

Council Members

Chairman, Commissioner Kathryn Starkey
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Mike Bishop
Bobbi L. DeFilippis
Pascal Collard
Kelly Hackman
Rebecca Hayes
Scott Ward

**Pasco County
Tourist Development Council
Wednesday, June 18, 2025
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

- 1 Minutes- Tourist Development Council- To Approve November 20th, 2024 TDC Meeting Minutes
File Number DMO25-0101
Comm. Dist.
Recommendation Approve

Consent

- 2 Multi-Year Promotional Sponsorship Agreement – AAFF, LLC – Florida's Sports Coast Promotions at AAFF Events and League in Chile – \$139,000.00
File Number DMO25-0102
Comm. Dist.
Recommendation Approve
- 3 Promotional Sponsorship Agreement – Eagles Academy LLC – Benfica Residential Academy Team and Camp and Clinics Sponsorship– \$25,000.00
File Number DMO25-0103
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Eagles Academy LLC – Benfica Residential Academy Multiple Events – Soccer – St. Leo University– \$25,000.00
File Number DMO25-0104
Comm. Dist.
Recommendation Approve
- 5 Multi-Year - Host Sponsorship Agreement – Florida Sports Foundation – Florida Senior Games – Multi Sport – Multiple Venues – \$189,596.63
File Number DMO25-0105
Comm. Dist.
Recommendation Approve
- 6 Promotional Sponsorship Agreement - Tennis Pro Florida LLC - Florida's Sports Coast Promotions by The HayaBusa Team (Indoor and Outdoor Skydive World Champion) - \$10,000.00
File Number DMO25-0106
Comm. Dist.
Recommendation Approve

- 7 Funding Request To Purchase Sand Soccer Goals and Race Equipment
- Parks, Recreation and Natural Resources - Purchase Equipment for
Sports Tourism Events - \$25,000.00
File Number DMO25-0107
Comm. Dist.
Recommendation Approve
- 8 Sports Event Funding Agreement – FAB Adventures, Inc. – The Joy
Ride – Cycling – Pasco County– \$1,824.00
File Number DMO25-0108
Comm. Dist.
Recommendation Approve
- 9 Host Sponsorship Agreement – USA Calisthenics Association Inc – The
Florida Cup, a World Street Workout and Calisthenics Federation
Sanctioned Event – Calisthenics - Sunwest Park - \$15,000.00
File Number DMO25-0109
Comm. Dist.
Recommendation Approve

Presentations

- 10 Economic Impact and Visitor Tracking Report – Downs and St. Germain
Research - To Provide Economic Impact of Tourism and Visitors Profile
Information for Fiscal Year 2025 Quarter 2 (January 1, 2025 - March 31,
2025)
File Number DMO25-0110
Comm. Dist.
Recommendation Approve

New Business

- 11 Communications Updates - Marla Silva - Marketing Coordinator - To
Provide an Update on Marketing, Social Media, Website, and PR
Activities
File Number DMO25-0111
Comm. Dist.
Recommendation Presentation Only
- 12 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events
Program Manager - To Present an Update on Sports Tourism and
Special Events Activities
File Number DMO25-0112
Comm. Dist.
Recommendation Presentation Only

- 13 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Sales Manager - To Provide and Update of Film Commission, Industry Relations, and Group Sales
File Number DMO25-0113
Comm. Dist.
Recommendation Presentation Only
- 14 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO25-0114
Comm. Dist.
Recommendation Presentation Only
- 15 Legislative Update - Destination Management Organization - To Provide an Update on the 2025 Legislative Session
File Number DMO25-0115
Comm. Dist.
Recommendation Presentation Only
- 16 Invitation To Negotiate (ITN) Update - Consuelo Sanchez, Tourism Deputy Director - To Provide an Update on the ITN for the Management, Operations, and Maintenance of the Wiregrass Ranch Sports Campus of Pasco County
File Number DMO25-0116
Comm. Dist.
Recommendation Presentation Only

Old Business

Adjournment