



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, October 14, 2025

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes for August 19, 2025

[25-1336](#)

Attachments: [TDC August 19, 2025 Meeting Minutes](#)

REGULAR BUSINESS

Bed Tax Revenue Update

[25-1337](#)

Attachments: [TD Revenues-Master10-14-25](#)

Advertising and Marketing Review

[25-1338](#)

Attachments: [FL ACCOMODATIONS PHOTO LISTING FORM_updated](#)
[FL ATTRACTIONS PHOTO LISTING FORM_updated](#)
[Desoto_DBD_144 Copy](#)
[Oak Tree Hotel interior](#)
[FB Boosted post 1](#)
[FB Boosted post 2 again](#)
[DeSoto Peace River Brochure + Map 2025_Draft.pdf_v2](#)

Burt Reynolds Memorabilia - Gene Kennedy Presentation

[25-1339](#)

“A Land Remembered” Television Show

[25-1340](#)

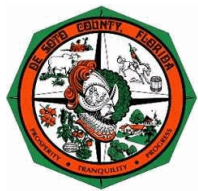
PUBLIC COMMENTS

COMMITTEE COMMENTS

STAFF COMMENTS

ADJOURN

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.



DeSoto County

10/14/2025

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- ☐ Consent Agenda ☐ Quasi-Judicial Public Hearing
☒ Regular Business 1:30 pm
☐ Public Hearing Minutes

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Trent Anthney

TITLE & DESCRIPTION:
Minutes for August 19, 2025

REQUESTED MOTION:
Approval

SUMMARY:
A review of the minutes from the TDC August 19, 2025 meeting.

BACKGROUND:
The Tourism Development Council held a meeting on August 19, 2025. This is a review of the minutes of that meeting.

FUNDS:
Budget Amount: Click or tap here to enter text.
Actual Agenda Item: Click or tap here to enter text.
Cost: Click or tap here to enter text.
Account Number: Click or tap here to enter text.
Explanation: Click or tap here to enter text.



DeSoto County

Tourism Development Council

Meeting Minutes - Draft

Tuesday, August 19, 2025

1:30 PM

CALL TO ORDER

Chair Anthney called the meeting to order at 1:31 p.m.

Present: Jerod Gross, Judy Wertz-Strickland, Trent Anthney, Pam Ames and Summer Lempenau

Absent: Sanjay Patel, Zac Varner and Meagan Joseph

MINUTES APPROVAL

Minutes for June 10, 2025

TDC members reviewed the minutes from the June 10, 2025 meeting. Mr. Gross made a motion to approve the minutes, Ms. Wertz-Strickland seconded. All approved.

REGULAR BUSINESS

Bed Tax Revenue Update

Ms. Guffey provided an update on bed tax revenue for May 2025, which were down by 32% compared to the previous year.

The group acknowledged the concerning drop in local bed tax revenue, which has not been mirrored in surrounding counties. Charlotte County experienced a slight dip due to hurricane repairs, but Collier County saw a 2% increase in April and 1% in May, while Lee County had a 2% decrease in April but a 7% increase in May.

TDC members agreed that ongoing road construction is a major factor deterring visitors. Construction has made navigation difficult, leading to negative reviews and reduced business for local establishments.

The construction is expected to continue for approximately two and a half more years, with the project originally planned for three years but extended by one year.

Businesses, including restaurants and shops, are struggling due to limited access and ongoing disruptions. The city has been unable to secure adequate signage to direct visitors, and requests to the Department of Transportation (DOT) have not been successful.

The FDOT project is a significant overhaul of Arcadia's downtown infrastructure, including new sidewalks, drainage, lighting, traffic lights, and signage.

The project's cost has increased from an initial estimate of \$1 million to over \$10 million, but the state is covering the expense, not local taxpayers.

Discussion of tourism advertising options, Visit Florida Guide

Ms. Guffey asked TDC members for suggestions on advertising DeSoto tourism. The group discussed the available budget, with \$30,000 remaining until the end of September for the current fiscal year.

There was consensus not to spend the entire amount, but to allocate a significant portion.

After considering various suggestions, a motion was approved to allocate up to \$10,000 for advertising.

The amount is set as a maximum, with flexibility to adjust based on results.

The effectiveness of the spend will be reviewed in a few months, with the next meeting scheduled for October.

The focus is on attracting visitors from outside the local area, particularly those three to four hours away or further. Examples include targeting day trippers, overnight visitors, tour groups, and antique enthusiasts.

The impact of the \$10,000 advertising allocation will not be clear until after the next meeting in October.

The group discussed potential advertising in the Visit Florida Vacation guide.

The Florida Visitor Guide is widely distributed, with tens of thousands shipped annually and available both in print and digital formats.

The guide is visually appealing and reaches a broad audience, mainly east of the Mississippi.

Digital versions provide links to listings, boosting SEO and increasing online traffic.

Advertising options and pricing:

Featured photo listing costs \$1,500 annually and provides a small highlighted section. A third-page ad is priced at \$7,000; a full-page ad costs \$17,000; a two-page spread is \$30,000.

The marketing budget is approximately \$80,000, making larger ads (full-page or two-page) less feasible.

Visit Florida's website receives 29 million sessions, and the guide generates 211,000 reader response leads.

Members agreed that staff should pursue boosting social media posts and the Visit Florida Featured Photo advertisement.

Mr. Gross made a motion that staff pursue spending advertising at a maximum of \$10,000 for now, as well as pursuing the Visit Florida Featured Photo Advertisement.

Ms. Wertz-Strickland seconded. All approved.

Discussion of Tourism Department funding additional downtown signage

Ms. Ames stated that additional signage would be complicated because construction workers tend to remove signage that is not theirs.

Road construction has significantly impacted downtown businesses, contributing to several closures, including Honey Bells and a local pool hall.

Community awareness of existing downtown businesses remains a challenge, as some residents are unaware of available offerings.

Ms. Guffey stated that Tourism staff is actively implementing a social media plan to

help bring awareness to downtown businesses.

Emphasis was placed on selecting hashtags with varying traffic volumes to maximize visibility. Recommended usage is two to three hashtags per post, with three to five posts suggested. Data tracking is a priority, with the intention to provide more insights in the future.

A marketing boot camp, co-hosted with the Small Business Development Center, Economic Development, and DeSoto Chamber of Commerce, is scheduled for the 20th and 21st from 11:30 to 1:30. The goal is to help business owners improve their marketing efforts.

Ms. Wertz-Strickland stated that the city is planning a Christmas give-back event, tentatively set for December 5th to coincide with the wine walk.

Plans include two 40-foot and two 20-foot Christmas trees, new and repurposed decorations, extensive park lighting, and free food booths.

A giveaway bag with a cookie and Christmas item is planned for attendees.

All city activities that night will be free to the public. Final date confirmation is pending a city vote, and a flyer will be distributed once approved.

Chair Anthney suggested pursuing more Google and social media advertisements with a budget of \$100 a month targeting birding, fossil hunting and other river-related activities.

Mr. Gross made a motion to approve the \$100 a month for advertising, Ms Wertz-Strickland seconded. All approved.

Holiday Inn Express GM Shannon Alves

Ms. Alves could not be reached so this item was tabled.

Arcadia Main Street Update

Ms. Ames provided an update on the Arcadia Main Street program and downtown projects.

Main Street celebrated its 40th anniversary, with consistent progress over the past 12 years. A \$25,000 grant from AARP was received to conduct a walk audit of the 18-block downtown area.

The audit aims to improve wayfinding and accessibility, with the grant funding these enhancements. FDOT involvement was sought to foster collaboration and mutual understanding, but no partnership has materialized yet.

A new mural project is underway on Magnolia Street, featuring local themes and historic buildings.

Contracts have been signed with the building owner and artist, and the mural will be located on a historic building at Orange and Magnolia.

The mural will be part of an unofficial "greetings from" mural tour, aiming to attract visitors and provide photo opportunities.

New veteran-themed banners have been installed downtown, with plans for a veteran celebration.

A vintage market will launch in June 2024, running from October to May, based on recommendations from a state marketing evaluation.

Additional events include:

Veteran celebration on November 8 (Second Saturday)

Merry Market on December 13 (Second Saturday)

Wine Walk with a new format: wine will be served in booths on the street due to liability concerns over store insurance.

Distributors will serve and sell wine and craft beer at the event.

The event format is inspired by similar events in Sebring.

Ms. Ames added that several new businesses are opening, including a men's collectibles store, a photographer, a dog groomer, and a potential restaurant.

The men's store will focus on collectibles such as baseball cards and fishing poles, providing a space for men while others shop downtown.

Despite closures, there is optimism about new additions and ongoing revitalization efforts.

PUBLIC COMMENTS

n/a

COMMITTEE COMMENTS

Ms. Lempenau discussed a custom mobile app that Peace River Campground is looking into called App My Community. The app is suitable for campgrounds, RV resorts, chambers of commerce, and communities, allowing organizers to communicate directly with customers and community members.

STAFF COMMENTS

Ms. Guffey mentioned that the annual "DeSoto's Got Talent" event is scheduled for September 9th, featuring a new competition among first responders. The event is part of efforts to create more family-friendly weekday activities.

Mr. Sutphin stated that new businesses have opened over the summer, including Pletcher's on Monroe, a tea shop, and a barbershop. Ongoing efforts are being made to connect with local high school project managers and other community stakeholders. Local businesses like Joshua Citrus are promoting new products, such as quarts and pints of ice cream.

Ms. Guffey discussed the DeSoto Tourism staff's attendance at the upcoming Florida Governor's Conference on tourism. A tourism award ("Flagler") has been won, though the level was not known.

ADJOURN

Chair Anthney called for a motion to adjourn the meeting. Ms. Lempenau made a motion to adjourn the meeting at 2:56 p.m., Ms. Ames seconded. All approved.

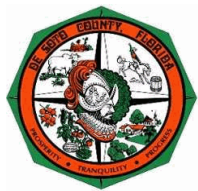
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☐ Public Hearing Other

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:

Bed Tax Revenue Update

REQUESTED MOTION:

n/a

SUMMARY:

Bed Tax Revenue results are in for June and July 2025. Ms. Guffey will provide an update on those results.

BACKGROUND:

Bed Tax Revenue results showed a decline in both June (-8%) and July (-6%) in comparison to the same months of 2024.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

Tourist Development	2024/25	FY2023/24	Variance	Percent
				Change
October	14,067.23	\$11,564.18	2,503	22%
November	13,936.87	\$10,389.56	3,547	34%
December	18,628.09	\$17,374.53	1,254	7%
January	32,939.72	\$19,025.05	13,915	73%
February	24,552.69	\$24,274.64	278	1%
March	16,309.63	\$21,016.52	-4,707	-22%
April	12,759.86	\$13,594.49	-835	-6%
May	9153.14	\$13,393.31	-4,240	-32%
June	8,688.14	\$9,394.35	-706	-8%
July	9,054.79	\$9,632.87	-578	-6%
August		\$11,494.02	-11,494	
September		\$9,769.28	-9,769	
Total Revenues	160,090.16	\$170,922.80	#REF!	#REF!
FY 22/23				
FY 21/22				
FY 20/21				
FY 19/20				
FY 18/19				

Tourist Development	FY2023/24	FY 2022/2023	Variance	Percent		
				Change		
October	\$11,564.18	\$14,704.23	-\$3,140.05	-21%		
November	\$10,389.56	\$14,541.06	-\$4,151.50	-29%		
December	\$17,374.53	\$14,862.79	\$2,511.74	17%		
January	\$19,025.05	\$17,126.53	\$1,898.52	11%		
February	\$24,274.64	\$18,448.25	\$5,826.39	32%		
March	\$21,016.52	\$20,772.18	\$244.34	1%	100455.04	
April	\$13,594.49	\$12,317.05	\$1,277.44	10%		
May	\$13,393.31	\$10,677.83	\$2,715.48	25%		
June	\$9,394.35	\$11,252.40	-\$1,858.05	-17%		
July	\$9,632.87	\$10,181.53	-\$548.66	-5%		
August	\$11,494.02	\$9,923.62	\$1,570.40	16%		
September	\$9,769.28	\$9,724.28	\$45.00	0%		
Total Revenues	\$170,922.80	\$164,531.75	\$6,391.05	4%	3189.44	3.2% over first 6 months of 2023
FY 22/23		\$164,531.85				
FY 21/22		\$121,020.86				
FY 20/21		\$84,008.75				
FY 19/20		\$69,444.29				
FY 18/19		\$73,370.06				

	2024	2023	Variance	Percent Change
January	\$19,025.05	\$17,126.53	\$1,898.52	11%
February	\$24,274.64	\$18,448.25	\$5,826.39	32%
March	\$21,016.52	\$20,772.18	\$244.34	1%
April	\$13,594.49	\$12,317.05	\$1,277.44	10%
May	\$13,393.31	\$10,677.83	\$2,715.48	25%
June	\$9,394.35	\$11,252.40	-\$1,858.05	-17%
July	\$9,632.87	\$10,181.53	-\$548.66	-5%
August	\$11,494.02	\$9,923.62	\$1,570.40	16%
September	\$9,769.28	\$9,724.28	\$45.00	0%
October	\$14,067.23	\$11,564.18	\$2,503.05	22%
November	\$13,936.87	\$10,389.56	\$3,547.31	34%
December	\$18,628.09	\$17,374.53	\$1,253.56	7%

TOTAL	\$178,226.72	\$159,751.94	\$18,474.78	12%
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Tourist Development	FY 2022/2023	FY2021/2022	Variance	Percent Change
October	\$14,704.23	\$7,547.52	7,157	95%
November	\$14,541.06	\$7,268.56	7,273	100%
December	\$14,862.79	\$6,783.15	8,080	119%
January	\$17,126.53	\$12,978.28	4,148	32%
February	\$18,448.25	\$16,206.14	2,242	14%
March	\$20,772.18	\$18,302.81	2,469	13%
April	\$12,317.05	\$12,431.57	-115	-1%
May	\$10,677.83	\$9,264.13	1,414	15%
June	\$11,252.40	\$7,390.07	3,862	52%
July	\$10,181.53	\$7,140.71	3,041	43%
August	\$9,923.62	\$7,201.38	2,722	38%
September	\$9,724.28	\$8,506.54	1,218	14%
			0	
Total Revenues	\$ 164,531.75	\$121,020.86	43,511	36%
FY 21/22	\$121,020.86			
FY 20/21	\$84,008.75			
FY 19/20	\$69,444.29			
FY 18/19	\$73,370.06			

Tourist Development	FY2021/2022	FY2020/2021	Variance	Percent Change
October	\$7,547.52	\$4,894.56	2,653	54%
November	\$7,268.56	\$5,702.56	1,566	27%
December	\$6,783.15	\$5,658.45	1,125	20%
January	\$12,978.28	\$6,851.47	6,127	89%
February	\$16,206.14	\$7,414.57	8,792	119%
March	\$18,302.81	\$12,070.44	6,232	52%
April	\$12,431.57	\$9,216.63	3,215	35%
May	\$9,264.13	\$7,013.52	2,251	32%
June	\$7,390.07	\$6,934.00	456	7%
July	\$7,140.71	\$7,570.46	-430	-6%
August	\$7,201.38	\$5,347.94	1,853	35%
September	\$8,506.54	\$5,334.15	3,172	59%
Total Revenues	\$121,020.86	\$84,008.75	37,012	44%
FY 20/21		\$84,008.75		
FY 19/20		\$69,444.29		
FY 18/19		\$73,370.06		

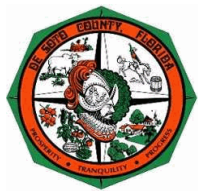
Tourist Development	FY2020/2021 - TY	FY2019/2020 - LY	Variance	Percent Change
October	\$4,894.56	\$5,304.50	-410	-8%
November	\$5,702.56	\$5,816.40	-114	-2%
December	\$5,658.45	\$5,449.71	209	4%
January	\$6,851.47	\$6,896.16	-45	-1%
February	\$7,414.57	\$11,361.17	-3,947	-35%
March	\$12,070.44	\$8,317.48	3,753	45%
April	\$9,216.63	\$2,767.05	6,450	233%
May	\$7,013.52	\$4,278.51	2,735	64%
June	\$6,934.00	\$4,863.18	2,071	43%
July	\$7,570.46	\$5,321.13	2,249	42%
August	\$5,347.94	\$4,848.00	500	10%
September	\$5,334.15	\$4,221.00	1,113	26%
Total Revenues	\$84,008.75	\$69,444.29	12,951	21%
FY 2018/2019	\$73,370.06			

Tourist Development	FY2019/2020 - TY	FY2018/2019 - LY	Variance	Percent
				Change
October, 2019	\$5,304.50	\$4,997.33	307	6%
November	\$5,816.40	\$5,045.43	771	15%
December	\$5,449.71	\$5,343.10	107	2%
January	\$6,896.16	\$6,365.56	531	8%
February	\$11,361.17	\$8,324.97	3,036	36%
March	\$8,317.48	\$12,164.03	-3,847	-32%
April	\$2,767.05	\$7,477.32	-4,710	-63%
May	\$4,278.51	\$5,781.72	-1,503	-26%
June	\$4,863.18	\$4,320.13	543	13%
July	\$5,321.13	\$4,094.47	1,227	30%
August	\$4,848.00	\$3,964.00	884	22%
September,2020	\$4,221.00	\$5,492.00	-1,271	-23%
Total Revenues Oct-Sept	\$69,444.29	\$73,370.06	-3,926	-5%

Tourist Development	FY2018/2019 - LY	FY 2018/2017	Variance	Percent
				Change
October, 2017	\$4,997.33	\$7,705.96	-2,709	#REF!
November	\$5,045.43	\$7,010.40	-1,965	#REF!
December	\$5,343.10	\$5,989.08	-646	#REF!
January	\$6,365.56	\$6,841.85	-476	#REF!
February	\$8,324.97	\$7,219.09	1,106	#REF!
March	\$12,164.03		12,164	#REF!
April	\$7,477.32		7,477	#REF!
May	\$5,781.72		5,782	#REF!
June	\$4,320.13		4,320	#REF!
July	\$4,094.47		4,094	#REF!
August	\$3,964.00		3,964	#REF!
September, 2018	\$5,492.00		5,492	#REF!
			0	
Total Revenues Oct-Sept	\$73,370.06		73,370	#REF!

Tourist Development	FY 2017	FY 2016	Variance	Percent
				Change
October, 2016			#REF!	#REF!
November			#REF!	#REF!
December			#REF!	#REF!
January			#REF!	#REF!
February			#REF!	#REF!
March			#REF!	#REF!
April			#REF!	#REF!
May			#REF!	#REF!
June			#REF!	#REF!
July			#REF!	#REF!
August			#REF!	#REF!
September, 2017			#REF!	#REF!
			#REF!	
Total Revenues Oct-Sept	\$84,979.52	\$84,152.70	827	1%

Tourist Development	FY 2016	Variance	Percent
			Change
October, 2016		#REF!	#REF!
November		#REF!	#REF!
December		#REF!	#REF!
January		#REF!	#REF!
February		#REF!	#REF!
March		#REF!	#REF!
April		#REF!	#REF!
May		#REF!	#REF!
June		#REF!	#REF!
July		#REF!	#REF!
August		#REF!	#REF!
September, 2017		#REF!	#REF!
		#REF!	
Total Revenues Oct-Sept	84, 152.70	#REF!	#REF!



DeSoto County

10/14/2025

-
- ☐ Consent Agenda ☐ Quasi-Judicial Public Hearing
☒ Regular Business 1:30 pm
☐ Public Hearing Other

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:
Advertising and Marketing Review

REQUESTED MOTION:
n/a

SUMMARY:
DeSoto Tourism Staff will provide an update on advertising and marketing efforts.

BACKGROUND:
At the August 19, 2025, TDC meeting, council members made motions encouraging Tourism Staff to initiate advertising through social media, Google Advertisements and Visit Florida Feature Photo. This agenda item is an update on those efforts.

FUNDS:
Budget Amount: Click or tap here to enter text.
Actual Agenda Item: Click or tap here to enter text.
Cost: Click or tap here to enter text.
Account Number: Click or tap here to enter text.
Explanation: Click or tap here to enter text.

2026 VISIT FLORIDA Official Florida Vacation Guide

Featured Photo Listings - Accommodations

YOUR LISTING INCLUDES:

- * Business Name
- * Image (please submit a photo with a minimum size of 2.1" x 2.1" at 300dpi; no text or illustrations)
- * URL
- * 75-character Description (including spaces and punctuation)
- * Applicable Symbols (for Amenities, Location and Accommodation Type as detailed below)



All information provided in the form is subject to change following an editor's review. Changes may be made to the submitted information based on VISIT FLORIDA's style and formatting standards.

Listing Text: Type requested information in the fields below.

Business Name

Description 75 characters max. (including spaces and punctuation; approx 7-9 words)

City

Homepage URL (without www. or https://)

AMENITIES (check all that apply)

Pool

Pet Friendly

Travelers with
Disabilities

LOCATION (select only one)

Airport

Beachfront

Beach Nearby

Downtown

Expressway

Suburban

Waterfront

ACCOMMODATION TYPE (select only one)

Bed & Breakfast

Hotel/Motel

Resort

Vacation Rental
Home

Note: Advertisers must own rights to all images and aspects of the ad submission materials.

Please submit ad materials to:
Nell.Knox@MilesPartnership.com | 601-277-0151

miles
PARTNERSHIP

2026 VISIT FLORIDA Official Florida Vacation Guide

Featured Photo Listings - *Attractions, Visitor Services*

YOUR LISTING INCLUDES:

- * Business Name
- * Image (please submit a photo with a minimum size of 2.1" x 2.1" at 300dpi; no text or illustrations)
- * URL
- * 100-character Description (including spaces and punctuation)
- * Applicable Symbols



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Business Name

Description 100 characters max. (including spaces and punctuation; approx 12-14 words)

City

Homepage URL (without www. or https://)

Symbols (check all that apply)

Beach Wheelchairs Available
in Some Locations

Guide or Info for Travelers
with Disabilities

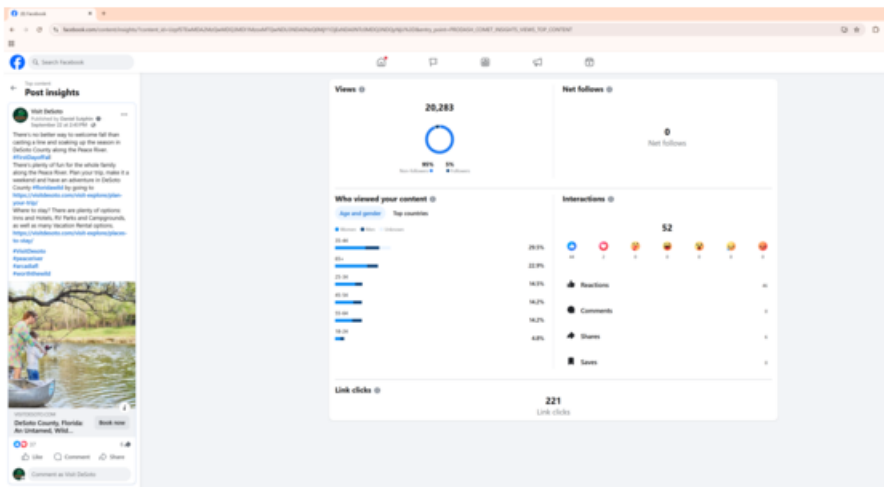
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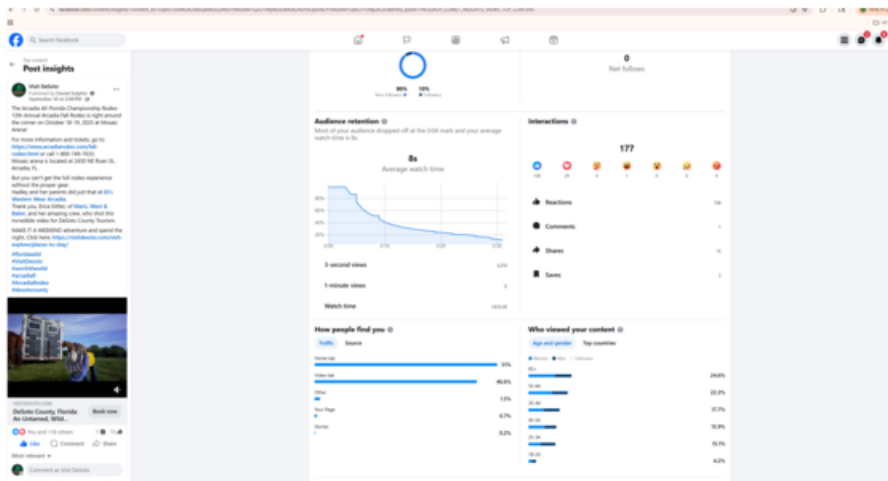
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miles
PARTNERSHIP









TOP 5

Dining Picks in DeSoto County

When you come off the river, you're sure to be hungry! For flavors as bold as the river is wild, try these favorite restaurants:



Nav-A-Gator Bar & Grill – A family friendly, “Old Florida” style restaurant with live music, famous gator bites, and sweeping views of the Peace River. nav-a-gator.com

The Yellow Deli – The in-house bakery uses ancient grains! Experience healthy, made from scratch, soups and sandwiches. yellowdeli.com/arcadia

Slim's Bar-B-Q & Grill – Known for slow-smoked barbecue, hearty sides, and a casual, hometown vibe. facebook.com/p/Slims-Bar-B-Q-100087659581907

Arcadia Seafood & Grill – A unique take on seafood, sandwiches, salads, surf & turf and more from a local favorite. arcadiaseafood.com

Myshelly's Kitchen - Friendly dining experience of everything from down-home Southern cooking to vegan, vegetarian and gluten-free options. myshellyskitchen.com

For More
Dining
Options



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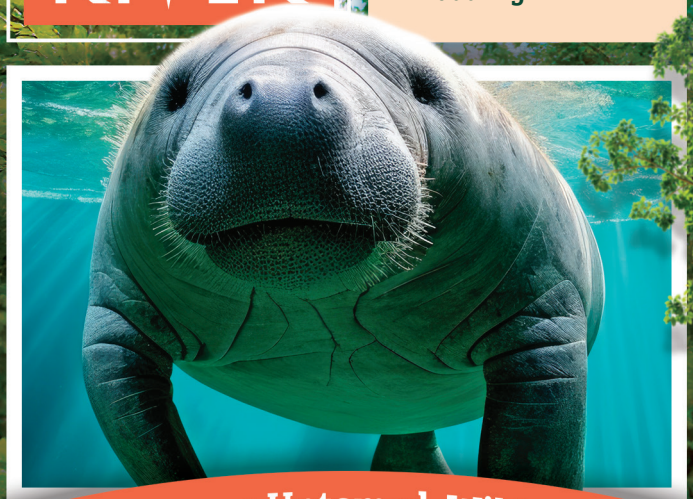
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PEACE RIVER

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COUNTY FL

**Discover the
Peace River for:**

- Hiking
- Bird Watching
- Fossil Hunting
- Animal Encounters
- Paddling



Discover an Untamed, Wild Place.

VisitDesoto.com



PEACE RIVER

The Peace River's blackwater is known for its gentle flow, fossil hunting opportunities, and rich Calusa Native American history.

Along the Peace River, **adventure** comes naturally.



Hike shady trails that lead through oak hammocks and pine flatwoods, where birdwatchers can spy everything from elegant herons to soaring osprey.

Check out **Peace River State Forest, Deep Creek Preserve & Park, Brownville Park or Morgan Park** for trails.

Birding in DeSoto County



Fossil hunters will love the thrill digging through the riverbed to reveal ancient shark teeth or even Ice Age mammoth, bison and mastodon remains. Explore more with these outfitters:

- Peace River Charters
- Fossil Recovery
- Canoe Outpost – Peach River

Peace River Charters



Fossil Recovery



Canoe Outpost Peach River



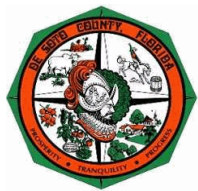
If **paddling** is more your pace, grab a kayak or canoe and drift down the Peace River's winding path. You'll float past cypress groves, sun-drenched sandbars, and maybe even catch sight of turtles or otters along the banks. You'll find boat ramps at **Brownville Park, Deep Creek Park, DeSoto Veterans Memorial Park, Liverpool Park and the Nocatee Boat Ramp.**

Have a wildlife encounter at Jungle Doria's Wildlife Park. See lemurs, capybaras, emus, non-venomous snakes, mini cows, alligators, and a whole lot more.

Jungle Doria's Wildlife Park



Step into the **wild side** of Florida.



DeSoto County

10/14/2025

-
- ☐ Consent Agenda ☐ Quasi-Judicial Public Hearing
☒ Regular Business 1:30 pm
☐ Public Hearing Presentation

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Gene Kennedy

TITLE & DESCRIPTION:

Burt Reynolds Memorabilia - Gene Kennedy Presentation

REQUESTED MOTION:

n/a

SUMMARY:

Gene Kennedy will present his ideas to create a Burt Reynolds Memorabilia shop in downtown Arcadia.

BACKGROUND:

Gene Kennedy wants to create a Burt Reynolds memorabilia shop in downtown Arcadia. Tourism Staff has reached out to Mr. Kennedy, asking him to present his ideas to the Tourism Development Council and to discuss ways our council can help with the process of opening his shop.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.



DeSoto County

10/14/2025

Item #:

- ☐ Consent Agenda ☐ Quasi-Judicial Public Hearing
☒ Regular Business 1:30 pm
☐ Public Hearing Other

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:

“A Land Remembered” Television Show

REQUESTED MOTION:

n/a

SUMMARY:

A television show is in production based on the book “A Land Remembered” that features details of Arcadia and DeSoto County’s history. This agenda item is a discussion on the book and attempting to get the producer to visit DeSoto County.

BACKGROUND:

A television producer has planned to create a television show based on the book “A Land Remembered” that features details of Arcadia and DeSoto County’s history.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.