

## 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.”

### March 27, 2025 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, March 27, 2025, at 2:00 pm. The meeting was held at the 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:**

Brian Hawkins  
Mike Dolan  
Diane Greenwell  
JW McKethan  
Yann Milcendeau  
Roger King  
Catherine Reeves  
Therese White

#### **STAFF:**

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

**EXCUSED:** Christa Tanner

**CALL TO ORDER:** Roger King called the meeting to order at 2:01 pm, on Thursday, March 27, 2025. The following is a summary of discussions that took place.

**MINUTES of the January 23, 2025, TDC Meeting:** A copy of the minutes of the January 23, 2025, TDC Meeting was included in the meeting packet.

**MOTION:** A motion was made by Mike Dolan to approve the minutes of the January 23, 2025, TDC Meeting. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

**FINANCE REPORT:** Tammy Heon

TDT collections for February 2025 are \$272,133, a 74.0% increase over February 2024's total of \$156,355.

TDT collections for March 2025 are \$360,674, a 58% increase over March 2024's total of \$225,716.

Fiscal Year to Date TDT total collections are \$1,302,753; an increase of 58% from last year's collection of \$825,980; Marketing and Operation Revenues are \$1,042,202; Destination Development Revenues are \$260,550.

Year-to-date Expenditures as of March 24, 2025, are: Personnel and Benefits - \$163,720 with a balance of \$243,804; Operating Expenses - \$419,884 with \$183,322 in Outstanding Encumbrances with a balance of \$1,031,345; Non-Operating Expenditures including reserves - \$2,954,458; Transfer to Other Funds is our health insurance and Chinsegut Hill insurance - \$62,720. Our total budget for FY25 is \$5,059,253; we have a remaining balance of \$4,292,327.

**MANAGER'S REPORT:** Tammy Heon

**Discraft Supreme Flight Open Report:**

We had some really amazing exposure for the brand. The videos and photography include our Florida's Adventure Coast signage with our logo on banners, which we are on both sides of the final green. Every basket had a label around the top with our logo plus we have custom golf discs. Our commercial played during the tournament on the Disc Golf Network, and we are awaiting the forthcoming CBS Sports rebroadcast.

Registration and Survey Data provide interesting and very positive numbers.

- 85% of Visitors indicated the Tournament was their primary reason for visiting
- Estimated 550 room nights, which makes it now our largest event for room nights
- Visitors represented five countries and multiple U.S. states

Travel to Tampa Bay/Florida's Adventure Coast

- 41% own vehicle
- 38% plane
- 9% RV
- 5% train
- 8% other

Nights Spent on Florida's Adventure Coast

- 1 night: 14%
- 2 nights: 16%
- 3 nights: 22%
- 4 nights: 20%
- 5 nights: 16%
- 6 nights: 6%
- 7+ nights: 6%

## Lodging Accommodations

- AirBnB: 45%
- Hotel: 29%
- Campground: 15%
- Friends and Family: 7%
- Other: 4%

Attendance Data: There were 1,432 unique spectators. Players included 152 professional and 72 amateurs. Support staff, including caddies and families, were 295 people. Staff and volunteers including media production staff for the live broadcast and CBS broadcast were 185 people.

## Originating from Outside of Hernando County

- 86% of participants
- 100% of the professional players
- 70% of the amateur players
- 79% of the spectators
- 100% of the media staff
- 78% of the event staff

Olympus is ranked among the top twenty disc golf courses worldwide, with potential to enter the top ten. Plans for 2026 tournaments include additional and improved viewing areas for spectators, additional vendor partnerships, promotion to attract more amateur players, youth-friendly programming, and expanded parking.

**Lodging and Vacation Rental Trends:** Active vacation rental listings are 1,391, (up 80 listings); AirBnB lists 981; VRBO lists 410. ADR has risen, occupancy is back up. RevPAR has little change; however, revenue is up a little. There is a short booking window, 80% of bookings are coming in at one to fourteen days.

**Zartico Data:** Over the last year, New York has emerged as a top ten market for us. Two and a half percent of our visitors contributing 5.7% of our visitors spend. The Miami/Fort Lauderdale market grew from 4.5% to 4.9% of our visitor's spend year over year. Atlanta continues to be our number one out-of-state market. Visitors are spending more on attractions this year with 33% in 2025, up from 12% in 2024, showing a growing interest in experiential tourism over passive tourism.

**TDC Grant Funding Workshop:** One thing we had discussed at our last TDC meeting was the idea of a grant funding workshop. We are going to hold off on that for a little while. Tammy reported that its unlikely that we are going to see an increase in that line item for the budget.

**Interest Income Earned in FY2024:** Tammy Heon reported that it was \$77,752.26.

## **NEW BUSINESS:**

### **TDC Grant Funding Application:**

**The Arc Nature Coast:** Spring Lake Memorial Classic is scheduled for May 24<sup>th</sup>, 2025. The Arc Nature coast has a marketing budget of \$3,500.00. Based on points earned and one-third allowance of their budget, the recommended TDC Grant Funding award amount is \$1,167.00. Tammy made a recommendation of \$1,200.00.

**MOTION:** A motion was made by Catherine Reeves to approve the grant for \$1,200.00. Motion seconded by JW McKethan. Motion passed; all in favor and none opposed.

The recommendation for grant funding will be presented to the BOCC for final approval.

### **Spring/Summer Media:** Advanced Travel Multi-media Campaign

This all-digital campaign will include geo-targeted display ads, GPS-based promotions, and paid social media. Target markets include The Villages and Lakeland and is based on interests. The objective is to increase brand awareness and encourage spring and summer visitation while continuing to support business recovery after the fall hurricanes. The campaign will run May, June, July, and August.

**MOTION:** A motion was made by Diane Greenwell to approve the purchase of additional advertising up to \$20,000.00 with Advanced Travel and Tourism. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**The Mermaid Tale Trail Unveiling:** Saturday, March 29<sup>th</sup>, 10:00 am - 12:00 pm at Weeki Wachee Springs State Park. Media coverage includes Bay News 9, Fox News, Tamp Bay Times Newspaper, and The Hernando Sun Newspaper. There are ten new mermaid statues to be unveiled.

**Visit Florida Commercial:** Filmed and produced by Visit Florida, Tammy Heon shared the just released 60-second commercial with the TDC, featuring key attractions, local businesses, and art installations.

### **Important Dates to Remember:**

- TDC Meeting, May 22<sup>nd</sup>, 2025
- Front Porch Art Walk, Saturday, April 5<sup>th</sup>
- PACE Center for Girls Breakfast, April 30<sup>th</sup>, 8:00 am at Silverthorn Country Club
- National Travel and Tourism Week, May 4<sup>th</sup> - May 10<sup>th</sup>
- Brooksville Now Breakfast, Guest Speaker Tammy Heon, May 7<sup>th</sup>, 8:00 am at The Bistro
- Joint Mixer with Chamber of Commerce, Thursday, May 8<sup>th</sup>, 5:00 pm - 7:00 pm at Lead Foot City

**Disc Golf Tournament Commercial created by Simple Social:** Tammy Heon enthusiastically shared the 30-second commercial with the TDC. Additionally, we receive all the professionally produced B-roll.

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

The meeting was ajourned at 3:31 pm.

Prepared by:  
Michelle Rose