

Council Members

Chairman, Commissioner Mike Moore
Vice-Chairman, Wendy Longman
Councilman Kenneth M. Burgess, Jr.
Deputy Mayor Mike Peters, City of New Port Richey
Mike Bishop
Bobbi L. DeFilippis
Robert Riehle

**Pasco County
Tourist Development Council
Wednesday, September 21, 2022
10:00 AM**



Dade City Historic Courthouse, Board Room, 2nd Floor
37918 Meridian Ave., Dade City, Florida 33525

Call To Order - 10:00 a.m. Chairman

Invocation, Pledge of Allegiance

Roll Call

Public Comment

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - August 17th, 2022 TDC Meeting
File Number DMO22-0147
Comm. Dist.
Recommendation Approve

Presentations

- 2 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2022 Quarter 3 (April 1st - June 30th)
File Number DMO22-0148
Comm. Dist.
Recommendation Presentation Only
- 3 Public Relations (PR) Report - Giant Noise - To Present Earned Media Value for Scallop Season FAM Tour and Other Media Efforts
File Number DMO22-0149
Comm. Dist.
Recommendation Presentation Only
- 4 Fiscal Year 2023 Media Plan - Adam Thomas, DMO Director - To Present the Marketing and Promotional Plan for FY 2023
File Number DMO22-0150
Comm. Dist.
Recommendation Presentation Only

Funding Requests

- 5 Sports Event Funding Agreement -SuperSeries AAA LLC - NSH Hockey Cup and Elite Prospects Hockey Cup Series - \$22,000.00
File Number DMO22-0152
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement - Mad Cap Events, LLC - Savage Race Florida Fall 2022 - \$9,000.00
File Number DMO22-0153
Comm. Dist.
Recommendation Approve

- 7 Sports Event Funding Agreement - Rush Soccer - Coastal Shootout Premier Soccer Tournament Series and International Rush Soccer- \$22,000.00
File Number DMO22-0154
Comm. Dist.
Recommendation Approve
- 8 Sports Event Funding Agreement - Figure Skating Club at USF - The South Florida Sunshine Classic Intercollegiate Figure Skating Championships - \$6,000.00
File Number DMO22-0155
Comm. Dist.
Recommendation Approve
- 9 Sports Event Funding Agreement - Preferred Athlete Scouting Services Inc. - Suncoast Challenge - \$3,000.00
File Number DMO22-0156
Comm. Dist.
Recommendation Approve

New Business

- 10 Sports Tourism Update - Kayla Glazebrook, Sports Tourism Services & Project Coordinator - August - September Sports Activities Update
File Number DMO22-0157
Comm. Dist.
Recommendation Presentation Only
- 11 Communications Update - Adam Thomas, DMO Director - August Communications Activities Report
File Number DMO22-0158
Comm. Dist.
Recommendation Presentation Only
- 12 Industry Relations Update - Gaby LaJeunesse, Industry Relations Coordinator - August - September Industry Relations Activities Update
File Number DMO22-0159
Comm. Dist.
Recommendation Presentation Only
- 13 DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO22-0160

Comm. Dist.

Recommendation Presentation Only

- 14 2023 TDC Schedule - Destination Management Organization - Final
Schedule for 2023 Tourist Development Council Meetings

File Number DMO22-0161

Comm. Dist.

Recommendation Presentation Only

Old Business

- 15 Marketing Matching Sponsorship Agreement - Farrell Cares, Inc. - To
Present Updated Funding Request for the 2022 Cotee River Bike Fest
- \$20,000.00

File Number DMO22-0162

Comm. Dist.

Recommendation Approve

Adjournment