

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
Kelly Hackman
Rebecca Hayes
Scott Ward

**Pasco County
Tourist Development Council
Wednesday, January 15, 2025
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 20th, 2024
TDC Meeting Minutes
File Number DMO25-0023
Comm. Dist.
Recommendation Approve

Introductions

- 2 Introducing Our Newest TDC Board Member, Kelly Hackman.
File Number DMO25-0048
Comm. Dist.
Recommendation Presentation Only

Consent

- 3 Sports Event Funding Agreement – Statewide Amateur Hockey of Florida, Inc.– 2025 SAHOF State Championships – Hockey - AdventHealth Center Ice – \$3,900.00
File Number DMO25-0024
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Pylon 7on7 Football LLC – Pylon 7on7 One Hand Touch Tournament – Football - Wiregrass Ranch Sports Campus Fields – \$6,636.00
File Number DMO25-0025
Comm. Dist.
Recommendation Approve
- 5 Post Event Funding Agreement – Hoopfluence, Inc.– AAU Florida Baller Bash– Basketball - Wiregrass Ranch Sports Campus – \$1,752.00
File Number DMO25-0026
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement – Revel Dance Convention LLC – Revel Dance Convention – Dance –Saddlebrook Resort – \$6,576.00
File Number DMO25-0027
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement – Preferred Athlete Scouting Services Inc. – 2025 Southern Jam – Girls Basketball - Wiregrass Ranch Sports Campus – \$3,528.00

File Number DMO25-0028

Comm. Dist.

Recommendation Approve

- 8 Sports Event Funding Agreement – Triple Threat Elite Sports LLC – 2025 Top Threat Tournaments SAT Florida – Girls Lacrosse - Wiregrass Ranch Sports Campus – \$11,652.00

File Number DMO25-0029

Comm. Dist.

Recommendation Approve

- 9 Sports Event Funding Agreement – Bici Fitness LLC– Gran Fondo National Series Florida– Cycling – Start/Finish Dade City Brewhouse – \$6,768.00

File Number DMO25-0030

Comm. Dist.

Recommendation Approve

- 10 Sports Event Funding Agreement – Z Mitch LLC–AHCI Memorial Day Youth Hockey Tournament – Ice Hockey – AdventHealth Center Ice – \$11,172.00

File Number DMO25-0031

Comm. Dist.

Recommendation Approve

- 11 Sports Event Funding Agreement – West Pasco Youth Soccer Association, Inc.– 2025 Florida Premier Spring Showcase– Soccer – Various Venues – \$10,716.00

File Number DMO25-0032

Comm. Dist.

Recommendation Approve

- 12 Sports Event Funding Agreement – Supreme Tournaments, LLC–NXT Pro Sports Youth Basketball Tournament– Basketball - Wiregrass Ranch Sports Campus – \$5,652.00

File Number DMO25-0033

Comm. Dist.

Recommendation Approve

- 13 Sports Event Funding Agreement – Bay Area Basketball Inc.–2025 Tournament of Legends Bay Area Showdown– Basketball - Wiregrass Ranch Sports Campus – \$10,056.00

File Number DMO25-0034

Comm. Dist.

Recommendation Approve

- 14 Sports Event Funding Agreement – Small Ball United –Small Ball United International Basketball Tournament– Basketball - Wiregrass Ranch Sports Campus – \$14,460.00
File Number DMO25-0035
Comm. Dist.
Recommendation Approve
- 15 Sports Event Funding Agreement – SUTS Report LLC–2025 Sunshine State Showdown– Basketball - Wiregrass Ranch Sports Campus – \$22,572.00
File Number DMO25-0036
Comm. Dist.
Recommendation Approve
- 16 Sports Event Funding Agreement – MADE Hoops LLC. –MADE Hoops Florida Clash– Basketball - Wiregrass Ranch Sports Campus – \$2,844.00
File Number DMO25-0037
Comm. Dist.
Recommendation Approve
- 17 Host Sponsorship Agreement – Sports Diversity Leadership Council LLC – To Host the 2025 Women’s Regional Summit Florida and Mega FAM Tour – \$18,000.00
File Number DMO25-0038
Comm. Dist.
Recommendation Approve
- 18 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - The Professional Tennis Registry (PTR) International Racquets Conference - \$7,000.00
File Number DMO25-0039
Comm. Dist.
Recommendation Approve

Presentations

- 19 Resident Opinion Study – Downs and St. Germain Research - To Explore Local Residents’ Perceptions of Tourism in Pasco County
File Number DMO25-0040
Comm. Dist.
Recommendation Presentation Only
- 20 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 Annual Report

File Number DMO25-0041
Comm. Dist.
Recommendation Presentation Only

- 21 Marketing Planning and Brand Campaign Development- Paradise Advertising & Marketing Inc.- To Present an Update on Creative and the Monthly Report

File Number DMO25-0042
Comm. Dist.
Recommendation Presentation Only

New Business

- 22 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities

File Number DMO25-0043
Comm. Dist.
Recommendation Presentation Only

- 23 Sports Tourism Updates - Matthew Bodganoff - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities

File Number DMO25-0044
Comm. Dist.
Recommendation Presentation Only

- 24 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Business Development Specialist - To Provide and Update of Film Commission, Industry Relations, and Group Sales

File Number DMO25-0045
Comm. Dist.
Recommendation Presentation Only

- 25 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates

File Number DMO25-0046
Comm. Dist.
Recommendation Presentation Only

- 26 Legislative Update - Destination Management Organization - To Provide a Legislative Update About Potential Changes to Section 125.0104, Florida Statutes

File Number DMO25-0047
Comm. Dist.

Recommendation Presentation Only

Old Business

Adjournment