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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

November 18, 2015, 9:30 a.m.

Historic Courthouse

Dade City, FL



Tourist Development Council Members

The Honorable **Kathryn Starkey**
Chairman, BCC

The Honorable **Camille Hernandez**
Vice-Chair, Mayor, City of Dade City

The Honorable **Chopper Davis**
City of New Port Richey

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. TDC Minutes September 16, 2015 | |
| b. TDC Minutes October 14, 2015 | |
| 5. Public Comment | |
| 6. Tourism Manager's Report | TD16-003 |
| 7. New BUSINESS | |
| a. Pasco County Water Fest 2016 | TD16-004 |
| b. Queen of the Beach Series | TD15-005 |
| c. Final Proposal of the new Event Sponsorship Criteria and Application | TD16-006 |
| 8. Board Member Comments | |
| 9. Adjournment | |

Next Meetings:

TDC Meeting – January 20, 2016

West Pasco Government Center, New Port Richey

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

SEPTEMBER 16, 2015

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED
IN AGENDA ORDER AS
PUBLISHED AND NOT IN THE
ORDER THE ITEMS WERE HEARD**

10:00 A.M.

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

Tourist Development Council Members

The Honorable Kathryn Starkey
Chairman, Board of County Commissioners

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

The Honorable Chopper Davis
City of New Port Richey

Toby Caroline
Paradise Lakes Resort

Gail Cushman
Days Inn & Suites

Pat Ciaccio
Saddlebrook Resort

Jack Phethean
Little Everglades Ranch

John Heather
St. Leo University

Piyush Mulji
Hampton Inn Dade City/Zephyrhills

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

Vice-Chairman Hernandez called the meeting to order at 10:02 a.m.

2. Invocation, Pledge of Allegiance

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

3. Roll Call

All members were present. Chairman Starkey arrived to the meeting at 10:08 a.m.

4. Adoption of Minutes

a. TDC Minutes Aug 19, 2015

The Council discussed the content of the previous meeting minutes which did not reflect the Council's request to send two letters on behalf of the Council; Councilman Davis said the minutes were weak and very shallow; the Council noted the minutes were in a different format; there was no mention of the Wesley Chapel Athletic Association's use of the fields and not allowing the County to use the fields for tournaments when requested by Staff; a letter proposed to the MPO regarding the bike trail; that Ms. Baker had asked Ms. Pearson to attend the TDC meetings; and that Ms. Baker had stated the letter prepared by Mr. Caum could be handled in-house and that Ms. Cathy Pearson could speak directly to the Council's concerns.

It was suggested the minutes be continued to the next meeting; Vice-Chairman Hernandez stated the minutes would be continued to the next meeting.

Chairman Starkey arrived to the meeting at 10:11 am. Vice-Chairman Hernandez passed the gavel to Chairman Starkey.

Ms. Cathy Pearson, Assistant County Administrator for Public Services, explained Parks and Recreation and Natural Resources was within her Division. She spoke regarding the letter addressed to Ms. Baker who had stated they could take care of the issue and directed her to address the Council. Parks and Recreation did wish to collaborate with the Council. She spoke regarding issues with the Wesley Chapel Athletic Association, meetings held with the group, and that the organization wanted to work with them. She understood the issues were that the Council felt they were not allowing them on the fields for tournaments and felt the issues would be resolved.

Discussion continued regarding scheduling of the fields; the TDC wanted to be able to offer the fields for tournaments; in the past the Wesley Chapel Athletic Association had been empowered to decide which events would be held or may not support them with volunteers; the Wesley Chapel Athletic Association being able to tell Staff no because they did not agree with a specific event on County owned property; enforcement of the written contract; the agreements protected the County but it was a matter of policy decision if people were called out on violations; the Council was not happy with the current agreement; a representative from Parks and Recreation would be attending all

future meetings; the Council should have input before any contract was signed; and any action item should be reflected in the minutes.

5. Public Comment

Chairman Starkey apologized to the Board for being late to the meeting and noted she had filled in for a fellow commission at a presentation at St. Leo University this morning.

No one spoke under public comment.

6. New BUSINESS

Mr. Ed Caum, Tourism Manager, introduced Mr. John Heather, St. Leo University, who was appointed to the Tourist Development Council.

a. Human Trafficking Presentation TD15-060

Mr. Henry Wilson, Chairman of the Human Trafficking Commission, introduced Corporal Allen Wilkett of the Sheriff's Office.

Corporal Wilkett gave an extensive presentation regarding the Human Trafficking Commission. He requested a representative from the TDC serve on the Commission.

Discussion followed that Ms. Caroline had indicated an interest in serving on the Commission but was concerned about the meeting schedule.

Councilman Davis requested a presentation be given to the New Port Richey City Council.

Mr. Caccio stated his Director of Human Resources could represent their property and noted they had 700 employees.

Chairman Starkey thanked Mr. Wilson and Corporal Wilkett for their efforts.

b. All Sports Arena TD15-061

Motion to table the item until after the Old Business discussion regarding the sponsor criteria update; motion carried.

Mr. Matt Garry, the owner of All Sports Area, introduced Ms. Michelle Kaiser who handled marketing for his rink and special events.

Ms. Michelle Kaiser explained their proposal was written prior to the new guidelines. She provided an overview of the International Shoot Out and Ball Hockey Tournaments event scheduled in October and spoke regarding a projected 420 hotel rooms over two weekends, an estimated 900 participants, growth statistics, and that the event was planned in the off season to bring tourists to the County.

Discussion followed between the representatives, Council Members and Staff regarding the application not being completed according to the marketing plan request; the application was revised to not include a marketing plan and this was the first time Staff received the marketing plan; their post event report contained strictly the number of hotel rooms; the event host hotels were located in Pasco County; use of the Pasco logo; awards and referees had been allowed in the past; a question of why the event was called the Tampa Bay Shoot Out and not the Pasco County Shoot Out; international teams would be attending the event; over the past few years the event had been funded \$50,000; a marketing plan was requested in the past; Staff continued to request deliverables that were not delivered; the County was also a business and looked at the return on investment for monies given out; the post report offered but not submitted; Staff had provided suggestions to Mr. Garry and Ms. Kaiser regarding marketing and social media; the County's budget was flat and they needed to pick the right events that were the best fit for Pasco County; opportunities for sponsorship; the need for adjustments to be made to the marketing plan; and a willingness from Mr. Garry to work with Staff.

Mr. Caum read Staff's recommendation into the record.

Motion to approve Staff's recommendation; motion carried with Ms. Cushman abstaining from the vote due to a conflict of interest.

**c. Dick's Tournament
TD15-062**

Ms. Roni Lloyd, Sports Marketing Coordinator, gave an extensive presentation regarding efforts made regarding the event, the need to move forward with a new contract, possible new revenue generation in order to sustain the Dick's Tournament, their rights fees had gone up 500 percent, mandates included within the existing contract, and the contract was lopsided and was a win for NDP which was the management company that ran the Dick's Tournament. Staff had requested modifications to the existing contract which included that Pasco reserved the right to sell the presenting sponsorship, NDP had granted them permission to solicit the Tampa Bay Sports Commission, NDP would continue to promote exclusively Pasco County first for lodging properties, the County would receive a portion of the rebate, Pasco had the opportunity to charge a gate fee, the use of volunteer groups, and a requirement to line the fields. She explained the BCC must receive a final executed agreement from NDP no later than November 17, 2015.

Mr. Caccio representing Saddlebrook had met with the Chamber and businesses located in the area. The Chamber had agreed to prepare a letter of intent for 2016. A check in the amount of \$50,000.00 would be written from the Chamber of Commerce. He spoke regarding funding for the Sports Commission and noted they had a performance based requirement. The dollar amount would be strictly performance based.

Extensive discussion followed among the Council Members and Staff regarding issues involved with the use of the fields at Wesley Chapel High School; use of volunteers; the possibility of expanding the park to have more fields; operation and maintenance of the facilities; planned phases of the district park; the new high school being developed in the area; discussions with the School Board regarding co-location and co-use; possibilities at Overpass Road; and possible use of the fields at Wiregrass.

Mr. Caccio spoke regarding additional revenue streams which included the County fields being given at a zero cost, there was no requirement to oversee, the benefits of the oversee, and Wesley Chapel Athletic Association should pay for the seed. If everything worked out they should get the expense down to \$20,000.00 for the event instead of \$100,000.00. He noted as being the host hotel, if they could not get everybody to play he could not support the event. They needed to get the event down to a \$20,000.00 expenditure in order to make sense.

Ms. Lloyd reminded everyone the tournament could pull out if they did not like any of the terms. She explained she had negotiated several large contracts and had never seen something so one-sided. They had new facilities and assets and would have the funding to be able to bid on other events. They wanted to keep the event as long as it was a good fit for Pasco County.

Mr. Caum read Staff's recommendation into the record.

Mr. Caccio felt the contract should be a three year agreement with a one-year out. Either party could terminate the contract after one year.

Motion to approve Staff's recommendation including the recommendation from Mr. Caccio; motion carried.

d. Johnson Consulting Report TD15-063

Mr. Ed Caum, Tourism Manager, explained the report would be presented to the Board at the next meeting. Mr. Gehring was working to schedule another joint TDC/BCC workshop in order to address some of the concerns raised by the TDC. Using a PowerPoint presentation he reviewed the item and spoke various funding strategies.

Staff felt they would most likely need to find a private partner in order to have a public-private partnership.

Mr. Richard Gehring, Planning and Development Administrator, explained this was more of an overview of the project. He encouraged the TDC Members to attend the September 22, 2015 BCC Meeting in order to hear more dialogue regarding the project. The item was presented to the TDC for information purposes only.

Ms. Melanie Kendrick, Office of Economic Growth, said Administration had directed Staff to present the item to the TDC and to present the report to the Board of County Commissioners. A future joint workshop between the TDC and BCC would be scheduled to address any concerns and to bring closure to any other outstanding issues. At a later date they would come back in order to get direction from the TDC and BCC on the expenditures of funds.

Discussion followed regarding various funding sources including tourism money; a potential gift from Tallahassee of a Convention/Performing Arts Center; and RESTORE Money.

7. Old BUSINESS

a. Sponsorship Criteria Update TD15-064

Ms. Roni Lloyd, Sports Marketing Coordinator, explained at the last meeting the TDC reviewed the existing criteria and that they wished to empower the TDC with more objective ability to determine funding for future events. She provided an extensive presentative and key points discussed included the Event Sponsorship Program Application Update; the need for a full marketing layout of what would be done; a breakdown and timeline of the advertising efforts; projected number of overnight stays, tracking mechanisms, and certified room nights with a housing service; and the need for a comprehensive post event report. She reviewed efforts made to educate the organizers of the needed information and reviewed the funding requirements, timeframes involved, specific examples of the documents required, the room night table used, and that the final product would be presented to the TDC in the next month. She noted there was no entitlement to give any event any money.

Discussion followed between Staff and the Council Members regarding “rights owners”; ESA and Special Events; the need for room to grow the events; that Staff wished to move forward and finalize the process; a possible cap to the events; the need to meet specific criteria for multiple year funding; empowering Staff to make decisions; a feeling that if an event did not meet the criteria it would not be brought to the Council; the annual budget for ESAs; a request for the events to provide other funding received; questions asked by the Florida Sports Commission; and support for Staff’s recommendation.

Motion to approve to implement the changes and edits based on the TDC's discussions and direct the Office of Tourism Development to report back on October 14, 2015 with a final proposal for the Event Sponsorship Application Program and the new funding guideline for the Grant's Program; motion carried.

**8. Tourism Manager's Report
TD15-065**

Chairman Starkey spoke regarding a recent conference she had attended and how the TDC operated. She felt the changes Ms. Lloyd was guiding them toward would allow more opportunities to do other things to help bring tourism to their County. She encouraged the TDC members to take photographs of things that would help draw tourists to the County and tweet them to #visitpasco.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, provided the marketing update and spoke regarding the internal marketing done for the seven grant recipients, Facebook marketing, the various marketing efforts made and responses received, the Visit Florida Memberships provided, and radio marketing.

Mr. Ed Caum, Tourism Manager, reviewed the past and upcoming events with the Council and spoke regarding the Festival of Flight attendance and the opening of Tree Hoppers.

9. Board Member Comments

Chairman Starkey spoke regarding the MPO Letter and questioned the Council's comments regarding sending the letter to the State. She felt it would be more relevant to the local representatives.

Mr. Caum, Tourism Manager, stated the letter was prepared to be sent and was addressed to both the State and Local representatives.

Discussion followed that the letter should also be sent to the Greenways and Trails Council, to Senator Simpson, and Representative Burgess; the workshop held and the timeline of events of completion would be provided to the Council; Mr. Heather had a Graduate Student Assistant who could assist the Council; an accommodations report that had been produced; the status of the Tourist Development Plan as well as items discussed during the worksession; the information would be brought back to the Council in October; and a suggestion that the meeting time be moved to 9:00 a.m. instead of 10:00 a.m.

Councilman Davis said the New Port Richey Council received a recording of the meeting afterwards and were able to select a certain topic; he asked if it was possible to provide that to the TDC.

Ms. Schmidt explained the Clerk's Office could provide an audio CD of the entire meeting or isolate specific items.

Mr. Caum said he would check into the issue.

It was the consensus of the TDC to start the meeting at 9:00 am instead of 10:00 am.

10. Adjournment

The meeting adjourned at 12:45 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
SEPTEMBER 16, 2015

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

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

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

OCTOBER 14, 2015

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED
IN AGENDA ORDER AS
PUBLISHED AND NOT IN THE
ORDER THE ITEMS WERE HEARD**

9:30 A.M.

**WEST PASCO GOVERNMENT CENTER
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 - ABSENT
Little Everglades Ranch

John Heather
Saint Leo University

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

1. Call to Order – 10:00 a.m. Chairman

Chairman Starkey called the meeting to order at 9:30 a.m.

2. Invocation, Pledge of Allegiance

Ms. Sandra Bader, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Bader called the roll. Mr. Jack Phethean was absent.

4. Adoption of Minutes

a. Revised TDC Minutes – August 19, 2015

Chairman Starkey requested a motion for approval of the revised August 19, 2015 minutes.

Motion to approve the revised August 19, 2015 minutes; motion carried.

5. Public Comment

None.

New Business

Mr. Ed Caum, Tourism Manager, noted that a representative from each listed event would provide information regarding their request for funding.

a. USBC Bowling Event

Mr. Bill Petty, Lane Glo Bowling Center, spoke regarding a youth bowling event to be held in the spring for approximately 2,000 youths. Good room night counts were expected in Pasco and Hernando Counties. The event would be posted on their website, facebook page, and by the United States Bowling Congress (USBC) at the State level. They were asking for \$1,500.00 to help defray the cost of hosting the event.

Mr. Ernie Pietroburgo, USBC Vice-President, stated the forms recommended for use by the Tourist Development would be utilized. He would be responsible for coordinating and collecting the data for return to Tourist Development. Flyers with Pasco highlights would also be provided to the attendees.

The Council, Staff, and Mr. Petty held discussion regarding the room night count; the host hotel would provide a \$5.00 rebate per associated room rental; what the funding money could be used for; and marketing the event.

Motion to approve Staff's recommendation to enter into an Event Sponsorship agreement of \$1,500.00; motion carried.

b. PBA 50 Pasco Florida Open

Mr. Gary Beck, PBA 50 President, stated this was his fifth year promoting the event. The event would be held April 16, 2016 through April 19, 2016. He noted the Lane Glo Bowling Center had spent considerable money to update their facility. The average stay for the event was four nights but they generally did not meet the room criteria for the amount of funding requested. There would be nationwide coverage as bowlers attended from national and international areas. He stated that last year there were 12 PBA Hall of Fame bowlers in attendance. They would give the County title of the event and were seeking \$15,000.00 in funding which would cover the rights fee that the PBA required for hosting the event. The event was a national/international event and the age requirement was 50 and above.

The Council, Staff, and Mr. Beck held discussion regarding the amount of the funding request; national recognition; contract requirements; on-line bookings; verification of room nights; the value of the event related to marketing; funding the requested amount even if the room nights did not warrant it; the difficulty of getting information for the room nights report; most events had the same issues regarding statistics; getting the hoteliers to work together during events; utilizing the TDC forms; the possibility of a hotel summit; and contract clarification.

Moved to approve funding in the amount of \$15,000.00; motion carried.

The Council directed Staff to work on a Hotel Summit.

Chairman Starkey noted she would try to arrange for her cousin who was a hotel executive to be a guest speaker.

c. Gill Dawg and Sunset Marina

Mr. Eric Suojanen, Gill Dawg Marina and Ms. Kristen Tonkin, Sunset Landing Marina, noted that they had applied for and received a \$5,000.00 grant from Visit Florida. They were asking for \$10,000.00 from the Tourist Development Council. Their goal was to build an identity for tourism with a public-private partnership. They promoted the nature, parks, wildlife, fishing, and islands of Pasco. There were new areas of attractions such as Sunwest Park, the new zipline adventure, and hot air balloons. They would create

short videos of 20 to 60 seconds for Visit Florida which could also be used for other venues.

The Council and Staff discussed the opportunities for exposure with the videos; ecotourism; Werner-Boyce Salt Springs; Sims Park; the target age for marketing; the recommendation of a partnership and \$10,000.00; what input would Staff have in the video production; the inclusion of branding words; the contract with Visit Florida should include use of the videos; the budget for the project; the production company selection would be put out to bid; and the July 1, 2016 completion date in order to receive the Visit Florida grant.

Motion to approve Staff's recommendation of \$10,000.00 in funding.

Brief discussion followed regarding the types of businesses that would be involved; how a business would become part of the process; and the breakdown of the budget.

Motion to approve was amended to include a requirement that Staff, Gill Dawg Marina, and Sunset Landing Marina would work together and bring back a detailed project plan and budget for adoption at the next meeting; motion carried.

d. Proposed 2016 TDC Meetings Schedule

Staff noted the 2016 TDC meeting schedule was provided and reflected the new 9:30 a.m. start time. Staff recommended approval.

Brief discussion followed regarding adding the capability for Council member to "skype-in" for a meeting if they were out of town.

Ms. Elizabeth Blair, Senior Assistant County Attorney, said she researched the matter. She reported that "skype-in" was accepted for purposes of sickness and that the Council as a whole could make a policy determination that an absence for another reason, such as a scheduling conflict, was an acceptable reason to not be present.

The Council gave a policy direction change to permit "skype-in" attendance as long as there was a physical quorum present.

Staff recommended the application process move to April or May so they would have the summer to process the paperwork. The Council agreed.

Motion to approve the 2016 TDC meeting schedule; motion carried.

e. Florida Government in the Sunshine Law Discussion

Ms. Elizabeth Blair, Senior Assistant County Attorney, spoke regarding the Sunshine Law and referred to the handout provided with the TDC packet. She gave a brief overview of the following areas: Florida Statutes; Florida Government-in-the Sunshine Law; Public Records Law; Code of Ethics and Standards of Conduct; gifts; unauthorized compensation; doing business with one's agency; misuse of public position; conflicting employment or contractual relationship; voting conflicts; ex-parte forms; Sunshine Law basic requirements; open to the public meetings; notice of public meetings; that meeting minutes must be taken; violation examples; e-mail reply guidelines; Staff cannot be used as a conduit; written correspondence; meeting requirements to include the meeting place, reasonable notice, minutes; penalties; and public records. She recommended the Council members call at any time with questions regarding the Sunshine Law. She noted that the Council members were welcome to attend the ethics class which was provided each year.

The Council appreciated the review and spoke briefly regarding the legislature and the requirement for local elected officials to take an ethics class each year.

f. Dick's Tournament Final TDC Recommendation

The Council and Staff discussed the pros and cons of the event sponsorship agreement; what was included in the fees; re-imbursements; a grant that was received; over-seeding of the fields; economic development; working with the hotels in the area; the number of fields needed; utilization of the fields at Wesley Chapel High School; fees for the use of the fields; the shape of the fields; parking revenue; additional fields for the third year; the use of TDC monies; funding sources; park impact fees; the Parks Master Plan; getting local hotels to participate; the event sponsor; the Wesley Chapel Chamber of Commerce; incentives to stay in Pasco County; actual costs associated with the tournaments; and the need for a better explanation of the fees for the fields.

Mr. Ciaccio noted he would abstain from the vote due to a conflict of interest.

The Council determined that the right to solicit sponsorship would be kept in the contract.

Staff changed the recommendation to alternative number two which was to recommend that the BCC enter into an Event Sponsorship agreement for a different amount based on discussions of the proposed counter proposal discussions.

Additional discussion followed regarding the number of fields needed in the future to keep the event in Pasco; an Interlocal agreement was in the works for access to the schools in areas where there were no park amenities; a pilot program would be started to evaluate how the access would work; and when would the rebates come back from the event contract.

Motion to approve the contract with the noted change to alternative number two.

Staff clarified that the motion should include an assigned financial amount; that the counter proposal would include two years with the third year negotiable; and to include in the request to ask the non-participating hotels for a \$50.00 team fee. Discussion followed and it was determined that the \$50.00 fee would not be included in the motion.

Staff noted that the recommended amount would be \$90,000.00 for the first two years and \$100,000.00 for the third year. Brief discussion followed regarding the third year amount.

Motion to approve the amount of \$90,000.00 for three years; motion carried with Mr. Ciaccio abstaining from the vote.

6. Tourism Manager's Report

Staff provided a report on the following topics: the Food Policy Advisory Council; a marketing update which included facebook, e-newsletter, I-brochure, and hashtags; Cotee Bike Fest campaign results; ads in the Weekender and TBT flyers; and the Hits 106 Campaign.

The Council and Staff discussed doing a hashtag photo contest and agreed it was a good idea; promoting the restaurants; the new face for Visit Florida was Pit Bull who was doing a new song; and adding page numbers on the agenda pages.

Staff noted they would work on a hashtag contest and could add page numbers to the agenda. They noted the agenda packet, once approved, would be posted on the County Website.

Chairman Starkey passed the gavel to Vice-Chairman Hernandez. She left the meeting at 11:46 a.m.

Staff gave the old business report which included information from a Parks and Recreation meeting with the Wesley Chapel Athletic Association (WCAA) in which the following areas were discussed: grass seed, contract negotiations, field use, and football field B.

Discussion followed regarding grass seed costs and seeding the fields for the winter months. The Council gave a consensus to spend money on the grass seed for the fields. It was noted that this would be the last year that the TDC would fund the grass seed. The condition of the fields was reviewed and Staff was aware that some of them needed to be rehabilitated. Staff was looking at putting terms in future agreements for "resting periods" for the fields.

The Council and Staff also discussed volunteer hours for the WCAA which reflected a value of approximately \$162,000.00. The WCAA people also striped the fields at the High School which reflected a savings. It was noted "for the record" that the WCAA received an enormous amount of in-kind contributions.

Staff asked if the Council wanted to have a December meeting. The Council responded that a December meeting was not needed. A joint TDC/BCC Workshop was scheduled for October 27, 2015 in Dade City. There was discussion regarding a request to move the Managers Report to the front of the agenda after public comment and it was decided to try it for one meeting. The past and upcoming events were noted.

7. Board Member Comments

Council member comments included the need to have the prior months minutes for each meeting; when would the Strategic Plan be available; the need to focus on marketing efforts for seniors and for promoting restaurants; the upcoming Savage Race; and the Rattlesnake Festival which would have blues bands playing throughout the day.

Staff reported on the marketing plan for food and beverage and upcoming events.

8. Adjournment

The Council adjourned at 12:12 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
OCTOBER 14, 2015

(SEAL)

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

Prepared by: _____
Sandra Bader, Records Clerk II
Board Records Department

REVENUE SPREADSHEETS								
FISCAL								
YEAR	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
ENT TAX (B113-312-120) * STA								
OCT.	\$39,954	\$34,595	\$32,647	\$37,670	\$44,213	\$43,784	\$44,164	\$51,635
NOV.	\$54,936	\$55,822	\$40,180	\$50,443	\$51,659	\$56,251	\$54,228	\$48,743
DEC.	\$56,101	\$45,505	\$47,512	\$56,769	\$99,430	\$55,633	\$57,524.00	\$58,782.00
QTR1	\$150,991	\$135,922	\$120,339	\$144,882	\$195,302	\$155,668	\$155,916	\$159,160
QTR1 % RCVD	17.9%	21.2%	18.8%	21.1%	23.8%	20.3%	19.2%	16.4%
JAN.	\$68,748	\$54,243	\$54,060	\$54,290	\$59,523	\$59,202	\$63,139	\$71,750
FEB.	\$99,152	\$92,774	\$68,289	\$68,219	\$70,429	\$66,387	\$79,632	\$67,292
MARCH	\$126,147	\$85,027	\$78,940	\$76,501	\$90,918	\$97,393	\$100,173	\$97,848
QTR2	\$294,047	\$232,044	\$201,289	\$199,010	\$220,869	\$222,982	\$242,944	\$236,890
QTR2 % RCVD	34.9%	36.3%	31.4%	29.0%	26.9%	29.0%	30.0%	24.5%
APRIL	\$112,481	\$67,241	\$82,782	\$90,124	\$98,826	\$109,024	\$101,809	\$126,690
MAY	\$82,866	\$53,019	\$58,418	\$62,585	\$81,715	\$68,395	\$81,105	\$133,069
JUNE	\$62,970	\$37,549	\$53,216	\$46,128	\$57,746	\$59,807	\$63,859	\$98,176
QTR3	\$258,317	\$157,809	\$194,416	\$198,837	\$238,287	\$237,227	\$246,773	\$357,935
QTR3 % RCVD	30.7%	24.7%	30.3%	29.0%	29.0%	30.9%	30.4%	37.0%
JULY	\$50,749	\$36,058	\$49,060	\$45,415	\$53,069	\$49,657	\$59,125	\$79,368
AUG.	\$44,389	\$39,061	\$40,088	\$43,382	\$50,175	\$53,533	\$54,723	\$57,223
SEPT.	\$42,996	\$38,802	\$36,422	\$54,411	\$64,503	\$48,778	\$51,635	\$77,687
QTR4	\$138,134	\$113,921	\$125,570	\$143,208	\$167,747	\$151,968	\$165,483	\$214,278
QTR4 % RCVD	16.4%	17.8%	19.6%	20.9%	20.4%	19.8%	20.4%	22.1%
TOTAL	\$841,489	\$639,696	\$641,614	\$685,937	\$822,206	\$767,844	\$811,116	\$968,263
BUDGETED	\$750,000	\$790,000	\$740,000	\$620,000	\$620,000	\$665,000	\$765,000	\$827,896
RCVD/BUDGET	112.2%	81.0%	86.7%	110.6%	132.6%	115.5%	106.0%	117.0%
*=FULL YR \$	*	*	*	*	*	*	*	*

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 11/04/2015 FILE: TD16-004

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Event Sponsorship Agreement -
Bayou Business Association -
Pasco Water Fest 2016-
\$2,500.00

FROM: Ed Caum
Tourism Manager

REFERENCE: All Council Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with Bayou Business Association (BBA), for the Pasco Water Fest 2016. The Event will be held on February 19-21 in New Port Richey and Port Richey along the Cotee River, Miller's Bayou, Gulf of Mexico and Port Richey Waterfront District.

BBA has partnered with Amalie Arena, the Tampa Bay Lightning and Tampa Bay Storm to hold the Pasco Water Fest 2016, which will be a new annual event for Pasco. Activities are targeted to boaters, fisherman, and water sports enthusiasts. In addition to a "Celebrity Fishing Tournament," Water Fest 2016 anticipates gathering and tethering more than 1,652 boaters, breaking the Guinness Book of World Records and placing Pasco in a global spotlight for our active waterfront uses. This Event will promote the Board of County Commission's goals to "Enhance the Quality of Life" by providing social, cultural, and recreational opportunities and to "Stimulate Economic Growth" by telling the Pasco Story.

The BBA has a history of promoting events in Pasco County, and is a past recipient of tourism funds for their successful annual event, "Pasco Paddlepalooza." The applicant is projecting over 2,000 visitors and 200 room nights to Pasco County with this Event and has presented a solid marketing campaign that shows a positive impact to Pasco's economy. The BBA has requested a sponsorship of \$15,000.00. According to the following grid, the Event qualifies for a sponsorship in the amount of \$2,500.00.

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

TD16-004

ALTERNATIVES AND ANALYSIS:

1. Staff recommends the TDC recommend to the BCC enter into an ESA for \$2,500.
2. The TDC recommends that the BCC enter into an ESA for a different amount.
3. Do not enter into an ESA.

RECOMMENDATION AND FUNDING:

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

ATTACHMENT

Event Sponsorship Application

RG/EC/CS

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: BAYOU BUSINESS ASSOCIATION

Entity FED #: 47-2831720

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

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

Application completed by: Kristin Tonkin

Title/relationship to Entity named above: Treasurer

Telephone No.: 727-364-7516

Mailing Address: P.O. Box 1398 Port Richey, FL 34673

Email Address: info@bayoubusinessdistrict.com

II. EVENT INFORMATION

Event Title: Pasco Water Fest 2016

Date(s): FEBRUARY 19-21, 2016

Event Location(s): New Port Richey and Port Richey Waterfront along the Pithlachascotee River, Miller's Bayou, Gulf of Mexico and the Port Richey Waterfront District.

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

Projected or known number of registered participants: 2000 +

Explanation of how the Event qualifies as a destination event: The Bayou Business Association partnered with Amalie Arena, the Tampa Bay Lightning and Tampa Bay Storm to bring attention to Pasco County by hosting a 3 day event called Pasco Water Fest. Partners plan to

make this an annual event that will showcase what Pasco County has to offer as a waterfront recreation destination and a fun place to vacation or spend a weekend.

Friday February 19; The Pithla-Poker Run Pub Crawl is from 6pm-9pm. Various New Port Richey and Port Richey restaurants, taverns and bars will participate. Entrants visit those various locations and collect playing cards. The winning hand will win prizes. Saturday February 20; "Be an Island Boater's Raft-Up" will begin in Miller's Bayou where boaters tie their boats together to see how many we can get. We need 1652 to break the record in the Guinness Book of World Records. Later Saturday evening the celebrity fishing tournament will have a captain's meeting and dinner with a raffle and an auction. Sunday February 21; The Cotee River Charity Classic Fishing Tournament will be going on. All Sports Arena will have a "hit the puck into the goal" set-up for kids with celebrity Lightning Alumni. There will be a kid's fishing contest, each entrant will win a fishing rod and reel. There will be a beer tent at Whiskey River. The photo-fishing-tournament will have cash prizes. The weigh-in will be at Sunset Landing Marina and the after party at Hooters. The BBA believes we can attract 2000 participants and 50,000 + visitors.

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

We will prepare a marketing campaign that will include in-kind advertising. Marketing tools we will use are: radio, social media, Facebook and websites of the following companies: Tampa Bay Lightning, Tampa Bay Storm, BBA, Visit Pasco, Visit Florida, Sunset Landing Marina, Catches Waterfront Grille, Whiskey River, Hooters, Fish On, City of Port Richey, All Sports Arena and Hits 106. We will place printed ads in Tampa Bay Times, Suncoast News, and the Hurricane. We will place digital ads on Facebook, TBO, and WTSP. We will use radio stations; Hits 106 and 98 Rock.

III. EXPENSES

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

Reimbursable expense/items	Costs
TROPHY MEDALS	\$2100
TBO.COM ADS	\$1200
PASCO TIMES ADS	\$2667
WTSP	\$3000
TBT ADS	\$1996
FACEBOOK BOOST POST ADS	\$420
98 ROCK WXTB	\$4840
RESTROOMS	\$2000
EVENT INSURANCE	\$4000
Total Expenses	\$22,223

Total Sponsorship Amount Requested: \$15,000

Room Nights Projected: 200_____

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: November 18, 2015_____

IV. **SIGNATURE/DISCLAIMER**

On behalf of the Bayou Business Association, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

KRISTIN TONKIN

BBA TREASURER

NOVEMBER 2, 2015

Authorized Signature

Title

Date

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 11/04/2015 FILE: TD16-005

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Event Sponsorship Agreement –
Day at the Beach Events - Queen
of the Beach Series (fours (4)
Events - \$7,000.00 (\$1,750 per
Event)

FROM: Ed Caum
Tourism Manager

REFERENCE: All Council Members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with Day at the Beach Events (DBE), for the Queen of the Beach Series. This recommendation to the TDC is for multiple Event dates which include March 12-13, March 26-27, April 16-17 and November 12, 2016. Each Event is currently scheduled to be held at Sunwest Park and will put Pasco County on the map as a premier beach volleyball location and the Events will highlight this park as a unique sporting venue.

Queen of the Beach Series is a sand volleyball competition targeted to junior level athletes from colleges all over the country. Sand Volleyball, known as beach volleyball, is currently on track to be recognized by the NCAA as a Championship Sport by 2016, therefore by hosting this tournament, Pasco County will get the attention of the National and International Pro Tours for future competitions.

DBE has a history of promoting volleyball tournaments in California, and recently held the 1st Annual Queen of the Beach Event at Sunwest Park (See attached Post Event Report), bringing competitors and visitors from out-of-state and showcasing our County as a sport tourism destination for the next Series. The applicant is projecting over 350 visitors per Event, and a total of 700 room nights. DBE has requested a sponsorship of \$35,500.00 According to the following grid, the Event qualifies for a sponsorship in the amount of \$7,000.00.

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

ALTERNATIVES AND ANALYSIS:

1. Staff recommends the TDC recommend to the BCC enter into an ESA for \$7,000.
2. The TDC recommends that the BCC enter into an ESA for a different amount.
3. Do not enter into an ESA.

RECOMMENDATION AND FUNDING:

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

ATTACHMENT

Event Sponsorship Application
Post Event Report

RG/EC/CS



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: _____ Day at the Beach Events _____

Entity FED #: 47-4758850 _____

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: Mark Paaluh _____

Title/relationship to Entity named above: CEO/Founder _____

Telephone No.: 310-927-1288 _____

Mailing Address: 1928 Hermosa Ave Hermosa Beach, CA 90254 _____

Email Address: Mark@DayattheBeachEvents.com _____

II. EVENT INFORMATION

Event Title: Queen of the Beach Series _____

Date(s): March 12 & 13; March 26 & 27; April 16 & 17; Nov 12 _____

Event Location(s): SunWest Park _____

Projected number of overnight visitors staying in Pasco County accommodations:

350 per event _____

Projected or known number of registered participants: 150 projected two person teams _____

Explanation of how the Event qualifies as a destination event:

The establishment of college schools competing in Pasco Counties, SunWest Park Queen of the Beach tournaments will help elevate the prospect of Junior level athletes from all over the country to compete at SunWest Park. With cross branding with my other west coast California

junior tournaments, we can promote Pasco County's SunWest Park as a destination place to visit, compete and enjoy the fun activities that SunWest Park provides in sunny Florida. Also the opportunity to provide National TV (CBS) and live stream is ideal to promote SunWest Park on a larger scale nationally.

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

___With the right amount of support I would utilize marketing by cross branding Pasco County, Sun West Park with my California tournaments by providing signage, pa announcements, live stream ads and National network TV spots. Additional marketing plans would be put towards establishing social media and networking with colleges to support the Sun West Park Queen of the Beach Series by working directly with these schools participation in our events. This will help boost all of our outreach and directly impact the womens beach volleyball world. This will then put Pasco County on the map as premiere beach volleyball location that will then get the attention of the National and International Pro tours. Who will also want to host events at Sun West Park. _____

III. EXPENSES

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

Reimbursable expense/items	Costs
Promotion, marketing	\$3500
Advertising, media buys	\$5500
Production, Technical costs, rental	\$17,500
Site fees, insurance	\$2000
Custom Court banners	\$4000
Trophies, participation awards	\$3000
Total Expenses	\$35,500.00

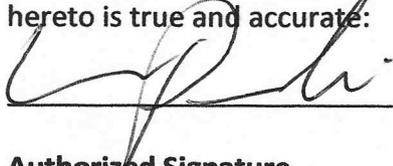
Total Sponsorship Amount Requested: ___\$35,500.00___

Room Nights Projected: _____700 (Friday & Saturday nights)_____

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: Nov 18, 2015 Dade City

IV. SIGNATURE/DISCLAIMER

On behalf of Mark Paaluh / *Day at the Beach events*, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:



CEO/Founder

10/30/2015

Authorized Signature

Title

Date

Post Event Report

Event Name: 1st Annual Queen of the Beach Event Date: 11/7/2015

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: 35

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 TOTAL Room NIGHTS occupied) X (the Average Room Rate) X (2%) \$ 69.30

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	150
YOUTH Out-of-State overnight x \$75.00	
ADULT In-State overnight x \$75.00	3375-
YOUTH In-State overnight x \$35.00	375
ADULT In-State x \$35.00	350
YOUTH In-State x \$25.00	375
ADULT In-County x 25.00	125
YOUTH In-County x \$15.00	75-

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

ADULT Out-of-State overnight x \$150.00	
YOUTH Out-of-State overnight x \$75.00	
ADULT In-State overnight x \$75.00	1500
YOUTH In-State overnight x \$35.00	175-
ADULT In-State x \$35.00	7,000-
YOUTH In-State x \$25.00	125
ADULT In-County x 25.00	750-
YOUTH In-County x \$15.00	150-

Total Local Economic Impact \$ 14,525

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact \$ 14,594.3

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. For example, how many tournament guides were printed, social media reach, impressions or visits to the event website per your analytics.

REIMBURSABLE EXPENDITURES

Provide the list of reimbursable expenditures (Attachment #1) authorized pursuant to the Event Sponsorship Agreement, with the following proof for each expense sought to be refunded:

1. Invoice supporting reimbursable expenses.
2. Evidence of payment (front and back copies of cleared checks or bank statement for debit/credit card) from grantee to third party for charges paid. **Cash payments are not acceptable and do not qualify for reimbursement.**
3. Please provide the following proof based on your type of advertisement or promotional material:
 - a. Print Advertising: full color printed copy of the Ad.
 - b. Video: script of video footage, along with printed screenshots. Schedule of air-time from the VENDOR showing channels and specific times played, audience locations, etc.
 - c. Audio: script of advertisement, schedule of air-time from the VENDOR showing times played and audience reach.
 - d. Online Advertising: full color printed screenshots of ads.
 - e. Promotional Material: full color photo of items.

IMPORTANT DISCLOSURE

Once the Post Event Report is complete and all required information and attachments are provided, please turn it in to the Office of Tourism Development. **Incomplete Post Event Reports will not be accepted. Failure to comply with these requirements shall render your organization ineligible for reimbursement under the Agreement.**

SIGNATURE/DISCLAIMER

On behalf of Day at the Beach Events, 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

CEO/Founder
Title

11/4/15
Date

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 11/05/2015 FILE: TD16-006

THRU: Richard Gehring
Strategic Plan Administrator

SUBJECT: Final Proposal of the New Event
Sponsorship Criteria and Application

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:

On August 18, 2015 the Office of Tourism Development requested the TDC members discuss the existing practices for Event Sponsorship Agreements, in order to re-evaluate the criteria and application used to determine whether to sponsor amateur sports events and the formula for determining the amount of funding appropriate for each event. On September 16, 2015 the TDC approved implementing the changes and edits based on the TDC's discussions and directed the OTD to report back with a final proposal for the Event Sponsorship Application Program and the new funding guideline for the program.

During the last few months, staff has been researching similar Sport Commissions and Tourist Developments Council funding guidelines in order to mirror the appropriate uses of sponsorship funds, eligibility criteria, measurable results, and recipient responsibilities and responsiveness requirements. As a result of this effort, the OTD is presenting the new and enhanced Event Sponsorship Criteria and Application.

Below you will find some of the most significant improvements:

1. Revised BCC approved hotel room night grid
2. All eligible applicants must provide a marketing plan + budget during the presentation
3. Event must have a two (2) year history in order to be eligible
4. Internal Scoring Sheet (Funding Eligibility Guidelines)

ALTERNATIVES AND ANALYSIS:

1. Adopt the new Event Sponsorship Criteria and Application
2. Keep the existing criteria and application
3. Direct staff to fine tune, based on discussion, and bring it back for another review.

RECOMMENDATION AND FUNDING:

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

ATTACHMENT:

1. New Event Sponsorship Application Sample
2. Funding Eligibility Guidelines Score Sheet
3. Internal Rating Criteria and Process
4. Hotel Use Form

RG/EC/CS

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.
- Must show marketing efforts by promoting the Event to tourist as define by Florida Statute Section 125.01.04 (5)(a)3.*

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 Compiled Results Analysis
- 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.

*"To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists"; "Tourist" means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations in Pasco County

APPLICATION PROCESS:

1. Contact the Office of Tourism Development and outline your event to the Sports Marketing Coordinator.
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
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 of eligibility and assign a TDC presentation date.**
4. **All Event Sponsorship Program applicants will be required to present their marketing plan and overall budget to the TDC.**
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). See Example online.

PERMITTING:

Each organization will be required to obtain a temporary event permit through the county or city municipality where the event is being held. All county permitting questions can be directed to Susan Piper at 727-847-8142 ext. 2376 or by email at spiper@pascocountyfl.net.

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.

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

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?

Where has this event previously been held?

PARTICIPANTS: Anticipated number of athletes and teams.

ACCOMMODATIONS:

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

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:

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

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:

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to your TDC funding request?

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.

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.

Estimated Room Nights	Room Night Funding Range
500 and over	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

ALLOWABLE EXPENSES:

The following are allowable expenses under the Florida Statue 125.0104(5)(a)3 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:

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
January 20	April 20	July 20	October 19
February 17	May 18	August 17	November 16
March 16	June 15	September 21	December 21

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

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: _____

OFFICE OF TOURISM DEVELOPMENT INTERNAL RATING CRITERIA AND PROCESS

Each grant application will be reviewed and scored by staff to ensure that all required materials have been supplied. Failure to include all the required materials will render the event ineligible for funding. Following staff review, the eligible applications will be scheduled to present to the Tourist Development Council for recommendation and consideration to move forward to the BCC.

Proposed event has previously proven or has the potential to generate overnight stays in Pasco County
Proposed event has an overall appeal to attract visitors and promote Pasco County as a sports destination
Proposed event defines marketing initiatives including strategies for attracting visitors approximately 80 miles outside of Pasco County.
Marketing plan (advertising) is well-defined and has a realistic timeline
Proposed event is held during non-peak season
Proposed event supports County's strategic plan and sports tourism's objectives and goals
Requested funding is proportionate to the proposed event budget and expenditures
Funds requested meet grant criteria of allowable expenses
Proposed event includes a post event report and a method for documenting and evaluating the economic impact
Proposed event includes documentation plan for overnight hotel stays



Hotel Use Form

Event Name: _____

Number in Group: _____

Hotel Used: _____

Participant Rooms: _____

Coaches Rooms: _____

Parent Rooms: _____

Number of Nights Stayed: _____

Room Rate: _____

*When selecting your hotel what was the most important to your group? Please select one:

Price

Location

Hotel Brand

Free Breakfast

Signature: _____ Date: _____