

An aerial photograph of a residential area in Wesley Chapel, Florida. The scene shows a mix of green lawns, paved roads, and modern houses. A prominent feature is a large hot air balloon with red, white, and blue vertical stripes, floating in the sky. In the background, there are rolling green hills and a small town. The image is framed by a blue and green border with white cloud-like cutouts at the top.

**DESTINATIONS FLORIDA**

# 2021 Annual Meeting October 13-15, 2021

**Hilton Garden Inn  
Tampa-Wesley Chapel  
Wesley Chapel, Florida**

**DESTINATIONS  
FLORIDA**

# Annual Meeting

## Wednesday, October 13, 2021

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2:00 PM – 5:00 PM Board of Directors Meeting

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4:00 PM – 6:00 PM Registration Desk Open

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5:30 PM – 6:30 PM Welcome Reception

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## Thursday, October 14, 2021

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8:00 AM Registration Desk Open

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8:00 AM – 9:00 AM Networking Breakfast

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9:00 AM – 10:00 AM Florida Destination Marketing Industry State-of-the-State Report

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10:30 AM – 11:30 AM Fresh Lessons on Successful Leadership at Florida DMOs

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11:30 AM – 1:00 PM Networking Luncheon **Connect**

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1:00 PM – 2:00 PM Lessons Learned: Building Long-Term Community Involvement in Promoting Tourism

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2:30 PM – 3:30 PM Three-Year Strategic Plan for the Future of Florida DMOs

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3:45 PM – 4:30 PM New Research Study: How Counties Invest TDT throughout Florida

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6:00 PM – 9:00 PM Miles Evening Event at Florida Avenue Brewing

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## Friday, October 15, 2021

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8:00 AM – 9:00 AM Networking Breakfast

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9:00 AM – 12:00 Noon Destinations Florida Annual Business Meeting  
2022 Legislative Session Outlook  
Brand USA Update from Chris Thompson

# This Program Was Made Possible By the Generous Support of Our Partners:

## DIAMOND PARTNERS



## PLATINUM PARTNERS



EPSILON®



MEDIAONE



## GOLD PARTNERS



# Educational Programming

**THURSDAY, OCTOBER 14, 2021**

## Florida Destination Marketing Industry State of the State Report

Hear from your peers throughout the Florida DMO industry about what's happening within their community, what's working and what they have planned next.



## Fresh Lessons on Successful Leadership at Florida DMOs

*Peter Cranis, Florida's Space Coast Office of Tourism*

*Gui Cunha, Orlando North, Seminole County Tourism*

*Stacey Mitchell, Florida Keys & Key West*

*Darien Schaefer, Visit Pensacola*

While each panelist has extensive experience with DMOs, they each began their current position within the last two years. The honeymoon period is long-gone, they've had to manage expectations, get stakeholder buy-in and focus community support on a fresh vision for attracting visitors. This will be a frank, insider's-only discussion of what it takes to succeed in the local political climate so your DMO can do the important work of attracting visitors to your community.



## Lessons Learned: Building Long Term Community Involvement in Promoting Tourism

*Virginia Haley, Visit Sarasota County*

*Bill Talbert, Greater Miami Convention & Visitors Bureau*

*Jack Wert, Naples, Marco Island, Everglades CVB*

While all Floridians enjoy the sales taxes visitors pay, many would rather not have to navigate the additional traffic, experience longer wait times at their favorite restaurants or listen to additional noise within their neighborhoods. As tourism marketers we must get our tourism industry, elected leaders and community to embrace visitors as an asset and blessing. This panel of Florida DMO veterans will reveal the challenges they've faced within their community and the ongoing systems they employ to build support for tourism marketing.



## Three-Year Strategic Plan for the Future of Florida DMOs

*Bill Geist, DMOproz*

As you prepare for the future of your individual organization, we also need to think about our future collectively and as an Association.

Destinations Florida engaged consultant Bill Geist of DMOproz to lead our strategic planning process. In this session Bill will share the findings of the focus groups with DMO members, Partners and your board of directors and present a three-year strategic plan to lead us into the future.



## Miles Evening Event at Florida Avenue Brewing 2029 Arrowgrass Drive Wesley Chapel, FL 33544



**FRIDAY, OCTOBER 15, 2021**

## 2022 Legislative Session Outlook with Mat Forrest

Get an insider's look into the key races throughout Florida that will impact the Florida Legislature, what they mean for the tourism industry and what they could mean to your community.



## New Research Study: How Counties Invest TDT Throughout Florida

*Phillip Downs and Joseph St. Germain,  
Downs & St. Germain Research*

The success of our advocacy efforts within the Florida Legislature depend on a firm understanding of how counties invest Tourist Development Taxes. To gain this understanding, Destinations Florida commissioned Downs & St. Germain Research to contact all counties in Florida that levy Tourist Development Taxes. The study results will be critical in documenting the public good that emanates from DMOs' use of TDT. You will be able to compare how your destination's figures compare to other destinations your size and to all destinations in Florida.

## Brand USA Update from Chris Thompson

*Chris Thompson, Brand USA*

Chris Thompson, President and CEO of Brand USA, will share with you his insights on the future of travel promotion to the United States.



# Meeting Location



## Hilton Garden Inn Tampa-Wesley Chapel

26640 Silver Maple Pkwy, Wesley Chapel, FL 33544  
(813) 591-6900

The Hilton Garden Inn Tampa-Wesley Chapel is offering special rates for Destinations Florida meeting participants at \$119 per night. You may call the hotel directly at (813) 591-6900 and reference the group name Destinations Florida 2021 Annual Meeting. Reservations must be made by **Tuesday, September 21, 2021**. Be sure to make your reservation now to avoid the inconvenience of staying off-site at an alternate hotel.

# 2021 Destinations Florida Annual Meeting Registration Form – October 13-15, 2021

Use one form for up to four registrants from the same company. Use copies of this form to register more people. *Do Not Miss Out!*

Registration Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone:(\_\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Please circle the correct amount for each registrant and write name on the line provided.

	DMO MEMBER Registration	After <b>October 6</b> add	Total Amount
#1 _____	\$245	\$100	_____
#2 _____	\$195	\$100	_____
#3 _____	\$195	\$100	_____
#4 _____	\$195	\$100	_____
		Grand Total:	_____

Method of Payment:  Check (payable to **Destinations Florida**)  Visa  MasterCard  AmEx

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation Policy:** A refund of your registration fee will be made minus a \$25 processing fee, if cancellation is received in writing seven days prior to the date of the event. Alternates are encouraged to attend for any pre-registrant who is unable to attend.

*For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days notice is required.*

## Four Easy Ways to Register

**Online:**  
**DestinationsFlorida.org**  
(with Visa/MC/Amex)

**Mail:**  
Destinations Florida  
1400 Village Sq. Blvd.,  
Suite 3-250  
Tallahassee, FL 32312

**Phone:**  
850/222-6000  
(with Visa/MC/Amex)

**Email:**  
Suzanne@DestinationsFlorida.org



1400 Village Sq. Blvd.  
Suite 3-250  
Tallahassee, FL 32312



**DESTINATIONS FLORIDA**

# **2021 Annual Meeting October 13-15, 2021**

**Hilton Garden Inn  
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Wesley Chapel, Florida**