

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