

AN ORDINANCE AMENDING CHAPTER 102 OF THE PASCO COUNTY CODE OF ORDINANCES, BY AMENDING SECTION 102-190 TO AMEND AND UPDATE THE TOURIST DEVELOPMENT PLAN FOR PASCO COUNTY; PROVIDING FOR APPLICABILITY, REPEALER, SEVERABILITY; INCLUSION INTO CODE AND AN EFFECTIVE DATE.

WHEREAS, in 1990, the Board of County Commissioners of Pasco County, as authorized by Section 125.0104, Florida Statutes, established the Pasco County Tourist Development Council and adopted the first Tourist Development Plan by Ord. No. 90-10; and

WHEREAS, the first Tourist Development Plan has been amended on several occasions since that time; and

WHEREAS, the Office of Tourism Development has retained consulting services and as the result of a five-month process consisting of review, survey, research, analysis, interviews, meetings, and workshops, completed a Strategic Tourism Plan; and

WHEREAS, pursuant to Section 125.0104(4)(d), Florida Statutes, said Board desires to amend and update the Pasco County Tourist Development Plan to incorporate said Strategic Tourism Plan.

NOW, THEREFORE, BE IT ORDAINED by the Board of County Commissioners of Pasco County, Florida, as follows:

Section 1. Recitals.

The foregoing whereas clauses are incorporated herein by reference and made a part hereof.

Section 2. Section 102-190, Tourist Development Plan, is hereby amended as follows.

Section 102-190 Three Year Strategic Tourist Development Plan

(A) All tourist development tax revenues received pursuant to this article shall be used as authorized by F.S. § 125.0104, as may be amended, to fund the Pasco County 2019-2021 Three-Year Strategic Tourist Development Plan which is attached hereto and incorporated herein by reference. In furtherance of implementing the tourist development plan, tourist development tax revenues shall be allocated to specific projects consistent with the Four Strategic Goals of the Plan. The Four Strategic Goals to be implemented over the next three years are as follows:

- I. Destination Marketing, Sales and Services: Deploy Effective Programs
- II. Destination Development: Facilitate Impactful Experience
- III. Develop and deliver an effective destination brand/hospitality training program
- IV. DMO Advocacy and Stakeholder Relations: Undertake Influential Communications

- (B) For fiscal year 2019-2021 the tourist development tax revenues shall be allocated to:
- (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.

SECTION 3. Repealer.

Any and all ordinances in conflict herewith are hereby repealed to the extent of any conflict.

SECTION 4. Severability.

If any section, paragraph, sentence, clause, phrase, or word of this Ordinance is for any reason held by a Court of competent jurisdiction to be unconstitutional, inoperative, or void, such holding shall not affect the remainder of this Ordinance

SECTION 5. Inclusion into the Code of Ordinances.

The provisions of this Ordinance shall become and be made a part of the Pasco County Code of Ordinances. The word "ordinance" may be changed to "section," "article," or other appropriate word.

SECTION 6. Applicability.

All provisions of this Ordinance shall apply to the unincorporated areas of Pasco County, Florida,

SECTION 7. Effective Date.

This Ordinance shall be transmitted to the Department of State by the Clerk to the Board by electronic mail within ten (10) days of the adoption of this Ordinance, and this Ordinance shall take effect upon filing with the Department of State.



ADOPTED with a quorum present and voting this 4th day of Sept, 2018.

BOARD OF COUNTY COMMISSIONERS
OF PASCO COUNTY, FLORIDA

BY: Paula S. O'Neil
Paula S. O'Neil, Ph.D.
Clerk & Comptroller

BY: [Signature]
Mike Wells, Chairman

APPROVED
IN SESSION

SEP 04 2018

PASCO COUNTY
BCC