

2015 – 2016 Pasco County Local Special Event Marketing  
Grant Submission for:

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Prepared by Jennifer Douglas on behalf of Fine Arts of the Suncoast, Inc.

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

The Fine Arts of the Suncoast, Inc. respectfully submit this grant request to the Pasco County Office of Tourism Development for support of its annual Suncoast Arts Fest, a two-day fine arts and crafts festival that is held at The Shops at Wiregrass in Wesley Chapel.

## **TDC EVALUATION**

### **A. Production of Room Nights**

1. Does the local event attract overnight visitors to Pasco County?

Yes, primarily artists who travel from throughout the country to participate in the festival and to compete in its juried fine art and crafts exhibit. In 2015, this resulted in 225 room nights, which were confirmed by a survey of all registered participants.

With an average attendance of close to 100,000 visitors every year, it is probable that the true number of overnight tourists is actually much higher. Random polls conducted during SAF concluded that approximately 29,000 or 30% of visitors came to enjoy the festival from outside Pasco County. It is likely that a number of these tourists did stay in a neighboring hotel; however, we have yet to find a reliable method to quantify these numbers.

2. Does the local event demonstrate a history of room nights/overnight visitors?

Yes. 2016 will be the eleventh year for SAF. As stated above, 225 room nights were confirmed for 2015. 287 were reported in 2014. In 2013, 245 rooms were reported, and in 2012, 153 rooms were reported.

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

Yes. SAF has consistently attracted artists from around the country for participation in its juried visual arts competition. In 2015, 93% of its artists came from outside Pasco County, resulting in 225 room nights reported. This is consistent with previous years' results, which were listed above. Thanks to the growing popularity of the festival amongst traveling artists and craftsmen, we anticipate similar results in 2016.

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

Although the number of room nights decreased slightly in 2015, the results still fell within the average for previous years. Based on the formula provided by Pasco County TDC, the accommodation fiscal impact is \$450.

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

N/A. 2016 will mark the festival's eleventh year in Pasco County.

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

Yes. In past years, we have established a number of hotel partnerships, which are listed on pg. 12 of this application. In 2016, we plan to continue these relationships while working to build new ones with other area hotels. We also plan to work with The Shops at Wiregrass to create a concierge referral service that will cross market the festival with the shopping and dining options at the mall.

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 reported results are real numbers, tabulated from a survey of all SAF participating artists. Visitor counts are determined by car count reports conducted by The Shops at Wiregrass, and out of county participation is determined through random polls of visitors that are conducted by SAF volunteers throughout the festival. Past attempts to validate room nights with hotel managers have been unsuccessful. Responses have been inconsistent and did not provide reliable data.

**B. Out of County Advertising**

1. Does the Local Event provide opportunities for state, regional, national, and/or international exposure?

Yes. SAF has started to grow a national reputation for excellence among traveling artists and craftsmen, and with an estimated 29,000 out-of-county visitors in 2015, it is fair to say that SAF has a strong regional impact that stretches well into Pasco's surrounding counties of Pinellas, Hillsborough, Hernando, Sumter and Polk Counties. Targeted marketing efforts have been designed to grow this exposure.

International – SAF targets an international audience with online marketing tools, including its dedicated website [www.suncoastartsfest.com](http://www.suncoastartsfest.com); Twitter, Facebook and YouTube accounts; and listings on VisitFlorida.com and Visit Pasco.net.

National – SAF markets itself to a national pool of artists and craftsmen through Zapplication.org, a central website for posting art events and opportunities and for managing the festival's online application process.

Statewide – SAF is submitted annually to both AAA’s *Going Places* and *Southern Living* magazines for inclusion in their things-to-do sections. In addition, SAF is partnering with *Glory Tours* to promote day trips from The Villages to attend SAF and other attractions in Pasco County.

Regional – SAF targets visitors from its surrounding counties through radio advertisements with WGHR Hits 106 and print advertisements with its media sponsor, the *Tampa Tribune* and *Tampa Bay Times*.

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

Yes. If fully-funded, SAF will use the TDC grant award to underwrite a print advertisement with the *Tampa Bay Times*, annual costs for listings with Zapplication.org, and production costs for new promotional video(s) to be featured on the SAF website, YouTube and other digital media outlets.

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

Yes, through listings in *Going Places* and *Southern Living* magazines, and through a growing partnership with *Glory Tours* travel company.

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

Pasco County’s TDC logo is prominently displayed on all festival print and digital advertising.

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?

Pasco County TDC is also listed on all festival radio ads and on all current promotional videos.

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

SAF manages Twitter, Facebook and YouTube accounts and maintains a website at [www.suncoastartsfest.com](http://www.suncoastartsfest.com). The festival also utilizes QR codes and has used B-Mobile smart applications, which integrates the SAF website to smartphones.

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

SAF receives considerable media exposure through the outlets described above. The most widespread coverage comes from a dedicated SAF spadia fold, featured on the front page of

the *Tampa Tribune*. In addition, the festival receives exposure through The Shops at Wiregrass, Wesley Chapel Chamber of Commerce, Pasco Arts Council, Tampa Bay Businesses for Culture & the Arts, and teachers and students in the Pasco County Schools.

8. How does the applicant measure their promotions and marketing campaigns for the Event?  
 Visitors are surveyed through a random poll, conducted by SAF volunteers throughout the festival. Artists are surveyed through Zapplication and individual mailings. Additional data is accumulated using Facebook analytics.

**C. Marketing Plan**

1. Is there an itemized marketing/ad budget for the proposed Local Event? Yes.

**Suncoast Arts Fest – 2016 Marketing Budget**

Type of Media	Specifics	Itemized Cost	Subtotal Cost	Priority Level	Media Coverage
Ads – print/digital					
	TBT	\$2,600		5	50 mile radius
	Tampa Trib	\$8,000		4	50 mile radius
	Other print	\$400			250 miles
	Zapplications	\$1,000		1	International
			\$12,000		
Ads – Radio	Hits 106	\$2,000		4	50 mile radius
			\$2,000		
Signage			\$2,000		
Video (for web/social media)	Albright Productions	\$3,000		5	International
			\$3,000		
Web/Online					
	Web/Social Media	\$605		3	International
	Visit Florida	\$395		2	International
			\$1,000		
<b>Total Marketing</b>			<b>\$20,000</b>		

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

We are requesting funding in the amount of \$5,749.00, which will be used to reimburse expenses for our YouTube promotional videos with Albright Productions, artist marketing with

Zapplication, online advertising with Visit Florida, and print advertising with the Tampa Bay Times.

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

The proposed marketing plan is in line with previous years, particularly for print and radio coverage; however, the budget has increased to continue the dedicated SAF spadia fold in the *Tampa Tribune*, which was a huge success last year.

Areas of expansion for 2016 include:

- Short social media videos that promote art collection at every budget.
- The addition of a sponsored “community corner”, featuring professional and community arts groups from Pasco County and neighboring areas.
- Enhanced presence for the “Makerspace”, a creative DIY space at the festival where people can create, invent and learn.

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

Yes. In 2015, SAF received TDC support of \$4,782, which was used to reimburse expenses for Albright Productions and Zapplication.

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

Yes. For the past several years, SAF has partnered with Tampa Bay Businesses for Culture & the Arts (TBBCA) to present a chalk art competition and to cross promote each other’s annual festivals. This partnership has been a great way to attract artists and visitors from outside Pasco County. In addition, we hope to continue our cross-promotions with the Zephyrhills Chamber of Commerce and its Pigz in Z’Hills Blues and BBQ Fest. Last year, the event was held on the same weekend as SAF, and we were able to market the events together as a “Weekend of the Arts”. We hope to continue both partnerships in a similar fashion for 2016.

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

SAF has always been open to trying new marketing ideas within the scope of its budget. This year, we are exploring the benefits of paid web promotions on tbo.com, tbt.com and Facebook. We will also be exploring new and interesting ways to use the festival’s new promotional videos to increase the festival’s exposure outside the county through social media posts and on the SAF website.

In addition, we are continuing our partnership with Glory Tours. This company already arranges day trips for residents of Sun City Center and is currently working with The Villages in Sumter County to arrange a day trip to SAF and The Shops at Wiregrass.

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?

Yes. The marketing for the 2015 festival was executed as planned, and all grant funds were spent as proposed, targeting artists and visitors outside the county.

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

### Marketing Timeline

#### 6-8 months before

- Update SAF website with new dates, artist application, promotional videos, sponsorship opportunities, etc.
- Post festival and artist application on Zapplication
- Update YouTube account and begin scheduling social media posts
- Secure radio/print media sponsorships
- Start booking entertainment
- Update Visit Florida destination page

#### 3-5 months before

- Submit the event to *AAA Going Places*, *Tampa Tribune Visitors Guide* and *Southern Living* magazine.
- Submit SAF for inclusion in other online event calendars
- Finalize day trip with *Glory Tours*
- Secure commitments for community partnerships

#### 2 months before

- Begin running radio promos

#### 2 weeks before

- Hang posters and post signage throughout The Shops at Wiregrass
- Begin running print advertisements

**D. Economic Impact**

1. How strong is the overall benefit to tourism in Pasco County?

Economic Impact Report\*

		<u>Impact</u>	<u>Number</u>	<u>Amount</u>
<u>Festival Participants</u>				
Out of State Adult	Overnight	\$150.00	91	\$13,650
Out of State Youth	Overnight	\$75.00	-	-
In State Adult	Overnight	\$75.00	105	\$7,875
In State Youth	Overnight	\$35.00	-	-
In State Adult		\$35.00	64	\$2,240
In State Youth		\$25.00	100	\$2,500
<u>Festival Spectators</u>				
Out of State Adult	Overnight	\$150.00	-	-
Out of State Youth	Overnight	\$75.00	-	-
In State Adult	Overnight	\$75.00	-	-
In State Youth	Overnight	\$35.00	-	-
In State Adult		\$35.00	29,000	\$1,015,000.00
In State Youth		\$25.00	Not specifically measured	-
In County Adults		\$25.00	71,000	\$1,775,000.00
In County Youth		\$15.00	Not specifically measured	-
<b>TOTAL LOCAL IMPACT</b>				<b>\$2,816,265.00</b>
Accommodation Impact				\$450.00
<b>TOTAL ECONOMIC IMPACT</b>				<b>\$2,816,715.00</b>

\* Spectator counts were generated from car counts and tabulated by The Shops at Wiregrass. Tourism data was estimated from polls of visitors conducted throughout the festival.

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.

SAF attracted an estimated 29,000 out-of-county day visitors to Pasco County. Based on the formulas provided by the Pasco County TDC, this provided an economic impact of over \$1 million. Because the festival is held at a major retail shopping mall, we believe this impact could be quite a bit higher. The Shops at Wiregrass consistently provide positive feedback suggesting their shops and restaurants benefit from a notable increase in business during the festival. This is evident in their continued sponsorship, which provides the location, security, waste management, stage rental, parking and more at no cost. This mutually beneficial

arrangement makes it possible for SAF to continue operations and its charitable goal to donate the proceeds back to Pasco County in the form of art grants for local schools.

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

Every year, SAF works to enhance the festival with new attractions and opportunities. Last year, the addition of a glass etching station, which was sponsored by renowned glass artist Duncan McClellan and his DMG School Project, was a tremendous hit, and we will continue to offer this interactive station in the future. The same is true for the “Makerspace”, which provided a DIY space for creating with technology. This area proved very popular with both children and adults and illustrated the symbiotic relationship between art and invention. SAF plans to grow its makerspace this year and possibly invite other community groups to offer similar interactive, DIY projects that will help promote creativity in the marketplace.

Live entertainment has also been a great addition to the festival. In 2015, SAF invested additional dollars to book a well know band, *The Black Honkeys*, for its Sunday afternoon line-up. The band’s presence filled a void by attracting large crowds during a time that had been sparsely attended in previous years. During the performance, the artists reported an increase in sales and many were able to extend their booth times an additional two hours. The SAF planning committee is excited to repeat this success for 2016 and is already researching headliners that will have a similar appeal.

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

The retail stores and restaurants at The Shops at Wiregrass benefit greatly from SAF. The mall’s parking lots are often full during the festival, and mall staff has indicated that sales are strong as well.

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

SAF directors attend a wrap-up meeting with Wiregrass management. The Shops at Wiregrass tracks car counts and provides SAF with a financial report that summarizes the sales benefit for restaurants and retailers. The meeting also provides a time to discuss areas of success and opportunities for improvement.

As stated before, additional data is accumulated through surveys conducted by SAF, and the economic impact is derived from formulas provided by the Pasco County TDC.

## **E. Timing of the Event.**

1. How unique is the proposed event?

Suncoast Arts Fest is the largest outdoor fine art and craft show in Pasco County. By partnering with The Shops at Wiregrass, the festival has become a popular weekend draw for residents and visitors alike. In addition to the exceptional variety of visual art available for sale, visitors can also enjoy live entertainment, chalk art and of course, shopping and dining at the Town Center's many retail stores and restaurants. The need for an event like SAF is evident in the almost 100,000 visitors it receives each year.

Perhaps the most unique aspect of SAF, however, is its charitable mission. Proceeds from the festival are used to support art education programs in the Pasco County Schools. Over the past ten years, Fine Arts of the Suncoast has contributed almost 100 mini-grants or approximately \$85,000 to area schools.

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

Yes. SAF is typically held the third weekend in January, which falls during Florida's high season for travel. The weather is beautiful that time of year, which is ideal for attracting visitors to an outdoor festival. Plus, the date is far enough into the New Year that it doesn't compete with other holiday events. It also tends to fall on a three-day holiday weekend for many (MLK), which is a great incentive for taking a short get-away.

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

No. We have tried holding the festival at other times of the year, but we have found that Florida's mild January climate is better suited for attracting visitors and artists. In fact, many artists and craftsmen travel in a circuit, booking their events a year in advance. Remaining consistent with your festival's date is the best way to secure continued participation and avoid conflicts with other art festivals in the southeast.

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

Yes. Saturday from 10 AM to 6 PM and Sunday from 11 AM to 6 PM.

## **F. Additional Organization Information**

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?

Representatives from SAF have volunteered for Pasco EcoFest.

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

SAF uses its own survey.

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

Yes. As in past years, SAF will take advantage of the recycling plan already in place for cardboard at The Shops at Wiregrass. This is a condition of our rental agreement, which stipulates strict rules and guidelines for waste disposal, as well as the placement of every component of the event. In addition, we will request permission to add recycling receptacles in designated spots throughout the festival for the purpose of collecting plastic bottles and cans. We are currently approaching student volunteer groups, such as area Key Clubs, to assist us with this project and ensure proper delivery to community recycling sites.

We will also continue our partnership with Green Fiber to provide recycling education at the festival, highlighting the financial benefits of newspaper recycling. Signage will be displayed that illustrates how recycling can be both an income producer and a cost saver by replacing waste pickup. In addition, a 70' x 70' unit with a 1.5 ton capacity will be on site for paper recycling.

**I. APPLICANT INFORMATION**

Entity Legal Name: Fine Arts of the Suncoast, Inc.

Entity FEID #: 20-5276630

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: Jennifer Douglas

Title/Relationship to Entity named above: Festival Manager, Suncoast Arts Fest

Telephone No.: (863) 337-4256 or (904) 349-3228

Mailing Address: P.O. Box 609, New Port Richey, FL 34656

Email Address: [jennifer@jenniferleeevents.com](mailto:jennifer@jenniferleeevents.com)

Has the organization attended the Pasco County 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? Yes, Pasco EcoFest.

**II. EVENT INFORMATION**

Event Title: Suncoast Arts Fest

Date(s): January 16-17, 2016

Event Location(s): The Shops at Wiregrass; 28211 Paseo Drive; Wesley Chapel, FL 33543

Projected number of overnight visitors staying in Pasco County accommodations: Projecting 300+ due to continued use of Zapplication, and continued partnerships with Glory Tours and Zephyrhills Blues and BBQ, which is held on the same weekend.

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>
Hampton Inn and Suites/Wesley Chapel	Todd Patrick	813-973-2288
Residence Inn at Northpointe/Lutz	Linda Hermeneanu	813-792-8400
Sleep Inn/Wesley Chapel	Gyselle Salazar	813-973-1665
Econo Lodge/Wesley Chapel	Aman Patel	813-907-1379
Hampton Inn/Dade City	Nayana Mulji	352-567-5277
Microtel Inn and Suites/Zephyrhills	Georgia Downey	813-783-2261

Projected number of local attendees/participants (not overnight): 80,000

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).

### **Marketing Plan**

In 2016, SAF will celebrate its eleventh year. Over time, we have tried a good variety of new media as it has become available and continue to do so within the limits of our budget. The majority of our resources, however, are dedicated to the methods that have proven to be both successful and cost effective.

It needs to be pointed out that we target two very different audiences with our marketing: the visitors and the participating artists. Both groups have considerable economic impact on Pasco County; however, the marketing and advertising methods used to attract each group are very different.

- Visitors: Our objective is to target residents throughout the Suncoast and beyond with information about the festival, including when and where it will occur, the quality of fine arts and crafts that will be available for sale, and the great entertainment that will be featured throughout the weekend.
- Artists: Our objective is to target fine artists and craftsmen throughout the country who are interested in exhibiting their works for sale and in entering our juried art competition.

**The Suncoast Arts Fest Website**, [www.suncoastartsfest.com](http://www.suncoastartsfest.com), will continue to be optimized and upgraded. This has been a challenge in the past, but we see it as the cornerstone of our marketing plan and a critical tool for disseminating information quickly and completely to a global audience. To ensure the website stays current, we have contracted the services of a professional web administrator.

**Social Media** marketing is year-round but amplified in the weeks and days before the festival. This method continues to be the most cost effective way to reach a large audience of potential visitors. With a global reach, it is also the best method for marketing to potential tourists residing outside Pasco County. To ensure a successful social media campaign, SAF has contracted the services of a professional event manager who will work in cooperation with a team of volunteers to schedule frequent and engaging content.

**Video Presentations** have become a vital and effective way to get across what the SAF event is and WHY we do it. Our professional videographer, George Albright, continues to be a tremendous help, guiding us with creative ways to present the festival and keeping us up-to-date with the latest technologies. He also provides professional editing, which is vital to the

finished production. This year, we plan to use George's services to create a YouTube campaign, educating the public about the value of owning original art and how to start a private collection at any budget.

**Zapplication** has attracted more out-of-state/out-of-county artists to our show than all other marketing tools. It continues to be our preferred method of marketing and recruitment for participating artists. In addition, we continue to research methods that other festivals are using, so we can remain competitive in the festival circuit.

**Entertainment** for the show has untapped potential for attracting visitors throughout the weekend. WGHR-Hits 106 has committed to working with SAF to secure headliners to the festival that will attract large audiences from Pasco County and its surrounding areas.

**Visit Florida** will be better used to market the festival on a national level.

**Glory Tours** has approached the festival to create day trips to the festival from The Villages.

**Community Partnerships** continue to be a successful part of SAF. This year, we are looking to expand that involvement to include nonprofit arts groups from neighboring counties.

**QR Codes** will be featured on SAF posters and print advertisements, directing visitors to our website for more information. In addition, we will display individual codes at each artist booth to help market their work.

**Print and digital advertisements** will begin in early January, culminating with a large spadia fold on the front page of the *Tampa Tribune*. Additional advertisements will be placed in the *Tampa Bay Times*, *Sun Sentinel* in Marion County and Pasco County's *Suncoast News*. This year, we plan to approach our media sponsor, the *Tampa Tribune*, to discuss the addition of web advertisements on tbo.com.

**Radio** advertisements will be featured on WGHR-Hits 106 and will start in mid-November. WGHR is a media sponsor for SAF and is also involved in helping the organization raise additional funding and secure a headliner that will draw large crowds to the festival.

**Posters and Signage** will be displayed throughout The Shops at Wiregrass beginning two weeks before the festival.

**Weekend of the Arts.** Last year, the Blues and BBQ festival in Zephyrhills occurred the same weekend as SAF. Instead of competing with each other, we partnered with the Zephyrhills Chamber of Commerce to market both events as a “Weekend of the Arts.” We hope to continue this partnership to maximize our exposure through shared resources.

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.

Demographics: Suncoast Arts Fest is primarily a local event, so the majority of visitors mirror the demographics of Pasco County with approximately 51% of visitors being female and 49% male. Ethnic diversity estimates are 78% white, 13% Hispanic, 5% African American and 4% other. (US Census)

Measurement: As stated earlier, SAF utilizes artist surveys, visitor polls and car counts conducted by The Shops at Wiregrass to assess the event. During the two-day event in 2015, the total number of visitors was estimated at 96,000, a 16% increase over the previous year. Visitor polls include questions about where they are from and how they heard about the event. For print media, the clear leader was the ad placed in the Tampa Bay Times. For online media, the SAF website or Facebook accounts drew the most visitors.

**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:

In 2015, the TDC helped fund a series of promotional videos for the festival. These will be used to help promote the festival for 2016. A digital copy has been attached to this grant or can be viewed on the SAF home page, <http://suncoastartsfest.com/>. In addition, a digital copy of last year’s spadia fold in the *Tampa Tribune* is also attached for review.

Year	Grant Funding	# of room nights	Average Room \$
2015	\$4,782	225	\$100
2014	\$3,355	287	\$116
2013	\$6,808	245	\$114
2012	\$7,944	153	\$90

**III. EXPENSES**

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

Reimbursable advertising	Costs
Print ad – Tampa Bay Times	\$2,600
Print ad – Tampa Tribune	\$8,000
Web fee – Zapplication & Visit Florida	\$1,395
Video Production – Albright Productions	\$3,000
Total Expenses	\$14,995

**Total Grant Amount Requested: \$5,749.00**

**IV. SIGNATURE/DISCLAIMER**

On behalf of Fine Arts of the Suncoast, 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.

  
\_\_\_\_\_  
**Authorized Signature**

President \_\_\_\_\_  
**Title**

May 21, 2015 \_\_\_\_\_  
**Date**

WRAP SPADEA in Tampa Tribune for 2015 Suncoast Arts Fest

back page for major sponsors

52 Weeks of fun in the sun adventures await at #LoveFL



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This project received financial assistance from VISIT FLORIDA

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Look for the **GASPARILLA SECTION**



in this Sunday's Tampa Tribune  
 Sunday, Jan. 18



"Hits 106... The greatest Hits of the 60's, 70's and early 80's"



Proud sponsor of the "Black"  
 Jan. 18 - 1-3pm!

front panel



Your **Complete Guide To The**

**ED MORSE CADILLAC**  
 PRESENTS THE  
**Celebrating 10 Years**  
**SUNCOAST**  
**ARTS FEST**  
 BENEFITING THE "ARTS FOR EDUCATION"

**Saturday, Jan. 17**  
 10 am to 6 pm

**Sunday, Jan. 18**  
 11 am to 6 pm  
 FREE and open to the public

Join us as we showcase the works of 125 fine artists and craftsmen, great entertainment and yummy food!

- Event highlights:
- Live performances by regional entertainers and local youth
  - Sidewalk chalk artists sponsored by TBBCA.org
  - Kid's Art Garden, an interactive youth arts area
  - Emerging Artists Area
  - Phoneography competition using your smart phones sponsored by Rasmussen College
  - Hand drawn art contest sponsored by Echo Bridge Pictures
  - Art Maker Space sponsored by Echo Bridge Pictures

**Sunday, Jan. 18 ONLY**  
 For a \$10 donation you can support DMG Glass School Project where you can create your own design and have it etched onto glass

**ED MORSE CADILLAC**  
 PRESENTS THE  
**Celebrating 10 Years**  
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Shops at Wiregrass  
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**ED MORSE CADILLAC TAMPA** **NEW YEAR UPGRADE EVENT**

Visit Us at the Suncoast Arts Festival!

**0.9% APR AVAILABLE\***

2011 CADILLAC CTS SEDAN LUXURY 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$22,992	New 2015 Cadillac <b>ATS</b> 2.5L STANDARD DRIVEN SEAM SPORTS	LEASE FOR ONLY <b>\$329</b> PER MO.
2012 CADILLAC CTS SEDAN STANDARD 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$23,493	New 2015 Cadillac <b>SRX</b> SPORTS	LEASE FOR ONLY <b>\$359</b> PER MO.
2011 CADILLAC SRX STANDARD 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$23,993	New 2015 Cadillac <b>ATS</b> CRUISE SPORTS	LEASE FOR ONLY <b>\$359</b> PER MO.
2012 CADILLAC SRX PERFORMANCE 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$31,993	New 2015 Cadillac <b>CTS</b> Standard Sedan	LEASE FOR ONLY <b>\$449</b> PER MO.
2012 CADILLAC ESCALADE PLATINUM EDITION 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$52,991	New 2015 Cadillac <b>ESCALADE</b> Luxury	LEASE FOR ONLY <b>\$979</b> PER MO.

**PRE-OWNED**

2008 CADILLAC DTS 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$7,995
2003 LEXUS SC430 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$12,995
2000 BMW X5 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$14,995
2009 CADILLAC CTS SEDAN 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$16,993
2007 AUDI A8L 2574 FINANCING PLAN, CASH, CREDIT, LEASE, TRADE-IN	\$16,995

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inside back page: artists map, DMG Maker Space, entertainment lineup

and article Suncoast Art Fest slated celebrates 10 years

BY LAURA CONE  
 Inside Staff

The Shops at Wiregrass with its winding streets will be the setting for the 10th anniversary of the Suncoast Arts Fest presented by Ed Moore Cadillac. The outdoor premier art event drew 100,000 people last year.

Scott Smith, a member of the board of directors of the Suncoast Arts Fest, said organizers believe the family-friendly event will give attendees the chance to actively engage in art and tap into their creative sides. He said the primary goal of the event taking place Jan. 17 and 18, is to support arts in education in Pasco County.

"We have developed a multi-grant program where teachers apply for the grants that we award out of the proceeds from the show," Smith said.

"Over the past decade, the Suncoast Arts Fest has fulfilled more than 85 mini-grants to teachers that have impacted the education of more than 15,000 students. In 2014 alone, the awarded grants enabled 24 schools in the Pasco County school district."

The two-day event attracts fine artists and craftsmen from all over the United States. This year, 125 fine artists



An unidentified attendee shown at one of the original artworks.



Students chalk artists in face painting, chalk art, drawing and painting.

Sendin, Jan. 18 for a \$10 donation you can support DMG School project by creating an original design, which will be etched in glass while you wait.

and craftsmen will display art that includes ceramic, watercolor, acrylics, silk, mixed media, drawings, graphics, fiber, photog-

nights, glass, jewelry and more.

The festival kicks off from 10 a.m. to 6 p.m. Jan. 17 and continues from 11 a.m. to 6 p.m. Jan. 18 at The Shops at Wiregrass, 20211 Paseo Drive, Wesley Chapel.

"We chose The Shops at Wiregrass because of its physical layout of the outdoor mall is similar to a downtown main street feel, which we believe is the perfect setting for an art show - not to mention the great dining that the shops offer," Smith said.

One interactive activity will be the Children's Art Garden where youngsters can engage in face painting, chalk art, drawing and painting.

They also plan to repeat the "Phonography" competition, which debuted last year and is sponsored by Rasmussen College. Visitors can participate in the event with a smart phone. The theme will be centered around the best visual art, technology and science come together.

The area will have hands on projects to show how our partner, Echo Bridge Pictures, made a video with the SRC Innovation Lab. Visit [www.suncoastartsfest.com](http://www.suncoastartsfest.com) to preview the video.

Students chalk artists will return again, thanks to the TSDCA.org.

The art work of high school students, or "emerging artists," will also be on display.

ART MAKER SPACE

This year the Suncoast Arts Fest has included an exhibit on Art Maker Space, where artists, technology and science come together.

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ECHO BRIDGE PICTURES

HAND DRAWN ART CONTEST

Submit your work at <http://bit.ly/1PC6m3m> Due by Monday, January 19th. Echo Bridge and Suncoast Arts Fest invites you to participate. The winner will be announced and contacted on January 21st.

Thanks to so many who help make the Suncoast Arts Fest possible

The Shops at Wiregrass | Tampa Bay Businesses for the Arts and Culture (TBBCA.org) | Pasco Arts Council | "Midland of the Arts" partner Zephyrville 5th Annual Pig in a 7' TBBCA BBQ and Show Festival, Jan. 17 | Aftersight Productions | C/O Digital | Golf Car's of Tampa Bay | Green Fiber Community Recycling Program | NatureCenter.com | Best Signs

We would also like to thank our entertainment committee, Artie Blank, Dave Schenberger and Bob Longford for a stellar lineup of music, dance and theater.

The Suncoast Arts Fest is grateful that The Shops at Wiregrass for allowing us to celebrate our 10th anniversary at the shops.



2015 List of Attending Arts & Craftsman Placement of artists & craftsmen are subject to change

- |  |  |  |   |   |   |  |  |   |   |
|--|--|--|---|---|---|--|--|---|---|
| <b>A Section</b><br>Mita Lovell<br>Dave Braver<br>Alicia Venghaus<br>Recky Wells<br>Julia Dresler<br>Paul Montecarlo<br>Jill Harris<br>Jesse Asst<br>Bruce Hawnacka<br>Susan Hosenmann<br>Cherry Kabala<br>Hancy Brans<br>Cristi Brans<br>Lyndis Rix<br>Kevin Webb<br>Cory Teard<br>Peter Frazier<br>Ivy Solomon | <b>B Section</b><br>Arthur Worth<br>Brown Gullott<br>Robin Rebeck<br>Kovik Starnfeld<br>David Stouffer<br>Curtis Hixson<br>Olivia Timmerman<br>Karen Brandon<br>Sierra Davis<br>Phil Byers<br>Phil Schmidt<br>Lela Schulte<br>Darlene Brinkley<br>Kevin Villerman<br>David Calvin<br>Regina To | <b>C Section</b><br>Robby Ray Best<br>Phil Felberg<br>Steve Wilson<br>Mary Ellen Langhan<br>John Chaver<br>Richard (Rick) Lorenz<br>Sylvia Young | <b>D Section</b><br>Tony Moore<br>Darnes Miller<br>Gilbert Lage | <b>E Section</b><br>Jason Bentley<br>Colin Weygent<br>John Margens<br>John Pysner<br>Wald Low<br>Therley Bash<br>Patty Gadge<br>Thomas Gierzynski<br>Gabriel Isaac<br>Anwena Khan<br>Kimberly Jordan<br>Inna Schaefer | <b>F Section</b><br>Eric Shupe<br>David S. Art Reef | <b>G Section</b><br>Archa Stewart<br>Susan Gentry<br>Robbie Perreault<br>Rosanne Margaret Miller<br>Mark Van de Bogert<br>Jan Lee<br>Shaunt Ward<br>Tony Bradford<br>Hanan Ingal | <b>H Section</b><br>Miguel Gas & Michalea Chang<br>David Haack<br>Marie Sundbost<br>Janet Lee<br>Keith Martin Johns<br>Jennifer Manning<br>Tom Strickland<br>Jan Raya<br>Nick Alachade<br>Michael Gustaf | <b>I Section</b><br>Mike Farley<br>Lynn Paul<br>Jason Kurwitz<br>Kathleen Hart<br>Jan Carlos Caban<br>Robin Sports<br>Scott Johnson<br>Melinda Chappick | <b>J Section</b><br>Steven Henkus<br>Dee Miller<br>Kathleen Heiser<br>Cynthia S. Art Williams<br>William Graham<br>Patrick Whelan<br>Jerry Spangier<br>Susan Oler<br>Alicia Kirk<br>Marlene Wren<br>Gina Fina<br>Barbara Ray<br>Suzette Barham<br>Joan-Daniel Bernasche/Chernell<br>Caleb Barnaby |
|--|--|--|---|---|---|--|--|---|---|

2015 Entertainment Schedule

Saturday, January 17  
 10:00-12:00 School Santa's High School Jazz Band (Jazz)  
 11:00-11:00 Unleash the Octopus  
 The Octopus is a three piece indie rock band from Fort Hickey, Florida. They have an upbeat pop rock sound with a indie feel.  
 12:00-12:00 Echo Brother (original indie singer and guitarist)  
 The creator of singer/guitarist brother Andrew, Echo Brother (indie rock) presents original songs with acoustic and folk influences.  
 1:00-2:00 Julie Black (original indie - folk, blues and rock) featuring Julie Black  
 Love This music by Julie Black is the music critically acclaimed singer Julie Black captures soulfulness with a world beat that is groovy and emotionally authentic. Her sultry, powerful voice weaves between indie and reggae influences. Her music is a blend of blues, jazz, and rock.  
 2:00-2:00 Franc Rob-art indie singer, plays Blues, Delta Blues and Acoustic Blues. Includes the John Hammond, Hank Williams, Mississippi Fred McDowell, Charley Patton.  
 3:00-4:00 Amanda Lynn (original indie-rock band)  
 Down by Avenue Lane (Acoustic) is a singer/songwriter based out of the Tampa Bay area. She performs at local venues and at festivals around the country. Her music is an acoustic blend of folk, folk, and blues. Between her abundance of original songs and wide variety of cover songs, she is bound to captivate any audience with her sweet voice, honest and emotional songwriting, and charming stage presence.  
 4:00-4:00 Hope Darling (acoustic rock)  
 Hope Darling "Little" Hope Darling is a singer/songwriter based out of the Tampa Bay area. She performs at local venues and at festivals around the country. Her music is an acoustic blend of folk, folk, and blues. Between her abundance of original songs and wide variety of cover songs, she is bound to captivate any audience with her sweet voice, honest and emotional songwriting, and charming stage presence.  
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Sunday, January 18  
 Sunday Morning Cafe  
 11:00-11:00 of Robby Best  
 Suncoast Theatre (Jazz)

There's always will open the contributions of the other Suncoast Theatre celebrating performing art artists. Don't miss it!

12:00-12:00 Mike McElroy The Jazz Standards  
 This trio is comprised of veteran artists who explore music with their own unique interpretations and "musical colors"

1:00-2:00 Black Keys, R&B, Funk, soul, rock and roll  
 The "red hot" band lead Tampa Bay their home and has a large following throughout the area. Their high energy live show has helped to bring them great recognition. Thanks to God!

1:00-2:00 The Blue Herons  
 The Blue Herons are a band that has been performing since 1978. They have a unique sound that blends folk, rock, and blues. They have a large following throughout the area. Their high energy live show has helped to bring them great recognition. Thanks to God!

3:15-4:00 Saracosta Slim  
 Saracosta Slim is a band that has been performing since 1978. They have a unique sound that blends folk, rock, and blues. They have a large following throughout the area. Their high energy live show has helped to bring them great recognition. Thanks to God!

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5:00-5:00 The Blue Herons  
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6:00-6:00 The Blue Herons  
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7:00-7:00 The Blue Herons  
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8:00-8:00 The Blue Herons  
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9:00-9:00 The Blue Herons  
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10:00-10:00 The Blue Herons  
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