



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, December 9, 2025

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes for October 14, 2025

[25-1456](#)

Attachments: [TDC Meeting Minutes 101425_FINAL](#)

REGULAR BUSINESS

Bed Tax Revenue Update

[25-1455](#)

Attachments: [TD Revenues-Master](#)

Marketing Plan and Direction

[25-1450](#)

Attachments: [Marketing Plan](#)
[Fall 2025 Major Event Demographics](#)

Ongoing and Recent Marketing Efforts

[25-1454](#)

Attachments: [\(1\) Checkout - Next Day Display](#)
[120125_Peace River Brochure + Map 2025.pdf_v6](#)
[Dinging Guide and map -- trifold_as of 11-2025](#)
[142691_StandardRetract_Proof](#)
[DOC120125-12012025164642](#)
[ESAR FARM GUIDE 2025-26_Page_2](#)
[ESAR FARM GUIDE 2025-26_Page_1](#)

Discussion of 2026 Arcadia Rodeo Sponsorship

[25-1451](#)

Attachments: [Sponsor Packet](#)
[Sponsorship Form](#)

Tourism Champions Program

[25-1452](#)

Attachments: [Champions Program Summary](#)

VisitDeSoto.com "Visitor Tips" Dedicated Page Discussion

[25-1453](#)

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.