



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.

In an effort to continue to be “eco” friendly the TDC requires that the applicant **incorporate a recycling plan** as part of the application process. The recycling plan must be submitted at the time of application for funding. A Recycling Scale Ticket for recycled materials for large events or a bag count report for smaller events **must be submitted with the Post Event Report**. The Pasco County point of contact to develop a recycling plan is: Jennifer L. Seney, Recycling Coordinator, Pasco County Utilities - Solid Waste, 14230 Hays Road (mailing), 14606 Hays Road (physical location), Spring Hill, Florida, 34610, (727) 856-4539, jseney@pascocountyfl.net.

Local Special Event Marketing Program applications, presentations, and supplemental materials will be reviewed at the **July 15, 2015 TDC meeting in Dade City**. **The application process opens May 4, 2015 and closes at the end of the business Friday May 22nd, 2015.**

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.

The total amount budgeted through the Office of Tourism Development Marketing Program is \$80,000 an applicant may not request more than \$26,600. 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



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

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?
2. Does the Local Event demonstrate a history of room nights/overnight visitors?
3. Does the room night history show signs of growth or consistency?
4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact?
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?
7. How accurate are the room night statistics? If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey?

Score ___ / 50



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

B. Out of County Advertising - 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?

We provide local and state exposure. Although the website can be seen nationally as well as internationally.

2. Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County?

Yes. We will be using several forms of advertising such as newspaper, radio, and television and magazines.

3. Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?)

Yes, via multi media outlets.

4. If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising?

Information not available.

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?

We plan to work the TDC into our ads.

6. Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)?

We will be using social media, magazines, and constant contact.

7. If not a new Local Event, how much publicity, and media exposure did the Event receive?
Who promoted the Local Event?

Born to Ride magazine, Full Throttle magazine, Cox Media, Go for a ride magazine, etc.

8. How does the applicant measure their promotions and marketing campaigns for the Event?

By measuring unique and typical visitors to website or social media, is one way.

Score ___ / 20

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

C. Marketing Plan - 10 pts.

1. Is there an itemized marketing/ad budget for the proposed Local Event?
2. How is the requested funding proposed to be used?
3. If not a new Local Event, how does the proposed marketing plan compare to past years?
4. Did applicant use the previous grant awarded? (if applicable)
5. Does the applicant propose co-op advertising opportunities with other Local Events or TDC?
6. How creative is the marketing plan? Is it evolving with the room night numbers?
7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application?
8. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?

Score ___ / 10

D. Economic Impact - 10 pts.

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

Score ___ / 10



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

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?

It is the only Bike Fest in the local and surrounding areas.

2. Is the schedule for the Local Event created in a manner to lure overnight visitors?

Yes, it is a 3 day event that is established with musical venues into the evening.

3. Is the Local Event scheduled to occur during the off-season (May- October) which is more a desirable time.

Yes, October 9, 10, 11, 2015

4. Is the Local Event scheduled for more than one day?

Yes. See above.

Score ___ / ___

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?

We volunteer at other events as well as attend other bike events.

3. Did they turn in a sample of the Special Event County Survey or own survey?

Will be using the provided survey this year.

4. Does the event have a recycling plan in place?

Yes.

Score ___ / +20



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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 2015-2016 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 or 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 a certificate holder and as additionally insured**. The Local Special Event Grant 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 Development 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 Drive, Suite 340, New Port Richey, Florida, 34654.

For reference, retain the prior pages of this packet.



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I. APPLICANT INFORMATION

Entity Legal Name:

Entity FED #:

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:

Title/relationship to Entity named above:

Telephone No.:

Mailing Address:

Email Address:

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

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

II. EVENT INFORMATION

Event Title:

Date(s):

Event Location(s):

Projected number of overnight visitors staying in Pasco County accommodations:

Hotel/Accommodation Partner

Contact Person

Telephone Number

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

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

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



**Pasco County Local Special 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.

For a Reoccurring 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	N/A	N/A	N/A
2012	12,677.00	161	\$143.00
2011	8,636.00	173	\$80.00

III. EXPENSES

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

Reimbursable advertising	Costs
See Attachment A	
Total Expenses	\$

Total Grant Amount Requested:

IV. SIGNATURE/DISCLAIMER

WEST PASCO Chamber of Commerce

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:

	<i>President</i>	<i>5/22/15</i>
Authorized Signature	Title	Date
<i>Catherine Hopkins</i>	<i>Events Coordinator</i>	<i>5/22/15</i>



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

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location:

	TRACKED ROOM NIGHTS					
GROUP NAME						
LOCAL EVENT						
DATE						
PAID ROOM NIGHTS						
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

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

Print Name: ___ Title:___

Telephone Email:

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



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

Local Event Marketing Program Visitor Survey

1. What is your zip code?

2. How many are in your visiting party?

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

-This event - Vacation - Visit Friends/Relatives -Business -Other

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

- Vehicle - Plane - Bus -Other

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

#Nights Day Trip Only

6. Where are you staying in Pasco County?

-Hotel -Vacation Rental -Friends/Relatives -Bed & Breakfast

-Campground -Other Name of Accommodation _

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

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

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

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

-Ecotourism -Downtown -Beach/Fishing - Dining Out

-Arts/Culture - Sports -Other

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

- Newspaper Ad - TV/Radio - Website - Social Media - Word-of-Mouth
- Magazine - Returning Visitor - Other

Optional Information:

Name:

Address:

City: State:

Zip:

Email:

**Cotee River Bike Fest 2015
Attachment A**

Born to Ride Magazine		600.00
Full Throttle Magazine		3,000.00
Banner Ad		80.00
Born to Ride Magazine		600.00
Cox Media Ads		1,950.00
Go for a Ride Magazine		900.00
Media Agreement		2,532.00
Cox Radio Spots		1,950.00
Misc. Advertising		2,000.00
Total		13,612.00

Cotee River Bike Fest 2015
Marketing Plan

Full Throttle Magazine- Featured Article July and August & Cover Story September

Tampa Bay Times- Multiple Ads from June through October, Full TBT wrap & Online Event Calendar area

Born to Ride Magazine- Advertisement July, August, September

Event Book- Distributed locally throughout September until event

Cox- Radio Spots on 107.3, 102.5, and 106.3

Bright House- Commercial

Social Media – Free and purchased Ad space

Public Relations- News/Press Releases