



Pasco County Local Event Marketing Program

Application for Grant Agreement

2014-2015



June 25, 2014

Pasco County – Tourist Development Council
West Pasco Government Center
8731 Citizens Dr., Suite 340
New Port Richey, FL 34654

Dear Tourist Development Council Members,

Enclosed please find the Pasco County Local Event Marketing Program Application for Chasco Fiesta™ 2015.

Chasco Fiesta™ has appreciated the partnership we have had in the past as we work to bring individuals from outside of Pasco County into our great area. Our common goal has been to help support the local economy, as well as drive visitors to local hotels for extended periods of stay. That continues to remain our mission once again this year.

Please review our newly proposed Marketing Plan for 2015. You will see that we have diversified our advertising to try and reach an even broader audience in an effort to continue to bring visitors to Pasco County from greater distances.

If you have any questions regarding our application or information contained within, please feel free to contact me at the Chasco Fiesta™ office at 727-842-7651.

Thank you for your consideration and I look forward to working with you as we once again bring this event together for all to enjoy.

Sincerely,

A handwritten signature in black ink that reads "Kelly M. Hackman". The signature is written in a cursive style.

Kelly M. Hackman, Executive Director



Chasco Fiesta Application Outline

Section 1.....	Application
Addendum A	Overview of Event
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Section 1

Application



Pasco County Local Event Marketing Program

Application for Grant Agreement, Guidelines and Procedures

I. APPLICANT INFORMATION

Entity Legal Name: Chasco Fiesta, Inc.

Entity FED #: 45-5589889

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: Kelly M. Hackman

Title/relationship to Entity named above: Executive Director

Telephone No.: 727-842-7651

Mailing Address: 5443 Main Street, New Port Richey, Florida 34652

Email Address: Kelly@chascofiesta.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? We have offered to assist at other Local Events at the Pasco County Office of Tourism Development Booth.

II. EVENT INFORMATION

Event Title: 2015 Chasco Fiesta

Date(s): Friday, March 20, 2015 to Saturday, March 28, 2015

Event Location(s): Sims Park and Orange Lake, Downtown New Port Richey, and various additional venues around western Pasco County.

Projected number of overnight visitors staying in Pasco County accommodations: 250

Hotel/Accommodation Partner	Contact Person	Telephone Number
<u>Days Inn and Suites</u>	<u>Gail Cushman</u>	<u>727-869-9999</u>
<u>Homewood Inn and Suites</u>	<u>Connie Bergkvist</u>	<u>727-819-1000 ext. 502</u>
<u>Magnuson Inn (former Ramada)</u>	<u>Marzouu Abu-Jamous</u>	<u>727-849-8551</u>
<u>Quality Inn & Suites</u>	<u>Honor Hungoven</u>	<u>727-847-9005</u>

In 2014, Chasco Fiesta worked with numerous hotels for special room rates and promoted those hotels to our entertainers and individuals that visit the event from out of town. Additionally, in 2014, we made sure that each hotel had brochures about the event to share with patrons. We anticipate working with

the above listed hotels again in 2015, and look to develop new partnerships with additional hotels in the future.

Projected number of local attendees/participants (not overnight): 60,000

Projected number of out-of-county attendees/participants (not overnight): 25,000

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

Please see attached, Addendum B

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.

Please see Addendum F - 2014 Survey

The 2014 Chasco Fiesta™ Survey results demonstrate the demographics of attendees of the event in 2014, with a similar trend continuing in future years. Survey questions are designed to determine the effectiveness of the various forms of media used to promote the event each year. The survey results help us to determine the effectiveness and to where future advertising emphasis will be placed.

Please see Addendum G – Website Report

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 \$
2013-2014	\$11,415	181	\$75.00
2012-2013	\$21,254	126	\$75.00
2011-2012	\$17,976	398	\$80.00

III. EXPENSES

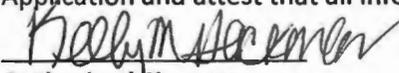
Provide the following projected reimbursable advertising and the cost for each. Attach separate sheet if needed

Reimbursable advertising	Costs
<u>Please see attached, Addendum C</u>	
Total Expenses	\$ 20,000

Total Grant Amount Requested: \$20,000

IV. SIGNATURE/DISCLAIMER

On behalf of Chasco Fiesta, 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

Executive Director
Title

June 25, 2014
Date



Addendum A: Overview of Event

Overview of Event

Chasco Fiesta™ History

In 1922, New Port Richey citizens planned a celebration to attract people to the thriving young city and to raise money for the community library. Gerben DeVries, the city's first postmaster, was given the task of preparing something new to serve as a program. Inspired by his interest in Florida Native American tribes and the enchanting beauty of the river flowing through the city, he combined the two to create a fictional pageant. This pageant gave the celebration its theme, the beautiful Pithlachascotee River loaned its name to the central characters (King Pithla and Queen Chasco), and a tradition was born.

No longer a fund-raiser for a local library, the 2014 Chasco Fiesta™ benefited more than 25 not-for-profit organizations including the Lighthouse for the Visually Impaired and Blind, Sertoma Speech & Hearing Foundation, Cotee River Lions Club, WPCC Young Professionals Group, the West Pasco Chamber of Commerce, and several churches and schools.

The Chasco Fiesta™ will be held March 20-28, 2015 and offers nine full days of activities, and nine nights of music (most of them free!), including: a Christian Concert, Rock and Roll Tribute, Classic Rock, Bluegrass, Blues, Oldies, and a Country Concert (the only ticketed evening of entertainment).

Held on the banks of the Pithlachascotee ("Cotee") River in New Port Richey, the festival allows visitors to witness a traditional Native American Powwow. Native American people from as far away as Peru, Ecuador, New Mexico and Oklahoma participate in educational activities and dance performances to showcase their culture and history.

Other Chasco Fiesta™ activities include a premier street parade, the oldest running boat parade in the state, a children's village, coronation ball, car & truck show, two-day flea market, softball tournament, bowling tournament, golf tournament, 5k run, Hunger Walk, and of course, a carnival. If all that activity makes you hungry, you'll find food in plentiful quantities and unlimited varieties offered by both for-profit and non-profit vendors.

Make your plans now to come enjoy the entertainment and activities that make up one of Florida's longest running festivals!



Non-Profits Benefit from Chasco Fiesta™

The driving forces behind Chasco Fiesta™ are the volunteers who help to make the various events happen. Many local non-profit groups benefit either directly or indirectly from the visitors who come to the New Port Richey and the surrounding area during the festival. In 2014, the non-profits raised over \$210,000 to help support their organizations.

Some of the groups set up food booths as a fund-raiser and some participate directly with a specific event to raise funds and awareness. There are also those who perform their community service by organizing & running an event. However they participate, it is because of their energy and enthusiasm that Chasco Fiesta™ has grown from a hometown fair into a regional festival.

The mission of the Chasco Fiesta™ Steering Committee is to continue planning and implementing quality events, so that these groups have an opportunity to raise funds.

Groups that benefit from the Chasco Fiesta™ include:

Anclote High School Band Boosters
Bridge of Hope Tabernacle
Florida Blood Services
Gulf High Band Boosters
Gulf Shores Sertoma
Gulfside Corvette Club
Holiday Rotary
J.W. Mitchell High School Booster Club
Junior Service League
Lighthouse for the Visually Impaired and Blind
One Community Now
Ridgewood High School
Rotary Club of New Port Richey
Salvation Army of Pasco
Sertoma Speech & Hearing Foundation
Soncoast Pentecostal Church
Special Olympics
Special Operations Warrior Foundation
St. Nicholas Cathedral Dance Ministry
Upper Room Apostolic Church
WPCC Young Professionals Group
West Pasco Chamber of Commerce
West Pasco Historical Society
West Pasco Sertoma

Chasco Fiesta Participant Testimonials

Below are comments testimonials from several of the many not-for-profit organizations that Chasco Fiesta partners with.

The Bridge of Hope Tabernacle

The Bridge of Tabernacle has been participating in Chasco Fiesta since 2007. It is by far our largest and most successful fund raiser. It not only raises the greatest amount of funds for our church, but also gives us the best possible exposure to those that might not otherwise have heard of our church. And, spreading the gospel of Jesus Christ is, after all, our main goal in life.

As for the funds raised, it started out as way to procure a building of our church. Now that that dream has been fulfilled, the money raised at this event goes toward paying on mortgage to our Church.

We would like to also thank each and every one that is involved with Chasco Fiesta and to say thank you to all our customers that come back year after year. We love you all.

Gulf Shores Sertoma

As you know Gulf Shores Sertoma has been participating in the Chasco Fiesta for over 10 years. Chasco provides us as well as many other non-profits in the community an opportunity to make West Pasco a better place to live.

Over the years the funds we have raised have been able to provide assistance to several local schools: a reading program, "Take Me Home Backpacks", at Mittye P. Locke Elementary School, The Enrichment Wheel at Richey Elementary, Thanksgiving Dinners to those in need along with Holiday gifts for many children at Moon Lake Elementary, Richey Elementary, Gulf Middle as well as River Ridge.

We sponsor at least two children with speech/hearing needs each year to attend Sertoma's Camp Endeavor. Additionally, our donations to the Sertoma Speech and Hearing Foundation has allowed them to continue providing hearing aids along with the associated services in conjunction with All Children's Hospital.

We are proud to be part of this fun event and look forward to it each year. Without the Chasco Fiesta, which is our major fundraiser, these as well as many other services provided to our community would not be possible.

Ridgewood High School Band

CHASCO is very important to keeping the Band program alive at RHS. Throughout the past several years, fine arts programs, Band included, have undergone drastic budget cuts. The thousands of dollars that were previously funneled into the arts are no longer available. We are asked to provide the same instructional opportunities, but, to do it with less and less funding. Unfortunately, in a downed economy, the arts always seem to be the first ones on the chopping block. Additionally, other fundraising opportunities are drying up as the economy plummets and businesses can no longer afford to offer the support they did in the past; be it through donations, advertising, or providing low-cost fundraising products. Further, many families are living well below the poverty level and families can no longer afford the instruments and costs associated with their student learning to play an instrument. Chasco is the MAJOR source of funding for our Band program. Every very much needed penny raised goes directly toward providing equipment, repairs, travel expenses, music, registration fees and other expenses for the RHS Band. ALL of the labor is provided by volunteers dedicated to our students and to this program. It is a lot of work, but, fun and rewarding for those who are dedicated and involved. It also provides a unique opportunity for our students to learn how important volunteering is and how to give back to their community. It builds values such as; self-confidence, pride, commitment, work ethic, a sense of accomplishment and the self-gratification that often cannot be taught in the classroom. Our students learn what working together as a team can do and that is something they can easily apply to their Band, their family, their community, their career and their future.

J.W. Mitchell High School Band

At 170 members, the JW Mitchell High School Band is the largest band program in Pasco County. Our program consists of a Wind Ensemble, Symphonic Band, Jazz Band, Percussion Ensembles, and a Color Guard program. Students involved in high school music classes have been shown to have higher GPA's and a higher graduation rate than those with no music credits, yet funding is extremely low for fine arts. Our participation in Chasco Fiesta helps raise funds for everything we use including instruments, music, uniforms, and transportation. Effective fundraising is necessary to keep our high quality music program functioning. We enjoy being part of an event that many members of our band have grown up with, and sharing the festivities with other local band programs and non-profits. We are proud to be part of this long-standing tradition in our community.

Annual Chasco Fiesta Events

Chasco Fiesta Hunger Walk

(Pre-Chasco Fiesta Event)

Held the Saturday before Chasco Fiesta begins.

Gulf High School (5355 School Road, New Port Richey)

Check-in: 8:00 am / Walk begins at 9:00 am

Everyone is welcome to walk. Walkers that raise \$100 receive a Chasco Fiesta Hunger Walk t-shirt.

Presented by One Community Now

Benefits: Pack A Sac 4 Kids & Pasco County Elderly Nutrition's Meals on Wheels Program

Chasco Fiesta™ Native American Festival

Held the first Friday-Sunday of Chasco Fiesta.

Sims Park

Friday: 5:00 pm – 9:00 pm

Saturday: 10:00 am – 10:00 pm

Sunday: 11:00 am – 5:00 pm

The Native American Festival features exhibition dancing, alligator wrestlers, instructional demonstrations, educational wildlife displays, and Native American artists, craftsmen and vendors.

Chasco Fiesta™ Carnival

Held for the duration of Chasco Fiesta.

Presented by Carol Stream Amusements, Inc.

Orange Lake, Sims Park

Monday – Thursday: 5:00 – 10:00 p.m.

Friday: 5:00 p.m. – 11:00 p.m.

Saturday: 11:00 a.m. – 11:00 p.m.

Sunday: 1:00 p.m. – 9:00 p.m.

The midway has a special area for children's rides, resulting in more rides for everyone and a safer area for smaller children.

Wristbands are:

Monday – Thursday \$15 Friday – Sunday \$20

Monday, March 23rd – Youth and Family Night at the Carnival. All rides are just \$1 each.

West Pasco Sertoma Beef BBQ

Held the first weekend of Chasco Fiesta (starting on Friday).

Sims Park

Friday: 12:00 pm – 10:00 pm

Saturday: 11:00 am – 10:00 pm

Sunday: 12:00 pm – 4:00 pm

Whether it's the secret Sertoma sauce or the long slow cooking, more than 15,000 pounds of beef will be served before the BBQ fire goes out.

Chasco Fiesta Memorabilia Show

West Pasco Historical Society

Held throughout Chasco Fiesta event

6341 Circle Boulevard, New Port Richey

Take a trip down history lane and learn about past Chasco Fiesta events, how it started and the impact it has had on the local community.

The West Pasco Historical Society invites those attending the Chasco Fiesta to stop by the Rao Musunuru M.D. Museum on Circle Boulevard between Sims Park and Orange Lake to see the following special exhibits: **A Glimpse of the Chasco Fiesta from 1922 to Today; Photographs of World War I; Recognizing Women's Contributions to Our Nation and Pasco County.** Our usual open hours from 1 p.m. to 4 p.m. on Friday and Saturday will be extended. All are welcome, and there is no charge.

Chasco Coronation Ball

Held the first Friday of Chasco Fiesta.

Spartan Manor, New Port Richey

6:00 pm / Cost \$100 per person

Presented by The Musunuru Family

Hosted and Benefiting the Lighthouse for the Visually Impaired and Blind

The nominees for Queen Chasco and King Pithla are proposed by community organizations and are nominated for their exceptional contributions to the community.

Junior Service League Children's Village

Held the first Saturday of Chasco Fiesta, prior to street parade.

Sims Park

9:00 a.m. – 12:00 p.m.

Kids of all ages are welcome to come and participate in arts and crafts, face painting, and other fun activities.

Blood Drive - One Blood

Held the first Saturday of Chasco Fiesta, prior to street parade.

Sims Park

10 am – 3 pm

Chasco Fiesta™ Main Street Mile (Pre-Parade Race)

Held the first Saturday of Chasco Fiesta, prior to street parade.

Street Parade Route, 12:30 pm

Hosted by Big Dawg Runnin'

Meet at Schwettman Education center

Entry fee to participate.

Register at www.chascomsm.com

Chasco Fiesta™ Market

Held the first weekend of Chasco (Saturday and Sunday).
Central Avenue and Circle Boulevard (East of Orange Lake)
Saturday: 9:00 am – 6:00 pm
Sunday: 10:00 am – 4:00 pm
Event is free to spectators
Vendor Spaces Available (10x10 - \$75; 10x20 - \$150)
Hosted by Anclote High School Band Boosters

Greg Henry Restoration

Chasco Fiesta™ Street Parade

Held the first Saturday of Chasco Fiesta.
Parade begins at Grand Blvd. and Gulf Drive at 1:00 p.m.
Theme: TBD
Ends at Main Street and U.S. Highway 19
Free to spectators
Entry Fee: \$200 for profit organizations and Krewes
\$25 not-for-profit organizations
Presented by Greg Henry Restoration (logo)
Hosted by Holiday Rotary
Co-Sponsored by All Children's Hospital, Florida Cancer Specialists, Smith Collision
Join us for a fabulous combination of floats, Krewes, local talent, clowns, and horses makes this parade one of the premier parade on Florida's Suncoast.

Gulf Side Corvette Club 17th Annual Chasco Fiesta™ Car, Truck and Bike Show

Held the first Sunday of Chasco Fiesta.
Orange Lake at Sims Park
Registration: 8:00 am – 12:00 pm or at www.gulfsidecorvetteclub.com
Car Show takes place from 9 a.m. – 3 p.m. (approximate)
Entry fee to participate. Free to spectators.
Hosted by Gulf Side Corvette Club
Sponsored by: A-Tex Transmissions, Ed Morse Auto Plaza, and Feola's Service Center
Cars, trucks and motorcycles, customs and classics compete for trophies.
A portion of proceeds will benefit "The Sand Soldiers of America"

Chasco Fiesta™ Bowling Tournament

Held Tuesday during Chasco Fiesta.
Lane Glo South
8631 Old County Road 54, New Port Richey, FL 34653
6:30 pm Registration 5:30 pm
Entry Fee: \$140 per team in advance
Hosted by the WPCC Young Professionals Group

Chasco Fiesta™ Golf Tournament

Held the second Friday of Chasco Fiesta.

Seven Springs Golf and Country Club

Shotgun Start 1:30 pm / Registration 11:30 am

Entry Fee: \$500 per team of 4

Hosted by the West Pasco Chamber of Commerce

Sponsored by Republic Bank

Package includes: Green Fees, Cart, Lunch, Goodie Bag, Dinner, Door Prizes, Hole Sponsor Sign, and Fun!!

West Pasco Sertoma Chicken BBQ

Held the second Friday and Saturday of Chasco Fiesta.

Sims Park

Friday: 5:00 pm – 10:00 pm

Saturday: 11:00 am – 10:00 pm

Special Olympics 5K and 1 Mile Walk

Held the second Saturday of Chasco Fiesta.

New Port Richey Recreation and Aquatics Center

5K Race at 8:00 am / 1 mile walk at 8:45 am

Race is \$20.00 in Advance / Day of Race is \$25.00

Walk is \$5.00 per person and \$10.00 per family

Pre-Registration: Friday, March 28 from 5:30 pm - 7:00 pm

Registration begins at 6:45 day of race.

Hosted by Special Olympic of Florida - Pasco County

Mark your calendar for the Inaugural Special Olympics 5K Fun Run/Walk to Benefit Special Olympics Florida-Pasco County.

Chasco Fiesta™ Softball Tournament

Held the second Saturday of Chasco Fiesta.

Veterans Memorial Park

Team Entry Fees: \$300 per team

Hosted by Pasco County Parks and Recreation Department

Sponsored by:

This softball tournament attracts some of the best softball teams in Florida and a few from out-of-state.

Ferman Chasco Fiesta™ Boat Parade

Held the second Saturday of Chasco Fiesta.

Saturday, March 29

Begins at Millers Bayou, Pithlachascotee River at approximately 1:00 pm

Entry Fee \$25

Hosted by the New Port Richey Rotary

Presented by Ferman

Sponsored by Hooters

Decorated watercraft will travel down the picturesque Pithlachascotee River from Miller's Bayou to Sims Park in Florida's oldest boat parade. New this year the boats compete for the Express Employment People's Choice Award where you get to pick the winner by texting during the parade. Bring the entire family out for a fun day on the banks of the Pithlachascotee River at Sims Park.

Children's Hearing Help Fund Chance Drawing

Held the second Saturday of Chasco Fiesta.

Sims Park Amphitheater,

During the Country Concert

Hosted by Sertoma Speech & Hearing Foundation of FL, Inc.

Win 2 NFL Buccaneer Club-Level Season Tickets and Reserved Stadium Parking

Check out the other Stadium Club Exclusive Member Benefits on our Facebook Page

Ticket Price: \$75 per ticket, only 150 will be sold.

Previous TDC Grants

Chasco Fiesta has been fortunate to have an ongoing partnership with Pasco County for over ten years. Below is a breakdown of grant funding given to Chasco Fiesta to promote the annual event outside of Pasco County for the past ten years.

2014 - \$11,415

2013 - \$21,254

2012 - \$17,976

2011 - \$18,032

2010 - \$15,000

2009 - \$15,780

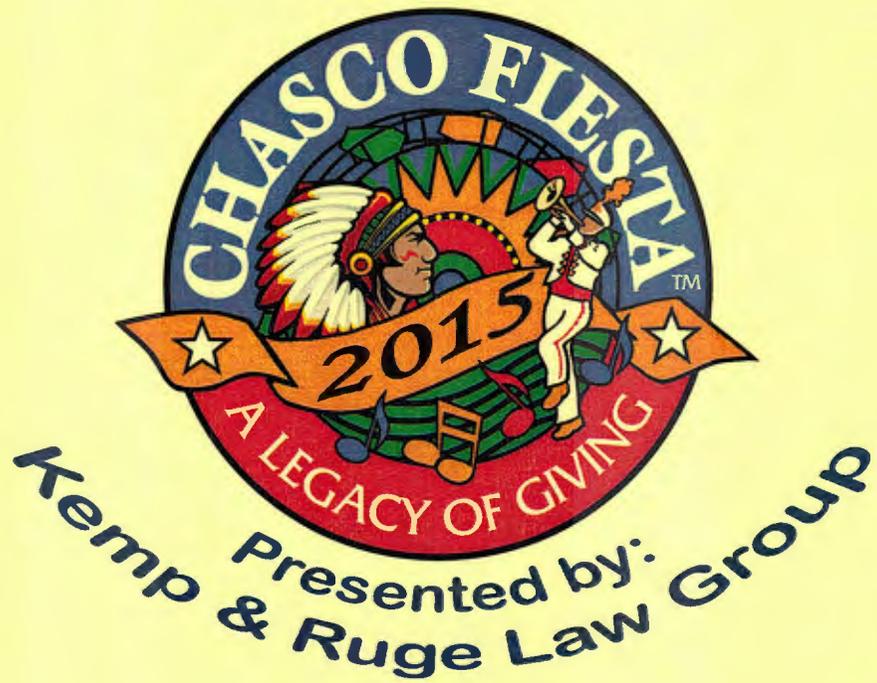
2008 - \$15,750

2007 - \$16,110

2006 - \$18,667

2005 - \$22,450

2004 - \$19,357



Addendum B:
Chasco Fiesta™ 2015
Projected Marketing Plan

Chasco Fiesta™ 2015

Proposed Marketing Plan

Print and Online Advertising:

TBT:

- 3 full color ads 5" x 6" running between
- Distribution Monday – Thursday is 196,000: 60% Hillsborough, 32% Pinellas, 8% Pasco
- Distribution on Friday is 234,500: 57% Hillsborough, 33% Pinellas, 9% Pasco, 1% Manatee
 - Total print campaign value: \$3,000
 - Total print campaign cost: \$2,500
 - Chasco Fiesta™ funds will be used

Tampabay.com:

- Things to Do Online Event Guide at Tampabay.com
- Click through marketing from the Times website
- Website has 1,553,333 monthly unique visitors: 6% Hernando, 38% Hillsborough, 14% Pasco, 42% Pinellas
- The click through rate on tampabay.com for Chasco Fiesta 2014 was 0.09%
- In total, the tab saw **2,114 page views** and **1,322 monthly unique visitors**. That is a **75% increase year over year**, and last year the tab was live for 6 weeks, when this year the tab was live for only 4 weeks.
 - Total web campaign value: \$14,000
 - Total web campaign cost: \$10,000
 - TDC funds will be used

Tampa Bay Magazine:

- One full color / full page ad in Tampa Bay Magazine in March 2015 to promote event.
 - Total print campaign cost: \$1,900
 - 75% of TDC funds will be used, 25% of Chasco Fiesta™ funds will be used

Tri-State Bluegrass Association:

- One b/w full page ad in TSBA Bluebook 2015
- Distribution includes 1,500 books sent throughout the United States
- Concentration on distribution in the Midwest, Southeast, and Eastern United States.
 - Total print campaign cost: \$125
 - TDC funds will be used

Twelve Bar Rag – Suncoast Blues Society:

- One ¼ page black and white ad promoting blues entertainment
- Run in March 2015
- Distribution is concentrated in Hillsborough and Pinellas Counties
 - Total print campaign costs: \$50
 - TDC funds will be used

Brochures/Posters:

- 1,000 posters
- 20,000 schedule brochures
- Materials will be distributed at various locations in Pasco, Hillsborough, Hernando, Pinellas, and Citrus such as Chambers of Commerce, libraries, retail stores, and civic associations.
 - Total brochure/poster value: \$6,000
 - Total brochure/poster cost: \$6,000
 - Chasco Fiesta™ funds will be used

Facebook:

- Facebook page is www.facebook.com/chascofiesta
- Currently there are 7,047 fans
- We are going to use facebook ads to promote our page and the event.
 - Total Facebook campaign cost \$900
 - TDC funds will be used

Broadcast Advertising:

Bright House Networks:

- We will identify and target out of county area on popular channels within Bright House Networks.
- TV advertising will begin approximately 2-4 weeks prior to Chasco Fiesta™ and continue throughout the event.
 - Total TV broadcast advertising campaign costs: \$1,500
 - Chasco Fiesta™ funds will be used

CBS Radio – Tampa Bay (WQYK 99.5):

- Live mentions when artist's songs are played
- 75 recorded promos
- 20 on-air ticket giveaways
- 50 sixty-second commercials
- Listing on station web site and calendar of events
- Banner ad with click through to website
- 100 streaming on line commercials
- Email blast to listener database
- Station has approximately 400,000 listeners weekly
- Station covers Tampa, St. Petersburg, Clearwater, New Port Richey, Brooksville, Lakeland, Plant City, Winter Haven, Brandon, Bradenton and surrounding communities
 - Total radio campaign value: \$49,000
 - Total radio campaign cost: \$6,500
 - TDC funds will be used

True Oldies 106.3:

- 100 commercials
- Website ads
- Live mentions
- Weekly cume approximately 150,000
- Station covers Pasco, Hernando, Citrus, Northern Pinellas, and Northern Hillsborough
 - Total radio campaign value: \$9,000
 - Total radio campaign cost: \$1,000
 - Chasco Fiesta™ funds will be used

Citrus 95.3 (station covers Citrus County):

- 75 commercials
 - Total radio campaign cost \$1,000
 - TDC funds will be used

Additional Radio Broadcasting:

- Partnerships have been developed with the following stations for additional event coverage: Joy FM, WDUV
 - Total cost: N/A
 - Chasco Fiesta™ funds will be used (if any)

Chasco Fiesta™ 2015 Marketing Overview

Proposed Total Cost for Out of County Advertising: \$20,000

Proposed Total TDC funds requested: \$20,000

Proposed Total Chasco Fiesta™ Funds used for Advertising: \$11,475

Proposed Total Advertising Fund for Chasco Fiesta™ 2015: \$31,475



**Addendum C:
Projected Reimbursement
Expenses**

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT
FY 14/15 PROJECTED REIMBURSEMENT EXPENSES**

EVENT NAME: Chasco Fiesta™

ORGANIZATION: Chasco Fiesta, Inc.

ADDRESS: 5443 Main Street, New Port Richey, Florida 34652

CONTACT PERSON: Kelly M. Hackman

PHONE: 727-842-7651

PROJECTED TOTAL REIMBURSEMENT EXPENSES: \$ 20,000.00

ITEM	VENDOR NAME	TOTAL INVOICE AMOUNT	% OUT OF COUNTY (if applicable)	REQUESTED REIMBURSEMENT AMOUNT
TBT	Tampa Bay Times	\$2,500.00	0%	\$0.00
Online Advertising – Things to Do	Tampa Bay Times	\$10,00.00	100%	\$10,000.00
Print Ad	Tampa Bay Magazine	\$1,900.00	75% (25% of Chasco Funds will be used for Pasco County distribution)	\$1,425.00
Print Ad (TSBA Bluebook)	Tri-State Bluegrass Association	\$125.00	100%	\$125.00
Print Ad	Suncoast Blues Society – Twelve Bar Rag	\$50.00	100%	\$50.00
Brochures / Posters	Varies	\$6,000.00	0%	\$0.00

/ Promotional Items				
Social Media	Facebook Advertising	\$900	100%	\$900.00
Radio	CBS Radio	\$6,500.00	100%	\$6,500.00
Radio	Citrus 95.3 and 96.7 Fox Classic Hits	\$1,000.00	100%	\$1,000.00
Radio	Hits 106	\$1,000.00	0%	\$0.00
TOTAL REQUESTED REIMBURSEMENT AMOUNT (must match or be less than initial award)				

\$20,000.00



Addendum D:
2015 Chasco Fiesta™
Recycling Plan

2015 Chasco Fiesta Recycling Plan

Chasco Fiesta, Inc. has adopted the following recycling plan, to be followed at the 2015 Chasco Fiesta event being held March 20-28, 2015 in downtown New Port Richey. This plan was originally enacted in 2014, and with great success for the first year, has been updated for the next event in 2015. Below are the specifics to the plan.

Recycling of Glass / Aluminum / Plastic

General: Chasco Fiesta has a specified dumpster for recycling only on-site at the event for the duration of the nine days. This 20 yard roll off dumpster is placed at a location adjacent to the venue site but far enough away from the general dumpsters to prohibit general garbage from being placed in it. This dumpster is also wrapped in banners that say recycling only. (Please see photo below) In 2014, the first year of Chasco Fiesta's comprehensive recycling plan, the event collected .51 tons of recycling.



Containers: Chasco Fiesta, in conjunction with recycling at Pasco County, promotes recycling to event attendees. Chasco Fiesta borrows the ClearStream containers from Pasco County and also those from the City of New Port Richey. These recycling containers are placed throughout the vendor and main event areas of the festival, directly next to general garbage cans. Chasco Fiesta had great success in increasing recycling efforts due to the close proximity of the recycling cans to the regular garbage cans.

In addition to having these containers in Sims Park, near the highest concentration of attendees, in 2015 we are looking to expand where recycling containers are located. We look to add containers to the Chasco Market (held the first Saturday and Sunday of the event). The location of the Chasco Market is adjacent to where the street parade

takes place (Circle Boulevard and Central Avenue). Containers will be placed around the Market for the duration of that event (including the parade). Additionally, we look to put additional containers around Orange Lake on Saturday (for the street parade) and keep them in the area on Sunday for the annual Car Show. Both events, along with the parade, are highly attended and it is our goal to provide recycling during these peak attendance times.

Additionally for 2015, if containers are available, we will place containers at the 6 DJ booth locations on the parade route during the Street Parade. Each DJ will be scripted with announcements about recycling before and during the parade to encourage spectators to come to their booths to recycle.

Vendors have been informed as to the importance of recycling at this event. Recycling cans have been placed near each of the vendors and they have been encouraged to remind event attendees that Chasco Fiesta recycles when they purchase a can of soda or bottle of water.

Vendors also recycle their cans behind their vendor spaces. Chasco Fiesta volunteers collect these recycling items from each vendor and place them in the recycling dumpster.

Finally, announcements are made throughout the event reminding attendees to recycle.

Recycling of Cardboard



Chasco Fiesta provides on-site cardboard recycling through Green Fiber. A Green Fiber dumpster is positioned between the recycling and general dumpster locations.

All vendors are encouraged to recycle their cardboard by placing cardboard materials behind their vendor spaces. Chasco Fiesta volunteers make rounds to these vendors, collecting the cardboard and disposing of it into the Green Fiber containers.

Recycling of Spent Cooking Oil

Chasco Fiesta has a partnership with DarPro Solutions, a Darling/Griffin brand (formerly Griffin Industries) for disposal of spent cooking oil. DarPro Solutions provides Chasco Fiesta with four (4) 100 gallon containers where vendors pour their cooking oil after it has been used. Griffin Industries then takes the spent cooking oil and recycles it into fuel and feed products.





Addendum E:
2014 Chasco Fiesta™
Advertising / Promotional
Material

2014 Chasco Fiesta Advertising / Promotional Material

For the 2014 Chasco Fiesta, we diversified our marketing efforts, encompassing various forms of promotion. Below and following are examples of this year's event marketing material. The 2014 event saw a decrease in funding from the TDC grant by \$9,839. While this did effect the type of marketing that we did, we were able to reallocate funds and be creative with our advertising to ensure attendance at the event was high.

2014 Information:

Advertising, marketing, and public relations efforts were measured by estimated attendance numbers, in addition to the surveys that were done at the event, food and vendor sales, as well as tickets sold for the Country Concert. The marketing efforts for Chasco Fiesta™ were focused on the weekends of the event, as those typically bring a larger amount of people from outside of the local area.

Each survey that was taken asked visitors to identify how they became informed about Chasco Fiesta™. By doing this, we were able to identify if our marketing efforts were successful based on where visitors heard about the event from. This will also help us identify which avenues of marketing are most prominent when we look to advertise Chasco Fiesta™ again in 2015.

In a random survey at the event, the following were the results of the question, "How did you hear about this event": **Respondents can choose more than one answer, check all that apply.*

Newspaper ---- 73	(13.4%)
TV/Radio ---- 54	(9.9%)
Website ---- 48	(8.8%)
Social media ---- 30	(5.5%)
Word of mouth ---- 125	(22.9%)
Magazine ---- 5	(1%)
Returning Visitor ---- 184	(33.8%)
Other ---- 26	(4.8%)
No answer ---- 0	(0%)

Additionally, samples of all advertising that was done was collected, as well as copies of articles written and promotions run (see additional pages).

2014 Media Press Kits:

For the first time in several years Chasco Fiesta worked to provide all media outlets (TV, Radio, Newspaper, etc.) with an advance press kit to promote the event. This proved beneficial mostly with the TV and radio stations. Three stations out of Tampa, including WFLA (8), WTSP (10) and Fox (13) included Chasco Fiesta in their nightly broadcasts when talking about weather and things to do. This was a first and we had many people tell us they heard about our event on TV. We will produce a marketing kit and send it to the various media outlets in advance again for the 2015 event.

SPECIAL ADVERTISING WRAP

Today's tbt* inside



An edition of the Tampa Bay Times

THURSDAY MARCH 20, 2014

CHASCO FIESTA

Presented by Kemp & Rugeley Group
A LEGACY OF GIVING

- 9 Great Days of Family Fun
- Native American Pow Wow
- Music, Parades, Carnival & More!

March 21-29

DOWNTOWN NEW PORT RICHEY

Street Parade • March 22 • 1pm - Boat Parade • March 29 • 1pm

Sims Park
Bank Street

Chasco Fiesta™ Ever

Fri., March 21

Native American Festival 5pm-9pm

Sertoma BBQ 12 noon-10pm

Contemporary Christian Family Night 6pm-10:30pm

The Morning Rises Tour With Aaron Shust

Also appearing: Mike's Chair, Jonny Diaz & introducing Lauren Daigle

Carnival by Covanta 5-11pm



Sat., March 22

Arts & Crafts 9am-6pm

Native American Festival 10am-10pm

Sertoma BBQ 11am-10pm

GREG HENRY 11am-10pm

Street Parade Parade begins at 11pm at Grand Blvd & Gulf Dr.

Synovus Bank Rock n' Roll Tribute in the Park 1pm-11pm

Hard Days Night, Beatles Tribute Band. Also appearing: Sunset Rebels, The Quitters, The Eric Anderson Band, and The Embry Brothers.

Carnival by Covanta 11am - 11pm



Sun., March 23

Sertoma BBQ 12 noon-4pm

Classic Rock 1pm-9pm

Almost Styx, Styx Tribute

Also appearing: Road House, Time Bandits, and DA Smith & the Soul Injectors

16th Annual Car, Truck & Bike Show Orange Lake

Native American Festival 11am - 5pm

Carnival by Covanta 1-9pm

Arts & Crafts 10am - 4pm



Mon., March 24

Youth Music Showcase 5-9pm

Featuring Local School Youth Performances

Carnival by Covanta 5-10pm

Youth & Family Night at the carnival all rides \$1 each



Tues., March 25

Bluegrass Music in the Park 6-10pm

Featuring David Davis and the Warrior River Boys

Carnival by Covanta 5-10pm



For a complete listing of all Chasco Fiesta™ Ev
www.ChascoFiesta.com

s and Entertainment

Wed., March 26



A Grateful Nation

6-10pm
Featuring Nuthin Fancy,
The Ultimate Lynyrd Skynyrd Show
Also Appearing Ryan Weaver
Carnival by Covanta 5-10pm



Thurs., March 27

Blues Masters 6-10pm Featuring Selwyn Birchwood Band
Also Appearing Julie Black, and Franc Robert and the
Boxcar Tourists
Carnival by Covanta 5-10pm

Fri., March 28



Sertoma BBQ 5pm-10pm
Kia True Oldies Night 7-11pm
Piano Man- A Tribute
to Billy Joel
Also Appearing
Jonathan Cortez
**Carnival by
Covanta** 5-11pm

Sat., March 29



Ferman Boat Parade begins at
1pm on the Pithlachascotee River



Sertoma BBQ 11am-10pm
Carnival by Covanta
11am - 11 pm
Country Concert
Gates open at 5:30pm
Featuring Gloriana & Jon
Pardi, Also Appearing
On Second Thought



**Tickets On
Sale Now!!!**



Preferred Tickets
\$20 advance sales. \$25 day of the show
General Admission
\$10 advance sales. \$15 day of the show
Tickets available at:

West Pasco Chamber 727-842-7651
Synovus Bank Trinity & Port Richey
727-841-6677 or 727-835-0130

Tickets also available on TicketLeap
<http://chascofiesta.ticketleap.com/>

and Entertainment please visit us online at

Or Call **727-842-7651**

Scan
QR Code
with Mobile
Device



SPECIAL ADVERTISING WRAP

Today's **tbt*** inside

CHASCO FIESTA



Presented by
Kemp & Ruge Law Group

Country Concert

March 29, 2014

Featuring

GLORIANA

And

Jon Pardi

Gates Open at

5:30pm

Sims Park



Opening
the show

"On Second Thought"

9 NIGHTS OF ENTERTAINMENT! Tickets available online at www.chascofiesta.com

GOLD MEDAL SPONSORS

Presented by



Tampa Bay Times

WINNER OF 10 PULITZER PRIZES

Sponsored content

CHASCO FIESTA

March 21



March 29

ABOUT CHASCO FIESTA



GIVING NEVER FELT SO FUN

Two out of 45.

That's how many high school students said they were aware of the mission of the 68th annual Chasco Fiesta™, which will run this year from March 21 through March 29, in historic downtown New Port Richey, along the banks of the Pithlachascotee River.

By contrast, every student knew about the event's extensive entertainment and attractions, recalled Kelly Maki-Hackman, Chasco Fiesta™ Executive Director, following a talk she gave to a group of students.

The students' response is typical. That's why this year, in addition to staging another memorable program, Hackman hopes she can help get the word out about Chasco's true purpose.

Read more

MUSIC FILLED NIGHTS



GLORIANA AND JON PARDI TO DAZZLE DURING COUNTRY CONCERT

Chasco Fiesta™ will ignite the night with not one but two major stars during this year’s Country Concert, March 29, 6-11 p.m., Sims Park.

Taking the stage this year are Gloriana, named top new vocal group by the 2010 Academy of Country Music, and Jon Pardi, who’s debut album Up All Night...

[READ MORE](#)



INTERNATIONAL BLUES CHALLENGE WINNER TO LIGHT UP BLUES MASTERS

Last year, his band beat over 240 bands from around the world to win top honors in the International Blues Challenge.

And now the Selwyn Birchwood Band will bring its high-energy blues-greats-steeped sound to the Rotary Club of New Port Richey’s free Blues Masters Concert...

[READ MORE](#)

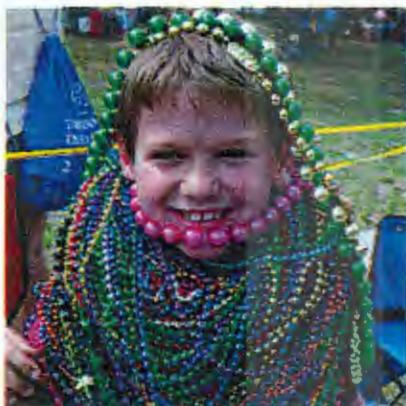


TRUE OLDIES NIGHT ROCKS TO BILLY JOEL TUNES

It’s a good thing that Chasco Fiesta Steering Committee member Ken Huber didn’t listen to his critics. Years ago, when Huber came up with the idea for what is now Friendly Kia’s True Oldies Night, and hosted by True Oldies 106.3, some people thought it would fall flat. “They always said music...

[READ MORE](#)

EVENT FILLED DAYS



BOAT PARADE AWARD – THIS



FROM CORVETTES TO

AMERICA PRIDE TAKES TO THE STREETS

An anticipated "record crowd" will witness what "proud to be American" means during the 2014 Greg Henry Restoration Specialist Chasco Fiesta™ Street Parade sponsored by All Children's Hospital, Smith Collision Services and Florida Cancer Specialists.

[READ MORE](#)

YEAR, YOU DECIDE

Florida's oldest boat parade has added a new twist. This year, the Ferman Chasco Fiesta™ Boat Parade, presented by the Rotary Club of New Port Richey – with the Captains' Dinner sponsored by Hooters – March 29, 1 p.m., on the Pithlachascotee River...

[READ MORE](#)

CRAFTS ... AND A VINTAGE RUBBER DUCK

Love classic cars, trucks and motorcycles? Great. Have kids you need to entertain? Even better. On the hunt for bargains and treasures? Excellent. Or maybe you've always been curious about how Chasco has evolved.

[READ MORE](#)

BENEFITING CHARITIES

The mission of Chasco Fiesta has always been to raise funds for worthwhile organizations. The following nonprofits either benefit from money raised through Chasco Fiesta, or are staging events to raise funds.

Anclote High School Band Boosters
 Bridge of Hope Tabernacle
 Florida Blood Services
 Gulf High School's Athletic Program
 Gulf High Band Boosters
 Gulf Shores Sertoma
 Gulfside Corvette Club
 Holiday Rotary Club
 J.W. Mitchell High School Booster Club

Junior Service League
 Lighthouse for the Visually Impaired and Blind
 One Community Now
 Ridgewood High Band Boosters
 Rotary Club of New Port Richey
 Sand Soldiers of America
 Salvation Army of Pasco County
 Sertoma Speech & Hearing Foundation

Soncoast Pentecostal Church
 Special Olympics Pasco County
 Special Operations Warrior Foundation
 St. Nicolas Cathedral Dance Ministry
 Upper Room Apostolic Church
 West Pasco Chamber of Commerce
 West Pasco Sertoma
 West Pasco Historical Society
 West Pasco Chamber of Commerce
 Young Professionals Group

CHASCO FIESTA MARCH 21-29 DOWNTOWN NEW PORT RICHEY



COUNTRY CONCERT
MARCH 29 Tickets on Sale Now!

**9 GREAT DAYS
OF FAMILY FUN**



Gloriana
& Jon Pardi

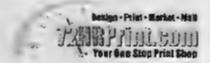


BOAT PARADE • MARCH 29 • 1pm

125445-01



Presented by



For full schedule & info call 727-842-7651
or visit www.chascofiesta.com



2014 Chasco Fiesta
Presented by Kemp & Ruge Law Group



March 21-29, 2014
DOWNTOWN NEW PORT RICHEY
(727) 842-7651
WWW.CHASCOFIESTA.COM
SPACE DONATED BY METRO SYSTEMS

Dates: February 3, 2014 – March 31, 2014

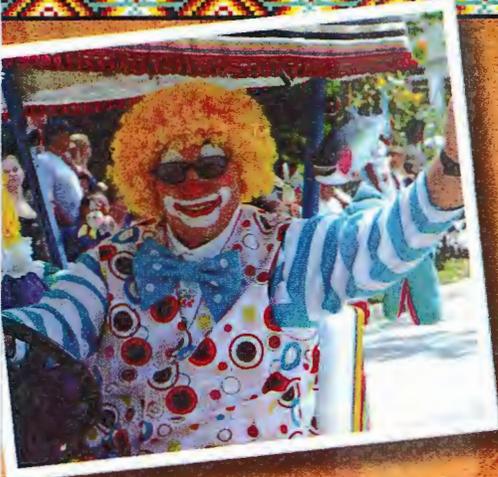
Bench Locations:

- | | |
|-------------------------------------|----------------------------------------------------|
| SR 54 & Devonak (South side) | US 19 & Troublecreek (Southbound) |
| SR 54 w/o Little (Eastbound) | US 19 & Sunray (Northbound) |
| SR 54 & Heron Island Dr (Westbound) | Seven Springs & Veterans Village (Northbound) |
| SR 54 & Pine Haven (Westbound) | Seven Springs & Oldgate (Southbound) |
| SR 54 & Celtic (Eastbound) | US 301 & Willingham (Northbound) |
| Madison & 1st Ave (Northbound) | US 301 & Maltby (Southbound) |
| Grand & Louisiana (Southbound) | US 301 s/o Kossik Rd (Northbound) |
| Grand & Daily (Northbound) | SR 54 @ Pasco County Library (Westbound) |
| Grand & Pasadena (Southbound) | SR 54 across from Pasco County Library (Eastbound) |
| Grand & Gray (Northbound) | |
| Marine Parkway & Topaz (Eastbound) | |



Chasco Fiesta™

Sims Park
Downtown New Port Richey
March 21 - 29, 2014



March 22nd
Greg Henry Restoration Specialist
Street Parade

March 23rd
Car, Truck, and Bike Show

March 29th
Ferman Boat Parade



Nine Live Concerts Including...

March 21st
LRE Ground Services Christian Concert
Featuring: The Morning Rises Tour with Aaron Shust

March 27th
Blues Masters Featuring
The Selwyn Birchwood Band

March 28th
Friendly KIA True Oldies Concert

March 29th
The Chasco Fiesta Country Concert
Featuring Gloriana
Also Appearing: Jon Pardi

RAIN OR SHINE • TICKETS STARTING AT \$10

**Carnival Runs
Throughout
Festival!**



For More Information
(727) 842-7651
or www.ChascoFiesta.com

2014 CHASCO FIESTA™
PRESENTING SPONSOR:

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Ad Design by: www.72HRPrint.com • Official Print Partner of the 2014 Chasco Fiesta™

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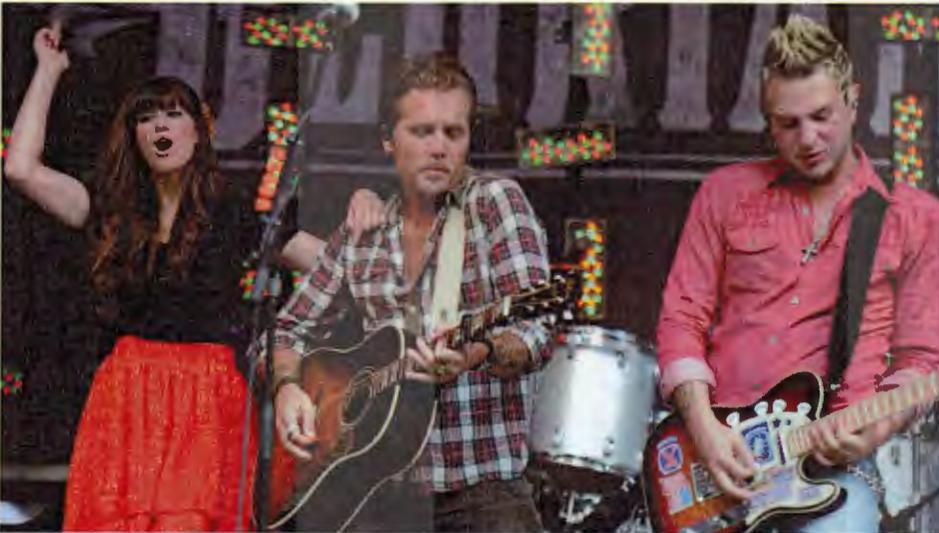
Home	Dave & Veronica	WQYK DJs	Music	Playlist	Photos	Events	Contests	Club QYK
------	-----------------	----------	-------	----------	--------	--------	----------	----------



Win Chasco Fiesta Country Concert Tickets

March 1, 2014 2:36 PM

Like | [View Comments](#)



(Dimitrios Kambouris/Getty Images)

WQYK is once again partnering with the City of New Port Richey for the annual Chasco Fiesta presented by Kemp & Ruge Law Group. Enjoy family fun and [entertainment](#) along the Pithlachascotee River including a country concert starring Gloriana and Jon Pardi and hosted by WQYK!

For your chance to [win](#) a pair of tickets to the country concert on March 29, listen to WQYK from March 3 – 26. We'll have multiple chances for you to win on-air including a very special Winning Weekend on March 15 – 16. Each hour from 10a – 8p on Saturday we'll give away a pair of tickets and then on Sunday from 10a – 6p.

For an additional chance to score tickets, Club QYK members can redeem points for prizes by logging into Club QYK. Not a member of the club? Sign up today. It's FREE!

The Chasco Fiesta presented by Kemp & Ruge Law Group returns to New Port Richey March 21 – 29.

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7701 Ann Ballard Road
Tampa, FL 33634

Follow WQYK 99.5
Tampa Bay's Country Station

Keep [listening to](#) WQYK for up to the minute news about the festival and of the special events taking place throughout the 9 days.

PURCHASE TICKETS TO THE COUNTRY CONCERT HERE.



99.5 WQYK
Like 21,161

Follow @WQYK995 8,094 followers

8+1

Follow More Stations and Personalities

CONTACT WQYK

Pinellas: 727-579-9999
Toll Free: 1-800-992-1099
Text Us: 24261
Meet our personalities



Max 4 msgs/wk. Msg & data rates may apply.
Text **STOP** to 24261 to cancel.

WQYK PICTURES



McDonald's 3-17-14

Tampa Mitsubishi 3-15-14

MI Homes 3-15-14

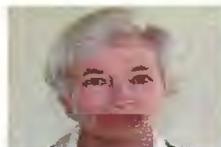
Treasure Island

TAMPA NEWS

- In-state Tuition Bill Survives Close Senate Vote
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- Study: 8 NCAA Teams Fall Below Graduation Standard
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Country Night with the Lightning - 1 days



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[Saint Petersburg] New Testosterone Booster Hits the Shelves



How To Settle Your IRS Tax Debt: Use IRS Form 656



A mortgage program you can't miss

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FROM AROUND THE WEB

Father Hires Escort Who Turns Out to Be Someone He Knows Far Too Well (Stirring Daily)

15 HOT Female Athletes That You Would Love To Pinch You On St. Patrick's Day (Rant Sports)

Actress Everyone Hates Claims She's Broke Despite Huge Recent Earnings (Stirring Daily)

You MUST See These Hot Photos of Olympic Javelin Thrower Leryn Franco (Rant Sports)

Meet the 12 Most Loyal Dogs Ever (Puppy Toob)

16-Year-Old Gets Jay Carney's Goat at Press Briefing (Blinck)

WE RECOMMEND

Schoolboy Q Wishes He Never Signed To a Major Label

Watch Taylor Swift Get Cute in Her 'For Your ACM Consideration' Video

Watch DJ Snake and Lil Jon's Epicly Bonkers 'Turn Down for What' Music Video

Lady Gaga Responds to Criticism Over Her Foundation's Charitable Donations

Queens Of The Stone Age's Josh Homme Apologizes to GRAMMYs, Imagine Dragons — Sort Of

Watch Billy Joel Forget the Words to 'We Didn't Start The Fire'

Recommended by

Commercial Script: WQYK

Mark your calendars now for the 2014 Chasco Fiesta presented by Kemp & Ruge Law Group as they welcome Gloriana and Jon Pardi to the Sims Park Amphitheatre for their annual Country Concert on Saturday, March 29th. Also appearing at this year's concert are local favorites "On Second Thought". Tickets are now available, start at just \$10 for general admission, and can be purchased at the West Pasco Chamber of Commerce or online at www.chascofiesta.com

Held in Sims Park in historic Downtown New Port Richey from March 21st to 29th, the 2014 Chasco Fiesta presented by Kemp & Ruge Law Group offers nine days of family fun and entertainment, including a Native American Pow Wow, the Greg Henry Restoration Street Parade, car, truck and bike show, the Ferman Chasco Fiesta Boat parade, abundant food, rides, and different music each night.

The 2014 Chasco Fiesta is presented by Kemp & Ruge Law Group and is sponsored by Publix, the City of New Port Richey, Better Mix, Tampa Bay Times, Pasco County, 72 Hour Print, and the West Pasco Chamber of Commerce.

For a complete list of events taking place during this year's Chasco Fiesta, including the annual country concert featuring Gloriana and Jon Pardi, visit chascofiesta.com.

Chasco Fiesta, Inc.
is proud to present
9 Evenings of Entertainment
including:



Bluegrass Music in the Park

Tuesday, March 25, 2014

6:00 PM - 10:00 PM

For a complete list of
entertainment, please
visit our website at

www.ChascoFiesta.com

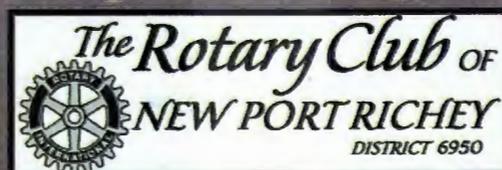
or call us at
(727) 842-7651

Sims Park Amphitheater

6341 Bank Street

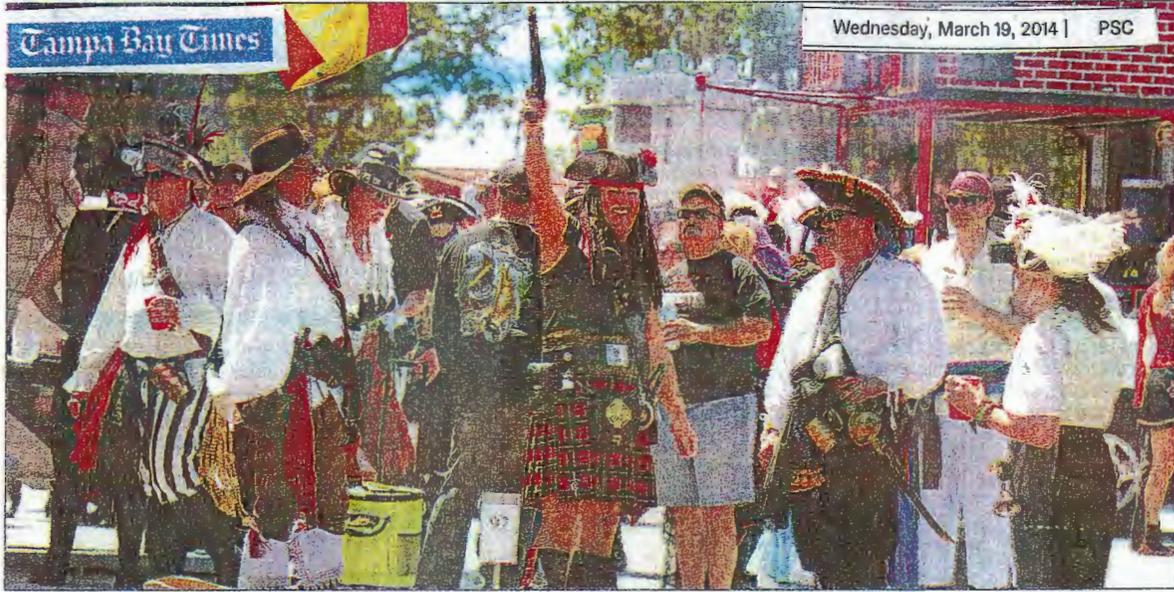
In Historic Downtown New Port Richey

Sponsored by



Fiesta pulls double duty

Old and new fun comes to the community and funds go to 25 nonprofits.



Tampa Bay Times

Wednesday, March 19, 2014 | PSC

MICHELE MILLER | Times (2013)

Last year's Chasco Fiesta Street Parade drew pirates, among others, and those who wanted to see them.

BY ARLEEN SPENCELEY
Times Staff Writer

The Chasco Fiesta returns to Pasco County on Friday for the 68th time. The nine-day, multiple-venue event, which kicks off with the Lighthouse Coronation Ball and ends with a country music concert, features family-friendly fun, food and music.

In the spirit of the first Chasco Fiesta, it's all for a good cause.

In 1922, the event started as a fundraiser for the local library, said Kelly Hackman, executive director of Chasco Fiesta Inc.

"Our focus remains on how we can help other nonprofits raise money," she said.

This year's event, to benefit 25 nonprofit organizations including Lighthouse for the Visually Impaired and Blind, the Sertoma Speech and Hearing Foundation and Salvation Army of Pasco, brings back favorite attractions, including a street parade.

"The community really rallies around the street parade," said Hackman. "It's the second largest attended parade in the Tampa Bay area, behind Gasparilla."

A pre-parade showcase will feature the Gulf Side Corvette Club and 17 krewes will toss beads to the crowd during the parade.

"The beads are a big draw," said Hackman.

Other returning attractions include the coronation ball, the American Indian pow wow, the flea market, the golf and bowling tournaments, the

classic car show and the boat parade, plus daily music at Sims Park. Musicians scheduled to perform include Christian artist Aaron Shust, bluegrass band David Davis and the Warrior River Boys and country music group Gloriana.

New to the Chasco Fiesta this year are the Special Olympics 5K Fun Run and a physical fitness endurance event called Making the Cut.

Making the Cut, to benefit the Special Operations Warrior Foundation and the Gold Star children of the Special Operations community, gives participants a shot at training with special ops. The Army's Green Berets and the Pasco County SWAT team will divide participants into teams at Grey Preserve and guide them through training exercises to Sims Park. Exercises will include a rope course over the Pithlachascotee River, a swim in the river and a march with 30-pound packs.

"There's something for mom and dad and kids and grandma and grandpa," Hackman said. Last year, an estimated 80,000 to 100,000 people showed up at Chasco Fiesta events. This year, Hackman expects as many to attend.

"It's exciting to be part of an organization that within nine days last year raised over \$245,000," she said. It makes "New Port Richey a highlight in the bay area and beyond."

Arleen Spenceley can be reached at aspenceley@tampabay.com or (727) 869-6235.

IF YOU GO

Chasco Fiesta

This year's event is Friday through March 29. For a complete calendar of events, to purchase tickets for the March 29 Country Concert or for registration information for sporting events, visit chascofiesta.com.

FRIDAY

Covnata Energy Chasco Fiesta Carnival, Chasco memorabilia display, American Indian festival, Lighthouse Coronation Ball, Contemporary Christian Family Music Night

• Tickets for the Lighthouse Coronation Ball are \$100 per person. Proceeds benefit the Lighthouse for the Visually Impaired and Blind. For information, call Tina Shelton at (727) 439-0516 or email tinashelton@tampabay.com.

SATURDAY

Covnata Energy Chasco Fiesta Carnival, American Indian festival, Rock 'n' Roll Tribute, Flea Market and Arts and Crafts Village, Children's Village, Main Street Mile, Chasco Fiesta Greg Henry Restoration Specialist Street Parade

SUNDAY

Covnata Energy Chasco Fiesta Carnival; American Indian festival; Flea Market and Arts and Crafts Village; Car, Truck and Bike Show; classic rock concert

MONDAY

Covnata Energy Chasco Fiesta Carnival, youth music showcase

TUESDAY

Covnata Energy Chasco Fiesta Carnival, bowling tournament, bluegrass music

WEDNESDAY

Covnata Energy Chasco Fiesta Carnival, Grateful Nation concert in honor of veterans

THURSDAY

Covnata Energy Chasco Fiesta Carnival, Blues Masters concert

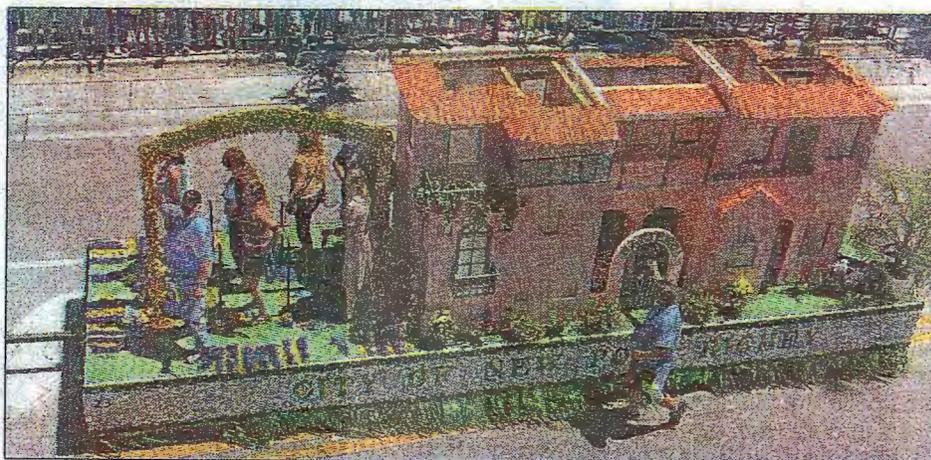
MARCH 28

Covnata Energy Chasco Fiesta Carnival, Chasco memorabilia display, Chasco Fiesta Golf Tournament, Friendly Kia True Oldies Night

MARCH 29

Covnata Energy Chasco Fiesta Carnival, softball tournament, Making the Cut, Special Olympics 5K Fun Run, Ferman Chasco Fiesta Boat Parade, Country Concert, Sertoma drawing

Chasco Fiesta street parade to have Mardi Gras flavor



FILE PHOTO

A miniature replica of the historic Hacienda hotel decorated the city of New Port Richey float during last year's Chasco Fiesta street parade.

THE SUNCOAST NEWS/PASCO WEST

WEDNESDAY, MARCH 19, 2014

Event could draw more than 80,000

BY CARL ORTH

Suncoast News assistant editor

NEW PORT RICHEY — Beads, beads and more beads — spectators can see how many beads they can collect while watching the Chasco Fiesta street parade on Saturday afternoon.

The parade anchors the first weekend of events as the nine-day festival kicks into high gear March 21-29.

People on floats will toss strings of beads to the crowd, expected to num-

ber at least 80,000 strong lining downtown New Port Richey streets. Main Street and Grand Boulevard typically provide the best vantage points.

The parade could take on even more of a Mardi Gras flavor this year, Greg Armstrong pointed out, as one of the parade organizers from Holiday Rotary.

Because Pasco schools are on spring break this week, Armstrong expects fewer bands to participate this year.

"Instead, we have more professional floats and Krewes," Armstrong wrote in an email, "and as such it will be more of a Mardi

Gras-style parade. Should be loads of fun."

The 68th edition of Chasco Fiesta kicks off Friday night with the Native American Festival 5 to 9 p.m., carnival rides and more centered around Sims Park. Visitors can buy food or goods at booths operated by some two dozen nonprofit groups to raise money.

The Coronation Ball at 6 p.m. Friday at Spartan Manor will crown Queen Chasco and King Pithla, the royal couple who will reign over the street parade.

The ball serves as a

PARADE, Page 8

game and eight home games, and reserved parking at the stadium.

Tickets cost \$75 each and only 150 will be sold for this drawing. To purchase tickets, call the foundation office at (727) 834-5479. For credit card orders call (866) 999-2443.

For details and a complete list of Chasco Fiesta events, go to www.chascofiesta.com or call (727) 842-7651.

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(727) 815-1068

Parade

From Page 4

benefit for Lighthouse for the Visually Impaired and Blind.

West Pasco Sertoma Beef BBQ in Sims Park will provide lip-smacking meals with the famed Secret Sertoma Sauce for patrons Friday through Sunday.

West Pasco Historical Society sets up a memorabilia show at the museum at 6431 Grand Blvd. across from Sims Park.

Saturday morning features the

Junior Service League Children's Village from 9 a.m. until noon in the park.

The Main Street Mile race at 12:30 p.m. precedes the street parade, which begins at 1 p.m.

The Sunday slate includes the Gulf Side Corvette Club Car, Truck and Bike Show, with registration 8 a.m. to noon.

Next week will come the bowling tournament Tuesday and the golf tournament Friday. The annual boat parade is March 29.

"We are proud to continue

our Legacy of Giving, where we partner with more than 25 area nonprofits to host events or become vendors, and raise money for their organization," Cami Austin, chairwoman for the 2014 Chasco Fiesta, said.

For instance, Sertoma Speech & Hearing Foundation continues to sell tickets until the March 29 chance drawing the final night of Chasco Fiesta.

The tickets offer a chance to win two NFL Buccaneers Club Level season tickets, valued at \$4,100, and includes two pre-



FILE PHOTO

Beads will be plentiful for kids of all ages. A girl waves from the sidelines at last year's parade.

Chasco Fiesta goes Mardi Gras

New Port Richey parade on Saturday to anchor annual festival

BY CARL ORTH
Suncoast News

NEW PORT RICHEY — Beads, beads and more beads; spectators can find out how many strings of beads they can collect while watching the Chasco Fiesta street parade on Saturday afternoon.

The parade will anchor the first weekend of events as the nine-day festival kicks into high gear Friday through March 29.

People on floats will toss beads to the crowd lining downtown New Port Richey streets. Main Street and Grand Boulevard typically provide the best vantage points.

The parade could take on even more of a Mardi Gras flavor this year, said Greg Armstrong, one of its organizers, who is with Holiday Rotary. Because Pasco schools are on spring break this week, Armstrong expects fewer bands to participate this year.

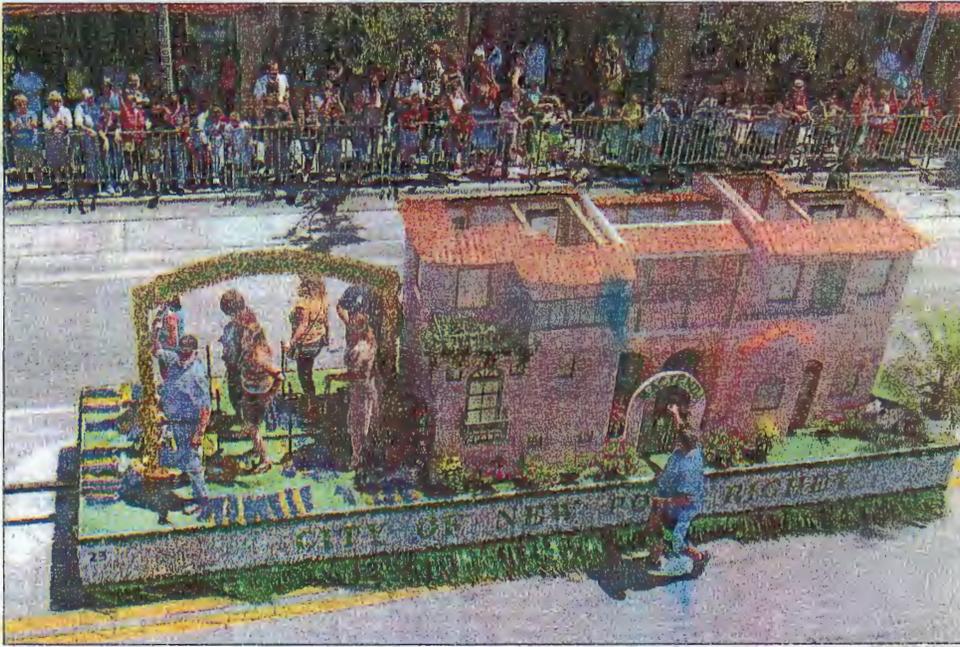
"Instead, we have more professional floats and Krewe," Armstrong wrote in an email, "and as such it will be more of a Mardi Gras-style parade. Should be loads of fun."

The 68th edition of Chasco Fiesta kicks off Friday night with the Native American Festival from 5 p.m. to 9 p.m., including carnival rides and more centered at Sims Park. Visitors can buy food or goods at booths operated by about two dozen non-profit groups to raise money.

The Coronation Ball at 6 p.m. Friday at Spartan Manor will crown Queen Chasco and King Pithla, the royal couple who will reign over the street parade. The ball serves as a benefit for Light-house for the Visually Impaired and Blind.

The West Pasco Sertoma Beef BBQ in Sims Park will provide meals with Secret Sertoma Sauce Friday through Sunday.

The West Pasco Historical Society will set up a memorabil-



A miniature replica of the historic Hacienda Hotel decorated the city of New Port Richey float during last year's Chasco Fiesta street parade. The annual event will be held Saturday and is expected to draw at least 80,000 spectators.



A crowd lines last year's parade route. This year's parade will anchor the first weekend of the nine-day festival that starts Friday.

ia show at the museum at 6431 Grand Blvd., across from Sims Park.

Saturday will feature the Junior Service League Children's Village from 9 a.m. until noon in

the park. The Main Street Mile race at 12:30 p.m. will precede the street parade, which will begin at 1 p.m.

The Sunday slate includes the Gulf Side Corvette Club Car, Truck and Bike Show, with registration from 8 a.m. to noon.

Next week will include a bowling tournament on Tuesday and golf tournament on March 28. The annual boat parade on March 29 will anchor a second weekend of activities.

"We are proud to continue our Legacy of Giving, where we partner with more than 25 area nonprofits to host events or become vendors, and raise money for their organization," said Cami Austin, chairwoman of this year's Chasco Fiesta.

For instance, the Sertoma Speech & Hearing Foundation continues to sell tickets until the March 29 chance drawing on the fiesta's final night. The tickets offer an opportunity to win two NFL Buccaneers Club Level season tickets, valued at \$4,100. The package includes reserved stadium parking.

Tickets cost \$75 each, and 150 will be sold for the drawing. To buy tickets, call the foundation office at (727) 834-5479. For credit card orders, call 1-866-999-2443.

For more information and a complete list of Chasco events, go to www.chascofiesta.com or call (727) 842-7651.

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Fine-feathered fiesta



BRENDAN FITTERER | Times

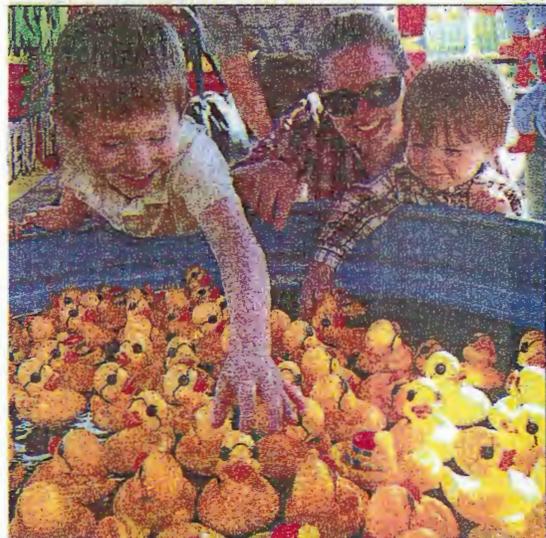
Ricardo Garcia places pheasant feathers in an Aztec headdress Friday while preparing for this weekend's dance performance events before the opening of the 2014 Chasco Fiesta at Sims Park in downtown New Port Richey. The event continues today with the Chasco Fiesta Street Parade, which begins at 1 p.m. featuring floats and other entertainment.

Chasco Fiesta rolls on



ANDY JONES/STAFF

The Nero sisters, Lauren, 4, and Allison, 8, ride the Musik Express at Chasco Fiesta in New Port Richey on Tuesday. The festival continues through Saturday. Events on the final day include the Ferman Chasco Fiesta Boat Parade and the Country Concert.



The Newland brothers, Landon, 6, and Chance, 1, try their luck with plastic ducks as their mom, Kimberly, oversees.

From staff reports

Chasco Fiesta continues through Saturday in New Port Richey, with a boat parade and Country Concert featuring the band Gloriana scheduled for the festival's final day.

"Proud to be an American" will be the theme of the Ferman Chasco Fiesta Boat Parade, which will start about 1 p.m. Saturday.

The New Port Richey Rotary Club organizes the event, which will start at Millers Bayou and continue along the Pithlachascotee River along the Sims Park waterfront.

The state's oldest boat parade will have a twist this year: Spectators can vote for their favorite vessel by text message during the event. Boats compete for the Express Employment People's

Choice Award.

On Saturday night, Gloriana will headline the Country Concert at the Sims Park amphitheater. The band's songs include "Can't Shake You" and "Best Night Ever."

Jon Pardi and On Second Thought also will perform. Gates open at 5:30 p.m. for the concert.

Preferred seating costs \$20 in advance or \$25 the day of the show. General admission tickets cost \$10 in advance or \$15 the day of the show.

Advance tickets are available at the West Pasco Chamber of Commerce and Synovus Bank branches in Trinity and Port Richey. Call (727) 842-7651, or buy tickets online at www.chascofiesta.ticketleap.com.

For a full schedule, see the Chasco Fiesta website or call the chamber at (727) 842-7651.

Chasco Fiesta jam-packed with festivities rest of week



Chasco Fiesta Dream Catchers are lined up to catch the fancy of browsers.

Times staff

The Chasco Fiesta hosts events daily in downtown New Port Richey and will wrap up on Saturday with the annual boat parade down the Pithlachascotee River, the newly added Special Olympics Fun Run and a country concert featuring Gloriana, Jon Pardi and On Second Thoughts.

Between now and then, there still is plenty to do whether you're wanting to give a go at the carnival rides and games, shop the flea market and craft show or take in the nighttime music offerings in Sims Park.

Today

Covnata Energy Chasco Fiesta Carnival, Grateful Nation concert in honor of veterans featuring Nutin' Fancy, a band dedicated to re-creating classic '70s Lynyrd Skynyrd.

Thursday

Covnata Energy Chasco Fiesta Carnival, free Blues Masters concert featuring Franc Robert & the Boxcar Tourists, Julie Black and the Selywn Birchwood Band.

Friday

Covnata Energy Chasco Fiesta Carnival, Chasco memorabilia display, Chasco Fiesta Golf Tournament, Friendly Kia True Oldies Night featuring Piano Man; a tribute to Billy Joel with Mark Anthony.

Saturday

Covnata Energy Chasco Fiesta Carnival, softball tournament, Making the Cut, Special Olympics 5K Fun Run, Ferman Chasco Fiesta Boat Parade, Sertoma drawing, country concert with Gloriana, Jon Pardi and On Second Thoughts. Tickets for the country concert are preferred seating \$20 in advance/\$25 day of. General admission \$10 in advance, \$15 day of.

- For a complete calendar of events, to purchase tickets for Saturday's country concert or for registration information for sporting events, visit chascofiesta.com.



Photos by MICHELE MILLER | Tim

Troy Eivrum of the Makah Tribe in Neah Bay, Wash., displays wares at the Chasco Fiesta in Sims Park in downtown New Port Richey. The nine-day festival wraps up Saturday with the traditional boat parade and country concert.



Ruben Santos, 6, of New Port Richey tries out a wooden flute at the Chasco Fiesta flea market.



Teresa Hart of Albuquerque, N.M., hangs stuffed animal prizes for the water gun fun game at the carnival midway.

The Suncoast News

WEDNESDAY, March 26, 2014

An edition of
The Tampa Tribune
& The Tampa Times

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Serving New Port Richey, Holiday, Trinity and surrounding communities

Boat parade to anchor Chasco Fiesta weekend

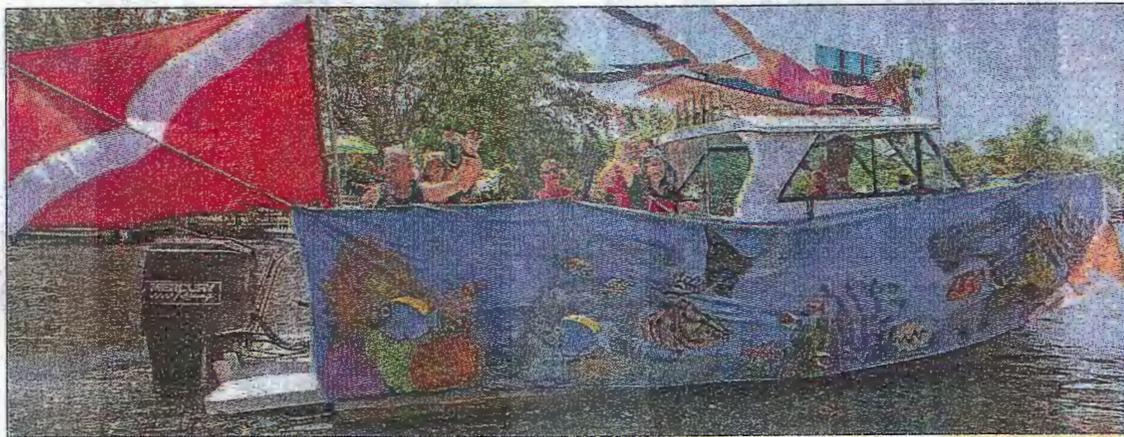
Country Concert on Saturday to feature Gloriana

Suncoast News staff report

NEW PORT RICHEY — Chasco Fiesta still offers plenty to do in its final few days, including the boat parade and country concert on Saturday to help bring down the curtain on the nine-day festival.

"Proud to be an American" will serve as the theme for entrants in the Ferman Chasco Fiesta Boat Parade that starts at about 1 p.m. Saturday.

New Port Richey Rotary organizes the event, which starts at Millers Bayou and continues



FILE PHOTO

The Lehrke family got the \$2,500 grand prize at last year's Chasco Fiesta Boat Parade. This year's boat parade, with a theme of "Proud to be an American," will start at about 1 p.m. Saturday.

along the Pithlachascotee River along the Sims Park waterfront.

The state's oldest boat parade is adding a new wrinkle this year

— spectators will be able to vote for their favorite vessel. Boats will compete for the Express Employment People's Choice

Award where visitors pick the winner by text message during the event.

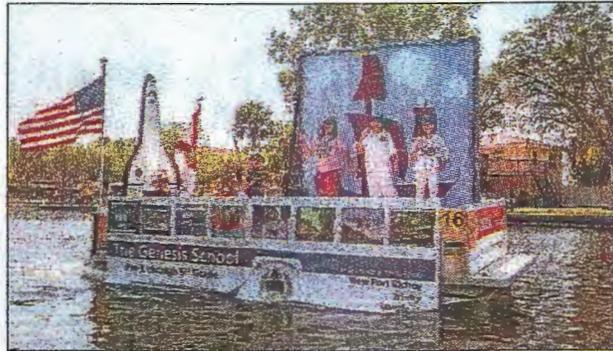
WEEKEND, Page 4

Weekend

From Page 1

On Saturday night, Gloriana will headline the Country Concert at the Sims Park amphitheater. "Can't Shake You" and "Best Night Ever" are among some of the group's latest singles. Brothers Tom and Mike Gossin joined Rachel Reinert in 2008 to craft songs that featured soaring vocal harmonies. Jon Pardi and On Second Thought also will appear. Gates open at 5:30 p.m. for the concert. Preferred seating costs \$20 in advance or \$25 the day of the show. General-admission tickets cost \$10 in advance or \$15 the day of the show. Advance tickets are available at West Pasco Chamber of Commerce as well as Synovus Bank branches in Trinity and Port Richey. Call (727) 842-7651. Or buy tickets online at <http://chascofiesta.ticketleap.com>.

During the concert, Sertoma Speech and Hearing Foundation will announce the winner of a Bucs pro football tickets package



FILE PHOTO

At last year's Chasco Fiesta Boat Parade, the Genesis School entry won first place in its category. This year's boat parade is scheduled to get underway around 1 p.m. Saturday.

worth \$4,100 in the Children's Hearing Help Fund Chance Drawing. Tickets are \$75. The winner does not need to be present.

Saturday morning also offers lots of activities. Making the Cut is a new event offering military-style fitness training from 6 a.m. to noon at the James E. Grey Preserve. The Special Olympics 5K and 1-Mile Walk will take place at 8 a.m. and 8:45 a.m., respectively, at New Port Richey Recreation and Aquatic Center, 6630 Van Buren St.

The softball tournament will take place at Veterans Memorial Park, 14333 Hicks Road, Hudson. For

those working up an appetite, West pasco Sertoma is serving chicken barbecue 5-10 p.m. Friday and from 11 a.m. until 10 p.m. Saturday. During the week, concerts at Sims Park will include A Grateful Nation 6-10 p.m. Wednesday, Blues Masters 6-10 p.m. Thursday and the True Oldies Night 7-11 p.m. Friday. Friday features the golf tournament with a shotgun start at 1:30 p.m. at Seven Springs Golf and Country Club.

For a full schedule, go online to the Chasco Fiesta website or call the Chamber office at (727) 842-7651.

More fun afloat at Chasco Fiesta finale

End of 9-day fest features boat parade, concerts.

The Suncoast News

NEW PORT RICHEY — Chasco Fiesta still offers plenty to do in its final few days, including a boat parade and Country Concert on Saturday that will help bring down the curtain on the nine-day festival.

"Proud to be an American" will serve as the theme for entrants in the Fernan Chasco Fiesta Boat Parade that will start about 1 p.m. Saturday.

The New Port Richey Rotary Club organizes the event, which will start at Millers Bayou and continue along the Pithlachascotee River along the Sims Park waterfront.

The state's oldest boat parade will have a new twist this year: spectators can vote for their favorite vessel.

Boats will compete for the Express Employment People's Choice Award, in which visitors pick the winner by text message during the event.

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Jon Pardi and On Second Thought also will perform. Gates open at 5:30 p.m. for the concert.

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Advance tickets are available at the West Pasco Chamber of Com-



At last year's Chasco Fiesta Boat Parade, the Genesis School entry won first place in its category. This year's boat parade, with a theme of "Proud to be an American," will start about 1 p.m. Saturday at Millers Bayou. Saturday night, Gloriana will headline the Country Concert at Sims Park amphitheater.

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For a full schedule go to the Chasco Fiesta website or call the chamber office at (727) 842-7651.



The Lehrke family got the \$2,500 grand prize at last year's Chasco Fiesta Boat Parade. Spectators at this year's parade will get a chance to vote for their favorite floats.

NPR street parade float earns a top prize

Workers labored on 521 feathers of giant eagle

Suncoast News staff report

NEW PORT RICHEY — The theme of the 2014 Chasco Fiesta Street Parade was “Proud to be an American.” Officials this week took pride in the city staff members and volunteers who brought home a top prize for the New Port Richey float.

The American bald eagle is spreading his wings from a perch atop the float, Mayor Bob Consalvo marveled. Yet it took only a few days to assemble the float with intensive labor from about 18 people.

The eagle is 20 feet long and 10 feet tall, Elaine Smith pointed out as the city’s parks and recreation director. Workers had to cut and glue 521 feathers and hand-craft



CITY OF NEW PORT RICHEY

New Port Richey City Council honored the many city staff workers and volunteers who created the 2014 Chasco Fiesta Street Parade float that earned a top prize.

other items.

City council members praised the workers Tuesday night during the presentation of the plaque for Most Outstanding Non-Professional Float.

The parks and recreation department staff who helped on the float were John Fussell, Matt Phillips, Justin Lawrence, Bill Griffin, Steve Golubeft, Skyler Porter, Kristen King, Brian Cook, Don-

na French, Kim Hasty, Wendy Putonti, Nick Rickus and Charlie Timony.

Volunteers were Joy Phillips, Selma Maran, Michael Dodson and West Pasco Quilters members.



CHASCO FIESTA

Genesis Schools took home the \$1,000 grand prize in the recent Chasco Fiesta Boat Parade with a “Proud to be an American” theme.

Soggy skies don't dampen enthusiasm at Chasco boat parade

Genesis Schools vessel earns \$1,000 grand prize

Suncoast News staff report 2014 Chasco Fiesta Boat Parade.

NEW PORT RICHEY — It took a while for soggy skies to clear up enough last weekend for captains to steer their vessels along the Pithlachascotee River past Sims Park during the

Genesis Schools took home the \$1,000 grand prize for the best example of the theme of the event of the theme of the event “Proud to be an American.” The students’ float

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SUNCOASTNEWS.COM

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Chasco Fiesta to add Hunger Walk benefit

Fundraiser set for weekend before launch

Suncoast News staff report

NEW PORT RICHEY — Chasco Fiesta will add a benefit, Hunger Walk for Pasco, on Saturday, March 15, the weekend before

main festivities during the nine-day event.

Taking place at Gulf High School, the walk will help raise money for the Pack A Sack 4 Kids and Pasco County Elderly Nutrition Programs, Kelly M. Hackman explained as executive director of Chasco Fiesta.

More than 36,000 children live in Pasco households that

struggle to put food on the table, Hackman explained. More than 200 homebound senior residents remain on a waiting list to get one hot meal a day.

"To fight hunger, don't just talk the talk, walk the walk," a flyer for the new benefit reads.

The opening ceremony of the walk will start at 9 a.m. Registration has started online. Go to

www.chascofiestahungerwalk.org or call (727) 375-8801, ext. 2232.

Later, the 68th annual Chasco Fiesta in downtown New Port Richey will kick into high gear March 21-29.

The event helps 25 area nonprofit organizations raise money by selling food or goods.

CHASCO, Page 11

Chasco

From Page 1

At the 2013 Chasco, nonprofit groups collectively raised \$245,000 for their organizations, Cami Austin emphasized as chairwoman for the 2014 edition.

Chasco will kick off with the 29th annual Chasco Coronation Ball on Friday, March 21, when the 2014 King Pithla and Queen Chasco will be crowned.

Nominees come from long-time volunteers in the area. The royal couple will preside over the street parade and many other events.

Community favorites will return, such as the Native American Pow Wow, Greg Henry Restoration Chasco Fiesta Street Parade, Ferman Chasco Fiesta Boat Parade and Main Street Mile.

New to this year's event are a 5k and fun run by the Special Olympics

The schedule also includes the Car, Truck and Bike Show, a flea market, tournaments for golf, softball and bowling, and World Famous Bar-B-Qs.

New to this year's event are a 5k and fun run by the Special Olympics, and a physical challenge event called Making the Cut, Hackman pointed out.

Evening entertainment includes concerts featuring Christian, rock and roll, bluegrass, blues, and oldies music, all culminating with the annual Chasco Fiesta Country Concert. Gloriana will headline the March 29 country concert.

Chasco Fiesta is seeking sponsorships at all levels to support the event, Hackman said.

For details on available sponsorships, applications and a complete list of events, go online to www.chascofiesta.com or call (727) 842-7651.

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**Addendum F:
2014 Chasco Fiesta™
Survey Results**

2014 Chasco Fiesta™ Survey Results

2014 Chasco Fiesta

Total Survey Responses: 383

**Percentages of responses based on the questions answered, not total taking survey.
Not all respondents answered all questions.*

**This survey represents .6% of the total attendees during the 2014 Chasco Fiesta,
held March 21-29, 2014.**

1) What is your Zip Code

03246	2	Laconia, New Hampshire	(.5%)
08260	2	Wildwood, New Jersey	(.5%)
11375	1	Forest Hills, New York	(.26%)
13642	1	Gouverneur, New York	(.26%)
14516	1	North Rose, New York	(.26%)
17229	1	Houstontown, Pennsylvania	(.26%)
19720	1	New Castle, Delaware	(.26%)
23401	1	Keller, Virginia	(.26%)
29707	1	Fort Mills, South Carolina	(.26%)
32223	1	Jacksonville, Florida	(.26%)
32683	1	Otter Creek, Florida	(.26%)
32819	1	Orlando, Florida	(.26%)
32837	1	Orlando, Florida	(.26%)
33541	1	Zephyrhills, Florida	(.26%)
33544	1	Wesley Chapel, Florida	(.26%)
33559	1	Lutz, Florida	(.26%)
33576	1	San Antonio, Florida	(.26%)
33604	1	Tampa, Florida	(.26%)
33756	1	Clearwater, Florida	(.26%)
33763	2	Clearwater, Florida	(.5%)
33764	1	Clearwater, Florida	(.26%)
33771	1	Largo, Florida	(.26%)
33772	1	Seminole, Florida	(.26%)
34465	1	Beverly Hills, Florida	(.26%)
34601	2	Brooksville, Florida	(.5%)
34604	2	Brooksville, Florida	(.5%)
34606	6	Spring Hill, Florida	(1.6%)
34607	2	Spring Hill, Florida	(.5%)
34608	10	Spring Hill, Florida	(2.6%)

34609	2	Spring Hill, Florida	(.5%)
34610	2	Spring Hill, Florida	(.5%)
34613	1	Brooksville, Florida	(.26%)
34614	1	Brooksville, Florida	(.26%)
34639	3	Land O'Lakes, Florida	(.8%)
34652	62	New Port Richey, Florida	(16.2%)
34653	65	New Port Richey, Florida	(17%)
34654	31	New Port Richey, Florida	(8.1%)
34655	24	New Port Richey, Florida	(6.3%)
34656	3	New Port Richey, Florida	(.8%)
34667	19	Hudson, Florida	(5%)
34668	54	Port Richey, Florida	(14.1%)
34669	10	Hudson, Florida	(2.6%)
34673	1	Port Richey, Florida	(.26%)
34674	1	Hudson, Florida	(.26%)
34681	1	Crystal Beach, Florida	(.26%)
34683	1	Palm Harbor, Florida	(.26%)
34684	1	Palm Harbor, Florida	(.26%)
34685	1	Palm Harbor, Florida	(.26%)
34689	6	Tarpon Springs, Florida	(1.6%)
34690	12	Holiday, Florida	(3.1%)
34691	17	Holiday, Florida	(4.4%)
34693	1	Unknown	(.26%)
34695	1	Safety Harbor, Florida	(.26%)
34698	1	Dunedin, Florida	(.26%)
43065	1	Powell, Ohio	(.26%)
45157	1	New Richmond, Ohio	(.26%)
46135	1	Green Castle, Indiana	(.26%)
46373	1	St. John, Indiana	(.26%)
48042	1	Macomb, Michigan	(.26%)
48066	1	Roseville, Michigan	(.26%)
49099	1	White Pigeon, Michigan	(.26%)
49412	1	Fremont, Michigan	(.26%)
60506	1	Aurora, Illinois	(.26%)
60647	3	Chicago, Illinois	(.8%)
99501	1	Anchorage, Alaska	(.26%)

Total Attendees by Location

Pasco County Attendees:	79.9%
Bay Area Attendees:	12.8%
Attendees from 50+miles or more:	7.3%

2) How many are in your party?

1 ---- 55	(13.7%)
2 ---- 159	(39.75%)

3 ---- 63	(15.8%)
4 ---- 44	(11%)
5 ---- 33	(8.3%)
6 ---- 17	(4.2%)
7 ---- 12	(3%)
8 ---- 2	(.5%)
9 ---- 1	(.25%)
10+ ---- 14	(3.5%)

3) What was your primary reason for visiting Pasco County?

This event ---- 100	(66.7%)
Vacation ---- 19	(12.7%)
Visit friends/relatives --- 15	(10%)
Business ---- 4	(2.6%)
Other ---- 12	(8%)
Live here ---- 0	(0%)
No answer ---- 0	(0%)

4) How did you travel to Tampa Bay/Pasco?

Vehicle ---- 100	(25.1%)
Plane ---- 10	(2.6%)
Bus ---- 0	(0%)
Other ---- 5	(1.3%)
Did not answer ----	(0%)
Live Here ---- 282	(71%)

5) How Many Nights did you stay in Pasco?

No Answer ----	(0%)
1 ---- 2	(1.8%)
2 ---- 3	(2.8%)
3 ---- 5	(4.6%)
4 ---- 1	(.9%)
5+ ---- 37	(33.9%)
Day Trip ---- 61	(56%)
Live Here ---- N/A	(%)

6) Where are you staying in Pasco?

Hotel ---- 5	(7.8%)
Vacation Rental ---- 16	(25%)
Friends/Relatives ---- 24	(37.5%)
Bed & Breakfast ---- 0	(0%)
Campground ---- 6	(9.4%)
Other ---- 13	(20.3%)
No Answer ----	(0%)
Live here ----	(0%)

7) How much did you spend on average per day in Pasco County?

\$0-25 ----	115	(30%)
\$26-50 ----	101	(26.4%)
\$51-75 ----	38	(9.9%)
\$76-100 ----	43	(11.2%)
\$101-125 ----	11	(2.9%)
\$126-150 ----	17	(4.4%)
\$151 and up ----	24	(6.3%)
No answer ----	34	(8.9%)

8) What activities did you participate in while in Pasco County?

** Respondents can choose more than one answer, check all that apply.*

Ecotourism ----	32	(4.4%)
Downtown ----	101	(13.8%)
Beach/Fishing ----	169	(23.2%)
Dining Out ----	217	(29.8%)
Art/Culture ----	102	(14%)
Sports ----	68	(9.3%)
Other ----	40	(5.5%)
No answer ----	0	(0%)

9) Age

18-24 ----	36	(9.4%)
25-34 ----	40	(10.4%)
35-44 ----	64	(16.7%)
45-54 ----	84	(21.9%)
55-64 ----	81	(21.2%)
65+ ----	54	(14.1%)
No answer ----	24	(6.3%)

10) How did you find out about our event?

** Respondents can choose more than one answer, check all that apply.*

Newspaper ----	73	(13.4%)
TV/Radio ----	54	(9.9%)
Website ----	48	(8.8%)
Social media ----	30	(5.5%)
Word of mouth ----	125	(22.9%)
Magazine ----	5	(1%)
Returning Visitor ----	184	(33.8%)
Other ----	26	(4.8%)
No answer ----	0	(0%)



Addendum G:
Report: 2014 Website
Report

Last Update: 17 Jun 2014 - 04:47

Reported period:

Summary

Reported period	Month Mar 2014				
First visit	01 Mar 2014 - 00:02				
Last visit	31 Mar 2014 - 23:57				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	24,151	46,249 (1.91 visits/visitor)	548,623 (11.86 Pages/Visit)	3,773,905 (81.59 Hits/Visit)	120.02 GB (2721.23 KB/Visit)
Not viewed traffic *			536,632	613,808	3.50 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history

Jan 2014 Feb 2014 Mar 2014 Apr 2014 May 2014 **Jun 2014** Jul 2014 Aug 2014 Sep 2014 Oct 2014 Nov 2014 Dec 2014

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2014	3,994	7,183	67,580	374,626	10.08 GB
Feb 2014	5,137	8,986	97,050	633,476	18.78 GB
Mar 2014	24,151	46,249	548,623	3,773,905	120.02 GB
Apr 2014	2,854	5,426	32,755	118,870	2.53 GB
May 2014	1,820	4,194	20,139	58,102	1.11 GB
Jun 2014	935	2,418	13,785	33,873	587.76 MB
Jul 2014	0	0	0	0	0
Aug 2014	0	0	0	0	0
Sep 2014	0	0	0	0	0
Oct 2014	0	0	0	0	0
Nov 2014	0	0	0	0	0
Dec 2014	0	0	0	0	0
Total	38,891	74,456	779,932	4,992,852	153.10 GB

Days of month

0 0 0 0 0 0 0 0 0 1 1 1 1 1 1 1 1 1 1 2 2 2 2 2 2 2 2 2 2 3 3
 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 Average
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Day	Number of visits	Pages	Hits	bandwidth
01 Mar 2014	431	3,759	28,673	910.97 MB
02 Mar 2014	489	4,747	34,408	1.11 GB
03 Mar 2014	459	4,893	37,199	1.11 GB
04 Mar 2014	569	5,890	49,663	1.54 GB
05 Mar 2014	533	5,905	41,850	1.32 GB
06 Mar 2014	513	5,466	37,768	1.23 GB
07 Mar 2014	543	5,892	41,251	1.32 GB
08 Mar 2014	563	5,767	42,020	1.26 GB
09 Mar 2014	638	6,242	46,030	1.37 GB
10 Mar 2014	740	7,830	56,565	1.76 GB
11 Mar 2014	743	8,260	55,326	1.81 GB
12 Mar 2014	727	7,973	56,539	1.83 GB
13 Mar 2014	904	11,738	83,562	2.68 GB
14 Mar 2014	980	11,002	80,677	2.62 GB
15 Mar 2014	1,189	13,092	94,509	2.93 GB
16 Mar 2014	1,073	12,834	88,891	2.96 GB
17 Mar 2014	1,172	13,686	102,620	3.44 GB
18 Mar 2014	1,580	20,876	146,841	4.78 GB
19 Mar 2014	1,865	24,285	175,107	5.85 GB
20 Mar 2014	2,737	37,626	278,155	9.26 GB

21 Mar 2014	5,824	81,478	619,946	20.38 GB
22 Mar 2014	6,947	90,650	690,485	21.58 GB
23 Mar 2014	3,421	40,618	235,944	7.66 GB
24 Mar 2014	1,784	16,697	96,442	3.36 GB
25 Mar 2014	1,500	14,771	80,957	2.48 GB
26 Mar 2014	1,487	16,708	93,644	2.93 GB
27 Mar 2014	1,330	13,806	75,194	2.48 GB
28 Mar 2014	1,762	18,485	106,310	2.95 GB
29 Mar 2014	2,390	23,714	139,420	3.79 GB
30 Mar 2014	943	8,090	44,242	1.08 GB
31 Mar 2014	413	5,843	13,667	249.89 MB
Average	1,491	17,697	121,738	3.87 GB
Total	46,249	548,623	3,773,905	120.02 GB

Days of week

Mon Tue Wed Thu Fri Sat Sun

Day	Pages	Hits	Size
Mon	9,789	61,298	1.99 GB
Tue	12,449	83,196	2.66 GB
Wed	13,717	91,785	2.98 GB
Thu	17,159	118,669	3.91 GB
Fri	29,214	212,046	6.82 GB
Sat	27,396	199,021	6.09 GB
Sun	14,506	89,903	2.84 GB

Hours

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Hours	Pages	Hits	Bandwidth	Hours	Pages	Hits	Bandwidth
00	6,340	35,599	1.11 GB	12	34,855	243,298	7.75 GB
01	4,047	20,112	637.07 MB	13	29,956	211,063	6.70 GB
02	2,491	14,624	503.87 MB	14	31,657	213,504	6.76 GB
03	2,343	11,963	369.36 MB	15	33,136	225,076	7.29 GB
04	3,197	16,977	566.35 MB	16	32,833	222,238	7.23 GB
05	6,160	37,472	1.19 GB	17	34,423	234,049	7.48 GB
06	13,689	97,856	3.20 GB	18	32,339	215,937	7.25 GB
07	26,386	181,806	5.63 GB	19	29,930	204,777	6.58 GB
08	35,805	264,646	8.15 GB	20	27,639	187,647	6.02 GB
09	38,652	291,596	9.12 GB	21	21,443	144,765	4.74 GB
10	39,018	285,213	8.83 GB	22	14,204	100,251	3.19 GB
11	36,588	261,745	8.30 GB	23	11,492	51,691	1.48 GB

Countries (Top 25) - Full list

Countries	Pages	Hits	Bandwidth
United States us	502,855	3,506,551	112.95 GB
Unknown zz	30,762	235,664	6.29 GB
Russian Federation ru	3,930	4,131	26.30 MB
Israel il	3,102	3,391	33.39 MB
Netherlands nl	1,354	1,422	8.44 MB
Canada ca	856	7,165	200.22 MB
Germany de	763	1,439	34.48 MB

	Great Britain	gb	748	2,213	71.53 MB
	Japan	jp	672	710	18.92 MB
	Ukraine	ua	583	583	10.87 MB
	Vietnam	vn	389	2,952	96.57 MB
	Turkey	tr	376	377	1.97 MB
	China	cn	315	832	18.48 MB
	France	fr	241	583	18.91 MB
	Spain	es	178	439	8.80 MB
	Brazil	br	172	568	11.90 MB
	Romania	ro	161	229	4.20 MB
	Nigeria	ng	111	219	4.43 MB
	Sweden	se	109	280	9.05 MB
	Belgium	be	95	363	13.43 MB
	Latvia	lv	75	87	1.47 MB
	Philippines	ph	56	323	8.26 MB
	Saudi Arabia	sa	55	89	1.80 MB
	Slovenia	si	53	87	1.34 MB
	Italy	it	53	283	7.40 MB

Others	559	2925	188.91 MB
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Hosts (Top 25) - Full list - Last visit - Unresolved IP Address

Hosts : 0 Known, 25,152 Unknown (unresolved ip) 24,151 Unique visitors	Pages	Hits	Bandwidth	Last visit
62.219.8.231	3,033	3,310	27.05 MB	31 Mar 2014 - 23:57
208.115.111.70	3,025	3,025	46.62 MB	31 Mar 2014 - 20:59
208.115.113.86	2,916	2,916	42.18 MB	31 Mar 2014 - 23:15
5.45.72.16	2,274	2,274	7.24 MB	31 Mar 2014 - 11:12
72.14.199.55	2,180	2,182	18.41 MB	31 Mar 2014 - 23:45
97.76.189.106	1,606	6,106	166.69 MB	29 Mar 2014 - 13:24
5.45.64.205	1,223	1,223	1.72 MB	19 Mar 2014 - 00:09
204.76.134.30	928	4,133	116.77 MB	28 Mar 2014 - 13:11
96.31.67.18	770	5,610	174.27 MB	26 Mar 2014 - 07:34
75.171.208.139	725	725	662.39 KB	31 Mar 2014 - 23:25
208.43.252.200	689	689	6.60 MB	31 Mar 2014 - 00:37
208.43.251.181	687	687	6.04 MB	31 Mar 2014 - 00:37
72.91.179.71	611	2,042	66.24 MB	29 Mar 2014 - 13:31
63.156.168.4	591	5,434	202.51 MB	27 Mar 2014 - 07:45
144.76.116.119	583	1,207	29.58 MB	27 Mar 2014 - 08:40
65.32.186.167	556	2,477	120.28 MB	27 Mar 2014 - 08:56
24.129.174.13	549	4,031	164.95 MB	28 Mar 2014 - 15:50
192.206.23.249	545	1,912	74.85 MB	31 Mar 2014 - 23:55
71.122.214.150	501	1,478	53.09 MB	27 Mar 2014 - 22:29
65.244.154.66	494	3,884	137.03 MB	30 Mar 2014 - 12:35
173.78.67.117	485	803	7.94 MB	18 Mar 2014 - 20:39
166.147.120.161	478	2,664	74.50 MB	29 Mar 2014 - 18:22
136.174.187.5	475	1,696	49.68 MB	28 Mar 2014 - 12:32
66.249.83.25	465	559	13.67 MB	31 Mar 2014 - 18:24
71.180.113.207	454	628	12.02 MB	31 Mar 2014 - 23:36
Others	521,780	3,712,210	118.44 GB	

Authenticated users (Top 10) - Full list - Last visit

Authenticated users : 0	Pages	Hits	Bandwidth	Last visit
Other logins (and/or anonymous users)	548,623	3,773,905	120.02 GB	

Robots/Spiders visitors (Top 25) - Full list - Last visit

15 different robots*	Hits	Bandwidth	Last visit
Unknown robot (identified by empty user agent string)	490,455+2	1.65 GB	31 Mar 2014 - 23:55
Unknown robot (identified by 'bot*')	16,716+1012	239.82 MB	31 Mar 2014 - 23:50
Unknown robot (identified by 'robot')	6,917+136	29.42 MB	31 Mar 2014 - 23:46
Unknown robot (identified by 'spider')	5,997+141	53.32 MB	31 Mar 2014 - 23:57
Googlebot	5,063+115	36.40 MB	31 Mar 2014 - 23:51

Unknown robot (identified by 'crawl')	3,686+120	64.42 MB	31 Mar 2014 - 09:08
MSNBOT	2,036+75	14.01 MB	31 Mar 2014 - 09:56
Yahoo Slurp	1,391+84	21.61 MB	31 Mar 2014 - 23:33
Unknown robot (identified by hit on 'robots.txt')	0+951	260.66 KB	31 Mar 2014 - 23:54
MSNBOT-media	7+80	49.86 KB	31 Mar 2014 - 14:12
Alexa (IA Archiver)	35+4	773.57 KB	30 Mar 2014 - 05:24
Voila	4+4	23.85 KB	26 Mar 2014 - 20:58
Unknown robot (identified by 'discovery')	7	58.15 KB	24 Mar 2014 - 11:37
Unknown robot (identified by '*bot')	1+5	7.04 KB	21 Mar 2014 - 12:04
Netcraft	2	22.39 KB	10 Mar 2014 - 12:31

* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts. Numbers after + are successful hits on "robots.txt" files.

Visits duration

Number of visits: 46,249 - Average: 271 s		Number of visits	Percent
0s-30s		23,635	51.1 %
30s-2mn		8,750	18.9 %
2mn-5mn		6,330	13.6 %
5mn-15mn		4,089	8.8 %
15mn-30mn		1,513	3.2 %
30mn-1h		1,357	2.9 %
1h+		575	1.2 %

File type

File type		Hits	Percent	Bandwidth	Percent
jpg	Image	1,363,285	36.1 %	86.29 GB	71.9 %
png	Image	793,682	21 %	20.83 GB	17.3 %
js	JavaScript file	779,872	20.6 %	6.68 GB	5.5 %
	Unknown	300,458	7.9 %	943.57 MB	0.7 %
css	Cascading Style Sheet file	220,966	5.8 %	569.92 MB	0.4 %
php	Dynamic PHP Script file	150,020	3.9 %	2.29 GB	1.9 %
gif	Image	65,338	1.7 %	687.91 MB	0.5 %
html	HTML or XML static page	38,066	1 %	233.31 MB	0.1 %
woff		36,403	0.9 %	438.24 MB	0.3 %

eot		16,293	0.4 %	224.74 MB	0.1 %
ttf	TrueType scalable font file	4,625	0.1 %	116.59 MB	0 %
htc		2,755	0 %	19.54 MB	0 %
pdf	Adobe Acrobat file	2,032	0 %	667.89 MB	0.5 %
svg	Image	107	0 %	3.79 MB	0 %
htm	HTML or XML static page	3	0 %	5.40 KB	0 %

Downloads (Top 10) - Full list

Downloads: 13		Hits	206 Hits	Bandwidth	Average size
/robots.txt		2,697	0	685.97 KB	260 Bytes
/images/pdf/14_na_schedule.pdf		1,118	468	210.18 MB	135.70 KB
/images/pdf/14_complete_street_parade_application.pdf		214	282	72.39 MB	149.44 KB
/images/pdf/14_na_vendor_application.pdf		144	74	24.35 MB	114.39 KB
/images/pdf/2014_chasco_fiesta_flea_market_application.pdf		128	169	28.71 MB	98.98 KB
/images/pdf/14_boat_parade.pdf		109	191	195.88 MB	668.60 KB
/images/pdf/14_carshow.pdf		108	69	89.94 MB	520.34 KB
/images/pdf/14_5k_run.pdf		88	69	30.09 MB	196.23 KB
/images/pdf/14_vol_app.pdf		28	0	1.25 MB	45.87 KB
/images/pdf/hunger_walk_brochure.pdf		22	51	9.30 MB	130.42 KB

Pages-URL (Top 25) - Full list - Entry - Exit

1,691 different pages-url	Viewed	Average size	Entry	Exit
/templates/adventure/XTC/css.php	137,635	17.08 KB	900	20,080
/templates/adventure/images/menus/-1	62.53		377	4.09

	3			1
/templates/adventure/images/backgrounds/-1	56,24 1		374	1,58 3
/templates/adventure/images/icons/-1	54,99 7		308	9,34 5
/	34,57 5	6.59 KB	23,2 71	3,10 9
/templates/adventure/fonts/BebasNeueRegular/bebasneue-webfont.wo...	21,63 4	11.26 KB	129	1,13 7
/calendar	18,57 4	6.92 KB	4,81 9	379
/templates/adventure/fonts/ChunkFiveRegular/chunk-webfont.woff	14,76 4	13.89 KB	62	839
/music	8,870	5.03 KB	604	149
/templates/adventure/fonts/BebasNeueRegular/bebasneue-webfont.eo...	8,365	8.43 KB	24	38
/fiestas/street-parade	8,022	11.08 KB	3,65 9	232
/fiestas	8,012	6.25 KB	618	237
/shows	6,967	5.01 KB	310	89
/templates/adventure/fonts/ChunkFiveRegular/chunk-webfont.eot	6,005	18.53 KB	16	92
/administrator/index.php	4,981	3.17 KB	792	798
/music/country-concert	3.688	8.18	1.31	97

		KB	5	
/index.php	3,651	1.90 KB	678	731
/fiestas/boat-parade	3,135	7.43 KB	953	98
/fiestas/carnival	3,085	7.30 KB	705	106
/templates/adventure/fonts/BebasNeueRegul ar/bebasneue-webfont.tt...	2,775	29.86 KB	144	237
/templates/adventure/css/ie-css3.htc	2,755	7.26 KB	5	54
/chasco/map-and-directions	2,740	7.50 KB	161	48
/fiestas/day/20140322	2,734	6.56 KB	160	81
/component/mailto/	2,459	3.04 KB	101	52
/blog	2,021	8.36 KB	263	249
Others	67,405	8.94 KB	5,501	2,298

Operating Systems (Top 10) - Full list/Versions - Unknown

Operating Systems		Hits	Percent
Windows		1,712,637	45.3 %
Macintosh		1,027,673	27.2 %
Linux		988,501	26.1 %
Unknown		31,850	0.8 %

Unknown Unix system	9,615	0.2 %
BlackBerry	2,687	0 %
Java	1,144	0 %
Sony PlayStation	671	0 %
Symbian OS	197	0 %
iOS (iPhone/iPod/iPad/...)	125	0 %
Others	190	0 %

Browsers (Top 10) - Full list/Versions - Unknown

Browsers	Grabber	Hits	Percent
Safari	No	986,792	26.1 %
Google Chrome	No	901,297	23.8 %
MS Internet Explorer	No	542,987	14.3 %
Mozilla	No	450,859	11.9 %
Android browser (PDA/Phone browser)	No	439,466	11.6 %
Firefox	No	282,668	7.4 %
LG (PDA/Phone browser)	No	85,609	2.2 %
Samsung (PDA/Phone browser)	No	33,025	0.8 %
IPhone (PDA/Phone browser)	No	21,874	0.5 %
Unknown	?	8,978	0.2 %
Others		21735	0.5 %

Connect to site from

Origin	Pages	Percent	Hits	Percent
Direct address / Bookmark / Link in email...	44,604	50.6 %	64,435	34.9 %
Links from an Internet Search Engine - Full list	39,780	45.1 %	115,832	62.7 %
- Google 33,211 / 109,263				

- Microsoft Bing	3,365	/ 3,365				
- Yahoo!	2,455	/ 2,455				
- AOL	310	/ 310				
- Unknown search engines	232	/ 232				
- Ask	145	/ 145				
- MyWebSearch	19	/ 19				
- Dogpile	16	/ 16				
- Baidu	11	/ 11				
- Earth Link	5	/ 5				
- Yandex	4	/ 4				
- Searchalot	3	/ 3				
- InfoSpace	2	/ 2				
- Excite	1	/ 1				
- Microsoft Windows Live	1	/ 1				
Links from an external page (other web sites except search engines) - Full list			3,742	4.2 %	4,237	2.2 %
- http://m.facebook.com/l.php	321	348				
- http://www.facebook.com/l.php	293	307				
- https://m.facebook.com	282	305				
- https://www.facebook.com	167	169				
- http://sixdirectionstraders.com/calendar.html	131	131				
- http://us.wow.com/search	128	128				
- http://florida.thejoyfm.com/out.php	125	125				
- http://florida.thejoyfm.com/event/chasco	80	80				
- http://www.hudsonfla.com/resinews.htm	55	55				
- http://whatsdoingtampabay.com/2014/03/68th-annual-chasco-fiesta-...	52	52				
- http://www.floridaadventuremaps.com/pasco/index.cfm	48	89				
- http://www.visitflorida.com/en-us/listings/011/a0t40000009x6dCAA...	43	43				
- http://www.wfla.com/story/25019720/8-fun-things-to-do-in-tampa-b...	40	86				
- http://www.tampabay.com/things-to-do/sponsored/chascofiesta/inde...	35	35				
- http://www.tampabay.com/things-to-do/sponsored/chascofiesta/	34	34				
- http://www.visitpasco.net/events/featured-events/chasco-fiesta/	29	29				
- http://www.harddaysnight.net	28	28				
- http://chimiver.info	27	27				
- http://www.artparquet.ru	27	27				
- http://www.bandsintown.com/event/7360880/buy_tickets	25	25				
- http://doska-vsem.ru	24	24				
- http://www.zvents.com/new_port_richey_fl/events/show/369145874-6...	24	24				
- http://www.dadecitychamber.org/Dade%20City%20Monthly%20Calendar....	22	22				
- http://otoplenieru.ru	20	20				
- http://festivalnet.com/cai-bin/subs/subsdb.cqi	20	20				

- Others	1,662	2,004				
Unknown Origin	4	0 %	22	0 %		

Search Keyphrases (Top 10)

Full list

1524 different keyphrases	Search	Percent
chasco fiesta 2014	3515	31.7 %
chasco fiesta	2710	24.4 %
chasco	179	1.6 %
chasco festival	173	1.5 %
chasco fiesta parade 2014	128	1.1 %
chasco fiesta 2014 dates	118	1 %
chasco parade 2014	117	1 %
chasco fiesta schedule	99	0.8 %
chasco fiesta new port richey	83	0.7 %
www.chascofiesta.com	82	0.7 %
Other phrases	3863	34.9 %

Search Keywords (Top 25)

Full list

776 different keywords	Search	Percent
chasco	9922	27.9 %
fiesta	8354	23.5 %
2014	4848	13.6 %
parade	1132	3.1 %
richey	1129	3.1 %
port	1127	3.1 %
new	1077	3 %
festival	618	1.7 %
boat	335	0.9 %
fl	311	0.8 %
the	269	0.7 %
is	269	0.7 %
pasco	213	0.5 %
in	212	0.5 %
florida	210	0.5 %
when	197	0.5 %
schedule	155	0.4 %
what	153	0.4 %
time	147	0.4 %
dates	138	0.3 %
concert	114	0.3 %
county	110	0.3 %
park	97	0.2 %
does	95	0.2 %
chascofiesta.com	94	0.2 %
Other words	4202	11.8 %

Miscellaneous

Miscellaneous		
Successful hits on favicon.ico	21,016 / 24,151 Visitors	87 %
Javascript disabled	-	
Browsers with Java support	-	
Browsers with Macromedia Director Support	-	
Browsers with Flash Support	-	
Browsers with Real audio playing support	-	
Browsers with Quicktime audio playing support	-	
Browsers with Windows Media audio playing support	-	
Browsers with PDF support	-	

HTTP Status codes

HTTP Status codes*		Hits	Percent	Bandwidth
404	Document Not Found (hits on favicon excluded)	43,021	77.5 %	19.53 MB
206	Partial Content	11,673	21 %	1.36 GB
500	Internal server Error	596	1 %	523.80 KB
303	See other document	102	0.1 %	1.73 KB
416	Requested range not valid	68	0.1 %	33.73 KB
403	Forbidden	20	0 %	16.85 KB
301	Moved permanently (redirect)	9	0 %	4.08 KB
503	Server busy	6	0 %	2.64 KB

* Codes shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.