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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

August 17, 2016, 9:30 a.m.

Historic Courthouse

Dade City, FL



Tourist Development Council Members

The Honorable **Kathryn Starkey**
Chairman, BCC

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

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

John Heather
Saint Leo University

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

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. Public Comment | |
| 5. Tampa Bay Shoot-Out – All Sports Arena | TD16-054 |
| 6. A Fishing Story – Ronnie Green | TD16-055 |
| 7. 2017-2020 Tourist Development Plan | TD16-056 |
| 8. Germany Travel Report – Commissioner Starkey | |
| 9. Tourism Manager’s Report | TD16-058 |
| 10. Board Member Comments | |
| 11. Adjournment | |

Next Meetings:

TDC Meeting – September 21, 2016

West Pasco Government Center, New Port Richey



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-054

DATE: 7/29/16

SUBJECT: Event Sponsorship Agreement – All Sports Arena, LLC. – Tampa Bay 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 Tampa Bay Shoot-Out that will be held October 14-23, 2016, in Port Richey.

The promoter has estimated to bring approximately 1,500 participants and 700 room nights to the County and is requesting a sponsorship of \$5,000.00 to cover referee expenses, marketing expenses and non-monetary awards.

ASA was also granted with \$5,000.00 for the Sunshine Shoot Out held in June and according to the Post Event Report, nearly 1,500 participants attended the event and generated more than 700 room nights.

It should be noted that in the last event ASA improved its marketing strategy compared with previous events; however staff's recommendation is once again 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

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: ALL SPORTS ARENA			
Primary Contact: MATTHEW GARRY			
Address: 7716 RUTILLIO CT	City: NEW PORT RICHEY	State: FL	Zip Code: 34653
Phone (Daytime): 727-809-0775	Phone (Evening): 727-809-0775		
Fax:	Email Address: mgarry3@tampabay.rr.com		
Not-for-Profit Organization: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
EVENT INFORMATION			
Event Name: TAMPA BAY SHOOT-OUT			
Event Date(s): 10/14 - 10/23			
Sport(s) Involved: BALL AND ROLLER HOCKEY			
Age Range of Event Participants: ALL			

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.

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

LOCATION:

What is your preferred location/facility for the event?
 ALL SPORTS ARENA

Was additional funding for this event requested? Yes 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:

If "no," please explain.

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

Yes 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.

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:

Matthew Garry
Name: _____

Owner
Title: _____

727-809-0775
Phone: _____

7716 Ruttilio Ct., New Port Richey Fl, 34653
Address: _____


Signature

7-19-16
Date

Where has this event previously been held?
ALL SPORTS ARENA

PARTICIPANTS:

What is the anticipated number of athletes and teams?
Approximately 1500 players and 725 room nights

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.

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.

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested:
\$5,000.00

Intended use of funds (Please see list allowable expenses on website):
REFEREES, PRIZES, BANNERS, AND PROMOTIONAL MATERIALS

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

EVENT SPONSORSHIP:

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



Sunshine Shoot-Out

2016 Indoor Ball Hockey Tournament

October 14-16 and October 21-23

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 October. The following document provides an overview of the promotion, advertising, economic impact and player/team demographics.

Pictures from past events



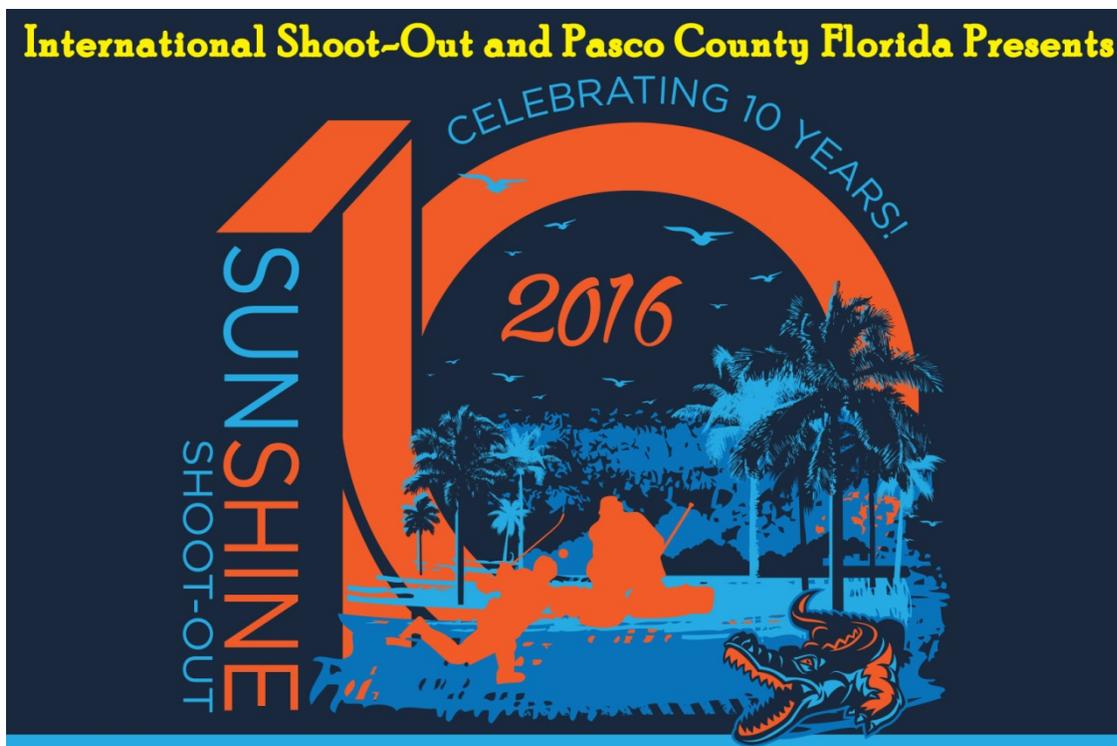
Event Overview

- Projected need of 725 hotel rooms in Pasco County for the weekends of June October 14-16 and October 21-23
- 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 10th 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

International Shoot-Out and Pasco County Florida Presents



INDOOR BALL HOCKEY TOURNAMENT

October 14th ~ 16th

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

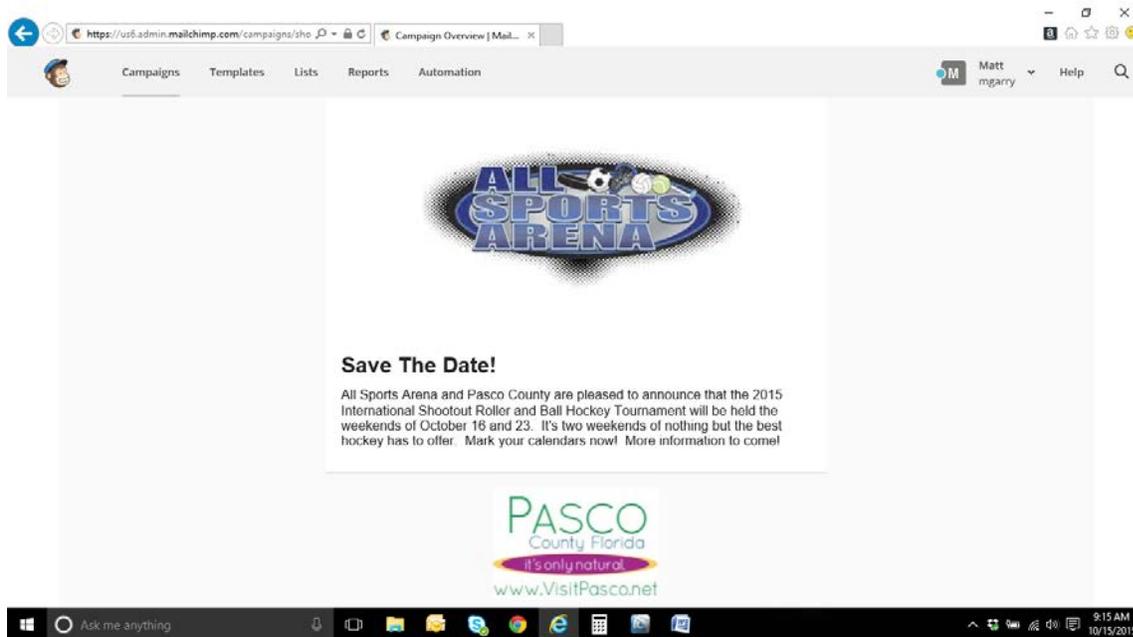


HOME OF THE 2014

ISBHF MASTERS BALL HOCKEY CHAMPIONSHIP



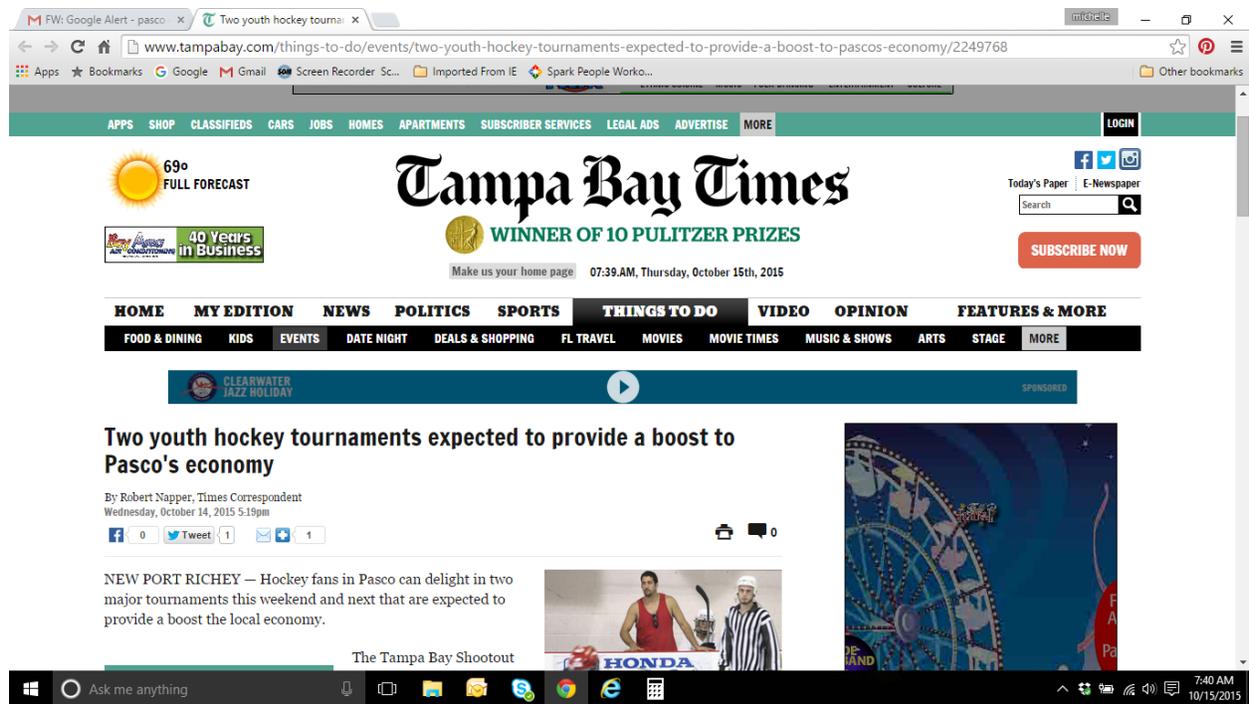
- Database Marketing Campaign:** Three emails will be sent to a database of nearly 500 people. One will be for folks to save the date, the second will be to promote the event and the third will be a reminder. Below shows a sample of what was sent out for the event held at ASA in October 2015.



- 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.

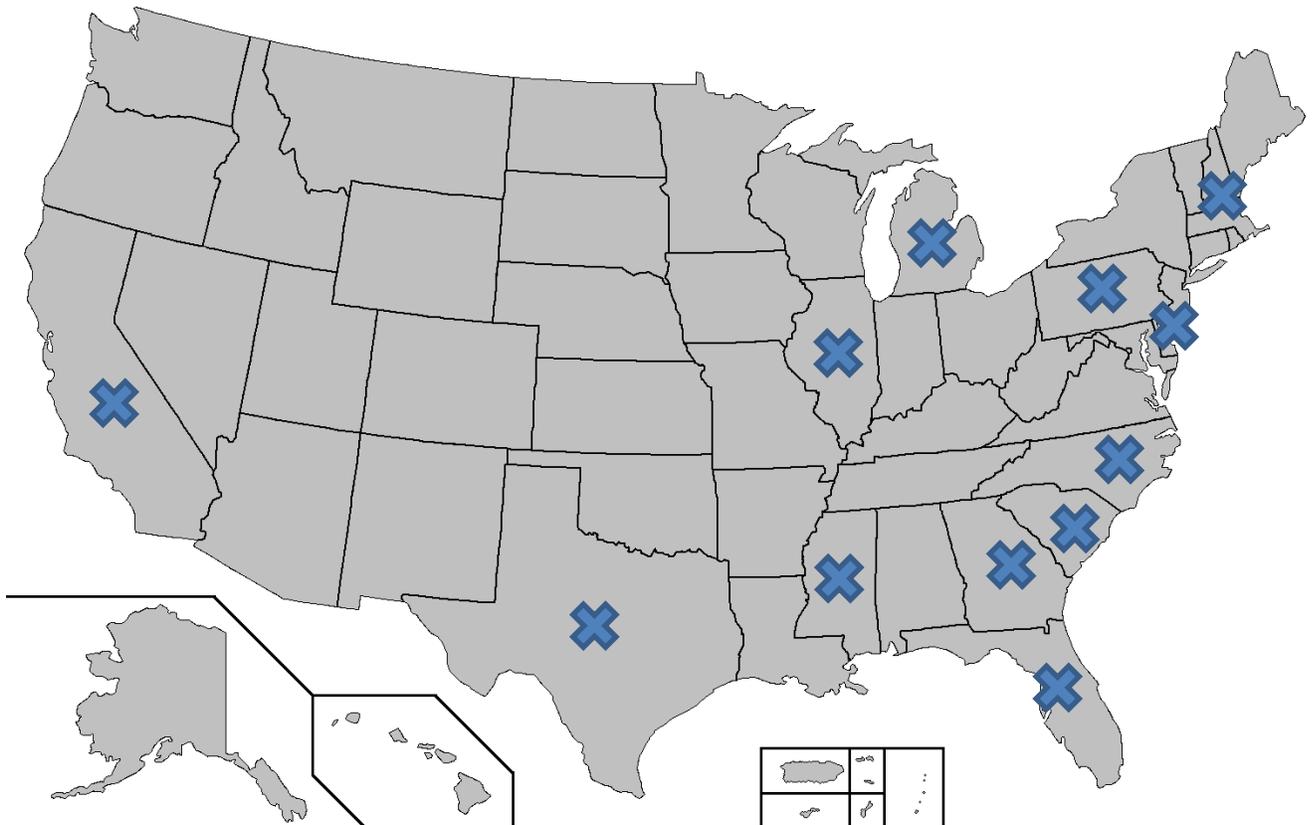


Marketing Strategy

<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, India, Sweden, Quebec, Ontario, Philadelphia, Boston, NY, Chicago, CA, North Carolina, South Carolina, Georgia, Texas, NJ, Mississippi, Michigan and all over FL.

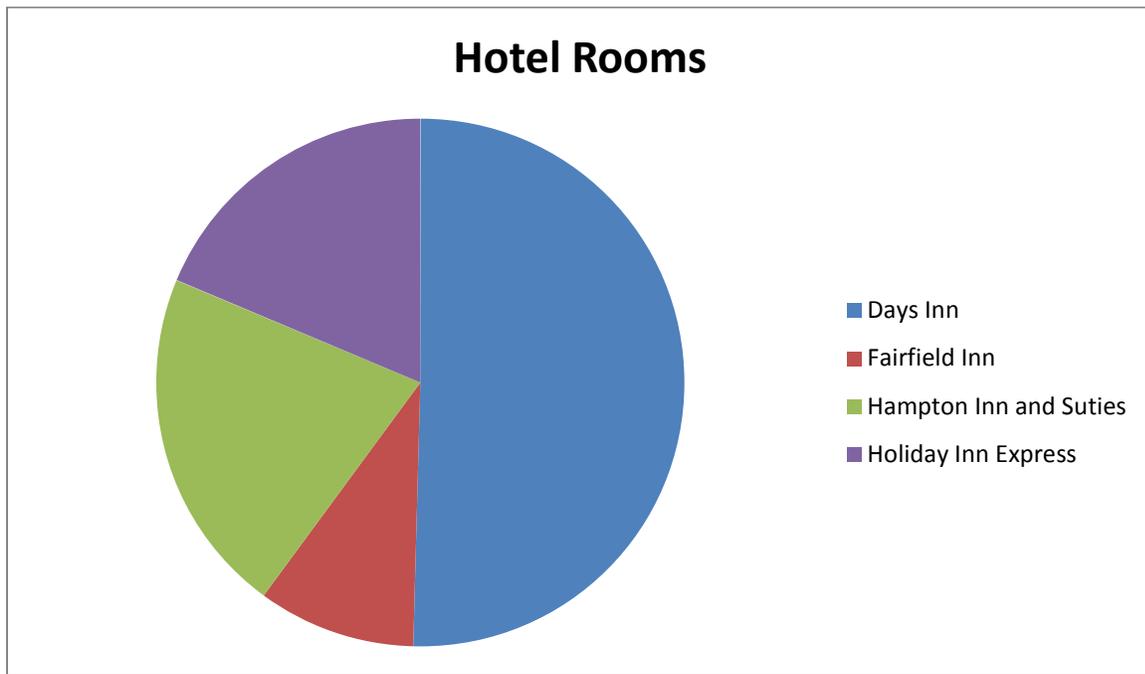


Economic Impact

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 725 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.: TD16-055

DATE: 8/10/16

SUBJECT: National Television Show Sponsorship to Promote West Pasco County and Nature Coast Waterways and Aquatic Adventures – A Fishing Story with Ronnie Green – Green Outdoors, LLC. – Presentation

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 Tourist Development Council (TDC), the Office of Tourism Development's (OTD) recommendation to consider entering into a collateral marketing effort between the OTD, and Green Outdoors, LLC. (GOL).

GOL produces "A Fishing Story with Ronnie Green," a half-hour national television show, and is seeking a national sponsor for a 13 week series that airs on Destination America, Sportsman's Channel and the World Fishing Network. This format is not just about fishing but the conversation between the host and local characters and provides a marketing opportunity for the national sponsor. GOL has presented the attached proposal to the OTD to consider funding the sponsorship the series.

The proposal includes showcasing outdoor opportunities in Pasco, featuring fishing captains from Pasco on every show, boats manufactured in Pasco, and a weekly boat safety tip from Pasco County's Sheriff's Office, with the host interviewing famous people who reside in Pasco County (i.e. the Bellamy Brothers). As the presenting sponsor, Visit Pasco would be featured at the beginning of the show as "VisitPasco presents: A Fishing Story with Ronnie Green." Visit Pasco will also be mentioned throughout the segment in all 13 episodes of each series run.

 The marketing opportunity provided in this sponsorship proposal includes the following deliverables: Education of "A Fishing's Story" audience regarding salt and fresh water locations in Pasco County; three (3) 30 second commercials per episode, which showcase Pasco's outdoor fresh and salt water fishing opportunities; weekly "Captains Report" featuring Pasco County captains; and weekly safety tip from Pasco County's Sheriff's Office. As title sponsor, Pasco would receive a total of one hundred fifty-six (156) 30 second commercial spots, over a fifty-two (52) week period.

GOL average cost for a thousand of impressions is 646.67% lower than the national average due to the reduced sponsorship package structure proposed. See comparison analysis to national broadcast estimates below:

Industry CPM Estimates

Network	Viewership (TV Households)	CPM	Impressions Per Thousand	Green Outdoors .30 Second Spot Cost	Average Cost for Thousand Impressions	Media (Source: Neilsen Rating)	National Average Cost for .30 Second Spot - Average Cost for Thousand Impressions (estimate based on Network HH's)	Savings per Thousand Impressions (Green Outdoors vs. National Average)	Percent (%)
Sportsman Channel	36,000,000	1,000	36,000	\$15,000	\$0.42	\$112,000	\$3.11	\$2.69	646.67%
World Fishing Network	20,000,000	1,000	20,000	\$15,000	\$0.75	\$112,000	\$5.60	\$4.85	646.67%
Destination America	65,000,000	1,000	65,000	\$15,000	\$0.23	\$112,000	\$1.72	\$1.49	646.67%

The proposal ask is to fund the entire 13 episodes, to be aired on three national television stations over fifty-two weeks, for airing total of 156 spots at a cost of \$110,000. Staff from the OTD was also verbally offered the option to fund individual episodes at the cost of \$15,000 per episode with only one 30 second commercial aired during that episode.

Alternatives:

1. The OTD recommends that the TDC listens to the presentation and direct staff on how to proceed in this unique marketing opportunity. Define to staff what you think needs to be part of the value of this for Pasco.
2. Direct staff to work with County Attorney to create a contract to sponsor one 30-minute show for \$15,000.00 and recommend entering into a contract with Green Outdoors, LLC. to the Board of County Commissioners.
3. Direct staff to work with County Attorney to create a to sponsor a full season (13 episodes) for a total of \$110,000.00, which will include Visit Pasco as a presenting sponsor, weekly captain's report, weekly boating safety report (Sheriff's Office) and three 30-second commercials in each episode, which will be completely produced by Green Outdoors, LLC, and recommend entering into a contract with Green Outdoors, LLC. to the Board of County Commissioners.

FISCAL IMPACT/COST/REVENUE STATEMENT:

For alternative No.1, no funding is currently needed for the action.

For Alternatives No. 2 and 3, a Budget Amendment from the Promotional Reserves Account will be needed to cover the cost of the agreement.

ATTACHMENT(S):

Green Outdoors, LLC. Sponsorship proposal

RG/EC

Pasco County's Vibrant Places and Open Spaces Presents ...



"A Fishing Story"

Produced by Ronnie Green and Green Outdoors, LLC



Brought to you by **VisitPasco**

Sponsorship includes the following:

- (3) .30 second commercial spot produced by Green Outdoors, LLC
- Weekly "Captains Report" featuring Captain Curt Romanoski, Florida Backwater Charters
- Weekly safety tip from Pasco County Sheriff's Office
(Already spoke with Kevin Doll)

Plan your next outdoor experience with VisitPasco!



Sponsorship Deliverables - "A Fishing Story" National Television Series

Client: VisitPasco

File Number: TD16-055

SUBJECT: National Television Show Sponsorship to Promote Pasco County and Nature Coast Waterways and Aquatic Adventures – A Fishing Story with Ronnie Green – Green Outdoors, LLC. – Presentation.

1. **Show Opening and Closing** (Lead in) – See Cover

SHOW OPENING

PASCO COUNTY FLORIDA Open Spaces Vibrant Spaces presents "A Fishing Story"
Brought to you by VisitPasco (This will appear during each show opening.)

SHOW CLOSE

Brought to you by VISITPASCO! Plan your next outdoor experience with us (featuring VisitPasco).

2. **Run Allocations** (.30 Second Radio Spot Network Allocation Model). *Note: Viewership are in millions of estimated households.* 

<u>Network</u>	<u>Viewership</u>	<u>Number of Runs</u>	<u>Time Period</u>
World Fishing Network	20mm	39 runs	1 st Quarter -2017
Sportsman Channel	36mm	39 runs	2 nd Quarter - 2017
Destination America	65mm	13 runs	3 rd Quarter – 2017

Green Outdoors, LLC will deliver during the 2017 broadcast year, a total of **156 runs** of a 30 second broadcast quality commercial spot.

Show Sponsor Features' Breakdown:

- a) Each show is divided into 3 segments to accommodate sponsor commercials; Green Outdoors, LLC will produce a commercial for each segment, for a total of three (3) broadcast quality commercial spots.
- b) Each show will feature a Captain's Report segment from Captain Curt Romanoski of Florida Backwater Charters or a guide from PASCO County.
- c) Each show will feature a safety tip segment from PASCO County Sheriff's Office.

3. **Advertising Strategy Objectives**

- a) Aid PASCO County and VisitPasco in promoting growth of nature based tourism through the show's engaging stories offered by "A Fishing Story's" unique roster of guest, who shares their life inspiring experiences during this televised outdoor experience.
- b) Educate "A Fishing Story's" audience regarding the beautiful saltwater and freshwater fishing destinations in PASCO county, encouraging them to visit Pasco County.
- c) Partnering with hotels that will aid in accommodating guest which will promote extended stays for greater economic benefit and quality of life.

4. Green Outdoors, LLC Production Deliverables for .30 Second Commercial Spots

- Green Outdoors, LLC will produce (3) commercial spots created by Green Outdoors LLC. (Each show is divided into 3 segments to accommodate commercial spots provided for advertisers of the show; Green Outdoors, LLC will produce (1) 30 commercial spot for each segment, for a total of (3) commercials.
- Green Outdoors, LLC will provide all production services including pre, post, and field production services.

5. Advertising Rates Savings Analysis

Green Outdoors, LLC’s market reduced advertising rate on a nationally broadcasted 30 second commercial spot normally is \$15,000.00 per spot; compared to an industry average of \$112,000.00 for cost savings of \$97,000.00 per run. Included are the production services for the .30 second commercial spot produced by Green Outdoors, LLC. The average cost for a thousand impressions is \$.47 cents in the proposed model, compared to the national average of \$3.48.

Green Outdoors, LLC’s consolidated advertising package contract price of \$110,000.00 is based on a 156 run 30 second national commercial ad schedule, Visit Pasco will only pay \$2,115 per 30 second spot (see model below).

Visit Pasco Media Buy	\$110,000
Total .30 Second Spot Runs	156
Average Cost Per .30 Second Run	\$2,115
Green Outdoors Single .30 Spot Rate	\$15,000
Cost Savings per .30 Second Spot	\$12,885
Total .30 Second Spot Cost Savings All Runs	\$670,000
Percent %	609.09%

6. Pasco County Fishing Locations

Crews Lake

This 700 acre lake is known for good bass and panfish angling. Access to the lake is located in the park off of Shady Hill Road, where one can use the boat ramp or fishing pier. Boat and pier access is available at the park located off Shady Hill Rd., six miles east of Port Richey and two miles north of SR 52. This 700-acre lake has good bass and panfish angling. Specializing in Largemouth Bass, Bluegill and Black Crappie.

Middle Lake Park

This is considered a mini-park and consists of 3.71 acres of property. There is access to 200 acres of a freshwater lake with a fishing pier, canoe launch and a boat ramp that will accommodate up to 16' boats. A boat ramp facility about 5 miles west of Dade City with bank fishing access is

located near I-75 and US Hwy. 41 off Townsend House Rd., one mile south of Dan Brown Rd.
Good bass, bluegill, and crappie fishing.

Additional Pasco County fishing locations include freshwater/saltwater destinations within Pasco county such as Anclote Key State Park, Dade City, Holiday, Hudson, Land O' Lakes, New Port Richey, Port Richey, San Antonio, St Leo, Trinity, Wesley Chapel, and Zephyrhills.

DRAFT



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-056

DATE: 8/11/16

SUBJECT: Tourist Development Plan 2017- 2020 – No Funding Needed

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Manager

RECOMMENDED BOARD ACTION:

The Office of Tourism Development (OTD) recommends that the Tourist Development Council (TDC) recommends that the Board of County Commissioners (BCC) approve the Tourist Development Plan (TDP) 2017-2020.

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The purpose of this item is to bring before the TDC the OTD's recommendation to accept the Tourist Development Plan 2017– 2020, which is required to be adopted through the ordinance pursuant to Florida Statute Section, 125.0104, by the BCC in a super majority vote. The objectives of the TDP are to create a vision for the future and to guide Pasco County's long-term tourism strategy.

This TDP is the culmination of several months of research, stakeholders meetings, including partners in the hotel and hospitality industry; educational professionals; Tourist Development Council members; Chambers of Commerce; Pasco Economic Development staff; County staff, and citizens. Professional input was incorporated from the Urban Land Institute Report, Visit Florida, Florida Department of Revenue, Florida Association of Destination Marketing Organization, Smith Travel Research, Florida Sports Foundation, U.S. Travel Association Report and Johnson Consulting. It should also be noted that the TDP has undergone legal review by Sr. County Attorney, Elizabeth Blair, and policy review by County Administrator, Michele Baker.

During the TDP creation process, staff identified and assessed past areas of successes and failures from the last TDP. Staff then created new strategies and policies to ensure the proposed goals are accomplished before the TDP expires. A summary of the new policies included in the TDP can be found in Attachment number two (2).

In addition to the TDP, the OTD will create internal yearly business, marketing and project plans, along with a yearly operating budget. These plans will allow for specific timelines and project goals.

Staff recommends that the TDC recommends that the BCC approve the OTD (Visit Pasco) Tourist Development Plan 2017-2020.

ATTACHMENT(S):

1. Tourist Development Plan 2017-2020

RG/EC/CS

Pasco County Office of Tourism Development

Visit Pasco
TOURIST DEVELOPMENT PLAN
2017 - 2020

PASCO
County Florida

it's only natural.

West Pasco Government Center
8731 Citizens Drive, Suite 135
New Port Richey, FL 34654
727-847-8129
800-842-1873
www.VisitPasco.net



Welcome,

Our distinctive blend of open spaces, in close proximity to the modern conveniences of our many vibrant communities is a quality that helps us stand out from the other destinations in the Tampa Bay area. Our diversity offers a unique array of things to do and places to go, in both rural and urban settings, where people can live, visit and play.

The following Tourist Development Plan (TDP) supports these beliefs and encourages further development of the destination through various programs and campaigns.



*“Open Spaces,
Vibrant Places”*

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This symbol  denotes policy change.

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I. INVESTIGATION & ANALYSIS

Executive Summary

The objectives of the 2017 - 2020 TDP are to create a vision for the future and to guide Pasco County's long-term tourism strategy. Pasco supports numerous initiatives to strengthen shared community support by driving the economic and social importance of this industry. Through the efforts set forth in this TDP, Visit Pasco seeks to increase visitor spending to over \$500,000,000.00 (according to the U.S. Travel Association Report). This TDP clarifies and prioritizes the main areas of focus, while identifying opportunities for growth.

Areas of Focus in Order of Priority

- 1 Developing Tourism Projects**
 - Construct a Sports Complex
 - Create Gateway Welcome Signage
 - Develop a Nature Center on Trails
 - Develop a Cycling Friendly Visitor
- 2 Developing Marketing & Promotions**
 - Expand Marketing & Promotions
 - Improve Organizational Performance
 - Build Partnerships
 - Develop Event Funding Programs
- 3 Tourism Expansion**



The Office of Tourism Development (OTD) will soon begin initiating the process of trademarking Visit Pasco, to operate as a business under that name.

Mission

Visit Pasco serves as an industry leader to develop and market the entire area regionally, nationally and internationally as a travel destination.

Vision

Our vision is to establish Pasco County as the preferred Florida nature and outdoor adventure destination, because Florida is more than just theme parks.

Tourism History & BACKGROUND

Visit Pasco manages and operates through a self-supporting fund. The funds are collected via the state as a 2% Tourist Development Tax (TDT). This tax is levied in all short-term rental accommodations in Pasco County.

- 

On September 5, the Pasco County Board of County Commissioners (BCC) adopted Ordinance No. 90-10, levying the TDT.
- 

On April 25, the BCC appointed itself as the Pasco County Sports Commission.
- 

On May 12, the BCC directed that excess TDT revenue and unspent budgetary funds be reallocated to create reserves for special projects that will enhance the County as a sports and travel destination.
- 

On August 27, the BCC amended Ordinance No. 90-10 to reallocate funding to: Administration 26%, Promotions 64% and Capital 10%.
- 

Visit Pasco received Gulf Tourism and Seafood Promotional Grant Funding (BP Oil Spill Funds) in the amount of \$250,000.00. The grant was used in an aggressive marketing campaign that gained Pasco global exposure for the first time.
- 

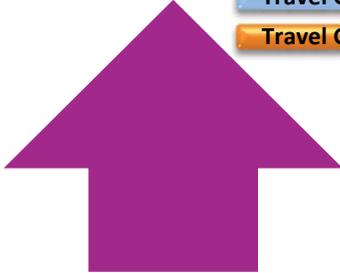
Visit Pasco was restructured and new hires were brought on creating a team of four (4): Tourism Manager, Sports Marketing Coordinator, Public Communications Specialist/Marketing Coordinator and a Senior Secretary.
- 

Visit Pasco was restructured according to Industry Standards and now has a Tourism Director, with remaining staff title changes to follow.

Economic Snapshot

Visit Florida tracks four economic indicators to measure the impact of Tourism in all Florida counties. These indicators include: tourism/recreation taxable sales, tourism related employment, car rental surcharges, and local TDTs. Those numbers are then used to estimate the impact of travel activity. Below is the 2013 Pasco County summary of those findings according to the U.S. Travel Association Report:

Travel Spending	\$465,890,000.00
Travel Generated Payroll	\$106,020,000.00
Travel Generated Employment	5,980
Travel Generated State Tax Receipts	\$23,500,000.00
Travel Generated Local Tax Receipts	\$14,940,000.00



Visit Florida (2014):
Tourism/recreation taxable sales along with total statewide taxable sales observed continued growth, ending the year with an overall growth of 7.7% and 7.8%, respectively.

In 2014, the TDC began obtaining Destination Reports through Smith Travel Research (STR) for multi-segment reports over a 12 month span. This research tracks supply and demand data for the hotel industry and provides valuable market share analysis for all major hotel brands and chains. The chart below is a summary of the STR reports from May 2013 to May 2016:

YEAR	HOTELS	ROOMS	AVERAGE ANNUAL OCCUPANCY RATE	AVERAGE DAILY RATE
2013	31	3,462	63.40%	\$77.31
2014	31	3,462	66.40%	\$81.46
2015	32	3,558	72.40%	\$89.73
2016	33	3,646	72.30%	\$95.00

The 2013 Urban Land Institute (ULI) report predicts 70 new rooms, or one new hotel, will go into development yearly through 2023. However, according to the Pasco County Planning & Development Department, there are currently five new hotels in developmental review that intend to be fully operational by the end of 2018.



Visitor Profile Regional

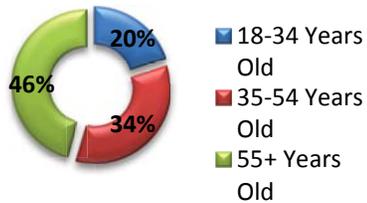
Pasco County, Florida is part of the Central West Vacation Region, along with Citrus, Hernando, Hillsborough and Pinellas, and is part of Tampa Bay.

According to the 2015 Profile of Domestic Visitors to Florida by Vacation Region, prepared by Visit Florida, most travelers who visited our region were couples (43%), followed by people traveling alone (38%).

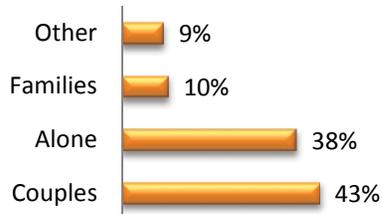
This profile also concludes our region had the largest percentage of visitors traveling for business purposes (12%), tied with the Southeast Region for the largest percentage of visitors on a business trip.

With regard to seasonality, the profile states that visitors to our region preferred to visit during the winter (33%). The most popular activities among visitors to our region were going to a beach or waterfront or visiting friends and relatives.

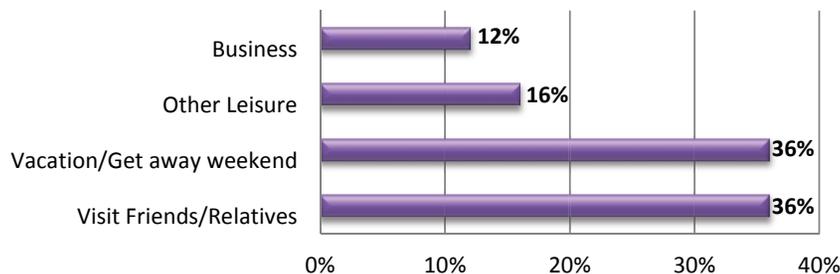
Age of Adult Traveler



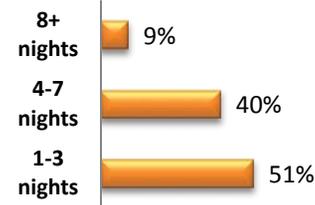
Travel Party Composition



Purpose of Trip

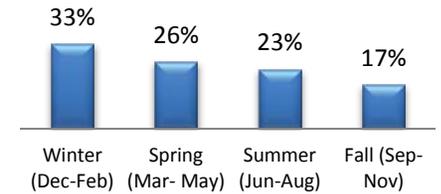


Length of Stay

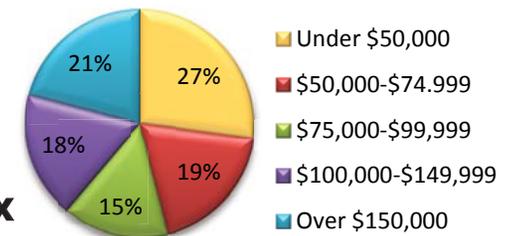


Average Nights: 4.2
Median Nights: 3.0

Seasonality



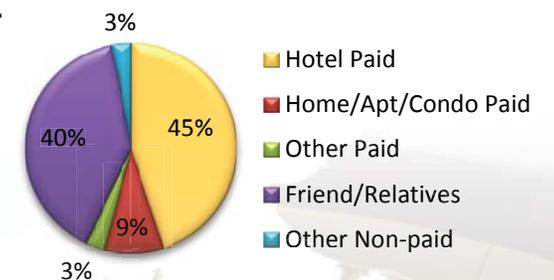
Household Income



Average HH Income: \$97,700.00
Median HH Income: \$80,200.00

Approximately **25% of all Pasco County Tourist Development Tax** collections come from our *naturist communities*, making clothing-optional a major economic contributor.

Accommodations



Top 5 Domestic Origin States



Visitor Profile

Target Market

Information in this section is interpreted from various Visit Florida reports:

Domestic: In 2015, there were 105 million total visitors to Florida and 89.8 million of those from the United States, concluding the majority of Florida's visitors live in the United States.

International: International visitation is up overall since 2012, but as economic pressure increased in key international markets, visitation to Florida decreased in 2015.

- Higher travel prices combined with a less favorable exchange rate have made it more expensive for Canadians to visit U.S. destinations, but Canada's mature population continues to be a positive source of visitation to the state.
- Visitation from South America was affected by higher travel prices and a depreciating currency in 2015.
- The United Kingdom and Germany, both important international markets, continue to grow as sources of visitors.

Age: Florida attracts visitors from across the age spectrum, creating a mix of interests and budgets to fuel Sunshine State tourism.

- The largest portion of domestic visitors is 35-54 years old, 42%.
- The average age of a Florida visitor is 48.2 years – up 1.4 years.
- The biggest growth has been with visitors 55 and older, whose share rose by 3 percentage points in 2014. They have the time and money to spend and they are a growing portion of the U.S. population.
- Florida under-performs with the 18-34 age group, which represents 28 percent of U.S. overnight travel but only 22% of Florida travelers.

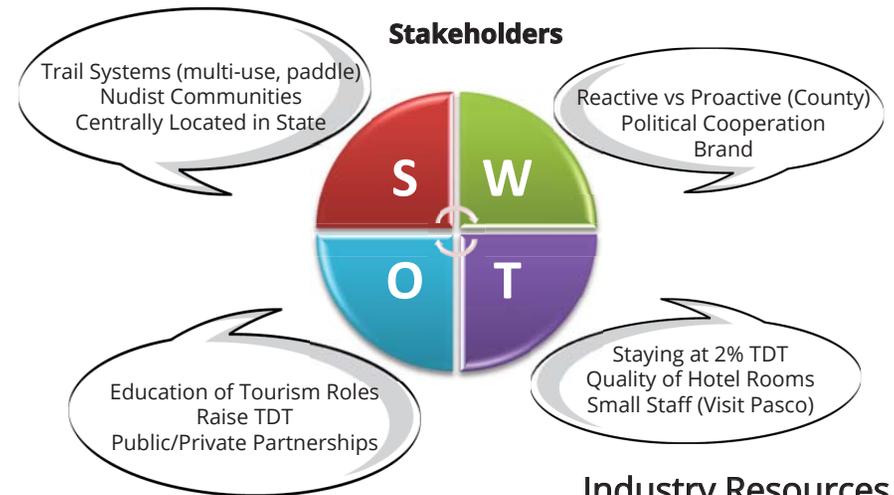
Millennials (persons born in early 1980's to late 1990's): In 2015, Millennials surpassed Boomers as the largest generational cohort and the Millennial travel segment is only going to grow as this group matures into its higher earning and family years. Maintaining Florida's visitor volume requires increasing our relevancy to this growing segment.

Gen-Xers (persons born in early 1960's to late 1970's): Gen-Xers are in the family stage of their lives. They have the highest percentage of family travel parties to Florida, 46%.

Baby Boomers (persons born in early 1940's to late 1950's): By 2017, half of all adults in the U.S. will be older than 50 and control 70 percent of the country's disposable income.

Plan Development & STAKEHOLDER INPUT

This TDP was developed through best management practices, tourism industry research & data collection, attending tourism industry conferences and community stakeholder meetings. Below are the strengths, weaknesses, opportunities and threats according to stakeholders and County staff:



Industry Resources

Data was gathered from numerous agencies that collect tourism statistics and information within Florida; the data typically lags 3 years.

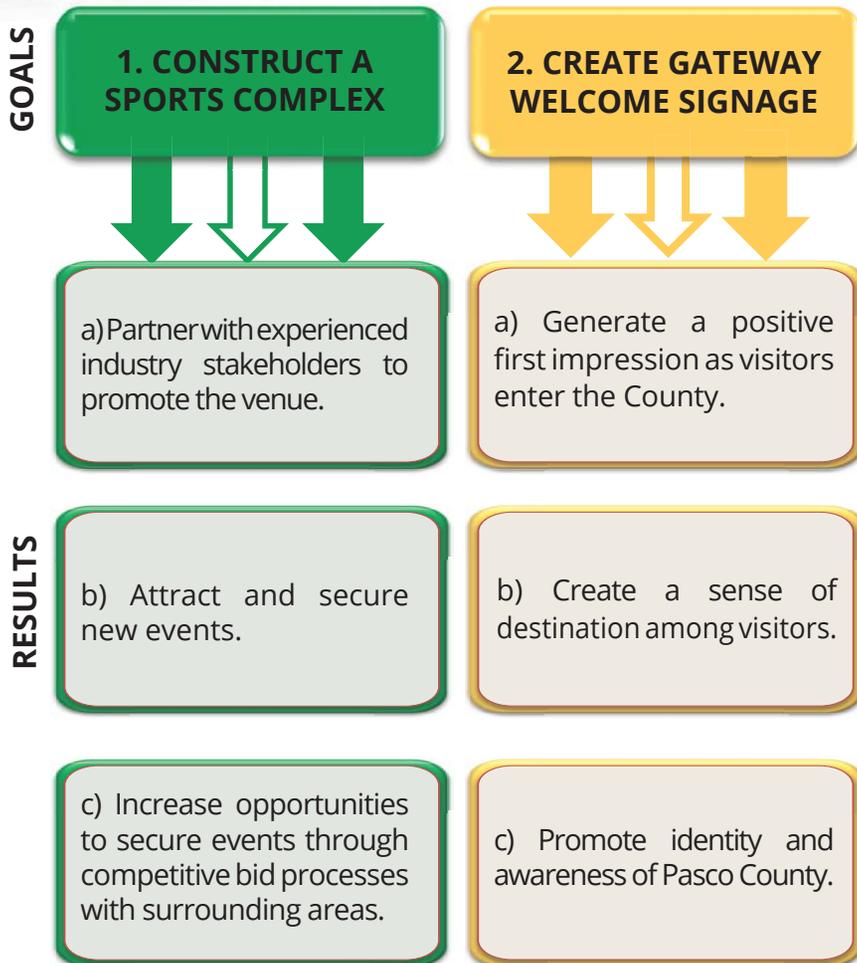
- Visit Florida
- Florida Department of Revenue
- Smith Travel Report
- U.S. Travel Association Report
- Urban Land Institute
- FL Destination Marketing Org.
- Florida Sports Foundation
- Johnson Consulting



II. STRATEGIC GOALS & AREAS OF FOCUS

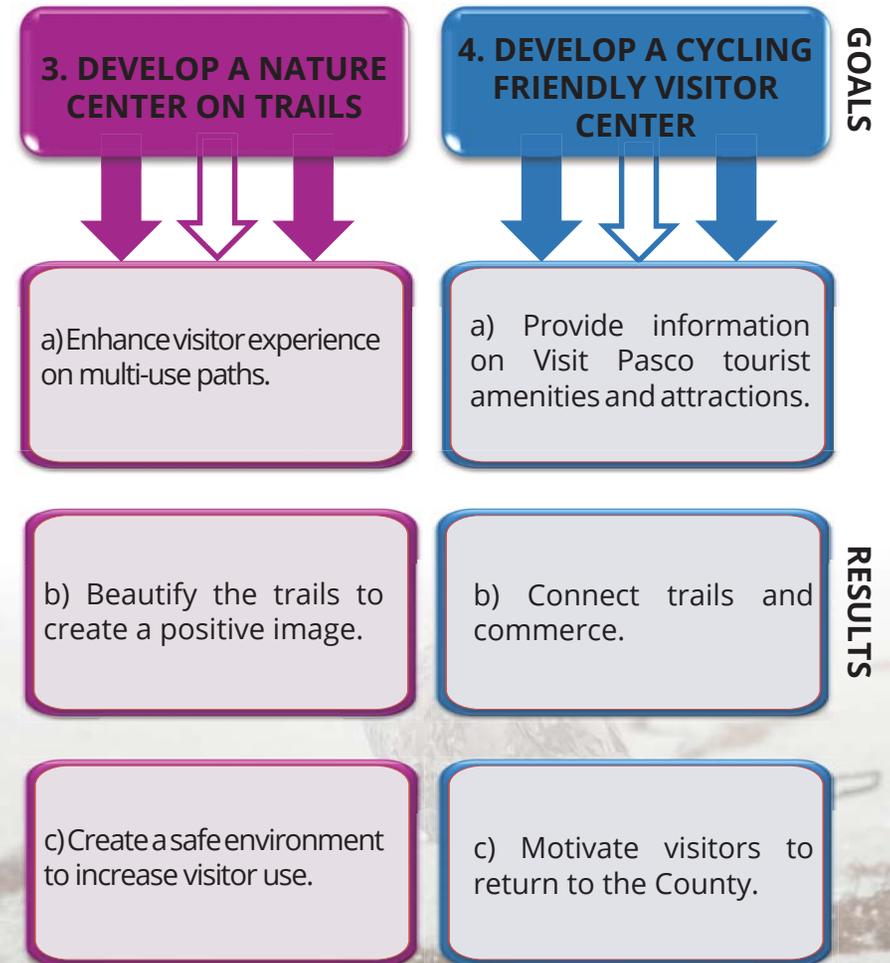
Developing Tourism Projects

OBJECTIVE: Increase tourist visitations and overnight short-term rental accommodation stays while stimulating the overall economic impact in Pasco County.



KEY MEASURES & TARGETS:

- Increase annual occupancy rates by 5% according to the STR report
- Increase public & private investment to a 1:2 ratio
- Increase visitor spending by 15%



Proposed Tourism Projects

Visit Pasco currently has four (4) capital projects proposed which will expend all current capital construction funds. The amounts in all four (4) categories are estimated (est) costs and can be shifted from one project to the other pending further cost evaluation and research. Future projects will be determined according to the Uses of Revenues Categories.

Sports Complex \$8,500,000.00 est.

Pasco County has decided to leverage previously donated, County-owned land, into a sports facility. This asset will enhance sports tourism and serve as an economic generator by attracting youth and adult sports tournaments and leagues, as well as events such as tradeshows, consumer shows and festivals.

In order to understand the local, regional and national economic/demographic factors that would help the County determine the scope of amenities and impact of any potential project, Visit Pasco had a Sports Complex Feasibility Study conducted by Johnson Consulting, Inc.

Johnson Consulting undertook a comprehensive objective review of market conditions in Pasco County and Wesley Chapel in relation to the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA), the state, and the nation's conditions. Their research showed the County has solid population growth, access to regional, national, and international transportation, and county household incomes projected to increase at an above average rate. They concluded that Pasco County has many key characteristics and requirements to support a multi-use sports complex.

Gateway Welcome Signs \$1,000,000.00 est.

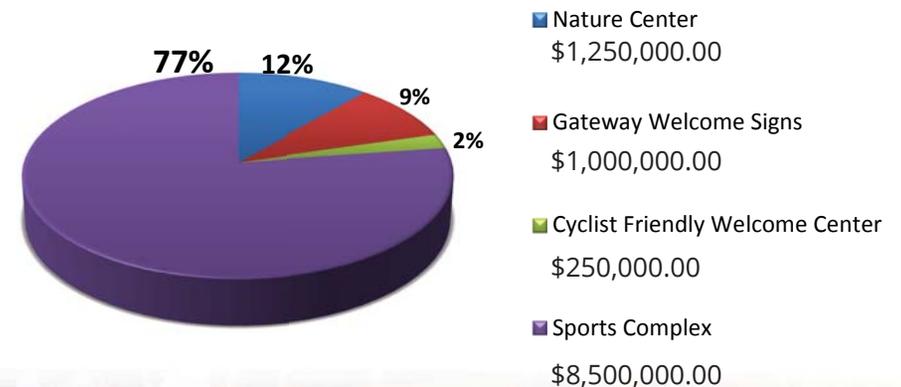
Visit Pasco plans to welcome its visitors as soon as they enter the County through high volume roadways and corridors. Large monument-type signs will help to encourage and promote a sense of destination among travelers.

Nature Center: Tourism on the Trails

\$1,250,000.00 est.

Visit Pasco plans to enhance user experiences throughout the County's multi-use paths by developing unique amenities, art installations and signage systems that bring visitors back to Pasco again and again. By developing a wayfinding system, it will allow users to easily navigate the trails and help them locate other amenities on and off the trails. Many of our multi-use paths go through parks and preserves where wayfinding on common area flora and fauna would provide beneficial and educational information to the users.

Visit Pasco has been deeply involved in the development of the Coast to Coast Trail, which will connect the West and East coast of Florida. As one of the only tourism offices involved, Pasco County has been looked to as a leader in the marketing and development of amenities and wayfinding along the trail, as well as having the TDC's full support.

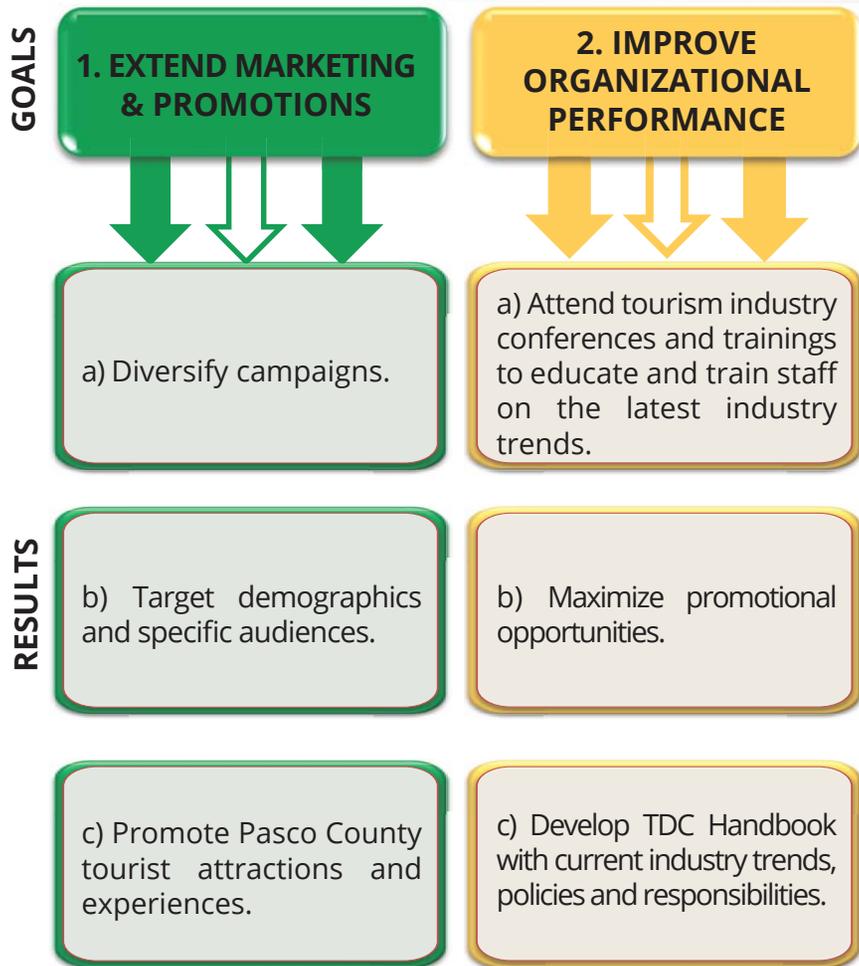


Cyclist Friendly Visitor Center \$250,000.00 est.

Visit Pasco will develop a public-private partnership within a trail system and a downtown in order to create a welcome center for trail users and all visitors, while creating commerce and promoting tourist amenities on and off the trail.

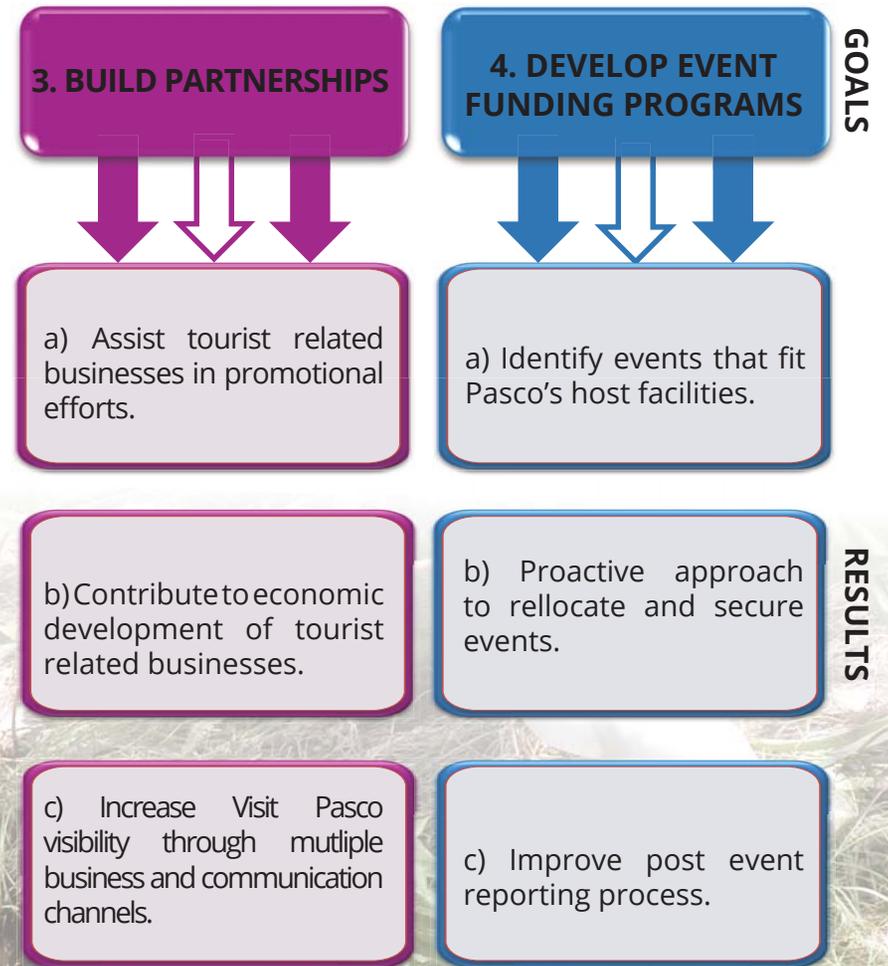
Developing Marketing & Promotions

OBJECTIVE: Promote and advertise Pasco County as a tourist destination using top industry strategies and campaigns to attract visitors.



KEY MEASURES & TARGETS:

- Increase annual occupancy rates by 5% according to the STR report
- Increase public & private investment to a 1:2 ratio
- Increase visitor spending by 15%



Marketing & PROMOTIONS

Digital • Mobile • Video • Print • Social Media • Broadcast

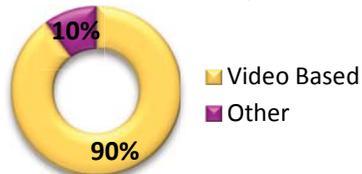
Constant technological advancement has left the world of marketing in a state of permanent transformation. In order to ensure that Visit Pasco thrives in the future, we must be a marketing company that thinks digital first. Consumer adoption of mobile has influenced a new customer journey for travel. As mobile media consumption expands, we will need to shift our marketing resources to reach travelers at the right moment.

Over 1 in 4 leisure travelers are inspired by online video to start thinking about a trip and 3 in 5 travelers use online video to narrow down their brand, destination or activity choices. Visit Pasco will continue to develop video assets and target campaigns to the appropriate audiences.

Along with marketing and advertising campaigns, an up to date website is crucial when delivering information to potential visitors. Websites and how they deliver information changes with current trends constantly, it is important to maintain relevancy in the tourism and web marketing world.

Visit Pasco has an active audience on our Facebook account. We will continue to run organic and paid posts to promote our destination. Consumers use social platforms to view images and videos and to gather information. Social media inspires travel plans through paid posts and peer influence. Visit Pasco will expand its reach through multiple platforms.

Global Internet Traffic by 2019



Some aspects of print campaigns are still relevant in marketing. Visit Pasco will continue to promote in the necessary and relevant print markets. It is important to remain flexible in order to follow industry standards and trending styles. As new marketing styles emerge, we must adapt and change efforts to remain relevant.

Pasco's Strengths

- Paddling/Cycling
- Naturist Communities
 - Nature
- Outdoor Adventure/ Recreation
 - Waterfront
 - Arts & Culture
- Sports & Special Events

Audience Vacation Purposes

- Experience
- Adventure
- Family Memory Makers
- Milestone Romance
- Impulse Getaway
- Winter Sun Seekers
- Sports & Special Events

Improving Organizational Performance

Tourism Conferences & Training

Attending conferences is a crucial part of what keeps our staff and marketing efforts up to date in the tourism industry. There are numerous large conferences throughout the year that focus on tourism-specific marketing and industry standards where staff can attend and learn the latest trends, future trends and interact with other industry professionals to exchange experiences and expertise.

Following our main areas of focus, there are other important conferences and trainings to attend, related to specific topics such as sports events, special events, filming, cycling/trails, etc.

The Florida Governor's Conference on Tourism is the premier annual educational conference for the Florida tourism industry and is designed and coordinated by VISIT FLORIDA, the Official Tourism Marketing Corporation for the State of Florida.

Visit Pasco staff will attend this event yearly as a group. It is highly recommended that the TDC chair attend this as well. This event is where the governor addresses the attendees to discuss where Florida's tourism industry is currently and sets goals for the following year.

Tourist Development Council

As it is important to have a knowledgeable staff, it is also equally important to have a knowledgeable TDC. The TDC is made up of tourism industry personnel, hoteliers, one representative from two of the largest municipalities and a BCC member that typically sits as the chair.

It is important for the chair to have access to tourism training and industry insights in order to be better informed when recommending to the BCC. The chair may choose up to three Florida tourism conferences to attend yearly. If the chair is unable to attend, they may appoint the Vice Chair. If the Vice Chair cannot attend, another TDC member or other authorized persons can be selected to go in their place.

Staff will develop a TDC Handbook with policies, procedures and responsibilities as a member of this council. Updates will be made to the book as needed to adjust current industry trends and standards.

Building Partnerships

Pasco County is an outdoor lover's paradise that offers great ecotourism and an outdoor adventure alternative to the typical theme-park experience. Visit Pasco will partner with businesses to promote our destination by showcasing these strengths.

Visit Pasco will partner with local tourism industry related businesses to extend their marketing reach to potential out of county visitors through a marketing grant program. By building partnerships with our local businesses we help to keep an overall mutual focus and goal.

Not all partnerships will include a monetary exchange. As Visit Pasco creates marketing campaigns, it is often required for a writer, or campaign manager to do a site visit on the campaign topic. Many times those establishments work with Visit Pasco to make this process as seamless as possible in order for the campaign content to be the best it can be.

When working collaterally on campaigns involving a monetary exchange, the funds will be used to promote Pasco County through marketing campaigns (broadcast, digital, social media, print, etc.) targeted outside of the county. Visit Pasco has tourism industry specific marketing campaign opportunities that many businesses could benefit from.

A business may be approached by Visit Pasco, or vice versa. When approaching Visit Pasco for a collateral marketing effort, they should request a meeting to discuss all aspects of the project and campaign. Once Visit Pasco and the tourism business are comfortable with the overall collateral plan, a formal proposal should be presented to the TDC for recommendation. After the TDC makes their recommendation the BCC will have final say of approval or denial.

All proposed projects will be focused on promoting Pasco County tourism as described in this plan.

Co-Op Advertising Partners



As a Destination Marketing Organization (DMO), Visit Pasco is a member of several tourism organizations such as Brand USA, Visit Florida and Florida Sport Foundation. These organizations develop new advertising opportunities for their members yearly. Many of those opportunities benefit their members through a fund matching program. Visit Pasco will actively look into all of the unique advertising opportunities they offer, in order to make the Visit Pasco marketing budget and reach go as far as possible.

Once we establish campaigns that fit the marketing needs of our County, Visit Pasco will actively look to partner with tourism businesses that fall into those program categories.

By participating in co-op advertising programs, the businesses reach will potentially extend regionally, nationally and internationally increasing their marketing presence, while promoting tourism in Pasco County.

Through increasing our partnerships, we expect not only to showcase Pasco County as a tourist destination, but to increase the overall economic impact, while contributing to the economic development of businesses that draw regional, national and international visitors to our county and drive our organization's success. The following are some examples of the collateral marketing efforts and coop advertising programs that our partners will have access to:



Event Funding

The purpose of Event Funding is for Visit Pasco to use an active approach in securing regional, national and international events to be hosted in Pasco County. Funding will be awarded to assist Events which show a significant following in participants as well as attendees and high economic impact. Visit Pasco will actively research events and begin the process of relocating them to Pasco County through the Special Event Marketing and the Sports Event Sponsorship Programs.

Visit Pasco has been enhancing the funding criteria in order to mirror the minimum standards that organizations such as the Florida Sports Foundations and Visit Florida use in their grant programs.

Special Event Marketing Program

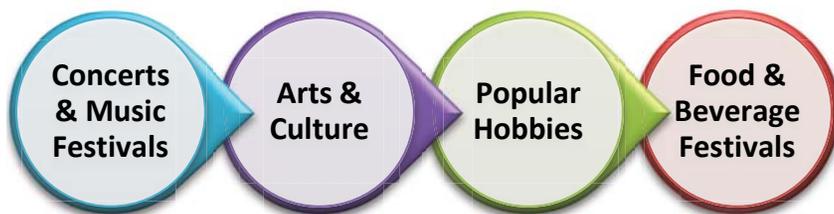
A Special Event is an event that promotes an artistic, cultural or unique experience that is not of a competitive nature.

The intent of the Special Event Marketing Program is to facilitate and foster the growth of Special 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 visitor economic impact. The Special Event must promote Pasco County as a tourist destination to visitors.

Active vs Reactive

In the past local Special Events have approached Visit Pasco for funding by applying through a grant process once a year. Moving forward, Visit Pasco will use an active approach in securing events that fit our focus areas and negotiate to relocate them to Pasco County.

Below are examples of types of Special Events:



Sports Event Sponsorship Program

A Sport Event is considered an activity involving physical exertion and skill that is governed by a set of rules or customs and often undertaken competitively.

The intent 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 visitor economic impact. The Sports Event must promote Pasco County as a tourist destination for visitors.

Active vs Reactive

In the past, Sports Events have approached Visit Pasco for funding by applying through a sponsorship process throughout the year. Moving forward Visit Pasco will use an active approach in securing events that fit our sports capacity and negotiate to relocate them to Pasco County. Below are examples of types of Sports Events:



Post Event Reporting

The reimbursement process will be performance-based to ensure that awarded funds are held to the numbers provided in the application. All events which enter into a funding agreement with Pasco County will be required to generate at least 80% of the application's estimated hotel impact to receive the full awarded amount.

If the impact is less than 80% and higher than 50% of the estimated hotel impact, the final payment will be pro-rated based on the exact percentage of impact. If the impact is less than 50%, no funding will be awarded. Natural Disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis.

III. USES OF REVENUE

Allocation by Category

According to the 2016 Florida Statutes, Section 125.0104, Tourist Development Tax; procedures for levying and authorized uses, all tax revenues received through the **two percent (2%)** TDT by Pasco County shall be used by Visit Pasco for the following purposes in **FY 2016/2017** in conjunction with a percentage-based allocation system. Beginning in FY2017/2018, it is the intention of Visit Pasco to use a category-based allocation system. Yearly amounts will change and be approved through the budget process.

Category A (operations): 125.0104 (5)(a)4 "To fund (Pasco County) tourist bureaus or tourist information centers, as county agencies, which will include indirect administrative costs for services performed by the county on behalf of Visit Pasco." No less than \$410,616.00 this year will be used to fund this category which also covers operational costs such as: salaries, employee benefits, indirect costs, office operations, etc., with the exception of subsection 1 which will be funded as stated.

1. Cyclist Friendly Visitor Center: This project will be funded through Capital Construction Reserves up to \$250,000.00, through project completion.

Category B (promotions): 125.0104 (5)(a)3 "To promote and advertise (Pasco County) 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." No less than \$493,105.00 this year will be used to fund this category, with the exception of subsection 4, which will be funded as stated.

1. Marketing & Promotions: No less than \$217,105.00 of Category B this year will be used by Visit Pasco to effectively market, promote and advertise Pasco County and its amenities as a tourist destination.

2. Event Funding: Visit Pasco will use an active approach in securing regional, national and international events to be hosted in Pasco County. Funding will be awarded to assist events which show a significant following in participants as well as attendees and high economic impact. No more than \$276,000.00 of Category B this year will be used to fund events in this category.

(a) Sports Events: 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.

(b) Special Events: A Special Event is an event that promotes an artistic, cultural or unique experience that is not of a competitive nature.

3. Co-Op Funding: Collateral marketing campaigns will be used to promote Pasco County through advertising such as: broadcast, digital, social media, print, videos, etc. and will be targeted outside of the county. Up to ten percent (10%) of Category B this year, will be used to fund collateral marketing campaigns in this category.

4. Gateway Signage: This project will be funded through Capital Construction Reserves up to \$1,000,000.00, through project completion.

Category C (promotions): 125.0104 (9)(a) "Provide, arrange, and make expenditures for transportation, lodging, meals, and other reasonable and necessary items and services for such persons," as determined by Visit Pasco, in connection with the tourist industry. Pay the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of employees of Visit Pasco and other authorized persons when meeting with persons of the tourist industry or while attending or traveling in connection with travel or trade shows. No more than \$20,165.00 this year will be used to fund this category.

Category D (capital construction): 125.0104 (5)(a)1a & 2 To acquire, construct, extend, enlarge, remodel, repair, improve, maintain or operate convention centers, sports stadiums, sports arenas, coliseums, auditoriums, zoological parks, fishing piers or nature centers within the boundaries of Pasco County, which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. No more than \$102,654.00 this year will be used to fund this category, with the exception of subsections 1 and 2 which will be funded as stated.

1. Sports Complex (to be developed as planned on Pasco County property in the Wesley Chapel area): This project will be funded through Capital Construction Funds up to \$8,500,000.00, through project completion.

2. Nature Center (trail system wayfinding and amenities): This project will be funded through Capital Construction Reserves up to \$1,250,000.00, through project completion.

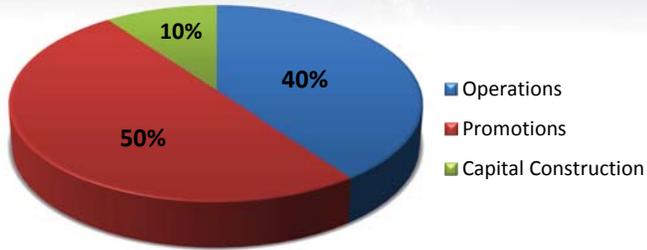
Category E (capital construction): To finance beach improvement, maintenance, renourishment, restoration, and erosion control, including shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, or inland lake or river.

Pages 26 - 27 show projections for these categories over the next four (4) years with proposed incremental TDT increases. As TDT increases are passed, values and percentages will be subject to change.

Funding Allocations

Proposed FY2016/2017 Budget

The amounts below will change yearly and be approved through the budget process. The Visit Pasco operating budget is allocated to the following accounts:



Operations, Promotions and Construction accounts will be spent according to the TDP, approved yearly budgets and marketing plans. Categories are listed below each account.

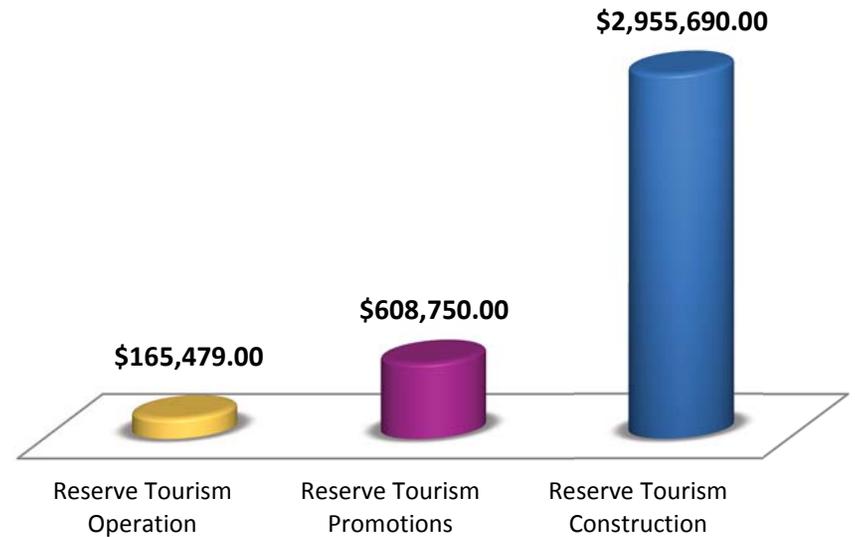
Operations.....	\$410,616.00
Category A	
Promotions.....	\$513,270.00
Category B	
Category C	
Capital Construction.....	\$102,654.00
Category D	
Category E	

Total Estimated Budget (FY2016/2017): \$1,026,540.00

*Capital Construction.....\$8,500,000.00
 *Sports Complex Account

Reserve Balances

Weather is a huge factor in the Florida Tourism Industry, as a precautionary measure reserves should be able to cover 6 months of operating and promotional expenses, at all times. If a large storm affects Pasco County, this will help Visit Pasco continue business as usual until the tourism industry resumes normal activity.



*Current Reserve Balances

Reserve Tourism Operation.....	\$165,479.00
Reserve Tourism Promotions.....	\$608,750.00
Reserve Tourism Construction.....	\$2,955,690.00

*Reserve accounts will be amended according to tourism projects as long as they follow the minimum reserve amount requirement stated above. See pages 10 and 11 for the current proposed projects.

IV. PROPOSED FUNDING PLAN

Tourism Expansion to Match the Market

The 2013 Urban Land Institute (ULI) report stated a need for Pasco County to increase the TDT from two percent (2%) to four percent (4%) to enhance ecotourism programs, facilities and services. However, since the ULI report was released, all neighboring counties collect five (5%) to six percent (6%) and Pasco County remains at two percent (2%). By expanding the TDT, we have the opportunity to further develop the County's tourist attractions and promotional efforts.

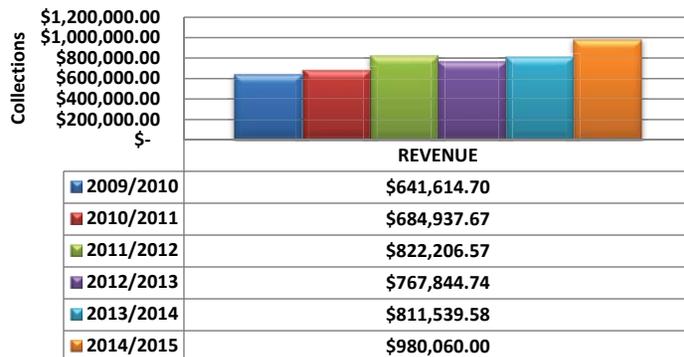
Expanding the TDT will allow Visit Pasco to increase the number of focus areas and promotional efforts. Meaning, Visit Pasco will be able to devote more staff time and dollars to specific projects and topics. Typical tourism development offices and Convention and Visitors Bureaus (CVB) in neighboring counties have focus-specific staff in order to fully develop their destination and brand such as:

- Administrative
- Marketing and Communications
- Media and Interactive
- Partnerships
- Advertising
- Film Commission
- Sports Commission
- Creative Design

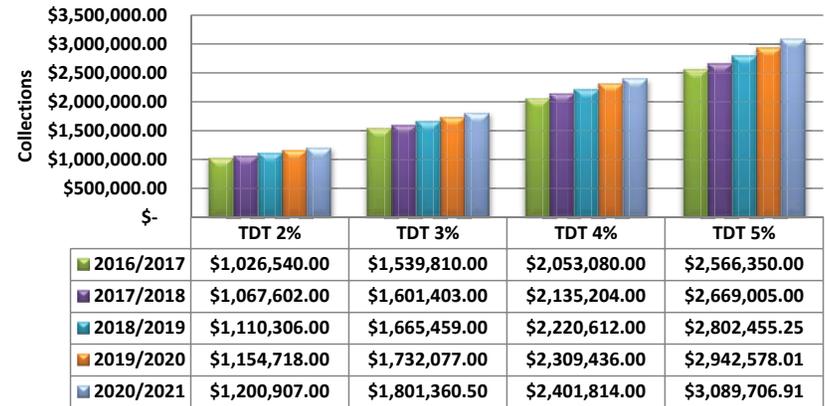
On the next page you will find TDT percentage increases following the Office of Management and Budget's projections for the next 4 years. They are budgeted to 95% of anticipated revenues, with a four percent (4%) yearly increase. These numbers do not project future growth in short-term rental accommodations.

*According to Florida Statute, Pasco County meets the minimum requirements to increase the TDT from two percent (2%) to four percent (4%).

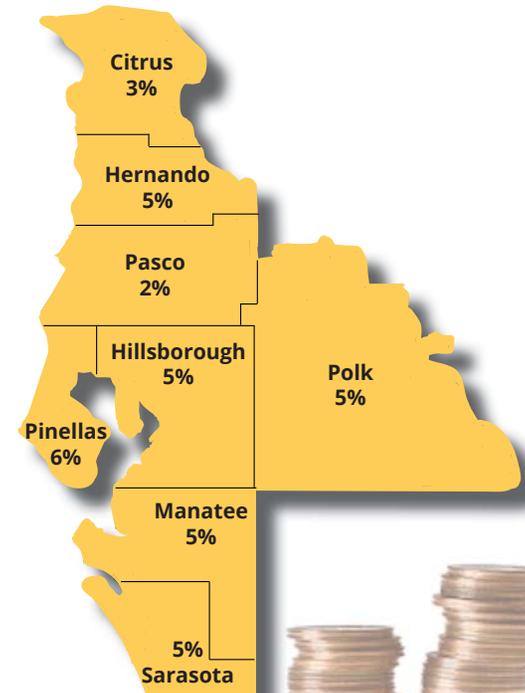
PAST TDT REVENUES



TOURIST DEVELOPMENT TAX PROJECTIONS

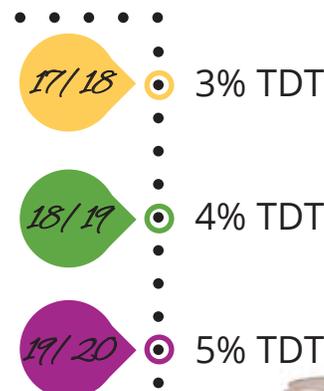


Tourist Development Tax Rates



Increase Timeline

*FISCAL YEAR GOALS:



Projected Uses of Revenue

Revenues collected at a two percent (2%) TDT rate are expected to grow, due to an increase in stays at short-term rental accommodations, as a result of this TDP. However, in order to further develop the strategic areas laid out in this plan an increase in the TDT rate must occur.

By increasing the TDT, future budgets will allow for a variety of advancements and opportunities that cannot be funded by the current budget. Pending a TDT expansion, below are future funding opportunities:

Category A: Tourist bureau and visitor center expansion.

Category B:

1. Marketing & Promotions: Focus specific campaigns, extended campaign times, specifically targeted demographics, international exposure, video assets, industry comparable website, unique marketing opportunities, see page 14 for more details.

2. Event Funding: Using an active approach, an increase in this category will allow Visit Pasco to attract the more well-known events we are seeking.

3. Co-Op Funding: This category has previously been spent directly out of Visit Pasco's Marketing and Promotions account. This category will now be able to be funded on its own and used to enhance collateral marketing with our partners, to further our reach and audiences, while supporting local tourism businesses.

Category C: Visit Pasco will add industry knowledge and training for staff through seminars, conferences and expos, where they will learn current trends, marketing approaches and interact with industry professionals. Visit Pasco will also be able to showcase Pasco County to potential promoters through familiarization tours.

Category D: To continue to acquire, construct, extend, enlarge, remodel, repair, improve, maintain or operate existing projects as well as develop new projects, while supporting local tourism businesses.

Category E: This category has previously been spent directly out of Visit Pasco's Marketing and Promotions account. This category will now be able to be funded on its own and used to enhance and renourish beaches.

Current TDT 2%

FY2016/2017

Category A	\$439,926.00
Category B*	\$463,795.00
1	\$187,795.00
2	\$276,000.00
3	\$0.00
Category C	\$20,165.00
Category D	\$102,654.00
Category E	\$0.00

Total: \$1,026,540.00

Proposed TDT 3%

FY2017/2018

Category A	\$500,000.00
Category B*	\$801,403.00
1	\$461,403.00
2	\$300,000.00
3	\$40,000.00
Category C	\$40,000.00
Category D	\$235,000.00
Category E	\$25,000.00

Total: \$1,601,403.00

FY2018/2019

Category A	\$600,000.00
Category B*	\$1,135,612.00
1	\$645,612.00
2	\$360,000.00
3	\$130,000.00
Category C	\$50,000.00
Category D	\$400,000.00
Category E	\$35,000.00

Total: \$2,220,612.00

FY2019/2020

Category A	\$680,000.00
Category B*	\$1,442,578.00
1	\$750,000.00
2	\$450,000.00
3	\$242,578.00
Category C	\$70,000.00
Category D	\$700,000.00
Category E	\$50,000.00

Total: \$2,942,578.00

4% Proposed TDT

5% Proposed TDT

*Category B is the sum of subcategories 1, 2 and 3.

V. NEW INITIATIVES

Tourism Assets & AMENITIES

When a local attraction or amenity is requesting project funding, they must prove themselves as a tourism asset to the TDC and BCC. They can do this through visitor logs, certified room nights, marketing campaigns, etc.

Visit Pasco will create an application process for project funding under Uses of Revenue Categories D and E. The applicant must be able to prove a certain percentage of their business comes from visitors and a certain percentage of their marketing efforts are targeted outside of Pasco County. Proposed projects may not exceed the yearly budgeted funds. Below are some definitions to assist in identifying Assets & Amenities:

There are many things to consider when classifying a person, place, concept or object as a tourism asset. All tourism products begin with an attraction. The information below is interpreted from the Sustainable Tourism: International Cooperation for Development Online Tool Kit.

An attraction draws people in so that they have an experience. The experience can be recreational, cultural, or otherwise. Ultimately the market decides what an attraction is among its much wider resource class.

An attraction must have access. Most often access refers to visitor capacity to arrive, however sometimes access means the opposite. Sometimes it is attractive because it is difficult to get to, such as wilderness areas and for adventure activities. Either way, access is essential to the exploitation of the attraction.

Activities require services, services are all those functions that a visitor might or might not be able to do for him or herself but in all cases chooses someone else to do it for them. Services include actually allowing the activity to take place. If an activity requires no services, then we are not talking about a tourism product.

Despite the best of tourism product designs, if no one knows the product exists, then it essentially does not. A tourism product must include promotions.

Some people might include the experience as one of the tourist components, but no product can provide an experience, only an opportunity to have an experience. The tour operator does not provide an experience. Only the visitor can create the experience based on certain factors.

**Thank you for viewing the 2017 - 2020
Visit Pasco Tourist Development Plan,
be sure to check out all of Pasco County's
*Open Spaces and Vibrant Places!***



Acknowledgments & RESEARCH

PAGE 3

Vicki Allen, Senior Research Manager, Visit Florida
Sources of data: D.K. Shifflet & Associates and U.S. Travel Association Report
Smith Travel Research Multisegment Reports May 2013 to May 2016
[Urban Land Institute Report 2013](#)

PAGE 4 & 5

Vicki Allen, Senior Research Manager, Visit Florida
Source of data: D.K. Shifflet & Associates, [Profile of Domestic Visitors to Florida by Vacation Region](#)

PAGE 6

Vicki Allen, Senior Research Manager, Visit Florida
Sources of data: [2016-17 Visit Florida Marketing Plan](#)

PAGE 7

Pasco County Stakeholder Meetings- Chamber's of Commerce, TDC members, community members, elected officials, tourism partners

PAGE 10

Johnson Consulting, [Pasco County Sports Complex Feasibility Study](#)

PAGE 19

[Florida Sports Foundation Grant Policies](#)

PAGE 20 & 21

The 2016 Florida Statutes, Section 125.0104

PAGE 22-25

Dan Rissola, Office of Management and Budget, Pasco County BOCC

PAGE 28

Sustainable Tourism: [International Cooperation for Development Online Tool Kit and Resources Series](#)
Source of Data: World Heritage Center (2007)

Contributor Acknowledgments

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ADMINISTRATIVE REVIEW

.....Richard Gehring, Strategic Policy Administrator
.....Michele Baker, County Administrator

TOURIST DEVELOPMENT COUNCIL

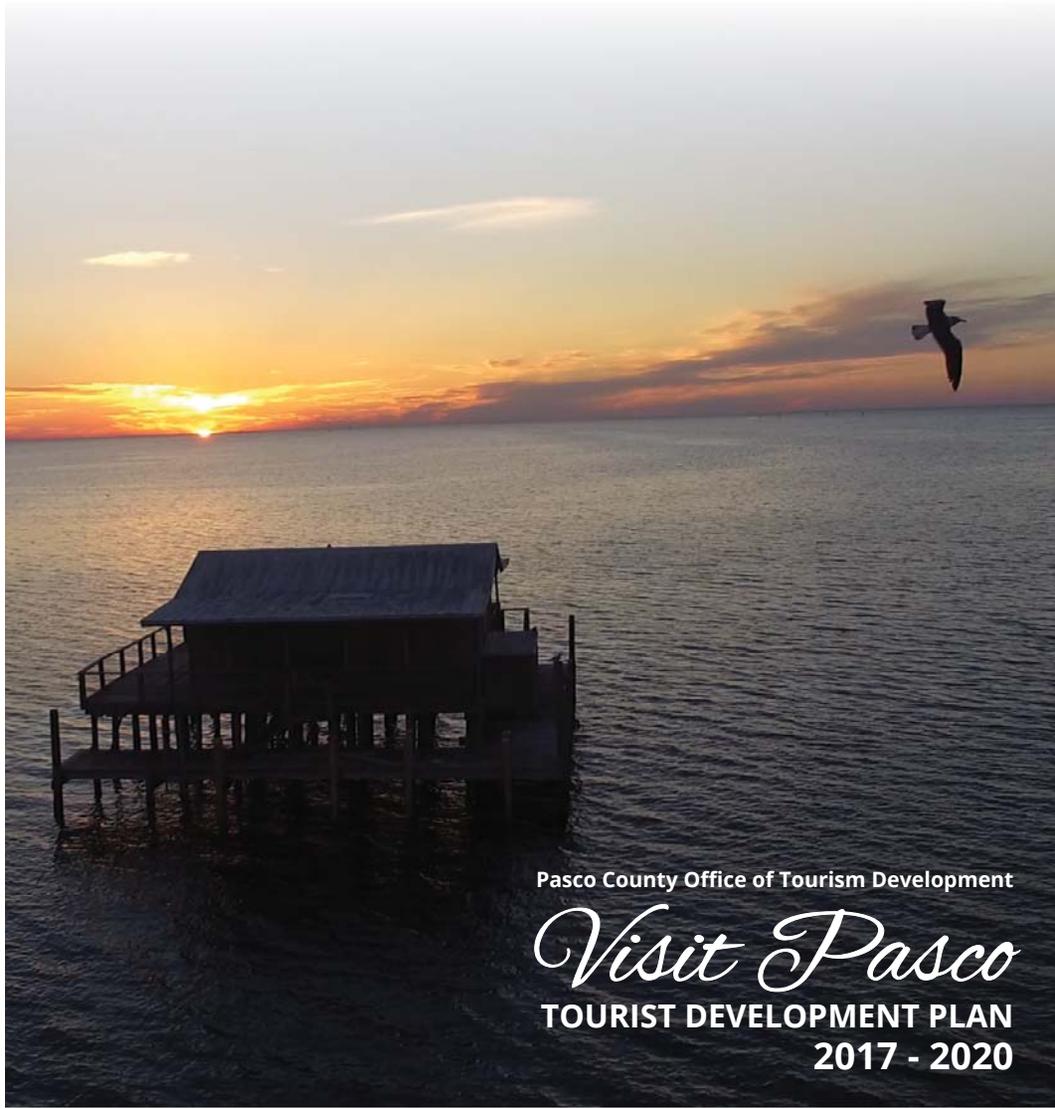
Camille Hernandez (Dade City Seat) • Chopper Davis (New Port Richey Seat)
Gail Cushman • John Heather • Kathryn Starkey (Chair) • Pat Ciaccio
Piyush Mulji • Toby Caroline

BOARD OF COUNTY COMMISSIONERS

Jack Mariano • Kathryn Starkey (Chair) • Mike Moore • Mike Wells • Ted Schrader

Photo Credit

WELCOME SPREAD & PAGES 20/22/23/28.....John Gaston, Tampa Bay Multimedia
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PAGE 14.....Lauren St. Martin, Visit Pasco
PAGE 15.....Nigel G. Worrall, [www.FloridaLeisure.com](#)
PAGE 16.....TreeHopper's Aerial Adventure Park
PAGE 17.....SunWest Park
PAGE 18.....Chasco Fiesta
PAGE 19.....Savage Race Florida
PAGE 21.....Richard Riley
PAGE 24.....Saddlebrook Resort & Spa
PAGE 25.....Web Image
PAGE 26.....Tony Hathaway
PAGE 27.....Kristian Colasacco
PAGE 29.....Allen Howell, Pasco County MPO
PAGE 30/31.....Web Images



Pasco County Office of Tourism Development

Visit Pasco

TOURIST DEVELOPMENT PLAN

2017 - 2020



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourism Development

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Carol Costello

Address 14536 Lynch Lane

City Hudson

State Florida

Zip 34667

I reside in Commission District # (can be found on back of your Voter Registration Card) 013

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city: Hudson

Home Phone Work Phone Cell Phone 865-566-8519

Email costello@utk.edu

Employer Consultant

Address

Occupation (if retired, please indicate) Professor

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only

Received: Entered:
Meets Qualifications: Yes No Forwarded to Department:
Acknowledgement Sent: BOCC Mtg Date: Action:
Letter Sent:

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Ph.D. - Food Science, M.S. - Nutrition, B.S. - Nutrition

Professional - Certification

ServSafe Food Safety Instructor, ServSafe Alcohol Instructor, ISG Sommelier Level II

Knowledge - Training, interest or experience

I am semi-retired from teaching and doing research at the University of Tennessee. I have taught tourism, and conducted tourism research. I have obtained over \$1 million in competitive funding for our research projects. I

Community Involvement - List organizations/positions

I moved to Florida 2.5 years ago. I was born in St. Petersburg and went to FSU. I have been on many committees in Tennessee and would like to become involved in Pasco County.

Organizations - Memberships

IMPORTANT INFORMATION

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2. Membership on certain advisory boards/committees/commissions requires financial disclosure or the submission of other information.
3. Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it.
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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Carol Costello

Date

6/21/2016

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. **Read Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourist Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Jim Slaughter

Address 5723 Golden Owl Loop

City Land O Lakes State Florida Zip 34638

I reside in Commission District # (can be found on back of your Voter Registration Card) 2

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone 813-996-7096 Work Phone Cell Phone 813-966-7529

Email jim@slaughter.org

Employer retired

Address

Occupation (if retired, please indicate) retired

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

Currently serving on the Pasco County School Board Penny for Pasco oversight Committee. Previously served on the Pasco County Bike and trails committee.

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other white

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Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Bachelor of Art Education, Wichita State University, Wichita, KS 1969

Professional - Certification

Certified Parks and Recreation Professional - expired
Honor Graduate, Morale Welfare and Recreation Professional School, USAF

Knowledge - Training, interest or experience

Public service. Customer relations. Park planning and design. Fiscal responsibility

Community Involvement - List organizations/positions

Pasco County Parks and Recreation Director

Organizations - Memberships

Florida Recreation and Parks Association
National Recreation and Parks Association

IMPORTANT INFORMATION

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Jim Slaughter

Date

6/20-2016

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read **Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

TOURISM DEVELOPMENT COUNCIL

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name KRISTIN TONKIN

Address 10220 HILLTOP DRIVE

City NEW PORT RICHEY State Florida Zip 34654

I reside in Commission District # (can be found on back of your Voter Registration Card) 5

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone Work Phone 727-849-5092 Cell Phone 727-364-7516

Email sunsettravel.biz@verizon.net

Employer SUNSET LANDING MARINA

Address 5115 SUNSET BLVD PORT RICHEY FL 34668

Occupation (if retired, please indicate) MANAGER / FAMILY BUSINESS

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

PASCO COUNTY RESTORE ACT COMMITTEE

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other

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Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

HS DIPLOMA

Professional - Certification

TRAVEL PROFESSIONAL, FOOD SAFETY

Knowledge - Training, interest or experience

TRAVEL, CULINARY, HOSPITALITY, THE ARTS, MARINE INDUSTRY

Community Involvement - List organizations/positions

BAYOU BUSINESS ASSOCIATION, TREASURER

Organizations - Memberships

BAYOU BUSINESS ASSOCIATION, WEST PASCO CHAMBER OF COMMERCE

IMPORTANT INFORMATION

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

KRISTIN TONKIN

Date

JULY 2, 2015

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. Read **Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



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West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

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APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourist Development

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name **Welbourne C. "Cliff" McDuffie**

Address **6130 17th St**

City **Zephyrhills** State **Florida** Zip **33542**

I reside in Commission District # (can be found on back of your Voter Registration Card) **1**

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city: **Zephyrhills**

Home Phone **813 782 0877** Work Phone Cell Phone **813 833 3704**

Email **zgator@verizon.net**

Employer **Retired**

Address **NA**

Occupation (if retired, please indicate) **former CofC Director and Mayor of Zephyrhills**

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve
Planning Commission, Zephyrhills

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African American Asian American American Woman
Hispanic American Native American Other **American Male**

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Received: _____ Entered: _____
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Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Two years college

Professional - Certification

U Of Georgia, Institute of Organizational Management
Required training for elected officials

Knowledge - Training, interest or experience

Consumer Services, Small business, photography, wood working, Emergency Prep. Tra
published author and poet, Scottish Clan interest,

Community Involvement - List organizations/positions

City PLanning Commission, Cof C Ambassador, Staff Parish Rel Chair at 1ST UMet Ch
House Committee Elks, Masons,

Organizations - Memberships

F&AMasons of FL. Chamber, Trustee Elks, Conservative Club, Sertoma, Clan Macfie
Clan Macduffee,

IMPORTANT INFORMATION

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature **Type Name** **Date**

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Revised 10/9/2009

Email Form



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Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourist Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name

Address

City State Zip

I reside in Commission District # (can be found on back of your Voter Registration Card)

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone Work Phone Cell Phone

Email

Employer

Address

Occupation (if retired, please indicate)

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

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African American Asian American American Woman
Hispanic American Native American Other

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Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

River Ridge High School, High School Diploma
Florida State University, Associates Degree
University of South Florida, Bachelors Degree

Professional - Certification

Knowledge - Training, interest or experience

Microsoft Office (Word, Publisher, Excel, PowerPoint, etc), Graphic design, Social Media (Facebook, Twitter, Instagram, etc), Pasco County resident for over 25 years

Community Involvement - List organizations/positions

Organizations - Memberships

Seminoles Boosters
Florida State University Alumni Association
USF Bulls Boosters

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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Nicole Christensen

Date

09 June 2016

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Revised 10/9/2009

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Tourism Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name

Address

City State Zip

I reside in Commission District # (can be found on back of your Voter Registration Card)

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone Work Phone Cell Phone

Email

Employer

Address

Occupation (if retired, please indicate)

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other

For Office Use Only

Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
Acknowledgement Sent: _____ BOCC Mtg Date: _____ Action: _____
Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

Bachelor of Science - Business/Systems Science

Professional - Certification

Knowledge - Training, interest or experience

Own two restaurants in East Pasco..highly interested in developing as a culinary tourism destination.

Community Involvement - List organizations/positions

Former Dade City Commissioner
Former TDC member

Organizations - Memberships

IMPORTANT INFORMATION

1. Eligibility for membership on certain advisory boards/committees/commissions requires a valid voter registration card.
2. Membership on certain advisory boards/committees/commissions requires financial disclosure or the submission of other information.
3. Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it.
4. Pasco County Code of Ordinances Article V regulates Boards, Committees, Authorities, Councils, and Commissioners of the Board of County Commissioners.

The Board of County Commissioners of Pasco County, Florida does not discriminate upon the basis of any individual's disability status. This non discrimination policy involves every aspect of the Board's functions including one's access to, participation, employment, or treatment in its programs or activities. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistant. Within two working days of your receipt of this notice, please contact the Zoning/Code Compliance Division, West Pasco Government Center, 7530 Little Road, New Port Richey, FL 34654; (727) 847-8110 (v) in New Port Richey; (352) 521-4274, Ext. 9110 (v) in Dade City; and via 1-800-955-8771 if you are hearing impaired.

By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name

Curtis A Beebe

Date

6/17/15

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. **Read Important Information** section, then sign the application.

Revised 10/9/2009

Email Form



PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

West Pasco Government Center
7530 Little Road
New Port Richey, FL 34654

Phone: (727) 847-8115
Fax: (727) 815-7010

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Advisory Board/Committee/Commission you are applying for:

Tourist Development Council

Are you willing to be considered for an alternate Board/Committee/Commission Yes No

Are you a registered voter? (Need only answer if a requirement for the entity for which you are applying) Yes No

Name Jack Randolph West

Address 34701 Tranquiview Lane

City Dade City

State Florida

Zip 33523

I reside in Commission District # (can be found on back of your Voter Registration Card) 1

Are you a Year Round Resident? Yes No

Do you reside in the unincorporated area? Yes No

If no, please indicate city:

Home Phone 8135976611 Work Phone 3525678000 Cell Phone 8135976611

Email jackwest@interglobalproducts.com

Employer InterGlobal Products

Address 37809 Howard Avenue, Dade City, FL 33525

Occupation (if retired, please indicate) President of InterGlobal Products

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve
None

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Completing this information will help the County Commissioners Office compile information needed to comply with Florida State Statutes 760.80.

African American Asian American American Woman
Hispanic American Native American Other multi-cultural white male

For Office Use Only
Received: _____ Entered: _____
Meets Qualifications: Yes No Forwarded to Department: _____
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Letter Sent: _____

APPLICATION FOR ADVISORY BOARD/COMMITTEE/COMMISSION

Complete the following. *Please describe those facets of your background/experience which you feel may be useful for membership on this Board/Committee/Commission.*

Academic - Degrees, Diplomas

BA - American University, Washington, D.C.

MBA - University of Miami, Miami, FL

Professional - Certification

Knowledge - Training, interest or experience

Fluent - Spanish, Portuguese, English

Proficient - French

Community Involvement - List organizations/positions

Northeast Pasco Rural LDC - participant

Organizations - Memberships

Member - Lake Jovita C/C - Tennis

Member - South Creek Foxhounds

IMPORTANT INFORMATION

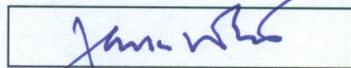
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By typing my name and submitting this application, I acknowledge this constitutes my signature under the Florida Electronic Signature Act.

Electronic Signature

Type Name



Date

04/28/2016

PLEASE NOTE: Application will remain active for one (1) year. Resumes may be included; however, the application MUST still be completed. **Read Important Information** section, then sign the application.

Revised 10/9/2009

Email Form