

**Bachteler, James J**

*BCC 6-7-16 #16*

**From:** Vandenberg, Courtney  
**Sent:** Monday, June 06, 2016 5:40 PM  
**To:** BoardRecords  
**Subject:** Fwd: Response  
**Attachments:** Phil Henderson Response.pdf

*TOC*

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** "Justice, Charlie" <cjustice@co.pinellas.fl.us>  
**Date:** 6/6/16 5:29 PM (GMT-05:00)  
**To:** "Vandenberg, Courtney" <cvandenberg@co.pinellas.fl.us>  
**Subject:** Fwd: Response

RECEIVED  
BOARD OF  
2016 JUN -7 AM 8:01  
BOARD OF COMMISSIONERS  
PINELLAS COUNTY FLORIDA

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

**From:** Phil Henderson <phil@starlitecruises.com>  
**Date:** 06/06/2016 2:36 PM (GMT-05:00)  
**To:** "Long, Janet C" <JanetCLong@co.pinellas.fl.us>, "Gerard, Pat" <pgerard@co.pinellas.fl.us>, "Justice, Charlie" <cjustice@co.pinellas.fl.us>, "Eggers, Dave" <deggers@co.pinellas.fl.us>, "Seel, Karen" <kseel@co.pinellas.fl.us>, "Morrioni, John" <jmorrioni@co.pinellas.fl.us>, "Welch, Kenneth" <kwelch@co.pinellas.fl.us>  
**Cc:** "Downing, David" <David@visitspc.com>  
**Subject:** Response

Good Afternoon,

Attached please find my thoughts in response to the letter and documents sent to you from the mayors of St. Petersburg and Dunedin.

I am sorry that I will not be able to attend the meeting as I am on a family vacation that was planned months ago.

Best regards,  
**Phil M. Henderson**

President/CEO

P: 727.462.2628 ext. 3319 | F: 727.446.4814





June 6, 2016

Board of County Commission  
315 Court Street, 5<sup>th</sup> Floor  
Clearwater, FL 33756

Dear Chair Justice, Vice Chair Long, Commissioners Seel, Welch, Morroni, Gerard, & Eggers:

You have all received a letter from the mayors of St. Petersburg and Dunedin suggesting changes to be proposed Capital Projects Funding Guidelines. I feel extremely confident that the majority of TDC members would not support, or even allow many of the suggested changes to be incorporated into the guidelines.

They suggest eliminating the clause that reserves 20% of available funds for each of the three eligible categories, C, D & E. As a reminder, the guidelines as originally presented allow for up to 75% of funds available, after funding the historical amount for Beach Nourishment, to be allocated to either category D or E. Certainly that should be enough for category E to consume. If we find that there is not enough demand for Category D projects to allocate their minimal portion, then we have the FLEXIBILITY to modify the disbursement of funds by a Simple Majority vote by the BCC.

Refer to their suggestion to eliminate the clause in section II, A. If a project can't demonstrate that it can attract tourists at some level, then that project has no business asking for funding from Tourist Development Taxes. These taxes, collected from tourists, should be used to help maintain and grow tourism, our number one economic generator.

Refer to the requested changes in section III, E. Please ask attorney Zas for guidance.

Refer to section VI, B & C. Every applicant should be required to submit the same information when applying for funds. For B, the review panel must see an independent, unbiased analysis of the potential of the proposed project. For C, a business plan is not too much to ask from any applicant.

Refer to section VIII, A & B. Per my recommendation in the last paragraph above, A & B should remain as written.

Refer to section VIII, proposed addition of a new paragraph "F". If you were to allow the addition of the new F, then any new project would automatically lose 50 points. This is NOT a fair and equitable approach to rating applicants.

Finally, I don't think that the Mayors and their constituents understand how the Beach Maintenance and Nourishment program works. We always budget 1/2 of one of the percents of tax to this program. The funds are always placed in reserves and then allocated to projects as needed. This amount should NEVER be decreased and may actually need to be increased if federal funding of these projects is reduced. To imply that we should reduce this funding, which supports the number one reason for tourist to visit our area, in favor of increased major league sports funding certainly does not make sense from a tourism perspective.

In closing, I would like to state that I am not against, nor do I feel that any TDC member is against, the funding needs of major league sports. The TDC and the BCC have stated that we would all like to see the funds spread across a variety of projects and project types. The guidelines were originally presented with this goal in mind. It is time to communicate this to others by reducing the plan to writing. In the end, major league sports will receive the majority of funding. Let's reserve a small, but fair, amount for other worthwhile projects.

Respectfully,  
Phil Henderson  
TDC Member  
President/CEO

Cc: David Downing, Director, VSPC & TDC

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