

FLORIDA'S
**SPORTS
COAST**



**2020
MEDIA KIT**

ABOUT FLORIDA'S SPORTS COAST

Florida's Sports Coast — the new and exciting identity for Visit Pasco — offers travelers the chance to score once-in-a-lifetime memories with thrilling athletic opportunity. Home to 742 square miles of rolling green hills, scenic coastlines, countless amateur sports venues and complexes, picturesque trails and rich culture, this active destination offers game-changing experiences for everyone to enjoy — all situated on the beloved Gulf of Mexico. Paying homage to its sports roots, the destination's new tagline, "Let's Play!," celebrates the active traveler, adventurous family, avid angler and lively local in an approachable and spirited way. The sports-inspired lifestyle is celebrated in numerous aspects of today's society and this motto is a promise to travelers that meaningful and epic activities can be found across this energetic destination.

Most notably known for being home to the largest hockey complex in the Southeast US, which acted as the Olympic training center for the 2018 Winter Olympics, the destination has redefined the recreational retreat and serves up endless fun for adventure seekers. With 35 area parks, vibrant nature trails, thrilling zip line courses, hot air balloon outings, nearby islands with four artificial reefs, year-round recreational fishing, paddleboard and kayak trails, the options for exploration are unlimited. To learn more about Florida's Sports Coast, visit the DMO's new website, www.FLSportsCoast.com, or engage with the destination on Instagram, Twitter and Facebook @FLSportsCoast. Let's Play!



LEISURE

HIKING
BIKING
FISHING
BOATING
PADDLING
KAYAKING
DIVING

ORGANIZED

VOLLEYBALL
LACROSSE
BASKETBALL
HOCKEY
GOLF
TENNIS
CHEER

SPORTS VENUES

LET'S PLAY!

ADVENTHEALTH CENTER ICE

At 150,000 square feet, this two-story ice rink and sports facility is the largest and grandest in the state. AdventHealth Center Ice boasts an Olympic-sized rink, three NHL-sized rinks and one junior rink. Several rinks are easily converted to accommodate basketball, soccer, lacrosse, volleyball and events such as corporate meetings, and parties. Center Ice is home to a fully equipped fitness center, on-site sports medicine clinic, a well-stocked pro shop and its own sports-themed restaurant, Top Shelf.

WIREGRASS RANCH SPORTS CAMPUS OF PASCO COUNTY

Opening Summer 2020, Wiregrass Ranch Sports Campus of Pasco County will be the premier destination for local, regional and national competitions. Catering to players, coaches, referees, families and fans looking for quality venues, this all encompassing athletic center will be the perfect place for the ultimate sporting event. Inclusive of an on-site hotel, which will offer accommodations and amenities to visitors and athletes alike.

THE BEACH @ BISHOP

A state-of-the-art beach volleyball facility, hosting ten, three-foot deep courts filled with pure white sand brought in from the Bahamas. The facility plans to unveil a total of 20 courts, including two stadium style, by 2020. From on-site showers to an advanced net system, the amenities can't be matched.

SADDLEBROOK RESORT

Saddlebrook Resort's 480 acres are home to two Arnold Palmer signature golf courses and 43 tennis courts including four Grand Slam surfaces. The resort's 540 suites showcase an inviting rich tropical design and are clustered around nine serene courtyards complete with gardens and native lush Florida landscaping. Guests will discover exceptional restaurants and lounges, ranging from the prime steaks and famous table-side Caesar salad at Dempsey's Steak House to the lively atmosphere at T.D.'s Sports Bar and The Poolside Cafe.

LITTLE EVERGLADES RANCH

A 2,050-acre working ranch offering a blank canvas of open fields and rugged landscape, ideal for track and field races, fitness competitions and festivals.

SARAH VANDE BERG TENNIS CENTER

Located in Zephyrhills, Florida, Sarah Vande Berg Tennis Center is an 11-acre USTA sanctioned tennis facility featuring 11 top-notch courts, onsite fitness center, cryotherapy equipment, and peak performance treatment centers.

STARKEY RANCH DISTRICT PARK

From lacrosse to soccer, Starkey Ranch District Park is equipped with all you need to host a tournament.



ATTRACTIONS

SKYDIVE CITY Z-HILLS

The ultimate inflight experience! Take in the incredible 'coast to country' aerial views of a beloved Florida destination. Whether jumping Tandem or AFF, guests can work with the coaches to improve their skills, or learn something new—like freeflying, wingsuits, camera and video work—visitors are sure to receive the finest instruction and care at Skydive City.

TREEHOPPERS AERIAL ADVENTURE PARK

If you prefer to stay a little closer to the ground—Florida's Sports Coast welcomes you to visit TreeHoppers Aerial Park—the largest zipline adventure park in Central Florida. Guests can swing, climb and jump along Florida's beautiful tree line. You don't have to be a circus acrobat or Tarzan (although it's fun to pretend)! Choose from 8 different color-coded trails, from "beginner" (easier and lower to the ground), to intermediate, to advanced, to expert (the most challenging).

GIRAFFE RANCH

An eco-adventure that will create memories that last a lifetime. The Giraffe Ranch is a working ranch that specializes in exotic species, presenting the opportunity to view these beloved animals face-to-face, from the comfort of a specially designed 4-wheel drive truck, by camel-back or even by Segway! Family-owned and operated for over 13 years, the Giraffe Ranch is a education enterprise, and is open by reservation only.

THE LIFT ADVENTURE PARK

The ultimate recreational waterfront facility, The Lift Adventure Park provides a unique experience in outdoor recreation. Guests can spend their summer days on the water learning how to ride behind the park's System 2.0, dialing in new tricks on the Full Size Cable and conquering the Aqua Park. The Lift Adventure Park offers everything from wakeboarding to kayaking, and paddle boarding to beach volleyball for guests to enjoy under the shining Florida sun.

AMERICAN BALLOONS

Specializing in hot air balloon adventures, American Balloons has been operating for more than 20 years and offers a new way for guests to experience the beautiful world around them. Fly high and take in all the destination has to offer—rolling hills, picturesque lakes and the vibe of energized cities below the basket.



Learn More: <https://flsportscoast.com/play/>

WERNER-BOYCE SALT SPRINGS STATE PARK

A paddler's paradise, visitors can enjoy fishing and paddling the inlets and bayous that wander through the salt marsh at Werner-Boyce. The Salt Spring is an amazing 351 feet deep. Gray fox, otters, manatees, bald eagles, gopher tortoises and dolphins call this park and its waters home. Paddle enthusiasts can bring their own kayak or canoe to explore the park amongst the mangrove-lined shores.

JAY B. STARKEY WILDERNESS PARK

Covering more than 8,000 acres of land, Jay B. Starkey Wilderness Park consists of stunning open green space, engaging campsites, horse corral and equestrian trails, nature and multi-purpose paths, pavilions and playgrounds. The birding trail was designated by the Audubon Society and 177 species of birds have been viewed over the course of the park's establishment.

ANCLOTE KEY RESERVE STATE PARK

Only accessible by private boat or ferry, Anclote Key Reserve State Park boasts blue-green Gulf waters that lap gently along the sandy beaches of the four islands that make up the destination —Anclote Key, North Anclote Bar, South Anclote Bar and Three Rooker Island. The 403-acre park is home to more than 43 species of beloved birds, including the American oystercatcher, bald eagle and piping plover. A picturesque 1887 lighthouse stands as a sentinel on the southern end of the island. Visitors can swim and sunbathe at the beach, fire up a grill and enjoy a picnic, or pitch a tent and enjoy a night of primitive camping under the stars.



EAT

TOP SHELF SPORTS LOUNGE

Whether celebrating a hockey win or just watching a favorite sports team play, Top Shelf is a great Wesley Chapel sports bar that offers a variety of food and drinks that everyone will like. It offers a full-service menu with fresh food made from scratch and cold craft local beer in one of the coolest environments.

KAFE KOKOPELLI

Kafe Kokopelli is fine-dining in an unusual, historic setting for a New American menu, from upscale entrees to creative sandwiches. The Floridian coastal influence is sure to please any palate. The décor is a perfect combination of eclectic, sophisticated and rustic.

LUNCH ON LIMOGES

Located in historic downtown Dade City, Lunch on Limoges is definitely a “must see” stop on your itinerary. It was named one of the Top 25 Iconic Restaurants in the Tampa Bay Area—due in part to their delectable and fresh, homemade southern style desserts. The menu changes daily, but the philosophy doesn't—the chefs cook with fresh ingredients and herbs grown from their own garden.

GILL DAWG

Sit back and relax while enjoying locally inspired dishes, fresh seafood and cool signature cocktails that are sure to quench your thirst. Enjoy waterfront dining along the Cotee River or sit among the trees dripping with Spanish moss.

CRAFT STREET KITCHEN

Craft Street's menu is playful and fun and their passion for quality is serious. In searching for fresh, delicious produce, they focus on working with local and sustainable farms.

SIP

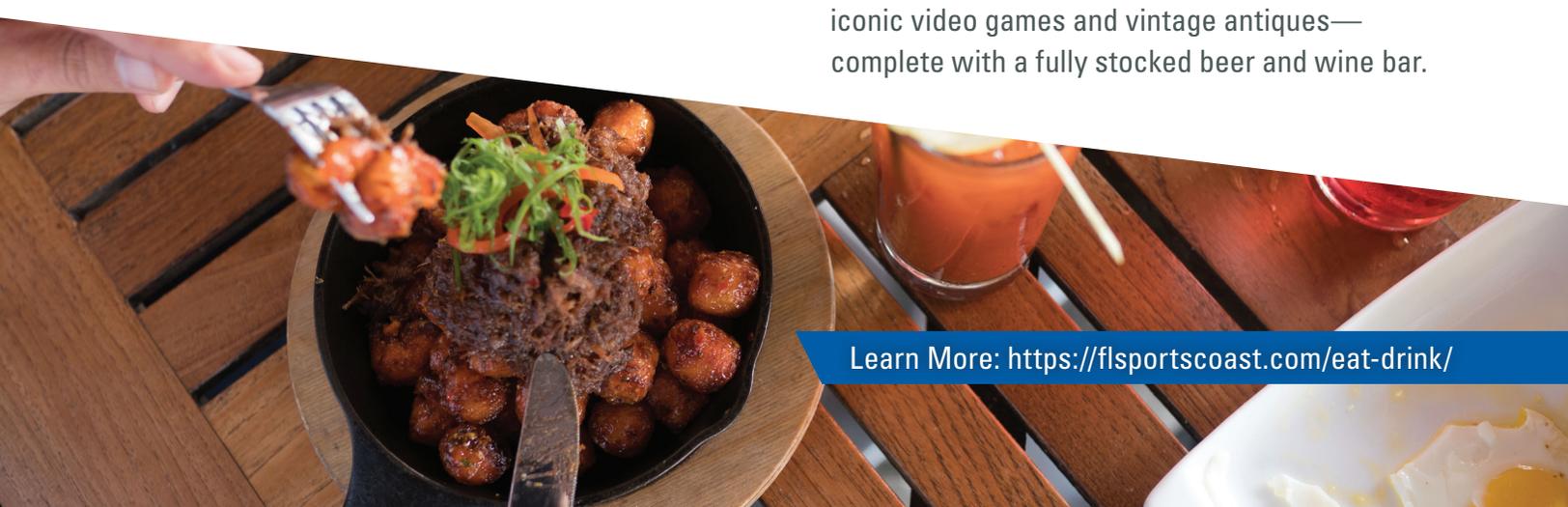
Enjoy sweet or savory bites and a cozy-chic place to unwind at Sip. Sit in comfy refinement while savoring the eclectic yet simple collection of wine, beer, coffee, or tea, and a fun selection of fine cheeses, salami, and freshly prepared fare.

STRONG TOWER VINEYARD

Strong Tower Vineyard & Winery is an inspiration come true through years of planning and perseverance. It has three very carefully chosen grape varieties, from which all the wines are created.

PETE'S GRAND CENTRAL

A blast from the past, Pete's Grand Central is New Port Richey's only classic arcade, featuring iconic video games and vintage antiques—complete with a fully stocked beer and wine bar.



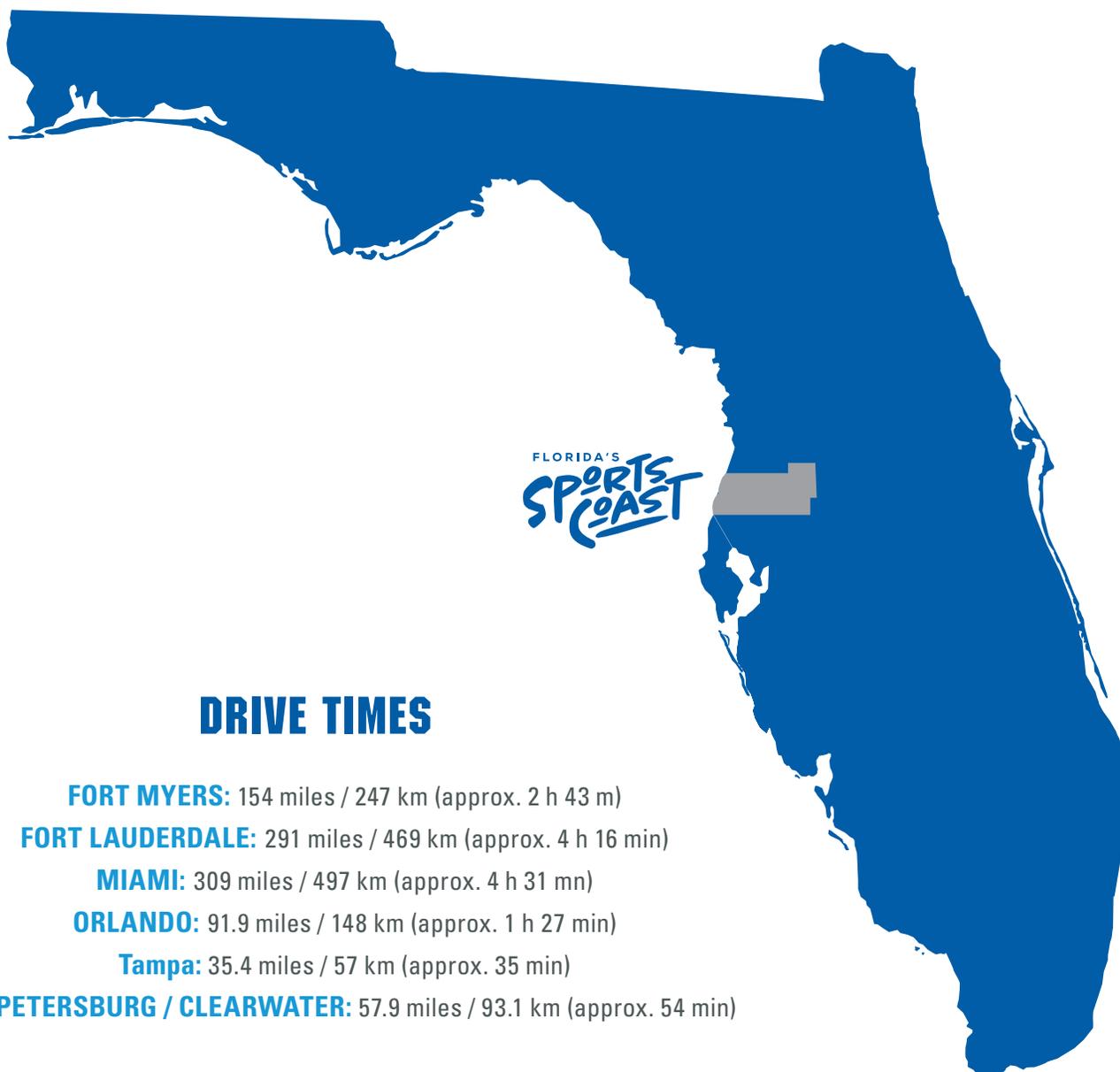
TRAVEL HERE

Located on the West coast of Florida, just 30 minutes from Tampa International Airport, Florida's Sports Coast offers guests easy access from key direct flights in markets from across the country.

If you're flying via a commercial airline or private jet, the Tampa International Airport (30-minute drive) and the Orlando Airport (90-minute drive) offer countless daily flights on a wide variety of major airlines.

Centrally located on the Gulf of Mexico, Florida's Sports Coast is the perfect place for travelers who prefer an adventurous road trip. Highways such as I-75, US-41 and Suncoast Parkway all connect to New Port Richey, Dade City, Zephyrhills and Wesley Chapel.

No matter which city you're visiting on Florida's Sports Coast, you'll find the perfect place to stay, play and discover your next adventure.



DRIVE TIMES

FORT MYERS: 154 miles / 247 km (approx. 2 h 43 m)

FORT LAUDERDALE: 291 miles / 469 km (approx. 4 h 16 min)

MIAMI: 309 miles / 497 km (approx. 4 h 31 mn)

ORLANDO: 91.9 miles / 148 km (approx. 1 h 27 min)

Tampa: 35.4 miles / 57 km (approx. 35 min)

ST. PETERSBURG / CLEARWATER: 57.9 miles / 93.1 km (approx. 54 min)

MEDIA CONTACT

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