

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
February 17, 2016, 9:30 a.m.  
Historic Courthouse  
Dade City, FL

---



**TABLE OF CONTENT**

<i>Content</i>	<i>Page</i>
<b>1. TDC Agenda</b>	<b>2</b>
<b>2. Adoption of Minutes</b>	<b>3</b>
<b>3. TD16-028 Travel Request to Gernersheim, Germany</b>	<b>15</b>
<b>4. TD16-029 Tourism Manager's Report</b>	<b>17</b>
<i>a. 2016 Event Sponsorship Agreements Report</i>	<b>18</b>

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**February 17, 2016, 9:30 a.m.**

Historic Courthouse

Dade City, FL



---

**Tourist Development Council Members**

The Honorable **Kathryn Starkey**  
**Chairman, BCC**

The Honorable **Camille Hernandez**  
Vice–Chair, Mayor, City of Dade City

The Honorable **Chopper Davis**  
City of New Port Richey

**John Heather**  
Saint Leo University

**Gail Cushman**  
Days Inn & Suites

**Toby Caroline**  
Paradise Lakes Resort

**Jack Phethean**  
Little Everglades Ranch

**Pat Ciaccio**  
Saddlebrook Resort

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

---

**AGENDA**

1. CALL TO ORDER 9:30 a.m.
2. Invocation, Pledge of Allegiance
3. Roll Call
4. Adoption of Minutes
- a. TDC Minutes January 27, 2016
5. Public Comment
6. New BUSINESS
- a. Travel Request for Travel to Germany TD16-028
7. Tourism Manager’s Report TD16-029
8. Board Member Comments
9. Adjournment

Next Meetings:

TDC Meeting – March 16, 2016

West Pasco Government Center, New Port Richey

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**ANNOTATED MINUTES**

**JANUARY 27, 2016**

**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 THE ITEMS WERE HEARD**

**9:30 A.M.**

**WEST PASCO GOVERNMENT CENTER  
NEW PORT RICHEY, FL**

---

**Tourist Development Council Members**

**The Honorable Kathryn Starkey**  
Chairman, Board of County Commissioners

**The Honorable Camille Hernandez**  
Vice-Chairman, Mayor City of Dade City

**The Honorable Chopper Davis**  
Councilman, City of New Port Richey

**John Heather**  
Saint Leo University

**Gail Cushman**  
Days Inn & Suites

**Toby Caroline**  
Paradise Lakes Resort

**Jack Phethean**  
Little Everglades Ranch

**Pat Ciaccio**  
Saddlebrook Resort

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

---

**1. Call to Order – 9:30 a.m. Chairman**

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

**2. Invocation, Pledge of Allegiance**

Ms. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

### **3. Roll Call**

Ms. Schmidt called the roll. Mr. Piyush Mulji was absent. The Honorable Camille Hernandez arrived to the meeting at 10:01 a.m.

### **4. Adoption of Minutes**

#### **a. TDC Minutes – November 18, 2015**

Chairman Starkey requested a motion for approval of the November 18, 2015 minutes.

**Motion to approve** the November 18, 2015 minutes; motion carried.

### **5. Treasurer's Report**

Mr. Ed Caum, Tourism Manager, noted that the official roll would go out around February 8<sup>th</sup>. He reviewed the expense report which included the end of year expenditures which were under budget, raised funding, and the first quarter expense report.

Councilman Davis asked about the County being reimbursed for Staff time spent with the EOC.

Mr. Caum stated a report was turned in to the EOC; however, he was not sure if the County had received reimbursement.

Chairman Starkey requested a motion to approve the Treasurer's Report.

**Motion to approve** the Treasurer's Report contingent upon results from time spent in other departments; motion carried.

### **6. Public Comment**

None.

### **7. New Business**

#### **a. Gran Fondo National Championship Series**

## **TD16-012**

Mr. Caum stated that Staff recommended the TDC hear the presentation and consider entering into an ESA funding agreement with the Board of County Commissioners for \$5,000.00.

Mr. Reuben Kline, President of the Gran Fondo National Championship Series, LLC., explained the event. He spoke regarding the Gran Fondo sport's history in the US, that Florida was one of eight stops in the series, a partnership with Bicycling Magazine, participants would compete to qualify for series point standing, the Gran Fondo was a hybrid of a recreational and a competitive event, timed segments would determine a rider's place, the sport was an alternative to traditional bicycle racing, upcoming championships, a new title sponsorship with Giodana Cycling, riders of all skill levels were welcome, local partnerships, national branding, promotional material, all partners were required to promote the event via social media, past participation impact, increased participation every year since it began, increased room nights, participants from across the country, and ridership demographics.

The Council, Staff, and Mr. Kline held discussion regarding issues surrounding host hotels; how far in advance Gran Fondo participants booked hotels; linking local hotels to the event website by using a similar link to one used on the Ashville site; the event would be an endorsement for the bike paths in the San Antonio area; professional teams looking for places to train; the annual incomes of the participants were over \$100,000.00; potential economic impacts; available funding; TDC presentation at the Coast to Coast trail meetings; wider paths were needed for the bike routes through the San Antonio hills; the event coordinator did not want to disrupt residents so the event format did not require road closings; dirt placement for future bike paths; future presentations from the MPO regarding trails; the use of tourism funding for bike paths and trails; and Penny for Pasco funding that could be used for trails.

**Motion to approve** Staff's recommendation of \$5,000.00 in funding; motion carried.

### **b. Pasco County Water Fest 2016 TD16-013**

Mr. Caum stated that Staff recommended that the TDC hear the presentation and consider entering into an ESA funding agreement with the Board of County Commissioners for \$2,000.00.

Ms. Kristin Tonkin, Bayou Business Association (BBA) representative, noted that the BBA decided to host Pasco County Waterfest after meeting Mr. Tom Gilbert, promoter for the Tampa Bay Lightning and the Tampa Bay Storm. She stated that Mr. Gilbert would promote the event every week on the Lightning's morning radio show. The event would be held February 19<sup>th</sup> through February 21<sup>st</sup>. Ms. Tonkin spoke regarding event partnerships, the marketing plan, local radio station campaigns, the number of

Facebook ad views, 5,000 flyers were distributed locally, participation goals, local pod cast interviews, decreased projected expenses thanks to in-kind sponsorships, kids hockey demonstration with Lightening Alumni, and meet and greets with celebrity athletes. The three day event would include a pub crawl on Friday, a boater's raft up attempting to beat the Guinness Book world record on Saturday, and a charity fishing tournament on Sunday.

The Council, Staff, and Ms. Tonkin held discussion regarding proceeds going to the Bridge Project and Fish On; enhancements for the Pithlachascotee River Bridge; Fish On was an organization that took underprivileged children on fishing excursions; a new event application for event planners; a PDF that could be distributed by Council Members; flyers for hotel lobbies; and that the \$400.00 entry fee covered a four person boat for the fishing tournament.

**Motion to approve** Staff's recommendation of \$2,000.00 in funding; motion carried.

**c. Caliente Bare Dare 5K  
TD16-014**

Mr. Pete Williams, Race Director, noted that Enterprise Media LLC., was hosting the seventh-annual Caliente Bare Dare 5K which was North America's largest clothing-optional running event. Since its debut in 2010 at Pasco's Caliente Resort, the most upscale clothing-optional event in the United States, the event has grown to more than 320 runners and attracted runners from an average of 25 states annually as well as several international runners. He stated that the 105 rental units at the Caliente Club & Resort were booked far in advance for the 3-night minimum stay requirement with overflow going to Paradise Lakes and Lake Como Resorts. He spoke regarding the projected room nights, the promotional value, pre-race media coverage, promotional postcards, 102.5 The Bone joined as the radio partner, the National Championship of Nude Running award, bed tax revenue, race demographics, and the addition of a paddle board race along with the 5K race held in September at Cypress Cove Resort in Osceola County.

Ms. Caroline stated that out of all the events Mr. Williams planned she felt the Caliente Bare Dare 5K was the best. She spoke regarding the number of participants, Paradise Lakes not tracking the number of rooms associated with the event, an insufficient number of accommodations for the participants, and that additional sidewalks were needed along US Highway 41 for the runners to practice. She recommended that the TDC sponsor the event.

Mr. Caum stated that Staff recommended that the TDC hear the presentation and consider entering into an ESA funding agreement to the Board of County Commissioners for \$5,000.00. He reviewed alternative number two which was more in line with the room night grid.

Ms. Elizabeth Blair, Senior Assistant County Attorney, asked if the non-monetary awards would feature the Pasco County Visit Florida Logo.

Mr. Heather asked about additional activities or entertainment.

Mr. Williams stated they were looking at a high quality beach towel that would include the Pasco logo. He spoke regarding the registration cost which included a one day admission to the Caliente Resort, the live band that would perform at the post-race party, and participants typically staying at the resort for the entire day of the race.

Chairman Starkey noted that the Board of County Commissioners had approved three projects along US Highway 41.

**Motion to approve** Staff's recommendation of \$5,000.00 in funding; motion carried.

**d. Dances with Dirt  
TD16-015**

Mr. Caum noted that the event coordinator lived out of state and that he would present the item to the Council. He explained that Dances with Dirt was a national series event that ran through the year all over the country. Participants were committed to participate in four races in order to win the "Belt Buckle". He spoke regarding increased participation, event demographics, various trail choices, most participants stayed in the area for 2 to 3 days, marketing and advertising, website statistics, water obstacles, community involvement, and park clean-up. He stated that the post-event information was captured and put in to a useful report but that he was confident the event planners would provide better reporting in the future.

The Council and Staff held discussion regarding sporting events coming to Pasco County; funding for the Savage Race at Little Everglades Ranch; race routes crossed in to the Withlacoochee River Park, the Green Swamp, and SWIFTMUD properties; estimated room nights; the number of registered runners; event partnerships promoted the county; fair and consistent standards; expenses covered on the application; the type and quality of the awards; funding delegation; including the Pasco County logo on event merchandise; and advertising to the northern United States would increase room nights.

**Motion to approve** Staff's recommendation of \$2,000.00 in funding to include directing the funding for the use of the Pasco County logo.

The Council and Staff held discussion regarding the recommended funding amounts; event history; lack of post-event reports; the presentation contained the same basic information as a post-event report; partners needed to follow the TDC rules; inaccurate information provided by event planners; and previous contracts were based on the number of room nights generated.

Chairman Starkey noted that Staff's recommendation was for less than the requested amount.

**Motion to approve was amended** to include a post-event report to be accepted by Staff; motion carried.

## **8. Old Business**

Mr. Caum, introduced the new Parks and Recreation Director, Ms. Kelley Boree.

Ms. Kelley Boree, Parks and Recreation Director, reviewed her career history. She spoke regarding working with the Office of Tourism to highlight the county public facilities to bring in more events.

Chairman Starkey spoke regarding enhanced bike routes.

### **a. West Pasco County Waterways and Outdoor Adventures TD16-016**

Mr. Caum introduced Mr. Erik Suojanen, Gill Dawg, Inc. Staff recommended that the TDC approve Alternative 1, to recommend the Board of County Commissioners enter into a contract with Gill Dawg Marina for the amount of \$10,000.00.

Mr. Erik Suojanen, Gill Dawg, Inc., spoke regarding branding efforts, Mr. John Gaskin and Tampa Bay Multi-Media, a video campaign that would bring awareness to Pasco County and the waterfront, portraying the relaxed atmosphere of the County, building awareness to Pasco waterways, targeted audiences, an increased ecotourism market, Gill Dawg Marina was granted \$5,000 from Visit Florida, the commercial would focus on promoting west Pasco County as an outdoor adventure and ecotourism destination, the Gill Dawg Marina and Pasco County Tourism partnership, the marketing plan between Gill Dawg Marina and Cox Media Group, and subtle logo placement. The commercial would be on websites, YouTube, social media and would be broadcasted regionally with the remaining B-Roll saved for use by both parties in other marketing initiatives. He introduced Ms. Kourtney Thompson, Cox Media Group representative.

Ms. Kourtney Thompson, Cox Media Group representative, reviewed the marketing plan. She spoke regarding reaching extension display ads, the power of video, viewing behavior, targeting people looking for staycations, Facebook display ads, Cox Media Group background, cost efficiencies, and the success of adding online videos.

The Council Members, Staff, Mr. Suojanen, and Ms. Thompson held discussion regarding shifting the drive time circle to the north; the 85-100 mile exclusion zone was used as a guideline; the marketing proposal inclusions; how tourists from the northern US helped create local culture; the quality and cost of the video; Mr. John Gaskin and

Tampa Bay Multi-Media; the promotional budget funding the project; product placement of Visit Pasco, Visit Florida, and Gill Dawg Marina; the Office of Tourism having approval rights over the video; the amount of funding requested by Gill Dawg Inc.; all parties owned rights to the footage; upfront funding pending full expenditure reports; timelines and costs; the six-minute video could be segmented into various clips to be used by any partner; the remaining B-Roll footage could be used however they saw fit; why spring was chosen; and the draw of quiet vacation spots.

**Motion to approve** Staff's recommendation to include Staff having oversight and all necessary recommendations for reporting as required by the TDC Staff; motion carried.

**b. Visit Florida Membership Reimbursement for FY15/16 Grant Recipients  
TD16-017**

Mr. Caum explained the item was a request for a recommendation to the Board of County Commissioners to approve the reimburse of Visit Florida membership dues for Chasco Fiesta Inc., the Greater Dade City Chamber of Commerce, the Rotary Club of San Antonio, and the Fine Arts of the Suncoast, Inc. The benefits were realized by each organization.

**Motion to approve** Staff's recommendation; motion carried.

**c. All Sports Arena  
TD16-018**

Mr. Caum spoke regarding the continued partnership with Mr. Matt Garry of All Sports Arena, some compliance with previous requests, and that travel expenses would be covered by the event coordinator. Staff recommended approval based on the changes to the conditions of the recommendation made by the TDC on September 19, 2015 and to authorize moving forward to the Board of County Commissioners in order to enter into an ESA with ASA to match only the funds of which the TDC received in bed tax revenue (2%) for this event and the promotional dollars spent on marketing for the event for a total up to \$1,470.80.

The Council Members, Staff, and Mr. Garry held discussion regarding heads in beds; a media company that would steam all events held at the arena; and placement of the Pasco County logo.

**Motion to approve** Staff's recommendation; motion carried.

**d. PBA50 Advance Payment Authorization  
TD16-019**

Mr. Caum stated that Mr. Gary Beck was continuing to find ways to bring in more than bowlers to the event. Mr. Caum noted that Mr. Beck was requesting partial funding upfront to produce a booklet that would be distributed to bowling alleys across Florida. Amateur bowlers could come to the event and participate with a professional bowler. Mr. Caum noted there were changes to the original condition which included changing funding at the end of the event from \$15,000.00 to \$5,000.00 upfront and the remaining \$10,000.00 at the end of the event. Staff recommended advancing \$5,000.00 to Killer “B” Promotions for the event.

The Council Members and Staff held discussion regarding success being based on promotion of the event; the event was extended by one day; tracking the heads in beds; and the prior capture report was approximately 99% complete.

**Motion to approve** Staff’s recommendation of upfront funding in the amount of \$5,000.00; motion carried.

**9. Tourism Manager’s Report  
TD16-020**

**a. Tourism Day – Ed Caum and Kathryn Starkey - Tallahassee**

Mr. Caum and Chairman Starkey provided an update on Tourism Day which included the number of attendees, some of which were St. Leo University students; the animals brought by Dade City Wild Things who provided photo opportunities to the representatives; Bills that would use 10% of all collected tourism tax to fund police efforts in smaller more rural counties with small tax bases; and rental properties.

Ms. Elizabeth Blair, Senior Assistant County Attorney, noted a previous attempt to preempt local government’s authority to regulate vacation rentals and the County’s success of having an exemption at that time. She spoke regarding residential rental issues that were brought before the Board of County Commissioners, the adoption of an Ordinance prohibiting vacation rentals unless certain conditions were met, short term rental requirements, a comprehensive program protected by the County, and the proposed Bill would remove protection language.

The Council Members and Staff held discussion regarding Bill updates that would give Law Enforcement a percentage; the hotel industry initiated bed taxes; how Hillsborough County was instituting and distributing additional taxes; grandfathered short term rental status; HOA requirements in Pasco County; short term rental documentation; self-collection of bed taxes; central Pasco County vacation rental examples; Short Term Rental Ordinance required collecting taxes; condominium documentation at the Caliente Resort stated short term rentals had to go through the hotel; short term rental regulations; how to enforce the collection of bed tax; Air B&B was working with the Attorney General to collect and pay taxes; a Bill that required a person to list their ID on

vacation rental postings; under their current business model Expedia did not remit taxes on 100% of their sales; and the Tax Collector's Office sent a letter to a resort forbidding them to offer vacation rentals.

**b. Coast to Coast – Pasco, Hernando and Pinellas meeting.**

Mr. Caum introduced Ms. Lauren St. Martin, Tourism Marketing Coordinator, who would give an update on the Coast to Coast Connector meeting.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, noted that she attended the Coast to Coast Connector meeting with Mayor Hernandez and Mr. Allen Howell from the Metropolitan Planning Organization (MPO). Ms. St. Martin spoke regarding the meeting schedule and content which focused on Pasco County, branding initiatives, individual branding of trails in Pasco County, the final initiatives would roll out in May, specific signage and mile markers along the Coast to Coast Trail, the excitement around the TDC's involvement, co-marketing efforts, a cycling presentation for the Council at the next TDC meeting, and that Alta Planning Group was working on the Coast to Coast Connector for the County.

Mayor Hernandez spoke regarding not spending funding, important decision making, and the benefits of the Pasco, Pinellas, and Hernando partnership.

Mr. Richard Gehring, Planning and Development Administrator, spoke regarding a focused initiative, the complexity of the trail delivery process, better plans to market and deliver trail ideas, and coordinating with municipalities to build components in their jurisdictions.

Chairman Starkey felt the item was important and needed more resources.

The Council Members and Staff held discussion regarding bicycle trails; obtaining more education and being more involved; using tourism funds to market and beautify trails; the importance of communication; competing uses for funding; east Pasco events; building internal resources; and that Hernando County added shoulders to their roadways in the San Antonio area.

**c. Website, Social Media and Marketing Update**

Ms. Lauren St. Martin, Tourism Marketing Director, gave a website, social media, and marketing update. She spoke regarding the Pasco County Tourism Facebook page, Pasco County Tourism flyers, the Savage Race website linked to the things to do flyer, the January newsletter listing local events, and a new Visit Pasco brochure.

The Council Members and Staff held discussion regarding how the brochure would be distributed; where the brochures would be available to the public; the use of the Pasco County logo; and the County's branding efforts.

Chairman Starkey stated the County needed a large portable Pasco County Tourism board similar to the brochure that could be moved from event to event showing people things to do. Chairman Starkey noted she had another meeting to attend and passed the gavel to Mayor Hernandez. Chairman Starkey left the meeting at 11:57 a.m.

Mr. Caum agreed and stated that Staff would come up with options.

## **10. Tourism Manager's Report / Past & Upcoming Events**

- a. Dick's TOC New Agreement**
- b. Suncoast Arts Festival**
- c. Pigz in Zhills BBQ and Blues**
- d. Annual Kumquat Festival**
- e. Pasco County Fair**

Mr. Caum noted that Ms. Elizabeth Blair, Senior Assistant County Attorney, worked with Mr. Josh Gross to create a new contract for the Dick's TOC event based on guidance received from the TDC. Mr. Caum spoke regarding negotiations between Staff and the event coordinator, permits obtained, and changes to the event could include an additional day of activities. He noted that Ms. Roni Lloyd resigned her position as the Sports Marketing Coordinator and spoke regarding how the position would be filled.

Mr. Ciaccio stated this year's tournament was the most successful one. He spoke regarding a partnership between Mr. Gross and a competing tournament's coordinator in order to grow the event, the weather, parking issues, decreased attendance, and the improved event management.

Mr. Caum stated there were additional activities available for the participants.

The Council Members and Staff held discussion regarding increased economic impact; including the Chambers in problem solving to become more successful; and international winners.

Mr. Caum spoke regarding the successful partnership between the Suncoast Arts Festival and the Pigz in Zhills BBQ & Blues Festival, tourism partners would man the joint tourism space at the Pasco County Fair, the first quarter press release, and the amount of people registered to attend the Visit Florida Hospitality Plan training. He noted that the Kumquat Festival would be held Saturday, January 30, 2016 and the Pasco County Fair would be held February 15 – 21, 2016.

## **11. Board Member Comments**

Mr. Phethean noted that Little Everglades Ranch, which had not requested funding, would host a horse driving event January 28<sup>th</sup> through January 31<sup>st</sup>. He spoke regarding the competition, Olympic caliber competitors, and pulled carriages.

Mr. Heather spoke regarding increased attendance at the Pigz in Zhills Blues event, the organization of the event, perfect weather, and additional activities offered at the airport.

Mr. Ciaccio spoke regarding different types of portable boards for the Office of Tourism. He recommended using a portable digital LED board where advertising could be sold.

Ms. Elizabeth Blair, Senior Assistant County Attorney, noted that permanent digital billboards and signage were prohibited by the Land Development Code.

The Council and Staff held discussion regarding which type of board could be used at events.

Ms. Cushman stated she was happy with the direction of the Council and she looked forward to what the year would bring.

Ms. Caroline agreed with Ms. Cushman. She spoke regarding the success of the Bug Jam.

Councilman Davis noted that Sim's Park would open Saturday, January 30, 2016, from noon until 3:00 p.m.

Mayor Hernandez noted that she would send a video that focused on Dade City to the Office of Tourism. She spoke regarding the Kumquat Festival which would be held Saturday, January 30, 2016.

Mr. Caum spoke regarding the Office of Tourism webpage, post-event reports, the barricade rental process, and that Skydive City would host the International Wing Suit Championship which would be held in November.

## **12. Adjournment**

The meeting adjourned at 12:15 p.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
JANUARY 27, 2016

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

Prepared by: \_\_\_\_\_  
Tammy Glisson, Record Clerk I  
Board Records Division

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

---

TO: Honorable Chairman and  
Members of the Tourism Development  
Council

DATE: 02/10/2016 FILE: TD16-028

THRU: Richard Gehring  
Strategic Policy Administrator

SUBJECT: Travel Request to Gernersheim, Germany –  
Pasco Representatives – To Build International  
Relationships - \$20,000.00

FROM: Ed Caum  
Tourism Manager

REFERENCES: All Members

---

It is recommended that the data herein presented be given formal consideration by the Tourism Development Council (TDC).

DESCRIPTION AND CONDITIONS:

In March, 2012, Pasco's Land O' Lakes High School hosted a number of German exchange students from Integrierte Gesamtschule Kandal and has continued this partnership in exchanging students to and from Gernersheim. As a result of this exchange program, the County has developed a relationship with the District Administrator from Gernersheim, Dr. Fritz Brechtel.

In March, 2013, Dr. Brechtel, Mr. Ralph Lehr, Mrs. Maria Farrenkopf, and Mrs. Silke Wiedrig visited Pasco County and were hosted by the Office of Tourist Development and Pasco County to begin discussions about establishing a sister "county" relationship, to exchange ideas that affect Pasco's and Gernersheim's tourism opportunities, and to continue to develop strategies for an international partnership that extends beyond the growing student exchange program.

During their visit, Dr. Brechtel and the other staff members were provided with a broad overview of cultural and community life in Pasco County, as well as participated in several activities that included visits to Pasco's amenities, receptions, and recreational activities such as coastal boating adventures and visits to our wilderness areas.

Dr. Brechtel has requested to return the hospitality Pasco showed in 2013, and has invited Pasco representatives to visit Gernersheim to continue the international relationship and to further pursue future potential partnerships. Dr. Brechtel has invited Pasco to see the leisure and recreational opportunities, visit some of the local businesses, and introduce us to their mayors, school principals, and his staff.

The Office of Tourism Development is requesting \$20,000 to cover costs of travel for up to six representatives for this trip to take place in the first week of April, 2016. This amount will cover airfare, rental car, and per diem expenses.

ALTERNATIVES AND ANALYSIS:

1. Recommend that the Board of County Commissioners approve \$20,000.00 (Twenty Thousand Dollars and no Cents) for travel expenses for up to six representatives for a trip Gernersheim.

2. Recommend that the Board of County Commissioners approve travel expenses for up to six representatives for a trip GERMERSHEIM in a different amount.
3. Do not recommend that the Board of County Commissioners approve travel expenses.

RECOMMENDATION AND FUNDING:

The Office of Tourism Development recommends the TDC approve Alternative 1, to recommend that the Board of County Commissioners approve \$20,000.00 (Twenty Thousand Dollars and no Cents) for travel expenses for up to six representatives for a trip GERMERSHEIM. Funding for the action is available from the Reserve Tourism Promotions Account, #B113-115300-99947, in the FY 2015/16 budget.

RG/EC



## Pasco County Office of Tourism Development Tourism Manager's Report

---

**TO:** Tourist Development Council

**DATE:** 2/10/2015 **FILE:** TD16-029

**FROM:** Tourism Manager

**SUBJECT:** Update on Tourism Activities

---

The following is a summary of major activities for the period of January 18, 2016 – March 12, 2016.

### Conference Attendance and Special Engagements

- Growing Global - International Exporting Conference Feb 10

### Website, Social Media and Marketing Update – Lauren St. Martin

- Pasco County Tourism on Facebook 8,722 Fans
- February E-Newsletter

### Old Business

- Dick's TOC New Agreement Update
- Cycling Update
- Tourist Development Plan Update

### New Business

- Event Sponsorship Agreements Report
- Discussion of broadcasting TDC meetings on Pasco Government TV

### Past/Upcoming Events

- Farm Fest & Quilt Show Feb 06 – 07
- Annual President's Day "Roller Skating Figure Competition" Feb 13 - 14
- Pasco County Fair Feb 15 – 21
- Pasco Water Fest Feb 19 - 21
- 2016 Biennial Quilt Show Feb 19 – 21
- Dances with Dirt March 12

