



Florida Tourist Development Tax Association 2024 Conference Agenda Tampa Bay, July 16, 2024 – July 19, 2024

Tuesday, July 16, 2024

5:00 PM – 7:00 PM **Conference Registration & Social Sponsored by GovOS**

Wednesday, July 17, 2024

- 7:30 AM **Conference Registration / Breakfast is provided (6:30AM – 8:00AM)**
- 8:00 AM **Conference Welcome**
- 8:15 AM **Florida Tourism Update - Visit Florida**
Sam Rubenzer, Regional Partnership Manager
- 8:45 AM **Tourism Trends**
Brian London, Founder, Destination Marketing Today
- 9:45 AM **Break**
- 10:00 AM **Unraveling the Process of Tourist Tax Evasion**
Kristine Reeves, Tourist Tax Deputy, Manatee County Tax Collector's Office
- 11:00 AM **TDT Jeopardy Game**
Alexis Gurgacz, Activity Project Manager Volusia County
- 12:00 PM **Lunch is provided**
- 1:00 PM **Charting Success: Strategic Approaches with Visit Tampa Bay**
Santiago Corrada, President & CEO of Visit Tampa Bay
- 2:00 PM **Emerging Technologies in the Hospitality Industry**
Dr. Seden Dogan, Ph.D., Assistant Professor of Instruction, USF School of Hospitality and Tourism Management
- 3:00 PM **Break and Exhibitor Breakout**
- 3:30 PM **The New Age: What's in Store for TDT Registrations and Collections**
Al Hadeed, County Attorney, Flagler County
- 4:30 PM **Regional Breakout – Find your nominees**
- 4:55 PM **Networking Social Sponsor Announcements**
- 5:00 PM **Conference Day Ends**
- 5:30 PM **Networking Social**
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Presentations are 50 minutes long with a 10 minute Q&A following or 25 minutes with 5 minute Q&A

Image credit: Keir Magoulas, c/o Visit Tampa Bay

Agenda Subject to Change



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Thursday, July 18, 2024

- 7:30 AM **Conference Registration / Breakfast is provided (6:30AM – 8:00AM)**
- 8:25 AM **Pledge of Allegiance**
- 8:30 AM **Legal Time Travel: Understanding and Utilizing the Statute of Limitations**
Rosetta Hernandez, CISA, CFCA, Section Manager, Audit & Compliance, Miami-Dade County Office of the Tax Collector
- 9:30 AM **Unlocking Increased Rates of Compliance**
Max Fountain & Julie Banting-Rogers, Avalara
- 10:30 AM **Break and Exhibitor Breakout**
- 11:00 AM **Just the Facts! Understanding the Florida Department of Revenue's Audit Process**
Constance (Connie) Kirkman, Tax Law Specialist, Florida Department of Revenue
- 12:00 PM **Lunch is provided**
- 1:00 PM **The Key to Navigating a Multigenerational Workplace**
Malica Williams, Orange County Comptroller's Office
- 2:00 PM **Pre-emption Issues Facing Taxing Authorities**
John Booker, Government Affairs, Volusia County
- 3:00 PM **Break**
- 3:15 PM **Driving Compliance: Effective Strategies for Transient Rental Auditing**
Rosetta Hernandez, CISA, CFCA, Section Manager, Audit & Compliance, Miami-Dade County Office of the Tax Collector
- 4:15 PM **Recognition Awards, Meet the Nominees and Association Vote**
- 4:45 PM **Tailgate Sponsor Announcements**
- 5:00 PM **Conference Day Ends**
- 5:30 PM **Tailgate Networking Social**
Wear Your Favorite Team Jersey!
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Friday, July 19, 2024 - Class I Members Only Beginning with Town Hall at 10:30 AM

7:30 AM	Breakfast is provided (6:30AM – 8:30AM)
8:25 AM	Pledge of Allegiance
8:30 AM	Roll the Dice! Test your Knowledge Alexis Gurgacz, Activity Project Manager Volusia County
9:30 AM	FTDTA Certification Update Flagler County Tax Collector Elect, Shelly Edmonson & Renee Flynt, Operations Manager, Flagler County Tax Collector's Office
10:00 AM	Election Results - Introduction to Your New Board
10:15 AM	Break and Raffle
10:45 AM	Level I Membership Town Hall Open Discussion for all Level I members on TDT Issues (No vendors or Level II members at this time) Come prepared with your questions and ready to share your thoughts
11:45 AM	Closing Remarks FTDTA Board
12:00 PM	Conference End – See you next year!



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