Levy County Board of County Commissioners
PO Box 310, Bronson, Florida, 32621
310 School Street, Bronson, Florida, 32621
Phone: 352.486.5218

Levy County Quarterly Department Report

Department Information

Name of Department	Tourism
Name of Department Head	Catrina Sistrunk

Department Deliverables

Deliverable *(To be determined by the Department Head)*	Second Quarter FY (January-March 2026)	Third Quarter FY (April-June 2026)	Fourth Quarter FY (July-September 2026)
Promotions in Print, Digital & Social Media, and Tourism Website	Print Ads Published • Camp Florida RV Park & Campground Directory • American Road Spring • Fishing Lowdown Jan., Feb., & March • The Hidden Coast Jan., Feb., & March • Visit Florida Travel Guide Business Listing, 1/6 pg. ad and 1/3 pg. ad • Levy Citizen Winter FYI • Hidden/Nature Coast Business Directory • Taste of the South Small Town Issue • Hardisonink	Print Ads Published • Good Sam Ad and Advertorial • Levy County Spring FYI • American Road Spring • Hidden Coast Restaurant Guide • The Hidden Coast, Apr., May and June • The Fishing Lowdown Apr., May and June • USA Today's Go Escape Summer • Florida Saltwater Fishing Regulations • Escape to the Southeast • Hardisonink	Print Ads Published • Travel Taste & Tour Summer • The Hidden Coast-July, Aug. & Sept. • Fishing Lowdown-July, Aug. & Sept. • The Last of Old FL Vacation Rentals of the Hidden Coast Counties • Florida Saltwater Recreational Fishing Regulations • American Road Summer • Undiscovered Florida • Hardisonink Brochures • Chiefland Watermelon Trail Postcard

Charlie Kennedy, Vice Chair, District 1
Rock Meeks, District 2
Desiree Mills, District 3
Tim Hodge, Chair, District 4
Johnny Hiers, District 5

LEVY COUNTY

	*Multiple Print Ads Submitted-will report when published
	Brochures
	• North Florida Trails
	• Things to Do in Levy County
	• Big Bend Shellfish Trail Brochure Update & Reprint (with UF/IFAS)
	
	Digital Ads
	• "Time Slows Down" Cedar Key Digital Marketing Campaign with Cedar Key Welcome Center
	• Visit Florida Video Co-op Program
	
	Social Media Ads
	• Weekly posts with Meridian Pursuit
	• Taste of the South Instagram
	• Sarah Phinney Social Media Storyteller Campaign*see report
	  ○ Cedar Key Dining Highlight
	  ○ Black Prong
	  ○ Williston Itinerary
	  ○ Levy County Adventures You Can't Miss
	  ○ Places You Need to Eat in Levy County
	  ○ Most Beautiful Places in Levy County
	Tourism Website
	Monthly Newsletter
		Brochures
		• Whimsical Map
		• Things to Do in Levy County
		
		Digital Ads
		• "Time Slows Down" Cedar Key Digital Marketing Campaign with Cedar Key Welcome Center
		
		Social Media
		• Weekly posts with Meridian Pursuit
		
		Tourism Website
		Monthly Newsletter & Independence Day Newsletter
		
		Additional PR (Free):
		• Devil's Den in Washington Post's "Craving an Outdoor Adventure? Florida Has 26 Surprises in Store"
		• Devil's Den in Smithsonian's "Get Inspired With These Eight Lesser-Known Florida Outdoor Destinations"
		• Cedar Key in Southern Living's "This Quiet Florida Island Serves Some of the Freshest Seafood in the State"
			• Chiefland Watermelon Trail Rack Card
			• Cedar Key Clam Trail Rack Card
			
			Social Media
			• Weekly posts with Meridian Pursuit
			
			Tourism Website
			
			Monthly Newsletter
			
			Additional PR (Free):
			• Sarah's Outdoor Adventures Social Media Posts "How to have the best day on Cedar Key", "Four of Florida's oldest hotels", "4 underrated towns in Florida", and "5 Old Florida restaurants you need to visit"

		• TV20 Watermelon Trail Highlight	
Tourism Event Sponsorships	• Levy County Historical Society (Radio ads) • Manatee Springs State Park Trail Run • Premier Events • Wild Hog Canoe Race • Chiefland Watermelon Festival • Chiefland Tour de Melon • Cedar Key Arts Festival ($ and Promo items) • Cedar Key Tiki Fest • Cedar Key Independence Day-Fireworks & Sandcastle • Cedar Lakes Woods and Gardens Spring Festival • Williston Independence Day Fireworks • Rural Counties Day Booth (with Brooks Dockside Seafood & Driftwood Bar & Grill)	• Promotional Items for Cedar Key Arts Festival delivered to the CK Chamber • I Love Cedar Key • Letter of Support to Vista Camp in the Lower Suwannee National Wildlife Refuge	• Living Cedar Key Golf Cart Tours • Blackwater Fishing Tournament • The Big Squeeze Music Festival radio ads • Williston Peanut Festival • Purple Pinky Run • Cedar Key Seafood radio ads (Sept.) • Withlacoochee Gulf Preserve TV20 ads • Levy County Historical Society Pioneer Day • Cedar Key Pirate Festival
Agritourism Trail, Municipality Grants, County Park Projects and Chamber Brochure Assistance	• Cedar Key Clam Trail Extension • Chiefland Watermelon Trail • Williston Peanut Trail • Big Bend Shellfish Trail Education Panel Replacement Due to Hurricane Damage (with UF/IFAS) • Bronson Municipality Grant-Independence Day Event	• Chiefland Watermelon Trail- 6 watermelons are painted and being placed in their locations. Official ribbon-cutting coming soon! • Cedar Key Clam Trail 5 additional clams delivered and are being painted now.	• Chiefland Watermelon Trail unveiling at the Aug. 24th Chiefland City Commission Meeting with Watermelon Queens/Royalty/Artists • Cedar Key Clam Trail unveiling soon • Williston Peanuts shipping soon • Yankeetown Municipality Grant-park benches

	• Chiefland Municipality Grant-Park Benches • Withlacoochee Gulf Preserve Grant • County Park Kiosks (with County Parks & Rec) • Blue Spring County Park Playground Equipment (with County Parks & Rec) • City of Williston Brochure • Cedar Key Trestle Kayak Trail with Florida Paddling Trails Assoc.	• Williston Peanut Trail-6 peanuts are in production • Blue Spring County Park playground equipment installed • County Park Kiosks installed • Cedar Key Trestle Kayak Trail approved by Florida Fish and Wildlife Conservation Commission and waiting for post/marker installation • Cedar Key Municipality Grant-Beautification Project • Inglis Municipality Grant-4th of July	
Comment:	• Attend Visit Natural North Florida Meetings January & March • Attend Cedar Key Chamber Business Afterhours Event	• Attend VNNF Meeting April • Attend Southeast Tourism Society's Marketing College at Mercer • Attend Destinations Florida Marketing Summit	• Hosted VNNF July Meeting • Attended VNNF Sept. Meeting in Dixie Cty. • Attended Chiefland City Commission Meeting on Aug. 24th • Attended Florida Governors Conference on Tourism • Tourist Development Council Meeting Sept. • Levy County Economic Development Meeting Sept.

LEVY COUNTY

Department Highlights

1. **Year to Date Revenue Report**
2. **Advertisements, Brochures and Newsletters**

Levy County Tourist Development Tax Revenue

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	$ 152,766.56	$ 151,014.85	$ 159,840.90	$ 170,648.14	$ 171,836.18	$190,781.82	$ 217,023.50	$ 212,389.90	$ 234,022.40

	2019	*2020	2021	2022	2023	2024	2025	2026
Oct	$ 15,245.75	$ 17,486.35	$ 42,821.90	$ 52,263.67	$ 62,104.78	$ 42,488.94	$ 28,674.78	$ 43,804.29
Nov	$ 14,876.21	$ 20,324.65	$ 40,514.84	$ 49,373.87	$ 53,078.37	$ 43,644.16	$ 33,002.16	$ 43,213.76
Dec	$ 16,579.55	$ 21,771.12	$ 43,428.12	$ 58,880.67	$ 51,579.32	$ 45,944.39	$ 37,472.91	$ 46,495.74
Jan	$ 15,874.70	$ 47,638.75	$ 49,159.16	$ 62,910.82	$ 66,753.73	$ 57,582.41	$ 44,236.89	$ 50,140.83
Feb	$ 20,336.08	$ 58,310.91	$ 52,205.66	$ 77,917.31	$ 74,231.83	$ 83,441.83	$ 58,415.01	$ 63,579.20
Mar	$ 25,322.37	$ 43,123.90	$ 81,195.92	$ 86,333.55	$ 100,765.25	$ 79,973.52	$ 66,182.19	$ 74,316.31
Apr	$ 32,128.50	$ 14,316.59	$ 62,362.87	$ 72,779.96	$ 78,448.85	$ 73,117.37	$ 53,294.98	$ 57,227.78
May	$ 22,134.12	$ 33,535.20	$ 65,778.20	$ 62,536.03	$ 65,701.12	$ 60,966.98	$ 50,907.47	$ 59,115.99
June	$ 21,674.41	$ 53,567.77	$ 67,726.06	$ 66,173.81	$ 63,889.13	$ 60,463.03	$ 47,826.06	$ 56,218.55
July	$ 19,503.77	$ 52,454.64	$ 62,690.81	$ 68,127.67	$ 65,943.70	$ 52,875.31	$ 45,797.93	$ 51,562.75
Aug	$ 20,115.05	$ 45,010.87	$ 40,370.64	$ 46,994.75	$ 43,772.19	$ 42,413.23	$ 39,244.40	
Sept	$ 29,917.74	$ 40,953.83	$ 45,226.10	$ 42,193.19	$ 30,760.25	$ 28,035.16	$ 34,035.47	
Total	$ 253,708.25	$ 448,494.58	$ 653,480.28	$ 746,485.30	$ 757,028.52	$ 670,946.33	$ 539,090.25	$ 545,675.20
Budget	$ 235,000.00	$ 235,000.00	$ 460,000.00	$ 598,000.00	$ 598,000.00	$ 600,000.00	$705,000.00	$ 550,000.00

*Covid-19
*Inc Bed Tax from 2% to 4% January 2020

Hurricane Ian September 2022
Hurricane Idalia August 2023
Hurricane Debby August 2024
Hurricane Helene September 2024
Hurricane Milton October 2024

9/24/2026

	October - July
2019	$ 203,675.46
2020	$ 362,529.88
2021	$ 567,883.54
2022	$ 657,297.36
2023	$ 682,496.08
2024	$ 600,497.94
2025	$ 465,810.38
2026	$ 545,675.20

SUMMER 2026

Travel

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AMERICAN MOUNTAIN TOWNS

ROUTE 66

THE MOTHER ROAD Turns 100

VACATIONS FOR THE HISTORY BUFF

TO THE BEACH & BEYOND

SUMMER WATER ADVENTURES

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62

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SUMMER CAMPING & OUTDOOR ESCAPES

- Levy County, FL -







Tucked along Florida's unspoiled Nature Coast, Levy County offers a refreshing alternative to the state's more crowded destinations. Here, wide open landscapes and natural beauty take center stage. With more than 25 parks, preserves, springs, and refuges to explore, it's a place where wildlife outnumbers people and every outing leads to something new.

Summer in Levy County is all about the water, and few experiences rival a dip in the cool, crystal-clear springs that dot the area. At Manatee Springs State Park and Fanning Springs State Park, visitors can swim, snorkel, or float in aquamarine waters that stay refreshingly cool even on the hottest days.

DIVE INTO SUMMER

LEVY COUNTY'S ULTIMATE WATER ESCAPE



These natural springs offer the perfect way to recharge while enjoying one of Florida's most iconic landscapes. Picnic areas, boardwalks, and shaded gathering spots make it easy to turn a quick stop into a full day of exploration.

For those looking to stay active, the Suwannee River provides the perfect setting for kayaking and paddleboarding. Winding through cypress-lined banks and quiet backwaters, the river reveals a side of Florida that feels wild and untouched. On land, the Nature Coast State Trail invites cyclists and walkers to cover miles of scenic terrain, where shaded stretches and open vistas create an ideal backdrop for a ride or hike. Along the way, it's common to spot birds, turtles, and other native wildlife.

OVER 25 PARKS, PRESERVES, SPRINGS, AND REFUGES TO EXPLORE

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Levy County's appeal extends beyond its inland beauty to its coastal experiences. Yankeetown, Inglis, and Cedar Key offer a vibrant mix of waterfront views, local shops, and fresh Gulf seafood. The historic island community of Cedar Key, in particular, invites visitors to slow down and soak in its charm, from dockside dining to quiet sunsets over the Gulf. Nearby, Waccasassa Bay Preserve State Park spans a vast stretch of salt marsh and tidal creeks, attracting anglers, birdwatchers, and outdoor enthusiasts alike. Inland, Goethe State Forest provides miles of trails for hiking, biking, and horseback riding through pine forests and shaded hammocks.

What sets Levy County apart is the freedom to explore at your own pace while still finding plenty to do. From early morning paddles to afternoons spent in the springs and evenings along the Gulf, each day offers a different way to experience Florida's natural side. Whether you're drawn by the water, the trails, or the coastline, Levy County delivers a summer experience that feels active, refreshing, and full of discovery.

Check out VISITLEVY.COM and plan your summer water adventure today!

Florida's

The Hidden Coast

FREE!

OUTDOOR RECREATION | LODGING | RESTAURANTS | SHOPPING | REAL ESTATE

July 2026

The Last of Old Florida



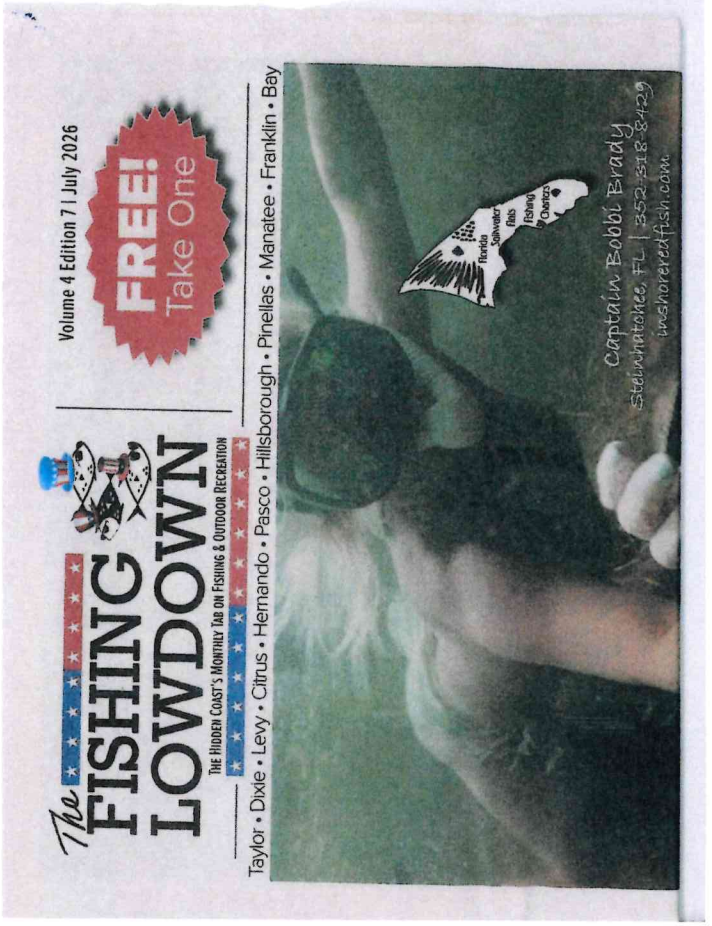
July on The Hidden Coast Brings Us Fireworks and Scallops!



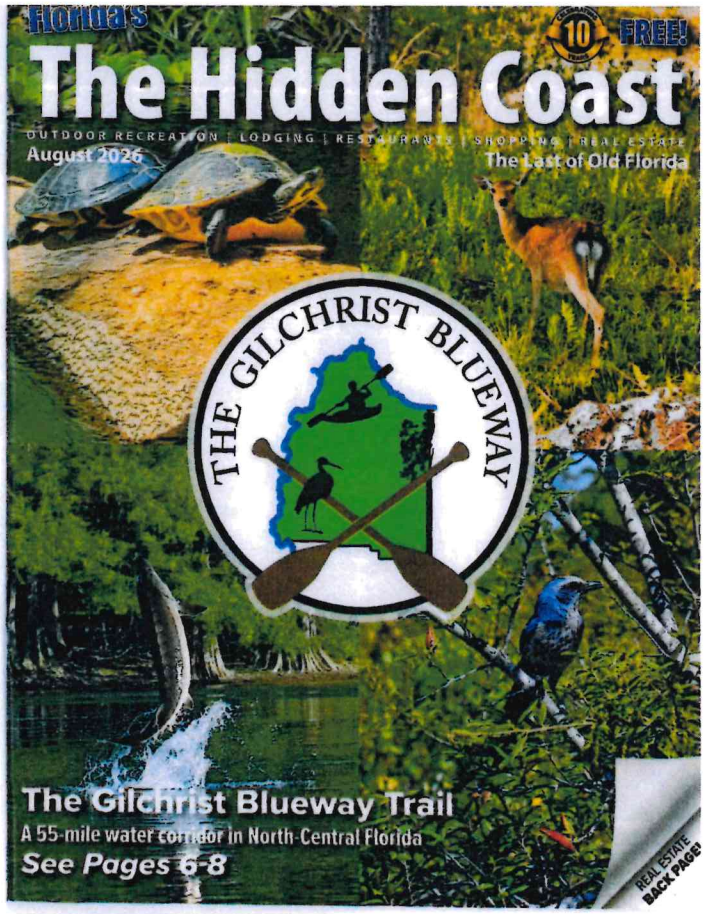
The How-Tos & Whatnots of Scalloping Pages 6-9!

REAL ESTATE BACK PAGE!


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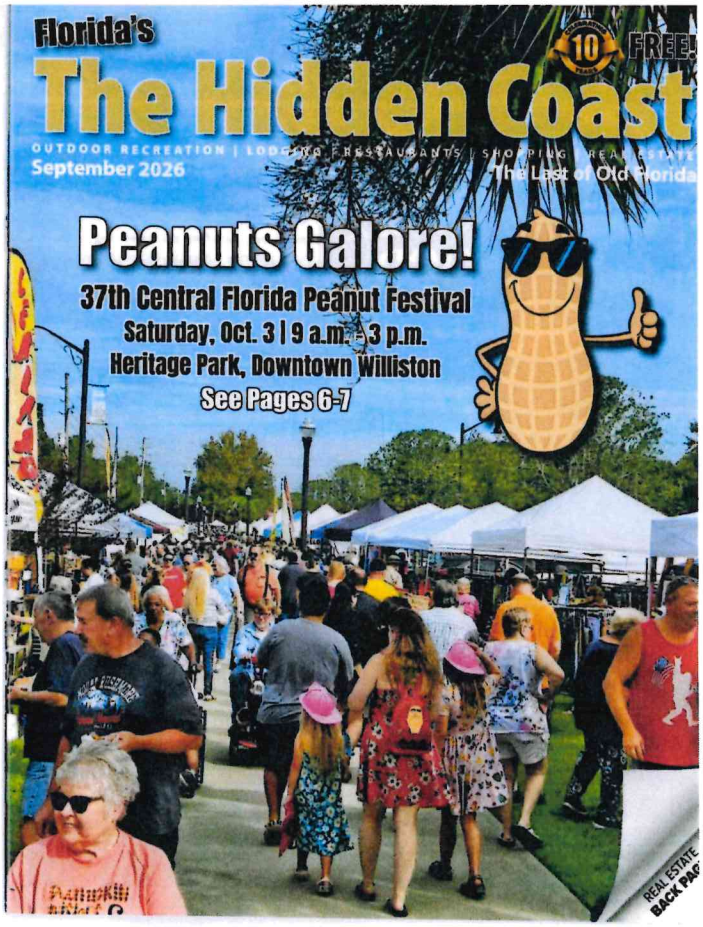

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SUMMER IS HERE!
A PERFECT TIME TO TRY THE NEW CLASSIFIED PAGES IN THE FISHING
WE CONTINUE TO GROW! SEE PAGE 4
The FISHING LOWDOWN
FISHING LINES


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August 2026
The Last of Old Florida
THE GILCHRIST BLUEWAY
The Gilchrist Blueway Trail
A 55-mile water corridor in North-Central Florida
See Pages 6-8
REAL ESTATE BACK PAGES


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with jigheads are the main option with all floating grass right now. With the high temps be sure to fish early.
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8 • The Fishing Lowdown


Florida's
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OUTDOOR RECREATION | LODGING | RESTAURANTS | SHOPPING | REAL ESTATE
September 2026
The Last of Old Florida
Peanuts Galore!
37th Central Florida Peanut Festival
Saturday, Oct. 3 | 9 a.m. - 3 p.m.
Heritage Park, Downtown Williston
See Pages 6-7
REAL ESTATE

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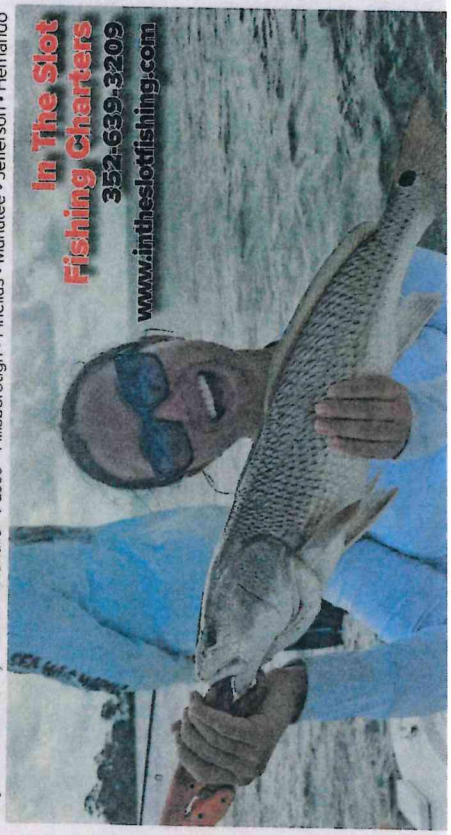
12 • For advertising information call 386-719-1354 or email sales@nlfmservice.com

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The Hidden Coast's Monthly Tab on Fishing & Outdoor Recreation

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approaches, they'll start showing up around sandy bottoms, channels and ambush points. Soft plastics, rigged weedless, worked slow along the bottom. Almost time to trade your snorkel for a fishing rod.

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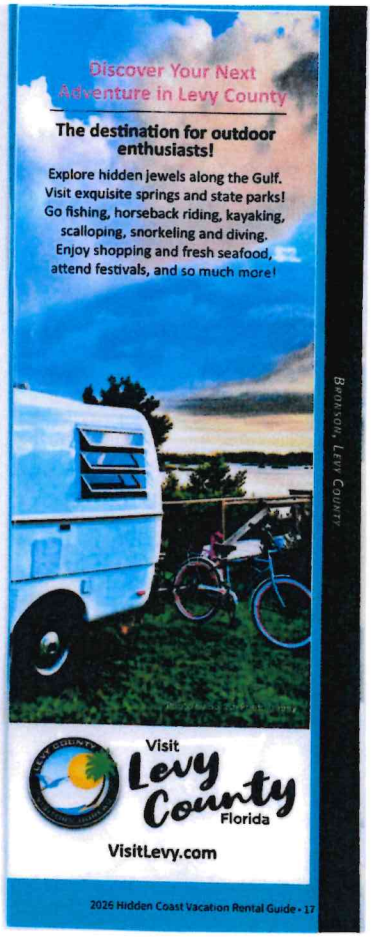
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The Last of Old Florida
Vacation Rentals of The Hidden Coast Counties
Taylor | Gilchrist | Dixie | Levy | Pasco

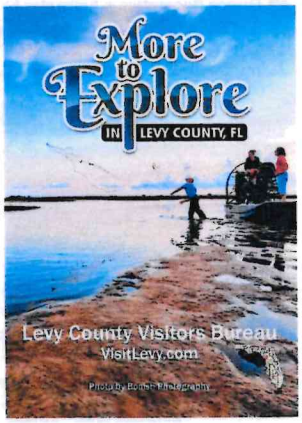


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2026-2027 edition

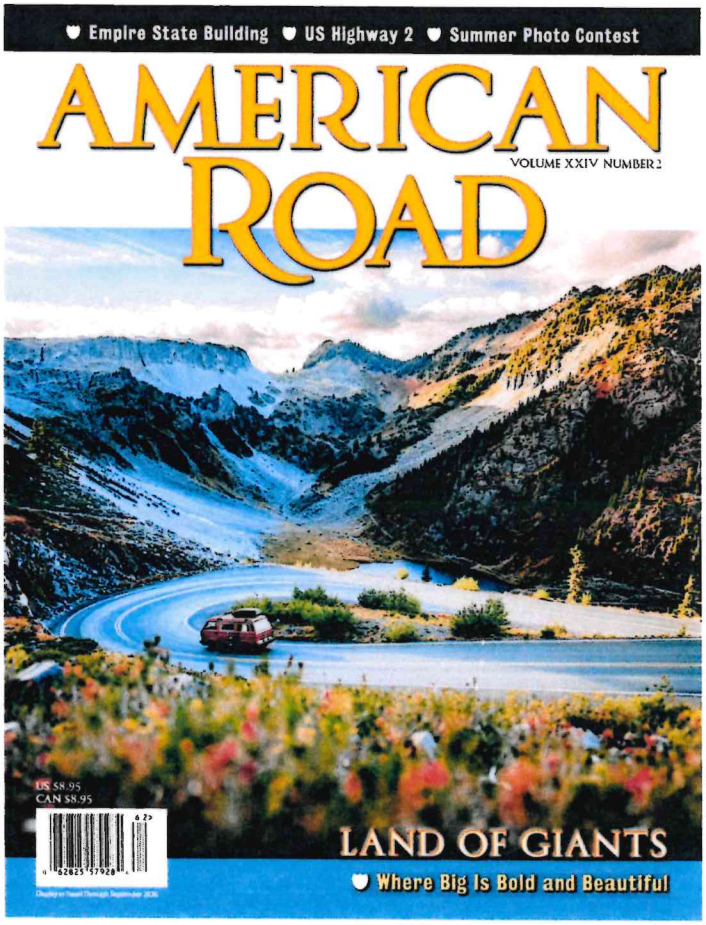

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Bronson, Levy County


FLORIDA SALTWATER RECREATIONAL 2026
FISHING REGULATIONS
Catch a Florida Memory
Saltwater Angler Recognition
Page 20-22
Florida's Artificial Reefs Page 4
Catch a Florida Memory 10 Year Anniversary Page 22
Fish Art Contest Page 16
Applies to Florida State Waters of the Gulf and Atlantic | Issued: July 2026
Search MyFWC on Social Media
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FISHBRAIN
Please visit MyFWC.com/Fishing/Saltwater/Recreational for the most current regulations
Always be ready for a day on the water — set your licenses and permits to renew with FWC's Auto-Renew feature!

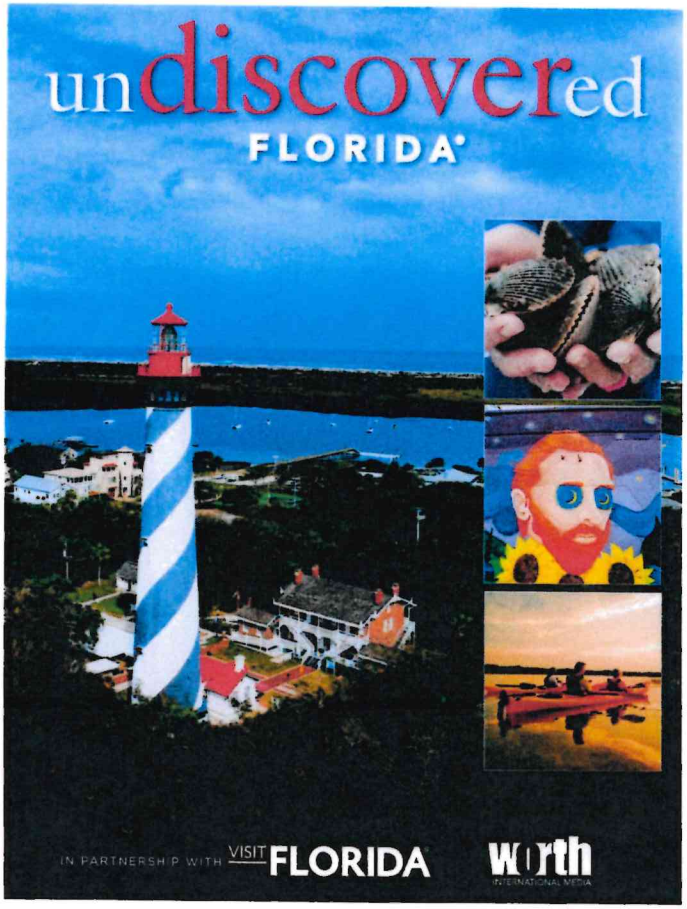

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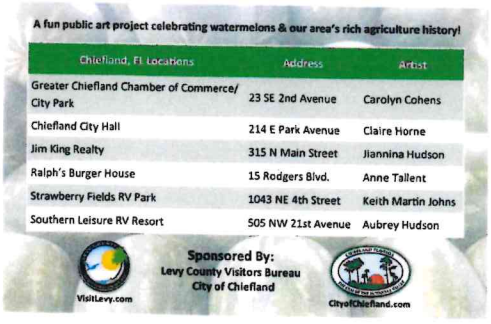

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CHIEFLAND
EXPLORE CHIEFLAND'S
WATERMELON TRAIL
• VISIT SHOPS & RESTAURANTS
• LEARN ABOUT LOCAL AGRICULTURE
• EXPLORE NATURAL AREAS


A fun public art project celebrating watermelons & our area's rich agriculture history!
Chiefland, FL Locations | Address | Artist
Greater Chiefland Chamber of Commerce/ City Park | 23 SE 2nd Avenue | Carolyn Cohens
Chiefland City Hall | 214 E Park Avenue | Claire Horne
Jim King Realty | 315 N Main Street | Jiannina Hudson
Ralph's Burger House | 15 Rodgers Blvd. | Anne Tallent
Strawberry Fields RV Park | 1043 NE 4th Street | Keith Martin Johns
Southern Leisure RV Resort | 505 NW 21st Avenue | Aubrey Hudson
Sponsored By:
Levy County Visitors Bureau
City of Chiefland
VisitLevy.com
CityofChiefland.com


Chiefland
WATERMELON TRAIL
Visit local parks, restaurants, and shops
Chiefland has deep agricultural roots and is known as the Watermelon Capital of the region.
Chiefland City Hall
214 E Park Avenue
Artist: Claire Horne
Sponsored by:
City of Chiefland
Levy County Visitor's Bureau
Southern Leisure RV Resort
505 NW 21 Avenue
Artist: Aubrey Hudson
Strawberry Fields for RV'ers
1043 NE 4th Street
Artist: Keith Martin Johns
Ralph's Burgers
15 Rodgers Blvd.
Artist: Anne Tallent
Jim King Realty
315 N Main Street
Artist: Jiannina Hudson
Chiefland Chamber of Commerce
23 SE 2 Avenue
Artist: Carolyn Cohens


Clam farming in Cedar Key provides jobs, environmentally beneficial ecosystem services, and healthy, nutritious and locally produced seafood.
Cedar Key
CLAM SCULPTURE TRAIL
Explore natural areas
Learn about local shellfish
Visit shops and restaurants
Stay for the sunset
Take home fresh clams!
Shellfish aquaculture is a relatively new seafood industry in Cedar Key. During the 1990s, a transition to clam farming as an alternative employment opportunity for fishermen was facilitated through retraining programs. Today, about 150 growers harvest over 100 million clams annually on submerged land leases in the Gulf, producing 90% of the state's crop.
Learn more about Florida shellfish:
Big Bend Shellfish Trail
floridashellfishtrail.org
Shellfish Aquaculture Resources
shellfish.ifas.ufl.edu
FL Dept. Agriculture and Consumer Services
fdacs.gov/Divisions-Offices/Aquaculture
UF IFAS Extension
LEVY COUNTY
Sponsored by
Levy County Visitors Bureau
University of Florida/IFAS Shellfish Extension
Cedar Key Arts Center / City of Cedar Key
Cedar Key Aquaculture Association
CEDAR KEY
Boatload of Clams
Artist: Pam Andrews Deas
Chamber of Commerce
450 2nd Street


Evening Light
Artist: Pam Deas
City Pocket Park, 5th and G Streets
Wrap Your Arms around Art
Artist: Samm Wehman
Arts Center Sculpture Garden
457 2nd Steet
Before Us
Artist: Lena Smyrnova
City Hall, 809 6th Street
Glimpse Inside Cedar Key
Artist: Samm Wehman
City Park, 2nd and A Streets
Cycle of Water
Artist: Travis Parks
Water Tower, 8th and G Streets
Old Dock Street
Artist: Mike Seagle
1st and C Streets
Cedar Key's Whirlpool
Artist: Paisley Hall
High School
951 Whiddon Avenue
Anatomy of a Clam
Artist: Emily Colson
Nature Coast Biological Station
552 1st Street
Living on the Edge
Artist: Travis Parks
Cemetery Point Park
16050 East Point Road
Net Fishing Legacy
Artist: Lena Smyrnova
Historical Museum
609 2nd Street


AUGUST 2026
LEVY COUNTY
FLORIDA
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Join us at Cedar Lakes Woods & Gardens for our
LIL SPROUTS
Tales & Trails Series
CEDAR LAKES WOODS & GARDENS
POND HOPPING STORY TIME & CRAFT
(AGES 0-10)
AUGUST 8
LEVY COUNTY RECREATIONAL SCALLOPING SEASON
GO TO MYFWC.COM FOR DATES
Junie B. Jones JR
The Musical
CHIEF THEATRE
JUNIE B. JONES
THE MUSICAL
JULY 31-AUG 2
GOAT
CHIEFLAND MOVIE NIGHT
AUG 1 @ 8PM
TRAILHEAD PARK
INGLIS
MOVIE NIGHT:
AUGUST 7TH
KIDS' CARTOON SHOW
INGLIS MOVIE NIGHT
AUG 7 @ 7PM
INGLIS COMM. CENTER
2026 CEDAR KEY
SHARK SWIM
CEDAR KEY SHARK SWIM
AUG 15
352.528.4030
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SEPTEMBER 2026
LEVY COUNTY
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FALL MARKETS & FESTIVALS
SEPT. 19 @ WILLISTON HERITAGE PARK
SAT. & SUN. SEPT. 26-NOV. 8 @ MAYHEM RANCH
SEPT. 26 @ SWEET BERRY FARMS
FLORIDA'S NATURE COAST IS CALLING
THE BIG SQUEEZE
Florida's Nature Coast Music & Camping Weekend
THE BIG SQUEEZE AT CROSSROADS LODGE
SEPT. 25-27
INTERNATIONAL COASTAL CLEANUP 2026
SEPT 19 | CEDAR KEY
CEDAR KEY COASTAL CLEANUP
SEPT. 19
7:30AM-12:00PM
WILLISTON
FIESTA
ALLEN LAW FIRM
HOMESTEAD
5TH ANNUAL WILLISTON FIESTA
SEPT. 19
10:00AM-3:00PM
HOMESTEAD PARK
BLACKWATER
ANGLER FESTIVAL
FISHING TOURNAMENT
BLACKWATER ANGLER FESTIVAL & FISHING TOURNAMENT
SEPT. 26 & 27
RANCH RUN AT THE U
RANCH RUN AT THE U
SEPT. 26
USHER FARM
5K & 10K