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

I. APPLICANT INFORMATION

Entity Legal Name: The Greater Wesley Chapel Chamber of Commerce

Entity FED #: 59-3531838

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

See http://www.sunbiz.org/ Yes: ✓ No: _____

Application completed by: Hope Allen

Title/relationship to Entity named above: Staff

Telephone No.: 813-994-8534

Mailing Address: 6013 Wesley Grove Blvd. #105

Email Address: Office@WesleyChapelChamber.com

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

Has the organization volunteered at other Local Events and/or travel expos with the Office of Tourism Development to promote Tourism? N

II. EVENT INFORMATION

Event Title: Wesley Chapel Fall Festival

Date(s): Oct. 12 + 13 2013

Event Location(s): The Grove Wesley Chapel

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

Hotel/Accommodation Partner	Contact Person	Telephone Number
Sleep Inn	Gysselle Salazar	813 973 1665
Wesley Chapel Inn	Aman Patel	8139071379

Projected number of local attendees/participants (not overnight): 10,000

Projected number of out-of-county attendees/participants (not overnight): 10,000

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

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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

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

Year	Grant Funding	# of room nights	Average Room $
2012		40	$70.99
2011	$3223	120	$129.00
2010	$3,509	130	$79.00

III. EXPENSES

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

Reimbursable advertising	Costs
Print	$2,000
Radio	$2,000
outdoor	$1,000
Total Expenses	$ $5,000

Total Grant Amount Requested: $5,000

IV. SIGNATURE/DISCLAIMER

On behalf of Greater Wesley Chapel Chamber certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

[signature] interim, Exec. Director 6/12/13

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

THE GREATER WESLEY CHAPEL
Chamber of Commerce

II Event information

Marketing Plan Summary

A media partnership will be obtained with one of the major print/digital media outlets in the metro. Additional print and radio spots will be purchased to promote attendance and vendors in the outlets listed below:

True Oldie	Radio	$2,000
The Laker	Print	$1,000
Billboards	Outdoor	$1,000
Orlando Sentinel	Print	$500
Sarasota Herald Tribune	Print	$500
	+	_____
		$5,000

Attendee Demographics

The festival features crafts, food, entertainment and children's activities. The audience will be consumers of these features.

Promotional Effectiveness

Post event digital survey of vendors, a day of survey of crafters & mall management foot traffic counting.