



Greater Dade City Chamber of Commerce

14112 8th Street • Dade City, Florida 33525
Phone: (352)567-3769 • Fax: (352)567-3770

Email: info@dadecitychamber.org Web: <http://www.dadecitychamber.org>

May 8, 2013

Office of Tourism Development
West Pasco Government Center
8731 Citizens Dr., Suite 340
New Port Richey, FL
34654

Attn: Mr. Eric Keaton

Dear Eric,

Thank you for all you, Ed and Audrey do for our Tourism Industry in Pasco County. It is a daunting task, but many of us are extremely grateful for your service.

Enclosed is our 2013/14 Special Event Grant request for the Annual Kumquat Festival.

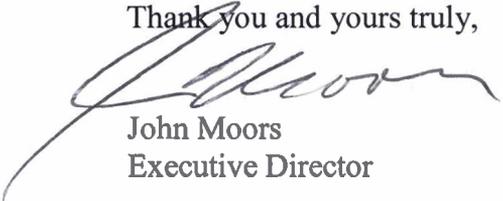
I have taken the liberty of providing some additional information, in red, throughout the "criteria" section. I felt that our knowledge, history and future plans for the Festival might be helpful.

Please – if there is any area I overlooked, or need more of a focus on, let me know as soon as you can.

I will be in Canada for most of July, and will ask other Festival representatives to be present on July 17th @ 10 am in Dade City for review and questions.

The Pasco County Local Special Event Marketing Program is an integral part of growing our Festival into the event of regional impact it has become.

Thank you and yours truly,



John Moors
Executive Director

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
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? What is the accommodation fiscal impact? One of the county's top producers. Projected \$40,000 + with \$1 million economic impact (State Multiplier)
5. If a new event, how strong and accurate is the estimate of overnight visitors?
6. Has a host hotel or accommodation partnership(s) been established? Yes – Hampton Inn, Mircotel, Quality Inn and others
7. How accurate are the room night statistics? Very If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey? GM – County Document & TDC attendee surveys for campgrounds.

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

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? **Strong Visit Florida presence – blogs, social media, etc.**
2. Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County? **Yes**
3. Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?) **Through Visit Florida, Food Magazines, "Edible South Florida", Fresh from Florida**
4. If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising? **Strong placement (see attached material) including featured on TV promotion, newspapers, logo and link on websites and print.**
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? **Logo featured - See enclosed DVD**
6. Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)? **Kumquat Facebook page, Kumquat website, Visit Florida and TDC blogs**
7. If not a new Local Event, how much publicity, and media exposure did the Event receive? **Who promoted the Local Event? 2013 Festival produced a marketing campaign valued at over \$100,000. Promoted by media outlets, tourism partners, VF, etc.**
8. How does the applicant measure their promotions and marketing campaigns for the Event? **Measured by media value, # of impressions, # of attendees, # of overnight stays.**

C. Marketing Plan- 10 pts.

1. Is there an itemized marketing/ad budget for the proposed Local Event? **Yes - below**
2. How the requested funding is proposed to be used? **Out of County marketing –print, TV, newspapers, QR Codes linking to website to Pasco Tourism Logo to Pasco Tourism Website.**
3. If not a new Local Event, how does the proposed marketing plan compare to past years? **Increased exposure planned for Orlando and east counties.**
4. Did applicant use the previous grant awarded? (if applicable) **Absolutely**
5. Does the applicant propose co-op advertising opportunities with other Local Events or TDC? **TDC promotes and is featured at the Festival, PEDC promotes the economic impact, VisitDadeCity.com (merchants) promotes the Festival, numerous tourism websites**
6. How creative is the marketing plan? Is it evolving with the room night numbers? **Has included a "come back and visit again" message, broadened outreach over the years.**
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? Are they planned in advance to promote travel to the event and produce overnight visitors? **Marketing starts in December and continues throughout January with the "satellite" events happening each weekend.**

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

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County? 2013 "Top 20 Event" for Southeast U.S. by Southeast Tourism Society. 2012 Pasco County "Event of the Year". Applicant, 2012 Visit Florida "Flagler Award" for Tourism based Special Event.
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. Total reported for 2013 event over \$1,000,000 utilizing County approved numbers.
3. Is there growth in the Local Event? For example, has the main event added attractions to enhance the show? The Festival has been enhanced by adding events throughout January to increase exposure for Pasco County tourism, added attendance and potential room night increase.
4. What area businesses will benefit from this Local Event? Hotels, Campgrounds, Vacation Rentals, Restaurants, Retail, Gas Stations, other Tourism Partners.
5. How do they calculate economic impact? Is it their study, survey, or generic version supplied by Visit Florida and the County? Utilize the County template.

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? One of a kind.
2. Is the schedule for the Local Event created in a manner to lure overnight visitors? As of the 2013 event, and carrying forward with multiple satellite events and 450+ vendors, many who stay in the area leading up to event day.
3. Is the Local Event scheduled to occur during the off-season (May- October) which is more a desirable time. No
4. Is the Local Event scheduled for more than one day? Satellite events throughout January

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? When requested
3. Did they turn in a sample of the Special Event County Survey or own survey? County Survey.
4. Does the event have a recycling plan in place? Yes

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

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 2013-14 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 Local Event Marketing Program
Application for Grant Agreement, Guidelines and Procedures**

I. APPLICANT INFORMATION

Entity Legal Name: Greater Dade City Chamber of Commerce

Entity FED #: 59 -0549446

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: John Moors

Title/relationship to Entity named above: Executive Director

Telephone No.: 352 567 3769

Mailing Address: 14112 8th St Dade City FL 33525

Email Address: jmoors@dadecitychamber.org

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? Yes

II. EVENT INFORMATION

Event Title: **17th Annual Kumquat Festival**

Date(s): Festival Date – Saturday, January 25th, 2014 – satellite events throughout in January

Event Location(s): Downtown Dade City – various venues throughout Dade City, leading up to Festival

Projected number of overnight visitors staying in Pasco County accommodations: 400 +

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>	
Hampton Inn	Dade City	P. Mulji GM	352-567-5277
Microtel Inn and Suites	Zephyrhills	Georgia Downey, GM	813-783-2211
Quality Inn and Suites	Zephyrhills	Asita Kanani	813-762-2000
Rainbow Motel	Dade City	Narbdia Patel	352-567-3427

Projected number of local attendees/participants (not overnight): 20,000 +

Projected number of out-of-county attendees/participants (not overnight): 20,000 +

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



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

ADVERTISING & MARKETING OUT-OF-COUNTY

Electronic Media

Website - www.KumquatFestival.org has been developed, is online, measurable with direct links to www.visitpasco.net and sponsoring hotel partners and other tourism based members. (QR Codes on all print) Links include Visit Florida, TampaBay.com, Kumquatgrowers.com, Florida Association of Chambers.com
Social Media- Social Media interface with the Kumquat Festival being development.

Blogs and Twitter (Visit Florida and Chamber) will be utilized. = \$2,000

Print Media

Newspapers - An extensive package utilizing Pre-Festival Activities, Festival Day and Visit Pasco website with links to the Chamber of Commerce and KumquatFestival.org.

Anticipated Partners -

Tampa Bay Times - Full Color Feature Page \$ 6,400 (run in Citrus, Polk, Highlands, Hardee, Sarasota and local)

Custom Inserts	-12,000	"	"	"
Series of ¼ page ads	- 26,600	"	"	"

Total Value = \$45,000

The Villages Daily Sun - 5 days, ¼ page, 52,000 Circulation in Marion, Sumter and Lake Counties.

Package = \$1,250 100% out of county - = \$1,450

The Orlando Sentinel & Lakeland Ledger 100% out of county - = \$2,000

Festival Tourism Brochures and Promo Items

Brochures 10,000 -Visual Spectrum Quote \$2,000 75% for out of county distribution - 75% TDC allocation = \$1,500

Brochure to focus on the Festival as well as East Pasco accommodations and tourism attractions with a "come back and visit again!" message.

Pre Event Post Cards/Direct Mail Piece (with Pasco Tourism logo) 100% out of County/Banners

Promo Items Pasco County Tourism Logo on shirts on other promo items. = \$2,000

Direct Promotion

Partner with Pasco Office of Tourism at the "Snowbird Extravaganza" - January 2014

Partner with area hotels to distribute brochures prior to the festival in order to build occupancy with return visits

Partner booth with Pasco Tourism, travel to East Pasco hotels - Administrative only \$ 0

Develop a Greater Dade City tourism map/brochure for year round use 100% out of county targeting Orlando,

Winter Park, Sun City Center, The Villages and Gainesville areas. = \$1,100

Radio

WXJB 99.9 FM serving Hernando, Citrus and Levy Counties. Contour Population 1,222,890.

Cost - Sixty spot X 30 second spots, interviews, public service announcements - = \$ 1,000

Television

Bay News Nine -80 X 30 sec TV prior to event, PSAs, Community Calendar - = \$40,000

Bright House Networks -40 X 30 sec TV on CNN, Discovery, Family and Food - Polk County 100% out of County = \$1,600

40 X 30 sec TV on " Marion, Sumter, Lake, Citrus & Hernando County 100% " = \$1,600

WMOR -Live Broadcast day of festival & 2 weeks prior - 7 Counties = \$15,500

Total Campaign (paid, in-kind, trade out) = \$115,250

Total TDC Allocation Request \$7,750

Allocation Request = 7% (of total paid, in kind and trade out value)



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

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.

Measured by media value, # of impressions, # of attendees, # of overnight stays.

The event and activities leading up to the event in the weeks prior to Festival Day include:

NOTE MULTI DAY EVENT ACTIVITIES

- January 4th, Kumquat Car Show (# of registrations from out of State/County)
- January 11th, 5k Kumquat Relay for Life (# of participants & visitors) and The Kumquat Recipe Contest (# of entrees)
- January 18th Miss Kumquat Pageant (# of entrees and visitors)
- January 21nd Merchant Window Decoration Contest, Kumquat Quilt Contest
- January 23th and 24th, Kumquat Grove and Packing House Tours (numbers of tourists & visitors)
- January 25th, Festival Day - (425 Vendors and estimated 45,000 attendees)
- TDC Visitor Surveys (100s returned in 2013)
- vendor surveys (\$ over the weekend of the event - 400 + vendors in 2013)
- success of marketing into out of county areas.(# media impressions)
- KumquatFestival.org number of website “hits” (links directly to Member Hotels)

Marketing focus is based on the demographics of areas (ZIP Codes) utilizing Demographics Now with our target audience being:

- A. out of county
- B. tourists enjoying a time away from theme parks
- C. families visiting retirees
- D. higher than State average disposable income
- E. age brackets looking for an “old Florida” experience

Examples of use of Demographics in our Marketing Plan includes purchase of advertising in “The Villages”, on “Discovery” and “The Food Network” and partnering with Visit Florida Welcome Centers.

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	\$6,504	320 verified + 50 + campground(surveys)	\$99
2011	\$2,965	154 verified + 50 + campground (surveys)	\$99
2010	\$3,500	100 (surveys)	\$89

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

III. EXPENSES

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

Reimbursable advertising	Costs
The Villages Daily Sun - 5 days, ¼ page, 52,000 Circulation in Marion, Sumter and Lake Counties	\$1,450
The Orlando Sentinel & Lakeland Ledger 100% out of county -	\$2,000
Develop a Greater Dade City tourism map/brochure for year round use 100% out of county targeting <u>Orlando</u> , Winter Park, Sun City Center, The Villages and <u>Gainesville</u> areas.	\$1,100
Bright House Networks -40 X 30 sec TV on CNN, Discovery, Family and Food - Polk/Hills. Counties 40 X 30 sec TV on " Marion, Sumter, Lake, Citrus & Hernando Counties	\$1,600 \$1,600
Total Expenses	\$7,750

Total Grant Amount Requested: \$7,750

IV. SIGNATURE/DISCLAIMER

On behalf of Greater Dade City Chamber of Commerce, I certify that I have completed this Event Sponsorship
and attest that all information provided herein and attached hereto is true and accurate:

[Signature] Executive Dir. 5/10/13

Authorized Signature

Title

Date

16th Annual Kumquat Festival

**SATURDAY,
JANUARY 26, 2013
9 A.M. TO 5 P.M.**

**HISTORIC DOWNTOWN
DADE CITY, FLORIDA**



Pre-Kumquat Festival Activities

Saturday, January 12

8 AM, American Cancer Society 5K Run
9 AM, Kumquat Recipe Contest,
Betty Cakes Cake Shop

Thursday, January 24

10 AM - 3 PM, Kumquat Growers Open House
1:30 PM, Dade City Merchants
Window Decorating Contest Judging
5-7 PM, Tampa Bay Times Kumquat Mixer,
Chamber Office

Saturday, January 19

10 AM - Noon, "The Times Is Right"
Kumquat Contest,
Calvary Assembly of God
3-5pm Kumquat Festival Pageant,
Calvary Assembly of God

Friday, January 25

10 AM - 3 PM, Kumquat Growers
Open House

Presented By



For more information contact the Dade City Chamber of Commerce at 352-567-3769.

www.dadecitychamber.org

A SOUTHEAST TOURISM SOCIETY TOP 20 EVENT

SP73143



Greater Dade City Chamber of Commerce

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Phone: (352)567-3769 • Fax: (352)567-3770

Email: info@dadecitychamber.org

Web: <http://www.dadecitychamber.org>

Press Release

January 15, 2013
Dade City, Florida

Kumquat Festival wins Pasco County 2012 “Event of the Year”



Pasco County Tourism recently held a Tourism Summit at Saint Leo University, in which strategies for increasing the number of area visitors and recent trends in the industry were discussed.

During the summit, the Tourist Development Council took time to present Dade City’s Annual Kumquat Festival with the 2012 Pasco County Event of the Year. The Kumquat Festival attracts upwards of 40,000 attendees to downtown Dade City the last Saturday in January. This year’s event features over 400 vendors and a new “Health and Wellness” section highlighting many of our area’s healthcare providers.

Pictured, (l-r) Dade City Mayor and Tourist Development Council member, Camille Hernandez, John Moors, Executive Director of the Greater Dade City Chamber of Commerce (a Visit Florida Partner), and Toby Caroline, TDC member. Contact The Greater Dade City Chamber of Commerce at 352.567.3769 or info@dadecitychamber.org



The festival is now airing on our Neighborhood News Community Calendar at about five minutes before every hour. That will air until the festival. The promo is scheduled to begin airing on Friday, January 13th and will air until the festival.

It is also on our website. See below. (Each of the logos link to their respective websites.)

Tampa Special Events - Community Events - Bay News 9

baynews9.com

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Tampa Special Events - Community Events - Bay News 9

Kumquat Festival

Downtown Dade City

12/28/2012 to 1/28/2013

What is a Kumquat?

Come to historic downtown Dade City on Saturday, January 28th and find out. You'll enjoy the unique, quaint and family fun of "old Florida" during the Festival. There will be over 350 vendors participating. Visitors will enjoy tasty kumquat treats, from kumquat pie to kumquat cookies, smoothies, ice cream, marmalade, and even kumquat salsa. Plus:

- listen to local entertainment
- get your face painted
- look at antique cars
- shop for arts and crafts

There are also 5k and 10k races/walks and a recipe contest where you can invent or re-invent your favorite dish using kumquats. Participant recipes will be published in the Kumquat Festival Cookbook, available for sale at the festival. Be sure to stop by the Bay News 9 booth for a free gift while supplies last. And, don't forget to patronize the Festival sponsors:

Shelton Quarles' Celebrity Waiter Night

SL Petersburg 2/11/2012

Shelton Quarles Impact Foundation presents this grand event.

Do you have great news or weather pictures and video you want to share with Bay News 9?

More Details

- Restaurant profiles
- Chef's Kitchen
- Recipes
- Vino Vino

More Details

MORE EVENTS

- Citrus County Events
- Hernando County Events
- Hillsborough County Events
- Manatee County Events
- Pasco County Events
- Pinellas County Events
- Polk County Events
- en Espanol Events

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Find out what's happening in your neighborhood!

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New Trick in FL
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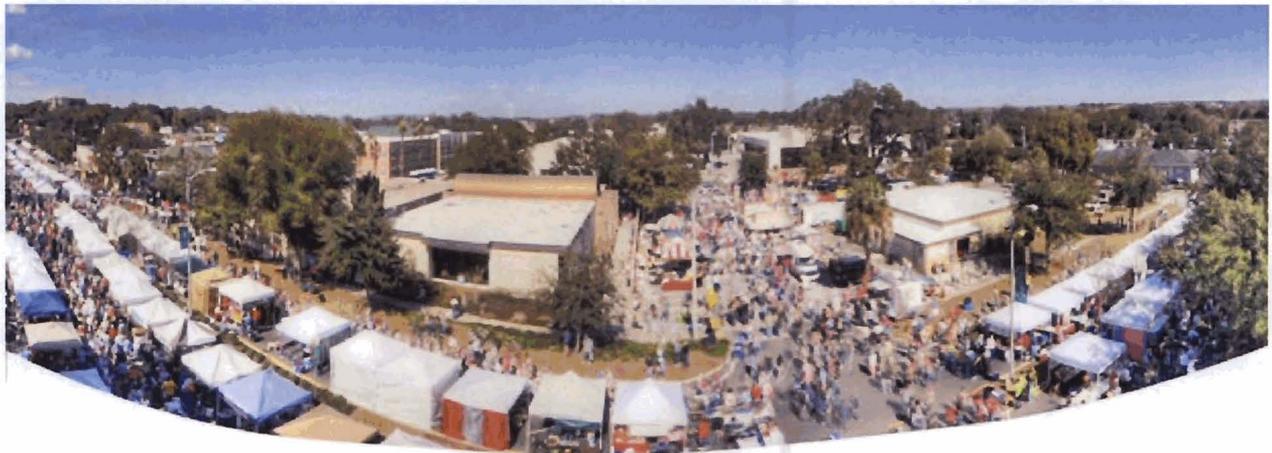
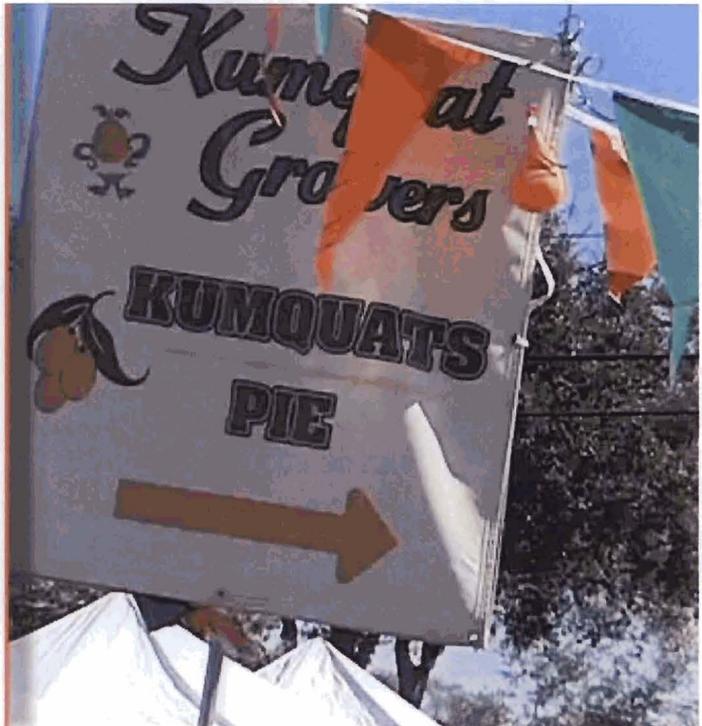
Annual
**KUMQUAT
 FESTIVAL**

January 26th
 9am - 5pm



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Continuity with Bright House



KUMQUAT FESTIVAL
 Saturday, January 26th • Dade City

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Examiner.com

What little 'gold' citrus gem is about to be celebrated?

THIS WEEKEND · JANUARY 24, 2013 · BY: PAMELA MONES



Kumquats on display in one of the boutique shops in historic Dade City, Florida

Credits: Pamela Mones

RELATED TOPICS

- **This Weekend**
(<http://www.examiner.com/topic/this-weekend>)
- **Kumquat Festival**
(<http://www.examiner.com/topic/kumquat-festival/articles>)

This little 'gold gem' of the citrus family has been celebrated in this historic Florida city for the past 15 years, and it's about to be honored for the 16th time this Saturday.

But it's not the Florida orange, so common to the 'sunshine state.' This citrus delight, though similar in color and 'fruitiness' to the familiar orange, has its own unique taste.

It's the kumquat.

Like its familiar Florida 'cousin,' the kumquat is in the citrus family, but the plant is native to south Asia and the Asia-Pacific region. According to www.wikipedia.org (<http://www.wikipedia.org>), the earliest historical reference to kumquats appears in literature of China in the 12th century. Kumquats were introduced to Europe (as 'cumquat' in 1846), and then to North America a short time later.

Unlike regular oranges, where peel and seeds are discarded, kumquats are eaten whole. Instead of spitting out the seeds because of their bitter taste, kumquat enthusiasts eat the tiny seeds (usually one or two in the middle), giving the fruit a tangy, yet delightful surprise, on first bite. The orange-type skin also adds a subtle texture to the otherwise juicy flavor. And this olive-size, oval delight will be spotlighted again this coming weekend in Dade City.

This small suburb (pop. 6,615 as of 2004) of Tampa-St. Petersburg will host the 16th Annual [Kumquat Festival](http://www.examiner.com/topic/kumquat-festival/articles) (<http://www.examiner.com/topic/kumquat-festival/articles>) in on Meridian Ave. in the historic downtown area.

come out March 3rd for the Bright House Networks/Bay News 9 Cup event.

Soul.

[More Details](#)

Kumquat Festival

Downtown Dade City

01/26/13

What is a Kumquat?

Come to historic downtown Dade City on Saturday, January 26th and find out about these "little gems of the citrus family." There will be over 350 vendors participating.



Visitors will enjoy tasty treats including pies, cookies, smoothies, ice cream, marmalade, salsa and more, all made from kumquats. Plus enjoy:

- live local entertainment
- children's fun zone
- Health & Wellness area
- Shopping for arts & crafts

There are also 5K and 10K races/walks and kumquat recipe contests. Be sure to stop by the Bay News 9 booth to meet Web Anchor Anne Imanuel and receive a free gift while supplies last. And don't forget to patronize the festival sponsors:



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The Greater Dade City Chamber of Commerce
Annual **KUMQUAT FESTIVAL**

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📍 Dade City, Florida 33525
☎ (352) 567-3769

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Kumquat Festival™
November 29

2013 Kumquat Festival™ Sponsors

Our Valued Kumquat Festival™ Sponsors - THANK YOU!!!

The Greater Dade City Chamber of Commerce would like to thank all our Kumquat Festival partners for their continued support of our Chamber and our award winning festival!

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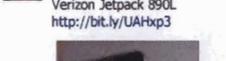
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Jim Abbott on Florida Travel
Postcards from Florida
January 8, 2013

About 20 years ago Orlando had its own much-beloved kumquat celebration.

The Queen Kumquat Sashay, brainchild of then-Orlando Sentinel columnist Bob Morris, was a spoof on traditional holiday pageantry that featured units such as the World's Worst Marching Band and the world's most famous accordionist, Donald Hulme.

That's ancient history now, but there's still a Florida destination that offers a big tribute to the tiny kumquat. In rural Dade City, southwest of Orlando between Brooksville and Lakeland off U.S. Highway 301, the annual Kumquat Festival has been a tradition since 1996.

The celebration will unfold again on the final Saturday of January (this year on Jan. 26), when the downtown business district will host a street festival with music, colorfully decorated window displays, antique cars and culinary treats that make innovative use of the kumquat, a tiny, tart member of the citrus family

Kumquats will be the stars of the annual Kumquat Festival on Jan. 26 in Dade City. The event features arts and crafts and kumquat treats. (Orlando Sentinel / January 24, 2005)

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Abbott on Florida Travel

That list includes kumquat pie, kumquat cookies, smoothies, ice cream, marmalade and kumquat salsa. Apparently, they make beer with it, too, but I might draw the line there.

The daylong Kumquat Festival caps a month of themed events such as a 5K race, recipe contests and a Miss Kumquat Pageant. Visit dadecitychamber.org for the month's schedule.

Aside from an enthusiastic pitch from a cheerful local ambassador at the Chamber of Commerce, kumquat fever wasn't too apparent on my recent visit to the Pasco County

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city. There's a Mayberry vibe on the sidewalks that connect the antiques shops and homegrown restaurants in the central business district along Seventh Street.

After visiting the chamber, I arrived too late to dine at Lunch on Limoges, one of the town's signature eateries. Fortunately, the dining room is connected to the restaurant's gift shop, so it was possible to experience a bit of the country-flavored elegance while browsing the cookbooks, knickknacks and clothing.

It's not the only spot to blend dining and shopping. At Del Carmen Mexican Store and Restaurant (352-518-0419), I combined a meal of "camarones a la diablo" (shrimp with hot sauce) with a look at the Latin CDs, boots, groceries and deli in the stores next to the restaurant.

Keep that in mind if you need a break from the celebrated citrus at this year's fest.

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