

Council Members

Chairman, Commissioner Kathryn Starkey
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
Wednesday, November 20, 2024
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

Consent

- 1 Post Event Funding Agreement – MMV USA LLC – Tampa Bay Super Cup – Soccer – Wiregrass Ranch Sports Campus and Land O Lakes Rec Center – \$5,892.000
File Number DMO25-0001
Comm. Dist.
Recommendation Approve
- 2 Post Event Funding Agreement – ISSA Production LLC – National Thanksgiving HoopFest – Basketball – Wiregrass Ranch Sports Campus – \$5,280.00
File Number DMO25-0002
Comm. Dist.
Recommendation Approve
- 3 Sports Event Funding Agreement – U.S. Amateur Basketball, LLC – State Qualifiers – Basketball – Wiregrass Ranch Sports Campus – \$2,004.00
File Number DMO25-0003
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – The New Hurricane Tour, LLC – Tampa Bay Winter Junior Open – Golf – Lexington Oaks Golf Club – \$528.00
File Number DMO25- 0004
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement – Tampa Bay Christmas Invitational – ENG Sports INC. – Basketball – Wiregrass Ranch Sports Campus – \$38,000.00
File Number DMO25-0005
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement – Special Teams University— Kyle Stelter– Special Teams U Pro Prep Camp – Football – G Sports Trinity – \$3,924.00
File Number DMO25-0006
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement – Foster Volleyball Clinics, INC. –

2025 New Year's Classic – Volleyball – Wiregrass Ranch Sports Campus – \$4,908.00

File Number DMO25-0007

Comm. Dist.

Recommendation Approve

- 8 Sports Event Funding Agreement – The Dance Academy, INC. – 2025 Acro For Autism – Dance and Gymnastics – Wiregrass Ranch Sports Campus – \$4,128.00

File Number DMO25-0008

Comm. Dist.

Recommendation Approve

- 9 Sports Event Funding Agreement – Tampa United Events Inc. – 2025 Gasparilla Kickoff – Volleyball – Wiregrass Ranch Sports Campus – \$11,004.00

File Number DMO25-0009

Comm. Dist.

Recommendation Approve

- 10 Sports Event Funding Agreement – Florida Region of USA Volleyball, INC.– Florida Regional 18s Qualifier – Volleyball – Wiregrass Ranch Sports Campus – \$6,156.00

File Number DMO25-0010

Comm. Dist.

Recommendation Approve

- 11 Sports Event Funding Agreement – Ingram's Okinawan Karate, LLC – AAU Florida West Coast Invitational – Karate – St. Leo University – \$1,200.00

File Number DMO25-0011

Comm. Dist.

Recommendation Approve

- 12 Sports Event Funding Agreement – Excel Events LLC – Multiple Events – Volleyball – Wiregrass Ranch Sports Campus – \$18,948.00

File Number DMO25-0012

Comm. Dist.

Recommendation Approve

- 13 Sports Event Funding Agreement – S & S Events, INC. – Multiple Events – Volleyball – Wiregrass Ranch Sports Campus – \$30,348.00

File Number DMO25-0013

Comm. Dist.

Recommendation Approve

Presentations

- 14 Marketing Planning and Brand Campaign Development- Paradise Advertising & Marketing Inc.- To Present an Update on Creative and the Monthly Report
File Number DMO25-0014
Comm. Dist.
Recommendation Presentation Only
- 15 Destination Operations System Report - Zartico - To Provide FY 23-24 Visitor Impact Insights Report
File Number DMO25-0015
Comm. Dist.
Recommendation Presentation Only
- 16 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2024 Quarter 4 (July 1st-September 30th)
File Number DMO25-0016
Comm. Dist.
Recommendation Presentation Only
- 17 DMO Accomplishments for FY 2024 - Adam Thomas, Executive Director - To Present A List of the DMO's FY 2024 Accomplishments
File Number DMO25-0017
Comm. Dist.
Recommendation Presentation Only

New Business

- 18 Marketing and Communications Updates - Raul Nardi - Marketing & Communications Manager
File Number DMO25-0018
Comm. Dist.
Recommendation Presentation Only
- 19 Sports Tourism & Special Events Updates - Kayla Glazebrook - Sport & Special Events Program Coordinator
File Number DMO25-0019
Comm. Dist.
Recommendation Presentation Only
- 20 Industry Relations and Sales Updates - Gaby LaJeunesse - Tourism Business Relations and Sales Manager
File Number DMO25-0020

Comm. Dist.

Recommendation Presentation Only

21 DMO's Director's Updates - Adam Thomas - Executive Director

File Number DMO25-0021

Comm. Dist.

Recommendation Presentation Only

Old Business

22 March 2025 TDC Meeting Discussion

File Number DMO25-0022

Comm. Dist.

Recommendation Approve

Adjournment