



AGENDA

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

January 13, 2026, at 8:30 AM

**COMMISSION CHAMBERS, 412 WEST ORANGE STREET, ROOM 102,
WAUCHULA, FL 33873**

BOARD MEMBERS

District III Commissioner E. Donald Chancey, Jr., Chair
Heartland Events - Erica Scheipsmeier
Town of Zolfo Springs - Mayor Rod Cannon
City of Wauchula - Dr. Sherri Albritton
City of Wauchula - Community Redevelopment Agency - Jessica Newman
Motel Industry - Puja Ahir
5th Day Outdoors LLC - Owner Daniel Leahey, Vice Chair
Hardee County Chamber of Commerce - Kaylee Webb
Ad-Hoc Non-Voting Member - Peace River Oaks - Jon Solin

County Manager Terry Atchley
County Attorney Sarah Johnston
Assistant County Manager Doug Baber
Marketing & Tourism Manager Lacey Webb
Parks and Recreation Coordinator Courtney Graham

- 1. INVOCATION, FOLLOWED BY THE PLEDGE OF ALLEGIANCE**
- 2. CALL TO ORDER**
- 3. APPROVAL OF THE AGENDA**
- 4. APPROVAL OF MINUTES**
 - A. November 18, 2025, Minutes for approval
- 5. BUSINESS AGENDA**
 - A. GFNY Presentation
 - B. Gateway sign project update
 - C. Application for TDC Grant
 - D. Budget Review
 - E. Disc Golf at Hardee Lakes
 - F. Next TDC Board Meeting May 12, 2026
- 6. ADJOURNMENT**



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TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Minutes for Approval

AGENDA SECTION: APPROVAL OF MINUTES

SUBJECT: November 18, 2025, Minutes for approval

SUGGESTED ACTION:

ATTACHMENTS:
[2025-11-18 Minutes TDC RM.docx](#)



MINUTES

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

November 18, 2025, at 8:30 AM

**COMMISSION CHAMBERS, 412 WEST ORANGE STREET, ROOM 102,
WAUCHULA, FL 33873**

1. CALL TO ORDER

Attendee Name	Title	Status	Arrived
E. Donald Chancey, Jr.	Commissioner, Chair	Present	
Daniel Leakey	5 th Day Outdoors, LLC – Owner, Vice Chair	Present	
Erica Scheipsmeier	Heartland Events	Present	
Mayor Rod Cannon	Town of Zolfo Springs	Present	
Dr. Sherri Albritton	City of Wauchula	Absent	
Jessica Newman	City of Wauchula CRA (Community Redevelopment Agency)	Present	
Puja Ahir	Motel Industry	Absent	
Kaylee Webb	Hardee County Chamber of Commerce	Present	
Jon Solin	Ad-Hoc Non-Voting Member - Peace River Oaks	Present	
Terry Atchley	County Manager	Present	
Sarah Johnston	County Attorney	Present	
Doug Baber	Assistant County Manager	Present	
Lacey Webb	Marketing & Tourism Manager	Present	
Courtney Graham	Parks and Recreation Coordinator	Present	

Chair Chancey called the meeting to order at 8:30 a.m.

2. INVOCATION, FOLLOWED BY THE PLEDGE OF ALLEGIANCE

3. APPROVAL OF THE AGENDA

Chair Chancey called for a motion to approve the agenda.

So, moved by Board Member Cannon and second by Board Member Newman.

Motion carried 4 to 0.

Ayes – Chancey, Leakey, Scheipsmeier, Cannon, and Newman

Nays – None

Absent – Albritton and Ahir

4. APPROVAL OF MINUTES

A. Minutes for Approval for August 19, 2025:

Chair Chancey called for a motion to approve the August 19, 2025, minutes.

Motion by Board Member Newman and second by Board Member Leakey to approve.

Motion carried 4 to 0.

Ayes – Chancey, Leakey, Scheipsmeier, Cannon, and Newman

Nays – None

Absent – Albritton and Ahir

5. BUSINESS AGENDA

A. Pioneer Festival Recap:

Jamie Bateman and Rick Bateman provided a recap of the Pioneer Festival. A total of approximately 1,200 people attended the event; 89% of attendees were from out of town, and one attendee traveled from Germany. There were 12 speakers, and attendees stayed at both the campground and local hotels. The estimated economic impact of the event was \$132,000.

Mr. Bateman stated that the event was a success and that several lessons were learned. One key takeaway was that concerts were not effective, as attendance was low and sound quality was poor. The Batemans praised the park staff for their hard work and support during the event.

It was advised that Pioneer Festival would apply for reimbursement, as approximately \$11,000 was spent on advertising. Jamie Bateman announced that the projected dates for next year's Pioneer Festival are November 6–7, 2026, with the intention of avoiding overlap with Flywheelers. The TDC Board had no questions for the Batemans.

B. 2025 End of Year (EOY) Budget:

Doug Baber, Assistant County Manager, reviewed the end-of-year budget and advised that revenue totaled \$96,982.00, which exceeded the projected amount. He attributed the increase to additional events and increased traffic related to those events.

C. 2026 Budget Review:

Doug Baber, Assistant County Manager, reviewed the FY 2025–2026 budget and advised that no changes had been made since the last meeting. Commissioner Chancey and Board Member Newman questioned the increase in the bed tax projection to \$80,000, noting that this amount was surpassed in the current year. Assistant County Manager Baber explained that the figure was a conservative projection, and it is preferable to exceed projections rather than fall short.

D. Gateway Sign Project Update:

Assistant County Manager Doug Baber provided an update on the Gateway Signs project. He advised that \$80,000 each was contributed by the TDC, BOCC, EDA, and IDA at their respective meetings, totaling \$320,000 toward the \$400,000 project. The project will begin with four signs located on North and South U.S. Highway 17 and East and West State Road 64.

For the North U.S. 17 sign in Bowling Green, the County is working with the Department of Transportation to secure an easement to place the sign in a more suitable location. The County is also working with Kimberly Horn to begin the permitting process, after which the project will be put out to bid. Assistant County Manager Baber stated that the goal is to complete the project under budget.

Board Member Newman asked about the project timeframe. Assistant County Manager Doug Baber advised that completion is anticipated within the calendar year. Board Member Newman also asked if a vendor had been selected. Assistant County Manager Doug Baber stated that no vendor has been selected, as the project is still in the design phase; once complete, it will go out to public bid, which is a 90-day process.

Commissioner Chancey asked if the project would be publicly bid. Assistant County Manager Doug Baber confirmed that it would be a public bid. Commissioner Chancey asked if there were any further questions, and the Board indicated there were none.

E. Board Discussion:

Assistant County Manager Baber and Marketing & Tourism Manager Webb

Lacey Webb, Parks, Recreation, and Marketing Manager, presented a draft TDC Grant application for Board review. Board Member Newman stated that \$2,000 per award was a good starting point. Board Member Scheipsmeir asked whether the amount would apply per event or per day. Lacey Webb, Parks, Recreation, and Marketing Manager, advised that the total budgeted amount for the year is \$5,000 and that the determination of per-event or per-day funding would be at the discretion of the TDC Board.

Assistant County Manager Doug Baber advised that the TDC Board could vote in the future to adjust the funding amount. Lacey Webb, Parks, Recreation, and Marketing Manager, asked the Board to determine the grant review cycle. Board Member Scheipsmeir suggested reviewing applications at every meeting as events occur throughout the year, and Board Member Newman agreed.

Commissioner Chancey inquired whether grant funds could only be used for advertising purposes. Board Member Newman stated that this is a standard requirement for TDC grant funding. Board Member Newman also recommended developing a scorecard or set of guidelines for Board members to use when reviewing applications to ensure fairness. Lacey Webb, Parks, Recreation, and Marketing Manager, advised that she is currently working on this.

Board Member Scheipsmeir asked for clarification on whether the grant would be limited to nonprofit organizations or open to all applicants. Lacey Webb, Parks, Recreation, and Marketing Manager, advised that any organization or event impacting tourism would be eligible to apply. Board Member Newman questioned the eligibility of events that charge admission versus those that are open to the public. Lacey Webb, Parks, Recreation, and Marketing Manager, stated that the wording could be adjusted accordingly. Assistant County Manager Doug Baber advised that these details could be reviewed by the County's legal team, and legal counsel confirmed this.

The attorney Kristen Ottinger (representing absent Sarah Johnston) reminded the Board that no action could be taken on the grant draft, as it was not listed on the agenda. Assistant County Manager Baber reiterated that the item was presented for review only.

Vice Chair Leakey asked whether the grant would need to be limited to County events or could include events that bring visitors to the area. Lacey Webb, Parks, Recreation, and Marketing Manager, advised that any event that brings tourists to the area would be eligible.

Assistant County Manager Baber asked if there were any additional questions. Commissioner Chancey also asked the Board if they had questions on any items. Board Member Newman asked whether the TDC could explore an AI subscription for tracking purposes. Assistant County Manager Baber advised that this request would be looked into.

Upcoming Events

Lacey Webb, Parks, Recreation, and Marketing Manager, announced upcoming events involving the BOCC and Parks Department, including the Courthouse Lighting, Chamber Sunrise Social, Christmas Card Lane, and a Christmas Movie in the Park. Lacey Webb, Parks, Recreation, and Marketing Manager, advised that all events are listed on the community calendar and that other organizations are encouraged to post their events as well.

6. ADJOURNMENT

With no further business, the meeting was adjourned at 9:12 a.m.

X

E. Donald Chancey, Jr., Chair
Tourist Development Council



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TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Agenda

AGENDA SECTION: BUSINESS AGENDA

SUBJECT: GFNY Presentation

SUGGESTED ACTION:

ATTACHMENTS:
[Hardee Florida Tourism TDC info.pdf](#)
[HardeeCounty_GFNY_2026-2029.pdf](#)



GFNY is an international cycling marathon series. GFNY cycling marathons promote a healthy lifestyle and provide health goals to people by organizing endurance sports events that are open and accessible to anyone.

GFNY works with tourism destinations to bring hundreds of cyclists and supporters to the tourism destinations to enjoy sport, entertainment and family-friendly activities.

GFNY provides a unique offering of cycling events, no other cycling event organizer offers international, high-tourism, globally-consistent, branded events. GFNY brings to a host region regional, national and international sports tourism. GFNY's mission is to create long-standing, sustainable, quality events that benefit the athletes and host cities.

GFNY has an established process and method for creating and operating its events to world class operational and safety standards for cycling marathons. GFNY has established rules, visual guidelines and event production guidelines that are applied to all GFNY races globally.

GFNY utilizes support funding in two ways:

1) By spending it back in a destination for local expenses, thus supporting the local economy. Local spending includes (estimated local spending of \$20,000):

- A) Hardee Sheriff (estimated \$5,500)
- B) Hardee EMS (estimated \$1,000)
- C) Venue rental (estimated \$1,000)
- D) Post-race meal by Hardee catering company (estimated \$3,000)
- E) Staff accommodation & staff meals in Hardee (estimated \$5,000)
- F) Hardee race supplies shopping: Walmart supplies, aid station food and drinks shopping (cups, trash bags, snacks, sodas, paper towels, ice, etc) (estimated \$3,500)
- G) Hardee vehicle rentals: uhaul and vehicle rentals, gas (estimated \$1,000)

2) Promoting the destination by (estimated marketing spending of \$25,000):

- A) Paying designers to create artworks (graphics, race signage, athlete numbers, race swag, promotional collateral like fliers) (estimated \$1,000)
- B) Paying video editors to prepare edited videos to post on social, and for running social media ads (estimated \$5,000) - [Ad video example](#)
- C) Paying to run Meta ads (estimated \$5,000)
- D) Printing fliers or promotional business cards to promote the race, then distributing the fliers at event expos, at regional bike shops, at other cycling events (estimated \$3,500)
- E) Logo placement on race signage, which is then part of the race imagery like photos and videos (estimated \$2,000)
- F) Logo placement on race jerseys, which athletes receive as part of their registration, and it's mandatory attire for the race. Athletes wear the jerseys as a badge of honor after the race. Plus logo placement on athlete products like bib numbers, water bottles, race bags) (estimated \$7,500)
- G) Any other event and destination marketing initiatives, for example updating the website with tourism attractions, promoting local accommodations, promoting local businesses. (estimated \$1,000)

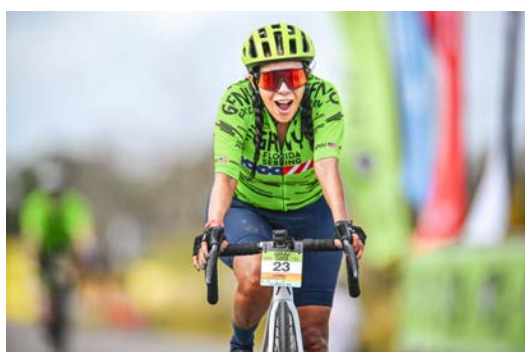


GFNY FLORIDA

GFNY attracts a desirable demographic:

- Largest age groups: M40s, M30s, M50s
- Income: 75% earn over \$110,000. 42% earn over \$250,000
- 86% have a university degree or higher
- GFNY participants are competitive, dedicated and savvy. They are successful professionals in their fields and seek athletic challenges in their personal lives. Because their time is limited by their professional commitments, they don't sacrifice on quality in their personal time. GFNY athletes trust GFNY for operating a well-organized, safe and fun event for themselves and their family. That trust in GFNY's quality is the reason athletes book their trips, take time off work and travel to destinations where GFNYs are held.

GFNY has a six-year track record of holding GFNY in Central Florida and has operated more than 200 GFNYs since starting in 2010. Official GFNY FL25 race video: <https://youtu.be/-pZvmlH3Cow>





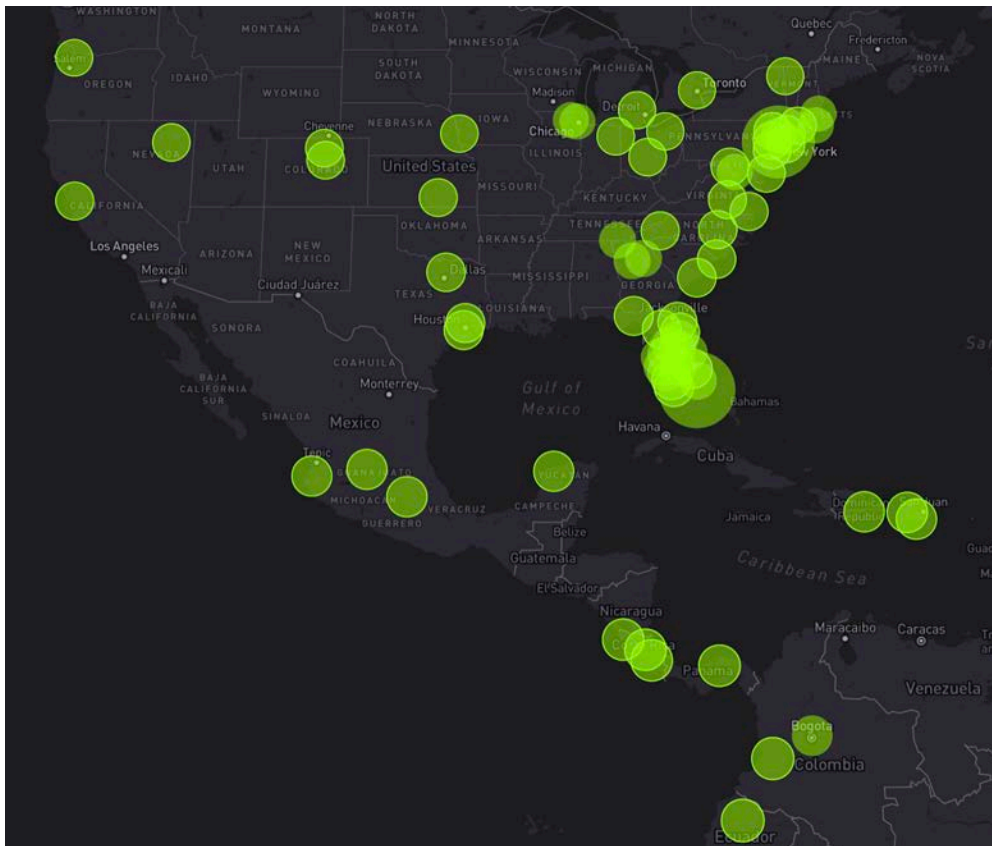
GFNY
FLORIDA

GFNY Florida participants map 2025

World:



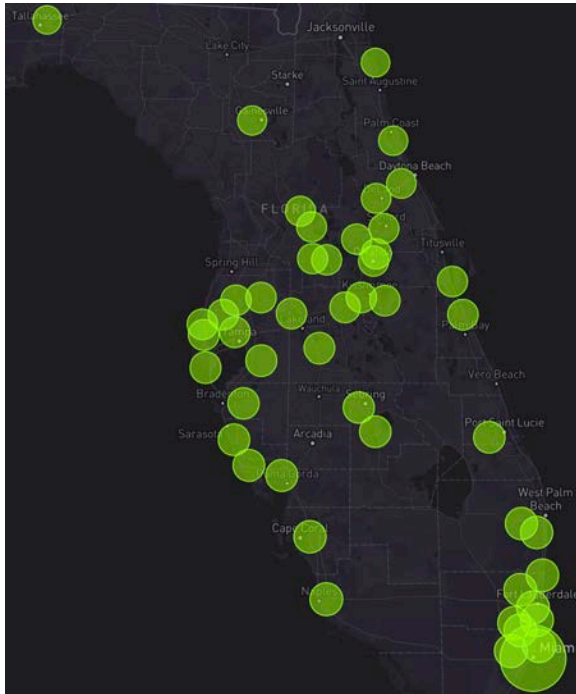
North & Central America:





GFNY
FLORIDA

Florida (GFNY athletes are almost all tourists):



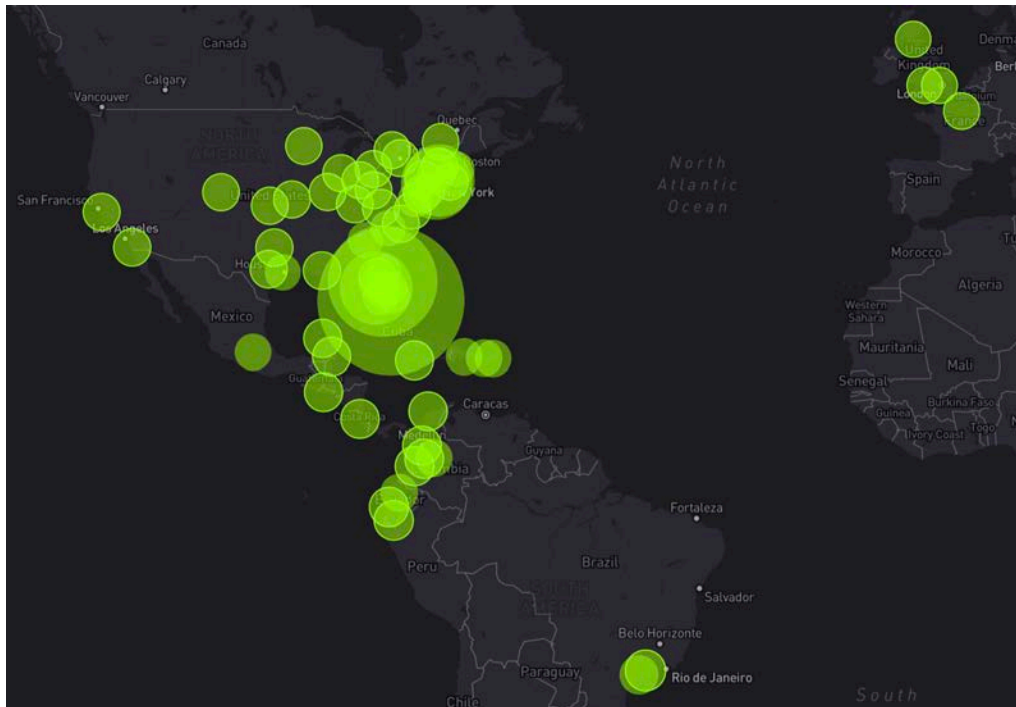
GFNY Florida participants world map 2024:





GFNY
FLORIDA

GFNY Florida participants world map 2023:



GFNY Florida participants world map 2022:





Gran Fondo New York, Inc.
5114 Kennedy Blvd West, Suite #16
West New York, NJ 07093
USA
gfny.com

Hardee County, known as "Hardee" and located at 412 W Orange St, Wauchula, FL, 33873 agrees to enter into this contract with **GRAN FONDO NEW YORK Inc.**, known as "GFNY" on January 13, 2026 for a partnership with GFNY for GFNY Florida October 2026-2029.

A. Hardee offers to GFNY

1. Cash payment of \$30,000 to become Official Sponsor of GFNY Florida 2026-2029 cycling marathon.

Payment schedule:

- 2026 edition: Payment issued on October 1, 2026.
 - 2027 edition: Payment issued on October 1, 2027.
 - 2028 edition: Payment issued on October 1, 2028.
 - 2029 edition: Payment issued on October 1, 2029.
2. Waiving of ROW permit fees.
 3. Waiving of venue fees for the use of the Hardee County Agri County Civic Center for a 4-day period, which includes: rental, lights, air conditioning, dumpster, trash cans, cleaning, restrooms, chairs, barricades, parking, facility staff.

B. GFNY offers to Hardee

1. Hardee County to be the host community of the international cycling marathon. Promotion of Hardee as a Central Florida tourism destination via all GFNY channels, with more than 2,000,000 website views per year, on social media, on international cycling calendars, at expos and email newsletters.
2. Creating content like editing photos, cutting videos and writing text to promote GFNY Florida and Hardee County.
3. Developing race week activities, like training rides and social activities in Hardee, which include Hardee restaurants, cafes and businesses.
4. Capturing video content in Hardee, like photos and videos, to use in GFNY communication about visiting Hardee, which is also available for use by Hardee.
5. Adding the Hardee logo and Hardee information to the race website
 - Home page
 - Activities page
 - Accommodation page
 - Tourism map
 - Sponsors section
 - Course description

6. Posting Hardee-branded signage on the race course:
 - At the expo, start, aid stations and finish.
 - Logo placement on podium backdrop.
 - Designing, printing, storing and transporting the signage.
7. Any other communication of Hardee businesses and services, as provided by and requested by Hardee. Includes mentions in email newsletter, posts/stories on social media, press releases to GFNY media list.

C. Indemnification

The parties shall indemnify, defend and hold harmless each other from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees (including attorneys' fees and collection costs) and expenses which result from or arise out of or in connection with: (a) any breach of any agreements, covenants, promises or other obligations under this contract or any other contract, arrangement or agreement; (b) any matter for which either party is otherwise responsible under the terms of this contract or any other contract, arrangement or agreement; (c) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (d) any libel, slander, defamation or similar claims resulting from the actions of either party; (e) harm or injury (including death) to either party and employees, guests, attendees and invitees; and (f) loss of or damage to property or the business or profits of either party, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

Invalidity or unenforceability of one or more provisions of this agreement shall not affect any other provision of this agreement.

This agreement is subject to the laws and regulations of the state of **Florida**.



Signature

Signature

New York, January 13, 2026

Place, Date

Place, Date

Lidia Fluhme, President GFNY

Name and Role

Name and Role



Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Item

AGENDA SECTION: BUSINESS AGENDA

SUBJECT: Gateway sign project update

SUGGESTED ACTION:

ATTACHMENTS:
[TDC Update Gateway sign presentation 2026.pptx](#)



HARDEE COUNTY GATEWAY SIGNS

TDC Project Update 2026

UPDATE

- Bowling Green location
- \$320,000 Funding secured





PROJECT TEAM:

CIVIL ENGINEER:
KIMLEY-HORN AND ASSOCIATES, INC.
100 SOUTH KENTUCKY AVENUE
LAUREL, MD. 20655
TEL: (301) 703-6700
FAX: (301) 703-6700



Sheet List Table

C-000	COVER SHEET
C-010	AERIAL PLAN
C-030	TYPICAL SECTION
C-040	DETAILS

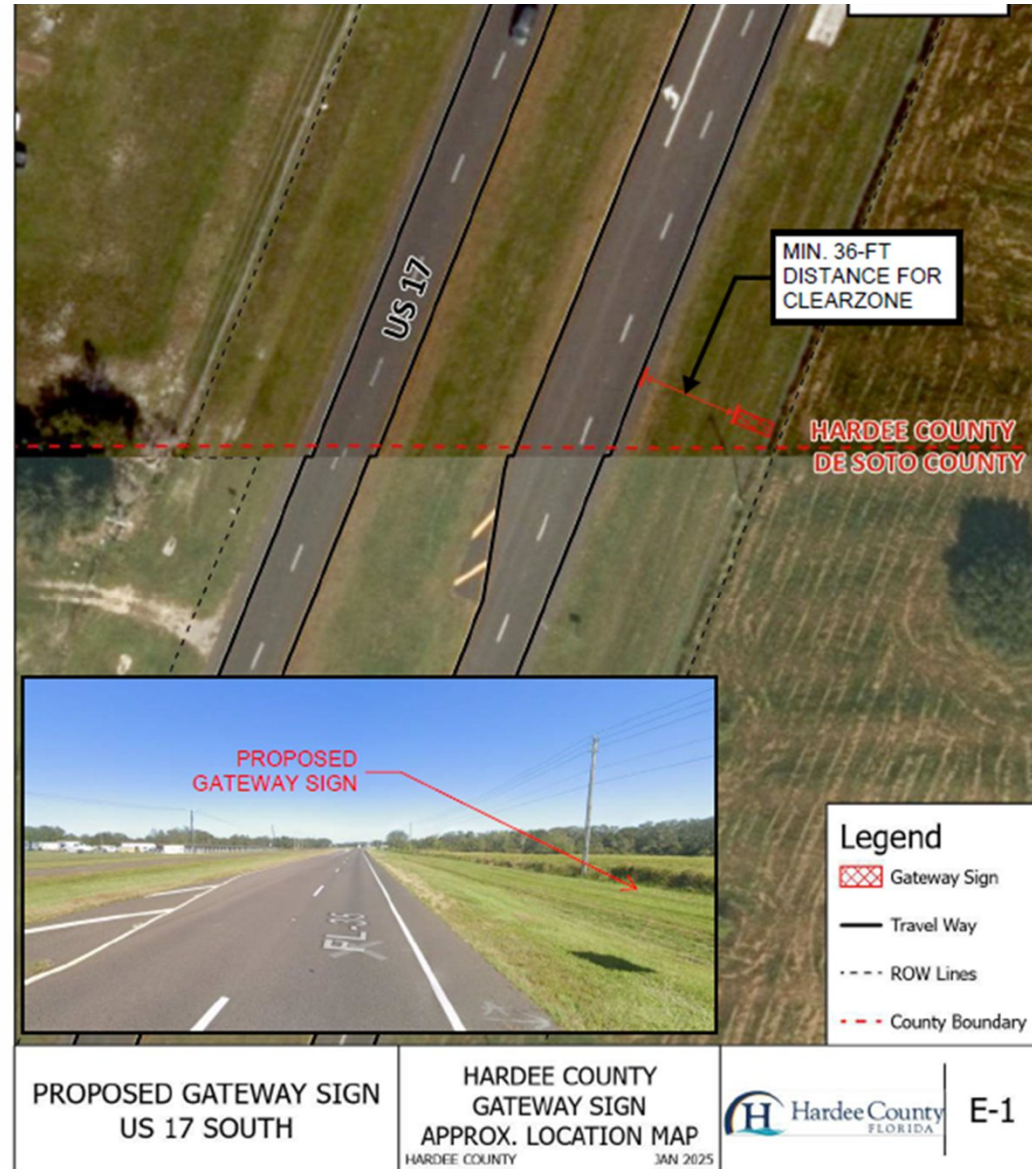
Kimley»Horn
© 2025 KIMLEY-HORN AND ASSOCIATES, INC.
109 SOUTH KENTUCKY AVENUE, LAKELAND, FL 33801
PHONE: 863-701-8702
WWW.KIMLEY-HORN.COM REG NO.: 35106

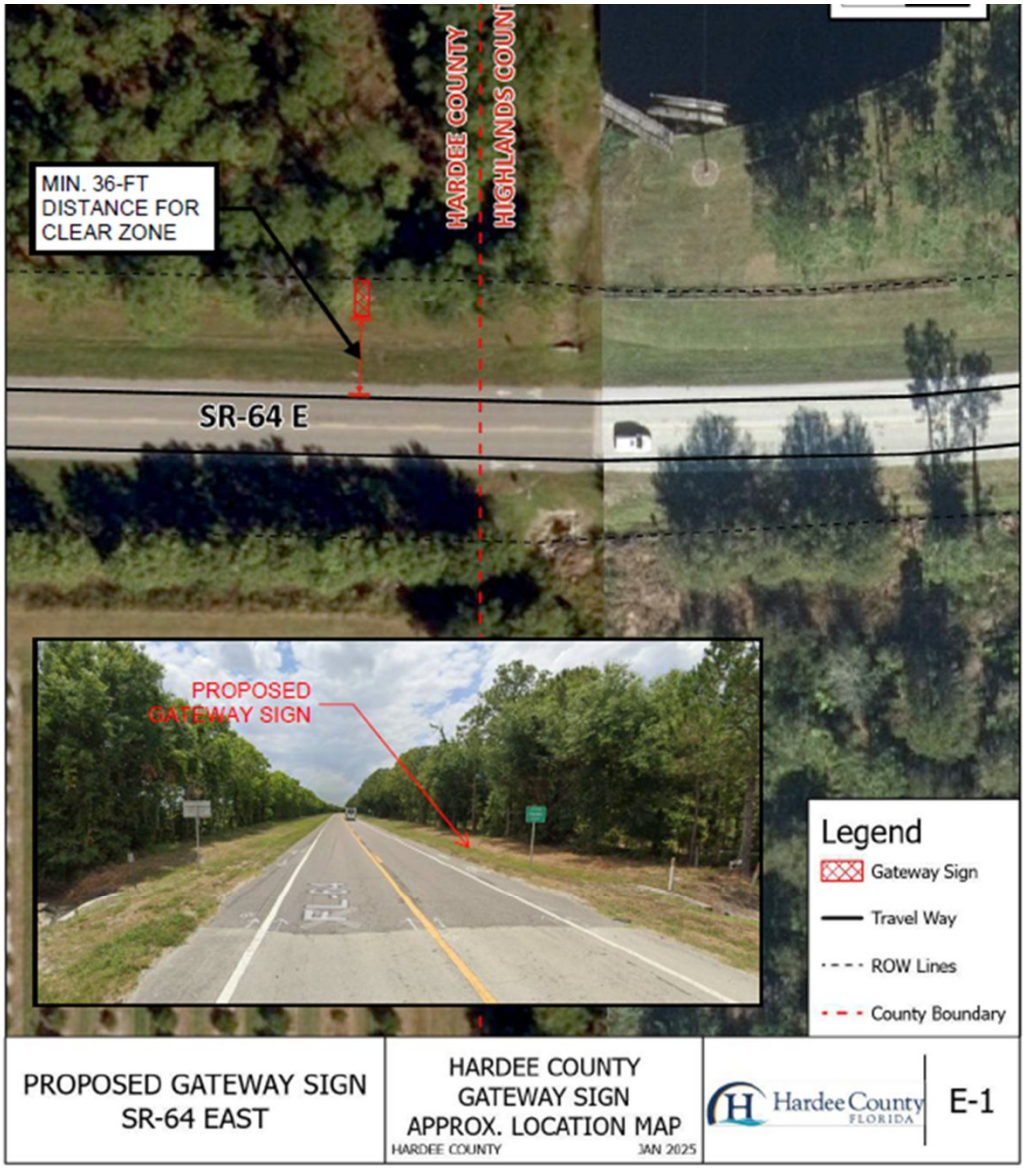
KHA PROJECT 046474006	DATE DECEMBER 2025	SCALE AS SHOWN	DESIGNED BY DH	DRAWN BY DH	CHECKED BY AMW
LICENSED PROFESSIONAL <u>ANDREW M. WISMAN, P.E.</u> FLORIDA LICENSE NUMBER 91989			DATE:		

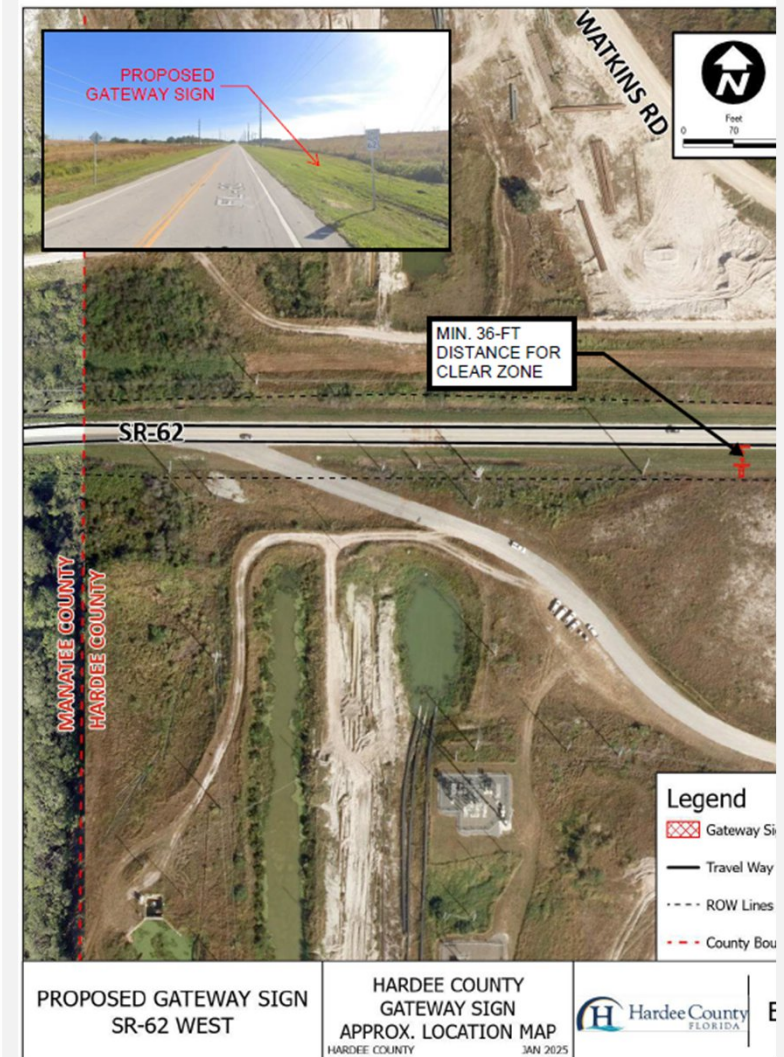
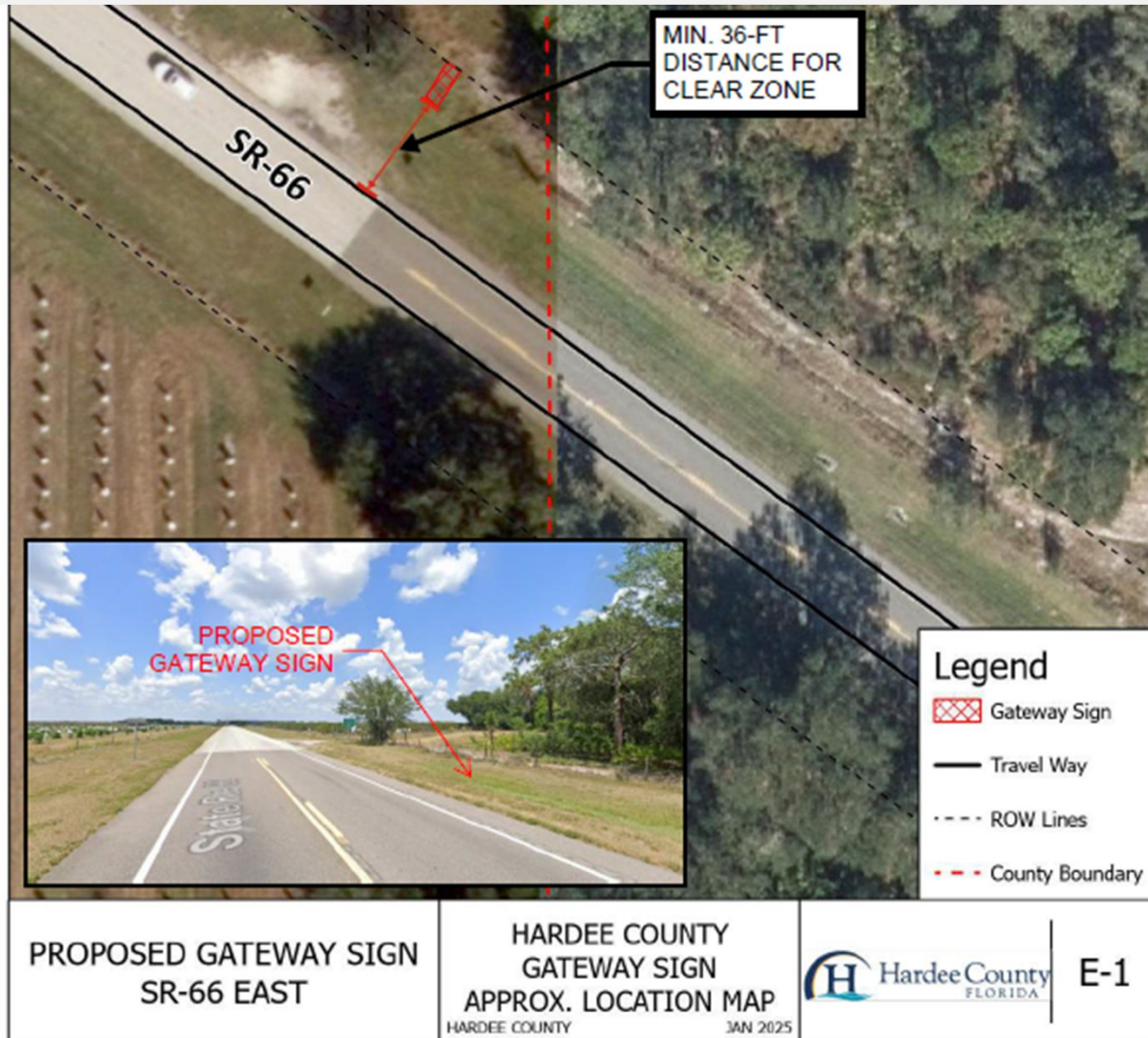
COVER SHEET

US-17 NORTH
GATEWAY SIGN
PREPARED FOR
HARDEE COUNTY
HARDEE COUNTY FL

SHEET NUMBER
C-000









Hardee County
FLORIDA

THANK YOU



Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Agenda

AGENDA SECTION: BUSINESS AGENDA

SUBJECT: Application for TDC Grant

SUGGESTED ACTION:

ATTACHMENTS:
[25-26 TDC event funding application PDF-draft.pdf](#)
[TDC 2026-grant application draft.pdf](#)



2025-2026 PROMOTIONAL ACTIVITY EVENT FUNDING APPLICATION

- 1} Name of Applicant/Organization: _____
- 2} Street/P.O. Box: _____
- 3} City: _____ State: _____ Zip Code: _____
- 4} Contact Person: _____ Title: _____
- 5} Telephone #: _____ Cell #: _____
(Must provide a **DAYTIME** contact number.)
- 6} E-mail: _____
- 7} Name of Event: _____
- 8} Dates of Event: _____
- 9} Description of Event: (Attach additional page if needed.)

Reimbursement/Payment Process:

The payment process for each new event and/or tournament is based on the successful completion of the event and/or tournament in Hardee County. Invoices will not be submitted for payment until the event is complete. Organizations awarded funding should take into consideration that payments from Hardee County TDC will be made in accordance to Florida Statute 218.74 that stipulates that payment may take up to 45 days for processing upon receipt. The invoice(s) must be submitted to the TDC office no later than 60 days following the event. Reminder notices will **not** be sent by the TDC office. The following documents must accompany the invoice for payment submission, these must include the TDC logo or mention (Hardee County Tourism or Hardee County TDC):

Copies of all products(s) developed or produced, such as brochures or flyers and promotional items

Copy of advertising (out of county) such as tear sheet or screen shot.

Pictures of sponsor mentions such as banners or logo placement on website and/or social media.

- Post Economic Impact form (supplied by TDC office) or independent surveys (must include# of out of county participants and visitors as well as overnight stays in county) *Please note that majority of participants must be from out of county.

If a new event, you must provide a W-9 to be registered with Hardee County as a vendor to receive payment. Payment address must be same as address on W-9.

Record Keeping:

Public Record: All materials submitted with funding applications will be a matter of public record open to inspection by any citizen of the State of Florida. Subject to Chapter 119 Florida Statutes.

Audits and Records: The Organization awarded funds shall maintain such records and accounts, including property, personnel, and financial records, as are deemed necessary by the County to ensure a proper accounting of all TDC funds. The aforesaid records will be made available for audit or inspection purposes at any time during normal business.

PRE-EVENT ECONOMIC IMPACT INFORMATION

COMPLETE THE BOX BELOW WHICH IS APPLICABLE TO YOUR EVENT:

NEW EVENT TO HARDEE COUNTY

Estimated Number of Participants: _____ Estimated Number of Attendees (Spectators): _____

Is the event at least 60 days from the submission of this application? ☐ Yes ☐ No

Has this event previously taken place in another community? _____ Yes ☐ No ☐ If yes, where? _____

Room Nights Projected: # of Nights _____ x # of Rooms _____ = Total Room Night: _____

Have you secured a fixed Hotel Rate for participants & visitors this event? _____ Yes ☐ / No ☐

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event: (attached separate sheet if necessary): _____

PAST EVENT

Number of Participants: _____ Number of Attendees (Spectators): _____ Room

Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Was there a secured fixed Hotel Rate for participants & visitors this event? ☐ Yes ☐ No ☐

If yes, what is that rate? _____

List all hotels that you feel participants & spectators utilized for this event: (attached separate sheet if necessary)

PRESENT EVENT

Estimated Number of Participants: _____ Estimated Number of Attendees (Spectators): _____

Estimated Room Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Have you secured a fixed Hotel Rate for participants & visitors this event? ☐ Yes ☐ No ☐

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event: (attached separate sheet if necessary)

NEW TOURNAMENT TO HARDEE COUNTY (Athletic/ Fishing)

Estimated Number of Participants: _____ Estimated Number of Attendees (Spectators): _____

Is the event at least 60 days from the submission of this application? ☐ Yes ☐ No

Has this event previously taken place in another community? ☐ Yes ☐ No If yes, where? _____

Room Nights Projected: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Have you secured a fixed Hotel Rate for participants & visitors this event? ☐ Yes ☐ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event: (attached separate sheet if necessary)

REAPPLYING TOURNAMENT (Athletic/ Fishing)

PAST EVENT Number of Participants: _____ Number of Attendees (Spectators): _____

Room Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Was there a secured fixed Hotel Rate for participants & visitors this event? ☐ Yes ☐ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators utilized for this event: (attached separate sheet if necessary)

PRESENT TOURNAMENT EVENT

Estimated Number of Participants: _____ Estimated Number of Attendees (Spectators): _____

Estimated Room Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Have you secured a fixed Hotel Rate for participants & visitors this event? ☐ Yes ☐ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event: (attached separate sheet if necessary)

TOURISM POTENTIAL. MARKETING STRATEGY & METHODS

12) Describe how the event will be evaluated for positive impact to the Hardee County community.

13) What plans have been made for the promotion of the event? (Attach additional page *if* needed.)

14) Provide details of where brochures will be distributed and where other print (i.e., newspaper, magazine) and audio/video advertising will take place. (Attach additional page if needed.)

Reminder: Recognition of Hardee County Tourist Development Council must be included on all print, audio and video advertising which will be reimbursed by the Hardee County Tourist Development Council. See "Hardee County T.D.C. Brand Guidelines."

15} Total T.D.C. dollars requested: _____

16C} CERTIFICATION: I HEREBY CERTIFY THAT I AM THE RESPONSIBLE AUTHORIZED REPRESENTATIVE FOR THIS FY 22/23 SPECIAL EVENT HOST PROGRAM FOR THE ABOVE APPLICANT. I HAVE READ AND UNDERSTAND THE HARDEE COUNTY T.D.C. SPECIAL EVENT HOST POLICIES, ADVERTISING, HARDEE T.D.C. BRAND REQUIREMENTS, AGREE TO COMPLY WITH THESE PROCEDURES AND THAT THE FACTS STATED IN THIS APPL/CATION ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Signature _____ Title _____

Printed Name _____ Date _____

For TDC Office Use Only:

Amount Approved \$

Date Approved:

Acceptance sent:



Hardee County
FLORIDA

2025-2026
PROMOTIONAL ACTIVITY FUNDING
GUIDELINES AND GRANT APPLICATION

Hardee County Tourist Development Council

(863) 473-4954

visithardee@hardeecountyfl.gov

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TOURIST DEVELOPMENT TAX OVERVIEW

OBJECTIVE

The Hardee County Tourist Development Council endeavors to support organizations in their effort to develop and promote a local event by making available special grant funding, provided that the organization has met the requirements of the application and successfully completes the reimbursement process.

LEGISLATIVE AUTHORITY

The Florida State Legislature enacted the Local Option Tourist Development Act Section 125.0104, Florida Statutes in response to the growing need of Florida counties to provide additional revenue sources for tourist development in an *effort* to stimulate the local economy. In response to this need, the voters of Hardee County approved in 2016, a two (2%) percent tourist development tax ("TDT") on rental accommodations of six (6) months or less. A Tourist Development Council ("TDC") was also created as an advisory Council to the Hardee County Board of County Commissioners (BOCC) in planning ways to use the revenue received through the tourist development tax, based on statutory guidelines. The TDC is 100% funded by the TDT which paid by the tourists to Hardee County visitors, it is not collected from local residents unless they are staying in local lodging.

REVENUES

Tourist Development Tax revenues are generated by overnight guests staying in Hardee County RV parks/campgrounds, hotels, motels and condominiums. As a rule, any short-term lodging of six months or less is subject to the two percent tax in addition to Hardee County's sales tax. Collections are received through the Florida Department of Revenue and returned to the County on a monthly basis for the County's use. Hardee County places this revenue in a special fund. Florida law outlines the proper use of these tax funds.

AUTHORIZED USES OF REVENUE

All tax revenues received by the TDC pursuant to Florida Statute 125.0104(5)(a) shall be used for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;

5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities;

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

- a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received or the county is a fiscally constrained county, as described in s. 218.67(1), located adjacent to the Gulf of America or the Atlantic Ocean;
- b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
- c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
- d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
- e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county; or

7. To employ, train, equip, insure, or otherwise fund the provision of lifeguards certified by the American Red Cross, the Y.M.C.A., or an equivalent nationally recognized aquatic training program, for beaches on the Gulf of America or the Atlantic Ocean.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

Florida Statute 125.0104(5)(b) Also provides that tax revenues received by a county of less than 950,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or

promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. 186.901. These population estimates shall be those in effect on July 1 of each year.

COMMON TERMS

ACCOMMODATIONS - Hotel, Motel, Bed and Breakfast, Campground, Resort, Vacation Rental, etc.

ADVERTISING: The action of calling something to the attention of the public, especially by paid announcements.

BOCC – Hardee County Board of County Commissioners.

EVENT: A special event for which grant funds are being requested. This term may be used interchangeably with "project" in this document.

FISCAL CYCLE: The funding cycle is October 1 through September 30.

TDC: Hardee County Tourist Development Council

PROJECT: Tourism project for which grant funds are being requested. This term may be used interchangeably with "event" in this document.

PROMOTION: The furtherance of an event / project through advertising and publicity.

PUBLICITY: The dissemination of information or promotional material; paid advertising.

TOURIST: A person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in Florida Statute 125.0104.

GRANT FUNDING GUIDELINES

The TDC welcomes your organization and looks forward to events that promote our rural community! Promotional funding reimbursement through the TDC is specifically intended for events that increase tourism and visitors to Hardee County. Events that apply for this grant should have a majority of participants and/or spectators from out of Hardee County. Per State Statute TDC funds may be used to "promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists".

Funding eligibility expectations include, but are not limited to, the following:

1. Events that have a history of and/or the potential to generate local accommodation reservations;
2. Multiple-day events which can include pre-events that guarantee overnight stays and/or a series of events located in Hardee County requiring accommodations.
3. Special consideration given to events that will generate regional, state, national, or international media attention and exposure for Hardee County.

Applications for grant funding are reviewed by the TDC Advisory Board for the economic benefits to the community and to ensure that the TDC is following state statute guidelines. Funding requests are reviewed and approved on a case-by-case basis for the potential economic impact to Hardee County. Sliding-scale hosting fees may apply as determined by the TDC Board and/or Tourism Coordinator and Event Director.

ADVERTISING GUIDELINES

Pre-press approval is required to assure the TDC logo is used in accordance with the current TDC brand requirements. (i.e. flyers, print ads, in-town signs, signs at the event, promotional items, etc.) In seeking Brand Guidelines are included in this packet and if you use any form of digital, radio or television advertising, please announce Hardee County as a host by referring to the Hardee Tourist Development Council. Additionally, your organization's event website must provide a link to the Hardee County website at: www.hardeecountyfl.gov. Event sites not containing link to County's website will be deemed as not meeting all requirements and will not be eligible for reimbursement. You will need to provide web links, copies of print or digital advertisement, proof of radio or television advertising and any other information reflecting ways that your organization promoted the event in Hardee County. Pictures of promotional items are sufficient.

FINANCIAL GUIDELINES

Grant funds must be expended only on items allowed under Florida Statute Section 125.0104. Any payment made that is later determined not to be an authorized expenditure shall be due and returned to the TDC. Reimbursable advertising must include advertising or promotional information that is distributed/broadcasted out of Hardee County for at least one overnight stay. Maximum allowable reimbursement is up to \$2,000.00 per event which is the maximum allowable allocation per event under this grant. The final amount approved will be determined by the TDC. It is important to note that all funding is based on availability of funds as determined by the approved budget for the TDC by the Board of County Commissioners. The TDC is funded on a fiscal cycle beginning October 1 and ending on September 30.

Reimbursement of advertising funding must be applied for by the event organization. Grant funds will be dispersed only after the application has been fully executed. Failure to do so will serve as a withdrawal from the funding process. Award notifications will be made to the organization via the email address provided in the application.

Any exceptions to the TDC language must be submitted with the application. The TDC is under no obligation to honor request for exceptions and may reject a grant application and not provide funding if the exception is not, in the sole opinion of the County, in its best interests.

APPLICATION PROCESS AND EVALUATION

The TDC will review each application for funding once each year for inclusion in the Council's fiscal year budget.

*Please note that most budget allocations are determined during the Summer with final approval before October 1st, the beginning of the Fiscal Year. An application must be submitted for each event every year, regardless of whether they have worked with TDC in the past. Applications must be complete or will not be considered for funding.

Applications may be emailed to Hardee County TDC at bcc@hardeecounty.net or submitted via hand delivery or U.S. Mail to 412 W Orange St Suite 103, Wauchula, FL 33873.

Please include as much information as possible regarding your event for consideration by the TDC Advisory Board as presentations by applicants will not be scheduled. The TDC typically meets quarterly. Meeting dates are advertised in advance at www.hardeecountyfl.gov.

Any applications and new events submitted after the fiscal year will be considered only on a case by case basis and dependent upon budgetary allocations and scheduling availability. Any out-of-cycle funding application must be submitted at least 60 days prior to an event to allow for proper advertising and promotion. For all information on funding availability please contact the TDC Tourism Coordinator.

Factors used in the evaluation process include but not limited to:

1. Number of estimated overnight stays.
2. Number of out-of-county participants.
3. Number of events held throughout the year in Hardee County.
4. Events that generate Regional, State, National or International media exposure for Hardee County.
5. Events that show a commitment to the expansion of tourism in Hardee County.
6. Events that emphasize a substantial tourism, artistic, cultural, or other significance, giving prominence to creativity and excellence.
7. Events that without such assistance would not otherwise be possible.
8. Positive economic Impact to the community.

USE OF GRANT FUNDS

ELIGIBLE USE OF FUNDS

Only out of county advertisement and promotions will be eligible for reimbursement. Eligible out of county advertisement or promotions include:

1. Pre-Event Marketing
2. Digital Advertisements (online, websites, social media)
3. Print advertisements/brochures
4. Radio or Television Advertisements
5. Outdoor signage/billboards/banners
6. Promotional expenses related to the event such as pens, pencils, cups, t-shirts, flags, etc. that are giveaways (not merchandise for sale).
7. Plaques, trophies, medals, and similar celebratory items.
8. Costs related to an event, performance, or activity designed to entertain others and attract out of county visitors to the event.

INELIGIBLE USE OF FUNDS

1. Advertising or promotion within Hardee County.
2. Expenses incurred or obligated prior to approval of TDC funding or after funding period.

3. Annual operating expenditures of the organization.
4. Legal, medical, engineering, accounting, auditing, or other professional consultant services.
5. Salaries of event staff or supplements for salaries of existing staff.
6. Capital improvements, including but not limited to construction, renovation, restoration and installation or replacement of fixtures.
7. Tangible personal property, including but not limited to office furnishings, equipment, permanent collections or individual pieces of art.
8. Interest or reduction of deficits or loans.
9. Events which are restricted to private or exclusive participation.
10. Private entertainment, food or beverages.
11. Payments or reimbursement for goods or services purchased for previous or other events.
12. Prize money and/or scholarships.
13. Any expenditures inconsistent with Florida Statutes and/or TDC objectives/guidelines.

AWARD NOTIFICATION PROCESS

After the TDC Advisory Board review, a form will be sent to all applicants providing notification of any funding award received, award with adjustment or notification of non-reward with comments. Events receiving funding shall designate a representative of the event/organization that will be handling the reimbursement process ("Funding Manager"). The Funding Manager shall be responsible for maintaining a file with the original reimbursement application, all reimbursement correspondence, the funding request for reimbursement, all advertising invoices and samples of promotional and advertising materials used. The Funding Manager will be responsible for ensuring that all of the elements of the funding application are followed, requests for funds are accurate and appropriate proof is included. It is the Funding Manager's responsibility to see that any applicable Federal, State or County laws and policies are followed.

If awarded funding the Funding Manager will be required to sign an "Acceptance of Funding" form which must be returned to the TDC. This form assures that the authorized representative understands the terms and guidelines included in this packet as well as requirements of the TDC. The completed form must be received by the TDC prior to the first day of the event.

There are no guarantees that all applicants will be awarded funding. Even though an event may qualify, limited funds may not allow all projects to receive assistance. All decisions regarding the award of grant funds are at the sole discretion of the Hardee County Board of County Commissioners, following recommendations of the Hardee County TDC.



PROMOTIONAL ACTIVITY GRANT APPLICATION

Name Of Applicant/Organization: _____

Street/P.O. Box: _____

City: _____ State: _____ Zip Code: _____

Representative: _____ Title: _____

Telephone #: _____ Cell #: _____

(Must Provide A Daytime Contact Number.)

E-Mail: _____

Name of Event: _____

Date(s) of Event: _____

Description Of Event: (Attach Additional Page(s) If needed) _____

TOTAL REIMBURSEMENT REQUESTED: \$ _____

Process:

The payment process for each event/tournament will only be considered following the successful completion of the event or tournament in Hardee County. You must provide a W-9 to be registered with Hardee County as a vendor to receive payment. * Payment address must be the same as address on W-9. Invoices should not be submitted for payment until the event is complete. Invoice(s) must be submitted to the TDC office no later than 60 days following the event. Reminder notices will **not** be sent by the TDC office. The following documentation must accompany any invoice submitted for payment consideration and must include the TDC logo or mention Hardee County Tourism or Hardee County TDC:

1. Copies of all products(s) developed or produced, such as brochures or flyers and promotional items
Copy of advertising (out of county) such as tear sheet or screen shot.
2. Pictures of sponsor mentions such as banners or logo placement on website and/or social media.
3. Post Economic Impact form (supplied by TDC office) or independent surveys (must include# of out of county participants and visitors as well as overnight stays in county) *Please note that majority of participants must be from out of county.

Vendors awarded funding should take into consideration that payments from Hardee County TDC will be made in accordance with Florida Statute § 218.74 which stipulates that payment may take up to 45 days for processing upon receipt. Please refer to the official TDC funding guidelines for all application information.

Records:

Public Record: All materials submitted with applications will be a matter of public record open to inspection by any citizen of the State of Florida. Subject to Chapter 119 Florida Statutes.

Audits and Records: The Organization awarded funds shall maintain such records and accounts, including property, personnel, and financial records, as are deemed necessary by the County to ensure a proper accounting of all TDC funds. The aforesaid records will be made available for audit or inspection purposes at any time during normal business.

ECONOMIC IMPACT INFORMATION

(COMPLETE THE BOX BELOW WHICH IS APPLICABLE TO YOUR EVENT)

☐ **NEW EVENT TO HARDEE COUNTY:**

Estimated Number of Participants (Vendors): _____ Estimated Number of Attendees (Spectators): _____

Is the event taking place at least 60 days from the submission of this application? _____ Yes _____ No

Has this event previously taken place in another community? _____ Yes _____ No

If yes, where? _____

Room Nights Projected: # of Nights _____ x # of Rooms _____ = Total Room Night: _____

Have you secured a fixed Hotel Rate for participants & visitors this event? _____ Yes _____ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event:

☐ **REPEAT EVENT:**

Estimated Number of Participants (Vendors): _____ Estimated Number of Attendees (Spectators): _____

Is the event taking place at least 60 days from the submission of this application? _____ Yes _____ No

Has this event previously taken place in another community? _____ Yes _____ No

If yes, where? _____

Room Nights Projected: # of Nights _____ x # of Rooms _____ = Total Room Night: _____

Have you secured a fixed Hotel Rate for participants & visitors this event? _____ Yes _____ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event:

☐ **PAST EVENT:**

Number of Participants (Vendors): _____ Number of Attendees (Spectators): _____

Room Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Was there a secured fixed Hotel Rate for participants & visitors this event? _____ Yes _____ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event:

☐ **NEW TOURNAMENT TO HARDEE COUNTY** (Athletic/ Fishing)

Estimated Number of Participants: _____ Estimated Number of Attendees (Spectators): _____

Is the event at least 60 days from the submission of this application? ___ Yes ___ No

Has this event previously taken place in another community? ___ Yes ___ No If yes, where? _____

Room Nights Projected: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Have you secured a fixed Hotel Rate for participants & visitors this event? ___ Yes ___ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event: (attached separate sheet if necessary)

☐ **REPEAT TOURNAMENT** (Athletic/ Fishing)

Estimated Number of Participants: _____ Estimated Number of Attendees (Spectators): _____

Estimated Room Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Have you secured a fixed Hotel Rate for participants & visitors this event? _ Yes ___ No

If yes, what is that rate? _____

List all hotels that you feel participants & spectators will utilize for this event: (attached separate sheet if necessary)

☐ **PAST TOURNAMENT EVENT**

PAST EVENT Number of Participants: _____ Number of Attendees (Spectators): _____

Room Nights: # of Nights _____ x # of Rooms _____ = Total Room Nights _____

Was there a secured fixed Hotel Rate for participants & visitors this event? ___ Yes ___ No

If yes, what was that rate? _____

List all hotels that you feel participants & spectators utilized for this event: (attached separate sheet if necessary)

MARKETING SUMMARY*

- 1) Describe how the event was evaluated for positive impact to Hardee County.
(Attach additional pages if needed.)

- 2) What plans have been/were made for the marketing and promotion of the event?
(Attach additional pages if needed.)

- 3) Provide details of brochure distribution, other print advertising (i.e., newspaper, magazine) and audio/video advertising. Note: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC's evaluation.
(Attach additional pages if needed.)

**Reminder: Recognition of Hardee County Tourist Development Council must be included on all print, audio and video advertising which will be reimbursed by the Hardee County Tourist Development Council. See Hardee County TDC Brand Guidelines.*

CERTIFICATION

I HEREBY CERTIFY THAT I AM THE RESPONSIBLE AUTHORIZED REPRESENTATIVE FOR THIS EVENT/TOURNAMENT FOR THE ABOVE APPLICANT. I HAVE READ AND UNDERSTAND THE HARDEE COUNTY TDC SPECIAL EVENT POLICIES, ADVERTISING REQUIREMENTS, TDC BRAND REQUIREMENTS AND AGREE TO COMPLY WITH THESE POLICIES. THE FACTS STATED IN THIS APPLICATION ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Signature _____ **Title** _____

Printed Name _____ **Date** _____

For TDC Office Use Only

Grant Amount Approved \$ _____ Date Approved: _____ Acceptance sent: _____

Estimated amount of TDT generated by this event: Total from rooms above \$ _____ X .02 = \$ _____

***ATTACH APPLICANT'S W9**



Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Item

AGENDA SECTION: BUSINESS AGENDA

SUBJECT: Budget Review

SUGGESTED ACTION:

ATTACHMENTS:
[ADG Tourist EX 12.31.25.pdf](#)
[TDC 2026 Budget.pdf](#)

HARDEE COUNTY BOCC
PERIOD ENDING DECEMBER 2026; RUN DATE 01/05/26
TOURIST DEVELOPMENT TAX FUND
EXPENSES - BUDGET TO ACTUAL

		ORIGINAL BUDGET	YTD BUDGET AMENDMENTS	AMENDED BUDGET	CURRENT EXPENSES	YTD EXPENSES	OUTSTANDING ENCUMBRANCES	% BUDGET USED	AVAILABLE BUDGET	
	EXPENDITURES									
112-559-011-00	TDC-EXECUTIVE SALARIES	27,378.00	0.00	27,378.00	2,018.80	5,883.30	0.00	21%	21,494.70	
112-559-021-00	TDC-FICA	1,698.00	0.00	1,698.00	113.12	333.76	0.00	20%	1,364.24	
112-559-021-01	TDC-MEDICARE	397.00	0.00	397.00	26.46	78.08	0.00	20%	318.92	
112-559-022-00	TDC-RETIREMENT	3,779.00	0.00	3,779.00	283.24	825.43	0.00	22%	2,953.57	
112-559-023-00	TDC-LIFE & HEALTH INSURANCE	4,843.00	0.00	4,843.00	790.35	1,580.70	0.00	33%	3,262.30	
	TOTAL PERSONAL SERVICES	38,095.00	0.00	38,095.00	3,231.97	8,701.27	0.00	23%	29,393.73	
112-559-031-00	TDC-PROFESSIONAL SERVICES	10,000.00	0.00	10,000.00	0.00	0.00	0.00	0%	10,000.00	
112-559-034-01	TDC-VISITOR INFORMATION SERVIC	15,000.00	0.00	15,000.00	0.00	0.00	0.00	0%	15,000.00	
112-559-040-00	TDC-TRAVEL & PER DIEM	4,000.00	0.00	4,000.00	0.00	90.00	0.00	2%	3,910.00	
112-559-047-00	TDC-PRINTING & BINDING	1,000.00	0.00	1,000.00	0.00	0.00	0.00	0%	1,000.00	
112-559-048-00	TDC-PROMOTIONS - COUNTY	5,000.00	0.00	5,000.00	124.93	124.93	0.00	2%	4,875.07	
112-559-048-01	TDC-PROMOTIONS - COMMUNITY PAR	5,000.00	0.00	5,000.00	0.00	0.00	0.00	0%	5,000.00	
112-559-051-00	TDC-OFFICE SUPPLIES	2,500.00	0.00	2,500.00	0.00	0.00	0.00	0%	2,500.00	
112-559-052-00	TDC-OPERATING SUPPLIES	3,500.00	0.00	3,500.00	0.00	0.00	0.00	0%	3,500.00	
112-559-054-00	TDC-BOOKS, DUES, & SUBSCRIPTIO	2,000.00	0.00	2,000.00	0.00	0.00	0.00	0%	2,000.00	
112-559-055-00	TDC-Training	2,000.00	0.00	2,000.00	0.00	0.00	0.00	0%	2,000.00	
	TOTAL OPERATING EXPENSES	50,000.00	0.00	50,000.00	124.93	214.93	0.00	0%	49,785.07	
112-599-000-00	TOURIST DEVELOPMENT CONTINGENC	319,405.00	0.00	319,405.00	0.00	0.00	0.00	0%	319,405.00	
	TOTAL CONTINGENCIES	319,405.00	0.00	319,405.00	0.00	0.00	0.00	0%	319,405.00	
	TOTAL EXPENDITURES	407,500.00	0.00	407,500.00	3,356.90	8,916.20	0.00	2%	398,583.80	

FUND 112 - TOURIST DEVELOPMENT TAX REVENUES

ACCOUNT#	CLASSIFICATION	ACTUAL FY 21-22	ACTUAL FY 22-23	ACTUAL FY 23-24	BUDGET FY 24-25	FINAL FY 25-26
112-312-100-00	Tourist Development Tax	70,938	61,595	57,134	75,000	85,000
GENERAL GOVERNMENT TAXES		70,938	61,595	57,134	75,000	85,000
112-361-100-0	Tourist Development Tax Interest	507	6,253	11,448	5,000	11,500
INTEREST		507	6,253	11,448	5,000	11,500
SUBTOTAL REVENUES		71,445	67,848	68,582	80,000	96,500
112-399-000-01	Cash Forward				381,486	391,000
CASH FORWARD		-	-	-	381,486	391,000
TOTAL REVENUES		71,445	67,848	68,582	461,486	487,500

EXPLANATION OF REVENUES

312-100-00	Tourist Development Tax	Referendum held on Nov. 8, 2016 to establish a Tourist Development Council
361-100-0	Tourist Development Tax Interest	Interest earned on Tourist Development accounts

FUND 112 - TOURIST DEVELOPMENT TAX - EXPENDITURES

ACCOUNT#	CLASSIFICATION	ACTUAL FY 21-22	ACTUAL FY 22-23	ACTUAL FY 23-24	BUDGET FY 24-25	FINAL FY 25-26
112-559-011-00	Executive Salaries	-	-	18,065	10,000	27,378
112-559-012-00	Regular Salaries	-	-	0	20,000	
112-559-014-00	Overtime			56		
112-559-021-00	FICA	-	-	1,102	1,875	1,698
112-559-021-01	Medicare	-	-	258	435	397
112-559-022-00	Retirement	-	-	2,770	3,900	3,779
112-559-023-00	Life/Health Insurance	-	-	320	4,340	4,843
PERSONNEL SERVICES		-	-	22,570	40,550	38,095
112-559-031-00	Professional Services	2,767	4,500	2,441	4,000	10,000
112-559-034-00	Contractual Services	-	-	0	-	0
112-559-034-01	Visitor Information Services	-	-	0	15,000	15,000
	Travel & Per Diem					
112-559-040-00		-	2,204	(65)	2,000	4,000
112-559-047-00	Printing & Binding	-	43	43	500	1,000
112-559-048-00	Promotions (County)	-	5,163	4,349	5,000	5,000
112-559-048-01	Promotions (County Partners)	-	-	0	5,000	5,000
112-559-049-00	Other Current Charges					
112-559-051-00	Office Supplies	-	-	241	1,950	2,500
112-559-052-00	Operating Supplies	-	57	3,032	3,500	3,500
112-559-054-00	Books, Dues and Subscriptions	-	-	1,502	1,500	2,000
559-000-00	Distribution to Council	-	-	0		
112-559-055-00	Training				1,000	2,000
OPERATING		2,767	11,966	11,543	39,450	50,000
112-559-068-00	Intangible Assets			5,000		
112-559-063-00	Infrastructure					80,000
CAPITAL				5,000		80,000

SUBTOTAL EXPENDITURES		2,767	11,966	39,114	80,000	168,095
112-599-000-00	Contingency				381,486	319,405
CONTINGENCIES		-	-	0	381,486	319,405
TOTAL EXPENSE OR BUDGET		2,767	11,966	39,114	461,486	487,500
BALANCED BUDGET					-	-
FTE		-	-	0.20	0.80	0.35

EXPLANATION OF EXPENDITURES

599-011-00	Executive	Executive salary plans include a fixed yearly salary
599-012-00	Regular	N/A
559-021-00	FICA	6.20% of gross salary
559-021-01	Medicare	1.45% of gross salary
599-022-00	Retirement	Regular retirement is calculated at 14.21% of gross salary
599-023-00	Life/Health Insurance	Premiums and benefits paid for employee life and health insurance
559-031-00	Professional Services	Legal, medical, engineering, architectural, appraisal, technological, and other professional services.
599-034-00	Contractual Services	
599-034-01	Visitor Information Services	Provide Visitor Information
	Travel & Per Diem	
559-040-00		Rural County Days, Destination Marketing Summit and various related events
599-047-00	Printing & Binding	Covers the cost of printing and binding purchased from external vendors.
599-048-00	Promotions (County)	Includes any type of promotional advertising materials
559-048-01	Promotions (County Partners)	Promotional expenses in conjunction with an event to increase the awareness of Hardee County
599-051-00	Office Supplies	General office supplies
599-052-00	Operating Supplies	Includes various supplies consumed in daily operations, such as materials, software, clothing, and other necessary items.
599-054-00	Books, Dues and Subscriptions	Covers subscriptions, memberships, professional data costs, and books.
599-055-00	Training	Includes expenses related to training programs and educational activities designed to enhance skills and knowledge.
599-063-00	Infrastructure	Gateway Signs \$80,000



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TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Item

AGENDA SECTION: BUSINESS AGENDA

SUBJECT: Disc Golf at Hardee Lakes

SUGGESTED ACTION:



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TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: January 13, 2026

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Reminders

AGENDA SECTION: BUSINESS AGENDA

SUBJECT: Next TDC Board Meeting May 12, 2026

SUGGESTED ACTION: