

* Updated June 9th, 2015



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 |



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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
2014 387
2013 372
2012 370
Average 376 rooms
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
Average of 376 rooms consistently shows support of local hotel products.
4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact? Below
387 room nights in 2015

The economic impact multipliers for the Annual Kumquat Festival are lower than the multipliers used by the State formula since the demographics of the event are heavily based towards retirees and value seeking families. The formula below has not increased year on year, and adequately reflects the costs of local merchandise, vendor products, food and beverage and accommodation in our area, with possibly gasoline being an anomaly.

Current State Multipliers (supplied by TDC)

| | |
|---------------------------|--------------------------|
| ADULT Out-of-State: \$143 | YOUTH Out-of-State: \$72 |
| ADULT In-State: \$72 | YOUTH In-State: \$36 |
| ADULT In-County: \$24 | YOUTH In-County: \$12 |

Adjusted Kumquat Festival Multipliers (below State average by 25%)

| | |
|---|---------------------------|
| Pasco County Accommodation - 320 room nights @ \$ 99 = \$ | 31,680 |
| In State Adult Attendees - 20,000 @ \$ 34 = \$ | 680,000 |
| In State Youth Attendees - 5,000 @ \$ 24 = \$ | 120,000 |
| In County Adult Attendees - 15,000 @ \$ 24 = \$ | 360,000 |
| In County Youth Attendees - 5,000 @ \$ 12 = \$ | <u>60,000</u> |
| | Total \$ 1,251,680 |

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5. **If a new event, how strong and accurate is the estimate of overnight visitors?**
 The event has an 18 year history of producing room nights and economic impact for Pasco County
6. **Has a host hotel or accommodation partnership(s) been established?**
 Yes – Hampton Inn Dade City/Zephyrhills
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?**
 The certified hotel forms are submitted annually. In 2014/15 368 hotel rooms and 19 camp grounds were submitted.

Score ___ / 50

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?**
 State and Regional – please see Advertising Plan included
2. **Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County?**
 Yes – Please see advertising plan included.
3. **Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?)**
 No
4. **If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising?**
 On all print and electronic media – samples have been submitted to demonstrate compliance.
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?**
 TV community calendars.
6. **Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)?**
 Yes – Constant Contact, Facebook and links to Pasco County Tourism and Visit Florida
7. **If not a new Local Event, how much publicity, and media exposure did the Event receive? Who promoted the Local Event?**
 2015 – Approx. \$100,000 in kind and paid media – see Advertising Plan included.
 Tampa Bay Times, Villages Sun, Sun City Center, Bay News 9, Bright House Networks
8. **How does the applicant measure their promotions and marketing campaigns for the Event?**
 Media Outlets provide value of in-kind media & add to paid media for a total dollar value.
 Media Outlets provide coverage and impression data.

Score ___ / 20

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C. Marketing Plan - 10 pts.

1. **Is there an itemized marketing/ad budget for the proposed Local Event?**
Yes see attached
2. **How is the requested funding proposed to be used?**
To supplement and support the Marketing Plan, as attached
3. **If not a new Local Event, how does the proposed marketing plan compare to past years?**
Similar to 2015 due to superb success of the event. Increased emphasis on social media.
4. **Did applicant use the previous grant awarded? (if applicable)**
Absolutely – assisted with marketing costs associated with 2014/15 event.
5. **Does the applicant propose co-op advertising opportunities with other Local Events or TDC?**
Yes – featured heavily as a distinctly Pasco event – with social media, video and web support.
6. **How creative is the marketing plan? Is it evolving with the room night numbers?**
The success of the event is due to the marketing and partnerships, including hotels & campgrounds and numerous media sources as outlined in the Advertising plan.
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?**
Absolutely – the Marketing Plan was followed, allowable expenses were identified and reimbursed according to policy. Please see 2015/16 Plan with allowable expenses outlined.
8. **When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?**
 Electronic – February 2015 through January 2016 (facebook, website, eblasts)
 Print - December through January – Newspapers & articles
 Brouchures – September through January
 Direct – November through January
 Radio – last week of January
 TV – month of January
 Score ___ / 10

D. Economic Impact - 10 pts.

1. **How strong is the overall benefit to tourism in Pasco County?**
Please see “economic impact” above.
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.**
Estimated over \$1 million economic impact using State of Florida multipliers. (see above)
3. **Is there growth in the Local Event? For example, has the main event added attractions to enhance the show?**
Yes – enhanced Car Show brings in statewide visitors. Proposed Bicycle event leading up to event day.
Live entertainment has been a mainstay of the event.
4. **What area businesses will benefit from this Local Event?**
Hotels, Motels, Campgrounds, Restaurants, Shops, Gas Stations



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5. How do they calculate economic impact? Is it their study, survey, or generic version supplied by Visit Florida and the County?
Visit Florida – State Impact for events

Score ___ / 10

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?
Annual Kumquat Festival® is a nationally licensed Trademark – Unique to Pasco County and Florida
2. Is the schedule for the Local Event created in a manner to lure overnight visitors?
Event is one day, but attracts multiple nights from exhibitors and visitors to the general area.
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?
No

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?
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 – included in submission

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: The 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: 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, annually as required

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: 19th Annual Kumquat Festival®

Date(s): Saturday, January 30, 2016 – satellite events throughout January

Event Location(s): Downtown Dade City, Kumquat Growers Packing House

Projected number of overnight visitors staying in Pasco County accommodations: 600+

| <u>Hotel/Accommodation Partner</u> | <u>Contact Person</u> | <u>Telephone Number</u> |
|------------------------------------|-----------------------|-------------------------|
| Hampton Inn Dade City/Zephyrhills | P. Mulji, GM | 352 567 5277 |
| Microtel Inn & Suites, Zephyrhills | G. Downey, GM | 813 783 221 |
| Quality Inn | A. Kanani | 813 762 2000 |
| Rainbow Motel | R. 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



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ADVERTISING & MARKETING OUT-OF-COUNTY RED is the Requested TDC Allocation Assistance

Electronic Media

Website - www.KumquatFestival.org and Facebook "Annual Kumquat Festival" have been developed, are online, measurable with direct links to www.visitpasco.net and sponsoring hotel partners and other tourism based members. (QR Codes on all print) Constant Contact to be utilized for eblasts.

Links include Visit Florida, TampaBay.com, Kumquatgrowers.com, Florida Association of Chambers.com
Social Media- Social Media interface with the Kumquat Festival

Blogs and Twitter (Visit Florida and Chamber) will be utilized.

\$3,000

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 -75,000 (Sun City Center, Pinellas & Hillsborough)
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 = \$1,600

100% out of county

\$1,600

Sun City Observer

100% out of county -

\$1,500

Festival Tourism Brochures and Promo Items

Brochures 10,000 -Visual Spectrum Quote \$2,000 75% for out of county distribution - 60% TDC allocation

\$1,200

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 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

Developed 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 C 100% out of County

\$1,500

40 X 30 sec TV on " Marion, Sumter, Lake, Citrus & Hernando County 100% "

\$1,500

WMOR -Live Broadcast day of festival & 2 weeks prior - 7 Counties

\$15,500

Total Campaign (paid, TDC supported, in-kind, trade out) = **\$114,900**

Total TDC Allocation Request = **\$7,300**

Allocation Request = **6% (of total paid, in kind and trade out value)**



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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.

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 2, 2016 Kumquat Car Show (# of registrations from out of State/County)
- January 9, 2016 The Kumquat Recipe Contest (# of entrees) – held at growers with Tampa Bay area Chefs
- January 16, 2016 Miss Kumquat Pageant (# of entrees and visitors)
- January 28 and 29, 2016 Kumquat Grove and Packing House Tours (numbers of tourists & visitors)
- January 30, 2016, Festival Day – (425 Vendors and estimated 45,000 attendees)

Measurements

- TDC Visitor Surveys (100s returned in 2015)
- Vendor surveys (\$ over the weekend of the event – 400 + vendors in 2015)
- 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: out of county tourists enjoying a time away from theme parks, families visiting retirees, higher than State average disposable income, looking for an “old Florida” experience.

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 \$ |
|------|---------------|------------------|-----------------|
| 2014 | \$6,048 | 387 | \$120 |
| 2013 | \$5,529 | 372 | \$119 |
| 2012 | \$6,504 | 370 | \$99 |

III. EXPENSES

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

| Reimbursable advertising | Costs |
|--|----------------|
| Villages Daily Sun 5 day package – 100% out of Cty | \$1,600 |
| Sun City Observer 100% out of County | \$1,500 |
| Brochures – Visual Spectrum 75% out of Cty. | \$1,200 |
| Bright House Networks – 100% out of County | \$3,000 |
| Total Expenses | \$7,300 |

Total Grant Amount Requested: \$7,300



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IV. SIGNATURE/DISCLAIMER

On behalf of The Greater Dade City Chamber of Commerce, 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>Executive Director</i> | <i>5/8/15</i> |
| Authorized Signature | Title | Date |