



Tourist Development Council Members

The Honorable **Kathryn Starkey**
Chairman, BCC

The Honorable **Camille Hernandez**
Vice–Chair, Mayor, City of Dade City

The Honorable **Chopper Davis**
City of New Port Richey

Kyle Von Kohorn
Fairfield Inn & Suites

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn

AGENDA

- | | |
|--|----------------|
| 1. CALL TO ORDER | 10 a.m. |
| 2. Invocation, Pledge of Allegiance | |
| 3. Roll Call | |
| 4. Public Comment | |
| 5. Approval of Minutes | |
| a. October 22, 2014 | |
| 6. New BUSINESS | |
| a. Event Sponsorship Agreement – PBA 50, Gary Beck | TD15-013 |
| 7. Old BUSINESS | |
| a. Fund Balance Report – Future Projections | Dan Risola/OMB |
| b. Update on Tourism Office’s move downstairs | Ed Caum |
| c. Update Dick’s TOC 2014 | Roni Lloyd |
| 8. Tourism Manager’s Report | TD15-012 |
| 9. Board Member Comments | |
| 10. Chairman’s Comments | |
| 11. Adjournment | |

Next Meeting: February 18, 2015

WPGC, New Port Richey

Joint TDC/BCC Workshop March 3, 2015 – WPGC, New Port Richey

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**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

OCTOBER 22, 2014

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED
IN AGENDA ORDER AS
PUBLISHED AND NOT IN THE
ORDER THE ITEMS WERE HEARD**

10:00 A.M.

**HISTORIC PASCO COUNTY COURTHOUSE, BOARD ROOM 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FLORIDA**

Tourist Development Council Members

The Honorable Jack Mariano
Board of County Commissioners

The Honorable Chopper Davis
Councilman, City of New Port Richey

The Honorable Camille Hernandez - ABSENT
Mayor, City of Dade City

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resorts

Gail Cushman - ABSENT
Days Inn and Suites

Toby Caroline
Paradise Lakes Resorts

Kyle VonKohorn - ABSENT
Fairfield Inn and Suites

Piyush Mulji
Hampton Inn

1. CALL TO ORDER - 10:00 a.m. Chairman

Chairman Mariano called the meeting to order at 10:00 a.m.

2. **Invocation, Pledge of Allegiance**

Ms. Tammy Glisson, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

3. **Roll Call**

Ms. Glisson called the roll. All members were present with the exception of Ms. Cushman, Mayor Hernandez, and Mr. VonKohorn who had excused absences. Councilman Davis was absent during roll, but arrived at 10:11 a.m. Mr. Mulji left the meeting at 11:52 a.m.

4. **Public Comment**

Chairman Mariano called for public comment.

There was no public comment.

5. **Minutes for approval – September 30, 2014**

Chairman Mariano requested a motion to approve the September 30, 2014 TDC minutes.

MS. CAROLINE MOVED to approve the September 30, 2014 minutes; **MR. CIACCIO SECONDED.**

Chairman Mariano called on the motion; the vote was unanimous and the motion carried.

6. New BUSINESS

a. **Presentation – Sports Facilities Advisory**

Mr. Ed. Caum, Tourism Manager, introduced Mr. Dev Pathik and Mr. Evan Eleff, who would give a PowerPoint presentation regarding the County-wide sports asset and sports tourism study done by The Sports Facilities Advisory.

Chairman Mariano requested a motion to receive and file the documentation presented by Mr. Pathik.

MS. CAROLINE MOVED to receive and file the documentation presented by Mr. Pathik; **MR. CIACCIO SECONDED.**

Chairman Mariano called on the motion; the vote was unanimous and the motion carried.

Mr. Dev Pathik, The Sports Facilities Advisory Founder/CEO, noted the documentation given to the Tourist Development Council (TDC) was a significant summary of the work done by his company. He stated they were contracted by Pasco County to provide a County-wide sports asset and sports tourism study which focused on identifying a way to optimize sports tourism and the County owned assets. The goal was to provide a specific set of recommendations for the County to take action on. He spoke regarding the background and achievements of The Sports Facilities Advisory.

Mr. Evan Eleff, representative for The Sports Facilities Advisory, gave a PowerPoint presentation which reviewed the scope of work overview, the study process, future implementation, market overview, comparative demographics/socioeconomics, existing County field inventory, and potential future sports tourism inventory which included SunWest Park, Wiregrass Sports Complex, and Cypress Creek Ice Sports Complex. He noted SunWest Park could be a National style venue for sand volleyball, sand soccer, and the potential for a wake boarding course.

Mr. Pathik stated the deeper value of SunWest was the ability to create an iconic and easily identifiable destination which could support other events. He noted SunWest should be developed for events and it was an easily identified and marketed destination.

Mr. Eleff continued the PowerPoint presentation reviewing community engagement, key stakeholders insights, opportunities and challenges, public participation survey highlights, support for sports tourism program development, support for development of new facilities, support by type of facilities, and the highest support came from the central part of the County.

Chairman Mariano asked if the survey showed which types of facilities were voted on based on a resident's location.

Mr. Eleff stated the survey did not address that issue; however, they could offer the information in the full data set. He continued the presentation reviewing the involvement in travel youth sports, travel adult sports, participation by sport, total sports travel participation, swimming was ranked the highest in participation and included adventure races, public participation comment highlights, and the supporting and opposing views regarding sports tourism development.

Mr. Pathik continued the PowerPoint presentation reviewing the seven key success factors, market insights, the National Association of Sports Commissions (NASC), quality facilities, accessibility, lodging, brand of the destination, political will and prioritization, incentives to support events and venues, and the funding of and need for a Sports Commission.

Mr. Eleff spoke regarding the success factors, market insights, and being further described of what success factors were, time spent in the market, research of understanding Pasco County, the lack of high quality event ready facilities in Pasco County, infrastructure challenges at existing facilities, the County's current sports tourism and ecotourism development, three highly desirable facilities which included: SunWest Park, Wiregrass Sports Complex, and Cypress Creek Ice Sports Complex, the ecotourism assets offered by Pasco County, competitive sports tourism facilities, mixed turf coverings, the strengths and challenges of accessibility and lodging in Pasco County, and the level of inventory available to Pasco County included Saddlebrook which was limited in its ability to support sports tourism events.

Mr. Pathik spoke regarding challenges, solution recommendations, competitive fields, building a brand to highlight the uniqueness of Pasco County, ecotourism opportunities utilizing the County's core assets, not following other County brands and own what Pasco County had to offer, the market place defining Pasco County, very few people knew what and where Pasco County was, and branding should include destinations such as Saddlebrook, SunWest Park, the rivers, and the open spaces of Pasco County. He stated the brand awareness campaign was not strong enough for the market place to understand what Pasco County was about.

Mr. Eleff stated political will and the prioritization of sports tourism was the main tool for economic development. He spoke regarding the need for unified efforts supporting sports tourism, successful sports tourism destinations across the Country had a fully articulated set of political wills and prioritization which started with the elected officials, the need for a clear, unified, and measurable purpose behind sports tourism in Pasco County, realistic goals, a non-unified political will in Pasco County, sports tourism being recession resistant, travel sports not declining over the course of the recession, 27% of domestic trips taken in 2012 were sports related, and parents continued spending on youth and amateur sports throughout the recession.

Mr. Pathik spoke regarding the branding and political will surrounding Mertle Beach, incentives on a metric based approach to attract growing events to Pasco County, incentives were the only way that the private sector would take risks on year one events, the development of a Sports Commission, a Sports Commissioner who was a full time professional dedicated to marketing the destination from a sports tourism view, and the proper funding and identification of a Sports Commission which would be announced nationally.

Mr. Eleff noted the collected data and research created an optimization strategy to review the foundational pieces of creating a successful sports tourism program for Pasco County. He spoke regarding high level strategies, opportunities, market success factors and insights, existing facilities and ecotourism assets along with new facilities should be a primary focus, future development with proven needs based on the number of room nights used, lack of foundational pieces if SunWest Park, Wiregrass Sports

Complex, and Cypress Creek Ice Complex were up and running, the optimization process which included public demand/needs, political will had to be the first piece to include clear direction from County Staff, brand and market position, event development incentives, use of inventory and County amenities, formalized organizational structure, dedicated budget, and high-performing management.

Mr. Pathik noted following the best practices of other Sports Commissioners, surveying participants at SunWest, and the infrastructure and data to produce a report which was in line with other National Sports Commissioner reports.

Chairman Mariano asked for clarification on “political will”.

Mr. Pathik spoke regarding an alignment of sports tourism, the conversations around building new facilities, using existing resources was more appropriate for Pasco County and would produce political support, and they were not suggesting political will should have been present for major infrastructure developments. He noted one on one discussions which indicated there was not an alignment across the board for this as a top priority because of the fear of spending public money to build large projects.

Chairman Mariano and Mr. Pathik held discussion regarding the allocated funding for the Wiregrass Complex; the hockey rink was a private development with full community support; the funding and political will associated with SunWest Park; competitive communities that had Sports Commissions in place; political will would only last as long as there was no additional funding needed; focusing on incentivized events using existing resources; the challenges for the sports marketing Staff; Florida Sports Foundation funding; sufficient amenities made for world class destinations; and the unique assets offered by Pasco County.

Mr. Ciaccio stated the presentation given by Mr. Pathik and Mr. Eleff was phenomenal. He spoke regarding Pasco County’s level of maturity in the sports tourism industry, 60% of hotel room nights for Dick’s Tournament of Champions went out of the County, increased out of County hotel nights once the fields at Wiregrass were built, Regional events using 10% of inventory, capitalizing on Regional events and what Pasco County had to offer while having the economic council obtain limited service hotels, and it had to start with a Sports Commission and recognized leadership.

Mr. Pathik and Mr. Eleff continued the PowerPoint presentation reviewing the action steps needed for change; the brand and market position of Pasco County was “safe and vanilla” for the sports tourism market; more texture was needed for the destination identity; marketing the unique wide open spaces; the identity of a destination was rooted in its geography and opportunities; what was a “great place” for sports tourism; competitive lodging, dining, and entertainment options; making the event a special and memorable experience; event development incentive standards; the budget authority of a Sports Commissioner; use of inventory from the perspective of the County and the private sector; pro-actively setting up private partnerships; formal organizational

structure; a properly funded organization to handle all aspects of the sports tourism program; event management was a key component; marketing the destination through specialized experiences; and the summary which included 10 action steps to be implemented and overseen by County officials.

The Board, Mr. Pathik, and Mr. Eleff held discussion regarding comparing Pasco County to places like Gatlinburg and Mertle Beach opposed to areas that were more unique to Pasco County; difficulty knowing whether to go toward sports tourism or ecotourism; 15 minute commute from hotels to event locations; new incentives for hotels; market events using existing assets; the population of Gatlinburg Tennessee was 4,000 and there were 12 million visitors per year; Gatlinburg amenities used the natural environment to attract visitors; Port Richey and New Port Richey ecotourism approach; a private operator to create a paddle board event; Sports Commissions typical size; a Sports Commissioner was typically paid \$70,000.00 per year; destination promotion meeting that promoted specific areas; Wesley Chapel District Park amenities and event possibilities, SunWest amenities and event possibilities; National Sports Association Commission meetings; tourism video presented at a prior meeting; good history of sports tourism which included Saddlebrook and St. Leo University; leadership spread throughout the County meant not every event would be supported; people were unaware of what Pasco County had to offer; the sports tourism growth history of Siesta Key; hotel inventory, style, and prices; County Staffs role in the presentation given; Tourist Development Council (TDC) funding allocation; and the goal was to have a plan to move forward with a successful sports tourism program.

Chairman Mariano spoke regarding a tourist destination location on I-75, the Cypress Creek mall, and the funding being spent on the new Tourist Development office space. He asked if it was appropriate to have the Sports Commission located at the best destination instead of the Government building.

Mr. Pathik stated he was not equipped to answer that question and did not think that would make a difference.

Chairman Mariano thanked Mr. Pathik and Mr. Eleff for the presentation.

Ms. Caroline recognized Staff for their involvement in the presentation.

Mr. Caum suggested tabling some of the old business due to the time.

Chairman Mariano requested the Wiregrass Sports Complex be presented.

1. **Old BUSINESS**

a. Harbors' Hospitality Van - Walter Loos

Mr. Ed Caum, Tourism Manager, introduced Mr. Walter Loos who would give an updated presentation to the TDC regarding the Harbors' Hospitality Van.

Mr. Loos, representative for the Harbors Hospitality and Tourism Coalition and Gill Dawg Marina, gave a PowerPoint presentation which reviewed the Harbors' Ridefly Express Shuttle, tying the shuttle to other transportation solutions throughout the County, west coast tourism focus, west coast merchant partnerships which would create a regional tourism destination, beaches, sandbars, ecotourism assets, operational overview of the reservation system, pricing models, a six month projected operation budget, the website www.visittheharbors.com, activity guide map concept, monthly entertainment guide, online event calendar, hotel kiosk program, and an online concierge program.

Ms. Caroline asked where the proposed route would be located.

Mr. Loos stated the service area would primarily be all of west Pasco with focus on the 19 corridor. He spoke regarding interested merchants that included a hot air balloon operator and various hoteliers.

Chairman Mariano and Mr. Loos held discussion regarding the van; signing hotels up; having a financial plan that worked for the partners; designated stops; participating business contributions of approximately \$300.00 to \$350.00 per month would sustain the program; advertising spots on the map would create additional revenue opportunities; requested financial support from the TDC included wrapping the van; and the commitment from the private sector.

Mr. Caum requested direction from the Council as to what Staff should extend to Mr. Loos who would come back to them with a more distinct financial request. He stated there were more interested partners; however, each party was waiting for the other to take ownership of the project. He spoke regarding selling advertising to vendors and Staff could spend time working with the partners.

Chairman Mariano stated the project should be funded by the vendors who were using the service.

Mr. Ciaccio spoke regarding the concept, that his concerns had not changed, taking a casual execution of the service would lead to upset visitors, multiple vans were needed, hotel operator would have to deal with angry guests, and there needed to be more thought behind the process.

Mr. Loos noted conversations held with Olympus who would be a back-up vendor.

Chairman Mariano stated there may need to be a proven track record prior to TDC funding. He suggested the destinations and hotels be contacted for more commitment in getting the program up and running.

Mr. Caum noted the option of a trolley system was being evaluated by Staff.

Mr. Loos stated Gill Dawg Marina would continue to operate the shuttle; however, this identified a weakness in the current service offerings for ecotourism related efforts. He spoke regarding the project as a way to connect visitors to operators and the ability for hotels to pre-package the service.

Mr. Caum stated the TDC had purvey over some funding; however, it was based on a heads in beds model. If Staff saw the potential for 15 rooms nights generated by the project on a weekly bases perhaps the TDC would entertain the idea. He spoke regarding TDC funding for projects that met one of the requirements already in place through the ESA or grant programs, the funding request from Mr. Loos was a unique situation, Staff was willing to work with Mr. Loos to develop a strategy to prove there would be ROI from a TDC investment, Staff attended Mr. Loos meetings and were in support of the project, and Staff needed direction from the Council.

Mr. Phethean encouraged Mr. Loos to keep working on the project. He spoke regarding his own travel experiences, similar van services in Cozumel, enhanced ecotourism experiences, the need for a back-up plan for the van, and whether funding could be taken from TDC promotion funding.

Mr. Loos spoke regarding the financial responsibilities of the partners and unnecessary financial burden on the community businesses without support from the County.

Chairman Mariano spoke regarding small business start-ups and the need to get the project off the ground prior to requesting financial support from the TDC.

Mr. Phethean clarified that Mr. Loos wanted funding to wrap the van.

Chairman Mariano stated the wrap was not necessary to start the service. He spoke regarding selling the service first.

Ms. Michele Baker, County Administrator, stated she would have Ms. Marla Chancey, Tourism Marketing Coordinator and Mr. Caum work with Mr. Loos to create a business plan to be presented at the next TDC meeting.

Chairman Mariano stated Staff needed to generate heads in beds and did not need to start up a marketing plan.

Ms. Baker stated Ms. Chancey would be able to help Mr. Loos bring together a coalition that would leverage each other and do the advertising. She noted this was part of creating Pasco County's destinations brand.

Chairman Mariano recommended Staff not spend too much time working on the project because of the stage it was in.

Mr. Phethean spoke regarding the percentage of TDC allocated funding for promotions and advertising.

Mr. Caum stated there was a percentage set aside; however, the item was not in the budget. He spoke regarding heads and beds production, being comfortable that Mr. Loos was moving in the right direction, return of investment, operations and maintenance, the denial of wrapping the County van, and the focus and direction of Staff.

Ms. Caroline stated she would like to see more confirmation from local business partners. She spoke regarding her resorts attempting to have a van service, majority of their visitors rent cars so they were able to come and go as they pleased, and positive promotion of the County that would increase heads in beds.

Chairman Mariano wished Mr. Loos good luck. He asked Staff what remaining agenda items needed to be addressed.

There was discussion regarding the remaining agenda items.

b. Tourism Budget Update - Ed Caum/Dan Risola

The item was continued to the November meeting.

c. Revised Room Night Chart - Ed Caum

The item was continued to the November meeting.

d. Update on Wiregrass Sports Complex - Ed Caum/Michele Baker

Ms. Michele Baker, County Administrator, gave an update on the Wiregrass Sports Complex. She stated the public/private partnership agreement required Pasco Sports to prove their financing prior to the TDC investing in the development of infrastructure. She spoke regarding met deadlines, the submitted proposal which included short term

capitalization and EB5 funding, the proposal was being reviewed by the County Attorney's Office and a financial advisor, and the next step after financing was reviewed was to begin scoping a design or design build contract. She noted the County infrastructure and Pasco Sports vertical amenities needed to be designed simultaneously and integrated.

Chairman Mariano stated he thought financing was in place when Pasco Sports submitted the proposal. He asked if EB5 funding was guaranteed.

Ms. Baker stated there was an EB5 commitment letter; however, EB5 financing was a long process and Staff was reviewing if the commitment letter was enough to make the County 100% comfortable.

Chairman Mariano asked at what point was the financing secured.

Ms. Baker stated she did not have those answers yet and she needed to meet with the County Attorney's Office and the financial advisor prior to giving feedback.

Chairman Mariano asked if anyone had experience with EB5 financing.

Mr. Caum spoke regarding EB5 financing research, background of EB5 financing he provided to those who requested it. He stated it was a solid tool used in the past and it was a Federal Government incentive program for increasing out of Country investment initiatives.

Mr. Ciaccio suggested contacting someone who had experienced EB5 financing to see how the process worked.

Ms. Baker noted the financial advisor was in the process of doing that.

The item was for information only.

e. Update on Tourism Office's move downstairs - Roberto Saez

Mr. Roberto Saez, Facilities Management Project Manager, gave an update on the cost of the new Tourism Department Office location. He spoke regarding a location map, the remodeled area would include a Tourism Office with 1,050 square feet, the remodel budget was \$46,418.00, an open bid for project construction that would be out by November 18, 2014, construction should start in mid-December, and the project would take approximately 60-days to complete.

Mr. Ed Caum, Tourism Manager, spoke regarding the growth of Tourism Staff, additional O&B Staff sharing the current Tourism office space, the Performance Development team was scattered among several offices, and the move would create opportunities for various departments to be in their own spaces.

Ms. Michele Baker, County Administrator, spoke regarding the Property Appraiser's unutilized space, a Facilities Master Plan to address the 20 year horizon and give the details necessary to figure out the short term moves, the renovation allowed for short term moves to accommodate staffing levels and to better group Staff, and the move would give the Tourism Department a presence on the first floor where visitors came in.

Chairman Mariano asked if the cost to the TDC was approximately \$40,000.00.

Ms. Baker stated it was.

Mr. Caum noted Staff's appreciation for the opportunity to have a premiere space that would offer amenities to the visitors of Pasco County.

Ms. Caroline asked if confirmation from the Council was needed.

Mr. Caum noted the cost was previously approved in the budget.

Ms. Caroline stated it would be a great move.

f. Turf Field Guidelines - Roni Lloyd/Elizabeth Blair

The item was continued to the November meeting.

g. Hotel Tracking for Dick's TOC - Roni Lloyd

The item was continued to the November meeting.

h. Local Piece with Greenberg - Marla Chancey

The item was continued to the November meeting.

2. **Tourism Manager's Report - TD15-011**

The item was continued to the November meeting.

3. **Board Member Comments**

None

4. **Chairman's Comments**

Chairman Mariano and Staff held discussion regarding 22 volleyball courts in Bay County; sleeves for the volleyball fields; private fund raising efforts; and direction for Staff to prepare a Memorandum to be presented at the November TDC meeting.

5. **Adjournment**

The meeting adjourned at 12:21 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
OCTOBER 22, 2014

Office of Paula S. O'Neil, Clerk & Comptroller

Prepared by: _____

Tammy Glisson, Records Clerk
Board Records Department

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairperson and Members of the Tourism Development Council DATE: 1/6/15 FILE: TD15-013

THRU: Michele L. Baker, County Administrator SUBJECT: Event Sponsorship Agreement with Killer 'B' Promotions, for the PBA50 Tour presented by VisitPasco.net (TDC 1/14/2015, 10:00 a.m., DC)

FROM: Ed Caum, Tourism Manager REFERENCE: All Members

It is recommended that the data herein presented be given formal consideration by the Tourism Development Council (TDC).

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the Tourist Development Council (TDC) a request to enter into an Event Sponsorship Agreement (ESA) with Killer 'B' Promotions, for the PBA50 Tour presented by VisitPasco.net, to be held on April 11 – 14, 2015, in order to promote Pasco County as a travel and sports destination.

Killer 'B' Promotions estimates approximately 120 registered participants along with their families will attend the Event. It is forecasted that the Event will have a local economic impact greater than that of the previous year's Event of \$130,678, which produced 214 room nights. Killer 'B' Promotions is expecting approximately 200+ room nights for this year's Event.

<u>Room Nights</u>	<u>Event Sponsorship</u>
2,000 and up	\$15,000 and up
1,000 – 1,999	\$10,000 to \$14,999
400 – 999	\$5,750 to \$9,999
200 – 399	\$2,500 to \$5,749
50 – 199	\$500 to \$2,499

According to the Event Sponsorship room night award grid approved by the Board of County Commissioners, an applicable sponsorship level is \$2,500 to \$5,749 if Killer 'B' Promotions reaches the 200+ room nights it is projecting. The Office of Tourism Development's (OTD's) budget for FY14/15 can allocate \$15,000 for this Event. Staff recommends the TDC choose to award this as a performance-based contract for \$10 per certified room night, not to exceed \$5,749.

Killer 'B' Promotions is requesting an ESA in the amount of \$15,000 for the County to sponsor the 2015 PBA Senior Tour Event. Should the TDC not recommend entering into an ESA allocation for the requested amount of \$15,000, there is a possibility that the Event may not be held in Pasco County.

ALTERNATIVES AND ANALYSIS:

1. Enter into a performance based ESA for \$10 per certified room night not to exceed \$5,749.
2. Enter into an ESA for \$15,000.
3. Do not enter into an ESA.

RECOMMENDATION AND FUNDING:

The Office of Tourism Development recommends the TDC approve Alternative #1. Funding for this action is available from the Event Sponsorship Account #B113-115300-88201 in the FY 2014-15 budget.

ATTACHMENT:

Event Sponsorship Application

MB/EC/ec



Pasco County Event Sponsorship Program Application for Sponsorship Agreement

Once completed, submit the following application to the Office of Tourism Development West Pasco Government Center 8731 Citizens Dr., Suite 340, New Port Richey, Florida, 34654. Retain the prior pages of this packet for your reference.

I. APPLICANT INFORMATION

Entity Legal Name: _____

Entity FED #: _____

Is the Entity a Florida corporation or registered to do business in the State of Florida?

See <http://www.sunbiz.org/> Yes: _____ No: _____

Application completed by: _____

Title/relationship to Entity named above: _____

Telephone No.: _____

Mailing Address: _____

Email Address: _____

II. EVENT INFORMATION

Event Title: _____

Date(s): _____

Event Location(s): _____

Projected number of overnight visitors staying in Pasco County accommodations: _____

Projected or known number of registered participants: _____

Explanation of how the Event qualifies as a destination event:

