



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: xx No:

Application completed by: Virginia McKendree

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: bugjam@pascocountyfair.com or office@pascocountyfair.com

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

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 Bug Jam

Date(s): November 9, 2014

Event Location(s): Pasco County Fairgrounds, 36722 S.R. 52, Dade City, FL 33525

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

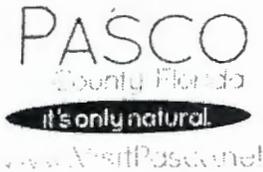
Table with 3 columns: Hotel/Accommodation Partner, Contact Person, Telephone Number. Rows include Microtel Inn (Georgia Downey, 813-783-2211) and Hampton Inn (General Manager, 352-567-5277).

Projected number of local attendees/participants (not overnight): 450

Projected number of out-of-county attendees/participants (not overnight): 8,000

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

See Attached Sheet



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What are the demographics of the potential attendees of the proposed Local Event? How is the effectiveness of the promotion of the Local Special Event measured? Attach separate sheet if needed.

See attached sheet

For a Repeat 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	14,905	600	80
2012	11,800	488	80
2011	10,988	454	80

III. EXPENSES

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

Reimbursable advertising	Costs
See attached sheet	
Total Expenses	\$

Total Grant Amount Requested: 25,000

IV. SIGNATURE/DISCLAIMER

On behalf of Pasco Bug Jam, 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 Bro VICE PRESIDENT 6-10-14

Authorized Signature

Title

Date

Provide a summary of marketing plan and proposed use of requested funds:

This year's Pasco Bug Jam will feature the theme: "Bug Brothers" for its 26th edition of the event. We are hoping to find a "Blues Brothers" band in keeping with the theme. We will market "Bug Brothers" throughout the country in national magazines, as well as Web sites focusing on Volkswagen enthusiasts. With the majority of participants from the Southeast United States, other marketing will focus mainly on that area. We plan on marketing in these areas, with the concentration stretching from the Florida Panhandle to Miami with television, radio and newspaper advertising.

We will concentrate on recruiting non-VW people from the Pasco County area by attracting people to come to our Pre-Jam Party the Saturday (day before) the event in downtown Dade city. That event will include a disc jockey and contests, along with the VW cruise-in that last year's lined the downtown streets with over 100 participating in the cruise. Even more people attended the party itself that got people interested in the Bug Jam the next day.

We think that the area restaurants, convenience stores, gas stations and motels to name a few benefit greatly from the Bug Jam as we bring hundreds of people from outside the county.

We calculate the economic impact by using the formula from Visit Florida and our computer program keeps a record of where our registrants and vendors come from. Each person is given a survey to complete and turn in during the day.

The Pasco Bug Jam is the largest Volkswagen show in the southeast and we consider that very unique. It has always been scheduled for the 2nd Sunday in November and we are attracting more and more people each year to our event and our pre-jam party the day before.

We partner with Covanta who provides containers and bags for use during the Bug Jam for recycling.

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?

We project that again this year the majority of the anticipated 10,000 plus attendees and participants will be from out-of-county and will be 21 or older. Last year thousands of attendees and/or participants were in this demographic and we anticipate it will remain the same this year. The effectiveness of our promotions is measured in several ways:

- The actual participants are documented in our computer software program.
- Each spectator/participant is given a customized TDC survey and asked to return it to the entertainment stage during the event. As an incentive to return the survey, those doing so are entered in a drawing for a gas card.
- Our pascobugjam.com website keeps track of the number of "hits" on the Website each month.
- We participate in prize package, including tickets, for drawings on radio stations where we advertise. The prize packages are in addition to paid advertising and thus get us more exposure. We keep track of persons turning in the tickets at the gate.
- The overall effectiveness is measured by an increase in the number of participants/spectators.

III. EXPENSES:

Provide the following projected reimbursable advertising and the cost for each.

Reimbursable advertising

1. Cruisn' Style Magazine, Inc.	\$1,760
2. The Samba.com	250
3. Mark Hannah (logo creation)	200
4. WRBQ Radio (Tampa Bay area, oldies)	2,000
5. WQYK Radio (Tampa Bay area, country)	2,000
6. Oldies 106	1,500
7. WHKR Radio (Rockledge area, country)	1,500
8. WOGK Radio (Ocala, Country)	1,500
9. WRKH Radio (Mobile, AL, Classic Rock)	1,500
10. WAMR Radio (Miami area, Spanish)	1,500
11. WAMR Radio (Orlando area, Spanish)	1,500
12. 105.9 Radio (Ft. Lauderdale area, Classic Rock)	1,500
13. Motoring Tampa Bay (newspaper)	500
14. Bighthouse TV	1,200
15. Tampa Tribune	2,000
16. Creation of Bug Jam television commercial	300
17. Creation of Bug Jam video to show at presentations	200
18. Bug Jam Flyers	1,500
19. Website set-up	800
20. Flyers for pre-Jam party	200
TOTAL	\$24,210



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

Local Special Event Grant Visitor Survey

PLEASE TAKE THE TIME TO COMPLETE THIS SURVEY & TURN IT AT THE ENTERTAINMENT STAGE. IT WILL HELP IMPROVE THE PASCO BUG JAM.

THANK YOU IN ADVANCE FOR HELPING US.

A drawing for a gas gift card will be held at 4 p.m. from those providing name.

1. What is your zip code? _____
2. How many are in your visiting party? _____
3. Was the Bug Jam the PRIMARY REASON for visiting PASCO COUNTY? _____
4. Is this your first visit to PASCO COUNTY? _____
5. How did you travel to PASCO COUNTY? _____
6. How many nights did you stay in PASCO COUNTY?
Nights _____ Day Trip Only _____
7. Where are you staying in PASCO COUNTY?
1. Hotel 2. Vacation Rental 3. Family/Friends 4. Bed & Breakfast
5. Campgrounds 6. Other _____
8. Name of Accommodation if stayed overnight? _____
9. How much did you spend on average per day in Pasco County? *Circle one*
\$0-25 \$26-50 \$51-75 \$76-100 \$101-125 \$126-150 \$151 & up
10. What activities did you participate in while in Pasco County? *Circle all that apply*
1. Ecotourism 2. Shopping 3. Beach/Fishing 4. Dining Out 5. Arts/Culture 6. Sports
7. Downtown 8. Pre-Jam Party 9. EcoFest VW Show/Festival 10. Other _____
11. How did you find out about our event? *Circle all that apply*
1. Newspaper Ad 2. TV/Radio 3. Website 4. Social Media 5. Word of Mouth
6. Magazine 7. Returning Visitor 8. Other _____
12. How many years have you been coming to the Bug Jam? _____
13. Would you return next year to the Bug Jam? _____

OPTIONAL INFORMATION:

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____