

Florida Tourist Development Tax Association, Inc

30th Annual Conference

2025 Conference Agenda

Tuesday, July 22nd, 2025

5:00 PM – Conference Registration & Social Sponsored by Pacific Blue
6:30 PM Sea Grapes room

Wednesday, July 23rd, 2025

7:00 AM Conference Registration / Breakfast (Seashore Ballroom)

8:00 AM Conference Welcome
FTDTA President, Alexis Gurgacz

8:30 AM Tourist Tax Exemptions
Tyler Miller, TDT Tax supervisor, Bay County

9:30 AM Catch Me If You Can: A Guide to Taming the Wild, Unpaid Tourist Taxes!
Rosetta Hernandez, Business Rev and Enforcement Section Manager, Miami-Dade County

10:30 AM Break – Sea Grapes Room

10:45 AM Tourist Tax Examinations- A Comprehensive Step-by-Step Guide
Travis Fletcher, Audit Manager, Avenu Insights & Analytics

11:45 AM Vendor Presentation
Pacific Blue

12:00 PM Lunch is provided (Seashore Ballroom)

1:00 PM So What's Going On with Short-Term Rentals?
Al Hadeed, County Attorney, Flagler County

2:00 PM Regional Breakout – Find your nominees
Class I Members Only

2:15 PM Break and Exhibitor Breakout

2:45 PM Fortifying our Future: Cybersecurity Lessons Learned
Nicholas Wells, Information Technology Director, St. Lucie County Tax Collector

3:45 PM Economic Update and Tourism Trends
Brian London

4:45 PM Raffles-Turn in votes for Best Exhibitor Table

4:50 PM Sponsor Social Announcement – Deckard Tech

5:00 PM Conference Day Ends

5:30 PM Networking Social – Sea Grapes
Deckard Tech

Presentations are 50 minutes long with a 10 minute Q&A following or 25 minutes with 5 minute Q&A

****Agenda Subject to Change****

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Thursday, July 24th, 2025

- 7:00 AM **Breakfast is provided (Seashore Ballroom)**
- 8:00 AM **Pledge of Allegiance**
- 8:05 AM **Region Networking Session**
Meet with your Region Director
- 9:00 AM **Vacation Rentals & Fire Districts**
Rodney Kwiatkowski, Fire Marshall, West Manatee Fire Rescue District
- 10:00 AM **Break (Sea Grapes Room)**
- 10:15 AM **Records Management and Public Records Law**
Matt Daughtery, Exec Vice President, SML Inc
- 11:15 AM **Meet the Nominees and Association vote**
Class I Members Only
- 11:45 AM **Vendor Presentation (Winner of Best Table)**
- 12:00 PM **Lunch is provided (Seashore Ballroom)**
- 1:00 PM **Marketing to Consumers Across the Globe**
Melissa Brooks, Regional Partnership Manager, Central East, Visit FL
- 2:00 PM **Safety in the Field**
Corporal Breean Lewis, Brevard County Sherriff's Office
- 3:00 PM **Break and Exhibitor Breakout**
- 3:30 PM **Jeopardy Game – Test Your Tourist Tax Knowledge**
Alexis Gurgacz, Activity Project Manager, County of Volusia
- 4:30 PM **30th Annual FTDTA Awards**
- 4:55 PM **Sponsor Social Announcement – Avenu Insights**
- 5:00 PM **Conference Day Ends**
- 5:30 PM **Networking Social – Sea Grapes**
Avenu Insights

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****Agenda Subject to Change****

Florida Tourist Development Tax Association, Inc
30th Annual Conference
2025 Conference Agenda
Cocoa Beach, July 23rd, 2025 – July 25th, 2025

Friday, July 25th, 2025 - Class I Members Only – Designation Certificate

7:00 AM	Breakfast is provided
8:30 AM	Pledge of Allegiance
8:35 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
9:30 AM	Break
9:45 AM	Designation Certification Presentation Class I Members must be present to complete form and turn in
10:45 AM	Election Results - Introduction to Your New Board 2025-26
11:15 AM	Closing Remarks FTDTA Board
11:30 AM	Conference Day Ends – See you next year!

Notes: Designation certificates will be issued in TBD 2025 and sent via email

Presentations are 50 minutes long with a 10 minute Q&A following or 25 minutes with 5 minute Q&A

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