



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

I. APPLICANT INFORMATION

Entity Legal Name: Pasco County Fair Association Inc

Entity FED #: 59- 0815484

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: Devon Firestone

Title/relationship to Entity named above: Office Manager

Telephone No.: 352-567-6678

Mailing Address: 36722 S.R 52 Dade City FL 33525

Email Address: Office@pascocountyfair.com

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? No

II. EVENT INFORMATION

Event Title: Pasco County Fair

Date(s): 15-21 2016

Event Location(s): Pasco County Fairgrounds, 36722 State Road 52, Dade City FL 33525

Projected number of overnight visitors staying in Pasco County accommodations:

Table with 3 columns: Hotel/Accommodation Partner, Contact Person, Telephone Number. Rows include Hampton Inn, Microtel Inn & Suites, General Mgr., and Georgia Downey.

Projected number of local attendees/participants (not overnight): 40,000

Projected number of out-of-county attendees/participants (not overnight): 500

Provide a summary of marketing plan and proposed use of requested funds (please attach a separate sheet if needed). we plan to again this year to advertise with BrightHouse and with Tampa Television



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Stations, as we think that these markets the public that we are trying to attack.  
See Attached Sheet For More.

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 Sheet

**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	6,130	41	72
2012	4,873	45	72
2011	2,651	39	72
2014	10,679	41 5 in hotel 200 in campground	72
2015	16,188	10 in hotel 250 in CampGrounds	159

**III. EXPENSES**

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

Reimbursable advertising	Costs
Television Ads	18,200
Radio Ads	0
News Paper Ads	6,000
Total Expenses	\$24,200

**Total Grant Amount Requested: 25,000**

**IV. SIGNATURE/DISCLAIMER**

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

*Richard P Brown*

*V.P.*

*5/20/15*

**Authorized Signature**

**Title**

**Date**

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

Channel 13 WTVT Television	\$4,500
Brighthouse Media Strategies	\$18,200
Channel 28 WFTS Television	\$4,000
Newspaper Ads	\$6,000
Magazine Ads	\$300
Total	\$ 29,400

We plan to increase our Television coverage for our 69<sup>th</sup> Annual Pasco County Fair. We Feel that this coverage gets a lot publicity in areas outside of Pasco County. Our newspaper Ads are placed in issues outside of Pasco County to try to attract those visitors from the surrounding counties. The Magazine ad is placed in the Singing News in Nashville, TN. Many of our Gospel Night followers look for this information before the Fair. We will also continue to use our website, Facebook and Twitter for advertising information.

The TDC Logo is placed on all of our advertising which includes newspapers, Television Ads, Websites, Posters and Trifolds that are available to every Fairgoer. The posters and Trifolds are out in Pasco County as well as surrounding county restaurants and businesses.

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 of paper if needed.

Most of attendees of the Pasco County Fair will be from Pasco and surrounding Counties. However, most all of the Carnival People, Performers, Vendors and Rodeo Contestants will be from out of State. The Effectiveness of the Promotion of the Pasco County Fair is with over 40,000 people attending the Fair over the 7- Day period it gives the Fair attendees, Vendors, Performers and Rodeo Contestants an opportunity to visit Pasco County. They can come earlier in the day before the Fair opens, shop in our stores and eat at our restaurants as well as stay in our Motels, Hotels and Trailer Parks.

We did not do a Survey this year but have in the past in conjunction with the Pasco County Supervisor of Election's Booth in our Commercial Building. We hope to include a survey in our Information Booth for our 2016 Pasco County Fair.

We partner with Pasco County Recycling, who provides the containers and bags for the Recycling. These containers are placed all over the grounds, particularly in the food court area.



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## 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	PASCO COUNTY FAIR ASSOCIATION					
LOCAL EVENT	69th Annual Pasco County Fair					
DATE	2/21	2/22				
PAID ROOM NIGHTS	2	4				
COMP ROOM NIGHTS	0	0				

Please provide any comments:

*Georgia Downey*  
Hotel Representative Signature:

*Microtel INN & Suites, Zephyrchills FL*

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

Print Name: \_\_\_\_\_ Title: *Georgia Downey*

Telephone \_\_\_\_\_ Email: *gm.zephyrchills@mhotelmanagers.com*

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.



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Hotel/Location:

	TRACKED ROOM NIGHTS					
GROUP NAME	Pasco County Fair Association					
LOCAL EVENT	PASCO COUNTY FAIR 2015					
DATE Feb 16-22	2/21	2/22				
PAID ROOM NIGHTS	30	6				
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

Hampton Inn, Dade City, Florida

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

Print Name: \_\_\_ Title: Evan Valencia, GM

Telephone \_\_\_ Email: Evan.Valencia@hilton.com

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 FAIR ASSOCIATION  
 36722 SR 52  
 DADE CITY FL 33525

Current Date: May 19, 2015  
 Account Number: 120001158  
 Capture Date: February 04, 2015  
 Item Number: 5250056999785  
 Posted Date: February 04, 2015  
 Posted Item Number: 52599785  
 Amount: 15,614.00  
 Record Type: Debit  
 CL Bundle Amt: 1,507,840.36  
 CL File Amt: 14,713,161.60  
 CL Item After: 4109946057 - 84.00  
 CL Item Before: 4109933356 - 7,540.50  
 CL Item Info: 4109933360 - 15,614.00  
 CL Orig RT: 061000146

THIS CHECK IS PROTECTED BY A VOID PANTOGRAPH, MICRURINE SIGNATURE LINE AND A HEAT SENSITIVE PAPER. A RISK. ADDITIONAL SECURITY FEATURES ARE LISTED ON BACK.

**PASCO COUNTY FAIR ASSOCIATION**  
 36722 S.R. 52  
 DADE CITY, FL 33525  
 352-467-6678

DADE CITY, FL  
 08-645621

020645

1/29/2015

PAY TO THE ORDER OF Bright House Media Strategies \$ \*\*15,614.00

Fifteen Thousand Six Hundred Fourteen and 00/100 \*\*\*\*\* DOLLARS

Bright House Media Strategies  
 Attn: Billing Department  
 Advertising Sales  
 P. O. Box 23403  
 Tampa, FL 33523-3403

VOID AFTER 90 DAYS

*Richard P. Brown*  
 AUTHORIZED SIGNATURE

MEMO

⑈020645⑈ ⑈0631⑈6452⑈ ⑈012000⑈1158⑈

⑈0001561400⑈



THIS CHECK CONTAINS THE FOLLOWING SECURITY FEATURES:

WELLS FARGO BANK INC  
 2515263 E0613  
 ⑈0910⑈0001⑈4⑈  
 0557835322

FOR DEPOSIT ONLY  
 BRIGHT HOUSE NETWORKS, LLC  
 TBI #21  
 DOC. TRACE - 01  
 2000015139126

FOR DEPOSIT ONLY  
 BRIGHT HOUSE NETWORKS, LLC  
 ADVERTISING SALES #21  
 DOC. TRACE - 03  
 2000015139126



PASCO COUNTY FAIR ASSOCIATION  
 36722 SR 52  
 DADE CITY FL 33525

Current Date: May 19, 2015  
 Account Number: 120001158  
 Capture Date: April 28, 2015  
 Item Number: 5250059814517  
 Posted Date: April 28, 2015  
 Posted Item Number: 52514517  
 Amount: 3,040.00  
 Record Type: Debit  
 CL Bundle Amt: 584,240.89  
 CL File Amt: 54,669,793.17  
 CL Item After: 5464218724 - 8.12  
 CL Item Before: 5464218717 - 55.64  
 CL Item Info: 5464218723 - 3,040.00  
 CL Orig RT: 061000146

	<b>PASCO COUNTY FAIR ASSOCIATION</b> 36722 S. R. 52 DADE CITY, FL 33525 352-597-8678	<b>CENTENNIAL BANK</b> 14030 8TH STREET DADE CITY, FL 33526 81-274820	<b>21070</b>
DATE <u>4/20/2015</u>			
PAY TO THE ORDER OF <u>The Tampa Tribune</u>		\$ <u>**3,040.00</u>	
<u>Three Thousand Forty and 00/100</u>		DOLLARS	
The Tampa Tribune P. O. Box 85000 Richmond, VA 23285-5000		VOID AFTER 90 DAYS 	
MEMO			
⑈021070⑈ ⑆082902757⑆ 0120001158⑈			

Tampa Media Group  
 For Deposit Only  
 United Capital  
 Funding Corp

Pasco County Fair Association, Inc.  
36722 State Road 52 · Dade City, FL 33525  
Ph. (352) 567-6678 · Fax (352) 523-1807  
www.pascocountyfair.com

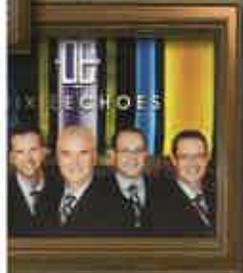


**The Heart of Florida**





**HOURS:**  
 - Thursday, Feb. 19  
 Feb. 20  
 day, Feb. 21  
 (6 p.m.) Sunday, Feb. 22



ers allowed.

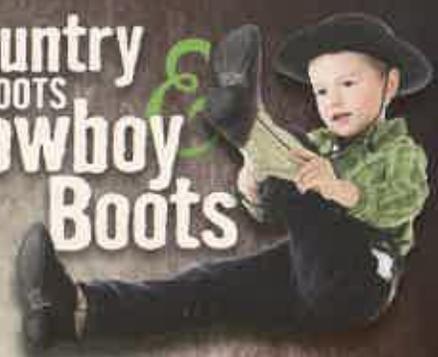


THE TAMPA TRIBUNE  
 TBO.com



The Pasco County Fair Association, Inc. does not discriminate against any person on the basis of age, race, color, sex, disability, religion or national origin.

# Country ROOTS Cowboy & Boots



## 68th ANNUAL PASCO COUNTY FAIR

February 16-22, 2015



**PASCO COUNTY FAIRGROUNDS**

36722 SR 52 · Dade City, FL 33525

352.567.6678

[www.pascocountyfair.com](http://www.pascocountyfair.com)

**Y 16**

1 Purchase of Wristband)  
e Fair Admission  
City

Barthle Livestock Pavilion  
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**Y 17**

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w - Ag Stage  
est - Albert A. Barthle Livestock Pavilion  
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edy Show - Collura Family Theatre

**JARY 18**

1 Purchase of Wristband)  
e Fair Admission

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Theatre

**WEDNESDAY, FEBRUARY 18 (Cont'd)**

5:30, 7:10 & 8:45 pm: Sea Lion Splash Show - Ag Stage  
6:00 pm: Rockin' with Elvis - Billy "Elvis" Lindsey, Tribute Artist - Dan Cannon Auditorium  
6:00 pm: Youth Steer Show - Albert A. Barthle Livestock Pavilion  
6:30 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land  
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Collura Family Theatre  
10:00 pm: Exhibits Close  
11:00 pm: Midway Closes

**THURSDAY, FEBRUARY 19**

Unlimited Midway Ride Special  
(\$20 with Purchase of Wristband)  
Wristband Ride Special does NOT include Fair Admission  
3:00 pm: Gates & Exhibits Open  
4:00 pm: Wade Shows Midway Opens  
4:20, 6:20, 8:00 & 9:30 pm: Robinson's Racing Pigs & Paddling Porkers - Clayton Way  
5:30 & 7:30 pm: Blue Grass Entertainment - Dan Cannon Auditorium  
5:30 & 7:15 pm: Ron Diamond, Magic & Illusion Show - Collura Family Theatre  
5:30, 7:10 & 8:45 pm: Sea Lion Splash Show - Ag Stage  
6:30 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land  
7:00 pm: Youth Steer Sale - Albert A. Barthle Livestock Pavilion  
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Collura Family Theatre  
10:00 pm: Exhibits Close  
11:00 pm: Midway Closes

**FRIDAY, FEBRUARY 20**

Unlimited Midway Ride Special (\$25 with Purchase of Wristband)  
Wristband Ride Special does NOT include Fair Admission  
3:00 pm: Gates & Exhibits Open  
3:30 pm: Youth Dairy Show - Albert A. Barthle Livestock Pavilion  
4:00 pm: Wade Shows Midway Opens  
4:20, 6:20, 8:00 & 9:30 pm: Robinson's Racing Pigs & Paddling Porkers - Clayton Way  
5:30 & 7:15 pm: Ron Diamond, Magic & Illusion Show - Collura Family Theatre  
5:30, 7:10 & 8:45 pm: Sea Lion Splash Show - Ag Stage  
6:30 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land  
7:00 pm: Pasco Showcase of Talent - Dan Cannon Auditorium  
7:00 pm: Pasco County Fair Championship Rodeo - "Tough Enough to Wear Pink Night"  
for Breast Cancer Awareness, PRCA sanctioned - Rodeo Arena (Free with Gate Admission)  
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Collura Family Theatre  
10:00 pm: Exhibits Close  
Midnight: Midway Closes

**DAILY ENTERTAINMENT = STROLLING ACTS**

Marc Dobson's One Man Band • Oscar the Robot • Mama Lou • Denny the Clown

**SATURDAY, FEBRUARY 21**

Unlimited Ride Special! (\$25 with Purchase of Wristband)  
Wristband Ride Special does NOT include Fair Admission  
8:00 am: Youth Hog Show - Albert A. Barthle Livestock Pavilion  
10:00 am: Gates & Exhibits Open  
10:00 am: Wade Shows Midway Opens  
12:00, 3:00, 6:30 & 9:00 pm: Robinson's Racing Pigs & Paddling Porkers  
- Clayton Way  
12:30 pm: Baby Pageant - Dan Cannon Auditorium  
1:00, 5:00 & 8:30 pm: Sea Lion Splash Show - Ag Stage  
2:30 pm: Pasco County Fair Championship Rodeo, PRCA sanctioned  
Military Tribute - Rodeo Arena (Free with Gate Admission)  
3:00, 5:00 & 7:00 pm: Kachunga and The Alligator Show - Kiddie Land  
3:30 & 6:00 pm: The Dixie Echoes, Gospel Group - Dan Cannon Auditorium  
4:00 pm: Ron Diamond, Magic & Illusion Show - Collura Family Theatre  
7:30 & 10:30 pm: Kari & Billy, Country Music - Dan Cannon Auditorium  
6:00 pm: Youth Hog Sale - Albert A. Barthle Livestock Pavilion  
9:20 pm: Ron Diamond, Hypnosis & Comedy Show  
- Collura Family Theatre  
10 pm: Exhibits Close  
Midnight: Midway Closes

**SUNDAY, FEBRUARY 22**

One Child Admitted Free with One Paid Adult  
Unlimited Ride Special (\$25 with Purchase of Wristband)  
Wristband Ride Special does NOT include Fair Admission  
Noon: Main Gates, Exhibits & Wade Shows Midway Opens  
12:30 pm: Youth Sheep Show - Albert A. Barthle Livestock Pavilion  
1:00, 3:45 & 5:45 pm: Sea Lion Splash Show - Ag Stage  
1:30, 3:00, 4:30 & 6:00 pm: Robinson's Racing Pigs  
& Paddling Porkers - Clayton Way  
1:30, 3:00 & 5:00 pm: Live Local Talent - Collura Family Theatre  
2:00 pm: Youth Plant Sale - Joe Herrmann Greenhouse  
2:00 pm: Boxing - Sanctioned Boxing Club Matches  
- Dan Cannon Auditorium  
2:00 pm: Truck & Tractor Pull - Rodeo Arena  
2:15 & 4:15 pm: Ron Diamond, Magic & Illusion Show  
- Collura Family Theatre  
4:00 & 6:00 pm: Kachunga and The Alligator Show - Kiddie Land  
5:30, 7:10 & 8:45 pm: Sea Lion Splash Show - Ag Stage  
5:45 pm: Ron Diamond, Hypnosis & Comedy Show  
- Collura Family Theatre  
8:00 pm: Fair and Midway Closes

**Most entertainment FREE with Gate Admission**  
(Entertainment subject to change due to circumstances beyond our control)



**PASCO COUNTY FAIRGROUNDS**

**68th ANNUAL  
PASCO COUNTY  
FAIR  
February 16-22, 2015**

36722 SR 52 · Dade City, FL 33525  
www.pascocountyfair.com

**352.567.6678**



**Daily Entertainment · Midway Rides & Food Court  
Championship Rodeo · Craft Exhibits · Specialty Shows & More!**

**Calling all  
Crafters & Bakers**

**JOIN IN THE FUN  
AND BE RECOGNIZED!**

Enter your crafts and baked goods in the  
2015 Pasco County Fair Exhibits.

Youth Ages 8 to 18 / Adults ages 19 & over  
Call The Fair Office for more information

**352-567-6678**

**ADMISSION**

\$8 for Adults; \$5 for Children ages 6-12  
\$3 Gate Admission Tuesday, Feb. 17  
Arm Bands on Sale February 1st-15th  
at Walgreens

**FREE PARKING  
HOURS**

3-11p.m. Monday, Feb. 16-Thursdays, Feb. 20  
3 p.m.-Midnight Friday, Feb. 20  
10 a.m.-Midnight Saturday, Feb. 21  
Noon-8 p.m. Sunday, Feb. 22

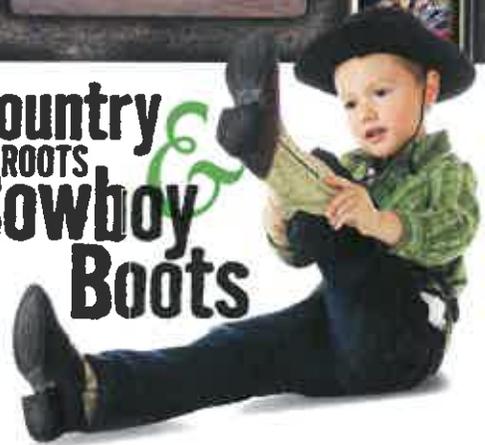


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36722 SR 52 · Dade City, FL 33525  
[www.pascocountyfair.com](http://www.pascocountyfair.com)

**352.567.6678**  
**FREE PARKING**

**Country  
 ROOTS  
 Cowboy  
 Boots**



The Pasco County Fair Association, Inc. does not discriminate against any person on the basis of age, race, color, sex, disability, religion or national origin.

TRIBUNE **BOGO** NIGHT  
at the

PASCO COUNTY  
**FAIR**

Wednesday, February 18th

**Buy One Admission  
Ticket – Get One FREE\***

Not valid with any other offers. Available Wednesday, February 18, 2015 Only

**Gates open at 3:00 PM • See you at the Fair!**

THE TAMPA  
TRIBUNE  
TBO.com



THANK YOU TO OUR MANY SPONSORS:

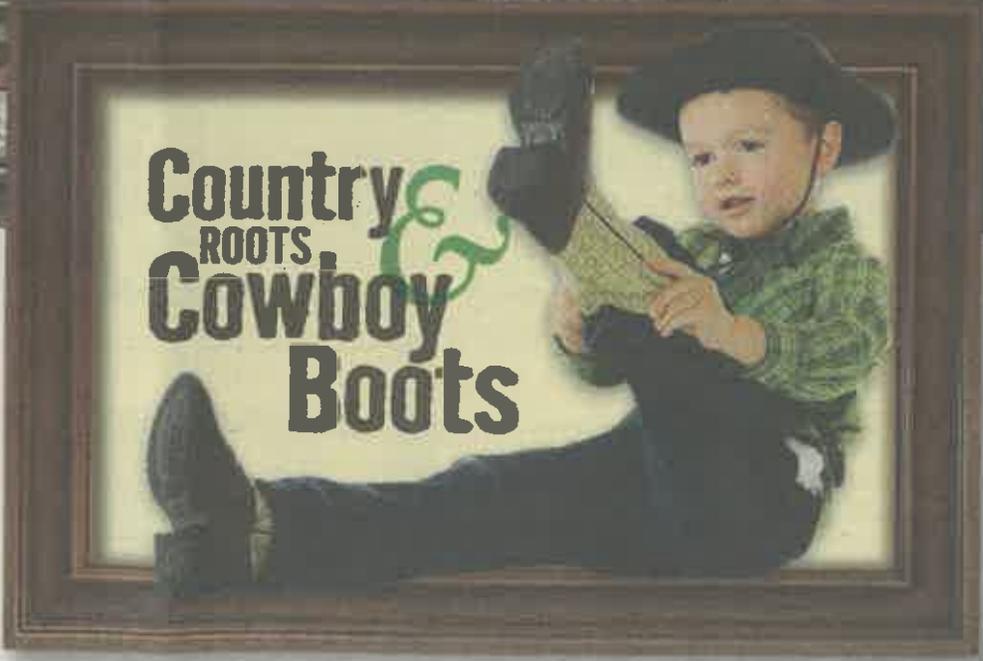
Jim Browne Automotive Group • Grower's Fertilizer • Centennial Bank • Hancock Seed • Farm Bureau  
Florida Gas Contractors • Oakley Groves • First National Bank of Pasco • Mosaic • Florida Hospital

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SP68954



68th ANNUAL  
PASCO COUNTY  
**FAIR**  
February 16-22, 2015



County  
**FAIRGROUNDS**

City, FL 33525

tyfair.com

# 68th ANNUAL PASCO COUNTY FAIR February 16-22, 2015

ADVANCE ARMBAND  
SALES AT  
AREA WALGREEN'S  
FEB. 1ST - 15TH



THANK YOU TO OUR MANY SPONSORS:

ennial Bank • Hancock Seed • Farm Bureau • Florida Gas Contractors • Oakley Groves • First National Bank of Pasco • Mosaic • Florida Hospital