

Council Members

Chairman, Commissioner Jack Mariano
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Councilman Brian Jonas, City of New Port Richey
Antonio Perez
Bobbi L. DeFilippis
Pascal Collard
Kelly Hackman
Erica Broadnax
Alexis Doyle

**Pasco County
Tourist Development Council
Tuesday, January 27, 2026
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 - Antonio Perez - Director of Sales for MetroLagoons
File Number DMO26-0041
Comm. Dist.
Recommendation Presentation Only

Consent

- 2 Sports Event Sponsorship Agreement – Kry, Inc. – Red Bull Day in the Dirt Down South - Motocross – Dade City Raceway – \$35,000.00
File Number DMO26-0042
Comm. Dist.
Recommendation Approve
- 3 Sports Event Funding Agreement – Elite Championship Series LLC – Flag Elite – West Coast Championships– Flag Football – Wiregrass Ranch Sports Campus– \$5,772.00
File Number DMO26-0043
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Bici Fitness LLC– Gran Fondo National Series Florida –Cycling – Start Finish Line Dade City Brewhouse - \$7,224.00
File Number DMO26-0044
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement – Supreme Tournaments, LLC – NXT Puma Show Circuit – Basketball – Wiregrass Ranch Sports Campus– \$9,816.00
File Number DMO26-0045
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement – Statewide Amateur Hockey of Florida, Inc. – SAHOF State Championships – Hockey – AdventHealth Center Ice– \$5,880.00
File Number DMO26-0046
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement – Preferred Athlete Scouting Services Inc. – Southern Jam– Basketball – Wiregrass Ranch Sports Campus –

\$4,908.00

File Number DMO26-0047

Comm. Dist.

Recommendation Approve

- 8 Sports Event Funding Agreement – SUTS Report LLC – SUTS Report
Sunshine State Showdown– Basketball – Wiregrass Ranch Sports
Campus– \$25,428.00

File Number DMO26-0048

Comm. Dist.

Recommendation Approve

- 9 Sports Event Funding Agreement – Bay Area Basketball, Inc. – Bay
Area Showdown /Tournament of Legends – Basketball – Wiregrass
Ranch Sports Campus – \$11,400.00

File Number DMO26-0049

Comm. Dist.

Recommendation Approve

- 10 Sports Event Funding Agreement – PLAY Hockey USA, Inc. – Hockey
Hall of Fame Tampa Bay - Female – Ice Hockey – AdventHealth Center
Ice – \$11,832.00

File Number DMO26-0050

Comm. Dist.

Recommendation Approve

- 11 Group Meeting Incentive Program – Saddlebrook Resort / AVI-SPL
TechOp Summit - \$7,000.00.

File Number DMO26-0065

Comm. Dist.

Recommendation Approve

- 12 Group Meeting Incentive Program – Saddlebrook Resort / Heartland
Dental Meeting - \$7,000.00.

File Number DMO26-0051

Comm. Dist.

Recommendation Approve

- 13 Special Project Funding Request - Adam Thomas, DMO Executive
Director - To Request Funding from the Fiscal Year 2026 Special
Projects Account to Conduct a Hotel Development Forecast Study -
\$50,000.00

File Number DMO26-0052

Comm. Dist.

Recommendation Approve

- 14 Special Project Funding Request - Adam Thomas, DMO Executive Director - To Request Funding from the Fiscal Year 2026 Special Projects Account for the Colombian Market Initiative for Destination Awareness & Trade Roadshow Engagement with Travel Operators and Wholesalers - \$40,000.00
File Number DMO26-0053
Comm. Dist.
Recommendation Approve

Presentations

- 15 Florida Sunshine Law, Ethics, and Public Records Presentation – Elizabeth Blair, Esq. - To Present the Summary of Ethics, Sunshine Law, and Public Records Requirements for Advisory Boards
File Number DMO26-0054
Comm. Dist.
Recommendation Presentation Only
- 16 Wiregrass Ranch Sports Campus Update - Sports Facilities Companies / WRSC SFM, LLC - To Present an Update on Operations and Sports Events at the Wiregrass Ranch Sports Campus of Pasco County during Fiscal Year 2026 Q1
File Number DMO26-0055
Comm. Dist.
Recommendation Presentation Only
- 17 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
File Number DMO26--0056
Comm. Dist.
Recommendation Presentation Only
- 18 Marketing and Creative Updates - Paradise Advertising & Marketing Inc.- To Present an Update on Creative and Marketing Initiatives
File Number DMO26-0057
Comm. Dist.
Recommendation Presentation Only

New Business

- 19 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO26-0058

Comm. Dist.

Recommendation Presentation Only

- 20 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities

File Number DMO26-0059

Comm. Dist.

Recommendation Presentation Only

- 21 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Sales Manager - To Provide and Update of Film Commission, Industry Relations, and Group Sales

File Number DMO26-0060

Comm. Dist.

Recommendation Presentation Only

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

File Number DMO26-0061

Comm. Dist.

Recommendation Presentation Only

- 23 Legislative Update - Destination Management Organization - To Provide an Update on the 2026 Legislative Session

File Number DMO26-0062

Comm. Dist.

Recommendation Presentation Only

- 24 Introduction of Florida's Sports Coast Newest Team Members - Emilia PortilloBoyer and Natalia Melo - To Introduce the New Hires for the Destination Management Organization

File Number DMO26-0063

Comm. Dist.

Recommendation Presentation Only

Old Business

- 25 Changes to the 2026 TDC Schedule - Destination Management Organization - To Cancel the February TDC Meeting

File Number DMO26-0064

Comm. Dist.

Recommendation Presentation Only

Adjournment

