



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Memo

To: Hernando County Board of County Commissioners
From: Tammy J. Heon
cc: County Administrator, Jeff Rogers
Date: 2/14/2023
Re: Revised TDC Grant Funding Recommendation

Earlier this year the TDC awarded, and the BOCC approved, a TDC Special Events Marketing Grant to Brooksville Main Street for the marketing and promotion of the Brooksville Blueberry Festival. The festival will be held April 29 and 30, 2023 throughout downtown Brooksville.

In their original grant funding request, Brooksville Main Street requested and was awarded \$3,000 in TDC Grant Funding. In recent weeks, festival organizers have made the decision to elevate the festival's entertainment lineup, booking national country-music artist, Colt Ford, as the festival's headliner. This is an exciting development for Main Street, the Blueberry Festival, and our community, and is certain to raise the awareness of Brooksville and the Blueberry Festival. It will also require a larger marketing budget to promote the festival and Ford's concert. Natalie Kahler, Brooksville Main Street Executive Director, noted, "The Brooksville Blueberry Festival is going next level by bringing in a popular national act free to the public. We believe this will greatly boost our hotel numbers as well as bring an extra 10,000 attendees to the festival." Colt Ford has expressed his own excitement, "Me and the Boys are excited to get our Blueberry on at Brooksville Blueberry Festival. There's nothing better than small towns and communities coming together to celebrate with good food, music, and fun. We can't wait to join in on the festivities."

At the January 26th TDC Meeting, the TDC reviewed Brooksville Main Street's request for additional marketing dollars. The funds are available in the Promotional Activities – Sponsorship account, and TDC is pleased to recommend increasing their grant funding to \$10,000 for FY 2023.

Sincerely,

Tammy J. Heon
Manager, Tourism Development



January 23, 2023

Tammy Heon
Hernando County Tourism Development
205 E Fort Dade Avenue
Brooksville, FL 34601

Re: TDC grant funding

Tammy & TDC Board,

Since we applied for marketing assistance from TDC for the Brooksville Blueberry Festival, we made the decision to include a national act, chart-topper Colt Ford, in our entertainment lineup. We are very excited about what that means for festival attendance. We also believe it will strongly increase our Tourism tax revenues for the event as people are much more likely to utilize our hotels.

This change has naturally increased our need to increase our marketing budget. We are therefore requesting the TDC consider increasing our grant amount. We would like to add an additional \$3000 in radio marketing with country music stations, several more billboards at \$900 each, and \$2000 more in newspaper and social media marketing. If you are able to add anything to your grant to us, it would be greatly appreciated.

Your partner in all things fun in Brooksville,

Natalie Kahler
Executive Director
Brooksville Main Street

www.WeLoveBVL.org
205 E Fort Dade Avenue. Brooksville, FL 34601

HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

“The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets, that increase visitation and provide local economic impact.”

January 26, 2023 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, January 26, 2023, at 3:00 pm. The meeting was held in the conference room at the Brooksville Welcome Center, 205 E. Fort Dade Ave., Brooksville. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

Mike Dolan
Roger King
Yann Milcendeau
Catherine Reeves
Christa Tanner

STAFF:

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

EXCUSED: David Bailey, Brian Hawkins, and Therese White

CALL TO ORDER: Mike Dolan called the meeting to order at 3:04 pm, on Thursday, January 26, 2023.

Excerpts:

TDC Grant Funding: The Brooksville Blueberry Festival has just added the major National Country Music Recording Artist, Colt Ford. While this will help elevate the festival and attract many more visitors, Mr. Ford comes with a hefty price tag and will require more advertising than the Brooksville Blueberry Festival had originally planned. Natalie Kahler, Executive Director of Brooksville Main Street, has submitted a letter outlining the needs of additional advertising funds of \$7,700. Tammy Heon reminded the TDC that we have \$7,500 available in the Special Events Marketing Grant budget, and she recommended that the TDC increase the Grant Award from \$3,000 to \$10,000.

MOTION: A motion was made by Yann Milcendeau to increase the TDC Special Event Marketing Grant awarded to Brooksville Main Street by \$7,000; bringing the amount from \$3,000 to \$10,000. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

The recommended TDC Special Event Marketing Grant award increase from \$3,000 to \$10,000 for Brooksville Main Street will be presented to the BOCC for their final approval.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting adjourned at 5:20 pm.

Prepared by: Michelle Rose