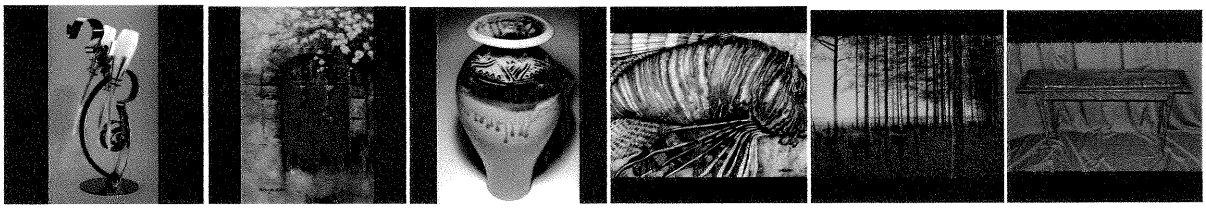
January 18 and 19, 2014
At The Shops at Wiregrass
Wesley Chapel, Florida

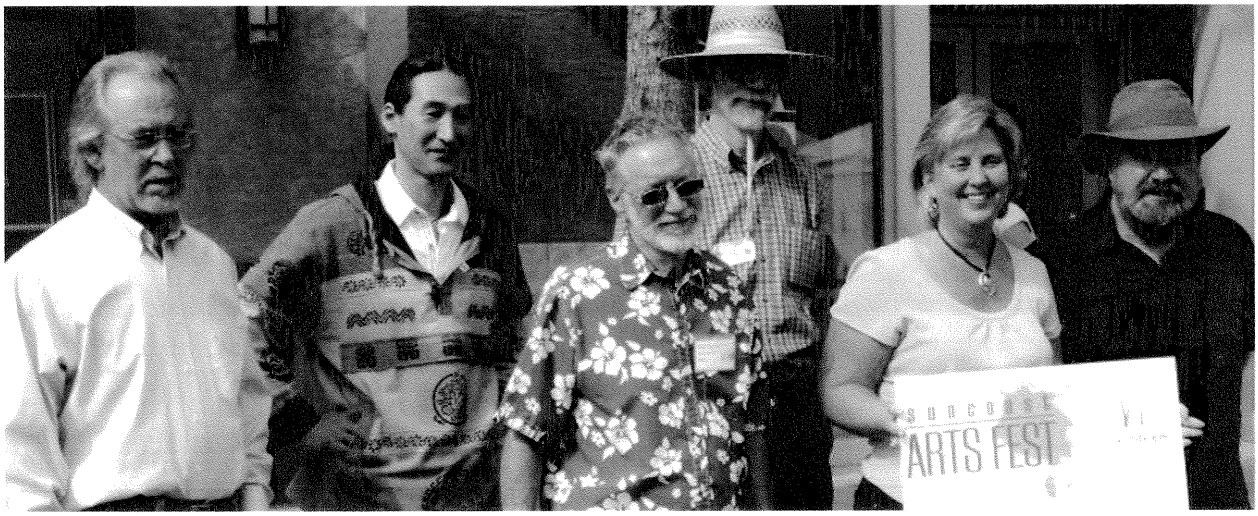
10am-6pm Saturday
11am-6pm Sunday

Organized by Fine Arts of the Suncoast, Inc.,
A 501(c)3 not for profit corporation whose mission is to
Promote the arts throughout Pasco County
And benefit Arts for Kids in Pasco County

The Suncoast Arts Fest is a fine art show held every year in January in Wesley Chapel, Fl. at the Shops at Wiregrass. 102,000 visitors came to the two day event entering its 9th year.



115 fine juried artists and fine craftsmen display and sell their artwork along Paseo Drive at the Shops at Wiregrass.



2013 Suncoast Arts Fest Winners

The Suncoast Arts Fest Benefits Arts for Kids in Pasco County…

The Suncoast Arts Fest raises money for "Arts for Kids in Pasco County" and is proud to benefit 24+ arts teacher with grants for art supplies and art inspired ideas for youth in Pasco County public, private and charter schools.

At the 2013 event, Pasco County arts teachers received a total of $10,813.91 in grant awards from the Fine Arts of the Suncoast, Inc. Arts areas include both performing and visual arts. The public was invited to the "Arts Celebration" event on Saturday evening where grants were presented to teachers and juried artists were honored, during a free concert.

And through a 1 Mile Family Fun Run and Pancake Breakfast Benefit, and for the Artists…

Suncoast Run for the Arts: 1 mile Family Fun Run

The Suncoast Arts Fest held at the Shops at Wiregrass on January 19 & 20 invites runners of all skill levels to enjoy a one-mile family fun run–walk, jog or run to win! The run takes place at the Shops at Wiregrass on Sunday morning at 9 AM. The run benefits local arts programs for kids – student & teacher scholarships, classroom grants and more. Artwork awarded to Overall Male & Overall Female runners; additional awards to First Male Student and First Female Student, ribbons for all finishers.Free T-shirts are guaranteed for those registered.
A pancake breakfast following the race benefits *Arts for Kids in Pasco County.* Juried artists are provided breakfast as a guest of the SAF.

With Regional Student and Professional Entertainment Throughout the Weekend!

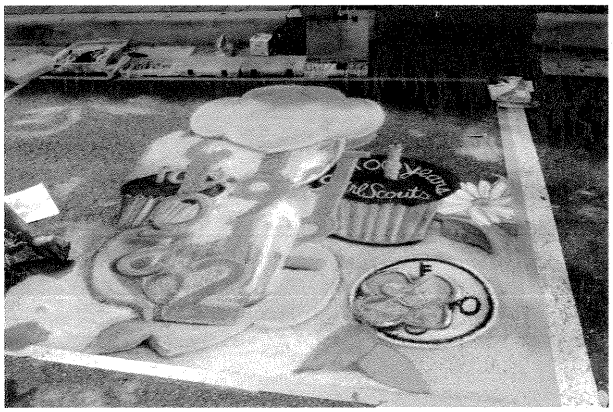
Hudson Middle School Jazz Band

and....

Late Night Brass

Time Bandits, and more throughout the weekend

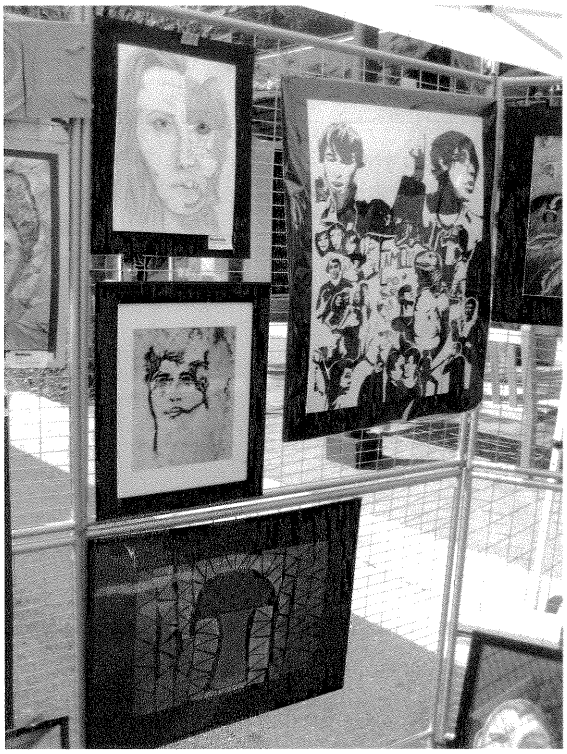
Chalk Art sponsored by Tampa Bay Businesses for Culture and the Arts...



Kid's Art Garden...

Where youth come to create...

And middle through high school artists display and are given awards in a special Emerging Artists area within the event!



And new this year...

- **We are proud to team up with the Wesley Chapel Chamber of Commerce who will organize the Saturday evening Arts Celebration gala that will again celebrate SAF artists, arts teachers with SAF grants, and award businesses that support the arts. Festivities will include entertainment, food and more...**

- **Work with West Pasco County on an arts celebration day Sunday, Jan. 19th, that includes a mural walk in downtown New Port Richey, arts destinations Progress Energy Art Gallery, Richey Suncoast Theatre, the Historical Society and West Pasco Art Guild...**

- **for a weekend of the arts which SAF is promoting with a travel agency at The Villages at Lake Sumter Landing.**

PASCO
County Florida
it's only natural.
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Pasco County Local Special Event Marketing Program
Application for Grant Agreement, Guidelines and Procedures

The primary purpose of the Pasco County Local Special Event Marketing Program is to provide funding to local organizations to assist in marketing local special events that promote Pasco County as a tourist destination for visitors. Funds received pursuant to the Local Special Events Marketing Program must be used for expenditures associated with marketing and promoting an Event outside of Pasco County to potential overnight visitors. The Program is administered through the Office of Tourism Development. Applicants are required to provide the following information in writing and to make a presentation regarding their proposed event before the Tourist Development Council (TDC). Local special events that may receive funding must demonstrate a history of producing room nights, economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Pasco County accommodations. The following application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

Local Special Event Marketing Program applications, presentations, and supplemental materials will be reviewed at the July 17, 2013 TDC meeting in Dade City. 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 applicant can request through the Marketing Program. For example, if the total funds available for the Marketing Program is $75,000 an applicant may not request more than $25,000. If an applicant's request is above the cap amount the TDC will impose the cap. The TDC and the Office of Tourism Development will then make a recommendation regarding a Grant Agreement and a proposed funding amount to the Pasco County Board of County Commissioners (BCC). The TDC and Office of Tourism Development will use the application, evaluation by the TDC and the following grid as a ***guideline*** when recommending funding to the BCC.

Room Nights	Sponsorship Amount
2,000 and up	$15,000 and up
1,000 – 1,999	$10,000 to $14,999
400- 999	$5,750 to $9,999
200-399	$2,500 to $5,749
50-199	$500 to $2,499

Each application will be evaluated by the TDC using the following criteria.

A. Production of Room Nights - 50 pts.

1. Does the Local Event attract overnight visitors to Pasco County? Yes, primarily artists.
2. Does the Local Event demonstrate a history of room nights/overnight visitors? Yes.
3. Does the room night history show signs of growth or consistency? Yes.
4. How significant are the recent calendar year room night numbers? Greater than 2012 due to using ZAPP for artists. What is the accommodation fiscal impact? Just hotel, $16,000.
5. If a new event, how strong and accurate is the estimate of overnight visitors? N/A
6. Has a host hotel or accommodation partnership(s) been established? Yes, listed on applic.
7. How accurate are the room night statistics? Surveyed. If not a new Event, are room nights validated by
   the property's manager, booking engine, County document, or survey?
   By survey and we surveyed all 115 artists.

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

To be considered for funding, the proposed Local Event must be advertised outside of Pasco, regionally, or nationally.

1. Does the Local Event provide opportunities for state, regional, national, and/or international exposure? Yes: specifically print, web and video
2. Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County? Yes, web, print, video
3. Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?) Yes, web/video
4. If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising? Always predominantly shown.
5. If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads? On video, all ads, on web
6. Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)? Yes, DeChant PR handles with The Patch, and on FB, Twitter, www.suncoastartsfest.com.
7. If not a new Local Event, how much publicity, and media exposure did the Event receive? Much print, web with video use, much with DeChant PR.
   Who promoted the Local Event? DeChant PR.
8. How does the applicant measure their promotions and marketing campaigns for the Event? Surveys during the event.

C. Marketing Plan- 10 pts.

1. Is there an itemized marketing/ad budget for the proposed Local Event? Yes, on application.
2. How is the requested funding proposed to be used? Print ads to artists, visitors, ZAPP advts to artists, Print publications to artists, print press releases, video on line, Facebook, Twitter, www.suncoastartsfest.com website, print posters.
3. If not a new Local Event, how does the proposed marketing plan compare to past years? Taking the most effective and expanding on those areas.
4. Did applicant use the previous grant awarded? (if applicable) Yes.
5. Does the applicant propose co-op advertising opportunities with other Local Events or TDC? Yes.
6. How creative is the marketing plan? Is it evolving with the room night numbers? Yes. ZAPP has increased out of area artists, increasing overnight lodging stays.
7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application? Yes.
8. When are the advertising/promotions for the event? Social media, website, FB all year. Main print two weeks prior to event. Daily Sun 2 weeks prior. VisitFlorida; 3 months prior. Are they planned in advance to promote travel to the event and produce overnight visitors? Yes, but planning better for 2014.

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County?

ARTISTS – 115	$ per person	Total
Hotel - 48 stayed at hotel	$110/night/3	15,840
Food –		
@200 bought 2 meals		$26,000
@90 bought 4 meals	$20/meal/person	(8000+18,000)
Gas @100 need gas	$60	$6000
TOTAL ECONOMIC IMPACT		**$29,840 - $39,840**
		about $200 per artist or assistant

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.

VISITORS – 102,000	$ per person	Total
Visitors food & drink	$5	510,000
Purchases (art & mall)	1/2 spend $5-$25	255,000-1,275,000
Cars (@ 1/4 need gas)	$60	540,000
TOTAL ECONOMIC IMPACT		**$1,305,000-$2,325,000**
		about $10-20 per person

Total economic impact from the Suncoast Arts Fest was as much as **$2,365,000**.

3. Is there growth in the Local Event? Yes. For example, has the main event added attractions to enhance the show?

- **Wesley Chapel**: For the 1st time this year, we are teaming up with the Wesley Chapel Chamber of Commerce, who will organize the Saturday evening outdoor gala open to the public. This part of the event will include a concert, artists will be honored guests, and the SAF will present Art Grants to Pasco County Arts teachers. Additionally, businesses that contribute to the arts will be awarded, and a "short movie" contest being developed called "Where's the Arts in Pasco County?" will offer awards during this gala.
- **West Pasco**: Additionally, we are working with West Pasco and downtown New Port Richey Main Street for a potential arts day on Sunday, Jan. 19th. Talks are for a possible walking tour of downtown NPR murals, a play at the Richey Suncoast Theatre, inclusion of Progress Energy Art Gallery, West Pasco Art Guild, the West Pasco Historical Society and possibly outdoor music.

4. What area businesses will benefit from this Local Event?
SAW,their restaurants, all Wesley Chapel Chamber of Comm. Businesses that participate in business expo at the Suncoast Arts Fest, Chalk Walk in Tampa.
5. How do they calculate economic impact? Is it their study, survey, or generic version supplied by Visit Florida and the County? Study, estimation of monies per count of visitors to SAW, per SAW staff.

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

1. How unique is the proposed Local Event? No other fine arts event comparable in Pasco County
2. Is the schedule for the Local Event created in a manner to lure overnight visitors? Yes, artists, winter visitors.

3. Is the Local Event scheduled to occur during the off-season (May- October) which is more a desirable time. No. The date was established to fit into an art show circuit and stays consistant/same for that reason.
4. Is the Local Event scheduled for more than one day? Yes, 2 days. Also, a one day arts event in downtown New Port Richey.

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

1. Has the applicant organization attended the annual Pasco Tourism Summit and/or the Local Events Marketing Program Workshop? Yes.
2. How often does the organization volunteer at other Local Events and/or attend travel expos to promote Pasco Tourism and their Local Event? At local schools.
3. Did they turn in a sample of the Special Event County Survey or own survey? Own survey.
4. Does the event have a recycling plan in place? Yes, at Shops at Wiregrass.

I. Statement of Policies

- Local Special Event Grant funds are intended to **supplement** the applicant organization's budget.
- All Local Event Marketing Program grant recipients for Fiscal Year 20132-14 are 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 during "Tourism Week," traditionally held the second week of May.
- Applications received after the submission deadline will not be considered.
- All applicant organizations are required to make an oral presentation (5-minute time limit including question and answer) to the TDC during the 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 total scores if necessary.

Prior to the BCC meeting at which the Local Special Event will be considered, an agreement prepared by the County will be forwarded to the applicant for execution (the Grant Agreement). The terms of the Grant Agreement will provide for, including but not limited to, the amount of funding that is made available for the Local Event and the reimbursable expenses that the funding may be used for, placement of the Pasco County Tourism logo on promotional materials and advertisements, and the obligation of the recipient to obtain liability insurance naming the County as an additional insured. The Event Sponsorship Agreement is required to be executed by the president or vice president of the legal entity proposing the event and witnessed by one other person prior to consideration by the BCC.

Upon the conclusion of the Local Event, the Post Event Report, see Exhibit A, attached hereto, must be completed and submitted to the Office of Tourism in order to obtain reimbursement up to the grant award amount.

Once completed, submit the following application to the Office of Tourism Development West Pasco Government Center 8731 Citizens Dr. Suite 340, New Port Richey, Florida 34654. For reference, retain the prior pages of this packet.

PASCO County Florida
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www.VisitPasco.net

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

I. APPLICANT INFORMATION

Entity Legal Name: Suncoast Arts Fest Entity

FED #: 20-5276630

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

See http://www.sunbiz.org/ Yes: x
Under fine Arts of the Suncoast, Inc.

Application completed by: Pamela M. Marron

Title/relationship to Entity named above: Co-Director of Suncoast Arts Fest, President of Fine Arts of the Suncoast, Inc.

Telephone No.: 727-247-6182 or 727-534-3445 Mailing

Address: P.O. Box 609; New Port Richey, Fl. 34656 Email

Address: pmarron@tampabay.rr.com

Has the organization attended the annual Pasco Tourism Summit and/or Grant Workshop? 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: Suncoast Arts Fest

Date(s): January 18-19, 2014

Event Location(s): The Shops at Wiregrass; 28211 Paseo Drive; Wesley Chapel, Fl. 33543

Projected number of overnight visitors staying in Pasco County accommodations: 310

Hotel/Accommodation Partner	Contact Person	Telephone Number
Hampton Inn/Wesley Chapel	Todd Patrick	813-758-3003
Residence Inn/Marriott/Lutz	Linda Hermeneanu and Mike Taylor	813-792-8400
Days Inn and Suites/New Port Richey	Gail Cushman	727-869-9999
Homewood Suites	Kerri Hensel	727-819-1000
Microtel Inn and Suites	Georgia Downey	813-783-2266

Projected number of local attendees/participants (not overnight): 104,000

Projected number of out-of-county attendees/participants (not overnight): 40,000

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

Using Tried and True Methods of Marketing

The SAF is in its 9th year and it seems that we have tried everything, from mobile web use with QR codes to social media. At our recent wrap up meeting, we determined what the most effective marketing has been over the years and we will continue with these avenues.

It must be pointed out that we target two very different groups of people with very different objectives with our media choices –the artists and the visitors. Both groups have a considerable economic impact on Pasco County. However, marketing and advertising methods used to attract the two groups are very different.

- VISITORS –They need to be made aware of when and where this event is occurring, and show the quality of art they can expect to purchase at the fine art show.
- ARTISTS – They must be made aware of the show. The SAF has grown in popularity due to a valued fine art show reputation spread by artists who come yearly. The SAF event is known for high quality art standards, and the warmer climate in Florida in January and emphasis on special care for artists helps greatly. The art show circuit is highly competitive and artists are not shy to tell us where we can promote the event better. Artists commonly send out postcards/emails to past clients letting them know where their next show will be. By working with artists to promote them and for the artists to also promote the event to their client base is a direct way we will help cultivate visitors to the event.

- **Social media** is the wave of the future. This cost effective way to reach a huge number of people and to cover a large geographic area well outside of the confines of Pasco County and Florida. There are constantly new social media sites coming online and we need to keep ahead of them. In an effort to do this, we have hired social media and website experts who are able to make our show work more effectively through their expertise.
- **Video presentations** are becoming more and more vital to our over-all marketing plan. We are investigating how to use video technology to more effectively promote the show by varying lengths, editing, visual techniques, placement of the videos and extending our reach to our various target demographic groups. We informally survey different demographics to learn how to tailor our productions to attract these specific groups. Our professional videographer, George Albright, continues to be a tremendous help to us in knowing what to present to which groups and keeping us up-to-date and new techniques and technologies in the field. He provides professional editing which is vital to the finished production
- **ZAPPlications** is the future for attracting artists to our show. Some of the aspects of our presentation on that site will be edited or amended next year to increase the appeal of the show to a wider range of artists. In addition, we will research what other shows are doing to make our presentation more competitive. The first year of using ZAPP required a considerable initial investment of time, money and preparation by the two artist coordinators in our planning committee and we will build on that investment next year.
- **Entertainment** for the show has untapped potential for attracting visitors during the whole show. By structuring the right musical attraction mix, we can better utilize that aspect of the show.
- **www.suncoast artsfest.com website** will continue to be optimized and upgraded next year. This year we introduced an entirely new site and next year, we will be making additional changes to attract more visitors and artists and to make it more useful to all users. This is a vital tool in our marketing mix and must be used as effectively as possible to provide optimum visibility to the Suncoast Arts Fest.
- **Visit Florida** will be better used to attract visitors from both in the state of Florida and nationally.
- **A bus tour model** will be developed in coordination with The Villages in Marion County so that more people get exposure to the Suncoast Arts Fest, other unique Pasco County features and use our hotels.
- **Videography** as an art form will be researched to determine if we add it to the show
- **Partnering with other Pasco County organizations** has been part of the Suncoast Arts Fest in the past and we are currently meeting with several groups to determine if such partnerships would benefit all of the groups.

- **Using QR codes:** QR codes for artists and then promoting on the SAF mobile website was intriguing to artists! And, they are free! Additionally, QR codes were of interest to sponsors who wanted to see how this technology attracts consumers to and then after the event.
- **More local news online and local newspaper publications**: local news sources, including the Daily Sun in the Villages, were more useful in 2013.
- **WJQB 106.3 FM and more radio:** WJQB proved invaluable to the SAF for the last two years, helping us with sponsors by providing sponsors with needed promotion at the event! The Wesley Chapel Chamber of Commerce is also looking into another radio station for promotion.

Teaming Up: Community Involvement – Within and outside of Pasco County

- **Wesley Chapel**: For the 1st time this year, we are teaming up with the Wesley Chapel Chamber of Commerce, who will organize the Saturday evening outdoor gala open to the public. This part of the event will include a concert, artists will be honored guests, and the SAF will present Art Grants to Pasco County Arts teachers. Additionally, businesses that contribute to the arts will be awarded, and a "short movie" contest being developed called "Where's the Arts in Pasco County?" will offer awards during this gala.
- **West Pasco**: Additionally, we are working with West Pasco and downtown New Port Richey Main Street for a potential arts day on Sunday, Jan. 19th. Talks are for a possible walking tour of downtown NPR murals, a play at the Richey Suncoast Theatre, inclusion of Progress Energy Art Gallery, West Pasco Art Guild, the West Pasco Historical Society and possibly outdoor music.
- **The Villages/Ocala**: In 2012, SAF connected with two travel agencies in The Villages regarding a weekend art excursion arranged for a bus of visitors with an overnight stay on Saturday evening at a Pasco County overnight destination. SAF is currently starting this planning with The Villages.
  This would involve a bus of 64 visitors who would attend the SAF event on Saturday and then visit downtown NPR art destinations on Sunday. The visitors will stay at a Pasco overnight lodge TBD.
- **Pasco County School District on fundraising opportunities for youth arts in the schools**, with focus on best regional youth artists, both performing and visual. We expanded the Emerging Artists area to be included on Paseo Drive which promoted the youth arts beneficiary. We are also expanding the ability for arts teachers to be involved within the event.

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.

We have volunteer surveyors poll visitors at the SAF event. Two SAF committee members survey the artists.

The number of visitors is calculated from car counter machines at the Shops at Wiregrass. During the two day event in 2013, the total number of visitors was estimated at approximately 102,000 and Shops at Wiregrass staff estimated the increase from 2012 to 2013 at +11%. Sunday was busier than Sundays of prior years, due to planning to fill in less trafficked periods with bigger entertainment.

Volunteers interview visitors on a random basis. This year we were very specific about how visitors heard about the show. If they read about it in print, we asked which publication. If they heard about it online, we asked which site(s).

For print media, the clear leader was the Tampa Bay Times. For online media, most had seen the Suncoast Arts Fest website or the social media site Facebook. Visitors from further away than the Tampa Bay area and particularly out of Florida mentioned they saw our page on Visit Florida.

Out of 115 artists, 42, or 37% were from out of state and 35, or 30% lived up to 100 miles away but in Florida. This was a significantly higher amount of artists from further out of the area. Using ZAPP for artists was the major contributor to this difference.

A verbal artist survey was conducted during the show where each artist was asked if they were staying in a hotel/RV park and if yes, the name of the hotel. A total of 48 replied they were staying in a hotel. Since many of these were accompanied by an additional person, the total number of overnight stays was considerably higher. In addition to the exhibiting visual artists, there were approximately 200 performing artists for entertainment who were almost 100% Pasco/Pinellas/Hillsborough residents. There was an additional 10 chalk artists who mostly came from the Tampa Bay area.

The following is the estimated economic impact of this event by both visitors and the artists – which is the effectiveness measure of promotion for the SAF event.

VISITORS – 102,000	$ per person	Total
Visitors food & drink	$5	510,000
Purchases (art & mall)	1/2 spend $5-$25	255,000-1,275,000
Cars (@ 1/4 need gas)	$60	540,000
TOTAL ECONOMIC IMPACT		**$1,305,000-$2,325,000**
		about $10-20 per person

ARTISTS – 115	$ per person	Total
Hotel - 48 stayed at hotel	$110/night/3	15,840
Food –		
@200 bought 2 meals		$26,000
@90 bought 4 meals	$20/meal/person	(8000+18,000)
Gas @100 need gas	$60	$6000
		$29,840 -
TOTAL ECONOMIC IMPACT		**$39,840**
		about $200 per artist or assistant

Total economic impact from the Suncoast Arts Fest was as much as **$2,365,000**.

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	$6808	245	$114
2012	$7944	153	$90
2011	6327	223	$100

III. EXPENSES

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

Reimbursable advertising	Costs
Total Expenses	$

ADS(MARKETING) BUDGET 2014

Yellow	Out of area marketing/Reimbursable	DETAILS	TOTALS	Out of area %
Ads - print	Daily Sun-The Villages	1500		100%
	TBT	2500		80%
	TT	2000		100%
	Other print	500		
			6500	
Ads - Artists	Zapp	1500		100%
	Where the Shows Are	50		100%
	Constant Contact	350		100%
	Sunshine Artists, Other artist publications	200		100%
			2100	
Signage	BestSigns	1500		0%
	Balloonies	500		0%
			2000	
Video	Albright Productions	4000		100%
			4000	
Web/Online	DeChant Media: website, FB, Twitter, Patch	3500		100%
	Bmobile	200		100%
	Visit Florida	400		100%
			4100	
TOTAL MARKETING/ADS			**18700**	86.63%

Total Grant Amount Requested: 5749

IV. SIGNATURE/DISCLAIMER

On behalf of Fine Arts of the Suncoast, Inc. dba Suncoast Arts Fest, I certify that I have completed this Event Sponsorship
Application and attest that all information provided herein and attached hereto is true and accurate:

Pamela M. Mannon President 6/27/13

Authorized Signature **Title** **Date**

FRIDAY
January 18, 2013
A product of Hernando Today

Out & About

CLASSIFIEDS INSIDE

OUTDOORS
PAGE 5

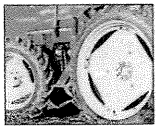
2012 A GOOD YEAR FOR MANATEES

HERNANDOTODAY.COM Search online for more coverage

Weekend Best Bets

Brooksville Raid

The Sandhill Scout Reservation hosts the 33rd annual Brooksville Raid Re-enactment Saturday and Sunday beginning at 9 a.m., located at 11210 Cortez Blvd. Battle re-enactments, artillery demonstrations, entertainment, food and vendors featured. Tour the "authentic" Confederate and Union camps and enjoy the Grand Review on Sunday. Bring your chair and your camera. Cost: $8 for adults, $4 for children age 6-12 and free for children age 5 and under and Scouts in uniform. For more information, call (352) 799-0129 or visit www.brooksvilleraidreenactment.com.



Truck and tractor pull

A Truck and Tractor Pull will be held tonight and Saturday at 6 p.m. at the Hernando County Fairgrounds, 6436 Broad St., Brooksville. The event will feature 4x4 gas modified trucks, 4x4 diesel modified trucks, tractors and super farm tractors. Adult admission is $10. Children under 10 are free. Preshow starts at 4 p.m. For more information, call 352-585-9775.

Manatee Festival

Crystal River in Citrus County will be holding a weekend arts and crafts show during the 26th annual Manatee Festival held in the city's downtown area. Festival hours are Saturday, 9 a.m. to 5 p.m. and Sunday, 9 a.m. to 4 p.m. The two-day event will feature a fine art show with more than 50 exhibitors, a food court, boat tours and a Jimmy Buffet sound-alike contest. Admission is $3 for adults and free for children under 12. For more information call (352) 795-3149.

BROOKSVILLE RAID RETURNS

State's largest Civil War battle re-enactment takes to the field this weekend

Special to Hernando Today

The Hernando Historical Museum Association and North Pinellas County Scout Sertoma Club will be presenting the 33rd annual Brooksville Raid Civil War battle re-enactment this weekend on Saturday and Sunday at the Sand Hill Scout Reservation, 11210 Cortez Blvd., Brooksville.

The Brooksville Raid was inspired by an actual Civil War raid in Hernando County in 1864 when Union soldiers came ashore just north of Anclote Key and skirmished with Confederate soldiers as they marched onward to raid Brooksville, ransacking plantations as they went. The Union soldiers then later marched to Bayport where the Union troops were extracted by waiting Union schooner vessels.

The Brooksville Raid has become the largest Civil War battle re-enactment in Florida with more than 1,500

RAID, Page 2

FILE PHOTOS

The sounds of cannon fire along with the sights of hundreds of uniformed soldiers clad in their blue or gray will once again be experienced at this weekend's Brooksville Raid Civil War battle re-enactment.

WEEKEND ART FESTIVAL

Art, music abounds

Eighth annual Suncoast Arts Fest at Wiregrass offers a weekend of sights and sounds

Special to Hernando Today

The eighth annual Suncoast Arts Fest will take place at Wesley Chapel's the Shops at Wiregrass this weekend, turning the outdoor mall into a family-friendly arts and cultural event.

More than 120 fine artists

FESTIVAL, Page 2

SCOTT SMITH

Accomplished sidewalk artists as well as young painters add color to a past Suncoast Arts Fest weekend.

NEXT WEEKEND

SKATE NIGHT FOR A GOOD CAUSE

Local skating rink hosts Kiwanis charity event

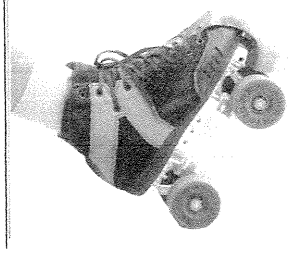
BY HEATHER FRANCIS
Hernando Today correspondent

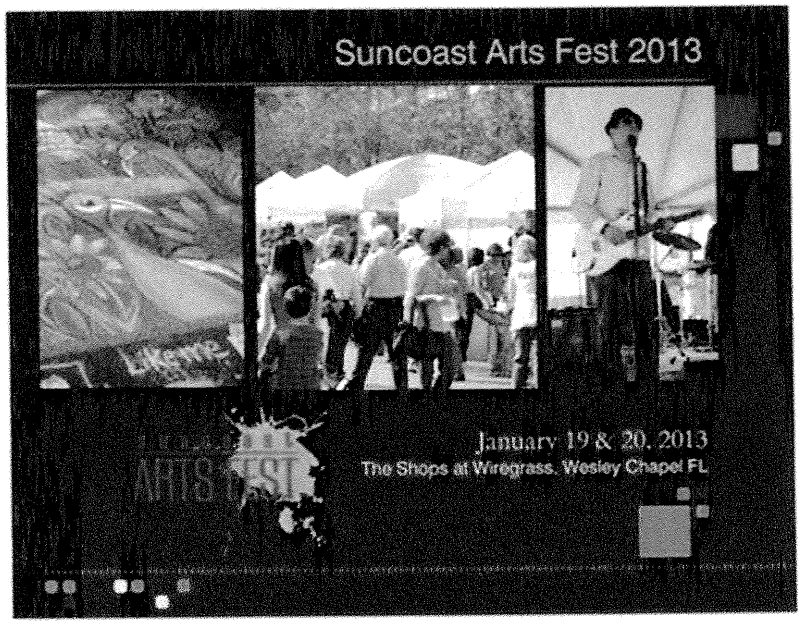
Be sure to lace up those skates for a fun family night out at The Locomo roller skating rink in Spring Hill next Saturday night, Jan. 26.

You can skate to your heart's content, dance and party to music until 1:30 a.m., all the while helping some good causes.

The five Kiwanis clubs of Hernando County

SKATING, Page 2





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January 19 & 20, 2013

Tampa Bay Times
tampabay.com

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Chalk sidewalk art

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LETTERS, from C5

for the children of illegal immigrants.

The Great Society was another step forward in the Progressive movement. President Johnson moved further away from the Founders' notion of "equality of opportunity" to "equality of results," even if it meant depriving others of their property.

Isn't it time for Americans to awaken to see what is happening to this nation as a result of our ever-expanding federal government that undermines the Constitution and seeks to control all aspects of our lives? Can we afford it in an era where we borrow so heavily and are faced with a huge federal debt?

Time to take heed: Greece is the canary in the mine.

Len Hathaway
The Villages

Let's take action to starve the beast

To the editor:
The federal government apparently has no interest in cutting spending, just raising taxes. In order to take meaningful action to force the cutting of spending, consider this.

1. If you owe on your 2012 tax return, delay the filing until April 15, 2013.

2. If you expect a refund on your 2012 tax return, file as soon as possible.

3. If you pay estimated taxes on 2013 income, delay those payments as long as possible – even longer if you don't mind paying a small penalty.

Only if citizens express their outrage in a concrete way will our elected officials be forced to cut spending.

Let's "starve the beast"!

Jim Ash
The Villages

American values falling into abyss

To the editor:
President Obama had an opportunity to be seen as a successful president. His ego and arrogance has once more erased any common ground to work from and actually lead through example.

How can one justify rewarding a non-performing Congress with a pay raise?

It's a concerning world we live in. I believe we are in store for a long four years with this administration.

It's actually more concerning that over 50 percent of Americans actually "love" the "Fruits of November." The reality is they will remain long after this administration is gone.

American values, the ones "we" have seen and enjoyed, are quickly slipping into an abyss!

May the "majority" see the error of their ballot early enough to salvage their futures. I hope it does not demand the sacrifice of human life to the degree our history required.

When the majority realizes what has happened, if or when we become another Greece, we could truly see another "bloody revolution."

America is resilient. She has recovered from many hardships, evolved stronger, wiser and remained the most compassionate nation on Earth.

This one, however, is different. It is a cancer of the disillusioned, weak, lazy and greedy within our own ranks. Feeding upon the foundations of America, our Constitution, our Bill of Rights. Feeding to the point that recovery is questionable.

America, the land our forefathers made the ultimate sacrifice for, is currently on the "critical list."

Please pray that "God," the true "rock," be put back into the foundations that made America, "The Bright City on the Hill."

May God bless America.

Paul Everett
The Villages

Government employees' salary raises uncalled for

To the editor:
Did anyone else notice the article in today's paper (Jan. 1) about the "cliffhanger in Congress"? Did you happen to follow the story to the continued page, A7?

There you will find the most interesting item in the entire article, and I quote, "Obama signed an executive order last week that will lift a ban on pay freezes for federal employees. Rank-and-file members of Congress would all see a $900 bump next year – up from $174,000. Congressional leaders will receive a slightly higher raise, with the House speaker receiving an $1,100 salary increase to $224,600. The top two Senate leaders will see pay rise $1,000 to $194,000. Vice President Biden, meanwhile, will see his pay increase from $225,521 to $231,900 after his raise goes into effect March 27, 2013."

Now I think I see where the tax rate on the $250,000-or-over earners is coming from: Do you notice that the Congressional salaries are all just below $250,000? In addition, he used an executive order to ensure those salary increases.

How much was your salary increased, or your Social Security? And it is in the works to cut Social Security? Whoa! Something is dreadfully wrong here.

I think we all should write (and I already have) to our governor, our representatives and point out that these salary increases are totally uncalled for.

What issues have they voted on in the past four years that benefited the American people (the ones that aren't on welfare, anyway)?

Virginia Collins
Summerfield

Nugent's decision disappoints voter

To the editor:
The following is an open letter to U.S. Rep. Richard Nugent.

According to the media, you voted "no" on the Senate resolution on taxes in the dying moments of the 112th Congress. This must mean that you opted for the so-called "Fiscal Cliff" instead of the Senate resolution.

Can we infer from your vote that you would have preferred to have (1) taxes raised on all of us, (2) mandatory across-the-board spending cuts – including the Defense Department – of approximately eight percent, (3) plunging us into yet another recession? These were the only two options on the table at that time.

We have applauded you in the past for refusing the golden parachute health program offered to all congressmen, for not climbing aboard the "business as usual" train operated by the leaders of Congress, and for your communication network to your constituents which is available to us weekly. By electing you, we have given you license to vote your conscience.

There is a time to drive a spear into the turf when a piece of legislation offends you.

In my opinion, this was not one of those times. We recognize that you had absolutely no input into the drafting of the Senate bill. What was offered to you was a weak reed when we could have had more meaningful solutions.

However as the clock ticked down, the time for discussion was over. I am truly disappointed in your vote

Everett E. Hadley
The Villagers

Entitlement population continuing to increase

To the editor:
A few weeks ago, I went to see the movie "Lincoln."

Against strong opposition, Lincoln was able to get the 13th Amendment, outlawing slavery and involuntary servitude passed. Today, 147 years later, we now have a nation of millions of people enslaved, by the federal government, by social programs, and by unions.

The dependency is so strong that millions of voters support only those politicians who will ensure that this dependency continues and grows. This dependency is reflected in a variety of entitlement programs, welfare, tenure, wage and benefit demands, etc., that will eventually destroy this nation.

It is also reflected in the greed and avarice of our political leaders who prey on those they have enslaved by the "entitlement mentality."

As we have moved through the 20th century into the 21st, the pendulum has swung so far that the concern for the future of our nation and future generations has become a low, almost non-existent, priority.

What is in it for me right now? I don't care who pays for it, just give it to me now.

As the economy of our nation continues to deteriorate, our national debt soars to astronomical levels, the job market falters, etc. The entitlement population, along with its providers, our politicians, rolls merrily along.

It has often been said we do not have to worry about terrorists. We, as a nation, will bring about our own destruction.

Those who continue to be enslaved by the federal government, along with their masters – politicians – are taking us down that road.

What is scary is that the enslaved population continues to grow.

Dave Matthews
Summerfield

Purchaser of LSV has repaid tax credit

To the editor:
I am one of those who benefited from the tax break offered for purchasing an LSV.

I am now bearing the burden of the insurance premium that has more than doubled, nearly tripled, and is now higher than my car premium.

I'm not sure that I would take advantage of the new law to modify my LSV to golf cart status. However, what I think is missed in all this is the fact that when purchasing the LSV and taking advantage of the tax break, I was required to hold title to my LSV for three years.

Since that requirement has been met I no longer owe a repayment of the tax incentive money if I choose to sell my LSV. So why would I owe the government if I converted it to a golf cart?

Also, I would be interested to know how many of those crying foul about the LSV tax credit took advantage of the new house tax credit and are willing to repay that money when they sell their house?

Al DuBuc
The Villages

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Tea, Scones, Finger Sandwiches & More
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Reservations Required, $15.95 per person, Call 352-753-7535.
Sunday, January 13: Karaoke with Pat 5pm - 8:30pm; Wedding Show 1pm - 4:00pm in Greatroom
Monday, January 14: SAL & THE GAL 6:30pm - 9:30pm
Tuesday, January 15: Diamonds & Spurs 6pm - 9pm
Wednesday, January 16: Special Entertainment Sho-Biz 6pm - 9pm
Thursday, January 17: Petrina 6:30pm - 9:30pm
Friday, January 18: Gil Allen on the Piano 6:30 - 9:30pm
Friday, January 18: FRESH MAINE LOBSTERS Market Price
Saturday January 19: Entertainment with Sho-Biz, Featuring PAT, KIRK & JENNIFER 6:00-10:00pm

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• More than 120 fine artists and fine crafts people
• Continuous live entertainment
• Saturday evening "Celebration" concert with the "Late Night Brass"
• Chalk sidewalk art
• Family-friendly event featuring many art activities for children
• Sunday morning 1-mile "Fun Run for the Arts"
JANUARY 19 & 20
Shops at Wiregrass in Wesley Chapel
East of I-75 at Bruce B Downs Blvd. & SR 56
PRESENTED BY WESLEY CHAPEL
Tampa Bay Times
100% volunteer-operated event benefiting "Arts for Kids" – supplemental funding for arts education
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WELL DRINKS, DRAFT BEER & HOUSE WINE
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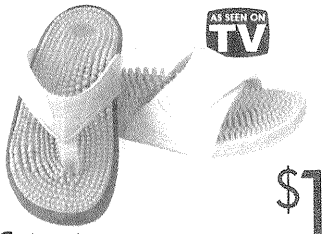

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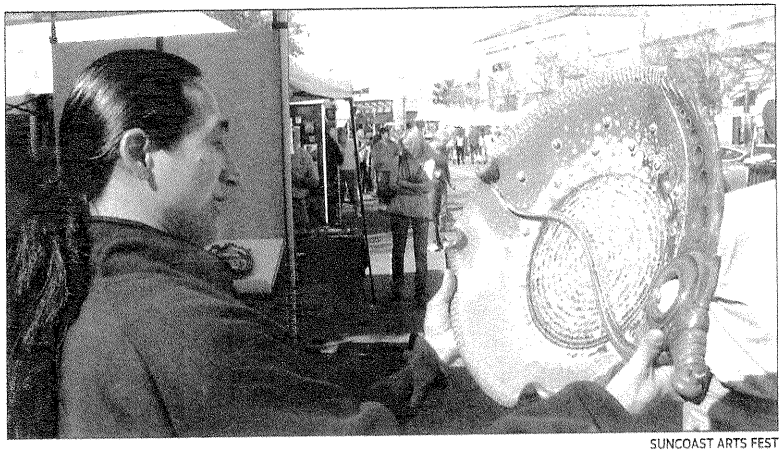
Art, music and more featured at the eighth annual Suncoast Arts Fest at Wiregrass

Staff Report



SUNCOAST ARTS FEST

ABOVE: Last year's Suncoast Arts Fest featured warm, dry sunshine as well as the works of ceramist John Cheer. LEFT: This year, Suncoast Arts Fest visitors will get to watch artists trade canvas for concrete as they create sidewalk art during the festival.

The eighth annual Suncoast Arts Fest will take place at Wesley Chapel's the Shops at Wiregrass this weekend, turning the outdoor mall into a family-friendly arts and cultural event.

More than 120 fine artists and craftsmen will exhibit and sell their works, from paintings and sculptures to photography and jewelry. In addition, live music and food will be featured, as well as creative, hands-on activities for the kids.

Included in the event will be:

- Chalk artists, thanks to the Tampa Bay Business for Culture and the Arts, who will transform the streets and sidewalks into street paintings.
- Live music at the Town Square Entertainment Stage. Dubbed Random Acts of Arts, everything from Pasco County school-based bands to professional artists, such as blues and jazz musicians Sarasota Slim and Alan Darcy, will take the stage.
- Hands-on art, including a Kids Art Garden and a Create a Painting section, where hands-on painting will be encouraged.
- An emerging artist exhibit where works created by high school students will be on display.
- A celebration concert with Late Night Brass on Saturday at 6:30 p.m.: a free, two-hour concert in celebration of the artists who make this event a success.
- 1K Family Fun Run for the Arts on Sunday at 9 a.m., followed by a pancake breakfast with proceeds benefiting Art for Kids. Early registrants receive a free T-shirt.

Admission to this event is free. For information, with links to artists and entertainment, visit www.suncoastartsfest.com

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0003241106-01

Window

From Page 3

Katherine Blvd. Reservations to attend can be called into (727) 787-1500.

SWFWMD urging less winter watering

The Southwest Florida Water Management District is promoting its "Skip a Week" campaign that advocates residents to limit their winter watering patterns during January and February.

Research from the University of Florida states that grass doesn't need to be watered as often during cooler months and that one-half to three-quarters of an inch of water every 10-14 days is sufficient.

"Overwatering can encourage pests and disease in your lawn," Florida-Friendly Landscaping project manager Robin Grantham is quoted as saying in a press release. "Too much irrigation can also make lawns less able to survive droughts."

Signs of grass that needs water include: blades folded in half lengthwise on at lease one-third of a yard, blades appearing blue-gray in color and blades that don't spring back, leaving footprints on the lawn for several minutes.

For additional information about water restrictions and water conservation, go to http://www.swfwmd.state.fl.us/conservation/skipaweek.

Political meet-and-greet

PALM HARBOR — The Greater Palm Harbor Area Chamber of Commerce is holding its 2013 Legislative Breakfast 7:30-9 a.m. Friday, Jan. 11, at the Palm Harbor Library.

The yearly event is open to the public and provides an opportunity to meet local legislators in an informal setting.

Attendance is free it is advised to RSVP in advance to Ken Peluso at (727) 742-7602 or drpeluso@earthlink.net.

East Lake Fire meeting schedule

EAST LAKE — Board meetings for East Lake Fire Rescue in 2013 will be held at 6:30 p.m. on the fourth Tuesday of every month.

The meetings are at Station 57, at 3375 Tarpon Lake Blvd.

Centre of Palm Harbor wants your decorations

PALM HARBOR — The Centre of Palm Harbor is asking residents to donate unwanted but functional Christmas decorations for next year's "North Pole Express" display.

The community center will accept an array of items, including artificial trees, lighting strands, ornaments and yard decorations.

Items may be dropped off during business hours: Monday-Thursday from 8 a.m. to 8 p.m., Friday from 8 a.m. to 5 p.m. and Saturday and Sunday from 8 a.m. to noon.

The Centre is at 1500 16th St.

Tarpon to screen free movie

TARPON SPRINGS — The Tarpon Springs Recreation Department has announced 2013's first free movie opportunity.

A showing of "Arbitrage" will be offered at 1 p.m. on Jan. 15 at the Tarpon Springs Community Center. The center is at 400 S. Walton Ave.

"Arbitrage," a 2012 drama starring Richard Gere and Susan Sarandon, tells the story of a troubled hedge fund magnate struggling to sell off his empire.

Seating is limited and people are advised to arrive early.

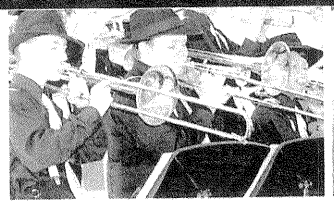
— Suncoast News staff report

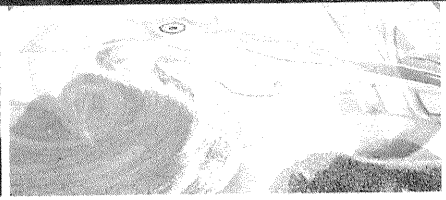
SUNCOAST ART FEST 2013 *An established, quality fine art event*

JANUARY 19 & 20

Shops at Wiregrass in Wesley Chapel

East of I-75
Bruce B Downs Blvd. & SR 56





- More than 120 fine artists and fine crafts people
- Continuous live entertainment
- Saturday evening "Celebration" concert with the "Late Night Brass"
- Chalk sidewalk art
- Family-friendly event featuring many art activities for children
- Sunday morning 1-mile "Fun Run for the Arts"

100% volunteer-operated event benefiting "Arts for Kids" - supplemental funding for arts education

SUNCOAST ARTS FEST

Tampa Bay Times

Pasco County Florida

The Shops at Wiregrass

0003249251-01

For more information visit www.suncoastartsfest.com

Entertainment Calendar

TODAY, JAN. 17

Tarpon Springs Moose Lodge 1429 (1936 Abacus Road, Holiday) — Thursday: rib night dinner special, 5-8 p.m. and music by Joel and Lynn, 7-10 p.m.; Friday: fish fry dinner, 5-8 p.m. Music by T.J., 7:30-10:30 p.m.; Saturday: steak night, 5-8 p.m. and music by Silver Creek, 7-10 p.m.; Wednesday: all-you-can-eat tacos for five bucks, 5-8 p.m. Music by Louie Bravo, 7-10 p.m. Dinner prices vary. (727) 937-9030.

Carol Burnett's childhood life story "Hollywood Arms," presented at the Francis Wilson Playhouse, 302 Seminole St., Clearwater, 8 p.m. Thursdays, Fridays and Saturdays, 2 p.m. Sundays, through Jan. 27. Tickets are $21 for adults, $11 for students with identification. Call (727) 446-1360.

FRIDAY, JAN. 18

"The Red Velvet Cake War," a Jones Hope Wooten comedy, will be presented at the West Coast Players Theatre, 21905 U.S. 19 N., Clearwater, 8 p.m. Fridays and Saturdays, 2 p.m. Sundays, through Feb. 3. Tickets are $16. Call (727) 437-2363.

The Dunedin Fine Art Center, 1143 Michigan Blvd., presents "On the Road: Highwaymen from Three Collectors" through Feb. 2. Highwaymen artists Isaac Knight and R.A. "Roy" McLendon will be on hand to meet the public, talk about and share their paintings from 11 a.m. until 3 p.m. Saturday. Call (727) 298-3322.

"Murder at the Howard Johnson's," 8 p.m. Fridays and Saturdays, 2 p.m. Sundays through Jan. 27 at the Tarpon Springs Cultural Center, 101 S. Pinellas Ave. Tickets are $16, $14 for members and students. All seats are $10 on opening night. Complimentary opening night reception for ticket holders, presented by the Tarpon Springs Chamber of Commerce at Artist Faire Gallery, 111 E. Tarpon Ave., 6:30 p.m. Call (727) 942-5605.

SATURDAY, JAN. 19

Tarpon Springs Sponge Docks Arts and Crafts Festival, from 10 a.m. until 6 p.m. Saturday and Sunday, from 10 a.m. until 5 p.m. Monday on Dodecanese Boulevard, Tarpon Springs. The festival includes fine art, crafts, food and music by Patchouli. Call (352) 344-0657.

Grigorios Zamparas, concert pianist, 7:30 p.m., Tarpon Springs Cultural Center, 324 Pine St. Tickets are $24, 20 for members and students. Call (727) 942-5605.

TUESDAY, JAN. 22

The Aquila Theatre Company will give two free workshops on the theme "Ancient Greeks/ Modern Lives: Return of the Warrior" at 2 and 4 p.m. at the Heritage Museum, 100 Beekman Lane, Tarpon Springs. The theater company will perform Edmond Rostand's "Cyrano de Bergerac" at 7:30 p.m. Wednesday at the Tarpon Springs Performing Arts Center, inside City Hall, 324 Pine St. A pre-performance talk will be held at 6:30 p.m. Tickets are $25, $22 for members, $15 for students, veterans and service members with identification. Call (727) 942-5605.

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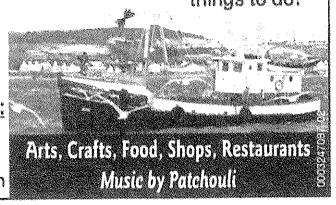
www.tnteventsinc.com

Arts, Crafts, Food, Shops, Restaurants
Music by Patchouli
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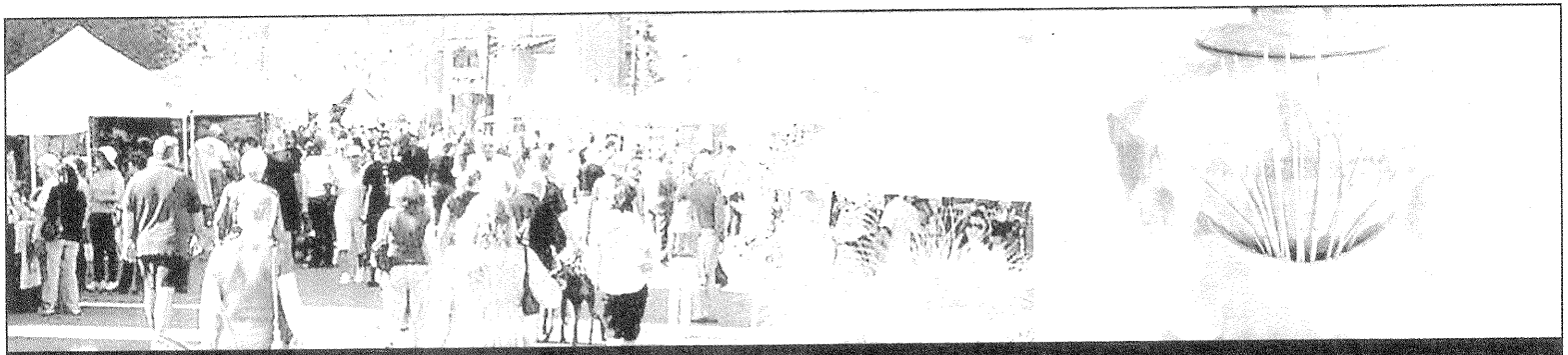
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