



Manatee County Tourist Development Council Meeting Minutes

August 19, 2024

Roll Call

Present

- Ray Turner
- Mayor Gene Brown
- Mayor Shirley Groover Bryant
- Norma Kennedy
- Dave Wick

Excused Absence

- Jiten Patel
- Rahul Patel
- Eric Cairns
- Ed Chiles

Pledge of Allegiance, Invocation

Pledge of Allegiance; Invocation by Father Matthew Grunfeld, Episcopal Church of the Annunciation

TDC Member Introductions

TDC Members introduced themselves.

Minutes

A motion was made by Dave Wick, seconded by Mayor Bryant, to approve the June 10, 2024, TDC Meeting Minutes. Motion carried unanimously.

Public Comment

- None

SRQ Update

Mark Stuckey, Executive Vice President, Chief of Staff, Sarasota Bradenton International Airport

- PowerPoint presentation given by Mark Stuckey (included in agenda packet)
- 6 new airlines and 48 new destinations added since March 2018
- #1 fastest growing airport in Florida and #1 fastest growing airport in the US amongst largest 100 airports for both seats and passengers- seats are up 232% and passengers 213% from 2018
- Airport can provide incentives for 2 years for new airline carriers
- Airport is debt free since 2014

Project Updates:

- Ground transportation project should be completed by end of year
- Numerous parking lots have been added
- Parking garage designed/planned and will bring to the airport board in November – garage will provide parking as well as rent a car service pick up on first floor
- 17 new concessions coming – bringing local restaurants to airport - Anna Maria Oyster Bar, Patrick's 1481, Mattison's, Risin' Guys coffee and MotorWorks brewing along with a few national chains i.e. Dunkin Donuts, Starbucks, Wallburgers
- New Ground Level Boarding terminal – 6 additional gates
- Observation Area – completion scheduled for December 2024; will include a history display, playground, and covered sitting area to watch the planes come and go

Theater Conservatory Project

Janene Amick, CEO, Manatee Performing Arts Center (MPAC)

- New mission statement “Mission Statement/Our Purpose to create, entertain, and strengthen an artistic, creative, curious and thriving community by bringing people together”
- Facility used for meetings, parties, entertainment and education, 90% of earned revenue through entertainment
- 2023-2024 had over 32,000 visitors
- Expansion of Performing Arts Center - Sara's Studios – dedicated rehearsal and expanded education programs; 28,000 square feet, property available next to the MPAC.
- Will be able to add professional song writer camps, accredited dance (ballet), rehearsal rooms, private study for voice or musical instruments
- New board room to seat 30 for community use at a nominal fee
- Sound recording studio and technical learning lab in lighting and media
- Provide live classes in theater training
- First in the nation to partner with Disney to perform High School Musical Senior (performed by senior individuals)
- \$5.5 million dollar project; asking the TDC for \$1.3 million toward the project
- Currently \$2 million in the bank and \$500,000 in pledges with more fund raising planned
- **Recommendation by Mayor Brown, seconded by Mayor Bryant to approve \$1.3 million toward the new conservatory project at the Manatee Performing Arts Center. Recommendation passes unanimously.**

Sixth Penny Update

Elliott Falcione, Executive Director, CVB

- The additional penny is scheduled to be on the November ballot
- The additional penny will generate approximately \$8 million per year
- The Board of County Commissioners approved to add the referendum to the ballot at the July 30, 2024 meeting.
- Sarasota, Pinellas, Hillsborough, and Orange County already levy 6%

State of Tourism Update

Elliott Falcione, Executive Director, CVB

- June 2024 – less visitors; higher occupancy
- Economic impact is up
- 12% increase in European visitors
- Midwest visitation up
- Canadian market is cyclical
- European marketing to target the more luxury tour operator
- Amsterdam non-stop flight to Tampa has returned
- Working hard to get west coast flights – probably two years

New/Old Business

- Ed Chiles sold his three restaurants on the island, will be showcasing that seat as well as an elected official seat as Mayor Bryant's last day in office is November 18, 2024. All seats should be restored for the February 2025 TDC meeting.

Adjourn

Meeting was adjourned at 11:03 am.

These minutes are in DRAFT form until approved at the October 21, 2024 meeting.