

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

October 14, 2015, 9:30 a.m.

West Pasco Government Center

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

John Heather
Saint Leo University

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 | 9:30 a.m. |
| 2. Invocation, Pledge of Allegiance | |
| 3. Roll Call | |
| 4. Adoption of Minutes | |
| a. Revised TDC Minutes August 19, 2015 | |
| 5. Public Comment | |
| 6. New BUSINESS | |
| a. USBC Bowling Event | TD15-071 |
| b. PBA 50 Pasco Florida Open | TD15-072 |
| c. Gill Dawg and Sunset Marina | TD15-073 |
| d. Proposed 2016 TDC meetings schedule | TD15-074 |
| e. Florida Government in the Sunshine Law Discussion | TD15-075 |
| f. Dick's Tournament Final TDC Recommendation | TD15-076 |
| 7. Tourism Manager's Report | TD15-077 |
| 8. Board Member Comments | |
| 9. Adjournment | |

Next Meetings:

TDC Meeting - November 18, 2015

Historic Courthouse, Dade City

**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

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

2. Invocation, Pledge of Allegiance

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

3. Roll Call

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 Council 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; Wesley Chapel Athletic Association's use of field; 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; travel expenses that were covered; and to send a letter from the Council to each Commissioner regarding scheduling of fields and Parks & Recreation's fees.

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

to the Board regarding scheduling of the fields and Parks & Recreation fees for their review to submit to the next Board meeting.

b. New TDC Member – Applications

Staff reviewed the applications for the TDC vacancy.

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

Staff would notify Chairman Starkey of the Council's nomination of Mr. John Heather.

c. Bike Depot Presentation – Dade City

Staff reviewed the presentation that was shown during the TDC Workshop regarding the Coast to Coast Connector trail and the bike depot in Dade City.

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.

Council directed Staff to send a letter from the Council to the MPO regarding the southern alignment. Staff would create a plan for the bike depot to bring to the Council in September.

d. Office Displays Visit Pasco – Welcome Center

Council and Staff held discussion regarding information on the construction of a walk in welcome center display.

7. OLD BUSINESS

Tourist Development Plan Workshop

Council and Staff held discussion 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

Council and Staff held discussion 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.

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

10. Adjournment

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

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 9/25/2015 FILE: TD15-071

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Request for Event Sponsorship
Agreement – Lane Glo Bowl, Inc., -
51st Annual Florida State United
States Bowling Congress (USBC)
Youth Bowling Tournament --
\$1,500.00

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with Lane Glo Bowl, Inc., for the 2016 USBC Youth Bowling Tournament. The Event is to be held in 2016 on weekends, May 21, 22, 28, 29 and June 4,5,11,12,18 &19 and is open to all certified youth bowlers in Florida.

Lane Glo Bowl Inc., and Spring Hill Lanes will each simultaneously host different segments of the Youth Bowling Event. Lane Glo Bowl will host the Team Event Competition each weekend with different competitors throughout the two month period. According to facilitators, this Event anticipates to be sold out.

Lane Glo Bowl, Inc., will promote the Youth Bowling Event and Pasco County through their website and social media efforts. Most of the spectators at this Event are directly correlated to friends and family members of the participants. The projected number of registered participants for the Event is 2,400 with approximately 1200 room nights anticipated to be booked throughout the Pasco County and Hernando County combined. Lane Glo Bowl, Inc., is requesting an ESA in the amount of \$1,500.00 to offset the rights fees for hosting such a large event.

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

According to the Event Sponsorship Room Night Award Grid approved by the TDC and the Board of County Commissioners (BCC), an approximate sponsorship of \$1,500.00 is an appropriate request if basing this award solely on room night projections. However, since this event is in two different counties, it is difficult to project and/or anticipate which hotels will be most accommodating to the participants and their families.

Staff recommends entering into an event sponsorship agreement taking into consideration the 1000 room nights recorded by the Fort Myers Sports Commission in the 2015 Event.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into an Event Sponsorship Agreement of \$1,500.00 for the rights fees based on the Events overall economic impact and regional appeal for youth bowling.
2. Recommend the BCC enter into an Event Sponsorship Agreement for a different amount based on discussions of a marketing plan and funds to be dedicated to attract spectators outside of the region.
3. Do not recommend the BCC enter into an ESA for rights fees only.

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC hear the presentation and consider entering into an ESA funding agreement to the BCC for Alternate #1. Funding for this action will be made available from the Event Sponsorship Account # B113-115300-88201, in the FY 2015/16 budget.

ATTACHMENT:

Event Sponsorship Application

RG/EC/RL



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

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

The following information is required of all applicants:

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

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

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

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

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

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

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

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

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

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

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



Pasco County Event Sponsorship Program Application for Sponsorship Agreement

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

I. APPLICANT INFORMATION

Entity Legal Name: Lane Glo Bowl, Inc.

Entity FED #: 59-23-3491

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

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

Application completed by: Chris Langlo

Title/relationship to Entity named above: President

Telephone No.: 727-376-1164

Mailing Address: 8631 Old CR 54, New Port Richey, FL 34653

Email Address: billpetty1@yahoo.com

II. EVENT INFORMATION

Event Title: 51st Annual Florida State USBC Youth Bowling Tournament

Date(s): May 21, 22, 28 & 29 June 4, 5, 11, 12, 18 & 19, 2016

Event Location(s): Lane Glo bowl

Projected number of overnight visitors staying in Pasco County accommodations: 1,200

Projected or known number of registered participants: 2,400

Explanation of how the Event qualifies as a destination event:

Youth sporting event for the state of Florida

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

USBC will market the event to all certified youth bowlers in the state of Florida. Lane Glo Bowl will promote the event on our website and Facebook page.

Sponsorship funds will be used to offset the expenses of hosting the event

III. EXPENSES

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

Reimbursable expense/items	Costs
Rights to host the event in Pasco County	\$2,900.00
Total Expenses	\$2,900.00

Total Sponsorship Amount Requested: \$1,500.00

Room Nights Projected: 600

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: August 19, 2015

IV. SIGNATURE/DISCLAIMER

On behalf of Lane Glo Bowl, Inc, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

President

May 29, 2015

Authorized Signature

Title

Date

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 9/22/15

FILE: TD15-072

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Event Sponsorship Agreement –
Killer 'B' Promotions - 2016 PBA50
Pasco Florida Open – \$10,000.00

FROM: Ed Caum
Tourism Manager

REFERENCE: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with Killer 'B' Promotions (KBP), for the PBA50 Pasco Florida Open, to be held on April 16 – 19, 2016, in order to promote Pasco County as a travel and sports destination for bowling professionals and amateur bowling enthusiasts.

KBP estimates approximately 120 registered participants which is the same number anticipated at last year's Event. KBP is expecting approximately 200 overnight visitors according to the completed application.

Based on last year's post event report the three (3) nights Event produced 520 room nights, but they have not been documented with the official certified room nights form provided in the agreement, therefore the alternative tracking method used by Killer "B" to calculate room nights needs to be discussed and if desired by the TDC, officially authorized in the new Event Sponsorship Agreement.

Staff has previously requested that this Event seek new community and regional support through sponsors to offset rights fees and promotional costs rather than rely solely in TDC. The OTD is making the same request of the promoter again this year to help with the growth of the Event and make it self-sufficient.

Although KBP sought funding in the past for covering rights fees and media exposure, the promoter still has a legal obligation to fulfill the request for certified room nights and marketing to promote the Event to attract visitors to Pasco County. These requests in section two (2) and three (3) of the 2015 executed agreement are the minimum requirements and benefits that the county must receive.

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

KBP is requesting an ESA in the amount of \$15,000.00 for the County to sponsor the PBA50 Pasco Florida Open. According to the Event Sponsorship room night award grid, a sponsorship of approximately \$5,750 could be considered if Killer 'B' Promotions reaches the total estimated 400 room nights during the Event, however staff recommends the TDC listen to the marketing strategies and promotional plan of this Event for 2016 and consider entering into an ESA for a maximum amount of \$10,000.00 if KBP presents a solid

(TD15-072)

Page 1 of 2

marketing plan. This recommendation by staff is due to the professional manner in which this Event is run and the desire to keep it in Pasco County.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into an Event Sponsorship Agreement of \$10,000.00 with Killer "B" Promotions for the PBA50 Pasco Florida Open.
2. Recommend the BCC enter into an Event Sponsorship Agreement for a different amount based on discussions of marketing plan and funds to be dedicated to attract spectators outside of the region.
3. Do not recommend the BCC enter into an Event Sponsorship Agreement.

RECOMMENDATION AND FUNDING:

The TDC recommends the BCC approve Alternative #1. Funding for this action is available from the Event Sponsorship Account #B113-115300-88201 in the FY 2015-16 budget.

ATTACHMENT:

1. Event Sponsorship Application
2. Promotional Impact
3. 2015 Post Event Report

RG/EC/RL



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: Killer 'B' Promotions

Entity FED #: 91-1849110

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

Application completed by: Gary B Beck

Title/relationship to Entity named above: President

Telephone No.: 434-227-0205

Mailing Address: PO Box 11, Batesville, VA 22924

Email Address: garyb@killerbpromotions.com

II. EVENT INFORMATION

Event Title: PBA50 Pasco Florida Open

Date(s): April 16 - 19, 2016

Event Location(s): Lane Glo Bowl, New Port Richey, FL

Projected number of overnight visitors staying in Pasco County accommodations: 200+

Projected or known number of registered participants: 120+

Explanation of how the Event qualifies as a destination event:

The event is the kickoff for the Professional Bowlers Association senior
tour and in the past three years attracted participants from across the
United States and 6 foreign countries.

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

The sponsorship funds will cover the PBA's Rights Fee and will allow us to leverage the PBA's media platform including ESPN, PBA.com, PBA email list, live PBA Xtra Frame coverage, PBA Facebook page (128,000+ likes), etc.

III. EXPENSES

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

Reimbursable expense/items	Costs
PBA Rights Fee	\$15,000
Bowling Center Rental	\$5,000
Promotion & Marketing	\$5,000
Total Expenses	\$ 25,000

Total Sponsorship Amount Requested: \$15,000

Room Nights Projected: 400

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: October 14, 2015

IV. SIGNATURE/DISCLAIMER

On behalf of Killer 'B' Promotions, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

Gary B Beck Digially signed by Gary B Beck
Date: 2015.09.11 13:23:25 -04'00' President 11 Sept 15

Authorized Signature

Title

Date

PBA50 Pasco County Florida Open Promotional Impact

- ◆ PBA's Xtra Frame provided approximately 30 hours of live streaming
- ◆ Xtra Frame content has been posted to YouTube.
- ◆ Two blasts were sent out to over 250,000 unique email addresses
- ◆ Promotion and scoring on PBA.com with 500,000+ unique monthly visitors
- ◆ Promotion on PBA's Twitter account with over 31,000 followers
- ◆ Promotion on PBA's Facebook page with over 124,000 followers
- ◆ International media coverage
- ◆ Coast-to-coast publishing of results by The Associated Press

Samples

- Xtra Frame on YouTube: Sample: <https://youtu.be/j988iIoJ7uw>
- PBA.com

The screenshot shows the PBA.com website interface. At the top, there is a navigation bar with the PBA logo (Est. 1958) and links for PBA Network, Mobile Game, Tickets, Xtra Frame, Book Hotel, Shop, and Custom Jersey. Below this is a secondary navigation bar with NEWS, BOWLERS, SCHEDULE, SCORES, and RESOURCES. The main content area features a breadcrumb trail: PBA Tour | Regional | PBA50 | WBT | The League, and links for Member Login and Join PBA. The event title "PBA50 Pasco County Florida Open" is prominently displayed. To the left, there are "Quick Links" for Season Schedule, Tour News, and Kegel Training Center PBA Programs, and "Results" for Tournament Scores and Full Standings. The "Event Dates" section indicates the event runs from Saturday, April 11, 2015, to Tuesday, April 14, 2015. The "Host Center" is identified as Lane Glo Bowl, located at 8631 Old CR 54, New Port Richey, FL 34653, with contact number (727) 376-1164. Below this, there are sections for "Oil Pattern Schedule" and "Prize Fund". On the right side, there is an "EMAIL SIGNUP" form with a text input field for an email address and "Submit" and "Clear" buttons. At the bottom right, there is a "PBA BOWLING CHALLENGE" logo with the text "THE OFFICIAL GAME".

- Twitter

The screenshot shows a Twitter post from the PBA Tour (@PBATour). The profile picture is the PBA logo. The text of the tweet reads: "The 2015 PBA50 Tour gets underway TODAY at the PBA50 Pasco County Florida Open at Lane Glo Bowl South in New Port... fb.me/6zhhGFlue". The tweet is marked as "Following".

- PBA Facebook Page



- International Media Coverage

- Associated Press

Greenwich, CT

- Associated Press Continued

Houston, TX

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Sports

PBA50-Pasco County Florida Open Results

By The Associated Press | April 13, 2015

Comments | E-mail | Print | Share 0 | Tweet | +1 0 | PinIt 0

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Monday
At Lane Glo Bowl
New Port Richey, Fla.
Second Round
(AFTER 16 GAMES: TOP 24 ADVANCE TO MATCH PLAY; 25TH-38TH PLUS EIGHT PBA60

San Diego, CA

MAY 13, 2015 Today's Paper Weather 64° F Traffic Surf Webcams SEARCH **SUBSCRIBE/LOGIN**

U-T San Diego

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NEWS

PBA50-Pasco County Florida Open Results

By The Associated Press 8:04 P.M. APRIL 13, 2015 PRINT COMMENTS 0

Monday At Lane Glo Bowl New Port Richey, Fla. Second Round (A-AMATEUR; SS-PBAGO PLAYERS AGE 60 AND OVER)

(AFTER 16 GAMES: TOP 24 ADVANCE TO MATCH PLAY; 25TH-38TH PLUS EIGHT PBA60

RECOMMENDED TRENDING

- Luxury 287-foot superyacht, Pacific, glides...
- Troll rears ugly head in story on Warner S...
- Chargers tout Ingram's offseason dedication
- Key rail crossing in Encinitas gets \$2.2 mill...
- Carroll Spinney told the saddest Big Bird s...

Recommended by outbrain

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Pasco County Event Sponsorship Program Post Event Report

Event Name: _____

ECONOMIC IMPACT

Provide the following information regarding the number of rooms accommodated and the individuals participating in and attending the Sponsored Event.

1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: _____

Calculate the accommodations impact using the number of room nights (RV, Hotel, Bed-n-Breakfast, Vacation Homes, etc.) that resulted from the Event using the following formula.

Number of Rooms occupied X the number of nights X the Average Room Rate X .02 \$ _____

2. Local Economic Impact

For each of the following categories calculate the local economic impact in dollars using the number of participants, spectators, and media persons and the dollar amounts provided.

A. Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight x \$150.00 x 89 = \$ _____

YOUTH Out-of-State overnight x \$75.00

ADULT In-State overnight x \$75.00 x 20 = \$ _____

YOUTH In-State overnight x \$35.00

ADULT In-State x \$35.00 x 9 = \$ _____

YOUTH In-State x \$25.00

ADULT In-County x 25.00 x 4 = \$ _____

YOUTH In-County x \$15.00

B. Total Spectators (fans, family, friends, etc.)

ADULT Out-of-State overnight x \$150.00 x 67.....\$ _____

YOUTH Out-of-State overnight x \$75.00

ADULT In-State overnight x \$75.00 x 29 =\$ _____

YOUTH In-State overnight x \$35.00

ADULT In-State x \$35.00

YOUTH In-State x \$25.00

ADULT In-County x 25.00

YOUTH In-County x \$15.00

Total Local Economic Impact\$ _____

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact

.....\$ _____

PROMOTIONAL IMPACT

On a separate sheet of paper, provide a detailed description of the marketing plan that was used for the Event. Provide information regarding the success of that Plan in terms of relevant measurements.

REIMBURSABLE EXPENDITURES

Provide proof of expenditure for each reimbursable expenditure authorized pursuant to the Event Sponsorship Agreement. Proof shall include proof of payment and shall be contain enough information so as to identify the specific reimbursable expenditure that was purchased. A copy of all advertising and promotional material, whether audio, video, electronic, or hard copy form for which reimbursement is sought must be submitted as a part of this Post Event Report.

SIGNATURE/DISCLAIMER

On behalf of Killer 'B' Promotions, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

Authorized Signature

President
Title

May 13, 2015
Date

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

<p>TO: Honorable Chairman and Members of the Tourism Development Council</p> <p>THRU: Richard Gehring Strategic Policy Administrator</p> <p>FROM: Ed Caum Tourism Manager</p>	<p>DATE: 9/25/2015 FILE: TD15-073</p> <p>SUBJECT: Collateral Marketing Effort — Sunset Marina and Gill Dawg Marina – Commercial Promoting West Pasco County Waterways and Outdoor Adventures – \$10,000.00</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 Tourist Development Council (TDC), the Office of Tourism Development's (OTD) recommendation to enter into a collateral marketing effort between the OTD, Sunset Landing Marina and Gill Dawg Marina.

Gill Dawg Marina has been granted \$5,000 from Visit Florida where they must match the funds equally. Gill Dawg Marina and Sunset Landing Marina have partnered to match the \$5,000 from Visit Florida. Both Marinas have approached and requested the OTD to match the \$10,000 total dollars they will be putting forward with another \$10,000 to produce and distribute a commercial promoting the West Pasco waterways and outdoor adventures. With \$20,000 and three (3) partners working together, the proposal is to cooperatively produce and market video footage of kayaking, stand up paddle boarding, boating, the Nature Coast, North Anclote Key, Werner-Boyce Salt Springs and other waterways and activities in West Pasco.

The storyline will be focused on promoting West Pasco County as an outdoor adventure tourism destination, where you can avoid the crowded beaches and get out and really enjoy what the water and all the coastline has to offer. This commercial will live on our websites, YouTube, social media and be broadcast regionally. The remaining B-Roll, extra footage captured to enrich the story and to have greater flexibility when editing, gathered during filming will be saved and used in other marketing initiatives.

According to the 2015 Florida Statutes 125.0104 (5)(a) 3. regarding the Authorized Uses of Revenue, the tourism funds can be used to "promote and advertise tourism in this state and nationally and internationally."

The proposed funding for this collateral marketing effort is:

Visit Florida	Gill Dawg Marina	Sunset Landing Marina	Visit Pasco
\$5,000	\$2,500	\$2,500	\$10,000

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into a contract with Sunset Landing Marina and Gill Dawg Marina for the amount of \$10,000.00.
2. Recommend the BCC enter into a contract with Sunset Landing Marina and Gill Dawg Marina for a different amount.
3. Do not recommend to the BCC enter into a contract with Sunset Landing Marina and Gill Dawg Marina.

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC approve Alternative 1, to recommend the BCC enter into a contract with Sunset Landing Marina and Gill Dawg Marina for the amount of \$10,000.00.

RG/EC/CS

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 9/25/2015 FILE: TD15-074

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Proposed 2016 TDC Meeting
Schedule

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to approve the following proposed 2016 TDC Meeting Schedule.

**Tourist Development Council
2016 Meeting Schedule**

VENUES: West Pasco Govt. Center, New Port Richey, Bd. Room
Pasco Historic Courthouse, Dade City, Bd. Room

TIME: 9:30 a.m. to 12 p.m.

January 20 – New Port Richey

February 17 – Dade City

March 16 – New Port Richey

April 20 – Dade City

May 18 – New Port Richey

June 15 – Dade City

July 20 – New Port Richey

August 17 – Dade City

September 21 – New Port Richey

October 19 – Dade City

November 16 – New Port Richey

December 21 – Dade City

This schedule was set up based on previous years, where the TDC meetings were held on a monthly basis the third Wednesday of every month.

ALTERNATIVES AND ANALYSIS:

1. Approve the proposed 2016 TDC Meeting Schedule
2. Recommend a different 2016 TDC Meeting Schedule
3. Do not approve the proposed 2016 TDC Meeting Schedule

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC approve Alternate #1 and adopt the proposed 2016 TDC meetings schedule. No funding required for this action.

RG/EC/CS

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 9/25/2015 FILE: TD15-075

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Florida Government in the Sunshine
Law, Code of Ethics, and Public
Records Discussion

FROM: Ed Caum
Tourism Manager

REFERENCES: All Members

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

DESCRIPTION AND CONDITIONS:

The TDC is subject to Florida's Government in the Sunshine Law, section 286.011, Fla. Stats., The Code of Ethics for Public Officers and Employees, Chapter 112, Part II, Fla. Stats., and the Florida's Public Records Law, Chapter 119, Fla. Stats. The Sunshine Law provides a right of access to governmental proceedings of public boards, including advisory boards, at both the state and local levels. The Code of Ethics is intended to ensure that public officials conduct themselves independently and impartially, not using their offices for private gain. The Public Record's Law provides a right of access to the records of the state and local governments, including those records of advisory boards.

The requirements and applicability of these statutes to every day scenarios and the business of advisory boards can be daunting and confusing. Therefore, as the TDC has several new members and the Office of Tourism Development has hired new employees since the last time the County Attorney's Office has presented these topics to the TDC, a presentation and discussion on same has been scheduled.

ALTERNATIVES AND ANALYSIS:

Presentation is informational only.

RECOMMENDATION AND FUNDING:

No action or funding required.

ATTACHMENT:

Summary of Ethics, Sunshine Law and Public Records Requirements for Advisory Boards

RG/EC/CS

PASCO COUNTY ADVISORY BOARDS

SUMMARY OF ETHICS, SUNSHINE LAW AND PUBLIC RECORDS REQUIREMENTS FOR ADVISORY BOARDS

AUGUST 3, 2012

**Prepared by Pasco County Attorney's Office
Based on Materials Prepared by the Lee County Attorney's Office**

You have been appointed to a Pasco County advisory board and/or committee. Accordingly, you should be generally aware of Florida Laws that may affect your service and the conducting of board/committee public body business. This document is presented as a general outline of some of the important regulations relating to your public service. It is not intended to be an exhaustive analysis of all the parameters thereof and the fact situations that may be applicable, which can dictate any final conclusions. If upon review, you desire further information and/or analysis to any particular circumstances, please contact the Pasco County Attorney's Office, 727-847-8120.

1. **Florida Government-in-the Sunshine Law (Section 286.011, Florida Statutes)**. You should not communicate with another member of the same public body concerning matters which may foreseeable come before the body, except in an open public meeting.
2. **Public Records Law (Section 119.011, Florida Statutes)**. In general, all documents, letters, and materials prepared or received by you in connection with your public body business used to perpetuate, communicate, or formalize knowledge are open for public inspection and copying.
3. **Code of Ethics and Standards of Conduct (Section 112.313, Florida Statutes)**.
 - a. **Gifts**. You should not solicit or accept anything of value, including a gift, loan, reward, promise of future employment, favor, or service based upon any understanding that your vote, official action, or judgment would be influenced thereby.
 - b. **Unauthorized Compensation**. You, your spouse or child should not accept any compensation, payment, or thing of value if you, with the exercise of reasonable care, should know that it was given to influence your official action.
 - c. **Doing Business with One's Agency**. You should not while in your official capacity, either directly or indirectly purchase, rent, or lease any realty, goods, or services for your own agency from any business entity of which you or your spouse or child is an officer, partner, director, or proprietor or in which you or your spouse or child has a material interest. Nor should you while acting in a private capacity rent, lease, or sell any realty, goods, or services to Pasco County or any agency thereof, while you serve in an official public body capacity.
 - d. **Misuse of Public Position**. You should not corruptly use or attempt to use your official position or any property or resource which may within your trust, or perform your official duties, to secure a special privilege, benefit, or exemption for yourself or others.
 - e. **Conflicting Employment or Contractual Relationship**.
 - (1) You are prohibited from holding any employment or contract with any business entity or agency regulated by or doing business with an agency of which you are an officer or employee.

- (2) You are prohibited from holding any employment or having a contractual relationship which will pose a frequently recurring conflict between your private interest and public duties.
- f. Disclosure or Use of Certain Information. You should not disclose or use information not available to members of the general public, and gained by reason of your official position, for your personal gain or benefit or for the personal gain or benefit of any other person or business entity.
- g. Exemptions. The requirements relating to "Doing Business with One's Agency" and "Conflicting Employment or Contractual Relationship" may be waived in certain circumstances. In addition, the statute provides for various specific exceptions to compliance. Please contact the Pasco County Attorney's Office should you need specific guidance as to whether an exemption applies.
4. **Voting Conflicts (Section 112.3143, Florida Statutes).** You should not participate in any matter which would inure to your special private gain or loss, the special private gain or loss of any principal by whom you are retained, of the parent organization or subsidiary of a corporate principal by whom you are retained, without first disclosing the nature of your interest in the matter. A voting conflict form (Form 8B) must be filed with the meetings recording officer, be provided to the other members of the agency and be read publically at the next meeting. If the conflict is unknown or not disclosed prior to the meeting, you must orally disclose the conflict at the meeting when the conflict becomes known and file a voting conflict form.
5. **Disclosure of Financial Interest and Disclosure of Clients (Section 112.3145, Florida Statutes).** You may have been appointed to a Pasco County advisory body which due to its function in land planning and zoning or other responsibilities, you are required to comply with additional disclosure and filing requirements. You will be duly notified if you are required to meet these additional responsibilities.
- a. Form 1, Limited Financial Disclosure. In general, this form includes the reporting person's sources and types of financial interests, such as the names of employers and addresses of real property holdings. No dollar values are required to be listed. You are required to file within 30 days from the date of appointment and by July 1 of each year.
- b. Form 2, Quarterly Client Disclosure. This form includes the disclosure of the names of clients represented by yourself or by any partner or associate of your professional firm for a fee or commission before the County. Such representations do not include ministerial matters or representations on behalf of the County in your official capacity. The form should be filed quarterly and only when reportable representations were made during the quarter.
- c. Form 9, Quarterly Gift Disclosure. The form is filed on the last day of any calendar quarter following the calendar quarter in which you received a gift over \$100.00 other than gifts from relatives, gifts prohibited from being accepted (see below), gifts primarily associated with your business or employment and gifts otherwise required to be disclosed. The form is not filed if no such gift was so received.

- d. Gifts. You are prohibited from soliciting any gift from a political committee or lobbyist who has lobbied the County within the past 12 months or the partner, firm, employer, or principal of such a lobbyist. You are prohibited from directly or indirectly accepting a gift worth over \$100.00 from such a lobbyist; from a partner, firm, employer or principal of the lobbyist; or from a political committee.

FLORIDA GOVERNMENT-IN-THE-SUNSHINE LAW SECTION 286.011, FLORIDA STATUTES

Provides for the public's right of access to governmental proceedings and the decision-making process.

1. **Basic Requirements**

- Meetings of public boards or committees must be open to the public;
 - Reasonable notice of such meetings must be given; and
 - Minutes of the meetings must be taken.
- a. Law is equally applicable to elected and appointed boards. Can apply to certain committee meetings of staff.
- b. Applies to any gathering of two or more members of the same board to discuss some matter which will foreseeably come before that board for action.

Question: Does it relate to board business? If so, there is a real probability that the matter will come up or if already decided, may come back before the board in some fashion.

Point: Do not discuss board business outside the properly noticed and scheduled board meeting.

- c. Applies to the entire decision-making process. It is the how and why officials decided to act, not merely the final decision. Thus, the law applies to discussions between two members on actionable issues whether the discussions are formal, informal, or preliminary in nature. In addition, it does not matter what communication method is used - telephone, electronic, mail, etc.
- d. Members cannot discuss board business and/or reach a final decision by the use of secret ballots (votes must be open to review), codes, and/or the use of liaisons.
- e. Written correspondence between members. One member's position or information provided in writing to other members is generally okay; however, there must not be any interaction among the members related to the correspondence. The correspondence must not be used as a vehicle for a response or interaction from the other members or used as a substitute for open meeting actions. If written correspondence is circulated among members for

comment with such written comments and/or responses being provided to the other members, this is a violation of the requirements of the open meeting law. Even though the correspondence itself is subject to disclosure under the Florida Public Records Law, the interactive written communication can be held violative of the open-decision-making process. Due to the unintended consequence of other members providing responsive writings, the use of written correspondence by one member to other members outside the meeting is discouraged.

- f. Subcommittees: Subcommittee meetings are normally held to the same standard as the committee meetings. There is a limited exception for strictly fact-finding; however, if the subcommittee is making recommendations and/or taking other actions, they must comply with the open meeting requirements.

- g. Single Individual: Ordinarily the law does not apply to an individual member of the board. Certain factual circumstances, however, have arisen where in order to assure the public access to the decision-making process, the courts have concluded that the presence of two members of the same board is not necessary to trigger the open meeting law requirements; i.e.:
 - (1) The individual has been delegated de facto authority on behalf of the board to take actions and/or make decisions on its behalf. The individual functions as the board's alter ego. The open meeting law does not allow the board to circumvent the open process by having one member make decisions for them outside the public meeting.
 - (2) If the member has been authorized only to gather information or function as a fact-finder with all such matters being related back for board consideration at the open meeting, the law does not normally apply. Individual members, committees, and/or subcommittees delegated fact-finding and reporting activities can be an exception to the law. If used, caution dictates how such exception is first established, the authority given, and the need for full disclosure and discussion at the subsequent open meeting.

- h. Staff: Meetings of staff employees are not ordinarily subject to the Sunshine Law. Some exceptions may be where there is:
 - (1) A delegated decision-making function outside the ambit of the normal staff function; or
 - (2) A staff employee acting as a liaison between members; or
 - (3) A staff employee acting in place of members at the member's direction.

There are reported cases wherein the courts have held that an employee has ceased to function in his or her staff capacity when appointed to a specific committee or group that has been delegated authority to make material recommendations and/or take substantial acts that could affect certain rights and interests. In general, the courts look at the nature of the act performed, not the make-up of the committee or the proximity of the act to the final decision.

General Examples Noted: Certain appointed Budget, Grievance, and Bid Selection Committees. In creating a staff committee, it is important to review how and why members are selected, committee function in relation to the jobs of the members, and the intended results.

2. **Meeting Requirements**

- a. **Meeting Place:** Open to the public, access available, opportunity for public participation, out-of-town meetings are discouraged.
- b. **Reasonable Notice:** Time and manner. Factual circumstances dictate what is "reasonable." This is always better to provide as much notice as possible.
- c. **Minutes:** Promptly recorded and written. Can be a written summary or synopsis. A tape recording may be made but must be reduced to written minutes. If tape used, it is retained as a public record. Minutes must be retained and open for public inspection as a public record.

3. **Penalties**

- a. **Individual:**
 - (1) A **Knowing Violation:** 2nd Degree Criminal Misdemeanor
60 Days/\$500.00
State Attorney's Office
 - (2) Suspension and removal from official duties.
 - (3) Non-Criminal Infraction: Fine not to Exceed \$500.00
State Attorney's Office.
 - (4) Attorney Fees: If civil action.
- b. **Government Body:**
 - (1) Civil action for injunctive or declaratory relief.
 - (2) Acts of the government body may be held void.
 - (3) Attorney fees may be imposed.

PUBLIC RECORDS SECTION 119.011(1), FLORIDA STATUTES

All documents and materials made or received by the County and its advisory boards in connection with official business which are used to perpetuate, communicate, or formalize knowledge are considered Public Records.

All such materials, regardless of whether they are in final form, are open for public inspection and copying unless the Legislature has specifically exempted them from disclosure.

The term "Public Record" is not limited to traditional written documents. It includes such materials as tapes, photographs, sound recordings, e-mail, film, etc.

If the purpose of the document and/or material prepared in connection with the official business is to perpetuate, communicate, or formalize knowledge, it is a public record regardless of whether it is in final form or the ultimate product of a board or staff. Thus, however prepared, if any such document is circulated for review, comment, or information, it is a public record, even if marked or intended to be a "preliminary" or "draft" document.

It is only those uncirculated materials which are merely preliminary or precursors to future documents that are not in and of themselves intended to serve as final evidence of the knowledge to be recorded which are not public records.

Examples: Preliminary notes to be used in preparing a public record, uncirculated rough drafts not intended for filing, or final evidence of knowledge.

THE PUBLIC HAS THE RIGHT TO INSPECT AND COPY PUBLIC RECORDS:

Inspection and Copying Points:

- Custodian must keep records secure and readily available.
- Custodian must allow the record to be inspected and examined by any person desiring to do so, at any reasonable time.
- Inspection can be done under reasonable conditions, but a custodian may not impose a condition of inspection which operates to restrict the right of access. The custodian's role is to see that the record is reasonably protected from alteration or destruction, but not to frustrate the inspection.
- No special or legitimate interest need be shown by the individual requesting to inspect a public record.
- Custodian cannot refuse a request on the basis that the request is "over broad."
- A request need not be in writing or contain any special information.
- Custodian not required to answer questions, create or reformat its records in a particular form.

- Custodian must allow inspection and copying within limited reasonable time. No automatic delay is permissible. Custodian must retrieve the record, review for any exemptions, and delete any portion of the required claimed exempt from disclosure.
- If a record is exempt from inspection pursuant to law, the basis for the refusal to release their record must be provided. If only a portion of the record is exempt, that portion only can be deleted, but the remaining record must be provided for inspection.
- All exemptions of a public record or portions of a public record must be specifically authorized by law. Exemptions are strictly construed in favor of open records.
- The custodian can charge the fees as authorized by Florida Statute for copies of Public Records; and
- Public records are maintained, stored, and then destroyed pursuant to the rules of the State of Florida.

Penalties:

- Individual:
 - Willful and Knowing Violation: 1st Degree Criminal Misdemeanor
One Year/\$1,000.00
State Attorney's Office
 - Non-Criminal Infraction - Fine not to Exceed \$500.00
State Attorney's Office
- Government Body:

Injunctive/Declaratory Civil Action: Reasonable costs and attorney fees imposed.

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 10/05/2015 FILE: TD15-076

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Request for New Agreement for the
Dick's Sporting Goods Tournament of
Champions- KSE Lacrosse LLC -
\$75,000

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 Development (OTD) recommendation to review and finalize ongoing proposed counter condition conversations with the TDC regarding entering into a new agreement with KSE Lacrosse, LLC., for the continued sponsorship for the Dick's Tournament of Champions.

Currently the County is contracted with KSE Lacrosse, LLC., and the agreement will expire as of December 31, 2015. The very recently self-imposed deadline of September 1, 2015 set by NDP Lacrosse (NDP) was not met by the County and therefore NDP has announced that they are actively "shopping around" other venue locations that could potentially meet their requests and better fulfill their needs as they continue to still reach out to Pasco County for 2016 and beyond.

The OTD would like to discuss the Counter Proposed Conditions (Attachment #1) which were discussed with NDP, VP Business Operations, Josh Gross on September 18th after the September 16th TDC meeting. Additional conversations with the TDC took place 1:1 on September 28th and 29th to bring the Council up to date in order for staff to maximize the time and efforts in the October TDC meeting.

Staff has reached these decisions outlined in the proposed counter conditions, by individual and group meetings which took place for a period of time, including but not limited to key departmental staff, County Attorney's Office, Parks and Recreation, Saddlebrook General Manager, Pat Ciaccio and individual Board of County Commissioners. These meetings were used to identify the costs and the concerns that have been associated in the past with this Event.

It should be noted that the staff's deadline for the executed agreement is December 31, 2015. The BCC will need to receive a signed agreement that both parties will have agreed to by no later than November 17th for the contract to be executed and for the Event to be hosted in Pasco County in 2016.

Top Concerns Previously Discussed by TDC and OTD Relating to Continuing the Dick's Tournament of Champions Sponsorship:

- Rights fees for the OTD have increased incrementally each year due to the success of this Event. With the number of participating teams rising with NDP's new bidding process they have been able to accommodate more entries to the Tournament of Champions. More entries mean more revenue for NDP and additional expenses for OTD.
- Ancillary expenses and an annual increase of rights fees have resulted in a 500% increase over the past several years. These expenses have been covered by the OTD (Attachment #2).
- Increased revenue to NDP is generated as the participation of teams increases. This increase also includes retail apparel sales benefiting NDP while OTD absorbs all costs of overnight equipment and apparel security, overseeding of playing fields, and rentals fees for additional fields, bathrooms, trash, etc.
- Community or league backing for funding has not been supported until now as a valid means to sustain this Event. Support to help offset the rental costs and overseeding of this Event should be offered by Parks and Recreation and funding through their annual budget process. This Event was brought in by a County league, the fields are not a dedicated Tourism asset with access all year round, and the expenses are something that will need to be shared to sustain the future of this Event.
- Sixteen (16) contiguous long fields are needed to sustain any additional tournament growth from NDP which would bear additional costs to the County. Currently the OTD can't guarantee more than 12 fields. An additional four (4) fields can be offered but not guaranteed annually. The 4 additional high school fields are based on an annual renewal agreement with Wesley Chapel High School.
- Sustaining this Event with a department operational budget that is flat is a challenge when attempting to grow the number of significant events in Pasco County. This Event consumes over half of the annual budget which is allocated to the OTD's Event Sponsorship Agreements.
- Ideas for new revenue generation for 2016 have been discussed and explored in order to identify ways to offset additional expenses. If an agreement with the Chamber of Commerce and other sources of revenue are identified for 2016, this is subject to change each year and is not guaranteed.

The 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 and if so, at what annual expense to the TDC. OTD is requesting that the TDC discuss all details of OTD's counter of proposed conditions and make a final recommendation.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into an Event Sponsorship Agreement with a flat rights fee for the next 3 years of \$75,000 with no ancillary costs.

2. Recommend the BCC enter into an Event Sponsorship Agreement for a different amount based on discussions of the proposed counter proposal discussions.
3. Do not recommend the BCC enter into an Event Sponsorship Agreement at this time.

RECOMMENDATION AND FUNDING:

The Office of Tourism Development recommends that the TDC approve Alternative #1. Funding is available in the Event Sponsorship Agreements account No. B113-115300-88201

ATTACHMENT:

- #1 OTD Proposed Counter to NDP Conditions
- #2 Expense Spreadsheet 2008-2015

RG/EC/RL



October 2, 2015

Mr. Josh Gross

Vice President, Business Operations
NDP Lacrosse
1000 Chopper Circle
Denver, Colorado 80204

Re: Response to NDP from the Pasco County, Office of Tourism Development (OTD) with regards to proposed counter conditions and modifications for 2016 agreement.

Dear Josh,

Thank you for fulfilling the Office of Tourism Development's (OTD) request to discuss modifications to the existing agreement. Many of these items that were proposed conditions for 2016 are already in the existing agreement. These conditions continue to be very favorable to NDP and not representative of an equitable partnership.

Staff has spoken with each of the Tourist Development Council Members and the Board of County Commissioners individually.

Please find below the OTD's response in the same order of the NDP's proposed terms (see file enclosed):

1. What is the actual value of this Presenting sponsorship? It would be difficult to offset real hard costs for the County if the OTD is not sure what they receive for being the Presenting Sponsor. If OTD decides to sell the Presenting Level Sponsorship, it would be necessary to define, what the sponsorship package includes. (i.e., water bottle, trophy, repeat and step banner-photos, website, registration packet logos, etc.?)

Contract Conditions: We reserve the right to consider all sponsorships as it pertains to the County continuing to be the presenting sponsor.

2. The Office of Tourism Development (OTD) does not have staff to sell sponsorships. The effort of Sports Commission and this department would be better spent seeking grants through the State/Florida Sports Commission. Soliciting sponsorship would be an entirely different process and one that the OTD is not set up for at this time.

Contract Conditions: Not applicable to future contracts.

3. The OTD did not need to be granted “granted permission” to seek new funding from the TBSC. OTD solicited this on its own and without NDP. The relationship with Florida Sports Foundation and Tampa Bay Sports Commission for dual event partnerships, grants etc. are partnerships that OTD has solicited.

Contract Conditions: Not applicable to this proposed contract.

4. The TDC and OTD feel that in order for NDP to require a 50% revenue share from Tampa hotel rebates, it is required reciprocity and ask to share revenue of 50% from hotel rebates in Pasco County as well. The opportunity for new revenue from rebates in Tampa opens up new found money for NDP.

Contract Conditions: In promoting both, Pasco and Hillsborough hotels, OTD requires revenue sharing of hotel rebates for both jurisdictions.

5. Yes, this has been the case in the past and OTD is pursuing this as discussed. Money will be going to support the Friends of the Library, Wesley Chapel District Park and Office of Tourism sponsorship funding. Meetings and drafting of proposal discussions as well as County Attorney discussions have taken place over the last couple of months.

Please remember again to remind your families and participants in all registration packets this year that there will be a gate fee to help support the friends of the library/parks and recreation and OTD for event sponsorships.

Contract Conditions: Future contracts will specify that Pasco County has the sole right to collect parking at events contracted with NDP.

6. Pasco County is in a challenging position to have to depend on using the facilities of WCHS and request permission each year to do so. If NDP requires more than 16 fields, the OTD is not in a position to recommend building more fields for 1 event when this is a parks facility that is not accessed easily and has been built for the County residents. Also, if NDP required 16 fields and the high school were closed due to new construction, the OTD would be in a position where we could not fulfill the contractual obligations.
 - Please identify your criteria for new fields and how many fields would be needed if NDP were to increase their roster with 100/105/115 teams.
 - What is the maximum number of teams for 12 fields with 2 synthetic turf as part

of this mix. (Max teams for Wesley Chapel District Park)

- Please define maintenance and what is required for “proper maintenance”. OTD will not be in a position to over seed fields and incur expenses of fields that are not ours to benefit from on a regular basis for tourism events.

Contract Conditions: Pasco County can only guarantee the twelve contiguous fields on Wesley Chapel District Park and cannot promise any newly built facilities or fields for any additional increase in teams.

7. Ancillary Costs: There have been additional expenses for the County and costing up to \$500.00 depending on tonnage. Typically the ancillary expenses such as trash, field rental, staffing, port-o-lets, security etc. have been \$27,000 in addition to rights fees. This along with the rights fees equates to a 500% increase since 2008.

The new agreement will have no ancillary costs.

Contract Conditions: In future contracts there will be a flat rights fee with no incremental increases and no ancillary fees will be paid by the OTD.

8. If NDP wishes to secure their own inventory or their solicited sponsor inventory, this would be at their own expense.

Contract Conditions: In future contracts there will be a flat rights fee with no incremental increases and no ancillary fees will be paid by the OTD.

9. Port-o-lets - “UP TO” amounts will need to be stated in agreement. “Up To” fees should include all rentals such as Port-o-lets, overseeding, striping, field rental etc. This will all need to be considered by TDC at some point to be Parks and Recreation and WCAA expenses and not OTD. Field rental fees within County need to be removed as they are with the WCHS. The County should be offering us fields at Category 1 as discussed.

Contract Conditions: In future contracts there will be a flat rights fee with no incremental increases and no ancillary fees will be paid by the OTD.

10. The Press Box is not a property of the OTD and the use of this structure should be negotiated by the Parks and Recreation Department.

Contract Conditions: Not applicable to future contracts with the OTD.

11. Is this an inconsistency from first page? Pasco is asking for 50% share of both county hotel rebates.

Contract Conditions: Open for discussion

12. Please define REGION. OTD will need to be included if this is deemed appropriate use of authority and if there needs to be a max allowable upcharge if County is offering discount. Also, the OTD needs to remember the purpose of the Event is to attract people to Pasco County and have them remain in Pasco while competing.

Contract Conditions: Open for discussion

13. Regarding the proposed rights fee increase, this is a NDP business model that cannot be sustained by Pasco County.

Contract Conditions: Pasco County offers a flat Presenting Sponsor fee of \$75,000 annually for each year of any new contract for the Dick's Tournament of Champions.

Other items that need to be discussed for 2016 not on this document:

- Permitting – will be required at all events
- Emergency Medical staffing
- Traffic Control – sheriff's office
- Definitions of terms, including but not limited to:
 - Presenting sponsor
 - Unsold – non-endemic sponsorship category
 - Fields necessary to facilitate the Event
 - "Close proximity" to District Park and High Schools
 - Property maintained

We look forward to reaching this agreement to our mutual satisfaction and keeping the Dick's Tournaments of Champions in Pasco County for the coming years.

ATTACHMENTS

1. NDP's proposed terms
2. Expense Spreadsheet 2008-2015

Kind regards,

Ed Caum
Tourism Manager

DICK'S CHAMPIONSHIP SPONSORSHIP								
CONCEPT	2008	2009	2010	2011	2012	2013	2014	2015
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%	5.00%	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	FIELD COST AND PORTABLE BATHROOMS	\$720	FIELD COST AND PORTABLE BATHROOMS	\$3,000	\$11,821	\$27,727	\$31,850
TOTAL	\$15,000	\$15,000	\$23,220	\$22,500	\$68,000	\$80,071	\$99,390	\$107,095
TOTAL ROOM NIGHTS PER EVENT	1,087	2,827	2,414	3,728	4,462	4,305	4,568	
ROOMS IN PASCO COUNTY	715	1,863	1,688	2,625	2,835	1,598	1,838	
ROOMS IN PASCO PERCENTAGE %	65.78%	65.90%	69.93%	70.41%	63.54%	37.12%	40.24%	
ROOMS OUT OF PASCO COUNTY	372	964	726	1,103	1,627	2,707	2,730	
ROOMS OUT OF PASCO PERCENTAGE %	34.22%	34.10%	30.07%	29.59%	36.46%	62.88%	59.76%	
TOTAL ECONOMIC IMPACT	\$538,308	\$1,032,720	\$1,739,204	\$2,729,224	\$2,659,500	\$2,629,500	\$2,940,900	
PASCO ECONOMIC IMPACT	\$354,085	\$680,565	\$1,216,146	\$1,921,731	\$1,689,754	\$976,061	\$1,183,313	
OUT OF PASCO ECONOMIC IMPACT	\$184,223	\$352,155	\$523,058	\$807,493	\$969,746	\$1,653,439	\$1,757,587	
TOTAL AWARDED	\$355,158							
TOTAL ASSOCIATED FEES	\$74,398							
TOTAL PASCO COUNTY EXPENSES	\$429,556							

For years 2008- 2012 might be more expenses not recorded in this report

Associated Fees:

- District of School Board
- WC District Park
- Progressive Waste Solutions
- National Site Securities
- United Site Services
- Overseeding

WCDP Park Meeting 9/23/15

Attending:

Parks and Recreation: Cathy Pearson, Brian Taylor

Tourism: Ed Caum

Wesley Chapel Athletic Assoc.: Tom FitzSimons, Joe Palermo

Discussion was centered on the Dick's Tournament of Champions

Grass Seed: WCAA was approached about purchasing the Rye Grass Seed for this year's tournament over seeding. WCAA does not have funds available for that at this time. They are willing to work with Parks and Rec to find ways to offset the cost of over seeding in future years. Parks and Rec intends to budget for over seeding in the 2016/17. Tourism has the funds available to purchase the seed in order to meet the conditions of the current contract with NDP Lacrosse. The Tourism Office does not plan on purchasing seed in the future after the end of the current contract. Parks and Rec. will need the flexibility to budget for over seeding because a flat budget is expected in future years. Rye grass over seeding allows for premium field use for four or five months of operations.

Contract Negotiations: It was suggested we form a team to conduct contract negotiations with NDP Lacrosse. Moving forward the suggested team is Tourism, Parks and Rec, WCAA. As part of the negotiations, WCAA feels that we can leverage other tournaments run by NDP and Kroenke Sports and be added to our sporting event inventory, thus securing continued economic impact. The suggested events are; Sevens Rugby, 3D Lacrosse and Lacrosse America. WCAA believes that packaging these events together in Pasco will offer more tournament opportunities in the future at more of Parks and Rec. sports complexes.

Field Use: WCAA agrees that it makes sense for the Tourism and Parks and Rec. to host up to four new events at Wesley Chapel District Park. In the future, since it has the most contiguous fields. WCAA agrees to an amendment to the League Agreements as long as, the planning for the events is made a year in advance. WCAA recommends looking at Flag Football Tournaments, Soccer Tournaments and 3 on 3 Soccer Tournaments. Parks and Rec. agrees that these types of events could be held at various places across the County, not just WCDP. The use of other Parks and Rec. amenities will call for close cooperation and prior planning with leagues using the other facilities.

Football Field B: WCAA and Parks and Rec. agree to use the time period of March-July 2016 to replant Football Field B, as the turf conditions have totally failed. This will take grading and the addition of top soil and reseeding to bring this field back up to playing condition. During this time that field will be closed and play shifted to other areas of the park.