



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: x No:

Application completed by: Virginia McKendree

Title/relationship to Entity named above: Office Manager

Telephone No.: 352-567-6678

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

Email Address: office@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 County Fair

Date(s): February 17-23, 2014

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

Projected number of overnight visitors staying in Pasco County accommodations: 75 per night

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

Projected number of local attendees/participants (not overnight): 40,000

Projected number of out-of-county attendees/participants (not overnight): 500

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

See attached sheet



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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 \$
2013	6,130	41	72
2012	4,873	45	72
2011	2,651	39	72

III. EXPENSES

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

Reimbursable advertising	Costs
Television Ads	\$16,500
Radio Ads	4,000
Newspaper & Magazine Ads	3,300
Total Expenses	\$ 23,800

Total Grant Amount Requested: 25,000

IV. SIGNATURE/DISCLAIMER

On behalf of Pasco County Fair, 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 P. P. V.P. 6/26/13

Authorized Signature

Title

Date

Projected number of local attendees/participants (not overnight) 40,000

Projected number of out-of-county attendees/participants (not overnight) 500

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

Channel 13 WTVT television	\$7,000
Brighthouse Media Strategies	5,000
Radio Disney	1,500
Other area television stations	4,500
Other area radio stations	2,500
Newspaper ads	3,000
Magazine Ads	300
Total	\$23,800

We plan to increase our television coverage as well as our radio coverage for our 67th annual Pasco County Fair. We feel that this coverage gets a lot of publicity in areas outside of Pasco County. Radio Disney gets some of the Orlando market and we will again this year advertise with them. Our newspaper ads are placed in issues outside of Pasco County to try to attract those visitors from the surrounding counties. The magazine ad is placed in the Singing News in Nashville, TN. Many of our Gospel Night followers look for this information before the fair. We will also continue to use our website, Facebook and Twitter for advertising information.

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.

Most of attendees of the Pasco County Fair will be from Pasco and surrounding counties. However, all of the carnival people, performers, vendors and rodeo contestants will be from out of county and most of those will be from out of state. The effectiveness of the promotion of the Pasco County Fair is that it gives an opportunity for vendors, performers and rodeo contestants an opportunity to visit Pasco County, shop in our stores and eat in our restaurants as well as stay in our motels, hotels and trailer parks.

Pasco County Fair Association, Inc.
Profit & Loss by Class
July 1, 2012 through June 26, 2013

	Volunteers (Fair)	youth exhibits (Fair)	Fair - Other (Fair)	Total Fair	TOTAL
705 · Judges Expense	0.00	0.00	125.00	2,876.41	2,876.41
706 · Ribbon Expense	0.00	295.72	11.25	3,665.02	3,665.02
707 · Trophy Expense	0.00	214.50	2.50	2,961.90	2,961.90
708 · Pageant Expense	0.00	0.00	0.00	3,747.75	3,747.75
709 · Premium Expense	0.00	0.00	0.00	3,339.00	3,339.00
710 · Agricultural Purch. & Add Ons	0.00	0.00	1,587.24	3,129.28	3,129.28
711 · Scholarship Expense	0.00	0.00	250.00	950.00	950.00
712 · Event Expense	246.83	0.00	2,162.68	12,273.13	12,273.13
714 · Prize Money	0.00	0.00	0.00	10,000.00	10,000.00
854 · Advertising	0.00	0.00	0.00	17,072.70	17,072.70
860 · Bank Charges	0.00	0.00	0.00	-6.00	-6.00
880 · Dues & Subscriptions	0.00	0.00	550.00	900.00	900.00
885 · Equipment Rental	0.00	0.00	1,098.00	11,438.00	11,438.00
904 · Insurance					
908 · Liability Insurance	0.00	0.00	0.00	-64.87	-64.87
Total 904 · Insurance	0.00	0.00	0.00	-64.87	-64.87
918 · Office Expense	0.00	0.00	0.00	287.55	287.55
919 · Printing Expense	10.00	0.00	-171.20	5,217.20	5,217.20
920 · Payroll Expense	0.00	0.00	14,383.46	14,383.46	14,383.46
925 · Postage	31.50	0.00	0.00	1,18.54	1,18.54
930 · Repairs & Maintenance	0.00	0.00	0.00	160.00	160.00
935 · Supplies	96.90	0.00	0.00	3,955.19	3,955.19
936 · Vending Purchases	406.60	0.00	413.85	820.45	820.45
940 · Licenses & Fees	0.00	0.00	52.45	1,243.45	1,243.45
945 · Utilities	0.00	0.00	2,261.40	-328.60	-328.60
Total Expense	791.83	510.22	26,491.67	219,244.18	219,244.18
Net Income	-743.73	-510.22	-19,086.67	166,630.43	166,630.43

Pasco County Fair Association, Inc.
Profit & Loss by Class
July 1, 2012 through June 26, 2013

	Volunteers			youth exhibits		Fair - Other		Total Fair	TOTAL
	(Fair)	(Fair)	(Fair)	(Fair)	(Fair)	(Fair)			
Income									
Sale									
Add-on	0.00			0.00		0.00		-1,355.00	-1,355.00
General	0.00			0.00		0.00		-12,125.00	-12,125.00
Sale Commissions	0.00			0.00		0.00		674.00	674.00
Total Sale	0.00			0.00		0.00		-12,806.00	-12,806.00
600 · Gate Income		0.00			0.00		0.00	198,074.62	198,074.62
602 · Midway Income		0.00			0.00		0.00	68,333.55	68,333.55
604 · Premium Book Income		0.00			0.00		0.00	8,150.00	8,150.00
605 · Plant Sale Income		0.00			0.00		0.00	13,810.00	13,810.00
606 · Rental Income									
607 · Rental Income-Buildings	0.00			0.00		0.00		9,900.00	9,900.00
610 · Rental Income-Grounds	0.00			0.00		0.00		2,475.00	2,475.00
Total 606 · Rental Income	0.00			0.00		0.00		12,375.00	12,375.00
612 · Entry Fee Income		0.00			0.00		0.00	9,530.00	9,530.00
613 · Sponsorship Income		0.00			0.00		0.00	37,675.00	37,675.00
614 · Membership Dues		0.00			0.00		0.00	9.00	9.00
616 · Armband Sales		0.00			0.00		0.00	22,295.34	22,295.34
617 · Vending Income		48.10			0.00		0.00	48.10	48.10
618 · Miscellaneous Income		0.00			0.00		0.00	4,936.00	4,936.00
619 · Independent Midway Income		0.00			0.00		0.00	19,495.00	19,495.00
621 · Sales - Other		0.00			0.00		0.00	3,949.00	3,949.00
Total Income		48.10			0.00		0.00	385,874.61	385,874.61
Gross Profit		48.10			0.00		0.00	385,874.61	385,874.61
Expense									
700 · Contracted Services									
701 · Contracted Maintenance		0.00			0.00		2,325.04	2,325.04	2,325.04
702 · Contracted Entertainment		0.00			0.00		0.00	55,375.00	55,375.00
703 · Contracted Cleaning		0.00			0.00		0.00	2,819.08	2,819.08
704 · Contracted Services-Fair		0.00			0.00		0.00	56,522.50	56,522.50
700 · Contracted Services - Other		0.00			0.00		1,440.00	4,063.00	4,063.00
Total 700 · Contracted Services		0.00			0.00		3,765.04	121,104.62	121,104.62