PASCO County Florida it's only natural.

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

Dear Grant Applicant:

Thank you for your interest in promoting Pasco County as a tourist destination for visitors. The Pasco County Tourist Development Council (TDC) recognizes tourist-related events and activities as so important that it has set aside dedicated funds to help you promote your local special event by reimbursing your qualified advertising and marketing expenses through a grant program. The funds to support this grant program come from the **2% Tourist Development Tax**, which is a tax on all short-term rentals in Pasco County, including hotels, motels, bed & breakfasts and all other rentals for six months or less. As required, receipt of reimbursement funding under this grant program may only be used as prescribed in FLORIDA STATUTE 125.0104(5)(a)(2) - *"To promote and advertise tourism in the State of Florida and nationally and internationally."*

The funds allocated to support the grant program are in conjunction with the County's **Tourist Development Plan 2010-14** and are provided by the TDC on behalf of the Pasco County Board of County Commissioners. While the TDC makes recommendations regarding distribution of the funds, the **Board approves the final grant award amount.**

Please fill out the enclosed application completely. If you need to submit answers on a separate attachment, please do. Incomplete applications will not be considered. The deadline to have completed applications back to the Office of Tourism Development is **Friday, June 29, 2012**. If you have questions regarding the application process, please call (727) 847-8129. Again, thank you for your interest in promoting Pasco County as a travel destination.

Sincerely,
ERIC KEATON
Public Communications Manager
Liaison to Tourist Development Council

PASCO County Florida it's only natural.

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

Local Special Event Grant Program Policies and Procedures

I. Introduction

The Pasco County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and the Pasco County ordinance and in conjunction with the ***Tourist Development Plan 2010-14.*** The TDC administers funds collected from a local-option tourist development tax on occupied transient lodging; i.e., hotels, motels, and campgrounds, along with condominium and home rentals of six months or less. The funds are designated to promote Pasco County as a tourist destination.

The TDC sets aside a portion of its annual budget in a grant program for local groups and organizations coordinating local events with a **demonstrated history of producing room nights**, economic impact and/or the potential to draw visitors to the area with a regional marketing plan. These grant funds are administered by the TDC on behalf of the Pasco County Board of County Commissioners. **The Board approves the final grant award amount.**

Each application will be evaluated against established criteria and historic precedent. The number and amount of each grant award will be dependent upon the availability of designated funds and specific allocations. There is a **1/3 cap amount** on how much an event can request through the grant program. For example, if the funds available equal $75,000 an event/organization may not request more than $25,000. If an event or organization's request is above the cap amount the TDC will impose the cap.

The TDC asks that grant requests only include out-of-county, regional or national itemized advertising/marketing expenses.

II. Funding Considerations

To be considered for funding, the event must **first and foremost produce room nights** by attracting overnight visitors to Pasco County that stay in transient lodging; i.e., hotels, motels, campgrounds and rental condominiums located within the county. The TDC will score the applications based on:

A. Production of Room Nights - 50 pts.

1. Does the event/organization attract overnight visitors to Pasco County?
2. Does the event/organization provide a history of room nights/overnight visitors?
3. Does the room night history show signs of growth or consistency?
4. How significant are the recent calendar year numbers? What is the hotel fiscal impact?
5. If a new event, how strong/accurate are the estimates of overnight visitors?
6. Has a host hotel or accommodation partnership(s) been established?
7. How accurate are your room night statistics? Are they validated by the property's manager, booking engine, County document or survey?

B. Advertising out-of- county- 20 pts.

1. Does the event provide opportunities for state, regional, national and/or international exposure?
2. Has the event/organization promoted outside a 50-mile radius of Pasco County?
3. Has the event/organization promoted regionally up to 250-miles (Jacksonville, South Florida and the Panhandle?)
4. If a printed ad, how well has the event utilized the placement of the tourism brand logo?
5. If a video/audio ad, how well has the event credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo?
6. Has the event/organization utilized new media (Constant Contact, e-magazines or social networking)?
7. How much publicity, media exposure and who promoted the event/organization?
8. How do they measure their promotions and marketing campaigns for the event?

C. Marketing Plan- 10 pts.

1. Is there an itemized marketing/ad budget for the event?
2. How exactly will the grant request be used?
3. How does it compare to past years?
4. Did they utilize the previous grant awarded? (if applicable)
5. Does the event provide co-op advertising opportunities with other events or TDC?

6. How creative is the marketing plan? Is it evolving with the room night numbers?
7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did they promote as stated in the previous application?
8. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County?
2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.
3. Is there growth in the event? For example, has the main event added attractions to enhance the show?
4. What area businesses will benefit from this event?
5. How do they calculate economic impact? Is it their study, survey or generic version supplied by Visit Florida and the County?

E. Timing of the Event- 10 pts. For multi-day events/ 5 pts. For one day events

1. How unique is this event?
2. Has it created a schedule to lure overnight visitors?
3. Is the event scheduled during the off-season, May- October, or tourism season November - April? May-October events are the desirable time.
4. Is the event more than one day?

F. Additional Organization Information- (Scored 0 or ±5 per question)

1. Has the organization attended the annual Pasco Tourism Summit and/or Grant Workshop?
2. How often does the organization volunteer at other events and/or travel expos to promote Pasco Tourism and their event?
3. Did they turn in a sample of the Special Event County Survey or own survey?
4. Does the event have a recycling plan in place? *See additional page* on recycling.

III. Statement of Policies

- Local Special Event Grant funds are intended to **supplement** the sponsoring organization's budget.
- Funding shall not be used to support debt reduction, private entertainment (i.e., food, beverages), **promotions/advertising within the County**, or projects with restricted access based on race, sex, national origin, age, or disability.
- Funding shall be provided as reimbursement for approved expenditures upon completion of the event.
- Funds are to be used for expenditures associated with marketing and promoting an event outside of Pasco County to potential overnight visitors.
- Events/Organizations are **strongly encouraged** to promote outside a 50 miles radius of Pasco County and regionally up to 250 miles or more.
- Grants will be subject to audit by Pasco County.
- All applications will be public record and will be reviewed by the TDC and the BCC.
- Proof of liability insurance **MUST** be provided by the host organization, naming the Pasco County Board of County Commissioners as additional insured, in the amount of $1,000,000. This certificate of insurance must be received and approved by the County **PRIOR** to your event!
- Recognition of the TDC, via the Pasco County tourism logo(s), **MUST** be included on appropriate printed material and referred to in public relations activities. Recognition of the TDC via the logo or statement, "brought to you in part by Pasco County/Pasco County Tourist Development Council," must be used if utilizing grant funds to allocate for a video or audio ad. **Failure to use the County tourism logo(s) may affect future funding.** Complete usage requirements of the Tourism Logo will be described in the funding agreement.
- All grant recipients will be required to enter into a funding agreement.
- All grant recipients for Fiscal Year 2012-13 will be required to attend workshops on grant reimbursement procedures and promoting / marketing your event outside of Pasco. The workshops are typically held in late October and "Tourism Week" traditionally held the second week of May.

IV. Procedures for Application

- All applications will be considered for funding during FY 2012-13 (Oct. 1, 2012 to Sept. 30, 2013).
- All applications **MUST BE TYPED** and answered on the application form.
- Submit **one original** and **one digital version** of the completed application.

Mail or deliver applications to:	Pasco County Office of Tourism Development Local Special Event Grant Application West Pasco Govt. Center 7530 Little Road, Suite 340 New Port Richey, FL 34654
For questions, contact:	Eric Keaton, Public Communications Manager Pasco County Office of Tourism Development Telephone (727) 847-8129 ekeaton@pascocountyfl.net

- Answer ALL questions. Do not write "NA." Explain why a question does not apply to your organization.
- Applications will be accepted and reviewed once a year. The schedule for submission and review is:

Application period begins:	Monday, May 7, 2012
Submission deadline:	Friday, June 29, 2012, 5 p.m.
Reviewed with funding decisions And presentations:	**Wednesday, July 18, 2012 in New Port Richey 9 a.m. West Pasco Govt. Center Board Room**
Grant Recipient Workshop:	*Tentative October 17 or 18, 2012*

- Applications received after the submission deadline will not be considered.
- Each application will be scored by the TDC **at the July 18 meeting**.
- **All Organizations are required to make an oral presentation (5-minute time limit including question and answer) to the TDC during the annual meeting.**
- The Office of Tourism Development will calculate the scores and submit the averaged totals to the TDC. After review of the final scores, the TDC will have an opportunity to adjust the totals if necessary.
- The TDC will announce the grant award amounts at the meeting and funding recommendations will be submitted to the BCC for final action.
- Applicants are asked not to contact members of the TDC. The event director, fiscal administrator, or other contact person may be called upon by any one of the TDC members or staff at any time during the review process. Any unsolicited contact by the applicant will be looked upon unfavorably.

V. Procedures for Reimbursement

- **TO BE ELIGIBLE FOR PAYMENT, A COMPLETED POST-EVENT REPORT MUST BE SUBMITTED**. A blank Post Event Report form is included in this packet.
- Proof of expenditure(s) must be provided on an invoice, printed on the organization's letterhead. The invoice should be made out to **"The Pasco County Board of County Commissioners."** The invoice should include copies of the front and back of canceled checks, corresponding invoices and original tear sheets of the advertisements or marketing materials claimed.
- Failure to submit a complete reimbursement may result in disqualification for support in current and future years. All reimbursement paperwork must be submitted to the Pasco County Tourist Development Office **NO LATER THAN 90 DAYS** after completion of the event. If an event/organization fails to meet this deadline it will **not be eligible to apply for a new grant** unless the post event report has been submitted prior to the application process.

NOTE: Please retain these Policies and Procedures for information. Do not submit them with the application.

Date received _____
(Office use only)

PASCO COUNTY TOURIST DEVELOPMENT CO
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

AMOUNT OF FUNDING REQUESTED: $ 6000

1. **EVENT:** Pasco Ecofest **DATE(s) OF EVENT:** November 8-10 2013

2. **VENUE/LOCATION OF EVENT/PROJECT:** (address and/or location(s) where event will take place):

Address Sims Park Starkey Park 10500 Wilderness Park

City New Port Richey State Florida Zip 34652 346

3. **NAME OF APPLICANT/HOST ORGANIZATION:**

Legal Name as per registered with **Sunbiz.org** Friends of the New Port Richey Library

Address 5939 Main Street

City New Port Richey Zip 34652 Website _____

4. **EVENT CONTACT:**

Name Kira Atkinson Title Event Co-Manager

Phone No. (727) 992-1382 Fax No. (____) ___

E-mail Kiraatkinson@gmail.com

5. **TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.):** 270165415

IF A NEW EVENT (1st time applicant), ATTACH ARTICLES OF INCORPORATION, BYLAWS. Fed ID No. _____

IF A NEW EVENT (1st time applicant) ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS AND A LIST OF PAID STAFF.

IF A NEW EVENT (1st time applicant) ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.

6. **OVERVIEW OF EVENT:** Including whether your event has received a TDC grant in the past?
If yes, indicate name and date of event/project and amount received within the last three years. (Attach separate sheet if needed)

2012 Pasco Ecofest $2,108.00

Year	Grant Funding
2011	Pasco Ecofest $1,873.00
2010	
2009	

7. **LIABILITY INSURANCE?** _____No X Yes Carrier Insurance Services of Pasc

8. **ATTACH** EVENT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

PASCO County Florida it's only natural.

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

PRODUCTION OF ROOM NIGHTS AND ECONOMIC IMPACT

9. HAS HOST HOTEL(S) OR ACCOMODATION PARTNERSHIPS BEEN SECURED? __No X Yes
If yes, indicate place(s), contact(s), telephone number(s)

Hotel	Contact	Telephone Number
Jay B. Starkey Wilderness Park	Alex Fasano	727-834-3247

11. ANTICIPATED NUMBER OF ROOM NIGHTS/ OVERNIGHT ACCOMODATIONS FOR THIS YEAR:
(Please identify any room nights provided free, in-kind or paid by your event)

Date(s)	# of Rooms	# of Nights	AVG ROOM $
11·8·13	192	3	$25
11·9·13		3	$25

12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:

Year	# of Rooms	# of Nights	Total Room Nights	Avg. Room $
Example	50	2	100	$75
2011				
2010				
2009				
Total				

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 14,000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 6,000

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS? 192 (#rooms x #nights x avg rate x .02)
The Office of Tourism Development uses the out-of-state event formula provided by VISIT FLORIDA and the FLORIDA SPORTS FOUNDATION (available upon request). A thorough economic impact analysis should be conducted on your event since no two events are similar in size, audience, location and time of the season. Please attribute your formula, **research study** and/or information.

ADVERTISING & MARKETING OUT-OF-COUNTY

16. INTENDED MARKETING/ADVERTISING BUDGET FOR YOUR OUT-OF-COUNTY PLAN: Please provide details of the cost, activities, placements, collateral materials, names of publications targeted, number of brochures to be produced, and where brochures will be distributed, etc. (attach separate sheet if needed)

- facebook ad campaigns to reach a regional audience
- Cox media advertisements to reach Jacksonville, orlando, and Tampa Bay
- Southwest Airlines ads and Tampa International Airport terminal ads
- Tampa Bay Times

17. FOR REPEAT EVENTS: please provide copies of all event promotional materials, including radio or television scripts, printed fliers, ads or other materials you purchased with Pasco County grant funds. Only provide material on the most recent year a grant was received.

18. What research do you have regarding the demographics of your attendees? How do you measure the success of your event? How do you measure the effectiveness of your promotions? (Attach separate sheet if needed)

_____

_____

_____

ADDITIONAL INFORMATION

19. Has the organization attended the annual Pasco Tourism Summit and or Grant Workshop? Yes __ No X

20. Has the organization volunteered at other local events and/or travel expos with the Office of Tourism Development to promote Tourism? Yes__ No X

21. Does the event have a recycling plan in place? Yes X No __
(see below for key areas when answering question)

RECYCLING AT AN EVENT

At the April 11, 2011, TDC Meeting the TDC initiated a recycling segment to the application process. The goal is to integrate a recycling message with the County's Tourism brand: "It's Only Natural." The applications **will not** be scored on recycling, but based on the results and post event reports the TDC may advise the BCC to permanently add recycling to the scoring process. Please provide the information requested below to assist the Recycling Coordinator and this initiative.

From the Pasco County Recycling Coordinator: Waste management and recycling at special events – from sports games, to music festivals, to county fairs, etc. – can be a challenging behind-the-scenes job for any event coordinator. But, if an event effectively handles its trash, then recycling collection can be a simple extension of that function. The job becomes easier the earlier in the process it is planned. By utilizing some proven techniques and effective communication the job can run smoothly.

There are several key areas to enhance Recycling at special events:

1) Clear, simple communication about trash and recycling. How will you tell people you're recycling?

2) Site examples of getting a buy-in from everyone… from sponsors to vendors to volunteers to attendees;

3) What is the majority of your trash? Do you know what you can recycle?

4) How convenient is it for your participants and visitors to deposit both trash and recyclables?

5) How do you determine who and how will the collection and disposal of both trash and recyclables?

PASCO County Florida it's only natural.

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

VERIFICATION OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Patricia J. Enoch
Official's Signature

Patricia J. Enoch, Secretary
Official's Name and Title

CHIEF FINANCIAL OFFICER FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature

Official's Name and Title

CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Kira Atkinson
Official's Signature

Kira Atkinson, Event Co-manager
Official's Name and Title

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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

THE FOLLOWING FORMS ARE FOR COMPLETION ONLY AFTER CONFIRMATION THAT TDC FUNDING HAS BEEN AWARDED AND THE EVENT HAS OCCURRED

PASCO COUNTY TDC POST EVENT REPORT
FISCAL YEAR 2012-13

EVENT NAME: _____

REPORTING DATE: _____

ORGANIZATION: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

_____

TELEPHONE: _____

E-MAIL: _____

ON AN ATTACHED SHEET, ANSWER THE FOLLOWING QUESTIONS:

1. What is the overall assessment of the event?

2. What was the total number of participants/attendees and economic impact based on your visitor numbers?

3. Did the event have the anticipated overnight results?
   - Number of participants and attendees from out of Pasco County.
   - Number of room nights generated by the event (please identify any in-kind or free room nights provided for officials/vendors/participants). If needed please utilize the Room Night Certification form to accurately reflect overnight stays in Pasco County.

4. How were the advertising, marketing, or public relations efforts measured?

5. What was your total out-of-county marketing/advertising budget?

6. What were the results (i.e., how many people/media inquired about the event, where did they hear about it, etc.)?
   - Please attach any post event/visitor research or survey conducted with event.
   - *See the County's example for a Special Event Grant Visitor Survey.*

7. What tourism or marketing recommendations do you have for the event in the future?

NOTE: ***This Post Event Report, including all relevant tear sheets and copies of the front and back of canceled checks with corresponding invoices, must accompany any request for reimbursement.***

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT
FY 12/13 REQUEST FOR REIMBURSEMENT FORM

NOTE: *Please provide the original and one photocopy of the form and all supporting documentation. Incomplete requests will cause a delay in the reimbursement process.*

EVENT NAME: _____
ORGANIZATION: _____
ADDRESS: _____
CONTACT PERSON: _____
PHONE: _____
REPORT DATE: _____
TDC FUNDS AVAILABLE FOR REIMBURSEMENT: $_____

ITEM	VENDOR NAME	TOTAL INVOICE AMOUNT	% OUT OF COUNTY (if applicable)	$ AMOUNT OUT OF COUNTY EXPENSES	REQUESTED REIMBURSEMENT AMOUNT
			TOTAL REQUESTED REIMBURSEMENT AMOUNT (must match or be less than initial award)		

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

I certify that the above data is correct based on this organization's official accounting system and records, consistently applied and maintained, and that the costs shown have been made for the purpose of, and in accordance with, the terms of the TDC funding application.

Signature: _____ Title: _____

Printed Name: _____ Date: _____

THIS IS NOT AN INVOICE. A SEPARATE INVOICE, ON YOUR ORGANIZATION'S LETTERHEAD, MUST ACCOMPANY THIS FORM.

PASCO County Florida it's only natural.

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: _____

	TRACKED ROOM NIGHTS					
GROUP NAME						
EVENT/FESTIVAL NAME						
DATE						
PAID ROOM NIGHTS						
COMP ROOM NIGHTS						

Please provide any comments:

_____

_____

_____

Hotel Representative Signature:

_____

I certify the organization/event listed above utilized the reported room nights.

Print Name: _____ Title: _____

Telephone _____ Email: _____

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.

PASCO County Florida it's only natural.

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

Local Special Event Grant Visitor Survey

1. What is your zip code? _____

2. How many are in your visiting party?_____

3. What was the PRIMARY reason for visiting PASCO COUNTY?_____

1-this event 2- Vacation 3- Visit Friends/Relatives 4-Business 5-Other

4. How did you travel to Tampa Bay/Pasco County?

1- Vehicle 2- Plane 3- Bus 4-Other

5. How many nights did you stay in Pasco County?

#Nights_____ Day Trip Only_____

6. Where are you staying in Pasco County?

1-Hotel 2-Vacation Rental 3-Friends/Relatives 4-Bed & Breakfast

5-Campground 6-Other 7- Name of Accommodation_____

7. How much did you spend on average per day in Pasco County? Circle one

$0-25 $26-50 $51-75 $76-100

$101-125 $126-150 $151-and up

8. What activities did you participate in while in Pasco County? Circle all that apply

1-Ecotourism 2-Downtown 3-Beach/Fishing 4- Dining Out

5-Arts/Culture 6- Sports 7-Other _____

9. How did you find out about our event? Circle all that apply

1- Newspaper Ad 2- TV/Radio 3- Website 4- Social Media

5- Word-of-Mouth 6- Magazine 7- Returning Visitor 8- Other _____

Optional Information:

Name_____

Address_____

City_____ **State**_____ **Zip**_____

Email_____

8. Event Budget

• Insurance	$1,000
• T-Shirts	$2,500
• Sponsor Dinner	$3,000
• Credit Card Machine	$100
• Art Show	$300
• Hospitality	$1,800
• Starkey Park	$2,250
• Kayaking	$200
• Sims Park	$12,000
• PR/Marketing	$6,000
• Event Management	$5,000
TOTAL	$34,150

18. What research do you have regarding the demographics of your attendees? How do you measure the success of your event? How do you measure the effectiveness of your promotions?

We research our demographics through social media platforms like Facebook, Youtube, Twitter, etc. We measure the success of our event by looking at attendance, social media traffic, and room night figures.

Recycling at Pasco EcoFest

Our recycling program will be promoted through traditional and social media. We are working with Zero Hero, a waste diversion company, that specializes in the management of waste at events. This company will also work with the project managers to promote the recycling program and to educate the public on recycling and composting. Our recycling program will attract voluntourists to Pasco County. The majority of the trash produced will be generated by food vendors. Food vendors will use compostable plates and napkins. Zero Hero provides event goers with clearly displayed waste receptacles that are easy to use.

PASCO ECOFEST

Go WILD in West Pasco!

WWW.PASCOECOFEST.COM

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT

POSTEVENT REPORT

FISCAL YEAR 2006-07

EVENT NAME: Pasco EcoFest

REPORTING DATE: February 9, 2013

ORGANIZATION: Fine Arts of the Suncoast

CONTACT PERSON: Kacey and Kira Atkinson TITLE: Project Managers

ADDRESS: 5820 Delaware Avenue New Port Richey, FL 34652

TELEPHONE: (727) 809-2306 (727) 992-1382

E-MAIL: kaceyatkinson84@gmail.com kiraatkinson@gmail.com

1. **Event Assessment-** The purpose of Pasco EcoFest 2012 was to educate the public about environmental and sustainability issues such as organic food cultivation, supporting local economies, native ecosystem and species identification and preservation, art in nature, and outdoor adventure. Essentially, participants were given a weekends long opportunity to learn new things and strengthen the community. Because all of the events were free or low-cost, we were able to show that education, culture, and "green" resources can be accessible to all people regardless of income.

   The equitable, positive, and progressive nature of this event showcased the potential Pasco County has to be a community-based epicenter for arts, culture, and environmental awareness. Emphasizing these aspects of the county will entice tourists who are looking to be a part of something unique and will speak to residents who seek to identify with their home. It is important to note that there is a growing interest, as was indicated by attendance at educational activities, in environmental and sustainability education. People are eager to learn skills to empower themselves to learn self-sufficiency. Self-sufficiency motivates people and gives them a sense of independence and stability in times of economic uncertainty.

   In the future we intend to further develop Pasco EcoFest into the premier destination for education, adventure, culture, and community. Pasco EcoFest was a success because of the hard work and commitment of volunteers. The success of this event has shown that Pasco County is a cultural, educational, and natural attraction for locals, Tampa Bay area residents, and out-of-state tourists.

2. **Event Expenditures and Budget-** We were able to finance the event through sponsorships and partnerships with local businesses and organizations and with the TDC

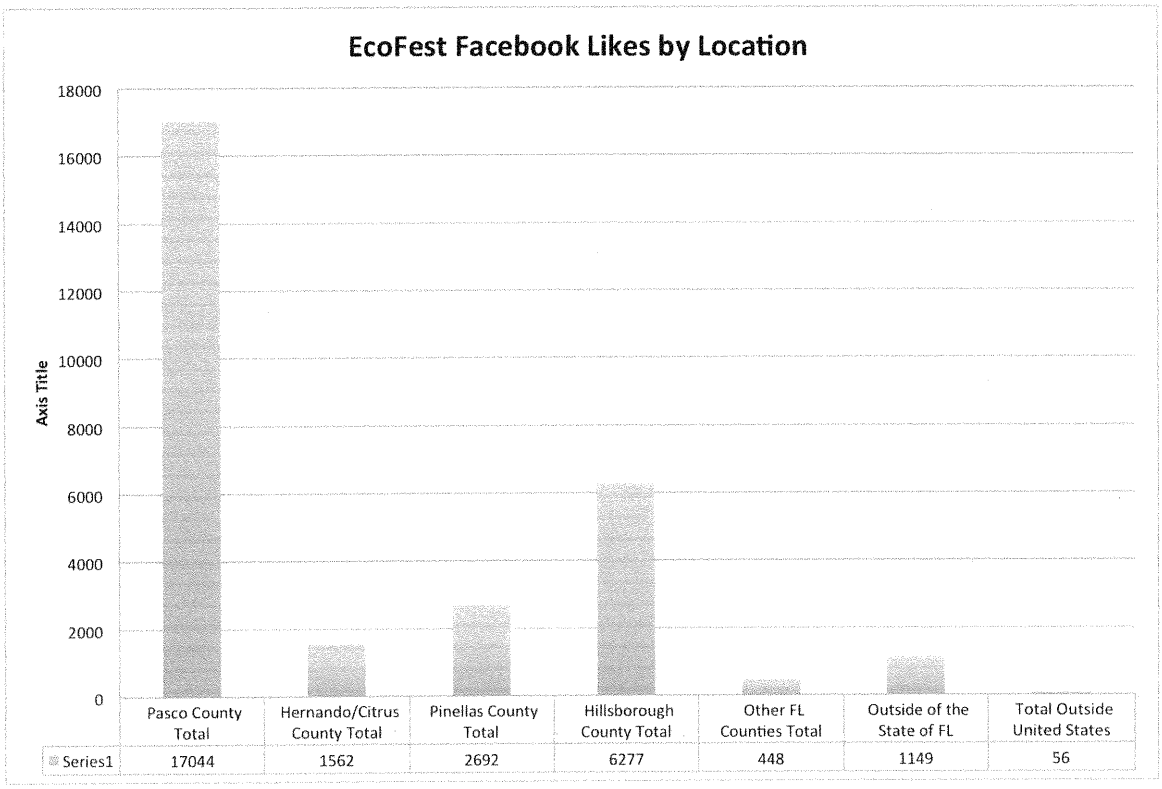
grant. Through these means, we were able to afford advertising, promotion, t-shirts, signs, entertainment and more while staying within our budgetary restrictions.

3. **Participants and Attendees-** Pasco EcoFest was held at eight locations throughout the county. Site coordinators assessed the number of participants at each activity and, therefore, the attendance figures are based on an estimated count.
    - Jay B. Starkey Wilderness Park: 2,500
    - Anclote River Park: 200
    - New Port Richey Recreation and Aquatic Center: 1,000
    - Peace Hall: 1,000
    - New Port Richey Library: 500
    - James E. Grey Preserve/Frances Avenue Park:20
    - Palm Preserve: 50
    - TOTAL: 5,270

    Because of the closeness in proximity of Pasco EcoFest and Greater New Port Richey Main Street's Harvest Fest, there was an overlap in attendance at the Downtown New Port Richey locations. We estimated the total weekend attendance at Sims Park to be 10,000.

4. **Results-** The goal for 2012 was to significantly increase the attendance from the previous year's numbers. EcoFest is only in its second year, nonetheless, we achieved our goal and were satisfied with the turn out. We anticipate those numbers to grow in future years as we learn more about the types of activities that generate the most interest.

5. **Out of Pasco Participants and Attendees-** To track the number of out of county participants, we used data from our out of county marketing, public relations, social media, and advertising reports (see below).



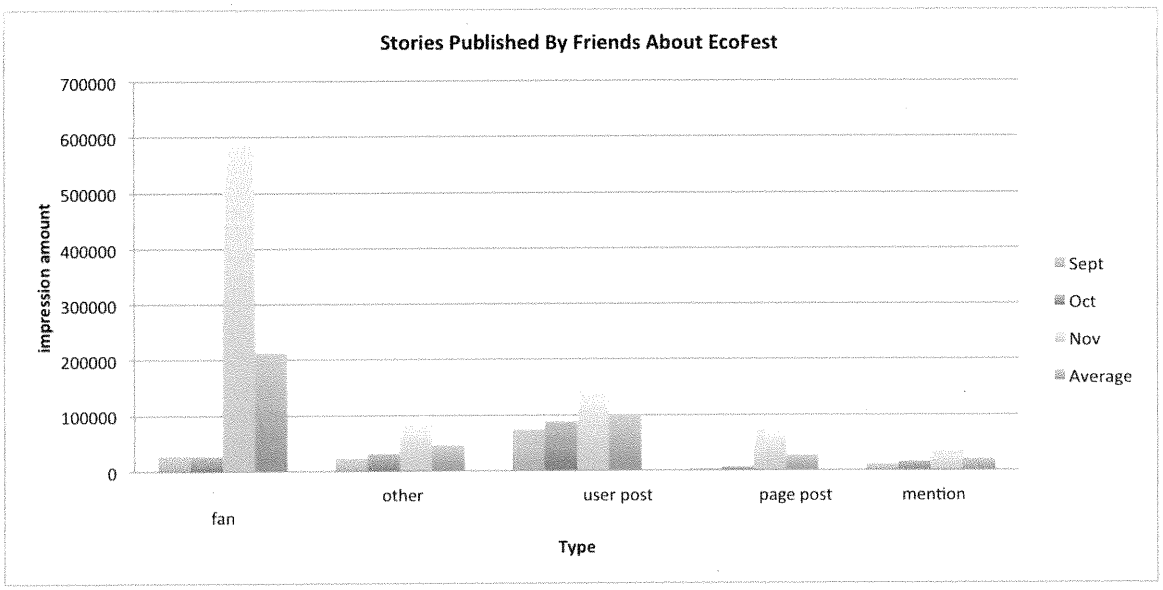
	Pasco County Total	Hernando/Citrus County Total	Pinellas County Total	Hillsborough County Total	Other FL Counties Total	Outside of the State of FL	Total Outside United States
Series1	17044	1562	2692	6277	448	1149	56

6. **Overnight Results-** To estimate the number of occupied hotel rooms and campsites during the event, we contacted Jay B. Starkey Wilderness Park and local hotels (see attached room certification sheet).

7. **Advertising, Marketing, and Public Relations Results-** The marketing plan for Pasco EcoFest 2012 included a mixture of traditional public relations and advertising strategies, as well as social media campaigns. Ads and write-ups appeared in various local and regional publications, including printed and online sources. The event was listed in The Tampa Bay Times, The Tampa Tribune, The Suncoast News, and the New Port Richey Patch.

   Pasco EcoFest ads and interviews were on WTSP Channel 10, WMNF 88.5, True Oldies 106.3, and Citrus County's Fox 96.3. The event was also advertised on Facebook.

   We partnered with Head of Lettuce Media to create a social media campaign on Facebook and Twitter (see below and attached).



8. **Recommendations for EcoFest 2013-** After discussing the outcome of last year's event, we determined which activities were successful and will narrow our focus for this year. Planning for EcoFest 2013 is already underway. We plan to reduce the number of locations and improve the scheduling of activities for convenience. We have also consulted with a professional fund-

raiser to ensure an increase in the budget as well as Clean Vibes, a professional event waste diversion and recycling service to make EcoFest a much "greener" event. We have also taken on an intern from the University of South Florida to help with research, and the development of a volunteer program. For the 2013 event we would like to tap into the popular travel trend of Voluntourism to exchange culture with visitors. Lastly we will be looking to incorporate unique musical and performance artists who will attract large audiences.