



DESTINATIONS  
**FLORIDA**



**2022  
ANNUAL MEETING**

**NOVEMBER 15-17, 2022**

AC Hotel by Marriott  
Tallahassee, Florida

**OFFICIAL PROGRAM**



# Annual Meeting

## Tuesday, November 15, 2022

4:30 p.m. – 6:30 p.m. Registration Desk Open

5:00 p.m. – 6:30 p.m. Welcome Reception

6:30 p.m. Dinner on Own



## Wednesday, November 16, 2022

8:00 a.m. Registration Desk Open

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 10:15 a.m. Florida Destination Marketing Industry State of the State Report

10:30 a.m. – 11:30 a.m. Fresh Lessons on Successful Leadership at Florida DMOs

11:30 a.m. – 1:00 p.m. Networking Luncheon **Connect**

1:00 p.m. – 2:00 p.m. Building Long-Term Community Involvement in Promoting Tourism

2:00 p.m. – 2:45 p.m. Creating Community Engagement Boards

3:00 p.m. – 3:30 p.m. PR Program Update: County Legislative Delegation Meetings

3:30 p.m. – 4:00 p.m. Hot Topics in TDT! Covering the Basics and Emerging Issues

4:00 p.m. – 4:30 p.m. Record TDT Collections: How Counties Invest TDT Throughout Florida

5:30 p.m. – 9:00 p.m. Miles Evening Event at Tallahassee Museum



## Thursday, November 17, 2022

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 12:00 Noon Destinations Florida Annual Business Meeting  
2023 Legislative Session Outlook

The support from the following partners makes our meetings possible:

### Founding Partner



### Diamond Partners



### Platinum Partners



### Gold Partners



# Program Details

WEDNESDAY, NOVEMBER 16, 2022

## 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

*Gui Cunha, Orlando North, Seminole County Tourism*

*Sean Doherty, Punta Gorda/Englewood Beach Visitor & Convention Bureau*

*Jessica Hurov, Visit Gainesville, Alachua County*

While each of our panelists has extensive experience with DMOs, they each began their current position within the last few 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

*Jennifer Adams, Destin-Fort Walton Beach, Florida*

*Richard Goldman, St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau*

*Steve Hayes, Visit St. Pete/Clearwater*

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 a 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.



### Creating Community Engagement Boards

*JoLynn Lokey, Visit Tampa Bay*

JoLynn will share how Visit Tampa Bay engaged their community through community boards, including the benefits and challenges they faced, and how you can implement community boards to engage your community.



### PR Program Update: County Legislative Delegation Meetings

*Jennifer Fennell, CoreMessage*

CoreMessage will share a communications plan that places a special emphasis on engaging with statewide elected officials at local delegation meetings, includes a campaign specifically targeting freshly elected members that are new to the Florida Legislature, and outlines tactics that will enable us to communicate key messages throughout committee meetings and legislative session.



### Hot Topics in TDT! Covering the Basics and Emerging Issues

*Steven M. Hogan, Ausley McMullen*

Join attorney Steven M. Hogan for a discussion of common questions and emerging issues related to Florida's Tourist Development Tax. Discover the top questions and issues coming in from destinations throughout Florida, which could be bubbling up within your own community.



Steven M. Hogan is a shareholder with the Ausley McMullen law firm in Tallahassee. Destinations Florida has retained Mr. Hogan to consult with our members on the Tourist Development Tax and related legal issues. You can contact Mr. Hogan at [shogan@ausley.com](mailto:shogan@ausley.com).

### Record TDT Collections: How Counties Invest TDT Throughout Florida

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

The success of our advocacy efforts within the Florida Legislature depends 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 of your size and to all destinations in Florida.



### Miles Evening Event at Tallahassee Museum

*3945 Museum Road  
Tallahassee, FL 32310*

Miles Partnership has planned another unique and unforgettable experience that you do not want to miss! With 52 acres of natural wonders, historic buildings, high-flying adventures and animal exhibits, Tallahassee Museum is no typical museum. Stroll the museum's elevated boardwalks and experience amazing living displays of native animals in their natural settings. Discover the rare Florida panther and red wolf, playful river otter, shy white-tailed deer, sleepy bears, tree climbing grey foxes, gobbling wild turkeys, and other native species. Then we will enjoy live music as we dine under the stars. Transportation to and from the AC Marriott hotel will be provided.



THURSDAY, NOVEMBER 17, 2022

### 2023 Legislative Session Outlook

*Mat Forrest, Ballard Partners*

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.



# 2022 Destinations Florida Annual Meeting Registration Form – November 15-17, 2022

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 Nov. 9th 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**

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

**Email:**  
Suzanne@  
DestinationsFlorida.org

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