





Our Mission:

*Visit Pasco promotes and develops county visitor brand experiences for economic growth and quality of place.*

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

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- 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)  
Approve August 15th TDC Minutes as presented
- D. DIRECTOR’S REPORT (Adam Thomas, Director)  
D-1. Branding Update  
D-2. Destination Update (STR/TDT Revenue)  
D-3. Miscellaneous
- E. SPORTS REPORT (Consuelo Sanchez, Program Manager)
- F. MEDIA REPORT (Kolby Kucyk, Communications Manager)  
F-1. Social Media Update  
F-2. Tampa Bay Idol  
F-3. Parks & Rec/Visit Pasco Reef Dive
- G. OTHER BUSINESS BY COUNCIL MEMBERS  
G-1. New Port Richey (Councilman, Chopper Davis)  
G-2. Dade City (Mayor, Camille Hernandez)
- H. ADJOURNMENT

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**ANNOTATED MINUTES**

**AUGUST 15, 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.**

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1ST FLOOR  
8731 CITIZENS DRIVE, NEW PORT RICHEY, FLORIDA 34654**

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**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 - **ABSENT**  
Hampton Inn Dade City/ Zephyrhills

Wendy Longman  
Windsong Charters

Greg Lenner  
Shoppes at Wiregrass

**Legal Staff:**

Elizabeth Blair  
Senior Assistant County Attorney

**Staff:**

Adam Thomas, Director, Visit Pasco County  
Consuelo Sanchez, Project Manager  
Shelly Bandy, Project Coordinator III  
Kolby Kucyk, Communications Manager  
Maria Gabriela LaJeunesse, Visitor Service Representative II

## **A. CALL TO ORDER**

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

### **Invocation Pledge of Allegiance**

Ms. Shannon Egbert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

### **Roll Call**

Ms. Egbert called the roll. All members were present except for Mr. Piyush Mulji who was absent.

## **B. OPEN TO THE PUBLIC**

No one spoke.

## **C. APPROVE THE MINUTES OF MEETING (Chairman Moore)**

### **C-1. Approve June 20<sup>th</sup> TDC Minutes as presented**

**The Council approved** the June 20, 2018 TDC Minutes.

## **D. PRESENTATIONS**

### **D-1. Phillip Downs – Downs & St. Germain Research – Visitor Profile Quarterly Report**

Mr. Phillip Downs, Downs & St. Germain Research, reviewed the April through June report and the January through June report using a PowerPoint presentation. He spoke regarding the study objectives, the length of stay, visitor satisfaction, activities during visits, spending, the demographics, areas visited, apps and websites used, advertising and promotions, and the perceptions of guests of Pasco County.

Discussion followed regarding total visitation numbers from a 12-year period and an estimated economic impact from a 12-month period; half of April was considered to be visited by “snowbirds”; and advertising in the area.

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

## **EVENT FUNDING PRESENTATIONS**

### **D-2. Kevin Wolter – Tampa Bay Junior Hockey, Inc. – USPHL 2018 Florida Showcase**

Mr. Brett Strot, Tampa Bay Juniors Wesley Chapel, reviewed the item using a PowerPoint presentation. He spoke regarding the event schedule, the operations support, the locations of the teams involved, and the title sponsorship. He mentioned that the games would be streamed live.

Mr. Kevin Wolter, Tampa Bay Juniors Wesley Chapel, spoke regarding the economic impact and sponsorship dollars. He noted that a video for Pasco County tourism could be added as quick segments to be shown during the live streamed games.

Discussion followed regarding the amount of teams; the request amount; and sample itineraries and discounts for visitors.

Ms. Sanchez stated that the request was for \$10,000.00. Staff recommended up to \$7,000.00.

**The Council approved** the item per Staff's recommendation.

### **D-3. Benjamin Nagengast – Saint Joe Halloween Events, LLC. – SCREAM-A GEDDON**

Mr. Geof Kledzik, General Manager, reviewed the item using a PowerPoint presentation. He spoke regarding the average number of visitors, the earned media and advertising values, the hotel impact, and the partnership with Visit Pasco.

Mr. Thomas noted that the TDC dollars would be used out of the Tampa Bay region which would help attract new visitors.

Discussion followed regarding the media value and attention, and the dates of the event.

**The Council approved** the item per Staff's recommendation.

**D-4. Tina Farrell – Farrell Cares, Inc. – Cotee River Bike Fest**

Ms. Jessica Phelps, represented Farrell Cares, reviewed the item using a PowerPoint presentation. She gave the average number of attendance and the dates of the event. She stated that all proceeds from the event would be donated to The Children’s Burn Foundation and The Angelus House. She spoke regarding the marketing breakdown, the National touring act Skid Row, and last year’s event report.

Discussion followed regarding the exposure of the event and the Karl Reef restaurant.

Ms. Sanchez stated that Staff recommended up to \$4,000.00.

**The Council approved** the item per Staff’s recommendation.

**D-5. Teresa Yoho – KRY, Inc. – Florida Bug Jam**

Mr. Randy Yoho, Florida Bug Jam, reviewed the item using a PowerPoint presentation. He spoke regarding the limited budget for advertising, the dates for the event, the poker run downtown Dade City, the out-of-County marketing, the major sponsors, the local charities, and projected hotel rooms.

Discussion followed regarding the marketing budget and the Pasco County Fairgrounds.

**The Council approved** the item per Staff’s recommendation.

**D-6. Consuelo Sanchez – Fine Arts of the Suncoast, Inc. – Suncoast Arts Fest**

The item was removed from the Agenda.

**D-7. Consuelo Sanchez – Great Zephyrhills Chamber of Commerce – Pigs in Z’Hills BBQ & Blues Fest**

The item was removed from the Agenda.

**D-8. John Moors – Greater Dade City Chamber of Commerce – Annual Kumquat Festival**

Mayor Hernandez stated she had asked the County Attorney and Staff if she could present the item on behalf of Mr. John Moors who had a family emergency and could not attend the meeting. She reviewed the item using a PowerPoint presentation. She spoke regarding social media advertising, that it was a volunteer driven event, there would be radio commercial targeting outside of the County, it was the only Kumquat event in the Nation, local restaurants participating in the event, and the arts and crafts.

Discussion followed regarding the taste of the Kumquat and the status of the Kumquat crops.

Ms. Sanchez stated Staff recommended \$4,000.00.

**The Council approved** the item per Staff's recommendation.

Ms. Sanchez stated that the other events that were removed from the Agenda were because they were not willing to adjust their marketing plans.

Mr. Thomas reminded the members they would be reviewing the policies and procedures annually in regard to the application process.

**COUNCILMAN CHOPPER DAVIS LEFT THE MEETING AT 10:33 A.M.**

**D-9. Consuelo Sanchez – Chasco Fiesta Inc. – Chasco Fiesta**

The item was removed from the Agenda.

**E. DIRECTOR'S REPORT (Adam Thomas, Director)**

**E-1. Branding Update**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the August 2<sup>nd</sup> and 3<sup>rd</sup> meetings with the Zimmerman Agency.

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

## **E-2. Destination Update (STR/TDT Revenue)**

Mr. Thomas gave the 2018 May and June STR Report, the year to date STR report, and the tax revenue using a PowerPoint presentation.

Discussion followed regarding red tide.

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

## **E-3. Request to Increase Maximum Allowable Gratuity/Tip**

Mr. Thomas spoke regarding the current 15% minimum gratuity that the Office of Tourism (OTD) employees were allowed to tip at local restaurants and attractions. He requested an increase to the minimum standard of 20%. He mentioned a recent FAM Tour at Nobel Crust.

**The Council approved** the increase maximum allowed gratuity tip to 20% with Councilman Chopper Davis absent from the vote.

## **E-4. 2018 TDC Schedule**

Mr. Thomas reviewed the schedule and noted the members could make recommended changes for next year.

Discussion followed regarding both 2019 July and December dates; the option to tentatively cancel the 2018 December date; and the member's availability.

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

## **E-5. Office Relocation**

Mr. Thomas asked for direction from the TDC members on how to move forward and he reviewed three options. The first option would be to increase the amount budgeted for rent, the second option would be to purchase a building, and the third option would be to keep what they had and hope something opened up.

Discussion followed regarding a real estate broker; the current market value per square foot; the amount of square footage needed; the options for either office space or frontage retail/office space; marquee branding; location for the office; and that the option to purchase a building would not be a good idea.



Ms. Blair stated that visitor signage along State Road 54 could be in the right-of-way because the County owned and maintained the right-of-way.

Chairman Moore requested the item be delayed until next month.

#### **E-6. OTD Introduction: Kolby Kucyk, Communications Manager**

Mr. Thomas introduced Ms. Kolby Kucyk, Communications Manager, Ms. Brittany Chapman, The Zimmerman Agency, and Mr. Michael Izzo, Intern with OTD.

Ms. Kolby Kucyk, Communications Manager, stated it was a pleasure to be there and that she had lived in New Port Richey for a little over a year.

Ms. Brittany Chapman, Zimmerman Agency, mentioned she was looking forward to supporting the County.

Mr. Michael Izzo, Intern, thanked Staff for an awesome experience.

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

#### **E-7. Tourist Development Plan: What's Next?**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the target dates for the destination rebrand strategy, the Tourism Ordinance adoption; the DMO business plan, and the draft communication marketing plan from the Zimmerman Agency.

Discussion followed regarding the adoption of the Ordinance at the September 4, 2018 BCC meeting.

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

### **F. UNFINISHED BUSINESS (Consuelo Sanchez, Program Mgr.)**

#### **F-1. Quarterly Treasurer's Report**

Ms. Sanchez reviewed past events. She spoke regarding the TORHS 2Hot4Ice National Championship and the WickFest Hockey event.

Mr. Thomas stated that WickFest was a first time event and were requesting \$60,000.00. He noted that the TDC members had adopted a policy for sports events that the maximum allowance would be \$25,000.00.

Discussion followed regarding the request from WickFest; the Florida Sports Foundation Grant; Pasco County would be the only U.S. site for the event; hotel rebates; and projected room nights.

Ms. Sanchez continued and spoke regarding the National Disabled Hockey Festival that was scheduled for March 28, 2019 through March 31, 2019 and April 4, 2019 through April 7, 2019.

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

## **F-2. Projects Report**

No items.

## **G. MEDIA REPORT (Adam Thomas, Director)**

### **G-1. Social Media Update**

Mr. Thomas reviewed the item. He spoke regarding an increased amount of Instagram and Facebook followers, and a scalloping campaign by the Zimmerman Agency.

Discussion followed regarding media exposure.

Chairman Moore spoke regarding Tampa Bay Idol at the Florida Hospital Center Ice and a Morning Blend spot.

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

## **H. OTHER BUSINESS BY COUNCIL MEMBER**

### **H-1. New Port Richey (Councilman, Chopper Davis)**

No items.

### **H-2. Dade City (Mayor, Camille Hernandez)**

No items.

**I. ADJOURNMENT**

The meeting adjourned at 11:19 a.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
AUGUST 15, 2018



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

Prepared by: Shannon Egbert  
Shannon Egbert, Records Clerk II  
Board Records Division



# TOURISM OFFICE SUMMARY

TO: Tourist Development Council      DATE: 9/14/2018    FILE: TD18-0074  
 FROM: Office of Tourism Development      SUBJECT: Update on Tourism Activities

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

## D. DIRECTOR REPORT

### D-1. Branding Update

Visit Pasco held a series of Brand Development presentations led by The Zimmerman Agency, designed to gather input from across the county about the relevance and differentiation opportunities for the County. The Zimmerman Agency synthesized all the feedback and built a fresh brand platform focusing the “active” things to do here from the nature to the sports to the shopping, dining and culture. In fact “active” millennials, "sports-active" families, and "active seniors” can find something unique and appealing across both the East and West sides of Pasco County. The results strategic idea, “Let’s Play”, is the bold call-to-action for future visitors to Pasco County. Wrapping up the county’s offerings into a singular name - Florida’s Sports Coast — allows us to claim a fresh, unique and ownable position among the state’s destinations. "Florida’s Sports Coast: Let’s Play” is designed to propel the county forward in a new and contemporary way.

### D-2. Destination Update (STR/TDT Revenue)

#### JULY STR REPORT

Average Occupancy Rate			Average Daily Rate			REVPAR		
2017	2018	% Change	2017	2018	%Change	2017	2018	%Change
68.9%	69.3%	+0.5%	\$80.38	\$81.96	+2.0%	\$55.42	\$56.82	+2.5%

- STR Report – July’s Smith Travel Report showed a growth in occupancy at +0.5% from 68.9% in 2017 to 69.3% in 2018. Pasco’s ADR increased +2.0% for the month of July bringing the ADR in at \$81.96 from \$80.38. Our REVPAR increased +2.5% from \$55.42 to \$56.82.

#### TOURIST DEVELOPMENT TAX

- Tourist Tax Collection – July’s Tourist Development Tax Revenues increased over 128% (+\$102,568) to \$182,563 in comparison to July’s revenue in 2017 at \$79,995.

This significant increase is due to the additional two pennies.

### D-3. Miscellaneous

On September 4, 2018, the Board of County Commissioners approved the following changes for our department:

- Implementation of FY 2019-FY 2021 Strategic Tourism Plan/Tourism Development Plan
- Office of Tourism Development (OTD) transitioning to a Destination Management Organization (DMO).
- Fiscal years 2019-2021 expenditure allocations:
  - (1) Support and implement the Four Strategic Goals by funding the 15 priority-based program initiatives identified in the Plan;
  - (2) Operate tourist bureaus or tourist information centers, the Destination Management Organization (DMO), which will include indirect administrative costs for services performed by the county on behalf of Visit Pasco;
  - (3) Capital construction projects authorized by F.S. § 125.0104(5)(a), as may be amended:
    - a. Wiregrass Ranch Sports Complex
    - b. Gateway Signage and Wayfinding Project
  - (4) Event sponsorships and marketing matching grants;
  - (5) Media Co-op advertising and advertising generally; and
  - (6) Those associated and customary expenditures of Visit Pasco employees and other authorized persons in the exercise of their employment duties and consistent with the Travel Expenses/Hospitality and Purchasing Policies for the Office of Tourism Development.
  - (7) Annual allocated percentages will be presented within the proposed expenditure budget each fiscal year.
- New tipping/gratuuity policy: up to 20%

### E. SPORTS REPORT

#### **2019 Torhs 2Hot4Ice National Championships**

Visit Pasco started negotiations with Florida Hospital Center Ice (FHCI) in order to keep this event in Pasco County. As it was mentioned at the last TDC meeting, FHCI wasn't considering to move forward with next year's agreement due to they have to cancel a lot of summer programing in order to have available the three rink needed for the event.

#### **WickFest**

The organizers have confirmed that they are not moving forward with the 2018 event in December. However, they're still considering working with Visit Pasco to bring the event in 2019.

#### **2019 USA Hockey Disabled Hockey Festival Site Visit**

In order to avoid rooms overflow in Tampa, the event organizer requested help from Visit Pasco in order to increase room blocks in our area. The initial room block totaled 324 rooms

per night in Pasco Hotels; however, the event needs 500 rooms per night. After conversations with Pasco hoteliers, the room block increased to 413 rooms per night. The other rooms will be booked in Tampa hotels.

## Connect Sports and SPORTS The Relationship Conference

Consuelo Sanchez attended these sports-specific and met with over 40 event holders that are looking for new locations for their events.

Some of the solid leads that our team will be working on in the upcoming months are:

- Drone Racing Championship
- Soccer
- Lacrosse
- Flag Football
- Cornhole
- Gymnastics
- Cheerleading
- Rugby
- Beach Soccer
- Roller Hockey
- Taekwondo
- Fishing
- Table Tennis
- Jump Rope
- National Junior College Association (NJCA)
- National Association of Intercollegiate Athletics (NAIA)
- Amateur Athletic Union (AAU).

## F. MEDIA REPORT

### F-1. Website, Social Media and Marketing Update

- Visit Pasco Destination Facebook –13,491 Fans
- Visit Pasco Destination Instagram – 573 Followers
- Pasco Sports Commission Facebook – 167 Fans
- Pasco Sports Commission Instagram – 157 Followers

### F-2. Tampa Bay Idol

Visit Pasco co-sponsored ABC Action News' Tampa Bay Idol, August 18 at Florida Hospital Center Ice Complex. Over 400 people came to sing their hearts out to earn a front-of-the-line ticket for American Idol auditions in Orlando, August 25. DMO Director, Adam Thomas, and Commissioner Mike Moore did several interviews with ABC that morning with one airing

live and another taped to air later that week on Morning Blend. Visit Pasco had strong representation with a dedicated table featuring Visit Pasco branded products and Visitor Guides.

#### F-3. Parks & Rec/Visit Pasco Reef Dive

On August 22 Visit Pasco accompanied Pasco Parks and Recreation department on a reef assessment dive to evaluate the health of two of Pasco's main coastal reefs. The dive was a success in gathering great content of what it's like to dive Pasco's reef. This dive helped form a valuable relationship with Parks and Rec that we expect will lead to more joint ventures down the road. We're excited about the invaluable work they are currently doing to better the county's natural assets.