



It's only natural.

Dade City • New Port Richey • Zephyrhills

7530 Little Road Suite 340  
New Port Richey, FL 34654



May 2010

# Tourism Tidbits

visitpasco.net

727-847-8129 / 1-800-842-1873  
tourism@pascocountyfl.net

## MAY EDITION

- 1- A Message from the Chairman
- 1- FY 10/11 Special Event Grant Applications
- 2- Eagles have landed
- 2- Speaking Engagements & Meetings
- 3- May & June Events



## Tourist Development Tax Collections

Month	08/09	09/10
JAN	\$54,243	\$54,060
FEB	\$92,774	\$68,289
MAR	\$85,027	\$78,940
<b>TOTAL</b>	<b>\$232,044</b>	<b>\$201,289</b>



Madame Chairman Pat Mulieri, Ed. D.

## A MESSAGE FROM THE CHAIRMAN

For millions of Americans, a trip to Florida represents a long-standing tradition – whether its for spring break, a theme park, or a sporting event, visitors from around the world choose the “Sunshine State” to celebrate their special occasions. Pasco County will celebrate and honor **National Travel and Tourism Week from May 8-16**, this year.

Recent articles and editorials in the media have made much of Pasco’s economic challenges. Those searching for solutions to our economic woes should remember that a strong travel and tourism industry can help turn our economy around. More travel means more sales tax is pumped into our local businesses. The sales and tourist tax revenues contribute to a healthier Pasco. The tourist tax is collected from overnight accommodations. Visitors to the county also eat in our restaurants, shop in our stores and buy gas at our gas stations. They rent cars, buy groceries and visit local attractions. Did you know, according to the U.S. Travel Association, each U.S. household would pay \$950 more in taxes without the tax revenue generated by the travel and tourism industry? \$950 will buy about eight weeks of groceries for a family of four, and will fill the average car with gas 31 times.

I am happy to report that the BCC has adopted the **Tourist Development Plan for 2010-2014**. The Plan’s mission is to focus on creating a tourist experience based on promoting our natural attractions, cultural programs and creating new sports business, thereby boosting tourist development and the economy. Pasco County will become a premier sports and travel destination in Florida by promoting sports tournaments, special events, outdoor recreation, ecotourism and cultural activities. “Its Only Natural” has been our brand for decades. But sports, art, festivals and culture are “our nature” as well. *(continued on page 2)*

## SPECIAL EVENT GRANT APPLICATIONS

On May 12, the Tourist Development Council (TDC) will make the FY 10/11 special event grant applications available to organizations hosting local festivals and sports events that bring overnight visitors to Pasco County. A complete package, including all requirements, can be obtained by calling (727) 847-8129 or by visiting the County’s tourism website at [VisitPasco.net](http://VisitPasco.net) or log on to the Pasco County’s government website:

<http://portal.pascocountyfl.net/portal/server.pt/community/tourism/270/home>

The deadline to submit an application is Friday, July 30, 5 p.m. The TDC will review the applications and make its funding recommendations to the BCC at the scheduled TDC meeting on Wednesday, September 15, 10 a.m.





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### Pasco County Tourist Development Council

The Hon. Pat Mulieri, Chairwoman  
Pasco County Commissioner

Phil Bell  
Pasco County Schools  
Athletic Director

The Hon. Scott Black  
Mayor, City of Dade City

Toby Caroline  
Paradise Lakes Resort

Gail Cushman  
Days Inn & Suites, Port Richey

The Hon. Judy DeBella Thomas  
City Councilwoman  
City of New Port Richey

Karen King  
Homewood Suites, Port Richey

Jack Phethean  
Wachovia Bank, Zephyrhills

Gregory R. Riehle  
Saddlebrook Resort, Wesley Chapel

### Office of Tourism Staff

Eric Keaton  
Public Communications Manager

Amy Ellis  
Public Communications Specialist

### A MESSAGE FROM THE CHAIRMAN *(continued from page 1)*

The efforts of the TDC, and the Office of Tourism Development to promote Pasco County as a sports destination are paying off, with major tournaments such as the Dick's Sporting Goods Tournament of Champions lacrosse tournament and the Score at the Shore soccer tournament. The tournaments selected Pasco County's parks and venues to host their events. The two events produce an estimated economic impact of \$8.4 million. That reason is why the BCC is promoting the construction of multipurpose sports facilities.

Pasco's position as an alternative to the theme parks continues with visitors seeking a unique experience at an affordable price. Whether they gaze at the bald eagles' nests from Anclote Gulf Park to the new Eagle Point Park, launch a kayak at Werner-Boyce Salt Springs State Park, play golf or tennis at Saddlebrook Resort, step out of a plane at Skydive City, stroll through our historic downtowns in Dade City, New Port Richey and Zephyrhills, shop at the Shops at Wiregrass, or step back in time at the Pioneer Florida Museum, Pasco County has something special and unique for everyone. Help us celebrate National Tourism Week by discovering the exciting adventures Pasco County has to offer. Invite your friends and family from other parts of the state or country to promote Pasco County. As our State partner Visit Florida says "Share a Little Sunshine." Be sure to support Pasco County tourism – by encouraging your friends, family and business associates to stay overnight in one of our hotels, motels or campgrounds!



### EAGLES HAVE LANDED

The Parks and Recreation Department have officially opened Eagle Point Park in Holiday. The park features three fishing piers, two picnic shelters, trails and a kayak launch site.

Of course the main attraction are the bald eagles. Birders flock to the nests that are located near Anclote Gulf, Anclote River, Key Vista Nature and the new park. For more on this new park visit the County's website and

search Eagle Point Park or Parks and Recreation.

### UPCOMING MEETINGS AND SPEAKING ENGAGEMENTS

Here is list of upcoming speaking engagements and meetings to spread the word about Pasco County Tourism:

- May 4** - Dade City Kiwanis Club luncheon
- May 11** - BCC Meeting and Tourism Week Resolution, Dade City
- May 14** - Travel Expo, The Villages
- May 27** - Wesley Chapel Economic Council luncheon
- June 1** - Wesley Chapel Chamber of Commerce breakfast
- July 21** - Tourist Development Council, West Pasco Government Center



May 7-9, 2010 go to  
[mainstreetnpr.com](http://mainstreetnpr.com)



# Pasco

## MAY

- MAY 7 - 9 **MOTHER'S DAY NATIVE AMERICAN POW WOW** - Withlacoochee River Park, Dade City, (352) 567-0264. Experience Native American culture via song, dance, demonstrations and arts & crafts.
- MAY 7 - 9 **COTEE RIVER SEAFOOD FESTIVAL & BOAT SHOW** - Downtown New Port Richey, (727) 842-8066, [www.mainstreetnpr.com](http://www.mainstreetnpr.com). This event encompasses a boat show with a seafood festival, two-day blues concert, an arts and crafts fair and activities for the entire family.
- MAY 22 - 23 **SOUTHERN REGIONAL SPEED ROLLER SKATING CHAMPIONSHIPS** - Spinnations Skating Center, Port Richey, (727) 847-4336, [www.soregskate.com](http://www.soregskate.com). See the region's best in-line skaters qualify for the U.S. Championships.
- MAY 22  
4-8 p.m. **ZEPHYRHILLS SATURDAY NITE CRUISE** - Downtown Zephyrhills, (813) 780-1414, [www.mainstreetzephyrhills.org](http://www.mainstreetzephyrhills.org). Cars, cars and more cars! Held the fourth Saturday of each month, this car show features food, music, 50/50 raffle and door prizes. There is no entry fee.
- MAY 29 - 31 **CURE ON WHEELS** - St. Leo University, Dade City, (813) 350-7900, [www.cureonwheels.org](http://www.cureonwheels.org). Rallying riders for cancer research help make a difference. It is a ride of up to 165 miles along scenic roadways in Pasco and Hernando counties.

## JUNE

- Thru-  
June 20 **SWEET CHARITY** - The Show Palace, 16128 US Hwy 19, Hudson, (727) 863-7949, [www.showpalace.net](http://www.showpalace.net). Sweet Charity tells the story of an optimistic young woman, Charity Hope Valentine, who not only wears her heart on her sleeve; she's had it tattooed to her arm!
- June 11-13 **SUNSHINE SHOOT-OUT STREET HOCKEY CHAMPIONSHIP** - Sportszone II, 7716 Rutilio Ct., Port Richey (727) 845-7808, [www.Sportszone2.com](http://www.Sportszone2.com), The region's top street hockey teams compete in various categories.
- June 12-15 **SOUTHERN REGION FIGURE ROLLER SKATING CHAMPIONSHIPS** - Spinnations Skating Center, 8345 Congress St., Port Richey, (727) 847-4336, [www.Soregskate.com](http://www.Soregskate.com), or email [Angserini@aol.com](mailto:Angserini@aol.com). The region's top figure skaters compete in various categories to qualify for the National Championships.
- June 26 **MAIN STREET BLAST/KIAFEST 2010** - Downtown New Port Richey, (727) 842-8066, [www.mainstreetnpr.com](http://www.mainstreetnpr.com). Bring the whole family downtown to enjoy classic rock music, food & beverages, the eighth annual "Miss Fire Cracker" Contest, the "Red, WOOF and Blue" Pet Parade, Classic Car, Truck and Corvette Cruise-in, Beer Garden, kids' games and much more. Courtesy of the friendly folks at Friendly KIA, come enjoy a FREE concert to celebrate the 40th Anniversary of WOODSTOCK!