

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**September 16, 2015, 10 a.m.**

Historic Courthouse

Dade City, FL



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**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

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**AGENDA**

- |                                     |          |
|-------------------------------------|----------|
| 1. CALL TO ORDER                    | 10 a.m.  |
| 2. Invocation, Pledge of Allegiance |          |
| 3. Roll Call                        |          |
| 4. Adoption of Minutes              |          |
| a. TDC Minutes Aug 19, 2015         |          |
| 5. Public Comment                   |          |
| 6. New BUSINESS                     |          |
| a. Human Trafficking Presentation   | TD15-060 |
| b. All Sports Arena                 | TD15-061 |
| c. Dick’s Tournament                | TD15-062 |
| d. Johnson Consulting Report        | TD15-063 |
| 7. Old BUSINESS                     |          |
| a. Sponsorship Criteria Update      | TD15-064 |
| 8. Tourism Manager’s Report         | TD15-065 |
| 9. Board Member Comments            |          |
| 10. Adjournment                     |          |

Next Meetings:

TDC Meeting - October 14 , 2015

West Pasco Government Center, New Port Richey

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**MINUTES**

**AUGUST 19, 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.**

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM  
8731 CITIZENS DRIVE, NEW PORT RICHEY, 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**  
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 Ranch

**Open Position**

**Piyush Mulji**  
Hampton Inn Dade City / Zephyrhills

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

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

## **2. Invocation, Pledge of Allegiance**

The Deputy Clerk gave the invocation and led the Pledge of Allegiance to the Flag.

## **3. Roll Call**

All members were present.

## **4. Adoption of Minutes**

- a. TDC Minutes May 20, 2015**
- b. TDC Minutes July 15, 2015**

Motion to approve the May 20, 2015 and July 15, 2015 meeting minutes; motion carried.

## **5. Public Comment**

None.

## **6. New BUSINESS**

- a. Discussion Regarding Funding Eligibility Criteria for Event Sponsorships**

The Committee and Staff held discussion regarding improvements needed to make more appropriate decisions for funding eligibility, measurement, and tracking; to continue to market and grow the sports side of Tourism; review of existing criteria; review of current allowable expenses; Dick's Tournament of Champions rights fees and additional expenses; the use of park amenities and fields; Parks and Recreation adopted fee schedule; fee discussions with Parks and Recreation; discussions with Dick's to reduce cost; Parks & Recreation was in transition to become Parks, Recreation and Natural Resources; the need for funding sources other than Tourism dollars for necessary expenses; creating a new application process and criteria; appropriate use of funding; facility rentals and rights fees; to create a different eligibility list; and travel expenses that were covered.

Council would review information presented and Staff would create a proposal with new criteria and a new application for the next meeting.

- b. New TDC Member – Applications**

The Committee and Staff held discussion regarding applications for the TDC vacancy; the Statute for the appointment; and the Council's nomination.

**c. Bike Depot Presentation – Dade City**

A presentation regarding a bike depot was given.

Discussion was held regarding the connection of the Coast to Coast Connector to the train depot in Dade City; the alignment of the Coast to Coast Connector; a presentation by the Department of Transportation District 5 that would be given at the next MPO (Metropolitan Planning Organization) meeting of the south Sumter Connector; a six month trail study to connect the Withlacoochee Trail to Dade City, Hardy Trail, and further south; way finding to direct people to travel south; a letter regarding the southern alignment from the Council to the MPO; a suggested compromise; to repurpose the train depot as a trailhead; how tourism dollars could be used for the train depot; the need of a business plan; trail and depot completion timeline; land was available for sufficient parking at the depot; CSX owned the land; to create a map with dates, timelines, and financials; Dade City would vacate the building at the end of January; Pioneer Florida Museum's Train Depot; the use of cameras; examples of redeveloped depots; and identification of additional funding sources, to develop key goals, and objectives.

Staff would create a plan to bring to the Council in September.

**d. Office Displays Visit Pasco – Welcome Center**

Discussion was held regarding a Welcome Center display.

**7. Old BUSINESS**

**Tourist Development Plan Workshop**

Discussion was held regarding a delineated cost structure for the Tourism Plan; rental tax; minutes from the TDC Workshop; measurable goals; and the Strategic Plan.

**8. Tourism Manager's Report**

Discussion was held regarding the Florida Governor's Conference; Connect Sports; FADMO 2015 Annual Meeting in September and travel expenses; renegotiation of the Dick's Contract; new revenue streams; Wesley Chapel Chamber of Commerce and community support; Tampa Bay Sports Commission; Facebook and Website updates; the August E-Newsletter; Treehoppers opening; and upcoming events that include Cotee River Bike Fest, Tampa Bay Shootout, Rattlesnake Festival and Savage Race.

**9. Board Member Comments**

Board members spoke regarding the League of Cities conference; the Council's participation; Athletic Association's use of fields; and informing the Council of situations.

**10. Adjournment**

Chairman Starkey left the meeting at 11:25 a.m.

The meeting adjourned at 12:15 p.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
AUGUST 19, 2015

(SEAL)

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

Prepared by: \_\_\_\_\_  
Marie Miller, Records Clerk  
Board Records Department

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

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<p>TO: Honorable Chairman and Members of the Tourist Development Council</p>	<p>DATE: September 9, 2015    FILE: TD15-060</p>
<p>THRU: Randall J. TeBeest Assistant County Administrator Public Safety and Administration</p>	<p>SUBJECT: Discussion of Commission on Human Trafficking membership– No funding required TDC: 09/16/15 10:00 a.m. Dade City</p>
<p>FROM: Ed Caum Tourism Manager</p>	<p>REFERENCES: All Council members</p>

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the Tourist Development Council (TDC) the Pasco County Commission on Human Trafficking request, that a member of the tourism industry be sought for membership on the Commission.

Human Trafficking is a modern-day slavery, where the victims are young children, teenagers, men and women, who against their will, are subjected to force, fraud or coercion for the purpose of sexual exploitation or forced labor, typically in order to pay off debt bondages. The tourism industry can easily be an unconscious accomplice in the human trafficking infrastructure: hotels can host pimps and their victims, and unaware provide a venue for exploitation; therefore the hospitality industry can play a special role in protecting victims, and identifying traffickers. The tourism Industry should be trained in how to recognize signs of sexual exploitation and how to report suspected cases.

According to the Pasco County Commission on Human Trafficking statute, this board shall be composed of a County Commissioner, two representatives of the Pasco County Sheriff's Office with one being an officer with the Child Protective Unit, a representative of the Pasco County School District, and 5 other individuals, each representing at least one of the following segments of our community:

- A. Community/Victim Services
- B. Tourism Industry
- C. Hospital/Medical Profession
- D. Religious Institutions
- E. Human Trafficking Community Advocate

For the previous reasons expressed, the Commission on Human Trafficking would like a representative of the tourism industry, either a member of the TDC, recommendation of another employee or someone else, that would be interested in being appointed to the Commission.

ALTERNATIVES AND ANALYSIS:

Presentation is informational only.

RECOMMENDATION AND FUNDING:

No action or funding required.

RT/EC/CS

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

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TO: Honorable Chairman and  
Members of the Tourism Development  
Council

DATE: 9/10/2015 FILE: TD15-061

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

SUBJECT: Request for Event Sponsorship  
Agreement – All Sports Arena, LLC –  
2015 Tampa Bay Shoot-Out –  
AMOUNT TO BE DISCUSSED

FROM: Ed Caum  
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

Based upon the direction received from the TDC upon discussion of TD15-052 staff would like direction on how to proceed with funding of Event requests such as All Sports Arena as well as other Events that have little to no strategic marketing plan, incorrectly filled out information, no new or significant growth and no outside regional spectator support.

Once again, All Sports Arena (ASA) is requesting to enter into an Event Sponsorship Agreement (ESA) for the Tampa Bay Shoot-Out Event. The Event is to be held on October 16-18, and October 23-25, 2015 in New Port Richey, FL. ASA is requesting an ESA for the amount of five thousand dollars (\$5,000) in order to cover referees and Event awards.

As you all recall, Matt Garry's request for funding of the June Event was denied after careful re-evaluation by the TDC of his overall lack of marketing efforts to promote outside Pasco County. The Event is considered to be sold out each year, due to registration and facility size limitations but spectators have not been sought. However, the Event has not appeared to grow over the years and the Post Event Reports from previous Events have included incorrect information which has inflated the economic impact for his Arena Events. No marketing plan has been submitted to date other than what has been attached to an updated application and formerly a flyer which is said to be posted at other arenas. Flyers do not qualify for a marketing plan and although there have been meetings with staff and ASA over the years with sponsorship ideas and promotional concepts discussed, nothing to date has appeared to be consistently activated and minimal to no effort shown in the "partnership". To date there have been only 10 Facebook postings in 9 months, none of which recognize the upcoming events to be sponsored in partnership with Pasco County and to date no postings recognized on Facebook for the upcoming October Event to create spectator awareness. A comprehensive marketing plan was requested in April of 2015 by the TDC and even suggestions of following through with an example of a Post Event report was recommended to show effort whether or not funding was awarded. The applicant had mentioned "it was too much trouble and he did not want to do anything of this nature if not being funded."

All Sports Arena has received funding the last 6 years a total of \$50,316.00. According to the prior ESA agreements, ASA should have provided marketing and promotional benefits to the County utilizing the Official Pasco County Tourism Logo in all appropriate promotional material, including but not limited to, videos, awards, live web streaming and online advertising. However, he has failed to do this. After this year's careful review of the Post Events Reports from last 6 years, the OTD determined that ASA had not reached the minimum out-of-region marketing requirements to appropriately promote Pasco County as a travel and sports destination in order to attract spectators. The July 15<sup>th</sup> TDC meeting, the Council was asked to reconsider the initial recommendation from April 15<sup>th</sup> TDC meeting that the County enter into an (ESA) with (ASA) for the 2015 Sunshine Shoot-Out, that was held on June 19 - 21, 2015.

Due to the lack of a strategic marketing campaign that was repeatedly requested to target spectators out of the Pasco County area, ASA's continued oversight to meet the necessary criteria using the Official Pasco County Tourism Logo, and an ineffective partnership the TDC recommended not moving this item forward to the BCC, therefore the Event did not receive Tourist Development tax revenue through an ESA. Without Tourist tax funding the event was held regardless and was still "sold out".

Today, ASA, is asking once again for funding. ASA will host the October 2015 Tampa Bay Shoot-Out and it does not appear that this Event needs tourism funding to occur.

#### ALTERNATIVES AND ANALYSIS:

Based on the application and past ASA events that have been funded over the years which lacked proper post event documentation and a marketing plan, staff recommends the following options.

1. Recommend the BCC match only the funds of which the TDC receives in bed tax for this event unless promotional dollars are accounted for and proven to have an impact on spectatorship.
2. Recommend the BCC enter into an ESA for a different amount based on suggestions previously discussed.
3. Deny the request.

#### RECOMMENDATION AND FUNDING:

The OTD recommends the TDC hear the presentation and consider recommending entering into an ESA funding agreement to the BCC for Alternative #1, based on previous discussions and under performance of this Event. Funding is available in Account No. B113-115300-88201 Tourist Development Tax Fund, Event Sponsorships.

#### 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 the Office of Tourism Development and 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
- 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
- All Applications **MUST** be received 90 days prior to the month of the event, no exceptions

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](mailto: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). 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. ***This application must be submitted 90 days prior to the month of your event.***

**I. APPLICANT INFORMATION**

Entity Legal Name: All Sports Arena

Entity FED #: 45-264277

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: Matthew Garry

Title/relationship to Entity named above: President

Telephone No.: 727-845-7808

Mailing Address: 7716 Rutillio Ct New Port Richey, FL. 34653

Email Address: mgarry3@tampabay.rr.com

**II. EVENT INFORMATION**

Event Title: Tampa Bay Shoot-Out

Date(s): October 16-18 and October 23-25

Event Location(s): All Sports Arena

Projected number of overnight visitors staying in Pasco County accommodations: 420

Projected or known number of registered participants: 700

Explanation of how the Event qualifies as a destination event:

\_\_\_\_\_ the event will attract approximately 900 people to the Pasco County area for two weekends in a row. The visitors will need hotels, food and consume other services.

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

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\_\_\_\_\_ see proposal slide 5

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**III. EXPENSES**

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

Reimbursable expense/items	Costs
Referees Expenses	\$2500
Awards	\$2500
Total Expenses	\$

Total Sponsorship Amount Requested: \$5000

Room Nights Projected: 420

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: September 16<sup>th</sup> 2015

**IV. SIGNATURE/DISCLAIMER**

On behalf of All SPORTS Arena, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

Matthew Levy President 8/26/15

**Authorized Signature**

**Title**

**Date**

# Marketing Strategy



Tactics	Cost	KPI	Timeline	TDC Funds
Database Marketing: Email campaign to existing database through MailChimp	\$0	Click rates and opens as reported through MailChimp	September October	No
Print: Flyers to post around New Port Richey inside businesses.	\$ 250		Early October	No
Digital: Include event on local media calendars Search Engine Marketing (Google campaign)	\$200	Google analytics	September October	Yes
Social Media Marketing: Post and boost on ASA page. Develop an ad campaign on Facebook using targeting tools to reach potential attendees from Brooksville to Sarasota Create iMovie to post on Facebook	\$ 50	Likes and Shares	Early October	Yes
Public Relations: Media pitches	\$0	Pick ups	Late September	

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

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<p>TO: Honorable Chairman and Members of the Tourism Development Council</p>	<p>DATE: 9/08/2015      FILE: TD15-062</p>
<p>THRU: Randall J. TeBeest Assistant County Administrator (Public Safety and Administration)</p>	<p>SUBJECT: Request for New Facilities Use Agreement with KSE Lacrosse LLC and NDP Lacrosse for the Dick's Sporting Goods Tournament of Champions</p>
<p>FROM: Ed Caum Tourism Manager</p>	<p>REFERENCES: All Members</p>

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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) recommendation to continue and finalize discussions regarding entering into a new agreement with NDP Lacrosse and KSE Lacrosse, LLC.

Currently the County is contracted with KSE Lacrosse LLC/NDP Lacrosse and the agreement will expire as of December 31, 2015. The very recently imposed deadline of September 1, 2015 set by NDP was not met by the County and therefore the NDP organization is currently "shopping around" other venues, in addition to Pasco County, for 2016 and beyond (Attachment #1).

The Office of Tourism would like to review the existing contract (Attachment #2) and proposed terms for the new agreement and is requesting direction at September's TDC meeting to decide how to proceed regarding the new proposal that has been offered by NDP Lacrosse.

Ongoing meetings, in addition to TDC discussions, were held internally with key departmental staff, County Attorney's Office, Parks and Recreation, Saddlebrook General Manager, Pat Ciaccio and individual County Commissioners to review NDP's proposed terms and to identify any concerns. The concerns previously discussed by staff are not only with the ever increasing rights fees that have grown over 500% since 2009, but are also with the ancillary expenses the County is burdened with as well (Attachment #3). As the Event grows, rental fees and additional expenses have always been expected to be absorbed by the County. Little to no community or league support has been received, and the lack of contiguous County fields to sustain any tournament growth from NDP would require additional costs to the County. Lastly, we must sustain this Event with a department operational budget that is flat and this Event utilizing half of our Event Sponsorship dollars allocated for 2016. We must ask ourselves if we do not have a means to offset these expenses, is this Event right for Pasco County?

Ideas for new revenue generation for 2016 have been discussed and explored in order to identify ways to offset additional expenses. Under the existing agreement, the rights fees to host this National

(TD15-062)

Page 1 of 2

tournament for 2015 are \$75,245. These fees continue to grow as NDP's revenue grows. The County will also have an additional \$30,000 - \$35,000 in expenses for the mandatories that have been included in NDP's existing contract as well as the newly proposed terms which include, additional fields, labor and staff support, overseeding, bathroom rentals, security, trash pick-up, etc.

Attached hereto, as Attachment #4 are the NDP's proposed terms and conditions and staff's responses and professional evaluation for a counter proposal.

Office of Tourism Development is requesting guidance from the TDC at this time as to whether or not this Event should continue to be funded and hosted in Pasco County for reasons discussed above,

#### ALTERNATIVES AND ANALYSIS:

The OTD recommends the TDC discuss all details of NDP's newly proposed terms and staff's professional evaluation of the proposed new terms and provide its best recommendation to staff at the September 16 meeting. Staff's deadline for the executed agreement is December 31, 2015. The BCC must receive a final executed agreement by NDP no later than November 17, 2015.

RECOMMENDATION AND FUNDING: No funding by the BCC is necessary at this time.

#### ATTACHMENT:

- #1 NDP Emails with mandate Sept 1 deadline for exclusivity
- #2 Dick's TOC Existing Agreement
- #3 Expense Spreadsheet 2009-2016 F/Y
- #4 NDP Proposal and Counter Options Proposed by staff

RJT/EC/RL

## Consuelo B. Sanchez

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**From:** Roni A. Lloyd  
**Sent:** Thursday, September 10, 2015 12:16 PM  
**To:** Consuelo B. Sanchez  
**Subject:** FW: Follow Up

This needs to go with the emails for Dick's. My email below this one needs to be included as well.

Roni Lloyd  
 Office of Tourism Development  
 Sports Marketing  
 (727)847-8129  
 (727)267-4850  
[rlloyd@pascocountyfl.net](mailto:rlloyd@pascocountyfl.net)  
[www.visitpasco.net](http://www.visitpasco.net)

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**From:** Josh Gross [mailto:JGross@PepsiCenter.com]  
**Sent:** Monday, July 20, 2015 6:49 PM  
**To:** Roni A. Lloyd  
**Cc:** Consuelo B. Sanchez; Ed Caum; Josh Gross  
**Subject:** RE: Follow Up

Roni,

Good evening. I hope all is well. Thanks again for your hospitality. We did have a great trip, and the weather didn't really impact us. The next time we talk, I'll fill you in.

As a follow-up to our meeting and your email, I wanted to address the following items:

- 1- **2016 AND BEYOND:** I look forward to furthering our conversations about a new agreement for future years. The feeling I got from Jason in the meeting was incredibly positive and supportive, and I expect that we will gain support from his organization. Given the potential of a new revenue stream from Tampa, we have the ability to get creative in the structure of a new deal. As for a timeline, I'm happy to extend to Pasco an exclusive negotiating period until September 1 of this year. That's not far off, and I've already been operating in this manner. That said, I'm out for a couple weeks in August so we really need to agree to a defined, expedited timeline. I'll review the attachment you sent, and then follow up. We need to discuss expenses on both sides to see if there are in-kind opportunities to relieve some of your out-of-pocket burden as well. Is there an opportunity with the TDC before October? Unfortunately I don't think we can wait that long for approval. We do need to have the actual deal inked by December 1, but we need to agree to basic terms by the end of August.
- 2- **DEMOGRAPHICS:** In an attempt to make appealing a partnership opportunity for local businesses, I wanted to send you the following lacrosse demographics information from Lacrosse Magazine's 2015 Media Kit. LM is a publication put out by US Lacrosse, the sport's national governing body. The following is for lacrosse households:
  - a. 65% of households make over \$100,000 annually.
  - b. The median household income is \$150,000.
  - c. 29% of the US population has a bachelor's degree or higher. 78% of those in lacrosse households have a bachelor's or higher.
  - d. 93% own their own home.

- e. 87% of households own two or more cars. 30% plan to purchase a new car in the next 12 months (compared to 11% in the Scarborough Study).
- f. 68% of LM readers stay in hotels more than six nights per year.
- g. 78% dine outside the home regularly, two or more time per week.
- h. 59% of parents spend more than \$250 annually on lacrosse equipment.
- i. 32% of parents spend more than \$1,000 annually on lacrosse camps and clinics.

I hope this information helps.

- 3- **LODGING:** As we talked about, teams in general are looking for an experience that extends beyond the tournament itself. As for lodging properties, I believe that most are looking for three- or four-star experiences. While we plan on working with several lower-tier properties this year, I do have concern over promoting budget hotels that I myself wouldn't stay at.
- 4- **CALL:** Are you available later this week to jump on a call so we can discuss NDP's line-by-line expenses for the event? This will help in creating a timeline and in crafting a new agreement.

Thanks Roni.

Josh

Josh Gross | Vice President, Business Operations - Colorado Mammoth & NDP  
 o: 303.575.1906 | f: 720.931.2022 | [ColoradoMammoth.com](http://ColoradoMammoth.com) | [NDPChampionships.com](http://NDPChampionships.com) | [NDPApparel.com](http://NDPApparel.com)

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**From:** Roni A. Lloyd [<mailto:rilloyd@pascocountyfl.net>]  
**Sent:** Monday, July 20, 2015 2:37 PM  
**To:** Josh Gross  
**Cc:** Consuelo B. Sanchez; Ed Caum  
**Subject:** Follow Up

Hi Josh,

Hope you made it back to CO safely. That was surely some strange weather we had for visitors this past weekend. I live in Pinellas on the coast and it was non-stop rain Fri-Su. Hope you and your wife were able to find some sunny windows of opportunity to sit poolside and relax around the resort.

Attached is a spreadsheet with annual tabs to review for previous years. All but last 2 years are educated guesses with some of the ancillary expenses when it comes to trash and bathrooms etc. I have only been here for a little over a year. Some of the expenses may not have been 100% accurate before 2013 however, you get the picture. All rights fees should be 100% accurate.

Last thoughts for today...

If there is an opportunity for new found money with the hotel rebates in Tampa area then there is hopefully some consideration for your fees to be reduced. I know you mentioned you have a bottom line to maintain as well however, this is a new revenue stream opportunity that has not been available before. This is definitely an area that will be of concern to the TDC if you're increasing revenue opportunities due to our partnership with Tampa however, our revenues are not decreasing at all unless there is an in-kind opportunity or community sponsorship program in place. I will be speaking to Pat Ciaccio once he returns from vacation to see how the business community could become more integrated and accountable if they want this event to remain in Pasco.

We want to keep the event in Pasco and hope we can hurdle the challenges together with the support from our new partners in Tampa Bay.

PLEASE let me know your time line with an agenda of next steps. I am able to get this on the agenda for the TDC in October once we finalize some things however, we need to keep in touch often to make sure we continue to move forward in a positive manner.

After we met, I had asked for you to send me some things as well to take a look at. A time line is of utmost importance as well as reducing some costs for 2015 event.

Are you able to follow up after our workshop at the beginning of August?

Roni Lloyd  
Office of Tourism Development  
Sports Marketing  
(727)847-8129  
(727)267-4850  
[rlloyd@pascocountyfl.net](mailto:rlloyd@pascocountyfl.net)  
[www.visitpasco.net](http://www.visitpasco.net)



### *"Bringing Opportunities Home"*

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CUSA18A7

## Consuelo B. Sanchez

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**From:** Roni A. Lloyd  
**Sent:** Wednesday, September 09, 2015 4:48 PM  
**To:** Consuelo B. Sanchez  
**Subject:** FW: Required September 01, 2015 Deadline for KSE, LLC Agreement  
**Attachments:** NDP Proposal to Pasco County Aug-15.pdf  
  
**Importance:** High

Dialogue with NDP

---

**From:** Josh Gross [mailto:JGross@PepsiCenter.com]  
**Sent:** Wednesday, August 26, 2015 12:31 PM  
**To:** Roni A. Lloyd  
**Cc:** Ed Caum; Josh Gross  
**Subject:** RE: Required September 01, 2015 Deadline for KSE, LLC Agreement  
**Importance:** High

Roni,

Good afternoon. I hope all is well. NDP's proposal is attached. Please confirm receipt.

I made another round of calls to the unsigned lodging properties this morning in an attempt to get the remaining hotels on board. I'll keep you posted.

Thanks Roni. We look forward to extending the relationship.

Josh

Josh Gross | Vice President, Business Operations - Colorado Mammoth & NDP  
 o: 303.575.1906 | f: 720.931.2022 | [ColoradoMammoth.com](http://ColoradoMammoth.com) | [NDPChampionships.com](http://NDPChampionships.com) | [NDPApparel.com](http://NDPApparel.com)

---

**From:** Roni A. Lloyd [mailto:rlloyd@pascocountyfl.net]  
**Sent:** Tuesday, August 25, 2015 3:32 PM  
**To:** Josh Gross  
**Cc:** Ed Caum  
**Subject:** RE: Required September 01, 2015 Deadline for KSE, LLC Agreement

Thanks Josh. In meetings all day and headed to conference. I will look for the proposal tomorrow and appreciate your patience.

Roni Lloyd  
 Office of Tourism Development  
 Sports Marketing  
 (727)847-8129  
 (727)267-4850  
[rlloyd@pascocountyfl.net](mailto:rlloyd@pascocountyfl.net)

[www.visitpasco.net](http://www.visitpasco.net)

---

**From:** Josh Gross [<mailto:JGross@PepsiCenter.com>]  
**Sent:** Tuesday, August 25, 2015 5:31 PM  
**To:** Roni A. Lloyd  
**Cc:** Ed Caum  
**Subject:** RE: Required September 01, 2015 Deadline for KSE, LLC Agreement

Roni,

Good afternoon. I left you a voicemail on your cell phone this morning. I anticipate having a proposal to you tomorrow.

Thank you.

Josh

Josh Gross | Vice President, Business Operations - Colorado Mammoth & NDP  
 o: 303.575.1906 | f: 720.931.2022 | [ColoradoMammoth.com](http://ColoradoMammoth.com) | [NDPChampionships.com](http://NDPChampionships.com) | [NDPApparel.com](http://NDPApparel.com)

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**From:** Roni A. Lloyd [<mailto:rlloyd@pascocountyfl.net>]  
**Sent:** Tuesday, August 25, 2015 3:22 PM  
**To:** Josh Gross  
**Cc:** Ed Caum  
**Subject:** FW: Required September 01, 2015 Deadline for KSE, LLC Agreement  
**Importance:** High

Hi Josh,

I emailed you on Friday and have not heard back. I wanted to make sure you received this information. Is the below request something that you will be able to work on before our internal County meeting next week? I wanted to make sure that I bring everyone up to date on the latest activity. There has been internal discussion about sponsorship fees and rebate as well as the possibility of reduced fees or modifications for 2016+. Please let me know if this is something you will be able to respond to by September 1<sup>st</sup>? Typically, a new agreement is put in the hands of the sponsor so if this is an arrangement you are comfortable with, we would like to ask for your requirements for 2016.

Roni Lloyd  
 Office of Tourism Development  
 Sports Marketing  
 (727)847-8129  
 (727)267-4850  
[rlloyd@pascocountyfl.net](mailto:rlloyd@pascocountyfl.net)  
[www.visitpasco.net](http://www.visitpasco.net)

---

**From:** Roni A. Lloyd  
**Sent:** Friday, August 21, 2015 5:54 PM  
**To:** [jgross@pepsicenter.com](mailto:jgross@pepsicenter.com)  
**Cc:** Ed Caum; Richard E. Gehring; Consuelo B. Sanchez; Lauren N. St. Martin  
**Subject:** Required September 01, 2015 Deadline for KSE, LLC Agreement

Josh,

Thanks for your call this morning.

I would like to request that KSE, Lacrosse LLC /Colorado Mammoth/NDP please send a proposed draft of any modifications to the existing agreement we are currently under that will be relevant for 2016 negotiations. (see attached) . This would not only be helpful for a future agreement from the County to be expedited with further review but would also assist with the overall process when discussing with other departments as well as the TDC/BCC. If there are increases with rights fees we would like to have this stated with percentage amounts and what these increases are based on as requested by our Assistant County Administrator and the TDC. We would also like a complete marketing plan on how this event is promoted to increase participation/spectatorship as well as a list of the hotels you have negotiated with for 2015.

I would appreciate this information as quickly as possible while we continue our process internally in regards to considering a new agreement. A drafted agreement or an outline of your modifications will be greatly appreciated. I feel a bit uneasy after our conversation this morning and want to apologize for not being able to finalize any agreement by September 1 without adhering to our strict process guidelines. I also would require that our proposal we draft remain confidential and not be in the hands of other potential destinations and sports commissions as you will be shopping venues after the September 01 deadline you have mandated.

I really hope that this can work out and we can continue working together however, I also had wanted there to be some flexibility knowing we are continuing to seek guidance from our TDC and approval from our BCC. Our budget remains flat and our revenues continue to increase so I need every bit of information to present this to all parties involved internally. I do not have all of the final pieces in place to present and plan on following up with you next week. I will be out of town Wed – Sunday and available only periodically. Ed will be available in my absence.

Thanks for your assistance.

Roni Lloyd  
Office of Tourism Development  
Sports Marketing  
(727)847-8129  
(727)267-4850  
[rlloyd@pascocountyfl.net](mailto:rlloyd@pascocountyfl.net)  
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CUSA18A7

PASCO COUNTY FLORIDA  
INTER OFFICE MEMORANDUM

TO	Honorable Chairman and Members of the Board of County Commissioners	DATE	2/29/12	FILE	CA12M 5054
THRU	Michele L Baker Chief Assistant County Administrator	SUBJECT	Facility Use and Agreement for the Dick s Sporting Good Tournament of Champions with KSE Lacrosse LLC		
FROM	Eric D Keaton Public Communications Manager	REFERENCE	All Commission Districts		

It is recommended that the data herein presented be given formal consideration by the Board of County Commissioners (BCC)

DESCRIPTION AND CONDITIONS

The purpose of this item is to bring before the BCC the Tourist Development Council's (TDC) and the Office of Tourism Development's request to enter into a four year National Event Sponsorship agreement with KSE Lacrosse LLC in order to promote Pasco County as a travel and sports destination

Since 2008 Pasco County has partnered with KSE Lacrosse to host the Dick's Sporting Goods Tournament of Champions (TOC). The TOC has grown from 26 teams to 79 teams with the majority participating from out of state. The 2012 TOC was held December 30, 2011 – January 1, 2012 and produced more than 3,700 room nights and an economic impact approaching \$3 million.

On February 14, 2012 the Office of Tourism Development informed the TDC and the BCC at a joint workshop that KSE Lacrosse LLC received a significant competing offer to move the TOC to the 17 field facility located at the IMG Academy in Bradenton, FL. Due to the significant amount of room nights economic impact produced by the TOC and the excellent partnership with KSE Lacrosse LLC, it is important to Pasco County's Tourist Development Plan and vision as a sports tourism destination to retain this event.

The Office of Tourism Development requests that Pasco County enter into a four year agreement as the sole rights holder and sponsor of the event. The first year sponsorship amount is \$65,000 for the 2012/13 TOC to be held December 29, 2012 – December 31, 2012 primarily at the Wesley Chapel District Park (WCDP). The subsequent three years and sponsorship amounts are as follows with tentative event dates:

- 2013/14 \$68,250
- 2014/15 \$71,663
- 2015/16 \$75,245

In addition to the above terms, Pasco County will also reserve, secure, and provide additional amenities and staffing at the WCDP and if requested the Wesley Chapel High School fields as needed for the TOC. The County must also provide internet web streaming infrastructure at WCDP. Because the TOC needs room to grow, KSE Lacrosse LLC has the ability to opt out of the four year agreement if the County has not enhanced its field inventory in order to host the growth of the TOC or if the County fails to provide assurances, either through the completed construction of said fields or provision of approved construction plans and funding for said fields, by March 1, 2014.

ALTERNATIVES AND ANALYSIS

1. Approve the TDC recommendation to enter into a four year agreement with KSE Lacrosse LLC
2. Do not approve the proposed Funding Agreement with KSE Lacrosse LLC

RECOMMENDATION AND FUNDING

The Office of Tourism Development recommends the BCC approve Alternative 1, authorize the Chairman to execute the agreement and direct Board Records to distribute the agreement as follows: retain one original at Board Records, one original to the Office of Tourism Development, and mail one original to KSE Lacrosse LLC, Attn: Brian Tatum, 1000 Chopper Circle, Denver, CO 80204, Telephone: (303) 575-1927.

Funding for this action will be made in Account No. B113 115300 88201 in the Fiscal Year 2012-13 Budget. Payment will be made for the total amount upon receipt of the invoice.

ATTACHMENT

1. Agreement

MLB/EK/ek

## **Facility Use & Sponsorship Agreement for the Dick's Sporting Goods Tournament of Champions 2012/2013 – 2015/2016**

This Facility Use and Sponsorship Agreement (the "Agreement") is entered into between KSE Lacrosse LLC, located at 1000 Chopper Circle, Denver, Colorado 80204 (hereinafter referred to as "KSE") and Pasco County, Florida, by and through its Board of County Commissioners, located at 37918 Meridian Ave., Dade City, Florida 33523 (hereinafter referred to as "the County"). The purpose of this Agreement is to memorialize the respective benefits to and obligations of the parties in connection with the annual Dick's Sporting Goods Tournament of Champions (the "Events") for 2012/2013, 2013/2014, 2014/2015 and 2015/2016. In consideration of the mutual promises contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows.

**Section 1. Date and Location of the Events.** KSE agrees that Wesley Chapel, Pasco County, Florida will be the only location(s) for the Events and that no other locations will be sought and contracted with to be the host location of the Events. The Dick's Sporting Goods Tournament of Champions 2012/2013 shall be held on Saturday, Sunday and Monday December 29, 2012 through December 31, 2012, at the Wesley Chapel District Park and the supplemental fields at Wesley Chapel High School, located in Pasco County, Florida. The dates for subsequent Events shall be determined on an annual basis no later than March 1 of each year. In subsequent years, unless this Agreement is otherwise terminated, supplemental fields in the immediate area of the District Park shall be made available to KSE for use during the 2014/2015 Event and all subsequent Events. The County agrees that KSE shall have the right to pursue other potential partners and/or locations for the Tournament of Champions should the County fail to provide assurances, either through the completed construction of said fields or provision of approved construction plans and funding for said fields, by March 1, 2014, that supplemental fields, other than the fields located at the Wesley Chapel High School, will be available for the 2013/2014 and subsequent Events. Nothing herein shall prohibit the parties from entering into a separate agreement for the production of a future event.

**Section 2. Benefits to and Responsibilities of KSE.** The benefits to and responsibilities of KSE shall be as follows and in addition to any applicable benefits and responsibilities provided for elsewhere within this Agreement.

- A.** KSE agrees to promote the Events with Pasco County, Florida, as the Presenting Sponsor on all marketing collateral. The County may promote the Events and has access to the Dick's Sporting Goods Tournament of Champions name and logo for said promotion. The County shall not produce and disseminate any national communication or promotion relating to the Events without prior written approval from KSE. Written approval or disapproval shall be delivered to the parties within 24 hours of the request for same.
- B.** KSE shall have access to the name and logos of the County to use in Event communications and promotions. KSE agrees that it will not disseminate any communications or promotions containing the County's name and/or logo without prior written approval from the County. Written approval or disapproval shall be delivered to KSE within 24 hours of the request for same.
- C.** KSE shall receive and keep all revenue generated from team registration fees.
- D.** KSE shall separately receive and keep revenue generated from the sale of gear/apparel at each Event. If KSE elects to contract with a third party provider for the production and sale of Event gear/apparel, KSE will retain all proceeds generated from contract negotiations and will be responsible for the servicing of the third party vendor.
- E.** KSE shall provide management staff for each Event and said staff will be on-hand throughout the entirety of the Events to manage all aspects of the Events at the Wesley Chapel District Park, the Wesley Chapel High School, and other supplemental fields as applicable.
- F.** KSE shall manage the marketing, promotion, logistical planning (in cooperation with the County), team registration and payment processing, communications with each Event's customers and participants, tournament bracketing and field scheduling, and payment to and coordination with a local referee(s).
- G.** KSE shall provide and/or contract with a third party to provide all necessary equipment, with the exception of goals and nets which shall be provided by the County, and the items listed in Section 3 (Items E through H), for each Event.

H. KSE shall contract with, and pay for, licensed athletic training coverage for each Event.

I. KSE shall obtain liability insurance for the Events and provide to the County a certificate of liability insurance naming the County and all other Event contributors as additionally insured with coverage in the amount of \$1,000,000 per occurrence and \$3,000,000 general aggregate prior to each Event.

**Section 3. Benefits to and Responsibilities of the County.** The benefits to and responsibilities of the County shall be as follows and in addition to any applicable benefits and responsibilities provided for elsewhere within this Agreement.

A. The County shall provide the Wesley Chapel District Park to KSE for the location of the Events at no charge to KSE. The County is responsible for securing the field reservations at Wesley Chapel High School for use during the Events. The County is responsible for the lining/marketing and maintenance of the playing fields prior to and during the Events, including the fields located at the Wesley Chapel High School and any other supplemental fields as necessary.

B. The County shall maintain staff to ensure that trash receptacles and restroom facilities are cleaned and maintained throughout the entirety of the Events at the Wesley Chapel District Park and the Wesley Chapel High School.

C. The County is authorized to charge a gate and parking fee and to retain all revenue generated from said fee(s). If the County decides to charge these fees it will notify KSE immediately so that KSE can properly alert Event participants and spectators.

D. If it is deemed necessary at the request of KSE, the County shall contract with and pay for overnight security for an Event.

E. If it is deemed necessary at the request of KSE, the County shall contract with and pay for portable toilets for an Event.

F. If it is deemed necessary at the request of KSE, the County shall contract with, and pay for, additional bleachers for the finals of an Event.

**G.** The County shall provide a web streaming internet infrastructure at the Wesley Chapel District Park's championship field prior to the 2013 Event. Failure of the County to meet this obligation may result in termination of this Agreement by KSE. Infrastructure shall be deemed as satisfactory by KSE if the following conditions are met: hard-line access points at a minimum upload speed of at least 600 kilobyte per second located at both the stadium field press box and at midfield of the western sideline approximately 20 feet away from sideline and permanent electrical power outlets (4 standard outlets at press box and 2 standard outlets at western sideline internet access point).

**H.** The County shall provide an adequate amount of contiguous fields necessary with the growth of the Events after the conclusion of 2013/2014 Event. Failure of the County to meet this obligation may result in termination of this Agreement by KSE.

**Section 4. Partners.**

**A.** KSE retains the exclusive right to pursue national sponsors in all categories. The current national partner under contract with KSE is Dick's Sporting Goods (exclusive sporting goods retail partner). KSE further maintains the right to include the Event(s) as deliverable inventory for any such potential national sponsor regardless of the existence of any local Event sponsors. KSE and the County both retain the right to pursue local level sponsorship agreement that pertain solely to the Event(s). Both parties agree that immediate notification of other party will occur if a potential local level Event sponsor is identified to ensure that no conflicts exist. If such a conflict becomes evident at any time, both parties agree that a mutually beneficial solution will be sought to satisfy all parties involved. Both parties further agree that if a local Event sponsor is contacted with, the contracting party shall be responsible for all costs and activities involved in satisfactorily activating said partnership.

**B.** Should the County identify a potential partner(s) in any unsold category that KSE has retained the right to pursue as a national partner, and such partner is contracted with, and that KSE wishes to prohibit from inclusion into the Event(s), KSE agrees that it shall pay a sponsor buyout fee equal to the net sponsorship amount to the County. The County must provide to KSE a copy of the written sponsorship agreement to prove such sponsor candidates exist in order for the buyout to be approved.

C. The County shall allow KSE to promote all national partners on-site at the venue. Promotion may include signage/banners, sponsor vehicles on display, product sampling/give-a-ways and verbal promotion through regular PA announcements.

**Section 5. Accommodations.** KSE has identified Saddlebrook Resort as the host hotel for the Events and KSE may negotiate its own sponsorship agreement with this housing provider and all other Pasco County properties in the hotel/motel/accommodations industry. KSE will work with the County on the accommodation partnerships and rebates. KSE shall retain all applicable accommodation rebates generated by the Event including those pertaining to Saddlebrook Resort as stated in Section 3(A). The official Tournament of Champions website: [www.laxTOC.com](http://www.laxTOC.com) and [www.visitpasco.net/lacrosse](http://www.visitpasco.net/lacrosse) shall display information about only the approved hotels and encourage all traveling teams to use only those County approved hotels.

**Section 6. Rights' Holder Fees.** KSE, in exchange for the rights holder fee described herein and in accordance with the terms of this Agreement, shall designate the County as Rights Holder and as the Presenting Sponsor for the Events. In consideration of being designated the sole Rights Holder and the Presenting Sponsor of the 2012/2013 Event, the County shall pay KSE a rights holder fee of \$65,000 upon receipt of an invoice in order to process payment for the Dick's Sporting Goods Tournament of Champions 2012/2013 Event on or after October 1, 2012. For subsequent Events, the parties agree the rights holder fee amount shall increase at 5% per year:

Year Two (2013/2014)	\$68,250
Year Three (2014/2015)	\$71,663
Year Four (2015/2016)	\$75,245
Rights fee shall not decrease for any reason.	

**Section 7. Intellectual Property/Proprietary Information.** The parties agree that in the planning and execution of the Events, it may become necessary for a party to disclose certain business processes, trade secrets and/or proprietary information to the other party. The parties agree that these items are the sole property of the disclosing party and, further, that this information shall not be shared with any competitors or entities of any kind without the written consent of the disclosing party.

**Section 8. Indemnification.** KSE agrees to indemnify and hold harmless the County, and directors, officers, employees and agents from any and all liability and/or claims arising out of the negligence or willful misconduct of KSE in connection with the Events. The County agrees to indemnify and hold harmless KSE, its owner, parent, subsidiary and affiliated companies, its and their respective directors, officers, employees and agents from any and all liability and/or claims arising out of the negligence or willful misconduct of the County in connection with the Events. Nothing in this Agreement shall be construed in any way to waive the sovereign immunity of the County under Section 768.28, Fla.Stat.

**Section 9. Miscellaneous.** This Agreement (a) constitutes the entire agreement between the parties and supersedes all prior agreements, negotiations or understandings written or oral relating to the matters set forth herein. Prior agreements, negotiations or understandings, if any, shall have no force or effect whatsoever on this Agreement; (b) may not be assigned, delegated, or transferred in whole or part by a party unless approved in writing and signed by the parties to this Agreement; (c) shall be governed by the laws of the State of Florida and venue for any litigation about this Agreement shall be in the 6<sup>th</sup> Judicial Circuit in and for Pasco County, Florida; (d) may only be modified by written instrument signed by the parties; and (e) may be executed in two or more counterparts, each of which shall be deemed as original, but all of which taken together shall constitute one and the same instrument.

**Section 10. Delays or Cancellations.** The parties shall not be responsible for events beyond their reasonable control, such as acts of God, weather delays, government restrictions, or unforeseen commercial delays. If an Event is postponed due to inclement weather, it may be rescheduled for another time. If an Event is cancelled, fees paid pursuant to Section 6 shall be returned to the County according to the following schedule:

- Cancellation more than 30 days prior to an Event: 100% refunded to County
- Cancellation 15 to 29 days prior to an Event: 75% refunded to County
- Cancellation 14 or less days prior to an Event: 50% refunded to County
- Cancellation during an Event play: 25% refunded to County

**Section 11. Notice and Termination**

**A. Legal Notice** All notices, demands or other writings provided to be given, made or sent, or which may be given or made or sent, by either party to this Agreement, shall be deemed to have been fully given or made or sent when made in writing and deposited in the United States Mail, certified and return receipt requested, and addressed as follows:

To KSE Lacrosse, LLC:  
 Kroenke Sports Enterprises, LLC  
 1000 Chopper Circle  
 Denver, Colorado 80204

To the County:  
 John Gallagher, County Administrator  
 8731 Citizens Dr. Suite 340  
 New Port Richey, Florida 34654

The address to which any notice, demand or other writing may be given or made or sent to any party as above provided, may be changed by written notice given by such party as above provided.

**B. Termination.** This Agreement may be terminated by either party, without incurring any liability (fiscal or otherwise) to the non-terminating party or any other person, and without penalty to either party provided ten (10) days written Notice of Termination is given pursuant to the Notice provisions of this Section 11, upon the happening of one or more of the following occurrences.

(1) By the failure of the County to approve a budgetary allocation for an Event contemplated by this Agreement in any given fiscal period.

(2) By the failure of the County to complete construction of the supplemental fields or to approve the construction plans and funding allocation for said fields by March 1, 2014. The County shall have no liability (fiscal or otherwise) to KSE for not commencing design, construction or installation of all or any part of the supplement fields within a certain time.

(3) By the failure of the County to provide a web streaming internet infrastructure at the Wesley Chapel District Park's championship field prior the commencement of the 2012/2013 Event.

In the case of war or emergency or by any governmental authority requiring the use of the property owned by the County and/or the Pasco County District School Board the extent that it affects the location of an Event the County may terminate this Agreement without notice Further this Agreement shall terminate upon conclusion of the 2015/2016 Event and such termination shall require no action of the parties

**Section 12 Severability** The parties to this Agreement agree that if any part term or provision of this Agreement is held to be illegal unenforceable or in conflict with any applicable federal state local law or regulation such part term or provisions shall be severable with the remainder of this Agreement remaining valid and enforceable

**IN WITNESS WHEREOF** this Agreement has been executed by and on behalf of Pasco County Florida and KSE Lacrosse LLC on the dates indicated below



PAULA S O'NEIL PH D  
Clerk & Comptroller  
APPROVED  
IN SESSION

MAR 06 2012

Date PASCO COUNTY  
BCC

BOARD OF COUNTY COMMISSIONERS  
OF PASCO COUNTY

By *Ann Hildebrand*

ANN HILDEBRAND CHAIRMAN

KSE Lacrosse LLC

*Brandon Tatum*

Signature

BRANDON TATUM

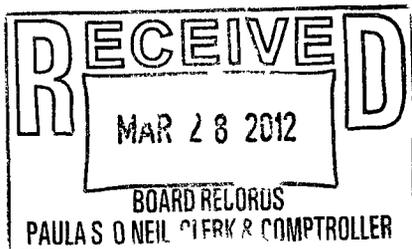
Printed Name

OPERATIONS DIRECTOR

Title

3-22-12

Date



DICK'S CHAMPIONSHIP SPONSORSHIP								
CONCEPT	2009	2010	2011	2012	2013	2014	2015	2016
SPONSORSHIP	\$15,000	\$15,000	\$22,500	\$22,500	\$65,000	\$68,250	\$71,663	\$75,245
ANNUAL INCREASE %	0.00%	0.00%	50.00%	0.00%	188.89%	5.00%	10.25%	5.00%
CUMULATIVE %	0.00%	0.00%	150.00%	150.00%	433.33%	455.00%	477.75%	501.63%
ASSOCIATED FEES	FIELD COST AND PORTABLE BATHROOMS	\$11,821	\$34,727					
TOTAL ROOM NIGHTS PER EVENT	1,087	2,827	2,414	3,728	4,462	4,305	4,568	
ROOMS IN PASCO COUNTY	695	1,863	1,688	2,625	2,835	2,098	1,838	
ROOMS IN PASCO PERCENTAGE %	63.94%	65.90%	69.93%	70.41%	63.54%	48.73%	40.24%	
ROOMS OUT OF PASCO COUNTY	372	964	726	1,103	1,627	2,207	2,730	
ROOMS OUT OF PASCO PERCENTAGE %	34.22%	34.10%	30.07%	29.59%	36.46%	51.27%	59.76%	
TOTAL ECONOMIC IMPACT	\$538,308	\$1,032,720	\$1,739,204	\$2,659,500	\$2,659,500	\$2,629,500	\$2,940,900	
PASCO ECONOMIC IMPACT	\$344,180	\$680,565	\$1,216,146	\$1,872,636	\$1,689,754	\$1,281,461	\$1,183,313	
OUT OF PASCO ECONOMIC IMPACT	\$184,223	\$352,155	\$523,058	\$786,864	\$969,746	\$1,348,039	\$1,757,587	
<b>TOTAL AWARDED</b>	<b>\$355,158</b>							*

\* This amount does not include the associated fees:

2014 Event/15 F/Y overseeding \$11,280.00

Press box-unsure of charge? Charged back?

**STATUS OF PRESS BOX 2015 EVENT YEAR**



NDP Lacrosse is grateful and appreciative of the tremendous partner Pasco County has been for the better part of a decade. The DICK'S Sporting Goods Tournament of Champions presented by Pasco County ("TOC") has thrived since it relocated to Wesley Chapel in January 2008. As we approach the final contracted event between the parties, please let this serve as a renewal proposal for four more years that will keep the national championship in Pasco County through 2019.

**For the proposed term of calendar years 2016 – 2019, Pasco will receive:**

1) The right and designation as the presenting sponsor of the tournament. Pasco reserves the right to sell the presenting sponsor designation to a third party in an unsold, non-endemic sponsorship category, at the sole discretion and approval of NDP. Any elements that extend beyond this designation must be mutually agreed upon by the parties, and any and all expenses associated with the solicitation, procurement and activation of said sponsor will be paid for by Pasco County. Pasco will retain all revenue from the sponsorship deal.

- *This has always been our right and NDP has no reserved right to decide how this Presenting sponsorship is activated. We have the rights to a non-exclusive contract to be the Presenting sponsor or sell individual sponsorships to help offset costs.*

2) As was the case in the current agreement, Pasco has the right to sell unsold, non-endemic sponsorship categories. Any and all expenses associated with the solicitation, procurement and activation of said sponsors will be paid for by Pasco County, and must be preapproved by NDP. Pasco will retain all revenue from the sponsorship deals.

- *OTD has no staff or time to solicit funding for hosted events nor is this the standard procedure for this department as it is set up. Assistance from the community is currently being spearheaded by Pat Ciaccio, GM Saddlebrook Resort. Pat will be receiving a letter of intent for \$50,000 from the Wesley Chapel Chamber of Commerce. (WC/New Tampa)*

3) Pasco will be granted permission to solicit the Tampa Bay Sports Commission ("TBSC") for rights fee funding and other methods to support the event.

- *This is not granted permission of any kind. TBSC has been engaged in ongoing conversations and again, we have had the rights to solicit sponsorship in the Tampa Bay Community.*

4) NDP will promote exclusively Pasco County lodging properties, as well as those solicited by the TBSC.

- Pasco County will receive 50% of net profit from hotel room rebates of TBSC hotel partners, while NDP will retain the other 50% of net profit.
- This revenue share applies exclusively to non-Pasco lodging.

- *Pasco County will request 50% of both Pasco County and Hillsborough County hotel rebate net profits. It was solely the staff's effort to solicit a partnership with TBSC and if NDP gains*

***NEW revenue from Hillsborough County hotels, Pasco County should be reciprocated with for the hotels in Pasco County to offset costs as well.***

5) Pasco has the right to charge a mutually agreed upon gate or parking fee to attendees, and retains all revenue. The ***fee may not exceed \$10 per car per day, or \$25 for a length-of-event parking pass (for single-axle vehicles).***

Pasco must provide staff, and will incur all fees associated with gate or parking fees.

***Double Axle would be additional fee.***

***Will consider only a weekend fee cars/vans \$75/RV's 100***

***Full details to be shared once we have a non-profit organization confirmed***

***Collaborative effort with Parks and Recreation and Friends of the Libraries***

**For the proposed term of calendar years 2016 – 2019, NDP will receive:**

- Wesley Chapel District Park [12 fields] (“DP”), Wesley Chapel High School [4 fields] (“HS”), and any other fields necessary to facilitate the event. Any additional fields must be in close proximity to DP and HS, with the location to be mutually agreed upon. All fields must be full-sized playing surfaces and must be properly maintained. All fields must be lined for lacrosse (two coats of paint), and must include competitive-level goals and high-gauge nets.
- Trash receptacles and restroom maintenance (same as existing agreement)

***Should a long term contract be considered?***

- ***WCHS fields are not our fields and it has been mandated in the contract we must construct or have fields available as the tournament grows in number of teams.***
- ***Approximately \$1,500.00 more for request to double coat paint etc. New requirements for equipment that WCAA has typically provided in the past.***
- ***Additional costs already with overseeding –WCAA?***
- ***\$34,727 without seed last year!***
- ***Seed costs \$11,280***

**ALL EXISTING CONTRACT** (2014 Event)***Rights Fee last year (\$71,663.00 Rights Fee to Host in Pasco County)***

- Overnight security (same as existing agreement) ***(\$1500)***
- Port-o-lets (same as existing agreement) ***(\$3400.00)***
- Complimentary high-speed internet access in the press box for use exclusively by NDP
- Hotel room rebates as outlined above in Pasco receivables, **for both Pasco and TBSC properties**
- ***(\$0 rebate share ever received)***
- To enhance the overall experience of tournament attendees, NDP may solicit businesses within the region to offer discounts to participants. NDP will retain 100% of gross revenues generated from these affiliations.
- ***Field Rental –Custodial at WCHS \$3750***
- ***Field Rental WCDP Pasco County- \$7278.66***
- ***Overseeding \$11,000-12,000***
- Rights Holder Fee (which may be subsidized in part or whole by TBSC):
  - **2016 - \$75,245 (same as 2015)**
  - **For all future years, the rights fee will increase if tournament registration increases.** This rights fee increase will occur for the following year's tournament fee. The rights fee increase will be calculated (should the number of teams increase from one year to the next) by the number of teams in the event compared to the number of teams the previous year. **The rights fee will increase at 33 1/3% of the tournament's team growth.**
  - For avoidance of doubt, if there are 100 teams in the 2015 event and 110 teams in the 2016 event, the tournament will have increased by 10%. Thus, the rights fee would increase by 1/3 of 10%, or 3.33%. The 2017 rights fee would be \$77,753. If the tournament grows in 2017 to 121 teams, the 2018 rights fee would increase to \$80,344.
- ***WE PAY ADDITIONAL EXPENSES AS THEY INCREASE REVENUES***
- ***ALL ADDITIONAL EXPENSES ARE THE BURDEN OF THE COUNTY AS THE TOURNAMENT GROWS IN SIZE***

**2015 Lodging Partners:**

- NDP has entered into agreements for the December 2015 tournament with the following lodging properties:
  - Saddlebrook Resort (Wesley Chapel)
  - Best Western (Wesley Chapel)
  - Homewood Suites by Hilton (Port Richey)
  - Quality Inn & Suites (Zephyrhills)
  - Residence Inn Northpointe (Lutz)
- NDP is awaiting word back from the following properties, as it wishes to enter into agreements with them for this year's tournament:
  - Econolodge (Wesley Chapel)
  - Hampton Inn & Suites (Dade City/Zephyrhills)
  - Hampton Inn & Suites (Wesley Chapel)
  - Magnuson Hotel (Zephyrhills)
  - Microtel Inn & Suites (Zephyrhills)
  - Rodeway Inn (Wesley Chapel)
  - Sleep Inn (Wesley Chapel)
- NDP expects to have all properties contracted within the next few weeks.

**Qualifying:**

- NDP continues to increase the number of national qualifying tournaments in an effort to increase the number of teams in the TOC.
- NDP also altered the team formula to increase the number of bids being awarded, while still ensuring that only top-tier teams qualify for the championship.
- NDP believes that these modifications give it the best possible chance to increase team participation.

***DISCUSSION:***

***PERMITTING TO BE MANDATED BY WCAA/PARKS AND RECREATION 2016  
2014 issues: EMT /SHERRIFF (Overtime) No Permit***

***VENDING ON PROPERTY FOR FREE-SELLING MERCHANDISE AND APPAREL-NO FEE  
NO MARKETING PLAN or PR- Minimal media exposure  
NO OPERATING EXPENSE DISCLOSURE***

Thank you once again for being a great partner. We look forward to expediting the renewal process and keeping the event in Pasco County for years to come.

Josh Gross  
NDP Lacrosse  
303.575.1906 / 720.352.3484  
jgross@pepsicenter.com

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Thank you once again for being a great partner. We look forward to expediting the renewal process and keeping the event in Pasco County for years to come.

Josh Gross  
NDP Lacrosse  
303.575.1906 / 720.352.3484  
jgross@pepsicenter.com

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

<p>TO: Honorable Chairman and Members of the Tourist Development Council</p>	<p>DATE: September 4, 2015    FILE: TD15-063</p>
<p>THRU: Randall J. TeBeest Assistant County Administrator Public Safety and Administration</p>	<p>SUBJECT: Discussion of Pasco County Sports Complex Feasibility Study – No funding required TDC: 09/16/15 10:00 a.m. Dade City</p>
<p>FROM: Ed Caum Tourism Manager</p>	<p>REFERENCES: All Council members</p>

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the Tourist Development Council (TDC) the Pasco County Sports Complex Feasibility Study.

On August 17, 2015 Johnson Consulting submitted a report to Pasco County in order to provide market feasibility analysis related to the potential development of a sport complex at Wiregrass Park in Wesley Chapel. Such report included an economic and demographic overview, an industry trends analysis, benchmark comparisons of peer facilities, facilities gap analysis, program recommendations, demand and financial projections for a facility, and a funding gap analysis.

Johnson Consulting believes that there is a need for a multipurpose indoor facility in Pasco County based on the current inventory of facilities in the marketplace. Nevertheless several policy decisions must be made prior to the development of such a sports complex.

On August 19, 2015 the OTD sent to the TDC members via email the Pasco County Sports Complex Feasibility Study in order to inform them about the recommended model that Johnson Consulting suggested in its report. The OTD considers that it is of utmost importance to have a discussion during the TDC meeting regarding the report and to obtain any policy recommendations that the TDC may have.

ALTERNATIVES AND ANALYSIS:

Presentation is informational only.

RECOMMENDATION AND FUNDING:

No action or funding required.

RT/EC/CS

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

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TO: Honorable Chairman and  
Members of the Tourism Development  
Council

DATE: 7/31/2015      FILE: TD15-064

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

SUBJECT: Continued Discussion Regarding  
Funding Eligibility Criteria for Event  
Sponsorship Application Program.

FROM: Ed Caum  
Tourism Manager

REFERENCES: All Members

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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 update the TDC on the progress of the Event Sponsorship Application Program used to better determine eligibility for sporting events that are seeking sponsorship funding from the TDC.

In review, the 2015/2016 budget remains flat for FY2016/2017 and there is a need to create stricter and more comprehensive guidelines for the funding and eligibility process. This new Sponsorship Application Program will provide us with the appropriate information to screen applicants more carefully and impose stricter criteria, following sports tourism industry standards. This will allow the OTD to seek new event sponsorship opportunities more in line with other sports commission funded events, resulting in sponsored events that have a stronger local and regional economic impact and attract participants and spectators to Pasco County.

ALTERNATIVES AND ANALYSIS:

- 1 Implement changes and edits based on TDC discussions and direct the OTD to report back on October 14<sup>th</sup> with a final proposal for the Event Sponsorship Application Program and the new Funding Guidelines for the Grants Program.
- 2 Decline changes discussed and continue to use the existing application process for event sponsorship funding.

RECOMMENDATION AND FUNDING:

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

ATTACHMENT:

Draft Event Sponsorship Application Program Sample

RJT/EC/RL



## Pasco County Event Sponsorship Program Application

### **SPORTING EVENT**

The intention of the Event Sponsorship Program is to facilitate and foster the growth of amateur sporting events in Pasco County while increasing the marketing efforts to enhance visitor travel, hotel stays, retail store traffic and restaurant business which assists in generating out of county and out of state economic impact.

#### **ELIGIBILITY:**

All amateur sports organizations and events are eligible for funding. Organizations and events will be evaluated based upon the following criteria.

- Event must be previously established and in business for a minimum of 2 years.
- Utilization of Pasco County hotel rooms to generate money from the bed tax.
- Must show potential for future growth in Pasco County.
- Must show a direct economic impact through marketing and local commerce.

#### **FUNDING REQUIREMENTS:**

- Projected number of overnight visitors staying in Pasco County accommodations and a tracking mechanism, *i.e. Certified Room Night Verification Forms, Event Survey, Etc.*
- Projected or known number of registered participants
- Promotional value to Pasco County, *i.e. press/media coverage, newspaper, on-air, social media, magazine, etc.*
- Event Sponsorship amount requested and proposed use of requested funds.
- Breakdown of total event operational and marketing budget
- All Applications MUST be received 90 days prior to the day of the event, no exceptions.
- Event Survey
- Breakdown and timeline of Marketing Plan, *i.e. ad sizes, placement, publish date, etc.*
- Certificate of Liability 30 days out from Event
- Funding is subject to a Post Event Report including invoices pertaining to requested reimbursements.

**APPLICATION PROCESS:**

1. Contact the Office of Tourism Development and outline your event to the appropriate staff.
2. Complete Event Sponsorship Program Application in its entirety and return to the Office of Tourism Development 90 days prior to event start date. *Incomplete applications will not be considered.*

**Mailing Address:**

West Pasco Government Center  
8731 Citizens Drive, Ste. 135  
New Port Richey, FL, 34654

**Email:**

[cbsanchez@pascocountyfl.net](mailto:cbsanchez@pascocountyfl.net)  
[rlloyd@pascocountyfl.net](mailto:rlloyd@pascocountyfl.net)

➤ *Must include both email addresses*

3. The Office of Tourism Development will review the application and contact you to discuss further details.
4. All applications will be reviewed by the TDC. First time Event Sponsorship Program applicants will be required to present their marketing plan and overall budget, previous recipients are encouraged to present, however not required.
5. The TDC recommendations will be taken to the Board of County Commissioners (BCC) and Event Sponsorship Program funding will be awarded or declined.

**APPLICATION CHECKLIST:**

✓	Budget Breakdown
✓	Marketing Plan Timeline
✓	Funding Amount Requested
✓	Certificate of Liability Insurance
✓	Completed Application

**ORGANIZATION PRIMARY CONTACT:**

Each organization receiving funding shall designate a primary point of contact. This person will be responsible for maintaining all records, requesting reimbursement and providing invoices as well as an event recap and post event report. They will ensure that all guidelines are followed and all documentation is completed according to deadlines.

**POST EVENT REPORT:**

Each organization will be required to provide a post event report. The report will be due within 60 days of the completion of the event and must contain the final request for reimbursement (invoice).

## Sporting Event Sponsorship Program Application

When completing the Event Sponsorship Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all extra documents and label them accordingly. Responses must be thorough and accurate.

<b>APPLICANT INFORMATION:</b>			
<b>Organization:</b>			
<b>Primary Contact:</b>			
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Phone (Daytime):</b>	<b>Phone (Evening):</b>		
<b>Fax:</b>	<b>Email Address:</b>		
<b>Not-for-Profit Organization:</b>	<b>Yes</b>	<b>No</b>	
<b>EVENT INFORMATION:</b>			
<b>Event Name:</b>			
<b>Event Date(s):</b>			
<b>Sport(s) Involved:</b>			
<b>Age Range of Event Participants:</b>			

### EVENT DESCRIPTION:

Please provide a detailed description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.

Please attach Event Plan: schedules, competition details, special events, entertainment line-up, etc.

### LOCATION:

What is your preferred location/facility for the event?

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Where has this event previously been held?

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**PARTICIPANTS:** Anticipated number of athletes and teams.

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**ACCOMMODATIONS:**

How will you be securing Pasco County hotel accommodations? Through a host hotel, room blocks, or general RFP?

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Will the event require meeting or banquet space? \_\_\_\_\_

If yes, how many people will the space need to accommodate? \_\_\_\_\_

**EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:**

Total Amount Requested: \_\_\_\_\_

Intended use of funds:

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How will the requested funds impact the success of the event?

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**EVENT SPONSORSHIP:**

Was funding for this event requested previously? Yes \_\_\_\_\_ No \_\_\_\_\_

If "yes," was funding from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

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If "no," please explain.

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Please attach your current Event Sponsorship Packet.

**IN-KIND SUPPORT:**

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

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**ECONOMIC IMPACT**

Economic Impact of previous event and calculations used:

Anticipated Number of Participants: \_\_\_\_\_

Adult: Inside 50 mile radius \_\_\_\_\_ \*Outside 50 mile radius \_\_\_\_\_ Out-of-state \_\_\_\_\_

Youth: Inside 50 mile radius \_\_\_\_\_ \*Outside 50 mile radius \_\_\_\_\_ Out-of-state \_\_\_\_\_

# Of outside 50 mile radius Adult Participants \_\_\_\_\_ x Avg. length of stay \_\_\_\_\_ x \$150 (avg. spending) = \$ \_\_\_\_\_

# Of outside 50 mile radius Youth Participants \_\_\_\_\_ x Avg. length of stay \_\_\_\_\_ x \$75 (avg. spending) = \$ \_\_\_\_\_

Anticipated Number of Spectators: \_\_\_\_\_

Inside 50 mile radius \_\_\_\_\_ \*Outside 50 mile radius \_\_\_\_\_ Out-of-state \_\_\_\_\_

# Of outside 50 mile radius Spectators \_\_\_\_\_ x Avg. length of stay \_\_\_\_\_ x \$150 (avg. spending) = \$ \_\_\_\_\_

Anticipated Media: \_\_\_\_\_

Inside 50 mile radius \_\_\_\_\_ \*Outside 50 mile radius \_\_\_\_\_ Out-of-state \_\_\_\_\_

# Of outside 50 mile radius Media \_\_\_\_\_ x Avg. length of stay \_\_\_\_\_ x \$150 (avg. spending) = \$ \_\_\_\_\_

\*Outside 50 mile radius including out of state.

**Total Projected Economic Impact \$ \_\_\_\_\_**

**HOTEL IMPACT:**

# of rooms \_\_\_\_\_ x Avg. # of nights \_\_\_\_\_ x Avg. Room Rate \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Anticipated Number of Lodging Room Nights \_\_\_\_\_

Anticipated number in 1 Hotel Room \_\_\_\_\_

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid as a guideline only when recommending a funding amount to the BCC.

<b>Estimated Room Nights</b>	<b>Room Night Funding Range</b>
500 and over	\$4,500 +
200 to 499	\$2,400 - \$4,499
100 to 199	\$1,201 - \$2,399
Less than 100	\$0 - \$1,200

**ALLOWABLE EXPENSES:**

The following are examples of some allowable expenses that may be funded through the Event Sponsorship Program.

Promotion, marketing, and programming	Site fees/costs ( rentals, insurance)
Paid advertising and media buys	Rights & sanction fees
Production and technical expenses	Non-monetary awards (trophies and medals)

**TOURIST DEVELOPMENT COUNCIL MEETING SCHEDULE:**

The 2016 TDC meeting schedule and corresponding application deadlines are provided below. Please pick the date that is a minimum of 90 days prior to the event start date and when you will be available to present at the TDC meeting selected.

**2016 CALENDAR:**

1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
January	April	July	October
February	May	August	November
March	June	September	December

**RECYCLING:**

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 criteria to be met in full. **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*  
 (727) 856-4539  
[jseney@pascocountyfl.net](mailto:jseney@pascocountyfl.net)

Solid Waste (mailing)  
 14230 Hays Road  
 Spring Hill, Florida, 34610

14606 Hays Road (physical location)  
 Spring Hill, Florida, 34610

**APPLICATION COMPLETED BY:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

