

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
HYBRID/VIRTUAL MEETING**

ANNOTATED MINUTES

FEBRUARY 17, 2021

**PREPARED IN THE OFFICE OF
NIKKI ALVAREZ-SOWLES, Esq., CLERK & COMPTROLLER**

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

10:00 A.M.

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

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC - **ABSENT**

The Honorable Kenneth M. Burgess, Jr.
Council President, City of Zephyrhills

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Bobbi L. DeFilippis
Spring Hill Suites Marriott, Tampa

Robert Riehle
Saddlebrook Resort

Wendy Longman
Windsong Charters

Greg Lenners
Shoppes at Wiregrass - **ABSENT**

Legal Staff:
Elizabeth Blair
Senior Assistant County Attorney

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

Staff:
Adam Thomas, DMO Director
Experience Florida's Sports Coast
Shelly Bandy, Project Coordinator III
Maria Gabriela LaJeunesse
Industry Relations Coordinator
Anthony Stinsman
Tourism Sales Manager

Consuelo Sanchez
Tourism Program Manager
Kolby Gayson
Communications Manager
Kayla Getz
Visitor Service Representative

A. CALL TO ORDER

Vice-Chairman Longman called the meeting to order at 10:01 a.m.

Invocation Pledge of Allegiance

Ms. Allie Knupp, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Knupp called the roll. All members were present with the exception of Chairman Mike Moore and Mr. Greg Lenners who were absent.

B. PUBLIC COMMENT

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

There was no Public Comment.

C. APPROVE MINUTES OF MEETING - (Chairman Moore)

C-1. Approve January 20th TDC Minutes as presented

The Council approved the January 20, 2021 meeting Minutes.

D. PRESENTATIONS

D-1. FY 2021 Q1 Visitor Profile and Economic Impact Report – (Joseph St. Germain)

Mr. Joseph St. Germain, President of Downs & St. Germain Research, used a PowerPoint Presentation to discuss the item. He noted that these were the surveys collected from October 1, 2020 through December 31, 2020 and stated the data was based upon over 750 interviews. He discussed the visitor journey; the economic impact noting that almost every County was down due to COVID-19; the number of visitors went up; the trip planning cycle; short planning or spontaneous trips; top trip planning sources; top reasons for visiting Pasco County; driving was number one for transportation of the visitors; the awareness of advertising; regions of origin; the vast majority of visitors being Floridians; top markets of origin; the travel parties; the visitor

profile; day trippers; the visitor profile; vacationers, the visitor profile; long-term visitors; visits to Pasco County; length of stay; top accommodations; travel party spending; top apps used in market; top visitor activities; areas visited; visitor satisfaction; top desired additional activities; and perceptions of Pasco County.

Discussion followed regarding the relationship to the populations of a certain area and future statics regarding tourist attraction and outdoor activities.

E. FUNDING REQUESTS

E-2. DMO - Pasco EDC Co-Op Video – (Kolby Gayson)

Ms. Kolby Gayson, Communications Manager for Florida's Sports Coast, co-presented the item with Mr. Mike Bishop and Mr. Anthony Stinsman. She used a PowerPoint Presentation to discuss the item and noted this was the start of them getting into a partnership with Pasco EDC. She noted they had been exploring ways that they could combine their efforts with the Pasco EDC since they were both leading the economic drivers for the County. She noted that there were several opportunities to work together to continue to recruit both business and tourists to the destination and that being a joint video that could be used to promote both the County and Destination. The video highlighted the work life balance both business professionals and visitors could have in Florida's Sports Coast focusing on the leisure and meeting segment of travel and tourism.

Mr. Mike Bishop spoke regarding working with the EDC. He stated they received a grant for marketing videos from Duke Energy to overcome the current challenges in today's world and to show off the assets in Pasco County. He stated they pushed the economic development, sales points, tax environment, positive pro-business commission, and capturing quality of life.

Mr. Anthony Stintsman, Tourism Sales Manager, spoke regarding the sports tourism aspect and the importance of showing the business and leisure aspects of the destination in order to be more affective at communicating with meeting and event planners. He stated their principal marketing tool was a PDF Document that they used to highlight all of the areas within the destination and meeting spaces.

Mr. Bishop displayed an inspiration video from Virginia Beach that did a good job of showing the tourism assets with the economic development pieces.

Ms. Gayson noted that they would be featuring nine tourism and economic locations that represented leisure activities, meeting spaces, and key businesses. The video would balance business and tourism by showcasing the quality of life that both visitors and businesses could have in Florida's Sports Coast. She described in detail the nine locations and described the ideas they had planned for preparing the video.

Councilman Davis asked if they would include the Gulf.

Discussion followed regarding including the Gulf in the video and the Coast line; the specific concept; working with The Diamond View in Tampa; release of the video in May; Diamond View versus JL Video; the high level concept; the locations of the skydiver at the initial jump; changing drop zones; using Saddlebrook as a potential location for drop zone; length of the video; marketing the video; the joint EDC Tourism Banquet at Advent Health to display the video; sending emails to target states to attract their attention; and digital ads and social media ads.

Ms. Gayson noted that the DMO had requested to match Pasco's EDC's contribution to the film at \$20,000.00 from the special projects funding. The overall joint budget for the film would be \$40,000.00.

Discussion followed regarding a grant that was part of the EDC's funds; the positive aspects of the video; the Special Project Budget for 2021; and the determination of picking the sites for the video.

Ms. Sanchez noted the Special Project Budget total for the year was 1.2 million, but they would not spend the total in one year.

The Council approved the item per Staff's recommendation.

E-3. USA Hockey Adults Championships - (Consuelo Sanchez)

Ms. Sanchez reviewed the item and spoke regarding the event, the dates for the men's and women's championships, the expected number of rooms, people coming from all over the County, the women's event cancelling last year due to COVID-19, and the request which would be based on performance.

The Council approved the item per Staff's recommendation.

E-4. AHCI Memorial Day Hockey Tournament - (Consuelo Sanchez)

Ms. Sanchez reviewed the item and spoke regarding the event. She noted they expected to hear back from the Florida's Sports Foundation regarding the Sunshine State Game and were unsure if they would come due to no response. She noted that since they did not hear from the Florida's Sports Foundation, Advent Health decided to move forward with their own event over the Memorial Day weekend. She stated they would be supporting the event and teams would be brought in from all over. She noted the expected room nights and the request which would be based on performance.

The Council approved the item per Staff's recommendation.

E-5. NTBA Sports Coast Memorial Day Shootout - (Consuelo Sanchez)

Ms. Sanchez reviewed the item and spoke regarding the event. She noted they would be filling the void that the Chinese Star Tournament was leaving for Memorial Day weekend. She explained this would be a three way partnership with RADD Sports, the National Travel Basketball Association, and the Florida Sports Coast. This would be the first time they would be coming to Florida for this event. She noted the amount of teams, the date of the event, partnering with RADD Sports to have a local component, one event for boys and one for girls, and that the request would be based on performance.

Discussion was held regarding room space for the multiple events during Memorial Day weekend and the Special Marketing Grant.

The Council approved the item per Staff's recommendation.

F. SPORTS DEVELOPMENT UPDATE - (Consuelo Sanchez)

F-1. Upcoming Events

Agenda items F-1 and F-2 were heard together.

Ms. Sanchez noted the recent events, upcoming events, switching event venues, confirmed room nights, and events that were postponed and cancelled.

The item was for information only. No action was required

F-2. Postponed / Cancelled Events

Agenda items F-1 and F-2 were heard together.

The item was for information only. No action was required

F-3. Site Visits Update

Ms. Sanchez noted last month, they hosted Michael Wholey who was the Lead Director of SUTS Report. She noted he worked with NCAA Certified Recruiting Services for kids and he would like to book an event for next February, but she was unsure if they would be able to book the event due to the Sports Campus already being booked full for that time next year.

Discussion followed regarding the Downs & St. Germain's report. Suggestions included interviewing guests at hotels during their stay and if they would return or if they were only here for a sporting event.

Ms. Gayson noted that Sports Tourism made up 14% annually in their economic report. She suggested a post event survey be sent out to the guests.

Ms. Longman noted the timing of the interviews was off and a better plan needed to be put in place.

The item was for information only. No action was required

F-4. FSF Grants Update

Ms. Sanchez discussed the grant update. She noted the deadline date was January 10th, but she was granted permission to apply for the two Memorial Day weekend events and they were accepted. She was unsure if they would receive the funds, but she would know within the next couple weeks of the answer.

The item was for information only. No action was required

F-5. Other Updates

Ms. Sanchez discussed her visit to Columbia from 2 years ago and stated she was able to have a conversation regarding bringing events from Columbia to Pasco. Due to COVID-19, they were unable to make arrangements in 2020, but she hoped to be able to make plans for this upcoming winter. She stated she spoke with Top Off the Bay Lacrosse to set up a site visit at the Land O'Lakes Recreational Complex due to more fields provided there and they confirmed three events in the next year.

Discussion followed regarding putting a package together regarding contacting other Countries to reach out about hosting their teams in the area.

The item was for information only. No action was required

G. MEDIA REPORT - (Kolby Gayson)

G-1. Marketing Update

Ms. Gayson used a PowerPoint Presentation to show key points regarding MEND, the company who was handling the digital advertising through 2021. She noted CARES money had run out and the money she was referring to was money they had originally planned for in their marketing budget. She noted in January they started running a 30

minute video on True View through MEND. She stated the Hero video had a view rate of 13% and 3,000 clicks. She explained in detail the positivity the digital advertising was having for the County. She noted that RV Camping was becoming more popular and a segment of travel that people were becoming more interested in.

Discussion was held regarding the sudden interest in RV Camping; how it was becoming the fun way to do things with families EPRO direct emails; Miles Partnership Leads; email marketing center; creating bigger videos; and the blog post.

The item was for information only. No action was required

G-2. Website Update

Ms. Gayson noted the amount of website visitors and that the new website would be up and running soon.

The item was for information only. No action was required

G-3. Social Media Update

Ms. Gayson noted their Escape to Adventure Campaign went live January 25th and explained the giveaway that was being offered.

Discussion followed the eligibility for the contest giveaway and how the public had to participate to be entered in the giveaway.

The item was for information only. No action was required

G-4. PR Update

Ms. Gayson noted they sent 21 press kits to social media influencers and journalists to help promote the Joint Venture. She discussed the virtual Kumquat Festival; the UK publication of the Joint FAM of the UK Journalist; and travel turning in the right direction.

The item was for information only. No action was required

G-5. Other Updates

Ms. Gayson introduced Ms. Megan Phillips, a Sports Business Major from Saint Leo University, who would be interning with them.

Mr. Riehle asked where they stood with the new website.

Discussion followed regarding the status and the rough time estimate for the arrival of the new website.

The item was for information only. No action was required

H. TOURISM SALES UPDATE - (Anthony Stinsman)

H-1. Tourism Sales Update

Mr. Anthony Stinsman gave a brief update regarding the Inaugural SMURF Event at Saddlebrook, becoming the official host destination for the Sports Express Conference for January of 2022, and Destinations Florida. He noted they had one large scale opportunity which was the Endurance Exchange.

MR. MIKE BISHOP LEFT THE MEETING AT 11:17 A.M. AND RETURNED AT 11:20 A.M.

Councilman Davis noted Florida Main Street would hold their conference at the Hacienda next summer. He suggested Mr. Stinsman to get in touch with them.

The item was for information only. No action was required

I. INDUSTRY RELATIONS UPDATE - (Gaby LaJeunesse)

I-1. Industry Relations Update

Ms. Gaby LeJeunesse gave the update and noted there were new businesses added to their portfolio. One of the businesses was Diamond View Studios who used the same technology as Disney used in the Mandalorian. She mentioned that venue would be a great candidate for the video being made as previously discussed. She noted they were building a partnership with Pure Florida Water Sports in Wesley Chapel and EBB-N-Flow SUP Paddleboard Rentals. She discussed the DMO having a large number of industry partners and where to register for training and get certified by the Human Trafficking Foundation. He was seeking the support of SB 704, which was a sponsor by Senator Joe Gruters on behalf of the film, television, and digital media industry. It was a targeted rebate program that would let smaller divisions qualify for rebates when there were productions coming and happening in the area. She noted it was performance based and received word that it was passed favorable out of the Senate Commerce and Tourism Committee.

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

J. DESTINATION REPORT - (Adam Thomas)

J-1. December STR / TDT Revenue

Ms. Sanchez gave the report for occupancy, average daily rate and RevPar. For the month of December, there was a decrease compared to 2019 of 13.7% of occupancy. She noted that they did better than the average in Florida. She stated average daily rate went down 12.9% while the average rate for Florida went down 19.71%. She also noted the RevPar went down 24% compared to 2019 and the average in Florida was 45.9%. She discussed the Tourist Development Tax being very consistent.

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

K. OLD BUSINESS

K-1. FY 2020 Annual Visitor Profile and Economic Impact Report to BCC

Ms. Sanchez noted Mr. Adam Thomas presented the Fiscal Year 2020 Annual Visitor Profile and Economic Impact Report to the BCC.

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

L. NEW BUSINESS

L-1. Legislative Update

Ms. Sanchez gave the update and noted the Session would begin March 2nd and would conclude April 30th. She stated they had an update regarding the budget for Visit Florida Marketing purposes. She stated it was great news for the Tourism Industry for Florida as it was the same budget as recommended from last year even with the decreases from COVID-19. She discussed the extension for the Visit Florida contract until October of 2023. She noted there would a Bill filed that would request that Visit Florida could carry forward any unexpended State appropriations into succeeding fiscal years. She noted there was a Bill that was concerning for the people in the tourism industry. That Bill would permit them from using tourism taxes to buy anything from Facebook, Twitter, Amazon, Apple, and Alphabet (Google).

Discussion followed regarding the tax Bill; how could they ban them; the political aspect of the Bill; the non-approval of the Bill yet; and the date of potential determination. .

Ms. Sanchez noted there would be a better Bill that would help County Tourism. She stated to date, there had not been any proposed legislation that would expand the use of the Tourist Development Tax. She discussed the vacation rentals and stated they had been maintaining the same Bill that was kept from last year. They would be keeping the grandfathered clause.

Ms. Elizabeth Blair, County Attorney, stated that they had severe restrictions on rentals and that was why most people in Pasco County were doing so illegally. She recommended they continue to have requirements and limit certain aspects.

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

L-2. TDC Members Update

Ms. Sanchez introduced Mr. Alejandro Crossa, student from the University of Florida, who would be interning with their office in the Sports Development Department until the end of April.

Vice-Chairman Longman stated that Pasco County was doing okay and as a County, the numbers were nowhere near as bad as the rest of Florida.

Ms. Sanchez noted she received Staff's weekly report. She noted she was extremely happy to see the occupancy had been over 90% and felt that over the next couple months, finding rooms would be a challenge.

Councilman Davis stated he wished they would open up the State.

Mr. Kidd congratulated the Bucs on their win.

Councilman Davis noted the Chasco Committee was looking to do some smaller events.

Mr. Bishop discussed the annual luncheon for the EDC. This year would be an in person and virtual event.

Ms. DeFilippis noted her hotel had been very busy for the first time in a while.

Council President Burgess discussed the BBQ and Blues Event that was cancelled and the rescheduled date of the socially distanced concert with a drive-thru BBQ.

Vice-Chairman Longman reminded the Committee that at the next meeting in Dade City, the group would be taking their updated team photo. She noted that Frontier Airlines would have a whole new crew base in Tampa which would open up the doors for all new direct flights to Tampa Airport. She stated that for the first time in decades, Leadership Pasco was having a Tourism Day and she had been appointed Chair and Mr. Adam Thomas was the Vice-Chairman. She stated they were having a test day for March 2021 and the official year of starting would be in 2022.

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

L-3. Human Trafficking Board

Ms. Sanchez noted the item would be discussed at the next meeting.

M. ADJOURNMENT

The meeting adjourned at 11:38 a.m.



TOURIST DEVELOPMENT COUNCIL
HYBRID/VIRTUAL REGULAR MEETING
FEBRUARY 17, 2021

Office of Nikki Alvarez-Sowles, Esq., Clerk & Comptroller

Prepared by:

A handwritten signature in blue ink, appearing to read 'Allie Knupp', is written over a horizontal line.

Allie Knupp, Records Clerk I
Board Records Division