

Economic Development – Area of Operations



Airport



Economic Development



Tourism

Includes: Airport, Economic Development and Tourism

Area of Operations Economic Development

	PRIOR YEAR BUDGET		RECOMMENDED BUDGET		
	FY2024	FY2025	FY2026	Increase (Decrease)	Percentage Increase (Decrease)
Expenses					
Personnel Services	\$1,423,784	\$1,505,043	\$1,522,704	\$17,661	1%
Operating Expense	\$3,165,476	\$3,340,721	\$3,144,053	(\$196,668)	(6%)
Capital Outlay	\$1,931,468	\$1,674,835	\$1,125,000	(\$549,835)	(33%)
Debt Service	\$229,142	\$237,786	\$0	(\$237,786)	(100%)
Grants & Aid	\$225,800	\$611,833	\$475,800	(\$136,033)	(22%)
Transfers	\$1,381,622	\$1,110,182	\$858,998	(\$251,184)	(23%)
Budget Reserves	\$7,398,897	\$10,180,690	\$11,481,700	\$1,301,010	13%
EXPENSES TOTAL	\$15,756,189	\$18,661,090	\$18,608,255	(\$52,835)	0%
Revenues					
Taxes	\$2,000,000	\$2,240,000	\$2,427,731	\$187,731	8%
Charges for Services	\$1,000	–	\$0	\$0	–
Miscellaneous	\$2,848,241	\$2,732,533	\$3,058,840	\$326,307	12%
Other Sources	\$8,307,042	\$10,568,213	\$10,112,131	(\$456,082)	(4%)
REVENUES TOTAL	\$13,156,283	\$15,540,746	\$15,598,702	\$57,956	0%
Surplus (Deficit)	(\$2,599,906)	(\$3,120,344)	(\$3,009,553)	–	–

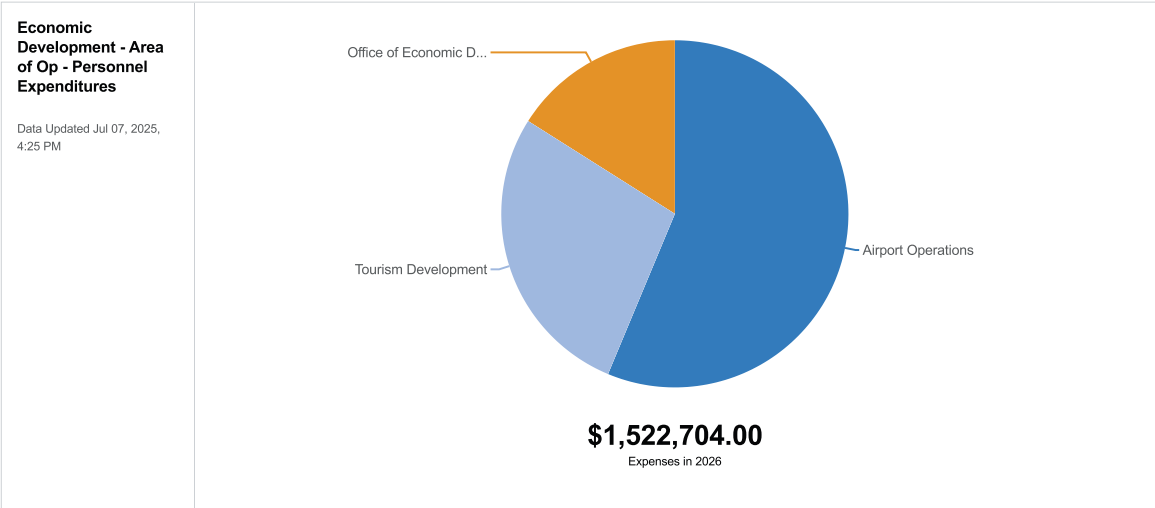
Other Sources Revenue is Balance Forward Cash reserved for specific departments within Economic Development.

Intergovernmental Revenue consists of State Grants and Revenue Sharing.

Economic Development by Department

	2022 - 23 Adopted Budget	2023 - 24 Adopted Budget	2024 - 25 Adopted Budget	2025 - 26 Budget
Airport Operations	\$4,920,591	\$5,358,181	\$7,337,937	\$8,836,543
Tourism Development	\$2,973,883	\$4,299,610	\$5,996,841	\$6,997,633
Office of Economic Development	\$2,808,893	\$2,645,114	\$2,410,713	\$2,774,079
TOTAL	\$10,703,367	\$12,302,905	\$15,745,491	\$18,608,255

Personnel Expense by Area of Operations



Economic Development - Area of Op - Personnel Expenditures

	2021 - 22 Adopted Budget	2022 - 23 Adopted Budget	2023 - 24 Adopted Budget	2024 - 25 Adopted Budget	2025 - 26 Budget
Airport Operations	\$655,978	\$700,372	\$768,529	\$852,286	\$857,160
Tourism Development	\$329,163	\$332,093	\$391,686	\$407,524	\$421,476
Office of Economic Development	\$113,720	\$194,556	\$222,494	\$245,233	\$244,068
TOTAL	\$1,098,861	\$1,227,021	\$1,382,709	\$1,505,043	\$1,522,704

Area of Operations - Economic Development

Job Title	Economic Development
Allocated FTE Count	
ADMINISTRATIVE ASSISTANT II	2
ADMINISTRATIVE ASSISTANT III	1
AIRPORT GROUND WORKER I	1
AIRPORT MANAGER	1
ECONOMIC DEVELOPMENT DIRECTOR	1
ECONOMIC DEVELOPMENT MANAGER	1
MAINTENANCE TECHNICIAN II	1
MANAGER TOURISM DEVELOPMENT	1
MARKETING COORDINATOR	1
MULTIMEDIA COMMUNICATION SPECIALIST	2
OPERATIONS ASSISTANT	1
SENIOR PROJECT MANAGER	1
ALLOCATED FTE COUNT	14

[Economic Development](#)

[Airport](#)

[Tourism](#)

[Airport Industrial Park Transfer](#)

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Economic Development

Mission

Improve the local economy through recruitment, retention, and expansion of targeted industries to foster an environment where they can prosper to create meaningful jobs and investment in the County.

Metrics & Performance

The Office of Economic Development monitors the increase in capital investment, ad valorem tax revenues, tangible personal property tax revenues and employment opportunities in Hernando County by specific targeted industries. This includes business recruitment and expansion.

The Office consistently manages an average of 30 projects with approximately a fifty-fifty split between new/recruitment and existing industry expansion.

Specific to Targeted Industries Ad Valorem and Tangible Personal Property Taxes Collected:

Year	Ad Valorem	TPP
2024	\$4.53M	\$3.98M
2023	\$4.35M	\$2.47M
2022	\$3.73M	N/A - Not captured until 2023
2021	\$3.42M	N/A - Not captured until 2023
2020	\$3.16M	N/A - Not captured until 2023

Projects & Tasks Completed 23-24

Recruitment and/or Expansion of 10 Targeted Industries resulting in:

- 530 new jobs
- 449,000sf of new or absorbed space
- \$308M in Capital Investment

Implemented a formal Business Retention & Expansion Program.

Completed an Industrial Land Study to identify, plan, and protect future economic development growth.

Received a Duke Energy Site Readiness designation for a 116-acre industrial parcel with rail access which now being marketed to industries for business relocation and expansion.

To recruit industry to the County, Team Hernando met with various prospective investors at Business Facilities LiveXchange, SelectUSA Investment Summit, MRO Americas and Logistics Development Forum

Support satellite location of USF Small Business Development Center

Support of Brooksville Main Street Program

Received Business Facilities, Mid-Sized Economic Development Organization Award for Expedited Permitting Inspections & Certification (EPIC) Program.

Three (3) Hernando businesses have chosen by GrowFL as Florida Companies to Watch; AME International, Delamere Industries and Pem-Air Turbine Engine Services.



Economic Development Director Valerie Pianta, MEDP was recognized as one of the Top 50 Economic Developers in Nation by Consultant Connect.

Projects & Tasks Completed 24-25

Recruitment and/or Expansion of 8 Targeted Industries resulting in:

- 177 new jobs
- 358,000sf of new or absorbed space
- \$51M in Capital Investment

Joined the SelectFlorida Partner Program for economic development for lead generation, increased brand visibility and unifying Florida's presence as the most desirable business location.

To recruit industry to the County, Team Hernando met with various prospective investors at Business Facilities LiveXchange, SelectUSA Investment Summit, MRO Americas and Logistics Development Forum

Support satellite location of USF Small Business Development Center

Support of Brooksville Main Street Program

Host Business Disaster Preparedness Workshop

Currently managing Feasibility Study for potential business incubator to support entrepreneurship

Standard Hours:

Staff of 3

Normal business hours are 8:00 a.m. – 5:00 p.m.

Economic Development

	PRIOR YEAR BUDGET		RECOMMENDED BUDGET		
	FY2024	FY2025	FY2026	Increase (Decrease)	Percentage Increase (Decrease)
Expenses					
Personnel Services	\$233,089	\$245,233	\$244,068	(\$1,165)	0%
Operating Expense	\$246,023	\$267,935	\$302,137	\$34,202	13%
Capital Outlay	\$1,475,807	\$1,280,666	\$0	(\$1,280,666)	(100%)
Grants & Aid	\$225,800	\$611,833	\$475,800	(\$136,033)	(22%)
Transfers	\$7,752	\$3,200	\$3,200	\$0	0%
Budget Reserves	\$559,115	\$779,942	\$1,748,874	\$968,932	124%
EXPENSES TOTAL	\$2,747,586	\$3,188,809	\$2,774,079	(\$414,730)	(13%)
Revenues					
Miscellaneous	\$152,411	\$60,465	\$12,539	(\$47,926)	(79%)
Other Sources	–	\$7,500	–	(\$7,500)	(100%)
REVENUES TOTAL	\$152,411	\$67,965	\$12,539	(\$55,426)	(82%)
Surplus (Deficit)	(\$2,595,175)	(\$3,120,844)	(\$2,761,540)	–	–

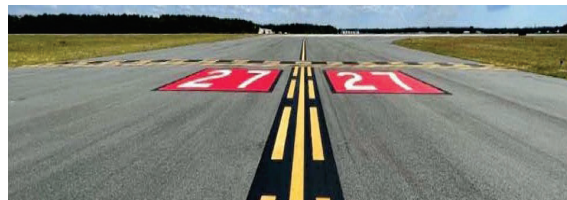
Our People – FTE Count

Allocated FTE - Economic Development Dept

Job Title	Economic Development
Allocated FTE Count	
ADMINISTRATIVE ASSISTANT II	0.05
ADMINISTRATIVE ASSISTANT III	0.05
ECONOMIC DEVELOPMENT DIRECTOR	0.4
ECONOMIC DEVELOPMENT MANAGER	1
MARKETING COORDINATOR	0.5
ALLOCATED FTE COUNT	2

Airport

Brooksville-Tampa Bay Regional Airport & Technology Center (BKV), is a general aviation facility and technology center encompassing 2,400 acres that is owned by the Hernando County Board of County Commissioners. The BKV team guides this award-winning airport with professional integrity and a focus on service, safety, and economic development. Airport tenants and the Hernando County community gain cost-effective and high-quality general aviation and business facilities through BKV land leasing services while improving Hernando County's economy.



Airport

	PRIOR YEAR BUDGET		RECOMMENDED BUDGET		
	FY2024	FY2025	FY2026	Increase (Decrease)	Percentage Increase (Decrease)
Expenses					
Personnel Services	\$798,899	\$852,286	\$857,160	\$4,874	1%
Operating Expense	\$1,410,297	\$1,505,045	\$1,436,439	(\$68,606)	(5%)
Capital Outlay	\$12,847,685	\$10,940,765	\$6,324,877	(\$4,615,888)	(42%)
Debt Service	\$229,142	\$237,786	\$0	(\$237,786)	(100%)
Transfers	\$1,304,389	\$1,044,262	\$779,078	(\$265,184)	(25%)
Budget Reserves	\$3,667,359	\$4,630,241	\$5,638,866	\$1,008,625	22%
EXPENSES TOTAL	\$20,257,771	\$19,210,385	\$15,036,420	(\$4,173,965)	(22%)
Revenues					
Intergovernmental	\$201,983	\$156,032	\$59,650	(\$96,382)	(62%)
Miscellaneous	\$2,693,830	\$2,670,068	\$3,046,301	\$376,233	14%
Transfers	\$1,274,155	\$1,031,782	\$766,598	(\$265,184)	(26%)
Other Sources	\$16,083,072	\$15,352,503	\$11,163,871	(\$4,188,632)	(27%)
REVENUES TOTAL	\$20,253,040	\$19,210,385	\$15,036,420	(\$4,173,965)	(22%)
Surplus (Deficit)	(\$4,731)	\$0	\$0	—	—

Capital outlay decreased due to projects clearing in FY25.

Reserves were increased to adjust for Capital projects and for Grant Matches in the future.

Intergovernmental revenues decreased, due to grant funding being reduced year-to-year.

Allocation FTE - Fund 4311

Job Title	4311
Allocated FTE Count	
ADMINISTRATIVE ASSISTANT II	0.95
ADMINISTRATIVE ASSISTANT III	0.95
AIRPORT GROUND WORKER I	1
AIRPORT MANAGER	1
ECONOMIC DEVELOPMENT DIRECTOR	0.4
MAINTENANCE TECHNICIAN II	1
MARKETING COORDINATOR	0.5
OPERATIONS ASSISTANT	1
SENIOR PROJECT MANAGER	1

Job Title	4311
ALLOCATED FTE COUNT	7.8

Tourist Development Tax

Mission Statement

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

What we Do

The Tourism Development Department markets Florida's Adventure Coast, Brooksville – Weeki Wachee as a destination for visitation and film to drive positive economic impact. We work to increase visitor spending, provide tax relief to residents as visitors generate and pay taxes, and to create an environment for local businesses to grow and add jobs.

Goals

Increase visitation, while targeting the environmentally conscious consumer.

Develop a sustainability program for partners and visitors to encourage responsible business practices and visitation, with an emphasis on preservation of our natural resources.

Increase social media reach and engagement.

Increase website engagement by developing additional content and creating special landing pages per media campaign.

Continue to expand The Mermaid Tale Trail.

Performance & Metrics

Key performance metrics include Tourist Development Tax (TDT) collections, lodging KPIs which include Occupancy, Average Daily Rate (ADR), Revenue per Available Room (RevPAR) and Revenue.

Metric	FY 2025 Year-to-Date (as of 6/11/25)	Increase/Decrease
TDT Collections	\$2,270,571	45%
Hotel Occupancy	84%	8%
Hotel ADR	\$155	10%
Hotel RevPAR	\$129	19%
Hotel Revenue	\$14.1 M	18%
Short Term Rental Occupancy	36%	5%
Short Term Rental ADR	\$199	6%
Short Term Rental RevPAR	\$72	11%
Short Term Rental Revenue	\$21.3 M	16%

Projects & Tasks Completed 24-25

Sold and unveiled 10 new mermaids on The Mermaid Tale Trail.

Implemented a Partner Portal, allowing partners in the destination to access information on sales and marketing programs, co-op advertising opportunities, grant funding programs, FAM Tour participation guidelines, economic impact data, tax collections, social media sites and hashtags, and research and data to help with their individual marketing.

Created a Hurricane Recovery Program highlighting local businesses as they recovered from the hurricanes and re-opened their businesses.

Supporting 13 events with Tourist Development Special Events Grants and Event Promotion Videos.

Created an award-winning 30 second commercial as part of sponsorship of Discraft Supreme Flight Open disc golf tournament.

Produced 82 videos highlighting our partners and special events in the destination, posted on YouTube, Facebook and Instagram, and distributed in our email newsletters.

Attended two consumer travel shows and one media meet-up event.

Hosted five FAM Tours with Influencers from the US and Germany.

Hosted four live remote television news broadcasts to promote specific businesses and events as well as hurricane recovery in Hernando Beach.

Added a current news feed to FloridasAdventureCoast.com, allowing for both additional content, improved SEO and enhanced listening ability for how the destination is performing in the marketplace.

Implemented a new social media posting tool, allowing for more efficient posting, enhanced listening within the social media space and comparisons and tracking of performance against competitors.

Currently engaged in an RFP for a marketing/advertising agency. Plans include a redesign of all collateral as well as a refined media plan.

Upcoming Projects of Interest to Citizens

Continued expansion of The Mermaid Tale Trail.

Development of additional website content on FloridasAdventureCoast.com to highlight and promote each neighborhood within the County. Content will include notable attractions, whether natural or man-made, business listings, and highlights of what to do in each community.

Mandates

N/A

Upcoming Needs

AI Powered Chatbot for customer service and vacation inspiration on FloridasAdventureCoast.com.

Optimization of FloridasAdventureCoast.com for AI Search and Image Search.

Hours of Operation

Regular business hours are 8:00–5:30pm. There are occasional evening or weekend duties for special events including festivals, trade shows, media meetups and conferences.

Tourist Development Tax

PRIOR YEAR BUDGET			RECOMMENDED BUDGET		
	FY2024	FY2025	FY2026	Increase (Decrease)	Percentage Increase (Decrease)
Expenses					
Personnel Services	\$391,796	\$407,524	\$421,476	\$13,952	3%
Operating Expense	\$1,795,052	\$1,744,868	\$1,405,477	(\$339,391)	(19%)
Capital Outlay	–	–	\$1,000,000	\$1,000,000	–
Transfers	\$69,481	\$62,720	\$76,720	\$14,000	22%
Budget Reserves	\$3,172,423	\$4,770,507	\$4,093,960	(\$676,547)	(14%)
EXPENSES TOTAL	\$5,428,752	\$6,985,619	\$6,997,633	\$12,014	0%
Revenues					
Taxes	\$2,000,000	\$2,240,000	\$2,427,731	\$187,731	8%
Charges for Services	\$1,000	–	\$0	\$0	–
Miscellaneous	\$2,000	\$2,000	\$0	(\$2,000)	(100%)
Other Sources	\$3,425,752	\$4,743,619	\$4,569,902	(\$173,717)	(4%)
REVENUES TOTAL	\$5,428,752	\$6,985,619	\$6,997,633	\$12,014	0%

Operating expenses are down due to the projects we completed last year which are not recurring. We purchased two information kiosks, have been asked to purchase one this year for the Preserve project, all programming complete. Also, no scheduled batch of Mermaid Statues to be deployed. Transfers to other Funds is up due to increases in Insurance (Liability for Chinsegut)

Budget reserves are down due mainly to the CIP project in the Destination Development category, though I did reduce the M&O reserves slightly to balance the budget (all my county expenses and allocations will be up, personnel is up, insurance is up)

Our People – FTE Count

Tourist Development Tax	
Job Title	1261
Allocated FTE Count	
ADMINISTRATIVE ASSISTANT II	1
ECONOMIC DEVELOPMENT DIRECTOR	0.2
MANAGER TOURISM DEVELOPMENT	1
MULTIMEDIA COMMUNICATION SPECIALIST	2
ALLOCATED FTE COUNT	4.2

Airport Industrial Park Transfer

Airport Industrial Park Transfer tracks activity associated with rental/leases for hangers and space at the airport property from the General Fund.

Airport Industrial Park Transfer

PRIOR YEAR BUDGET			RECOMMENDED BUDGET		
	FY2024	FY2025	FY2026	Increase (Decrease)	Percentage Increase (Decrease)
Expenses					
Operating Expense	\$72,555	\$72,555	\$68,352	(\$4,203)	(6%)
EXPENSES TOTAL	\$72,555	\$72,555	\$68,352	(\$4,203)	(6%)
Surplus (Deficit)	(\$72,555)	(\$72,555)	(\$68,352)	—	—

Airport Industrial Park Transfer remained mostly flat, due to established agreements staying at the same level. The agreements are for the National Guard and Sherrif.