



October 18, 2024

Valerie Pianta, Economic Development Manager
Hernando County Government
15470 Flight Path Dr
Brooksville FL 34604

RE: 2025 Allocation

Dear Valerie:

I would like to thank Hernando County Government's County Commissioners, and staff for a successful 2024 partnership with Brooksville Main Street ("BMS"). We have much to celebrate! This has been a year of positive changes to our downtown community, of which, the BMS Board of directors and I are very excited about!

Over the past year, the \$50,000 allocation has primarily been used for administrative costs, specifically, the Executive Director salary and expenses. The additional allocation of \$5,000 was used for Christmas on Main Tree Lighting promotional event expenses for sound and lighting.

We are excited to announce that our *Promotions Committee* is in the planning stages of three new events for the community.

- Tangerine Ball Drop on NY Eve
- Tangerine Festival (*February 15, 2025*)
- Good Neighbor Bike Trail & Food Truck Fiesta Event (*March 2025*)

Our *Design Committee* continues to focus on historic preservation with the recent completion of the Historic Design Guidelines, which the City of Brooksville is in the process of adopting into their ordinances. The Florida Mermaid Trail and the Mermaid Tale Trail will be growing with new statues and TourBVL is expanding with ten (10) new historic walking tours of the district.

Brooksville Main Street brings out the best of downtown Brooksville! Through our partnerships with Hernando County Government and Florida's Adventure Coast Visitors Bureau, as well as other community organizations, we are committed to supporting a thriving active business environment, a recreation centerpiece and a city we are proud to call home!

With enthusiasm from our team at Brooksville Main Street, thank you for your continued support.

Warmest Regards,

Dawn Triconi

Dawn Triconi
Executive Director