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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

October 19, 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

Curtis Beebe
Pearl in the Groove

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 September 19, 2016 | |
| 6. 2017 PBA50 Pasco County Florida Open Presentation | TD17-001 |
| 7. Skate for Hope Presentation | TD17-002 |
| 8. 2017 TOHRS 2Hot4Ice National Championship | TD17-003 |
| 9. Tourism Manager’s Report | TD17-004 |
| a. Projects Report | |
| 10. Board Member Comments | |
| 11. Adjournment | |

Next Meetings:

TDC Meeting – November 16, 2016

Historic Courthouse, Dade City

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED MINUTES

SEPTEMBER 21, 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**

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
Saint Leo University

Gail Cushman
Days Inn & Suites

Toby Caroline - ABSENT
Paradise Lakes Resort

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

Curtis Beebe
Pearl in the Grove

Staff Members

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

1. Call to Order – 9:30 a.m.

Chairman Starkey called the meeting to order at 9:32 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. All members were present except for Ms. Toby Caroline who was absent and excused.

4. Public Comment

No one spoke.

5. Adoption of Minutes

- a. TDC Minutes July 20, 2016
- b. TDC Minutes August 17, 2016

Chairman Starkey requested a motion to approve the minutes.

Motion to approve the July 20, 2016 and the August 17, 2016 minutes; motion carried.

6. Indirect Costs Presentation – OMB

Mr. Bob Goehrig, Budget Director, provided an extensive presentation regarding indirect costs. He and other Staff Members responded to the various questions asked by the Council Members.

Motion to approve a recommendation to raise the tourism tax from two percent to four percent.

Mr. Adam Thomson, Director of the Visitors and Convention Bureau in Citrus County, explained they followed the same process and same reasoning, but noted their indirect costs were lower. Their county averaged a 15 percent growth in TDC revenue yearly. He noted they currently collected three pennies and spoke regarding their efforts concerning short-term rentals. Pasco and Citrus counties were the only counties in the

Tampa market collecting two or three pennies; everyone else collected five pennies or greater. He spoke further regarding marketing efforts.

Chairman Starkey said she was supportive of more pennies, but felt it was hard to raise a tax when a large amount of the money was unspent and undesignated.

Ms. Blair said the pennies that could be adopted were for promotions only. The TDC could fund all promotions from those two pennies, and then the existing pennies could all go to capital. There was a lot of benefit by adopting those two pennies because they could only be used for promotions.

Discussion followed regarding the tourism tax and the possibility of raising the tax.

Chairman Starkey asked if there was a second to the motion; the motion died due to lack of a second.

The item was for information only; no action was taken.

7. Germany Travel Report – Commissioner Starkey

Chairman Starkey spoke regarding a boat that had become an amazing draw. The community hand-built the boat and the boat was booked for various events. The boat was based upon a Roman boat that went up and down the river. She felt they could develop a similar boat for their river.

Discussion followed regarding tourism and boats; outrigger canoes; local dragon boat races; good for branding for day visitors; and use of the river near the park.

8. Tourism Manager's Report

TD16-067

Conference Attendance and Special Engagements

- **Florida Governor's Conference – Tourism Team & Commissioner Starkey
September 7-9**

Mr. Caum reported on the Florida Governor's Conference and noted everything Staff was doing was "spot on".

Chairman Starkey spoke regarding a breakout session conducted by the Florida Chamber Foundation on future trends and the over 70 population in 10-15 years. She spoke regarding the anticipated growth of the County.

Ms. Consuelo Sanchez, Senior Secretary, spoke regarding the Chisel platform and Pandora.

Discussion followed regarding the Governor's Conference including the Chisel platform used for marketing; the Southern Living and Coastal Living presence at the conference; the possibility of a showcase home in Pasco County; the arrivalists research program; discussions with the Visit Florida representatives from Mexico and Brazil; international conferences; the PDEC International Council; websites that specialized in destinations and venues; tracking Airbnb; and prices involved with marketing.

- **2016 FADMO Annual Meeting – Tourism Team
September 21-23**

Mr. Caum spoke regarding the upcoming FADMO Conference and noted they would be discussing the legislative issues facing the industry.

Website, Social Media and Marketing Update

- **Pasco County Tourism on Facebook**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding videos that had been placed on-line. The next fiscal year goal was to reach an additional 5,000 Facebook fans. She noted they were currently at approximately 12,000 fans. She reviewed the video statistics, increases in page likes and views, and various promotions.

a. Projects Report

Mr. Caum reviewed the project reports and noted several items were going before the BCC at the next meeting. He spoke regarding the Tampa Bay Shoot Out and that the TDC had recommended \$1,400.00 based upon the marketing. The owner had reached out to the Commissioners and planned to speak at the meeting during public comment to request the full amount of \$5,000.00. He spoke further regarding the Shoot Out event.

Discussion followed that the Members did not appreciate his "end around"; the individual did not like the TDC recommendation so he was going to individual commissioners; the room night element; they tried to be fair and consistent; the need to have a signed contract; last year the individual had delayed signing the contract until the event was over to avoid buying the certificate of insurance; language to be included in the contract for insurance; implied contracts; ethics measures; the memo language to go before the BCC; that the Council Members could contact the Commissioners regarding the issue; and the new sponsorship criteria.

Mr. Caum continued with his presentation regarding the upcoming projects.

Councilman Davis spoke regarding the Chasco Fiesta post event reporting and a meeting held with the Chasco representatives.

Mr. Caum reviewed the Miscellaneous Projects with the Council.

Ms. Sanchez reviewed the current film projects.

Discussion followed regarding the "A Fishing Story" contracts; Tampa Bay Multi-Media videos that could be delivered electronically; the sand at SunWest; that SunWest was planned to be built in phases; donation of funds for the promotion of volleyball tournaments at SunWest; the sand maintenance was to be done by the SunWest operator per their contract; the condition of the fields in Wesley Chapel; and the process followed regarding contracts.

Old Business

Mr. Caum welcomed Mr. Beebe to the Council.

Sports Complex Update

Mr. Gehring provided the update and explained that four applications were received. He reviewed the process that was followed and explained they now had two applications. A presentation would be scheduled for both applicants and the financial advisor was drafting a structure to the financial proposal. He felt both packages were very strong. He spoke regarding the County's Strategic Plan and workshops held.

Discussion followed regarding the amount of subdivisions approved within the County; concentrated growth; the funds earmarked for the Sports Complex; future conversations regarding the penny; the business plan and marketing; hotel components; that no dorms would be located on-site; and business hotel traffic.

Past and Future Events

Mr. Caum reviewed the upcoming events.

Discussion followed regarding the Savage Race and associated events; the Cottee River Bike Fest; and vintage bikes at Railroad Square.

Mr. Gehring introduced Mr. Peter Lent with the Office of Economic Growth.

Mr. Peter Lent, Office of Economic Growth Program Administrator, said Pasco was booming. He spoke regarding the growth of the County and felt they were doing a great job of planning developments.

Discussion continued regarding the identification of tourism sites; employment districts; that business attraction was a major driver to hospitality; the Tourism Development Plan; the trail network; Pinellas County was under construction with their portion of the Coast-to-Coast Trail; and the amenities near trails.

Mr. Gehring noted Ms. Justyna Buszewski was recently assigned as the point person working in Long-Range Planning for transportation and trails.

9. Board Member Comments

Chairman Starkey stated the National Tourism Bicycle Conference would be held in Pinellas County.

Mr. Caum explained if any of the Council Members were interested in attending the Governor's Conference next year to let Staff know.

Chairman Starkey noted the conference was not restricted to Staff and that the Council Members could attend.

Mayor Hernandez spoke regarding trails and the connection between the TDC and the MPO.

Chairman Starkey requested in the first quarter of next year they begin discussing the Short-Term Rental Ordinance.

Discussion followed regarding the requirements of the Short-Term Rental Ordinance; Airbnb; and homes being purchased with the intent of VRBO.

Mr. Heather noted Mr. Ronnie Green would speak to the multi-media class at St. Leo University.

10. Adjournment

The meeting adjourned at 11:52 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
SEPTEMBER 21, 2016



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

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



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD17-001

DATE: 10/07/16

SUBJECT: Event Sponsorship Agreement –Killer ‘B’ Promotions – 2017 PBA50 Pasco County Florida Open - \$15,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Consuelo Sanchez, Project Coordinator III

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 Killer ‘B’ Promotions (KBP) for the 2017 PBA50 Pasco County Florida Open that will be held April 28, 2017 – May 3, 2017, in New Port Richey.

The PBA50 will return to Pasco County for the 5th consecutive year, and due to its success in 2016, the promoter decided to extend the event from three days to six days. This Event attracts bowlers from across the United States and 6 foreign countries. Lane Glo Bowl in New Port Richey will host the action that will feature Hall of Fame PBA stars including Pete Weber, Parker Bohn III, Amleto Monacelli, Bob Learn Jr., Norm Duke, Johnny Petraglia, and defending champion Walter Ray Williams Jr.

KBP estimates approximately 150 registered participants and 500 room nights to be produced during the Event, however, it is important to note that in its last Post Event Report, KBP reported 600 room nights in Pasco County, but the room night certifications did not reflect those results. In the past Mr. Beck has stated that hoteliers don’t always provide the certifications and that is why he is not able to submit the full report. Staff would like to recommend that the TDC accepts surveys as a supplement of the room night certifications, as a proof of overnight visitors resulted from the event.

KBP is requesting a sponsorship in the amount of \$15,000.00 to offset the PBA rights fee and is also requesting that the TDC approves a prepayment in the amount of \$5,000.00.

According to the grid below, the Event qualifies for a sponsorship of \$6,000.00, however the OTD has considered other factors, such as the exposure of the County nationally and internationally, and also the value of being the title sponsor of the Event.

Last year, staff recommended to fund this event up to \$10,000.00, however the TDC considered the national exposure that this event has brought to Pasco County and recommended to fund the full request (\$15,000.00), therefore and recognizing the great effort that Mr. Gary Beck is doing to grow this Event, the OTD recommends funding the PBA 50 in the amount of \$15,000.00.

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 \$15,000.00 with KBP.
2. Recommend the BCC enter into a different ESA with KBP.
3. Do not recommend entering into an ESA with KBP.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, 21135048-88201, in the FY 2016/17 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: Killer 'B' Promotions			
Primary Contact: Gary B Beck			
Address: PO Box 11	City: Batesville	State: VA	Zip Code: 22,924
Phone (Daytime): 434-227-0205 Phone (Evening): 434-227-0205			
Fax: 270-477-2340		Email Address: garyb@killerbpromotions.com	
Not-for-Profit Organization: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
EVENT INFORMATION			
Event Name: 2017 PBA50 Pasco County Florida Open			
Event Date(s): 04/28/2017			
Sport(s) Involved: Bowling			
Age Range of Event Participants: 50+			

EVENT DESCRIPTION:

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

Attached

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

Attached

LOCATION:

What is your preferred location/facility for the event?

Lane Glo Bowl - New Port Richey, FL

Where has this event previously been held?
Lane Glo Bowl - New Port Richey, FL

PARTICIPANTS:

What is the anticipated number of athletes and teams?
150 + PBA Staff

MARKETING PLAN:

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

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

Attached

EVENT BUDGET:

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

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

Attached

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested:

\$15,000

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

PBA Rights Fee - \$20,000

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

The event will not be held without this funding.

EVENT SPONSORSHIP:

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

Attached

Was additional funding for this event requested? Yes 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:

Lucas Magazine sponsors the Charity Challenge to benefit local charity at \$6,000.

If "no," please explain.

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

Yes No Please Explain:

Additional sponsorship is required to cover the operational and marketing expense of the event.

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.

Event volunteers

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Gary B Beck

Title: President

Phone: 434-227-0205

Address: PO Box 11, Batesville, VA 22924

Gary B Beck
Signature

Digitally signed by Gary B Beck
Date: 2016.09.19 12:08:12 -04'00'

09/19/2016
Date

2017 PBA50 Pasco County Florida Open

Lane Glo Bowl
New Port Richey, FL

The PBA50 Tour returns to Pasco County for the 5th consecutive year for a weeklong event that has attracted bowlers from across the United States and 6 foreign countries. Lane Glo Bowl in New Port Richey will host the action that will feature Hall of Fame PBA stars including Pete Weber, Parker Bohn III, Amleto Monacelli, Bob Learn Jr., Norm Duke, Johnny Petraglia, and defending champion Walter Ray Williams Jr.

Tentative Schedule of Events

Friday, April 28

7 am: Golf Tournament

Saturday, April 29

9 am: Practice Session
1 pm: Charity Challenge
3 pm: Pro-Am
5 pm: Pro-Am

Sunday, April 30

9 am: Qualifying Competition – 6 games
2 pm: Qualifying Competition – 6 games

Monday, May 1

9 am: Qualifying Competition – 6 games
2 pm: Qualifying Competition – 6 games

Tuesday, May 2

9 am: Qualifying Competition – 6 games
2 pm: Qualifying Competition – 6 games

Wednesday, May 3

9 am: Match Play Round 1
1 pm: Match Play Round 2
4 pm: Match Play Round 3
7 pm: Championship Finals

Marketing Plan

December:

- Press release announcing PBA50 Pasco County Florida Open
- Pasco County Florida Open Facebook page go live
- Event posted on PBA.com

January:

- Facebook advertising begins
- PBA email blast

February:

- Mailing of event brochure to Florida bowling centers. (see attached 2016 event brochure)
- Facebook advertising continues
- PBA social media (Facebook page has 146,000 likes)

March:

- Facebook advertising continues
- Event signage displayed at Lane Glo Bowl

April:

- Facebook advertising continues
- PBA email blast
- Live coverage on PBA Xtra Frame

Event Expenses

PBA Rights Fee	\$20,000
Center Rental	\$5,000
Promotion & Marketing.....	\$5,000
Facebook ads	
Brochure Printing & Postage	
Event signage	
Travel.....	\$5,000
Total	\$35,000

Hotel Room Nights

Approximately 600



Pasco County Event Sponsorship Program Post Event Report

Event Name: 2016 Pasco County Florida Open Event Date: April 16-19, 2016

ECONOMIC IMPACT

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

1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: **660**

Calculate the accommodations impact using the number of room nights (RV, Hotel, Bed-n-Breakfast, Vacation Homes, etc.) that resulted from the Event using the following formula:

(Number of TOTAL Room NIGHTS occupied) X (the Average Room Rate) X (2%) **\$1,122**

2. Local Economic Impact

For each of the following categories calculate the local economic impact in dollars using the number of participants, spectators, and media persons and the dollar amounts provided.

A. Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight x \$150.00	\$66,600
YOUTH Out-of-State overnight x \$75.00	\$0
ADULT In-State overnight x \$75.00	\$8,700
YOUTH In-State overnight x \$35.00	\$0
ADULT In-State x \$35.00	\$1,680
YOUTH In-State x \$25.00	\$0
ADULT In-County x 25.00	\$1,000
YOUTH In-County x \$15.00	\$0

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

ADULT Out-of-State overnight x \$150.00	\$70,350
YOUTH Out-of-State overnight x \$75.00	\$0
ADULT In-State overnight x \$75.00	\$9,075
YOUTH In-State overnight x \$35.00	\$0
ADULT In-State x \$35.00	\$2,940
YOUTH In-State x \$25.00	\$775
ADULT In-County x 25.00	\$6,064
YOUTH In-County x \$15.00	\$3,900

Total Local Economic Impact **\$171,084**

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact **\$172,206**

PROMOTIONAL IMPACT

On a separate sheet of paper, provide a detailed description of the marketing plan that was used for the Event. Provide information regarding the success of that Plan in terms of relevant measurements. For example, how many tournament guides were printed, social media reach, impressions or visits to the event website per your analytics.

REIMBURSABLE EXPENDITURES

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

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

OTHER DOCUMENTS REQUIRED TO GET REIMBURSED

Please attach along with your Post Event Report the original invoice for the total amount sought to be reimbursed, and the Attachment #1, List of Reimbursable Expenditure.

IMPORTANT DISCLOSURE

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

SIGNATURE/DISCLAIMER

On behalf of Killer ‘B’ Promotions, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

	President	May 24, 2016
Authorized Signature	Title	Date



Sports Event Sponsorship Program Estimated Hotel Impact

ACCOMMODATIONS:

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

Will the event require meeting or banquet space?

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

ESTIMATED HOTEL IMPACT:

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

Estimated number of guests per Hotel Room _____

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
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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

PBA.COM Front Page Screen Shot

www.pba.com

Menu | Search

PBA PROFESSIONAL BOWLERS ASSOCIATION

Member Login | Join

PBA50 PASCO COUNTY FLORIDA OPEN

APR. 17-19, 2016 | XTRA FRAME IS ALWAYS ON

sign-up ▶ schedule ▶

HEADLINES | **EVENTS & TV** | VIDEOS

XTRAFRAME.TV LIVE SCORING

PBA50 Pasco County Florida Open - Round 1 "A" Squad Qualifying
Sunday, April 17, 9:40 AM EST

PBA.COM LIVE SCORING

PBA.COM Schedule Page Screen Shot

PBA50 2016 Season Scheduler

www.pba.com/Tournaments/Season/92

PBA50 2016 Season Schedule

Date	Tournament	Location
Saturday, April 16, 2016 - Tuesday, April 19, 2016	PBA50 Pasco County Florida Open	New Port Richey, FL
Saturday, April 23, 2016 - Tuesday, April 26, 2016	PBA50 UnitedHealthcare Sun Bowl In The Villages, presented by Radical	The Villages, FL
Sunday, May 01, 2016 - Wednesday	PBA50 Mooresville Ford Open, presented by	Mooresville, NC

PBA Seasons

select a season ▼

PBA.COM Event Page Screen Shot



PBA Email Blast & Facebook Graphic

The graphic is a promotional banner for the PBA50 Pasco County Florida Open. It features a red and black background with the PBA Network and XtraFrame TV logos at the top left. The event title 'PBA50 PASCO COUNTY FLORIDA OPEN' is prominently displayed in white and red text, with the dates 'APRIL 17 - 19, 2016' below it. A circular logo with 'PBA 50' and a bowling ball is on the right. A red banner at the bottom right says 'TURN TO IT UP 10'. The bottom section lists the event schedule in red text, and a 'CLICK HERE' button is at the bottom right. The background of the bottom section shows a crowd of people and a bowler in action.

PBA NETWORK **XF** **XTRAFRAME.TV** **PBA 50**

PBA50 PASCO COUNTY FLORIDA OPEN
APRIL 17 - 19, 2016

TURN TO IT UP 10

A Squad Qualifying | April 17, 2016 | 10 AM ET
B Squad Qualifying | April 17, 2016 | 4 PM ET
B Squad Qualifying | April 18, 2016 | 10 AM ET
A Squad Qualifying | April 18, 2016 | 4 PM ET
Cashers Qualifying | April 19, 2016 | 8:30 AM ET
Round 1 Match Play | April 19, 2016 | Noon ET
Round 2 Match Play | April 19, 2016 | 3 PM ET
Stepladder Finals | April 19, 2016 | 7 PM ET

CLICK HERE

PBA Facebook Cover Graphic

WATCH ON XTRA FRAME

- A Squad Qualifying | April 17, 2016 | 10 AM ET
- B Squad Qualifying | April 17, 2016 | 4 PM ET
- B Squad Qualifying | April 18, 2016 | 10 AM ET
- A Squad Qualifying | April 18, 2016 | 4 PM ET
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PBA NETWORK **XF** XTRAFRAME.TV

PBA50 PASCO COUNTY FLORIDA OPEN
APRIL 17-19, 2016

PBA 50

TURN IT UP 10

PBA.COM Twitter Graphic

WATCH ON XTRA FRAME

- A Squad Qualifying | April 17, 2016 | 10 AM ET
- B Squad Qualifying | April 17, 2016 | 4 PM ET
- B Squad Qualifying | April 18, 2016 | 10 AM ET
- A Squad Qualifying | April 18, 2016 | 4 PM ET
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PBA NETWORK **XF** XTRAFRAME.TV

PBA50 PASCO COUNTY FLORIDA OPEN
APRIL 17-19, 2016

PBA 50

TURN IT UP 10

Event Facebook Page



KillerBPromotions.com Graphic



Sample Post on PBA's Facebook

1 share



Write a comment...



Mike Jakubowski

21 hrs · 🌐

SUNDAY, SUNDAY, SUNDAY: Join me with [Jef Goodger](#) and Gianmarc Manzione LIVE on www.xtraframe.tv for Opening Day on the 2016 PBA50 Tour. Info: <http://bit.ly/1qKDI7j>

PBA NETWORK **XF** **XTRAFRAME.TV** **PBA 50**

PBA50 PASCO COUNTY FLORIDA OPEN

APRIL 17 - 19, 2016

TURN TO IT UP 10

A Squad Qualifying | April 17, 2016 | 10 AM ET
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Cashers Qualifying | April 19, 2016 | 8:30 AM ET
Round 1 Match Play | April 19, 2016 | Noon ET
Round 2 Match Play | April 19, 2016 | 3 PM ET
Stepladder Finals | April 19, 2016 | 7 PM ET

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Pro-Am Flyer

Your Chance To Bowl With and Watch The Legends

THE PBA50 PASCO COUNTY FLORIDA OPEN



Saturday, April 16, 2016



8631 Old County Road 54
New Port Richey, FL 34653
(727) 376-1164



Schedule of Events

Saturday, April 16

9:00 a.m. Official Practice & Autograph Session
1:00 p.m. Lucas Magazine Charity Challenge
3:00 p.m. Champions Clinic
Pro-Am, Squad 1
5:00 p.m. Pro-Am, Squad 2

Sunday, April 17

10:00 a.m. PBA50 A Squad, 8 games of qualifying
4:00 p.m. PBA50 B Squad, 8 games of qualifying

Monday, April 18

10:00 a.m. PBA50 B Squad, 8 games of qualifying
4:00 p.m. PBA50 A Squad, 8 games of qualifying

Tuesday, April 19

8:30 a.m. PBA50 Cashers Round, 5 games
12:00 p.m. PBA50 Match Play Round One, 5 games
3:00 p.m. PBA50 Match Play Round Two, 6 games
6:00 p.m. Champions Xtra Frame Challenge
7:00 p.m. PBA50 Championship Stepladder Finals

WATCH the Pros

100% of gate receipts will benefit The Friends of Joshua House Foundation

All-Access Pass.....\$10 Youth/Seniors. \$20 Adults

April 16 \$4 Youth/Seniors, \$8 Adults
April 17 \$5 Youth/Seniors, \$10 Adults
April 18 \$5 Youth/Seniors, \$10 Adults
April 19 \$6 Youth/Seniors, \$10 Adults

BOWL with the Pros

Saturday, April 16

Lucas Magazine Charity Challenge 1:00 - 2:30 pm
This event is a relaxed, social event in which the emphasis is on fun, team work, and raising money for the Friends of Joshua House Foundation. Grab your co-workers and enter a company team.

Champions Clinic and Xtra Frame Challenge 3:00 - 5:30 pm
Our most serious event offers a 90-minute clinic with our three Champions, two games of scratch competition, and the chance to bowl on Xtra Frame!

The Pro-Am 3:00 - 4:30 pm or 5:00 - 6:30 pm
Three games + handicap + automatic strikes in the 3rd, 6th & 9th frames + the scores of three different pros = the most fun a PBA fan can have on the lanes! Choose from two times (or bowl both) and three divisions:

- Youth Division Open to USBC Youth members
- Senior Division Open to those 50 years of age and older
- Adult Division Open to everyone else

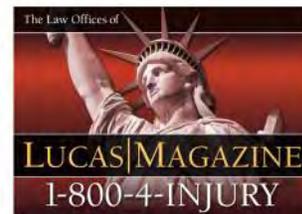
For complete rules and entry information, please visit
KillerBPromotions.com
or call 434-227-0205

PARTY with the Pros

Stay in a Pasco County hotel on Friday, April 15, or Saturday, April 16, and bring your receipt to Lane Glo Bowl to receive an invitation to a special reception and to be entered in drawings for special PBA50 prizes.

The PBA50 Pasco Florida Open is brought to you by the Pasco County Tourist Development Council.

The PBA50 PASCO COUNTY FLORIDA OPEN is possible because of the following sponsors:



The Joshua House

Joshua House is a safe haven for abused, abandoned, and neglected children in the Greater Tampa area. Joshua House offers a therapeutic residential group care program that provides a protected, nurturing, family-like environment for children ages seven - seventeen.

Pro-Am Poster

Your Chance To Bowl With and Watch The Legends

THE PBA50 PASCO COUNTY FLORIDA OPEN

PASCO
County Florida

it's only natural.



Saturday, April 16, 2016



8631 Old County Road 54
New Port Richey, FL 34653
(727) 376-1164





**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD17-002

DATE: 10/07/16

SUBJECT: Event Sponsorship Agreement – Skate for Hope – Skate for Hope’s Annual Ice Show - \$5,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Program Manager
Consuelo Sanchez, Project Coordinator III

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 Skate for Hope (SFH) for the Skate for Hope’s Annual Ice Show that will be held on June 17, 2017 at the Florida Hospital Center Ice in Wesley Chapel.

Skate for Hope is a pro-active education health program that reaches children and young adults to develop and maintain positive wellness practices. SFH has also a weekly exercise program that inspires its participants to apply what they have learned by having them meet amazing athletes that reinforce the benefits of practicing the healthy habits learned in the program. SFH is the only program that provides the opportunity to children and young adults to publicly honor a person in their life that is battling or has survived cancer.

Skate for Hope has engaged and provided health education to more than 1,000 participants, 20,000 audience and has raised more than \$575,000.00 for cancer research. The Skate for Hope’s Annual Ice Show serves as a community cancer’s awareness event, recognizing and honoring cancer survivors.

SFH has held this event for more than 13 years in different locations all over the country. Skaters from all ages at the United States Figure Skating in basic 3 level and above are invited to participate. During the event, cast members will have the opportunity to share the ice with National, World and Olympic Figure Skating Champions to help those affected by cancer.

SFH is requesting a sponsorship in the amount of \$5,000.00 to cover marketing and promotion expenditures, rental facility and technical expenditures and is estimating approximately 150 registered participants, 800 spectators and 250 room nights to be produced during the Event. If the ESA is approved for \$5,000.00, Visit Pasco will be the Silver Medal Sponsor of this Event and will receive the benefits described on the Event Sponsorship Packet submitted by SFH.

According to the following grid, the Event qualifies for a funding range between \$2,400.00 - \$3,599.00, however the OTD has considered other factors, such as the exposure of the Florida Hospital Center Ice, marketing efforts and other expenditures that qualify for funding, and recommends funding this Event in the amount of \$5,000.00.

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 SFH.
2. Recommend the BCC enter into a different ESA with SFH.
3. Do not recommend entering into an ESA with SFH.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, 21135048-88201, in the FY 2016/17 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:	Skate for Hope		
Primary Contact:	Carolyn Bongirno		
Address:	7759 Martino Cir	City: Naples	State: FL Zip Code: 34112
Phone (Daytime):	614.531.9499	Phone (Evening):	614.531.9499
Fax:	Email Address:		
Not-for-Profit Organization:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
EVENT INFORMATION			
Event Name:	Skate for Hope		
Event Date(s):	June 17, 2017		
Sport(s) Involved:	Figure Skating		
Age Range of Event Participants:	5 - 50		

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.
 See attached.

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

LOCATION:

What is your preferred location/facility for the event?
 Florida Hospital Center Ice, Wesley Chapel, FL

Where has this event previously been held?
Nationwide Arena, Columbus, OH Germain Arena, Estero, FL

PARTICIPANTS:

What is the anticipated number of athletes and teams?
150 athletes

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

Intended use of funds (Please see list allowable expenses on website):
Funds will be used for promotion, marketing, facility rental, program & production costs

How will the requested funds impact the success of the event?
Funds will allow broad promotion and increased participation and attendance.

EVENT SPONSORSHIP:

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

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:

Will be applying for a grant from the Hillsborough County Tourism Board.

If "no," please explain.

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

Yes No Please Explain:

Aaron's is donating \$10,000 and we will be applying to other local companies.

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.

See attached.

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Carolyn Bongirno

Title: President & Founder

Phone: 614.531.9499

Address: 7759 Martino Cir, Naples, FL 34112

Signature 

Date 8/30/16

Skate for Hope

Event Description

Date:	Friday, June 16, 2017
Location:	Florida Hospital Center Ice
Volunteer Base:	10 Volunteers will travel from Fort Myers & Columbus, Ohio 40 Volunteers will be from the Tampa figure skating community
Participants:	150
Audience:	850

Skate for Hope is a pro-active health education program that reaches children and young adults to develop and maintain positive wellness practices. Instilling healthy habits early in life reduces future illness and health care costs. SFH not only delivers critical health education, it gets its participants moving with a weekly exercise program AND inspires its participants to apply what they have learned by having them meet amazing athletes that reinforce the benefits of practicing the health topics presented by SFH professional health partners. Lastly, SFH is the only program that provides an opportunity for children and young adults to publicly honor a person in their life that is battling or has survived cancer. SFH allows its participants to feel empowered when someone in their life has been diagnosed with cancer and to contribute to their journey.

To date, Skate for Hope has engaged and provided health education to more than 1000 participants; 20,000 audience members; and raised \$575,000 for cancer research.

Skate for Hope's annual ice show serves as a community cancer awareness event and recognizes and honors local cancer survivors.

Skate for Hope

BUDGET

SFH is seeking support and grants to cover our event operating costs of:

\$6,000	Facility Rental Fees
\$15,000	Hotel, meals, airfare & ground transportation for thirteen elite athletes
\$2000	Liability and operating insurances
\$5,700	Graphic design & printing
\$2,000	Marketing & promotion
\$7,800	Website & IT functions
\$2,700	Office supplies
<u>\$2,500</u>	Contracted event operations staff
\$43,700	Total

SFH has no rent, no electric bill, no office operating costs.

SFH is run from donated office space, furniture and internet service by its founder & president.

Gift In Kind Support

\$10,000	Florida Hospital Center Ice labor & facility rental discount
\$30,000	Elite athlete appearance fees
\$3,500	Graphic Design
\$3,500	Choreography and on ice instruction for participants
\$2,000	Backstage, event day operations labor
\$49,000	Total

Skate for Hope Proposed Marketing Plan -

COSTS

Graphic Design & Printing of brochures and posters

\$5,700

TV

Kendra Sutton	CBS	PSA July 15 - August 29
---------------	-----	-------------------------

Donated

PRINT

Troy Scwindt	USFSA Mag	Full Page Ad in May Issue of SKATING Magazine National Publication
--------------	-----------	--

\$500

Will identify local print magazines for donation of ads in Oct & November

In 2015, SFH had 7 publications donate full page ad space

No Cost

RADIO

Monique Reynolds	I Heart Media	Elite Athlete Interviews
Mark Steckman	Beasley	Elite Athlete Interviews & PSA spots in May & June

No Cost

Donated

Social Media

Skate for Hope	Facebook Group of 3300	Weekly posts in May & June	\$150
Adult Figure Skating	Facebook Group of 2840	Weekly posts in May & June	\$100
Adult Skating Addicts	Facebook Group of 619	Weekly posts in May & June	\$100
Tampa Bay Events and Things To Do	Facebook Group of 5170	Weekly posts in May & June	\$75
Wesley Chapel Community	Facebook Group of 11,300	Weekly posts in May & June	\$75
13 Elite Athletes	Twitter	2 Posts by each elite athlete	No Cost

Internet & Blogs

Leah Adams	Figure Skaters Online	Feature story in May	Donated
Mickey Brown	icenetwork.com	Promo story in June	Donated
	Goldenskate	Weekly Blog thread March - June	No Cost

Email Blasts

ISI Florida List	Carolyn	Blasting 700 FL skaters Weekly in May & June	No Cost
SFH List	Carolyn	Blasting 370 Individuals Weekly in May & June	No Cost
USFS FL ClubsList	Carolyn	Blasting 17 Clubs Weekly in May & June	No Cost
FHCI List	Kevin	Weekly in May & June	No Cost

Total

\$6,700

Skate for Hope

Event Schedule
Saturday June 17, 2017

10:00 – 11:45 AM	Headliner Rehearsal
Noon	125 – 150 participants arrive to building
12:30 – 1:40 PM	Photo and autograph session
2:00 – 3:15 PM	Finale Rehearsal
3:15 – 4:15 PM	Headliner Solo Rehearsals
4:15 PM	Doors open to general public
5:00 PM	Show begins
7:30 PM	Show ends



Sports Event Sponsorship Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

For each of the following categories estimate the number of participants, spectators and media persons. Additional information may be required:

TOTAL PARTICIPANTS (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight	15
YOUTH Out-of-State overnight	3
ADULT In-State overnight	10
YOUTH In-State overnight	65
ADULT In-State	_____
YOUTH In-State	_____
ADULT In-County	_____
YOUTH In-County	57

TOTAL SPECTATORS (fans, family, friends, etc.)

ADULT Out-of-State overnight	30
YOUTH Out-of-State overnight	10
ADULT In-State overnight	125
YOUTH In-State overnight	50
ADULT In-State	_____
YOUTH In-State	_____
ADULT In-County	500
YOUTH In-County	135



Sports Event Sponsorship Program Estimated Hotel Impact

ACCOMMODATIONS:

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

SFH will have a discount code for participant and audience member bookings with the Hampton Inn and Saddlebrook.

Will the event require meeting or banquet space?
Yes.

If yes, how many people will the space need to accommodate?
150

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 250 x \$83.00 (average cost) = \$ 20,750

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

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

Skate for Hope™

Caillin Yankowskas & Hamish Gaman
Great Britain National
Bronze Medalists



Lee Harris
U.S. National
Junior Pairs
Champion



Emily Hughes
Olympian
U.S. National
Silver Medalist



Alexe Gilles
U.S. National
Junior Ladies
Champion



May 3, 2014

5:00 PM

**A Premiere Figure
Skating Event**

BENEFITING

Breast Cancer
Research & Awareness
Bowling Green,
OH

BGSU Ice Arena

Max Aaron
U.S. National
Champion



Rachael Flott
2010 Olympian
& U.S. National
Champion



Emily Samuelson
2010 Olympian
Junior World
Dance Champion



Follow us on:



**Felicia Zhang &
Nathan Bartholomay**
2014 Olympians
U.S. National
Silver Medalists



Dan Hollander
World
Professional
Skating
Champion



Amber Glenn
2014 U.S.
National
Junior
Ladies
Champion



Piper Gilles & Paul Poirier
Canadian National Silver
Medalists World Team Members



presented by:



Aaron's

For complete information & to purchase tickets please visit
skateforhope.org

Tickets on sale online and at all [ticketmaster](http://ticketmaster.com)
locations. Lower Bowl seats start at just \$11.

The event is sanctioned by USFS. Photos courtesy of Leah Adams,
X Sean Gao, Erica Armstrong, Tim Gleason and
Stephan Pokorny.

Skaters are subject to change due to
unforeseen circumstances.

Sarah Hughes & Scott Hamilton
Olympic Gold Medalists



Skate for Hope™

10TH ANNIVERSARY

June 15, 2013

Nationwide Arena
Columbus, OH

5:00 pm

Jeremy Abbott
Olympian & Three
Time US National
Champion

Piper Gilles
& Paul Poirier
Canadian National
Silver Medalists

Ashley Wagner
2012 & 2013 US
National Champion

Lee Hanks
US Junior National
Pairs Champion

Rachael Flatt
Olympian & US
National Champion

Max Aaron
2013 US National
Champion

Christina Gao
Skate America
Silver Medalist

Emily Hughes
Olympian

Emily Samuelson
Olympian & Junior World
Dance Champion

Adam Rippon
US National Silver Medalist & Two
Time World Junior Champion

Alexa Gilles
US Junior National
Champion &
Canadian National
Competitor

A Premiere Figure Skating Event

Benefiting Breast Cancer Research & Awareness

For complete information & to purchase tickets
please visit skateforhope.org

Follow us on



presented by:



Tickets on sale online and at all ticketmaster
locations. Lower Bowl seats start at just \$15.

This event is sanctioned by USFS. Photos courtesy of Leah Adams, Erica Armstrong, Sarah Brannen, Clive Rose & Getty Images.
Skates are subject to change due to unforeseen circumstances.



*A premier figure skating event, benefiting the
Vera Bradley Foundation for Breast Cancer.*

Saturday, June 16, 2012 at 5 pm at the Nationwide Arena Columbus, Ohio

Tickets available online or at any Ticketmaster location

skateforhope.org



2006 Olympian Emily Hughes,
Natalie Bongirno and
Olympic Gold Medalist
Sarah Hughes at SFH 2011
Photo Courtesy of Keith Bongirno

Johnny Weir!

2006 & 2010 Olympian & Three Time
United States National Champion

*Skate
for Hope*TM

A Premier Figure Skating Event
Benefitting Breast Cancer Research and Awareness

Saturday June 18, 2011
Nationwide Arena, Columbus, Ohio
5:00 pm



skateforhope.org

Sponsored by

outlook
everything is political

Tickets start at just \$15 online
and at all Ticketmaster locations

photo courtesy of Leah Adams

Friends of STM Sponsor **\$1,500**

Your Company Name Displayed & Promoted On

- The Skate for Hope Facebook page

Event Recognition

- Your company or individual name listed on the "Show Sponsor" page of the printed program

Seating

- Four seats to event

Skate for Hope™

Mission of Skate for Hope

- Empower children & young adults to better cope with a trauma or terrible experience's emotional aftermath
- Raise funding for cancer research
- Provide health and wellness education
- Honor courageously cancer survivors

For more information, please visit:
skateforhope.org

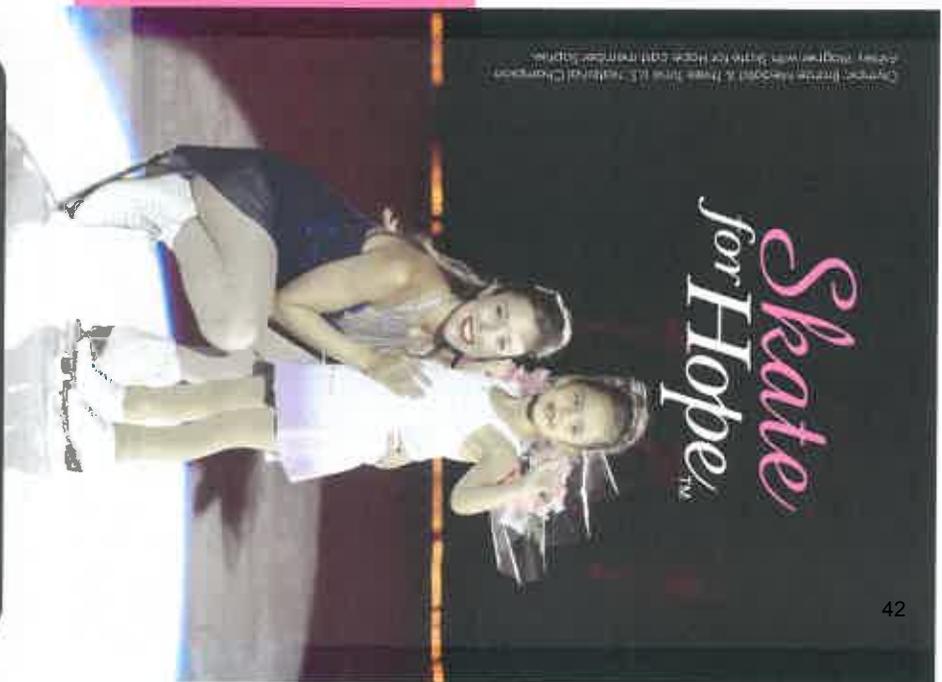
Please "Like" and follow us on:



Skate for Hope is a
not-for-profit 501(c)(3) charitable organization
tax ID: Not for 73-1696289
USFS Section 53532

Skate for Hope™

For more information,
please contact
Carolyn at
bonglino@mac.com
or
614.531.9499



Champion figure skater and three-time U.S. National Champion Ashley Wagner with her ice skating partner, Brian Johnson.

Skate for Hope™

June 17, 2017



Headline for the event is: *Howe Heywood & Nicole Campbell*
Headline for the event is: *June 17, 2017*
A special 40th Anniversary event and our 10th anniversary celebration is scheduled for
Saturday, June 17, 2017, 7:00pm - 9:00pm at Carnegie Ice
skateforhope.org

Skate for Hope Board of Directors

Carolyn Bongirno, President

BA Liberal Arts, The Ohio State University

Founder & President, Skate for Hope

After surviving a battle with stage three, multifocal, invasive, ductile carcinoma at the age of 33, Carolyn was deeply moved by the young figure skaters she knew when they confided to her their fears of watching a loved one in their life fight cancer. Carolyn wanted to empower children & teens better cope and created Skate for Hope.

Carolyn's background in competitive figure skating and employment in professional sports and facility management with RDV Sports (owners of the NBA Magic, WNBA Miracle and IHL Solar Bears), enabled her to create an organization that provided a focus on health and wellness via a sports and event medium. Carolyn founded and continues to run SFH from her home office with one computer. She even completed and filed SFH's 501c3 application herself and successfully manages SFH with modest resources.

Patrick Higgins, Vice President

BA Liberal Arts, The Ohio State University

Director of Communications, Ohio Electric Cooperatives

For over twenty years, Patrick has served as the Director of Communications for several Ohio Health Care & Senior Living Corporations. Patrick dedicates his time to assist Skate for Hope with media and public relations and additionally acts as the Emcee for SFH events.

Raymond Horgan, CPA, Treasurer

BS Business Administration, The Ohio State University

Partner, Farwick, Curran & Horgan

Ann Gerstner Karimy, Secretary

BA Liberal Arts, The Ohio State University

Master Data Specialist, The Wasserstrom Company

St. Matthews, Mom of the Year 2008

Ann is a community leader in Gahanna, Ohio, dedicating much of her time to Skate for Hope and Rebuilding Columbus. Ann oversees the needs & logistics for the elite athletes attending SFH.

Skate for Hope™

Olympic Bronze Medalist & Two-Time U.S. National Champion
Ashley Wagner with Skate for Hope co-founder Sophie.



August 29, 2015

Germain Arena • Estero, Florida

**GERMAIN
ARENA**

Home of the Florida State University

Headliners to be announced in February 2015

A premier figure skating event and not for profit organization dedicated to cancer research, health education and cancer patient support programs.
Please visit skateforhope.org for premier sponsorship opportunities.

Skate for Hope™

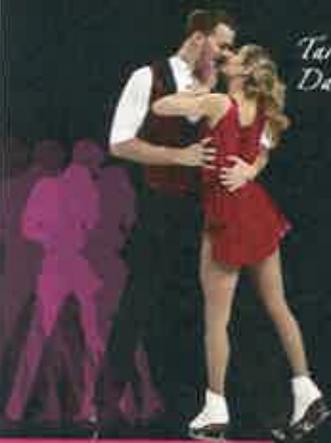
August 29, 2015



Ashley Wagner



Adam Rippon



Tanah Karne &
Danny O'Shea



Piper Gilles &
Paul Poirer

Germain Arena

A Premiere Figure Skating Event

and not for profit organization dedicated
to cancer research, awareness,
health education programs

5:00 PM

Estero Fl. Myers
Florida

sponsored by

3D International
Network Group

IBERIABANK

Aarons

Follow us on



Tickets on sale online and at all
[select massie](#) locations

Tickets start at just \$19

For complete information & to purchase tickets please visit
skateforhope.org

This event is sanctioned by USAF. Photos courtesy of Leah Adams, Rob Brown, Melanie Hoyt, Getty Images, Keegan James Photography and Robin Riccio.

Skaters are subject to change due to unforeseen circumstances.



Alexa Scimeca &
Chris Kramer



Emily Hughes

Caycee Denney &
John Coughlin



Mae Averis



NAPLES

ILLUSTRATED®



**SUMMER
FUN!**

*Where to take
the kids, A to Z*

**FRESHLY PICKED
DECADENT FRUIT DESSERTS**

**ROAD TRIP
LUXURY VACATIONS IN
FLORIDA AND THE SOUTH**

**THE
FAMILY
ISSUE**

Insider



nate to not have any family members with cancer, but I always believe in paying it forward, and this is an incredible cause to get behind.

When did you realize you wanted to compete?

When I watched Tara Lipinski in the 1998 Olympics, I was probably 7, and she didn't look that much older to me. It looked like something that was totally attainable, a goal that I could achieve, so that's where the Olympic dream started.

Which skaters influenced you?

Michelle Kwan, because of what she's done in the sport. In my style, I've always looked at Katarina Witt. She was a very strong, athletic, sexy skater.

Are you hoping to skate in the 2018 Olympics?

As long as I am physically able, I intend on going to Pyeongchang. I hear that I'm older, but I think it's just this mind-set in skating that if you are over 20, you are too old. We have plenty of female athletes where it is common to be competing into their 40s. There's no reason to put an expiration date on an athlete.

Do you have a say on your costumes?

They are on my dime, so I get total say. I work with my costume designer, and Pinterest is a girl's best friend when it comes to designing them. I'll show her all these couture gowns I like, and I'll say, "Okay, how do we do this with Spandex and sparkles?"



SKATE FOR HOPE

Founded in 2004 by breast cancer survivor and Naples resident Carolyn Bongirno when she lived in Ohio, the nonprofit Skate for Hope makes its Southwest Florida debut at Germain Arena August 29. Bongirno's aim was to help kids cope with a family member battling cancer. The SFH program offers skaters of all ages at U.S. Figure Skating Basic 3 level and above a chance to skate in a show alongside world-class figure skaters. Participants attend a five-week training period and raise money for cancer charities. Skate for Hope supports several cancer organizations, including Cancer Alliance of Naples. Showgoers will be dazzled while they escape summer swelter, as well as help others. (skateforhope.org)

Figure skater **Ashley Wagner**, 24, tackles competition with pluck and passion. Among her many victories she counts winning the bronze medal with other U.S. skaters in the team category at the 2014 Sochi Olympics, and Wagner is a rare three-time U.S. national champion. At the 2015 U.S. Figure Skating Championships, she won both the short program and free skate, setting a new U.S. record.

Wagner, one of a constellation of stars par-

ticipating in the charity fundraising show Skate for Hope in August, talks about her influences and her love of the sport. —Kat Smith

Ni: How did you become involved with Skate for Hope?

Wagner: It was something I wanted to do for a long time, because it's a really fun show. The cast always looks like they are having a great time, and it's coming together for such a great cause. I am very fortu-

READ ABOUT WAGNER'S OTHER PASSIONS AT NAPLESILLUSTRATED.COM/SKATEFORHOPE

29
AUGUST

SKATE FOR HOPE

Germain Arena

11000 Everblades Parkway, Estero

Saturday, Aug. 29 at 5 p.m.

skateforhope.org



THE SKATERS

Ashley Wagner, three-time U.S. national champ and 2014 Olympics bronze medalist

Emily Hughes, 2006 Olympian

Max Aaron, U.S. national champion

Adam Rippon, U.S. national silver medalist

Alexa Scimeca and Chris Knierim,

U.S. national pairs champions

Caydee Denney and John Coughlin,

U.S. national pairs champions

Tarah Kayne and Danny O'Shea,

U.S. national bronze medalists

Piper Gilles and Paul Poirier,

Canadian national silver medalists.

THE SPONSORS

IBERIABANK

3-Dimensional Services Group

Aaron's

Skate for Hope

THE EVENT Headlined by U.S. Olympians and national champions, Skate for Hope attracts many of the world's top figure skaters in addition to more than 100 amateur skaters from central and southwest Florida. This premier figure skating event promotes cancer research, awareness and health-education programs. Many of the participating athletes have family members that have been diagnosed with cancer.

Skate for Hope participants are empowered to cope with a loved one's cancer diagnosis while at the same time honor cancer survivors. Skaters partake in health and wellness education programs at weekly rehearsals and raise funds for cancer research. Tickets are available online and at all Ticketmaster locations, as well as the Germain Arena box office. Tickets start at \$19.

THE CAUSE Skate for Hope was founded in 2004 by Naples resident Carolyn Bongirno, a lifelong figure skater and 16-year breast cancer survivor. At 33 years old, Bongirno battled and overcame a Stage 3 breast cancer diagnosis, and subsequently created Skate for Hope to teach children and young adults that they can help themselves, and others, by volunteering their time and talents. Skate for Hope additionally focuses on providing health and wellness education to youth in order to instill the importance of practicing healthy lifestyle habits that can reduce the risk of developing cancer.

To date, Skate for Hope has raised over a half-million dollars for cancer research, with donations to the Stefanie Spielman Fund for Breast Cancer Research, The OSU James Cancer Hospital and Solove Research Institute, the Vera Bradley Foundation for Breast Cancer, the OhioHealth Foundation, Young Survival Coalition, Pelotonia and Susan G. Komen for the Cure. ■

Musicians launch free Monday Music class on Pine Island

The Brothers Van Kirk and their band Strange Arrangement are teaming up with Pine Island Community Church for a new program called "Monday Music."

A creative approach to understanding music and learning how to play an instrument or even multiple instruments, this program is designed for all ages and all skill levels.

These programs are six weeks in duration.

The first session of the "Interactive Educational Experience" runs June 1 - July 6, but others are planned.

The goal is to provide the community with an opportunity to explore basic musical understanding and enjoyment, provide multiple teachers with diverse musical skills and backgrounds to provide insight to their unique ways of approaching music, engage in community and meet new people.

They encourage family participation and hope to see you at Monday Music.

Classes are held 6 to 7 p.m. at Pine Island Community Church, 5320 Doug Taylor Circle, St. James City.

The classes are currently free.

Classes are held on Mondays and for more information on classes or how to register for classes, call Warren or Gregory at (239) 283-8356 or (941) 855-0265.



Skate for Hope comes to Germain Arena in Estero on Aug. 29 at 5 p.m. A premiere figure skating event, proceeds benefit a not for profit organization dedicated to cancer research, health educa-

Skate for Hope™



tion and cancer patient support programs. Tickets are on sale online and at all Ticketmaster locations. Tickets start at \$19. For more details, visit www.skateforhope.org.



\$1 Movies Summer Movie Express

Regal Gulf Coast Stadium 16 & Regal Cinemas Bell Tower 20



June 30-July 1: Rio 2 (G) & How To Train Your Dragon 2 (PG)

July 7-8: Mr. Peabody & Book of Life (PG)

July 14-15: Night at the Museum: Secret of the Tomb & Penguins of Madagascar (PG)

July 21-22: Madagascar 3 & Dolphin Tale 2 (PG)

July 28-29: Muppets, Most Wanted & Alexander and the Terrible, Horrible, No Good, Very Bad Day (PG)

Aug. 4-5: The Lego Movie & SpongeBob Movie: Sponge Out of Water (PG)





Rachael Flatt, the 2010 U.S. champion and 2010 Olympian, took time out of her busy schedule at Stanford University to help her former elementary school (Del Mar Hills Academy of Arts and Science) in Del Mar, Calif., with its annual spring fundraiser. Flatt donated skating lessons, which generated \$1,000 between three families during a live auction. The San Diego Ice Arena donated the ice time as Flatt gave lessons to (l-r) Amanda Goldstein, Riley Aiken and Sophia Kone.

Skate for Hope achieves milestone

Skate for Hope celebrated its 10th anniversary at Nationwide Arena in Columbus, Ohio, on June 15 by surpassing the \$500,000 mark in funds raised toward breast cancer research.

The production featured more than 130 skaters from the Central Ohio area, as well a star-studded lineup of Olympic and U.S. champions.

"The success of Skate for Hope has been both humbling and encouraging," the event's founder and director Carolyn Bongirno said. "It's phenomenal that the show has been able to fund research toward a cure, but the heartening thing is the empowerment that Skate for Hope brings to the children and young adults who participate in the show."

The cast featured headliners Ashley Wagner, Max Aaron, Rachael Flatt, Adam Rippon, Piper Gilles, Alexe Gilles, Emily Samuelson, Dan Hollander, Jeremy Abbott, Christina Gao, Lee Harris, Emily Hughes and Sarah Hughes.

Skate for Hope Awareness and Research Fundraising Show will present two productions in 2014. The June 14 event will take place at the Germain Arena in Estero, Fla. The Columbus, Ohio, date will be announced in October 2013.

For more information and to support the work of Skate for Hope, visit www.skateforhope.org.

— Joanne Vassallo
Jamrosz and
Carolyn Bongirno



Skate for Hope headliners are (back row, l-r) Adam Rippon, Christina Gao, Emily Hughes, Jeremy Abbott, Alexe Gilles, Dan Hollander, Sarah Hughes and Rachael Flatt; (front row, l-r) Lee Harris, Emily Samuelson, Max Aaron and Piper Gilles

The Ice World Arena in Abington, Md., presented its first Theatre on Ice performance titled "From Brushes to Strokes." The father-daughter team of Gerald and Joy Thomas created the set and choreography for this unique program. "My father painted the renderings of classic art styles," Joy said. "We collaborated on the concept of bringing the painted canvas to life by using skaters' movements on ice." Members of the Chesapeake FSC, the Baltimore FSC and an individual member participated. The performance included the younger skaters being transformed into lilies as they glided in front of Monet-inspired paintings; Degas' iconic ballet scene reenacted; and a program featuring two dueling fencers. The project combined entertainment and educational components. Skaters were encouraged to visit the local Maryland museums as a pre-learning experience. The follow-up assignment was for skaters to submit their original artwork, which was displayed in the lobby of the arena. "I'm so proud to have sparked an interest in art in the skaters," Gerald said. "Their work was really quite good, both on the walls of the lobby and on the ice."





P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752458399
Dec. 17, 2013 LTR 4168C 0
73-1686089 000000 00
00028111
BODC: TE

SKATE FOR HOPE
% CAROLYN BONGIRNO
7759 MARTINO CIR
NAPLES FL 34112-2872



002260

Employer Identification Number: 73-1686089
Person to Contact: customer Service
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Dec. 06, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in NOVEMBER 2003.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Internal Revenue Service

Date: April 7, 2004

Skate for Hope
% Carolyn Bongirno
5255 Hanover Close
New Albany, OH 43054-8728

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Ms. Smith #31-07262
Contact Representative
Toll Free Telephone Number:
8:00 a.m. to 8:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
73-1686089
Advance Ruling Period Ends:
September 30, 2008

Dear Sir or Madam:

This is in response to the amendment to your organization's Articles of Incorporation filed with the state on February 5, 2004. We have updated our records to reflect the name change as indicated above.

Our records indicate that by a determination letter issued in December 2003 your organization was recognized as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because your organization was newly created, we did not at that time make a final determination of its foundation classification under section 509(a) of the Code. However, based on information submitted with the application, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it can reasonably expect to be a publicly supported organization described in section 509(a)(2).

According to this advance ruling, your organization will be treated as a publicly-supported organization and not as a private foundation until the end of the advance ruling period as shown above. Within 90 days from the end of the advance ruling period, your organization must submit to us information needed to determine whether it has met the requirements of the applicable support test during the advance ruling period. This information is currently supplied on the Form 8734, *Support Schedule for Advance Ruling Period*.

Grantors and contributors may rely on the determination that your organization is not a private foundation until 90 days after the end of its advance ruling period. If the organization submits the required information within 90 days, grantors and contributors may continue to rely on the advance determination until the Service makes a final determination of your organization's foundation status.

The classification discussed in paragraph three (3) was based on the assumption that your organization's operations would continue as stated in its application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on your organization's exempt status and foundation status.

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Skate for Hope

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
 Individual/sole proprietor or single-member LLC
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
 C Corporation
 S Corporation
 Partnership
 Trust/estate
 Other (see instructions) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) _____
 Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
7759 Martino Circle

6 City, state, and ZIP code
Naples, FL 34112

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number

			-			-			
--	--	--	---	--	--	---	--	--	--

OR

Employer identification number

7	3	-	1	6	8	6	0	8	9
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ CBonino Date ▶ 8/21/16

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.
Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

June 17, 2017

Florida Hospital Center Ice • Wesley Chapel, Florida

Skate for Hope™

A premier figure skating event and not for profit charitable organization dedicated to cancer research, awareness, and health education programs.

Join the cast with Olympians & National Champions to fight cancer and honor those affected by cancer.

Please visit skateforhope.org for cast registration, corporate sponsorship and ticket information.

Presented by:

Aaron's

FLORIDA HOSPITAL
CENTER ICE

Photo courtesy of Melanie Hoyt Heaney.

Event & Organization Description

Returned from the stars of SFH 2015
This event is sponsored by UFHS #55922



Mission of Skate for Hope

- Empower children & young adults to better cope with a friend or family member's cancer diagnosis
- Provide health and wellness education
- Raise funding for cancer research & awareness
- Honor community cancer survivors

Skate for Hope provides participants with invaluable programs and services:

- health and wellness education to reduce one's risk of developing cancer; the instillation of early-on healthy lifestyle habits; and the creation of optimal, lifelong health practices
- opportunity, instruction, and support to maximize one's health, by staying active through physical exercise
- empowerment of children and young adults with a sense of control, and the ability to contribute to a loved one's battle with cancer; participants honor and recognize those fighting the disease with written testimonials and performance dedications.
- the teaching and demonstration of philanthropy, by engaging children and young adults and encouraging them to give their time and talents to help others.

Skate for Hope audience members experience:

- a unique, inspirational public event that increases awareness of cancer and healthful practices, to help reduce the risk of developing the disease
- original, enriched performances that bring communities together via a common bond that champions dignity, distinguishes cancer warriors, and celebrates the spirit of hope and healing.

To date, Skate for Hope has engaged and educated more than 700 participants; 9,000 audience members; and raised more than \$575,000 for cancer research. Skate for Hope unites generations in a battle against a disease that affects countless Americans annually.

* *To make a donation please visit*
skateforhope.org

Why I Skate for Hope



Skate
for Hope™

For 10 years, I have been traveling to perform in Skate for Hope. Out of all the events I do each year, Skate for Hope has a special meaning to me. The reason for that is because Skate for Hope supports cancer research as well as friends and family of those impacted by cancer. My mother was diagnosed with breast cancer when I was 8 years old and in many ways, skating helped me and my family through my mother's diagnosis and treatment.

Soon after my mother's diagnosis and multiple rounds of treatment, she watched my sister Sarah win her first national medal as National Junior Champion. Her diagnosis put everything in perspective, but Sarah's win was a celebration for the whole family. Skating gave us all a chance to forget about cancer, hospitals and chemo for even a few moments.

By the time Sarah became the 2002 Olympic Champion and I represented the U.S. in the 2006 Olympics, my mother had scored a victory that dwarfed anything ever done on the ice. She watched all our triumphs cancer-free.

I recognize that the story of my family is only one of millions of stories in the battle against cancer. Having the chance to perform again at Skate for Hope, I feel as though I get the chance to do something I love and give back to the community. Skate for Hope has already raised over \$540,000 for research, but the show is more than a fundraiser. It's the experience for the seven year old whose mother was just diagnosed with breast cancer and the teenager skating for their recently diagnosed uncle, and the thirty-something year old skating for herself after overcoming a diagnosis.

Skate for Hope began over 12 years ago. The founder, Carolyn Bongirno, had overcome stage three breast cancer, and set out to create an event that would empower people of all ages to better cope with a friend or family member's cancer diagnosis and to teach the importance of giving back to one's community.

Skate for Hope is a one of a kind skating show where the community comes together. On August 29th, Skate for Hope will bring together world class figure skaters, brave cancer survivors and their loved ones in a show that dazzles and inspires. I hope to see you at the Germain arena in Estero, Florida!



Please visit skateforhope.org for more information or email Carolyn at bongirno@mac.com.

Skate for Hope is a 501c3 not for profit organization - Tax ID # 73-1686089



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD17-003

DATE: 10/07/16

SUBJECT: Event Sponsorship Agreement – Tohrs 2Hot4Ice, LLC.– 2017 TOHRS 2Hot4Ice National Championship – 25,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Program Manager
Consuelo Sanchez, Project Coordinator III

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 Tohrs 2Hot4Ice, LLC. (TOHRS) for the 2017 TOHRS 2Hot4Ice National Championship that will be held in July, 2017 (specific dates to be determined) at the Florida Hospital Center Ice in Wesley Chapel.

TORHS America and 2Hot4Ice merged in 2012, to create TORHS 2Hot4Ice, LLC, one of the largest tournament organizations in the Roller Hockey sport. TORHS 2Hot4Ice is sanctioned by Roller Hockey Alliance, providing programs for all ages and skill levels, ranging from grass roots to highly competitive. Its goal is to provide opportunity for all teams to compete evenly both, regionally and nationally.

Each year, TOHRS runs roller hockey tournaments nationwide that culminate with the TOHRS 2Hot4Ice National Championship at the end of the season. This tournament has 150-200 teams participating from all over the United States and Canada. They also bring international teams from Colombia, South America, the Caribbean Islands, and Europe. The Event is generally 8-10 days in length, and takes place the first week in July. Each team participating in this tournament must have qualified at one of its Regional Qualifying tournaments. During the last months, TOHRS has been negotiating with the Florida Hospital Center Ice to bring this Event to Pasco County.

TOHRS is proposing to promote Visit Pasco throughout the season, beginning with its season opening event to be held in November in California. The promoter will include co-branded marketing materials at all of the events throughout the year nationwide, and will have a designated spot in its website to promote Visit Pasco as a Platinum sponsor. Visit Pasco will also be featured on all of the marketing materials to promote the National Championship. TOHRS will live stream all the games of the event, and they are proposing to market Visit Pasco by playing a 30 second video spot commercial provided by Visit Pasco.

THORS is requesting a sponsorship in the amount of \$37,500.00 to cover the facility rental fee and is estimating approximately 150-200 registered teams, 1,500-2,000 athletes and more than 1,400 room nights to be produced during the Event.

The OTD considers that this is a unique opportunity to showcase the Florida Hospital Center Ice nationally and internationally, as a sports venue for professional events.

For producing more than 600 room nights, the promoter qualifies to get additional funding according to the following grid, therefore the OTD recommends funding this Event in the amount of \$25,000.00

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 \$25,000.00 with TOHRS.
2. Recommend the BCC enter into a different ESA with TOHRS.
3. Do not recommend entering into an ESA with TOHRS.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, 21135048-88201, in the FY 2016/17 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: TORHS 2Hot4Ice			
Primary Contact: Joe Bertaccini			
Address: 27023 Thornwood Blvd		City: Plainfield	State: FL Zip Code: 60,585
Phone (Daytime): 815-715-8389		Phone (Evening): 855-246-8442	
Fax: 877-350-3280		Email Address: joe@torhs2hot4ice.com	
Not-for-Profit Organization: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
EVENT INFORMATION			
Event Name: 2017 TORHS 2Hot4Ice National Championships			
Event Date(s): 07/05/2017			
Sport(s) Involved: Inline Hockey			
Age Range of Event Participants: 5-65			

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.

Inline Hockey Tournament

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

see website

LOCATION:

What is your preferred location/facility for the event?

Florida Hospital Center Ice

Where has this event previously been held?

Kalamazoo, MI, Aston, PA, Taylor, MI, Apex, NC, Frisco, TX, Buffalo, NY

PARTICIPANTS:

What is the anticipated number of athletes and teams?

150-200 teams and 1500-2000 athletes

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.

see attached

EVENT BUDGET:

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

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

\$150,000

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested:

\$37,500

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

Facility Rental Cost

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

Allow us to bring our event to a premier facility in Florida

EVENT SPONSORSHIP:

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

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:

We will reach out to local biz who might be interested.

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:

Name: Joe Bertaccini

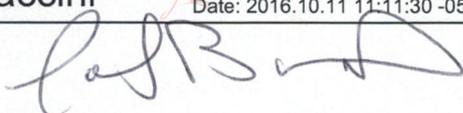
Title: Principal

Phone: 815-715-8389

Address: 27023 Thornwood Blvd., Plainfield, IL 60585

Joe Bertaccini

Signature



Digitally signed by Joe Bertaccini
Date: 2016.10.11 11:11:30 -05'00'

10/13/16
Date

Organization: TORHS 2Hot4Ice, LLC
Contacts: Joe Bertaccini & Ron Beilsten
Address: 27023 Thornwood Blvd., Plainfield, IL 60585
Phone: Office: 855-246-8442, Joe: 815-715-8389, Ron: 314-496-4872
Email: joe@torhs2hot4ice.com, ron@torhs2hot4ice.com
Event Name: TORHS 2Hot4Ice Championships 2017
Event Date: July 5-14, 2017
Sport: Roller Hockey
Ages of Participants: 5-65

Event Description:

We are a national tournament organization running roller hockey tournaments nationwide that culminate into our National Championships at the end of the season. The National Championships event has 150-200 teams participating from all over the United States and Canada. We also feature a handful of international teams from Colombia, South America, the Caribbean islands, and Europe. Our event is 9-10 days in duration and we use 3 rinks for the entire duration. You can see a schedule of events for our most recent event here, http://www.torhs2hot4ice.com/stats/tournament_schedule

Location:

We are interested in bringing our 2017 event to Florida Hospital Center Ice. We have previously been to Kalamazoo, MI, Taylor, MI, Aston, PA, Apex, NC, Frisco, TX, Buffalo, NY.

Marketing Plan:

We would market Visit Pasco throughout the season, beginning with our season opening event in November in California. We would include co-branded marketing material at all of our events throughout the year nationwide, and would have a designated spot on our website to promote Visit Pasco as a Platinum sponsor. At our event, in addition to having Visit Pasco on all of marketing material that is hung inside and outside the facility, we live stream each and every game of the event, where we have nearly 20,000 unique viewers, and we would market Visit Pasco through this by playing a 30 second video spot commercial.

Event Budget:

Please see attached document for detailed event budget specific to the 2017 event.

Event Sponsorship Program Funding Request:

Total Amount Requested: \$37,500

Intended Use of Funds: Facility Rental fee

Event Sponsorship:

Was Additional funding for this event requested: Not at this time. In our meeting, we discussed reaching out to the Tampa Bay Sports commission, as well as applying for the Florida Sports Foundation grant. Do you intend on approaching sponsors for this event in addition to this funding request: We will look to promote the event to local businesses who might have an interest in a low level sponsorship opportunities.



2017 TORHS 2Hot4Ice National Championships Marketing Plan and Budget

Live Stream

- 30 second video spot played numerous times per day throughout 10 day event. Each and every game of the tournament, approximately 500 in total on each of the 3 rinks we are using will be live streamed for free to the public. During the course of our 2016 Championships, we had 17,000 unique viewers, and we expect that number to grow to over 20,000.

\$5,000.00

Direct Mail

- As a member of RHA(Roller Hockey Alliance), we provide a postcard marketing our Championships that is inserted into a packet that is sent to each and every RHA member, currently nearly 5000.
- Regional Qualifiers & Special Events – 12-14 regional qualifiers in different cities across the US, where we promote our Championships through print media and direct contact to teams qualifying for the event.

\$5,000.00

\$7,500.00

Print Media

- Postcard handouts to each player participating in each of our regional qualifiers
- Dual-branded retractable banner that is placed at our registration desk promoting our Championships and the destination

\$7,500.00

Electronic Media

- Website – www.torhs2hot4ice.com. Pasco County will be featured as a Platinum level sponsored on our website throughout the year, where we receive over 500K hits.
- Social Media – Prominently promoted through social media outlets including Facebook(over 5k fans), Instagram, Twitter, and Vimeo(over 20k views on our videos in the past 12 months)
 - Facebook - @TORHS.2Hot4Ice.
 - Instagram - @TORHS_2H4I
 - Twitter – @TORHS_2H4I
 - Vimeo - @TORHS_2H4I

\$5,000.00

\$5,000.00



Sports Event Sponsorship Program Estimated Hotel Impact

ACCOMMODATIONS:

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

Through a 3rd Party Stay-To-Play organization

Will the event require meeting or banquet space?

No

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

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 1,440 x \$**83.00** (average cost) = \$ 119,520.00

Estimated number of guests per Hotel Room 3

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

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

**TORHS 2Hot4Ice
National Championships 2017**

Expenses

General & Admin. Expense	
Professional Fees	
Graphics	3,000.00
Total Professional Fees	3,000.00
Total General & Admin. Expense	3,000.00
Marketing	
Printing and Reproduction	6,000.00
Promotional Giveaways	1,000.00
Video Production	17,000.00
Total Marketing	24,000.00
Tournament Expenses	
Awards	
Coaches Awards	7,500.00
Medals	6,500.00
Player Awards	4,500.00
Trophy Plates	500.00
Bank Service Fees	3,000.00
Rink Rental	37,500.00
Flooring Expense	3,000.00
Prize Money	
Rentals	1,000.00
Subcontractors	
Officials	23,000.00
Scorekeeper	5,000.00
Tournament Directors	
Booth Staff	2,000.00
Chris Treft	1,200.00
Dave McNeil	1,500.00
George Brown	2,000.00
John Gelement	3,000.00
Jon Hilke	1,200.00
Mike Bell	2,000.00
Phil Maroon	1,200.00
Rob Coggin	1,000.00
Tyler True	1,200.00
Travel & Entertainment	
Airline Travel	5,000.00
Meals	5,000.00
Parking	200.00
Rental Car	2,500.00
Travel	1,000.00
Travel Reimbursement	1,500.00
Total Tournament Expenses	123,000.00
Total Expenses	150,000.00



Sports Event Sponsorship Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

For each of the following categories estimate the number of participants, spectators and media persons. Additional information may be required:

TOTAL PARTICIPANTS (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight _____
YOUTH Out-of-State overnight _____
ADULT In-State overnight _____
YOUTH In-State overnight _____
ADULT In-State _____
YOUTH In-State _____
ADULT In-County _____
YOUTH In-County _____

TOTAL SPECTATORS (fans, family, friends, etc.)

ADULT Out-of-State overnight _____
YOUTH Out-of-State overnight _____
ADULT In-State overnight _____
YOUTH In-State overnight _____
ADULT In-State _____
YOUTH In-State _____
ADULT In-County _____
YOUTH In-County _____



Pasco County Office of Tourism Development Tourism Manager's Report

TO: Tourist Development Council

DATE: 10/11/2016 **FILE:** TD17-004

FROM: Tourism Manager

SUBJECT: Update on Tourism Activities

The following is a summary of major activities for the period of September 21, - October 23, 2016.

Conference Attendance and Special Engagements

- 2016 FADMO Annual Meeting – Tourism team
September 21-23
- 2016 Bicycle Tourism Conference - Lauren St. Martin and Kathryn Starkey
November 2 - 4
- Travel Media Showcase (TMS) Conference – Consuelo Sanchez
November 10-12
- US301 Bicycle Grand Opening – Camille Hernandez
October 27

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

- Pasco County Tourism on Facebook 12,314 Fans
- New Pasco County Tourism Magazine update

Projects Report – See attachment No. 1

Old Business

- RFP-TB-16-132 MULTI-PURPOSE INDOOR SPORTS COMPLEX BCC Meeting October 11, 2016. Next meeting, October 19th, 2016 In the afternoon at the Porter Campus.
- All Sport Arena Update – BCC Approved \$5,000.00

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
- Florida Bug Jam November 12-13



Pasco County Office of Tourism Development Projects Report

TO: Tourist Development Council

DATE: 10/11/2016

FROM: Consuelo Sanchez

Grants

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

ESA

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>Notes</u>	<u>Responsible</u>
Tampa Bay Shoot-Out 2016	\$1,400.00	10/15/16	Agrm Approved	BCC approved original request for \$5,000	CS/EC
Savage Race Fall 2016	\$20,000	10/22/16	COI approved		CS
Dick's TOC Karate Championship	\$90,000 TBD	12/29/16 TBD – 03/17	Agrm Approved	9/27/16 BCC Staff is looking for venues that fit the RFP	EC / CS CS
Savage Race Spring 2017	\$20,000	3/18/17	Agrm Approved	9/27/16 BCC	CS
Symetra Golf	\$20,000	2/27/17	Needs some clarification in application	TDC 11/16/16	EC/CS
Skate for Hope THORS	\$5,000 TBD	6/27 TBD 6/17		TDC 10/19/16 TDC 10/19/16	EC/CS EC/CS
PBA 50	\$15,000	4/28/17		TDC 10/19/16	CS

Film Commission

<u>Film Projects</u>	<u>Date</u>	<u>Producer</u>	<u>Venue</u>	<u>Status</u>	<u>Responsible</u>
No projects at	This time				

Miscellaneous

<u>Projects</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>Notes</u>	<u>Responsible</u>
A Fishing Story	\$110,000	TBD	On hold	Waiting for documents from Green Outdoors.	EC
Tourist Development Plan	N/A		Approved	9/27/16 BCC	LS/ CS
Visitor Magazine			Final Phase	To be printed and distributed in October	LS
New Website			P.O. denied	Ed working on RFP	Team Tourism
Fishing, Cycling, Restaurants and Breweries Videos			Pending	Coordinating shooting days	LS
Visit FL Winter campaigns	Boston: Taxi TV - \$3,800 Chicago: Early Morning TV - \$5,000 New York: Early Morning News - \$8,000 Philadelphia: Early Morning TV - \$4,500 Washington: Taxi TV - \$3,000		Processing P.O.		LS
Madden Media Visit FL retargeting co-op campaign			Processing P.O.		LS
Visit FL other co-op programs			Processing P.O.		LS