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**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**September 21, 2016, 9:30 a.m.**

West Pasco Government Center

New Port Richey, FL



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**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

**Curtis Beebe**  
Pearl in the Groove

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**AGENDA**

1. CALL TO ORDER 9:30 a.m.
2. Invocation, Pledge of Allegiance
3. Roll Call
4. Public Comment
5. Adoption of Minutes
  - a. TDC Minutes July 20, 2016
  - b. TDC Minutes August 17, 2016
6. Indirect Cost Presentation - OMB
7. Germany Travel Report – Commissioner Starkey
8. Tourism Manager’s Report TD16-067
  - a. Projects Report
9. Board Member Comments
10. Adjournment

Next Meetings:

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**ANNOTATED MINUTES**

**JULY 20, 2016**

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

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

**9:30 A.M.**

**WEST PASCO GOVERNMENT CENTER  
NEW PORT RICHEY, FL**

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**Tourist Development Council Members**

**The Honorable Kathryn Starkey**  
Chairman, Board of County Commissioners

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

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

**John Heather – Present via Skype**  
Saint Leo University

**Gail Cushman**  
Days Inn & Suites

**Toby Caroline**  
Paradise Lakes Resort

**Piyush Mulji**  
Hampton Inn Dade City / Zephyrhills

**Pat Ciaccio - ABSENT**  
Saddlebrook Resort

**Staff Members**

Ed Caum, Tourism Manager  
Elizabeth Blair, Senior Assistant County Attorney  
Richard Gehring, Strategic Policy Administrator  
Michele Baker, County Administrator

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**1. Call to Order – 9:30 a.m. Chairman**

Chairman Starkey called the meeting to order at 9:33 a.m.

## **2. Invocation, Pledge of Allegiance**

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

## **3. Roll Call**

Ms. Schmidt called the roll. Mr. Pat Ciaccio was absent. Mr. John Heather was present via skype.

## **4. Adoption of Minutes**

### **a. TDC May 18, 2016**

Chairman Starkey requested a motion to approve the minutes.

Mr. Caum noted that the spelling of Mr. John Moors name was corrected by the Clerk's Office.

**Motion to approve** the May 18, 2016 minutes to include the noted change; motion carried.

## **5. Public Comment**

Mr. Jeromy Harding spoke regarding his involvement in the SunWest project, TDC funding recommendations for the park, what constituted a tourist attraction, the number of tourists at the park 4<sup>th</sup> of July weekend, that the park had the potential to be a regional attraction, preservation techniques that would help the park to be a premier destination, and some unfinished park amenities.

The Council Members and Mr. Harding held discussion regarding necessary funding; the park was a great beach option for the area; public speaker timer; the park visitation numbers report; and determining what was a Tourist Development assessment.

## **6. New Business**

### **a. Short-term Rental Information**

**Elizabeth Blair, Senior Assistant County Attorney  
TD16-042**

Ms. Blair spoke regarding issues with short-term rentals. The issues mentioned were an Ordinance adopted by the Board of County Commissioners in 1999 that placed restrictions on short-term rentals/vacation rentals, the registered number decreased from 200 to 52, provisions made for new developments, since the adoption of the Ordinance there was only one community properly platted with recorded restrictions and notification to homeowners, how many were operating illegally in the County, an agreement between the Department of Revenue and Airbnb to collect revenue, a meeting that would be held with a company that could track how many were in a community, potentially amending the Ordinance to allow the operation in a different way than was currently allowed, vacation rentals were required to pay Tourist Development Taxes, jurisdictions that were lobbying for the rentals to be regulated, potential revenue streams, and quality of life issues caused by these type of rentals.

The Council and Staff held discussion regarding the issues that the Ordinance was specifically drafted to address; in 1999 Paradise Lakes residents claimed that if they paid the bed tax they would lose revenue; a request from the County to Paradise Lakes to produce a roster of people coming into the community; putting homeowners on notice was effective; registering short-term rentals with the State; under the current Ordinance Pasco County residents could rent their property three times per year before being cited; utility bills for short-term rentals were normally mailed to an alternate address; requirements and tools for enforcing the Ordinance; key indicators that a home was being used as a short-term rental; the number of short-term rentals in the County that were not paying bed taxes; discussions held with the Tax Collector's Office regarding self-collection of bed taxes; a legislative move to require short-term rental numbers/State license numbers be included on all advertisements; efforts being made by Airbnb and the State Attorney General's Office to collect taxes to remit back to the State; ensuring that everything was being done legally would increase Airbnb's level of customer service; the necessary requirements for communities that wanted to become short-term rental communities; one individual who without license rented forty-five short-term rentals in clothing optional communities; short-term rental applications required the accompaniment of a signed petition by adjacent property owners within the entire subdivision; holding a workshop with the Board of County Commissioners to further discuss alternative options; short-term rental inspections and visitor safety; the Sheriff's Office did not have jurisdiction over rentals without a hotel license; various requirements for registered rental properties; typical reported complaints for short-term rentals; Staff did not want to create an unenforceable Ordinance; how much the legislature would allow the Ordinance to be amended; information on what was/was not acceptable under the Short-term Rental Ordinance was available on the County's website; having the information posted on other Constitutional Officer's websites; educational campaign flyers to be placed in the utility bills; a meeting to be held with I-Compass which was a company that collected rental data; and the Council agreed to move the process forward.

The item was for information only. No action was taken.

**b. Presentation - Savage Race – Sam Abbitt  
TD16-050**

Mr. Caum introduced Mr. Sam Abbitt who would give a presentation on the item. Staff recommended extending the contract 5 years and keeping the sponsorship level the same.

Mr. Sam Abbitt, Savage Race Founder/CEO, stated that his company produced obstacle races throughout the United States since 2011. He spoke regarding the event's growth, participant demographics of the event, that since there were two events per year in Pasco County his company took additional measures to keep the event appealing to those participating, economic impacts for the last 5 years was approximately 6.3 million dollars, event survey results, efforts to promote Pasco County hotels, the number of hotel rooms and nights booked, the core demographic was a 25-35 year old professional, Pasco County hotels and things to do was promoted on the race's website, a heat map produced from register participants, digital outreach for the event, the number of views on the Savage Race website that were based on Pasco sponsored videos, and a dedicated spot on the Savage Race website which gave visitors a list of things to do while in the area. He shared a promotional video clip that showed additional obstacles.

The Council, Staff, and Mr. Abbitt held discussion regarding promotional and partnership opportunities; the amount of funding that was being requested; and a 5-year contract extension with the same sponsorship level; a race with an older target demographic; future efforts to include more of the amenities offered by the City of Dade City; volunteer and participant opportunities; some of the event's best ideas were developed with Pasco County Staff; exposure for the County and the return on investment; other promotional tools used to promote Pasco County; a sign showing a collage of opportunities in Pasco County; local businesses could set up an activation tent in the festival area at the event; Little Everglades Ranch was a tourism asset; creating a Savage Race weekend to allow participates to move throughout the County; the Savage Syndicate which was a new program that rewarded people who ran more than one event per year; and additional event marketing ideas.

**Motion to approve Staff's recommendation; motion carried.**

**ADDENDUM ITEM**

**TD16-052 – Sun West Board of County Commissioners Action Request  
Use of Tourist Development Tax for Sun West Park - Phase Two -  
construction and consideration of defining tourism assets for Tourist  
Development Tax funding.**

Mr. Gehring explained why the item was added as an addendum. He spoke regarding the request for funding relating to a capital investment at the SunWest project, defining a tourism asset, the statutory requirements, the Attorney General's opinion on what facility investments could be made by Tourist Development Councils (TDC), the item was presented to the Board of County Commissioners by the Parks & Recreation Director with the Board requesting that the item be presented to the TDC first, the process that the item would follow, and the current policy framework, Statute, and plan structure.

Mr. Caum spoke regarding the history of funding requests for the project, the amount of funding requested for acquiring sand for the project, that the TDC previously supported a sports aspect with the volleyball courts, requested post event reports from event coordinators to track economic impact, blocks of hotel rooms that were set aside for events at the park that were not filled, the National Volleyball League (NVL) backed out of a contract because they were not able to use TDC funds for monetary awards, funding for the project was previously approved based on the site being a sports amenity not a tourism asset, and alternatives available to the TDC. He reviewed the funding request and noted that Staff did not recommend funding.

Ms. Blair spoke regarding the responsibility of the TDC for adopting a plan regarding net Tourism Development Tax Revenue and proposed uses, the Statute dictated how funding was spent in each category, what was included when promoting the County regionally/nationally and internationally as a sports travel destination, financing of beach park facilities or beach improvements, previous sand purchases and erosion control for various parks across the County, the Attorney's General's Opinion (AGO) 2015-14 that beach improvements had to relate back to the physical preservation of the beach shore line/inland lake or river, a midwall erosion control structure that was proposed for SunWest Park, and the County's plan did not contemplate capital items that were not related to sports. She recommended that if the item was approved the funding should be limited to what was contemplated in the specific section of the Statute that referred to erosion control measures or beach renourishment.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, reviewed the definition of a tourism asset. She gave a PowerPoint presentation which reviewed the timeline of the Tourist Development Plan (TDP), future meetings to collect and review the members input on the TDP, defining tourism assets, what was being done by other counties, identifying attractions as tourism related projects, the number of miles a visitor traveled that would be considered as an out-of-county visitor for a specific asset, and a graph report of project focus areas.

Ms. Kelley Boree, Parks, Recreation, and Natural Resources Director, explained the request for funding was for Phase II construction that would enable the park operator to build out the park. She gave a PowerPoint presentation which reviewed an overview of the park area, the funding request for the retaining wall, sidewalk, and landscaping, amenities that were made possible by in-kind services and donations, the requested

landscaping was the code compliant landscaping to go with the north side parking lot, the park operator would provide visitation information from ride waivers used at the site, and the park was being built-out as a sports complex which included multiple sand volleyball courts. She reviewed the Staff memorandum that had been distributed.

The Council and Staff held discussion regarding what funds could be used for capital requests; beach sand and erosion protection construction; what was eligible for Tourism Capital funding and was there an application; developing an outline for future capital funding requests; tourism asset parameters; potentially using "endless summer" license plate revenue; what could be covered under the AGO 2015-14; the height of a midwall or retaining wall; the location of the proposed retaining wall that would be used to keep the investment of sand in place; building an application process for the TDP; the amount of funding generated from the ten percent allocation; the information that was needed to support receiving TDC funding; defining a tourism asset set the standard; the amount of funds available in Capital Reserves; funding went into reserves unless otherwise encumbered; a memorandum that was forwarded to the Council from the Board; Phase One and Phase Two of the project; and the cost of the midwall only.

Mr. Roberto Saez, Project Management, responded to the questions raised and spoke regarding the costs involved, the importance of the midwall, the project phases, efforts made to prevent sand erosion, and in-kind donations.

Discussion continued that no mechanism was currently available which would allow the TDC to allocate the funds; protecting the beach asset; the need for a plan amendment which would allow the park to be declared a tourism asset; other items that could be considered tourism assets; they had already contributed \$450,000.00 towards sand; future visions of the project would bring people to the area; visitation to the park; the Statute allowed for beach restoration; it did not appear the TDC could fund the sidewalks; the actual midwall costs; were they certain the height and design of the midwall would work; where this fell as a priority within Parks and Recreation/Natural Resources; the effectiveness of "knee walls"; the cost involved with funding the midwall only would be \$158,000.00; and the actual size of the midwall.

Ms. Boree responded to the questions raised and stated they received 700 to 800 cars per day on weekends and between 250 to 350 cars on week days; holidays and special events had considerably more visitors. She explained her department would bring forward another agenda item regarding beach renourishment of the beachfront parks for the Hudson and Anclote areas.

Mr. Patrick Panokos, Park Operator, spoke regarding the operation of the park and deficiencies in the park including the funding put into the sand without any way to protect the sand, that he had brought up the concern in the beginning, additional shelters would be added, and a private donor who would help facilitate the building of Phase 2 bathrooms and parking lots. He spoke regarding the need for a north parking lot, park attendance, festivals held at the park, the need for additional restrooms, this

was a phased development, and the request for landscaping was to help finish the parking lot. The retaining wall was an oversight from the engineer.

Chairman Starkey felt the County did not adequately fund the parks. When the budget took a big hit it mainly came out of parks and libraries, and they had not yet been able to restore the funding. In the upcoming budget they found an additional million dollars that would go to the parks department. The last Parks Plan was done in 2001 and this park was not contemplated. This park had come to them outside of the normal planning process and it had been a challenge for the County to fund the park. The park was beautiful, but they did not have the budget to fund some of these items. The County was able to fund Phase 1, but now they had gone ahead and started Phase 2. She spoke regarding the generous donations received, but noted there was no capital money available for funding Phase 2.

Ms. Baker stated the Parks Plan did contemplate the need for additional boater access points.

Mr. Gehring spoke regarding the limitations of funding and possible BP settlement funding. He said Staff needed the framework for processing the request.

Ms. Blair reviewed the Tourism Plan and explained she was struggling with what the Tourism Plan allowed. The TDC could make a determination this was contemplated in the Tourism Plan and recommend the Board of County Commissioners fund the item. She requested the TDC identify projects and specific uses when the Tourism Plan was updated. She felt when the Tourism Plan was updated the TDC should identify projects and specific uses. She reviewed the specific language with the Council. The Board of County Commissioners had stated that SunWest was not yet a sports destination, but it would become a tourist destination once it became built up, which should be included in the Tourism Plan as a future focus. If they wanted SunWest to be a tourist destination, then it should be placed in the plan which would be adopted by the Board.

Extensive discussion followed regarding whether the midwall could be funded if it would maintain the sand; a feeling that they needed to maintain what they had and to look at the \$150,870.00; they would also need to look at sand next month for other beaches; where would the money come from; that they could protect the sand without opening up the tourism asset today; the midwall would protect the sand they had previously purchased; the location of the sand that was previously purchased; the total cost of the midwall would be \$150,870.00 to protect the entire investment; and this could be done without naming SunWest as a tourist development asset.

Mr. Caum said in the Reserve Tourism Construction account they had 2.9 million, with 2.5 million of that being the buy back of the turf fields. In the TDP they wanted to put 2.5 aside in entrances and trails. There was \$455,000.00 available within Construction Reserves that could be used if the TDC found that it met their plan and the Statute.

**COUNCILMAN DAVIS MOVED** to invest in the protection of the existing sand in the amount of \$150,870.00; **MS. CUSHMAN SECONDED**.

Discussion continued regarding whether they were certain the investment would work and other options; would need to revitalize the sand with an additional investment; that a partial midwall had already been constructed and was working; Staff had explored several options such as land rock and stones in the area; the park operator was responsible for the sand; it would be beneficial to stop the erosion; the wall was also designed to be a seating area; the sand preservation would fit into both the existing Tourism Plan and the statutory constraints; their capital dollars were \$100,000.00 per year; this request would not fall under Penny for Pasco funding for economic development; the need to start identifying a vision to move toward; and that the park operator was allowed to sunset the current entrance fee structure and implement a different entrance fee structure.

Chairman Starkey called on the motion; the motion carried with Mr. Mulji voting nay.

Discussion followed regarding sporting events held with no follow-up reports from SunWest; the three events held at SunWest were not in contract with the County; an event promoter held the events and Staff requested he provide the reports; Staff found the promoter was probably not a successful partner to move forward with; the need to work with Mr. Panokos to find the right event producers; that there had been interest from various nudist organizations looking at the north west lake as a possible location for a clothing optional beach; the mitigation plan; and meetings held with the Green Key Beach community.

## **7. Tourism Manager's Report**

TD16-051

### **Conference Attendance and Special Engagements**

- Florida Sports Foundation Annual Meeting – May 25-27
- DMAI Annual Conference – August 1-4

Mr. Caum spoke regarding the Florida Sports Foundation meeting and the post event reporting process, that he would be attending the DMAI Conference in August and the possibility of a software demonstration.

### **Website, Social Media and Marketing Update**

- Pasco County Tourism on Facebook

Ms. Lauren St. Martin, Tourism Marketing Coordinator, provided an update regarding social media marketing, and spoke regarding issues in the distribution of the monthly newsletter.

### Old Business

- Cycling update:
  - NE Pasco Safety Study (MPO)
  - 2.5 Million (TDP)

Ms. St. Martin explained the MPO was working with an external group to conduct a safety study of the roads to determine what could be done to improve safety.

Chairman Starkey said she had requested a community workshop in the San Antonio area to discuss what was needed and how to move forward.

Ms. St. Martin said she wished to clarify the Council's direction previously on the TDP funds and what would be done with the 2.5 million. She displayed a PowerPoint presentation and spoke extensively regarding wayfinding and amenities, and gateway signage.

- Carry Forward – It was approved by the BCC on July 12, 2016

Mr. Caum explained the BCC approved the roll forward. Staff was moving over to a new system and would be on a spending hold before new purchase orders were created. He noted they had spent all of their special event money.

Discussion followed regarding specific line items and the proposed Wiregrass Sports Complex.

- 2017 – 2020 Tourist Development Plan (TDP)
  - We need to define what a tourist asset is and the future process to qualify for tourism funds.
  - We also need to establish the minimum reserve balance.

Mr. Caum noted as the Tourist Development Plan was updated they would also need to update the Ordinance. He explained the Sports Coordinator Position would be moved into administrative costs and that their indirect costs to the County had increased.

Discussion followed regarding the fund percentages.

- Dick's TOC Agreement update – The agreement was signed by KSE and will be presented on August 9<sup>th</sup> to the BCC.

Mr. Caum said the contract had been signed and would go before the BCC on August 9, 2016.

- NVL Volleyball Event update

Mr. Caum spoke regarding NVL which had presented to the TDC with the TDC agreeing to \$7,000.00 in event sponsorship funds. Staff had multiple contacts with them, and they had not come back once they were told the funds could not be used for monetary awards.

### **New Business**

- New TDC member applications

Mr. Caum reviewed the applications that had been received and recommended Mr. Curtis Beebe who was a restaurateur, Ms. Costello who had a culinary background, or Mr. McDuffie from Zephyrhills.

The Council agreed to take action at the next meeting.

- March – June quarterly treasurer's report

Mr. Caum reviewed the report and noted the collections were above normal.

### **Past/Upcoming Events**

- USBC Bowling – May - Jun
- Skating Artistic Regionals Championship – June 11-14
- Sunshine Shoot-out – June 17-26

Mr. Caum explained Spinnations continued to have flooding issues and that the Artistic Skating event had moved to Orlando.

### **8. Board Member Comments**

Councilman Davis spoke regarding a movement to replace porch lights with a blue light in support for Law Enforcement.

Mr. Gehring thanked the Council for the review of the addendum.

**9. Adjournment**

The meeting adjourned at 12:38 p.m.



TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
JULY 20, 2016

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

Prepared by:   
Tammy Glisson, Records Clerk II  
Board Records Division

Prepared by:   
Donalee Schmidt, Operations Lead  
Board Records Division

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**ANNOTATED MINUTES**

**AUGUST 17, 2016**

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

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

**9:30 A.M.**

**HISTORIC COURTHOUSE  
DADE CITY, FL**

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**Tourist Development Council Members**

**The Honorable Kathryn Starkey**  
Chairman, Board of County Commissioners

**The Hon. Camille Hernandez-ABSENT**  
Vice-Chairman, Mayor of Dade City

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

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Saddlebrook Resort

**Piyush Mulji**  
Hampton Inn Dade City / Zephyrhills

**Staff Members**

Ed Caum, Tourism Manager  
Elizabeth Blair, Senior Assistant County Attorney  
Richard Gehring, Strategic Policy Administrator

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**1. Call to Order – 9:45 a.m.**

Chairman Starkey called the meeting to order at 9:45 a.m.

## 2. Invocation, Pledge of Allegiance

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

## 3. Roll Call

Ms. Donalee Schmidt, Deputy Clerk, called the roll. Mayor Camille Hernandez was absent.

## 4. Public Comment

Mr. Richard Riley and Ms. Judy Geiger spoke regarding the future of bicycling in Northeast Pasco and adjacent counties; the Trilby Community Center; and encouragement for the TDC and tourism groups to consider using the Trilby Community Center and land as a bicycle waystation.

## 5. Tampa Bay Shoot-Out – All Sports Arena

TD16-054

Mr. Caum explained Mr. Garry was unable to attend the meeting and wished to enter into an Event Sponsorship Agreement in the amount of \$5,000.00 for the fall event that was held every year. The TDC had requested Mr. Garry improve his marketing and production. Mr. Garry had improved on some levels, but was still not at the level requested. The event continued to produce 700 room nights.

Discussion followed between the Council Members and Staff that the event was great; post event reporting; a possible change in venue; the contract language requirements; the event website and Facebook site listed Pasco County, but the schedule did not; when would the event stand on its own; the events were sold out and could not grow any bigger; \$400.00 was spent for marketing but the request was for \$5,000.00; at what point did they wean people off of funding; funding per room night produced; future competition for the event; the event had been sponsored for five years; and a feeling that they should only fund the marketing.

**MR. MULJI MOVED** to approve funding in the amount of \$450.00 for marketing; **MR. CIACCIO SECONDED**.

Discussion followed regarding the motion; the need for a workshop to address discontinuing funding; long range goals; a suggestion to fund the event in the amount of \$1,400.00 for this year based upon the formula; possible competition with the Florida Hospital Center Ice; the room tax was not their only target; the importance of marketing;

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the business model used by All Sports Arena; the same teams came to the tournament every year; the west side hoteliers counted on this event; the event was at capacity; available rooms in Wesley Chapel; they should not be covering operating costs for mature events; marketing the event as a Pasco event; the use of banners; the marketing plan submitted; and that this was not a charity or not-for-profit event.

**COUNCILMAN DAVIS AMENDED THE MOTION** to provide funding in the amount of \$1,400.00; **MR. HEATHER SECONDED.**

Ms. Cushman stated her hotel was a host hotel for the event and that she would abstain from voting due to a conflict of interest.

Chairman Starkey clarified the motion was for \$1,400.00 to be used for marketing.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, clarified they would support his \$450.00 marketing plan and then provide the additional funds to create a bigger marketing plan.

Mr. Caum clarified if the motion was for \$1,400.00 specifically for marketing the event and in the post event report Mr. Garry would be required to prove every dollar spent on marketing outside of Pasco County for reimbursement with a maximum of \$1,400.00.

Ms. Blair stated the contract could be written as outlined by Mr. Caum.

Discussion continued regarding the marketing of the event and community benefits.

Chairman Starkey called on the motion; the vote was unanimous with Ms. Cushman abstaining from the vote due to a conflict of interest.

## **6. A Fishing Story – Ronnie Green**

TD16-055

Mr. Caum introduced Mr. Ronnie Green and explained this was a different way to look at marketing opportunities in the future. He wanted the TDC to hear the presentation, speak with the representatives, and then provide Staff with guidance as to how they wished to proceed.

Mr. Ronnie Green introduced Mr. Keith Jacobs who would assist him with the data portion of his presentation. Mr. Green explained “A Fishing Story” was a television show which dived into the lives of people who had faced challenges and successes. It was an inspirational flair tied to fishing. He spoke regarding Green Outdoors, LLC which was a Florida based creative services provider and television production enterprise which specialized in producing rich media and content for the sport fishing industry. They had partnerships with government, corporate sponsors and private

foundations. Their outreach was global in scope and the company utilized the latest audio/visual technology. He displayed video of the show which featured a 17-year old young man with stage four cancer who appeared on the show. Mr. Green provided an outline of the show which was divided into three segments. He explained the proposal to the County involved 273 commercial spots for Pasco County, of which three would be customized for each particular show, so that each segment would have a commercial devoted to Pasco County. He had an Emmy award winning editor with a film Staff of five, and the production quality would be great. In addition, the three commercials would be filmed in Pasco County with input of the community, and certain aspects being highlighted. The cost savings to the County would be more than \$14,000.00 per 30 second spot. The typical cost was \$15,000.00 per spot for a commercial on the show. The show would also include a captain's report with the captain being a boat captain from Pasco County. They would also include a safety tip from the Pasco County Sheriff's Office. He noted Sheriff Nocco would appear in an upcoming show. They wished to bring people to Pasco County with a nationally televised show. He spoke regarding the costs involved with marketing and explained this was a national show which covered a broad range of people and would reach 64 million households through the Discovery Channel's Destination America. The second network was the World Fishing Network with the third network being the Sportsman channel. He explained each network would have 13 runs, for a total of 39 commercial spots, and that each show would be shown three times per week on two different networks.

Mr. Keith Jacobs reviewed advertising rates and market values for the commercial spots. He spoke regarding drawing viewers to Pasco County, possible future events for the area, and broadcast quality. He spoke regarding the \$100,000.00 buy and the production of multiple shows in one day. They understood budget restrictions and were open to discussion. The angling industry was a multi-billion dollar market sector and they would be able to create Pasco County as a destination for angling.

Mr. Green continued with the presentation and spoke extensively regarding the show and format that would be followed, the education component, show demographics, that Pasco County had both salt water and fresh water, past and possible stories, the show would cover the five coastal areas in Pasco, that they were currently in negotiations with another County for scallop season, marketing shows by season, and to bring people to Florida.

Extensive discussion followed between the Council Members, Staff and the representatives regarding network air times and network marketing packages; fishing was an unfilled market with room for expansion; our boat captains were underutilized; Mr. Green had already featured Pasco and used Captain William Bruback on three shows; Pasco had a competitive fishing product; this was a different approach to sell the coastal area; branding and promoting Pasco County; Discovery Channel was a broad reach company; a Guy Harvey Travel Park was coming to Pasco County; there were only two places which had the saltwater flats on the Gulf of Mexico with one being in Texas and the other in Pasco County; excitement about marketing the coast; the costs

involved; the need to provide Staff with direction; this was a broad national reach that would bring people to the area; every show would begin with the Pasco County logo and a tag line "Pasco County presents A Fishing Story", and end with Pasco County; a buy this large would need to come out of Promotions Reserves; possible contributions from other partners; Hernando County would be featured in a show for scalloping; if they did the complete package 5 of 13 shows would be specifically about Pasco County; the network timeline; the TDC was commissioned to grow the County; and use of the excessive and B-roll footage.

**MR. CIACCIO MOVED** approval of the full amount with a 50 percent deposit, and the remainder due at a date to be determined; **COUNCILMAN DAVIS SECONDED.**

Discussion followed regarding fishing in the County; that businesses were forming around fishing; a show that would feature Sheriff Nocco; Destination America demographic marketing areas; the quality of the production was excellent; and that the representatives from Visit Florida felt this was an unbelievable opportunity for a small county.

Chairman Starkey called on the motion; the vote was unanimous and the motion carried.

## **7. 2017 – 2020 Tourist Development Plan**

TD16-056

Mr. Caum reviewed the recommended changes to the plan and explained a new way of charging for indirect costs had been developed.

Extensive discussion followed between the Council Members and Staff regarding allocated fees; how were the indirect costs determined; opposition to raising the bed tax because they could not determine how to spend the money; the costs had not gone up incrementally to this number; analyzing the cost of services and the breakdown of costs; many businesses benefitted from the bed tax, but only 39 were the contributors; Saddlebrook put in approximately 50 percent of the bed tax; funding non-income producing items; the need for clarification of the number; this was not a Pasco County problem; tourism generated 15 million dollars in sales tax; the money should not be pulled from the TDC marketing budget; the ratio of expenditure in Administration, Promotion and Capital was changing because of the \$130,000.00 contribution; the plan funding structure would change next year; the existing document went to the end of the calendar year, but they would transit to the new fiscal year on October 1<sup>st</sup>; they would go from 26 percent admin costs to 40 percent; the TDC could make recommendations to the BCC, but the Board had the ultimate decision; they did not oppose a fair increase; what percentage should go to indirect costs; the indirect costs; and employee salaries and benefits would be paid out of operations.

TDC 08/17/2016

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Chairman Starkey stated she would take the message back to the County Administrator and the Board.

Ms. Blair said the handbook explained the new method was tied to dollar amounts, but starting in 2017 each category would have a cap. She explained they would need to adopt the plan and the percentage formula. Once the plan was adopted by the Board it would be locked in until it was changed by a super-majority vote.

Mr. Gehring said they would be sending a recommendation for the plan to go forward to the Board. He understood for the indirect cost issue they wanted to clarify the percent of growth was driven by cost issues as a percent of cost of business versus the ability to apply costs. They wished to develop something off of their growth rate of \$35,000.00 not to the magnitude of the \$130,000.00. They wanted to see a rationale of how the number came about.

Mr. Caum said he would request a breakdown from OMB for the next meeting.

Mr. Gehring continued to review the Tourism Development Plan. He spoke regarding the business plan, promoting the County, marketing the area regionally and internationally, the funding category structure, goals, current tourism projects, defining tourism assets and amenities, new policies and framework, event funding programs, uses of revenue, new proportion percentages, and that they hoped to have a Tourism Director in place by the end of the year.

#### **CHAIRMAN STARKEY PASSED THE GAVEL TO MR. CIACCIO AT 11:53 A.M. AND LEFT THE MEETING.**

Mr. Caum explained they had already begun working on the organizational performance, development of a board handbook, and new member training. He requested a motion be made to move the document forward to the BCC so that it would be in place by October 1<sup>st</sup>.

Discussion followed between the TDC Members and Staff regarding the proposed tourism projects including the sports complex; wayfinding signage; a need to put concrete numbers and timelines in the plan; the sports complex; could they move the plan forward without the percentages; public meeting requirements; the indirect costs; the Board was trying to stay within the available millage; this was a recommendation to the Board of County Commissioners; and that the function of the TDC was to make recommendations of fiducial responsibility to the BCC, and the BCC would give direction to the County Administrator and Staff.

Ms. Blair said according to Florida Statute the Tourist Development Council had to make a recommendation of the Tourist Development Plan. She reviewed the Statute language and the requirements outlined.

Ms. Blair stated they could recommend approval of the plan to the Board of County Commissioners and request that the allocation of indirect costs be re-examined and explained to the TDC.

**COUNCILMAN DAVIS MOVED** approval as stated by Ms. Blair; **MS. CUSHMAN SECONDED.**

Acting-Chairman Ciaccio called on the motion; the vote was unanimous and the motion carried with Chairman Starkey absent from the vote.

### **8. German Travel Report – Commissioner Starkey**

Mr. Gehring briefly reviewed the item.

### **9. Tourism Manager’s Report**

TD16-058

#### **Conference Attendance and Special Engagements**

- DMAI Annual Conference – Ed Caum – August 1-5
- Cycling Workshop – Stakeholders – August 11
- Florida Governor’s Conference – Tourism Team & Commissioner Starkey – September 7-9

Mr. Caum reported on the DMAI Conference and marketing, a work session held with the Port Richey City Council and the Bayou Business Association to discuss the waterfront overlay district, and the safety cycling workshop that was held. He noted the Florida Governor’s Conference was scheduled in September.

#### **Website, Social media and Marketing Update**

- Pasco County Tourism on Facebook – 9,621 Fans

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding the Visitors Guide.

#### **Filming Office Report**

Mr. Heather displayed a video that was developed with B Roll Footage.

Mr. Caum spoke regarding filming requests that had been received. This year they had received 9 filming requests, with one being a horror movie called Sunset on the River Sticks.

Discussion followed regarding the video prepared from West Pasco and connections made with location scouts.

### **Old Business**

- Cycling Update
- Hotel Update
- New TDC Member Recommendation

Mr. Caum explained Staff's top recommendation for the new TDC Member was Mr. Curtis Beebe. He noted Mr. Beebe owned three different restaurants and was involved with the farm to table movement. He asked if the Council was in agreement to recommend Mr. Curtis Beebe.

The TDC Members were in agreement to recommend Mr. Curtis Beebe.

### **New Business**

- RFP-TB-16-132 Multi-Purpose Indoor Sports Complex

Mr. Caum reviewed the current timeline.

## **10. Board Member Comments**

Mr. Heather spoke regarding the need to spend their two percent and felt a higher percentage was needed.

Mr. Caum spoke regarding the amounts spent, and noted they had not spent into the reserves or the capital.

**11. Adjournment**

The meeting adjourned at 12:37 p.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
AUGUST 17, 2016



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

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



## Pasco County Office of Tourism Development Tourism Manager's Report

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**TO:** Tourist Development Council

**DATE:** 9/15/2016 **FILE:** TD16-067

**FROM:** Tourism Manager

**SUBJECT:** Update on Tourism Activities

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The following is a summary of major activities for the period of August 18, 2016 – October 23, 2016.

### **Conference Attendance and Special Engagements**

- Florida Governor's Conference – Tourism team & Commissioner Starkey  
September 7 – 9
- 2016 FADMO Annual Meeting – Tourism team  
September 21-23

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

- Pasco County Tourism on Facebook 11,113 Fans

### **Projects Report** – See attachment No. 1

### **Old Business**

- New TDC member: Curtis Beebe
- All Sports Arena update
- RFP-TB-16-132 MULTI-PURPOSE INDOOR SPORTS COMPLEX – Evaluation Committee  
Meeting held on September 12. Next meeting, October 17<sup>th</sup>, 2016.

### **Past and Future Events**

- Cotee River Bike Fest October 7 – 9
- San Antonio Rattlesnake Festival October 15 – 16
- Tampa Bay Shoot-Out October 15-16 / 23-24
- Savage Race October 22/23



## Pasco County Office of Tourism Development Projects Report

**TO:** Tourist Development Council

**DATE:** 9/14/2016

**FROM:** Consuelo Sanchez

### Grants

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>Notes</u>
Cotee River Bike Fest	\$5,000	10/7/16	Approved	7/12/16 BCC
Rattlesnake Fest	\$3,678	10/15/16	COI Pending	7/12/16 BCC
Florida Bug Jam	\$18,317	11/12/16	Approved	7/12/16 BCC
Suncoast Arts	\$3,599	1/21/16	Pending	9/27/16 BCC
Kumquat Fest	\$8,300	1/26/16	Pending	9/27/16 BCC
Pasco County Fair	\$12,500	2/20/16	Pending	9/27/16 BCC
Chasco Fiesta	\$15,000	3/24/16	Pending	9/27/16 BCC

### ESA

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>Notes</u>
Tampa Bay Shoot-Out 2016	\$1,400.00	10/15/16	Agm drafted but not executed yet by ASA	Matt talked to commissioners and will make public comments at BCC meeting
Savage Race Fall 2016	\$20,000	10/22/16	COI pending	
Dick's TOC	\$90,000	12/29/16	Pending	9/27/16 BCC
Karate Championship	TBD	TBD – 03/17		Staff is looking for venues that fit her RFP
Savage Race Spring 2017	\$20,000	3/18/17	Pending	9/27/16 BCC
Symetra Golf	\$20,000	2/27/17	TDC request pending	Needs some clarification in application
Skate for Hope	\$5,000	6/27	Waiting for venue confirmation	
THORS	TBD	TBD 6/17	Waiting for venue confirmation	

**Film Commission**

<u>Film Projects</u>	<u>Date</u>	<u>Producer</u>	<u>Venue</u>	<u>Status</u>
Musical Video	TBD	Pristine Media	Crystal Springs	Waiting for venue response
TBD	TBD	Shed Media	TBD	Waiting for application

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Consuelo Sanchez is now part of the Film Florida Marketing and Budget Committees; they have monthly phone meeting and quarterly regular meeting in different locations in Florida.

**Miscellaneous**

<u>Projects</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>Notes</u>
A Fishing Story	\$110,000	TBD	Agreement is being drafted	Waiting for documents from Green Outdoors.
Sunwest Park Sand Wall	\$150,870		Approved	8/23/16 BCC
Tourist Development Plan Visitor Magazine	N/A		Pending Final Phase	9/27/16 BCC To be printed and distributed in October
New Website Fishing, Cycling, Restaurants and Breweries Videos			Pending Pending	Processing P.O. Processing P.O.

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