

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

August 19, 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

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 Dade City / Zephyrhills

AGENDA

1. CALL TO ORDER 10 a.m.
2. Invocation, Pledge of Allegiance
3. Roll Call
4. Adoption of Minutes
 - a. TDC Minutes May 20, 2015
 - b. TDC Minutes July 15, 2015
5. Public Comment
6. New BUSINESS
 - a. Discussion Regarding Funding Eligibility Criteria for Event Sponsorships TD15-052
 - b. New TDC Member - Applications
 - c. Bike Depot Presentation – Dade City
 - d. Office Displays Visit Pasco – Welcome Center
7. Old BUSINESS
Tourist Development Plan Workshop
8. Tourism Manager’s Report TD15-053
9. Board Member Comments
10. Adjournment

Next Meetings:

TDC Meeting - September 16 , 2015

Historic Courthouse, Dade City

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

MAY 20, 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
37918 MERIDIAN AVENUE, DADE CITY, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey
Board of County Commissioners

The Honorable Camille Hernandez-ABSENT
Vice-Chairman, 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 - ABSENT
Little Everglades Ranch

Pat Ciaccio
Saddle Brook 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. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the flag.

3. Roll Call

Ms. Schmidt called the roll. Mayor Camille Hernandez (excused) and Mr. Jack Phethean were absent.

4. Adoption of Minutes

- a. TDC Minutes December 10, 2014**
- b. TDC Minutes January 14, 2015**

Chairman Starkey requested a motion to approve the meeting minutes of December 10, 2014 and January 14, 2015.

COUNCILMAN DAVIS MOVED approval of the December 10, 2014 and January 14, 2015 meeting minutes; **MS. CAROLINE SECONDED.**

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

5. Public Comment

No one spoke.

6. New Business

- a. Presentation – Savage Race, Sam Abbott**
TD15-044

Mr. Ed Caum, Tourism Manager, introduced Mr. Sam Abbitt and Mr. Sean Wolters of the Savage Race.

Mr. Sam Abbitt spoke regarding the event which would be held at the Little Everglades Ranch. He presented a marketing video for the event and reviewed participant

demographics from the event. He spoke regarding past events held, room night stays, a map showing where the participants had traveled from, and the economic impacts to Pasco County. He spoke extensively regarding the participant survey results and explained that over 57 percent of the participants stayed in Pasco County hotels. He continued with the presentation and spoke regarding their marketing efforts, "digital reach", the on-site billboard used at the event, printed assets, and that the marketing package was valued at \$55,000.00. He stated the funding request was for \$20,000.00 per event for the next three events and that the all of the funding would be used for marketing.

Discussion followed between the TDC Members, Staff and Mr. Abbitt regarding past events; the Savage Junior Race Series; event attendance; the scheduled event dates; that Little Everglades Ranch was a fantastic setting for the event; that the VisitPasco.net did not state Florida; a challenge for the County Commissioners to participate in the event; TDC Members participation in the event; photos of participants in front of the event billboard; on-site informational booths; promotion of other festivals and events; this partnership was an asset; that grass root events were the "meat and potatoes"; similar events such as the Tough Mudder, Spartan Race and Warrior Dash; this event was the largest of this type of event in Florida; ages of the race participants; the obstacles used; event growth; event waves; and the medical staff.

Mr. Caum stated Staff's recommendation was to enter into a contract for \$60,000.00 which would cover the October Event, the Spring Event and the following October Event. He noted this would allow them to plan their next events over two budget cycles.

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

Councilman Davis clarified \$20,000.00 would be provided for each event.

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

Mr. Richard Gehring, Planning and Development Administrator, commended Mr. Abbitt on the event package that was submitted.

b. Finalize and Recommend Pasco County Tourist Development Plan 2016-2020

Mr. Ed Caum, Tourism Manager, explained this had been an on-going process. He spoke regarding the comments received which included a suggestion of the organization priority order, a question of whether becoming a Destination Marketing Organization would be more expensive to administer than the current structure, that the clothing optional industry should be represented, the bed tax should remain at two

percent and should not be increased, if they were unable to build a sports park the construction fund could be spent to enhance the beaches and parks, the strategic plan was clearly expressed and well thought out, and the importance for the TDC to be consistent with all policies.

Ms. Elizabeth Blair, Senior Assistant County Attorney, explained the plan was a blueprint of how they would spend the tourism revenues collected and spoke regarding the process for amending the plan. It was important for the Council to come to some consensus in order to make a recommendation to the Board of County Commissioners. She reviewed the ordinance, statutory requirements, and the procedures to be followed.

Discussion followed among the Council Members and Staff regarding terms used within the plan; the business model; that the Statute was the driver of how the funds were spent; equal priorities; the differences between the east, central, and west sides of the County; a feeling that they were working too hard on hitting the grand slam as opposed to spreading the allocations throughout the County regionally; the bike trails; SunWest; a regional sports facility; the ability to have multiple events going on in the County; the focus should be on the proper way to spend the 11 million dollars to benefit the entire County; public-private partnerships; the status of the feasibility study; a feeling that the plan was well written and aggressive; the importance of arts and culture; all parts of the plan had value; blending economic development and tourism; the five market areas of the County; tourists did not see boundaries; how should be the money be spent with a flat budget; further consideration was needed on the plan; the current plan was in place until 2016; event growth and evaluation; the use of digital marketing; the tourism fund allocations; and the Council needed to base their investments of facts.

Chairman Starkey stated the item was tabled for more review.

COUNCILMAN DAVIS LEFT THE MEETING AT 11:30 A.M.

7. Old Business

Ms. Roni Lloyd, Sports Marketing Coordinator, spoke regarding the National Association of Sports Commissions which was held in Milwaukee, meetings held, and the need to build credibility. She felt they needed to re-establish sponsorship criteria and tourism development guidelines. She spoke regarding the need to better evaluate groups receiving funding, the criteria involved, the ice complex and the various types of venues. The right type of events instead of the number of events. She spoke regarding the possible elimination of some events that had been handed subsidy. She thanked the Council for their guidance and instruction.

Mr. Ciaccio spoke regarding the ice complex and possible events.

8. Tourism Manager's Report
TD15-045

Mr. Ed Caum, Tourism Manager, spoke regarding Travel and Tourism Week, and the marketing summit with the Florida Association of Destination Market Organizations. He reviewed the website and social media numbers. He noted the Tourism Office was now located in Suite 135. He introduced Ms. Lauren St. Martin who was recently hired as the Tourism Marketing Coordinator.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, provided her background to the Council and stated she was excited to do her part.

Mr. Caum gave an update regarding SunWest Park and explained a grand opening would be scheduled at a later date. He noted Pasco County was now a member the Tampa Bay Beaches Chamber.

Discussed followed regarding the name of the park being SunWest Park not SunWest Beach Park; and past events held at SunWest Park.

Ms. Elizabeth Blair, Senior Assistant County Attorney, stated Pasco County was not in control of SunWest Park, nor was an individual Commissioner, and that it was in the hands of the Park Operator. She noted for people to go out onto the site before it was formally opened would be considered trespassing. She explained there was nothing scheduled at the park for Memorial Day Weekend.

Ms. Cushman suggested the local hotels be notified of the opening.

Ms. Blair felt the Park Operator would handle their messaging and marketing when it was appropriate.

Mr. Caum reviewed the recent events including Paddlepalooza, the Seafood Blues Festival and the Skating Championship.

9. Board Member Comments

Ms. Caroline spoke regarding the photo of the dolphin near Eagle Point from the Paddle Pasco Event.

Chairman Starkey spoke regarding the tourism website and noted that Starkey Wilderness Park was the most visited tourism spot in the County. She spoke regarding the bike trails listed and explained they were working on a concessionaire in the park to provide bikes.

Mr. Ed Caum, Tourism Manager, stated the June meeting had nothing scheduled. He asked if the Council wished to hold a workshop to further discuss the Tourism Plan and suggested the workshop be held at Saddlebrook.

Ms. Elizabeth Blair, Senior Assistant County Attorney, clarified the workshop could be held at Saddlebrook provided the Clerk was available to attend.

Chairman Starkey stated the location would need to be determined.

It was the consensus of the Council Members to cancel the June meeting.

10. Adjournment

MS. CAROLINE MOVED to adjourn the meeting; **MS. CUSHMAN SECONDED.**

Chairman Starkey spoke regarding the Council vacancy and noted an application had been received from Ms. King. She asked what was the procedure followed for vacant positions.

Ms. Elizabeth Blair, Senior Assistant County Attorney, reminded the Council that the Board of County Commissioners made all appointments. The council could provide a recommendation for anyone whom they felt was appropriate. An application was available on-line for all Board appointments.

Chairman Starkey called on the motion; the vote was unanimous and the motion carried with Councilman Davis absent from the vote.

The meeting adjourned at 11:44 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
MAY 20, 2015

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

Prepared by: _____
Donalee Schmidt, Operations Lead
Board Records Department

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

JULY 15, 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**

9:00 A.M.

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

Tourist Development Council Members

The Honorable Kathryn Starkey
Chairman, Board of County Commissioners

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

The Honorable Chopper Davis - ABSENT
Councilman, City of New Port Richey

Toby Caroline
Paradise Lakes Resorts

Gail Cushman
Days Inn and Suites

Pat Ciaccio
Saddlebrook Resort

Jack Phethean
Little Everglades

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

1. CALL TO ORDER – 9:00 A.M. Chairman

Chairman Starkey called the meeting to order at 9:03 a.m.

2. Invocation, Pledge of Allegiance

Ms. Donalee Schmidt, Deputy Clerk, gave the invocation and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Schmidt called the roll. All members were present with the exception of Councilman Chopper Davis who was absent.

4. Adoption of Minutes

a. TDC Minutes April 15, 2015

Chairman Starkey requested a motion to approve the April 15, 2015 meeting minutes.

MAYOR HERNANDEZ MOVED approval of the April 15, 2015 minutes; **MR. CACCIO SECONDED.**

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

5. Public Comment

No one spoke.

6. New Business

a. Presentation – Coast to Coast Trail, Allen Howell - TD15-051

Mr. Allen Howell, Planner II, reviewed the item and noted a large portion of the trail was located within Pasco County. He spoke extensively regarding the trail alignment, partners involved, trail standards and guidelines, marketing, branding, comfort stations, trail access, and the coordination of signage.

Discussion followed between the Committee Members and Staff regarding the request being to pay the consultant for the comprehensive package which would make the trail a cohesive unit across the State; that the trail real estate had been secured; the wayfinding was important to Pasco County in order to market amenities near the trail; economic benefits from the trail; the need to take advantage of this type of idea; trail events; Pasco had a good reputation for trails and roadways for biking; Dade City had the potential of benefiting greatly from the trail; the request was for \$2,500.00; and possible future financial requests.

Mr. Ed Caum, Tourism Manager, stated Staff's recommendation was to fund the \$2,500.00. He explained the funding was available under "Other Contracted Services".

MAYOR HERNANDEZ MOVED to recommend approval of the \$2,500.00 to be allocated to the Coast to Coast Trail Connector; **MS. CUSHMAN SECONDED.**

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

Chairman Starkey noted a gentleman in Dade City was working on a website called "bikepasco". She explained further that he had joined the BPAC and requested he be invited to make a presentation before the Committee.

b. Special Events Grants Presentation - TD15-050

Mr. Ed Caum, Tourism Manager, explained this item would all the use of tourism dollars to help local events market their events. He felt Staff had done a great job of providing the Committee with the best packet which included Staff recommendations for scoring and funding, as well as comments regarding the packets submitted. He reviewed the process that would be followed.

Each of the following organizations gave presentations regarding their event, past events held, economic impacts, associated events, past and projected event attendance, event marketing and advertising, marketing plans, recycling, and room night projections.

The Council Members asked various questions regarding the events. The representatives responded to the questions asked by the Council Members.

Bug Jam – Randy Yoho
Funding Requested - \$26,500.00
OTD recommended funding in the amount of \$10,000.00

Chasco Fiesta – Dan Sullivan
Funding Requested – \$26,600.00
OTD recommended funding in the amount of \$18,000.00

Cotee River Bike Fest – Chip Wichmanowski
Funding Requested – \$0
OTD recommended funding in the amount of \$2,200.00

Kumquat Festival – Joey Wubbena
Funding Requested – \$7,300.00

OTD recommended funding in the amount of \$7,300.00

Pasco County Fair – Richard Brown

Funding Requested – \$25,000.00

OTD recommended funding in the amount of \$5,000.00

Rattlesnake Festival – Betty Burke

Funding Requested – \$2,200.00

OTD recommended funding in the amount of \$2,200.00

Suncoast Arts Festival – Jennifer Douglas & Pam Marron

Funding Requested – \$5,749.00

OTD recommended funding in the amount of \$5,800.00

Mr. Caum explained that Staff had prepared a memorandum with a recommended funding amount and spoke regarding Staff's efforts for marketing the events outside of the grant funding.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding the need for transparency and reviewed the process followed.

Mr. Caum noted in some instances they were being asked for 100 percent of the event marketing budget. Staff felt to pay 100 percent of their marketing budget was too high. He explained there was \$80,000.00 available with \$93,000.00 requested. He stated they were not required to use all of the funding available. Last year they did not use all of the funding which allowed Staff to strategically invest money in other markets in order to collaterally market with their partners. Staff recommended to fund the events to \$50,500.00 which would leave \$29,000.00 to allow Staff to continue to use unique marketing to bring people in from outside of the County.

Ms. St. Martin reviewed the breakdown of the suggested funding amounts and possible use of social media campaigning. She reviewed possible marketing efforts.

Mr. Caum spoke regarding Visit Florida Grants and a suggestion of funding Visit Florida memberships for the grant applicants. He spoke regarding Visit Florida Grants received from other local events. He explained Staff had made recommendations and the Committee could move forward with those recommendations or go through the scoring process.

The Committee Members commended Staff for their efforts regarding the information contained in the packet.

Ms. Roni Lloyd, Sports Marketing Coordinator, explained Staff reviewed the criteria and evaluation process knowing this was not the right time to make changes. She felt they could tighten up the criteria and noted the current system could be manipulated. She

felt the scoring and evaluation process needed to be revised in order to remove the manipulation that could be done.

Several of the Grant Applicants spoke regarding their appreciation for Staff's assistance; that Staff had more buying power than the small events; the majority of the events were run by volunteers; the Go Digital marketing; and the applicants wanted to know the results of Staff's efforts.

Extensive Discussion followed between the Committee Members and Staff regarding the comments listed by Staff; the monitoring process followed for the events; that the information contained in the post-event reports would benefit the TDC; the addition of a housing authority to assist in tracking room nights; event advertising done by Staff; the scoring matrix; subjectivity; the event coordinators were not marketing or advertising people; the process followed by Staff in developing their funding recommendation for the Bug Jam and Chasco Fiesta; the Return on Investment (ROI); brand power; advertising partnerships; the need for thorough applications; they were a Destination Marketing Organization (DMO); some packets were returned to the applicant in order to submit additional information; the amount requested should not be for their full marketing plan; the Bug Jam and the Chasco Fiesta funding requests versus Staff's recommended funding amounts; Staff's review processes; the Kumquat Festival and the Cotee River Bike Fest; not funding events at prior funding levels; partnerships between the County and the event planners; retail marketing; the target range for marketing efforts; scoring processes; event marketing done by Staff; local advertising did not lead to Pasco County becoming a regional player; TDC funding was supposed to be used for Regional/out-of-County advertising that was monitored by Staff; event cutbacks; the TDC advertising budget; the approval process for event marketing plans; marketing time lines; Staff's recommended amounts for each event; event sponsors did not ask for matching funds; Staff did what was asked of them by the TDC; the Bug Jam and the Pasco County Fair would not benefit from the scoring; the Pasco County Fair requested increased funding; advertising with more than one cable provider; overnight stays generated money; there was no increase in participation at the Pasco County Fair; marketing that worked best for the Pasco County Fair; County Fairs were not a Tourism generator; the Statute did not mandate overnight stays and it may be easier to review each event individually; hotels would have a conflict of interest if they were contracted as the host hotel; increased marketing budgets; and well-crafted marketing plans.

Mr. Randy Yoho, President Florida Bug Jam, noted they spent more on advertising than what was listed on their application. He spoke regarding advertising dollars, TDC percentages, grant amounts, and outside advertising budgets.

Mr. Richard Brown, Vice-President Pasco County Fair, noted they spent \$16,000.00 in advertising the year before. He appreciated the social and go-digital efforts; however, he felt the amounts being suggested by Staff would hurt both events. He spoke regarding increased television ads with Bright House, the total advertising budget for 2015 was \$29,400.00, the marketing budget for 2012 was approximately eighteen to twenty thousand dollars, and decreased attendance due to weather. He noted receiving

\$5,000.00 for the event would not be worth their efforts and he would not come back to the TDC for future funding.

Ms. Jennifer Douglas, Suncoast Arts Festival representative, spoke regarding in-kind support and being able to quantify what the grant allowed event planners to leverage.

Chairman Starkey spoke regarding next steps, the experience Staff brought to event volunteers, and whether the Committee Members wanted to discuss events individually or simply score the events.

Mr. Caum stated the Committee Members could do the scoring process or they could make adjustments to Staff's recommendations based on their own knowledge of each event. He spoke regarding the scoring process, specific event support, Staff's marketing value, and that Suncoast Arts Festival had obtained a professional event planner.

Discussion followed between the Committee Members and Staff regarding the Pasco County Fair; the Bug Jam; the available amount of TDC funding; spending TDC money with greater ROI; and the value of smaller events.

MAYOR HERNANDEZ MOVED approval of Staff's recommendation for funding of the following events; Chasco Fiesta, Cotee River Bike Fest, Kumquat Festival, Rattlesnake Festival, and Suncoast Arts Festival. **THERE WAS NO SECOND TO THE MOTION.**

Mr. Caum suggested that each event be voted on individually due to conflicts of interest on select events. He spoke regarding fair treatment to all events.

Chairman Starkey recommended lower amounts for the Chasco Fiesta, Cotee River Bike Fest, Kumquat Festival, Rattlesnake Festival, and Suncoast Arts Festival in order to give more funding to the Pasco County Fair and the Bug Jam.

MAYOR HERNANDEZ MOVED approval to grant the Chasco Fiesta \$18,000.00; **MS. CUSHMAN SECONDED.**

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

MAYOR HERNANDEZ MOVED approval to grant the Cotee River Bike Fest \$2,200.00; **MR. MULJI SECONDED.**

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

MAYOR HERNANDEZ MOVED approval to grant the Kumquat Festival \$7,300.00; **MS. CUSHMAN SECONDED.**

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

MAYOR HERNANDEZ MOVED approval to grant the Rattlesnake Festival \$2,200.00; **MS. CAROLINE SECONDED.**

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

MAYOR HERNANDEZ MOVED approval to grant the Suncoast Arts Festival \$5,800.00; **MS. CAROLINE SECONDED.**

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

Chairman Starkey noted the Bug Jam requested \$26,500.00 and Staff recommended \$10,000.00. She requested a motion for the Bug Jam.

MR. PHETHEAN MOVED approval to grant the Bug Jam \$15,000.00; **MAYOR HERNANDEZ SECONDED.**

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

Chairman Starkey requested a motion for the Pasco County Fair.

MR. PHETHEAN MOVED approval to grant the Pasco County Fair \$15,000.00; **MAYOR HERNANDEZ SECONDED.**

The Committee and Staff held discussion regarding the motion; and events that did not collect entry fees.

MR. PHETHEAN AMENDED his motion of approval to grant the Pasco County Fair \$12,500.00; **MAYOR HERNANDEZ SECONDED THE AMENDMENT.**

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

Mr. Caum asked Ms. Cushman if she abstained from the vote for the Cotee River Bike Fest.

Ms. Cushman noted she did not have an agreement with the event and therefore she did not abstain from the vote.

Mr. Caum reviewed the TDC processes. He stated the remaining TDC funds would go toward marketing. He spoke regarding Pasco Partners and scaling back the co-op

marketing, outdoor adventure facilities, Tourism advertising within Pasco County, funding for grant recipients and marketing efforts, and feedback from Pasco County partners.

7. Old BUSINESS

a. All Sports Arena - TD15-047

Mr. Ed Caum, Tourism Manager, stated the flyer that Mr. Matt Garry presented to the TDC for an event to be held at his facility, All Sports Arena, was the only marketing effort made. He noted Staff asked Mr. Garry for a better marketing plan; however, no changes were made. Staff could not recommend the item to the TDC based on the required criteria which was the reason for not moving the item forward to the Board of County Commissioners.

Ms. Roni Lloyd, Sports Marketing Coordinator, explained that the item came to the attention of Ms. Elizabeth Blair, Senior Assistant County Attorney, during the agreement negotiation process. Ms. Lloyd held a meeting with Mr. Garry and his volunteer marketing staff to review good marketing strategies. She stated after ten months Mr. Garry did not have a marketing plan in place and the only marketing tool used was the original flyer. She noted that the Senior Assistant County Attorney was not able to draft a legal agreement based on what she was provided.

Mr. Caum stated the flyer not only had the wrong Pasco County logo but that it also suggested out-of-County activities to the participants.

Ms. Cushman noted a function held in June at All Sports Arena which brought out-of-State visitors to her hotel. She spoke regarding thirty rooms that were booked for six nights by a Canada based team coming to the arena in October, week long stays booked for groups from New Jersey, Georgia, and Alabama, and that whatever marketing efforts were being made produced room nights.

Mr. Caum noted that when it came to TDC funding the Committee Members were the judicial arm of the Board of County Commissioners. He stated that if they were audited there was a shaky paper trail and that Staff had to be cautious on how funding was spent.

Ms. Elizabeth Blair, Senior Assistant County Attorney, spoke regarding how she first became aware of the issue, the process of developing an agreement, her due diligence reviewing the event's website which had no mention of Pasco County, a flyer listed on All Sports Arena's Facebook page, an email sent to Mr. Garry with the County Attorney's Office concerns listed, the flyer mentioned a non-existing Capital Pasco County Casino gambling boat, discounted restaurants and night clubs were not a good way to promote Pasco County, clipart and old logos used on the promotional flyer, and Statute requirement concerns. She stated she had an issue giving TDC funding to Mr. Garry when he was not marketing Pasco County and could not draft an agreement

based on the direction that was given to Mr. Garry and Staff. She asked for direction on drafting a legal binding agreement for an event that occurred without the requested changes.

Mr. Caccio noted the objective of the TDC was to support businesses in the area that would work with the County to help market successful ventures. He did not feel that the Pasco County TDC should fund marketing for several other Counties.

Discussion followed between the Committee Members and Staff regarding Mr. Garry's skill set; suggestions made by the TDC that were not acted on; requested funding without the recommendations from Staff being implemented; the event's multiple titles caused confusion among the spectators; professional marketing was needed for the events; a recommendation to reconsider the prior action made regarding the item; potential auditing situations; out-of-County sponsorships; incorrect figures on post-event reports; and funding recommendations.

Mr. Caum stated Staff's recommendation was to reconsider the prior action made at the April 15, 2015 TDC meeting regarding TDC file number TD15-047, not to fund the June event held at All Sports Arena, and to withdraw the recommendation to present the item to the Board of County Commissioners.

Mayor Hernandez left meeting at 12:00 p.m.

Mr. Caum noted Ms. Cushman was abstaining from the vote due to a conflict of interest and that Mayor Hernandez had left the meeting due to a prior engagement.

MR. CACCIO MOVED to reconsider the actions taken place at the April 15, 2015 TDC meeting regarding TDC file number TD15-047; **MR. PHETHEAN SECONDED.**

Chairman Starkey called on the motion; the motion carried with Ms. Cushman abstaining from the vote due to a conflict of interest and with Mayor Hernandez absent during the vote.

Ms. Blair suggested a motion be made to deny or overturn the recommendation for funding.

MR. CACCIO MOVED to deny funds to All Sports Arena for the Tampa Bay Shoot Out that was originally awarded on April 15, 2015; **MR. PHETHEAN SECONDED.**

Chairman Starkey called on the motion; the motion carried with Ms. Cushman abstaining from the vote due to a conflict of interest and with Mayor Hernandez was absent during the vote.

8. Tourism Manager's Report - TD15-049

Mr. Ed Caum, Tourism Manager, reviewed the Tourism Manager's Report. He noted that he attended the Marketing Summit. He spoke regarding the Tourism Society Marketing Conference coming in August, his reappointment to the Cultural Heritage Rural Committee for Visit Florida, an invitation extended to him to sit on the Marketing Council for Visit Florida, and being selected to serve on the Leadership Pasco Board.

9. Old Business

Mr. Ed Caum, Tourism Manager, invited everyone to visit the new Tourism Office. He spoke regarding TDC funds that were used to pay for officers to be present at the soft opening held at SunWest Park on July 4th, Staff's concern for regional visitors, and discussions held with the County Attorney's Office to provide security for the opening.

Chairman Starkey stated she did not agree with the TDC paying for security at SunWest Park. She spoke regarding entry fees for the park and that the contracted provider who was operating the park should be responsible for providing security.

Mr. Phethean asked about the outcome of additional funding requested by Commissioner Mariano.

Chairman Starkey spoke regarding the building plan for the park, over funding of Phase I, and that although the park was a wonderful amenity for Pasco County citizens it was not a proven Tourism site.

Ms. Roni Lloyd, Sports Marketing Coordinator, gave her thoughts on why the park did not qualify as a Tourism asset. She spoke regarding the opportunity to host one of the top two largest, internationally marketed obstacle races which normally took place in Tampa; however, the private entity could not come to an agreement and the park did not have enough parking to accommodate such a large event.

Mr. Caum thanked Mr. Caccio and Saddlebrook for hosting the July 30th TDC Workshop. He spoke regarding the PowerPoint presentation planned for the workshop, growth of the Tourism Office staff, and the TDC's five-year plan that could be changed annually.

Ms. Lloyd stated the grant application for the Dick's Lacrosse Tournament was submitted to the State. She would meet with Dick's Sporting Goods to renegotiate the event contract as well as the Colorado based event management team, NDP. She stated she was searching for new revenue streams with potential Tampa Bay Sports Commission sponsorship opportunities. The Tampa Bay Sports Commission could not make any changes until 2016 and they were open to working with Pasco County. She spoke regarding hotel percentages, support given by Saddlebrook, the Wesley Chapel Athletic Association (WCAA) and Parks & Recreation field fees.

Mr. Caccio stated Mr. Josh Gross from NDP appreciated the information provided by Staff. He noted that Mr. Gross was taking tours of local hotels and he was meeting with the Tampa Bay Sports Commission. Mr. Caccio spoke regarding sponsorship opportunities to offset funding, major sponsors of the event were Dick's Sport Goods and Under Armor, and that local business could be contacted for different levels of sponsorship.

Discussion between the Committee Members and Staff was held regarding event sponsorships; creating a department of sponsorships; WCAA and Parks & Recreation fields; sponsorship solicitation efforts; the event impacted central Pasco County; the County owned property ran by the WCAA; Parks & Recreation charged Visit Pasco to use fields; the Dick's Lacrosse Tournament; the potential to expand a park; the amount and accessibility of available fields; operational issues; the School District was beginning their process for a large complex on overpass; Tourism dollars would pay for the custodian's overtime and for using high school fields; contract requirements; community support and partnerships; and creative opportunities for rebates in the Tampa Bay area or a Tampa Bay Sports Commission sponsorship.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding the Tourism newsletter, website updates, monthly featured articles, and increased social media fans.

Mr. Caum spoke regarding Tree Hoppers which was a cable adventure park that would be opening in the St. Joe area.

10. Board Member Comments

None.

11. Adjournment

MS. CAROLINE MOVED to adjourn.

The meeting adjourned at 12:34 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
JULY 15, 2015

(SEAL)

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

Prepared by: _____
Tammy Glisson, Records Clerk
Board Records Department

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 7/31/2015 FILE: TD15-052

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

SUBJECT: Discussion Regarding Funding
Eligibility Criteria for Event
Sponsorships.

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism's (OTD) request for the TDC to re-evaluate the criteria used to determine whether to sponsor amateur sports events and the formula for determining the amount of funding appropriate for each such event. Having identified the budget of the OTD as remaining flat for FY2016/2017 the OTD feels the need to create an application and guideline procedure that would screen applicants more carefully and impose stricter criteria, following sports tourism industry standards, and allow the OTD to seek new event sponsorship opportunities more in line with other sports commission funded events, resulting in TDC sponsored events that have a stronger local and regional economic impact.

Of particular concern to the OTD are events that have very little growth in terms of return on investment even after years of continued TDC sponsorship. An example is those amateur sporting events that target the same audience of participants year after year without simultaneously pursuing a plan to solicit either event growth or to increase its spectator base outside of Pasco County. As a part of the discussion, the OTD seeks input and policy direction from the TDC as to the appropriate uses of sponsorship funds, eligibility criteria, measurable results, and recipient responsibilities and responsiveness requirements.

ALTERNATIVES AND ANALYSIS:

1. Discuss the existing criteria and practices, listen to proposed changes to same, and direct the OTD to implement revised criteria to address the concerns raised with regards to the TDC sponsored amateur sporting events.
2. Discuss the existing criteria and practices, listen to proposed changes to same, and direct the OTD to continue using the existing criteria with regards to the TDC sponsored amateur sporting events..

RECOMMENDATION AND FUNDING:

The OTD requests that the TDC chose alternative #1. No funding is required.

ATTACHMENT:

Draft Event Sponsorship Application Sample

RJT/EC/ec

EVENT SPONSORSHIP APPLICATION SAMPLE

Event Sponsorship Application

The mission of the Tourist Development Council (TDC), Sports Commission/Board of County Commissioners (BCC) and the Office of Tourism Development is to position Pasco County as competitive sports destination in the Tampa Bay area.

Pasco County's Sports Commission recognizes sports as a major contributor to the overall tourism economy. In order to develop this business, the County has put in place a Grant Program for events seeking sponsorship funding. All requests for funds must receive the recommendation from TDC and be approved by the BCC (Sports Commission). Once a sponsorship amount has been allocated, funds will not be disbursed until after the event has been completed and a post-event economic impact report has been produced.

Rating Criteria and Process

The TDC will review each event application and determine the final grant funding amounts based on the following criteria:

1. The potential of an event to bring overnight visitors and spectators to Pasco County.
2. Events scheduled during non-peak or shoulder seasons will be a priority (May-December).
3. The estimated number of out-of-town visitors and their length of stay.
4. The history of the event including previous grant support and potential for growth.
5. The amount of potential media exposure to Pasco County.
6. The submitted detailed plan for marketing and promotion.
7. The submitted detailed budget with realistic expectations. Applicant should show a need for funding.
8. The intended use of funds must fall within scope of the sports event grant program as stated in policies.
9. The appropriate Economic Impact Calculator report for the proposed event. (small county division)

Each grant application will be reviewed by staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the Tourist Development Council for recommendation and consideration to move forward to the BCC. The TDC will score each application on the scale below:

EVENT SPONSORSHIP APPLICATION SAMPLE

SCORING SHEET

		Score	Notes
Event Evaluation	<ul style="list-style-type: none"> • Proposal has potential or previously proven ability to generate visitation to Pasco County that includes overnight stays in Pasco County lodging • Proposal contributes to overall appeal of Pasco County as preferred visitor/sports destination • Proposal explains domestic marketing initiatives. This could include strategies for attracting visitors from Florida and the Southeast • Marketing plan is well-defined • Marketing plan seems realistic • Event coincides with non-peak or shoulder seasons 	25 points	
Tourism Development	<ul style="list-style-type: none"> • Event supports County's strategic plan and sports destination objectives and goals • Budget seems realistic • Funds requested meet grant criteria of allowable expenses • Proposal includes event goals & objectives • Proposal includes method for documenting and evaluating outcome of event • Proposal includes documentation 	25 points	
		Total Possible Points: 50	

EVENT SPONSORSHIP APPLICATION SAMPLE

Application Deadline

Grant applications will be reviewed on a quarterly basis, and applications are due no later than the deadlines listed below. If the deadline falls on a weekend, then the applications are due the Friday before the deadline.

SAMPLE DATES

Application Deadline	Event Must Begin After
July 10 th	October 1 st
October 10 th	January 1 st
January 10 th	April 1 st
April 10 th	July 1 st

Reimbursement/Accountability

- Within 30 days after the completion of the event, the organization must submit a Post Event Report, copy of collateral displaying the Official Pasco County Tourism logo, invoice for grant funds (addressed to the Office of Tourism Development), and W-9 tax form. After a final review of the Post Event Report, grant funds will be forwarded to the organization if all documentation is correctly submitted.
- The Grantee must report at least 76% of projected total rooms nights in order to receive full award amount. If total room nights equal 51% – 75% of the projected amount, 75% of the grant funds will be awarded. If total room nights are 50% or less than the projected amount, 50% of the grant funds will be awarded.
- If original award amount must be prorated due to shortage of room nights, an updated invoice will be requested with the new award amount.
- The Office of Tourism Development will conduct random audits to promote accuracy of attendance and room nights reported in Post Event Report.
- Natural disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis.

All questions can be directed to:

Roni Lloyd, Sports Marketing Coordinator

rlloyd@pascocountyfl.net (727)847-8129 Ext 8246

EVENT SPONSORSHIP APPLICATION SAMPLE

EVENT SPONSORHIP APPLICATION SAMPLE

I. Applicant Information

Organization Name: _____

Organization Contact: _____

Title: _____ Email: _____

Address: _____

Phone: _____ Fax _____

II. Event Information

Event Name: _____

Event Scope: _____ Sport: _____

Event Date(s): _____

Event Start time: _____ Event Finish time: _____

Event Website: _____

Spectator Admission Cost: \$ _____

Brief description of event (format, qualifying, ages, etc.)

What is the expected # of athletes for the event? ____

Has the location or facility been secured?

If yes, where? _____

Facility Contact: _____ Phone: _____

If no, what are your preferred locations/facilities?

Event Owner/ Group: _____

Event Director: _____ Phone: _____

EVENT SPONSORHIP APPLICATION SAMPLE

EVENT SPONSORHIP APPLICATION SAMPLE

What is the expected media coverage? _____

Does your organization have a 3rd party housing company?

(If yes, please list the name) _____

EVENT SPONSORHIP APPLICATION SAMPLE

EVENT SPONSORSHIP APPLICATION SAMPLE

Will you be using the County's housing service if available? :

How many consecutive years has the event been held in Pasco County? _____

Event History: (most recent, list all locations):

1. Previous Location/Date(s): _____ Contact
Name/Phone: _____
Out-of-State Participants: _____ # In-State Participants: _____ # Room Nights: _ Economic Impact (if known):

2. Previous Location/Date(s): _____ Contact
Name/Phone: _____ Out-of-State
Participants: _____ In-State Participants: _____ Room Nights:
_ Economic Impact (if known): _____

Supporting Materials

1. Please attach event plan (schedules, competition details, special events, etc.).
2. Please attach all planned marketing (media, advertising, etc.), sales, and sponsorship strategies.

I. Sponsorship Request

Amount of Sponsorship Requested: \$ _____ Intended use of funds, if received:

How will these funds impact success of the event?

EVENT SPONSORSHIP APPLICATION SAMPLE

EVENT SPONSORHIP APPLICATION SAMPLE

What benefits associated with this event will Pasco County receive if sponsorship is awarded? (Please attach sponsorship package, if applicable.)

Why do you think this event will positively affect Pasco County tourism?

IV. Community Support

Please list any city, county, TDC or any cash considerations from any public entity for this event (including amount and source):

Please outline any in-kind support from the community that has been committed to the event (donated services/ facilities, volunteer/ staff, city/ county services, etc.):

EVENT SPONSORHIP APPLICATION SAMPLE

EVENT SPONSORSHIP APPLICATION SAMPLE

Please outline any local corporate sponsorships that have been secured for this event (including amount and source):

V. Economic Impact/ Participation Projections

		# Local	# Florida Non-Local	# Out-of-State	# International	TOTAL
Participants (competitors, coaches, trainers, officials, etc.)	Adults:					0
	Youth:					0
Spectators (fans, family, friends, etc.)	Adults:					0
	Youth:					0
Media	All					0

Total Expected Hotel Rooms: _____

Total Expected Average Nights Stayed: _____

Total Expected Room Nights: _____

Peak hotel lodging nights: Check-In date: _____ Check-Out date: _____

Glossary of Terms

Local: Residing within 60 mile radius of Pasco County

Florida Non-Local: Residing in Florida, outside 60 mile radius of Pasco County

Out-of-State: Residing in US, outside of Florida

International: Residing outside of US

Room Nights: Number of hotel rooms x average number of nights stayed

Peak Lodging Nights: Dates when majority of rooms are booked

Adults: 18 years and older

Youth: 17 years and younger

EVENT SPONSORSHIP APPLICATION SAMPLE

VII. Signatures

A. Applicant Signature/ Disclaimer

I, the undersigned, hereby certify that I have read and understand the Pasco County Sports Commission Grant Program Policies and Procedures and, that the information included with the application is true and correct.

Authorized Signature, Applicant Title Date

B. Office of Tourism Representative Signature

Authorized Signature Title Date

Please send form to:

Roni Lloyd
Office of Tourism Development
West Pasco Government Center
8731 Citizens Dr Suite #135
New Port Richey FL
Work: 727.847.8129 ext 8246 Cell: 727-67-4850
rlloyd@pascocountyfl.net

Recommendations:

TDC approves _____ / denies _____ recommendation to BCC.

BCC approves _____ / denies _____ funding for sponsorship



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourism Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Curtis A Beebe

Address 37547 Church Ave

City Dade City

State FL

Zip 33525

I reside in Commission District # (can be found on back of your Voter Registration Card) 1

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city: Dade City

Home Phone Work Phone Cell Phone 352.424.0427

Email curtis@pearlinthegrove.com

Employer Pearl in the Grove

Address 31936 St Joe Rd, Dade City, FL 33525

Occupation (if retired, please indicate) restaurateur

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only

Received: Entered: Meets Qualifications: Yes No Forwarded to Department: Acknowledgement Sent: BOCC Mtg Date: Action: Letter Sent:

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Bachelor of Science - Business/Systems Science

Professional - Certification

Knowledge - Training, interest or experience

Own two restaurants in East Pasco..highly interested in developing as a culinary tourism destination.

Community Involvement - List organizations/positions

Former Dade City Commissioner
Former TDC member

Organizations - Memberships

IMPORTANT INFORMATION

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3. Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it.
4. Pasco County Code of Ordinances Article V regulates Boards, Committees, Authorities, Councils, and Commissioners of the Board of County Commissioners.

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Curtis A Beebe

Date

6/17/15

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read Important Information section, then sign the application.

Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Educational Facilities Authority / Pasco-Hernando Workforce Board / Parks Advisory Board / Tourist Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name

Address

City

State

Zip

I reside in Commission District # (can be found on back of your Voter Registration Card)

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone

Work Phone

Cell Phone

Email

Employer

Address

Occupation (if retired, please indicate)

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

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African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only

Received: _____ Entered: _____

Meets Qualifications: Yes No Forwarded to Department: _____

Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____

Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Associate in Arts Degree Pasco-Hernando State College; Bachelor in Science Electrical Engineering University of South Florida

Professional - Certification

Knowledge - Training, interest or experience

I am a Pasco County Guardian Ad Litem volunteer as well. I want to make a difference with being involved in the educational establishments such as USF and PHSC. I have resided in Pasco County since June 1985. I feel that I would be an asset to any council that I am appointed too. I have executive committee experience as well.

Community Involvement - List organizations/positions

University of South Florida Advocacy Committee; University of South Florida College of Engineering Alumni Society Volunteer Board; Tampa General Hospital Adult Patient Family Advisory Council; Tampa General Hospital Aesthetics Committee; All Children's Hospital Advocacy Council; All Children's Hospital Patient Family Advisory Council; Guardian ad Litem Foundation of Tampa Bay Resource Development Committee; Guardian ad Litem Foundation of Tampa Bay Children's Needs Committee; Pasco-Hernando State College Alumni Committee

Organizations - Memberships

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Katherine M. Going

Date

June 23, 2015

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read **Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



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New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourism Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name John E Heather

Address c/o Saint Leo University SoB, MC-2011, PO Box 6665

City Saint Leo

State Florida

Zip 33574

I reside in Commission District # (can be found on back of your Voter Registration Card) 3

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city: Dade City

Home Phone 352-437-3231

Work Phone 352-588-7199

Cell Phone 623-826-3144

Email john.heather@saintleo.edu

Employer Saint Leo University

Address MC-2011, PO Box 6665, Saint Leo

Occupation (if retired, please indicate) International Tourism Instructor

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

None

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African American
Hispanic American

Asian American
Native American

American Woman
Other

For Office Use Only

Received: _____ Entered: _____

Meets Qualifications: Yes No Forwarded to Department: _____

Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____

Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Master of International Management, Thunderbird School of Global Management (1986)
BA, Economics, University of Colorado at Boulder (1983)

Professional - Certification

Certification in Hospitality Industry Analytics, AHLEI (2015)
Geospacial Analysis for Development, USAID (2014)

Knowledge - Training, interest or experience

30 years tourism business, government and education experience

Community Involvement - List organizations/positions

Visit Pasco Strategic Planning
SLU International Tourism Club Advisor

Organizations - Memberships

Visit Florida
Skal Tampa Bay Chapter

IMPORTANT INFORMATION

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

John Heather

Date

07/01/15

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read **Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



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APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Pasco County Tourist Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name

Address

City State Zip

I reside in Commission District # (can be found on back of your Voter Registration Card)

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone Work Phone Cell Phone

Email

Employer

Address

Occupation (if retired, please indicate)

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

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African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only
Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

BA - Geography

MBA - Accounting/Finance

Professional - Certification

Certified Public Accountant - Florida

Certified Valuation Analyst

Knowledge - Training, interest or experience

25 years employment in outdoor adventure sport recreation industry

Regularly interfaced with tourist development organizations while in the industry

Community Involvement - List organizations/positions

Greater New Port Richey Main Street - Finance Committee & Regular Volunteer

Organizations - Memberships

West Pasco Chamber of Commerce - Member

IMPORTANT INFORMATION

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Mario lezzoni

Date

06/25/2015

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read **Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
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APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourism Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Karen King

Address 7144 Garden Grove Lane

City New Port Richey

State FL

Zip 34652

I reside in Commission District # (can be found on back of your Voter Registration Card) 4

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city: New Port Richey

Home Phone none Work Phone 727 819.1000 Cell Phone 727 534.5628

Email karen.king@hilton.com

Employer LaFrance Hospitality - Homewood Suites by Hilton Port Richey

Address 11115 US 19 North, Port Richey, FL 34668

Occupation (if retired, please indicate) Director of Sales

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve
None

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African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only
Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

BS Graphic Design East Carolina University

Professional - Certification

Florida State Licensed EF Contractor
Over 20 Hilton Hotels certifications

Knowledge - Training, interest or experience

Trained in tourism development through Hilton Hotels.
I have attended several conferences, webinars and workshops on tourism.
Attended tourism meetings in in various parts of Florida

Community Involvement - List organizations/positions

Feeding Pasco's Elderly - President
Somebody Cares Pasco
Developed program through Homewood Suites where donations of usable items are made to local charities.

Organizations - Memberships

Rotary Club of New Port Richey
West Pasco Chamber of Commerce
Trinity Odessa Chamber of Commerce

IMPORTANT INFORMATION

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2. Membership on certain advisory boards/committees/commissions requires financial disclosure or the submission of other information.
3. Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it.
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The Board of County Commissioners of Pasco County, Florida does not discriminate upon the basis of any individual's disability status. This non discrimination policy involves every aspect of the Board's functions including one's access to, participation, employment, or treatment in its programs or activities. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Within two working days of your receipt of this notice, please contact the Zoning/Code Compliance Division, West Pasco Government Center, 7530 Little Road, New Port Richey, FL 34654; (727) 847-8110 (v) in New Port Richey; (352) 521-4274, Ext. 9110 (v) in Dade City; and via 1-800-955-8771 if you are hearing impaired.

By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Karen King

Date

May 8, 2015

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read **Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

TDC

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Robert (Bob) Smallwood

Address 7124 Meighan Ct

City New Port Richey

State FL

Zip 34562

I reside in Commission District # (can be found on back of your Voter Registration Card) 067

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city: New Port Richey

Home Phone 727-267-5863 Work Phone 727-267-5863 Cell Phone 727-267-5863

Email smallwood.bob@gmail.com

Employer self employed - work as a Realtor at F.I. Grey & Son in NPR

Address use home address

Occupation (If retired, please indicate) Sales - Commercial Real-estate (with F.I. Grey) - Electronic Test Equipment Sales

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

NPR Parks & Rec Advisory Board, Greater NPR Main Street, West Pasco Chamber, US Coast Guard Auxiliary

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only

Received: _____ Entered: _____

Meets Qualifications: Yes No Forwarded to Department: _____

Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____

Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

MBA from Florida Institute of Technology. BS in Electrical Engineering from USF.

Professional - Certification

Florida Real estate license. Pressure and Temperature Calibration Certification.

Knowledge - Training, interest or experience

All aspects of Commercial Real estate. Electronic Test Equipment. Many Sales/Marketing training classes. Interest include riding Motorcycles, Kayaking, boating, running and just hanging out with my wife and my dog (Boxer). Very interested in working with the City of NPR in redevelopment and growth of the downtown areas

We own a cabin in western NC so when those my interests expand into hiking, rafting, zip lining, wood working

Community Involvement - List organizations/positions

Board member of Greater NPR Main Street, West Pasco Chamber of Commerce, Bayou Business Association. Advisory Board Member for NPR Parks/ Rec, Co-Chairman of the Cotaceman Triathlon. Member in the NPR Hospitality Management Association. Former Flotilla Commander and current coxswain for the US Coast Guard Auxiliary. Member of Salt Spring Alliance

Organizations - Memberships

Greater NPR Main Street, West Pasco Chamber of Commerce, US Coast Guard Auxiliary, Bayou Business Association, City of NPR Parks/Rec Advisory Board. Salt Spring Alliance. NPR Running and Brews Club

IMPORTANT INFORMATION

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Electronic Signature

Type Name

Robert Smallwood

Date

07/24/15

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Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourism Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Edik Sudjawan

Address 8980 CRESCENT FOREST BLVD

City NEW PORT RICHEY State Florida Zip 34654

I reside in Commission District # (can be found on back of your Voter Registration Card)

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone 727-816-8661 Work Phone 813 597 0302 Cell Phone 813 918 5884

Email Edik54@Gilldawg.com

Employer Gill Dawg

Address 5419 TREADWAY DR. PORT RICHEY 34668

Occupation (if retired, please indicate) BUSINESS OWNER

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve
N/A

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 780.80.

African American Asian American American Woman
Hispanic American Native American Other WHITE MALE

For Office Use Only
Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.

Academic - Degrees, Diplomas

N/A

Professional Certification

Plumbers of Suwannee ^{PLCS} MASTER PLUMBER Boat Captain
Pampering Plumbers ^{PLCS} Bill O'Neary ^{PLCS} VARIOUS OTHER CETS

Knowledge - Training, Interest or experience

30 Year Business owner in Pasco County

Community Involvement - List organizations/positions

Over the years
VARIOUS - Too much to list

Organizations - Memberships

VARIOUS

IMPORTANT INFORMATION

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Electronic Signature

Type Name

Earl Suwannee

Date

6/30/15

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Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

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New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

TOURISM DEVELOPMENT COUNCIL

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name KRISTIN TONKIN

Address 10220 HILLTOP DRIVE

City NEW PORT RICHEY State Florida Zip 34654

I reside in Commission District # (can be found on back of your Voter Registration Card) 5

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone Work Phone 727-849-5092 Cell Phone 727-364-7516

Email sunsettravel.biz@verizon.net

Employer SUNSET LANDING MARINA

Address 5115 SUNSET BLVD PORT RICHEY FL 34668

Occupation (if retired, please indicate) MANAGER / FAMILY BUSINESS

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

PASCO COUNTY RESTORE ACT COMMITTEE

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only

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Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

HS DIPLOMA

Professional - Certification

TRAVEL PROFESSIONAL, FOOD SAFETY

Knowledge - Training, interest or experience

TRAVEL, CULINARY, HOSPITALITY, THE ARTS, MARINE INDUSTRY

Community Involvement - List organizations/positions

BAYOU BUSINESS ASSOCIATION, TREASURER

Organizations - Memberships

BAYOU BUSINESS ASSOCIATION, WEST PASCO CHAMBER OF COMMERCE

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Electronic Signature

Type Name

KRISTIN TONKIN

Date

JULY 2, 2015

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Revised 10/9/2009

Email Form

