

Pasco County Office of Tourism Development

Visit Pasco
TOURIST DEVELOPMENT PLAN
2017 - 2020

PASCO
County Florida

it's only natural.

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727-847-8129
800-842-1873
www.VisitPasco.net



Welcome,

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

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



*“Open Spaces,
Vibrant Places”*

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This symbol  denotes policy change.

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I. INVESTIGATION & ANALYSIS

Executive Summary

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

Areas of Focus in Order of Priority

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



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

Mission

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

Vision

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

Tourism History & BACKGROUND

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

- 

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

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

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

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

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

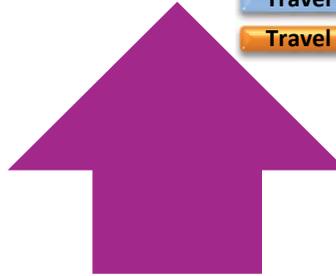
Visit Pasco was restructured and new hires were brought on creating a team of four (4): Tourism Manager, Sports Marketing Coordinator, Public Communications Specialist/Marketing Coordinator and a Senior Secretary.
- 

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

Economic Snapshot

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

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



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

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

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

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



Visitor Profile Regional

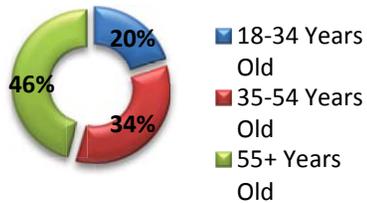
Pasco County, Florida is part of the Central West Vacation Region, along with Citrus, Hernando, Hillsborough and Pinellas, and is part of Tampa Bay.

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

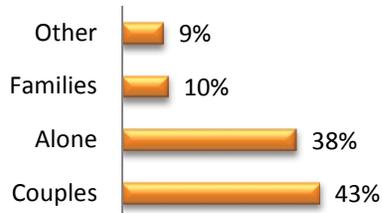
This profile also concludes our region had the largest percentage of visitors traveling for business purposes (12%), tied with the Southeast Region for the largest percentage of visitors on a business trip.

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

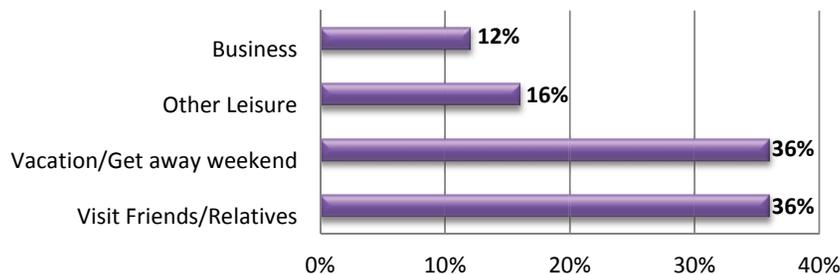
Age of Adult Traveler



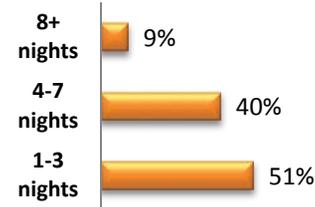
Travel Party Composition



Purpose of Trip

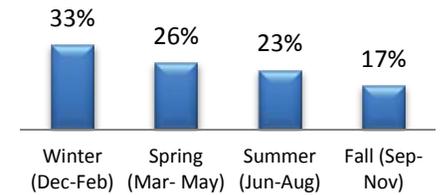


Length of Stay

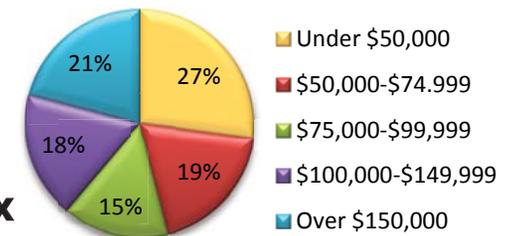


Average Nights: 4.2
Median Nights: 3.0

Seasonality



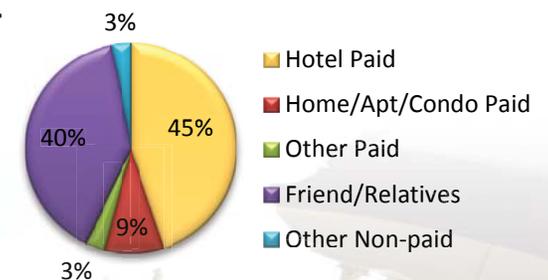
Household Income



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

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

Accommodations



Top 5 Domestic Origin States



Visitor Profile

Target Market

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

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

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

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

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

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

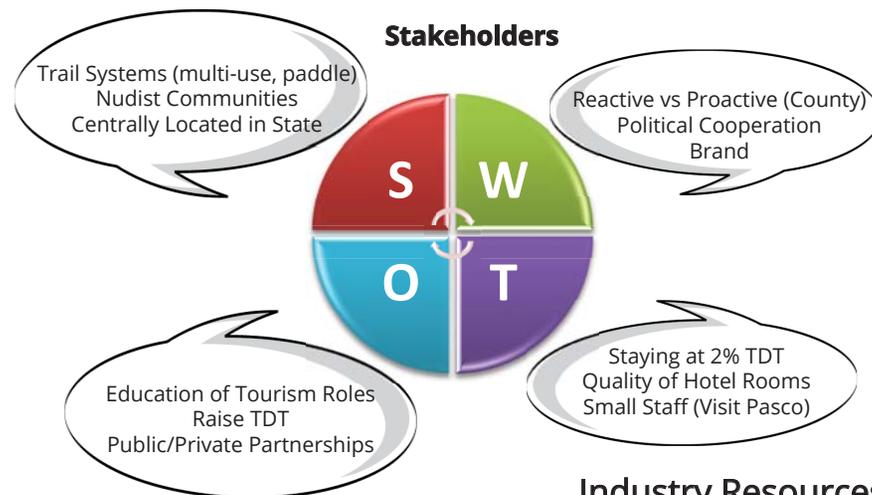
Millennials (persons born in early 1980's to late 1990's): In 2015, Millennials surpassed Boomers as the largest generational cohort and the Millennial travel segment is only going to grow as this group matures into its higher earning and family years. Maintaining Florida's visitor volume requires increasing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

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

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

Plan Development & STAKEHOLDER INPUT

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



Industry Resources

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

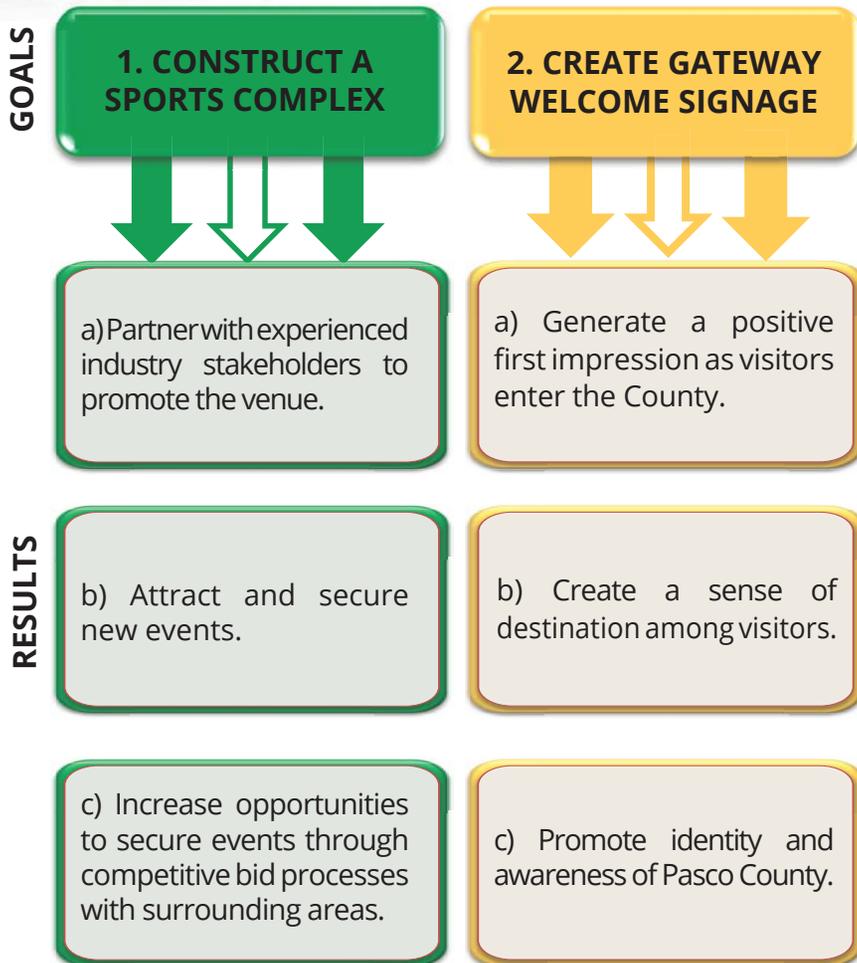
- Visit Florida
- Florida Department of Revenue
- Smith Travel Report
- U.S. Travel Association Report
- Urban Land Institute
- FL Destination Marketing Org.
- Florida Sports Foundation
- Johnson Consulting



II. STRATEGIC GOALS & AREAS OF FOCUS

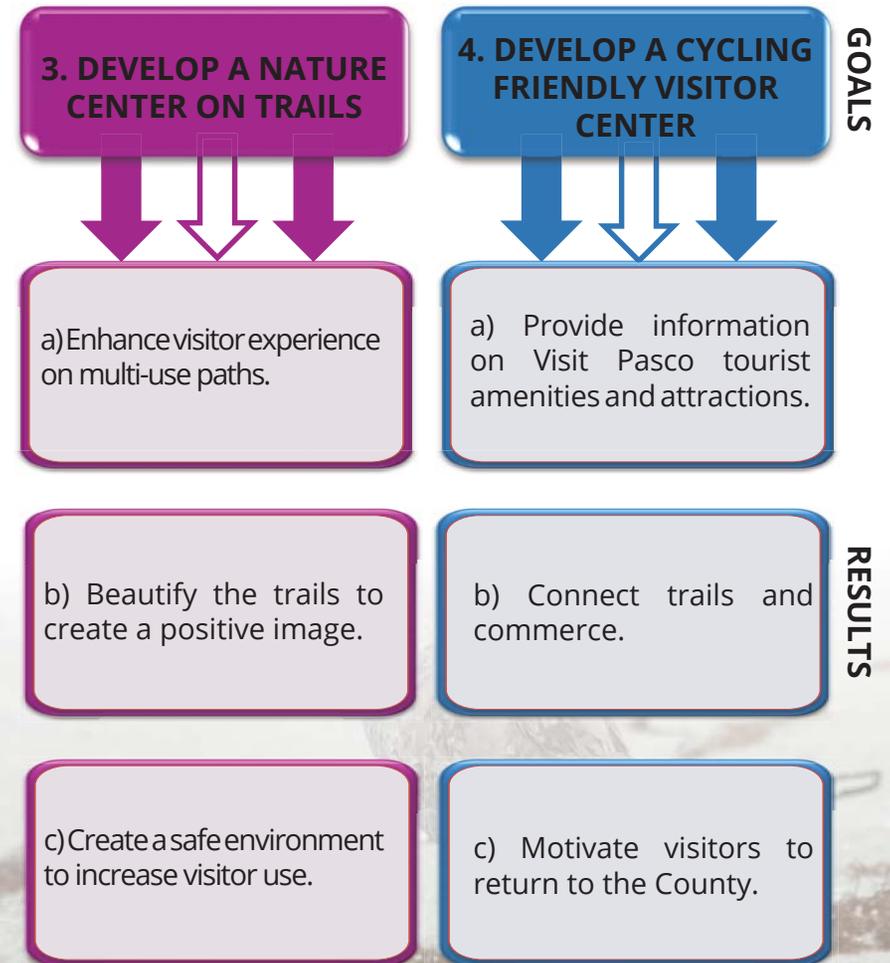
Developing Tourism Projects

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



KEY MEASURES & TARGETS:

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



Proposed Tourism Projects

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

Sports Complex \$8,500,000.00 est.

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

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

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

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

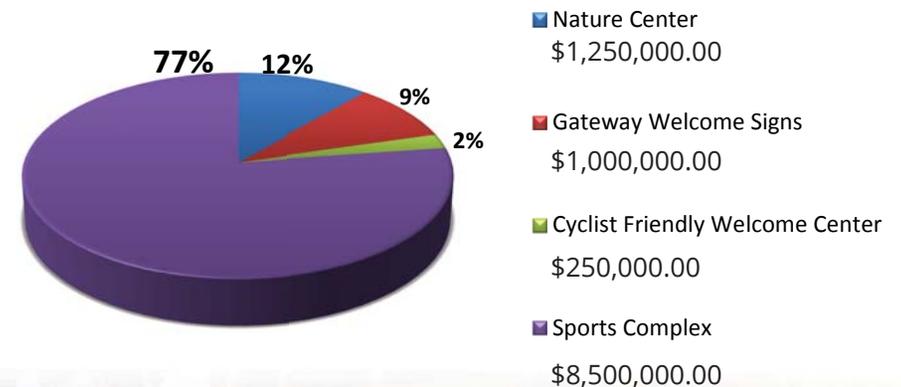
Visit Pasco plans to welcome its visitors as soon as they enter the County through high volume roadways and corridors. Large monument-type signs will help to encourage and promote a sense of destination among travelers.

Nature Center: Tourism on the Trails

\$1,250,000.00 est.

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

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

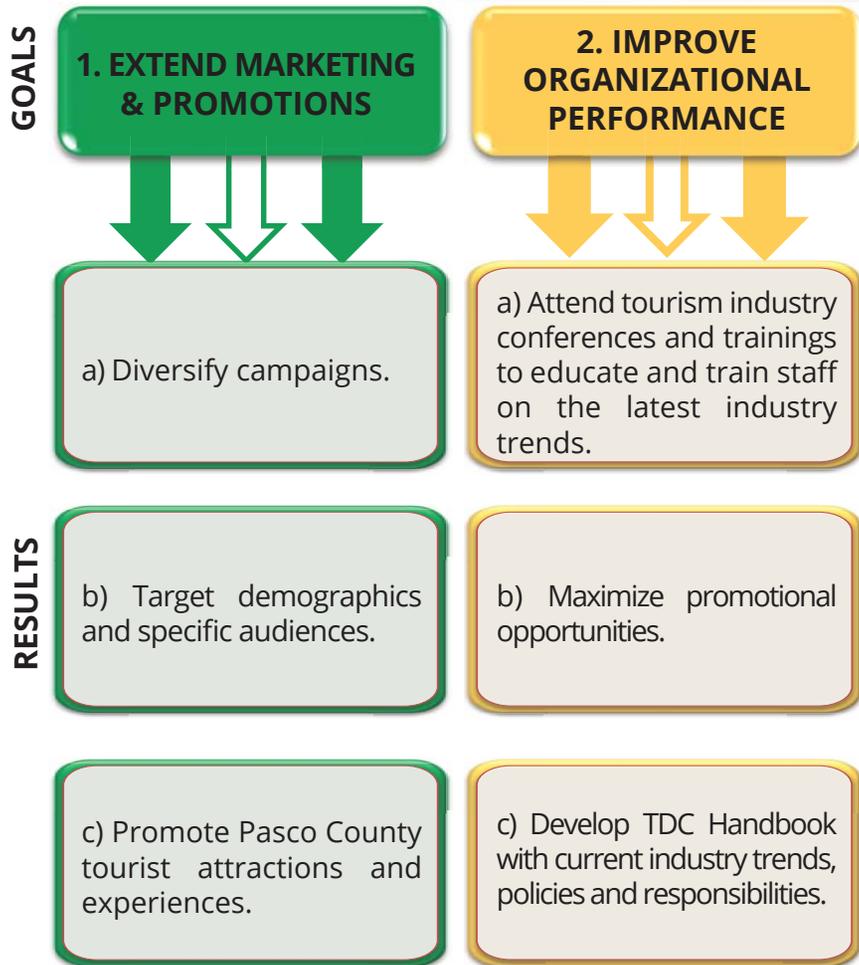


Cyclist Friendly Visitor Center \$250,000.00 est.

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

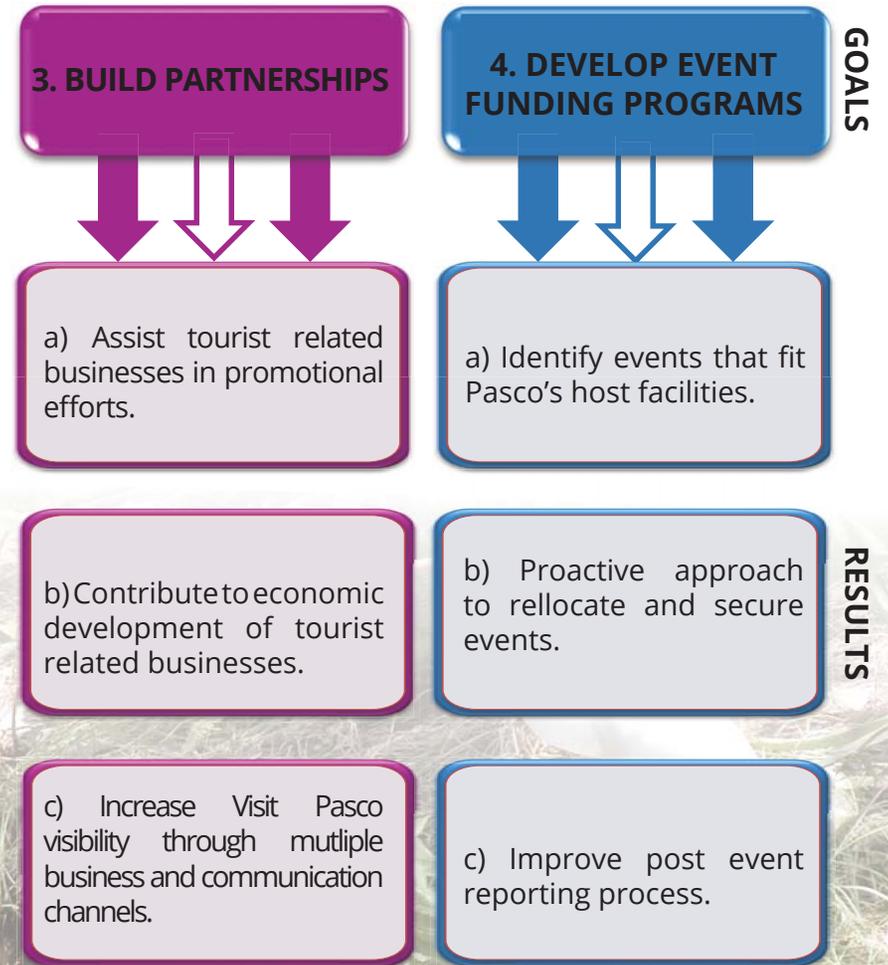
Developing Marketing & Promotions

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



KEY MEASURES & TARGETS:

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



Marketing & PROMOTIONS

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

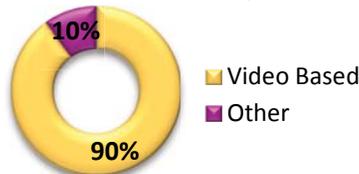
Constant technological advancement has left the world of marketing in a state of permanent transformation. In order to ensure that Visit Pasco thrives in the future, we must be a marketing company that thinks digital first. Consumer adoption of mobile has influenced a new customer journey for travel.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

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

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

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

Global Internet Traffic by 2019



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

Pasco's Strengths

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

Audience Vacation Purposes

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

Improving Organizational Performance

Tourism Conferences & Training

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

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

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

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

Tourist Development Council

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

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

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

Building Partnerships

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

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

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

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

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

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

Co-Op Advertising Partners



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

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

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

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



Event Funding

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

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

Special Event Marketing Program

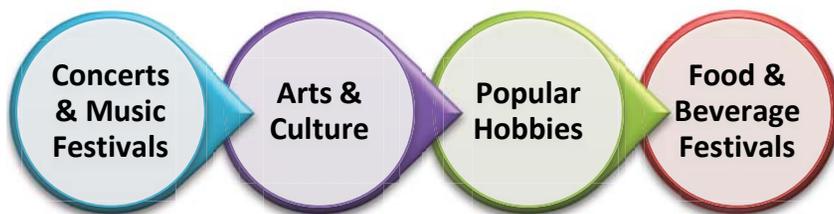
A Special Event is an event that promotes an artistic, cultural or unique experience that is not of a competitive nature.

The intent of the Special Event Marketing Program is to facilitate and foster the growth of Special Events in Pasco County while increasing the marketing efforts to enhance visitor travel, hotel stays, retail store traffic and restaurant business, which assists in generating out of county and out of state visitor economic impact. The Special Event must promote Pasco County as a tourist destination to visitors.

Active vs Reactive

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

Below are examples of types of Special Events:



Sports Event Sponsorship Program

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

The intent of the Sports Event Sponsorship Program is to facilitate and foster the growth of sports events in Pasco County while increasing the marketing efforts to enhance visitor travel, hotel stays, retail store traffic and restaurant business, which assists in generating out of county and out of state visitor economic impact. The Sports Event must promote Pasco County as a tourist destination for visitors.

Active vs Reactive

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



Post Event Reporting

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

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

III. USES OF REVENUE

Allocation by Category

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

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

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

Category B (Marketing and Promotions): 125.0104 (5)(a)3 “To promote and advertise (Pasco County) in this state and nationally and internationally, however if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.” No less than \$493,105.00 this year will be used to fund this category, with the exception of subsection 4, which will be funded as stated.

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

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

(a) Sports Events: A sport is considered an activity involving physical exertion and skill that is governed by a set of rules or customs and often undertaken competitively.

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

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

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

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

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

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

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

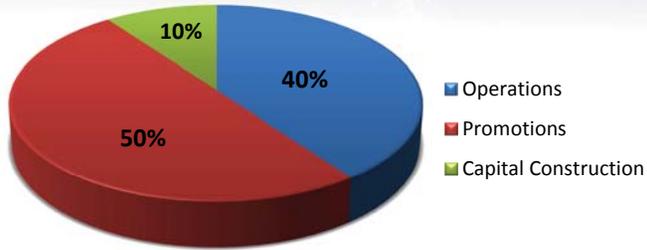
Category E (Shoreline Improvements): To finance beach improvement, maintenance, renourishment, restoration, and erosion control, including shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation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

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

Funding Allocations

Proposed FY2016/2017 Budget

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



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

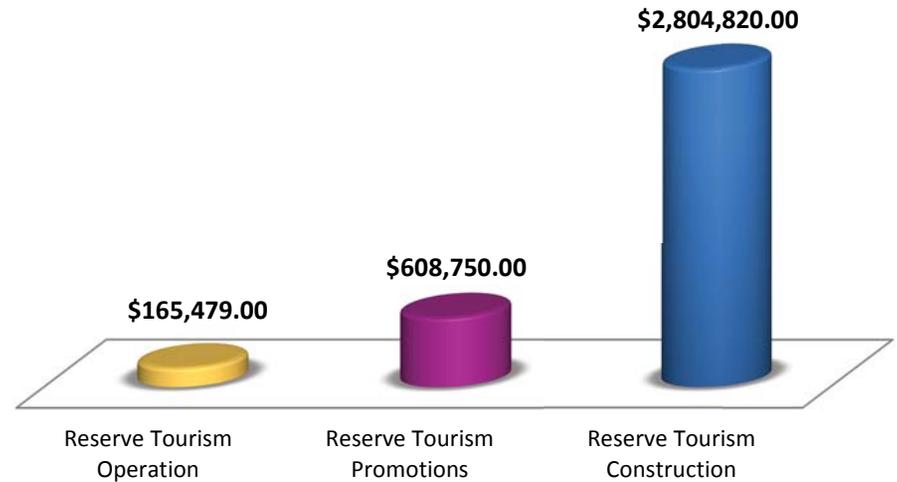
Operations.....	\$410,616.00
Category A	
Promotions.....	\$513,270.00
Category B	
Category C	
Capital Construction.....	\$102,654.00
Category D	

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

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

Reserve Balances

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



*Current Reserve Balances

Reserve Tourism Operation.....	\$165,479.00
Reserve Tourism Promotions.....	\$608,750.00
Reserve Tourism Construction.....	\$2,804,820.00

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

IV. PROPOSED FUNDING PLAN

Tourism Expansion to Match the Market

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

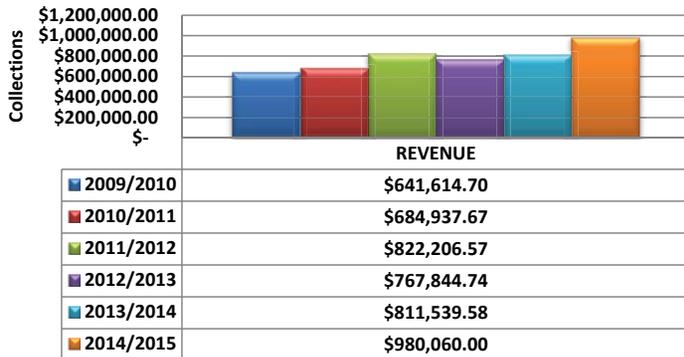
Expanding the TDT will allow Visit Pasco to increase the number of focus areas and promotional efforts. Meaning, Visit Pasco will be able to devote more staff time and dollars to specific projects and topics. Typical tourism development offices and Convention and Visitors Bureaus (CVB) in neighboring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

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

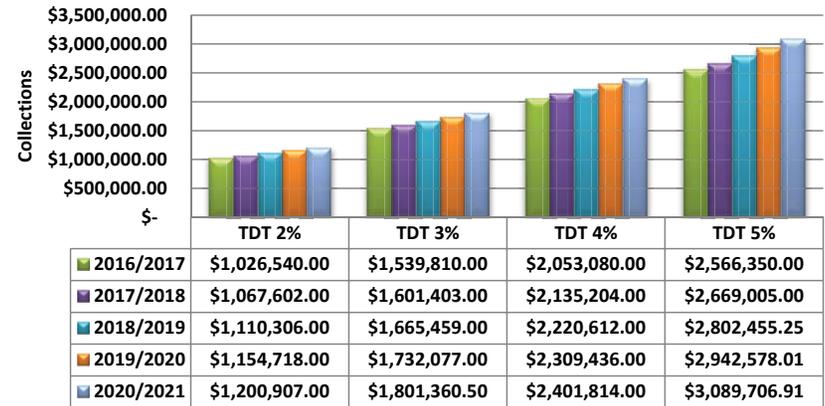
On the next page you will find TDT percentage increases following the Office of Management and Budget's projections for the next 4 years. They are budgeted to 95% of anticipated revenues, with a four percent (4%) yearly increase. These numbers do not project future growth in short-term rental accommodations.

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

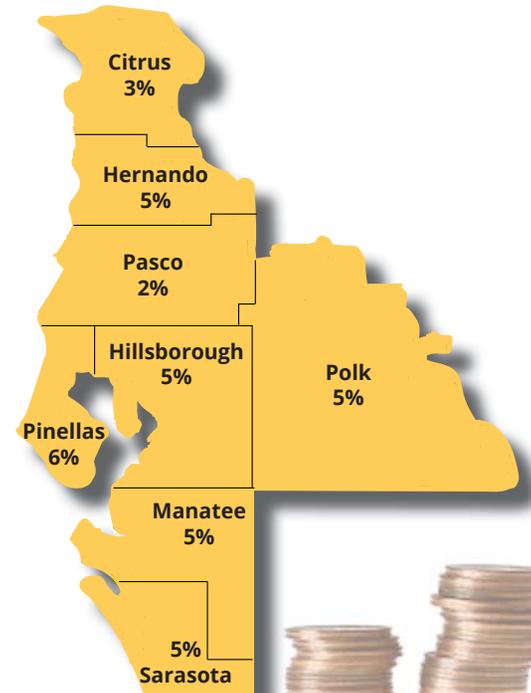
PAST TDT REVENUES



TOURIST DEVELOPMENT TAX PROJECTIONS



Tourist Development Tax Rates



Increase Timeline

*FISCAL YEAR GOALS:

- • • • •
- 17/18 3% TDT
- • • • •
- 18/19 4% TDT
- • • • •
- 19/20 5% TDT
- • • • •



Projected Uses of Revenue

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

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

Category A (Operations): Tourist bureau and visitor center expansion.

Category B (Marketing and Promotions):

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

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

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

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

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

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

Current TDT 2%

FY2016/2017	
Category A	\$410,616.00
Category B*	\$493,105.00
1	\$217,105.00
2	\$276,000.00
3	\$0.00
Category C	\$20,165.00
Category D	\$102,654.00
Category E	\$0.00
Total:	\$1,026,540.00

Proposed TDT 3%

FY2017/2018	
Category A	\$500,000.00
Category B*	\$801,403.00
1	\$461,403.00
2	\$300,000.00
3	\$40,000.00
Category C	\$40,000.00
Category D	\$235,000.00
Category E	\$25,000.00
Total:	\$1,601,403.00

FY2018/2019

Category A	\$600,000.00
Category B*	\$1,135,612.00
1	\$645,612.00
2	\$360,000.00
3	\$130,000.00
Category C	\$50,000.00
Category D	\$400,000.00
Category E	\$35,000.00
Total:	\$2,220,612.00

FY2019/2020

Category A	\$680,000.00
Category B*	\$1,442,578.00
1	\$750,000.00
2	\$450,000.00
3	\$242,578.00
Category C	\$70,000.00
Category D	\$700,000.00
Category E	\$50,000.00
Total:	\$2,942,578.00

4% Proposed TDT

5% Proposed TDT

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

V. NEW INITIATIVES

Tourism Assets & AMENITIES

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

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

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

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

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

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

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

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

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



Acknowledgments & RESEARCH

PAGE 3

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

PAGE 4 & 5

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

PAGE 6

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

PAGE 7

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

PAGE 10

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

PAGE 19

[Florida Sports Foundation Grant Policies](#)

PAGE 20 & 21

The 2016 Florida Statutes, Section 125.0104

PAGE 22-25

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

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

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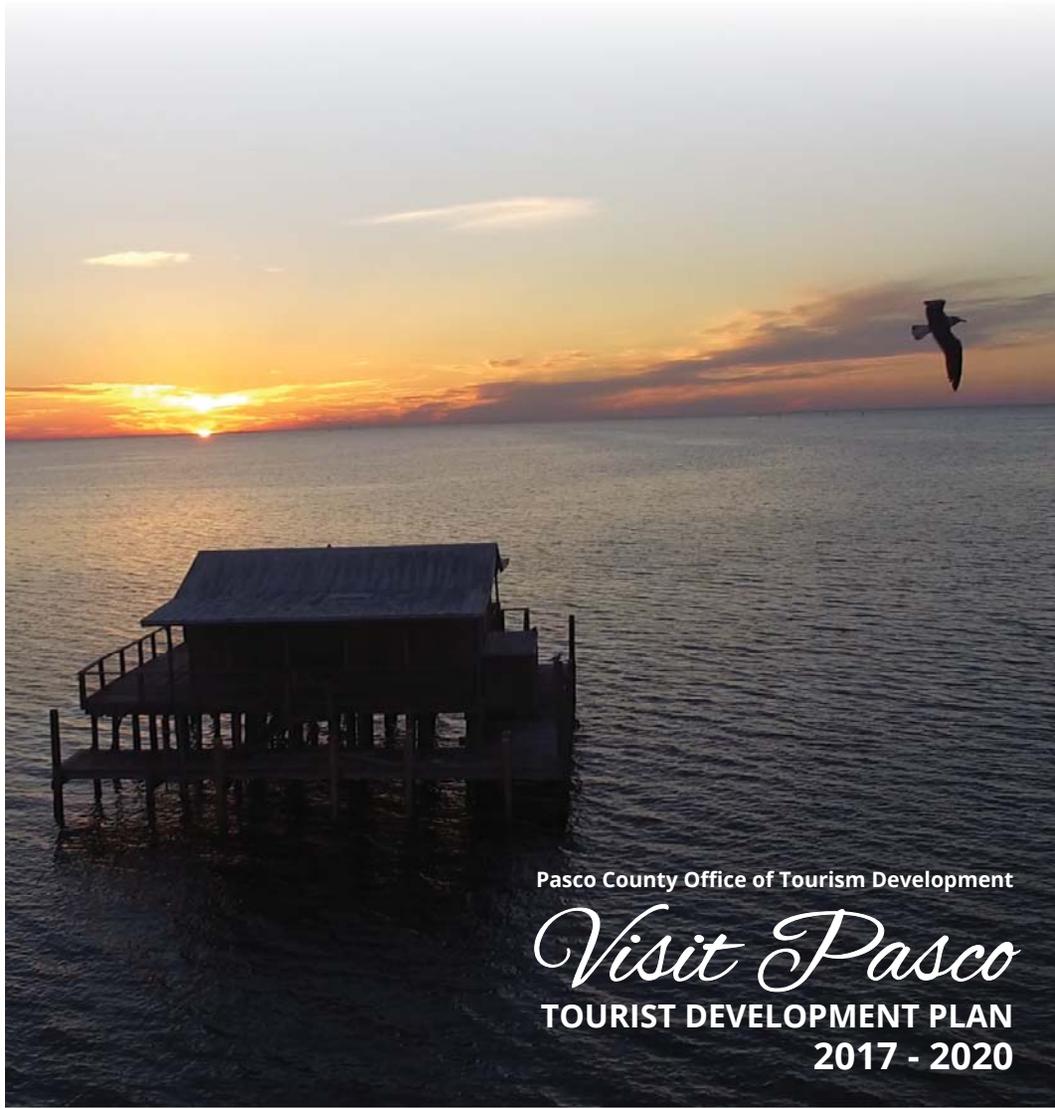
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Pasco County Office of Tourism Development

Visit Pasco
TOURIST DEVELOPMENT PLAN
2017 - 2020