



Pasco County Local Event Marketing Program
Application for Grant Agreement, Guidelines and Procedures

I. APPLICANT INFORMATION

Entity Legal Name: Pasco County Fair Association, Inc.

Entity FED #: 59-0815484

Is the Entity a Florida corporation or registered to do business in the State of Florida?

See http://www.sunbiz.org/ Yes: xx No:

Application completed by: Virginia McKendree/Carol Hedman

Title/relationship to Entity named above: Office Manager/Coordinator

Telephone No.: 352-567-6678

Mailing Address: 36722 State Road 52, Dade City, FL 33525

Email Address: bugjam@pascocountyfair.com

Has the organization attended the annual Pasco Tourism Summit and/or Grant Workshop? xx yes

Has the organization volunteered at other Local Events and/or travel expos with the Office of Tourism Development to promote Tourism? no

II. EVENT INFORMATION

Event Title: Pasco Bug Jam

Date(s): November 10, 2013

Event Location(s): 36722 State Road 52, Dade City, FL 33525

Projected number of overnight visitors staying in Pasco County accommodations: 600

Table with 3 columns: Hotel/Accommodation Partner, Contact Person, Telephone Number. Rows include Microtel Inn (Georgia Downey, 813-783-2211) and Hampton Inn (David Loomis, 352-567-5277).

Projected number of local attendees/participants (not overnight): 450

Projected number of out-of-county attendees/participants (not overnight): 8,000

Provide a summary of marketing plan and proposed use of requested funds (please attach a separate sheet if needed)

See Attached Schedule



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What are the demographics of the potential attendees of the proposed Local Event? How is the effectiveness of the promotion of the Local Special Event measured? Attach separate sheet if needed.
See Attached Sheet

For a Repeat Event. Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

Year	Grant Funding	# of room nights	Average Room \$
2012	11,800.00	488	80
2011	10,988.00	454	80
2010	10,900.00	228	80

III. EXPENSES

Provide the following projected reimbursable advertising and the cost for each. Attach separate sheet if needed.

Reimbursable advertising	Costs
<u>See Attached Sheet</u>	
Total Expenses	\$

Total Grant Amount Requested: 25,000

IV. SIGNATURE/DISCLAIMER

On behalf of Pasco Bug Jam, I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

Richard [Signature] 6/26/13

Authorized Signature V.P., Title _____ Date _____

Provide a summary of marketing plan and proposed use of requested funds:

This year's Pasco Bug Jam will feature the theme: "Bug Vegas" for its 25th edition of the event. In keeping with the Vegas theme, we are planning a glitzy Bug Jam, complete with an Elvis impersonator as entertainment and an area where Bug Jammers can renew their vows at the "Little White Chapel." We plan to market "Bug Vegas" throughout the country in national magazines, as well as Web sites focusing on Volkswagen enthusiasts. With the majority of participants from the Southeast United States, other marketing will focus mainly on that area. We plan on marketing in these areas, with the concentration stretching from the Florida Panhandle to Miami with television, radio, and newspaper advertising. The amount of advertising depends on the amount of funds available through the TDC, as well as other sponsors we can recruit. We will concentrate on recruiting non-VW people from the Pasco County area by attracting people to come to our Pre-Jam Party the Saturday prior to the event (Nov. 9) in downtown Dade City. That event will include a disc jockey and contests, along with an appearance by "Elvis" and the VW cruise- in that last year's lined the downtown streets with nearly 100 participating in the cruise. Even more people attended the party itself that got people interested in the Bug Jam the next day.

What are the demographics of the potential attendees of the proposed local event? How is the effectiveness of the promotion of the local special event measured?

We project that again this year the majority of the anticipated 9,000-plus attendees and participants will be from out-of-county and will be 21 or older. Last year (2012) 7,875 attendees and/or participants were in this demographic and we anticipate it will remain such this year. The effectiveness of our promotions is measured in several ways:

- The actual participants are documented in our computer software program.
- Each spectator/participant is given a customized TDC survey (see attached) and asked to return it to the entertainment stage. As an incentive to return the survey, those doing so are entered in a drawing for a gas card.
- Our pascobugjam.com webmaster keeps track of the number of "hits" on the Web site for each month.
- We participate in prize package, including tickets, for drawings on radio station where we advertise. The prize packages are in addition to paid advertising and thus get us more exposure. We keep track of persons turning in the tickets at the gate.
- The overall effectiveness is measured by an increase in the number of participants/spectators.

III. EXPENSES

Provide the following projected reimbursable advertising and the cost for each.

<u>Reimbursable advertising</u>	<u>Cost</u>
1. Cruisin' Style Magazine, Inc.	\$1,760
2. TheSamba.com	\$250
3. Mark Hannah (logo creation)	\$200
4. WRBQ Radio (Tampa Bay area, oldies)	\$2,000
5. WQYK Radio (Tampa Bay area, country)	\$2,000
6. True Oldies 106.3 (Tampa Bay area, oldies)	\$1,500
7. WHKR Radio (Rockledge area, Country)	\$1,500
8. WOGK Radio (Ocala, Country)	\$1,500
9. WRKH Radio (Mobile, AL, Classic Rock)	\$1,500
10. WAMR Radio (Miami area, Spanish)	\$1,500
11. WRUM Radio (Orlando area, Spanish)	\$1,500
12. 105.9 Radio (Ft. Lauderdale area, Classic Rock)	\$1,500
13. Motoring Tampa Bay (newspaper)	\$500
14. Brighthouse TV	\$3,000
15. Tampa Tribune	\$1,200
16. Creation of Bug Jam television commercial	\$300
17. Creation of Bug Jam video to show at presentations	\$200
18. Bug Jam Flyers	\$1,500
19. Website set-up & hosting	\$800
20. Flyers for pre-Jam party	\$200
 TOTAL:	 \$24,210

2013 Proposed Bug Jam Budget

1. Event Expenses: \$5,840
 - Disc jockey & sound equipment - \$1,100
 - Stage rental - \$400
 - Best of awards - \$500
 - Radio rental - \$400
 - Children's game prizes - \$175
 - Prizes for entertainment stage - \$300
 - Gifts for Bug Jam founders' tribute - \$300
 - Elvis Tribute Show - \$800 (trying to get sponsor)
 - Logo design - \$300
 - Dumpster rental - \$450
 - Ice for vendors - \$350
 - Over-the-road banner changes - \$40
 - Marking paint - \$225
 - Sanitation service (cleaning restrooms during event) - \$500
2. T-shirts: \$5,500 (Go to car registrants, sponsors & directors)
3. Advertising: \$10,000 (Should be reimbursed from TDC money)
4. Motel for housing Bug Jam judges: \$3,000
5. Judges' thank-yous & best of gifts: \$500
6. Breakfast, lunch & drinks at Bug Jam for judges: \$300
7. Food at Beef's for judges' reception: \$300
8. Lunch & drinks for directors' room & volunteer breakfast on Bug Jam: \$300
9. Sheriff's Department for traffic: \$750
10. Overnight security & event security: \$650
11. Promotional items for goody bags: \$1,500
12. Dash plaques: \$500
13. Trophies: \$3,500
14. Printing: (Flyers, hangtags, letterhead, envelopes, etcetera) \$2,500
15. Event insurance: \$1,000
16. Postage: \$1,500
17. Website: (Set up and maintenance) \$800
18. Online entry expenses: (ShowWorks & PayPal charges) charges \$1,000
18. Grounds clean-up: \$2,000
19. Payroll & payroll taxes: Carol for ½ month August, and September through November: \$6,500

TOTAL PROPOSED BUDGET: \$47,940

2012 BUDGET: \$47,415

2013 Proposed Pre-Jam Party Budget

1. Decorations & prizes: \$200
2. Disc jockey: \$350
3. Pre-Jam flyers: \$200
4. Pre-Jam party insurance: \$125
5. Expenses to city for road closures: \$500 (not sure about this but just covering us)

TOTAL PROPOSED BUDGET: \$1,375

2012 BUDGET: \$1,000