



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

Chairman, Commissioner Mike Moore	Mike Kidd	Piyush Mulji
Vice-Chairman, Councilmember Camille Hernandez	Judy Sutton	Wendy Longman
Councilmember, Chopper Davis	Robert Riehle	Greg Lenner

- A. CALL TO ORDER: *Invocation, Pledge of Allegiance, and Roll Call*
- B. INTRODUCTIONS (Chairman Moore)
 - B-1. Welcome Greg Lenner
- C. OPEN TO THE PUBLIC
 - Persons wishing to address the Council are requested to sign in and will be limited to three (3) minutes.*
- D. APPROVE MINUTES OF MEETING (Chairman Moore)
 - D-1. March 28th TDC Minutes will be presented at the May16th TDC meeting
- E. PRESENTATIONS
 - E-1. Joseph St. Germain – Downs & St. Germain Research – Q1 Partial Report Visitor Profile Study
 - E-2. Ceilidh and Robb Price – WickFest - Female World Hockey Festival
 - E-3. Consuelo Sanchez – Marketing Matching Sponsorship Program
- F. DIRECTOR’S REPORT (Adam Thomas, Director)
 - F-1. Destination Assessment and Updated Strategic Tourism Plan 2019-2021 Update
 - F-2. Destination Update (STR/TDT Revenue)
 - F-3. Rebranding and Repositioning Visit Pasco - RFP-BB-18-049 Update
 - F-4. Wesley Chapel Sports Complex Update
 - F- 5. Customer Service Specialist FY 2018
- G. UNFINISHED BUSINESS (Consuelo Sanchez, Program Mgr.)
 - G-1. Projects Report Update
 - G-2. Conference Attendance and Special Engagements
 - G-3. Quarterly Treasurer’s Report (Shelly Bandy, Project Coord.)
- H. MEDIA REPORT (Brendan Fitterer, Comms. Mgr.)
 - H-1. FAM Tours
 - H-2. Website, Social Media and Marketing Update
- I. OTHER BUSINESS BY COUNCIL MEMBERS
 - I-1. New Port Richey (Councilman, Chopper Davis)
 - I-2. Dade City (Mayor, Camille Hernandez)
- J. ADJOURNMENT



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD18-0042

DATE: 4/11/18

SUBJECT: Quarter 1 Partial Report – Visitor Profile and Economic Impact Study – Downs & St. Germain Research, Inc., LLC. – No Funding Required

THRU: Adam Thomas, Tourism Director

FROM: Consuelo Sanchez, Tourism Program Manager

RECOMMENDED BOARD ACTION:

No action required

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

On January 23, 2018, the Pasco County Board of County Commissioners approved the agreement with Downs & St. Germain Research, Inc. (DSR) to complete a visitor profile and economic impact study for Pasco County, Florida. The Office of Tourism Development (OTD) lacked the research needed to better understand the County's target market and gain more strategic marketing insights. By knowing Pasco's audience, the OTD will be able to develop marketing and promotional activities that will both engage potential visitors and achieve the best return on investment. In addition to the Visitor Profile Study, DSR is also developing an Economic Impact Study, to accurately estimate visitor volume and spending. Knowledge gained through the Economic Impact Study will allow the OTD to understand the existing economy and help identify opportunities to position Pasco County as a "destination" to future travelers. The two studies will be used to enhance stakeholder knowledge and to improve communication with stakeholders and community leaders.

Below is the Scope of Services that will be delivered by DSR:

1. Visitor Profile information must include demographic data such as:
 - Demographics: Age of visitors, household income, sex, ethnicity, and educational level
 - Trip specific data: where visitor resides, purpose of trip, mode of transportation, travel budget, accommodation while in Pasco County and its municipalities, favorite activities completed while in the County.
 - Factors that induced travel and incidence of first time visits.
 - Satisfaction and likelihood of repeat visits.
 - Sources of information about the destination.
 - Internet usage for travel information/ or travel bookings.

2. Visitor Volume Estimates should include:
 - Average party size
 - Average stay length
 - Day trip or overnight
 - Average party spend
 - Average number of destinations visited within Pasco County

3. Economic Impact

- Identify, define and quantify direct, indirect and induced economic activity of tourism including downtown destinations, the hotel market and festivals or events (e.g. business revenue, business profits, direct and indirect job creation, taxes, and average wages).
- Provide an analysis of total economic impact including direct, indirect and induced impacts, appropriate multiplier effects and tangible and intangible impacts.
- Include tax revenues generated by tourism including all local and state property tax levies and economic activity taxes generated by attractions, conventions, tradeshow, concerts, and other events.
- Include the number of jobs (direct and indirect) created as a result of tourism.
- Provide a qualitative analysis of tourism on the quality of life in the community.

In January, DSR came to Pasco County and attended several introduction meetings with partners (hoteliers and attractions) across the County and since then it has been connected via email with several attractions, events and hotels who have expressed their interest in participating in this research.

DSR has been attending multiple events and working with some partners during Q1 (January – March), and although the report for Q1 is not complete yet, they will provide a presentation with a partial report in order to keep the Tourist Development Council informed according to the terms of the agreement.



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD18-0044

DATE: 4/12/18

SUBJECT: Site Visit and County Inspection – Hayley Wickenheiser – Wickenheiser World Female Hockey Festival – No Funding Required At This Time

THRU: Adam Thomas, Tourism Director

FROM: Consuelo Sanchez, Tourism Program Manager

RECOMMENDED BOARD ACTION:

No action required at this time

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The Wickenheiser World Female Hockey Festival (WickFest) is one of the largest and most celebrated hockey tournaments for young women in the world. It was born while Hayley Wickenheiser, 4-time gold medal Olympic hockey champion, was preparing for the 2010 Olympics. She had a dream to bring women of all ages and skill levels from around the world together so they could engage in the greatest sport in the world – hockey.

She envisioned creating a tournament that would deliver the ultimate hockey experience. This experience focused on building not just the player, but the whole person, an event where girls from around the world can form lasting friendships, build life-skills and participate in an event that will build self-esteem, pride, and skill levels through activities, clinics and workshops. While the tournament is important, WickFest is rounded out by several off-ice components such as several clinics and workshops that don't just focus on developing the athlete, but developing the attendees who take part off the ice too. Hayley's dream became a reality with the first Wickenheiser Festival in 2010. The Event is entering its 9th year.

Since then, more than 20,000 girls have improved their hockey acumen, learned life-long skills and made lasting friends while participating in this celebrated and prestigious tournament. The event now takes place over three weekends, in two Canada Cities, Calgary and Surrey with its eye on even further reach into new markets.

Gordie Zimmerman, owner of the Florida Hospital Center Ice, connected the Office of Tourism Development (OTD) with Hayley Wickenheiser, to explore the option of bringing this Event to Pasco County in 2019. The OTD invited Hayley to come and do a site inspection at the Florida Hospital Center Ice, site visits to hotels and to learn more about our County. Based on initial conversations, she was supposed to come to Pasco on April 16-19 along with Ceilidh and Robb Price, who have been running the Event since its inception. However, due to last week's tragic accident including a Jr. Hockey Team in Canada, she had to cancel her trip in order to be able to attend multiple community events to support the families of the 15 kids that lost their lives in the accident and to attend some of the funerals.

The OTD has paid for Ceilidh and Robb's airline tickets and will be hosting them during their visit, which the main goal is to get them familiar with our area and start negotiations to bring this major event to our County Dec 28-31, 2019. Warmer climates, such as Pasco County's, are being explored as possibilities to create a destination experience during cold months away from traditional "hockey" zones which are often much colder. In each market, local personalities are engaged to bring local flare and attraction to the Event (i.e. in the USA, the USA women's hockey team and the Lightings would be invited to participate as special guest speakers).

Hayley and her team are estimating that the first event in Pasco will attract 40 to 45 teams on the low end, however, they will have to do some additional research during their site visit in order to see opportunities to

grow the Event. They are also estimating that at least 1,000 room nights will be produced during the Event. These room nights would increase as the Event puts down roots and becomes well-known as a destination.

Some of the requirements to bring the Event to new markets include, but are not limited to, financial assistance to cover ice costs and some additional sponsorship/monetary support.

Below some of facts about WickFest:

- WickFest is the number one most sought after female hockey festival in the World, attracting teams from Mexico, India, China, Korea, Finland and Czech Republic and, of course, all across Canada and the United States. Current Events range from 55 to 120 teams.
- WickFest is highly attractive to tourism organizations and municipalities as it brings new dollars into their markets. Case-in-point – each year in Calgary the event creates \$2.8 million in tourism spending by visiting teams and their families. (Data provided by Tourism Calgary, further data available.)
- Hotel room nights historically in Calgary have ranged between 2,900 and 3,300. In Surrey, room nights are committed at 1,000, 1,500 and 3,000 as the Event grows each year.
- The 2018/19 season is the first time WickFest will be held in two cities. This after being courted by a Canadian municipality with an upfront investment to remove any financial risk typically associated with an expansion.

FISCAL IMPACT/COST/REVENUE STATEMENT:

No funding required at this time

The new marketing program will be based on the Florida Statute Section 125.0104(5)(a)3, which states that Tourist Development Tax shall be used “to **promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.**” Therefore funds from this program will be limited for promotions and advertising activities targeted outside of Pasco County.

Promotions and advertisements that may be eligible for funding include digital, print and broadcast advertising, as well as other promotional initiatives approved by the OTD prior to their execution.

The annual budget available under the Marketing Matching Sponsorship program shall not exceed \$50,000.00 and each recipient shall be awarded an amount not to exceed \$5,000.00. In order to receive the Sponsorship monies, the recipient must match the Sponsorship amount with a dollar-for-dollar match and/or in-kind goods or services for event related expenditures. Staff salaries are not eligible towards matching funds. In-kind goods or services must be provided by third party entities.

To be eligible to participate in the Marketing Matching Sponsorship Program, the Event Host Organization must meet all of the following criteria:

- Event Host Organization must be previously established for a minimum of 2 years and has hosted previous events with proven track record of success.
- Event attendees must utilize Pasco County hotel rooms to generate Tourist Development Tax.
- Event must show potential for future growth in Pasco County.
- Event must show a direct economic impact on the local commerce.
- Event must show marketing efforts by promoting the Event to tourists as defined by Section 125.0104 (2)(b)2., Florida Statutes,: “Tourist” means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations in Pasco County.”
- No Event Host Organization may be considered for or receive more than one Marketing Matching Sponsorship per year.
- Event Host Organizations must demonstrate that the event will directly contribute to the promotion of tourism and attraction of overnight visitors to Pasco County.

If this new program is recommended by the TDC, the OTD will prepared a new application accordingly and the proposal will be presented to the Board of County Commissioners on May 8, 2018 for final approval in order to open the 2018-2019 Cycle in early June.



TOURISM OFFICE SUMMARY

TO: Tourist Development Council DATE: 4/11/2018 FILE: TD18-0046
FROM: Office of Tourism Development SUBJECT: Update on Tourism Activities

The following is a summary of activities for the period of March 27, 2018 –May 15, 2018:

E. PRESENTATIONS

E-1. Quarter 1 Partial Report – Visitor Profile and Economic Impact Study – Downs & St. Germain Research, Inc., LLC. – No Funding Required

On January 23, 2018, the Pasco County Board of County Commissioners approved the agreement with Downs & St. Germain Research, Inc. (DSR) to complete a visitor profile and economic impact study for Pasco County, Florida. The Office of Tourism Development (OTD) lacked the research needed to better understand the County’s target market and gain more strategic marketing insights. By knowing Pasco’s audience, the OTD will be able to develop marketing and promotional activities that will both engage potential visitors and achieve the best return on investment. In addition to the Visitor Profile Study, DSR is also developing an Economic Impact Study, to accurately estimate visitor volume and spending. Knowledge gained through the Economic Impact Study will allow the OTD to understand the existing economy and help identify opportunities to position Pasco County as a “destination” to future travelers. The two studies will be used to enhance stakeholder knowledge and to improve communication with stakeholders and community leaders.

E-2. Site Visit and County Inspection – Hayley Wickenheiser – Wickenheiser World Female Hockey Festival

The Wickenheiser World Female Hockey Festival (WickFest) is one of the largest and most celebrated hockey tournaments for young women in the world, focused on building not just the player, but the whole person. WickFest is an event where girls from around the world can form lasting friendships, build life-skills and participate in an event that will build self-esteem, pride, and skill levels through activities, clinics and workshops. While the tournament is important, WickFest is rounded out by several off-ice components such as several clinics and workshops that don’t just focus on developing the athlete, but developing the attendees who take part off the ice too.

The OTD has paid for Ceilidh and Robb Price’s, Event Coordinators, airline tickets and will be hosting them during their trip to Pasco, which has for main goal to get them familiar with our area and start negotiations to bring this major event to our County Dec 28-31, 2019.

E-3. Marketing Matching Sponsorship Program – Office of Tourism Development – To Replace Special Event Marketing Program - \$50,000.00

The Office of Tourism Development (OTD) is proposing to replace the Special Event Marketing Program Policy in order to adjust the process and funding to be consistent with current tourism standards. Although this program was updated in 2017, after receiving Post Event Reports from grantees, the OTD found that the latest update to the policy did not improve the program and on the contrary it negatively impacted some of the recipients due to the current reimbursement process.

The OTD is proposing to adopt a Marketing Matching Sponsorship, similar to the Advertising Matching Grants Program administered by Visit Florida to award organizations or events that promote tourism in Florida with State funds.

The annual budget available under the Marketing Matching Sponsorship program shall not exceed \$50,000.00 and each recipient shall be awarded an amount not to exceed \$5,000.00. In order to receive the Sponsorship monies, the recipient must match the Sponsorship amount with a dollar-for-dollar match and/or in-kind goods or services for event related expenditures. Staff salaries are not eligible towards matching funds. In-kind goods or services must be provided by third party entities.

F. DIRECTOR REPORT

F-1. Destination Assessment and Updated Strategic Tourism Plan 2019-2021

On April 3, 2018 the OTD sent the survey to over 250 stakeholders. As of 4/12/18 the consultant has received 49 surveys. Future steps include a TDC workshop in May and a stakeholder workshop (TBD).

F-2. Destination Update (STR/TDT Revenue)

FEBRUARY STR REPORT

Average Occupancy Rate			Average Daily Rate			REVPAR		
2017	2018	% Change	2017	2018	%Change	2017	2018	%Change
80.4%	82.6%	+2.7%	\$101.15	\$103.24	+2.1%	\$81.34	\$85.29	+4.9%

- STR Report – February’s Smith Travel Report showed a growth in occupancy at +2.7% from 80.4% in 2017 to 82.6% in 2018. Pasco’s ADR increased +2.1% for the month of February bringing the ADR in at \$103.24 from \$101.15. Our REVPAR increased +4.9% from \$81.34 to \$85.29.

TOURIST DEVELOPMENT TAX

- Tourist Tax Collection – February Tourist Development Tax Revenues increased over 120% (+\$137,067) to \$248,635 in comparison to February’s revenue in 2017 at \$111,568. This significant increase is due to the additional two pennies.

F-3. Rebranding and Repositioning Visit Pasco - RFP-BB-18-049

Responding Firms (Alphabetical Order):

1. Akers Media Group, Inc. (AMG)
2. Evok Advertising & Design, Inc. (EAD)
3. Paradise Advertising & Marketing, Inc. (PAM)
4. Streetsense, Consulting, LLC (SSC)
5. The Zimmerman Agency, LLC (TZA)

On March 19, 2018, at a properly noticed public meeting, the evaluation committee discussed and carefully considered each proposer’s qualifications and experience. The committee independently scored the five responsive firms and found, through the tally of the scores, that the top scoring firms were TZA and PAM. The evaluation committee voted to hold oral presentations and interview the two firms with the highest scores.

On April 6, 2018, at a properly noticed meeting, the evaluation committee heard oral presentations and independently ranked the two firms. TZA was the highest ranked firm, followed by PAM.

Upon BCC approval, the team members can begin meaningful discussions with the top ranked firm, TZA, in hopes of securing an agreement. If negotiations with the top ranked firm are not successful, negotiations will begin with the other proposers based on their ranking. The resulting agreement will be presented to the BCC for approval, with a full accounting of the negotiation process.

F-4 Wesley Chapel Sports Complex Update

On March 27, 2018 the BCC approved the Construction Management Agreement with AJAX. On April 20, 2018, the County, AJAX and Raddports will meet to finalize details about the construction of the Sports Complex and a new timeline.

F- 5. Customer Service Specialist FY 2018

Official request will be presented at the 4/24/18 BCC meeting. TDC is sending a recommendation letter to supports this initiative.

G. UNFINISHED BUSINESS

G-1 Projects Report Update– See [Attachment 1](#)

- Dick's Tournament of Champions – The OTD sent KSE a deadline to submit the sponsorship request for the 2018 Event and explained that even if they don't apply for a Visit Pasco Sponsorship they can still hold the Event in Pasco County, working directly with Parks and Recreation. KSE responded and confirmed that they will not be applying for the sponsorship. They are in the process of transitioning ownership of the Event to another company. At this time, it is unknown who that company is.
- Gran Fondo Florida, a non-standard bicycle races that focuses much more on the recreational cycling experience while still providing a competitive environment to promote the interest of serious cyclists and racers, was hosted for its 6th time in Pasco County in the beautiful rolling hills of San Antonio. The Event attracted over 400 participants from all over the Country. The previous years, Gran Fondo was a one-day Event, however, this year it became a two-day Event in order to increase the amount of time our riders spend in Pasco County.
- Savage Race Florida Spring 2018, a 5-6 mile run with 25 of the world's best obstacles, was hosted at Little Everglades Ranch, Dade City March 17-18, bringing over 15,000 visitors (participants and spectators) to the County.
- The Florida Region of the Amateur Athletic Union (AAU) West Coast Karate Championship came back to Pasco County. The Event took place at the Bishop McLaughlin High School on March 17, 2018. Approximately 400 participants from all over Florida gathered to compete and qualify to compete at the Regional Championships.
- West Pasco Youth Soccer Association (WPYSA) will be hosting the 11th Florida Premier Spring Showcase (FPSS), April 13-15, 2018 at the Mitchell and Collier fields. This Event will feature age groups from U8 to U18 in highly competitive brackets. In addition, in order to cater to teams planning ahead for next season, the FPSS will feature U11 Groups for U10 teams wishing to play 9 v 9 and U13 groups for U12 teams wishing to play 11 v 11. 144 teams and over 2000 athletes will come to Pasco from all over Florida.

G-2 Conference Attendance and Special Engagements

- *2018 NetFest- Pasco EDC* – April 5th- Epperson, Wesley Chapel - Featuring the Nation's First Crystal Lagoons Amenity – OTD
- *FADMO Destination Marketing Industry Summit* - April 18-20, 2018 – Hammock Beach Resort, Palm Coast, Florida – Adam Thomas
- 2018 NASC Symposium – April 23 – 26, 2018 – Minneapolis, MN – Consuelo Sanchez
- Association of Chief Executives for Sport (ACES) Conference - May 7-9, 2018 - PGA National Resort, Palm Coast, Florida – Consuelo Sanchez

H. MEDIA REPORT

H-1 FAM Tours

On April 27-30, 2018 Visit Pasco will host “Jessie on a Journey,” a Brooklyn-based travel influencer with 120k+ social media followers. Jessie’s time in market will highlight new destination experiences previously not featured on FAM tours including a hot air balloon experience with American Balloons in Land O’Lakes, coastal water bike rentals and u-pick farm time at Starkey Blueberry Ranch. Jessie’s visit is in conjunction with Visit Pasco’s current campaign with Madden Media, which has been delivering impressive results so far including:

- A total of 4,566 visitors to visitpasco.net in March.
- CTR ended at 4.67% in March, double the travel industry goal of 2.18%.
- Facebook has received over 1,000 clicks, 1,122 Added Value Page Engagements, and 18 Added Value Page Likes.
- Display served over 548,000 impressions with a CTR of .17%. The CTR goal for display is .10%, so we are off to an impressive start.
- Florida Co-op retargeting ads served over 143,000 impressions with a CTR of .17%

H-2 Website, Social Media and Marketing Update

H-2.1 Social Media - As of 4/12/18

- Visit Pasco Destination Facebook –13,173 Fans
- Visit Pasco Destination Instagram – 307 Fans
- Pasco Sports Commission Facebook – 135 Fans
- Pasco Sports Commission Instagram – 115 Fans

H-2.2. Content and Media Update

Previously presented partnerships with CrowdRiff and Threshold 360 will be launching soon as well, and web integration for both the immersive 360 tours and user-generated content is underway.



Pasco County Office of Tourism Development Projects Report

DATE: 4/12/2018

Special Event Marketing Program

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>NEXT STEP</u>	<u>DEADLINE</u>	<u>NOTES</u>
Kumquat Fest	\$ 7,300	1/27/18	Work in progress	Payment pending	4/30/18	
Pig in Z/hills	\$3,000	1/19/18	Work in progress	Payment	4/30/18	
Chasco Fiesta	\$ 15,000	3/9/18	Work in progress	Post Event Report	6/20/18	

Sport Event Sponsorship Program

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>NEXT STEP</u>	<u>DEADLINE</u>	<u>NOTES</u>
• Dick's TOC 2017	\$20,000	12/29/17	Complete		4/23/18	Final payment approved for \$20,000
• Florida AAU West Coast Karate Championship	\$1,200	3/17/18	Complete	Payment	5/1/18	Event produced 68 room nights in Pasco for a final payment of \$816
• Gran Fondo	\$5,000	3/24/18	Work in progress	Post Event Report	5/9/18	
• Dixie Games	\$1,200	4/26/18	Work in progress	BCC's approval	4/24/18	
• Memorial Day Challenge	\$6,000	5/18/18	Work in progress	BCC's approval	5/08/18	
• Caliente	\$3,600	5/6/18	Work in progress	Upcoming Event	5/6/18	Insurance approved
• U.S. Tittle Series	\$TBD	September	Work in progress	TDC's recommendation	6/30/18	Event has been rescheduled from May to September
• Sunshine Games Figure	\$9,000	5/18/18	Work in progress	Upcoming Event	5/18/18	

Skating

• AJGA at Saddlebrook	\$3,000	6/18/18	Work in progress	Upcoming Event	6/18/18	Insurance approved
• THORS	\$25,000	7/6/18	Work in Progress			Upcoming event
• Savage Blitz	\$7,000	11/3/18	Work in progress	BCC's approval	5/08/18	
• Fall Savage Race	\$20,000	11/10/18				Upcoming event
• Memorial Day Challenge	\$6,000	5/18/18	Work in progress	BCC's approval	5/08/18	

REQUEST FOR PROPOSALS

- 3v3 Kick It Soccer World Championship – Working with P&R to send RFP

Florida Sports Foundation

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>DEADLINE</u>	<u>NOTES</u>
Dick's TOC 2017	\$12,500	12/29/17	Work in Progress	3/28/18	Final grant for \$10,000
Savage Race Fall 2017	\$1,500	11/11/17	Approved by FSF	2/11/18	Post Event Report submitted on 2/10/18
Torhs 2Hot4Ice	\$15,000	3/14/18	Approved by BCC		

Film Commission

<u>FILM PROJECT</u>	<u>DATE</u>	<u>PRODUCER</u>	<u>VENUE</u>	<u>DEADLINE</u>	<u>STATUS</u>	<u>STAFF</u>
Zero to 60	10/12/17	ITV America	Camp Head Rd – Land O Lakes		Approved	CS/SB
Sniper - PBS	10/13/17	Arrow International Media	Hudson		Approved	CS/SB
Intel #1032 VR Shoot	12/06/17	Something Ideal Inc, DBA M ss ng P eces	FL Center Ice & B-roll of Olympic Athlete in everyday life situations & Saddlebrook Resort		Approved	CS/SB

Tiny House Big Living	01/14/18	Dorsey Pictures	Starkey Park	N/A	Approved	CS/SB
Buckets of Blood	01/16/18 -	Buckets of Blood LLC	Crews Lake Park		Approved	CS/SB
Sex, Lies, & Murder	01/26/18 01/17/18 -	Pyramid Productions I Inc	Port Richey		Approved	CS/SB
The Black Mound	02/23/18 02/26/18	Film Emporium	Starkey Park		Approved	CS/SB
POTELIGEO	03/06/18	Steve Belkowitz Photography	Starkey Wilderness		Approved	CS/SB
The Blackmound	04/07/18	UCF Film	Crews Lake Park		Approved	CS/SB
What Lies Beneath	04/23/18	Arrow Media	Hudson, NPR, Port Richey		COI Approved 04/10/18 Sherriff Office Approved	CS/SB

Barricade Rental

<u>EVENT</u>	<u>DATE</u>	<u>STATUS</u>	<u>NEXT STEP</u>	<u>DEADLINE</u>	<u>STAFF/NOTES</u>
Veterans Alternative	11/11/17	Complete	N/A	11/10/17	SB / Event: Veterans Freedom Fest
DC Christmas Parade	12/01/17	Complete	N/A	11/30/17	SB / Event: Christmas Parade
City of Zephyrhills	12/02/17	Complete	N/A	11/30/17	SB / Event: Festival of Lights
West Pasco Chamber of Commerce	12/09/17	Complete	N/A	12/08/17	SB / Event: Holiday Street Parade I
Zephyrhills Chamber of Commerce	01/20/18	Complete	N/A	01/12/18	SB/ Event: Pigz in Z'hills BBQ and Blues
Main Street Zephyrhills	03/10/18	Complete	N/A	02/02/18	SB/CS Event: 108th Founder's Day Parade & Festival
Chasco Fiesta, Inc	03/09/18- 03/17/18	Complete	N/A		CS/SB Event: Chasco Fiesta
Central Pasco Chamber of Commerce	03/24/18	Approved	N/A	02/20/18	SB/Event: Land O Lakes Music Festival
Greater New Port	04/20/18-		Pick up the barricades on		SB/Event: 19th Annual Cotee River

Richey Main Street Inc.	04/22/18	Approved	4/19 and return on 04/23/18	03/12/18	Seafest
Greater New Port Richey Main Street Inc.	06/29/18-06/30/18	Approved	Pick up barricades on 06/27/18 and return on 07/01/18	03/08/18	SB/Event: 2018 Kia Feat Main Street Blast

Financial Reporting

<u>PROJECT</u>	<u>DATE</u>	<u>DUTIES</u>	<u>NOTES</u>	<u>STAFF</u>
FY18 Budget	On going	Maintain budget and monitor all purchases, expenses, PO requests, requisitions, reimbursements, etc.		SB

Other Projects

<u>PROJECT</u>	<u>AMOUNT</u>	<u>STATUS</u>	<u>DEADLINE</u>	<u>STAFF</u>
Visitor Profile	\$48,000	Consultant has been working with hotels, attraction and events. First quarterly presentation is scheduled for the next TDC meeting on April 18.	5/30/19	CS
Gateway Signage	\$100,000	Tabled until Rebranding project is completed		AT
Cycling Center Bike Hub	\$250,000	Waiting for business plan from Dade City	TBD	AT/PB
Cycling map		BPAC is reviewing map to provide insight about it		
Advertising agreement with Florida Hospital Center Ice		Working on assets for advertising campaign		BF

Tourism Quarterly Expenditure Report - As of 03/31/18

Fund Balance		Fund Balance		Adopted Budget				FY17-18				Total	
Revenue		Revenue		Revenue				Revenue				Revenue	
Fund Balance	2113												
Projected TDT	2113	100%	312120	\$ 2,216,146.00									
		95%		\$ 2,105,338.70									
		YTD		\$ 960,057.22									Total Remaining
TDI to be collected				\$ 1,256,088.78									

Operations		21135044		Admin - Quarterly Expenditures				TOTAL SPENT	TOTAL REMAINING
ORIGINAL BUDGET	Carry Forwards / Budget Amendments	REVISED BUDGET	Oct-Dec 1st	Jan-Mar 2nd	Apr-Jun 3rd	Jul-Sept 4th			
511200 REGULAR SALARIES AND WAGES		\$ 216,758.00	\$ 43,950.56	\$ 51,283.00			\$ 95,233.56	\$ 121,524.44	
511290 EMPLOYEE BUY BACK		\$ -	\$ -	\$ -			\$ 1,226.03	\$ (1,226.03)	
511300 OTHER SALARIES & WAGES		\$ 6,000.00	\$ -	\$ -			\$ -	\$ 6,000.00	
512100 FICA		\$ 15,912.00	\$ 3,398.30	\$ 3,827.28			\$ 7,225.58	\$ 8,686.42	
512200 RETIREMENT		\$ 16,367.00	\$ 3,480.90	\$ 4,061.64			\$ 7,542.54	\$ 8,824.46	
512300 I/T -2505 HEALTH SELF INSURANCE		\$ 36,000.00	\$ 5,629.96	\$ 10,286.82			\$ 15,916.78	\$ 20,083.22	
533400 OTHER CONTRACTED SERVICES		\$ 840.00	\$ -	\$ -			\$ -	\$ 840.00	
533414 EMP MOVING SERVICES		\$ -	\$ 1,251.45	\$ -			\$ 1,251.45	\$ (1,251.45)	
534000 TRAVEL & PER DIEM		\$ 22,694.00	\$ 2,548.11	\$ 2,382.72			\$ 4,930.83	\$ 17,763.17	
534100 COMMUNICATIONS		\$ 2,424.00	\$ 825.78	\$ 429.20			\$ 1,254.98	\$ 1,169.02	
534500 I/T -2504 COUNTY INSURANCE FUND		\$ 4,618.00	\$ -	\$ -			\$ -	\$ 4,618.00	
534951 EDUCATION & TRAINING		\$ 15,855.00	\$ 334.00	\$ 2,420.00			\$ 2,754.00	\$ 13,101.00	
555100 OFFICE SUPPLIES		\$ 500.00	\$ 299.67	\$ 53.46			\$ 353.13	\$ 146.87	
555200 OPERATING SUPPLIES		\$ -	\$ -	\$ 29.77			\$ 29.77	\$ (29.77)	
555201 GAS OIL LUBRICANTS		\$ -	\$ 7.83	\$ -			\$ 7.83	\$ (7.83)	
588310 INDIRECT COST - BCC		\$ 110,277.00	\$ -	\$ -			\$ -	\$ 110,277.00	
Total		\$ 448,245.00	\$ 62,952.59	\$ 74,773.89	\$ -	\$ -	\$ 137,726.48	\$ 310,518.52	

Promotion		21135048		Promotions - Quarterly Expenditures				TOTAL SPENT	TOTAL REMAINING
ADOPETD BUDGET	Carry Forwards / Budget Amendments	REVISED BUDGET	Oct-Dec 1st	Jan-Mar 2nd	Apr-Jun 3rd	Jul-Sept 4th			
533400 OTHER CONTRACTED SERVICES		\$ 278,810.00	\$ 657.56	\$ 120,329.00			\$ 120,986.56	\$ 123,073.44	
534000 TRAVEL & PER DIEM		\$ -	\$ -	\$ 2.14			\$ 2.14	\$ (2.14)	
534400 RENTAL AND LEASES		\$ 2,500.00	\$ 107.56	\$ 217.13			\$ 324.69	\$ 2,175.31	
534403 RENTAL OF COUNTY EQUIPMENT		\$ 3,165.00	\$ 792.00	\$ 528.00			\$ 1,320.00	\$ 1,845.00	
534602 MAINT OF AUTOMOTIVE EQUIPMENT		\$ 866.00	\$ 146.00	\$ 219.00			\$ 365.00	\$ 501.00	
534700 PRINTING-BINDING-REPRODUCTION		\$ 32,200.00	\$ -	\$ 15,208.00			\$ 15,208.00	\$ 16,992.00	
534800 PROMOTIONAL ACTIVITIES		\$ 28,448.00	\$ 55,000.00	\$ 83,448.00	\$ 55,896.25	\$ 18,530.44	\$ 74,426.69	\$ 9,021.31	
534920 ADVERTISING		\$ 264,448.00	\$ 264,448.00	\$ 8,057.07	\$ 237,650.77		\$ 245,707.84	\$ 18,740.16	
534920-G000 ADVERTISING		\$ 18,509.00	\$ 10,000.00	\$ 8,500.00			\$ 18,500.00	\$ 9.00	
534923 FOOD AND DIETARY		\$ 7,750.00	\$ -	\$ 1,941.70			\$ 1,941.70	\$ 5,808.30	
552009 IT PURCHASE HARDWARE/SOFTWARE		\$ 2,550.00	\$ -	\$ 2,493.66			\$ 2,493.66	\$ 56.34	
555100 OFFICE SUPPLIES		\$ -	\$ -	\$ 155.55			\$ 155.55	\$ (155.55)	
555101 POSTAGE		\$ 6,000.00	\$ 220.32	\$ 3,134.41			\$ 3,354.73	\$ 2,645.27	
555106 UNCAPITALIZED EQUIPMENT		\$ 500.00	\$ 8,500.00	\$ 138.98			\$ 138.98	\$ 3,611.02	
555200 OPERATING SUPPLIES		\$ 1,000.00	\$ 314.59	\$ 50.00			\$ 364.59	\$ 635.41	
555201 GAS OIL LUBRICANTS		\$ 847.00	\$ 252.33	\$ 49.42			\$ 301.75	\$ 545.25	
555401 MEMBERSHIPS		\$ 11,150.00	\$ 6,300.00	\$ 1,295.00			\$ 7,595.00	\$ 3,555.00	
564000 FLEET MACHINERY & EQUIPMENT		\$ -	\$ 76,132.00	\$ -	\$ 76,131.29		\$ 76,131.29	\$ 0.71	
588201 EVENT SPONSORSHIPS		\$ 366,215.00	\$ 333,083.00	\$ 21,200.00	\$ 206,000.00		\$ 227,200.00	\$ 105,883.00	
Total		\$ 1,024,958.00	\$ 1,096,208.00	\$ 104,082.66	\$ 692,435.51	\$ -	\$ 796,518.17	\$ 299,689.83	