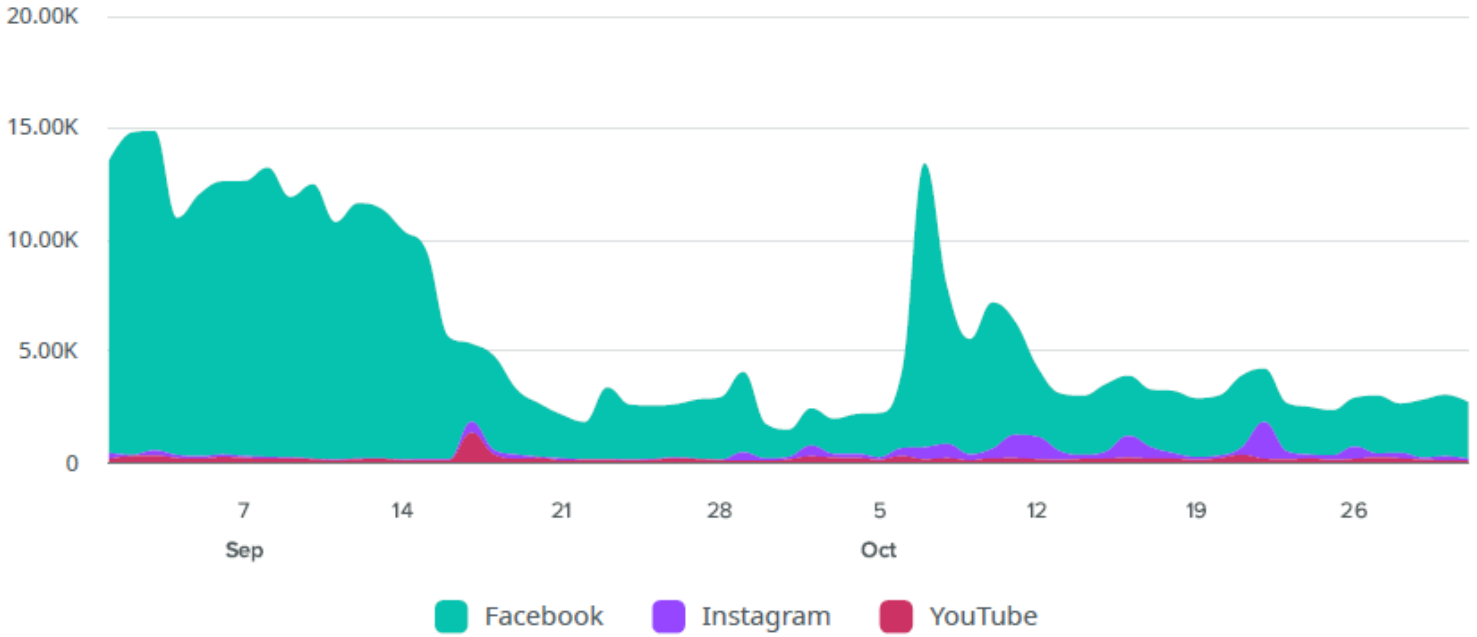
Engagement Metrics	Totals	% Change
Engagements	**16,135**	↘ 1.7%
Facebook Engagements	13,625	↘ 7.4%
Instagram Engagements	2,094	↗ 54.4%
Threads Engagements	64	↗ 156%
YouTube Engagements	352	↗ 7%

PROFILE PERFORMANCE - VIDEO VIEWS

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Video Views

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



Video Views Metrics	Totals	% Change
Video Views	**348,162**	↗ 127.9%
Facebook Video Views	320,672	↗ 138%
Instagram Reels Video Views	15,056	↗ 46.2%
YouTube Video Views	12,434	↗ 60.2%

POST PERFORMANCE - ENGAGEMENT

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Top 3 Posts - Engagement

Florida's Adventure Coast
Tue 10/6/2026 5:12 pm EDT

One of the best things about exploring Florida's Adventure Coast is finding local spots like the Weeki Wachee Outpost 🌴...



Engagements	#1	3,355
Reactions		594
Comments		66
Shares		90
Post Link Clicks		0
Other Post Clicks		2,605

Florida's Adventure Coast
Wed 9/2/2026 6:00 pm EDT

🍩 There's a new bagel shop in Brooksville!

We stopped by Brooksville Bagels to check out...



Engagements	#2	1,680
Reactions		416
Comments		70
Shares		47
Post Link Clicks		0
Other Post Clicks		1,147

fladventurecoast
By @weekiwacheesprings
Thu 9/17/2026 6:06 pm EDT

Want to experience the real, authentic Florida? 🐊💦

...



Engagements	#3	1,626
Likes		1,487
Comments		41
Shares		59
Saves		39

POST PERFORMANCE - IMPRESSIONS

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Top 3 Posts - Impressions (Views)

Florida's Adventure Coast
Tue 10/6/2026 5:12 pm EDT

One of the best things about exploring Florida's Adventure Coast is finding local spots like the Weeki Wachee Outpost.🌴...



Views **#1** 67,514

Florida's Adventure Coast
Sat 10/17/2026 10:00 am EDT

Florida Stone Crab season is here! 🦀

Take a scenic drive to the Aripeka Stone Crab...



Views **#2** 24,479

Florida's Adventure Coast
Wed 9/2/2026 6:00 pm EDT

🍩 There's a new bagel shop in Brooksville!

We stopped by Brooksville Bagels to check out...



Views **#3** 17,023

POST PERFORMANCE - VIDEO VIEWS

9/1/2026 - 10/31/2026 vs 9/1/2025 - 10/31/2025

Top 3 Posts - Video Views

Florida's Adventure Coast
Tue 10/6/2026 5:12 pm EDT

One of the best things about exploring Florida's Adventure Coast is finding local spots like the Weeki Wachee Outpost.🌴...



Video Views **#1** 33,393

Florida's Adventure Coast
Wed 9/2/2026 6:00 pm EDT

🥯 There's a new bagel shop in Brooksville!

We stopped by Brooksville Bagels to check out...



Video Views **#2** 6,935

Florida's Adventure Coast
Sat 10/10/2026 11:00 am EDT

🌭🐶 Short legs, BIG competition! 🏁😂

The Running of the Wieners is returning to Marke...



Video Views **#3** 2,284

Monday, October 26, 2026

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	
	Nov. 2026	
	Dec. 2026	**July 6, 2026**
2nd Quarter	Jan. 2027	
	Feb. 2027	
	Mar. 2027	**Nov. 2, 2026**
3rd Quarter	Apr. 2027	
	May 2027	
	June 2027	**Jan. 4, 2027**
4th Quarter	July 2027	
	Aug. 2027	
	Sept. 2027	**May 10, 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 Swamp Mountain Bike Club

Organization EIN# or FEN# 82-4375352

Business Address	5128 Puritan Road TAMPA, FL, 33617
Application completed by	Pat Sanchez
Title	Executive Director
Email	Pat.sanchez@swampmtbclub.com
Telephone No.	(813) 598-5709
Name of Event	CroomFest
Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.	CroomFest A Celebration of Outdoor Adventure CroomFest is a multi day outdoor adventure festival hosted by SWAMP Mountain Bike Club in the Withlacoochee State Forest in Central Florida Celebrating the outdoors community and trail stewardship the event brings together mountain bikers gravel riders campers hikers paddlers and outdoor enthusiasts for a weekend of riding recreation camaraderie and fun Activities include exploring local trail systems camping social gatherings games vendor participation and opportunities to connect with fellow outdoor adventurers Proceeds benefit SWAMP Mountain Bike Club a nonprofit dedicated to maintaining and improving more than one hundred thirty miles of off road trails in Central Florida Funds support trail maintenance equipment volunteer trail work and continued access to safe sustainable outdoor recreation
Date(s) of Event	Thursday, February 4, 2027
Hours of Event	2:00 PM - 10:00 PM
Date(s) of Event	Friday, February 5, 2027
Hours of Event	8:00 AM - 10:00 PM
Date(s) of Event	Saturday, February 6, 2027
Hours of Event	6:30 AM - 10:00 PM
Should your event span more than three days, please list all dates and times below:	Thurs thru Monday
Is this a new event or a repeat event?	Repeat
If a repeat event, upload the most recent Grant Funding Report	DOCX Invoice for Adventure Coast 2 13 20… .docx
Event Marketing Contact	Pat Sanchez

Email Address	Pat.sanchez@swampmtbclub.com
Telephone No.	(813) 598-5709
Organization or event Website	SWAMPmtbclub.com

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

https://www.facebook.com/swampmtbclub

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

Swamp_Mountain_Bike_Club

Event location(s)	Silver Lake Campgrounds
Address of Event	31475 Silver Lake Blvd Brooksville, Florida, 34602
Telephone No.	(352) 797-4140
Projected number of event vendors	10
Projected Number of Local Attendees:	450
Projected Number of Out-of-Town Attendees:	350
Projected Number of Hotel Rooms:	50
Projected Number of Camping Sites:	80

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	Social Media
Schedule for Publication or Media	November thru February
Reach of Publication or Media	Southeast US
Budget for Publication or Media	$750.00
Media Outlet #2	Printed material

Schedule for Publication or Media	4 months
Reach of Publication or Media	Hillsborough, Pinellas, Pasco, Hernando
Budget for Publication or Media	$250
Media Outlet #3	none
Schedule for Publication or Media	none
Reach of Publication or Media	none
Budget for Publication or Media	none
Total Marketing and Advertising Budget:	1000
Total Grant Amount Requested:	1000

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.	PS
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	PS
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	PS

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.	PS
I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars.	PS
I understand that the Event must be accessible to the public and to disabled persons.	PS
I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of $1 million each occurrence / $2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event.	PS
I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.	PS
The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.	PS

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:

Pat Sanchez

Name: Pat Sanchez

Title: Executive Director

Date Friday, October 23, 2026

TDC Grant Funding Score Sheet

Applicant Pat Sanchez

Applicant Event SWAMP Mountain Bike Club

Dates of Event Feb 4-8, 2027

Number of days of Event 3

(1 point for 1-day event-minimum of 4 hours; 2 points for 2-day event; 3 points for 3-day or longer event)

Marketing Plan 3

(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)

Expected Attendance 0

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)

Room Nights 1

(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms

Camp Sites 2

(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms

Key Initiative? 1

Does this event support one of the key niche markets or initiatives of the Visitors Bureau?

Total Marketing Budget **$1,000.00**

1/3 Allowed TDC Funding **$333.00**

Total Points 10

Grant Award $1,000 Minimum grant award for events; $500 in Social Media Advertising

TJH, 10/30/2026, 2:06 PM

Hernando County Tourist Development Council
Special Event Marketing Support Application

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

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

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

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

Application Deadlines

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

Fiscal Year Quarter	If Your Event Is Scheduled In	Application Deadline
1st Quarter	October 2026 November 2026 December 2026	July 6, 2026
2nd Quarter	January 2027 February 2027 March 2027	October 26, 2026
3rd Quarter	April 2027 May 2027 June 2027	January 4, 2027
4th Quarter	July 2027 August 2027 September 2027	May 10, 2027

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

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

Eligibility and Reimbursement Requirements

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

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

4. Invoices for all advertising and eligible expenses, along with copies of the advertisements and proof of payment, must be submitted with the final report.
5. All applications and subsequent reports must be submitted in typed format. No handwritten applications or reports will be accepted. Please submit all applications and reports, with accompanying documentation to Michelle Rose at mrose@floridasadventurecoast.com.

Applicant Information

Organization Name	Hernando County Fine Arts Council
Organization EIN# or FEN#	59-33442853
Business Address	PO BOX 1265, Brooksville, Florida 34605
Application Completed By	Jan Houser
Title	Community Grants Lead
Email	jan.houser@hernandoarts.org
Telephone Number	352-890-2671

Event Information

Name of Event	Art in the Park 2027
Description of Event: Please provide details of your festival or event.	See attached
Date(s) of Event	March 13th, (Saturday) 14th 2027 (Sunday)
Hours of Event	10:00 am - 5:00 pm
Is this a new event or a repeat event?	Repeat
Event Marketing Contact	
Email Address	
Telephone Number	
Organization or Event Website	https://www.artinthepark.com
Event or Organization Social Media Sites: Please provide complete URLs for all social media channels.	https://www.facebook.com/artintheparkhernando https://www.instagram.com/hernandoarts https://www.youtube.com/channel/UCgODkV_DabGatXeLOSfS4mg
Event Location(s)	Tom Varn Park
Address of Event	306 Darby Lane - Brooksville, Florida 34601
Telephone Number	352-584-0429
Projected Number of Event Vendors	200
Projected Number of Local Attendees	4000
Projected Number of Out-of-Town Attendees	1500
Projected Number of Hotel Rooms	20
Projected Number of Camping Sites	10

Marketing Plan and Proposed Use of Funds

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

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

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

Media Outlet	Schedule for Publication or Media	Reach of Publication or Media	Budget
#1	Social Media Paid Advertising	USA	$2500
#2	Suncoast News / Hernando Sun	Hernando, Pasco, Citrus, Pinellas	$1500
#3	Social Media Posting	USA	$1500
#4	Street Signage and printing	Surrounding Counties	$2500
#5	WUFT / WUSF / WEDU TV	Tampa Bay and Surrounding Counties	$2000
#6	ZAPP	Florida	$1000
Total Marketing and Advertising Budget		$11,000	
Total Marketing Support Requested		$11,000	

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

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

Applicant Acknowledgements

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

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

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

JEH I understand that all printed or promotional materials using the Florida's Adventure Coast logo must be reviewed and approved by Visitors Bureau staff to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Visitors Bureau does not eliminate the requirement of proper logo and brand usage in order to be eligible for reimbursement. Failure to use the correct logo, or to use it properly, will result in cancellation of any grant funds awarded. Ad proofs must be submitted to Michelle Rose at mrose@floridasadventurecoast.com.

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

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

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

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

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

JEH I understand that the event coordinators will provide Florida's Adventure Coast Visitors Bureau with an on-site presence during the event. Typically, the Visitors Bureau will provide organizations with maps and literature for display. However, for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.

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

Notices

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

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

Certification

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

Name	Jan Houser
Title	Community Grants Lead
Signature	JHouser
Date	10/9/20

TDC Grant Funding Score Sheet

Applicant HC Fine Arts Council

Applicant Event Art in the Park

Dates of Event March 13-14, 2027

Number of days of Event 2

(1 point for 1-day event-minimum of 4 hours; 2 points for 2-day event; 3 points for 3-day or longer event)

Marketing Plan 2

(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)

Expected Attendance 2

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)

Room Nights 0

(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms

Camp Sites 0

(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms

Key Initiative? 0

Does this event support one of the key niche markets or initiatives of the Visitors Bureau?

Total Marketing Budget **$11,000.00**

1/3 Allowed TDC Funding **$3,666.67**

Total Points 6

Grant Award $3,000 Gold Level Sponsorship Package

TJH, 10/30/2026, 3:52 PM

TDC Grant Funding Score Sheet

$3,500 Let them have a grant not a sponsorship; not sure they have the same level of expertise on t

TDC Grant Funding Score Sheet

TJH, 10/30/2026, 3:52 PM

TDC Grant Funding Score Sheet

Hernando County Tourist Development Council
Special Event Marketing Support Application

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4th Quarter	July 2027 August 2027 September 2027	May 10, 2027

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3. All social media advertisements must include the hashtag #FLAdventureCoast.

4. Invoices for all advertising and eligible expenses, along with copies of the advertisements and proof of payment, must be submitted with the final report.
5. All applications and subsequent reports must be submitted in typed format. No handwritten applications or reports will be accepted. Please submit all applications and reports, with accompanying documentation to Michelle Rose at mrose@floridasadventurecoast.com.

Applicant Information

Organization Name	Hernando Audubon
Organization EIN# or FEN#	59-1853728
Business Address	P.O. Box 1678, Brooksville, Fl 34605
Application Completed By	Tom St Clair
Title	President
Email	tomstclair8@gmail.com
Telephone Number	904-303-0919

Event Information

Name of Event	Nature Coast Birding Festival
Description of Event: Please provide details of your festival or event.	Two day birding festival with 8 bird outings; noted keynote speaker; bird-related presentations; interactive exercises and conservation exhibits.
Date(s) of Event	April 9th and 10th
Hours of Event	7:00 - 7:00 pm both days - includes bird outings both days and keynote speaker Friday
Is this a new event or a repeat event?	Repeat event
Event Marketing Contact	Tom St Clair
Email Address	tomstclair8@gmail.com
Telephone Number	904-303-0919
Organization or Event Website	hernandoaudubbon.org
Event or Organization Social Media Sites: Please provide complete URLs for all social media channels.	hernandoaudubon.org; https://myfwc.com/education/programs/chinsegut/
Event Location(s)	Chinsegut Conservation Center; Fort Cooper State Park
Address of Event	23212 Lake Lindsey Road, Brooksville, Fl 34601
Telephone Number	352-7546722
Projected Number of Event Vendors	25 (Combination of various agencies/non-profits and vendors)
Projected Number of Local Attendees	400
Projected Number of Out-of-Town Attendees	125-150
Projected Number of Hotel Rooms	100
Projected Number of Camping Sites	10

Marketing Plan and Proposed Use of Funds

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

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

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

Media Outlet	Schedule for Publication or Media	Reach of Publication or Media	Budget
#1	January & Late February	Georgia - Florida Social Media	$2,500
#2	January & Late Febuary	Florida - NatureCoaster.com	$1,100
#3	Posters		$500
#4			
#5			
#6			
Total Marketing and Advertising Budget		$4100	
Total Marketing Support Requested		$3600	

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

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

Applicant Acknowledgements

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

GTS _____ I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureau logo as one of the event sponsors, and that all digital platforms must include a link to FloridasAdventureCoast.com. All social media advertisements must include the hashtag #FLAdventureCoast.
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GTS _____ I understand that the event coordinators will supply 10 all-access tickets to the event, any required parking passes, and allow Visitors Bureau staff all-access to the event to capture photos and videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.

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

Certification

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

Name	Tom St Clair
Title	President
Signature	
Date	November 11, 2026

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

BY: James Hardison

County Attorney's Office

TDC Grant Funding Score Sheet

Applicant Tom St. Clair

Applicant Event Hernando Audubon

Dates of Event April 9-10, 2027

Number of days of Event 2

(1 point for 1-day event-minimum of 4 hours; 2 points for 2-day event; 3 points for 3-day or longer event)

Marketing Plan 3

(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)

Expected Attendance 0

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)

Room Nights 3

(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms

Camp Sites 0

(0 for less than 25 rooms, 1 point for 26-50 rooms, 2 points for 51-100; 3 points for 100 or more rooms

Key Initiative? 1

Does this event support one of the key niche markets or initiatives of the Visitors Bureau?

Total Marketing Budget **$4,100.00**

1/3 Allowed TDC Funding **$1,366.67**

Total Points 9

Grant Award **$3,600**

TJH, 11/6/2026, 4:54 PM

TDC Grant Funding Score Sheet

TJH, 11/6/2026, 4:54 PM