



Highlands County Tourist Development Council
Highlands County Government Center Boardroom
600 S. Commerce Ave, Sebring, Florida
January 31, 2018 at 8:15 a.m.

1. **Call to Order / Pledge / Meeting Notice / Roll Call / Quorum** J. Brooks
2. **Acceptance of TDC Meeting Minutes of December 6, 2018** J. Brooks
3. **Financial and Office Reports** J. Brooks / D. Knight
4. **Marketing Update**
 - A. November and December Marketing Report C. Hartt
5. **Items for Voting**
 - A. Rotary Club of Avon Park request \$1,000 to advertise outside of Highlands County the 9th Annual Avon Park Rotary Bluegrass & Blueberry Festival. A. Oldham
6. **Old Business/Discussion**
 - A. Update on Regatta-Run L. Celentano
 - B. Strategic Planning Update C. Hartt
 - C. Google Audit Update C. Hartt
 - D. Postcard Mural Update B. Dunn
7. **Public Input**
8. **Board Member Roundtable**
9. **Upcoming Meeting(s)**
 - A. TDC Board: February 28, 2019 @ 8:15 a.m., Government Center, Boardroom
10. **Adjournment** J. Brooks



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
December 6, 2018 at 8:15 a.m.**

Draft Regular Meeting

1. The meeting was called to order at 8:15 a.m. by acting Chair Commissioner Elwell.

Roll Call

Council Members Present:

Bill Brantley	Vicki Pontius
Tenille Drury Smith	Mark Stewart
Cynthia Garren	

Council Members Absent:

Commissioner Brooks, Chair	Diane Rydecki
Jim Barnard	Leila Currence

Also, Present:

Benjamin Dunn, Development Services Director
Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Liz Barber, Sebring Chamber of Commerce
Eileen May, Lake Placid Chamber of Commerce
Darrel Jingst, Toby the Clown Foundation
Lorrie Smith, South Florida State College
Lisa Celentano, Dirty Dozen, LLL
Dean Galbraith, Inn on the Lakes
Shirley Wilson, Highway Park Neighborhood Preservation and Enhancement District

Acting Chair Commissioner Elwell established that a quorum was present and the meeting was properly noticed.

2. Acceptance of TDC Meeting Minutes of August 30, 2018

Acting Chair Commissioner Elwell inquired if there were any comments or changes to the minutes of September 27, 2018. Mr. Brantley moved to accept the minutes of September 27, 2018. Mr. Stewart seconded the motion. All the Council members voted aye. The motion carried.

3. Financial and Office Reports

Acting Chair Commissioner Elwell presented the Monthly Expenditure and Revenue Reports for the month ending August 31, 2018.

Mr. Brantley made a motion and Mr. Stewart seconded the motion, to approve the financial reports as presented. All the Council members voted aye. The motion carried.

4. Marketing Update

A. October and November Marketing Report.

Ms. Hartt presented the October and November Marketing Report along with the Strategic Planning Update.

Ms. Hartt pointed out that the budget she presented to them totaled \$567,000 and the Budget approved by the TDC is \$578,000 which is a difference of \$11,000. Ms. Hartt recommended allocating the difference to Arts and Culture Advertising. Council's consensus was to accept Ms. Hartt's recommendation to add \$11,000 to her budget for Arts and Culture Advertising. This will not affect the BOCC approved budget for 2019 which will remain \$578,000.

5. Items for Voting

A. Toby the Clown Foundation, Inc. request \$500 to print and design the Toby's Museum Clown School & Gift Shop Brochure

Mr. Jingst presented the request.

Ms. Pontius made a motion and Ms. Garren seconded the motion to recommend up to \$500 for the design and printing of the Toby's Museum Clown School a& Gift Shop brochure. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye. The motion carried.

B. South Florida State College request \$1,000 for the 2019 Matinee Series

Ms. Smith presented the request.

Ms. Pontius made a motion and Mr. Brantley seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the 2019 Matinee Series. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye, except Ms. Garren, who abstained. The motion carried.

C. South Florida State College request \$1,000 for the Country Music Top Selling Artist Sara Evans

Ms. Smith presented the request.

Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the Country Music Top Selling Artist Sara Evans. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye, except Ms. Garren, who abstained. The motion carried.

D. South Florida Sate College request \$1,000 for The Price is Right Live

Ms. Smith presented the request.

Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the Price is Right Live. Funds to be disbursed from account

5304 Arts and Culture. With no room verifications required. All the Council members voted aye, except Ms. Garren, who abstained. The motion carried.

- E. Highway Park Neighborhood Preservation and Enhancement District, Inc. request \$1,000 for the 6th Highway Park Rising Gala

Ms. Wilson presented the request.

Ms. Garren made a motion and Mr. Pontius seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the 6th Highway Park Rising Gala. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye. The motion carried.

- F. Dirty Dozen request \$20,000 for the Regatta-Run

Ms. Celentano presented the request.

Mr. Stewart made a motion and Mr. Brantley seconded the motion to recommend the TDC office spend up to \$10,000 for advertising outside of Highlands County the Regatta-Run. Funds to be disbursed from account 5305 Marketing and Promotion. All the Council members voted aye, except Ms. Pontius, who abstained. The motion carried.

Public input was received from Liz Barber.

- G. Alcohol Ordinance

Mr. Dunn presented the request.

The majority of the Council's consensus was to send a letter of support for the new Alcohol Ordinance.

6. Old Business/Discussion

- A. Postcard Mural Update

Mr. Dunn presented the Council with the revised Mural Contract to provide maintenance and restoration services from the TDC funds.

7. Public Input

8. Board Member Roundtable

Ms. Garren pointed out that The Price is Right Live event is the real event with real prizes, but without Drew Carrie.

9. Upcoming Meeting(s)

- A. TDC Board: January 31, 2018 @ 8:15 a.m., Government Center, Boardroom.

10. Adjournment

Acting Chair Commissioner Elwell adjourned the meeting at 9:58 a.m.

For all backup, contact Highlands County Public Information Office 863-402-6500.

REVENUES
2018 ACTUAL vs 2019 ACTUAL

SEP 2017 vs. 2018				FISCAL YEAR-TO-DATE			
Monthly Revenue*		Variance + / -		Year to Date Revenue		Variance + / -	
2017	2018	\$\$	%	2018	2019	\$\$	%
\$35,809	\$46,657	\$10,847	30%	\$430,702	\$510,114		

*Numbers obtained from Highlands County Clerk of Courts Accounts Payable/Receivables

REVENUES
2018 ACTUAL vs 2019 ACTUAL

Oct 2018 vs. 2019				FISCAL YEAR-TO-DATE			
Monthly Revenue*		Variance + / -		Year to Date Revenue		Variance + / -	
2018	2019	\$\$	%	2018	2019	\$\$	%
\$37,785	\$54,327	\$16,543	44%	\$37,785	\$54,327	\$16,543	44%

*Numbers obtained from Highlands County Clerk of Courts Accounts Payable/Receivables

**HIGHLANDS COUNTY
TOURIST DEVELOPMENT BALANCES
FY 2017/2018**

Description	Operations 5301	Arts & Culture 5304	Marketing & Events 5305	Lakes 5306	Lake Promotions 5307	Asset Dev/Enhance 5309	TOTALS
Ending Balance 09/30/2017	0.00	208,527.17	351,053.13	205,500.97	13,945.29	0.00	779,026.56
Operations Balance Allocation	0.00	0.00	0.00	0.00	0.00	0.00	
Revenue - FY 2017 / 2018 *	152,854.30	52,730.48	248,021.78	42,628.24	0.00	23,317.47	519,552.26
Interest Adj. per Finance	0.00	1,425.57	(3,025.93)	2,423.13	163.98	(986.76)	0.00
Expense - FY 2017 / 2018 ***	152,854.30	97,780.66	340,062.94	0.00	540.20	0.00	591,238.10
Less Encumbrances ****	0.00	28,025.00	106,880.00	0.00	0.00	0.00	134,905.00
Available Balance	0.00	136,877.56	149,106.04	250,552.34	13,569.07	22,330.71	572,435.72

* - Revenues (taxes & interest) thru 9/30/18

*** - Expenses thru 9/30/18

**** - Purchase orders "pulled" thru 9/30/18 but funds not expended yet; does not necessarily equate to Tourist Board's approved projects list.

**HIGHLANDS COUNTY
TOURIST DEVELOPMENT BALANCES
FY 2018 / 2019**

Description	Operations 5301	Arts & Culture 5304	Marketing & Events 5305	Lakes 5306	Lake Promotions 5307	Asset Dev/Enhance 5309	TOTALS
Ending Balance 09/30/2018	0.00	164,902.56	255,986.04	250,552.34	13,569.07	22,330.71	707,340.72
Operations Balance Allocation	0.00	0.00	0.00	0.00	0.00	0.00	
Revenue - FY 2018 / 2019 *	2,172.96	0.00	38,713.95	0.00	0.00	13,628.97	54,515.88
Interest Adj. per Finance	0.00	39.36	(68.61)	63.84	3.46	(38.04)	0.00
Expense - FY 2018 / 2019 **	2,172.96	10,445.00	8,174.18	0.00	0.00	0.00	20,792.14
Less Encumbrances ***	81,143.85	73,415.00	224,273.04	0.00	150.00	0.00	378,981.89
Available Balance	(81,143.85)	81,081.92	62,184.16	250,616.18	13,422.53	35,921.64	362,082.57

* - Revenues (taxes & interest) thru 10/31/18

** - Expenses thru 10/31/18

*** - Purchase orders "pulled" thru 10/31/18 but funds not expended yet; does not necessarily equate to Tourist Board's approved projects list.

**HIGHLANDS COUNTY
TOURIST DEVELOPMENT REVENUE BALANCES
FOR FY 2017/2018**

<u>Period</u>	<u>Taxes</u>	<u>Interest</u>	<u>TOTAL</u>
October	\$ 37,784.53	\$ 28.75	\$ 37,813.28
November	37,812.25	39.52	37,851.77
December	38,466.37	130.01	38,596.38
January	54,552.75	269.56	54,822.31
February	66,084.02	266.85	66,350.87
March	73,431.19	159.96	73,591.15
April	32,076.85	3,777.61	35,854.46
May	26,838.59	66.90	26,905.49
June	27,228.52	93.37	27,321.89
July	27,044.32	130.47	27,174.79
August	42,138.16	503.38	42,641.54
September	46,656.88	3,971.45	50,628.33
TOTALS	<u>\$ 510,114.43</u>	<u>\$ 9,437.83</u>	<u>\$ 519,552.26</u>

**HIGHLANDS COUNTY
TOURIST DEVELOPMENT REVENUE BALANCES
FOR FY 2018 / 2019**

<u>Period</u>	<u>Taxes</u>	<u>Interest</u>	<u>TOTAL</u>
October	\$ 54,327.10	\$ 188.78	\$ 54,515.88
November			0.00
December			0.00
January			0.00
February			0.00
March			0.00
April			0.00
May			0.00
June			0.00
July			0.00
August			0.00
September			0.00
TOTALS	<u>\$ 54,327.10</u>	<u>\$ 188.78</u>	<u>\$ 54,515.88</u>

TOURIST TAX REVENUES 14/15 TO CURRENT

FY14/15	
MONTH	REVENUE
October	\$ 23,120.78
November	\$ 21,048.70
December	\$ 27,647.65
January	\$ 52,243.11
February	\$ 58,400.96
March	\$ 84,295.71
April	\$ 26,865.85
May	\$ 23,873.46
June	\$ 21,559.04
July	\$ 20,538.04
August	\$ 18,555.70
September	\$ 22,429.78
Total Revenue for 14/15	\$400,578.78

FY15/16	
MONTH	REVENUE
October	\$ 26,896.02
November	\$ 28,461.81
December	\$ 35,355.22
January	\$ 53,684.60
February	\$ 61,101.62
March	\$ 85,800.87
April	\$ 32,177.72
May	\$ 24,566.91
June	\$ 23,274.72
July	\$ 22,087.48
August	\$ 17,170.71
September	\$ 19,335.12
Total Revenue for 15/16	\$429,912.80

FY16/17	
MONTH	REVENUE
October	\$ 25,337.16
November	\$ 26,691.21
December	\$ 31,779.06
January	\$ 56,308.75
February	\$ 59,294.91
March	\$ 83,327.89
April	\$ 29,909.40
May	\$ 23,424.23
June	\$ 21,712.29
July	\$ 21,234.44
August	\$ 15,873.35
September	\$ 35,809.45
Total Revenue for 16/17	\$430,702.14

FY17/18	
MONTH	REVENUE
October	\$ 37,784.53
November	\$ 37,812.25
December	\$ 38,466.37
January	\$ 54,552.75
February	\$ 66,084.02
March	\$ 73,431.19
April	\$ 32,076.85
May	\$ 26,838.59
June	\$ 27,228.52
July	\$ 27,044.32
August	\$ 42,138.16
September	\$ 46,656.88
Total Revenue for 17/18	\$510,114.43

TOURIST TAX REVENUES 02/03 TO 13/14

Updated on 1-22-15

FY02/03	
MONTH	REVENUE
October	
November	
December	
January	\$15,414.06
February	\$38,441.70
March	\$38,447.31
April	\$38,424.89
May	\$17,857.32
June	\$11,374.73
July	\$11,074.80
August	\$12,863.16
September	\$13,684.92
Total Revenue for 02/03	\$197,582.89

FY03/04	
MONTH	REVENUE
October	\$14,872.70
November	\$18,387.06
December	\$18,379.33
January	\$36,901.47
February	\$38,632.61
March	\$56,479.59
April	\$23,157.32
May	\$18,798.76
June	\$13,758.90
July	\$12,258.74
August	\$29,974.19
September	\$25,179.05
Total Revenue for 03/04	\$306,779.72

FY04/05	
MONTH	REVENUE
October	\$33,059.93
November	\$31,529.52
December	\$28,458.00
January	\$34,427.36
February	\$48,119.91
March	\$61,236.74
April	\$30,176.56
May	\$20,906.96
June	\$19,959.71
July	\$15,043.84
August	\$13,900.66
September	\$18,739.27
Total Revenue for 04/05	\$355,558.46

FY05/06	
MONTH	REVENUE
October	\$24,874.03
November	\$26,202.07
December	\$22,032.97
January	\$46,598.80
February	\$52,250.80
March	\$64,646.02
April	\$29,040.14
May	\$20,525.14
June	\$21,726.63
July	\$19,538.79
August	\$16,047.57
September	\$17,993.34
Total Revenue for 05/06	\$361,476.30

FY06/07	
MONTH	REVENUE
October	\$23,849.71
November	\$24,097.51
December	\$21,660.78
January	\$43,437.66
February	\$48,395.11
March	\$63,578.82
April	\$19,781.13
May	\$24,123.70
June	\$19,762.06
July	\$19,680.36
August	\$17,459.99
September	\$17,778.00
Total Revenue for 06/07	\$343,604.83

FY07/08	
MONTH	REVENUE
October	\$22,314.75
November	\$23,869.65
December	\$21,002.11
January	\$37,094.46
February	\$63,299.78
March	\$60,954.59
April	\$27,021.21
May	\$22,102.93
June	\$19,855.69
July	\$17,922.26
August	\$12,989.13
September	\$12,903.97
Total Revenue for 07/08	\$341,330.53

FY08/09	
MONTH	REVENUE
October	\$17,526.18
November	\$20,605.81
December	\$19,331.62
January	\$35,678.00
February	\$44,359.57
March	\$79,066.48
April	\$22,612.05
May	\$17,921.33
June	\$16,246.27
July	\$19,185.93
August	\$13,809.81
September	\$19,083.94
Total Revenue for 08/09	\$325,426.99

FY09/10	
MONTH	REVENUE
October	\$17,947.68
November	\$17,349.94
December	\$21,297.91
January	\$38,062.89
February	\$44,543.29
March	\$58,693.25
April	\$24,602.87
May	\$20,739.74
June	\$16,912.45
July	\$16,815.44
August	\$13,270.88
September	\$16,049.80
Total Revenue for 09/10	\$306,286.14

FY10/11	
MONTH	REVENUE
October	\$18,001.97
November	\$16,583.59
December	\$16,988.35
January	\$32,424.86
February	\$38,733.65
March	\$66,036.91
April	\$19,668.11
May	\$15,408.86
June	\$25,093.76
July	\$14,138.49
August	\$12,545.01
September	\$13,818.73
Total Revenue for 10/11	\$289,442.29

FY11/12	
MONTH	REVENUE
October	\$19,062.66
November	\$16,528.52
December	\$17,249.23
January	\$37,127.33
February	\$41,882.14
March	\$75,962.38
April	\$21,755.69
May	\$19,077.03
June	\$16,720.66
July	\$15,432.81
August	\$11,977.78
September	\$12,750.00
Total Revenue for 11/12	\$305,526.23

FY12/13	
MONTH	REVENUE
October	\$24,976.86
November	\$16,780.22
December	\$19,940.97
January	\$36,526.17
February	\$47,434.98
March	\$73,244.47
April	\$22,378.01
May	\$21,641.32
June	\$17,199.67
July	\$15,546.25
August	\$13,542.41
September	\$13,500.00
Total Revenue for 12/13	\$322,711.33

FY13/14	
MONTH	REVENUE
October	\$22,806.37
November	\$24,125.51
December	\$23,891.02
January	\$42,124.75
February	\$53,987.40
March	\$80,179.63
April	\$27,501.56
May	\$20,442.54
June	\$19,205.53
July	\$18,366.75
August	\$17,990.81
September	\$17,446.92
Total Revenue for 13/14	\$368,068.79

STR TRACKING 2018/2019

2018	January	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Occupancy	65.9	74.9	68.5	57.4	54.6	49.5	48.7	42.6	45	47.3	52.9	47.6
ADR	103.91	119.87	154.64	92.34	83.3	86.14	89.09	85.41	88.73	91.56	100.44	92.17
Rev Par	68.51	89.78	105.95	53.01	45.45	42.6	43.35	36.41	39.92	43.32	53.18	43.85
2017	January	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Occupancy	64.3	75.3	70.3	61.3	54.4	47.4	45.5	41.1	62.4	72.5	65.7	56
ADR	100.32	111.94	145.1	85.23	81	81.65	82.13	79.64	91.45	90.07	95.35	93.58
Rev Par	64.51	84.24	101.95	52.24	44.03	38.66	37.4	32.73	57.04	65.34	62.69	52.37
Occupancy Change	2.5	-0.5	-2.5	-6.3	0.4	2.1	6.9	3.7	-27.9	-34.8	-19.5	-15
Rev Par Change	6.2	6.6	3.9	1.5	3.2	3.94	15.9	11.2	-30	-33.7	-15.2	-16.3

January 2019 TDC Marketing Status Report

Submitted by Casey Hartt, Lead Marketing Consultant

Promotions/PR

E-newsletter – 21,462 total contacts

Tourism News –February Events sent Jan. 8 with 17% Open Rate and 15% Click Rate

Industry Partner News

>Alcohol Ordinance sent 1/3 with 32% Open Rate & 13% Click Rate

>Key Data sent to hoteliers on 1/3 with 20% Open Rate & 25% Click Rate

Twitter Chat – January 15: Plan Your Florida Vacation

Social Media Promotion: Holiday Happenings; FL on a Tankful videos

Press releases:

- Jan. 3 – Sebring’s Citrus Golf Trail Featured on January Episode of Traveling Golfer TV Show
- Jan. 14 – Emilia Migliacco Wins 64th Annual Harder Hall Ladies Invitation
- Jan. 17 – Florida’s Fizziest Festival Returns April 5-6 (Soda Festival)
- Jan. 20 – TDC Works to Attract New Audiences

Media Relations

- Hosting Chinese Media via VISIT FLORIDA March 18-20
- Hosting Lifestyle/Food Media April 5-7 for Soda Festival

Social Media Marketing

- Facebook – 27,654 total page likes
- Twitter – 1,635 followers.
- Instagram – 710 followers

Visitor Services – Project Updates

- 2019 Travel Guide – Completed & posting interactive Stories to website
- Strategic Planning – In progress; Have weekly calls w/Brian London
- Distributed new Travel Guides and all brochures countywide for season in early January.
- Ongoing calls with Madden Media re: Google DMO Audit
- Printing new Art & Culture Passport; will have soon

Industry Relations

- Enhancing Citrus Golf Trail section of website
- Planning Tourism Luncheon/National Travel & Tourism Week on May 1
- Participated in PGA Show with ING (Jan. 22-23)
- Organizing ING Opening Reception for May 19

Last Month’s Meetings/Presentations/Events:

Jan. 8-10 – Florida Huddle (Tour Operators & Media Marketplace)

Jan. 14 – Soda Fest PR call

Jan. 15 – Twitter Chat

Jan. 15 – Meeting with Lisa Celentano re: Regatta Run

Jan. 15 – Call w/Brian London

Jan. 16 – Call w/Elizabeth from Orlando Sentinel re: Destination Spotlight

Jan. 16 – Call w/Mike Jamison re: PGA Show

Jan. 16 – Call with Evok to review November & December SEM/SEO reports
Jan. 16 – Call with Lindsey Wilkes (Orange 142) to review Spring/Summer proposals
Jan. 17 – Call w/Madden Media re: Google DMO Audit results
Jan. 17 – Meet w/Liz Worley at SIR re: geofencing
Jan. 17 – Pick up props & display items for PGA show
Jan. 18 – Soda Fest meeting at Chamber Office
Jan. 18 – Meeting re: Soda Fest After Party Meeting at Faded
Jan. 22-23 – PGA Show in Orlando
Jan. 24 – Tourism Presentation to Mason G Smoak Youth Leadership Class
Jan. 28 – Call with CRA re: Downtown Events

Upcoming Meetings/Presentations/Events:

Jan. 29 – Meeting with Commissioner Brooks re: TDC agenda
Jan. 29 – Meeting re; May Tourism Luncheon
Jan. 29 – Call with Brian London
Jan. 31 – TDC meeting
Jan. 31 – Sebring Chamber Banquet
Feb. 15 – Soda Fest meeting
Feb. 5 – Call w/Brittany Fann
Feb. 5 – Call w/Sojern
Feb. 5 – Meeting with EDC, CRA, Chamber
Feb. 12 – Twitter Chat re: Romantic Florida Getaways
Feb. 12 – Call w/Madden Media re: Google Audit/Presentation
Feb. 28 – TDC meeting

Strategic Planning Update

Highlands County Tourist Development Council (TDC)

January 31, 2019

Casey Hartt has a standing conference call with the Strategic Planner Brian London every other week to discuss progress to date and answer any questions. Below is a status update from the past few months of work.

- **Destination awareness and perception** questionnaires have been fielded and raw data files have been received from nearly 500 residents within 3-hour drive radius of Highlands County who traveled for leisure vacation in the past 12 months. We are reviewing the data and starting the analysis and report writing. Project included survey draft and development, field testing, revisions based on field testing, a second field test, an initial data collection procedure, data cleaning to address survey takers that did not pass the quality control checks, additional fielding for verification of initial data collection results. Brian will attend the Highlands County Tourism Luncheon on May 1 to deliver information gathered during the Awareness & Perception Phase about Highlands County as a tourist destination.
 - **Next: preliminary top-line report - next two weeks. Full report expected in late April.**

- **Stakeholder interview** list has been drafted and developed, interview scripts are being tested and will be finalized by February.
 - **Next: Finalize the stakeholder list and begin the interviews – by mid-February.**

- **Situational Analysis** categories outlined with known local, regional and statewide developments. As the awareness and perception data is analyzed and the report finalized, we will compare visitor perceptions with stakeholder perceptions; drawing distinctions between how stakeholders think of the destination and how travelers think of the destination. Results from the research will also inform the SWOT analysis portion of the final Strategic Plan document. The project focuses on Tourism Development aspects of the destination.
 - **Next: Additional content to be added based on stakeholder interviews. Delivery date TBD.**