

Council Members

Chairman, Commissioner Kathryn Starkey
Vice-Chairman, Wendy Longman
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Kelly Mothershead, Deputy Mayor, City of New Port Richey
Mike Bishop
Bobbi L. DeFilippis
Pascal Collard
Rebecca Hayes
Scott Ward

**Pasco County
Tourist Development Council
Tuesday, August 20, 2024
10:00 AM**



West Pasco Government Center, Board Room, 1st Floor
8731 Citizens Drive, New Port Richey, Florida 34654

All electronic devices must be turned off while in the Board Room.

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

Invocation, Pledge of Allegiance

Roll Call

Public Comment

Minutes - Tourism Development Council

Presentations

- 1 Fiscal Year 2025 Budget - Adam Thomas, Executive Director - To Present the Proposed Fiscal Year 2025 Budget for the Destination Management Organization
File Number DMO24-0132
Comm. Dist.
Recommendation Presentation Only
- 2 Media and Creative Update - Paradise Advertising & Marketing, Inc. - To Provide an Update on the Onboarding Process for Creative, Traditional, Digital and Media Services and to Present the Fiscal Year 2025 Media Plan for Florida's Sports Coast
File Number DMO24-0133
Comm. Dist.
Recommendation Presentation Only

Consent

- 3 Fiscal Year (FY) 2025 Marketing Matching Sponsorship Program (MMSP) Funding Requests - Various Event Organizers - To Present Funding Requests from Applicants to the FY 2025 MMSP Cycle - \$88,704.00
File Number DMO24-0134
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Z Mitch LLC – The Sunshine State Synchro Classic – Ice Skating – AdventHealth Center Ice – \$6,000.00
File Number DMO24-0135
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement – Charotaruya Leua Patidar Seva Samaj of U.S.A., Inc. – CLPSS Volleyball Tournament – Volleyball – Wiregrass Ranch Sports Campus of Pasco County – \$12,828.00
File Number DMO24-0136
Comm. Dist.
Recommendation Approve

- 6 Sports Event Funding Agreement – S & S Events – Florida Gem High School Volleyball Tournament – Volleyball – Wiregrass Ranch Sports Campus – \$3,492.00
File Number DMO24-0137
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement – Special Olympics Florida – SOFL West Coast Regional Fall Classic – Multiple Sports – Wiregrass Ranch Sports Campus – \$3,252.00
File Number DMO24-0138
Comm. Dist.
Recommendation Approve
- 8 Sports Event Sponsorship Agreement - Tennis Pro Florida LLC - ITF Women's World Tennis Tour Tournament (\$75K Prize) - \$30,000.00
File Number DMO24-0139
Comm. Dist.
Recommendation Approve
- 9 Promotional Sponsorship Agreement - Professional Tennis Registry - To Become a Destination Partner and to Promote Florida's Sports Coast on Professional Tennis Registry and Professional Pickleball Registry Digital Channels - \$30,000.00
File Number DMO24-0140
Comm. Dist.
Recommendation Approve
- 10 International Sports Express and Mega FAM Tour Sponsorship Agreement - The Express Conferences - To Host the Inaugural Sports Express International and the Mega FAM Tour - \$45,000.00
File Number DMO24-0141
Comm. Dist.
Recommendation Approve
- 11 Promotional Sponsorship Agreement - Colombian Wheelchair Rugby Federation - Florida's Sports Coast Promotions by the Colombian Wheelchair Rugby Federation in Colombia - \$10,000.00
File Number DMO24-0142
Comm. Dist.
Recommendation Approve

New Business

- 12 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's

Updates

File Number DMO24-0143

Comm. Dist.

Recommendation Presentation Only

Old Business

- 13 Update to the Operating Reserves, Special Projects, and Contingency Reserves Accounts Policy - Destination Management Organization - To Update DMO's Reserves Policy

File Number DMO24-0144

Comm. Dist.

Recommendation Approve

Adjournment