

**Rotary**



**Club of San Antonio, FL**

20 May 2015

Office of Tourism Development  
West Pasco Government Center  
8731 Citizens Drive, Suite 340  
New Port Richey, Florida, 34654

**Subject:** Grant Agreement Application

**Enclosure:** Rotary Club of San Antonio, Florida, Fund, Inc. Grant Application  
dated May 20, 2015

Dear Sir/Madam,

The Rotary Club of San Antonio, Florida, Fund, Inc. is pleased to submit this Grant Application for 2015 funding to promote our 49th Annual Rattlesnake Festival and Rattlesnake Run. This historically well-attended event is scheduled for Saturday, October 17, 2015 in San Antonio, Pasco County, Florida.

We plan to attend the Tourist Development Council on July 15, 2015 in Dade City. We will be prepared to make an oral presentation about our event during that meeting. In the meantime, if you have any questions about our submission, please contact me via email at [rotarysanantoniofl@gmail.com](mailto:rotarysanantoniofl@gmail.com) or telephone number 352-588-4444.

A non-profit organization, the Rotary Club of San Antonio, Florida, Fund, Inc. is organized exclusively for charitable, religious, literary and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 2006. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling Toll-Free 800-435-7352 within the State. Registration does not imply endorsement, approval or recommendation by the State. State Registration Number CH38691.

Sincerely,

Terrie Grissom  
Grants POC  
Rotary Club of San Antonio, FL

cc: Elizabeth Burke  
Staci Lewis White

**Rotary Club of San Antonio, Florida, Fund, Inc. P. O. Box 34, San Antonio, Florida 33576**  
*One Profits Most Who Serves Best. Service Above Self.*

## 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](mailto: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 1, 2015 and closes at the end of the business Friday May 22<sup>nd</sup>, 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?

Yes. Runners, vendors, and visitors stay overnight and they patronize local area shops and restaurants.

2. Does the Local Event demonstrate a history of room nights/overnight visitors?

The Rotary Club of San Antonio is hosting the 49<sup>th</sup> Annual San Antonio Rattlesnake Festival and Rattlesnake Run (Oct 17, 2015). Historically, a non-profit collaboration of local citizens hosted this event. Since the founding of our Club ten years ago, we have been a part of this team, but not the lead manager. Beginning in 2014, our Club became the sole organizer of this well-attended event. Unfortunately, we have no verifiable documentation to provide a history of room nights or overnight visitors for the first 47 years. We may be new to the management side of the events, but we are quick learners.

3. Does the room night history show signs of growth or consistency?

Yes. We distributed the Pasco County Local Event Marketing Visitor Survey and had limited success for returned forms. We are using the data as a baseline, and are exploring different methods to distribute and collect surveys this year.

4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact?

Please see Number 5 below.

5. If a new event, how strong and accurate is the estimate of overnight visitors?

Although we have no hard data, we do have informal comments from several hotels and Bed & Breakfasts indicating an increase in occupancy during the time of our events.

6. Has a host hotel or accommodation partnership(s) been established?

We have no partnerships at this time. Our promotional materials (including websites) provide a listing of the names and contact information for local hotels, Bed & Breakfasts, RVs, and campgrounds.

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?

This is the second year our Club sponsored this event. We have no verifiable data from 2014.

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?

In its 48-year history, the Rattlesnake Festival and Run have been featured in local, national, and international media. The local newspapers often included special supplements for the event. They featured stories about the entertainment (Jim Mendenhall's Snake Show, Cowboy Tom's rope tricks, the gopher tortoise races, etc.) and the visitors. Various articles supported our education focus when they featured a local boy who was bitten by a rattlesnake: he knew what to do because he attended the Rattlesnake Festival Snake Show. A Japanese television program showcased a Saint Leo College student who participated in the Rattlesnake Run. A National Geographic television special hailed the San Antonio event as unique because it promoted the environmental benefits rattlesnakes provide, rather than collecting and killing them.

Festival t-shirts have proven to be a great free advertisement for the event. Local residents traveling around the country and abroad tell stories of wearing Festival shirts and being approached by people who commented, "Oh, I've been to the Festival," or "I've heard about your rattlesnake festival." A visitor from Germany whose job takes him to many countries sent photographs of himself wearing a Rattlesnake Festival t-shirt in front of various famous landmarks.

Please note that our Rattlesnake Festival and Rattlesnake Run logos include the name San Antonio twice: once as the name of the event and then as our Rotary Club. All of our promotional materials make it clear that we are San Antonio, FLORIDA; not San Antonio, Texas.

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

Yes. The radio and television stations that we use broadcast to a very broad listening area that would include Citrus, Hernando, Hillsborough, Lake, Pinellas, Polk, Manatee and Sumter counties. Postcards and brochures are to be placed as "handouts" at local businesses, Florida Visitor Centers, and hotel, B&B and campground lobbies.

Our newspaper and social media campaigns extend far beyond the 50-mile radius of Pasco County. We place ads in newspapers serving local towns as well as the larger Tampa metropolitan area. Social media reaches out at the national level.

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

Yes. The primary methods are postcards, websites and state-wide magazines. It is expected that the materials provided at Florida's Visitor Centers would reach these regional areas. Furthermore, our postcards are distributed in the "goodie bags" for Rattlesnake Runners as well as runners in other races throughout Tampa Bay area. Since these runners come from in-state and out-of-state for the different races, this is both a targeted and a widespread circulation.

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

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

Among the advertising archives that we do have are old brochures with the Pasco Tourism brand logo. We will incorporate the logo in both our paper and media advertising. We will also place your logo on our website's sponsor spotlight section.

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?

Because we had no relationship with the Council, we gave no credit in 2014. As stated in Question B4 above, proper credit will be given in the 2015 program.

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

Yes. Here is a partial listing of our pending and our confirmed media promotions.

- Facebook
- Americantowns.com  
(<http://www.americantowns.com/fl/sanantonio/events/san-antonio-rattlesnake-festival-2015-10-17>)
- Artscraftshowbusiness.com  
(<http://www.artscraftshowbusiness.com/shows.aspx?state=FL>)
- Craftlister.com
- Craftmaster.com
- Craigslist.com
- Eventlister.com
- FloridaBackroads  
<http://www.florida-backroads-travel.com/rattlesnake-festival.html>
- Festivaland events.com
- Florida Race Place  
(<http://www.frpm.net/>)
- Sanantoniofl.com
- Sanantonioflorida.org
- Signmeup.com
- Visitpasco.net
- WhoFish  
([http://www.whofish.org/events/San\\_Antonio/FL/San\\_Antonio\\_Rattlesnake\\_Festival/3636501.aspx?rcode=18](http://www.whofish.org/events/San_Antonio/FL/San_Antonio_Rattlesnake_Festival/3636501.aspx?rcode=18))

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

The Rotary Club of San Antonio promoted the 2014 Rattlesnake Festival and the Rattlesnake Run. Our plan targets two different demographics. The first is families and the second is runners. These two events were advertised independently in the appropriate media, and jointly wherever possible. The timelines for advertising the Rattlesnake Run are much farther out than for the Rattlesnake Festival, so there is "long duration" exposure as well as "blast" exposure as the events draw near.

It is worth noting that we draw upon resources in the local counties to participate in the San Antonio Rattlesnake Festival and Rattlesnake Run. Many of these sponsors, exhibitors, vendors, entertainers, small businesses, etc. advertise their participation in our events. We value this community support, to include word of mouth recommendations, and its importance to high attendance.

Having the support/endorsement/counsel of the Pasco County Tourist Development Council will be invaluable in future promotion efforts.

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

We are hosting number 49 this year, and planning on a bigger event for our 50th.

This year we plan to measure our promotions and marketing campaigns by:

- Marketing Survey (Pasco County Tourism and Rattlesnake Festival/Rattlesnake Run)
- Attendance at the event
- Feedback interviews and emails from visitors and vendors
- Information inquiries from the public and vendors
- Festival website activity
- Festival Facebook postings

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?

The 2014 actual costs for advertising and promotion was \$8,428.75. Based upon those costs and current pricing for our additional promotion efforts, we estimate \$9,000 as reasonable budget projection for the 2015 event. Estimated Reimbursable Expenses are project to be approximately \$6400.

2. How is the requested funding proposed to be used?

- Radio exposure (FM106) for pre-event promotion and on-site spot broadcasting
- Increase Rattlesnake Run and Rattlesnake Run announcements on Festival/Event websites and calendars
- Full-color tri-fold brochures to be distributed throughout Florida
- 5000 Full Color Postcards- distributed throughout a 100 mile radius of the festival
- More promotion articles in local newspapers
- New publicity ads in local community/neighborhood newsletters (e.g. Lake Jovita, Tampa Bay Golf and Country Club, etc)

3. If not a new Local Event, how does the proposed marketing plan compare to past years?

Last year was a learning experience and we are improving our advertising/ promotion methods. Our plans for 2015 include:

4. Reduced magazine advertising
5. Increased promotional flyers for advance statewide distribution
6. Adding radio advertising and free television promotion
7. Increased social media promotion.
8. Increased website visibility (i.e., visitflorida.com and visitPasco.net.)
9. New advertising in local community newsletters

10. Did applicant use the previous grant awarded? (if applicable)

N/A

11. Does the applicant propose co-op advertising opportunities with other Local Events or TDC?

No

12. How creative is the marketing plan? Is it evolving with the room night numbers?

Our marketing plan is a work in progress. We now have a volunteer professional PR who is counseling us for a more creative approach to our advertising. Of course our publicity aims to attract large crowds to our fun and educational events, but we also want to show that quaint little San Antonio in Pasco County Florida is an affordable great place for families and kids. Placing materials at Florida Visitor Centers is a good way to advertise San Antonio to tourists who are looking for things to do. Using our websites to not only promote the Rattlesnake events, but

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also to provide a partial list of local places to stay, and local dining helps to publicize the San Antonio community spirit. Carefully chosen pictures such as the farmer's market, crowds with happy kids, and the diverse event activities showcase San Antonio's parks and interests. We believe that showing a "cool" town, a fun event and nice places to shop and dine will attract more overnight stays.

We consistently emphasize that the Rattlesnake Festival charges no admission to attend the event. Families and friends of all ages can enjoy a delightful day of free activities and entertainment. This insight can make an overnight stay much more appealing and affordable to our budget conscious visitors.

13. 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?

N/A--no previous application

14. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?

The Rattlesnake Run is promoted year-round in the leading running magazines and with saturation six months out. This race is recognized as one of the "good ones". In fact, Florida RacePlace magazine calls it the "best little race in Florida." The race begins at 8:00 am on Saturday morning, so many runners stay overnight in order to be ready to run five miles first thing in the morning.

Our brochures and postcards are distributed early in the calendar year to maximize attention. Again, we take advantage of social media/website postings for year-round promotion of the Rattlesnake Festival and Rattlesnake Run.

Score \_\_\_/ 10

## Pasco County Local Special 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?

This annual event has been a success for 48 years, and, according to surveys and interviews, attracts many returning visitors, and visitors that often schedule their travels to coincide with this event. That is quite an endorsement and speaks highly of feeling welcome in San Antonio and the surrounding areas of 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.

Informal interviews with restaurant managers, shopkeepers, gas stations, small grocery/food markets, as well as festival vendors and entertainers claim a significant increase in business during this event weekend. Social media feedback from some attendees is quite positive with respect to the event activities as well as the local businesses.

3. Is there growth in the Local Event? For example, has the main event added attractions to enhance the show?

Yes. In 2014, we added a local history booth and we brought in the very popular food trucks. This year, we have plans for a number of new attractions and negotiations are underway. For example, we are working to increase the Pioneer Village demonstrations and several entertainers for children. We have invited local food establishments to participate as food vendors at the Festival for the first time.

The following are confirmed new attractions:

- A classic car show.
- Competitions and entertainment that are aimed at the pre-teen and teenagers. Among these are rock wall climbing and jousting.
- A seasonal Farmer's Market/Pumpkin Patch to celebrate the fall.

4. What area businesses will benefit from this Local Event?

San Antonio businesses both in-town and surrounding areas: restaurants, taverns, antique shops, boutiques, convenience stores, gas stations, campgrounds, and family-owned produce markets.

Dade City and Zephyrhills businesses including restaurants, pubs, diverse shopping venues, convenience stores, gas stations, Bed & Breakfasts, and hotels.

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

During our informal follow up conversations, these businesses reported that their end-of-day cash receipts were much higher during our events.

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?**

The Rattlesnake Festival is a family-focused event that provides educational exhibits and demonstrations along with the "fun stuff." These exhibits include teaching exhibits about the rattlesnake, the gopher tortoise, the alpaca, and local wildlife. Our Rattlesnake Festival is unique because we present the only purely educational program about rattlesnakes in the southeast part of the country. Our exhibits emphasize the environment and that we must be good stewards.

Our free demonstrations include a blacksmith, woodcarving, and cane weavers. The Pioneer Village area of the Festival steps back in history to showcase the Florida Pioneer life. This year we are adding an exhibit from a local alpaca farm. This is a free and quite interesting educational exhibit. Touch and feel shearings and roping demonstrations are free to the public.

We strive to keep this event affordable for families and to offer a number of free activities for all ages. There are games for children, such as a mock gopher tortoise race, jousting, and a rock wall. We offer adults some things to do as well. Among these are music, the classic car show, arts and crafts and of course, a little shopping.

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

The Rattlesnake Run begins at 8:00 am, the Rattlesnake Festival begins at 9:00 am, and the event closes at 5:00 pm. Furthermore, we collaborate with local businesses and residents to offer "after-festival" celebrations such as dinner specials, parties, and entertainment.

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

Yes. This event is scheduled for Saturday, October 17, 2015.

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

Our 2015 Event is a one day affair. In October 2016, we will celebrate the 50th anniversary of the Rattlesnake Festival and Rattlesnake Run. It is planned to be a two day event.

Score \_\_\_ / \_\_\_

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

### **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?

No one in the current San Antonio Rotary Club has attended this Summit. Our volunteer PR plans to attend the next offering.

2. How often does the organization volunteer at other Local Events and/or attend travel expos to promote Pasco Tourism and their Local Event?

The San Antonio Rotary Club may have a limited budget but we are quite active volunteers for our community events. Among these are the Relay for Life, Kumquat Festival, Blueberry Festival, Cinco de Mayo, and a variety of local fundraisers for charity.

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

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

Yes. Our Recycling Plan is incorporated as the last page of this Application.

Score \_\_\_/20

## Pasco County Local Special 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 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.

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

### I. APPLICANT INFORMATION

**Entity Legal Name:** Rotary Club of San Antonio, Florida, Fund, Inc.

**Entity FED #:**46-0650365

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:** Terrie Grissom

**Title/relationship to Entity named above:** Grants POC

**Telephone No.:** 352-588-4444

**Mailing Address:** P.O. Box 34, San Antonio, FL 33576

**Email Address:** rotarysanantoniofl@gmail.com

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

Not yet. Our volunteer PR plans to attend the next workshop.

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

Yes. The San Antonio Rotary Club is quite active in volunteering at our community events. Among these are the Relay for Life, Kumquat Festival, Blueberry Festival, Cinco de Mayo, and local fundraisers for charity.

### II. EVENT INFORMATION

**Event Title:** San Antonio Rattlesnake Festival and Rattlesnake Run

**Date(s):** October 17, 2015

**Event Location(s):** San Antonio, FL

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

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>
N/A	N/A	N/A

**Projected number of local attendees/participants (not overnight):** 5,000 - 6,000

**Projected number of out-of-county attendees/participants (not overnight):** ~3300

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

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

As previously stated, our Marketing Plan is a work in progress. In addition to non-reimbursable items such as t-shirts and hat sales, we will focus our efforts on the following:

- Radio exposure (FM106) for pre-event promotion and on-site spot broadcasting
- Increase Rattlesnake Run and Rattlesnake Run announcements on Festival/Event websites and calendars
- Full-color tri-fold brochures to be distributed throughout Florida
- 5000 Full Color Postcards- distributed throughout a 100 mile radius of the festival
- More promotion articles in local newspapers
- New publicity ads in local community/neighborhood newsletters (e.g. Lake Jovita, Tampa Bay Golf and Country Club, etc)

**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.**

No hard data. The event is open to the general public for all ages, races, ethnicities, economic groups, etc.

**For a Recurring 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	N/A	N/A	N/A
2011	N/A	N/A	N/A

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**III. EXPENSES**

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

Reimbursable Advertising	Costs
Print and online advertising with Florida RacePlace Magazine	\$495
Printed 5,000 full color/double sided postcards advertising the race and festival. Distributed throughout Florida. RPM Graphics	\$200
Tri-fold-color brochure to place in Visitor Centers, Chambers of Commerce, etc	\$1499
Brochure and Event Map to hand out at the Festival	\$750
Radio Broadcast (FM106)	\$1700
Newspaper Ads (including local towns, larger metropolitan areas and local community newsletters, etc)	\$2000
<b>Total Reimbursable Expenses</b>	<b>\$6,644</b>

**Total Grant Amount Requested: \$2200.00**

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**IV.SIGNATURE/DISCLAIMER**

On behalf of the Rotary Club of San Antonio, Florida, Fund, Inc., I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate:

*Terrie Grissom*

**Terrie Grissom, Authorized Signature**

*20 May 2015*

**Date**

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**No applicable data**

**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:

N/A

---

Hotel Representative Signature:

---

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

Application completed by:

Title/relationship to Entity named above:

Telephone No.:

Mailing Address:

Email Address:

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.



**San Antonio Rattlesnake Festival and Rattlesnake Run Visitor Survey**  
**Pasco County Local Special Event Marketing Program**  
**Application for Grant Agreement, Guidelines and Procedures**

1. What is your permanent Zip Code? \_\_\_\_\_ What is your Florida Zip Code? \_\_\_\_\_

2. How many are in your visiting party? \_\_\_\_\_

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

- Rattlesnake Festival     
  Rattlesnake Run     
  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\*  
 Home     
 \*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     
  Shopping  
 Arts/Culture     
  Sports     
  Parks/Recreation     
  Other \_\_\_\_\_

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

- Returning Visitor     
  TV/Radio     
  Website     
  Social Media/Facebook     
  Word-of-Mouth  
 Magazine     
  Newspaper     
  Brochure     
  Other \_\_\_\_\_

**Optional Information: (Please include your name and email address to be entered in the drawing)**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

## IMY EVENT RECYCLING PLAN

### EVENT NAME

San Antonio Rattlesnake Festival and Rattlesnake Run

DATE(S) OF EVENT: 17 October 2015

### MATERIALS

What will you recycle?

Cans, bottles, paper (discarded and undistributed brochures, flyers, maps, etc)

### CONTAINERS

Number of recycling containers: 30

Describe recycling container:

Containers for cans and bottles supplied by Keep Pasco Beautiful (metal stands w/ clear recyclable bags)

If you are borrowing, did you reserve? Yes

### COLLECTION

Where is your recycling collection area?

Behind San Antonio City Hall

Where will your recycling go after the event?

Cans & bottles: Pasco County Recycling Center;  
papers: Recycling containers behind City Hall

How will you count your recyclables?

Count number of filled recyclable bags

### SIGNAGE

What signage will you use for your recycling?

Plastic board on wire stands

Snipe signs along paths or next to food vendors. Yes

Bill boards for recycling containers? Yes

Perhaps, banners for drop off area

### MONITORING THE CONTAINERS

Who will monitor and empty containers during event?

Monitored by volunteers selected by Festival Committee;  
containers emptied by youth volunteer organization

Do you have CLEAR bags for recycling

Supplied by Recycling

### PROMOTE RECYCLING!

Print "WE RECYCLE!" in your brochures. Put it on your website. Have your Master of Ceremonies announce it during the event. Be proud that your event is leading by example. *Thank you!*

Keep this plan handy to help you organize your recycling. Pasco County Recycling will help you in any way we can. Please return this planning form to Tourism as part of your funding application. Please e-mail a copy to [jseney@pascocountyfl.net](mailto:jseney@pascocountyfl.net). (727-856-4539) Jennifer L. Seney, Recycling Coordinator

## Pasco County

Recycling for events  
funded by the Tourism  
Development Council



The easiest materials to recycle in Pasco are aluminum cans & plastic bottles. Secondarily, paper and cardboard because there are several private companies that will take the material. You can also recycle cooking oil. You can recycle other materials, but it becomes harder to find a place to take them.

The optimum is a recycling container for every trash container. First, focus on entrances & exits. Next, the food court or near food vendors and rest areas. Then if there are enough recycling containers, distribute to the rest of the event. Pasco has a loaner program.

Keep trash and recycling dumpsters (areas) completely separate! Put lots of signage at recycling drop so that it cannot be mistaken for trash.

It's all about numbers. Count your full recycling bags or, if you're using a dumpster or roll off, get a scale house weigh ticket from your event hauler.

Snipe signs along paths or next to food vendors. Bill boards for recycling containers? (ask Recycling) Perhaps, banners for drop off area?

Volunteers will need to be trained to do recycling. They need to understand the difference between clear bags for recycling and black bags for trash.