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

I. APPLICANT INFORMATION

Entity Legal Name: Friends of the New Port Richey Library

Entity FED #: 270165415

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: Kacey Atkinson and Kira Atkinson

Title/relationship to Entity named above: Event Co-Managers

Telephone No.: 727-809-2306 727-992-1382

Mailing Address: 5820 Delaware Avenue

Email Address: KaceyAtkinson84@gmail.com Kiraatkinson@gmail.com

Has the organization attended the annual Pasco Tourism Summit and/or Grant Workshop? NO

Has the organization volunteered at other Local Events and/or travel expos with the Office of Tourism Development to promote Tourism? NO

II. EVENT INFORMATION

Event Title: Pasco EcoFest

Date(s): November 8, 9, 10

Event Location(s): Jay B. Starkey Wilderness Park + Sims Park

Projected number of overnight visitors staying in Pasco County accommodations: 250

Hotel/Accommodation Partner	Contact Person	Telephone Number

Projected number of local attendees/participants (not overnight): 14,000

Projected number of out-of-county attendees/participants (not overnight): 6,000

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

- Facebook ad campaigns to reach a regional audience
- Cox media ads to reach Jacksonville, Orlando, and Tampa Bay
- Southwest Airlines ads and Tampa International Airport Terminal
- Tampa Bay Times

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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 attachment.

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	Pasco EcoFest	192	$25 - $35
2011	Pasco EcoFest		
2010			

III. EXPENSES

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

Reimbursable advertising	Costs
See attachment	
Total Expenses	$

Total Grant Amount Requested: $3000.00

IV. SIGNATURE/DISCLAIMER

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

_____ _____ _____

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

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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

~~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 — $3000 from Tourism
- 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.