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For Immediate Release

### **Hernando County Tourism Receives Tourism Grant from VISIT FLORIDA**

Brooksville, FL - VISIT FLORIDA, the state's official source for travel planning, has awarded a Advertising Grant to Hernando County Tourism Bureau for the 2009-2010 Fiscal Year, which began July 1, 2009.

"The purpose of these grants is to help non-profit entities and local governments stretch their tourism marketing dollars in an effort to expand cultural, heritage, rural and nature tourism activities in Florida," said Chris Thompson, President & CEO for VISIT FLORIDA.

"We were pleased that VISIT FLORIDA and the Florida Commission on Tourism selected us from among a large number of grant applicants, during their most competitive grant cycle to date," said Susan Rupe, Tourism Coordinator. "These funds will be used for a billboard marketing program and will help us better position and market Hernando County as a desirable destination."

VISIT FLORIDA, a private/public partnership, is the Florida Commission on Tourism's day-to-day operating corporation.

Established in 1991, The Hernando County Tourist Development Council made up of eight members assists in the development of tourism promotions and serves in advisory capacity to the Board of County Commissioners on tourism issues. A designated county commissioner and a municipal elected official serve as members of the council along with owner/operators of accommodations who collect the bed tax, and representatives who are involved/interested in tourism but do not collect the tax. The Tourist Development Council meets monthly and the meetings are open to the public.

Money to fund the Council, The Tourism Bureau and its efforts comes from a three percent (3%) local option tax that is placed on resort, hotel, motel, condominium, RV Park, Campground and any accommodation under 6 months in the county with proceeds dedicated for tourist development promotion as required by Florida Statute.

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