

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Board of
County Commissioners

DATE: 5/8/08

FILE: TD 08-052

THRU: Michele L. Baker
Chief Assistant County Administrator

SUBJECT: Advertising/ Promotion
Television Agreement with *ESM*
St. Leo Triathlon

FROM: Eric Keaton
Public Communications Manager

REFERENCE: All Commission Districts

It is recommended that the data herein presented be given formal consideration by the Board of County Commissioners.

DESCRIPTION AND CONDITIONS:

The Tourist Development Council through the Office of Tourism requests to enter into a television promotional agreement with Exclusive Sports Marketing (ESM) during the Publix Family Fitness Weekend at Saint Leo University June 14-15, 2008.

Pasco County Tourism will receive a full page, color ad in all issues of ESM's in-house event magazine/program, including our logo on specific site promotional postcards, flyers, etc. Production of a thirty-minute T.V. Program Highlighting Event Location Production and a thirty-second commercial for the T.V. show to be aired on the Southeast Comcast Network. The total liability/cost of the agreement as outlined in the full contract attached to Pasco County is no more than \$7,000.

The agreement requires a signed contract confirming the promotions, production and Pasco County's contribution and support during the weekend of the event.

ALTERNATIVES AND ANALYSIS:

1. Approve staff's recommendation to enter into an agreement with ESM to enable the TDC to gain visibility for Pasco County as a multi-sport travel destination.
2. Disapprove the request.

RECOMMENDATION AND FUNDING:

The Pasco County Tourist Development Office recommends that the Board approve Alternative 1, authorize the Chairman to execute the three contracts, one copy to the Office of Tourism, one copy to Board Records and one copy to Exclusive Sports Marketing.

Exclusive Sports Marketing, Inc. of Florida
1040 Holland Dr. Suite A,
Boca Raton, FL 33487
Phone: 561-241-3801
Fax: 561-241-3805
Federal ID No. 59-2743367

Funding for this action is available in Account No. B113-115300-34920 in the Fiscal Year 2007-08 Budget. Payment will be made for the total amount upon receipt of the invoice.

ATTACHMENTS:

1. Advertising Agreement (One Original and Two Copies Provided)

—