

Council Members

Chairman, Commissioner Jack Mariano
Vice-Chairman, Wendy Longman
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Councilman Mike Peters, City of New Port Richey
Mike Bishop
Bobbi L. DeFilippis
Robert Riehle
Pascal Collard
Rebecca Hayes

**Pasco County
Tourist Development Council
Wednesday, November 15, 2023
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 - To Approve August 16th, 2023 and September 20th, 2023 TDC Meeting Minutes
File Number DMO24-0019
Comm. Dist.
Recommendation Approve

Presentations

- 2 Destination Operations System Report - Zartico - To Provide Visitation Analytics
File Number DMO24-0020
Comm. Dist.
Recommendation Presentation Only
- 3 PR Update - Giant Noise - To Provide an Update of Public Relations Activities
File Number DMO24-0021
Comm. Dist.
Recommendation Presentation Only

Funding Requests

- 4 Sports Event Funding Agreement - Foster Volleyball Clinics, Inc. - 2024 New Years Classic - \$2,880.00
File Number DMO24-0022
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement - S & S Events, Inc.- 2023 Florida USA MLK Showcase - \$13,908.00
File Number DMO24-0023
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement - U.S. Amateur Basketball, LLC - Hoopseen Next Gen Kickoff - \$6,408.00
File Number DMO24-0024
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement - Excel Events LLC - 2024 Block Party and 2024 Buccaneer Bash - \$14,796.00
File Number DMO24-0025

Comm. Dist.

Recommendation Approve

- 8 Sports Event Funding Program - The Junior Tour LLC – Under Armour Junior Golf Two-Player National Championship and 54-Hole Under Armour Amateur Winter Championship - \$13,320.00

File Number DMO24-0026

Comm. Dist.

Recommendation Approve

- 9 Sports Event Funding Agreement - Tampa United Events Inc. - 2024 Gasparilla Kickoff Classic - \$9,900.00

File Number DMO24-0027

Comm. Dist.

Recommendation Approve

- 10 Sports Event Funding Agreement - Statewide Amateur Hockey of Florida, Inc. - 2024 SAHOF State Championships - \$6,240.00

File Number DMO24-0028

Comm. Dist.

Recommendation Approve

- 11 Sports Event Funding Agreement - Enterprise Media LLC - Caliente Bare Dare 5K - \$5,484.00

File Number DMO24-0029

Comm. Dist.

Recommendation Approve

- 12 Sports Event Sponsorship Agreement - Teqball USA LLC - 2024 Teqball Tour Florida's Sports Coast - \$75,000.00

File Number DMO24-0030

Comm. Dist.

Recommendation Approve

- 13 Sports Event Sponsorship Agreement - American Pickleball Tour LLC - 2024 American Pickleball Tour - \$15,000.00

File Number DMO24-0031

Comm. Dist.

Recommendation Approve

- 14 Advertising Sponsorship Agreement - Z Mitch LLC - Digital and On-site Advertisement at AdventHealth Center Ice - \$20,000.00

File Number DMO24-0032

Comm. Dist.

Recommendation Approve

- 15 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - 2024 International Racquets Conference - \$7,000.00
File Number DMO24-0033
Comm. Dist.
Recommendation Approve

New Business

- 16 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO24-0034
Comm. Dist.
Recommendation Presentation Only
- 17 Reserves Policy Update - Destination Management Organization - To Update DMO's Reserves Policy
File Number DMO24-0035
Comm. Dist.
Recommendation Approve
- 18 New TDC Meeting Format - Destination Management Organization - To Implement Consent and Regular Items for TDC Meetings
File Number DMO24-0036
Comm. Dist.
Recommendation Approve

Old Business

- 19 Tourism Strategic Plan Presentation - Destination Consultancy Group LLC - To Present the Final Fiscal Year 2024-2028 Strategic Destination Plan Summary
File Number DMO24-0037
Comm. Dist.
Recommendation Approve

Adjournment