



*The Adventure Coast*  
**INSIDER**  
◆ PARTNER NEWSLETTER ◆

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Dear Partners,

These continue to be challenging times, requiring new approaches to operations and marketing in order to help guests, whether visitors or residents, feel confident and safe when they venture out into our community.

While masks are highly debated, research and a [survey](#) shows they do provide a sense of security for many would-be travelers. Others are more focused on bigger picture issues and want to know not just that you're disinfecting and cleaning regularly but also the specific cleaning procedures and safety practices in place.

Yet, despite the many challenges, there are bright spots on the horizon and many opportunities to work together to not only survive but become stronger than ever.

All the research points to travelers seeking those "great outdoors" experiences with wide open spaces, room to roam and free from crowds. Florida's Adventure Coast is perfectly positioned to benefit from the current travel trends. While we've seen a decrease in both search activity and bookings here in Florida after the most recent spike in the virus, those trends are also turning around.

Destination Analysts most recent survey included a question on whether respondents would be any less likely to visit a destination

because of current coronavirus issues; 42% said no. This is very good news after all of the media attention Florida has had due to spikes. 48.7% of respondents would be excited to travel for a weekend getaway, while 15.7% of them would be extremely excited. Equally encouraging, 44.2% are open to receiving travel information.

Your Visitors Bureau has submitted a CARES Act request for a very robust fall campaign. We are also exploring some updates to our website to provide more and greater visibility for partners and a new Virtual Visitors Center to add to [FloridasAdventureCoast.com](http://FloridasAdventureCoast.com). Stay tuned for more information on the campaign and other updates in the coming weeks.

Finally, the US Travel Association is launching a campaign on Sept 8, "Let's Go There." They have created an entire toolkit include copy and graphics for the campaign. While there are options to engage in a paid campaign, all of the tools and resources are available ABSOLUTELY FREE to anyone in the industry. Visit their [website](#) for the toolkit and to learn more. Need some help getting started, just give us a call at 352-754-4405. Team Tourism is here to assist you.

Tammy J. Heon  
*Manager, Tourism Development*

## **Deadline: August 31! Apply Now for Hernando CARES Grant Funding**

To stimulate the local economy, the Hernando CARES Program will provide recovery grants up to \$7,500 to eligible small businesses adversely impacted by the COVID-19 Pandemic. The intent of the grant is to offset the temporary loss of revenue and assist these businesses in their efforts to recover in the aftermath of this historic global pandemic.

### **Application Process**

These are very limited funds that will be distributed on a first-submitted, eligible and approved application basis. Business owners may submit their complete application online at <https://form.jotform.com/HernandoCounty/hernandocares>. Incomplete applications will not be accepted. There is no deadline to apply. The Hernando CARES Program has \$3,400,000 available; applications will be accepted until funds are exhausted. Applicants will be notified by email of award.

[Download Summary Document, Including FAQs](#)



The Official Tourism Marketing Corporation for the State of Florida

VISIT FLORIDA is working diligently to support all businesses that serve visitors statewide. From small business assistance to real time industry research, consumer travel trend insight and free and reduced price partner resources, they strive to add value in every way they can.

View [August VISIT FLORIDA News to Use](#)

Statewide [COVID-19 Resources and Business Information](#) here.

## **Participate in the VISIT FLORIDA Rebound Campaign**

As part of VISIT FLORIDA's in-state rebound campaign, our Public Relations team will be promoting staycation deals and specials available specifically for Florida residents.

Partners are encouraged to add new deals or update existing offers on the [VISIT FLORIDA Partner Portal](#). Deals should be exclusive to VISIT FLORIDA and feature a special discount or added value of at least 15

percent (i.e., stay two nights and get a third night free, plus a bottle of champagne).

If you have questions, please email [partner@VISITFLORIDA.org](mailto:partner@VISITFLORIDA.org).



## Recent Business Openings Story

In addition to our new Brooksville Welcome Center, a number of other businesses have opened around Florida's Adventure Coast recently. We created this round-up that we shared as a blog post, in our monthly Adventurer newsletter and on social media. It also was sent as a press release to Visit Florida, which was distributed to the Visit Florida media list.

If you know of news to share of interest to our Hernando County visitors and residents, please email [info@FloridasAdventureCoast.com](mailto:info@FloridasAdventureCoast.com). We don't want to miss any share-worthy news!

## **Share Your Arts Opinion! Take a Hernando County Fine Arts Survey**

The Hernando County Fine Arts Council (HCFAC), in partnership with design firm [DLR Group](#), is completing a feasibility study for a new or improved cultural facility in Hernando County. As part of the effort, HCFAC would like to understand the level and type of demand that the County's artists, arts organizations, and arts enthusiasts have for space.

Please follow the link below to complete a survey inquiring about your potential demand for space. The survey will be open for two weeks and will take between 5 and 10 minutes to complete. Your input is critical to this study process and is deeply appreciated.

**[HCFAC MarketStudy Survey](#)**

## **Weeki Wachee Carrying Capacity Study**

On Tuesday September 1, at 1:00, the Board of County Commissioners will hold a public workshop to discuss the Weeki Wachee Carrying Capacity Study. The Carrying Capacity Study was performed by a hired vendor, Wood Environment & Infrastructure Solutions, Inc. from July 2018 through June 2019. The vendor will present their key findings to the Board and public comment will be taken on this topic.

## **Visit the New Brooksville Welcome Center**

Make your way to downtown Brooksville and drop by the new Welcome Center Monday through Friday 10:00am-5:00pm.

Do you have upcoming events? As Florida's Adventure Coast reopens to visitors and residents, they seek safe and fun things to do. Help them find what they're looking for with updated facebook event listings for our [website to display](#). It's also time to update our [Annual Events](#) listing so please ensure we have new dates for this year and next as soon as they are available.

If you have the time, plan to walk the [Florida Mermaid Trail](#). The Welcome Center, at 205 East Fort Dade Avenue, is the first stop on the Trail. Look around to spot the resident hidden mermaid named Lirit.

Visit soon to view the transformation and get a personal tour!



**Brochures and Event News Needed**

A new location presents a great opportunity to restock our display rack with partner information. Please bring a supply of your brochures or rack cards with you when you visit or drop them in the mail to:

Florida's Adventure Coast Visitors Bureau  
205 E. Fort Dade Avenue, Brooksville, FL 34601.

## Have you joined the Partner Facebook Group?

We created a private facebook group exclusively for Florida's Adventure Coast Tourism Partners. It is a forum just for Hernando County small businesses that serve the public. Group members can share their news, ideas and questions. Like this post about the [Virtual Battle of the Bands](#), it's a perfect place to share news and opportunities of interest locally.

If you know of a local business that may not be on this email list, please invite them to [join the group](#) and [subscribe to our partner email list](#).





## VISITOR INFORMATION CENTERS

### Contact Us

800-601-4580 / 352-754-4405  
[info@floridasadventurecoast.com](mailto:info@floridasadventurecoast.com)

### **NOW OPEN!**

**10:00 - 5:00 Monday - Friday**

205 East Fort Dade Avenue  
Brooksville, Florida 34601

### **Temporarily Closed**

Weeki Wachee Springs State Park  
6131 Commercial Way  
Weeki Wachee, Florida 34606

Florida's Adventure Coast Visitors Bureau | 15800 Flight Path Drive, Brooksville, FL  
34604

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