

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

February 18, 2015, 10 a.m.

West Pasco Government Center Board Room

New Port Richey, FL



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. New BUSINESS | |
| a. Event Sponsorship Agreement – Pasco Paddlepalooza, Walt Loos | TD15-033 |
| b. Event Sponsorship Agreement – Speed Skating, Angie Serini | TD15-034 |
| c. Event Sponsorship Agreement – Artistic Skating, Angie Serini | TD15-035 |
| d. Discussion Medical Tourism | |
| e. Time Certain – Presentation Human Trafficking – Cpl. Wilkett | 11:15 a.m. |
| 6. Old BUSINESS | |
| 7. Tourism Manager’s Report | TD15-036 |
| 8. Board Member Comments | |
| 9. Adjournment | |

Next Meeting: April 15, 2015

WPGC, New Port Richey

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

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 2/3/2015 FILE: TD15-033

THRU: Randall J. TeBeest
Assistant County Administrator
(Public Safety and Administration)

SUBJECT: Event Sponsorship Agreement –
Venture 4th Group, LLC. – 2015
Pasco Paddlepalooza - \$2,000.00

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with the Venture 4th Group, LLC. (V4G), for the 2015 Pasco Paddlepalooza to be held on April 17-19, 2015, in order to promote Pasco County as a travel and sports destination.

Gill Dawg Marina, in Port Richey, will promote and host the event, estimated to bring more than 375 registered participants, additional guests and 85 room nights. V4G is requesting a sponsorship amount of \$5,000.00. Last year's event certified a total of 58 room nights and had an economic impact of \$20,576.20. Last year, Gill Dawg Marina was the Title sponsor of this event and was awarded a total of \$5,000.00.

<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 TDC and the Board of County Commissioners (BCC), if V4G reaches its 85 projected room nights, then the appropriate performance based sponsorship of \$850.00 would be awarded

With the understanding that the estimated room nights of at least 85 is met, and the promotional campaign is comprehensive and includes a presenting level sponsorship for the County, then additional advertising dollars should be awarded.

The OTD's approved budget for the FY 14/15 can support this event.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into an ESA for the amount of \$2,000.00 to support the continued grassroots marketing efforts in developing a coastal event.
2. Recommend the BCC enter into a performance based ESA at \$10.00/room night, with a cap of \$3,000.00.
3. Recommend the BCC enter into an ESA for \$5,000.00, based on the applicant's request.
4. Do not recommend entering into an ESA with Venture 4th Group, LLC.

RECOMMENDATION AND FUNDING:

The Pasco County OTD recommends the TDC hear the presentation and consider recommending entering into an ESA funding agreement to the BCC for Alternative #1. Based on the previous year's performance, the OTD would like to remain the presenting sponsor and believes that funding is appropriate for this second year event.

Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2014/15 budget.

ATTACHMENT:

Event Sponsorship Application

RJT/EC/ah



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: _Venture 4th Group LLC__

Entity FED #: 47-2831720

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

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

Application completed by: _Walter Loos

Title/relationship to Entity named above: Managing Partner

Telephone No.: 727 364-7516 727 277-0519

Mailing Address: 10220 Hill Top Drive, New Port Richey 34654

Email Address: walterl@gilldawg.com

II. EVENT INFORMATION

Event Title: 2015 Pasco Paddlepalooza

Date(s): April 17th, Saturday April 18th and Sunday April 19th

Event Location(s): Cotee River, Downtown New Port Richey and Port Richey Waterfront

Business District

Projected number of overnight visitors staying in Pasco County accommodations: 125

Projected or known number of registered participants: 375

Explanation of how the Event qualifies as a destination event:

The multisport aspect of this year's Pasco Paddlepalooza and world class paddling waters of West Pasco will draw competitors throughout Florida in addition to the surrounding states.

Many of last year's Paddlepalooza participants expressed their enthusiasm for this type of multi-day, multisport type of event. Currently this is the only multi-day, multisport backed by a

full slate of quality music entertainment along Florida’s Gulf Coast. This unique three day event truly highlights the world class paddling and rich entertainment and live music scene that West Pasco has to offer.

Provide a summary of marketing plan and proposed use of sponsorship funds (please attach a separate sheet if needed)

- PPC online advertising
- Website
- Facebook advertising
- Community presentations (rotaries and chambers)
- Industry publications and websites
- Print ads
- Fliers and save-the-date cards
- Mass email
- Social media promotional campaigns
- Media sponsorships
- Onsite monitors
- Banners
- Billboard
- Partnership Links

III. EXPENSES

Provide the following projected reimbursable expenses and the cost for each.

Reimbursable expense/items	Costs
Race Buoys and Lines	\$400
Race Start and Finish Lines	\$650
Website Updates	\$650
Social Media Promotions	\$650
Timing Services	\$550

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 2/3/2015

FILE: TD15-034

THRU: Randall J. TeBeest
Assistant County Administrator
(Public Safety and Administration)

SUBJECT: Event Sponsorship Agreement –
Southern Region Association of the
United States Amateur Confederation
of Roller Skating – Southern Region
Speed Roller Skating
Championships - \$3,000.00

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with the Southern Region Association of the United States Amateur Confederation of Roller Skating, Inc. (SRA) for the Southern Region Speed Roller Skating Championships that are to be held on May 30 - 31, 2015, in order to promote Pasco County as a travel and sports destination.

Spinnations, in New Port Richey, will host this qualifier event for the US Speed Skating Championships which is estimated to attract more than 220 registered participants, additional guests and approximately 245 room nights. SRA is requesting a sponsorship amount of \$4,000.00. Last year's event certified a total of 232 room nights and had an economic impact of \$116,749.50. Last year SRA was awarded a total of \$4,000.00.

<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 TDC and the Board of County Commissioners (BCC), an appropriate performance based ESA would award \$2,500.00 for this event, if SRA reaches the 245 room nights it is projecting.

Due to the economic impact and continued efforts in sustaining this event in Pasco County, SRA is requesting an ESA in the amount of \$4,000.00 for the County to sponsor the Southern Region Speed Roller Skating Championships.

The OTD's approved budget for the FY 14/15 can support this event.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into a performance based ESA at \$10.00/certified room night, with a cap of \$ \$3,000.00, based on the event's economic impact and regional appeal of a qualifying speed skating event.
2. Recommend the BCC enter into an ESA for \$4,000.00, as requested by the applicant.
3. Do not recommend entering into an ESA with SRA.

RECOMMENDATION AND FUNDING:

The Pasco County OTD recommends the TDC recommend entering into an ESA funding agreement to the BCC for Alternative #1. Based on previous performance, the OTD recommends that the TDC recommend entering into an ESA in the amount of \$3,000.00.

Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2014/15 budget.

ATTACHMENT:

Event Sponsorship Application
Letter from SRA

RJT/EC/ah



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: So Region Assoc. of The US Amateur Confederation of Roller Skating Inc.

Entity FED #: 85 801 267 690 6C-0

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

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

Application completed by: GLORIA MANNING

Title/relationship to Entity named above: PRESIDENT

Telephone No.: 305 271 7003

Mailing Address: 10320 SW 50 ST MIAMI FL 33165

Email Address: GMANN SKATE @ AOL.COM.

II. EVENT INFORMATION

Event Title: Southern Region Speed Roller Skating Championships

Date(s): MAY 30-31, 2015

Event Location(s): SPINNATIONS SKATING CENTER, PORT RICHEY, FL

Projected number of overnight visitors staying in Pasco County accommodations: 595

Projected or known number of registered participants: 220

Explanation of how the Event qualifies as a destination event:

This event is the qualifier for the US Championships
Skaters register with any one of the So. Region USARS clubs
in South Carolina, Mississippi, Kentucky, Georgia, Alabama,
Tennessee or Florida and must compete at this Championships
in order to qualify.

Provide a summary of marketing plan and proposed use of sponsorship funds (please attach a separate sheet if needed)

All So. Region clubs, coaches, skaters, & families receive The So. Region Championship information package complete with hotels, information, rates, entry forms, etc. well in advance of the event. We also advertise on The National USA Roller Skating website as well as local newspapers in and out of Pasco Co.

III. EXPENSES

Provide the following projected reimbursable expenses and the cost for each.

Reimbursable expense/items	Costs
MARKETING	\$ 370.00
Site Fee	\$ 2400.00
AWARDS	\$ 1900.00
Total Expenses	\$ 4,670.00

Total Sponsorship Amount Requested: \$ 4000.00

Room Nights Projected: 245

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: April 15, 2015

IV. SIGNATURE/DISCLAIMER

On behalf of So. Region Assoc. of The Amateur ^{CONFEDERATION OF ROLLER SKATING INC.}, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

Gloria Manning President 1-27-15
 Authorized Signature Title Date

Southern Region USAC/RS Association

10320 S.W. 50th St.

Miami, Florida 33165

Telephone/Fax 305-271-7003 Email: GMannSKATE@aol.com



October 30, 2014

Pasco County Tourist Development
West Pasco Government Center
8731 Citizens Drive, Suite 340
New Port Richey, Florida 34654

Re: So. Region Speed and Figure Skating Championships
Speed Dates: May 30 & 31st, 2015
Figure Skating: June 13, 14th & 15th, 2015

To: The Board of County Commissioners

We came very close to losing our venue here in Port Richey. After 10 years of no increases from the rink owners, Spinnations dramatically increase our rent. This was something we did not expect nor could we afford. The majority of clubs continue to support the Port Richey venue forcing our association to make some critical cuts in this coming year's 2015 figure event schedule in order to allow us to stay. In spite of all the cuts we have made, we will still be paying an additional \$1,100.00 in rent over last year.

As most of the Tourism Board already knows, we have held these championships in Port Richey since 2004. Regionals is the qualifier for both the Speed and Figure skaters to reach the U.S. Championships. Our region encompasses 7 states (Georgia, Kentucky, S.Carolina, Mississippi, Alabama, Tennessee and Florida). Our 2015 speed regionals will run for two days and the figure regionals for 3 days. Our verified room night count for both events in 2014 was 490.

For our two events in 2015, we are requesting \$4,000.00 for the May Speed and \$6,000.00 for the Figure Skating. We are so thankful for your support, grants and sponsorships over the years.

Sincerely,

A handwritten signature in cursive script, appearing to read "A Serini".

Angela Serini,
Officer & Local Coordinator

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 2/3/2015

FILE: TD15-035

THRU: Randall J. TeBeest
Assistant County Administrator
(Public Safety and Administration)

SUBJECT: Event Sponsorship Agreement –
Southern Region Association of the
United States Amateur Confederation
of Roller Skating, Inc. – Southern
Region Artistic Skating
Championships - \$4,000.00

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with the Southern Region Association of the United States Amateur Confederation of Roller Skating, Inc. (SRA), for the Southern Region Artistic Roller Skating Championships, that is to be held on June 13 - 15, 2015, in order to promote Pasco County as a travel and sports destination.

Spinnations, in New Port Richey, will host the event estimated to bring approximately 170 registered participants, additional guests and an estimated 275 projected room nights. SRA is requesting a sponsorship amount of \$6,000.00. Last year's event certified a total of 271 room nights and had an economic impact of \$130,359.50. Last year SRA was awarded a total of \$5,000.00, which was not performance based. The funding was awarded due to the concerns expressed by SRA that the event was being solicited to move if not receiving the full funding by Pasco County.

<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 TDC and the Board of County Commissioners (BCC), if the Event reaches its estimated 275 room nights, then the appropriate performance based sponsorship of \$2,750.00 would be awarded.

Due to the additional marketing efforts and economic impact, SRA is requesting an ESA in the amount of \$6,000.00 for the County to sponsor the Southern Region Artistic Roller Skating Championships.

The OTD's approved budget for the FY 14/15 can support this event.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into a performance based ESA for \$10.00/certified room night up to, \$4,000.00, based on the overall economic impact and to assist with the growing marketing efforts to keep this event in Pasco County.
2. Recommend the BCC enter into an ESA for \$6,000.00, as requested by applicant.
3. Do not recommend entering into an ESA with the Southern Region Association of the United States Confederation of Roller Skating, Inc.

RECOMMENDATION AND FUNDING:

The Pasco County OTD recommends the TDC recommend entering into an ESA funding agreement to the BCC for Alternative #1. Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2014/15 budget.

ATTACHMENTS:

Event Sponsorship Application
Letter from SRA

RJT/EC/ah



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I. APPLICANT INFORMATION

Entity Legal Name: So. Region Assoc. of The US AMATEUR CONFEDERATION OF ROLLER SKATING INC.
Entity FED #: 85 801 267 690 6C - 0

Is the Entity a Florida corporation or registered to do business in the State of Florida?
See <http://www.sunbiz.org/> Yes: X No: _____

Application completed by: GLORIA MANNING
Title/relationship to Entity named above: PRESIDENT
Telephone No.: 305-271-7003
Mailing Address: 10320 SW 50 ST MIAMI FL 33165
Email Address: GMANN SKATE @ AOL.COM

II. EVENT INFORMATION

Event Title: Southern Region ARTISTIC ROLLER SKATING Championship
Date(s): JUNE 13-14-15, 2015
Event Location(s): SPINNATIONS SKATING Center, PORT Richey, FL
Projected number of overnight visitors staying in Pasco County accommodations: 500
Projected or known number of registered participants: 170

Explanation of how the Event qualifies as a destination event:
This event is the qualifier for The US Championships. SKATERS REGISTER WITH ANY ONE OF THE SO. REGION USARS CLUBS IN S CAROLINA, MISSISSIPPI, KENTUCKY, GEORGIA, ALABAMA, TENNESSEE OR FLORIDA AND MUST COMPETE AT THIS CHAMPIONSHIP IN ORDER TO QUALIFY.

Provide a summary of marketing plan and proposed use of sponsorship funds (please attach a separate sheet if needed)

All So. Region clubs, coaches, skaters & families receive the So. Region Championship INFORMATION PACKAGE complete with hotel information, rates, entry form, etc. well in advance of the event We also advertise on The NATIONAL USA Roller SKATING website AS WELL AS LOCAL NEWSPAPER IN AND OUT OF PASCO Co.

III. EXPENSES

Provide the following projected reimbursable expenses and the cost for each.

Reimbursable expense/items	Costs
MARKETING	\$ 600.00
Site Fee	\$ 4,600.00
AWARDS	\$ 1,800.00
Total Expenses	\$ 7000.00

Total Sponsorship Amount Requested: \$ 6000.00

Room Nights Projected: 275

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: April 15, 2015

IV. SIGNATURE/DISCLAIMER

On behalf of So. Region Assoc. of The AMATEUR CONFEDERATION OF ROLLER SKATING, INC., I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

Josea Manning President 1-27-15
 Authorized Signature Title Date

Southern Region USAC/RS Association

10320 S.W. 50th St.

Miami, Florida 33165

Telephone/Fax 305-271-7003 Email: GMannSKATE@aol.com



October 30, 2014

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West Pasco Government Center
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Figure Skating: June 13, 14th & 15th, 2015

To: The Board of County Commissioners

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For our two events in 2015, we are requesting \$4,000.00 for the May Speed and \$6,000.00 for the Figure Skating. We are so thankful for your support, grants and sponsorships over the years.

Sincerely,

A handwritten signature in cursive script that reads "A Serini".

Angela Serini,
Officer & Local Coordinator

