

Council Members

Chairman, Commissioner Kathryn Starkey
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Councilman Brian Jonas, City of New Port Richey
Mike Bishop
Bobbi L. DeFilippis
Pascal Collard
Kelly Hackman
Rebecca Hayes
Alexis Doyle

**Pasco County
Tourist Development Council
Wednesday, October 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

Introduction of New TDC Member

- 1 Introduction of New TDC Member — Dr. Alexis Dempsey Doyle - New TDC Member Representing Saddlebrook Resort
File Number DMO26-0003
Comm. Dist.
Recommendation Presentation Only

Consent

- 2 Sports Event Funding Agreement – Special Teams University LLC – Pro Prep Camp– Football – Angeline Academy– \$2,460.00
File Number DMO26-0004
Comm. Dist.
Recommendation Approve
- 3 Sports Event Funding Agreement – S & S Events, INC.– Multiple Events– Volleyball – Wiregrass Ranch Sports Campus – \$28,728.00
File Number DMO26-0005
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Soccer Management Company LLC – Gulf Coast Invitational – Soccer – Wiregrass Ranch Sports Campus – \$10,044.00
File Number DMO26-0006
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement – Florida Region of USA Volleyball, INC.– Florida Regional 18s Qualifier – Volleyball – Wiregrass Ranch Sports Campus – \$3,600.00
File Number DMO26-0007
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement –MADE Hoops LLC– MADE Hoops Florida Clash – Basketball – Wiregrass Ranch Sports Campus – \$4,632.00
File Number DMO26-0008
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement – Enterprise Media, LLC – Caliente Bare Dare 5K – 5K Run – Caliente Resort – \$6,828.00

File Number DMO26-0009

Comm. Dist.

Recommendation Approve

- 8 Multi-year Sports Event Funding Agreement – Florida Amateur Wrestling Association Inc. – USA Wrestling 14U Dual National Championships – Wrestling – Wiregrass Ranch Sports Campus– \$129,303.00

File Number DMO26-0010

Comm. Dist.

Recommendation Approve

- 9 Sports Event Funding Agreement –Tampa United Events Inc.– Tampa Slam – Volleyball– Wiregrass Ranch Sports Campus – \$8,496.00

File Number DMO26-0011

Comm. Dist.

Recommendation Approve

- 10 Sports Event Funding Agreement – U.S. Amateur Basketball, LLC – Multiple Events– Basketball– Wiregrass Ranch Sports Campus – \$20,340.00

File Number DMO26-0012

Comm. Dist.

Recommendation Approve

Presentations

- 11 Marketing Planning and Creative Development - Paradise Advertising & Marketing Inc.- To Present an Update on Marketing Campaigns and Creative

File Number DMO26-0013

Comm. Dist.

Recommendation Presentation Only

- 12 Villages Of Pasadena Hills Presentation — Keith Wiley, Parks, Recreation, and Natural Resources Director - Update on the Villages Of Pasadena Hills Project

File Number DMO26-0014

Comm. Dist.

Recommendation Presentation Only

- 13 Destination Operations System Report - Zartico - To Provide the Visitor Impact Insights Report

File Number DMO26-0015

Comm. Dist.

Recommendation Presentation Only

New Business

- 14 Communications Updates — Raul Nardi — Marketing & Communications Manager — To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO26-0016
Comm. Dist.
Recommendation Presentation Only
- 15 Sports Tourism Updates — Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO26-0017
Comm. Dist.
Recommendation Presentation Only
- 16 Industry Relations and Sales Update — Gaby LaJeunesse — Tourism Sales Manager — To Provide and Update of the Film Commission, Industry Relations, and Group Sales
File Number DMO26-0018
Comm. Dist.
Recommendation Presentation Only
- 17 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO26-0019
Comm. Dist.
Recommendation Presentation Only

Old Business

- 18 FY 2025 Q3 Treasurer's Report - Destination Management Organization - To Report Financials Reports from April 1, 2025 to June 30, 2025
File Number DMO26-0020
Comm. Dist.
Recommendation Presentation Only
- 19 Fiscal Year 2026 Budget — Adam Thomas, Executive Director — To Present the Fiscal Year 2026 Budget for the Destination Management Organization
File Number DMO26-0021
Comm. Dist.
Recommendation Presentation Only

Adjournment

