



# News Release

## For Immediate Release

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### Florida Strawberry Festival selects two new Directors

PLANT CITY, Fla. (Feb. 14, 2025) – The Florida Strawberry Festival Board of Directors has selected two new Directors, Rhett Rollyson and Jim Scott.

The Festival’s Board of Directors consists of 16 directors and 14 associate directors, with new directors chosen from the pool of current associate directors. Both Rollyson and Scott bring a wealth of experience and leadership to their new roles.

“I’m extremely honored to move up to Director and excited to continue serving the Festival,” said Director Rhett Rollyson. “The Festival means so much to me, and I’ll do everything I can to maintain the excellence we strive for. I’m also thrilled to be joined by my good friend Jim, who will be a tremendous asset to the Board.”

Rollyson has been an Associate Director for the past 10 years, playing a significant role in the Festival’s success. He served as Parking Coordinator for eight years and has been Chairman of the Public Relations Committee for the past two. He has also emceed hundreds of vendor contests, conducted countless media interviews, and represented the Festival at civic clubs and community events throughout Central Florida. A lifelong Plant City resident, Rollyson is a graduate of Plant City High School (1989) and the University of Florida (1994). He and his wife, Tara McGinnes Rollyson, have two sons, Brendan (21) and Tanner (19).

Currently, Rollyson is the men’s tennis coach at Florida Southern College, where his team reached a #8 national ranking last season and advanced to the NCAA Tournament. Beyond the Festival, he serves on several community boards, including the South Florida Baptist Hospital Board of Trustees, the First Baptist Church of Plant City Personnel Committee, the Plant City YMCA Board of Directors, and the Raider Champions Board.

Scott has also made a lasting impact on the Plant City community through his leadership and service.

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After joining the Jarrett organization in 1999, Jim became a key figure in the local automotive industry as part of Jarrett-Scott Ford in Plant City. His dedication and success earned him multiple Ford President's Awards for excellence in customer service and business performance.

An active member of the Rotary Club of Plant City since 2006, Scott served on the board of directors for several years and was the club's president from 2010 to 2011. His involvement with the Florida Strawberry Festival is extensive, having served as an Associate Director since 2015, Chairman of the Ambassadors from 2012 to 2021, and Media Party Chairman since 2022.

In addition to his Festival duties, Scott is involved with numerous local organizations. He serves on the East Hillsborough Law Enforcement Appreciation Association Board of Directors, the South Florida Baptist Hospital Foundation Board of Directors, and the Plant City Economic Development Corporation Executive Committee. He was also actively engaged with the Greater Plant City Chamber of Commerce for a decade, serving as Chairman of the Board in 2013.

Scott's dedication to youth programs and community development is evident through his service on the Plant City YMCA Board of Directors from 2005 to 2014, where he served as Chairman of the Board from 2009 to 2010. He also served on the Tampa YMCA Association Governance Board from 2014 to 2017.

"I'm truly humbled and honored to continue my service to the Florida Strawberry Festival," said Director Jim Scott. "This Festival is a vital part of our community, and I look forward to working with the Board to help make each year better than the last."

### **About the Florida Strawberry Festival**

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, more than 600,000 visitors enjoy the festival's headline entertainment, youth livestock shows, exhibits of commerce, and, of course, its famous strawberry shortcake. The 2025 Florida Strawberry Festival will take place from February 27 through March 9 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), or connect with us on Facebook, Instagram, TikTok, and X. #berryfest25.

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