



Tourist Development Plan 2010-2014



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PASCO COUNTY TOURIST DEVELOPMENT PLAN 2010-2014

VISION

- **To become the premier sports and travel destination in Florida by promoting sports tournaments, special events, outdoor recreation, ecotourism and cultural activities.**

MISSION

- **Pasco County's focus is to create a tourist experience based on promoting our natural attractions, cultural programs and creating new sports business, thereby generating overnight visitors to boost tourist development and the economy.**

EXECUTIVE SUMMARY

- On September 5 1990, the Pasco County Board of County Commissioners (BCC) adopted Ordinance No. 90-10 levying a 2% tourist development tax on short term accommodations in the County.
- On August 17, 2006 the Tourist Development Council (TDC) held a workshop with several regional and local sports' stakeholders to pursue a marketing plan to enhance sports travel to the County.
- The TDC and the Board of County Commissioners (BCC) pursued a partnership with the Florida Sports Foundation - the official sports promoter and development organization for the State. On April 25, 2007, the BCC appointed itself as the Pasco County Sports Commission (PCSC).
- In 2009, staff upgraded the Visitpasco.net website and "It's Only Natural" marketing brochure. Visitpasco.net partnered with Jack Rabbit and Book Direct to encourage better tracking of overnight visitors by booking accommodations online. The TDC partnered with the five Chambers of Commerce and Heron Publishing to encourage tourism stakeholders to promote attractions and venues on the marketing brochure.
- On April 22 2009, The TDC requested the BCC increase the Tourist Development Tax from 2% to 3% in order for the County to become more competitive within the Tampa Bay Area and increase its promotion and marketing efforts.
- On May 12, 2009, the BCC streamlined and improved the special event grant program to encourage overnight visitors to the County.
- On May 12, 2009, The BCC directed that excess revenue and unspent budgetary funds be re-allocated in their respective funds to create reserves for special projects that will enhance the County as a sports and travel destination.
- On April 14, 2010, the BCC adopted amendments to Ordinance No. 90-10 in furtherance of the Tourist Development Plan 2010-2014 and restructured the Plan's Mission and Vision, with the additional increase to the tax.

GOALS

1. Attract amateur and professional sports events and recreational activities in order to promote the county regionally, nationally and internationally as a sports travel destination. These efforts shall include but not be limited to the design, financing and construction of multi-sports facilities, creating sports event sponsorships and promoting additional venues, all of which would directly promote tourism in Pasco County.
2. Enhance the marketing efforts of the County utilizing social media, visitpasco.net, visitflorida.com, radio and television ad campaigns for out-of-state and in-state visitors and provide for event

sponsorship and grants for cultural and arts entertainment, festivals, programs, and activities which directly promote and advance tourism to the County.

3. Enhance tourism appeal and attractions by sustaining, improving and building the identity of Pasco County as a destination through signage leading visitors to attractions, thereby promoting ecotourism to Pasco County.
4. Establish and maintain partnerships among our stakeholders to promote a positive economic impact as part of the Tourism Plan while engaging new partners among public, private, athletic groups, leagues and nonprofit organizations to plan, fund, and promote tourism, and measure results.
5. Create a reserve to accommodate changes in the economic travel climate and for special projects and events which promote and generate tourism to the County.

OBJECTIVES

1. Assist in the design, finance and construction of sports facilities within three years of adopting the plan. Execute an Operating and Maintenance with private-public partnerships with sufficient experience and financial capability to operate the facilities.
 - o Increase the number of major sports tournaments that produce an economic impact of more than \$1 million and 1,200 room nights from one to six by the end of the Plan.
 - o Conduct a Sports/Outdoor Recreation Media Familiarization Trip by June 30, 2011.
 - o Become a major sponsor with a Sports Travel/Destination Expo in order to promote tournament growth, venues and Pasco County's hospitality by the end of calendar year 2011.
2. Utilize media resources upon adoption of the Plan to enhance television and radio promotions for the Pasco County and its partners.
 - o Create travel packages for visitors and groups by partnering with unique destination venues and local municipalities including New Port Richey, Dade City and Zephyrhills by June 30, 2011.
 - o Engage in social media trends to create followers and leads for our partners and stakeholders.
 - o Create new, update and re-design promotional collateral to brand the destination by the end of calendar year 2010.
 - o Conduct a Nature Coast Media Familiarization Trip partnering with Hernando, Citrus and Levy Counties in order to build synergy and help the region better compete with Central Florida and beach destinations by June 30, 2012.
3. Identify key attractions, natural venues and historical markers that promote ecotourism and begin the wayfinding process of the long standing brand "It's only natural."
 - o Identify key natural venues, promoting trailways and historic resources that will enhance the destination.
 - o Identify new partnerships that will build key attractions in order to provide hospitality for our visitors by the end of the Plan.
4. In year number one of the plan, and every two years thereafter, conduct new visitor profile to identify primary reasons for visiting the destination and to obtain research on target audience, and trends.

5. Increase revenues to more than \$1.2 million by the end of calendar year 2013
 - o By the end of the plan accumulate more than \$50,000 in reserves.

VISITORS & CUSTOMERS

- Based on the Visitor Profile research conducted by the University of Florida from June 1, 2004 to June 1, 2005; domestic visitors in Pasco County were from 36 of 50 states, excluding Florida. Over half of the visitors were from Florida (63%), followed by New York (5%), Michigan (4%), Pennsylvania (4%), and Ohio (2%). International visitors were primarily from Canada (55%), followed by the United Kingdom (24%) and Germany (6%).
- Additional target audiences include:
 - Sports Tournament Directors, Rights Holders, Promoters and Governing Bodies
 - Potential Travelers/Competitors; In-State and Out-of-State
 - Pasco County Residents
 - Festival/ Grant Recipients
 - Hotel & Accommodation Operators
 - Attraction Managers/ Destinations
 - Television/Film Producers
 - Media- Travel Writers
 - Travel Agents
 - Group Tour Operators

FUNDING ALLOCATION & MARKETING STRATEGY PRIORITIES

On July 22, 2009, the Tourist Development Council voted in favor (9:0) of the Tourist Development Plan 2010-2014, and the re-allocation of promotional and advertising funds based on the Plan's strategic priorities.

Based on the Visitor Profile research conducted by the University of Florida from June 1, 2004 to June 1, 2005, the most relied upon sources of information about Pasco County were word of mouth (51%), knowledge from previous visits (47%), Internet (30%) and road signs (18%).

The County's promotion and marketing strategy shall include:

- Special Events Grants \$80,000
- Event Sponsorships \$80,000
- Advertising \$115,000
 - It's Only Natural Brochure/Map
 - Florida Reflections, formerly Downtowns and Small towns
 - Visit Florida Magazine
 - Florida Insider Guide
 - Visit Florida's eNEWSLETTER (e-mail/ target marketing)
 - Florida's Official Transportation Map
 - Annual Travel Host-featuring destinations/ festivals (Hotels)
 - Sports Event and Sports Travel Magazines
 - Competitor Southeast Annual
 - FL Sport Boating and Fishing
 - FL Golf
 - FSF Facilities Guide
 - Audubon Magazine
 - Radio and Television Travel Promotions
 - Social Media
 - o Twitter

- Facebook
 - Youtube
 - Travel Blog
 -
- Promotions \$15,000
 - National Tourism Week
 - Pasco Film Commission
 - Travel Expos
 - Annual Snowbird Extravaganza, Lakeland, Florida – January
 - Annual Florida Governor’s Conference on Tourism – September
 - Annual FACVB Destination Marketing Summit- June
 - Annual Florida Sports Foundation Meetings- June
 - Annual TEAMS Conference with other Sports Commissions- October
 - The United States Sports Congress- December 2010
 - Semi-Annual The Villages Travel Show in Central Florida- January and May
 - Sport Events Workshop
 - Travel Packages to promote with partners and Constant Contact e-mail marketing
 - Ecotourism
 - Fishing
 - Geocaching (scavenger hunt games)
 - Diving (Sky & Water)
 - Golf Tour
 - Cultural
 - Cycling
 - Festivals
 - Media Familiarization Trips
 - Nature Coast and Sports and Outdoor Recreation
 - Travel Writers

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