

# 'THE BEST PART OF OUR COMEBACK STORY...IS YOU COMING BACK!'

## CHAMBER Continued from page 1

"Our region faced not just physical destruction, but also a drop in tourism, a shaken public perception and significant economic setbacks for our area's entire hospitality sector," stated Chamber Executive Director Dawn Perez. "The purpose of this

beauty that remained intact. "We wanted to remind visitors that Taylor County has always stood out for its untouched nature, quiet charm and genuine hospitality. The 'Comeback Campaign' focused on the authentic experiences only our area can offer -- fishing in clear coastal waters, watching sunsets over the Gulf, strolling

Taylor County after three devastating hurricanes. "The campaign was developed from the ground up with a mix of urgency and creativity, with the intention to reconnect with our audience, share our recovery story, and drive tourism back to our community. "The foundation of the campaign began with a

longer storytelling posts, community engagement and event promotion. "We deployed the campaign in a phased rollout. First, social media with daily and weekly posts, community spotlights, businesses re-opening, live videos from events and the coast and hashtag campaigns. Radio and print targeted messaging in nearby cities and counties," Perez added. "We worked with local media to tell stories of progress. The campaign's success relied on collaboration. We worked with local government agencies for updates on infrastructure and amenities. We also made sure our messaging was adaptable and responsive, updating content based on new milestones (like dock repairs, hotel and restaurants reopening, etc.)

## HOTEL AND RV PARK OCCUPANCY ROSE BY 30% WITHIN 3 MONTHS OF THE CAMPAIGN LAUNCH

campaign was to combat those challenges head-on and reintroduce Taylor County as a thriving, welcoming and resilient destination, as soon as several weeks following the last of the three hurricanes. "One of our primary goals was to reshape public perception and assure potential visitors that Taylor County was not only open for business, but actively rebuilding it stronger than before," Perez stated. "The campaign was crafted to highlight recovery milestones, the return of key amenities and the undeniable natural

through historic downtown Perry, visiting one of the only waterfalls in the state, experiencing birdwatching or participating in long-standing festivals and one of the many cultural events we hold each year. "The objective was to remind people why they fell in love with us in the first place -- and why now is the perfect time to come back," Perez said. "The Comeback Campaign was not just a marketing initiative, it was a response to crisis and a strategic mission to restore both confidence and economic stability in

deep assessment of where we stood in the aftermath of the storms, what had been lost, what had been restored and what we still needed to overcome. "We listened carefully to community members, business owners and tourism stakeholders. Their stories, concerns and hopes shaped the tone and direction of the campaign," Perez said. "We developed core messaging around the theme 'The Best Part of our Comeback Story...is YOU Coming Back!' This slogan became the campaign's emotional anchor -- simple, warm and sincere. "Every image, video, post and ad built on this central message: We're still here. We've come back. And now we're ready to welcome YOU back, too. "Using a mix of professional and community-sourced photography and video, we focused on visual storytelling. We captured sunrises over the Gulf, families returning to go fishing and talked of the upcoming scallop season with pictures from the previous year, revitalized downtown shops and locals sharing their own 'comeback' stories. "This gave the campaign a grassroots, relatable feel -- honest, hopeful and human. Short video content, including TikToks and Instagram reels, featured snippets of life 'back in action' to appeal to younger and digital-first audiences. Meanwhile, Facebook was used for

### Results

The "Comeback Campaign" delivered measurable results, including inquiries increasing by 30%, with a noticeable spike in website visits to the TaylorFlorida.com web page, as well as more social media followers on the Chamber's Facebook page following each major social or media push. According to Perez, hotel and RV park occupancy rose by 30% within three months of the campaign launch, indicating renewed visitor confidence and return travel to the area. "This is encouraging, since we lost many of our coastal beach rentals in the storm. But, most hotels, motels and campgrounds have since reopened. "Social media engagement grew dramatically: Facebook reach increased by 75%, Instagram impressions were up 22%, TikTok videos gained over 25,000 cumulative views," Perez added. The campaign earned multiple regional television and newspaper stories featuring recovery efforts, local businesses reopening and community events tied to the "Comeback" message.

A new event added to the community calendar is a "Third Friday" gathering in historic downtown Perry. The next gathering will be held Friday, Aug. 15.

"These stories reached an estimated audience of over 150,000 viewers and readers. Local events, such as the Florida State Bluegrass Festival and the Fiddler Crab Festival, both promoted under the 'Comeback Campaign' umbrella, saw a 15% boost in attendance, with many vendors and small businesses reporting record sales. "Reported feedback from businesses indicated a noticeable rebound in sales, with some noting month-over-month growth between 20%-30% as visitor numbers increased," Perez said. "For a rural county recovering from three consecutive natural disasters, these results are both emotionally and economically profound. They demonstrate not only the power of well-crafted, heartfelt messaging, but also the strength of community-led efforts in rebuilding a tourism economy with limited resources. "The 'Comeback Campaign' succeeded in restoring hope, reestablishing trust with

visitors, and creating real momentum toward long-term recovery," Perez said.

### About the Flagler Awards:

- Purpose: The Flagler Awards celebrate the efforts of individuals and organizations in promoting Florida as a premier travel destination and acknowledge excellence in tourism marketing.
- Categories: Awards are given across various categories, including Tourism Advocacy, Creativity in Public Relations, Special Event, Specialty Marketing, Resource/Promotional Material, Direct Marketing, Out-of-Home, Print Advertising, Websites, Internet Advertising, Mobile Marketing, Social Media Marketing, and Television Advertising.
- Award Levels: The top three entries in each category receive awards.
- Eligibility: Any Florida-based business, organization, or individual involved in promoting Florida tourism can enter, including accommodations, attractions, transportation companies, destination marketing organizations and more.

The Perry-Taylor County Chamber of Commerce is focused on the future, continuing to host events that have become area favorites -- like September's annual Smokin' in the Pines BBQ Festival.

## LEGALS

(Continued from page 9)

### NOTICE OF APPLICATION FOR TAX DEED TDA 25-035

NOTICE IS HEREBY GIVEN, that Taylor County, FL, the holder of the following certificate has filed said certificate for a tax deed to be issued thereon. The certificate number, year of issuance, description of the property and the names in which the property was assessed are as follows: Certificate Number 406 Year of Issuance 2023 Description of Property: Parcel Number: R04482-000 Described as: LEG 0000.003 ACRES - COM SE COR SE 1/4 OF NW 1/4 RUN W - 32.5 FT FOR POB RUN N 31.5 FT TO E - LN OLD 19 RUN S ALG E LN OF RD TO - PI OF RD & CENTER ST TH N ALG W - SIDE OF SAID ST TO POB - OR SECTION 25 TOWNSHIP 04 RANGE 07

Name in which assessed: D. Bruce & Elaine C. Heartsfield & Youssef A. Kassouf Said property being in the County of Taylor, State of Florida. Unless such certificate is redeemed according to law, the property described shall be sold to the highest bidder in the Courtroom on the 2nd floor in the Taylor County, FL Courthouse on the 18th day of August 2025 at 11:00 o'clock a.m.

\*\* To participate in the bidding, you must be prepared to pay a NON-REFUNDABLE \$200.00 CASH deposit immediately following the sale of each parcel in which you are the highest bidder. \*\* Dated this 11th day of July 2025. Gary Knowles Clerk of Circuit Court Taylor County, Florida

### NOTICE OF APPLICATION FOR TAX DEED TDA 25-036

NOTICE IS HEREBY GIVEN, that Taylor County, FL, the holder of the following certificate has filed said certificate for a tax deed to be issued thereon. The certificate number, year of issuance, description of the property and the names in which the property was assessed are as follows: Certificate Number 1066 Year of Issuance 2023

Description of Property: Parcel Number: R08957-300 Described as: LEG 0000.25 ACRES - COM NE COR OF W 1/2 OF NW 1/4 OF - NW 1/4 OF 6-8-8 RUN W 98.5 FT TO E - RW RD TH N ALG RW 1121 FT TO POB - TH CONT N ALG RW 110 FT TH E 100 FT - S 110 FT W 100 FT TO POB - OR 431-906 SECTION 31 TOWNSHIP 07 RANGE 08 Name in which assessed: Vinda Foster & Charles M. Foster, III Said property being in the County of Taylor, State of Florida. Unless such certificate is redeemed according to law, the property described shall be sold to the highest bidder in the Courtroom on the 2nd floor in the Taylor County, FL Courthouse on the 18th day of August 2025 at 11:00 o'clock a.m.

\*\* To participate in the bidding, you must be prepared to pay a NON-REFUNDABLE \$200.00 CASH deposit immediately following the sale of each parcel in which you are the highest bidder. \*\* Dated this 11th day of July 2025 Gary Knowles Clerk of Circuit Court Taylor County, Florida

### STATE OF FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION NOTICE OF CONSENT AGREEMENT ORDER

The Department of Environmental Protection gives notice of agency action of entering into a Consent Agreement Order with H&H Liquid Sludge Disposal, LLC, pursuant to section 120.57(4), Florida Statutes. The Consent Agreement Order addresses the land application of domestic wastewater biosolids at the permitted biosolids land application sites listed in Exhibit 1. The Consent Agreement Order is available for public inspection during normal business hours, 8:00 a.m. to 5:00 p.m., Monday through Friday, except legal holidays, at the Department of Environmental Protection, Division of Water Resource Management, Wastewater Management Program, 2600 Blair Stone Road, Tallahassee, Florida. Persons who are not parties to this Consent Agreement Order,

but whose substantial interests are affected by it, have a right to petition for an administrative hearing under sections 120.569 and 120.57, Florida Statutes. Because the administrative hearing process is designed to formulate final agency action, the filing of a petition concerning this Consent Agreement Order means that the Department's final action may be different from the position it has taken in the Consent Agreement Order. The petition for administrative hearing must contain all of the following information:

- a) The name and address of each agency affected and each agency's file or identification number, if known;
- b) The name, address, any e-mail address, any facsimile number, and telephone number of the petitioner, if the petitioner is not represented by an attorney or a qualified representative; the name, address, and telephone number of the petitioner's representative, if any, which shall be the address for service purposes during the course of the proceeding; and an explanation of how the petitioner's substantial interests will be affected by the agency determination;
- c) A statement of when and how the petitioner received notice of the agency decision;
- d) A statement of all disputed issues of material fact. If there are none, the petitioner must so indicate;
- e) A concise statement of the ultimate facts alleged, including the specific facts the petitioner contends warrant reversal or modification of the agency's proposed action;
- f) A statement of the specific rules or statutes the petitioner contends require reversal or modification of the agency's proposed action, including an explanation of how the alleged facts relate to the specific rules or statutes; and
- g) A statement of the relief sought by the petitioner, stating precisely the action the petitioner wishes the agency to take with respect to the agency's proposed action.

The petition must be filed (received) at the Department's Office of General Counsel, 3900 Commonwealth Boulevard, MS# 35, Tallahassee, Florida 32399-3000 or received via electronic correspondence at Agency\_Clerk@floridadep.gov, within 21 days of receipt of this notice. A copy of the petition must also be mailed at the time of filing to the District Office at PO Box 390, Branford, FL 32008. Failure to file a petition within the 21-day period constitutes a person's waiver of the right to request an administrative hearing and to participate as a party to this proceeding under sections 120.569 and 120.57, Florida Statutes. Within 10 days after filing a petition, a person whose substantial interests are affected by this Consent Agreement Order may choose to pursue mediation as an alternative remedy under section 120.573, Florida Statutes. Choosing mediation will not adversely affect such person's right to an administrative hearing if mediation does not result in a settlement. Additional information about the mediation process and procedure is provided in section 120.573, Florida Statutes and Rule 62-110.106(12), Florida Administrative Code.

### IN THE CIRCUIT COURT OF THE THIRD JUDICIAL CIRCUIT IN AND FOR TAYLOR COUNTY, FLORIDA

CASE # 24-871-CA MADISON COUNTY COMMUNITY BANK, v. WILLIAM LANCE HOUCK, et al., Defendants

NOTICE OF FORECLOSURE SALE NOTICE IS HEREBY GIVEN, pursuant to a Summary Final Judgment dated August 1, 2025 entered in Case No. 24-871-CA of the Circuit Court of the Third Judicial Circuit in and for Taylor County, Florida, wherein Madison County Community Bank is the Plaintiff and William Lance Houck and Ila Leann Houck; and all unknown parties claiming by, through, under, and against the herein named individual defendants who are not known to be dead or alive, whether said unknown parties may claim an interest as spouses, heirs, devisees, grantees or other daimans are the Defendants, the undersigned will sell to the highest and best bidder for cash at the East steps of the Taylor County

Courthouse, 108 N. Jefferson St., Perry, Florida 32347, at 11:00 a.m. on October 2, 2025, the property as set forth in said judgment and further described as follows: PARCEL #1 COMMENCE AT THE NE CORNER OF THE N 1/2 OF THE SW 1/4 OF THE NW 1/4 OF SECTION 22, TOWNSHIP 4 SOUTH, RANGE 7 EAST TAYLOR COUNTY, FLORIDA, FOR THE POINT OF BEGINNING; THENCE RUNS 00°06'42" E ALONG THE FORTY LINE 631.79 FEET TO THE NORTH RIGHT-OF-WAY LINE OF WOODS CREEK ROAD; THENCE RUN N 89°37'26" W ALONG SAID ROAD RIGHT-OF-WAY LINE 405.97 FEET; THENCE LEAVING SAID ROAD RUN N 00°06'42" W 630.68 FEET; THENCE RUN S 89°46'48" E 405.97 FEET TO THE POINT OF BEGINNING. SAID PARCEL CONTAINING 5.88 ACRES MORE OR LESS. PARCEL #2 Lot 12, Highpoint Suwannee Riverfront Estates Subdivision, according to the map or plat thereof, as recorded in Plat Book I, Page 109, Public Records of Dixie County, Florida. Any person claiming an interest in the surplus from the sale, if any, other than the property owner as of the date of the lis pendens must file a claim no later than the date that the Clerk reports the funds are unclaimed. Dated this 1st day of August, 2025. Gary Knowles, Clerk of Court By: Kathryn Lago Deputy Clerk Prepared by: Savage Law Office, PLLC 111 N. Calhoun St., Suite 8 Tallahassee, FL 32301

### IN THE CIRCUIT COURT, THIRD JUDICIAL CIRCUIT, IN AND FOR TAYLOR COUNTY, FLORIDA

PROBATE DIVISION CASE NO. 2025-76-CP

In Re: Estate of, SUSAN FRANCES WHITEHEAD, Deceased.

### NOTICE TO CREDITORS

The administration of the estate of SUSAN FRANCES WHITEHEAD, deceased, whose date of death was June 28, 2025; File Number 2025-76-CP is pending in the Circuit Court

for Taylor County, Florida, Probate Division, the address of which is Post Office Box 620, Perry, Florida 32348. The names and addresses of the Personal Representative and the Personal Representative's Attorney are set forth below.

All creditors of the decedent and other persons having claims or demands against decedent's estate, on whom a copy of this notice has been served, must file their claims with this court WITHIN THE LATER OF 3 MONTHS AFTER THE DATE OF THE FIRST PUBLICATION OF THIS NOTICE OR 30 DAYS AFTER THE TIME OF SERVICE OF A COPY OF THIS NOTICE ON THEM. All other creditors of the decedent and other persons having claims or demands against decedent's estate must file their claims with this court WITHIN 3 MONTHS AFTER THE DATE OF THE FIRST PUBLICATION OF THIS NOTICE. The personal representative has no duty to discover whether any property held at the time of the decedent's death by the decedent or the decedent's surviving spouse is property to which the Florida Uniform Disposition of Community Property Rights at Death Act as described in ss.732.216-732.228, applies, or may apply, unless a written demand is made by a creditor as specified under s.732.2211, Florida Statutes. ALL CLAIMS NOT SO FILED WILL BE FOREVER BARRED. NOTWITHSTANDING THE TIME PERIOD SET FORTH ABOVE, ANY CLAIM FILED TWO (2) YEARS OR MORE AFTER THE DECEDENT'S DATE OF DEATH IS BARRED. The date of first publication of this notice is August 6, 2025. G. CLINE MOORE ATTORNEY AT LAW, P.A. LENA L. TRUJILLO Personal Representative 9505 Carbur Lane Perry, Florida 32348 G. CLINE MOORE Attorney for Estate Florida Bar No. 119512 411 North Washington Street Perry, Florida 32347 Telephone: (850) 584-3300 Email: kende@fairpoint.net

Dated this 1st day of August, 2025. Gary Knowles, Clerk of Court By: Kathryn Lago Deputy Clerk Prepared by: Savage Law Office, PLLC 111 N. Calhoun St., Suite 8 Tallahassee, FL 32301

### IN THE CIRCUIT COURT, THIRD JUDICIAL CIRCUIT, IN AND FOR TAYLOR COUNTY, FLORIDA

PROBATE DIVISION CASE NO. 2025-76-CP

In Re: Estate of, SUSAN FRANCES WHITEHEAD, Deceased.

### NOTICE TO CREDITORS

The administration of the estate of SUSAN FRANCES WHITEHEAD, deceased, whose date of death was June 28, 2025; File Number 2025-76-CP is pending in the Circuit Court