

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

May 20, 2015, 10 a.m.

Historic Courthouse

Dade City, 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

Open Position

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. Adoption of Minutes
 - a. TDC Minutes December 10, 2014
 - b. TDC Minutes January 14, 2015
5. Public Comment
6. New BUSINESS
 - a. Presentation – Savage Race, Sam Abbott TD15-044
 - b. Finalize and Recommend Pasco County Tourist Development Plan 2016-2020
7. Old BUSINESS
8. Tourism Manager’s Report TD15-045
9. Board Member Comments
10. Adjournment

Next Meeting: June 17, 2015

WPGC, New Port Richey

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

DECEMBER 10, 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.

**WEST PASCO GOVERNMENT CENTER
NEW PORT RICHEY, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey
Board of County Commissioners

The Honorable Camille Hernandez
Vice-Chairman, Mayor, City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

Kyle VonKohorn
Fairfield Inn and Suites Ranch

Gail Cushman
Days Inn and Suites

Toby Caroline
Paradise Lakes Resorts

Jack Phethean
Little Everglades

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn

1. CALL TO ORDER – 10:02 A.M. Chairman

Chairman Starkey called the meeting to order at 10:02 a.m.

2. Invocation, Pledge of Allegiance

Ms. Marie Miller, Records Clerk, gave the invocation and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Miller called the roll. All members were present.

4. Public Comment

There was no public comment.

5. Approval of minutes

- a. **March 24, 2014**
- b. **April 16, 2014**
- c. **May 5, 2014**
- d. **June 18, 2014**
- e. **July 16, 2014**

Chairman Starkey requested a motion for approval of the minutes.

MS. CAROLINE MOVED approval of the noted minutes; **MS. CUSHMAN SECONDED.**

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

6. New Business

a. Event Sponsorship Agreement – Bare Dare TD15-020

Mr. Pete Williams, Caliente Bare Dare 5K, spoke regarding Bare Dare. The race had become the largest clothing optional race in North America since its debut in 2010. The destination event attracted runners from 25 states with 350 participants last year. He spoke regarding Caliente's rental units, the projected room nights, and that more than 400 runners were expected. He noted the demographics of the event, promotional value, accolades received for the race, publicity from newspapers and news stations, and the new partnership with 102.5 The Bone. Bare Dare was the largest event of its kind in the US and has been the National Championship of Nude Running since 2012. The USA Track & Field certified course of 3.1 miles was a competitive race with a course record of 15:29 for men and 19:20 for women. He understood the promotional pull and the impact of nude recreation in Pasco County. He felt that the National Championship of Nude Running belonged in Pasco.

The Council and Mr. Williams held discussion regarding May 3, 2015 was the date of the event; more than one event per year; runners and spectators planned their vacations around the race that could produce up to two weeks in bed tax; the average length of stay; the 40 room hotel at Caliente, condos and villas that could be rented at Caliente; and the “spill over traffic” from the event to other hotels.

Mr. Ed. Caum, Tourism Manager, reviewed Staff’s recommendation to enter into an Event Sponsorship Agreement (ESA) for \$4,400.00.

The Council and Staff held discussion regarding Staff’s recommendation; collateral marketing; tracking out-of-state participants and guests; branding Pasco as a destination race; and media coverage.

COUNCILMAN DAVIS MOVED approval of Staff’s recommendation; **MS. CAROLINE SECONDED.**

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

b. Event Sponsorship agreement – Gran Fondo TD15-021

Mr. Reuben Kline, Grand Fondo National Championship Series National Director, and Mr. Kyle Sage spoke regarding the Third Annual Gran Fondo Florida. The National Championship Series was comprised of 7 events across the Nation. Three events must be attended to be eligible for National standing in the series. The placement of the strategic event was to have people come into the area for preseason training. He spoke regarding the difficulties of finding a calendar date that was not a conflict to other events, Gran Fondo was a marathon for bicycle riding and user friendly with time segments, the dynamic experience, the different distances of the race, the partnership with local businesses, and the Pasco County Explorer programs. He explained their branding and promotion for the event and said there were additional options available to promote Pasco County. He felt there would be a substantial increase in rider turnout this year. He noted that 29 percent of the riders were from out-of-state last year with 70 percent outside of Pasco County.

Mr. Sage felt having San Antonio as part of the National calendar in the National Series of events was key to increase the ridership base from outside of the state.

Mayor Hernandez felt the event was well run and was as important to Dade City as it was to San Antonio.

Councilman Davis asked how many people watched the race and were there suggested areas to watch the race.

Mr. Cline felt cycling was not a spectator friendly sport. Family members would be the spectators on the 100 mile route.

Chairman Starkey asked if the Withlachoee Trail was included on the route.

Mr. Cline explained that the route showcased the diversity of the back roads with low traffic and beautiful scenery.

Brief discussion followed regarding the course was the same route each year; the course ran on the Brooksville Ridge that moved through elevation changes; riders came year round to train on the unique course; opportunity for Pasco to grow; to grow cycling with a user friendly format; growth increase due to the date change to March 29th; and the marketing plan.

Mr. Caum reviewed Staff's recommendation to enter into an ESA for \$5,000.00.

COUNCILMAN DAVIS MOVED approval of Staff's recommendation; **MS. CAROLINE SECONDED.**

Brief discussion followed regarding the amount received last year.

Chairman Starkey called on the motion; the motion carried with Mr. Mulji abstaining from the vote.

EMERGENCY WALK-ON ITEM

Broadcast Booth – TD15-026

Mr. Ed Caum, Tourism Manager, explained that the broadcast booth at the Wesley Chapel District Park was built in 2007. The booth was affected by the weather and needed to be replaced. Bids were requested for replacement of the booth but could not be built in time for the upcoming Dick's Tournament of Champions which required a booth under the current contract. A temporary platform would be built to meet the minimum needs of Dick's Tournament of Champions. The new broadcast booth was designed to be secured to the ground on top of a storage structure and could be moved to other fields. The booth was used year-round as part of an amenity by the Wesley Chapel Athletic Association. He felt a broadcast booth with an internet drop and power was needed to market the 12 fields. Staff requested approval of \$500.00 for a temporary platform and \$20,000.00 for the bid amount to build the broadcast booth.

The Council and Staff held discussion regarding how the booth would be rebuilt; the cost and location of the temporary platform; equipment stored in the storage container under the booth; comparison of storage containers at Disney's Wide World of Sports; the design and bid were based on building the broadcast booth quickly; the shipping container should match the structure on the top; expected life of the broadcast booth;

who would be responsible for maintenance and moving of the booth; and a possible donation of the container.

Ms. Elizabeth Blair, Senior Assistant County Attorney, asked if the existing contract with Dick's Tournament of Champions would end this year.

Ms. Roni Lloyd, Sport Marketing Coordinator, explained the contract was through 2016 and negotiations would start as early as March 2015 for a new contract.

COUNCILMAN DAVIS MOVED approval of \$20,500 for the cost of a temporary platform and building of the broadcast booth; **MR. PHETHEAN SECONDED.**

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

7. Old Business

a. Revised Room Night Chart

Mr. Ed Caum, Tourism Manager, explained the item. Staff was directed to review the Room Night Grid to ensure the grid was fair and equitable. The current Room Night Grid was a sliding scale with the larger events awarded more money per room night to allow for marketing. He reviewed the revised Room Night Chart calculation with a \$10 per night investment and gave an example that 50 room night's return on investment would be \$85.00 in room tax. He also showed a Room Night Chart with \$13.00 per room night.

Ms. Michele Baker, County Administrator, explained there was an economic impact that was not quantified in the return on investments. The TDC historically tracked the room nights.

Mr. Caum explained that the Room Night Chart listed the economic impact of each event to note the overall impact. The larger events and multi-day events would have more of an economic impact on the area. He felt that replacing the coffers was important. He asked if the Room Night Grid was a good mechanism for validating the room nights or would the Council desire to assign a specific amount to each room night.

Councilman Davis felt the Council should decide whether to use \$10 or \$13 per room night or to stay with the current sliding scale.

Mr. Caum felt it was a good time to discuss the Room Night Grid as he was producing a new Strategic Plan. Reviewing the ROI (Return on Investment), effects of the room night, and the marketing value was beneficial to the new Council members.

Ms. Roni Lloyd, Sports Marketing Coordinator, said that each event had a responsibility to provide a post event report to show where the marketing dollars went. The report was a critical component to show the marketing efforts.

The Council and Staff held discussion regarding options to reward money for advertising and marketing; fund balance and ROI; not to limit strategic marketing; performance based contracts based on room nights reported; and the current sliding scale.

MAYOR HERNANDEZ MOVED approval to continue with the Current Room Night Grid using the existing sliding scale; **MS. CUSHMAN SECONDED.**

Chairman Starkey called on the motion; the motion carried with Councilman Davis voting nay.

b. Update on Wiregrass Sport Complex

Ms. Michele Baker, County Administrator, spoke regarding the negotiation with Pasco Sports, LLC. The deadline to prove additional financing was not met. Pasco Sports requested to have the deal restructured but was denied under the current terms. Youth sports/tourism was a key component to the Tourism Plan. She felt the concept and location were good and the County wanted to move forward with the project. On December 16, 2014, Staff would recommend to the Board of County Commissioners to send a termination letter to Pasco Sports to terminate the previously negotiated agreement and to restructure the request for proposal that would go out at the first of the year. She spoke regarding updates and additions to the draft Purchasing Ordinance that included receiving and evaluation of unsolicited bid proposals.

The Council and Staff held discussion regarding the proposals from Pasco Sports; Penny for Pasco revenue based on economic impact; hotel tax collected; Pasco Sports contract was signed in January 2014; dorms built at the complex; growth of hotel rooms in Pasco; and that the next contract should move quicker.

This item was for information only; no action was taken.

c. Update on Tourism Office's Move downstairs

Mr. Ed Caum, Tourism Manager, gave an update of the Tourism Office's move to the first floor of the West Pasco Government Center. The move was scheduled in April and the cost remained the same as previously reported. He felt it was important to be accessible to the public. Brief discussion followed regarding the cost and description of the office space.

This item was for information only; no action was taken.

d. Hotel Tracking For Dick's TOC

Ms. Roni Lloyd, Sports Marketing Coordinator, noted that Staff was asked to identify ways to track the participating hotels for Dick's Tournament of Champions (TOC) in Pasco and Hillsborough counties. According to the post event report submitted by the National Development Program (NDP), 40 percent of the room nights were in Pasco. Staff asked NDP to provide information regarding the hotels of each team this year. She felt it was critical to receive the information for future negotiations. She spoke regarding the anticipated event hotels in Pasco, the limited capacity of hotels in Pasco, hotels that were not tracked in Hillsborough County, a locator form recommended by the Florida Sports Foundation, and a possible partnership with the Tampa Sports Commission.

The Council and Staff held discussion regarding incentives to book hotels in Pasco; increased expense and sponsorship fees; hotels should not increase their price for the days that the tournament was in Pasco; and negotiations with NDP would start as early as March.

e. Local Piece of Greenberg

Ms. Marla Chancey, Tourism Marketing Coordinator, spoke regarding the international opportunity to partner with Brand USA and Mr. Peter Greenburg to have filming completed in Pasco County. She showed the final footage that was completed in 3 months.

The Council and Staff held discussion that the film would be converted into 10 different languages; Brand USA would feature Pasco as one of their four locations within the United States to go that was interesting and eclectic; to promote cycling and kayaking; access to the video as a tool to market on Pasco websites; and the shift in international visitation.

f. Synthetic Turf Field Guidelines

Ms. Roni Lloyd, Sports Marketing Coordinator, reviewed the rules for the synthetic turf field. Synthetic turf fields required a specific type of maintenance different from grass fields. To insure the manufacturer warranty and guidelines were followed for the fields, signs would be displayed prior to the Tournament of Champions.

The Council and Staff held discussion regarding the rules for the synthetic turf fields and the size of cleats.

8. Tourism Manager's Report

Mr. Ed Caum, Tourism Manager, gave the Tourism Manager's Report. He spoke regarding the Visit Florida Marketing Retreat in December, money leveraged correctly when invested with Visit Florida and Brand USA, validation of the marketing strategy, social media, media coverage, and community involvement with tourism partners.

9. Board Member Comments

Councilman Davis noted that the New Port Richey Christmas Parade started at 6:00 p.m. on Saturday, December 6th with events starting on Friday night.

Mr. Phethean welcomed Chairman Starkey.

Ms. Cushman wished everyone a happy holiday.

Ms. Caroline congratulated Staff on excellent reports and wished everyone a Merry Christmas.

Mr. Caccio suggested to have a designated maintenance team maintain the synthetic turf fields. Proper training should be required due to the expense of replacing the field.

Brief discussion followed regarding the negotiations with Tournament of Champions.

Mr. Ed Caum, Tourism Manager, noted that the next Tourism Stakeholder Meeting would be held on December 17 and 18, 2014 beginning at 9:00 a.m. in the Land O' Lakes Community Center.

10. Chairman's Comments

Chairman Starkey felt fortunate to have represented three governors on the State Greenways and Trails Council. It was their mission to place bike and multi-use trails throughout Florida. There was an ambitious program in Pasco to add to the existing trails. Funding for the design to connect the Starkey trail and Pinellas trail was received this year and the construction funds were promised in DOT's (Department of Transportation) budget next year. She spoke regarding a trail under construction on S.R. 54 that ran through the center of the County to Dade City, BPAC (Bicycle Pedestrian Advisory Committee) members developing a suggested route to place shoulders in the San Antonio area, building the County's presence in the cycling community, and a conference call regarding a trail which would run from coast to coast.

Chairman Starkey spoke regarding the new Christmas activity at Safety Town that was held Thursday through Sunday, from 6:00 p.m. to 9:00 p.m. She understood it was a nice addition to the holidays.

Chairman Starkey spoke regarding how the State collected bed tax for Pasco. She felt the Council should discuss the pros and cons of having the County collect the bed tax in a future meeting.

11. Adjournment

The meeting adjourned at 12:02 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
DECEMBER 10, 2014

(SEAL)

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

Prepared by: _____
Marie Miller, Records Clerk
Board Records Department

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

JANUARY 14, 2015

**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, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey
Board of County Commissioners

The Honorable Camille Hernandez
Vice-Chairman, Mayor, City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

Kyle Von Kohorn
Fairfield Inn and Suites Ranch

Gail Cushman
Days Inn and Suites

Toby Caroline
Paradise Lakes Resorts

Jack Phethean
Little Everglades

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn

1. CALL TO ORDER – 10:00 A.M. Chairman

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

2. Invocation, Pledge of Allegiance

Ms. Marie Miller, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Miller called the roll. All members were present with the exception of Mr. Phethean who was absent during the roll call, but arrived at 10:02 a.m.

4. Public Comment

Chairman Starkey called for public comment.

There was no public comment.

5. Approval of Minutes

a. October 22, 2014

Chairman Starkey requested a motion to approve the October 22, 2014 TDC minutes.

MAYOR HERNANDEZ MOVED to approve the October 22, 2014 minutes; **MS. CUSHMAN SECONDED.**

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

6. New Business

a. Event Sponsorship Agreement – PBA 50, Gary Beck - TD15-028

Mr. Gary Beck, Killer 'B' Promotions, explained the Pasco County Open would be the kickoff event for the PBA's Senior Tour and in the past two years the event had attracted participants from across the US and six foreign Countries. The event would be held April 11-14, 2015 at Lane Glo Bowl in New Port Richey. The requested sponsorship funds will cover the PBA's Rights Fee and would allow for leverage of the PBA's media platforms which included ESPN, the PBA email list (400,000+), the PBA Facebook Fan Page (110,000+ likes), and the PBA Twitter account (28,900 followers). He spoke regarding international exposure for the County, the PBA website receiving over 2 million visits per year, live streaming video, the PBA YouTube channel, a constant tag line showing the event's location as Pasco County Florida, emails

promoting the event, PBA stars and PBA Hall of Fame inductees that would be in attendance, that a European based bowling website (Bowling Digital) would cover the event, the involvement of Tourism Staff, the event's growth, the ongoing effort to increase heads and beds, the bowling centers at The Villages, and events held that encouraged participants to arrive early taking advantage of what Pasco County had to offer.

The Council, Staff, and Mr. Beck held discussion regarding hotel stays associated with the event; adding Florida to Pasco County in the marketing and promotional materials; spectators coming to the area due to player notoriety; recommendations for more regional events; marketing opportunities of this type of event; Pasco County flyers handed out at a Las Vegas ESPN PBA event; using the event as a marketing tool to promote Pasco County; funding procedures; room night generation; \$15,000.00 was budgeted but not guaranteed and would give Pasco County the title sponsorship; marketing funds; other location evaluations; the promoters loyalty to Pasco County; facility updates to Lane Glo Bowl; the promoters goal to keep the event in Pasco County; investments made by the promotor; the potential of the event; a committed bowling proprietor and strong senior community; and the event provided more exposure for Pasco County than any other event sponsored by the TDC.

Mr. Ciaccio stated the request was a unique marketing opportunity. He spoke regarding the economic effects on the community, the participant demographics, the recommendations for more regional events, and the benefits of live streaming events.

Mayor Hernandez stated she agreed with Mr. Ciaccio. She spoke regarding reaching out to other communities, similar funding in the past, and the requirement of the TDC to look at events differently to help with marketing.

The Council, Staff, and Mr. Beck held discussion regarding the need to add Florida to the marketing tools; marketing the event to Pasco County residents; the potential for the West Pasco Chamber to be involved; marketing partnerships; local community impact potential; the exposure being worth the investment; internal marketing; local business sponsorships; news releases to local businesses letting them know about the event; the event schedule; and a charity corporate event to benefit Sand Soldiers of America.

COUNCILMAN DAVIS MOVED to approve entering into an ESA for \$15,000.00;
MAYOR HERNANDEZ SECONDED.

Ms. Cushman spoke regarding the participation growth of the SunCoast Senior Regional Bowling Tournament.

Chairman Starkey stated she would include information about the event in her newsletter which reached approximately 15,000 people.

Mr. Von Kohorn noted he would be abstaining from the vote due to a conflict of interest.

Chairman Starkey called on the motion; the motion carried with Mr. Von Kohorn abstaining from the vote.

7. Old Business

a. Fund Balance Report – Future Projections - Dan Risola/OMB

Chairman Starkey introduced Mr. Dan Risola, Budget Manager, who would present the Fund Balance Report. Chairman Starkey noted for the record that Mr. Phethean had arrived to the meeting.

Mr. Ed Caum, Tourism Manager, explained the item would show how funds were managed.

Mr. Risola thanked Mr. Thomas Bruno, Budget Analyst, for his contributions to the presentation. Mr. Risola gave a PowerPoint presentation which reviewed Tourism revenue, Tourism Tax of approximately \$765,000.00 per year, allocation of the Tourism funds, and a spreadsheet showing expenses continuing to outpace the fund balance.

Mr. Caum noted the accumulated construction fund could not be used for promotions or advertising due to the way it was collected.

Councilman Davis asked what was the difference between projected funding and contracted funding.

Mr. Risola spoke regarding budgeted funding, fluctuation of revenues, small increased revenue, and a three percent growth factor added for normal increased expenses.

The Council and Staff held extensive discussion regarding the preferred methodology; increased expenses; additional hotel rooms; future growth patterns; the ULI Report projections for 2020; programming a flat budget; trimming expenses if no new growth; how to project revenue; construction funding being spent without results; Wiregrass Sports Complex delegated funding and new bid process; shortfalls with Administration and promotions; that Visit Florida indicated tourists generated 24 percent of sales and fuel tax revenue; without tourism the average citizen would pay an additional \$38.00 in property tax, small businesses would pay an additional \$916.32 per year to cover the lost revenue, and alternatives included decreased expenditures, changed allocations, or increased revenues; Wiregrass Sports Complex; hotel growth would generate Tourism Tax; increased funding included a cost of living increase; Tourism percentages collected by surrounding Counties; using Tourism Tax to replenish communities; increased hotel stays; the STAR report showed a six percent increase since October; comparisons of hotel room rates along County lines; hotel contracts for corporate events; marketing and advertising growth; penny allocations; and branding Pasco County as a destination location and premier County.

Ms. Michele Baker, County Administrator, spoke regarding the law surrounding the use of the Penny for Pasco funds, operation and maintenance of a spring training facility and convention center, qualifications for a fourth penny, promotions and marketing, small venue promotions, changing the Performing Arts Center to a convention center to obtain the fourth penny, a major league sports deal would access the fifth penny, and the last two pennies could only be used for operation and maintenance.

The Council and Staff held discussion regarding fourth penny spending; the Board of County Commissioners was not inclined to levy an additional penny without purpose; promotions and marketing would require increased revenue or decreased expenses; the definition of a sports facility; sufficient funding for what the TDC was doing; national level advertising; dredging for additional boat access; trails around the San Antonio hills; the most important factor of a sports facility was that they were publicly owned and operated, operated through a contractor/management entity, and they were promoted to tourists; individual and corporate tourists; increased heads and beds; room night percentages associated with Dick's Tournament of Champions; other Counties benefiting from Dick's Tournament of Champions and the fields at Wiregrass; and incentivizing people to stay in Pasco County.

Chairman Starkey suggested the item be tabled and discussed at a workshop setting.

Ms. Baker spoke regarding incorrect revenue projections. She requested assumptions that the TDC would want built into the terms of occupancy rate and growth in room rates.

Mr. Risola stated people were not staying in Pasco County and if the growth rate was increase by three percent it would not cover the expenses.

Ms. Baker spoke regarding increased promotional expenses, budgeted expenses for this event, changes in promotion allocations, a joint workshop was scheduled to discuss the draft strategic plan with the Board of County Commissioners on March 3rd, the need for more funding, and the hoteliers sharing their forecast with Staff who would create a blended growth rate to be included in the revenue forecast.

Mr. Von Kohorn requested an email be sent from Staff to the hoteliers regarding their forecast.

Mr. Caum stated he would also include a chart referenced by Ms. Baker earlier in the meeting.

Mr. Phethean noted a change three years prior to allocate more promotion and festival funding. He stated there was no need to increase the Tourism Staff.

The item was for information only.

b. Update on Tourism Office's move downstairs - Ed Caum

Mr. Ed Caum, Tourism Manager, stated the Tourism Department's office move was scheduled for April.

The item was for information only.

c. Update Dick's TOC 2014 - Roni Lloyd

Mr. Ed Caum, Tourism Manager, introduced Ms. Roni Lloyd, Sports Marketing Coordinator, who would give a presentation regarding the preliminary numbers for Dick's Tournament of Champions.

Ms. Roni Lloyd, Sports Marketing Coordinator, presented the preliminary findings associated with the Dick's Tournament of Champions. She spoke regarding the economic impact to the Tampa Bay region, the Florida Sports Foundation Grant used for expenses, as the title sponsor Dick's Sporting Goods received the majority of the promotions and marketing, a four percent increased Rights Fee, the number of participating teams (97), post event reports should be received within 60 days, additional expenses for the Pasco County District School Board, additional fields created additional expenses for the Parks and Recreation department, forty percent of the room nights where in Pasco County, support from The Florida Sports Foundation and The Sports Facility Advisory, interest from the Tampa Bay Sports Commission going forward, Staff was building a stronger partnership with the Tampa Bay Sports Commission, increased room nights for other Counties based on partnership opportunities, better working relationships between the NDP and hoteliers to ensure Pasco County hotels were filled first, and renegotiation of the contract would take place as early as spring 2015.

Ms. Cushman asked why some hotels did not work with the NDP.

Ms. Lloyd stated some hoteliers would not negotiate the 24-hour cancellation room block and the 15 percent rebate requested by NDP.

Mr. Ciaccio spoke regarding normal rebate percentage rates, 24-hour cancellations were not a problem for hotels that had waiting lists, non-supporting hotels increased their room rates to benefit from the event, and the NDP's request was higher than industry standards but was not excessive.

Mr. Von Kohorn spoke regarding room rates given to teams, the location of his hotel, amenities in the area, and his hotel's support of the event.

Mr. Ciaccio spoke regarding longer tournaments held in Orlando that afforded participants time to enjoy the area versus a tournament in which participants were at the fields all day with no down time.

Mr. Mulji stated travel time was the main challenge for his hotel. He spoke regarding the lack of rental activity after contracting through Dick's Sporting Goods and the business he lost the prior year due to committed teams cancelling at the last minute.

Chairman Starkey spoke regarding better contract conditions and hotel locations near the fields.

Mr. Ciaccio spoke regarding the Hillsborough County Tampa Sports Commission and Visit Tampa Bay which was funded through the Bed Tax.

The Council and Staff held discussion regarding participation of the Tampa Sports Commission; the current agreement between Pasco County and the NDP; the benefits of the event staying in the Tampa Bay area; a potential political engagement between Pasco County and Tampa Sports Commission; ten hotels in Tampa that benefited from the event; New Tampa residents' desire to have events in other areas; government contracts and allocated funding; Tampa hotels receiving triple room nights and two and half times tax percentages without investing; requests for post event information; the team registration process; funding paid only if and when requested information was received; the inability to budget allocated money to something was a financial consideration not a threat; and the Tampa Sports Commission Board of Directors members.

The item was for information only.

8. Tourism Manager's Report - TD15-027

Mr. Ed Caum, Tourism Manager, noted that Ms. Baker presented a Resolution from the Miami/Dade County Commissioners to the Pasco County Board of Commissioners asking State Legislators to consider reinstating Film in Florida tax incentives. The Board decided to support the request by sending a Resolution to Tallahassee reflecting the business opportunities.

The Board and Staff held discussions regarding a Resolution to present to the Board; that the movie Edward Scissor Hands was filmed in Tampa Bay; and Hillsborough County was working on incentives to bring the director of Edward Scissor Hands back for another project.

Mr. Caum noted that he attended the Visit Florida marketing retreat and would attend the Rally in Tally, Tourism Day in Tallahassee on March 10th, 11th, and 12th. He spoke regarding the County being on track, Visit Florida co-ops used to ensure matched funding, the use of Brand USA which leveraged two dollars for each dollar from Visit Florida, getting Pasco County on the Legislative Agenda, Legislator partnerships, it was a good day when Pasco County initiatives were advanced within the industry directly to

our representatives, Facebook numbers, past and upcoming events, and public relations.

Chairman Starkey stated all TDC members were welcome to attend Tourism Day in Tallahassee.

The item was for information only.

9. Board Member Comments

Councilman Davis noted a contract would be signed in early February to move forward with the Hacienda, a destination and hotel.

Chairman Starkey noted the Board approved RESTORE funds for New Port Richey and the City of Port Richey for the Orange Lake restoration project, Nick's Park, and Sun West.

Councilman Davis spoke regarding Sims Park project.

10. Chairman's Comments

Chairman Starkey introduced Mr. Allen Howell, Metropolitan Planning Planner II.

Mr. Allen Howell, Metropolitan Planning Planner II, spoke regarding northeast Pasco County's involvement with the Grand Fondo bike event which was the beginning of a national circuit that toured the Country, signage, creating a safer environment, and international bicycling promotions.

Chairman Starkey spoke regarding international tourism opportunities. She asked the TDC for input regarding their meeting schedule.

Mr. Caum reviewed the meeting schedule which included scheduled speakers for the February meeting, a joint workshop to be held in March, the spring break schedule, Tourism Week in May, grant presentations scheduled for July, the June, August, and October meetings could be skipped, a budget presentation in September, and the 2016 meeting schedule.

The Council and Staff held discussions regarding meetings cancelled in July; how schedule changes would affect applicants; earlier start times for the TDC meetings; the requirements to hold meetings; and the members who would be available to attend the February 18th meeting.

11. Adjournment

The meeting adjourned at 12:01 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
JANUARY 14, 2015

(SEAL)

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 Chairman and
Members of the Tourist Development
Council

DATE: 4/22/2015 FILE: TD15-044

THRU: Randy TeBeest
Assistant County Administrator
(Public Safety and Administration)

SUBJECT: Event Sponsorship Agreement-
Mad Cap Events, LLC-
Fall 2015 Sponsorship Request-
Spring 2016 Sponsorship
Request-
Fall 2016 Sponsorship Request
Savage Race Florida-
Little Everglades Ranch

FROM: Ed Caum
Tourism Manager

REFERENCE: All Council 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 request for the TDC to recommend entering into an Event Sponsorship Agreement (ESA) with Mad Cap Events, LLC. This recommendation to the TDC is for multiple Event dates which include October 24-25 of Fall 2015, March 19-20 of Spring 2016, and October 22-23 of Fall 2016. Each of these Savage Race Events is currently scheduled to be held at the Little Everglades Ranch and will highlight the Ranch as a unique sporting venue thereby promoting sports tourism in Pasco County. The unique beauty of the Ranch has built its reputation of one of the most talked about obstacle races in Florida.

From Spring 2014 to Spring 2015 participants increased from 6771 to 9171 in just one year. The Savage Race is held twice a year with the larger Event taking place in the Fall which is projected to attract up to 14,000 participants this October (Fall 2015 Event). Based on the out of town registration and previous history, the Event will bring in up to 2,500-3,000 anticipated overnight visitors to the Tampa Bay area. In addition to the room nights generated, the Event brings in additional revenue to the community through their contracts with small businesses in Pasco County estimating approximately \$70,000 in vendor contracts per event. The Event website also produces the most referral traffic of any County sponsored event to visitpasco.net.

According to the Event Sponsorship Room Night Award Grid, the room night projections of up to 3,000 room nights per Event satisfies the funding request of \$20,000 per 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

Mad Cap Events, LLC, is requesting a sponsorship in the amount of \$60,000 (\$20,000 for each Event). Previously Mad Cap Events, LLC, proposed spending up to \$80,000 per event in marketing costs.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into an ESA for \$60,000 as requested.
2. Recommend the BCC enter into an ESA for an alternate amount.
3. Do not enter into an ESA.

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC hear the presentation and consider entering into an ESA funding agreement to the BCC for Alternate #1. Funding for this action will be made available from the Event Sponsorship Account # B113-115300-88201, in the FY 2016/17 budget.

ATTACHMENT

Event Sponsorship Application

RJT/EC/rl



Pasco County Event Sponsorship Program Application for Sponsorship Agreement Guidelines and Procedures

The primary purpose of the Pasco County Event Sponsorship Program is to provide funding to attract events to Pasco County that might not otherwise be held in the County because other appropriate venues exist outside of the County. Additionally, the Program is designed to assist organizations, governing bodies, and rights holders in attracting events which will generate a significant number of overnight visitors in Pasco County and deliver a quality destination event to the area. The Program is administered through an Applicants are required to provide the following information in writing and to make a presentation regarding their proposed event before the Tourist Development Council (TDC) for each sponsorship sought unless a prior Event Sponsorship Agreement for multiple events is in effect.

The following information is required of all applicants:

- Projected number of overnight visitors staying in Pasco County accommodations
- Projected or known number of registered participants
- Whether the Event is a destination (for example, the Dick's Tournament of Champions Lacrosse event is the series final event for 26 qualifying teams from across the nation)
- Promotional value to the County (for example, media coverage of event will be broadcast on regional television or County will be named as title or presenting sponsor)
- Sponsorship amount requested and proposed uses of requested funds

In an effort to continue to be “eco” friendly the TDC requires that the applicant incorporate a recycling plan as part of the application process. The recycling plan must be submitted at the time of application for funding. A Recycling Scale Ticket for recycled materials for large events or a bag count report for smaller events must be submitted with the Post Event Report. The Pasco County point of contact to develop a recycling plan is: Jennifer L. Seney, Recycling Coordinator, Pasco County Utilities - Solid Waste, 14230 Hays Road (mailing), 14606 Hays Road (physical location), Spring Hill, Florida, 34610, (727) 856-4539, jseney@pascocountyfl.net.

Event Sponsorship applications, presentations, and supplemental materials will be reviewed during TDC meetings (held at a minimum quarterly). The TDC and the Office of Tourism Development will then make a recommendation regarding a Sponsorship Agreement and a proposed funding amount to the Pasco County Board of County Commissioners (BCC). The recommendation and the final Sponsorship Agreement may provide for the provision of funding up front or may be structured to reimburse the Applicant for specific allowable expenditures upon the conclusion of the sponsored event. In some circumstance, the final amount of funding an Applicant receives will be contingent upon performance based criteria, i.e., the number of room nights or participants. The TDC and Office of Tourism Development will use the following grid as a ***guideline*** when recommending a funding amount to the BCC.

Room Nights	Sponsorship Amount
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

The following are examples of allowable/disallowable expenses that may be funded through an Event Sponsorship Agreement.

Allowable Expenses	Disallowable Expenses
promotion, marketing, and programming	general and administrative expenses
paid advertising and media buys	building, renovating and/or remodeling
production and technical expenses	permanent equipment purchases
site fees/costs (rentals, insurance)	hospitality or social functions
rights & sanction fees	traffic control, fire/rescue support
non-monetary awards (trophies and medals)	County permits

The 2015 TDC meeting schedule and corresponding application deadlines are provided below. Please indicate on your application the preferred TDC meeting date for your presentation.

Meeting Location	Date	Deadline for Application:
Dade City	January 14, 2015	January 2, 2015
New Port Richey	February 18, 2015	January 30, 2015
Dade City	March 18, 2015	February 27, 2015
New Port Richey	April 15, 2015	April 3, 2015
Dade City	May 20, 2015	May 1, 2015
New Port Richey	June 17, 2015	June 5, 2015
Dade City	July 15, 2015	July 3, 2015
New Port Richey	August 19, 2015	July 31, 2015
Dade City	September 16, 2015	September 4, 2015
New Port Richey	October 14, 2015	October 2, 2015
Dade City	November 18, 2015	October 30, 2015
New Port Richey	December 16, 2015	December 4, 2015

Prior to the BCC meeting at which the Event Sponsorship will be considered, an agreement prepared by the County will be forwarded to the applicant for execution (the Event Sponsorship Agreement). The some of the terms of the Event Sponsorship Agreement may vary from applicant to applicant but at a minimum will provide for, including but not limited to, the amount of funding that is made available for the Event and the reimbursable expenses that the funding may be used for, placement of the Pasco County Tourism logo on promotional materials and advertisements, and the obligation of the recipient to obtain liability insurance

naming the County as an additional insured. The Event Sponsorship Agreement is required to be executed by the president or vice president of the legal entity prosing the event and witnessed by one other person prior to consideration by the BCC.

Upon the conclusion of the event, the Post Event Report, see Exhibit A, attached hereto, must completed and submitted to the Office of Tourism. Where an Event Sponsorship Agreement provides for the reimbursement of allowable expenses, the reimbursement cannot be made until a completed Post Event Report is received by the Office.



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: Mad Cap Events, LLC dba Savage Race

Entity FED #: 45-0959161

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: Sean Wolters

Title/relationship to Entity named above: Event Operations Manager

Telephone No.: 407-902-9648

Mailing Address: 3218 E. Colonial Dr. Ste G. Orlando, FL 32803

Email Address: sean@savagerace.com

II. EVENT INFORMATION

Event Title: Savage Race Florida Fall 2015; Savage Race Florida Spring 2016; Savage Race Florida Fall 2016;

Date(s): 10/24/2015 & 10/25/2015; 3/19/2016 & 3/20/2016; 10/22/2016 & 10/23/2016

Event Location(s): Little Everglades Ranch, Dade City, Florida

Projected number of overnight visitors staying in Pasco County accommodations: 3,000 per event

Projected or known number of registered participants: 14,000 participants and spectators per event

Explanation of how the Event qualifies as a destination event: Participants and spectators travel from throughout the state and U.S. to participate in the event for cash prizes. Based on the template provided by Pasco County, accommodations impact for Pasco County for Savage Race Spring 2014 and Fall 2014 was \$104,315 and \$160,903 respectively. The Total Economic Impact for Pasco County was \$604,388.05 and \$931,110.94 respectively (see attached). Mad Cap Events, LLC is also offering significant marketing value to Pasco County including, but not limited to, inclusion in event emails, event website placement, event photos and videos, and on-site signage (see attached).

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

Mad Cap Events, LLC will use funds provided to assist in the cost of our Facebook advertising campaign to market to potential participants.

III. EXPENSES

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

Reimbursable expense/items	Costs
Facebook Marketing	\$225,000 (\$75,000 per event)
Google Advertising	\$12,000 (\$4,000 per event)
Marketing Event Video Production	\$18,000 (\$6,000 per event)
Site Fees	\$60,000 (\$20,000 per event)
Medals and Trophies	\$24,600 (\$8,200 per event)
Total Expenses	\$339,600 (\$113,200 per event)

Total Sponsorship Amount Requested: \$60,000 (\$20,000 per event)

Room Nights Projected: 1,400 per event

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: May 20th, 2015

IV. SIGNATURE/DISCLAIMER

On behalf of Mad Cap Events, LLC I certify that I have completed this event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate.



Authorized Signature

Event Operations Manager

Title

3/23/2015

Date

Savage Race Recycling Plan

As per Savage Race's conversation with Jennifer Seney, Recycling Coordinator for Pasco County, our event meets or exceeds the guidelines set forth by the County.

1. Use clear bags placed in Clear Stream containers next to all trash receptacles throughout the event
2. Two 20-yard dumpsters on site for recycling collection by Progressive Waste
3. Signage placed on all dumpsters indicating whether they are for trash or recycling
4. Cleanup crew dedicated to changing bags and picking up trash and recycling for the duration of the event
5. Receive a Recycling Scale Ticket from Progressive Waste after materials are hauled from site

Savage Race Spring 2014 Event Sponsorship Report

Room Nights				
	Rooms	Room Rate	# of nights	Total
Accommodations Impact (In & Out-of-State): (based on 20% of participants and spectators w/ 2 per room)	1051	82.75	1.2	\$ 104,315
				\$ -
	Total Spent	Bed Tax Rate		Total
Bed Tax Impact	\$104,315.05	0.02		\$ 2,086
Economic Impact				
	# of participants	Value	# of nights	Total
ADULT Out-of-State overnight	168	\$ 150.00	1.2	\$ 30,240.00
YOUTH Out-of-State overnight	13	\$ 75.00	1.2	\$ 1,170.00
ADULT In-State overnight	1178	\$ 75.00	1.2	\$ 106,020.00
YOUTH In-State overnight	0	\$ 35.00	1.2	\$ -
ADULT In-State	4902	\$ 35.00		\$ 171,570.00
ADULT In-County	510	\$ 25.00		\$ 12,750.00
YOUTH In-County	0	\$ 15.00		\$ -
Total # of participants	6771			\$ 321,750.00
	# of spectators	Value	# of nights	Total
ADULT Out-of-State overnight	91	\$ 150.00	1.2	\$ 16,380.00
YOUTH Out-of-State overnight	8	\$ 75.00	1.2	\$ 720.00
ADULT In-State overnight	645	\$ 75.00	1.2	\$ 58,050.00
YOUTH In-State overnight	64	\$ 35.00	1.2	\$ 2,688.00
ADULT In-State	2677	\$ 35.00		\$ 93,695.00
ADULT In-County	256	\$ 25.00		\$ 6,400.00
YOUTH In-County	26	\$ 15.00		\$ 390.00
Total # of spectators	3767			\$ 178,323.00
Total Economic Impact (Accommodations Impact + Economic Impact)				\$ 604,388.05

Savage Race Fall 2014 Event Sponsorship Report

Room Nights				
	Rooms	Room Rate	# of nights	Total
Accommodations Impact (In & Out-of-State):	1620	82.75	1.2	\$ 160,903
(based on 20% of participants and spectators w/ 2 per room)				\$ -
	Total Spent	Bed Tax Rate		Total
Bed Tax Impact	\$160,902.94	0.02		\$ 3,218
Economic Impact				
Participation Summary (competitors)				
	# of participants	Value	# of nights	Total
ADULT Out-of-State overnight	260	\$ 150.00	1.2	\$ 46,800.00
YOUTH Out-of-State overnight	21	\$ 75.00	1.2	\$ 1,890.00
ADULT In-State overnight	1818	\$ 75.00	1.2	\$ 163,620.00
YOUTH In-State overnight	0	\$ 35.00	1.2	\$ -
ADULT In-State	7562	\$ 35.00		\$ 264,670.00
ADULT In-County	727	\$ 25.00		\$ 18,175.00
YOUTH In-County	0	\$ 15.00		\$ -
Total # of participants	10388			\$ 495,155.00
Spectator Summary (friends, family, etc.)				
	# of spectators	Value	# of nights	Total
ADULT Out-of-State overnight	140	\$ 150.00	1.2	\$ 25,200.00
YOUTH Out-of-State overnight	12	\$ 75.00	1.2	\$ 1,080.00
ADULT In-State overnight	995	\$ 75.00	1.2	\$ 89,550.00
YOUTH In-State overnight	99	\$ 35.00	1.2	\$ 4,158.00
ADULT In-State	4130	\$ 35.00		\$ 144,550.00
ADULT In-County	396	\$ 25.00		\$ 9,900.00
YOUTH In-County	41	\$ 15.00		\$ 615.00
Total # of spectators	5813			\$ 275,053.00
Total Economic Impact (Accommodations Impact + Economic Impact)				\$ 931,110.94
Calculator				
Calculator				
Total participants	10387	100.0%	10387	
ADULT Out-of-State overnight		2.5%	260	
YOUTH Out-of-State overnight		0.2%	21	
ADULT In-State overnight		17.5%	1818	
YOUTH In-State overnight		0.0%	0	
ADULT In-State		72.8%	7562	
ADULT In-County		7.0%	727	
YOUTH In-County		0.0%	0	
Calculator				
Calculator				
Total Spectators		56.0%	5817	
ADULT Out-of-State overnight		2.4%	140	
YOUTH Out-of-State overnight		0.2%	12	
ADULT In-State overnight		17.1%	995	
YOUTH In-State overnight		1.7%	99	
ADULT In-State		71.0%	4130	
ADULT In-County		6.8%	396	
YOUTH In-County		0.7%	41	



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POST EVENT SPONSORSHIP REPORT



PREPARED BY: SEAN WOLTERS
SEAN@SAVAGERACE.COM
407.902.9648

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Savage Race Florida Fall 2014 Post Event Sponsorship Report

The population of Dade City quadrupled on October 25th and 26th as the Little Everglades Ranch once again played host to the World's Best Obstacle Race. Savage Race's fifth event in Pasco County did not disappoint the 16,000+ participants and spectators who came to conquer "Colossus," dive off "Davy Jones' Locker," and live their "Pipe Dreams." Some participants crossed an item off of their bucket list, some overcame their fear of heights, some saw their coworkers in a new light, and all had an experience they will never forget.



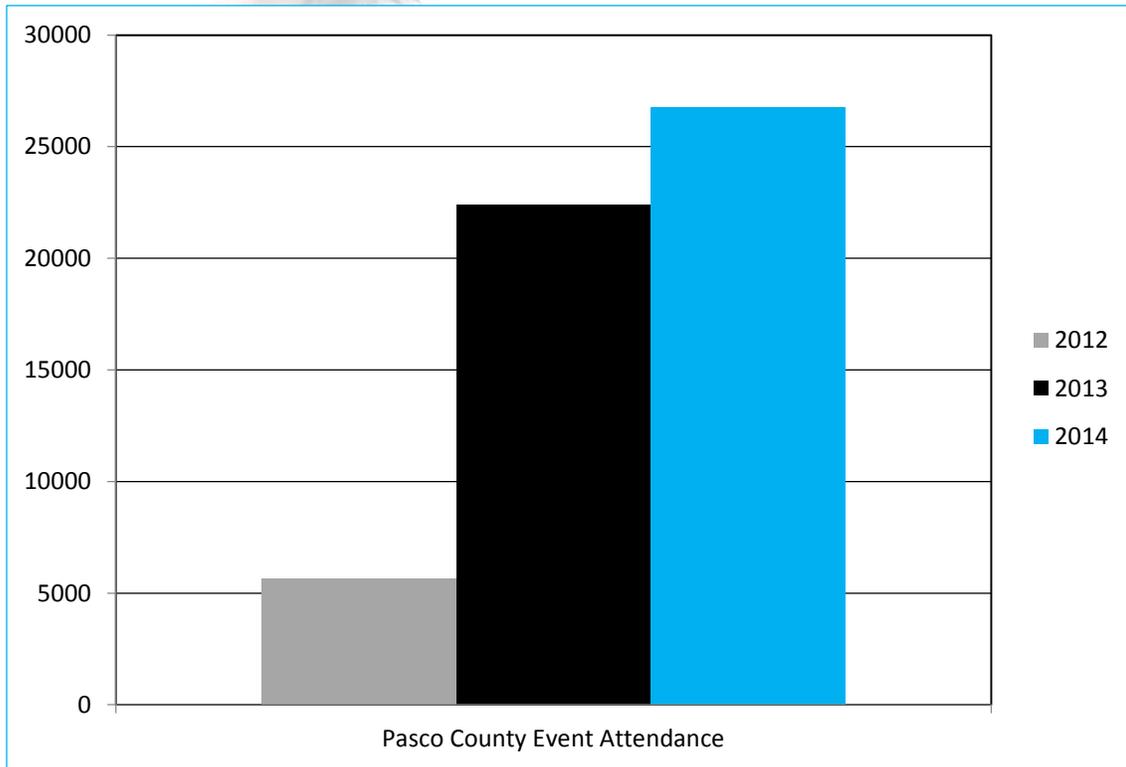
SAVAGERACE

Savage Race Fall 2014 Event Sponsorship Report

Room Nights				
	Rooms	Room Rate	# of nights	Total
Accommodations Impact (In & Out-of-State): (based on 20% of participants and spectators w/ 2 per room)	1620	82.75	1.2	\$ 160,903
				\$ -
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ADULT In-State	4130	\$ 35.00		\$ 144,550.00
ADULT In-County	396	\$ 25.00		\$ 9,900.00
YOUTH In-County	41	\$ 15.00		\$ 615.00
Total # of spectators	5813			\$ 275,053.00
Total Economic Impact (Accommodations Impact + Economic Impact)				\$ 931,110.94
Direct Spend by Savage Race in County				\$ 70,264.79
Total Direct Economic Impact				\$ 1,001,375.73

Event Attendance

- 10,388 registered participants
- 5,813 spectators
- 16,201 total attendees



Electronic and Social Media

Website Impact (3/31/2014-10/31/2014)

- Page Views: 3,715,287
- Unique Page Views: 2,652,539
- Event Page Views: 243,825
- Unique Event Page Views: 194,340
- Average Time on Event Page: 02:28

Pasco County Listed as Presenting Sponsor on Event Page

The screenshot shows a website layout for the Savage Race Florida Fall 2014 event. The main content area includes a header with the event dates (Oct. 25th & 26th, 2014), a registration call-to-action for the 2015 event, a video recap of the previous race, a 'REGISTER NOW' button, and a 'RESULTS' section with download links for Saturday and Sunday. A sidebar on the right contains social media links, a decal promotion, navigation links for volunteer and sponsorship information, and a sponsor section for Pasco County Florida.

FLORIDA FALL: OCT. 25TH & 26TH, 2014
REGISTRATION FOR FLORIDA SPRING 2015 IS NOW OPEN! REGISTER NOW!

RECAP FROM LAST RACE...
Savage Race Florida Fall 2014

REGISTER NOW

RESULTS
Saturday - 10/25 - [Download Now](#)
Sunday - 10/26 - [Download Now](#)

PHOTOS FOR PURCHASE

SAVAGE RACE

GET THIS DECAL MAILED TO YOUR HOUSE FOR FREE!
[GET DECAL](#)

FIND US ON FACEBOOK **TWITTER**

- VOLUNTEER WITH US
- SPONSORSHIP
- READ THE REVIEWS
- BLOG
- F.A.Q.
- SAVAGE CAREERS

SPONSORS
Presenting Sponsor

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Savage Race Facebook Page

- Total Fans: 465,989
- New Fans Per Day: 233
- Daily Reach of Page Posts: 107,823

Sponsor Facebook Posts

- Sponsor featured in two Facebook posts and post-event photo album
- Sponsor logo watermarked on post-event photo album
- Sponsor logo featured on post-event video
- Posts reached 235,392 people and received: 146,401 clicks; 2,195 likes; 712 comments; 712 shares; 24,158 video views

Savage Race
November 4 at 2:59pm · 🌐

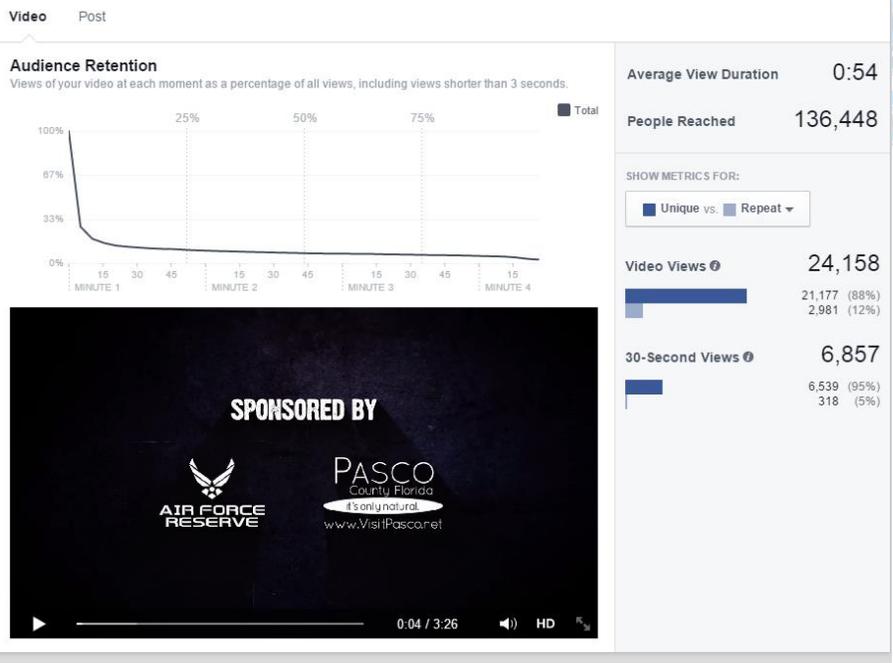
VIDEO UPDATE: Here's an epic recap of Savage Race Florida Fall, our largest event so far! Tag your friends if they were there!
Reminder: Sign up for Savage Florida 2015 before midnight tonight with code SAVAGE for \$10 off.

Savage Race Florida Fall 2014 Official Video
03:27

136,448 people reached [Boost Post](#)

Like · Comment · Share · 572 70 266

136,448 People Reached		
24,158 Video Views		
1,895 Likes, Comments & Shares		
1,079 Likes	572 On Post	507 On Shares
508 Comments	93 On Post	415 On Shares
308 Shares	266 On Post	42 On Shares
6,304 Post Clicks		
2,738 Clicks to Play 🎵	6 Link Clicks	3,560 Other Clicks 🎯
NEGATIVE FEEDBACK		
11 Hide Post	21 Hide All Posts	
0 Report as Spam	3 Unlike Page	



Post Details

Reported stats may be delayed from what appears on posts



Savage Race added 183 new photos to the album **Savage Race Florida Fall 2014 Sunday Photos** — with Nicole Fortner-Baldwin and 14 others.
 October 26 at 2:51pm

Savage Race Florida Fall 2014 Sunday Photos with Pasco County Tourism
 Registration is open for Florida spring 2015 on March 28th and 29th. Register now! <https://register.savagerace.com/.../SavageRaceFloridaSpring20...>



98,944 People Reached

1,392 Likes, Comments & Shares

1,116 Likes	650 On Post	466 On Shares
204 Comments	60 On Post	144 On Shares
72 Shares	49 On Post	23 On Shares

140,097 Post Clicks

125,391 Photo Views	321 Link Clicks	14,385 Other Clicks
-------------------------------	---------------------------	-------------------------------

NEGATIVE FEEDBACK

22 Hide Post	22 Hide All Posts
0 Report as Spam	0 Unlike Page

SAVAGERACE

Event Video Presented by Pasco County

- Sponsor featured in post-event video
- Video has received 49,885 views to date through YouTube and Facebook
- Video has received 8,888 views through paid advertising in other markets



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Savage Race Florida Fall 2014

Savage Race
Subscribe 654

10,707

+ Add to Share ... More

57 1

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Sponsor Email Inclusion

- Sponsor linked logo and listing as sponsor included on all event emails
- 242,959 total emails sent

Participant Instruction Email

- 17,704 emails sent

Post Event Photo/New Event Reminder Email

- 17,207 emails sent

Spring 2015 Event Launch Emails

- 46,040 emails sent

Event Video Email

- 116,063 emails sent



SAVAGE RACE
FLORIDA FALL 2014 VIDEO

Florida Savages!

Your official Savage Race Florida Fall 2014 video is ready! Click the link below to see what went down!

[Savage Race Florida Fall 2014 Official Video](#)



SAVAGE RACE
FLORIDA

As a reminder, registration is now open for Florida Spring 2015! Sign up before Tuesday, November 4th at 11:59 PM EST and receive \$10 off by using code SAVAGE.

[Sign Up Now Before Prices Go Up!](#)

When? March 28 & 29, 2015
Where? Dade City, FL - Little Everglades Ranch
Details? Visit our [event page](#) to register and find more information

Savage Race HQ
[Contact Us](#)



Thanks to our sponsors:



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Event Course Map

- Sponsor logo included on event course map
- Available for free onsite and online for all participants and spectators
- 10,000+ maps distributed



SAVAGE RACE

Participant Bib

- Sponsor logo included on all race bibs worn by participants



Traveling Billboard

- Visit Pasco Billboard prominently displayed at all 2014 locations

Georgia- April 19th, 2014



SAVAGE RACE

Maryland- May 17th, 2014



like_no_other_mg Yesterday at the Savage Race! Finished this Intense Smile obstacle course with these guys @[ranapudamy](#) and Dwight #SavageRace
185 days ago (May 18 2014 16:39:39) | Photo Filter: Normal

Embed photo ([customize](#))
<iframe src="http://instagram.com/p/3d4h1h3u/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"/></iframe>

30 Likes [\[show all\]](#)



road1 #savageRace like a boss ☑️
186 days ago (May 17 2014 21:34:43) | Photo Filter: Normal

Embed photo ([customize](#))
<iframe src="http://instagram.com/p/0n2dub2/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"/></iframe>

Show Map

41 Likes [\[show all\]](#)

4 Comments

Ohio- June 7th, 2014



mcnewc The Savage Race was pretty much awesome!! Highly recommended!!
164 days ago (Jun 08 2014 12:01:25) | Photo Filter: X-Pro II

Embed photo ([customize](#))
<iframe src="http://instagram.com/p/o_1D9hxi7/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"/></iframe>

18 Likes [\[show all\]](#)



becarter13 #savageRace #handstands
165 days ago (Jun 07 2014 18:35:05) | Photo Filter: Normal

Embed photo ([customize](#))
<iframe src="http://instagram.com/p/0961a3r30d/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"/></iframe>

24 Likes [\[show all\]](#)

3 Comments

Pennsylvania- June 28th, 2014



janesantiaq0 We came. We conquered. We finished! #savage race #trainforlife #fitcouple
 144 days ago (Jun 28 2014 14:24:19) | Photo Filter: Lo-Fi

Embed photo ([customize](#))

```
<iframe src="http://instagram.com/p/pz0f60zou/embed/" width="500" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>
```

15 Likes [show all](#)



savage race Congrats @klynnhey and team ;) --- Hardest but most exhilarating thing I've ever done ☑☑ #youcame #youconquered #savage race #savage race2014 #weddit #savage race
 131 days ago (Jul 11 2014 17:55:11) | Photo Filter: Normal

Embed photo ([customize](#))

```
<iframe src="http://instagram.com/p/qfb53KXl3/embed/" width="500" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>
```

Show Map

18 Likes [show all](#)

Be the first to comment on this photo ;

Texas- September 13th, 2014



geraldhendrik17 Savage race this past weekend!!! I did not die. #savage race #dallas #2014
 64 days ago (Sep 15 2014 23:14:33) | Photo Filter: Lo-Fi

Embed photo ([customize](#))

```
<iframe src="http://instagram.com/p/1B_1A0v768/embed/" width="500" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>
```

25 Likes [show all](#)



gisesanti I did RI! #savage race #savage race2014 #texas savage race #texas fitness #weconquered #texas
 66 days ago (Sep 14 2014 23:08:05) | Photo Filter: Lo-Fi

Embed photo ([customize](#))

```
<iframe src="http://instagram.com/p/s81P7Bw_P/embed/" width="500" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>
```

25 Likes [show all](#)

Georgia- September 27th, 2014



jeremytaylor07 Ran my first savage race this weekend, and I can safely say it will not be my last. My team dominated all 6 miles and didn't fall on a single one of the 25 crazy life threatening obstacles. What a way to celebrate my dad's birthday #savage #imasa #weare #wecame #conquered
52 days ago (Sep 28 2014 22:41:57) | Photo Filter: Valencia

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/jgtrst81Bf/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

36 Likes [show all](#)



will_i_am1988 6 miles and 30 obstacles! Awesome day with @lovingmyjourney Great job! #savage #newhobby #workhardplayharder #mad #gdy
50 days ago (Sep 30 2014 13:54:43) | Photo Filter: Unknown

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/11G3G6Jw/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

25 Likes [show all](#)

1 Comment

Maryland- October 11th, 2014



swensonswansonsonite We survived... #savage #gowithoutwalls #ashardasitlooks
39 days ago (Oct 11 2014 12:35:05) | Photo Filter: Normal | Savage Race

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/vB0RU_11b0/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

Show Map

[Savage Race](#)

40 Likes [show all](#)



megnellie Had a lot of fun today running the savage race with these two idiots! #after #obv #marines #usmc #semperfuckinfidels #savage
39 days ago (Oct 11 2014 17:18:41) | Photo Filter: Normal

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/vB4dnwG0/embed/" width="508" height="508" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

22 Likes [show all](#)

2 Comments

Florida-October 25th & 26th, 2014



nikkihru "The race built to kick your ass" #savagepace #teambatman
 24 days ago (Oct 26 2014 16:20:59) | Photo Filter: Nashville

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/uo0C8k0D9f/embed/" width="500" height="598" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

115 Likes [[show all](#)]



fredos_best Clean Savages #savagepace
 16 days ago (Nov 03 2014 20:40:22) | Photo Filter: Normal

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 <iframe src="http://instagram.com/p/d9a9KL3H-/embed/" width="500" height="598" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

45 Likes [[show all](#)]

1 Comment



whiteweedwilly6699 Still tired from Sunday.. #savagepace
 22 days ago (Oct 28 2014 22:32:48) | Photo Filter: Normal

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/uuEL8K9UJ/embed/" width="500" height="598" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

14 Likes [[show all](#)]



akathesunsetstalker The Village People representin'. #SavageRace #BeSavage
 23 days ago (Oct 27 2014 06:22:22) | Photo Filter: Normal

Embed photo ([customize](#))
 <iframe src="http://instagram.com/p/upwV9dNEZ/embed/" width="500" height="598" frameborder="0" scrolling="no" allowtransparency="true"></iframe>

9 Likes [[show all](#)]

Be the first to comment on this photo!

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 5/13/2015 FILE: TD15-041

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

SUBJECT: Presentation - Tourist Development
Plan 2016-2020 – No Funding
Needed

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 accept the Tourist Development Plan 2016– 2020. The overarching message of the Tourist Development Plan is, *tourism is economic development*. The Plan is required to be adopted through the ordinance pursuant to Florida Statute 125.0104. These amendments to the Tourist Development Plan must be adopted by the Board of County Commissioners (BCC) in a super majority vote and will govern the expenditure and projects funded by the Tourist Development Tax revenues until the plan is amended at some future time.

The proposed Tourist Development Plan will transition the Office of Tourism Development into a professional Destination Marketing Organization (DMO) over the next five years. This Tourist Development Plan is the culmination of six months of research, stakeholders meetings, staff's professional development endeavors and identifying past areas of successes and failures. It is not proposed that modifications will be made to the existing Tourist Development tax revenues existing allocations. However, Pasco County Code of Ordinances, Section 102-190 will be required to be amended by the BCC to adopt the new Tourist Development Plan.

Staff met with stakeholders during the development of the Pasco County Development Plan 2016-2020. These included partners in the hotel and hospitality industry; educational professionals; Tourist Development Council members; Chambers of Commerce; Pasco Economic Development staff; County staff, and citizens. Professional input was incorporated from the Urban Land Institute Report and the Sports facility Advisory Sports Study.

ALTERNATIVES AND ANALYSIS:

1. Accept the proposed Tourist Development Plan 2016- 2020 and recommend that the BCC adopt an amendment to Section 102-190 of the Pasco County Code of Ordinances.
2. Do not accept the proposed Tourist Development Plan 2016- 2020 and provide staff with further direction.

RECOMMENDATION AND FUNDING:

The OTD recommends Alternative #1 and that the TDC accept the Tourist Development Plan 2016-2020 and recommend that the BCC adopt the same. No additional fund required.

ATTACHMENT:

Pasco County Tourist Development Plan 2016 - 2020

RJT/EC/ec

Pasco County

Office of Tourism Development



Tourist Development Plan 2016-2020

Taking It To The Next Level
Becoming a Destination Marketing Organization

May 19, 2015

Table of Contents

	Page
Executive Summary	3
History of Pasco Tourism Efforts	4
Branding/Marketing (Promoting Pasco's Best) (Becoming a Destination Marketing Organization)	5
Sports Tourism	6
Experiences (Nature and Outdoor Activities)	8
Arts and Culture	9
Funding Allocations	10
Impact of Tourism in Pasco County	11



Executive Summary

Vision: Pasco County Tourism will transition from an Office of Tourism Development into a Destination Marketing Organization (DMO) to promote tourism development, market Pasco's unique assets to out-of-state visitors and out-of-county "day trip" travelers, in order to increase tourism and overnight stays. DMOs are organizations charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy.

We will achieve this vision by focusing on four major goals which will move us to becoming a DMO :

Become a Destination Marketing Organization, by (In order of priority):

- 1) Branding and Marketing
- 2) Sports Tourism
- 3) Experiences (Nature & Outdoor Adventure)
- 4) Arts and Culture Tourism



This Tourist Development Plan will transition the Office of Tourism Development into a professional DMO over the next five years. The overarching message of this Tourist Development Plan is "Tourism is Economic Development." In the past several years, Florida has enjoyed record-breaking tourism numbers. Pasco County has also experienced significant gains in the last two years. The new hotels, shopping venues, and restaurants coming in Pasco will increase the tourism appeal to regional, national, and international visitors. To reach these visitors in an extremely competitive environment, the Office of Tourism Development needs to create the "Why" in our branding message. Why do I want to visit Pasco? Why do I want to stay in Pasco? Why is Pasco an attractive vacation destination?

Telling our story to potential visitors answers the "Why." This has to be done consistently with both our internal and external audiences. Telling our story must include our initiatives: branding/marketing being the platform, supported by three specific focus areas: experiences, sports, and arts and culture. While we have been fairly successful in the first two areas, according to our stakeholders we have not invested the resources or time in developing our arts and culture in Pasco.

This Tourist Development Plan is the culmination of six months of research and stakeholder meetings, staff's professional development endeavors, and review of past areas of successes and failures. We met with stakeholders during the development of this Tourist Development Plan including partners in the hotel and hospitality industry, educational professionals, Tourist Development Council members, Chambers of Commerce, Pasco Economic Development Council and Pasco County staff. Professional input was incorporated from the Advisory Services Panel Report (October, 2013) of the Urban Land Institute and the Pasco County Sports Tourism Tourist Development Plan and Feasibility Report (July, 2014) of the Florida Sports Facility Advisory.

History of Pasco Tourism Efforts

- On September 5, 1990, the Pasco County Board of County Commissioners (BCC) adopted Ordinance No. 90-10, levying a two percent tourist development tax on short-term accommodations in the County. The next major change occurred 16 years later.
- On August 17, 2006, the Tourist Development Council (TDC) held a workshop with several regional and local sports stakeholders to pursue a marketing plan to enhance sports travel to the County.
- The TDC pursued a partnership with the Florida Sports Foundation, the official sports promoter and development organization for the State. On April 25, 2007, the BCC appointed itself as the Pasco County Sports Commission.
- In 2009, staff upgraded the Visitpasco.net website and *It's Only Natural* marketing brochure. The TDC partnered with the five Chambers of Commerce located within Pasco County to produce a Visitor and Relocation Guide.
- On May 12, 2009, the BCC directed that excess revenue and unspent budgetary funds be reallocated to create reserves for special projects that will enhance the County as a sports and travel destination.
- On April 14, 2010, the BCC adopted amendments to Ordinance No. 90-10 for the Tourist Development Plan 2010-2014 and restructured the plan's vision and mission without increasing the Tourist Development Tax.
- On June 19, 2013, the TDC requested the BCC amend Ordinance No. 90-10 to reallocate funding levels to Administration 26 percent, Promotions 64 percent, and Capital 10 percent.
- On August 27, 2013, the BCC adopted amendments to Ordinance No. 90-10 for revisions of the Tourist Development Plan, reallocated the funding levels, and approved tourism business initiatives detailed in the objectives.



- During Fiscal Year (FY) 2012-2013, staff applied for and received the Gulf Tourism and Seafood Promotional Fund in the amount of \$250,000.00. During that timeframe, the most aggressive marketing campaign to date was undertaken. This leveraged national and international marketing and increased Pasco's exposure globally for the first time using Visit Florida, Brand USA, and a new website.
- During FY 2013-2014, staff was reorganized into a DMO configuration by adding a full-time Sports Marketing Coordinator and a Tourism Marketing Coordinator.

Branding/Marketing (Promoting Pasco's Best)

Goal: Strengthen the Pasco Brand - Recognition, Frequency of Message, and "Making Memories"

Overview: Use marketing to increase Pasco County's presence in Florida's established tourism marketplace. Branding is the outcome of a successful marketing strategy. To leverage Pasco County's place in the region, we need to focus on telling our story and identifying the unique assets of Pasco County, which clearly distinguish us from other destinations in the region. Distinguishing ourselves from others is what becomes our brand and creates our sense of place (why we are unique, and why someone would visit). The following steps are required, in this order of priority:

1) Align Pasco's regional, national and international branding and marketing initiatives with other local and regional tourist development plans.

- a. Collaborate with the Nature Coast (Hernando and Citrus) and Tampa Bay area destination marketing initiatives, highlighting Pasco County as a premier outdoor adventure destination for the Nature Coast and Tampa Bay regions.
- b. Partner with the Pasco Economic Development Council, Office of Economic Growth, and private industry leaders to focus the branding message as the regional destination for people and businesses seeking hospitality, travel, and outdoor business opportunities.
- c. Educate elected officials and key opinion leaders on the economic importance of tourism.



2) Develop a researched-based marketing program based on growth and the projected increase in number of hotel rooms.

- a. Create marketing programs that focus on increasing a visitor's length of stay, frequency, and spending.
- b. Increase the Tourism Tax by at least one penny in FY 2016-2017 to support expanded marketing efforts, regionally, nationally, and internationally.
- c. Allocate a specific dollar amount to be spent on marketing, branding and developing sustainable revenue sources in FY 2015-2016.

3) Increase the use of technology in marketing and tourism activities.

- a. Hire industry professionals, utilizing local talent when available, to develop video/images/content that can be used across multiple platforms to tell Pasco's unique story.
- b. Leverage Visit Florida and Brand USA's cooperative advertising and marketing opportunities and develop them into the annually funded marketing program for consistent regional, national, and international exposure.
- c. Improve and expand the County's positive image and reputation through the development and placement of stories that reflect Pasco's energy and vibrancy to top-tier media and bloggers.

Sports Tourism

Goal: Develop sports tourism through amateur events and tournaments that will have a positive and stimulating economic impact in the County.

Overview: Sports marketing is well developed in the Tampa Bay Region, however Pasco County has not yet emerged as a sports destination. In order to ensure that Pasco County is prepared to grow and compete in the youth sports market, the Office of Tourism Development needs to focus on attracting, supporting, and constructing facilities and events that will anchor our position as a sports destination market in the coming years.

1) Strengthen the position of Pasco County as a sports tourism destination by focusing on the following items:

- a. Develop sports complex partnerships with owners / operations (beach volleyball, ice hockey, roller skating parks, etc.) that offer Pasco County the ability to compete and aggressively pursue a variety of amateur sporting events.
- b. Conceptualize, build, advertise, and promote a dedicated sports complex that assists with the County's vision to become a "premier" hosting site for amateur youth and adult sports.
- c. Attract amateur sporting events through strategic coordination among the county/local/regional tourism and sports organizers, rights holders, sports promoters, local businesses, and athletic directors.
- d. Retain qualified staff through public-private partnerships and/or seek the appropriate County employees to oversee and manage schedules and events at dedicated sports facilities in Pasco County.



2) Reestablish event sponsorship criteria and tourism development guidelines for sports event funding.

- a. Develop consistent and standardized funding criteria by implementing sponsorship rules and regulations in a new comprehensive application and eligibility process for the vetting of funding requests.
- b. Establish guidelines, using industry "best practices" to identify a more timely and effective event sponsorship application submittal process and presentation schedule for applicants.
- c. Create and implement a sports event scoring sheet with selection criteria and a point scale that will allow for successful tracking and reporting metrics to better measure results when evaluating economic impact from sponsored events.
- d. Develop an industry standard economic impact post event report with strengthened reimbursement accountability.

3) Create, develop, and fund an awareness campaign for Pasco County as a sports destination market.

- a. Develop industry relationships, corporate partnerships, and Tourist Development Plans to successfully attract events and tournaments that are appropriately suited for Pasco County.
- b. Create a Sports Development Committee to assist with bids and attract sports events to Pasco County, which would be comprised of 5-7 individuals from a broad spectrum of the community in the Pasco County and/or Tampa Bay area. The Office of Tourism Development will explore whether the committee will be an advisory council established by the Board of County Commissioners or a private entity through a nonprofit foundation. The structure of this committee will be considered as the tourist development plan is developed.
- c. Develop a comprehensive media campaign that targets emerging and niche markets that are compatible with Pasco County's expanding sports marketing opportunities, outdoor and nature-based park and recreational assets.
- d. Maximize lead generation and promotional opportunities by attending industry-specific trade shows, associations, and meetings to remain informed with the latest sports marketing trends.
- e. Continue to utilize sports as a vehicle to diversify Pasco County's tourism appeal on a year-round basis.



In 2013-2014, the Florida Sports Foundation reported that the sports industry made significant contributions to the overall health of Florida's economy. In 2014, the U.S. Travel Association Report provided specific 2013 figures for Pasco County, reporting travel spending accounted for over \$466 million, created over 5,980 jobs, and generated local tax receipts over \$14 million and an estimated 67% annual room occupancy.

Experiences (Nature and Outdoor Adventure)

Goal: Be recognized in the Florida marketplace, established target markets in the U.S., and overseas as a nature-based vacation destination, rich in opportunities to experience natural resources, cultural heritage events on the doorstep of the Tampa Bay Area.

Overview: Nature-based tourism over the past decade has been recognized as a rapidly growing market segment and provides an economic benefit to our region. Pasco County, with its abundance of water resources, parks, preserves, and State-managed lands, sets the perfect stage for our role in Florida's nature-based tourism economy. Nature-based activities and amenities have been, and will continue to play, an

integral role in Pasco County's tourism appeal. The Office of Tourism Development will focus on marketing the experiences to (in this order of priority):



1) Support established tourism products, including professionally branded and regionally recognized events and destinations, and support the development of new tourism products.

a. Inventory resources critical to Pasco's tourism and communicate the results to stakeholders.

b. Expand partnerships with local

adventure and outdoor outfitters to cooperatively market eco-tourism and outdoor adventure opportunities.

c. Assist nature-based and outdoor festivals and events with succession planning, financial sustainability, and enhance their tourism impact.

2) Enhance appeal, access, and awareness of tourism assets.

a. Identify stakeholders and develop a comprehensive plan to improve "first impression" entry points throughout the community.

b. Develop and assist in funding a well-placed and well-designed tourism directional sign program for Pasco County.

c. Develop (thereby improving) our hospitality workforce through training opportunities for front-line staff and tourism business operators.

3) Improve and communicate the value of protecting natural assets, and share our stories with tourists.

a. Create, build, and maintain a local "fan base" of residents and businesses interested in Pasco County's natural tourism offerings and actively engage with them via social media.

b. Raise awareness and increase the economic value of tourism from our existing visiting family, friends, and business visitors through a "Tourism is Everyone's Business" campaign.

Arts and Culture

Goal: Time and resources should be invested into arts and culture, as requested by stakeholders, in order to fulfill the cultural expectations and experiences of visitors to Pasco County.

Overview: A focus on arts and culture will create vibrancy in Pasco County communities in order to attract visitors and tourism investors. In the past, Pasco County has not invested in the arts and culture at the same level as other counties in the region. Much of the financial support in adjacent counties comes from a mix of funds, both public and private. In order to meet the goal above, and develop the Pasco County's Tourist Development Plan, resources and effort need to be invested in building a sustainable foundation in providing local visitor access to arts and cultural experiences, in this order of priority:

- 1) Partner with educational institutions to leverage investment and existing momentum to create a cultural/civic center or similar venue.**
 - a. Create a sustainable funding source, similar to an arts council, to support cultural initiatives County-wide.
- 2) Partner with local art councils and branded art festivals to create regional awareness of Pasco's arts and culture attractions.**
 - a. Expand efforts to inventory and promote cultural assets and communicate results to stakeholders.
 - b. Develop relationships to support the use of public art in places most frequented by visitors.
 - c. Encourage local artists to become involved in public art and the use of sustainable materials by capitalizing on the Pasco County's initiatives.
 - d. Expand partnerships with municipalities and chambers to advertise cultural activities regionally.
- 3) Improve and communicate value of Pasco County's cultural assets to residents and stakeholders.**

Raise awareness and increase the economic value of cultural assets in our communities and the enhanced quality of life it brings to visitors and residents.



Funding Allocation

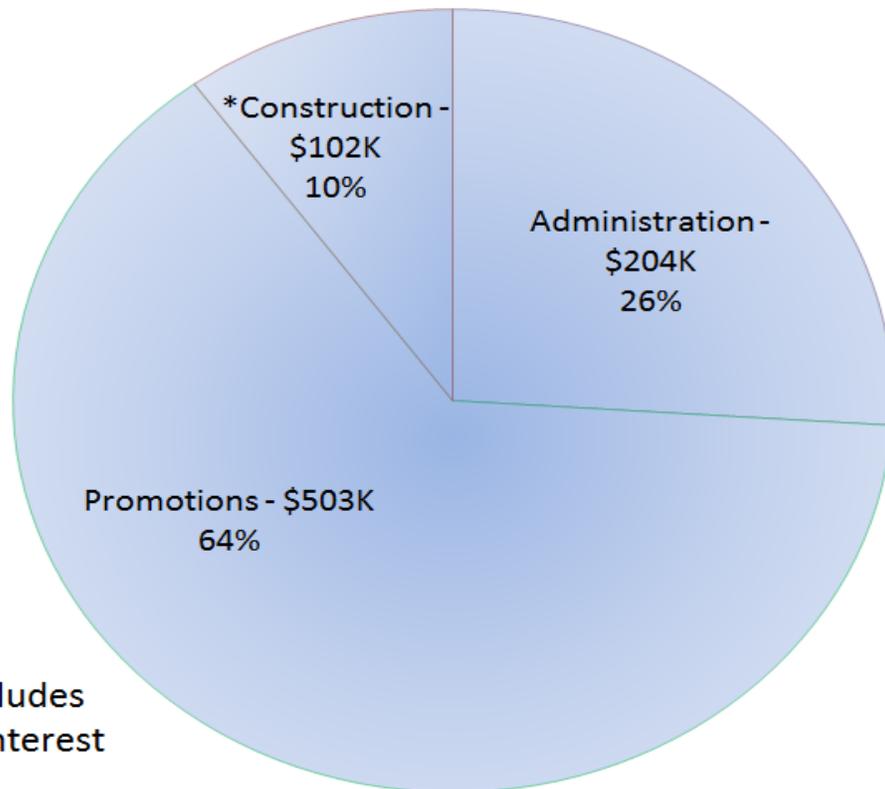
The Tourist Development Tax funding will be allocated as follows:

- Tourism Development Administration (Office Operations) 26%
- Promotions 64%
- Capital Construction 10%

Estimated Annual Tourism Fund

Two Penny = \$809K Total per Year

Chart Title



*Construction includes \$78K + \$24K for interest

Administration	\$204,000
• Promotions	\$503,000
I. Event Sponsorships	\$190,000
II. Advertising	\$115,000
III. Sports Marketing	\$118,000
IV. Special Events Grants	\$ 80,000
• Construction	\$102,000

Impact of Tourism in Pasco

From the 2014 U.S. Travel Association Report

Here are the five figures provided specifically for Pasco County. This is based on 2013 data.

Travel Spending = \$465,890,000

Travel Generated Payroll = \$106,020,000

Travel Generated Employment = \$5,980

Travel Generated State Tax Receipts = \$23,500,000

Travel Generated Local Tax Receipts = \$14,940,000

3,556 rooms currently available (April 2015)

Estimated 72 percent (%) annual occupancy

PASCO
County Florida

it's only natural.

www.VisitPasco.net

Tourist Development Plan
Pasco County, Florida
2016-2020



For Immediate Release
May 5, 2015

Media Contacts:
Ed Caum
ecaum@pscocoountyfl.net
(727) 847-8129

Pasco on Track for Its Best Tourism Year

Pasco County, FL - Pasco County and the State of Florida continue to benefit from increased travel to the Sunshine State. As the country celebrates National Travel and Tourism Week through May 10, Pasco County has its own bragging rights. The "VisitPasco" Tourism Office is on its way to a record year in tourism.

"Collections are up \$49,000 over this time last year," said Ed Caum, Tourism Manager for Pasco County. "This is putting us on track to have our best year since the 'Great Recession' in 2008."

This year is the 32nd annual National Travel and Tourism Week, which communities across America celebrate each year to shine a light on what travel means to jobs, economic growth, and personal well-being.

"Travel supports 15 million jobs in America, just over a million in Florida, including 6,000 here in Pasco," said Caum. "We know that each hospitality job creates another in support; so, tourism is providing 12,000 full-time jobs in Pasco County."

The travel industry employs a prosperous and diverse workforce throughout Florida, from airline and hotel employees to restaurant and retail workers. Tourism also supports industry sectors such as construction, manufacturing, and finance.

These figures demonstrate the impact of tourism in Pasco:

- Travel spending in Pasco - \$465,890,000
- 500,000 visitors
- Annual payroll of \$106,200,000 in Pasco County
- Local sales tax from these visitors totaled \$14,940,000 and State-wide-collections of \$23,500,000

2-2-2 National Tourism Week

The national figures are equally remarkable:

- \$2.1 trillion in economic output and \$927.9 billion in direct, travel-related spending in the U.S. by domestic and international travelers in 2014
- \$141.5 billion generated in Federal, State, and local tax revenues in 2014
- 15 million American jobs supported 8 million direct tourism jobs and 7 million indirect and induced jobs - good jobs with good pay that cannot be outsourced

"I am fortunate to have worked in the travel industry for the last five of years," said Caum. "It has helped Pasco County immensely because of the tax revenue it generates and the countless businesses and jobs that are touched by the economic activity visitors bring. This weeklong celebration should extend to every day of the week to strengthen further our dynamic industry and Pasco County."

Statistics quoted above from the U.S. Travel Association 2013

