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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

March 16, 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 February 17, 2016
5. Public Comment
6. New BUSINESS
- a. Southern Region Roller Skating Artistic Championships TD16-031
- b. Sunshine Shoot-Out TD16-032
- c. Pasco Paddlepalooza 2016 TD16-033
7. Tourism Manager’s Report TD16-034
8. Board Member Comments
9. Adjournment

Next Meetings:

TDC Meeting – April 20, 2016

Courthouse, Dade City, FL

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED MINUTES

FEBRUARY 17, 2016

**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 COURTHOUSE
DADE CITY, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey - ABSENT
Chairman, Board of County Commissioners

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

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

John Heather
Saint Leo University

Gail Cushman - ABSENT
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji - ABSENT
Hampton Inn Dade City/Zephyrhills

1. Call to Order – 9:30 a.m. Chairman

Vice-Chairman Hernandez called the meeting to order at 9:30 a.m.

2. Invocation, Pledge of Allegiance

TDC 02/17/2016
Page 1 of 7

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

3. Roll Call

Ms. Schmidt called the roll. Chairman Kathryn Starkey, Councilman Chopper Davis, Ms. Gail Cushman and Mr. Piyush Mulji were absent.

4. Adoption of Minutes

a. TDC Minutes January 27, 2016

Vice-Chairman Hernandez asked if there were any changes or corrections to the minutes.

Motion to approve the minutes; motion carried.

5. Public Comment

None.

6. New Business

a. Travel Request for Travel to Germany

Mr. Ed Caum, Tourism Manager, explained a few years ago there was a visit from a German Commissioner who brought a delegation from the schools, economic development and tourism. They had invited County representatives as a reciprocal protocol type visit to Germersheim. Staff was currently working on the details. He anticipated the new EDC Director, the County Administrator, BCC Chairman and TDC Chairman, and a professor from St. Leo would be included on the trip. He asked if the TDC wished to set aside funding to support this protocol tourism visit.

Mr. Richard Gehring, Planning and Development Administrator, spoke regarding the past visit and explained they were trying to set a date in April for a responsive visit. He noted they wanted to build the relationship from a tourism, economic development and education standpoint.

There was discussion between Mr. Caum and Ms. Elizabeth Blair, Senior Assistant County Attorney, regarding if there were other departments contributing toward the trip

since it was not just tourism; was this a correct use of tourism funds if it was truly a tourism visit; they were allowed to spend money on tourism travel and FAM trips; and a portion of the visit was the protocol visit for tourism, and then economic development.

Extensive discussion followed between the TDC Members and Staff regarding the the German delegation; who would be attending; requested funding amount and other expenses; the Economic Development and St. Leo representatives would pay for their own way; it was important to send one person, but not a whole delegation; it was suggested to fund Chairman Starkey and a tourism representative; the time frame involved with the request; and who would be attending and who would be responsible for their own expenses.

Motion to approve to limit the trip to up to two people and up to \$10,000.00 for the trip to Germany.

Mr. Caccio asked that the motion include that Frankfurt be part of the agenda.

Motion to amend the motion to include Frankfurt, working with Visit Florida, and to request complimentary airline tickets from Luftansa.

Discussion continued regarding the original request for \$20,000.00 and the need to provide a budget breakdown for future requests.

Motion to amend the motion to read up to \$7,000.00; motion carried.

Mr. Caum stated he would keep the TDC updated regarding the trip.

7. Tourism Manager's Report

Conference Attendance and Special Engagements

- Growing Global – International Exporting Conference

Mr. Ed Caum, Tourism Manager, spoke regarding the Growing Global Conference and explained they would meet again on May 5, 2016 at the Fairfield Inn and Suites. He asked that the TDC Members let him know if they wished to attend the meeting scheduled on May 5, 2016.

Website, Social Media and Marketing Update

- Pasco County Tourism on Facebook

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding Facebook advertising for the grant recipients and noted there had been a steady increase in traffic to their page on social media. She spoke regarding ads done for the Pasco County Fair and the number of people reached.

Discussion followed regarding the Council's past decision to reduce the amount of the funding for the grantees and ESA recipients; the social media advertising; and Staff responses to questions raised.

- February E-Newsletter

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding the February E-Newsletter which featured the Pasco County Fair, valentine articles and local events.

- ESA/Grant Applications

Ms. Lauren St. Martin, Tourism Marketing Coordinator, explained she had been meeting with Ms. Baker to review the ESA and Grant Applications. The item would go before the Board of County Commissioners on March 8, 2016 for final approval. Staff would meet with the grantees on March 10th and would review the new application process and answer any questions they may have at that time.

Vice-Chairman Hernandez asked when the grant proposal would be presented.

Ms. St. Martin said she anticipated the grant proposals would go before the TDC at the May meeting.

Old Business

- Dick's TOC New Agreement Update

Mr. Ed Caum, Tourism Manager, explained a new agreement had been forwarded to the representatives. They were waiting to hear back about their final comments. He felt their discussions had been great and that they would be able to come to an agreement.

- Cycling Update

Mr. Allen Howell, MPO Bicycle Pedestrian Planner, gave a PowerPoint presentation and displayed the greenways, trails and blueways map that would be used to provide a way forward for the trail system.

Discussion followed regarding the trail alignments; economic growth and development; the possible use of the train depot in Dade City as a cycling center as a new accelerator and opportunities with the Dade City police station location; the recent visit to Tallahassee; the pedestrian crossing request for US 19 proposed by the City of New Port Richey; and the need to communicate and reinforce the municipalities programs.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, gave a presentation regarding signage and wayfinding. She spoke regarding possible ways to attract tourists to Pasco County using existing greenways and trails.

- Tourist Development Plan Update

Mr. Ed Caum, Tourism Manager, explained Mr. Gehring had asked that they continue to work on the plan. He spoke regarding actions in Tallahassee with the TDT and the use of the tax. He felt it may influence how Staff came back to the Council with changes to the plan.

Mr. Richard Gehring, Planning and Development Administrator, spoke regarding discussions in Tallahassee concerning the tourist money, the elements within the Tourist Development Plan, revisions to the grant process, and explained they wanted to bring everything together before the item was brought back to the Council at the next meeting.

Mr. Caum noted at a previous meeting that he had been asked to provide a monthly report for economic development. He noted a monthly report was not feasible due to Staff's current workload, but felt the report could be provided quarterly.

Ms. Melanie Kendrick, Senior Planner Economic Development, explained traditionally economic development focused on target industries only. She spoke regarding the pre-application system and that it would be helpful to her to better understand what the TDC was trying to find.

Discussion followed between the Council Members and Staff that currently the Economic Development Office did nothing to market for tourism development in Pasco County; the need for a system to know what was under construction, what had been approved and what was in the planning stages for tourism enterprise; that tourism and economic development were intertwined.

Mr. Caum noted the Council had previously asked if his time at the Emergency Operations Center was reimbursable. He explained because the Governor and the Federal Government never stated it was an actual case of emergency that was reimbursable, the time that he and Ms. St. Martin spent at the EOC were not reimbursable expenses.

New Business

- Event Sponsorship Agreements Report

Mr. Ed Caum, Tourism Manager, reviewed the events and the funds encumbered.

Discussion followed the reserves budget account, and the process followed for removing funds from the reserves.

- Discussion of broadcasting TDC meetings on Pasco Government TV

Mr. Ed Caum, Tourism Manager, said Mr. Tobin had asked if the TDC would consider or wished to consider having their meetings televised. He asked for direction from the TDC before the item was placed on the agenda in a formal memo. The cost involved was approximately \$500.00 per meeting.

Discussion followed regarding the meetings currently being streamed on the website; that the meeting minutes were available; and the TDC Members felt the funds could be used elsewhere.

Past/Upcoming Events

Mr. Ed Caum, Tourism Manager, spoke regarding the events and noted seven requests that had been approved by the TDC and moved forward to the BCC would appear on the next BCC Agenda.

8. Board Member Comments

Ms. Caroline spoke regarding the recent clothing optional cruise she had attended and noted she had a vendors table at the cruise and distributed sunglasses and water bottles. The items were a tremendous hit.

Mr. Caccio asked for an update regarding the sports facility in the Wiregrass area and asked if the facility would be indoor or a combination.

Mr. Richard Gehring, Planning and Development Administrator, spoke regarding the process followed and that he expected the RFP package to be on the street within the next 30 days, with 60 days for review. It would be a combination field and indoor facility, and would be approximately 100,000 square feet.

Mr. Phethean asked what was the status of Ms. Lloyd's replacement.

Mr. Gehring explained the position would be advertised within the next two weeks, but he was unsure whether 100 percent of the position would be dedicated to sports.

Discussion followed that there would be no problem in justifying the position; capacity and encumbering funds; the budget process and adding full time employees; and that the position was already a funded position.

Mr. Heather questioned where the Council stood on addressing the tourism development tax and he felt Staff needed more people. He asked how much money was spent on SunWest and noted he went to the park a few months ago and the attendance was sparse. He asked if there were any events planned at SunWest.

Mr. Ed Caum, Tourism Manager, stated \$450,000.00 had been spent on the sand and spoke regarding his discussions with the partner. He noted the partner had felt pressured to open the park earlier than he was comfortable and he had been operating at a loss. The County had no other events scheduled at the park, but there were events and fundraisers scheduled by the partner.

Mr. Heather thanked Ms. Martin for her assistance with the Visit Florida Hospitality Training. He noted 50 of his students had already received the certifications.

9. Adjournment

The meeting adjourned at 11:37 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
FEBRUARY 17, 2016

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

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



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-031

DATE: 3/2/16

SUBJECT: Event Sponsorship Agreement – Southern Region Association of the U.S. Amateur Confederation of Roller Skating, Inc. – Southern Region Roller Skating Artistic Championships - \$5,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Manager

RECOMMENDED BOARD ACTION:

The Office of Tourism Development (OTD) recommends the Tourist Development Council (TDC) approve the Alternative No. 1

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The purpose of this item is to bring before the TDC, the Office of Tourism Development's recommendation to enter into an Event Sponsorship Agreement (ESA) with the Southern Region Association of the United States Amateur Confederation of Roller Skating, Inc. (SRAUSAC) for the Southern Region Artistic Roller Skating Championships that will be held June 11-13, 2016, at the SpinNations Skating Center in Port Richey. SRAUSAC has also planned to hold a Skating Seminar on June 14th, 2016, with the participants to the Championships, making of this event a four (4) day trip for visitors to the area.

The Southern Region Artistic Roller Skating Championships is the qualifier for the U.S. Championship, and it will have participants from Kentucky, Georgia, Tennessee, South Carolina, Mississippi, Alabama and Florida. As the majority of competitors are youth, they will be accompanied by family, coaches and friends.

The promoter has estimated to bring more than 150 registered participants and 550 room nights to the County and is requesting a sponsorship of \$5,000.00. The requested funds will be used to cover the program book, marketing costs, non-monetary awards, site fees and technical expenses. According to the Room Nights Grid, the request for funding of \$5,000.00 does meet the criteria for ESA funding.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$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

It should be noted that last year USRAUSAC was awarded a total of \$3,575.96. The Event produced 273 room nights in Pasco County and had an economic impact of \$134,963.00. Although last year the promoter spent some dollars to market the Event, the OTD considers that its marketing plan must improve and therefore staff's recommendation is to award SRAUSAC a sponsorship amount, not to exceed \$5,000, contingent upon SRAUSAC spending \$1,000.00 for marketing initiatives to promote the Event outside of Pasco County. The remaining \$4,000.00 shall be made available to SRAUSAC to cover non-monetary awards, site fees and technical expenses.

The available alternatives are as follows:

1. Recommend the BCC enter into an ESA for \$5,000.00 with SRAUSAC.
2. Recommend the BCC enter into a different ESA with SRAUSAC.
3. Do not recommend entering into an ESA with SRAUSAC.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2015/16 budget.

ATTACHMENT(S):

1. Event Sponsorship Application

RG/EC/CS



Pasco County Event Sponsorship Program Application for Sponsorship Agreement

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

I. APPLICANT INFORMATION

Entity Legal Name: Southern Region Association of the U.S. Amateur Confederation of Rollerskating, INC.
Entity FED #: 85-8012676906C-0

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

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

Application completed by: Gloria Manning

Title/relationship to Entity named above: President

Telephone No.: (305) 978-6277

Mailing Address: 10320 SW 50th St., Miami, FL. 33165

Email Address: gmannskate@aol.com

II. EVENT INFORMATION

Event Title: Southern Region Roller Skating Artistic Championships

Date(s): June 11, 12, 13, 2016 & SEMINAR ON 14th

Event Location(s): Spinnations SKATING Center - 8345 Congress St., Port Richey

Projected number of overnight visitors staying in Pasco County accommodations: 550

Projected or known number of registered participants: APPROX 150

Explanation of how the Event qualifies as a destination event:

The Regional Championship is the qualifier for the U.S. Championship. The regional boundaries include Kentucky, Georgia, Tennessee, S. Carolina, Mississippi, Alabama & FLORIDA. Competitors who hold a USARS registration and are skating a regional event will enter this 3-day competition. As the majority are Youth, they will be travelling with family and coaches & friends.

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

As per your allowable expenses, funds will be used for our program book with the Pasco Cty Logo, our award medals with your Pasco Cty logo, event sanction fee, site fee. We will also advertise on our facebook site & the So Region Site as well as in Newspapers advertising the coming regional event taking place in Pasco.

III. EXPENSES

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

Reimbursable expense/items	Costs
Award Medals	\$ 2500.00
Site Fees	\$ 4300.00
Program Books	\$ 525.00
Sanction	\$ 450.00
Total Expenses	\$ 7,775.00

Total Sponsorship Amount Requested: \$5,000.00

Room Nights Projected: 300

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: ~~FEBRUARY 18th or April 15, 2016~~
MARCH 16, 2016

IV. SIGNATURE/DISCLAIMER

On behalf of So Region Assoc. of the AmATEUR ^{Confederation of Roller Skating Inc}, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

Gloria Manning PRESIDENT NOV. 2, 2015
Authorized Signature Title Date



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-032

DATE: 3/2/16

SUBJECT: Event Sponsorship Agreement – All Sports Arena, LLC. – Sunshine Shoot-Out - \$5,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Manager

RECOMMENDED BOARD ACTION:

The Office of Tourism Development (OTD) recommends the Tourist Development Council (TDC) approve the Alternative No. 1

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The purpose of this item is to bring before the TDC, the Office of Tourism Development’s recommendation to enter into an Event Sponsorship Agreement (ESA) with All Sports Arena, LLC. (ASA) for the Sunshine Shoot-Out that will be held June 17-19 and June 24-26, 2016, in Port Richey.

On January 27, 2016, the OTD brought up to the council’s attention, that ASA did not fully comply the TDC’s requests made on September 16, 2015, in order to fund the Tampa Bay Shoot-Out held in October, 2015, however the TDC recommended to award the funds regardless, due to the 701 room nights resulted from the Event in Pasco County.

The promoter has estimated to bring more than 500 registered participants and 700 room nights to the County and is requesting a sponsorship of \$5,000.00 to cover referee expenses (\$3,550.00), marketing expenses (\$450.00) and non-monetary awards (\$1,000.00). Along with the application, ASA submitted a Marketing Strategy, that did not fully meet the criteria required to award funds from the Tourist Development Tax, due to the majority of the marketing funds are to be used in distributing flyers in New Port Richey.

Although last year the promoter spent some dollars to market the Event, the OTD considers that its marketing plan must improve and therefore staff’s recommendation is to award ASA a sponsorship amount, not to exceed \$5,000, contingent upon ASA spending \$1,000.00 for marketing initiatives to promote the Event outside of Pasco County, focused on bringing spectators to the Event. The remaining \$4,000.00 shall be made available to ASA to cover non-monetary awards, site fees and technical expenses.

According to the Room Nights Grid, the request for funding of \$5,000.00 does meet the criteria for ESA funding.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$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

The available alternatives are as follows:

1. Recommend the BCC enter into an ESA for \$5,000.00 with ASA.
2. Recommend the BCC enter into a different ESA with ASA.
3. Do not recommend entering into an ESA with ASA.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2015/16 budget.

ATTACHMENT(S):

1. Event Sponsorship Application

RG/EC/CS



**Pasco County Event Sponsorship Program
Application for Sponsorship Agreement**

Once completed, submit the following application to the Office of Tourism Development West Pasco Government Center 8731 Citizens Dr., Suite 340, New Port Richey, Florida, 34654. Retain the prior pages of this packet for your reference. ***This application must be submitted 90 days prior to the month of your event.***

I. APPLICANT INFORMATION

Entity Legal Name: All Sports Arena

Entity FED #: 2020370

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

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

Application completed by: Matthew Garry

Title/relationship to Entity named above: Owner

Telephone No.: 727-845-7808

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

Email Address: mgarry3@tampabay.rr.com

II. EVENT INFORMATION

Event Title: Sunshine Shootout

Date(s): June 17-19 and June 24-26

Event Location(s): All Sports Arena

Projected number of overnight visitors staying in Pasco County accommodations: 701

Projected or known number of registered participants: 32 teams with an average of 15 players per team each weekend

ATTACHMENT 7

Explanation of how the Event qualifies as a destination event:

The event attracts teams from Slovakia, Quebec, Ontario, Philadelphia, Boston, NY, Chicago, CA, North Carolina, South Carolina, Georgia, Texas, NJ, Mississippi, Michigan and all over FL. The players and their families need places to stay and things to do while they are in town.

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

See attached

III. EXPENSES

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

Reimbursable expense/items	Costs
Referee Expenses	\$3550
Marketing	\$450
Trophies	\$1,000.00
Total Expenses	\$5000

ATTACHMENT 7

Total Sponsorship Amount Requested: \$5000

Room Nights Projected: 6-8 nights

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

IV. SIGNATURE/DISCLAIMER

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

 President 2/10/16

Authorized Signature

Title

Date



Sunshine Shoot-Out
2016 Indoor Ball Hockey Tournament
June 17-19 and June 24-26

PASCO
County Florida
it's only natural.
www.VisitPasco.net

All Sports Arena and Pasco County will be host to the 2016 Sunshine Shootout International Indoor Ball and Roller Hockey tournament in Port Richey, Pasco County over the course of two weekends in June. The following document provides an overview of the promotion, advertising, economic impact and player/team demographics.

Pictures from past events



Event Overview

- Projected need of 700 hotel rooms in Pasco County for the weekends of June 17-19 and June 24-26
- Estimated more than 900 participants in the event including their families traveling with them
- The event flyer will promote additional attractions and things for attendees to do within Pasco county
- This is the 11th year All Sports Arena has hosted this event and we are proud to say that we have seen it grow year after year from 95 participants in 2005 to nearly 500participants in 2015
- The event is planned during the off-season to help bring tourists into the county/area during slower times
- Funds received will go towards marketing, prizes, and referee fees

Promotions

- **Printed Materials:** Distribution of printed flyers



INDOOR ROLLER HOCKEY TOURNAMENT **June 17th-19th**

All Sports Arena

Central Florida's Premier Indoor Hockey Arena

Team Fee \$500

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

Youth 8U, 10U, 12U, 14U, 16U - Adults Silver/Gold

The Event Filming
LIVE!!

Air Conditioned Sport Court

Close to many Gulf Coast Beaches



While you are here for some competitive roller hockey you can:

Visit the Sun West Wakeboard Cable park or nearby

Pasco County Casino Boat Gambling on the Gulf.



Stay an extra day or two for some world class fishing or golf. www.VisitPasco.net

Take advantage of our discounted restaurants and night clubs in PASCO County.

Also check out Sun West Park.

ALL just a short ride from All Sports Arena.

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

International Shoot-Out and Pasco County Florida Presents



INDOOR BALL HOCKEY TOURNAMENT

June 24th - 26th

All Sports Arena

Central Florida's Premier Indoor Hockey Arena

Team Fee \$650

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

Open, Womens, Rec/D, Masters, Coed Divisions

The Event Filming
LIVE!!

Air Conditioned Sport Court

Games will be filmed

Close to many Gulf Coast Beaches

While you are here for some competitive ball hockey you can:



Visit the Sun West Wakeboard Cable park or nearby

Pasco County Casino Boat Gambling on the Gulf.



Stay an extra day or two for some world class fishing or golf. www.VisitPasco.net

Take advantage of our discounted restaurants and night clubs in PASCO County.

Also check out Sun West Park.

ALL just a short ride from All Sports Arena.

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

HOME OF THE 2014

ISBHF MASTERS BALL HOCKEY CHAMPIONSHIP



www.VisitPasco.net

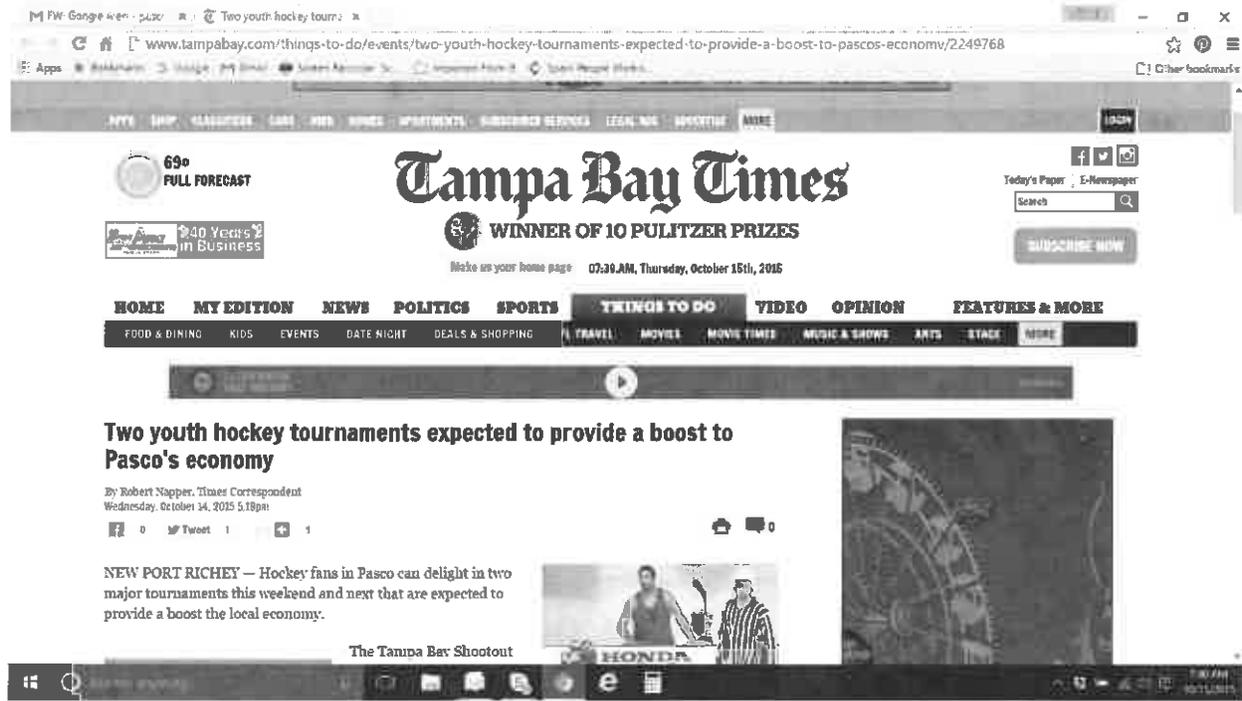
- Database Marketing Campaign:** Three emails will be sent to a database of nearly 500 people. One will be for folks to save the date, the second will be to promote the event and the third will be a reminder. Below shows a sample of what was sent out for the event held at ASA in October 2015.



- Social Media:** The event will be promoted on the All Sports Arena Facebook page. It will also be promoted on the International Shootout Facebook page. Below shows a post that was made to promote the October 2015 event. We will also boost the promotions to reach a larger audience. Finally, we will take out Facebook ads that are geo and demo targeted.



- Media Pitches:** Media pitches will be 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. The October event in 2015 received great media coverage and we expect to see the same if not more for the June event. Below is a sample of what was published in the Tampa Bay Times promoting the October 2015 event.



Marketing Strategy

<u>Tactics</u>	<u>Cost</u>	<u>KPI</u>	<u>Timeline</u>	<u>TDC Funds</u>
<u>Database Marketing:</u>				
<u>Email campaign to existing database through MailChimp</u>	<u>\$0</u>	<u>Click rates and opens as reported through MailChimp</u>	<u>May and June</u>	<u>No</u>
<u>Print:</u>				
<u>Flyers to post around New Port Richey inside businesses.</u>	<u>\$ 250</u>		<u>March - June</u>	<u>Yes</u>
<u>Digital:</u>				
<u>Include event on local media calendars</u>	<u>\$0</u>	<u>Clicks</u>	<u>June calendars</u>	<u>No</u>
<u>Social Media Marketing:</u>				
<u>Post and boost on ASA page.</u>	<u>\$ 100</u>	<u>Likes and Shares</u>	<u>Early June</u>	<u>Yes</u>
<u>Develop an ad campaign on Facebook using targeting tools to reach potential attendees from Brooksville to Sarasota</u>	<u>\$100</u>	<u>Clicks</u>	<u>May</u>	<u>Yes</u>
<u>Public Relations: Media pitches</u>	<u>\$0</u>	<u>Pick ups</u>	<u>Late September</u>	

Event Analytics

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

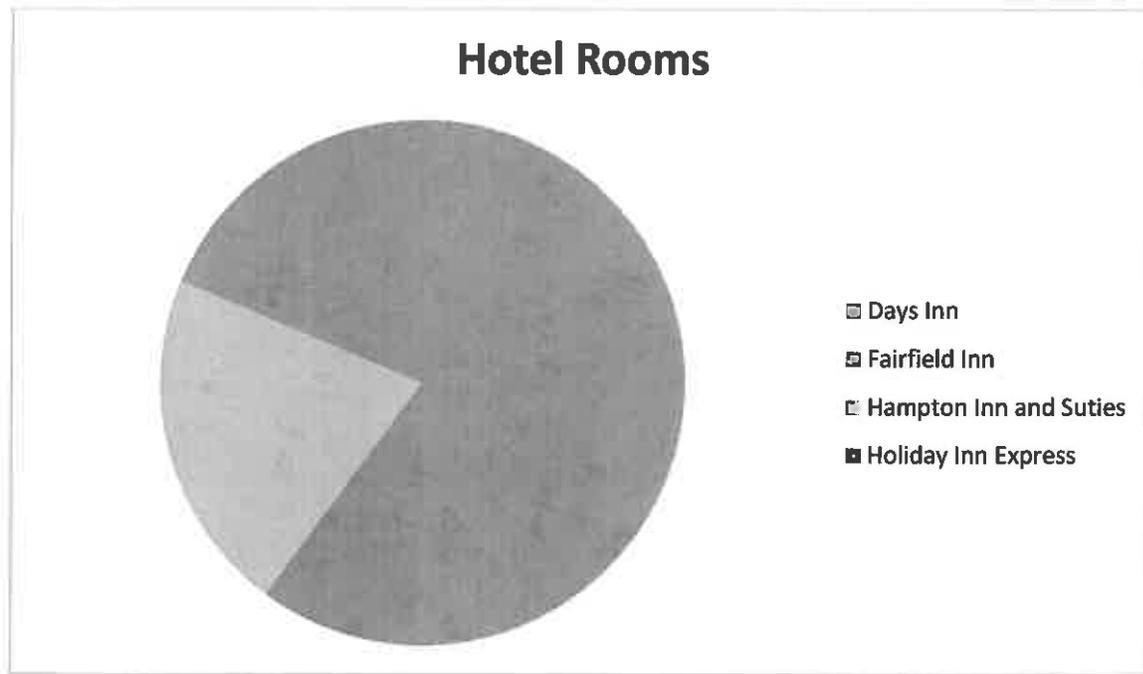


Economic Impact

All Sports Arena has an area inside the rink with flyers and menus for local **restaurants** as well as information on other local businesses for guests to visit while in town. Participants will need **rental cars** and/or will use **taxi cabs** for transportation while in town. This means they will be consuming local transportation services and/or **gas**.

Hotels:

We project to fill at least as many rooms as we did for the October 2015 event (466). In fact, we project to hit 700 rooms for the June 2016 event. Below shows which Pasco County hotels were utilized for our event in October 2015





**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-033

DATE: 3/2/16

SUBJECT: Event Sponsorship Agreement – Pasco Paddlepalooza 2016 – Bayou Business Association, Inc. - \$2,400.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Manager

RECOMMENDED BOARD ACTION:

The Office of Tourism Development (OTD) recommends the Tourist Development Council (TDC) approve the Alternative No. 1

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

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, Inc. (BBA), for the Pasco Paddlepalooza 2016 to be held April 25-17, 2016, on the waterways in Port Richey and New Port Richey.

Pasco Paddlepalooza showcases the coastal region of our county by inviting residents and visitors to enjoy many outdoor activities that are available to them throughout the year. The springtime event features businesses along the waterfront and allows people to experience genuine Pasco hospitality. The members of the Bayou Business Association and volunteers from New Port Richey, Port Richey, Hudson, Holiday and Trinity work together to create a fun and entertaining environment. Other businesses inland also benefit from the event.

Paddlepalooza hosts Dragon Boat Races, kayak races, paddleboard races and a fishing tournament. Other activities such as volleyball, cornhole, kid's fishing contest are also on site. Local musicians perform on stage.

The Event is in its third year and is well received on social media. Press releases and advertisements are in newspapers, television and online. Booths and tents are set-up by vendors who sell their crafts and local businesses help to sponsor the event. Pasco Paddlepalooza is growing each year. People are learning about the event and realize that it is worth it to spend the weekend in Pasco County.

The BBA has a history of promoting events in Pasco County, and in the past has been granted with tourism funds for Pasco Paddlepalooza and the Pasco Water Fest. The applicant is projecting over 2,000 participants and 102 room nights with this Event. The BBA has requested a sponsorship of \$2,400.00 to cover the marketing campaign. According to the following grid, the Event qualifies for a sponsorship in the amount of \$1,200.00, however staff recommends to add \$1,200.00 for marketing value.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$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

The available alternatives are as follows:

1. Recommend the BCC enter into an ESA for \$2,400.00 with BBA.
2. Recommend the BCC enter into a different ESA with BBA.
3. Do not recommend entering into an ESA with BBA.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2015/16 budget.

ATTACHMENT(S):

1. Event Sponsorship Application

RG/EC/CS

Website Layout

SPORTS EVENT SPONSORSHIP PROGRAM APPLICATION

The intention of the Sports Event Sponsorship Program is to facilitate and foster the growth of sports 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. The sports event should promote Pasco County as a tourist destination for visitors. A sport is considered an activity involving physical exertion and skill that is governed by a set of rules or customs and often undertaken competitively.

If your organization is interested in hosting a sporting event in Pasco County, please call the Office of Tourism Development (OTD) to discuss the event in detail prior to beginning the application process. Once you speak to the Sports Marketing Coordinator, use the following links to guide you through the eligibility requirements and application process. Please be sure to read through each link thoroughly. If you have any questions about the application or process the OTD is available to assist you, please call the office at 727-847-8129 to set up a meeting.

All applications must be submitted online using the fillable forms, late or incomplete applications will not be considered. The OTD will take a minimum of 30 days to review the application and complete internal processes.

ALLOWABLE EXPENSES:

The following are allowable expenses pursuant to Florida Statute, Section 125.0104(5)(a)3 that may be funded through the Sports 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)

USE THE FOLLOWING STEPS TO COMPLETE YOUR APPLICATION:

1. ELIGIBILITY & FUNDING REQUIREMENTS
2. APPLICATION CHECKLIST
3. APPLICATION PROCESS
4. SPORTS EVENT SPONSORSHIP PROGRAM APPLICATION
5. ESTIMATED ECONOMIC IMPACT
6. ESTIMATED HOTEL IMPACT

7. TOURISM DEVELOPMENT COUNCIL (TDC) MEETING SCHEDULE

8. RECYCLING PLAN

POST EVENT REPORTING:

Each organization will be required to provide a post event report. The report will be due within 90 days of the completion of the event.

USE THE FOLLOWING STEPS TO COMPLETE YOUR POST EVENT REPORTING:

1. POST EVENT REPORT CHECKLIST
2. POST EVENT REPORT
3. LIST OF REIMBURSEABLE EXPENSES

Sports Event Sponsorship Program Eligibility & Funding Requirements

ELIGIBILITY:

All 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, *i.e. hosted previous events with proven track record of success.*
- Event must utilize Pasco County hotel rooms to generate money from the Tourist Development Tax.
- Event must show potential for future growth in Pasco County.
- Event must show a direct economic impact through marketing and local commerce.
- Event must show marketing efforts by promoting the Event to tourists as defined by Florida Statute, Section 125.01.04 (5)(a)3.

Florida Statute, Section 125.01.04 (5)(a)3:

“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.

FUNDING REQUIREMENTS:

Pre-Event

- All Applications **MUST** be received 90 days prior to the start date of the event with no exceptions.
- Sports Event Sponsorship amount requested and proposed use of requested funds.
- Projected or known number of registered participants.
- Projected number of overnight visitors staying in Pasco County accommodations and a tracking mechanism, *i.e. Certified Room Night Verification Forms, Event Survey, Etc.*
- Breakdown and timeline of Marketing Plan, *i.e.: ad sizes, placement, publish date, location, etc.*
- Visit Pasco, the official Pasco County Tourism logo or name must be included in any and all media coverage or purchased ads.
- Breakdown of total event operational and marketing budget.
- Certificate of Liability 30 days prior to the Event.

Post-Event

- Event Survey Compiled Results Analysis.
- Promotional value to Pasco County, *i.e.: press/media coverage, newspaper, on-air, social media, magazine, etc.*
- Funding is subject to a Post Event Report including invoices pertaining to requested reimbursements.



Sports Event Sponsorship Program Application Checklist

APPLICATION CHECKLIST

Pre-Event, Application Process:

Contact Office of Tourism Development to discuss the event

Sports Event meets all Eligibility & Funding Requirements

Application submitted 90 days prior to the start date of the event

Completed Application, Typed

Application Attachments

Event Description

Event Plan

Special Event Marketing Plan

Event Operational and Marketing Budget

Event Sponsorship Packet

Additional Attachments as needed

Estimated Economic Impact

Estimated Hotel Impact

Pre-Event, Upon Application Approval:

Complete Permitting Process

Complete Official Recycling Plan

Certificate of Liability due to County 30 days prior to the Event



Sports Event Sponsorship Program Application Process

APPLICATION PROCESS:

1. Contact the Office of Tourism Development (OTD) and outline your event to the Sports Marketing Coordinator.
2. Complete the Sports Event Sponsorship Program Application in its entirety and submit electronically to the Office of Tourism Development 90 days prior to event start date. All applications must be submitted online using the fillable forms, late or incomplete applications will not be considered. The OTD will take a minimum of 30 days to review the application and complete the internal processes.

Mailing Address:

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

Email:

cbsanchez@pascocountyfl.net
tourism@pascocountyfl.net

➤ *Must include both email addresses*

3. Throughout the process, the OTD will contact you to discuss further details of eligibility and assign a Tourist Development Council (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.

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.

PERMITTING:

Each organization will be required to obtain a temporary event permit through the County or City, 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.

Sports Event Sponsorship Program Application

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

APPLICANT INFORMATION			
Organization:	BAYOU BUSINESS ASSOCIATION		
Primary Contact:	KRISTIN TONKIN		
Address:	5108 SUNSET BLVD	City: PORT RICHEY	State: FL Zip Code: 34668
Phone (Daytime):	727-364-7516	Phone (Evening):	SAME
Fax:	Email Address: info@bayoubusinessdistrict.com		
Not-for-Profit Organization:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
EVENT INFORMATION			
Event Name:	PASCO PADDLEPALOOZA 2016		
Event Date(s):	APRIL 15-17, 2016		
Sport(s) Involved:	ROWING, KAYAKING, VOLLEYBALL, CORNHOLE, FISHING		
Age Range of Event Participants:	5-85		

EVENT DESCRIPTION:

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

ATTACHED

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.

ATTACHED

LOCATION:

What is your preferred location/facility for the event?

PORT RICHEY WATERFRONT BUSINESS DISTRICT

NEW PORT RICHEY AND PORT RICHEY ALONG THE PITHLACHASCOTEE RIVER AND MILLER'S BAYOU, SIMS PARK, THE WATERFRONT PARK AND OELSNER PARK

Where has this event previously been held? PORT RICHEY WATERFRONT BUSINESS DISTRICT
NEW PORT RICHEY AND PORT RICHEY ALONG THE PITHLACHASCOTEE RIVER AND
MILLER'S BAYOU, SIMS PARK, THE WATERFRONT PARK AND OELSNER PARK

PARTICIPANTS:

What is the anticipated number of athletes and teams?

300

MARKETING PLAN:

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

Please attach a detailed breakdown and timeline of the Sports Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

ATTACHED

EVENT BUDGET:

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

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

ATTACHED

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested:

\$2400.00

Intended use of funds (Please see list allowable expenses on website):

The funds will be used for the marketing campaign.

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

The requested funds will allow for more advertising on radio and printed materials, including
flyers and newspaper ads. More visitors will come to the event if we can reach them through
advertising.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

ATTACHED

Was additional funding for this event requested? Yes X No _____

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

 WE ARE ASKING PRIVATE ENTITIES FOR SPONSORSHIP

If "no," please explain.

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

Yes X No _____ Please Explain:

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 WILL BE GIVEN IN KIND GIFTS FROM 72 HR PRINT, TBT, SUNSET LANDING MARINA,

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. 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: 5108 SUNSET BLVD PORT RICHEY FL 34668

Kristin Tonkin

 March 1, 2016

Signature

Date

Sports Event Sponsorship Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Preliminary estimated Economic Impact of sports event and calculations used. Additional information may be required:

Anticipated Number of Participants: 2000

Adult: Inside 50 mile radius 1500 *Outside 50 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



Sports Event Sponsorship Program Estimated Hotel Impact

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

We will be in contact with the hoteliers and will use general reservation at each location.
Certain hotels are offering discounts to visitors that are coming for the event.

Will the event require meeting or banquet space?
No

If yes, how many people will the space need to accommodate?
n/a

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 102 x \$**83.00** (average cost) = \$ 17k

Estimated number of guests per Hotel Room 2.5

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 only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$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



Sports Event Sponsorship Program Tourist Development Council (TDC) Meeting Schedule

TDC MEETING SCHEDULE:

Throughout the process, the Office of Tourism Development (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 highlight your preferred date below. **The 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



Sports Event Sponsorship Program Recycling Plan

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.

Upon application approval, you must contact the Pasco County Recycling Coordinator to develop your official recycling plan.

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



Pasco County Office of Tourism Development Tourism Manager's Report

TO: Tourist Development Council

DATE: 3/10/2016 **FILE:** TD16-034

FROM: Tourism Manager

SUBJECT: Update on Tourism Activities

The following is a summary of major activities for the period of February 15, 2016 – April 19, 2016.

Conference Attendance and Special Engagements

- Tourism Summit March 10

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

- Pasco County Tourism on Facebook 9,030 Fans
- March E-Newsletter

Old Business

- Dick's TOC New Agreement Update
- New ESA's and Grant's Application

New Business

- Event Sponsorship Agreements Report

Past/Upcoming Events

- Pasco County Fair Feb 15 – 21
- Pasco Water Fest Feb 19 - 21
- Land O' Lakes Spring Music Festival & Expo March 11-12
- Dances with Dirt March 12
- Crab & Shrimp Festival March 18-19
- Savage Race March 19 – 20
- Model Train Show March 19
- Gran Fondo March 26
- PBA 50 April 16-19

