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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

January 27, 2016, 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. TDC Minutes November 18, 2015 | |
| 5. Treasurer’s Report | |
| 6. Public Comment | |
| 7. New BUSINESS | |
| a. Gran Fondo National Championship Series | TD16-012 |
| b. Pasco County Water Fest 2016 | TD16-013 |
| c. Caliente Bare Dare 5K | TD16-014 |
| d. Dances with Dirt | TD16-015 |
| 8. Old Business | |
| a. West Pasco County Waterways and Outdoor Adventures Commercial | TD16-016 |
| b. Visit Florida Membership Reimbursement for FY15/16 Grant Recipients | TD16-017 |
| c. All Sports Arena | TD16-018 |
| d. PBA50 Advance Payment Authorization | TD16-019 |
| 9. Tourism Manager’s Report | TD16-020 |
| 10. Board Member Comments | |
| 11. Adjournment | |

Next Meetings:

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

NOVEMBER 18, 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.

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

Tourist Development Council Members

Honorable Kathryn Starkey – Absent

Chairman, Board of County Commissioners

Honorable Camille Hernandez - Absent

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

John Heather

Saint Leo University

Piyush Mulji - Absent

Hampton Inn Dade City / Zephyrhills

1. Call to Order – 9:30 a.m. Chairman

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

2. Invocation, Pledge of Allegiance

Acting Chairman Davis held a moment of silence and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Sandra Bader, Deputy Clerk, called the roll. The Honorable Camille Hernandez, Mr. Piyush Mulji, and The Honorable Katheryn Starkey were absent.

4. Adoption of Minutes

a. TDC Minutes – September 16, 2015

b. TDC Minutes – October 14, 2015

Acting Chairman Davis requested a motion for approval of the September 16, 2015 and October 14, 2015 TDC minutes.

Motion to approve the September 16, 2015 and October 14, 2015 TDC minutes; motion carried.

5. Public Comment

None.

6. Tourism Manager's Report

Mr. Richard Gehring, Planning and Development Administrator, stated he was representing Mr. Ed Caum, Tourism Manager. He noted Staff would help provide the report.

Ms. Roni Lloyd, Sports Marketing Coordinator, gave an update on the Coast to Coast Connector leadership meeting.

The Council and Staff held discussion regarding the location of the gaps in the trail; signage; marketing and enhancing the trails; the committed areas; compiling a presentation for January 2016 on the benefits and impacts; what were cyclists and pedestrians looking for; an expected presentation in the 2016 first quarter to the TDC by Florida Greenways and Trails; the year 2020 as a project completion date; the cost to complete the project; possible partnerships; and all components of the trail working together.

Mr. Gehring noted the grand opening for the Tampa Premium Outlets was successful and that the mix of shops was good. He spoke of introducing a tourism component into the physical space of the mall. He said the magnitude of the draw for the mall would attract other major retailers. Brief discussion followed regarding use of shared space for tourism and the Sheriff.

Mr. Gehring gave a brief update on the Florida Sports Foundation Board of Directors meeting in which a summary was given on Sunwest Park as a destination facility.

Mr. Gehring noted that the Tree Hoppers Aerial Adventure Park had a visit from Senator Bill Nelson who was promoting eco-tourism.

Ms. Lloyd provided an update on the Dick's Tournament agreement which was drafted based on the TDC recommendation. NDP was not happy with the recommended changes and a redline version with added conditions would be presented to the BCC.

Ms. Elizabeth Blair, Senior Assistant County Attorney, explained that whatever the BCC directed Staff to take back to the NDP would be what was included in the final agreement.

Ms. Lloyd showed slides related to the Greenways and Trails. The slides showed pictures of trails in neighboring communities with trail signage and businesses just off the trails that encouraged patronage. She said Pasco needed to work on this. Brief discussion followed.

Mr. Gehring also gave brief updates regarding the master plan; a new logo seal format that was approved by the BCC; the recent BCC/TDC Workshop and the Johnson report on the Wiregrass Complex; a spreadsheet which reflected a record year of levying bed tax; and the list of past and upcoming events.

Ms. Lauren St. Martin, Tourism Marketing Director, gave a website, social media, and marketing update. She noted that the content stories were being converted to Spanish for the website.

7. New Business

a. Final Proposal of the new Event Sponsorship Criteria and Application

Ms. Roni Lloyd, Sports Marketing Coordinator, noted that changes were needed for the criteria and rating process that was done internally for funding amounts. She had done research on other Sports Commissions and there was not one that had criteria that was strongly implemented. Funding for an event should not be a 100% subsidy for the event. She noted the application process was strengthened by spelling the criteria out. The events would need to come up with a marketing plan and show how it would be executed. She reviewed the criteria updates and the new room night grid.

The Council and Staff discussed adding to the application the required use of the logo; the room night grid changes; what other Sports Commissions were awarding for events; the timeframe for providing information; notification to the recipients regarding the changes; the plan to hold an educational workshop; a new requirement which would require applicants to reflect a two year event history; the deadline for paperwork to be turned in; the monetary range for the total number of room nights; the importance of a good marketing plan; the calculation related to the economic impact for room nights; the funding was discretionary; the same protocol for every event; BCC approval to include any changes; a request to provide the event sponsorship criteria at each meeting for reference; Staff could include their rating criteria process and summary sheets with the information; and consistency with the rules for all applicants.

The Council decided the following application items would be changed: the logo requirement would be added to the application; Staff would work on a language change regarding the two year event history from “the event must be previously established” to language meaning “the business must be previously established in running events”; and a change to the funding question to read “was additional funding for this event requested and from what source”.

Motion to Approve and present the discussed changes to the Board of County Commissioners with a recommendation of approval; motion carried.

8. Board Member Comments

Mr. Gehring noted an agenda item may be forthcoming related to the Dick’s Tournament and that details were being worked out for a joint parking revenue agreement. He said he had provided an overview of the Johnson report and the Wiregrass Complex. Brief discussion followed regarding a plan being presented at the January 2016 meeting.

Mr. Phethean said at the Workshop the Council members pointed out that the focus should be on “trails and rails” due to the concerns that the BCC didn’t seem committed or engaged in the Sports Complex.

Ms. Caroline complimented Staff for their efforts on the application process, Mr. Gehring for representing Mr. Caum, and the Honorable Chopper Davis for Chairing the meeting. She noted it was Mr. Phethean’s birthday. She asked when would they start using the new logo. Brief discussion followed regarding the transition to the new logo.

Ms. Cushman wished everyone happy holidays.

Mr. Ciaccio noted that he received an e-mail from the Chamber of Commerce inquiring about the Dick's Sporting Goods event. He said he gave them Staff phone numbers and names to contact once the contract was signed. He said a citizen had approached him regarding events that would keep people in Pasco after the tournament and wanted the Council members to be aware. He wished everyone a happy Thanksgiving.

Mr. Heather recognized Mr. Ed Caum, Tourism Manager, for his work on the opening of the Tampa Premium Outlet Mall.

Mr. Gehring spoke regarding the proposal for the diversion diamond at the S.R. 56 Interchange which would help with traffic.

9. Adjournment

Motion to Adjourn; motion carried.

The meeting adjourned at 11:03 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
NOVEMBER 18, 2015

(SEAL)

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

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

Tourism Quarterly Expenditure Report

		Fund Balance		Quarters						
		Adopted Budget	FY15	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Total		
				1st	2nd	3rd	4th	Revenue	Total Spent	Total Remaining
Fund Balance	B113	380200	10,330,811.00							
Interest Investments	(361-100,200,250,300), 369900	361100	23,750.00		-	-	-	-		
Tourist Dev. Tax	312120 100%	312120	741,000.00		-	-	-	-		
				Total Spent				Total Remaining		
Totals		11,095,561.00	158,002.58	201,688.33	167,920.22	185,751.14	713,362.27	10,382,198.73		
Budgeted Revenue YTD Revenue										
		\$ 192,660	\$ -							
Administration 115200 26%										
11200	REGULAR SALARIES AND WAGES	138,122	-	28132.05	35335.30	24310.10	37999.51	125,776.96	12,345	
11290	EMPLOYEE BUY BACK	-	-	1468.59	33.88	882.17	0.00	2,384.64	(2,385)	
11400	Overtime	-	-	-	-	-	6.44	6.44	(6)	
12100	FICA	10,566	-	2254.97	2701.44	1925.00	2899.84	9,781.25	785	
12200	RETIREMENT	10,263	-	2073.32	2605.46	1835.05	2759.28	9,273.11	990	
12300	GROUP INSURANCE	26,100	-	5862.15	5887.27	1960.29	5609.64	19,319.35	6,781	
34000	TRAVEL AND PER DIEM	-	-	-	0.00	0.00	0.00	0.00	-	
34100	COMMUNICATIONS	996	-	-	0.00	0.00	0.00	0.00	996	
34403	RENTAL - COUNTY EQUIPMENT	3,204	-	-	0.00	0.00	0.00	0.00	3,204	
34500	INSURANCE & BONDS - COUNT	8,037	-	2009.25	2009.25	2009.25	2009.25	8,037.00	-	
34604	MAINT-OTHER EQUIPMENT	135	-	-	0.00	0.00	0.00	0.00	135	
55100	OFFICE SUPPLIES	1,000	-	-	0.00	0.00	0.00	0.00	1,000	
55101	POSTAGE	-	-	115.03	148.35	290.60	147.65	701.63	(702)	
55104	DUPLICATING EXPENSES	500	-	109.00	46.84	56.91	0.00	212.75	287	
55106	UNCAPITALIZED EQUIPMENT	2,000	-	-	0.00	0.00	1746.13	1,746.13	254	
55107	DATA PROCESS SUP-SOFTWARE	-	-	-	0.00	0.00	0.00	0.00	-	
55201	GAS OIL AND LUBRICANTS	-	-	387.21	68.98	-456.19	175.72	175.72	(176)	
55401	MEMBERSHIPS	-	-	-	0.00	0.00	0.00	0.00	-	
88310	INDIRECT COST - BCC	29,132	-	7282.97	7283.01	7283.01	7283.01	29,132.00	-	
99902	RESERVE - CONTINGENCIES	-	-	0.00	0.00	0.00	0.00	0.00	-	
Total		230,055	49694.54	56119.78	40096.19	60636.47	206,546.98			
Promotion 115300 46%										
		\$ 340,860	\$ -							
11200	REGULAR SALARIES AND WAGES	\$ 50,000	-	10,192	13,462	10,769	15,000	49,423	577	
12100	FICA	\$ 3,825	-	774	1,023	817	1,140	3,754	71	
12200	RETIREMENT	\$ 3,715	-	751	992	794	1,089	3,626	89	
12300	GROUP INSURANCE	\$ 8,700	-	2,072	2,081	2,076	2,076	8,305	395	
33400	OTHER CONTRACTED SERVICES	73,568	-	9,000	7,592	10,000	18,414	45,006	28,562	
34000	TRAVEL AND PER DIEM	6,806	-	-	1,108	3,497	4,017	8,622	(1,816)	
34100	COMMUNICATIONS	996	-	247	250.00	243	155	895	101	
34400	Rentals & Leases	5,000	-	-	-	187	1,291	1,478	3,522	
34403	RENTAL - COUNTY EQUIPMENT	3,286	-	1,066	588	755	577	2,986	300	
34700	PRINTING-BINDING-REPRDDU	3,000	-	-	-	2,491	-	2,491	509	
34800	PROMOTIONAL ACTIVITIES	36,334	-	1,350	16,733	5,986	1,732	25,802	10,532	
34920	ADVERTISING	105,758	-	48	43,536	5,460	42,845	91,890	13,868	
34951	EDUCATION AND TRAINING	6,700	-	-	-	1,220	4,664	5,884	816	
55100	OFFICE SUPPLIES	600	-	-	-	546	99	645	(45)	
55106	UNCAPITALIZED EQUIPMENT	-	-	-	-	-	240	240	(240)	
55200	OPERATING SUPPLIES	1,000	-	455	-	924	236	1,615	(615)	
55201	GAS OIL AND LUBRICANTS	2,000	-	71	111	537	-	719	1,281	
55401	MEMBERSHIPS	4,295	-	-	3,766	795	-	4,561	(266)	
88200	AIDS TO PRIVATE ORGANZTON	80,000	-	-	-	64,181	-	64,181	15,819	
88201	EVENT SPONSORSHIPS	204,000	-	82,282	54,327	16,544	31,540	184,693	19,307	
99902	RESERVE - CONTINGENCIES	-	-	-	-	-	-	-	-	
Total		533,343	108,308	145,569	127,824	125,115	506,815			
Destination Promotion 115600 15%										
		\$ 111,150	\$ -							
33400	OTHER CONTRACTED SERVICES	-	-	-	-	-	-	-	-	10500
99902	RESERVE - CONTINGENCIES	-	-	-	-	-	-	-	-	0
Total		-	-	-	-	-	-	-	-	10500
Reserves 816100 1%										
		\$ 7,410	\$ -							
99914	RESERVE - RESTRICTED	-	-	-	-	-	-	-	-	0
Total		-	-	-	-	-	-	-	-	0
Construction 115400 12%										
		\$ 88,920	\$ -							
33400	Other Contracted Services	-	-	-	-	-	-	-	-	0
66300	IMPROV OTHER THAN BLDGS	-	-	-	-	-	-	-	-	-
66408	PASCO NATL TENNIS CENTER	-	-	-	-	-	-	-	-	-
Total		-	-	-	-	-	-	-	-	0

Tourism Quarterly Expenditure Report

Fund Balance	B113	380200	Fund Balance		Quarters				Total	2nd Quarter	3rd Quarter	Final Quarter
			Adopted Budget	FY16	Oct-Dec 1st	Jan-Mar 2nd	Apr-Jun 3rd	Jul-Sept 4th				
Interest Investments	(361-100,200,250,300), 369900	361100	19,000.00		-	-	-	-				
Tourist Dev. Tax	B113 100%	312120	874,000.00		-	-	-	-				
					Total Spent				Total Remaining			
Totals			13,051,396.00	196,697.20	0.00	0.00	0.00	0.00	196,697.20	12,854,698.80		
											Fill out this section	
			Budgeted Revenue		YTD Revenue							
Administration 115200 26%			\$ 227,240	\$ -								
11200	REGULAR SALARIES AND WAGES		131,196	31153.01				31,153.01	100,043			
11290	EMPLOYEE BUY BACK		-	1512.65				1,512.65	(1,513)			
11400	Overtime							0.00	-			
12100	FICA		10,037	2493.03				2,493.03	7,544			
12200	RETIREMENT		9,616	2261.68				2,261.68	7,354			
12300	GROUP INSURANCE- SEE 91505			3.60				3.60	(4)			
34100	COMMUNICATIONS		996	0.00				0.00	996			
34403	RENTAL - COUNTY EQUIPMENT							0.00	-			
34500	INSURANCE & BONDS - COUNT		4,618	0.00				0.00	4,618			
55104	DUPLICATING EXPENSES		500	0.00				0.00	500			
55106	UNCAPITALIZED EQUIPMENT							0.00	-			
55107	DATA PROCESS SUP-SOFTWARE		600	0.00				0.00	600			
88310	INDIRECT COST - BCC		29,132	0.00				0.00	29,132			
91505	HEALTH SELF INSURAN		26,100	0.00				0.00	-			
99902	RESERVE - CONTINGENCIES			0.00				0.00	-			
Total			212,795	37423.97	0.00	0.00	0.00	37,423.97				
Promotion 115300 46%			\$ 402,040	\$ -								
11200	REGULAR SALARIES AND WAGES		51,500	12,269				12,269	39,231			
12100	FICA		3,940	933				933	3,007			
12200	RETIREMENT		3,775	891				891	2,884			
12300	GROUP INSURANCE			1				1	(1)			
33400	OTHER CONTRACTED SERVICES		64,749	8,196				8,196	56,553			
34000	TRAVEL AND PER DIEM		14,068	716				716	13,352			
34100	COMMUNICATIONS		996	2				2	994			
34400	Rentals & Leases		5,000	664				664	4,336			
34403	RENTAL - COUNTY EQUIPMENT		6,272	0				-	6,272			
34700	PRINTING-BINDING-REPRODU		3,600	0				-	3,600			
34800	PROMOTIONAL ACTIVITIES		26,334	3,259				3,259	23,075			
34920	ADVERTISING		119,958	41,534				41,534	78,424			
34951	EDUCATION AND TRAINING		11,700	98				98	11,602			
55100	OFFICE SUPPLIES		600	7				7	593			
55106	UNCAPITALIZED EQUIPMENT		1,000	0				-	1,000			
55200	OPERATING SUPPLIES		1,000	168				168	832			
55201	GAS OIL AND LUBRICANTS		2,000	0				-	2,000			
55401	MEMBERSHIPS		4,490	3,369				3,369	1,121			
88200	AIDS TO PRIVATE ORGANZTON		80,000					-	80,000			
88201	EVENT SPONSORSHIPS		196,000	87,166				87,166	108,834			
91505	HEALTH SELF INSURAN		8,700					-	-			
99902	RESERVE - CONTINGENCIES			0				-	-			
Total			605,682	159,273	-	-	-	159,273				
Destination Promotion 115600 15%			\$ 131,100	\$ -								
33400	OTHER CONTRACTED SERVICES							-	-	10500		
99902	RESERVE - CONTINGENCIES							-	-	0		
Total			-	-	-	-	-	-	-	-		
Reserves 816100 1%			\$ 8,740	\$ -								
99914	RESERVE - RESTRICTED							-	-	0		
Total			-	-	-	-	-	-	-	-		
Construction 115400 12%			\$ 104,880	\$ -								
33400	Other Contracted Services							-	-	0		
66300	IMPROV OTHER THAN BLDGS							-	-	-		
Total			-	-	-	-	-	-	-	-		

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 1/11/2016 FILE: TD16-012

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Event Sponsorship Agreement – Gran
Fondo National Championship Series,
LLC. - Gran Fondo Florida – \$5,000.00

FROM: Ed Caum
Tourism Manager

REFERENCES: All members

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

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's request to enter into an Event Sponsorship Agreement (ESA) with Gran Fondo National Championship Series (GFNCS) for the Gran Fondo Florida Cycling Event that is to be held on March 26, 2016. The Event aligns itself well with the County's effort to promote Pasco County's rolling hills in San Antonio and Dade City and bring to the forefront of the road racing industry that this area can be a competitive cycling destination in the sports industry.

The Gran Fondo Florida is a cycling series offering competitive and challenging bike racing that will begin on the streets of East Pasco County. The 100-Mile Gran Route continues through an additional three county area to include Hernando, Citrus and Sumter Counties, however, the Event is proposed to start and finish in San Antonio, FL, thus Pasco County will receive a very positive economic impact. Gran Fondo is estimated to bring more than 500 registered participants and 400 room nights to the County.

This Event also has a charitable goal, and it will benefit the Pasco Sheriff's Office Explorer Post 916, raising funds to help the areas youth through the Explorer Program.

Gran Fondo has not requested sponsorships from other counties, due to the marketing campaign will be addressed to bring the participants and overnight visitors to Pasco County. Last year, Gran Fondo was awarded \$5,000.00 from the BCC for the 2015 Event. Through the County's support the GFNCS has been able to continue to develop new marketing strategies and media partnerships in an effort to increase participation, spectatorship and bring additional recognition to the County.

This year, the promoter is requesting again \$5,000.00. The funds will be used to cover marketing costs, production and technical expenses, and nonmonetary awards. According to the Room Nights Grid, the request for funding of \$5,000.00 does meet the criteria for ESA funding, not to mention the additional

marketing efforts of this popular and growing series, that help to promote Pasco County domestically and nationally as a sport destination.

<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. Recommend the BCC enter into an ESA for \$5,000 as requested.
2. Recommend the BCC enter into an ESA for an alternate amount.
3. Do not enter into an ESA.

RECOMMENDATION AND FUNDING:

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

ATTACHMENT:

1. Event Sponsorship Application
2. Event Budget and marketing plan

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 Host Organization 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 tourists as defined 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.
- Visit Pasco, the official Pasco County Tourism logo or name must be included in any and all media coverage or purchased ads.
- 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 start date of the event, no exceptions.
- Event Survey Compiled Results Analysis.
- Breakdown and timeline of Marketing Plan, *i.e. ad sizes, placement, publish date, location, 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. All applications must be typed, no exceptions. *Late, incomplete and handwritten applications **will not** be considered. OTD will take a minimum of 30 days to review the application and complete internal processes.*

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. Throughout the process, OTD will 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:

✓	Must be typed, handwritten will not be accepted
✓	Budget Breakdown
✓	Marketing Plan Timeline
✓	Funding Amount Requested
✓	Completed Application- Turned in 90 days prior to event start date and at least 30 days before preferred TDC presentation date.

ORGANIZATION PRIMARY CONTACT:

Each applicant 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 and forms online at www.pascocountyfl.net.

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: Gran Fondo National Championship Series, LLC.			
Primary Contact: Reuben Kline			
Address: 307 York St	City: Gettysburg	State: PA	Zip Code: 17325
Phone (Daytime): 765-247-BIKE work		Phone (Evening): 717-357-0126 mobile	
Fax:	Email Address: info@granfondochampionship.com, reubekline@hotmail.com		
Not-for-Profit Organization:	Yes	No-X	
EVENT INFORMATION:			
Event Name: Gran Fondo Florida			
Event Date(s): March 26, 2016			
Sport(s) Involved: Bicycling			
Age Range of Event Participants: age groups ranging from 14 to 65+			

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. (see attached)

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

LOCATION:

What is your preferred location/facility for the event?

San Antonio, Fl at the Local Public House and Provisions; 32750 Pennsylvania Avenue

Where has this event previously been held? San Antonio and Dade City

PARTICIPANTS: Anticipated number of athletes and teams.

600-participants

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be done outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please provide a detailed breakdown and timeline of Special Event Marketing Plan. Include the following: ad sizes, placement, publish date, location, etc.

EVENT BUDGET: (see attached)

The purpose of Special Event Marketing Program funds is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please provide a detailed breakdown of the total event operational and marketing budget.

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations? Through a host hotel, room blocks, or general RFP? Participants will book accommodations individually and directly themselves.

Will the event require meeting or banquet space? Yes

If yes, how many people will the space need to accommodate? Food, beverage and venue at the Local Public House and provisions

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested: \$5000

Intended use of funds, please see allowable expenses on page 6:

As stated above Bicycling Magazine is the official media sponsor for the 2016 GFNCS; the bulk of marketing will be channeled through Bicycling Magazine and Rodale Press. In addition to using Pasco County sponsorship funds for marketing, sponsorship funds will also be used to cover production and technical expenses and event timing, non-monetary awards and finisher medals, and rental of barricades and other finish line equipment.

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

Will represent Pasco County as a great recreational and cycling destination. Funds will allow for the professional production of this event to create an atmosphere that is memorable and stimulating. Funds will also help attract participant to register for the event and visit Pasco County through advertising and marketing.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet. (see attached)

Was additional funding for this event requested? Yes X _____ 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:

Sponsorship, primarily product for in kind sponsors. One cash sponsorship of \$1000

If "no," please explain.

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

Yes X No Please Explain: Sponsorship, primarily product for in kind sponsors. One cash sponsorship of \$1000

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.

Sponsorship, primarily product for in kind sponsors. One cash sponsorship of \$1000. Beneficiary for event is Pasco County Police Explorers Program, through this program volunteers help at the water stops.

ECONOMIC IMPACT: based on 2015 participation and projected growth for 2016. In 2015 Gran Fondo Florida grew more than 70% from 2014, and over 140% from 2013

Economic Impact of previous event and calculations:

Anticipated Number of Participants: 500+

Adult: Inside 50 mile radius 50 *Outside 50 mile radius 300 Out-of-state 150

Youth: Inside 50 mile radius 5 *Outside 50 mile radius 5 Out-of-state 5

Of outside 50 mile radius Adult Participants 450 x Avg. length of stay .60 x \$150 (avg. spending) = \$ 40,500

Of outside 50 mile radius Youth Participants 5 x Avg. length of stay 1 x \$75 (avg. spending) = \$375

Anticipated Number of Spectators: 150

Inside 50 mile radius 25 *Outside 50 mile radius 75 Out-of-state 50

Of outside 50 mile radius Spectators 125 x Avg. length of stay 1 x \$150 (avg. spending) = \$ 18,750

Anticipated Media: 15

Inside 50 mile radius 5 *Outside 50 mile radius 5 Out-of-state 5

Of outside 50 mile radius Media 10 x Avg. length of stay .5 x \$150 (avg. spending) = \$ 750

*Outside 50 mile radius including out of state.

Total Projected Economic Impact \$ 60.375

HOTEL IMPACT:

Number of rooms per night 450 x Average number of nights 1 x Average Room Rate \$ 100 = \$ 40,500

Anticipated number of guests per Hotel Room 1.5

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.

ROOM NIGHT GRID GUIDELINE

Estimated Total 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:

Throughout the process, OTD will contact you and assign a TDC presentation date. If you have a preferred presentation date, all applications must be submitted 90 days prior to the event start date and at least 30 days prior to your preferred TDC date. You will have 5 minutes to present to the TDC, all presenters are encouraged to complete a PowerPoint presentation. The TDC will then have 5 minutes to ask you questions. Please circle your preferred date below. **OTD makes all final decisions on eligibility and presentation dates.*

2016 CALENDAR:

1 st Quarter	2 nd Quarter	3 rd Quarter	4 th 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

Eligibility is determined by the OTD, TDC and BCC. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Gran Fondo National Championship Series, LLC. | Reuben Kline
Title: president
Phone: 765-247-2453
Address: 307 York Street Gettysburg, PA 17325

Signature: _____
Date: 12/11/15

Event Budget Gran Fondo Florida

Note: Page #2 of this document provides the event budget from 2015, the value of marketing and promotion is offset in the budget due to a national advertising sponsorship through Bicycling Magazine. Bicycling Magazine which is the world's largest cycling publication provides a sponsorship campaign for our series that is estimate at a value of over \$50,000.

Marketing for 2016, based on advertising spend from 2015

- Bicycling Magazine- national campaign Bicycling Magazine which is the world's largest cycling publication provides a sponsorship campaign for our series that is estimate at a value of over \$50,000. This campaign includes print advertising, direct mail, and social media. Distribution/ publication and media promotion from January through March focusing on Gran Fondo Florida, additional exposure throughout 2016 season.
- Florida Race Place Magazine (distributed throughout the state of Florida), full page ad, and email blasts. Value-\$ 500; Disribution: January issue for print, email blasts in January and March
- Southeastern cycling, <http://sadlebred.com/>. (online banner ads and editorial coverage \$300. Distribution/Exposure January through March.
- The Flyer Lab, Production of 10,000 4x6 post cards and 11x17 posters distributed through grass-roots advertising to bike shops, expos, and endurance sports events throughout Florida, Georgia, and South Carolina. NOTE this same process is taken with all seven GFNCS event to produce over 100,000 pieces of printed materials that are distributed nationwide and list the GFNCS event calendar which lists Gran Fondo Florida located in San Antonio, FL. Value \$600 per event, \$4200 per season. Distribution: November 2015 through March 2016 focusing on Gran Fondo Florida, additional distribution throughout 2016 season.
- Cycling Across America website: Online advertising; Value \$500. Exposure January through March.
- Gran Fondo National Championship Series website: Includes links to Gran Fondo Florida and the Visit Pasco logo. In 2015 the GFNCS website had over 60,000 sessions with over 220,000 page views.

2015 Gran Fondo Florida Budget

NOTE: some advertising for 2015 is not reflected here as it was paid for in 2014

Gran Fondo National Championship Series LLC Custom Summary Report

January through December 2015

◇ Jan - Dec 15 ◇

Ordinary Income/Expense

Income

Refunds	▶	-173.75	◀
Registration		20,868.45	
Sponsorship		<u>5,000.00</u>	
Total Income		25,694.70	

Expense

Accounting		167.86	
Advertising		863.35	
Aid Station Supplies		92.42	
auto service		35.87	
Awards		940.51	
Bank Fees		162.19	
Donation		1,050.00	
equipment		60.62	
Event Apparel		144.00	
event expenses		1,329.87	
Event Food		1,365.86	
Gas		611.04	
GIFTS		46.25	
Housing		1,598.86	
Insurance		30.00	
Internet		34.88	
Legal Fees		62.29	
Maintenance		348.38	
meals 100% deduction		473.97	
meals 50% deduction		379.83	
Permit Fees		427.27	
Police		1,510.00	
Porta Pots		770.40	
Postage and Shipping		233.80	
PRIZE		800.00	
Sub Contractor		285.71	
Supplies		578.75	
T-Shirts		1,269.43	
taxes		193.71	
Telephone		189.53	
Timing		7,519.87	
Travel		<u>575.85</u>	
Total Expense		<u>24,152.37</u>	

Net Ordinary Income 1,542.33

Net Income 1,542.33

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 1/12/2016 FILE: TD16-013

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Event Sponsorship Agreement -
Bayou Business Association -
Pasco Water Fest 2016-
\$2,000.00

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 been working with 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 177 room nights to Pasco County with this Event and has presented a marketing campaign that promotes a positive impact to Pasco's economy. The BBA has requested a sponsorship of \$2,000.00 and according to the following grid, the Event does meet the criteria for ESA funding.

<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 \$2,000.
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

1. Event Sponsorship Application
2. Marketing Plan

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 Host Organization 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 tourists as defined 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.
- Visit Pasco, the official Pasco County Tourism logo or name must be included in any and all media coverage or purchased ads.
- 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 start date of the event, no exceptions.
- Event Survey Compiled Results Analysis.
- Breakdown and timeline of Marketing Plan, *i.e. ad sizes, placement, publish date, location, 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. All applications must be typed, no exceptions. *Late, incomplete and handwritten applications **will not** be considered. OTD will take a minimum of 30 days to review the application and complete internal processes.*

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. Throughout the process, OTD will 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:

✓	Must be typed, handwritten will not be accepted
✓	Budget Breakdown
✓	Marketing Plan Timeline
✓	Funding Amount Requested
✓	Completed Application- Turned in 90 days prior to event start date and at least 30 days before preferred TDC presentation date.

ORGANIZATION PRIMARY CONTACT:

Each applicant 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 and forms online at www.pascocountyfl.net.

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: BAYOU BUSINESS ASSOCIATION			
Primary Contact: KRISTIN TONKIN			
Address: P.O. BOX 1398	City: PORT RICHEY	State: FL	Zip Code: 34673
Phone (Daytime): 727-364-7516		Phone (Evening): 727-364-7516	
Fax:	Email Address: info@bayoubusinessdistrict.com		
Not-for-Profit Organization:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
EVENT INFORMATION:			
Event Name: PASCO WATERFEST			
Event Date(s): FEBRUARY 19-21, 2016			
Sport(s) Involved: BOATING, FISHING, STREET HOCKEY			
Age Range of Event Participants: 5-75			

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?

New Port Richey and Port Richey Waterfront along the Pithlachascotee River, Miller's Bayou, Gulf of Mexico and the Port Richey Waterfront Business District

Where has this event previously been held?

This is our first year.

PARTICIPANTS: Anticipated number of athletes and teams. 2000

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be done outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please provide a detailed breakdown and timeline of Special Event Marketing Plan. Include the following: ad sizes, placement, publish date, location, etc.

The Special Event Marketing Plan timeline is from October 27, 2015 until February 21, 2016. October 27, 2015 the first press release went out and was picked up by 4 large media outlets that report news. The event is posted online on community calendars in New Port Richey, Orlando, Tampa, Clearwater and Craigslist Tampa Bay. The event is posted on 4 event websites, the BBA website and ads are on Hits & Fox radio stations and Facebook. The second press release went out December 17, 2015. In January and December ¼ page ads will be placed in Tampa Bay Times, The Orlando Sentinel and Citrus County Chronicle.

EVENT BUDGET:

The purpose of Special Event Marketing Program funds is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please provide a detailed breakdown of the total event operational and marketing budget.

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations? Through a host hotel, room blocks, or general RFP? Room blocks through Fairfield Inn and general reservations. No request for proposals have been made.

Will the event require meeting or banquet space? Parts of the event will be in restaurants.

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

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested: \$2000

Intended use of funds, please see allowable expenses on page 6:

Reimbursable expense/items	Costs
TAMPA BAY TIMES	\$800
SENTINEL & CHRONICLE	\$800
PARTICIPATION MEDALS	\$1000
HITS 106 & FOX 96.7	\$8000

FACEBOOK ADS	\$800
FLYERS, POSTERS, BANNERS	\$2000
RESTROOMS	\$2000
EVENT INSURANCE	\$4000
Total Expenses	\$19,400

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

The requested funds will help achieve interest of the event through marketing efforts.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet. See attached

Was additional funding for this event requested? 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:

Funding is being received from businesses such as the Bradford White Corporation \$5000, Hooters \$1500, Sunset Landing Marina \$1500, Whiskey River \$1500, Catches Waterfront Grille, Gill Dawg and many more.

If "no," please explain _____

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

Yes No Please Explain: This is a grassroots event hosted by a business association to raise community awareness and strengthen community pride. Proceeds will go to the Beautification of the Pithlachascotee River Bridge on US 19 and to Fish-On, a local group that takes abused and under privileged children fishing. So, yes sponsorships are needed outside of what we are asking the county to help fund our marketing efforts.

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.

We have the help from the promotions department of the Amalie Arena, promoting the event on a daily basis. We received in-kind printing, discounted portable restrooms, buy one get one print ads and radio and television interviews. We have volunteers, local businesses helping out and in-kind celebrity athletes at the event. We received tangible donations to offer as prizes from the Tampa Bay Lightning and numerous companies.

ECONOMIC IMPACT:

Economic Impact of previous event and calculations used:

Anticipated Number of Participants: 2000

Adult: Inside 50 mile radius 1500 *Outside 100 mile radius 50 Out-of-state ____

Youth: Inside 50 mile radius 250 *Outside 50 mile radius 25 Out-of-state _____

Of outside 50 mile radius Adult Participants 100 x Avg. length of stay 2 x \$150 (avg. spending) = \$30k

Of outside 50 mile radius Youth Participants 25 x Avg. length of stay 2 x \$75 (avg. spending) = \$3750

Anticipated Number of Spectators: 2000

Inside 50 mile radius 1750 *Outside 50 mile radius 250 Out-of-state _____

Of outside 50 mile radius Spectators 50 x Avg. length of stay 2 x \$150 (avg. spending) = \$ 15k

Anticipated Media: 10

Inside 50 mile radius 5 *Outside 50 mile radius 5 Out-of-state _____

Of outside 50 mile radius Media 2 x Avg. length of stay 2 x \$150 (avg. spending) = \$ 600

*Outside 50 mile radius including out of state.

Total Projected Economic Impact \$ 50k

HOTEL IMPACT:

Number of rooms per night 88.5 x Average number of nights 2 x Average Room Rate \$ 85 = \$15k

Anticipated number of guests per Hotel Room 2

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.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
500 and over	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
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The following are allowable expenses under the Florida Statute 125.0104(5)(a)3 that may be funded through the Event Sponsorship Program.

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TOURIST DEVELOPMENT COUNCIL MEETING SCHEDULE:

Throughout the process, OTD will contact you and assign a TDC presentation date. If you have a preferred presentation date, all applications must be submitted 90 days prior to the event start date and at least 30 days prior to your preferred TDC date. You will have 5 minutes to present to the TDC, all presenters are encouraged to complete a PowerPoint presentation. The TDC will then have 5 minutes to ask you questions. Please circle your preferred date below. **OTD makes all final decisions on eligibility and presentation dates.*

2016 CALENDAR:

1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
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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

Eligibility is determined by the OTD, TDC and BCC. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: KRISTIN TONKIN
 Title: BBA TREASURER
 Phone: 727-364-7516
 Address: 10220 HILLTOP DR NEW PORT RICHEY FL 34654

Signature: KRISTIN TONKIN
 Date: December 17, 2015

PASCO WATERFEST FEBRUARY 19-21, 2016 MEDIA PLAN

& BUDGET

PRESS RELEASES & ADS	27-Oct			17-Dec	1-Jan				
BBA WEBSITE	12-Oct	28-Oct		20-Dec					
TBO.COM			15-Nov						
HERNANDO TODAY									
SENTINEL					2-Jan	16-Jan	30-Jan	6-Feb	13-Feb
CHRONICLE					2-Jan	16-Jan	30-Jan	6-Feb	13-Feb
SUNCOAST NEWS			12-Nov	17-Dec					
TAMPA BAY TIMES					2-Jan	16-Jan	30-Jan	6-Feb	13-Feb
HITS 106									
THE HURRICANE									
COASTAL ANGLER									
PET TAILS MAGAZINE			15-Nov						
PATCH				19-Dec					
FACEBOOK	12-Oct	28-Oct		17-Dec					
TWITTER			15-Nov						
WHERE EVENT.COM			15-Nov						

EVENT CALENDARS

WHERE EVENT.COM	28-Oct THRU	21-Feb
EVENTBRITE.COM	29-Oct THRU	21-Feb
WTSP.COM	30-Oct THRU	21-Feb
FACEBOOK	31-Oct THRU	21-Feb

MEDIA REACH

AVERAGE FB REACH	500 NOVEMBER	700 DECEMBER	1000 JANUARY	1500 FEBRUARY
AVERAGE FB SHARES	100 NOVEMBER	300 DECEMBER	500 JANUARY	900 FEBRUARY
RADIO SHOW BROADCAST	10000 LISTENERS	PER INTERVIEW		
FACEBOOK ADS	DAILY	1250000	DEMOGRAPHICS 18+ COLLEGE EDUCATED \$30K-\$300K INCOME OUTDOORS INTEREST BOATING FISHING	

CRAIGSLIST TAMPA BAY 28 Oct- 21 Feb

BUDGET

RADIO ADS	8,000.00	DEC 5- FEB 21
FACEBOOK ADS	\$800	DEC 18-FEB21
MEDALS	\$1,000.00	
NEWSPAPER ADS	\$1,600	
PRINTING	\$2,000	
RESTROOMS	\$2,000	
INSURANCE	\$4,000	
TOTAL BUDGET	19400	

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 1/12/2016 FILE: TD16-014

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Event Sponsorship Agreement –
Enterprise Media, LLC – 2016
Caliente Bare Dare 5K - \$5,000.00

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 request for the TDC to recommend an Event Sponsorship Agreement (ESA) with Enterprise Media, LLC (the promoter), for the Caliente Bare Dare 5K Run, to be held at the Caliente Resort on May 1, 2016.

The promoter has projected to bring more than 375 registered participants and is requesting a sponsorship amount of \$5,000. It should be noted that last year the Event was awarded a total of \$4,400.00, certified a total of 94 room nights and had a one day economic impact of \$53,035.00.

This year, the promoter is requesting \$5,000.00. The funds will be used to cover marketing costs, production and technical expenses, and nonmonetary awards. With the projected 250 room nights, the Event would qualify for \$2,500.00 based on the Room Night and Event Sponsorship grid below, however the additional marketing value of this unique event justifies funding above the usual room night grid calculations.

<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. Recommend the BCC enter into an ESA for \$5,000.00.
2. Recommend the BCC enter into an ESA for \$2,500.00, in-line with our Room Night and Event Sponsorship grid.
3. Do not recommend entering into an ESA with Enterprise Media, LLC.

RECOMMENDATION AND FUNDING:

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

ATTACHMENT:

1. Event Sponsorship Application
2. Marketing Plan

RG/EC/CS

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: ENTERPRISE MEDIA LLC			
Primary Contact: PETE WILLIAMS			
Address: PO BOX 16314	City: CLEARWATER	State: FL	Zip Code: 33766
Phone (Daytime): 727-643-9597		Phone (Evening): SAME	
Fax: NA	Email Address: PETEWEEMS@AOL.COM		
Not-for-Profit Organization:	No		
EVENT INFORMATION:			
Event Name: CALIENTE BARE DARE 5K			
Event Date(s): SUNDAY, MAY 1, 2016			
Sport(s) Involved: RUNNING			
Age Range of Event Participants: 21-75			

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.

The seventh-annual Caliente Bare Dare 5K is North America’s largest clothing-optional running event. Since its debut in 2010 at Pasco’s Caliente Resort, the most upscale clothing-optional event in the United States, the event has grown to more than 320 runners. It now attracts runners from an average of 25 states annually – as well as several international runners – making it one of the top destination endurance sports events in Florida. Many runners and family members make a three-day weekend or even a week of the event, staying at the Caliente Resort, which books its 105 rental units (3-night minimum required) far in advance. The Caliente Bare Dare 5K attracts top runners from around the state and country and its course-record times are comparable to those of much larger races. Enterprise Media LLC has a small team of staff and volunteers with vast experience staging races in Central Florida. The Caliente Bare Dare 5K is one of the best-organized events in Central Florida.

Race director Pete Williams has had a long career in print, broadcast, and online media and has leveraged this experience into more media coverage for this event than any in the state of Florida, including Ironman Florida and the Disney Marathon. A Google search for “Caliente Bare Dare 5K” generates hundreds of hits. Though media coverage on raceday is expressly prohibited in the interests of privacy, the media has done dozens of

stories on the event in the weeks leading up to it. This is preferable since pre-race publicity drives people to the event and Pasco County. Race-day coverage does not. Media coverage includes The Tampa Tribune (multiple), Tampa Bay Times, South Florida Sun-Sentinel, Sarasota Herald-Tribune, Runner's World magazine, Competitor magazine, and Women's Running magazine. Each year Williams does a number of radio interviews, several of which are syndicated on stations across Florida via WFLA News Radio 970 and the Florida News Network. The event has been featured several times on WFTS 28, the ABC television affiliate in Tampa Bay. The race also was listed by [BuzzFeed](#) among the "[15 Themed Races You'd Actually Want to Do](#)" and was ranked No.1 by [BloodSweatandCheers](#) among America's "[Six Best Naked Runs.](#)" The Caliente Bare Dare 5K also was ranked among the "[29 Most Incredible Themed Races of 2014](#)" by Greatist.com and listed prominently in the terrific new book [The Runner's Bucket List.](#) Dozens of other bloggers and websites have featured the Caliente Bare Dare 5K.

The Caliente Bare Dare 5K offers numerous sponsorship opportunities. In addition to the title sponsorship from the host Caliente Resort since 2010, Pasco County has been a valuable presenting sponsor partner since 2012. Ierna's Heating & Cooling, Pasco's premier company in space, has been a sponsor since 2013, as has Fit2Run, the premier chain of running stores in the Tampa Bay area. In 2015, 102.5 The Bone joined as our radio partner, providing numerous spots and promotion leading up to the race. We've enjoyed the support of numerous other companies for one- and two-year stretches representing sunglasses, sports drinks, and other products of interest to runners. Sponsors see the benefit of partnering with a race that attracts vast media attention and that activates across a vast media platform. The Caliente Bare Dare 5K Facebook page has more than 1,000 fans. Enterprise Media LLC sends out a monthly e-blast to more than 2,500 runners, most of which have completed one of our runs. Our website, [nuderaces.com](#), receives more than 6,000 unique visits monthly.

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

The seventh-annual Caliente Bare Dare 5K begins promptly on Sunday, May 1, 2016 at 8:30 a.m. The 3.1-mile course goes through the scenic, 125-acre grounds of the private Caliente Resort, which is closed to the public. What modest auto traffic there is on a Sunday morning is held at the gate. Enterprise Media LLC does not provide entertainment for the event, though many runners stay at Caliente for the duration of the day; race entry provides them admission. Many runners from around the country stay at Caliente for the event. Caliente has a three-day minimum stay requirement and sells out its accommodations weeks in advance.

LOCATION:

What is your preferred location/facility for the event?

The Caliente Resort in Land O'Lakes, Florida is the only location we've had for this event since its debut in 2010. Because of the size of the runner field and the competitive runners it has attracted, the race since 2012 has determined the National Championship of Nude Running. The Caliente Resort, which opened its hotel and clubhouse in 2004, is an upscale full-service facility with six swimming pools, 30,000 square-foot clubhouse, multiple bars, restaurant, health club and spa that ranks as the premier clothing-optional travel destination in North America.

Where has this event previously been held?

The race has been held only at Caliente, though since 2011 Enterprise Media LLC also has staged a clothing-optional 5K run – the Streak the Cove 5K – at the Cypress Cove Nudist Resort in Osceola County. In 2014, Enterprise Media LLC added an annual clothing-optional standup paddleboard race – the Nude SUP Challenge – also at Cypress Cove.

PARTICIPANTS: Anticipated number of athletes and teams.

The Caliente Bare Dare 5K has attracted as many as 320 runners and we anticipate that number growing to 375 in 2016. Though that number is modest, this is the largest clothing-optional race in North America with an average of 25 states represented in recent years. This is a destination event.

ACCOMMODATIONS:

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

Many runners and their friends stay at the host Caliente Resort, which features 105 rental units, including a 40-room hotel, villas, condos, and park model units. Caliente requires a three-night minimum stay and typically sells out all rental units weeks in advance. Neighboring nudist resorts such as Paradise Lakes and Lake Como also book overflow, though Enterprise Media LLC has not tracked this traffic.

Will the event require meeting or banquet space? No

If yes, how many people will the space need to accommodate? N/A

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested: \$5,000

Intended use of funds, please see allowable expenses on page 6:

NON-MONETARY AWARDS – Typically budgeted for \$500 and given to the top 25 male and top 25 female finishers, the goal is to upgrade to something more significant. We also provide high-quality Tultex T-shirts to athletes and volunteers. Printing and marketing also is a significant expense. COST: \$3,000 (\$2,300 T-shirts and/or towels, \$400 awards, \$300 for printing/marketing). Pasco County is prominently mentioned on all T-shirts and towels.

INSURANCE/SANCTIONING – Insurance and sanctioning, both acquired through USA Track & Field. COST: \$500

CONTRACT HELP/RENTALS – Race-day help, along with equipment rentals and timing services. COST: \$1,500.

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

Enterprise Media LLC takes great pride in providing a destination, bucket-list experience for our runners and guests and the requested funds, like the funds we've received from Pasco as a sponsor since 2012, help us achieve this goal. Though the Caliente Bare Dare 5K is a clothing-optional event, we're proud of the quality T-shirts and towels we give our athletes. As the race has grown, we've enlisted the help of a small team of race-day staff with more than 25 years experience staging endurance events in the Tampa Bay area. We also obtain insurance and sanctioning through USA Track & Field, the premier sanctioning body for running events in the USA. The Pasco County sponsorship helps us with these expenses and allows us to focus on the marketing and growth of the event.

Incidentally, we spend little on marketing but have obtained more publicity for this event than any other endurance event in Florida. We believe spending money on media buys provides little ROI. But creating an interesting event that generates (free) media coverage is far more effective. Having the Pasco sponsorship to cover some of our costs allows us to focus our time on generating this effective media coverage.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet.

Was additional funding for this event requested? Yes

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

We have been fortunate to receive funding from Pasco County since 2012.

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

Yes

As mentioned above, we have received sponsor support from running-affiliated companies and continue to pursue such sponsorships.

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.

N/A.....We pay for race-day support from Pasco County EMS. Incidentally, few races of this size – and many larger ones – do not provide a dedicated on-site staffed EMS vehicle. We believe it's important for the safety of our athletes to do so.

ECONOMIC IMPACT

Economic Impact of previous event and calculations used:

Anticipated Number of Participants: 375

Adult: Inside 50 mile radius - 200 *Outside 50 mile radius = 115 - Out-of-state - 60

Youth: N/A

Of outside 50 mile radius Adult Participants - 115 x Avg. length of stay 3 x \$150 (avg. spending) = \$51,750

Anticipated Number of Spectators: 200

Inside 50 mile radius - 107 - *Outside 50 mile radius - 93 --Out-of-state - 35

Of outside 50 mile radius Spectators - 93 x Avg. length of stay 3 x \$150 (avg. spending) = \$41,850

Anticipated Media: N/A

Total Projected Economic Impact --- \$ 93,600

HOTEL IMPACT:

of rooms – 120 x Avg. # of nights 2.5 x Avg. Room Rate \$ 155 = \$ 46,500

Anticipated Number of Lodging Room Nights - 300

Anticipated number in 1 Hotel Room - 2

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.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
------------------------------------	---------------------------------

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:

Throughout the process, OTD will contact you and assign a TDC presentation date. If you have a preferred presentation date, all applications must be submitted 90 days prior to the event start date and at least 30 days prior to your preferred TDC date. Please circle your preferred date below. **OTD makes all final decisions on eligibility and presentation dates.*

2016 CALENDAR:

1 st Quarter	2 nd Quarter	3 rd Quarter	4 th 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

Eligibility is determined by the OTD, TDC and BCC. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

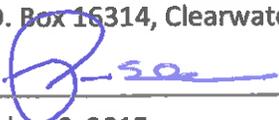
APPLICATION COMPLETED BY:

Name: PETE WILLIAMS

Title: Managing Member, Enterprise Media, LLC

Phone: 727-643-9597

Address: P.O. Box 16314, Clearwater, Florida 33766

Signature:  _____

Date: December 6, 2015

ENTERPRISE MEDIA, LLC

P.O. Box 16314, Clearwater, Florida 33766-6314



Contact: Pete Williams, CEO
727-643-9597

CALIENTE BARE DARE 5K Sunday, May 1, 2016 MARKETING PLAN TIMELINE

The seventh-annual, clothing-optional Caliente Bare Dare 5K will take place on Sunday, May 1, 2016 at Pasco County's Caliente Resort in Land O'Lakes.

Since its inception in 2010, the Caliente Bare Dare 5K has been one of the top endurance sports destination events in Florida. Though relatively modest in terms of participants – an average of 300 finishers in 2014-2015 – it has attracted runners from Canada and 38 states beyond Florida. The 2015 event attracted runners from 22 states, including Arizona, Colorado, Hawaii, and New Hampshire, along with runners from Canada and Ecuador. Approximately 10 percent of participants and guests come out of state and an additional 68 percent from beyond Pasco County.

More than 375 participants are expected for 2016, along with 200 spectators/staff/guests to attend the race, along with several hundred additional visitors to Caliente later in the day drawn in part to the post-race party.

Because of the event's unusual clothing-optional nature, along with its location at Caliente, widely regarded as the most upscale clothing-optional resort in North America, the Caliente Bare Dare 5K generates significant publicity and buzz for Caliente and Pasco County.

The Caliente Bare Dare 5K has attracted some of the top endurance athletes in Central Florida in its first four years, with male and female winners posting times comparable to those of much larger races. Since 2012 the Caliente Bare Dare 5K has determined the National Championship of Nude Running.

The Caliente Bare Dare 5K is staged by Enterprise Media, LLC, which also produces the web site EnduranceSportsFlorida.com, a top resource for news and information in the Sunshine State. The event is promoted aggressively via that site, along with the nuderaces.com and obstaclefit.com websites, which also are owned by Enterprise Media.

The Caliente Bare Dare 5K also is promoted with advertisements in Florida RacePlace magazine, a Facebook page, calendar placements on more than a dozen print and online race calendars, the distribution of 7,500 postcard flyers at races throughout Central Florida, and through an aggressive media pitch. The Caliente Bare Dare 5K, along with Enterprise Media's clothing-optional Streak the Cove 5K at the Cypress Cove Resort in Kissimmee in September, has been featured in Runner's World magazine, Women's Running magazine, Competitor magazine, and in numerous other print and online publications.

Before each Caliente Bare Dare 5K, race director Pete Williams, the CEO of Enterprise Media, typically does six to eight radio interviews, including several on national and statewide networks. The 2014 Caliente Bare Dare 5K was featured by The Tampa Tribune and Sarasota Herald-Tribune in lengthy stories and also was featured on ABC TV WFTS 28. The race was mentioned in a number of "best race" online rankings and was featured prominently in the book "The Runner's Bucket List," released in 2014. In 2015, 102.5 "The Bone" FM in Tampa Bay was a media sponsor and aggressively marketed the event.

Enterprise Media partnered with the Pasco County Tourist Development Council in 2012, 2013, 2014, and 2015 and can again offer the following to Pasco County as a presenting sponsor:

- Full integration across all promotional platforms. This includes banner ads on the registration site (baredare5k.com), along with nuderaces.com, endurancesportsflorida.com, and obstaclefit.com. The Pasco County logo also will be included on postcard flyers, ads, and any further ads and promotional materials. "Pasco County" also will be included on T-shirts, towels and any other promotional giveaways at the race.

- Full integration in all media outreach, including print, online, radio, and television interviews. Race director Pete Williams again will mention Pasco County as a travel destination, especially as it applies to nudist resorts and endurance sports.

Race-day activation. Pasco County can put up a booth at the start/finish line outside the resort clubhouse and/or poolside for the post-race festivities. Pasco County promotional items can be placed in race goody bags distributed to all runners.

MARKETING TIMELINE

The Caliente Bare Dare 5K, now in its seventh year, markets aggressively all year long through our online platform, which includes our website (www.nuderaces.com), monthly e-blast, and social media sites. Rather than spend funds on print and online advertising, which produces minimal ROI, we spend our time aggressively generating media coverage of the event all year long. Race-day media coverage not only is undesirable (we're a clothing-optional event and guarantee the privacy of our runners) but race-day coverage does not translate into additional attendance. PRE-RACE media attention, which we tirelessly pursue all year long and especially in the 90 days prior to the race, has a direct impact on attendance. By touting the unique nature and popularity of our race – the largest clothing-optional running event in North America – we consistently generate more media coverage for the Caliente Bare Dare 5K than any other race in Florida. This translates not only into more visitors to the event, but greater awareness of Caliente Resort and, by extension, Pasco County.

SPONSORSHIP REQUEST

Enterprise Media requests \$5,000.00 for presenting sponsorship of the 2016 Caliente Bare Dare 5K.

USAGE OF FUNDS

Presenting sponsorship dollars will be used to offset costs in the following areas:

NON-MONETARY AWARDS – Typically budgeted for \$500 and given to the top 25 male and top 25 female finishers, the goal is to upgrade to something more significant. We also provide high-quality Tultex T-shirts to athletes and volunteers. Printing and marketing also is a significant expense. COST: \$3,000 (\$2,300 T-shirts and/or towels, \$400 awards, \$300 for printing/marketing)

INSURANCE/SANCTIONING – Insurance and sanctioning, both acquired through USA Track & Field. COST: \$500

CONTRACT HELP/RENTALS – Race-day help, along with equipment rentals and timing services. COST: \$1,500.

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourist Development
Council

DATE: 1/12/2016 FILE: TD16-015

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Request for Event Sponsorship
Agreement – Running Fit Events – 2016
Dances with Dirt – Green Swamp -
\$5,000.00

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 Running Fit Event's request for an Event Sponsorship Agreement (ESA) with Running Fit, Inc. (RFI), for the 2016 Dances with Dirt – Green Swamp to be held on March 12, 2016 at the Withlacoochee River Park, Pasco County, FL.

Dances with Dirt is a national series event that is run through the year all over the country. Participants of the event are commitment to participate in the four races in order to win the "Belt Buckle", and they are most likely to complete the series. In 2016, RFI will open the series with the Winter Event in Dade City, followed by the Spring (Nashville, IN), Summer (Baraboo, WI) and Fall (Hell, MI). RFI has projected an attendance of 500 athletes to each event, and an estimate of 200 out of state spectators and 520 room nights for Pasco County with the Event.

Pasco County has funded this Event in the past, however last year (2015) RFI did not receive funds for they did not complete a Post Event Report and did not provide appropriate reporting documents for the 2014 Event (Local Economic Impact and Room Nights Certification). It also should be noted that due to the location of the Event, some overnight participants and spectators may opt to stay in hotels out of Pasco or take advantage of camping sites offered nearby the Event area.

Taking all the above points in consideration, staff recommends that if funding is awarded, the host hotel and other room blocks in Pasco County must be tracked with approved certified room nights form. All efforts must be made to use Pasco County hotel properties.

This year, the promoter is requesting again \$5,000.00. The funds will be used to cover marketing costs, production and technical expenses, and nonmonetary awards. According to the following Room Nights Grid, the request for funding of \$5,000.00 does meet the criteria for ESA funding.

<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. Recommend the BCC enter into an ESA for \$5,000 as requested.
2. Recommend the TDC enter into an ESA for a different amount.
3. Recommend not entering 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:

1. Event Sponsorship Application
2. Marketing Plan

RJT/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 Host Organization 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 tourists as defined 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.
- Visit Pasco, the official Pasco County Tourism logo or name must be included in any and all media coverage or purchased ads.
- 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 start date of the event, no exceptions.
- Event Survey Compiled Results Analysis.
- Breakdown and timeline of Marketing Plan, *i.e. ad sizes, placement, publish date, location, 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. All applications must be typed, no exceptions. *Late, incomplete and handwritten applications **will not** be considered. OTD will take a minimum of 30 days to review the application and complete internal processes.*

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. Throughout the process, OTD will 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:

✓	Must be typed, handwritten will not be accepted
✓	Budget Breakdown
✓	Marketing Plan Timeline
✓	Funding Amount Requested
✓	Completed Application- Turned in 90 days prior to event start date and at least 30 days before preferred TDC presentation date.

ORGANIZATION PRIMARY CONTACT:

Each applicant 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 and forms online at www.pascocountyfl.net.

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: RF Events			
Primary Contact: Dawn McConnachie			
Address: 5700 Jackson Rd	City: Ann Arbor	State: MI	Zip Code:48103
Phone (Daytime): 734-929-9027	Phone (Evening): 248-756-1422		
Fax: 734-926-2298	Email Address: dawn@rfevents.com		
Not-for-Profit Organization:	No X		
EVENT INFORMATION:			
Event Name: Dances with Dirt			
Event Date(s): March 12, 2016			
Sport(s) Involved: Running			
Age Range of Event Participants: 9-85			

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? Withlacoochee River Park

Where has this event previously been held? Withlacoochee River Park

PARTICIPANTS: Anticipated number of athletes and teams. 500

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be done outside of Pasco County. It is

preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please provide a detailed breakdown and timeline of Special Event Marketing Plan. Include the following: ad sizes, placement, publish date, location, etc.

(See attached document)

EVENT BUDGET:

The purpose of Special Event Marketing Program funds is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please provide a detailed breakdown of the total event operational and marketing budget.

(See attached document)

ACCOMMODATIONS:

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

We secure room blocks at several of the hotels in Pasco Cty. We also arrange for camping reservations at the Park, for tent camping or RV camping. Visit <http://danceswithdirt.com/index.php/greenswamp-info/hotels-camping> for details, if interested.

Will the event require meeting or banquet space? NO

If yes, how many people will the space need to accommodate? N/A

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested: \$5000

Intended use of funds, please see allowable expenses on page 6: Promotion/Marketing, Paid advertising, Non-Monetary Awards (tropies & medals), Production/Technical Expenses

Direct Mail \$2300

Paid Advertising (Facebook Ads, Dedicated Email Blasts, Online ads (Banner Ads & Calendar Listings), Print Ads – local & national) \$3500

Awards (medals & awards) \$3000

Insurance \$200

Race Timing \$1500

Participant Shirts \$1500

Medical \$1700

Volunteer Expense \$1000

Total \$14700

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

We are including our P&L for the event, and you can see that we do not even break even with this event. We need to get the numbers up, and that requires even more promotion than we are currently doing, which is a lot when

compared to our overall budget. This P&L does not include things such as our overhead & labor, so the real loss is even greater. We really enjoy this event, the venue, and the surrounding area, but without significant funding & promotional help, we may not be able to continue to host the event. We had hoped by now that we would have seen the numbers grow faster than they have been.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet.

Was additional funding for this event requested? Yes

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

In the past we have received funding from Whole Foods and local restaurants, either in the form of cash or in kind. We are still working on 2016 sponsorships & funding.

If “no,” please explain.

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

Yes X Please Explain: We have contacted and will continue to contact local businesses, including restaurants, grocery stores, and banks for additional funding.

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.

We manage to acquire around 50 volunteers to help with the event, mostly people that are coming with participants and are happy to help out while their runner is running. In the past we have received gift certificates for food as well as race supplies (tables, tents, aid station food) from local businesses, to help with the production of the event.

ECONOMIC IMPACT:

Economic Impact of previous event and calculations used:

Anticipated Number of Participants: 500

Adult: Inside 50 mile radius 180 *Outside 50 mile radius 270 Out-of-state 164

Youth: Inside 50 mile radius 2 *Outside 50 mile radius 6 Out-of-state 2

Of outside 50 mile radius Adult Participants 270 x Avg. length of stay 2 x \$150 (avg. spending)
= \$ 81,000

Of outside 50 mile radius Youth Participants 6 x Avg. length of stay 2 x \$75 (avg. spending) = \$900

Anticipated Number of Spectators: 250

Inside 50 mile radius 50 *Outside 50 mile radius 120 Out-of-state 80

Of outside 50 mile radius Spectators 120 x Avg. length of stay 2 x \$150 (avg. spending)
= \$ 36,000

Anticipated Media: event photographer

Inside 50 mile radius 3 *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 \$ 117,900

HOTEL IMPACT:

Number of rooms per night 260 x Average number of nights 2 x Average Room Rate \$ 90 = \$46,800

Anticipated number of guests per Hotel Room 1

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.

ROOM NIGHT GRID GUIDELINE

Estimated Total 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 Statute 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:

Throughout the process, OTD will contact you and assign a TDC presentation date. If you have a preferred presentation date, all applications must be submitted 90 days prior to the event start date and at least 30 days prior to your preferred TDC date. You will have 5 minutes to present to the TDC, all presenters are encouraged to complete a PowerPoint presentation. The TDC will then have 5 minutes to ask you questions. Please circle your preferred date below. **OTD makes all final decisions on eligibility and presentation dates.*

2016 CALENDAR:

1 st Quarter	2 nd Quarter	3 rd Quarter	4 th 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

Eligibility is determined by the OTD, TDC and BCC. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Dawn McConnachie
Title: Event Director
Phone: 734-929-9027
Address: 5700 Jackson Rd, Ann Arbor, MI 48103

Signature: _____
Date: _____

Dances with Dirt - Florida 2016 Marketing

	Placement	Ad Size	Publish Date	Location
Ultra Running		1/4 page - Nov/Dec issue	15-Nov	National
Trail Runner	Race Finder	1/4 page - Nov/Dec issue		National
Facebook Ads	Facebook	Two 1200p x 627p ads running continuously	Nov 30-Mar 11	International
Run Tampa	Banner Ad	165p x 165p ad	Dec 9 -Mar 11	Regional
Run Tampa	Facebook Page	Text promotion and photos/art no larger than 1200p x 627p	Dec 9 -Mar 11	Regional
Run Tampa	Weekly Newsletter	165p x 165p ad	Once per week, Dec 14 through March 7	Regional
Tampa Bay Trail Runners	Facebook Page	Text promotion and photos/art no larger than 1200p x 627p	Nov through Mar	Regional
South Florida Running Forum	Calendar Listing Online & Print Newspaper	Online & Print - One line race listing with website link	Nov through Mar	Regional
Florida Race Place	Dedicated Email Blasts	Full Page Email	4 blasts - 12/4/15, 12/30/15, 1/18/16, 2/ 3/16	Regional
Florida Race Place	Calendar Listing	One line race listing with website link	Nov through Mar	Regional
Fit Niche	Dedicated Email Blasts	Full Page Email	2 blasts (Jan & Feb)	Local
Florida Running & Triathlon	Dedicated Email Blasts	Full Page Email	5 blasts (Dec through March - dates TBD)	Regional

Note: all Dedicated email blasts will include Pasco Cty tourism logo in the blast

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 1/6/2016 FILE: TD16-016

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Collateral Marketing Effort —Gill
Dawg Marina– Commercial Promoting West
Pasco County Waterways and Outdoor
Adventures – \$10,000.00

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 Tourist Development Council (TDC), the Office of Tourism Development's (OTD) recommendation to enter into a collateral marketing effort between the OTD and Gill Dawg Marina.

Gill Dawg Marina has been granted \$5,000 from Visit Florida and they must match equally. Gill Dawg Marina 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 two partners working together, the proposal is to cooperatively produce and market video footage of a middle-aged couple kayaking and stand up paddle boarding around West Pasco parks and waterways. The main purpose of the footage is to showcase West Pasco's beautiful waterways, nature and wildlife, while doing fun activities.

The storyline will be focused on promoting West Pasco County as an outdoor adventure and ecotourism destination, where tourists 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 by both parties in other marketing initiatives.

On October 14, 2015 the TDC asked Gill Dawg Marina to come back and present once they chose a videographer and put together a detailed marketing plan. The TDC requested a full breakdown of the \$20,000 budget that would be used for the project. Gill Dawg Marina has since chosen Tampa Bay Multi-Media as their videographer for \$3,500, which includes a social media campaign valued at \$1,800. Cox Media Group has been chosen to market campaign for \$16,500. The breakdown of the \$20,000 is included as attachments to this memo.

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- \$5,000

Gill Dawg Marina- \$5,000

Visit Pasco- \$10,000

ALTERNATIVES AND ANALYSIS:

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

Funding for this action will be made available from the advertising account #B1113-115300-34920, in the FY 2015/2016 budget.

ATTACHMENTS:

1. Tampa Bay Multi-Media (TBMM) Quote on Video Production
2. Shipman Media Social Media Marketing Strategy
3. Cox Media Marketing Plan
4. Cox Media Group Local Solutions information packet

RG/EC/LS



Gill Dawg Marina - Pasco County Tourism Quote

Video Production / Target Market Social Media

Budget: \$3500

Deliverables: Video Production and Social Media Target Market Campaign

Video Production: 4 Minutes of Finished Video Includes

- Script
- Drone Ariel Footage
- Client Filming TBD
- Music
- Voice Over
- Editing

Social Media Target Campaign (90 Days See Additional Attachment)

Tampa Bay MultiMedia
6351 Grand Blvd.
New Port Richey, Fl. 34652
O: 727-487-5564
Cell: 727-247-5597
Rod Wortham

Social Media Marketing Strategy

West Pasco Tourism Focus



Project Target Market

- 50 year-old women
- Active
- Nature enthusiast
- Older children
- Spends free time doing what she enjoys
- Within an 80 mile radius of Pasco County, FL



Social Media Platforms

Posting with Purpose

Reaching The Target Demographic:

The following social media platforms are where 50 year-old active women can be found:

Listed In Order of Demographic Popularity:

- Facebook
- Blogs
- LinkedIn
- Twitter
- YouTube
- Instagram
- Pinterest
- TripAdvisor
- Yelp



Social Media Platforms

Ideal Posting Schedule During a 90 Day Period

Social Media Platform	Posting Frequency
Facebook	1 time per day for 5 days per week, Design and execution of 3 Facebook Advertisements* per 30 day period
Blog	Comprehensive blog written once a month, optimized with video content (provided by Tampa Bay Multi-Media) and up to 5 informational pages (i.e. about us, rates, featured businesses, etc.)
LinkedIn	1 time per day for 5 days per week, Join and participate in appropriate interest groups
Twitter	1 time per day for 5 days per week
YouTube	2 minute videos provided by Tampa Bay Multi-Media. Uploaded and optimized for "searchability"
Instagram	1 time per day for 5 days per week
Pinterest	1 time per day for 5 days per week

*Recommendation: Client should participate in boosted posts and paid advertisements. Budget to be set with client and charged directly to the client's credit card.

Social Media Account Management Includes:

- Design and development of each social media account mentioned on the previous page
- Creation and design of appropriate banners and headers for each social media account mentioned
- Social media posts will be executed based on the schedule provided on the previous page
- Blogs and social media posts will include branded, original content designed and authored by Shipman Media, LLC
- Social media content will be uniquely designed to fit the specific needs of each social media account and audience established
- All images will be provided by the client or purchased by Shipman Media, LLC with appropriate licenses in place
- All video content will be provided by Tampa Bay Multi-Media with appropriate licenses in place
- Video content will be search optimized and embedded in social media posts and blogs
- Branded hashtag hubs will be developed, designed and utilized on every social media post
- All social media posts will include links back to websites, blog or appropriate social media accounts
- Shipman Media, LLC will respond to and engage in conversation with social media audiences as necessary

\$1,800 for a 90 day period

Cox Media Group



Gill Dawg Marina - Marketing Plan

Budget: \$16,500

Deliverables: 6 week targeted campaign

Marketing Plan:

- Reach extension display: \$7,000

Target the Orlando and Fort Myers/Naples DMA (expand as necessary) and audiences interested in traveling, and search keyword history of tourist things in Tampa DMA

- Facebook display: \$2,500

Display ads targeting people traveling in the Tampa DMA currently who live more than 100 miles away

- Video: \$7,000

:15 Pre-Roll

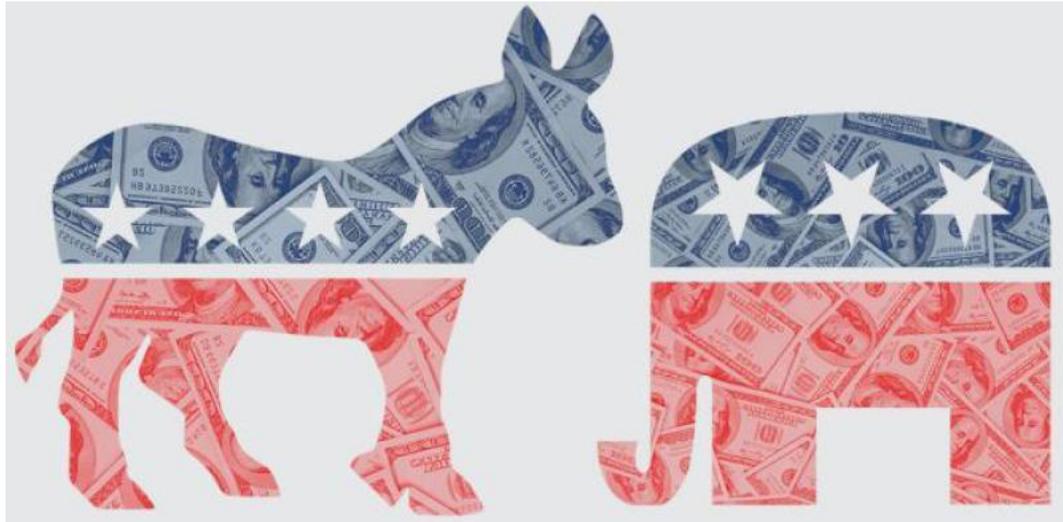
Companion banner ad where applicable

Targeting Orlando and Fort Myers/Naples DMA (expand as necessary) and audiences interested in traveling, search keyword history of tourist things in Tampa DMA

Cox Media Group
PO Box 105376
Atlanta, GA 30348
Main Line: (727) 579-2000
Cell: (813) 785-7948
Kourtney Thompson

📍 Political Influx- 2016

Projected Political Spend: **\$55M** on TV in Tampa DMA



Benefits of Online Video

- Extended Reach with better cost efficiencies!
- More targeting ability for less wasted ad spend
- Research and metrics
- Better Brand Recall and Lift
- Easy to shift last minute budget in high demand broadcast months.

2016 is the Year for Online Video

- TV Inventory Demands
 - Use Online Video to account for overflow in TV due to Political
- Undeniable Growth
 - *+19% YOY*
- Follow the usage behavior
 - *Of the 18-49 demo, over 50% now classify as millennials!*
 - *Smartphone use peaks during PrimeTime*

📍 Power of Video

Viewers watch “TV” everywhere.
‘Television’ is no longer hardware; it’s content viewed on demand.

Changing behavior:



Where & how we watch...



When we watch...



What we watch...

Viewing Behavior

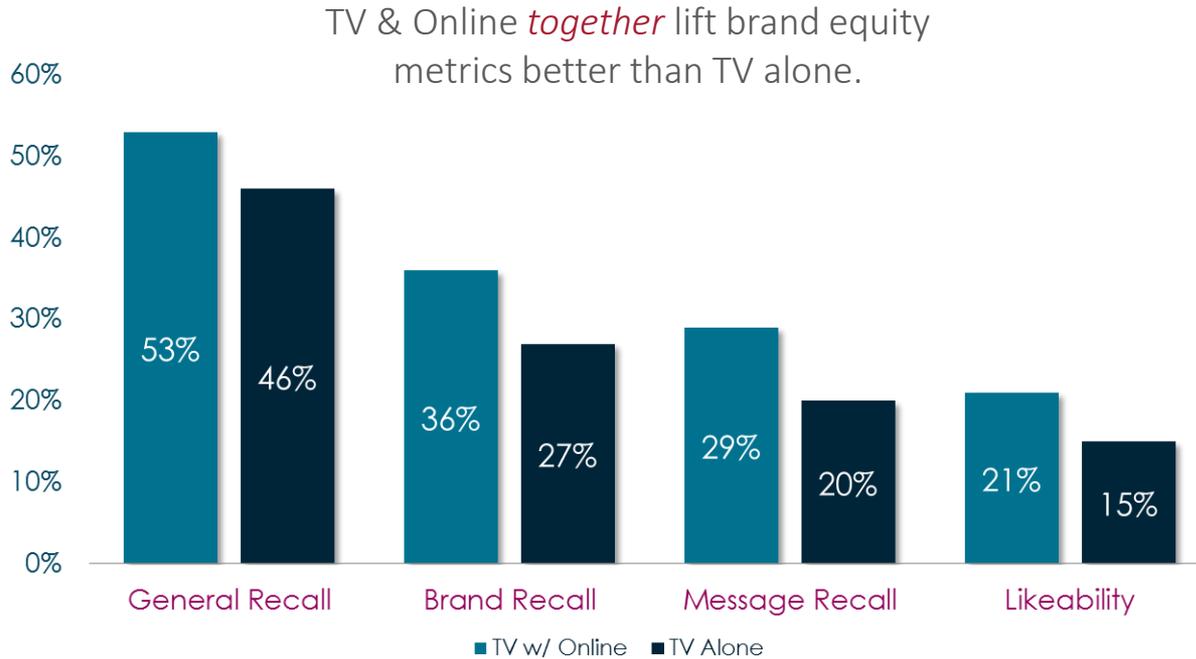


95% of Tablet Shoppers, making purchases, do it watching TV or engaging with other advertising.

87% of entertainment consumers use at least one or more screens.

Source: Google

Adding Online Video Shows Success



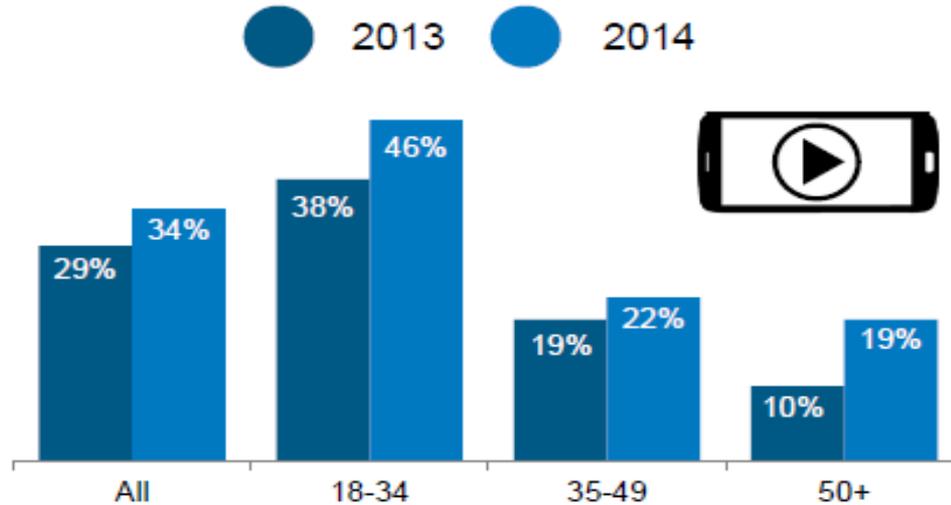
📍 Reach? Not Without Online Video



- Adults spent *15.9% of each day's media time viewing digital video* (not counting connected TV)
-eMarketer 2014
- The US audience for digital video *will surpass 200 million in 2015*, making up not quite two-thirds of the entire population.
-eMarketer Sept 2014

📍 Video Ads found Useful

Percent of adults who find video ads on each device useful*



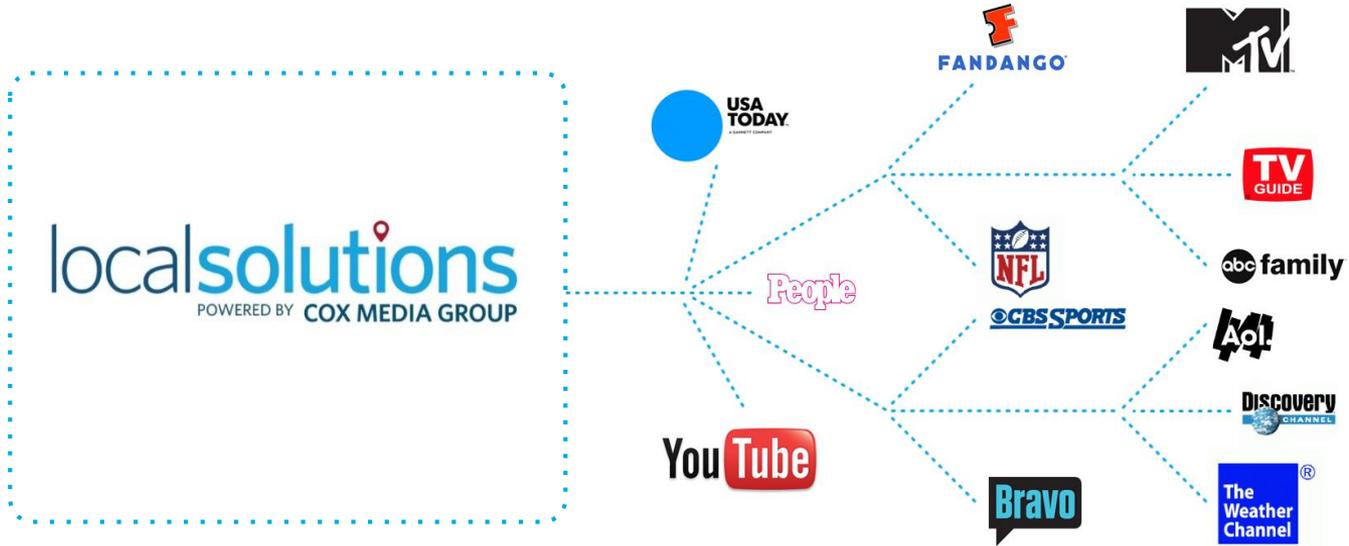
Cost Efficiencies

Projected 2016 Q2-Q3 CPMs For Broadcast On A1849 demo = \$73.91-\$77.54

MEDIA	Weekly Budget	Weekly Impressions	CPM
PRIMETIME TV (100%)	\$52,500	750000	\$70
ONLINE VIDEO (100%)	\$52,500	2625000	\$20
PTV (80%) & ONLINE VIDEO (20%)			
TV	\$42,000	600000	\$70
ONLINE	\$10,500	525000	\$20
TOTAL COMBINED	\$52,500	1125000	\$47
INCREASED REACH		375000	

20% Budget Shift Increases Overall Market Reach By 50%!

📍 CMG Video Network



Our video reach extension networks allow us to reach **87%** of all online video users.

CMG Video Network



Has more than 1 Billion
Users

Reaches more 18-34 yo's
than any cable network

People watch hundreds
of millions of hours of
content...daily

5M+ hours of news
videos are watched daily

1/3 of all searches are
news-related

50% of views are on
mobile devices

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 1/6/2016 FILE: TD16-017

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Authorization for reimbursement -
Chasco Fiesta Inc. \$395, Greater Dade City Chamber
of Commerce \$395, Rotary Club of San Antonio \$395,
Fine Arts of the Suncoast Inc. \$395 - Visit Florida
Membership - \$1,580.00.

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 Tourist Development Council (TDC), the Office of Tourism Development's (OTD) recommendation to reimburse Visit Florida membership dues for Chasco Fiesta Inc. \$395, Greater Dade City Chamber of Commerce \$395, Rotary Club of San Antonio \$395, Fine Arts of the Suncoast Inc. \$395, totaling \$1,180.00.

On July 15, 2015 the TDC instructed the OTD to create a budget for additional marketing efforts, outside of the awarded grants, to be completed by the OTD on behalf of the grant recipients. On September 16, 2015 the OTD presented their proposal for additional marketing efforts on behalf of the grant recipients. The proposal included a budget of \$1,415 per event broken down to: \$250 Facebook advertisements, \$450 Tampa Bay Times advertisements, \$320 HITS 106 commercials and \$395 Visit Florida Memberships. Attached you will find a detailed breakdown of the Special Event Grant Marketing by Visit Pasco. The TDC approved the proposal and asked the OTD to move forward with the additional marketing efforts.

Visit Florida small business memberships provide their members with many great opportunities including, co-op advertising, web-listings, networking, special event grants and much more. We encouraged all seven (7) grant recipients multiple times to take advantage of this offer as it would provide another platform to get their event information out, locally, regionally, nationally and internationally, as well as could potentially provide an additional source of money for their events. Only four (4) events signed up for memberships, two (2) were new to Visit Florida and two (2) have been members previously.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC approve reimbursement of Chasco Fiesta Inc., Greater Dade City Chamber of Commerce, Rotary Club of San Antonio, Fine Arts of the Suncoast Inc.
2. Do not recommend the BCC approve reimbursement of Chasco Fiesta Inc., Greater Dade City Chamber of Commerce, Rotary Club of San Antonio, Fine Arts of the Suncoast Inc.

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC approve Alternative 1.

Funding for this action will be made available from the Aid to Private Organizations account #B113-115300-88200 FY 2015/2016 budget.

ATTACHMENT:

Breakdown of Special Event Grant Marketing by Visit Pasco.

RG/EC/LS

Special Event Grant Marketing by Visit Pasco

Paid advertising, to be completed by the Office of Tourism Development, will begin 30 days prior to the special event as a last push to promote tourists to Pasco County. Each Special Event Grant recipient will receive \$1,415 in advertising, see the breakdown below.

Advertising	Company	Amount per Event	Amount for all Events
Social Media	Facebook <ul style="list-style-type: none"> • \$100 Clicks to Website • \$37.50/4 Promoted Posts 	\$250	\$1,750
Print	Tampa Bay Times <i>Weekend Package</i> 5 col x 1.5" B/W Banner ad (10.25" wide by 1.5" deep) <ul style="list-style-type: none"> • Thursday Weekend Guide, Full Run • Friday TBT, Full Run 	\$450	\$3,150
1 Year Membership	Visit Florida	\$395	\$2,765
Radio	Hits 106/Citrus <ul style="list-style-type: none"> • 26 radio spots at 15-seconds each 	\$320	\$2,240
		\$1,415 Total	\$9,905 Total

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 1/13/2016 FILE: TD16-018

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Discussion of All Sports Arena
Agreement – All Sports Arena, LLC –
2015 Tampa Bay Shoot-Out –
AMOUNT TO BE DISCUSSED

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 September 16, 2015 during the TDC meeting, the council decided not to fund the Tampa Bay Shoot-Out for the full amount requested by All Sports Arena, LLC (ASA), represented by Mr. Matt Garry, due to continued inconsistencies with their name, marketing efforts, previous post event reports, and the repeated use of the incorrect official tourism logo. The TDC expressed concern that the implementation of partnership opportunities and marketing efforts were not fulfilled even though the guidance had clearly been shared by staff and TDC in previous presentations and meetings. The TDC recommendation was to match only the funds received from the tourism bed tax that resulted from the Event. According to previous certified room nights reported, this amount was estimated to be no more than \$1,000.00.

Following TDC action in October, staff considered presenting the ESA to the BCC for approval; however Mr. Matt Garry refused to sign it. He misunderstood the TDC recommendation and it seems he thought ASA would receive funds based on room night performance, instead of receiving the tourist tax produced by the Event.

By the time the Event was held, the agreement still had not been executed, but Mr. Garry submitted a Post Event Report, which was brought to the attention of Elizabeth Blair, Senior Assistant County Attorney. Ms. Blair requested further information regarding the name of the Event, and evidence of specific requests made by the TDC in order to fund the Event. On November 13, 2015, staff requested proof of the video livestream showing the Visit Pasco logo, clarification of the name of the Event, residential rental address included in the post event report, and team registration list. These items were not submitted to OTD by Mr. Gay, with exception of the rental house address.

Mr. Garry responded that video was not archive, thus compliance cannot be proved. Regarding the name of the Event, Mr. Garry said that "The Event was stated "Pasco County Presents the Tampa Bay Shoot-Out". International Shoot-Out is the company name for these events. The name was created to get more teams from outside the US," however in the Post Event Report, the Event was named several ways.

It should be noted that although the Post Event Report submitted by ASA was better than previous ones, there are still many contradictions (please see attachment). Reported marketing efforts include a Google AdWord campaign, one (1) boosted post in Facebook, the flyer Mr. Garry has previously presented multiple times, and press releases. However press releases are free and although they are coverage, they are not considered marketing efforts.

According to the certifications submitted by ASA, the Event produced a total of 701 room nights. Estimating an average room rate of \$83.00, the bed tax collected (2%) for the 701 room nights would be \$1,163.66. The State collects 3% of the bed tax as a collection fee (\$34.90), so the amount that Pasco County received for this Event totals \$1,128.76. The Post Event Report also included \$342.04 in marketing efforts with Google Adword, which totals 1,470.80. Should ASA have complied with the conditions, they would have received \$1,470.80.

ALTERNATIVES AND ANALYSIS:

1. Change the conditions of the recommendation made by the TDC on September 19, 2015 and authorize to move forward to the BCC in order to enter into an ESA with ASA to match only the funds of which the TDC receives in bed tax revenue (2%) for this Event and the promotional dollars spent on marketing for the Event for a total up to \$1,470.80.
2. Cancel recommendation for funding the Event, based on not compliance of the requirements.

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC approve Alternative 1. Funding for this action will be made available from the Event Sponsorships account #B113-115300-88201 FY 2015/2016 budget.

ATTACHMENT:

1. Post Event Report
2. Communications between Mr. Matt Garry and staff

RG/EC/CS

**Pasco County Event Sponsorship Program
Post Event Report**

Event Name: Tampa Bay Shoot-Out Event Date: October 16-18
October 23-25

ECONOMIC IMPACT

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

701 is the actual reported room nights.

1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: 859 → *wrong number*

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.

701 x \$83.00 x 2% = \$1,163.66

(Number of TOTAL Room NIGHTS occupied) X (the Average Room Rate) X (2%)

1 House Rented @ 1692.46

$$\begin{array}{r} \$1700.82 \\ 33.85 \\ \hline 1734.67 \end{array}$$

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	<i>(653)</i>	<u>97950</u>
YOUTH Out-of-State overnight x \$75.00	<i>(23)</i>	<u>1725</u>
ADULT In-State overnight x \$75.00	<i>(156)</i>	<u>11700</u>
YOUTH In-State overnight x \$35.00	<i>0</i>	<u>0</u>
ADULT In-State x \$35.00	<i>(145)</i>	<u>5075</u>
YOUTH In-State x \$25.00	<i>(17)</i>	<u>425</u>
ADULT In-County x \$25.00	<i>(47)</i>	<u>1175</u>
YOUTH In-County x \$15.00	<i>(3)</i>	<u>45</u>

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

ADULT Out-of-State overnight x \$150.00	<i>(35)</i>	<u>5250</u>
YOUTH Out-of-State overnight x \$75.00	<i>(15)</i>	<u>1125</u>
ADULT In-State overnight x \$75.00	<i>(23)</i>	<u>1725</u>
YOUTH In-State overnight x \$35.00	<i>(12)</i>	<u>420</u>
ADULT In-State x \$35.00	<i>(215)</i>	<u>7525</u>
YOUTH In-State x \$25.00	<i>(45)</i>	<u>1125</u>
ADULT In-County x \$25.00	<i>(31)</i>	<u>775</u>
YOUTH In-County x \$15.00	<i>(17)</i>	<u>255</u>

Total Local Economic Impact

\$18200

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact \$ 136295

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 All Sport Arena, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

	<u>President</u>	<u>11/11/13</u>
Authorized Signature	Title	Date

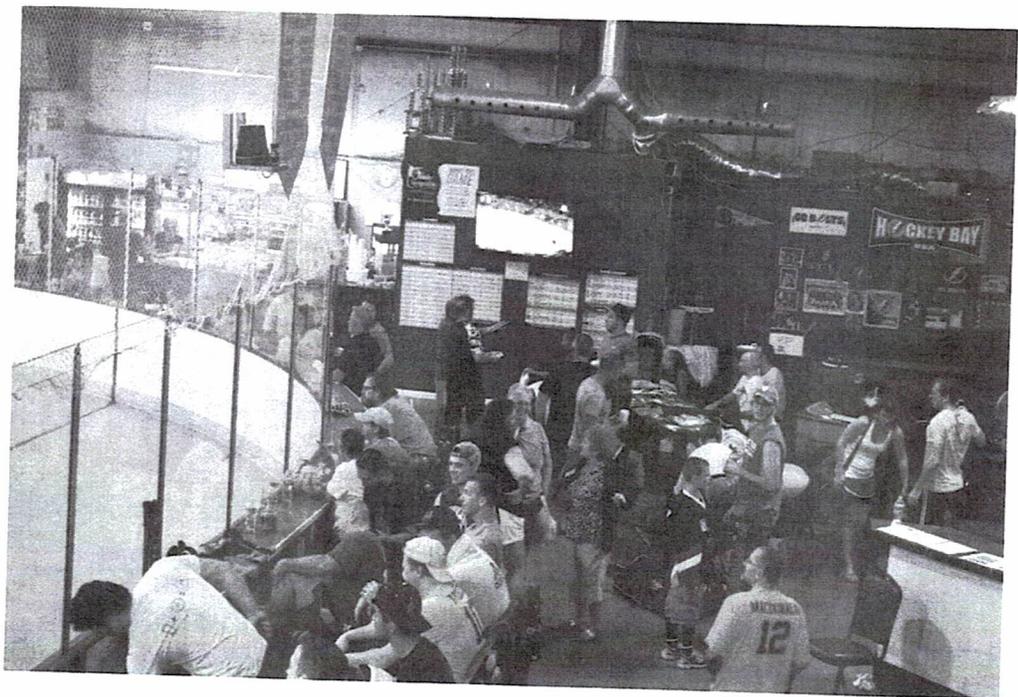


International Shoot-Out
2015 Indoor Ball Hockey Tournament
October 16-18
October 23-25



PASCO
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www.VisitPasco.net

All Sports Arena hosted the 2015 International Shootout Indoor Ball Hockey tournament in Port Richey, Pasco County over the course of two weekends in October. The following document provides an overview of the promotion, advertising, economic impact and player/team demographics.



Promotions

- **Printed Materials:** Traveled to events in Philadelphia, PA, Estero, FL and St. Louis, MO to personally distribute flyers and talk to teams about the tournament.

International Shoot-Out and Pasco County Florida Presents



INDOOR BALL HOCKEY TOURNAMENT

October 16th-18th

All Sports Arena

Central Florida's Premier Indoor Hockey Arena

Team Fee \$650

Prizes for Champions, Runner-up, MVP, MVD & MVG

Open A/B, Rec/D, Masters, Coed Divisions

The Event Filming LIVE!!

Air Conditioned Sport Court

Games will be filmed

Close to many Gulf Coast Beaches



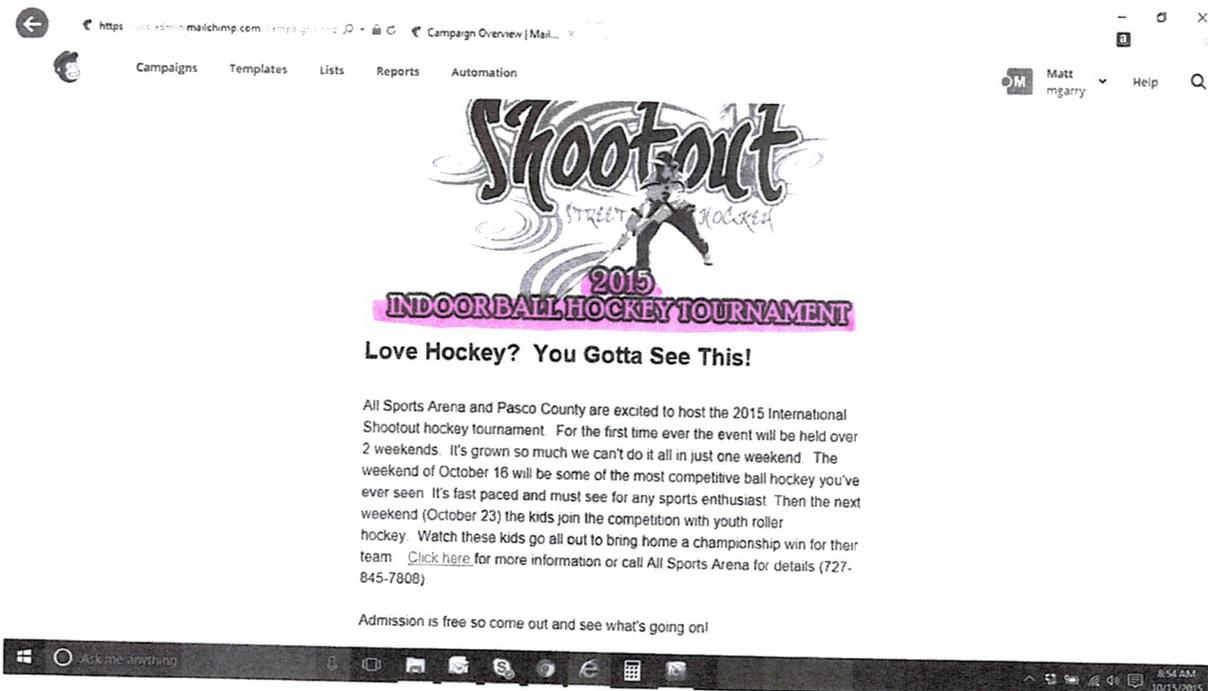
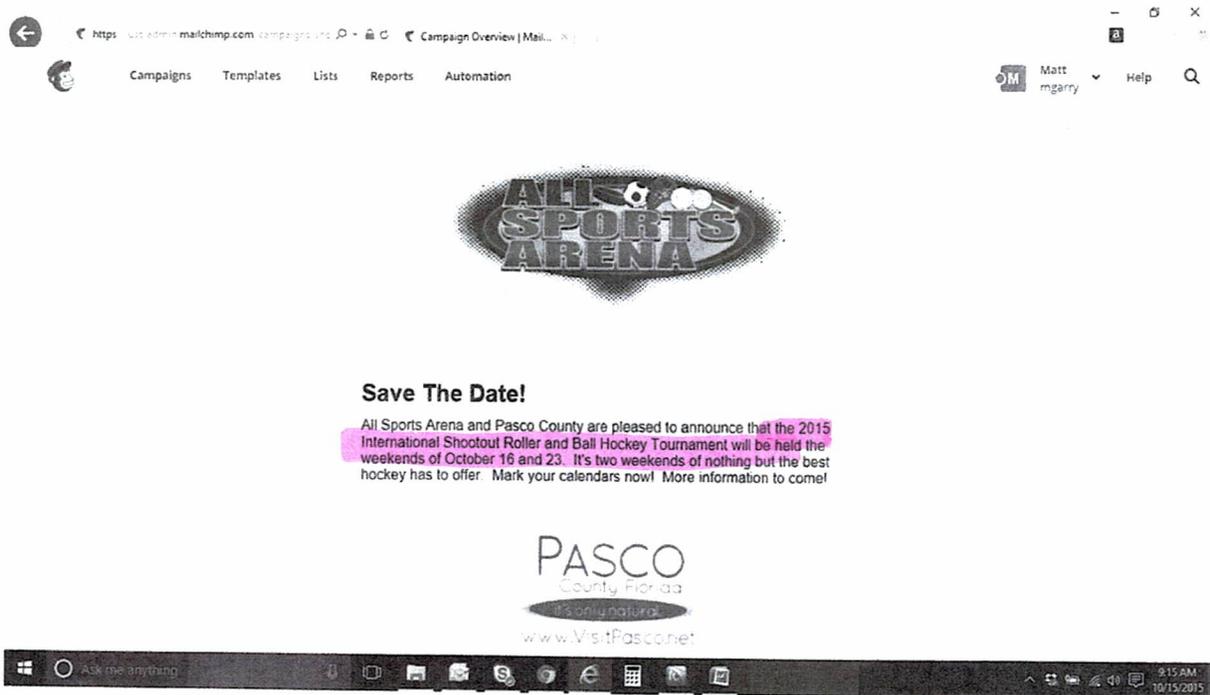
Enjoy great events and activities in Pasco County including Hudson beach and world renowned golf courses Saddlebrook and Lake Jovita. Just minutes from other family-friendly Pasco County activities, you're sure to be entertained no matter what you're interests.

It's the perfect excuse for a getaway to the sunshine state!!!!

Matt Garry: 813-818-1312 or 727-809-0775 or email: mgarry3@tampabay.rr.com

Website: internationalshoot-out.com

- **Database Marketing Campaign:** Three emails were sent to a database of nearly 500 people. Email 1 (Save the Date) generated a 19% open rate. Email two (Love Hockey) generated a 14% open rate and Email 3 (Reminder) generated a 16% open rate.



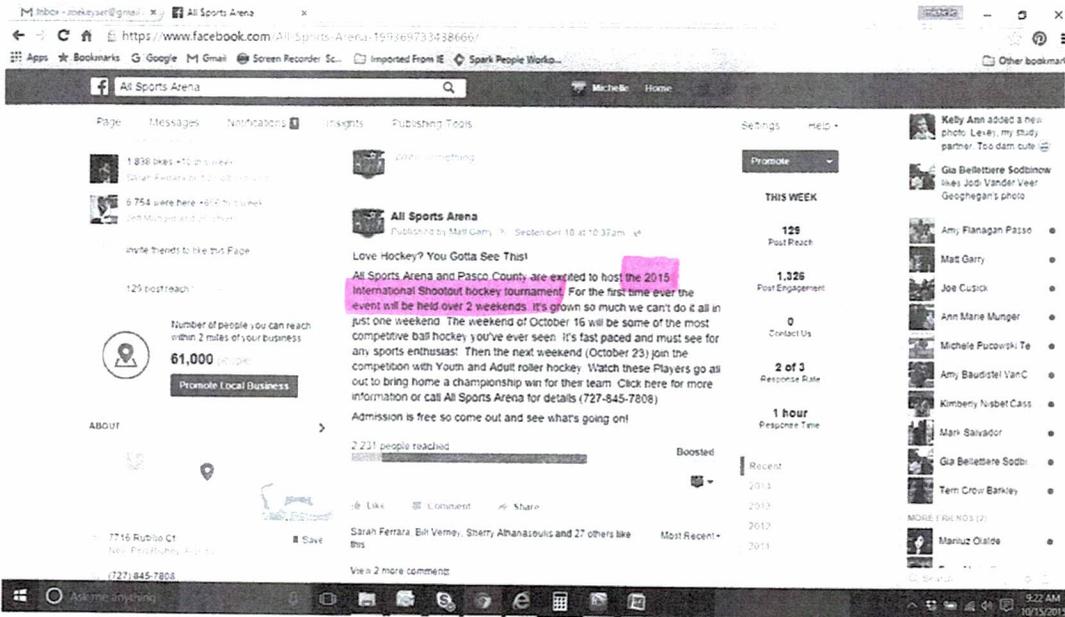


International Ball Hockey Tournament

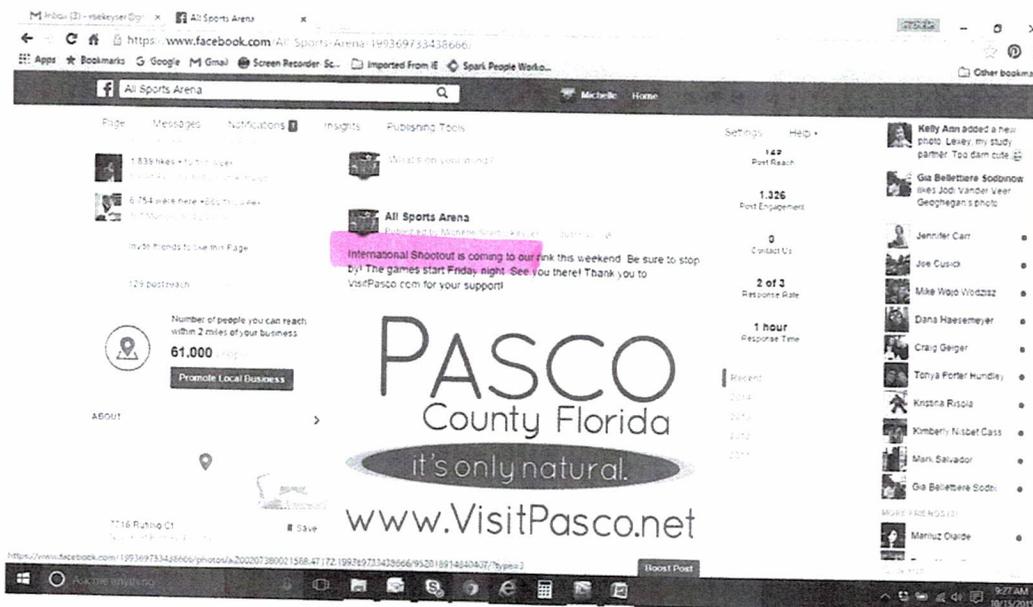
Looking for something to do this weekend? All Sports Arena and Pasco County are proud to be hosting the 2015 International Shootout. The best ball and youth roller hockey teams from all over the world will be heading to Pasco County this weekend for this international event. Come by and watch. The event starts with games this Friday and runs through Sunday. Busy this weekend? No problem! The competition continues next weekend with another high performance hockey weekend. Admission is free so bring the family and enjoy the games!



- Social Media:** Promotion of the event on the All Sports Arena Facebook page on September 18th. 2,231 people were reached. The post was boosted for greater visibility. The same post was put on the International Shootout Facebook page



A second post was made on October 15 on both the ASA and International Shootout pages promoting the event. This post showed the Visit Pasco logo largely displayed with no other imagery used so as to focus on that entity only.



- **Media Pitches:** Media pitches were sent to local news outlets including the Suncoast News, Bay News 9, ABC, NBC, CBS, Fox, New Port Richey Patch, and the Pasco Edition of the Tampa Tribune and Tampa Bay Times.

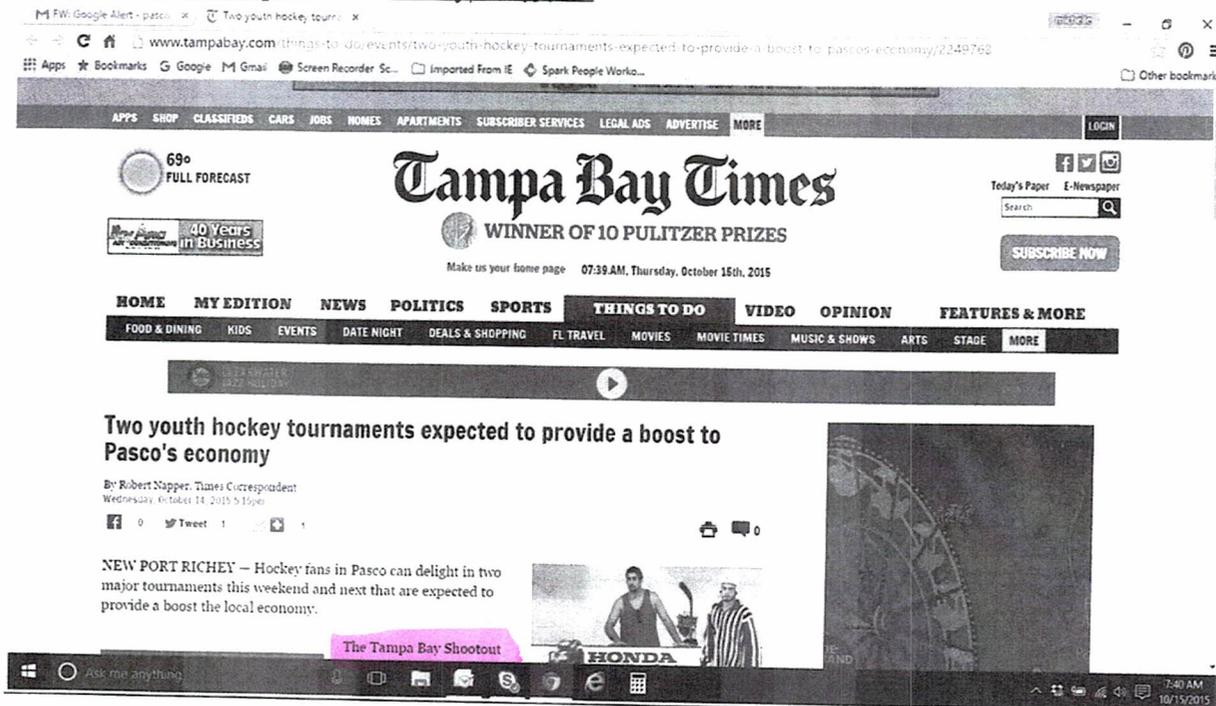
Pitch:

New Port Richey Event to Draw Hundreds to Pasco County

All Sports Arena located in New Port Richey, Pasco County, is holding the 2015 International Shoot Out roller and ball hockey tournament. The tournament will have a huge economic impact on the town and county as the organizer expects to need 400 hotel rooms. This many people coming into the county means they need to eat and get around. Restaurants, taxi cab companies, rental car companies and other local businesses are sure to feel the effects of the October event. The International Shoot Out tournament is coming to Pasco County the weekend of October 16 for a ball hockey tournament for teams across the US and the world. They will return the following weekend (October 23) for a roller hockey tournament for skill levels ranging from youth to masters. Teams from Slovakia, Canada, and all across the US will flock to Pasco County for the 10th annual tournament that has grown exponentially since it started in 2005. Admission to watch the events is free and open to the public. Teams looking to enter the competition should reach out to Matt Garry at 813-818-1312 or 727-809-0775 or via email at mgarry3@tampabay.rr.com. VisitPasco is a proud partner of this event.

Results from Media Pitch:

<http://www.tampabay.com/things-to-do/events/two-youth-hockey-tournaments-expected-to-provide-a-boost-to-pascos-economy/2249768>



FWI Google Alert - pasco x / Events in Tampa Bay | Ta x

www.tampabay.com/things-to-do/events/

Apps ★ Bookmarks Google Gmail Screen Recorder Sc... Imported from IE Spark People Worko...

Plan your weekend

Festival
Clearwater Jazz Holiday The festival's strategy of booking more pop-friendly acts seems to be paying off with extra ticket sales four years into its experiment. This year's 36th annual festival, which runs today through Sunday at Coachman Park in downtown ...

3. Two youth hockey tournaments expected to provide a boost to Pasco's economy
 10/14/15 | Events | By Robert Napper, Times Correspondent
NEW PORT RICHEY — Hockey fans in Pasco can delight in two major tournaments this weekend and next that are expected to provide a boost the local economy.

4. Why wait? It's the perfect time to train for a race
 10/14/15 | Events | By Robbyn Mitchell, Times Staff Writer
It's do or die time.
 You've always talked about running a 5K race or a half marathon, but the holidays get in the way, and by the time you start asking friends about it, the summer heat sidelines your ambitions once again.

5. Unexpected death doesn't halt annual Weekstock festival at Beckylack's Food Shack
 10/14/15 | Events | By Beth N. Gray, Times Correspondent
WEEKI WACHEE — Think of raucous Woodstock trimmed down to a neighborhood-friendly size — a gamut of musical genres performed live in the seasonally glorious outdoors, locally famous foods served up alongside 15 craft beers and some 20 vendors of crafts and whatnot.

RODDIN MITCHELL
 OCTOBER 14, 2015
Why wait? It's the perfect time to train for a race

ABOUT THE EVENTS SECTION

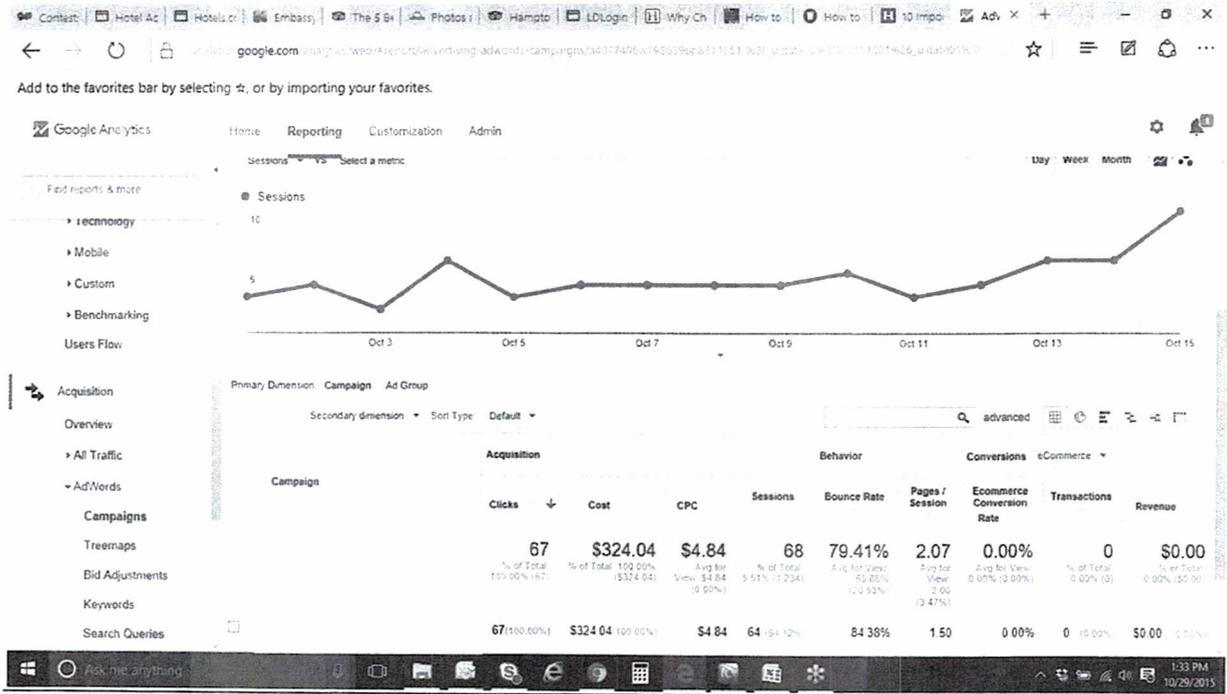
Events in Tampa Bay are featured here, from major concerts to small neighborhood events. Use us for your calendar of events as you plan fun things to do in Tampa Bay this weekend and in coming weeks.

6 Top things to do in Tampa Bay for Oct. 15

Ask me anything 7:43 AM 10/15/2015

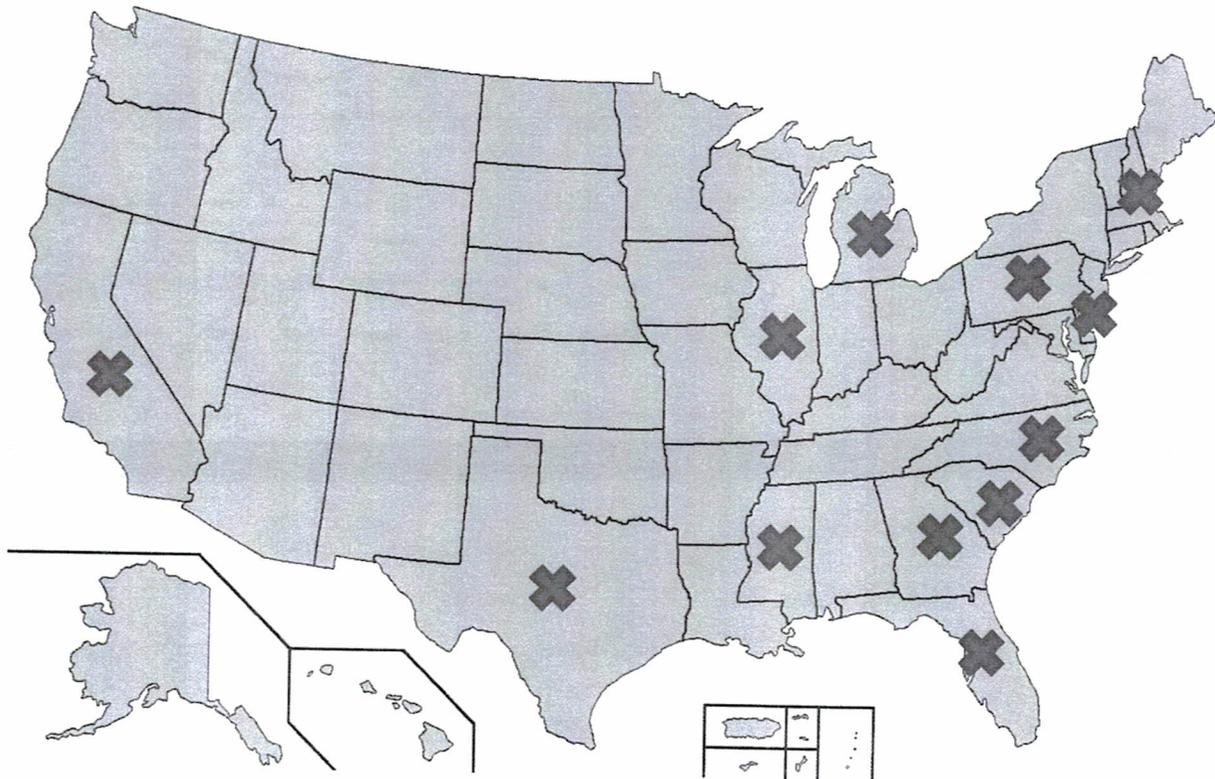
- **Google AdWord Campaign**

A search engine marketing campaign was run from October 1 – 18 to build awareness of the event to the surrounding markets. The geographic location was 30 miles from All Sports Arena. A total of \$324.04 was spent on the two week campaign that generated 67 clicks for a CPC of \$4.84.



Event Analytics

- **Participant Demographics:** Men and women between the ages of 8-70 participated in the event. The event attracted teams from Slovakia, Quebec, Ontario, Philadelphia, Boston, NY, Chicago, CA, North Carolina, South Carolina, Georgia, Texas, NJ, Mississippi, Michigan and all over FL

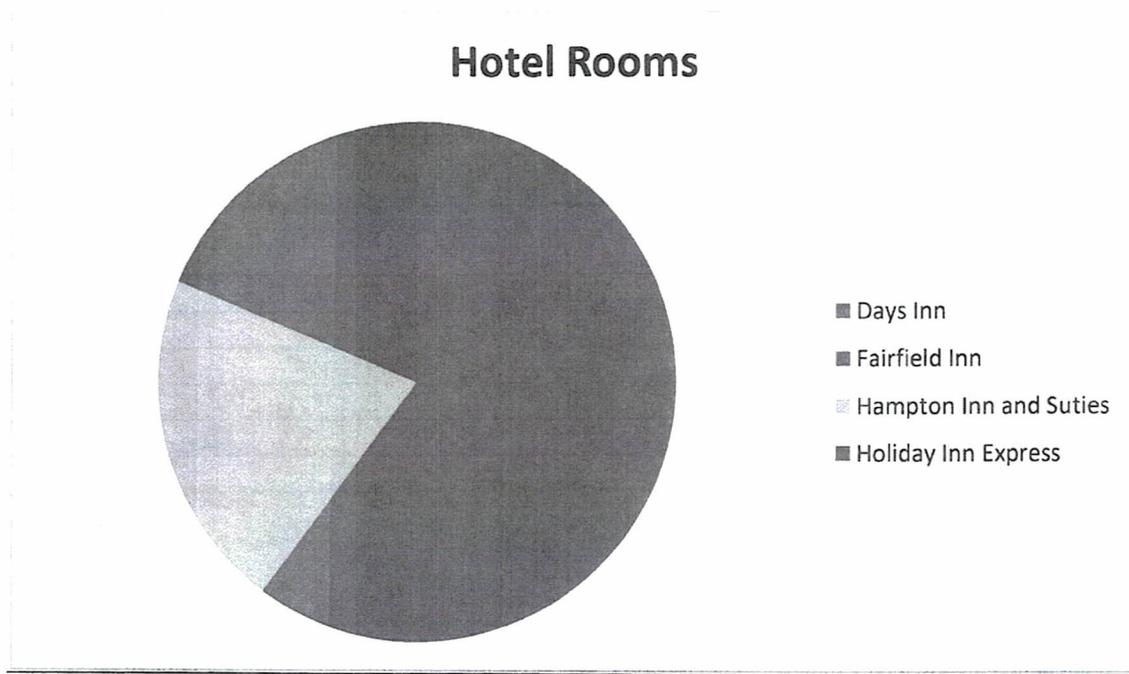


Economic Impact

In addition to the economic impact that the tournament had on the hotel and restaurant business, the recreational industry also benefited from the event. Seven teams from Quebec visited the Sun West Mines in Hudson and had a great time!

Hotels:

All Sports Arena projected that we would fill 420 hotel rooms with out-of-town guests. We are proud to say that number was exceeded and 466 rooms were rented from Pasco County hotels.



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ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: Days Inn + Suites Port Richey

GROUP NAME	TRACKED ROOM NIGHTS								TOTAL
	All Sports Arena								
EVENT/FESTIVAL NAME	Tampa Bay Shootout								TOTAL
DATE	10/14	10/15	10/16	10/17	10/18	10/19	10/20	10/21	
PAID ROOM NIGHTS	6	37	48	57	33	26	11	11	229
COMP ROOM NIGHTS	-	2	2	2	-	-	-	-	6

TOTAL 235

Please provide any comments:

What a great tournament! We really appreciate the business!

Hotel Representative
Signature:

Gail J. Cushman
I certify the organization/event listed above utilized the reported room nights.

Print Name: GAIL J. CUSHMAN Title: DIRECTOR of SALES

Telephone: 727 869-9999 Email: Sales@portrichedayshinn.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



Pasco County Local Special Event Marketing Program
Application for Grant Agreement, Guidelines and Procedures

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales 

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location: HAMPTON INN & SUITES PORT RICHEY

	TRACKED ROOM NIGHTS					
GROUP NAME	TAMPA BAY SHOOT OUT					
LOCAL EVENT						
DATE	10/16	10/17	10/23	10/24		
PAID ROOM NIGHTS	38	39	11	11		
COMP ROOM NIGHTS	-	-	-	-	-	-

Please provide any comments:



59

Hotel Representative Signature:

I certify the organization/event listed above utilized the reported room nights.

Print Name: Title: GEETA PATEL (GENERAL MANAGER)

Telephone Email: 727-869-4900

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



Pasco County Local Special Event Marketing Program
 Application for Grant Agreement, Guidelines and Procedures

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location: **FAIRFIELD INN**

	TRACKED ROOM NIGHTS					
GROUP NAME	Tampa Bay Shoot Out					
LOCAL EVENT	Tampa Bay Shoot Out All Sports Arena					
DATE	10-16	10-17	10-18			
PAID ROOM NIGHTS	15	15	15			
COMP ROOM NIGHTS	0	0	0			

45

Please provide any comments:

Cailin Mahon

Hotel Representative Signature:

I certify the organization/event listed above utilized the reported room nights.

Print Name: _____ Title: Operations Supervisor
Cailin Mahon
 Telephone _____ Email: cailin.mahon@marriott.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.

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ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: Hamewood Suites

GROUP NAME	TRACKED ROOM NIGHTS						
	DATE	DATE	DATE	DATE	DATE	DATE	DATE
EVENT/FESTIVAL NAME	<u>Block Party Tournament</u>						
DATE	<u>10/19</u>	<u>10/20</u>	<u>10/21</u>	<u>10/22</u>	<u>10/23</u>	<u>10/24</u>	<u>10/25</u>
PAID ROOM NIGHTS	<u>11</u>	<u>11</u>	<u>19</u>	<u>32</u>	<u>36</u>	<u>36</u>	<u>13</u>
COMP ROOM NIGHTS							

158

Please provide any comments:

Participants from all over world

Hotel Representative
Signature: [Signature]

I certify the organization/event listed above utilized the reported room nights.

Print Name: KAREN KING Title: DIRECTOR/Sales

Telephone: 727-819-1000 Email: karen.king@hilton.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



www.VisitPasco.net

ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.
 Hotel/Location: HOMewood Suites

GROUP NAME	TRACKED ROOM NIGHTS			
	EVENT/FESTIVAL NAME	TAMPA BAYS HOOTOUT		
DATE	10/15	10/16	10/17	10/18
PAID ROOM NIGHTS	14	36	35	11
COMP ROOM NIGHTS	0	0	0	0

Please provide any comments:

PARTICIPANTS FROM all over country

254 total

Hotel Representative
 Signature: [Signature]

I certify the organization/event listed above utilized the reported room nights.

Print Name: KAREN KING Title: DIRECTOR OF SALES

Telephone: 727 819 1000 Email: karen.king@hilton.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



Pasco County Local Special Event Marketing Program
Application for Grant Agreement, Guidelines and Procedures

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

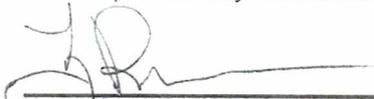
The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location: Holiday Inn Express & suites Port Richey FL.

	TRACKED ROOM NIGHTS					
GROUP NAME	Tampa Bay Shoot Out					
LOCAL EVENT	10-16-10-17-10-18 / 10-23-10-24					
DATE						
PAID ROOM NIGHTS	21	21	21	15	15	15
COMP ROOM NIGHTS						

108

Please provide any comments:


Hotel Representative Signature:

I certify the organization/event listed above utilized the reported room nights.

Print Name: Title: Zdenka Pulliam Event Desk manager

Telephone Email: 727-868-1900 zpulliam.hier@gmail.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.

Back

Details

Messages

Payments

Hospitality

New Port Richey, Florida Central West

Property ID #180851

Trip total

\$1,692.46

Rental amount (7 nights)	\$995.00
Cleaning	\$99.00
Tax	\$98.46
Subtotal	\$1,192.46
Refundable Damage Deposit	\$500.00

Payment 1 **\$500.00**
Paid Paid on Sep 19, 2015

Payment 2 **\$1,192.46**
Paid Paid on Sep 19, 2015



Go mobile

+1 () - - -

Send

Text yourself a link to download the app.

From: Ed Caum [<mailto:ecaum@pascocountyfl.net>]

Sent: Tuesday, December 1, 2015 1:58 PM

To: 'Matthew Garry'

Subject: RE: Post Event Report

Were you able to locate the video streaming? That has to be somewhere. You made it clear to the TDC we would be the sponsor on the live feed.

My Dad is doing well. Thanks for asking. I will be at a conference for the next few days let's though base next Monday,

Ed Caum

Tourism Manager

Office of Tourism Development
West Pasco Government Center
8731 Citizens Drive, Ste. 135
New Port Richey, FL 34654
727-847-8129 ext. 8401
www.visitpasco.net



From: Matthew Garry [<mailto:mgarry3@tampabay.rr.com>]

Sent: Tuesday, December 01, 2015 1:03 PM

To: Ed Caum

Subject: RE: Post Event Report

Afternoon Ed,

Hope all went well for your Dad. Please let me know where we stand for October event. I am not able to do the forms as some paperwork is missing. However, I will use those forms in future.

Thank you,

Matthew Garry-Owner of All Sports Arena-International Shoot-out and 2014 Worlds Masters Host
727-845-7808 Business
727-809-0775 Cell
mgarry3@tampabay.rr.com

From: Ed Caum [mailto:ecaum@pascocountyfl.net]
Sent: Wednesday, December 9, 2015 8:57 AM
To: 'Matthew Garry'
Cc: Consuelo B. Sanchez
Subject: RE: Post Event Report

Matt,

I'll review the packet today. Make notes and call you tomorrow. I have meetings most of today.

Ed Caum

Tourism Manager

Office of Tourism Development
West Pasco Government Center
8731 Citizens Drive, Ste. 135
New Port Richey, FL 34654
727-847-8129 ext. 8401
www.visitpasco.net



From: Matthew Garry [mailto:mgarry3@tampabay.rr.com]
Sent: Tuesday, December 08, 2015 2:57 PM
To: Ed Caum
Subject: RE: Post Event Report

Hi Ed,

Let me know when your available to talk. Want to move forward on October event. Stream guy said it was live bit not Archived.

Thank you,

Matthew Garry-Owner of All Sports Arena-International Shoot-out and 2014 Worlds Masters Host
727-845-7808 Business
727-809-0775 Cell
mgarry3@tampabay.rr.com

Consuelo B. Sanchez

From: Consuelo B. Sanchez
Sent: Wednesday, January 06, 2016 12:35 PM
To: Consuelo B. Sanchez
Subject: FW: Post Event Report

Consuelo Sanchez

Senior Secretary

Office of Tourism Development
8731 Citizens Drive, Ste. 135
New Port Richey, FL 34654
(727) 847-8129

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- Greg Hickman

From: Matthew Garry [mailto:mgarry3@tampabay.rr.com]
Sent: Monday, December 28, 2015 12:26 PM
To: ecaum@pascocountyfl.net
Cc: cbsanchez@pascocountyfl.net
Subject: Post Event Report

Ed,

Still have not heard back from you. Sure holidays aren't helping. Need to know how much I have been approved for and next step. Please advise.

Thank you,

Matthew Garry-Owner of All Sports Arena-International Shoot-out and 2014 Worlds Masters Host
727-845-7808 Business
727-809-0775 Cell
mgarry3@tampabay.rr.com

· Which name was used throughout the event or were there several names for the same Event? Still unclear. What name are you using moving forward in in your future events?

· See attached as we ask all events with TEAM registration of this size to fill out as shown by Dick's example. Either form is acceptable if you can produce this for the Post Event Report.

Also, can you please provide proof of residence address of rental house per our County Attorney?

Thanks,

Ed Caum

Tourism Manager
Office of Tourism Development
West Pasco Government Center
8731 Citizens Drive, Ste. 135
New Port Richey, FL 34654
727-847-8129 ext. 8401
www.visitpasco.net<<http://www.visitpasco.net/>>

[cid:image001.png@01D11E2E.7C9B5AA0]<<http://www.visitpasco.net/>>[cid:image002.jpg@01D11E2E.7C9B5AA0]<[pascocountyfl.net](http://www.pascocountyfl.net)>

[cid:image003.gif@01D11E2E.7C9B5AA0]<<http://www.pascocountyfl.net>>

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CUSA18A7

Consuelo B. Sanchez

From: Consuelo B. Sanchez
Sent: Wednesday, January 06, 2016 12:38 PM
To: Consuelo B. Sanchez
Subject: FW: We are making a small change to the contract. We will resend ASAP

Consuelo Sanchez

Senior Secretary

Office of Tourism Development
8731 Citizens Drive, Ste. 135
New Port Richey, FL 34654
(727) 847-8129

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- Greg Hickman

From: Ed Caum [<mailto:ecaum@pascocountyfl.net>]
Sent: Thursday, November 05, 2015 11:38 AM
To: mgarry3@tampabay.rr.com
Cc: cbsanchez@pascocountyfl.net; rloyd@pascocountyfl.net; eblair@pascocountyfl.net
Subject: We are making a small change to the contract. We will resend ASAP

Matt,

The contract is based on the TDC's recommendation, not Staff input. I did not come up with figure. This was not to be a performance-based contract. They were very clear in you providing the deliverables they requested. Their recommendation was to fund from the Bed Tax collected only, up to \$1,000.

Recommendation 1 from TDC Memo TD15-063, dated 7/31/2015

The TDC Recommendation to the BCC is to match only the funds of which the TDC receives in Bed Tax for this event unless promotional dollars are accounted for and proven to have an impact on spectatorship.

Ed Caum

Tourism Manager

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 1/20/2016 FILE: TD16-019

THRU: Richard Gehring
Strategic Policy Administrator

SUBJECT: Advance Payment Authorization –
Killer “B” Promotions - 2016 PBA50
Pasco Florida Open - \$5,000.00

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 Tourist Development Council (TDC), the Office of Tourism Development’s (OTD) recommendation to authorize an advance payment for the amount of \$5,000.00 to Killer “B” Promotions.

On October 14, 2015 the TDC recommended to fund the 2016 PBA50 Pasco Florida Open with a sponsorship of \$15,000.00 to cover the rights fee that Killer “B” Promotions requires to host the Event in Pasco County. Mr. Gary Beck, representing Killer “B’ Promotions, has requested to get paid in two parts:

1. The first payment of \$5,000.00 should be paid after execution of the agreement with the Pasco County Board of County Commissioners, and upon submission of the invoice.
2. The second payment of \$10,000.00 should be paid upon submission of a complete Post Event Report, including the invoice, within 90 days after the conclusion of the Event.

The first payment will be used to cover rights fee prior to the event, and also will enable Mr. Beck to invest in a marketing campaign designed to attract amateur bowlers from across Florida to Pasco County to participate in the Event.

ALTERNATIVES AND ANALYSIS:

1. Authorize the advance payment to Killer “B” Promotions for the amount of \$5,000.00
2. Do not authorize the advance payment to Killer “B” Promotions for the amount of \$5,000.00

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends the TDC approve Alternative 1. Funding for this action will be made available from the Aid to Private Organizations account #B113-115300-88201 FY 2015/2016 budget.

ATTACHMENT:

Email from Mr. Gary Beck requesting advance payment

RG/EC/CS

FW: 2016 Pasco County Florida PBA50 Open

Ed Caum

 You forwarded this message on 1/20/2016 2:46 PM.

Sent: Tue 1/19/2016 1:43 PM

To: Lauren N. St. Martin; Consuelo B. Sanchez



From: Gary B Beck [<mailto:garyb@killerbpromotions.com>]

Sent: Tuesday, January 19, 2016 12:58 PM

To: Ed Caum

Subject: 2016 Pasco County Florida PBA50 Open

Hello Ed,

Per our previous conversations, I am formally requesting that Pasco County's \$15,000 sponsorship fee be paid in two parts:

1. \$5,000 – immediately
2. \$10,000 – on or before May 15

This payment schedule will not only allow me to fulfill my obligation to pay the PBA's \$15,000 rights fee prior to the event, but will enable me to invest in a marketing campaign designed to attract amateur bowlers from across Florida to Pasco County to participate in the event's Pro Am.

This campaign includes:

- Printing and mailing of Pasco County-branded promotional materials to Florida's 170 bowling centers and 100 pro shops:
 1. 5,000 4-page, 8" x 11" four-color event flyer/pro-am entry forms
 2. 500 11" x 17" four-color event posters
- Incentives/prizes for those Pro Am participants who provide documentation of a stay in a Pasco County hotel.
- A dedicated Pasco County Florida PBA50 Open page on Facebook
- Promotion via PBA.com and the PBA's social media channels.

Please email me the Pasco County "sign post" graphic you formerly used on VisitPasco.net and let me know if you need anything else from me.

Best regards,

Gary



Pasco County Office of Tourism Development Tourism Manager's Report

TO: Tourist Development Council

DATE: 1/12/2015 **FILE:** TD16-020

FROM: Tourism Manager

SUBJECT: Update on Tourism Activities

The following is a summary of major activities for the period of January 1, 2016 – February 16, 2016.

Conference Attendance and Special Engagements

- Tourism Day – Ed Caum and Kathryn Starkey - Tallahassee Jan 20
- Coast to Coast – Pasco, Hernando and Pinellas meeting Jan 21

Website, Social Media and Marketing Update – Lauren St. Martin

- Pasco County Tourism on Facebook 8,221 Fans
- Pasco County Tourism flyers
- January E-Newsletter
- New Brochure

Old Business

- Dick's TOC New Agreement

New Business

- Open position – Sports Coordinator

Past/Upcoming Events

- Dick's TOC Dec 29 – 31
- Suncoast Arts Festival Jan 16 – 17
- Plgz in Zhills BBQ and Blues Jan 16
- Annual Kumquat Festival Jan 30
- Pasco County Fair Feb 15 - 21