



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

May 16, 2018 – 9:30am

Pasco County Historic Courthouse in Dade City
37918 Meridian Ave
Dade City, FL 33525
TDC Agenda

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
Vice-Chairman, Councilmember Camille Hernandez
Councilmember, Chopper Davis

Mike Kidd
Judy Sutton
Robert Riehle

Piyush Mulji
Wendy Longman
Greg Lenners

- A. CALL TO ORDER: *Invocation, Pledge of Allegiance, and Roll Call*
- B. OPEN TO THE PUBLIC
Persons wishing to address the Council are requested to sign in and will be limited to three (3) minutes.
- C. APPROVE MINUTES OF MEETING (Chairman Moore)
 - C-1. Approve March 28th TDC Minutes as presented
 - C-2 Approve April 18th TDC Minutes as presented
- D. ADJOURNMENT
 - 3-YEAR STRATEGIC TOURISM DEVELOPMENT PLAN WORKSHOP (Don Anderson)

Next TDC meeting: June20, 2018 9:30 A.M.
West Pasco Government Center
8731 Citizens Dr. New Port Richey, FL 34654

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

MARCH 28, 2018

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

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

9:30 A.M.

HISTORIC PASCO COUNTY COURTHOUSE, BOARD ROOM 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FL 33525

Tourist Development Council Members:

The Honorable Mike Moore
Chairman, BCC

The Honorable Camille Hernandez
Vice-Chair, Mayor, City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Judy Sutton **ABSENT**
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

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

Adam Sala **ABSENT**
Treehoppers Aerial Adventure Park

Wendy Longman
Windsong Charters

Staff:

Adam Thomas
Director, Visit Pasco County

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Consuelo Sanchez
Program Manager

Brendan Fitterer
Public Communications Specialist

Shelly Bandy
Project Coordinator III

A. CALL TO ORDER: Invocation, Pledge of Allegiance, and Roll Call

Chairman Moore called the meeting to order at 9:34 a.m.

Ms. Katie McCormick, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Ms. McCormick called the roll. All members were present except Ms. Sutton, Mr. Mulji, and Mr. Sala.

Chairman Moore noted Mr. Sala had moved from the area and a replacement would need to be located.

B. INTRODUCTIONS (Chairman Moore)

B-1. Welcome Robert Riehle

Chairman Moore welcomed Mr. Riehle to the Council and said he represented Saddlebrook and was taking over for his grandfather, Mr. Dempsey.

Mr. Riehle spoke about his background and experience.

C. OPEN TO THE PUBLIC

Persons wishing to address the Council are requested to sign in and will be limited to three (3) minutes.

There was no public comment.

D. APPROVE MINUTES OF MEETING (Chairman Moore)

D-1. Approve February 21st TDC Minutes as presented

The Board approved the minutes from February 21st, 2018.

E. PRESENTATIONS

E-1. Consuelo Sanchez - Sports Event Sponsorship Agreement – Savage Blitz

Ms. Sanchez spoke regarding the Savage Blitz, their marketing and exposure. It was a smaller version of the Savage Race. The applicant was requesting \$7,000.00. She mentioned matching funds, areas of advertisement and marketing targets, the pilot program regarding the marketing, and coinciding events.

Mr. Thomas pointed out this was a new event and while room night generation was not certain, they were looking to draw more traffic and events to Pasco County on a regular

basis for their marketing efforts. Savage Blitz would have to submit their marketing plan in order to receive the matching funds.

Discussion followed regarding other races in the country; room nights; matching funds; funding policies based on room night generation or matching/marketing; funding formulas; the difficulties of proving room night generation; Pasco hotels; and the goal of self-sustaining events.

The Board approved Staff's recommendation.

E-2. Pamela Navarra-Chiavaroli – Sports Event Sponsorship Agreement – 2018 Dixie Games

Ms. Sanchez introduced Mr. Joey Chiavaroli and said the event generated 100 room nights last year with visitors from all over the south.

Mr. Chiavaroli used a Powerpoint to explain the Dixie Games which was a multi-sport multi-disability competition. He spoke further on the event and its history. The Pasco area was home to many other events of this nature; the goal was to grow the Dixie Games in Pasco County using various venues and to develop a similar year round sports program in Pasco County for people with disabilities.

Councilman Davis noted the event was county-wide and felt that was a big plus for the entire county. He told Mr. Chiavaroli if he had any problems "growing" his event, to come back to the Tourist Development Council.

The Board approved Staff's recommendation.

E-3. Ralph Sowder – Sports Event Sponsorship Agreement – Memorial Day Challenge

Ms. Sanchez said this was the second time the event was held in Pasco County. It had been so successful, they were moving to a larger venue. The applicant was requesting \$6,000.00 and Staff recommended \$12.00 per room night, with a maximum of \$6,000.00

The Board approved Staff's recommendation.

E-4. Gary B. Beck - Sports Event Sponsorship Agreement – PBA 50 Florida Open

Ms. Sanchez gave the history of the event and while the applicant was requesting \$15,000.00, Staff recommended a sponsorship of \$6,000.00 based on room night generation.

Mr. Gary Beck gave the history of the event and said they were sold out this year with attendees from seven countries. Moving the grant to a pure performance basis had been a struggle based on his experience with the hotels returning the certification forms. Additionally, with the growth of online booking, tracking rentals was even more difficult. Reducing the amount awarded to Killer B Promotions to a strict \$12.00 per room night for this event would remove Pasco County from any mention in the title of the event. He spoke further regarding the attendees, the generation of future business, and marketing the event.

Discussion followed regarding other possibilities and issues with tracking and documenting room nights.

The Board approved Staff's recommendation.

F. DIRECTOR'S REPORT (Adam Thomas, Director)

F-1. FADMO Legislative Update

Mr. Thomas communicated information about the change model making Pasco County a "destination" and focusing on "where we're going rather than where we've been." This effort tied into the County's strategic plan, the rebranding of Pasco County, and industry best practices.

Mr. Thomas spoke regarding recent bills on tourism issues and said two recent bills passed into legislation. One pertained to the Visit Florida budget and the other did not pertain to Pasco County based on income collection.

Discussion followed regarding other legislative issues.

F-2. Destination Assessment and Updated Strategic Tourism 2021 Update

Mr. Thomas spoke regarding upcoming industry stakeholder meetings, destination surveys and reviews, along with various workshops in the area.

F-3. Destination Update (STR/TDT Revenue)

Mr. Thomas used the January Smith Travel Report (STR) to point out Pasco County lost ground in revenue and compared Pasco's activities to other areas in the State. January

saw an increase of 138% over last year in Tourist Development Tax collected, partially due to the recent rate increase.

F-4. Rebranding and Repositioning Visit Pasco - RFP-BB-18-049 Update

Mr. Thomas said there were five responding firms and the Evaluation Committee selected two of them to move forward. Both Paradise and Zimmerman Agency would be making presentations on April 6th.

F-5. Wesley Chapel Sports Complex Update

Mr. Thomas confirmed the contract management agreement was approved at the March 27th Board of County Commissioners meeting. The groundbreaking ceremony for the complex would held be on June 7th.

Commissioner Moore suggested all the TDC members attend the ceremony along with the local Chambers of Commerce and other stakeholders.

F-6. OTD Transportation - FY 2017-2018

Mr. Thomas said the Office of Tourism Development (OTD) was relocating from the West Pasco Government Complex and the transportation needs of the department would change. He mentioned personal mileage reimbursement, pool car usage, and the plan to have designated vehicles for the OTD. He believed two vehicles would be sufficient for the department except for certain simultaneous trade shows when more vehicles would be needed. He would be asking for additional Staff and vehicles in next year's budget. OTD vehicles would be a moving advertisement, used in conjunction with a mobile tourist welcome center.

Discussion followed about the advantages of the new location near the Suncoast Parkway; other ways to make the OTD more visible; and future creative branding and messaging.

BOARD ACTION ITEMS:

F-7. Additional staff – FY 2017-2018

Mr. Thomas noted the initiatives and programs of the OTD would be changing and growing in the near future and said Staffing would need to increase with the next budget. The OTD wanted to move forward with a Customer Service Specialist for the Welcome Center to handle guest interaction, partners and businesses, and distribution of material. He spoke further on the position. A Budget Amendment in the amount of

\$15,000.00 would be needed to pay for the position for the remainder of the year. He felt this person was needed to keep from missing opportunities.

The Board approved Staff's recommendation.

Chairman Moore suggested a letter form the TDC supporting the request and a presence at the April 11th Board of County Commissioners meeting.

The Board approved to allow the Chair to sign a letter of support for this matter.

F-8. Fund Balance, Contingency, Capital Reserves and Special Project Accounts Policy

Mr. Thomas explained the item was a draft of how the OTD would use the contingency plan already in place. The model would place 60% of annual expenditures in a restricted reserve account for emergencies. The remainder would be placed in a special projects account available to the TDC for other projects on one-time non-recurring expenditures after Board approval. Staff requested a motion to approve the policy as presented.

The Board approved Staff's recommendation.

G. UNFINISHED BUSINESS (Consuelo Sanchez, Program Mgr.) G-1. Projects Report Update

Ms. Sanchez updated the TDC on various projects. She noted the agreement with the Kumquat Festival was performance based and the certifiable room numbers were lower than anticipated so the reimbursement was reduced to \$2,400.00. She spoke further on the Festival's efforts and marketing strategy.

Mayor Hernandez commented that she understood the reimbursement policy but that Mr. Moors from The Kumquat Festival had put a lot of effort into the event which was a "huge success" and she was not pleased with the outcome.

Mr. Thomas reminded the TDC the policy was "professionalizing" the Board and to hold events accountable. He agreed the Kumquat Festival was a unique event which drew a lot of people to the area.

Mr. Moors, with the Greater Dade City Chamber of Commerce, appreciated the support and said they were not promoters; the event was put on for the County and the community. They needed more help with the marketing section of the grant. He pointed out there was no charge for the event and was manned by volunteers.

Discussion between the TDC and Staff followed regarding other tournaments and competitions in the area who had submitted documents; funds generated; future certifications; new maps for trails; current and future agreements; event scheduling and opportunities; and the scalloping season in this area.

Chairman Moore asked for an update on the Dick's TOC in the very near future.

G-2. Conference Attendance and Special Engagements

Mr. Thomas said the Whiskey Joe's event was well attended but the parking needed to be improved.

Ms. Sanchez mentioned problems with the Florida Sports Foundation and stated that various roundtable meetings were planned for counties to be included in discussions. She commented on support by local elected officials, best practices, the spending matrix and population based funding. She mentioned a NetFest event, sports tourism discussion, and partnering with local municipalities and with the School Board.

Discussion followed regarding SunWest Park activities.

H. MEDIA REPORT (Brendan Fitterer, Comms. Mgr.) H-5. Website, Social Media and Marketing Update

Mr. Fitterer said Pasco County was going in the right direction with social media, new media partners, participants and greater content. Marketing Pasco County as a destination required compelling language along with photos and videos. Pasco County needed more pictures and a professional photographer had been engaged to produce about 50 "hero" images which would be billboard level or print ad. He spoke further on advertising and marketing efforts. Traditional marketing was still a component of advertising based on the coastal aspect of Pasco County. He mentioned two new products Pasco Tourism was using. Threshold 360 encompassed an immersive video experience of various venues and sites in Pasco County. A second advertising and marketing tool was CrowdRiff, a user-generated content provider that drew primarily on targeted social content within the market. CrowdRiff could be shared with Pasco County partners and venues. Both these products would build a "library" and would transfer to the new tourism website.

I. OTHER BUSINESS BY COUNCIL MEMBERS I-1. New Port Richey (Councilman, Chopper Davis)

Councilman Davis noted the term "coastal tours" should be "coastal/eco tours" because of all the rivers, parks, and outdoor venues in this area.

I-2. Dade City

(Mayor, Camille Hernandez)

Mayor Hernandez agreed with the idea of using the term “coastal/eco” and said that idea worked well on the east side of the County also. She mentioned the bike hub and the cyclist map. The second phase of the Hardee Trail was about to break ground.

Ms. Longman said she would like to see more emphasis on the west side assets and venues. There was an opportunity to “explore something different” in Pasco County.

Discussion followed regarding things going on in Pasco County that even residents were unaware of; a tourism ambassador program to promote local products; and partnerships with local Chambers and venues.

Mr. Riehle described recent and planned renovations and updates at Saddlebrook.

Chairman Moore reminded everyone of NetFest which would be a good networking tool; it would be held at Metro Development in Connected City.

J. ADJOURNMENT

The meeting was adjourned at 11:16 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
MARCH 28, 2018



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

Prepared by: Katie McCormick
Katie McCormick, Records Clerk II
Board Records Division

TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

APRIL 18, 2018

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

9:30 A.M.

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

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM
8731 CITIZENS DRIVE, NEW PORT RICHEY, FL 34654**

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC

The Honorable Camille Hernandez
Vice-Chair, Mayor, City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Judy Sutton
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

Wendy Longman
Windsong Charters

Greg Lenners
Shoppes at Wiregrass

Staff:

Adam Thomas
Director, Visit Pasco County

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Consuelo Sanchez
Program Manager

Brendan Fitterer
Public Communications Specialist

Shelly Bandy
Project Coordinator III

A. CALL TO ORDER

Chairman Moore called the meeting to order at 9:30 a.m.

Invocation Pledge of Allegiance

Ms. Donalee Schmidt, Deputy Clerk, gave the invocation and led the Pledge of Allegiance.

Roll Call

Ms. Schmidt called the roll. All members were present. Mr. Mike Kidd arrived to the meeting at 9:31 a.m.

B. INTRODUCTIONS (Chairman Moore)

B-1. Welcome Greg Lenners

Chairman Moore welcomed Mr. Greg Lenners to the TDC.

Mr. Lenners stated he was the General Manager at the Shoppes at Wiregrass and noted they would be celebrating their 10 year anniversary this October. He spoke regarding the annual Symphony in Lights Show and other events held at the Shoppes, and his past experiences in Vegas and California.

C. OPEN TO THE PUBLIC

There was no public comment.

D. APPROVE MINUTES OF MEETING (Chairman Moore)

D-1. March 28th TDC Minutes will be presented at the May 16th TDC Meeting

No action was taken.

E. PRESENTATIONS

E-1. Joseph St. Germain – Downs & St. Germain Research – Q1 Partial Report Visitor Profile Study

Mr. Thomas reminded the Board the presentation would only include eight and a half weeks of data for the report.

Mr. Joseph St. Germain, St. Germain Research, explained this would be a yearlong study. This presentation would be for data from January through March. He reviewed the process followed for the study and noted the report represented 477 in-person or internet surveys. He reviewed the statistics with the Council and explained an update would be provided every quarter with a yearlong report at the end of the year.

Discussion followed regarding sports tournaments held in the County; Airbnb statistics; the use of heat maps; snowbird communities; use of the VisitPasco App; advertising in airplane magazines; that 4 out of 5 visitors drove to the County; the upcoming scallop season; data collection and the sample size; and that the data was encouraging.

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

E-2. Ceilidh and Robb Price – WickFest – Female World Hockey Festival

Ms. Sanchez introduced Ms. Ceilidh Price and Robb Price. She invited Mr. Gordie Zimmerman to speak regarding the item.

Mr. Gordie Zimmerman spoke regarding his introduction from a Lightning player to Ms. Hailey Wickenheiser who was a four time gold medalist and the top women's hockey player in the world. Ms. Wickenheiser had developed a tournament which was the largest women's tournament in the world with over 100 teams participating. The NHL and said they wanted to grow women's hockey and there was no better way to do that then to have a world class tournament come to Wesley Chapel. He felt the tournament would be tremendous for the area.

Mr. Robb Price said they were happy to be here and displayed a video of Ms. Wickenheiser.

Ms. Ceilidh Price spoke regarding the tournament which was a vision of Ms. Wickenheiser to create a legacy for women's hockey. She noted Ms. Wickenheiser did not receive any money from the event. She spoke extensively regarding the event which started in the Vancouver area and spoke regarding the anticipated first year room nights to be 1,500 to 2,000, the implementation of a "stay to play" policy where the teams were financially penalized if they stayed outside of designated hotels, the use of corporate sponsorships and that the Tampa Bay Lightning agreed to be a partner in terms of marketing the event. Ms. Wickenheiser had indicated she would take more of a "backseat" in the US market and they would hire USA players. Currently their title

sponsorship was a Canadian company and that they had room to have a US title sponsor offset costs.

Discussion followed regarding the sponsorship costs; that the event would be an extraordinary opportunity; the need to review a business proforma as a whole for the event before they went into detail; an anticipated investment of approximately \$79,000.00; that Staff would apply for a Florida Sports Foundation grant as well as other sponsorship opportunities; the rental costs involved; the timing of the event; business objectives for the NHL; they had the support of the Tampa Bay Lightning and had been in discussions with the NHL; the concept of the event; the economic income piece; and the anticipated date for the event would be December 28th.

Ms. Sanchez noted once Staff received the proforma they would share the information with the Council.

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

E-3. Consuelo Sanchez – Marketing Matching Sponsorship Program

Mr. Thomas explained the item was a draft Marketing Matching Sponsorship Program to replace the Special Event Marketing Program. Currently, the make-up of the funding program would be for out of County promotions and advertising for each event. The annual marketing budget for the TDC line items would not exceed \$50,000.00 and each applicant awarded would only be awarded up to \$5,000.00 in match. The applicant of the sponsorship would be required to have a dollar for dollar cash match or in-kind goods or services related to the expenditures. This same model was used by VisitFlorida. He noted this was just a draft and that the Council could change the item if they felt it was not appropriate. The funds would be reimbursable, not up-front money.

Discussion followed regarding that the \$5,000.00 would be specifically used in advertising out of County; if there was a possibility they would come back for additional funding; that currently they only had 5-6 events that would qualify for the funding; this money would just be for the local events; that the events could also apply for less funding than the \$5,000.00; this would give them the flexibility to market the destination; and it would be fair and consistent.

The Council approved to adopt the Marketing Matching Sponsorship Program in the amount of up to \$50,000.00

F. DIRECTOR'S REPORT (Adam Thomas, Director)

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

Mr. Thomas reviewed the item and noted they were a destination that was changing. They were focused on where they were going rather than where they had been. He felt with the destination next assessment they were trying to get at least 75 response surveys returned. Once the information was gathered, Staff would review the results of the survey.

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

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

Mr. Thomas reviewed the information and noted our destination grew a little over two percent. He compared the information with other counties within the State. He noted the Tourist Development Tax was up another 123 percent for the month of February. He reviewed the year-to-year comparison and noted they were up \$532,716.24 for the fiscal year.

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

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

Mr. Thomas reviewed the item and explained after the final presentation on April 6th the Evaluation Committee had chosen the Zimmerman Agency to move forward with the negotiation process. The item would be presented to the Board of County Commissioners on April 24, 2018 for approval to move forward.

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

F-4. Wesley Chapel Sports Complex Update

Mr. Thomas explained they would meet on April 20, 2018 with RADD Sports to set-up a new timeline for completion. The groundbreaking ceremony was scheduled for June 7, 2018.

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

F-5. Customer Service Specialist FY 2018

Mr. Thomas said at the last TDC meeting the Council approved unanimously to move forward and support this initiative to increase Staff by one position. This item would be presented at the April 24, 2018 Board of County Commissioners meeting. He stated the Tourist Development Council's attendance would be greatly appreciated.

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

G. UNFINISHED BUSINESS (Consuelo Sanchez, Program Manager)

G-1. Projects Report Update

Ms. Sanchez said at the last TDC meeting Staff was directed to reach out to KSC regarding the Dick's TOC to determine if they intended to come back to Pasco County. Staff received an e-mail which stated they were in the process of transition of the ownership of the event to another company. At this time they did not have any other information.

Mr. Thomas said that was a unique situation with the timing being the last week of the year. That was why the Canadian Women's Hockey Tournament was so lucrative to them. It would actually fill in a gap that they were losing.

Ms. Sanchez reported on the West Pasco Youth Soccer Association tournament held this past weekend with over 144 teams attending from all over Florida. This year Staff would begin working with the local clubs in order to provide some funding toward the event.

Ms. Sanchez noted the Florida Hospital Center Ice hosted over 270 players at the American Development Model event this past weekend. Next weekend they would host the USA Hockey Adult Men's National event with over 60 teams scheduled to attend. She spoke regarding other upcoming events which included USA Figure Skating, the Sunshine Games, and the Memorial Tournament with over 70 teams coming from all of Florida.

Mr. Gordie Zimmerman spoke regarding the Adult Men's Event that was held this past weekend and noted their entire Board attended the event and they would be applying for a regional and national event for USA Hockey within the next year. He spoke about events happening regarding the USA Hockey platform. He felt hockey was a rising sport and spoke on the China Hockey League.

Ms. Sanchez spoke regarding the possibility of expanding the venue.

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

G-2. Conference Attendance and Special Engagements

Ms. Sanchez spoke regarding the 2018 NetFest held at the Crystal Lagoon. She noted Mr. Thomas would attend the FADMO conference following this meeting. She would

attend the NASC Symposium and had already scheduled appointments with different event promoters and organizers. She spoke regarding the upcoming ACES conference and sporting meetings scheduled with the area municipalities and schools.

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

G-3. Quarterly Treasurer's Report (Shelly Bandy, Project Coordinator)

Mr. Thomas said the information was included in the packet and asked if anyone had any questions regarding the expenditures.

There were no questions.

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

H. MEDIA REPORT (Brendan Fitterer, Communications Manager)

H-1. FAM Tours

Mr. Fitterer said next week they would host "Jessie on a Journey" who had 120,000 followers and spoke regarding the planned activities.

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

H-2. Website, Social Media and Marketing Update

Mr. Fitterer reviewed the information and spoke regarding the campaign with Madden Media. He spoke regarding Expedia and the re-targeting of ads. He noted another photo shoot was scheduled and a scalloping season preview would be done.

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

I. OTHER BUSINESS BY COUNCIL MEMBERS

I-1. New Port Richey (Councilman, Chopper Davis)

Councilman Davis said they were looking forward to the scalloping.

I-2. Dade City (Mayor, Camille Hernandez)

Mayor Hernandez said they had finally settled on the bike hub destination.

Mr. Riehle said last week a segment for the golf channel was filmed at Saddlebrook and would air in late September.

J. ADJOURNMENT

The meeting adjourned at 11:00 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
APRIL 18, 2018



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

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

TO: Tourist Development Council DATE: 5/11/2018 FILE: TD18-0048
 FROM: Office of Tourism Development SUBJECT: Update on Tourism Activities

The following is a summary of activities for the period of April 19, 2018 –May 15, 2018:

F. DIRECTOR REPORT

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

TDC workshop will take place after TDC meeting on May 16, 2018. Stakeholders’ workshops will take place on May 17 and 18 at the Hilton Garden Inn Northpointe. The goal of these workshops is to discuss our tourism strategy and planning for the next three years.

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

MARCH STR REPORT

Average Occupancy Rate			Average Daily Rate			REVPAR		
2017	2018	% Change	2017	2018	%Change	2017	2018	%Change
82.4%	86.8%	+5.4%	\$107.18	\$112.82	+5.3%	\$88.28	\$97.90	+10.9%

- STR Report – March’s Smith Travel Report showed a growth in occupancy at +5.4% from 82.4% in 2017 to 86.8% in 2018. Pasco’s ADR increased +5.3% for the month of March bringing the ADR in at \$112.82 from \$107.18. Our REVPAR increased +10.9% from \$88.28 to \$97.90.

TOURIST DEVELOPMENT TAX

- Tourist Tax Collection – March Tourist Development Tax Revenues increased over 125% (+\$168,798) to \$303,560 in comparison to March’s revenue in 2017 at \$134,762. This significant increase is due to the additional two pennies.

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

The OTD is having final negotiations with The Zimmermann Agency, and it is planned to present the final agreement on the 6/5/2018 BCC meeting.

F-4 Wesley Chapel Sports Complex Update

The Ground Breaking Ceremony will take place on June 7, 2018 at 10 am.

G. UNFINISHED BUSINESS

G-1 Projects Report Update– See **Attachment 1**

- The Florida Sunshine State Games – Figure Skate Championship will take place May 18-20, 2018 at the Florida Hospital Center Ice in Wesley Chapel. All Sunshine State Games events are free of charge and spectators are encouraged to attend.

G-2 Conference Attendance and Special Engagements

- Association of Chief Executives for Sport (ACES) Conference - May 7-9, 2018 - PGA National Resort, Palm Coast, Florida – Consuelo Sanchez
- Florida Sports Foundation Annual Summit - May 21-23, 2018 – Jacksonville – Consuelo Sanchez

H. MEDIA REPORT

H-1 FAM Tours

The Office of Tourism Development had photographer Steven Martine return for his second week of destination marketing photos per his contract. Additional photo and video materials for Visit Pasco were produced at the following locations:

Saddlebrook Resort, Spa and Golf facilities

Florida Hospital Center Ice and Top Shelf

The Shops at Wiregrass

Anclote Key Preserve State Park and Windsong Charters

Port Richey's Bayou Business District

Sunwest Park and The Lift Wakeboarding facilities

Starkey Park (cycling)

Starkey Blueberry Farm

NorthPointe Village

Visit Pasco also hosted Jessie on a Journey, a travel blogger and writer who contributed content to social media channels as well as marketing campaign content in coordination with Madden Media.

Visit Pasco in conjunction with Visit Florida and Gosh PR hosted UK-based travel influencers Chloe Gunning and Macca Sherifi who form their fun and engaging blogs – Wanderlust Chloe and An Adventurous World. The theme of their trip was "Food and Adventure whilst exploring undiscovered Florida." Some of their adventures included climbing at Tree Hoppers, an adrenaline-fueled Cat Dawg (2-person outboard powered speed boat) run and guided tour in the Gulf, and dining around the county.

Wanderlust Chloe

UMV - 40,000

Instagram – 24.2K

Facebook- 5.4K

Twitter - 13K

An Adventurous World

UMV - 15,000

Instagram – 9.3K

Facebook- 4.4K

Twitter – 14.7K

You Tube - 4,531

H-2 Website, Social Media and Marketing Update

H-2.1 Social Media - As of 5/11/18

- Visit Pasco Destination Facebook –13,182 Fans
- Visit Pasco Destination Instagram – 323 Fans
- Pasco Sports Commission Facebook – 147 Fans
- Pasco Sports Commission Instagram – 128 Fans



Pasco County Office of Tourism Development Projects Report

DATE: 5/08/2018

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>
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>
• 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	Post Event Report review	5/6/18	
• 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 Skating	\$9,000	5/18/18	Work in progress	Upcoming Event	5/18/18	
• 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	\$20,000	11/10/18				Upcoming event

Race						
•	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>
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 12/06/17	Arrow International Media	Hudson		Approved	CS/SB
Intel #1032 VR Shoot	12/20/17 -	Something Ideal Inc, DBA	FL Center Ice & B-roll of Olympic Athlete in everyday life situations & Saddlebrook Resort		Approved	CS/SB
Tiny House Big Living	12/21/17	M ss ng P eces	Starkey Park	N/A	Approved	CS/SB
Buckets of Blood	01/14/18	Dorsey Pictures	Crews Lake Park		Approved	CS/SB
Sex, Lies, & Murder	01/16/18 -	Buckets of Blood LLC				
	01/26/18					
	01/17/18 -	Pyramid Productions I	Port Richey		Approved	CS/SB
The Black Mound	01/18/18	Inc				
	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
The Blackmound	05/26/18	UCF Film	Crews Lake Park	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 Richey Main Street Inc.	04/20/18-04/22/18	Approved	Pick up the barricades on 4/19 and return on 04/23/18	03/12/18	SB/Event: 19th Annual Cotee River Seafest
Pasco County Animal Services	05/19/18	Approved	Pick up barricades at LOL location	05/18/18	SB/Event: WoofStock
Youth & Family Alternatives, Inc	06/09/18	Approved	Provide renewal COI & Pick up barricades	06/08/18	CS/SB/Event – RAP River Run
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>
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
