

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

July 15, 2015, 9 a.m.

Historic Courthouse

Dade City, FL



Tourist Development Council Members

The Honorable **Kathryn Starkey**
Chairman, BCC

The Honorable **Camille Hernandez**
Vice-Chair, Mayor, City of Dade City

The Honorable **Chopper Davis**
City of New Port Richey

Open Position

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

AGENDA

- | | |
|--|----------|
| 1. CALL TO ORDER | 9 a.m. |
| 2. Invocation, Pledge of Allegiance | |
| 3. Roll Call | |
| 4. Adoption of Minutes | |
| a. TDC Minutes April 15, 2015 | |
| 5. Public Comment | |
| 6. New BUSINESS | |
| a. Presentation – Coast to Coast Trail, Allen Howell | TD15-051 |
| b. Special Events Grants Presentation | TD15-050 |
| 7. Old BUSINESS | |
| a. All Sports Arena | TD15-047 |
| 8. Tourism Manager’s Report | TD15-049 |
| 9. Board Member Comments | |
| 10. Adjournment | |

Next Meetings:

Tourist Development Plan Workshop - July 30, 2015
TDC Meeting - August 19, 2015

Saddlebrook Resort
WPGC, New Port Richey

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

APRIL 15, 2015

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED
IN AGENDA ORDER AS
PUBLISHED AND NOT IN THE
ORDER THE ITEMS WERE HEARD**

10:00 A.M.

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM
8731 CITIZENS DRIVE, NEW PORT RICHEY, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey
Board of County Commissioners

The Honorable Camille Hernandez
Vice-Chairman, Mayor, City of Dade City

The Honorable Chopper Davis
City of New Port Richey

Kyle Von Kohorn
Fairfield Inn & Suites

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn

1. CALL TO ORDER – 10:00 A.M. – Chairman

Chairman Starkey called the meeting to order at 10:00 a.m.

2. Invocation, Pledge of Allegiance

Ms. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the flag.

3. Roll Call

Ms. Schmidt called the roll. Mr. Jack Phethean arrived to the meeting at 10:06 a.m.

4. Public Comment

No one spoke.

5. Minutes and Treasurers Report

- a. TDC Minutes February 18, 2015**
- b. Quarterly Treasurers Report**

Chairman Starkey requested a motion to approve the February 18, 2015 meeting minutes and the Treasurer's Report.

MAYOR HERNANDEZ MOVED approval of the February 18, 2015 minutes and the Treasurer's Report; **COUNCILMAN DAVIS SECONDED.**

Chairman Starkey called on the motion; the vote was unanimous and the motion carried.

6. New BUSINESS

- a. Event Sponsorship Agreement – All Sports Arena, Matt Garry
TD15-032**

Mr. Ed Caum, Tourism Manager, introduced Mr. Matt Garry who would provide a presentation regarding the Sunshine Shoot-Out.

Mr. Matt Garry, All Sports Arena, spoke regarding the event's history, TDC funding requests, that the event was sold out, and that teams were coming from several different countries.

The Council Members, Staff, and Mr. Garry held discussion regarding specific marketing efforts; that copies of the marketing material had not been submitted to the TDC; that the event was sold out; and the post event reports.

Mr. Garry indicated he could provide the marketing materials to the Council.

Mr. Caum spoke regarding the need for the post event report to be submitted to Staff, that there needed to be better accountability for the funds, Mr. Garry was aware that he needed to do a better job certifying the room nights, and that the information would need to be submitted in a timely manner. Staff recommended a performance based contract be drafted.

Mr. Caccio asked if the event numbers were projected and if last year's numbers were verified.

Mr. Caum said the numbers were somewhat verified, but were overinflated when the post event report was submitted.

Ms. Cushman stated she had worked with Mr. Garry several times and that every tournament brought in a lot of people to the area.

Mr. Phethean arrived to the meeting at 10:06 a.m.

Discussion continued regarding the people coming to the area; the length of the hotel stays varied; participants were over 21 years old; 32 teams had registered for the event; the tournament structure; opportunities for the participants to do other things in the area; the event location and the need to make the area more attractive; tourism venues; and the need to put their best foot forward.

COUNCILMAN DAVIS MOVED approval of Staff's recommendation for a performance based contract with \$10.00 per certified room night; **MR. CACCIO SECONDED.**

Ms. Elizabeth Blair, Senior Assistant Count Attorney, asked if there would be a minimum spending amount required for advertising.

Councilman Davis felt the certified rooms were needed most.

Mr. Caccio stated the event was sold out. He felt the marketing was important, but he was unable to accept any more teams.

Ms. Roni Lloyd, Sports Marketing Coordinator, felt that since the event was sold out that it would be important for brand integration and to see how he used the County's logo through social media efforts to build the spectator base. At this point, that was all that could be done. They needed to see the economic impact through the spectators.

COUNCILMAN DAVIS AMENDED THE MOTION to request to see Mr. Garry's efforts;
MS. CUSHMAN SECONDED.

Chairman Starkey called on the amendment to the motion; the vote was unanimous and the motion carried.

Chairman Starkey clarified that Mr. Garry would provide the information and stated that for next year it should be part of the presentation.

Mr. Garry stated he would provide the information.

Mr. Caum stated Staff would also assist with his marketing efforts and had offered to provide advice to Mr. Garry.

Chairman Starkey called on the motion; the vote was unanimous and the motion carried.

**b. Event Sponsorship Agreement – Dances With Dirt
TD15-040**

Mr. Ed Caum, Tourism Manager, explained the event had already happened. He explained further that the event representatives had not submitted the post event report last year. Staff had met their contract obligations for their event last year. Staff had requested a post event report multiple times and none was submitted. He noted they had also had several conversations with the representatives. He explained further that Staff appreciated the event, but if they were not going to meet the requirements he felt they could not continue to fund them. Staff recommended the TDC not recommend approval of their funding request in the amount of \$6,000.00.

MR. CACCIO MOVED approval of Staff's recommendation to not forward the request to the BCC; **MR. VON KOHORN SECONDED.**

Chairman Starkey called on the motion; the vote was unanimous and the motion carried.

**c. Adoption of the 2015-2020 Tourism Strategic Plan
TD15-041**

Mr. Ed Caum, Tourism Manager, stated Staff was still working on the plan verbiage. He recommended permission to continue to work with the County Attorney's Office and to bring the item back to the May meeting. He asked if any of the Council Members had any comments regarding the plan.

Councilman Davis led discussion regarding their partnership with the PEDC, a possible Sports Development Committee, and the arts.

Mr. Caum explained they were moving into a collaborative branding initiative. The PEDC would work with Staff on a new branding for the County, not just for tourism. There would be no additional funding required. He noted an in-house economic team had also been created. The intent that came out of the joint BCC/TDC meeting was that Staff reach out to the Tampa Bay Sports Commission to determine what could be jointly shared. They had not yet received clear direction on what would be the requirements. He noted there were different arts councils, but no "roof" over all of the councils.

Ms. Roni Lloyd, Sports Marketing Coordinator, explained originally the Sports Facilities Advisory Committee had told them they needed a sports commission. After speaking with the Florida Sports Foundation, which had 27 sports commissions in Florida, she was told in the development stages they should discuss sports commissions, but they would really need Sports Development Council. They should not be going after the Olympics, but rather a council that would help build their program locally with a vested interest in the area.

Mayor Hernandez spoke regarding arts in the area and noted everyone was protective of their own group.

Mr. Caum spoke regarding the grants program which addressed the festivals and events. He noted that umbrella was used to help stimulate the arts and spoke regarding the funding cycle. He explained they were looking at ways to move into arts and culture but currently there were no additional revenues. The item was included in the Strategic Plan.

Chairman Starkey spoke regarding a publication by the Florida Tax Watch on how counties compared. She spoke regarding per capita total county and municipal culture and recreation expenditures and noted that of 2009 Pasco was listed as 63 out of 67.

Extensive discussion followed among the Council Members regarding the information presented by Chairman Starkey; a recognition of the need; public education; the County's per income capita; the need to improve the Pasco economy; they could not tax themselves out of this hole; the growth of the County since 2009; they had a long way to go but there had been improvement; a feeling that it was dangerous to throw out six year old statistics; the need for a Strategic Plan; throwing money at a problem was not an answer; past cuts to the Parks and Recreation budgets; it would not make sound fiscal policy to change something based upon six year old numbers; a more aggressive effort would be needed; all governments were flat because of the recession; large scale capital needs in the County; and that recreation brought in tourists.

The item was moved to the next meeting.

d. Presentation PBA 50 Overview – Gary Beck

Mr. Gary Beck noted the name of the event was changed to the Pasco County Florida Open. He gave a PowerPoint presentation which reviewed pictures from the event, the number of likes on the PBA Facebook page the morning after the event were thirteen hundred, increased amount of equipment used for bowling events which included the average person bringing fourteen bowling balls with them to an event, the live score boards, the participants were coming from various countries, suggested changes from last year's event were implemented, the Pasco County logo was displayed on the masking units which hid the pin setting machines, a full report would be submitted to the Council within two days, the event was streamed live all three days, there were ten hours of competition, an on-air Pasco County promotion piece, the players appreciated the support given by the TDC and were very cooperative, a charity pro-am was held and a corporate pro-am would be held on April 9, 2016 at 1:00 p.m., for the Joshua House Foundation, an economic impact survey was created with the assistance of Staff and it had a one hundred percent compliance rating, the average number of hotel nights were five, and a spreadsheet of the data would be sent to Staff within one week.

The Council was very happy with the information provided and the number of room nights associated with the event.

Chairman Starkey asked what percentage of room nights stayed in Pasco County versus surrounding counties.

Mr. Beck stated there were six motor homes parked at the bowling facility, one group rented a home, a few players had family in the County, and that about eighty-five percent of the players stayed in Pasco County hotels. He spoke regarding heads in beds, the branding and live streaming of the event, the use of the PBA resources to bring attention to Pasco County was critical, the 2016 event had a handshake agreement with the PBA and Lane Glow Bowl, Lane Glow Bowl was investing five to six thousand dollars in facility renovations, funding for the event, event history warranted a partial payment prior to the event to start promotions, interest in Pasco County hosting a super senior event for bowlers sixty years of age and over, having a super senior event would increase the event from four to eight days, the cost to the PBA for super senior event would be an additional ten thousand dollars with a three to four thousand dollar investment from Mr. Beck, and the plan was for the event to run April 5, 2016 through April 12, 2016 with the same amount of funding from the TDC. He requested that the TDC provide possible connections with other corporate businesses that would benefit from event exposure.

Chairman Starkey was in favor of authorizing advanced funding for Mr. Beck's event.

Mr. Ed Caum, Tourism Manager, spoke regarding the 2016 event being under the next fiscal year's funding, bringing a memorandum and event sponsorship request to the TDC, and that Staff would draft the request so that funding could be released sooner.

He asked if Mr. Beck could present his information via a telephone conference to avoid additional travel expenditures.

Ms. Elizabeth Blair, Senior Assistant Count Attorney, stated that Staff would present an Agenda item regarding the advanced funding.

Mayor Hernandez stated she was in favor of advancing funds. She spoke regarding similar situations and not wanting to set expectations for other event coordinators to ask for advanced funding.

Mr. Caum stated that the Dick's Sporting Goods Tournament and the Savage Race received advanced funding for marketing and event set-up.

Ms. Caroline spoke regarding specific guidelines for advance funding.

Mr. Caum spoke regarding the responsibilities of the TDC prior to making recommendations to the Board of County Commissioners.

The item was for information only.

e. Presentation Tourism Tax Overview – CAO, Elizabeth Blair

Ms. Elizabeth Blair, Senior Assistant Count Attorney, provided a presentation regarding the use of Tourism Tax funding. She spoke regarding requirements of Florida Statute Chapter 125.01.04, the definition of event promotion which included marketing or advertising designed to increase tourist related business activities, the definition of a tourist which included a person who participates in trade or recreation activities outside the County of his/her permanent residence or someone who rented or leased transient accommodations, the Pasco County Tourism Tax was collected by the Florida Department of Revenue for a three percent administrative fee, the Tax Collector had expressed interest in collecting the Tourism Tax for the County, potential businesses that were not registered with the State and therefore were not paying taxes, and reaching out to management companies that were in charge of vacation rentals throughout the County.

Ms. Caroline stated there was a hotelier who discovered sixty resort owners who were not reporting collected taxes to the State. The hotelier composed a letter to the resort owners offering her assistance in getting their hotel license and sales tax; however, if they did not comply within sixty days of receiving the letter she would report them to the Department of Revenue. She spoke regarding a committee ran by the Department of Revenue that was able to get ninety percent of renters to become compliant.

Ms. Blair stated it was important to investigate and follow through in order to have increased tourism taxes and a level of fairness, the County's vacation rental Ordinance, registering with the State for the collection of taxes, and that non-compliance would be handled by Code Enforcement and a Statute violations.

The Council Members and Staff held discussion regarding the definition of a vacation rental which included anything less than six months and camping was not included; hotel travel; rentals available in Pasco County via Home Away, VRBO, and Air B&B; potentially hiring an enforcement officer if taxes were collected in house; the Tax Collector's willingness to collect Tourism taxes; other Counties found that collecting the taxes in-house more than paid for the salary of a full time employee to handle the collection process; and that the solution was for violators to get the necessary licenses.

Ms. Blair continued with her presentation which reviewed the collection of tourism taxes, the tourism plan requirements, a Statute that outlined how the funds could be legally spent and a list of authorized uses, how to promote tourism, administration costs for the Tourism Office, beaches and lake restoration, the plan needed to show how the County wanted to use tourism tax funding, the new plan would contain priorities that the County wanted to see, the oversight of tourism tax expenditures, the new tourism plan would have to be approved by a super majority vote of the Board of County Commissioners, the TDC was responsible for continuously reviewing the expenditures of revenues within the Tourist Development Trust Fund, the TDC should receive expenditure reports at least every quarter, unauthorized expenditures should be reported to the County's governing board and the Department of Revenue, the Department of Revenue would review the TDC's finding and take appropriate action to ensure compliance, previous audits conducted by the Department of Revenue, and the code of Ordinances that oversaw the tourism plan and the TDC.

Chairman Starkey read into the record a section of the code regarding beach park facility financing, beach improvements and maintenance, re-nourishment restoration and erosion control including shoreline protection, enhancement cleanup or restoration of inland lakes and rivers to which there was public access, and fees associated with those areas.

Ms. Blair stated there may have been some AGO opinions regarding fees; however, the entire idea behind Tourism taxes was to promote an area that the County wanted visitors to come to not somewhere like a conservation lake where no one was allowed to fish. She wasn't sure if the cost had been considered in any of the Attorney General opinions. She spoke regarding specific uses under the section that was read by Chairman Starkey, Section 5.A.3 regarding the promotion and advertising of a tourism service venue or event, the County could spend money on a particular asset as long as there was a tourism link, the Tourism Development Tax Ordinance which was adopted in 1990 and codified in the Pasco County Code of Ordinances Section 102, the tax being levied, the code needing to be amended if the County ever changed the percentages, penalties and liens reiterating the Statute regarding registering and paying taxes in order to rent out a room, tourist funding requirements, if the County choose to

use the Tax Collector to collect the tourism taxes that section of the code would need to be amended, establishment of the TDC, the Statutes reflected the Ordinance regarding the municipalities hoteliers and those interested in tourism, Section 102-90 which referenced the adopted plan and was attached to the Ordinance to be presented to the Board of County Commissioners, and that the Code could be amended easily with one public hearing.

Chairman Starkey asked about short term rentals. She requested that a copy of the vacation rental section be sent to the members of the TDC.

Ms. Blair read several sections of the code into the record.

The item was for information only.

7. Old BUSINESS

Mr. Ed Caum, Tourism Manager, spoke regarding the new Tourism Office and offered tours to the Council Members after the meeting. He introduced the new Senior Secretary, Ms. Consuelo Sanchez. He spoke regarding Ms. Sanchez's experience.

Ms. Consuelo Sanchez, Senior Secretary, thanked the TDC for the opportunity.

Mr. Caum noted that Ms. Marla Chancey was no longer with the County. He stated interviews were conducted and scheduled to fill the Public Communications Specialist/Marketing position. He spoke regarding a new tourism marketing position that he was waiting to be approved by the Human Resources Department.

The item was for information only.

8. Tourism Manager's Report TD15-042

Mr. Ed Caum, Tourism Manager, explained the the County was in festival season which would decrease in August and September. He gave a PowerPoint presentation which reviewed festival dates in various cities, the Paddlepalooza event to be held Saturday and Sunday, the Shark Bite event in Pinellas County where Pasco County collateral marketing materials were distributed, event marketing through Facebook, the promotion of the Dragon Boat races, and that seventeen hundred people viewed a thirty second video of the Dragon Boat Races that he took with a go-pro camera.

Chopper Davis stated the best way to view Paddlepalooza was by using a kayak.

The item was for information only.

9. Board Member Comments

Mr. Phethean noted that Mr. Bob Blanchard had expressed to him his appreciation for the TDC's support of the Savage Race. He spoke regarding the seven or eight thousand people who attended the race, a children's race event, and an email from Ms. Sharon Blanchard requesting support from the TDC for Gould Road to be paved.

The Council Members and Staff held discussion regarding a paving assessment for Gould Road which was a non-County maintained road and would require the partners along the road to buy in with the County offsetting the cost; the potential for more events on the Blanchard's property; the economic impact of the Savage Race was similar to the Dick's Sporting Goods Tournament; the Savage Race post event reporting was weak but they listened to Staff and they used social media to promote the event; the Blanchard's had two events per year; the Savage Race process; the success of the Grand Fondo; that some event planners were asking for TDC funding as part of their operating expenses; limiting the number of times an event planner could ask the TDC for sponsorship; the loss of local festivals and events due to no TDC funding; the TDC's flat budget; a conscience decision to support new groups as much as possible; continued support of existing groups with decreased funding; that this meeting was the first time Staff had recommended denial of funding; performance based contracts as a way to hold event planners accountable; some event planners were listening to Staff's advice and others felt entitled; Staff was there to assist versus handling the entire event; international visitors; the responsibility of the TDC was to grow tourism; grants given by the City of Dade City; how to get new events such as the EcoFest and Paddlepalooza to come to Pasco County; marketing requirements with clear direction; an article regarding the Florida Antique Trail; city partnerships for multi-use trails; the growth coming to central Pasco County which included the addition of a Lowes and a new restaurant; the improvements to softball fields off of US Highway 41; the Tough Mudder race and other obstacle races that produced comradery among the participants; the importance of having a strategic plan; and project ideas that were marketed to tourists.

Mr. VonKohorn expressed his appreciation for the opportunity to serve on the TDC. He noted that he would be moving to Vero Beach to pursue a real estate career. He spoke regarding his last scheduled day at the Fairfield Inn and Suites and that he enjoyed working with the TDC.

Mr. Caum thanked Mr. VonKohorn for his service.

Chairman Starkey requested that the Council Members create a list of potential Capital Improvement projects that would benefit the County. She spoke regarding paving a road that led to Little Everglades and adding shoulders to some of Dade City's roads.

Mr. Caum stated having a list of potential Capital Improvement projects would enable Staff to apply the test of the Statute which would give them an idea of what areas they should focus on.

Chairman Starkey advised the Council Members to think outside the box. She noted that the Council Members represented tourism which was why she wanted their ideas. She spoke regarding bathrooms needed on the Suncoast Trail, Department of Transportation funding, the Coast-to-Coast trail, that a sidewalk was needed on Leonard Road, bed and breakfast travelers, and a discussion held with Mr. Will Weatherford regarding the fifteen million dollar budget for the cultural center.

Mr. Caum stated he would take the items discussed and create a list for the TDC to add to and return to Staff.

The item was for information only.

10. Adjournment

The meeting adjourned at 12:01 p.m.

(SEAL)

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
APRIL 15, 2015

Office of Paula S. O'Neil, Clerk & Comptroller

Prepared by: _____
Tammy Glisson, Records Clerk
Board Records Department

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of Tourism Development
Council

DATE: 7/15/15 FILE: TD15-051

THRU: Randy TeBeest
Assistant County Administrator
(Public Safety and Administration)

SUBJECT: Financial Support - Coast to Coast
Connector Trail Plan Consultant Fees
- Florida Greenways and Trails
Foundation, Inc.– Consulting fees –
Funding Required: \$2,500.00
TDC: Dade City; 07/15/15; 10:00 a.m.

FROM: Ed Caum
Office of Tourism and Development

RECOMMENDATION: Approve
REFERENCES: All Council members

STAFF: Roni Lloyd
Office of Tourism Development

It is recommended that the data herein presented be given formal consideration by the Tourism Development Council.

DESCRIPTION AND CONDITIONS:

The Coast to Coast Connector Trail (C2C), a 250 mile long multiuse trail is in development by the Florida Department of Transportation (FDOT) and the Florida Department Environmental Protection's Office of Greenways and Trails. It will utilize existing trail segments throughout central Florida with new projects to fill in seven major gaps. This trail system will appeal to local and regional bicyclists, as well as eco-tourists and others from across the country and could potentially attract international tourists.

The Florida Greenways and Trails Foundation, Inc. (FGTF), a non-profit corporation whose mission is to advocate for and help create a statewide system of trails and greenways to advance health, recreation, transportation, and tourism, has contracted with ALTA Planning + Design, a nationally prominent trail planning consultant, to develop comprehensive trail standards and design guidelines, including comprehensive signage and amenities, for the C2C. The contract amount is \$50,000 and FGTF has committed \$10,000 of its own funds toward this contract. FGTF expects FDOT to provide an additional \$10,000, with the remainder to be provided by the local jurisdictions as matching funds.

A collaborative effort is being undertaken for the funding required to complete the standards. The collaboration has decided for an equitable allocation between the benefitting communities, which consists of a \$5,000 contribution by the Orlando area, and \$2,500 by each of the other jurisdictions hosting an existing or proposed segment. Pasco County has both existing segments and a proposed trail addition as part of the C2C.

One of the first gap segments of the C2C to be completed will be the Pasco/Pinellas Tri-County Trail, also known as the Starkey Gap, which will connect the Starkey Boulevard Trail to the Fred Marquis Pinellas Trail. Completing the Starkey Gap will create a trail system which extends from St. Petersburg through Pinellas County, into Pasco County, passing through Longleaf Development and the Starkey

Wilderness Park, then to the Suncoast Trail which ends at the trailhead just south of the Citrus/Hernando County line, a distance of over 80 miles.

Staff indicates it is appropriate for the TDC to consider and recommend that tourist tax revenues be used to pay Pasco County's contribution to FGTF as the promotion of the completed trail is considered a tourism project. The C2C trail will have a professionally-developed trail branding system which creates a unique C2C trail identity while not losing the established local trail distinction. ALTA's product will provide numerous opportunities for marketing Pasco County to the state, the country and to the world. Wayfinding signage standards developed by ALTA will give retailers, lodging and restaurateurs the ability to attract trail users off the trail to eat, sleep, recreate and purchase goods in Pasco County.

ALTERNATIVES AND ANALYSIS

The TDC may:

- 1. Recommend approval of \$2,500.00 be allocated for the Coast to Coast Trail Connector to the BCC.
- 2. Do not recommend approval to the BCC

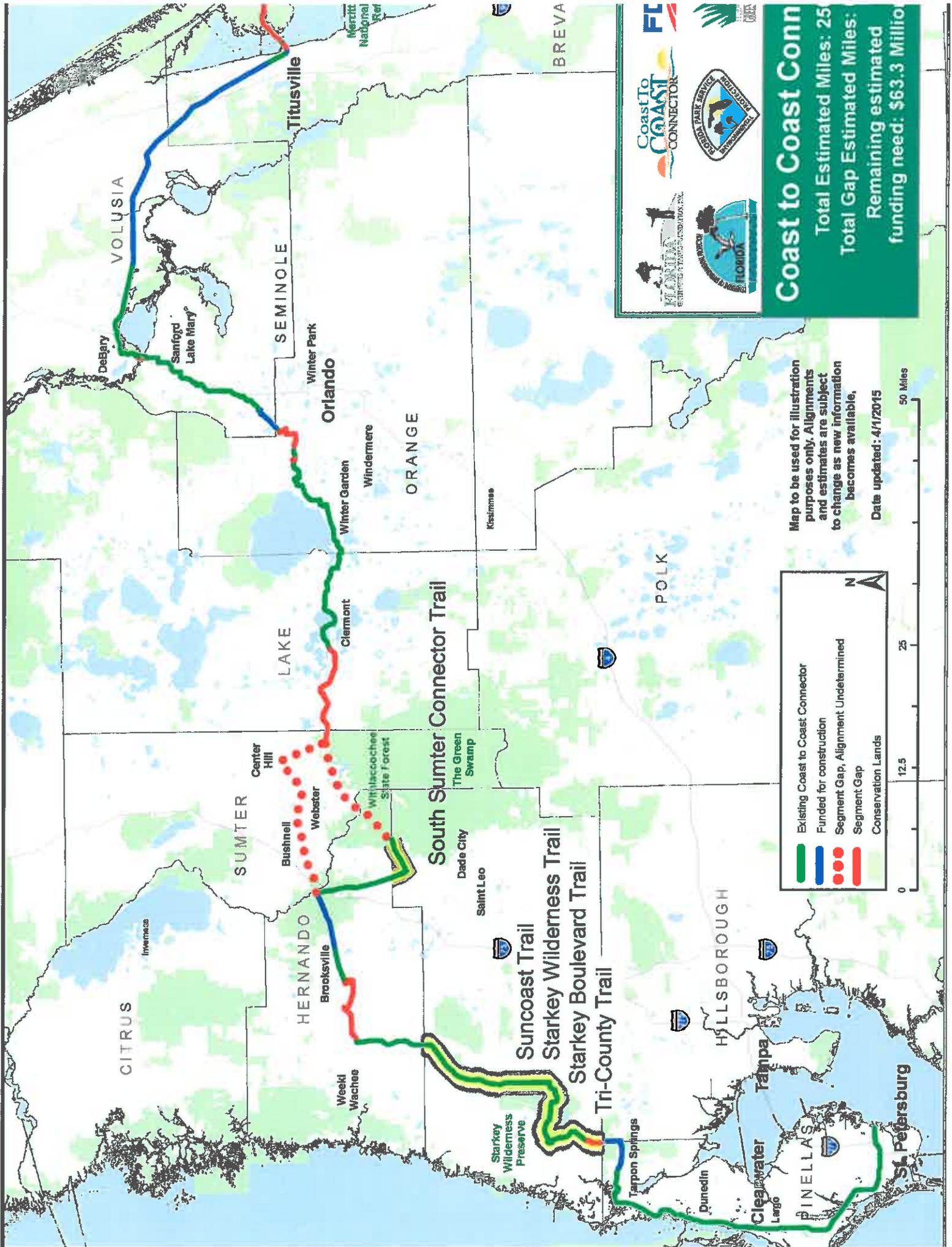
RECOMMENDATION AND FUNDING

The Office of Tourism and Development recommends that the TDC approve Alternative No. 1.

Funding is available in the Other Contracted Services account No. B113-15300-533400

ATTACHMENTS

- 1. Overview Map C2C Connector



Map to be used for illustration purposes only. Alignments and estimates are subject to change as new information becomes available.

Date updated: 4/1/2015

0 12.5 25 50 Miles

	Existing Coast to Coast Connector
	Funded for construction
	Segment Gap, Alignment Undetermined
	Segment Gap
	Conservation Lands



Coast to Coast Conn

Total Estimated Miles: 25

Total Gap Estimated Miles: Remaining estimated funding need: \$63.3 Million

How Can We Make the Coast to Coast Connector a National Draw

**“Marketing. Marketing. Marketing.”
(and international marketing)**

**Cohesive look
and identity**

**“Connectivity for multi-day
rides with good
destinations and services.”**

**Proper facilities- water
fountains, restrooms**

**Developing
partners:
businesses,
hotels,
camping,
restaurants**

**Easy Access
and Clear
Signage**

**Volunteer
support**

**Trail
Events**

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and Members of the
Tourist Development Council

DATE: 06/22/2015 FILE: TD15-050

THRU: Randall TeBeest
Assistant County Administrator

SUBJECT: Special Event Grants FY15/16 –
TDC: Dade City 07/15/15;
09:00 a.m. – Funding Required: \$80,000

FROM: Ed Caum
Office of Tourism Development
Manager

REFERENCES: All Comm. Dist.

It is recommended that the data herein presented be given formal consideration by the Board of County Commissioners (BCC).

DESCRIPTION AND CONDITIONS:

The primary purpose of the Pasco County Local Special Event Marketing Program is to provide funding to local organizations to assist in marketing local special events that promote Pasco County as a tourist destination for visitors. Funds received pursuant to the Local Special Events Marketing Program must be used for expenditures associated with marketing and promoting an Event outside of Pasco County to potential overnight visitors.

The Program is administered through the Office of Tourism Development (OTD). Applicants are required to provide information in writing, and to make a presentation regarding their proposed event before the Tourist Development Council (TDC).

Local special events that may receive funding must demonstrate a history of producing room nights, economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Pasco County accommodations. The attached applications specify the grant dollar amount requested and a detailed proposed use of the requested funds. The OTD received seven (7) applications prior to the application deadline. A summary of those applications is listed below and full applications are attached.

The application incorporates the scoring guidelines that include: Production of Room Nights, Out of County Advertising, Marketing Plan, Economic Impact, Time of Event, and Additional Organization Information. The TDC and Office of Tourism Development will use the application, evaluation by the TDC and the following grid as a guideline when recommending funding to the BCC:

Certified Room Nights

2,000 and up
1,000 – 1,999
400 – 999
200 – 399
50 – 199

Event Sponsorship

\$15,000 and up
\$10,000 to \$14,999
\$5,750 to \$9,999
\$2,500 to \$5,749
\$500 to \$2,499

Bug Jam

Funding requested: \$26,500

OTD recommends funding in the amount of \$10,000

Year	Requested Amount	Approved	Room Nights	Economic Impact
2012/2013	\$15,000	\$11,800.00	488	\$974,372
2013/2014	\$25,000	\$14,905.00	300	\$646,831
2014/2015	\$25,000	\$20,313.00	550	\$659,515

Chasco Fiesta

Funding requested: \$26,600

OTD recommends funding in the amount of \$18,000

Year	Requested Amount	Approved	Room Nights	Economic Impact
2012/2013	\$25,000	\$21,254	398	\$2,169,943
2013/2014	\$25,000	\$11,415	181	\$2,040,771.50
2014/2015	\$20,000	\$14,950	110	\$2,645,425

Cotee River Bike Fest

Funding requested: \$0

OTD recommends funding in the amount of \$2,200

Year	Requested Amount	Approved	Room Nights	Economic Impact
2012/2013	\$15,000	\$11,559	173	\$1,221,463
2013/2014	Event Cancelled	-	-	-
2014/2015	Grant Not Requested	-	-	-

Kumquat Festival

Funding requested: \$7,300

OTD recommends funding in the amount of \$7,300

Year	Requested Amount	Approved	Room Nights	Economic Impact
2012/2013	\$8,750	\$6,504	300	\$1,125,000
2013/2014	\$7,750	\$5,529	372	\$1,140,630
2014/2015	\$6,900	\$6,046	387	\$1,142,313

Pasco County Fair

Funding requested: \$25,000

OTD recommends funding in the amount of \$5,000

Year	Requested Amount	Approved	Room Nights	Economic Impact
2012/2013	\$9,000	\$6,130	44	\$304,446
2013/2014	\$25,000	\$10,679	549	\$1,028,500
2014/2015	\$25,000	\$16,188	550	\$1,028,500

Rattlesnake Festival

Funding requested: \$2,200

OTD recommends funding in the amount of \$2,200

Rattlesnake Festival has not received funding in the last three (3) years, our records show they received the following in previous years: 2007- \$3,068.50; 2008- \$3,787 and 2009- \$2107.

Suncoast Arts Festival

Funding requested: \$5,749

OTD recommends funding in the amount of \$5,800

Year	Requested Amount	Approved	Room Nights	Economic Impact
2012/2013	\$13,000	\$6,808	245	\$2,365,000
2013/2014	\$5,479	\$3,355	271	\$2,346,370
2014/2015	\$5,560	\$4,782	225	\$2,816,715

Total Funding Requested from All Events: \$93,349

Amount Available: \$80,000

ALTERNATIVES AND ANALYSIS:

1. Accept staff recommended scoring and funding in the amount of \$50,500 (fifty-thousand and five-hundred dollars).
2. Accept TDC recommended scoring and funding (not to exceed \$80,000).
3. Direct staff to pursue another course of action.

RECOMMENDATION AND FUNDING:

Staff recommends funding the events as follows:

Bug Jam	\$10,000
Chasco Fiesta	\$18,000
Cotee River Bike Fest	\$2,200
Kumquat Festival	\$7,300
Pasco County Fair	\$5,000
Rattlesnake Festival	\$2,200
Suncoast Arts Festival	\$5,800

Funding in the amount not to exceed \$80,000 is available from the Aid to Private Organizations, Account # B113-115300-88200, in the FY 2016 budget.

ATTACHMENTS

1. Attachment 1 – Blank Scoring Matrix
2. Attachment 2 –
 - Staff Scoring Averages and Summary
 - Bug Jam Application
3. Attachment 3 –
 - Staff Scoring Averages and Summary
 - Chasco Fiesta Application
4. Attachment 4 –
 - Staff Scoring Averages and Summary
 - Cotee River Bike Fest Fiesta Application
5. Attachment 5 –
 - Staff Score Averages and Summary
 - Kumquat Festival Application
6. Attachment 6 –
 - Staff Score Averages and Summary
 - Pasco County Fair Application
7. Attachment 7 –
 - Staff Score Averages and Summary
 - Rattlesnake Festival Application
8. Attachment 8 –
 - Staff Score Averages and Summary
 - Suncoast Arts Festival Application

RJT/EC/rl

 EVENT	FY16 Grant Request	Pts. Awarded Comments	50		20		10		10		+/- 5
			Room Nights	Advertising	Marketing	Eco Impact	Time of Event	Bonus			
Bug Jam	\$26,500										
Chasco Fiesta	\$26,600										
Cotee River Bike Fest	\$0										
Kumquat Festival	\$7,300										
Pasco County Fair	\$25,000										
Rattlesnake Festival	\$2,200										
Suncoast Arts Festival	\$5,749										

*cap imposed \$26,600 **\$93,349**

Notes:

Office of Tourism Development
Grant Recommendation

Special Event: BUG JAM

- Requested Grant Amount: \$26,500
- Recommended Grant Amount: \$10,000

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
32	9	5	7	8	1	62

Comments:

Positive

- Good Community Event
- Largest Volkswagon car show in Southeast
- Now a 2-day event

Negative

- Missing multiple support documents
 - Not enough details to confirm statements in application
- The grant amount requested is for the event's entire marketing funds. The purpose of this grant is to act as a supplement to the event's funds and efforts, not cover all of the expenses.
- No recycling plan provided

Observations

All applicants had an extended deadline and were given the opportunity to improve their initial applications based on a sample provided by the OTD. Bug Jam resubmitted their application, however they were still missing many support documents that were requested in the Sample provided to them.



2015 Florida Bug Jam

The annual Florida Bug Jam will celebrate its 27th year this November 7th and 8th at the Pasco County Fair Grounds. The Bug Jam is a celebration of all things Volkswagen. With more than 700 show entries showcased last year and over 10,000 spectators, the Bug Jam is the largest VW car show in the Southeast. Along with the car show, over 100 vendors are on hand selling new and used car parts, collectibles and other Volkswagen inspired merchandise, as well as food vendors selling a variety of food items. An array of live music, some old, some new, is performed throughout the weekend for the attendees' enjoyment.

The Florida Bug Jam was founded by Jeannie Brumley and eventually taken over by The Pasco County Fair Association. In 2014, the Fair Association, along with Mrs. Brumley, asked Randy Yoho, Dade City businessman and long time owner of Dade City Motocross, to assume the operations of the annual Bug Jam. Randy has embraced this opportunity and has plans to make the Florida Bug Jam bigger and better than ever.

This year's "Bug Wars" themed Jam will be expanded from a one-day event to a full two-day event. The festivities will begin on Saturday morning with a Poker Run through Pasco County, continuing Saturday afternoon with "Buggies on the Track", following up with the Pre-Jam Party in downtown Dade City on Saturday night and culminating Sunday with the VW car show and swap meet. With the addition of the extra day as well as the added events, this year's Bug Jam attendance, as well as room nights, is expected to increase substantially.

The Florida Bug Jam continues to be one of Pasco County's most popular events and the 2015 Jam promises to be one that will be enjoyed and remembered by all.



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

Each application will be evaluated by the TDC using the following criteria.

A. Production of Room Nights - 50 pts.

1. Does the Local Event attract overnight visitors to Pasco County?
Yes, this event has attracted an average of 546 nights over the past 3 years.
2. Does the Local Event demonstrate a history of room nights/overnight visitors?
Yes, this event has a history of consistent room nights over the last 3 years ranging from 488 to 600.
3. Does the room night history show signs of growth or consistency?
Yes, the room nights grew from 488 in 2012 to 600 in 2013 and then slightly declined to 550 in 2014. However, in 2014 we had a very difficult time getting the hotels to complete the room night certification forms although the front desk staff of at least 2 hotels stated they knew they were full all weekend mostly due to the Bug Jam. So the 2014 room count is definitely understated. We feel confident that the room nights will increase significantly in 2015 due to the change from a one-day event to two-day event.
4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact?
The previous year's room nights are a significant part of showing how consistent the turn out is for the event. The accommodation fiscal impact was \$825 and the total economic impact was \$659,515.
5. If a new event, how strong and accurate is the estimate of overnight visitors?
N/A
6. Has a host hotel or accommodation partnership(s) been established?
Yes, the host hotel is the Microtel Inn in Zephyrhills.
7. How accurate are the room night statistics? If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey?
We feel our room night statistics may be slightly understated due to the difficulty in getting several of the hotels to complete the room night certification forms. However, we also surveyed attendees at the event and offered them the chance to win 1 of 4 \$50 gas cards if they turned in the surveys. In 2015, along with the surveys, we will have volunteers with ipads surveying attendees as they come through the gate.

Score ___ / 50

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

B. Out of County Advertising - 20 pts.

To be considered for funding, the proposed Local Event must be advertised outside of Pasco, regionally, or nationally.

1. Does the Local Event provide opportunities for state, regional, national, and/or international exposure?
Yes, this event will be advertised throughout the state as well as nationally.
2. Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County?
Yes, the majority of the Bug Jam advertising will be outside a 50 mile radius since that is where most of our attendees reside.
3. Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?)
Yes, this event will be marketed to Volkswagen enthusiasts throughout Florida and the entire Southeastern United States. A small portion of the advertising will be done throughout the rest of the nation.
4. If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising?
The Pasco County Tourism logo is on all Bug Jam print and web marketing materials, as well as our website and social media sites.
5. If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads?
Pasco County Tourism has been mentioned in all prior radio and television ads.
6. Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)?
Emails will be sent via constant contact weekly. Posts will be made to Facebook, Twitter and Instagram daily.
7. If not a new Local Event, how much publicity, and media exposure did the Event receive?
Who promoted the Local Event?
In 2014, the Bug Jam had over \$20,000 of reimbursable advertising expenses. The paid major advertisers were Tampa Tribune, Tampa Times, Hits 106, Facebook, Cruisin Style Magazine and Hot VW Magazine.
8. How does the applicant measure their promotions and marketing campaigns for the Event?
The overall effectiveness of our promotions and marketing campaigns are measured by the increase in the number of participants and spectators. In addition, we use online registration for all participants, surveys are given to all attendees and "hits" are tracked on the Bug Jam website.

Score ___ / 20

PASCO

it's only natural.

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

C. Marketing Plan - 10 pts.

1. Is there an itemized marketing/ad budget for the proposed Local Event?
Yes, see the Summary of Marketing Plan attached.
2. How is the requested funding proposed to be used?
See the Summary of Marketing Plan attached
3. If not a new Local Event, how does the proposed marketing plan compare to past years?
The proposed marketing plan is in line with previous years.
4. Did applicant use the previous grant awarded? (if applicable)
Yes, the 2014 grant of \$20,300 was used.
5. Does the applicant propose co-op advertising opportunities with other Local Events or TDC?
Not at this time.
6. How creative is the marketing plan? Is it evolving with the room night numbers?
The marketing plan includes \$26,500 of advertising expenditures targeting visitors throughout the United States. The majority of the advertising dollars will be spent in the Southeastern region, mainly Florida outside of Pasco County. The plan includes radio, internet, television, newspaper and magazine advertising.
7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application?
The actual reimbursed expenses were almost an exact match to last year's projected expenses.
8. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?
We begin promotions 6 months prior to the event and continue up to the date of the event.

Score ___ / 10

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

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County?
\$659,515 was the 2014 overall economic impact.

2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.
\$134,890 was the total out-of-town day trip impact for 2014 according to the TDC formula.

3. Is there growth in the Local Event? For example, has the main event added attractions to enhance the show?
For 2015, Bug Jam organizers have increased the show from a one-day event to a two-day event and added both a Poker Run and Buggies on the Track. The Poker Run will kick off the event on Saturday morning and will include stops at some of Pasco County's most memorable locations. That will be followed by a chance for the VW's to take a ride on the Motocross track on Saturday afternoon. There will also be live music at the event throughout the day on Saturday as well as on Sunday. Saturday will finish off with a parade to the Pre-Jam Party downtown, which includes early packet pickup. Early packet pickup was new for 2014 and was a huge success, measured by the increased attendance downtown. The event will culminate on Sunday with the VW car show and swap meet.

4. What area businesses will benefit from this Local Event?
Local restaurants, gas stations, hotels and other retail establishments will benefit.

5. How do they calculate economic impact? Is it their study, survey, or generic version supplied by Visit Florida and the County?
The economic impact is measured using the TDC formula as well as a modified survey (see attached.)

Score___/ 10



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

E. Timing of the Event. For multi-day events - 10 pts. / For one day events - 5 pts.

1. How unique is the proposed Local Event?
This is the largest event of its kind in the Southeast.

2. Is the schedule for the Local Event created in a manner to lure overnight visitors?
This event already draws a large amount of overnight visitors due to the fact that the majority of the participants and spectators are from out of county. With the change to the two-day event from the one-day event of the past, we expect a large increase in the number of overnight visitors.

3. Is the Local Event scheduled to occur during the off-season (May- October) which is more a desirable time.
No, this event is on November 7th & 8th.

4. Is the Local Event scheduled for more than one day?
Yes, 2 days.

Score ___ / ___

F. Additional Organization Information - (Scored 0 or ±5 per question)

1. Has the applicant organization attended the annual Pasco Tourism Summit and/or the Local Events Marketing Program Workshop?
Not as of yet but we will be attending in October.

2. How often does the organization volunteer at other Local Events and/or attend travel expos to promote Pasco Tourism and their Local Event?
The Bug Jam staff helps the Pasco County Fair Association throughout the year.

3. Did they turn in a sample of the Special Event County Survey or own survey?
Our own survey (see attached).

4. Does the event have a recycling plan in place?
Pasco Bug Jam will be working with Pasco County Utilities Recycling and Education Department for our 2015 recycling plan.

Score ___ / +20



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

I. APPLICANT INFORMATION

Entity Legal Name: KRY, INC.

Entity FED #: 59-2931465

Is the Entity a Florida corporation or registered to do business in the State of Florida?

See <http://www.sunbiz.org/> Yes: X No:

Application completed by: RANDY YOHO

Title/relationship to Entity named above: PRESIDENT

Telephone No: 352-588-4697

Mailing Address: 31826 PASCO RD. SAN ANTONIO, FL 33576

Email Address: DCRMX@AOL.COM

Has the organization attended the annual Pasco Tourism Summit and/or Grant Workshop? NO

Has the organization volunteered at other Local Events and/or travel expos with the Office of Tourism Development to promote Tourism? NO

II. EVENT INFORMATION

Event Title: FLORIDA BUG JAM

Date(s): NOVEMBER 7TH & 8TH, 2015

Event Location(s): 36722 STATE ROAD 52 DADE CITY, FL 33525

Projected number of overnight visitors staying in Pasco County accommodations: 1,000

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>
MICROTEL INN	GEORGIA DOWNEY	813-783-2211
-HAMPTON INN	EVAN VALENCIA	352-567-5277

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

650

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

10,000

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



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

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.

For a Reoccurring Event

Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

Year	Grant Funding	# of room nights	Average Room \$
2014	20,300	550	80
2013	14,905	600	80
2012	11,800	488	80

III. EXPENSES

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

Reimbursable advertising	Costs
See attached	
Total Expenses	\$

Total Grant Amount Requested:

IV. SIGNATURE/DISCLAIMER

Pasco Buy Jam

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

[Handwritten Signature]
Authorized Signature

PNOS
Title

5-14-15
Date

PASCO



2015
Florida Bug Jam

VISITOR SURVEY

COMPLETE THIS SURVEY & RETURN TO THE ENTERTAINMENT STAGE FOR A CHANCE TO WIN 1 OF 4 \$50 GAS CARDS.

What is your zipcode? _____

How many are in your party? _____

Was the Bug Jam your primary reason for visiting Pasco County? _____

Is this your first visit to Pasco County? _____

How did you travel to Pasco County? _____

How many nights did you stay in Pasco County? _____

Where are you staying in Pasco County? _____

How much did you spend on average per day in Pasco County? Circle one
\$0-25 \$26-50 \$51-75 \$76-100 \$101-125 \$126-150 \$151 & up

What other activities did you participate in while in Pasco County? Circle all that apply
Ecotourism Shopping Beach/Fishing Dining Out Arts/Culture Sports
Downtown Dade City Pre-Jam Party Poker Run Buggies on the Track

How did you find out about the Bug Jam? Circle all that apply
Newspaper TV Radio Website Google Facebook Word of Mouth
Returning Visitor Magazine If magazine, which one? _____

Would you return to this event? _____

Name & Email:

SUMMARY OF MARKETING PLAN AND PROPOSED USE OF REQUESTED FUNDS

This year's Florida Bug Jam will feature the theme "Bug Wars" for its 27th edition of the show and will be a full two-day event. This event will be marketed throughout the country in national VW and old car magazines as well as on worldwide websites focusing on Volkswagen enthusiasts. In addition, Facebook and Google ads will be targeted to individuals with selected interests within the Southeastern United States, which is where the majority of Bug Jam participants and attendees reside. Radio and television advertising will be used to target consumers throughout Florida.

By changing this to a two-day event, the goal is to increase overnight visitors substantially. With the addition of the Poker Run and the Buggies on the Track, there is also the opportunity to attract many more visitors with varying interests to the event.

TDC Funds Requested: \$26,500.00

The requested funds will be used as follows:

• Radio	\$7,500.00
• Internet Advertising	\$4,500.00
• National VW Magazine Advertising	\$4,500.00
• Newspaper/Print Advertising	\$6,000.00
• Television Advertising	\$4,000.00
 Total	 \$26,500.00

DEMOGRAPHICS & HOW THE EFFECTIVENESS OF THE PROMOTION IS MEASURED

We project that again this year the majority of the anticipated 10,000 plus attendees and participants will be from out-of-county and will be 21 and older. Last year thousands of attendees and participants were in this demographic and we anticipate it will remain the same this year.

The effectiveness of our promotions is measured in several ways:

- The actual participants register online and are documented in our registration program.**
- Each spectator and participant are given a TDC survey and asked to return it to the entertainment stage during the event. As an incentive to return the survey, those doing so are entered in a drawing for 4 gas cards.**
- Our Florida Bug Jam website tracks the number of "hits" to the site each month.**
- We participate in ticket giveaways on the radio stations that we use for advertising and track the tickets being turned in at the gate.**
- The overall effectiveness is measured by an increase in the number of participants and spectators.**

REIMBURSABLE EXPENDITURES

1 Tampa Tribune	\$2,500.00
2 Tampa Times	\$2,500.00
3 Motoring Tampa Bay	\$275.00
4 Hot VW	\$1,790.00
5 Cruisin Style Magazine	\$1,760.00
7 Samba	\$250.00
8 Old Cars Magazine	\$500.00
9 Google	\$2,300.00
10 Facebook	\$2,000.00
11 WRBQ (oldies)	\$2,000.00
12 WQYK (country)	\$2,000.00
13 Oldies 106.7	\$1,500.00
14 WAMR (spanish)	\$2,000.00
14 Bright House	\$4,000.00
16 Tampa Type for Postcards	\$1,000.00
16 Mark Hannah (logo creatic	\$125.00
	\$26,500.00

Office of Tourism Development
Grant Recommendation

Special Event: CHASCO FIESTA™

- Requested Grant Amount: \$26,600
- Recommended Grant Amount: \$18,000

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
28.5	15	6	7	8	5	69.5

Comments:

Positive

- Good 9 day Community Event
- Long standing tradition beginning in 1922
- Benefits over 27 non-profit groups in Pasco County
- Thorough application with great supporting documents

Negative

- Not enough regional marketing

Observations

The OTD would like to see Chasco Fiesta™ implement more regional marketing efforts using the Special Event Grant. Our office would like to note their application and supportive documents were above and beyond expectations and really set a high standard for others.



Pasco County Local Event Marketing Program

Application for Grant Agreement

2015-2016

May 20, 2015



Pasco County – Tourist Development Council
West Pasco Government Center
8731 Citizens Dr., Suite 135
New Port Richey, FL 34654

Dear Tourist Development Council Members,

Enclosed please find the Pasco County Local Event Marketing Program Application for Chasco Fiesta™ 2016.

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 Marketing Plan for 2016. 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,

Kelly M. Hackman

Kelly M. Hackman, Executive Director



Chasco Fiesta Application Outline

Section 1.....	Application / 2015 Economic Impact
Section 2.....	TDC Criteria Answers
Addendum A	Overview of Event
Addendum B.....	2016 Projected Marketing Plan
Addendum C.....	Projected Reimbursement Expenses
Addendum D.....	2016 Chasco Fiesta Recycling Plan
Addendum E.....	2015 Advertising/Promotion Materials
Addendum F.....	2015 Chasco Fiesta Survey Results
Addendum G.....	2015 Website Report



Section 1
Application &
2015 Economic Impact



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 (In 2015, we were not notified of the summit and when discussed with Marla, was told it was her mistake that we were not informed and that it would not count against us for 2015-2016 funding)

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. We also offer the opportunity for the Office of Tourism to have a booth at the Chasco Fiesta to promote other events.

II. EVENT INFORMATION

Event Title: 2016 Chasco Fiesta

Date(s): Friday, April 1, 2016 to Saturday, April 9, 2016

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
Homewood Inn and Suites	Karen King	727-819-1000
Magnuson Inn (former Ramada)	Marzouu Abu-Jamous	727-849-8551
Quality Inn & Suites	Honor Hungoven	727-847-9005

In 2015, 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 2015, 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 2016, and look to develop new partnerships with additional hotels in the future.

Projected number of local attendees/participants (not overnight): 75,400

Projected number of out-of-county attendees/participants (not overnight): 18,700

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 - 2015 Survey - The 2015 Chasco Fiesta™ Survey results demonstrate the demographics of attendees of the event in 2015, 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 \$
2014-2015	\$14,950	110 (certified) additional 63 room nights not certified (through spectator and participant surveys) TOTAL ROOMS: 173	\$75.00
2013-2014	\$11,415	178 (certified)	\$75.00
2012-2013	\$21,254	126 (certified)	\$75.00

III. EXPENSES

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

Reimbursable advertising	Costs
Please see attached, Addendum C	
Total Expenses	\$ 26,600

Total Grant Amount Requested: \$26,600

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:

Kelly M. Hackman Executive Director May 20, 2015
Authorized Signature Title Date



Pasco County Grant Program 2015 Economic Impact

Event Name: 2015 Chasco Fiesta

ECONOMIC IMPACT

Provide the following information regarding the number of rooms accommodated and the individuals participating in and attending the Sponsored Event.

1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: 110

Calculate the accommodations impact using the number of room nights (RV, Hotel, Bed-n-Breakfast, Vacation Homes, etc.) that resulted from the Event using the following formula.

Number of Rooms occupied X the number of nights X the Average Room Rate X .02 \$ 164.98

2. Local Economic Impact

For each of the following categories calculate the local economic impact in dollars using the number of participants, spectators, and media persons and the dollar amounts provided.

A. Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight (approx. 50) x \$150.00	<u>\$7,500.00</u>
YOUTH Out-of-State overnight x \$75.00	<u>0</u>
ADULT In-State overnight (approx. 150) x \$75.00	<u>\$11,250.00</u>
YOUTH In-State overnight x \$35.00	<u>0</u>
ADULT In-State (approx. 2,000) x \$35.00	<u>\$70,000.00</u>
YOUTH In-State (approx. 200) x \$25.00	<u>\$5,000.00</u>
ADULT In-County (approx. 2,000) x 25.00	<u>\$50,000.00</u>
YOUTH In-County (approx. 600) x \$15.00	<u>\$9,000.00</u>
Total Participants	<u>\$152,750.00</u>

B. Total Spectators (fans, family, friends, etc.)

ADULT Out-of-State overnight (approx. 3,051) x \$150.00	<u>\$457,650.00</u>
YOUTH Out-of-State overnight (approx. 250) x \$75.00	<u>\$18,750.00</u>
ADULT In-State overnight (approx. 1,126) x \$75.00	<u>\$84,450.00</u>
YOUTH In-State overnight (approx. 500) x \$35.00	<u>\$17,500.00</u>
ADULT In-State (approx. 10,000) x \$35.00	<u>\$350,000.00</u>
YOUTH In-State (approx. 2,572) x \$25.00	<u>\$64,300.00</u>
ADULT In-County (approx. 51,001) x 25.00	<u>\$1,275,025.00</u>
YOUTH In-County (approx. 15,000) x \$15.00	<u>\$225,000.00</u>
Total Local Economic Impact	<u>\$2,492,675.00</u>

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact

\$ \$2,645,425.00



Section 2
TDC Criteria
Answers



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

Each application will be evaluated by the TDC using the following criteria.

A. Production of Room Nights - 50 pts.

1. Does the Local Event attract overnight visitors to Pasco County? **Chasco Fiesta has continuously attracted overnight visitors to Pasco County. Additionally, many people that come to our local office are in the area for the season and plan their return up north based on the annual Chasco Fiesta event. A majority of these people stay in the area to attend the event and then return home afterwards.**

Year	# of room nights
2014-2015	110 (certified) Additional 63 room nights not certified (through spectator and participant surveys) TOTAL ROOMS: 173
2013-2014	178 (certified)
2012-2013	126 (certified)

2. Does the Local Event demonstrate a history of room nights/overnight visitors? **Yes, Chasco Fiesta has established rooms nights each year.**

3. Does the room night history show signs of growth or consistency? **In 2013-2014, room nights increased by 52. The numbers were consistent between 2013-2014 and 2014-2015. Chasco Fiesta also plans to work more closely with hotels and our survey to see how we can better track numbers for the 2015-2016 year.**

4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact? **The room nights for 2014-2015 were significant for telling us how we are doing tracking the actual nights. See Section 1 of Application for Room Nights, see Economic Impact (Section 1 of Application) for impact on local community during event.**

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

6. Has a host hotel or accommodation partnership(s) been established? **Chasco Fiesta works with several hotels in the local area. Currently, partnerships will be reestablished as the 2016 event planning gets under way (October 2015). These include, but are not limited to: Homewood Suites, Magnuson Hotel, and Quality Inn and Suites. In addition to working with our host hotels, we are going to work more closely with our individual events and their participants to ensure better tracking (we feel we are losing a lot of tracking in this area).**

Our accommodation partnerships are listed at www.chascofiesta.com/chasco/accomodations

Accommodations



Hotel Partners

Chasco Events is proud to partner with the following Hotels to provide lodging.

If you are looking for accommodations for this year's Chasco Fiesta, we encourage you to use one of our partners. For the best rate, be sure to tell them Chasco Fiesta sent you!

Homewood Suites - Fort Richey
11118 US Highway 19
Fort Richey, Florida 34608
(727) 859-1000

Migration Hotel & Marina
8018 US Highway 19
New Port Richey, Florida 34652
(727) 849-8551

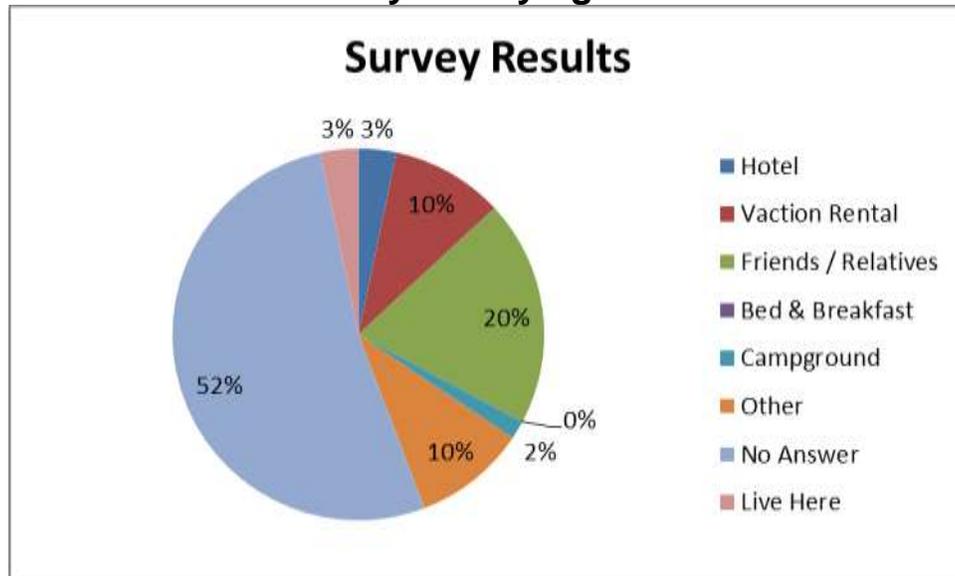
Quality Inn & Suites
8218 US Highway 19
New Port Richey, Florida 34652
(727) 847-8008

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7. How accurate are the room night statistics? If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey? **The room nights provided in 2015 are accurate according to the Room Night Certification forms we received from area hotels. In addition to certified room nights, our survey returned the following results regarding overnight stays. For more information see 2015 Survey under Addendum F.**

Where are you staying in Pasco?



Score ___ / 50

B. Out of County Advertising - 20 pts.

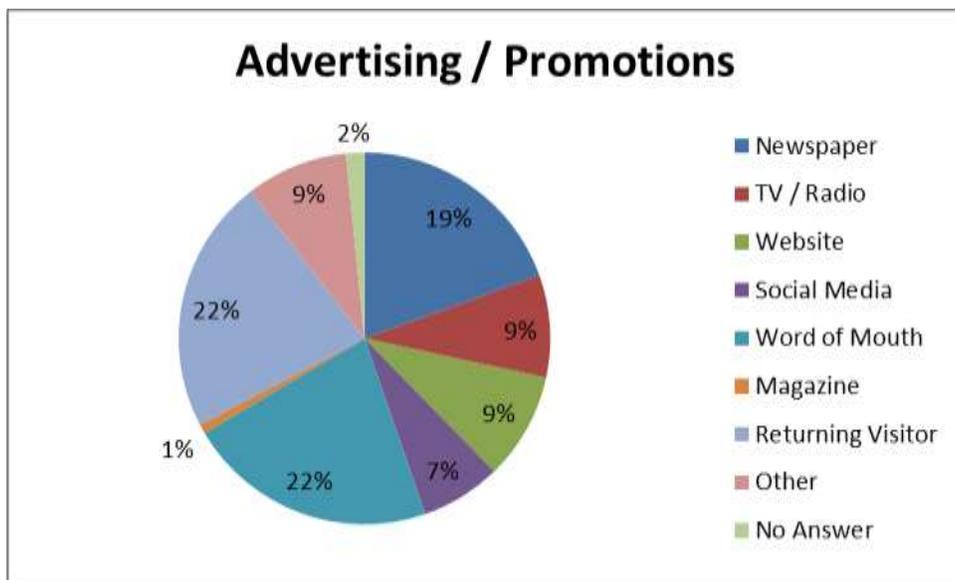
To be considered for funding, the proposed Local Event must be advertised outside of Pasco, regionally, or nationally.

1. Does the Local Event provide opportunities for state, regional, national, and/or international exposure? **Yes, Chasco Fiesta provides for state wide opportunities for advertising. They also advertise in a regional magazine to promote various nights of entertainment that will draw people from outside of the state.**
2. Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County? **Yes. Please see Marketing Plan, Addendum B**
3. Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?) **Yes. Please see Marketing Plan, Addendum B**
4. If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising? **As a “Gold Medal Sponsor” of Chasco Fiesta, the logo provided by Pasco County Tourism is on all advertising and promotions created for the event. This includes out of area advertising and marketing, as well as local. Please see our 2015 Advertising / Promotions Materials in Addendum E.**
5. If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads? **As a “Gold Medal Sponsor” of Chasco Fiesta, the logo provided by Pasco County Tourism is required to be on all advertising and marketing materials. This includes the name mention in all audio ads as well. Please see the 2015 Advertising / Promotion Materials in Addendum E.**
6. Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)? **Yes. Chasco Fiesta will work to promote the overall event and sponsors to the 11,307 individuals who follow our page through Facebook promotions. Additionally, we have incorporated some target marketing through online resources to promote portions of the overall event that will draw attendees from outside of the immediate area. For more information on the 2016 Marketing Plan, please see 2016 Project Marketing Plan, Addendum B.**
7. If not a new Local Event, how much publicity, and media exposure did the Event receive? Who promoted the Local Event? **Chasco Fiesta receives a large amount of media exposure, including print (Tampa Bay Times, Tampa Tribute, and Suncoast News), TV Promotion (WTSP 10 – 3 minute on air interview, 3an 3 times; Bay News 9 onsite live promotions during 1st day of event; calendar announcements during weather on WFLA 8, WTSP 10, and Bay News 9), and through radio (99.5 WYQK, Hits 106, The Bone 102.5, WDUV 105.5 and Joy FM 91.5). Additionally, the event was listed on approximately 10 other calendars in addition to the ones listed above. Finally, for the 2015 Chasco Fiesta, we 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. Please see 2015 Advertising / Promotion Materials, Addendum E for samples.**

8. How does the applicant measure their promotions and marketing campaigns for the Event? **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 2016.

In a random survey at the event, the following were the results of the question, “How did you hear about this event”:



Score ___/ 20

C. Marketing Plan - 10 pts.

1. Is there an itemized marketing/ad budget for the proposed Local Event? **Yes, Chasco Fiesta has developed an itemized marketing / ad budget for the annual event. Please see 2016 Projected Marketing Plan, Addendum B, and Projected Reimbursement Expenses, Addendum C.**

2. How is the requested funding proposed to be used? **Please see 2016 Projected Marketing Plan, Addendum B, and Projected Reimbursement Expenses, Addendum C.**

3. If not a new Local Event, how does the proposed marketing plan compare to past years? **The Marketing Plan is similar to the successful plan implemented in 2015. However, with increased funding, this year's plan expands on out of area advertising on a broader state wide level, as well as more target marketing in several areas 50-150 miles from the venue. This advertising will be specific to certain events and activities that will draw people from those further locations. Please see 2016 Projected Marketing Plan, Addendum B.**

4. Did applicant use the previous grant awarded? (if applicable) **Yes, Chasco Fiesta used the previous year's grant to the fullest and was used to cover applicable advertising expenses.**

5. Does the applicant propose co-op advertising opportunities with other Local Events or TDC? **Chasco Fiesta has not done co-op advertising in the past but is open to opportunities for the coming year and future.**

6. How creative is the marketing plan? Is it evolving with the room night numbers? **Chasco Fiesta's marketing plan encompasses electronic, print, and radio advertising. With an increase in funding we can effectively market to a more broad audience and therefore increase room nights in 2016. Chasco Fiesta tries to incorporate all different types of advertising to provide the largest reach.**

7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application? **Yes, last year's marketing plan was followed. It was reduced due to funding, but the organization identified the best way to use the funds allotted that would provide the best return. These advertising items were in the 2015 marketing plan.**

8. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors? **Chasco Fiesta begins Save the Date and event date announcements in October. This includes promotion to out of area participants and guests who have attended before. Calendar listings are updated at this time for out of area locations, including International Festivals and Events, and Visit Florida listings. In addition, Chasco Fiesta utilizes its own funds to promote out of area as well, with the development of Save the Date cards that are distributed to target areas in the region. January starts the heavy promotion in magazines and online, as well as target marketing for certain events that will draw out of area attendees (including Native American Festival and various Concerts). Local promotions begin in March and will run 6 weeks prior. Local marketing (banners, etc.) go up 4 weeks before event. Radio advertising begins 3-4 weeks prior. All advertising is designed to continue through duration of event for maximum exposure.**

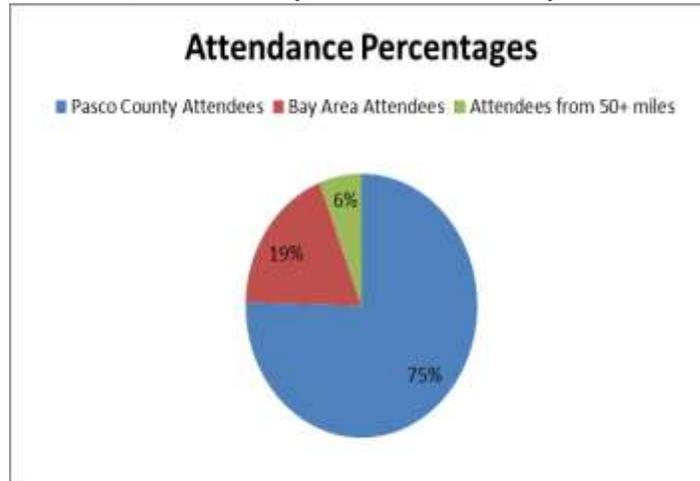
Score ___/ 10

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County? **Chasco Fiesta provides strong benefits to tourism in Pasco County. By promoting the community in a positive light and assisting twenty-six of the area's not-for-profit organizations, Chasco Fiesta provides a positive face of the community and all that our area has to offer. In addition, with all of the different events offered by Chasco Fiesta, it**

provides multiple opportunities for visitors to attend and participate throughout the nine-day event, thus increasing exposure of the area.

2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc. **The impact of out-of-town visitors is strong at Chasco Fiesta. Several events draw a large number of people from out of the area. Below are survey results regarding attendance at the 2015 Chasco Fiesta. This includes local, out of county, and 50+ miles away attendees.**



According to the survey, 24.6% percent of attendees were from outside of Pasco County (an increase from 20.1% in 2014). This would equate to 21,771 total event attendees that were from outside of Pasco County (an increase from 16,080 in 2014).

3. Is there growth in the Local Event? For example, has the main event added attractions to enhance the show? **Yes, each year Chasco Fiesta works to provide more activities that reach a broad range of individuals. In 2014, Chasco Fiesta added a 5k Run (Special Olympics) and the Hunger Walk (One Community Now). In 2015, Chasco Fiesta added Chalk About It Chalk Arts Festival (Pasco Mental Health Foundation) and the Chasco Scout Shoot Out (Boy Scouts, West Central Florida Council). Additionally, Chasco Fiesta worked with a highly sought after Native American organization that produced the annual Native American Festival during the first weekend of the event. This does not include additional partners that work with Chasco Fiesta as sponsors and vendors. Each year Chasco Fiesta seeks new partnerships to expand its offerings during the nine-day event.**

4. What area businesses will benefit from this Local Event? **Many businesses benefit from the annual Chasco Fiesta, including but not limited to: local restaurants, shops, gas stations, hotels, etc.**

5. How do they calculate economic impact? Is it their study, survey, or generic version supplied by Visit Florida and the County? **Chasco Fiesta calculates the economic impact based on the formula provided by the Tourist Development Council, and figures from event attendance estimates and surveys collected. The 2105 Economic Impact of Chasco Fiesta can be found in Section 1 under Application / 2015 Economic Impact.**

Score ___/ 10



**Addendum A:
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 2015 Chasco Fiesta™ partnered with and benefited 27 not-for-profit organizations including the Lighthouse for the Visually Impaired and Blind, Sertoma Speech & Hearing Foundation, One Community Now, Salvation Army, West Pasco Historical Society, WPCC Young Professionals Group, the West Pasco Chamber of Commerce, and several churches and schools.

The Chasco Fiesta™ will be held April 1-9, 2016 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 Festival. 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 2015, the non-profits raised over \$200,000 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
Boy Scouts of West Central Florida
Bridge of Hope Tabernacle
Gulf High School Athletics
Gulf High School Band
Gulf Shores Sertoma
Gulfside Corvette Club
Holiday Rotary
Levendia Cultural Society
J.W. Mitchell High School Band
Junior Service League
Lighthouse for the Visually Impaired and
Blind
One Blood

One Community Now
Pasco Mental Health Foundation
Ridgewood High School Band
River Ridge High School AFJROTC
Rotary Club of New Port Richey
Salvation Army of Pasco
Sertoma Speech & Hearing Foundation
Soncoast Pentecostal Church
Special Olympics of Pasco County
Upper Room Apostolic Church
WPCC Young Professionals Group
West Pasco Chamber of Commerce
West Pasco Historical Society
West Pasco Sertoma Club



Annual Chasco Fiesta Events

Chasco Coronation Ball

Held Friday, the week before the nine-day event in Sims Park.

Spartan Manor, New Port Richey

6:00 pm / Cost \$100 per person

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.

Chasco Fiesta Hunger Walk

Held Saturday, the week before the nine-day event in Sims Park

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.

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**. 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.

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.

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'

Benefiting Gulf High School Athletics

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

Synovus Bank 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: \$250 for profit organizations and Krewes

\$50 not-for-profit organizations

Presented by Synovus Bank

Hosted by Holiday Rotary

Co-Sponsored by All Children's Hospital, 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 18th 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

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 before event from 5:30 pm - 7:00 pm

Registration begins at 6:45 day of race.

Hosted by Special Olympics 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

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

Blood Drive - One Blood

Held the second Saturday of Chasco Fiesta, prior to boat parade.

Sims Park

12 pm – 4 pm

Ferman Chasco Fiesta™ Boat Parade

Held the second Saturday of Chasco Fiesta.

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

Entry Fee \$25

Hosted by the New Port Richey Rotary

Presented by Ferman of Cypress Creek

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 twelve years.

2015 - \$14,950

2009 - \$15,780

2014 - \$11,415

2008 - \$15,750

2013 - \$21,254

2007 - \$16,110

2012 - \$17,976

2006 - \$18,667

2011 - \$18,032

2005 - \$22,450

2010 - \$15,000

2004 - \$19,357



Addendum B:

Chasco Fiesta™ 2016

Projected Marketing Plan

Chasco Fiesta™ 2016

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
 - 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
 - TDC 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

AAA Going Places Magazine:

- One 1/6 full color ad in March issue of AAA Going places Magazine
- Listing in events
 - Total print campaign cost: \$1,250
 - TDC funds will be used

Florida Monthly Magazine:

- One 1/6 full color ad in March issue of Florida Monthly Magazine
 - Total print campaign cost: \$1,300
 - TDC funds will be used

The Villages Magazine

- One ½ page ad in the Village Magazine (Ocala area)
- Run in March 2013
 - Total print campaign costs: \$1,100
 - TDC funds will be used

To Connect Magazine (Trinity Odessa Chamber of Commerce):

- One ¼ page ad in the To Connect Magazine during the quarter of the annual event.
- Distribution to 15,000 homes and businesses in the Trinity area.
 - Total print campaign costs: \$450
 - Chasco Fiesta funds will be used

Brochures/Posters:

- 1,000 posters
- 60,000 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 11,280 likes
- We are going to use facebook ads to promote our page and the event. Our target audience will be the East and North of the event area (including the East Coast, Gainesville, Jacksonville, etc.)
- Campaign will begin in January 2016 and continue through event in April 2016
 - Total Facebook campaign cost \$2,925
 - 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: \$2,500
 - Chasco Fiesta™ funds will be used

Beasley 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

Hits 106:

- 100 commercials
- Website ads
- Live mentions
- Up to seven (7) live interviews with Chaco Fiesta event coordinators (varies each year)
- 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 \$1,500
 - 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™ 2016 Marketing Overview

Proposed Total Cost for Out of County Advertising: \$26,600

Proposed Total TDC funds requested: \$26,600

Proposed Total Chasco Fiesta™ Funds used for Advertising: \$12,450

Proposed Total Advertising Fund for Chasco Fiesta™ 2015: \$39,050



**Addendum C:
Projected Reimbursement
Expenses**

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT
FY 15/16 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: \$ 26,600.00

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	\$10,000.00	100%	\$10,000.00
Print Ad	Tampa Bay Magazine	\$1,900.00	100%	\$1,900.00
Print Ad (TSBA Bluebook)	Tri-State Bluegrass Association	\$125.00	100%	\$125.00
AAA Going Places Magazine	AAA	\$1,250.00	100%	\$1,250.00
Florida Monthly Magazine	Florida Monthly	\$1,300.00	100%	\$1,300.00
The Villages Magazine		\$1,100	100%	\$1,100.00

To Connect Magazine	Trinity Odessa Chamber of Commerce	\$450.00	0%	\$0.00
Brochures / Posters / Promotional Items	Varies	\$6,000.00	0%	\$0.00
Social Media	Facebook Advertising	\$2,925.00	100%	\$2,925.00
Broadcast Advertising	Bright House Networks	\$2,500.00	0%	\$0.00
Radio	Beasley Radio	\$6,500.00	100%	\$6,500.00
Radio	Hits 106 (local)	\$1,000.00	0%	\$0.00
Radio	Citrus 95.3 and 96.7 Fox Classic Hits	\$1,500.00	100%	\$1,500.00

TOTAL REQUESTED REIMBURSEMENT AMOUNT
(must match or be less than initial award)

\$26,600.00



**Addendum D:
2016 Chasco Fiesta™
Recycling Plan**

2016 Chasco Fiesta Recycling Plan

Chasco Fiesta, Inc. has adopted the following recycling plan, to be followed at the 2016 Chasco Fiesta event being held April 1-9, 2016 in downtown New Port Richey. This plan was originally enacted in 2014, and with great success during the first two years, has been updated for the next event in 2016. 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 2015, Chasco Fiesta collected 3.9 tons of recycling (photo below shows dumpster on the last day of event).

In 2014, Chasco Fiesta collected .51 tons of recycling.



Containers: Chasco Fiesta collaborates with Pasco County Recycling to promote recycling to event attendees. Chasco Fiesta borrows the Clear Stream containers from Pasco County. 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 2015, Chasco Fiesta worked with Pasco County Recycling and Covanta to develop a "Beads for Recycling Campaign". This campaign took place during the annual street parade. Containers were placed at

the six DJ stands along the parade route. DJs helped encourage spectators to recycle at their booths and when they did, they received a strand of beads. For a first year campaign it was a success. We anticipate continuing this program in 2016.

Containers were also placed in the carnival, car show, and market during the first weekend.

In 2016, we look to add more recycling containers to the main sections of the parade route. This will help with overall collection of recyclables from those not near a DJ location. Additionally, when clean-up of the parade route takes place (typically Sunday after the parade our clean-up partners from the Boy Scouts will be equipped with clear bags to allow for collection of recyclable materials that would have otherwise been thrown in the general garbage.

We also look to expand where we place these containers during various events, including those that take place off-site of the event (i.e. Special Olympics 5k, Hunger Walk). Additionally, we will add additional containers to the Native American Festival, and move containers around throughout the event as needed to ensure the highest traffic areas are covered.

Chasco Fiesta will also request additional containers to be able to have a bigger impact on recycling collection during high traffic events, including the street and boat parade, and to promote at off-site events.

Vendors

All Chasco Fiesta vendors have been informed as to the importance of recycling at this event. In 2015, recycling cans were placed near each of the vendors. Vendors were provided stickers to wear that encouraged recycling, and also informed spectators that Chasco Fiesta is a recycling event when they purchase water or soda. In 2015, we saw a huge increase in the number of vendors that supported this initiative and expect that to continue to grow each year.

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.

In 2016, we will provide additional stickers for our event partners in addition to the food vendors. We will ask these partners and their volunteers to wear stickers while participating in the 2016 Chasco Fiesta event.

Overall Event Announcements are made throughout the event reminding attendees to recycle.

Signage

In 2015, Chasco Fiesta created a 3x8 foot banner to promote Recycling at the event. This banner was hung in a prominent location for spectators to see and served as a reminder that the event is focused on recycling.

Additionally, Chasco Fiesta had 20 small recycling signs made to be placed next to the Clear Stream recycling containers in Sims Park. These signs also contained the logo for Keep Pasco Beautiful.

In 2016, Chasco Fiesta will increase awareness through signage by having 2 large banners walked down the street parade route as a part of the annual parade. These additional banners will then be placed at various spots around the event, including the annual Car Show and Market.

Chasco Fiesta will have additional smaller signs made to be placed with the Clear Stream containers around the venue (currently we utilize 40 containers and have 20 signs).



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:
2015 Chasco Fiesta™
Advertising / Promotional
Material

2015 Chasco Fiesta Advertising / Promotional Material

For the 2015 Chasco Fiesta, we diversified our marketing efforts, encompassing various forms of promotion. Below and following are examples of this year's event marketing material.

2015 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 paid participation in the various Chasco Fiesta events and 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 2016.

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 ----	50	(19.5%)
TV/Radio ----	23	(8.9%)
Website ----	24	(9.3%)
Social media ----	18	(7%)
Word of mouth ----	56	(21.8%)
Magazine ----	2	(.8%)
Returning Visitor ----	57	(22.2%)
Other ----	23	(8.9%)
No answer ----	4	(1.6%)

Additionally, a sample of some of the advertising that was done was collected, as well as copies of articles written and promotions run (see additional pages).

2015 Television Coverage:

In 2015, Chasco Fiesta was asked to participate in an event interview with WTSP (Channel 10). The Chasco Fiesta Executive Director went to the WTSP studio to participate in this interview. This three minute interview about Chasco Fiesta aired 4 times during the week leading up to Chasco Fiesta. In addition, WTSP (Channel 10) participated in the 2015 Synovus Bank Chasco Fiesta Street Parade and did a live remote.

Bay News 9 came to the event on the first Friday (March 20, 2015) and completed an onsite interview, live with video. Additionally, Bay News 9 did a live shot for the 5:00 p.m. News broadcast at the event to feature various activities.

2015 Media Press Kits:

For the second year in a row, Chasco Fiesta provided 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. Four stations out of Tampa, including WFLA (8), Bay News 9, 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 2016 event.



SCHEDULE OF EVENTS

Chasco Coronation Ball Friday, March 13

Spartan Manor, New Port Richey
6:00 pm / Cost \$100 per person
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.

Chasco Fiesta™ Hunger Walk Saturday, March 14

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 & Metropolitan Ministries
Hot Meal Feeding Sites.

Chasco Fiesta™ Native American Festival Friday, March 20 – Sunday, March 22

Sims Park

Friday: 5:00 pm – 9:00 pm Saturday: 10:00 am – 10:00 pm
Sunday: 10:00 am – 5:00 pm
Hosted by GoNativeNow.com

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

Covanta Chasco Fiesta™ Carnival Friday, March 20 - Saturday, March 28

Presented by Carol Stream Amusements, Inc.
Orange Lake, Sims Park

Monday – Wednesday: 5:00 – 10:00 p.m.
Thursday & Fridays: 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:

Friday 3/20 - \$20 Saturday 3/21 - \$25
Sunday 3/22 - \$20 Monday 3/23 - Thursday 3/26 - \$15
Friday 3/27 - Saturday 3/28 - \$20

West Pasco Sertoma Beef BBQ Friday March 20 - Sunday March 22

Sims Park

Friday: 12:00 pm – 10:00 pm Saturday: 11:00 am – 10:00 pm
Sunday: 12:00 pm – 4:00 pm
\$9 pre-purchase / \$10 day of

Pre-purchase tickets available at West Pasco Chamber of Commerce and Master Mechanics

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

Friday, March 20 – Saturday, March 28

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. Open from 1 p.m. to 4 p.m. on Friday and Saturday will be extended. All are welcome, and there is no charge.

Children's Village

presented by Junior Service League

Saturday, March 21

Sims Park

9:00 a.m. – 12:00 p.m.

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

Chasco Fiesta™ Main Street Mile

(Pre-Parade Race)

Saturday, March 21

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

Saturday, March 21 – Sunday, March 22

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

Synovus Bank

Chasco Fiesta™ Street Parade

Saturday, March 21

Parade begins at Grand Blvd. and Gulf Drive at 1:00 p.m.

Theme: Reflecting Back – 90 Years in New Port Richey

Ends at Main Street and U.S. Highway 19

Free to spectators

Entry Fee: \$250 for profit organizations and Krewes

\$50 not-for-profit organizations

Presented by Synovus Bank Hosted by Holiday Rotary

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

Sunday, March 22

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: Feola's Service Center

Cars, trucks and motorcycles, customs and classics

compete for trophies.

A portion of proceeds will benefit

"Sand Soldiers of America"

Chasco Fiesta™ Bowling Tournament

Tuesday, March 24

Lane Glo South

8631 Old County Road 54, New Port Richey, FL 34653

Registration 5:30 p.m. Begin 6:30 p.m.

Entry Fee: \$140 per team in advance

Hosted by the WPCC Young Professionals Group

Presented by Suncoast Credit Union

Chasco Fiesta™ Golf Tournament

Friday, March 27

Seven Springs Golf and Country Club

Shotgun Start 1:00 pm / Registration 11:30 am

Entry Fee: \$500 per team of 4

Hosted by the West Pasco Chamber of Commerce

Presented by Suncoast Credit Union

Package includes: Green Fees, Cart, Lunch, Goodie Bag,

Dinner, Door Prizes, Hole Sponsor Sign, and Fun!!

West Pasco Sertoma Chicken BBQ Friday, March 27 – Saturday March 28

Sims Park

Friday: 5:00 pm – 10:00 pm

Saturday: 11:00 am – 10:00 pm

\$9 pre-purchase / \$10 day of

Pre-purchase tickets available at West Pasco Chamber of Commerce and Master Mechanics

Special Olympics 5K and 1 Mile Walk Saturday, March 28

New Port Richey Recreation and Aquatics Center

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

Race is \$25.00 in Advance (prior to 3/22)

Day of Race is \$30.00 (after 3/22)

Walk is \$5.00 per person and \$10.00 per family (max 5)

Participants may register on www.active.com

Pre-Registration: Friday, March 27 from 5:30 pm - 7:00 pm

Registration begins at 6:45 am day of race.

Hosted by and benefiting:

Special Olympic of Florida - Pasco County

Chalk About It

Saturday, March 28

Railroad Square (Nebraska Avenue)

7 am – 4 pm

Hosted by Pasco Mental Health Foundation

Stroll along Nebraska Avenue to see one-of-a-kind

masterpieces by local artists and kids in the Children's

Chalk Walk area. Visit local vendor tables. Sponsor a

square or try your hand at street art for as little as \$1.

Blood Drive - One Blood

Saturday, March 28

Sims Park

10 am – 3 pm

Give blood and receive a general admission concert

ticket to the 21st Annual Chasco Fiesta™ Country Concert

featuring Frankie Ballard and Special Guest

Craig Wayne Boyd

Chasco Fiesta™ Softball Tournament

Saturday, March 28

Veterans Memorial Park

Team Entry Fees: \$300 per team

Hosted by Pasco County Parks and Recreation Department

This softball tournament attracts some of the best

softball teams in Florida and a few from out-of-state.

Ferman Chasco Fiesta™ Boat Parade Saturday, March 28

Theme: Reflecting Back – 90 Years in New Port Richey

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, Get Hooked, and Source 1 Marina

Decorated watercraft will travel down the picturesque

Pithlachascotee River from Miller's Bayou to Sims Park

in Florida's oldest boat parade. Boats compete for the

Express Employment People's Choice Award where

you can help 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

Saturday, March 28

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.

Chasco Scout Shootout

Saturday, April 4

Tampa Bay Sporting Clays (Land O'Lakes)

Hosted by: Boy Scouts of America,

West Central Florida Council 089

Teams of 4: \$600 / Individuals \$150

Help support local scouting as you join us for an

amazing day of shooting sports, scouting fellowship,

fun and prizes at Tampa Bay Sporting Clays.

Includes ammunition, breakfast, lunch and prizes.



21ST ANNUAL COUNTRY CONCERT
Saturday, March 28 • Gates Open at 5:30 pm

Featuring **Frankie Ballard**

With Special Guest **Craig Wayne Boyd**

Also Appearing: **Redhead Express**

Brought to you by our Presenting and Gold Medal Sponsors

Hosted by **WQYK** and **LONGHORN**

Country Concert Ticket Information
Preferred Tickets: \$20 Advance • \$25 Day of Show
General Admission Tickets: \$10 Advance • \$15 Day of Show
Advance Tickets Available at West Pasco Chamber of Commerce
Synovus Bank in Pasco County (727) 841-6677 or (727) 835-0130
Tickets also available on TicketLeap.com <http://chascofiesta.ticketleap.com>

FRIENDLY KIA HITS 106 NIGHT
Friday, March 27
6 pm – 11 pm

Featuring: **Hard Day's Night**

Also Appearing: SPF 40
Hosted by: **HITS 106**
Sponsored by: **friendly KIA**

BLUES MASTERS
Thursday, March 26
6 pm – 11 pm

Featuring: **Damon Fowler**

Also Appearing: Julie Black, and Franc Robert and the Boxcar Tourists

Sponsored by: **City of New Port Richey**

BLUEGRASS MUSIC IN THE PARK
Tuesday, March 24 • 6 pm – 10 pm

Featuring: **Larry Gillis**

Also Appearing: The Michigan Misfits

GRATEFUL NATION
(PAST AND PRESENT)
Wednesday, March 25 • 6 pm – 10 pm

Featuring: **Odyssey Road**

Also Appearing: Bearded Brothers

Hosted by: **City of New Port Richey**
Sponsored by: **Source of Marine**

CLASSIC ROCK
Sunday, March 22 • 1 pm – 9:30 pm

Featuring: **The Black Honkeys**

Also Appearing: Road House, Time Bandits, Fast 4 Ward

Sponsored by: **HYUNDAI** and **Animal Care Center of Pasco**

YOUTH MUSIC SHOWCASE
Monday, March 23 • 5 pm – 9 pm

Featuring: **Millenium Drum Line, Millenium Chorus, Hannah Raymond, Sam Heller, Kendall Bacon, Nelson Dance Academy, Mullins Music Youth Band, Mileena Ruiz, Erin Laverty, Savannah Peyton, and the Genesis Prep Jazz Band**

GILL DAWG'S ROCK 'N' ROLL TRIBUTE IN THE PARK
Saturday, March 21 • 1 pm – 11 pm

Featuring: **Fleetwood Max (Tribute)**

Also Appearing: Fifty Grit, Dead Serious, The Eric Anderson Band, and the Embry Brothers

Hosted by: **HITS 106**
Sponsored by: **HYUNDAI** and **SEPTIC TANK SERVICE, INC.**
Presented by: **Animal Care Center of New Port Richey**

JOY FM FAMILY MUSIC NIGHT
Friday, March 20 • 6 pm – 10:00 pm

Featuring: **Josh Wilson**

Also Appearing: Benjamin Jacob Rube, Seth Rollins, and Everfound

Hosted by: **theJoy 91.5**
Sponsored by: **City of New Port Richey**

Entertainment in the Park

THANK YOU TO OUR CHASCO FIESTA™ SPONSORS

Ferman Buick GMC, **Ferman CJD Tampa**, **Jeep**, **HYUNDAI of New Port Richey**, **BayCare**, **Morton Plant North Bay Hospital**, **friendly KIA**, **SYNOVUS BANK**, **KEHOE DEWEERD CPA - PA**, **Ring Power**, **CAT**, **ARTHUR H. PRICE JR. SEPTIC TANK SERVICE, INC.**, **children's hospital**, **GCN GULF COAST NETWORKING**, **Grille 54**, **HUGUES ENTERPRISES INC.**, **DICK'S SPORTING GOODS**, **HITS 106**, **LONGHORN STEAKHOUSE**, **102.5 THE BONE Real. Raw. Radio.**, **Everglades FARM EQUIPMENT**, **Kazu's SUSHI**, **WSI Waste Services, Inc.**, **Hooters**, **WQYK 99.5**, **BARRETT HARDING INSURANCE**, **theJoy 91.5**, **Smith Collision Services (727) 842-5084**, **theJoy 91.5 thejoyfm.com**, **THE KARL REEF**, **SPARTAN MANOR**, **RASMUSSEN COLLEGE**, **Express EMPLOYMENT PROFESSIONALS**, **RV World**, **RV World PARK MODELS • MOTOR HOMES • TRAVEL TRAILERS • RENTALS**, **Quality Furniture Since 1948**, **Kane's FURNITURE**, **105.5 Wduv**, **PAPPAS RANCH**, **COASTAL CENTRECENTER**, **CRUISE**

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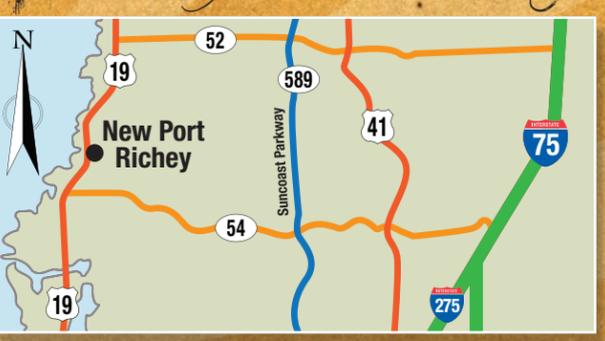
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WellCare

PASCO County Florida
it's only natural.

B.E.T. - ER MIX, INC. concrete & related products

Directions to Beautiful Downtown New Port Richey



From I-75: Take Exit 279 (SR 54) to US Hwy 19. Go North on US Hwy 19 to Main Street. Turn right and proceed into Downtown.

From US Hwy 19: Go East on Main Street into Downtown New Port Richey.

FOR MORE INFORMATION CALL (727) 842-7651

PRESENTED BY

CHASCO FIESTA™
2015
A LEGACY OF GIVING
KEMP, RUGE & GREEN LAW GROUP

Join The Excitement,
Entertainment
& Family Fun!

MARCH 20 - 28, 2015
www.ChascoFiesta.com

SOUTHEAST TOURISM SOCIETY

TOP 25 EVENTS WINNER

MARCH 20 - 28, 2015 • Sims Park Amphitheater • New Port Richey

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

Entertainment in the Park

JOY FM FAMILY MUSIC NIGHT
Friday, March 20 • 6 pm – 10:00 pm

Hosted by:



Featuring:

Josh Wilson

Also Appearing:

Benjamin Jacob Rupe, Seth Rollins, and Everfound

Sponsored by:



GILL DAWG'S ROCK 'N' ROLL TRIBUTE IN THE PARK

Saturday, March 21 • 1 p.m. – 11 pm

Hosted by:



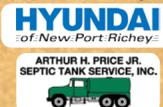
Featuring:

Fleetwood Max

Also Appearing:

Fifty Grit, Dead Serious, The Eric Anderson Band, and the Embry Brothers

Sponsored by:



CLASSIC ROCK

Sunday, March 22 • 1 pm – 9:30 pm

Featuring:

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Also Appearing: Road House, Time Bandits, Fast 4 Ward

Sponsored by:



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BLUEGRASS MUSIC IN THE PARK

Tuesday, March 24 • 6 pm – 10 pm

Featuring:

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Also Appearing: The Michigan Misfits

Sponsored by:



GRATEFUL NATION

A TRIBUTE TO OUR MILITARY AND FIRST RESPONDERS
(PAST AND PRESENT)

Hosted by:



Wednesday, March 25 • 6 pm – 10 pm

Featuring:

Odyssey Road

Also Appearing: Bearded Brothers

Sponsored by:



RAIN OR SHINE!

21ST ANNUAL
COUNTRY CONCERT

Saturday, March 28 • Gates Open at 5:30 pm



Featuring
Frankie Ballard

With Special Guest

Craig Wayne Boyd



Also Appearing:
Redhead Express



Brought to you by our
Presenting and Gold Medal Sponsors



Country Concert Ticket Information

Preferred Tickets:
\$20 Advance • \$25 Day of Show
General Admission Tickets:
\$10 Advance • \$15 Day of Show
Advance Tickets Available at
West Pasco Chamber of Commerce
(727) 842-7651

Synovus Bank in West Pasco County
(727) 841-6677 or (727) 835-0130

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

BLUES MASTERS

Thursday, March 26
6 pm – 11 pm

Featuring:

Damon Fowler



Also Appearing: Julie Black, and
Franc Robert and the Boxcar Tourists

Sponsored by:



**FRIENDLY KIA
HITS 106 NIGHT**

Friday, March 27 • 5:30 pm – 11 pm

Featuring:

Hard Day's Night

Also Appearing:
SPF 40 and
The Bob Hope Band



Hosted by:



Sponsored by:

friendly KIA

PRESENTING SPONSOR: **2015 CHASCO FIESTA™** GOLD MEDAL SPONSORS:





• 9 GREAT FAMILY FUN DAYS • NATIVE AMERICAN
POW WOW • MUSIC, PARADES, CARNIVAL & MORE!

CHASCO FIESTA



MARCH 20-28

DOWNTOWN NEW PORT RICHEY
Sims Park 6341 Bank Street

Street Parade • March 21 / 1 P.M. – Boat Parade • March 28 / 1 P.M.

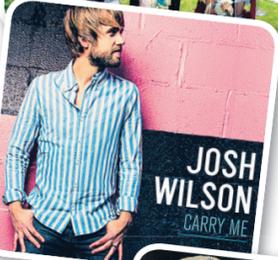
CHASCO EVENTS AND ENTERTAINMENT

Eight Days of FREE Concerts!

Fri., March 20
Carnival by Covanta 5-11pm

Native American Festival 5pm-9pm
Sertoma BBQ 12 noon-10pm
Joy FM Family Music Night
Presented by L.R.E.

6pm-10:30pm
Featuring Josh Wilson
Also appearing Everfound,
Seth Rollins & Benjamin Jacob Rupe



Sat., March 21
Carnival by Covanta 11am-11pm

Arts & Crafts 9am-6pm
Native American Festival 10am-10pm
Sertoma BBQ 11am-10pm



Synovus Bank Street Parade

Parade begins at 1pm at Grand Blvd & Gulf Dr.
Gill Dawg Rock n' Roll Tribute 1pm-11pm
Featuring The Definitive Fleetwood Max, Also appearing Fifty Grit, Eric Anderson, and The Embry Brothers Band
Sponsored by Hyundai of New Port Richey and Arthur Price Septic



Sun., March 22
Carnival by Covanta 1-9pm

Sertoma BBQ 12 noon -4pm
Classic Rock 1pm -9pm
Featuring The Black Honkeys
Also appearing Fast 4ward,
The Time Bandits &
The Roadhouse Band
Sponsored by Hyundai of
New Port Richey and Animal
Care Center of Pasco
**17th Annual Car,
Truck & Bike Show**
Orange Lake
Native American Festival
10am -5pm



Mon., March 23
Carnival by Covanta 5-10pm
Youth Music Showcase 5-9pm
Featuring Local School Youth
Performances



Tues., March 24
Carnival by Covanta 5-10pm
Bluegrass Music in the Park
6-10pm- Featuring Larry Gills
and His Hard Driving
Swampgrass
Band, also appearing The
Michigan Misfits
Sponsored by Rotary Club of
New Port Richey



Wed., March 25
Carnival by Covanta 5-10pm

Featuring Odyssey Road, Journey Tribute
Band, Also appearing
Bearded Brothers. Sponsored
by Get Hooked, Source 1
Marine, Rotary Club of
New Port Richey



Thurs., March 26
Carnival by Covanta 5-11pm

Blues Masters 6-10pm Featuring
Damon Fowler, also appearing
Julie Black & Franc Robert.
Sponsored by Rotary Club of
New Port Richey



Fri., March 27
Carnival by Covanta
5-11pm

Sertoma BBQ 5pm-10pm
Friendly Kia Hits
106 Night 5:30-11pm
Featuring Hard Days Night -
Beatles Tribute Band, also
appearing SPR40 and
The Bob Hope Band



Ferman Boat Parade begins at 1pm on the Pithlascotee River

Sat., March 28
Carnival by Covanta 11am-11pm



Sertoma BBQ 11am-10pm
Country Concert
Gates open at 5:30pm
Featuring Frankie Ballard
with special guest
Craig Wayne Boyd, and also
appearing Redhead Express



Tickets On Sale Now!!!

Preferred Tickets \$20 advance sales
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General Admission \$10 advance sales
\$15 day of the show
Tickets available at :
West Pasco Chamber 727-841-7651

**Tickets Available at: Synovus Bank-
Trinity & Port Richey locations**
727-841-6677 or 727-835-0130
<http://chascofiesta.ticketleap.com>

FOR MORE EVENT INFORMATION, PLEASE VISIT US ONLINE:

www.ChascoFiesta.com or call **727-842-7651**



CHASCO FIESTA

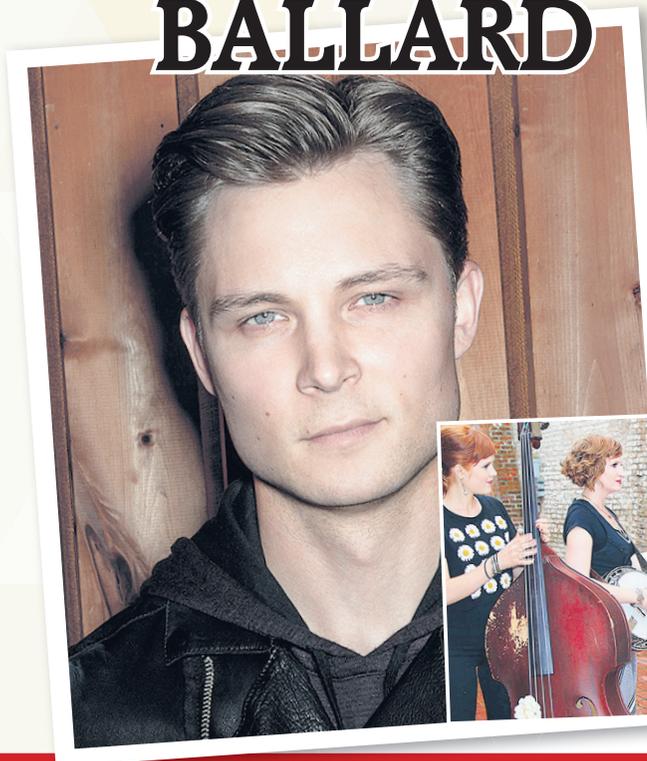


COUNTRY CONCERT

March 28, 2015

Featuring

**FRANKIE
BALLARD**



Special Guest

**CRAIG
WAYNE BOYD**



Also Appearing

Redhead
EXPRESS

GATES OPEN AT 5:30PM SIMS PARK

9 NIGHTS OF ENTERTAINMENT! TICKETS AVAILABLE ON LINE AT WWW.CHASCOFIESTA.COM

GOLD MEDAL SPONSORS

Presented by



Tampa Bay Times

 WINNER OF 10 PULITZER PRIZES

Sponsored content
CHASCO FIESTA

March 20



March 28

ABOUT CHASCO FIESTA



GET READY, NEW PORT RICHEY – HISTORY IS RIGHT AROUND THE CORNER!

The 2015 Chasco Fiesta™ presented by Kemp and Ruge Law Firm stands ready to excite, delight, and take you down memory lane as it celebrates the 90th birthday of New Port Richey.

What began in 1922 as a fundraiser for the local library, New Port Richey’s Chasco Fiesta™ has grown into one of Pasco County’s largest and most well attended events. From a street parade to craft markets, the midway to the main stage, BBQ to a boat parade, the 68-year-old celebration once again hopes to raise tons of money for area non-profit organizations as part of its ‘legacy of giving.’

Read more

MUSIC FILLED NIGHTS





A MASTERFUL TOUCH OF BLUES

Some things just pair well: tea over ice, cream in coffee, wine and cheese ...

Blues under the stars pair naturally, too, and that may be why Chasco's Blues Masters concert, taking place on March 26, is one of the most anticipated free concerts of the Fiesta...

[READ MORE](#)



CHASCO COUNTRY CONCERT – THREE TIMES LUCKY

Country music artists waiting for their big break may want to sign up for next year's Chasco Fiesta's Country Concert. It seems to be good luck.

Time and again, artists struggling to get recognized suddenly find themselves enjoying fame shortly after signing up for Chasco. Blake Shelton, Luke Bryan, and Rascal Flatts all performed on the Sims Park stage before hitting it big...

[READ MORE](#)



A 'TICKET TO RIDE' INTO THE PAST

Yeah. Yeah. Yeah. This oldies night is ready for a dose of the Fab Four. Beatles tribute band Hard Day's Night will headline March 27 at Chasco Fiesta's True Oldies night. Fortunately, you won't have to be "working like a dog" to get the money to see the show. Because of the support of Friendly Kia and Hits 106, it's one of the festival's free entertainment nights...

[READ MORE](#)

EVENT FILLED DAYS



BOATERS COMPETE FOR OVER \$4,000 IN PRIZES



STREET PARADE – CHASCO FIESTA 2015

In just a few days, parking will be a challenge in New Port Richey as the city streets fill to the brim with



The Pithlachascotee River comes alive on Saturday March 28th as dozens of decorated boats cruise from Hooters at Millers Bayou to Sims Park during the Ferman Chasco Fiesta Boat Parade sponsored by Ferman of New Port Richey and presented by the Rotary of New Port Richey. This year's theme, 90 Years...

[READ MORE](#)

families, visitors, and residents for what has become the biggest event in Pasco County, and one of the largest street parades in the state of Florida...

[READ MORE](#)

FROM CORVETTES TO 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 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 \$200,000 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 participate and/or benefit from the Chasco Fiesta™ include:

Anclote High School Band

Boy Scouts of West Central Florida

Bridge of Hope Tabernacle

Gulf High School Athletics

Gulf High School Band

Gulf Shores Sertoma

Gulfside Corvette Club

Holiday Rotary

Levendia Cultural Society

Lighthouse for the Visually Impaired and Blind

J.W. Mitchell High School Booster Club

Junior Service League

One Blood

One Community Now

Pasco Mental Health Foundation

Ridgewood High School Band

Rotary Club of New Port Richey

Salvation Army of Pasco

Sertoma Speech & Hearing Foundation

Soncoast Pentecostal Church

Special Olympics of Pasco County

Upper Room Apostolic Church

WPCC Young Professionals Group

West Pasco Chamber of Commerce

West Pasco Historical Society

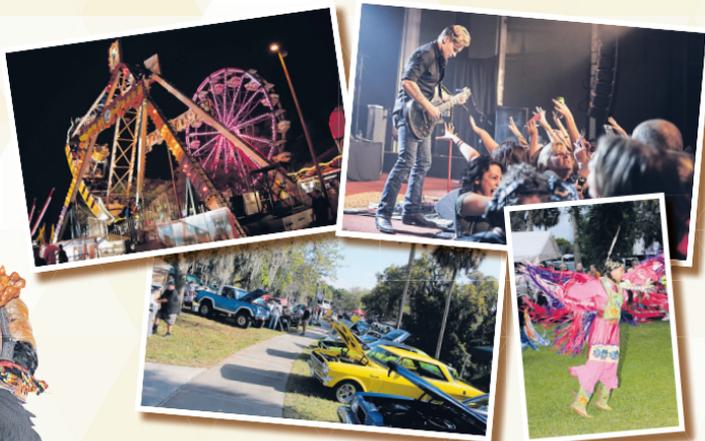
West Pasco Sertoma

CHASCO FIESTA



• 9 GREAT FAMILY FUN DAYS • NATIVE AMERICAN
FESTIVAL • MUSIC, PARADES, CARNIVAL & MORE!

www.chascofiesta.com



MARCH 20-28

DOWNTOWN NEW PORT RICHEY

Sims Park 6341 Bank Street

Stynovus Bank Street Parade • March 21 / 1 P.M. – Ferman Boat Parade • March 28 / 1 P.M.

Presented by



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Concrete & Structural Solutions

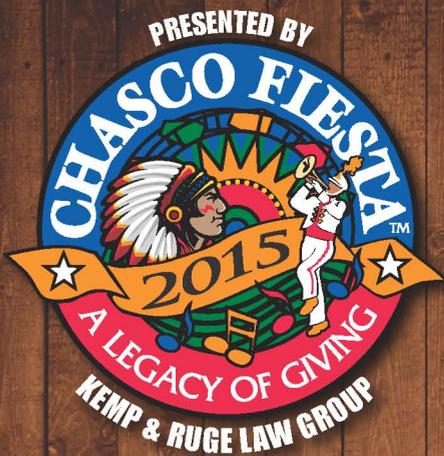
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Chasco Fiesta™

Sims Park
Downtown New Port Richey
March 20 - 28, 2015



March 20th-22nd
Native American Festival
From East to West with Go Native Now

March 21st
Chasco Street Parade

March 22nd
Car, Truck & Bike Show

March 28th



Ferman Boat Parade



Nine Nights of Live Concerts

Including...

March 20th

Joy FM Night

March 26th

Blues Masters

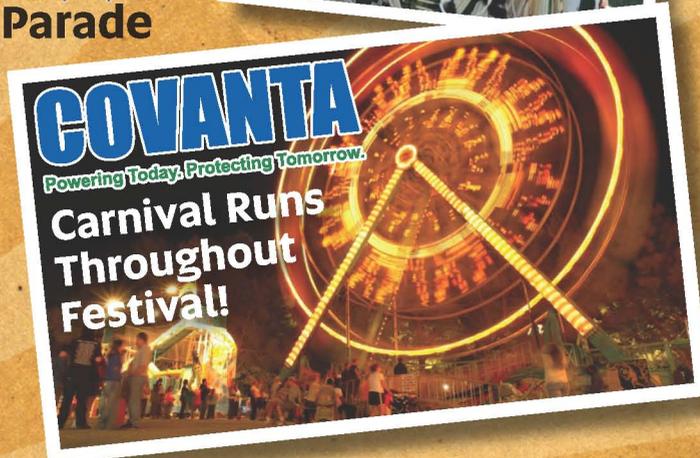
March 27th

Friendly KIA HITS 106 Concert

March 28th

The Chasco Fiesta Country Concert
Featuring Frankie Ballard
and Special Guest, Craig Wayne Boyd

RAIN OR SHINE • TICKETS STARTING AT \$10



For More Information Please Call

(727) 842-7651

or visit www.ChascoFiesta.com

2015 CHASCO FIESTA™
PRESENTING SPONSOR:

Kemp & Ruge
LAW GROUP

Ad Design by: www.72HRPrint.com • Official Print Partner of the 2015 Chasco Fiesta™

2015 GOLD MEDAL SPONSORS:



2015 Chasco Fiesta WQYK Web Promotion

Mar 15

Win Tickets To Chasco Fiesta To See Frankie Ballard & Craig Wayne Boyd!

hnelson



Mark your calendars now for the 2015 Chasco Fiesta presented by Kemp & Ruge Law Group as they welcome Frankie Ballard and special Guest Craig Wayne Boyd to the Sims Park Amphitheatre for their annual Country Concert on Saturday, March 28th. Also appearing at this year's concert is the Red Head Express.

Make sure you're listening to Cadillac Jack each afternoon around 4:10 to win two tickets to watch the guys in concert! Keep the numbers 727-579-9999 and 1-800-992-1099 saved and be ready to call!

Held in Sims Park in historic Downtown New Port Richey from March 20th to 26th, the 2015 Chasco Fiesta presented by Kemp & Ruge Law Group offers nine days of family fun and entertainment, including a Native American Festival, the Synovus Bank Street Parade, car, truck and bike show, the Ferman Chasco Fiesta Boat parade, abundant food, rides, and different music each night.

The 2015 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.com, Staywell and Well Care, 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 Frankie Ballard and special guest Craig Wayne Boyd, visit chascofiesta.com.

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 ChascoFiesta.com



Enter your email address ...

Zip / Postal Code

Submit

RANCH JAM JOIN US
MARCH 20-22, 2015
RANCH JAM FESTIVAL GROUNDS - MANATEE COUNTY FL
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BUY TICKETS AND MANY MORE!

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Knight's #ImpossibleQuestion WIN 4
pack of tickets to see screening of Fast &
Furious 7

10:58 AM
3/12/2015

2015 Chasco Fiesta WQYK Web Promotion

Home > Contests > Win Tickets To Chasco Fiesta

Mar 02 Win Tickets To Chasco Fiesta

kwettengel

Mark your calendars now for the 2015 Chasco Fiesta presented by Kemp & Ruge Law Group as they welcome Frankie Ballard and special Guest Craig Wayne Boyd to the Sims Park Amphitheatre for their annual Country Concert on Saturday, March 28th. Also appearing at this year's concert is the Red Head Express. 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

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Frankie Ballard and Craig Wayne Boyd will be performing at Chasco Fiesta and we want you to win two tickets and passes to meet both artists!

Sign up for our newsletter!

Email

Enter your email address...

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For a complete list of events taking place during this year's Chasco Fiesta, including the annual country concert featuring Frankie Ballard and special guest Craig Wayne Boyd, visit chascofiesta.com.

Chasco Fiesta™
is proud to present
**9 Evenings of
Entertainment!**



Bluegrass Music in the Park

Tuesday, March 24, 2015

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

www.ChascoFiesta.com

or call us at
(727) 842-7651

Chasco Fiesta is presented by:

Kemp & Ruge
LAW GROUP

6:00 PM - 10:00 PM

**Sims Park Amphitheater
6341 Bank Street**

In Historic Downtown New Port Richey

Sponsored by



Chasco Fiesta Gold Medal Sponsors

Chasco Fiesta announces schedule for 2015 event in New Port Richey

Kemp & Ruge Law Group to present nine-day festival

Suncoast News staff report

NEW PORT RICHEY — Although 2015 has barely begun, the 2015 Chasco Fiesta is deep in its planning stages, preparing to bring the favorite community event back to historic downtown New Port Richey from March 20-28, Executive Director Kelly M. Hackman reports.

Steeped in tradition dating back to the origins of the city, the 2015 edition will encompass more events and vendors in the biggest community event in Pasco. More than 25 nonprofit organizations will benefit in the process. Kemp & Ruge Law Group is presenting this year's event.

The 2015 Chasco Coronation Ball will take place March 13 at Spartan Manor, 6121 Massachusetts Ave. Presented by the



CHASCO FIESTA

Riverfront events will be part of 2015 Chasco Fiesta that runs March 20-28 in New Port Richey.

Lighthouse for the Visually Impaired and Blind, the 30th edition of the ball will culminate with the crowning of 2015 Queen Chasco and King Pithla, who will

succeed 2014 royalty Dave Parris and Candace Bell Glewen.

On March 14, the Chasco Fiesta Hunger Walk, which debuted last year,

will start at 9 a.m. at Gulf High School, presented by One Community Now.

The nine-day Chasco Fiesta in Sims Park and downtown New Port Richey

will kick off March 20.

Chasco Fiesta Street Parade, on March 21, will highlight the first weekend of activities.

SCHEDULE, Page 9

Schedule

From Page 3

Ferman Chasco Fiesta Boat Parade, on March 28, will anchor the second weekend.

Community favorites, such as the Native American Festival; Main Street Mile, Car, Truck and Bike Show; flea market; golf, softball and bowling tournaments; 5k and Fun Run, and barbecues will return.

Nine nights of entertainment will feature Christian, rock 'n' roll, bluegrass, blues, and oldies music, culminating with the Country Concert

that will bring Chasco Fiesta to a close. The March 28 evening concert in Sims Park will showcase Frankie Ballard.

A week later, the first Chasco Scout Shootout is scheduled for April 4, with shooting sports at Tampa Bay Sporting Clays.

"Through our Chasco Fiesta mission we are proud to continue our 'Legacy of Giving,' where we partner with over 25 area nonprofits to host events or become vendors, and raise money for their organizations," Cami Austin, the 2015 Chasco Fiesta chairwoman, said in a news release.

Last year, charities and other groups raised about \$200,000 for their organizations.

Chasco Fiesta continues seeking sponsorships for the 2015 edition. Presenting sponsor is Kemp and Ruge Law Group, along with gold medal sponsors 72 Hour Print.com, B.E.T-ER Mix, the city of New Port Richey, Pasco County, Publix, Well-Care and Staywell, the West Pasco Chamber of Commerce and others.

For more information on available sponsorships, a complete schedule or application forms, go to www.chascofiesta.com or call (727) 842-7651.

Chasco Fiesta 2015 ready to launch on Friday

Street parade Saturday to anchor first weekend

Suncoast News staff report

NEW PORT RICHEY — Chasco Fiesta 2015 is mere days away as Pasco's largest community event back returns to historic downtown New Port Richey from Friday to March 28, Executive Director Kelly M. Hackman reports.

Steeped in tradition dating back to the origins of the city, the 2015 edition, the community festival's 69th, will help more than 25 nonprofit organizations to benefit in the process as vendors. Kemp & Ruge Law Group is presenting this year's event.

Chasco Fiesta Street Parade on Saturday will highlight the first weekend of activities.

Ferman Chasco Fiesta Boat Parade on Saturday, March 28, will anchor the second weekend.

Community favorites, such as the Native American Festival, Main Street Mile, Car, Truck and Bike Show, flea market, golf, softball and bowling tournaments, 5k and Fun Run, and barbecues will return.

Nine nights of entertainment will feature Christian, rock and roll, bluegrass, blues and oldies music, culminating with the Country Concert that will bring Chasco Fiesta to a close. The Saturday, March 28, evening concert in Sims Park will showcase Frankie Ballard.

A week later, the first Chasco **FRIDAY, Page 12**



CHASCO FIESTA

Riverfront events will be part of 2015 Chasco Fiesta from Friday to March 28.

Scout Shootout is scheduled for Saturday, April 4, with shooting sports at Tampa Bay Sporting Clays.

"Through our Chasco Fiesta mission we are proud to continue our 'Legacy of Giving,' where we partner with over 25 area nonprofits to host events or become vendors, and raise money for their organizations," 2015 Chasco Fiesta Chairwoman Cami Austin said in a news release.

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For information, a complete schedule or application forms, go to www.chascofiesta.com or call (727) 842-7651.

The Suncoast News

WEDNESDAY, March 25, 2015

An edition of
The Tampa Tribune
& The Tampa Times

SUNCOASTNEWS.COM

Serving New Port Richey, Holiday, Trinity and surrounding communities

Spectators take in sights and sounds of Chasco Fiesta



FRED BELLET/COMMUNITY NEWS PHOTO SERVICE

Master Falconer Ray Pena and assistant Sharron Montgomery wait for a member of their instructional demonstration and educational wildlife presentation to soar back to its perch during the Flight of the Raptor at Chasco Fiesta.

Sunday's events included car show, Indian Festival

Suncoast News staff report

NEW PORT RICHEY — Many spectators discovered a wealth of events offered at Chasco Fiesta during opening weekend.

Two-year-old Reed Augustus, of New Port Richey, had the best seat in the house atop the shoulders of his mom, Dana Harrison, as they watched the Flight of the Raptor presentation at Sims Park.

Master Falconer Ray Pena and assistant Sharron Mont-

gomery waited for a falcon to soar back to its perch during the Flight of the Raptor, part of the Native American Festival.

Among the crowd, Elizabeth Baca, 5, of Hudson, sat in the lap of her aunt, Robin Twardowski, of New Port Richey.

A descendant of Mohawk and Comanche Indian tribes, Dustin Big Mountain, 19, was on hand to sell Native American dance and music albums.

The Native American Festival also featured exhibition dancing, alligator wrestlers, instructional demonstrations, educational wildlife displays, and

SPECTATORS, Page 18

Spectators

From Page 1

Native American artists, craftsmen and vendors.

Newaeh Wetherell, 3, of New Port Richey, rode a carousel as she shouted out to her grandfather, Randy Wetherell, great-grandfather Kurt Gell, of Shady Hills, and great-grandmother Pat Gell. Newaeh enjoyed the ride along with her little sister, Kayli Wetherell, 2.

Gulfside Corvette Club hosted the 17th annual Chasco Fiesta Car, Truck and Bike Show that lined Orange Lake.

Harry P. Fedoryk, of Spring Hill, sat with his 1961 Corvette Roadster, which has appeared in two magazines, most recently in Vette Magazine. Fedoryk said he has owned Chevrolet Corvettes since his high school days. The Corvette is equipped with a 383 cubic-inch engine that cranks



LEFT: Newaeh Wetherell, 3, of New Port Richey, rides a carousel at Chasco Fiesta. **CENTER:** Two-year-old Reed Augustus, of New Port Richey, has the best seat in the house atop the shoulders of his mom, Dana Harrison, as they watch the flight of the Raptor presentation. **RIGHT:** Tiffany Lewis looks back to make sure her son, Daniel Lewis, 7, keeps up as they stroll through Sims Park during Chasco Fiesta. Dad Stephen Lewis hangs in a harness with mom.



FRED BELLEF/COMMUNITY NEWS/PHOTO SERVICE

out 460 horsepower. While the 1961 is his "baby," he has owned Corvettes from 1956 and 1959, a 1965 convertible and a 1985.

Robert Kovacs, of New Port Richey, could not resist taking a snapshot of the interior of the yellow 2010 Chevy Camaro SS belonging to Cesare Cannizzaro, of Port Richey. It was parked next to the

Camaro of Trinity resident Ruthann Donovan among hundreds of other classic, antique and high-performance automobiles and trucks.

Robin Balch, of Port Richey, admired a 1971 Corvette owned by Don Wilson. Balch said he recently arrived from Ontario, Canada. Crystal River resident

Kenny Summers' 2014 Corvette was customized with the comic book character Batman in mind. With 455 horsepower, he would have no problem catching any of Batman's arch-enemies.

The Lewis family enjoyed a stroll through the park. Mom Tiffany carried 7-year-old Kaitlyn in a harness while looking back to make sure her son Dan-

iel, 7, kept up. Dad Stephen kept the stroller rolling.

Among entertainers, guitarist Phil Austin of the band Road House played a riff, along with band members Chuck Motta on drums, keyboardist Larry

Bracone and bass guitarist Dudley Mays. Other bands appearing Sunday were The Bandits, Fast 4 Ward and headliner The Black

Honkeys.

Nicholas Cannizzaro, 8, of Port Richey, admires the goldfish he won at the Chasco Fiesta carnival.

One way to get the stickiness from a lollipop off your hands is to lick it off, as Aiden Mallett, 3, of New Port Richey, discovered. Aiden and mom Grace enjoyed some candy at Chasco Fiesta.

Chasco's still spinning



BRENDAN FITTERER | Times



Chasco Fiesta

The Tornado, above, and other carnival amusements wrap up this weekend at the Chasco Fiesta, which has been held each year since 1947. The nine-day event ends Saturday in historic downtown New Port Richey. Some highlights include the West Pasco Sertoma Chicken BBQ today and Saturday and the boat parade down the Pithlachascotee River that should reach Sims Park at about 1 p.m. Saturday. Today's entertainment includes the free Beatles tribute band Hard Day's Night from 8 to 11 p.m. Saturday's 21st annual Country Concert kicks off around 5:45 p.m. and features headliner Frankie Ballard, left, and special guest Craig Wayne Boyd. For a full schedule of events and information on ticket prices for the country concert, go to chascofiesta.com.

12 Inaugural Chasco Scout Shootout a blast, organizers say

Suncoast News staff report

LAND O' LAKES — The new Chasco Scout Shootout helped raise funds for Scouting programs in the area.

The Anclote Title team took first place. Members are Adrian Bryan, Russell Dunning, Ronnie Holt and Tim Kizer.

About 20 Scouts released the clay pigeons and assisted in scoring during the benefit. Teams of contestants vied for prizes.

The event was held at Tampa Bay Sporting Clays in Land O' Lakes.

West Central Florida Council of Boy Scouts of America supports more than 4,000 young people and their families.



FRED BELLET/COMMUNITY NEWS/PHOTO SERVICE

LEFT: APG Electric team member Vincent Palmitesto, left, of New Port Richey, takes his shot at the clay pigeon during the Chasco Scout Shootout held at Tampa Bay Sporting Clays in Land O' Lakes. **RIGHT:** Anclote Title team members Russ Dunning, left, and Tim Kizer, both of Palm Harbor, prepare for a ride to the next target stop during the Chasco Scout Shootout at Tampa Bay Sporting Clays in Land O' Lakes.



**Addendum F:
2015 Chasco Fiesta™
Survey Results**

2015 Chasco Fiesta

Total Survey Responses: 187

**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 2015 Chasco Fiesta,
held March 20-28, 2015.**

1) What is your Zip Code

06460	1	Milford, Connecticut	(.54%)
13308	1	Bossvale, New York	(.54%)
14094	1	Lockport, New York	(.54%)
18844	1	Springville, Pennsylvania	(.54%)
29445	1	Goose Creek, South Carolina	(.54%)
33511	1	Brandon, Florida	(.54%)
33544	1	Wesley Chapel, Florida	(.54%)
33556	1	Odessa, Florida	(.54%)
33558	1	Lutz, Florida	(.54%)
33611	1	Tampa, Florida	(.54%)
33612	1	Tampa, Florida	(.54%)
33624	1	Tampa, Florida	(.54%)
33626	1	Tampa, Florida	(.54%)
33634	2	Tampa, Florida	(1.07%)
33681	1	Tampa, Florida	(.54%)
33709	1	St. Petersburg, Florida	(.54%)
33772	1	Seminole, Florida	(.54%)
33773	1	Largo, Florida	(.54%)
33776	1	Seminole, Florida	(.54%)
33781	1	Pinellas Park, Florida	(.54%)
33782	1	Pinellas Park, Florida	(.54%)
34452	1	Inverness, Florida	(.54%)
34602	2	Brooksville, Florida	(1.07%)
34604	1	Brooksville, Florida	(.54%)
34606	4	Spring Hill, Florida	(2.14%)
34607	1	Spring Hill, Florida	(.54%)
34608	1	Spring Hill, Florida	(.54%)
34609	1	Spring Hill, Florida	(.54%)
34610	2	Spring Hill, Florida	(1.07%)
34613	1	Brooksville, Florida	(.54%)
34652	27	New Port Richey, Florida	(14.44%)
34653	46	New Port Richey, Florida	(25.6%)
34654	9	New Port Richey, Florida	(4.81%)
34655	8	New Port Richey, Florida	(4.28%)
34660	1	Ozona, Florida	(.54%)
34667	10	Hudson, Florida	(5.35%)

34668	19	Port Richey, Florida	(10.16%)
34669	4	Hudson, Florida	(2.14%)
34680	1	Elfers, Florida	(.54%)
34684	1	Palm Harbor, Florida	(.54%)
34685	1	Palm Harbor, Florida	(.54%)
34689	2	Tarpon Springs, Florida	(1.07%)
34690	10	Holiday, Florida	(5.35%)
34691	7	Holiday, Florida	(3.74%)
34695	1	Safety Harbor, Florida	(.54%)
34698	1	Dunedin, Florida	(.54%)
47513	1	Birdseye, Indiana	(.54%)
49855	1	Marquette, Michigan	(.54%)
53029	1	Hartland, Wisconsin	(.54%)
P4W7C9	1	Canada	(.54%)
P4W8A7	1	Canada	(.54%)
	1	Peterborough, Ontario	(.54%)

Total Attendees by Location

Pasco County Attendees:	75.4%
Bay Area Attendees:	18.7%
Attendees from 50+miles or more:	5.9%

2) How many are in your party?

1 ---- 38	(20.5%)
2 ---- 76	(41.1%)
3 ---- 29	(15.7%)
4 ---- 22	(11.9%)
5 ---- 5	(2.7%)
6 ---- 8	(4.3%)
7 ---- 2	(1.1%)
8 ---- 1	(.5%)
9 ---- 0	(0%)
10+ ---- 4	(2.2%)

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

This event ---- 63	(30.3%)
Vacation ---- 8	(3.9%)
Visit friends/relatives --- 11	(5.3%)
Business ---- 0	(0%)
Other ---- 9	(4.3%)
Live here ---- 113	(54.3%)
No answer ---- 4	(1.9%)

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

Vehicle ----	43	(71.7%)
Plane ----	4	(6.7%)
Bus ----	2	(3.3%)
Other ----	2	(3.3%)
Did not answer ----	9	(15%)
Live Here ----		(0%)

5) How Many Nights did you stay in Pasco?

No Answer ----	12	(20.3%)
1 ----	1	(1.7%)
2 ----	2	(3.4%)
3 ----	0	(0%)
4 ----	2	(3.4%)
5+ ----	12	(20.3%)
Day Trip ----	27	(45.8%)
Live Here ----	3	(5.1%)

6) Where are you staying in Pasco?

Hotel ----	2	(3.3%)
Vacation Rental ----	6	(9.8%)
Friends/Relatives ----	12	(19.7%)
Bed & Breakfast ----	0	(0%)
Campground ----	1	(1.6%)
Other ----	6	(9.8%)
No Answer ----	32	(52.5%)
Live here ----	2	(3.3%)

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

\$0-25 ----	52	(28.1%)
\$26-50 ----	60	(32.4%)
\$51-75 ----	14	(7.6%)
\$76-100 ----	10	(5.4%)
\$101-125 ----	10	(5.4%)
\$126-150 ----	11	(5.9%)
\$151 and up ----	18	(9.8%)
No answer ----	10	(5.4%)

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

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

Ecotourism ----	22	(4.6%)
Downtown ----	101	(21.3%)
Beach/Fishing ----	94	(19.8%)
Dining Out ----	117	(24.6%)
Art/Culture ----	65	(13.7%)
Sports ----	37	(7.8%)
Other ----	35	(7.4%)
Concerts ----	3	(.6%)
No answer ----	1	(.2%)

9) How did you find out about our event?

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

Newspaper ----	50	(19.5%)
TV/Radio ----	23	(8.9%)
Website ----	24	(9.3%)
Social media ----	18	(7%)
Word of mouth ----	56	(21.8%)
Magazine ----	2	(.8%)
Returning Visitor ----	57	(22.2%)
Other ----	23	(8.9%)
No answer ----	4	(1.6%)



**Addendum G:
Report: 2015 Website
Report**

Days of month

0 0 0 0 0 0 0 0 0 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
 Ma
 y

Average

Day	Number of visits	Pages	Hits	Bandwidth
01 May 2015	72	424	1,457	34.77 MB
02 May 2015	92	526	2,027	67.37 MB
03 May 2015	88	486	2,544	72.84 MB
04 May 2015	125	437	2,252	67.58 MB
05 May 2015	78	314	1,689	41.50 MB
06 May 2015	76	371	1,847	50.16 MB
07 May 2015	98	555	1,952	58.26 MB
08 May 2015	77	312	1,386	41.36 MB
09 May 2015	77	407	2,189	85.70 MB
10 May 2015	81	333	1,445	41.91 MB
11 May 2015	75	3,047	4,286	48.54 MB
12 May 2015	80	4,501	5,734	56.90 MB
13 May 2015	78	398	2,463	84.04 MB
14 May 2015	19	66	349	9.32 MB
15 May 2015	0	0	0	0
16 May 2015	0	0	0	0
17 May 2015	0	0	0	0
18 May 2015	0	0	0	0
19 May 2015	0	0	0	0
20 May 2015	0	0	0	0
21 May 2015	0	0	0	0

22 May 2015	0	0	0	0
23 May 2015	0	0	0	0
24 May 2015	0	0	0	0
25 May 2015	0	0	0	0
26 May 2015	0	0	0	0
27 May 2015	0	0	0	0
28 May 2015	0	0	0	0
29 May 2015	0	0	0	0
30 May 2015	0	0	0	0
31 May 2015	0	0	0	0
Average	79	869	2,258	54.30 MB
Total	1,116	12,177	31,620	760.25 MB

Days of week

Mon Tue Wed **Thu** Fri Sat Sun

Day	Pages	Hits	Bandwidth
Mon	1,742	3,269	58.06 MB
Tue	2,407	3,711	49.20 MB
Wed	384	2,155	67.10 MB
Thu	310	1,150	33.79 MB
Fri	368	1,421	38.07 MB
Sat	466	2,108	76.54 MB
Sun	409	1,994	57.37 MB

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	829	1,721	41.51 MB	12	242	1,451	67.64 MB
01	359	642	13.56 MB	13	303	1,851	62.24 MB
02	66	232	5.22 MB	14	212	1,232	41.97 MB
03	98	217	7.91 MB	15	240	988	19.95 MB
04	238	337	7.67 MB	16	188	885	24.30 MB
05	234	829	16.81 MB	17	234	1,151	25.64 MB
06	877	1,785	36.82 MB	18	344	1,739	53.45 MB
07	2,454	3,179	34.67 MB	19	215	1,135	32.54 MB
08	761	1,505	28.91 MB	20	235	1,180	35.85 MB
09	226	1,337	33.55 MB	21	220	614	10.73 MB
10	320	1,741	48.79 MB	22	651	1,220	25.65 MB
11	280	1,887	58.73 MB	23	2,351	2,762	26.14 MB

Countries (Top 25) - [Full list](#)

Countries	Pages	Hits	Bandwidth	
United States	us	10,007	26,481	633.63 MB
France	fr	451	461	16.81 MB
Ukraine	ua	320	363	10.48 MB
Canada	ca	216	615	14.29 MB
Brazil	br	203	574	10.44 MB
Romania	ro	158	211	3.05 MB
Germany	de	136	141	2.63 MB

	Russian Federation	ru	124	183	3.08 MB	
	Unknown	zz	84	204	3.95 MB	
	Vietnam	vn	59	355	7.68 MB	
	China	cn	57	260	6.77 MB	
	Spain	es	45	134	3.03 MB	
	South Korea	kr	36	162	3.83 MB	
	Great Britain	gb	35	180	3.32 MB	
	Austria	at	21	21	129.48 KB	
	Sweden	se	20	54	990.33 KB	
	India	in	18	106	2.67 MB	
	Netherlands	nl	17	58	1.38 MB	
	Philippines	ph	16	98	2.48 MB	
	Japan	jp	14	116	5.77 MB	
	Jamaica	jm	10	54	1.16 MB	
	Sri Lanka	lk	10	54	1.26 MB	
	Colombia	co	9	50	1.26 MB	
	Italy	it	9	50	942.28 KB	
	Portugal	pt	8	49	1.25 MB	

Others	94	586	18.01 MB
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Hosts (Top 25) - [Full list](#) - [Last visit](#) - [Unresolved IP Address](#)

Hosts : 0 Known, 752 Unknown (unresolved ip) 701 Unique visitors	Pages	Hits	Bandwidth	Last visit
71.187.219.210	6,913	6,913	34.46 MB	12 May 2015 - 08:17
5.39.85.81	174	174	5.59 MB	02 May 2015 - 01:55
188.165.196.25	173	173	5.57 MB	07 May 2015 - 04:29
99.251.159.83	162	162	3.82 MB	14 May 2015 - 06:43
177.40.60.17	102	102	332.24 KB	01 May 2015 - 05:02
46.35.254.224	59	60	1.62 MB	09 May 2015 - 06:59
178.238.235.184	55	60	1.45 MB	07 May 2015 - 01:32
199.164.68.199	54	265	6.20 MB	12 May 2015 - 09:44
104.34.42.157	53	53	325.04 KB	08 May 2015 - 01:56
94.153.9.66	51	51	1.03 MB	13 May 2015 - 15:23
86.123.240.115	50	58	1.02 MB	10 May 2015 - 06:16
85.25.185.173	49	49	304.60 KB	06 May 2015 - 21:51
178.137.19.143	49	49	988.19 KB	14 May 2015 - 04:36
46.161.41.199	49	49	1.32 MB	14 May 2015 - 04:24
65.35.145.57	45	146	1.91 MB	03 May 2015 - 16:05
5.254.98.73	36	36	51.68 KB	01 May 2015 - 23:20
93.157.172.40	36	36	797.36 KB	11 May 2015 - 22:40
72.186.42.119	35	145	4.35 MB	02 May 2015 - 15:46
70.126.122.116	31	231	3.08 MB	11 May 2015 - 13:05
68.200.116.48	30	131	2.70 MB	03 May 2015 - 18:32
62.210.215.117	30	30	3.76 MB	14 May 2015 - 00:23
107.201.185.63	30	30	773.85 KB	04 May 2015 - 13:01
178.137.166.68	30	30	613.70 KB	12 May 2015 - 18:11
187.59.41.199	29	29	94.35 KB	12 May 2015 - 18:38
221.145.183.167	26	152	3.77 MB	13 May 2015 - 21:55
Others	3,826	22,406	674.41 MB	

Authenticated users (Top 10) - [Full list](#) - [Last visit](#)

Authenticated users : 1	Pages	Hits	Bandwidth	Last visit
swi	2	2	15.78 KB	07 May 2015 - 17:23
Other logins (and/or anonymous users)	12,175	31,618	760.24 MB	

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

15 different robots*	Hits	Bandwidth	Last visit
Unknown robot (identified by 'bot' followed by a space or one of the following characters _+,:./\ -)	11,718+541	143.53 MB	14 May 2015 - 07:05
Unknown robot (identified by 'crawl')	5,330+61	28.06 MB	13 May 2015 - 23:18
Unknown robot (identified by 'robot')	3,508+11	25.99 MB	13 May 2015 - 16:39

Office of Tourism Development
Grant Recommendation

Special Event: COTEE RIVER BIKE FESTSM

- Requested Grant Amount: \$0
- Recommended Grant Amount: \$2,200

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
11.25	7	3	5	9	-1	34.25

Comments:

Positive

- Good 3 day Community Event
- Expanded from Sims Park to all of downtown New Port Richey

Negative

- Missing multiple support documents
 - Not enough details to confirm statements in application
- No grant amount requested
- No recycling plan provided

Observations

All applicants had an extended deadline and were given the opportunity to improve their initial applications based on a sample provided by the OTD. Cotee River Bike FestSM did not resubmit their application after they were notified in person and via email that their application was missing the amount of funding they were requesting and that their marketing plan was incomplete. Our office feels minimal effort was made.



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

The primary purpose of the Pasco County Local Special Event Marketing Program is to provide funding to local organizations to **assist in marketing local special events that promote Pasco County as a tourist destination** for visitors. Funds received pursuant to the Local Special Events Marketing Program must be used for expenditures associated with marketing and promoting an Event outside of Pasco County to potential overnight visitors.

The Program is administered through the Office of Tourism Development. Applicants are required to provide the following information, in writing, and to make a presentation regarding their proposed event before the Tourist Development Council (TDC).

Local special events that may receive funding **must** demonstrate a history of producing room nights, economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to **project a number of overnight visitors staying in Pasco County accommodations**. The following application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

In an effort to continue to be “eco” friendly the TDC requires that the applicant **incorporate a recycling plan** as part of the application process. The recycling plan must be submitted at the time of application for funding. A Recycling Scale Ticket for recycled materials for large events or a bag count report for smaller events **must be submitted with the Post Event Report**. The Pasco County point of contact to develop a recycling plan is: Jennifer L. Seney, Recycling Coordinator, Pasco County Utilities - Solid Waste, 14230 Hays Road (mailing), 14606 Hays Road (physical location), Spring Hill, Florida, 34610, (727) 856-4539, jseney@pascocountyfl.net.

Local Special Event Marketing Program applications, presentations, and supplemental materials will be reviewed at the **July 15, 2015 TDC meeting in Dade City**. **The application process opens May 4, 2015 and closes at the end of the business Friday May 22nd, 2015.**

The number and amount of each grant award will be dependent upon the availability of designated funds and specific allocations. There is a **1/3 cap amount** on how much an applicant can request through the Marketing Program.

The total amount budgeted through the Office of Tourism Development Marketing Program is \$80,000 an applicant may not request more than \$26,600. If an applicant’s request is above the cap amount the TDC will impose the cap. The TDC and the Office of Tourism Development will then make a recommendation regarding a Grant Agreement and a proposed funding amount to the Pasco County Board of County Commissioners (BCC).

The TDC and Office of Tourism Development will use the application, evaluation by the TDC and the following grid as a **guideline** when recommending funding to the BCC.

Room Nights	Sponsorship Amount
2,000 and up	\$15,000 and up
1,000 – 1,999	\$10,000 to \$14,999
400- 999	\$5,750 to \$9,999
200-399	\$2,500 to \$5,749
50-199	\$500 to \$2,499



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

Each application will be evaluated by the TDC using the following criteria.

A. Production of Room Nights - 50 pts.

1. Does the Local Event attract overnight visitors to Pasco County?
2. Does the Local Event demonstrate a history of room nights/overnight visitors?
3. Does the room night history show signs of growth or consistency?
4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact?
5. If a new event, how strong and accurate is the estimate of overnight visitors?
6. Has a host hotel or accommodation partnership(s) been established?
7. How accurate are the room night statistics? If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey?

Score ___ / 50



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

B. Out of County Advertising - 20 pts.

To be considered for funding, the proposed Local Event must be advertised outside of Pasco, regionally, or nationally.

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

We provide local and state exposure. Although the website can be seen nationally as well as internationally.

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

Yes. We will be using several forms of advertising such as newspaper, radio, and television and magazines.

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

Yes, via multi media outlets.

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

Information not available.

5. If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads?

We plan to work the TDC into our ads.

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

We will be using social media, magazines, and constant contact.

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

Born to Ride magazine, Full Throttle magazine, Cox Media, Go for a ride magazine, etc.

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

By measuring unique and typical visitors to website or social media, is one way.

Score ___ / 20

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

C. Marketing Plan - 10 pts.

1. Is there an itemized marketing/ad budget for the proposed Local Event?
 2. How is the requested funding proposed to be used?
 3. If not a new Local Event, how does the proposed marketing plan compare to past years?
 4. Did applicant use the previous grant awarded? (if applicable)
 5. Does the applicant propose co-op advertising opportunities with other Local Events or TDC?
 6. How creative is the marketing plan? Is it evolving with the room night numbers?
 7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application?
 8. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?
- Score ___ / 10

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County?
 2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.
 3. Is there growth in the Local Event? For example, has the main event added attractions to enhance the show?
 4. What area businesses will benefit from this Local Event?
 5. How do they calculate economic impact? Is it their study, survey, or generic version supplied by Visit Florida and the County?
- Score ___ / 10



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

E. Timing of the Event. For multi-day events - 10 pts. / For one day events - 5 pts.

1. How unique is the proposed Local Event?

It is the only Bike Fest in the local and surrounding areas.

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

Yes, it is a 3 day event that is established with musical venues into the evening.

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

Yes, October 9, 10, 11, 2015

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

Yes. See above.

Score ___ / ___

F. Additional Organization Information - (Scored 0 or ±5 per question)

1. Has the applicant organization attended the annual Pasco Tourism Summit and/or the Local Events Marketing Program Workshop?

Yes.

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

We volunteer at other events as well as attend other bike events.

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

Will be using the provided survey this year.

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

Yes.

Score ___ / +20



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

I. Statement of Policies

- Local Special Event Grant funds are intended to supplement the applicant organization's budget.
- All Local Event Marketing Program grant recipients for Fiscal Year 2015-2016 are required to attend workshops on grant reimbursement procedures and promoting/marketing your event outside of Pasco. The workshops are typically held in late October or during "Tourism Week," traditionally held the second week of May.
- Applications received after the submission deadline will **NOT** be considered.
- All applicant organizations are **required to make an oral presentation** (5-minute time limit including question and answer) to the TDC during the meeting.
- The Office of Tourism Development will calculate the scores and submit the averaged totals to the TDC. After review of the final scores, the TDC **will** have an opportunity to adjust the total scores if necessary.

Prior to the BCC meeting at which the Local Special Event will be considered, an agreement prepared by the County will be forwarded to the applicant for execution (the Grant Agreement). The terms of the Grant Agreement will provide for, including but not limited to, the amount of funding that is made available for the Local Event and the reimbursable expenses that the funding may be used for, placement of the **Pasco County Tourism logo on promotional materials and advertisements**, and the **obligation of the recipient to obtain liability insurance naming the County as a certificate holder and as additionally insured**. The Local Special Event Grant Agreement is required to be executed by the President or Vice President of the legal entity proposing the event and witnessed by one other person prior to consideration by the BCC.

Upon the conclusion of the Local Event, the Post Event Report, see Exhibit A, attached hereto, must be completed and submitted to the Office of Tourism Development in order to obtain reimbursement up to the grant award amount.

Once completed, submit the following application to the Office of Tourism Development, West Pasco Government Center, 8731 Citizens Drive, Suite 340, New Port Richey, Florida, 34654.

For reference, retain the prior pages of this packet.



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

I. APPLICANT INFORMATION

Entity Legal Name:

Entity FED #:

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:

Title/relationship to Entity named above:

Telephone No.:

Mailing Address:

Email Address:

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

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

II. EVENT INFORMATION

Event Title:

Date(s):

Event Location(s):

Projected number of overnight visitors staying in Pasco County accommodations:

Hotel/Accommodation Partner

Contact Person

Telephone Number

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

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

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



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

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.

For a Reoccurring Event

Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

Year	Grant Funding	# of room nights	Average Room \$
2013	N/A	N/A	N/A
2012	12,677.00	161	\$143.00
2011	8,636.00	173	\$80.00

III. EXPENSES

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

Reimbursable advertising	Costs
See Attachment A	
Total Expenses	\$

Total Grant Amount Requested:

IV. SIGNATURE/DISCLAIMER

WEST PASCO Chamber of Commerce

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

	<i>President</i>	<i>5/22/15</i>
Authorized Signature	Title	Date
<i>Catherine Hopkins</i>	<i>Events Coordinator</i>	<i>5/22/15</i>



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

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location:

	TRACKED ROOM NIGHTS					
GROUP NAME						
LOCAL EVENT						
DATE						
PAID ROOM NIGHTS						
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

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

Print Name: ___ Title:___

Telephone Email:

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



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

Local Event Marketing Program Visitor Survey

1. What is your zip code?

2. How many are in your visiting party?

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

-This event - Vacation - Visit Friends/Relatives -Business -Other

4. How did you travel to Tampa Bay/Pasco County?

- Vehicle - Plane - Bus -Other

5. How many nights did you stay in Pasco County?

#Nights Day Trip Only

6. Where are you staying in Pasco County?

-Hotel -Vacation Rental -Friends/Relatives -Bed & Breakfast

-Campground -Other Name of Accommodation _

7. How much did you spend on average per day in Pasco County? Check one

\$0-25 \$26-50 \$51-75 \$76-100

\$101-125 \$126-150 \$151-and up

8. What activities did you participate in while in Pasco County? Circle all that apply

-Ecotourism -Downtown -Beach/Fishing - Dining Out

-Arts/Culture - Sports -Other

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

- Newspaper Ad - TV/Radio - Website - Social Media - Word-of-Mouth
- Magazine - Returning Visitor - Other

Optional Information:

Name:

Address:

City: State:

Zip:

Email:

**Cotee River Bike Fest 2015
Attachment A**

Born to Ride Magazine		600.00
Full Throttle Magazine		3,000.00
Banner Ad		80.00
Born to Ride Magazine		600.00
Cox Media Ads		1,950.00
Go for a Ride Magazine		900.00
Media Agreement		2,532.00
Cox Radio Spots		1,950.00
Misc. Advertising		2,000.00
Total		13,612.00

Cotee River Bike Fest 2015
Marketing Plan

Full Throttle Magazine- Featured Article July and August & Cover Story September

Tampa Bay Times- Multiple Ads from June through October, Full TBT wrap & Online Event Calendar area

Born to Ride Magazine- Advertisement July, August, September

Event Book- Distributed locally throughout September until event

Cox- Radio Spots on 107.3, 102.5, and 106.3

Bright House- Commercial

Social Media – Free and purchased Ad space

Public Relations- News/Press Releases

Office of Tourism Development
Grant Recommendation

Special Event: KUMQUAT FESTIVAL®

- Requested Grant Amount: \$7,300
- Recommended Grant Amount: \$7,300

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
40	17	7	7	8	0	79

Comments:

Positive

- Unique Community Event
- Good marketing plan

Negative

- 1 day event

Observations

All applicants had an extended deadline and were given the opportunity to improve their initial applications based on a sample provided by the OTD. Kumquat Festival® made some improvements to their application and resubmitted.

* Updated June 9th, 2015



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

The primary purpose of the Pasco County Local Special Event Marketing Program is to provide funding to local organizations to assist in marketing local special events that promote Pasco County as a tourist destination for visitors. Funds received pursuant to the Local Special Events Marketing Program must be used for expenditures associated with marketing and promoting an Event outside of Pasco County to potential overnight visitors.

The Program is administered through the Office of Tourism Development. Applicants are required to provide the following information, in writing, and to make a presentation regarding their proposed event before the Tourist Development Council (TDC).

Local special events that may receive funding must demonstrate a history of producing room nights, economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Pasco County accommodations. The following application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

In an effort to continue to be "eco" friendly the TDC requires that the applicant incorporate a recycling plan as part of the application process. The recycling plan must be submitted at the time of application for funding. A Recycling Scale Ticket for recycled materials for large events or a bag count report for smaller events must be submitted with the Post Event Report. The Pasco County point of contact to develop a recycling plan is: Jennifer L. Seney, Recycling Coordinator, Pasco County Utilities - Solid Waste, 14230 Hays Road (mailing), 14606 Hays Road (physical location), Spring Hill, Florida, 34610, (727) 856-4539, jseney@pascocountyfl.net.

Local Special Event Marketing Program applications, presentations, and supplemental materials will be reviewed at the July 15, 2015 TDC meeting in Dade City. The application process opens May 4, 2015 and closes at the end of the business Friday May 22nd, 2015.

The number and amount of each grant award will be dependent upon the availability of designated funds and specific allocations. There is a 1/3 cap amount on how much an applicant can request through the Marketing Program.

The total amount budgeted through the Office of Tourism Development Marketing Program is \$80,000 an applicant may not request more than \$26,600. If an applicant's request is above the cap amount the TDC will impose the cap. The TDC and the Office of Tourism Development will then make a recommendation regarding a Grant Agreement and a proposed funding amount to the Pasco County Board of County Commissioners (BCC).

The TDC and Office of Tourism Development will use the application, evaluation by the TDC and the following grid as a guideline when recommending funding to the BCC.

Room Nights	Sponsorship Amount
2,000 and up	\$15,000 and up
1,000 – 1,999	\$10,000 to \$14,999
400- 999	\$5,750 to \$9,999
200-399	\$2,500 to \$5,749
50-199	\$500 to \$2,499



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

Each application will be evaluated by the TDC using the following criteria.

A. Production of Room Nights - 50 pts.

1. Does the Local Event attract overnight visitors to Pasco County?
Yes
2014 387
2013 372
2012 370
Average 376 rooms
2. Does the Local Event demonstrate a history of room nights/overnight visitors?
Yes
3. Does the room night history show signs of growth or consistency?
Yes
Average of 376 rooms consistently shows support of local hotel products.
4. How significant are the recent calendar year room night numbers? What is the accommodation fiscal impact? Below
387 room nights in 2015

The economic impact multipliers for the Annual Kumquat Festival are lower than the multipliers used by the State formula since the demographics of the event are heavily based towards retirees and value seeking families. The formula below has not increased year on year, and adequately reflects the costs of local merchandise, vendor products, food and beverage and accommodation in our area, with possibly gasoline being an anomaly.

Current State Multipliers (supplied by TDC)

ADULT Out-of-State: \$143	YOUTH Out-of-State: \$72
ADULT In-State: \$72	YOUTH In-State: \$36
ADULT In-County: \$24	YOUTH In-County: \$12

Adjusted Kumquat Festival Multipliers (below State average by 25%)

Pasco County Accommodation - 320 room nights @ \$ 99 = \$	31,680
In State Adult Attendees - 20,000 @ \$ 34 = \$	680,000
In State Youth Attendees - 5,000 @ \$ 24 = \$	120,000
In County Adult Attendees - 15,000 @ \$ 24 = \$	360,000
In County Youth Attendees - 5,000 @ \$ 12 = \$	<u>60,000</u>
	Total \$ 1,251,680

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

5. **If a new event, how strong and accurate is the estimate of overnight visitors?**
 The event has an 18 year history of producing room nights and economic impact for Pasco County
6. **Has a host hotel or accommodation partnership(s) been established?**
 Yes – Hampton Inn Dade City/Zephyrhills
7. **How accurate are the room night statistics? If not a new Event, are room nights validated by the property’s manager, booking engine, County document, or survey?**
 The certified hotel forms are submitted annually. In 2014/15 368 hotel rooms and 19 camp grounds were submitted.

Score ___ / 50

B. Out of County Advertising - 20 pts.

To be considered for funding, the proposed Local Event must be advertised outside of Pasco, regionally, or nationally.

1. **Does the Local Event provide opportunities for state, regional, national, and/or international exposure?**
 State and Regional – please see Advertising Plan included
2. **Is the Local Event proposed to be advertised outside a 50-mile radius of Pasco County?**
 Yes – Please see advertising plan included.
3. **Is the Local Event proposed to be promoted regionally up to 250-miles (Jacksonville, South Florida, and the Panhandle?)**
 No
4. **If not a new Local Event, how well has the applicant utilized the placement of the tourism brand logo in prior advertising?**
 On all print and electronic media – samples have been submitted to demonstrate compliance.
5. **If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads?**
 TV community calendars.
6. **Is the Local Event proposed to be advertised using new media (Constant Contact, e-magazines or social networking)?**
 Yes – Constant Contact, Facebook and links to Pasco County Tourism and Visit Florida
7. **If not a new Local Event, how much publicity, and media exposure did the Event receive? Who promoted the Local Event?**
 2015 – Approx. \$100,000 in kind and paid media – see Advertising Plan included.
 Tampa Bay Times, Villages Sun, Sun City Center, Bay News 9, Bright House Networks
8. **How does the applicant measure their promotions and marketing campaigns for the Event?**
 Media Outlets provide value of in-kind media & add to paid media for a total dollar value.
 Media Outlets provide coverage and impression data.

Score ___ / 20

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

C. Marketing Plan - 10 pts.

1. **Is there an itemized marketing/ad budget for the proposed Local Event?**
Yes see attached
2. **How is the requested funding proposed to be used?**
To supplement and support the Marketing Plan, as attached
3. **If not a new Local Event, how does the proposed marketing plan compare to past years?**
Similar to 2015 due to superb success of the event. Increased emphasis on social media.
4. **Did applicant use the previous grant awarded? (if applicable)**
Absolutely – assisted with marketing costs associated with 2014/15 event.
5. **Does the applicant propose co-op advertising opportunities with other Local Events or TDC?**
Yes – featured heavily as a distinctly Pasco event – with social media, video and web support.
6. **How creative is the marketing plan? Is it evolving with the room night numbers?**
The success of the event is due to the marketing and partnerships, including hotels & campgrounds and numerous media sources as outlined in the Advertising plan.
7. **How does the previous year’s marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application?**
Absolutely – the Marketing Plan was followed, allowable expenses were identified and reimbursed according to policy. Please see 2015/16 Plan with allowable expenses outlined.
8. **When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?**
Electronic – February 2015 through January 2016 (facebook, website, eblasts)
Print - December through January – Newspapers & articles
Brouchures – September through January
Direct – November through January
Radio – last week of January
TV – month of January
Score ___ / 10

D. Economic Impact - 10 pts.

1. **How strong is the overall benefit to tourism in Pasco County?**
Please see “economic impact” above.
2. **How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.**
Estimated over \$1 million economic impact using State of Florida multipliers. (see above)
3. **Is there growth in the Local Event? For example, has the main event added attractions to enhance the show?**
Yes – enhanced Car Show brings in statewide visitors. Proposed Bicycle event leading up to event day.
Live entertainment has been a mainstay of the event.
4. **What area businesses will benefit from this Local Event?**
Hotels, Motels, Campgrounds, Restaurants, Shops, Gas Stations



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

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

Score ___ / 10

E. Timing of the Event. For multi-day events - 10 pts. / For one day events - 5 pts.

1. How unique is the proposed Local Event?
Annual Kumquat Festival® is a nationally licensed Trademark – Unique to Pasco County and Florida
2. Is the schedule for the Local Event created in a manner to lure overnight visitors?
Event is one day, but attracts multiple nights from exhibitors and visitors to the general area.
3. Is the Local Event scheduled to occur during the off-season (May- October) which is more a desirable time.
No
4. Is the Local Event scheduled for more than one day?
No

Score ___ / ___

F. Additional Organization Information - (Scored 0 or ±5 per question)

1. Has the applicant organization attended the annual Pasco Tourism Summit and/or the Local Events Marketing Program Workshop?
Yes
2. How often does the organization volunteer at other Local Events and/or attend travel expos to promote Pasco Tourism and their Local Event?
When requested
3. Did they turn in a sample of the Special Event County Survey or own survey?
County Survey
4. Does the event have a recycling plan in place?
Yes – included in submission

Score ___ / +20



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

I. Statement of Policies

- Local Special Event Grant funds are intended to supplement the applicant organization's budget.
- All Local Event Marketing Program grant recipients for Fiscal Year 2015-2016 are required to attend workshops on grant reimbursement procedures and promoting/marketing your event outside of Pasco. The workshops are typically held in late October or during "Tourism Week," traditionally held the second week of May.
- Applications received after the submission deadline will NOT be considered.
- All applicant organizations are required to make an oral presentation (5-minute time limit including question and answer) to the TDC during the meeting.
- The Office of Tourism Development will calculate the scores and submit the averaged totals to the TDC. After review of the final scores, the TDC will have an opportunity to adjust the total scores if necessary.

Prior to the BCC meeting at which the Local Special Event will be considered, an agreement prepared by the County will be forwarded to the applicant for execution (the Grant Agreement). The terms of the Grant Agreement will provide for, including but not limited to, the amount of funding that is made available for the Local Event and the reimbursable expenses that the funding may be used for, placement of the Pasco County Tourism logo on promotional materials and advertisements, and the obligation of the recipient to obtain liability insurance naming the County as a certificate holder and as additionally insured. The Local Special Event Grant Agreement is required to be executed by the President or Vice President of the legal entity proposing the event and witnessed by one other person prior to consideration by the BCC.

Upon the conclusion of the Local Event, the Post Event Report, see Exhibit A, attached hereto, must be completed and submitted to the Office of Tourism Development in order to obtain reimbursement up to the grant award amount.

Once completed, submit the following application to the Office of Tourism Development, West Pasco Government Center, 8731 Citizens Drive, Suite 340, New Port Richey, Florida, 34654.

For reference, retain the prior pages of this packet.



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

I. APPLICANT INFORMATION

Entity Legal Name: The Greater Dade City Chamber of Commerce

Entity FED #:59-0549446

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: John Moors

Title/relationship to Entity named above: Executive Director

Telephone No.: 352 567 3769

Mailing Address: 14112 8th St. Dade City, FL 33525

Email Address: jmoors@dadecitychamber.org

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

Yes, annually as required

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

Yes

II. EVENT INFORMATION

Event Title: 19th Annual Kumquat Festival®

Date(s): Saturday, January 30, 2016 – satellite events throughout January

Event Location(s): Downtown Dade City, Kumquat Growers Packing House

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

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>
Hampton Inn Dade City/Zephyrhills	P. Mulji, GM	352 567 5277
Microtel Inn & Suites, Zephyrhills	G. Downey, GM	813 783 221
Quality Inn	A. Kanani	813 762 2000
Rainbow Motel	R. Patel	352 567 3427

Projected number of local attendees/participants (not overnight): 20,000

Projected number of out-of-county attendees/participants (not overnight): 20,000

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



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

ADVERTISING & MARKETING OUT-OF-COUNTY RED is the Requested TDC Allocation Assistance

Electronic Media

Website - www.KumquatFestival.org and Facebook "Annual Kumquat Festival" have been developed, are online, measurable with direct links to www.visitpasco.net and sponsoring hotel partners and other tourism based members. (QR Codes on all print) Constant Contact to be utilized for eblasts.

Links include Visit Florida, TampaBay.com, Kumquatgrowers.com, Florida Association of Chambers.com
Social Media- Social Media interface with the Kumquat Festival

Blogs and Twitter (Visit Florida and Chamber) will be utilized.

\$3,000

Print Media

Newspapers - An extensive package utilizing Pre-Festival Activities, Festival Day and Visit Pasco website with links to the Chamber of Commerce and KumquatFestival.org.

Anticipated Partners -

Tampa Bay Times - Full Color Feature Page 6,400 (run in Citrus, Polk, Highlands, Hardee, Sarasota and local)
Custom Inserts -75,000 (Sun City Center, Pinellas & Hillsborough)
Series of ¼ page ads - 26,600 " " " "

Total Value

\$45,000

The Villages Daily Sun - 5 days, ¼ page, 52,000 Circulation in Marion, Sumter and Lake Counties.

Package = \$1,600

100% out of county

\$1,600

Sun City Observer

100% out of county -

\$1,500

Festival Tourism Brochures and Promo Items

Brochures 10,000 -Visual Spectrum Quote \$2,000 75% for out of county distribution - 60% TDC allocation

\$1,200

Brochure to focus on the Festival as well as East Pasco accommodations and tourism attractions with a "come back and visit again!" message.

Pre Event Post Cards/Direct Mail Piece (with Pasco Tourism logo) 100% out of County/Banners

Promo Items Pasco County Tourism Logo on shirts on other promo items.

\$2,000

Direct Promotion

Partner with area hotels to distribute brochures prior to the festival in order to build occupancy with return visits

Partner booth with Pasco Tourism, travel to East Pasco hotels - Administrative only

0

Developed a Greater Dade City tourism map/brochure for year round use 100% out of county targeting Orlando, Winter Park, Sun City Center, The Villages and Gainesville areas.

\$1,100

Radio

WXJB 99.9 FM serving Hernando, Citrus and Levy Counties. Contour Population 1,222,890.

Cost - Sixty spot X 30 second spots, interviews, public service announcements -

\$ 1,000

Television

Bay News Nine -80 X 30 sec TV prior to event, PSAs, Community Calendar -

\$40,000

Bright House Networks -40 X 30 sec TV on CNN, Discovery, Family and Food - Polk C 100% out of County

\$1,500

40 X 30 sec TV on " Marion, Sumter, Lake, Citrus & Hernando County 100% "

\$1,500

WMOR -Live Broadcast day of festival & 2 weeks prior - 7 Counties

\$15,500

Total Campaign (paid, TDC supported, in-kind, trade out) = **\$114,900**

Total TDC Allocation Request = **\$7,300**

Allocation Request = **6% (of total paid, in kind and trade out value)**



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

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.

Measured by media value, # of impressions, # of attendees, # of overnight stays.

The event and activities leading up to the event in the weeks prior to Festival Day include:

NOTE MULTI DAY EVENT ACTIVITIES

- January 2, 2016 Kumquat Car Show (# of registrations from out of State/County)
- January 9, 2016 The Kumquat Recipe Contest (# of entrees) – held at growers with Tampa Bay area Chefs
- January 16, 2016 Miss Kumquat Pageant (# of entrees and visitors)
- January 28 and 29, 2016 Kumquat Grove and Packing House Tours (numbers of tourists & visitors)
- January 30, 2016, Festival Day – (425 Vendors and estimated 45,000 attendees)

Measurements

- TDC Visitor Surveys (100s returned in 2015)
- Vendor surveys (\$ over the weekend of the event – 400 + vendors in 2015)
- Success of marketing into out of county areas. (# Media impressions)
- KumquatFestival.org number of website “hits” ([links directly to Member Hotels](#))

Marketing focus is based on the demographics of areas (ZIP Codes) utilizing Demographics Now with our target audience being: out of county tourists enjoying a time away from theme parks, families visiting retirees, higher than State average disposable income, looking for an “old Florida” experience.

For a Reoccurring Event

Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

Year	Grant Funding	# of room nights	Average Room \$
2014	\$6,048	387	\$120
2013	\$5,529	372	\$119
2012	\$6,504	370	\$99

III. EXPENSES

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

Reimbursable advertising	Costs
Villages Daily Sun 5 day package – 100% out of Cty	\$1,600
Sun City Observer 100% out of County	\$1,500
Brochures – Visual Spectrum 75% out of Cty.	\$1,200
Bright House Networks – 100% out of County	\$3,000
Total Expenses	\$7,300

Total Grant Amount Requested: \$7,300

Office of Tourism Development
Grant Recommendation

Special Event: PASCO COUNTY FAIR

- Requested Grant Amount: \$25,000
- Recommended Grant Amount: \$5,000

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
0	2	1	5	5	-1	12

Comments:

Positive

- Good Community Event/County Fair
- 7 day event

Negative

- Missing multiple support documents
 - Not enough details to confirm statements in application
- The grant amount requested is for over 80% of the event's entire marketing funds. The purpose of this grant is to act as a supplement to the event's funds and efforts, not cover all of the expenses.
- No recycling plan provided

Observations

All applicants had an extended deadline and were given the opportunity to improve their initial applications based on a sample provided by the OTD. Pasco County Fair did not resubmit their application, nor did they complete the entire application. Their marketing plan and proposed use of requested funds were insufficient and incomplete. Our office feels minimal effort was made.



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

I. APPLICANT INFORMATION

Entity Legal Name: Pasco County Fair Association Inc

Entity FED #: 59- 0815484

Is the Entity a Florida corporation or registered to do business in the State of Florida?

See <http://www.sunbiz.org/> Yes: No:

Application completed by: Devon Firestone

Title/relationship to Entity named above: Office Manager

Telephone No.: 352-567-6678

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

Email Address: Office@pascocountyfair.com

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

Has the organization volunteered at other Local Events and/or travel expos with the Office of Tourism Development to promote Tourism? No

II. EVENT INFORMATION

Event Title: Pasco County Fair

Date(s): 15-21 2016

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

Projected number of overnight visitors staying in Pasco County accommodations:

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>
Hampton Inn	General Mgr.	352-567-5277
Microtel Inn & Suites	Georgia Downey	813-783-2211

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

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

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



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

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

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

For a Reoccurring Event

Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

Year	Grant Funding	# of room nights	Average Room \$
2013	6,130	41	72
2012	4,873	45	72
2011	2,651	39	72
2014	10,679	41 5 in hotel 200 in campground	72
2015	16,188	10 in hotel 250 in CampGrounds	159

III. EXPENSES

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

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

Total Grant Amount Requested: 25,000

IV. SIGNATURE/DISCLAIMER

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

Richard P. Brown

V.P.

5/20/15

Authorized Signature

Title

Date

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

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

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

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

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

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

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

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



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

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location:

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

Please provide any comments:

Georgia Downey
 Hotel Representative Signature:

Microtel INN & Suites, Zephyrchills #1

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

Print Name: _____ Title: *Georgia Downey*

Telephone _____ Email: *gm.zephyrchills@mhotelmanagers.com*

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



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

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location:

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

Please provide any comments:

[Signature]

 Hotel Representative Signature:

Hampton Inn, Dade City, Florida
 I certify the organization/event listed above utilized the reported room nights.

Print Name: _____ Title: Evan Valencia, GM

Telephone _____ Email: Evan.Valencia@hilton.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



PASCO COUNTY FAIR ASSOCIATION
 36722 SR 52
 DADE CITY FL 33525

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

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

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

DADE CITY, FL
 08-645621

020645

1/29/2015

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

Fifteen Thousand Six Hundred Fourteen and 00/100 DOLLARS

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

VOID AFTER 90 DAYS

Richard P. Brown
 AUTHORIZED SIGNATURE

MEMO

⑈020645⑈ ⑈0631⑈6452⑈ 012000⑈1158⑈

⑈0001561400⑈



THIS CHECK CONTAINS THE FOLLOWING SECURITY FEATURES:

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

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

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



PASCO COUNTY FAIR ASSOCIATION
 36722 SR 52
 DADE CITY FL 33525

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

	PASCO COUNTY FAIR ASSOCIATION 36722 S. R. 52 DADE CITY, FL 33525 352-597-8678	CENTENNIAL BANK 1433 8TH STREET DADE CITY, FL 33525 81-274820	21070
DATE <u>4/20/2015</u>			
PAY TO THE ORDER OF <u>The Tampa Tribune</u>		\$ <u>3,040.00</u>	
<u>Three Thousand Forty and 00/100</u>		DOLLARS	
MEMO The Tampa Tribune P. O. Box 85000 Richmond, VA 23285-5000		VOID AFTER 90 DAYS 	
⑈021070⑈ ⑆082902757⑆ 0120001158⑈			

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Pasco County Fair Association, Inc.
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Ph. (352) 567-6678 · Fax (352) 523-1807
www.pascocountyfair.com

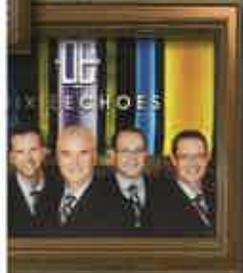


The Heart of Florida





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



ers allowed.

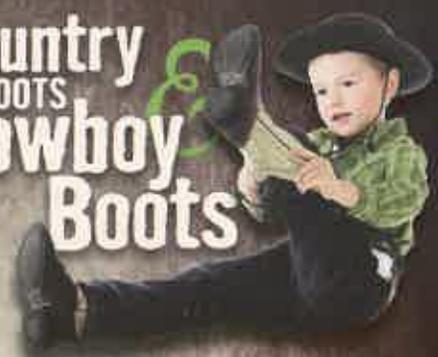


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Country ROOTS Cowboy & Boots



68th ANNUAL PASCO COUNTY FAIR

February 16-22, 2015



PASCO COUNTY FAIRGROUNDS

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Y 16

1 Purchase of Wristband)
e Fair Admission
City

Barthle Livestock Pavilion
Racing Pigs
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usion Show

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edy Show - Collura Family Theatre

JARY 18

1 Purchase of Wristband)
e Fair Admission

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on Way
Theatre

NEW!
TRIBUNE
BOGO DAY!

WEDNESDAY, FEBRUARY 18 (Cont'd)

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

THURSDAY, FEBRUARY 19

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

FRIDAY, FEBRUARY 20

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

DAILY ENTERTAINMENT = STROLLING ACTS

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

SATURDAY, FEBRUARY 21

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

SUNDAY, FEBRUARY 22

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

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



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**68th ANNUAL
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February 16-22, 2015**



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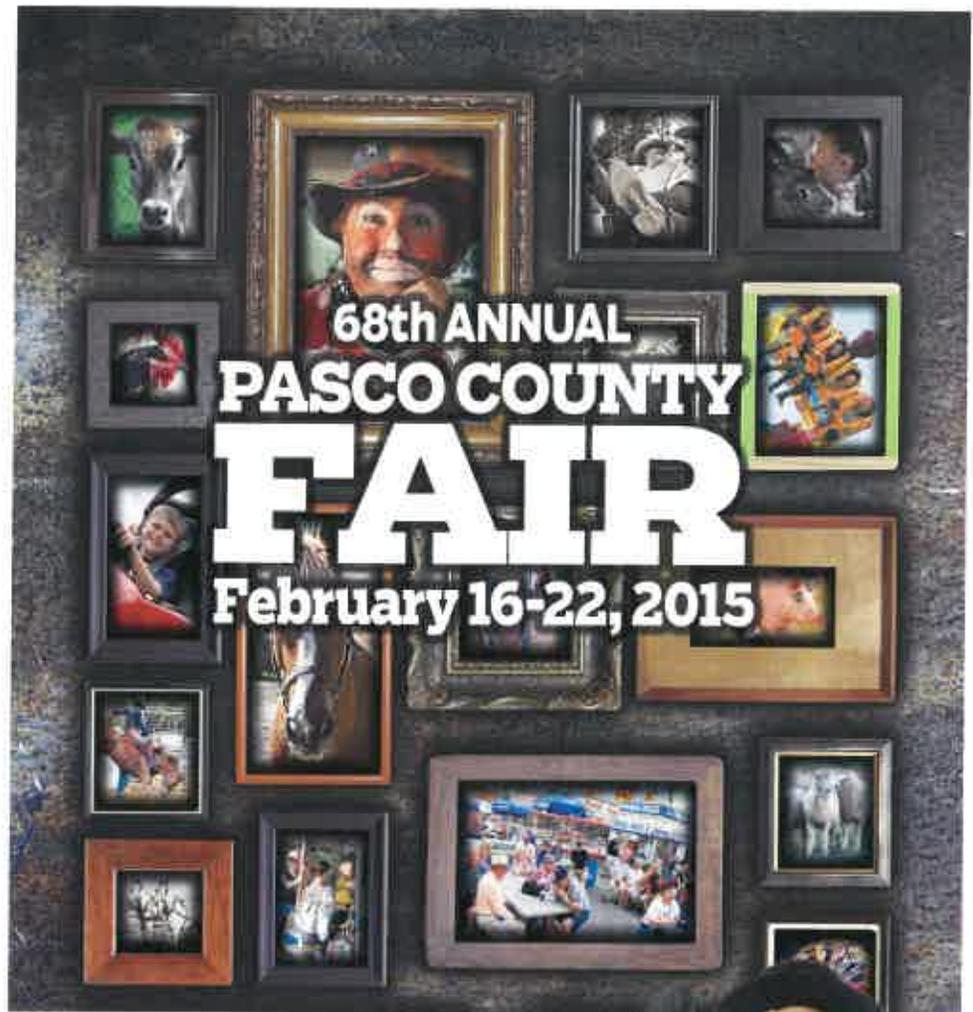


**Daily Entertainment · Midway Rides & Food Court
Championship Rodeo · Craft Exhibits · Specialty Shows & More!**

**Calling all
Crafters & Bakers**
**JOIN IN THE FUN
AND BE RECOGNIZED!**
Enter your crafts and baked goods in the
2015 Pasco County Fair Exhibits.
Youth Ages 8 to 18 / Adults ages 19 & over
Call The Fair Office for more information
352-567-6678

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

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

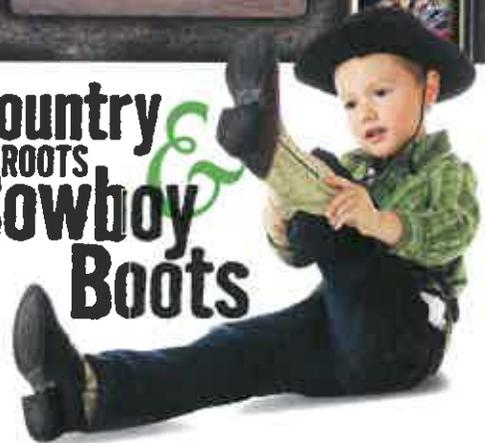


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TRIBUNE **BOGO** NIGHT
at the

PASCO COUNTY
FAIR

Wednesday, February 18th

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

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

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

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THANK YOU TO OUR MANY SPONSORS:

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

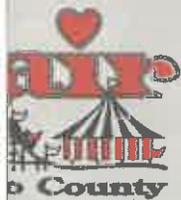
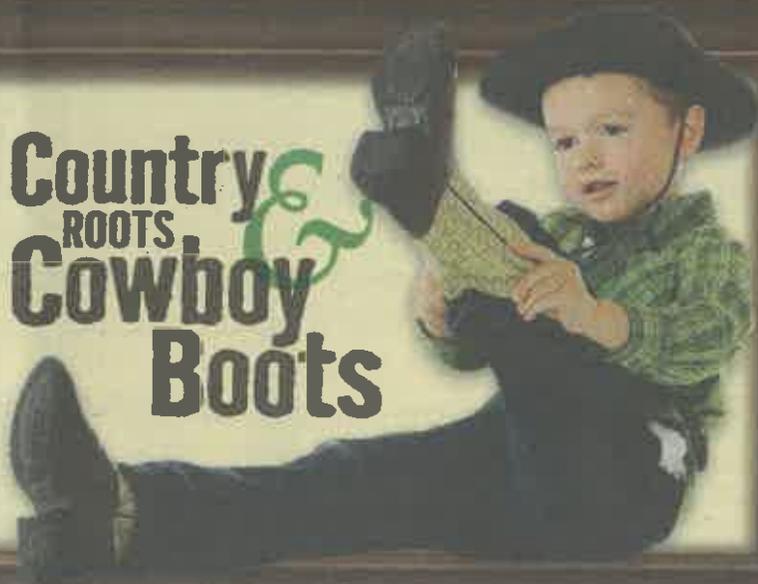
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February 16-22, 2015

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

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



THANK YOU TO OUR MANY SPONSORS:

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

Office of Tourism Development
Grant Recommendation

Special Event: RATTLESNAKE FESTIVAL

- Requested Grant Amount: \$2,200
- Recommended Grant Amount: \$2,200

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
0	8	6	3	6	0	23

Comments:

Positive

- Good Community Event
- Long standing tradition
- Local, national and international media

Negative

- Missing multiple support documents
 - Not enough details to confirm statements in application
- No recycling plan provided

Observations

All applicants had an extended deadline and were given the opportunity to improve their initial applications based on a sample provided by the OTD. Although Rattlesnake Festival did not resubmit their application, the grant amount requested is fair based on the limited information they can provide due to the organizations switching over.

Rotary



Club of San Antonio, FL

20 May 2015

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

Subject: Grant Agreement Application

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

Dear Sir/Madam,

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

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

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

Sincerely,

Terrie Grissom
Grants POC
Rotary Club of San Antonio, FL

cc: Elizabeth Burke
Staci Lewis White

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

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

The primary purpose of the Pasco County Local Special Event Marketing Program is to provide funding to local organizations to assist in marketing local special events that promote Pasco County as a tourist destination for visitors. Funds received pursuant to the Local Special Events Marketing Program must be used for expenditures associated with marketing and promoting an Event outside of Pasco County to potential overnight visitors.

The Program is administered through the Office of Tourism Development. Applicants are required to provide the following information, in writing, and to make a presentation regarding their proposed event before the Tourist Development Council (TDC).

Local special events that may receive funding must demonstrate a history of producing room nights, economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Pasco County accommodations. The following application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

In an effort to continue to be “eco” friendly the TDC requires that the applicant incorporate a recycling plan as part of the application process. The recycling plan must be submitted at the time of application for funding. A Recycling Scale Ticket for recycled materials for large events or a bag count report for smaller events must be submitted with the Post Event Report. The Pasco County point of contact to develop a recycling plan is: Jennifer L. Seney, Recycling Coordinator, Pasco County Utilities - Solid Waste, 14230 Hays Road (mailing), 14606 Hays Road (physical location), Spring Hill, Florida, 34610, (727) 856-4539, jseney@pascocountyfl.net.

Local Special Event Marketing Program applications, presentations, and supplemental materials will be reviewed at the July 15, 2015 TDC meeting in Dade City. The application process opens May 1, 2015 and closes at the end of the business Friday May 22nd, 2015.

The number and amount of each grant award will be dependent upon the availability of designated funds and specific allocations. There is a 1/3 cap amount on how much an applicant can request through the Marketing Program.

The total amount budgeted through the Office of Tourism Development Marketing Program is \$80,000 an applicant may not request more than \$26,600. If an applicant’s request is above the cap amount the TDC will impose the cap. The TDC and the Office of Tourism Development will then make a recommendation regarding a Grant Agreement and a proposed funding amount to the Pasco County Board of County Commissioners (BCC).

The TDC and Office of Tourism Development will use the application, evaluation by the TDC and the following grid as a guideline when recommending funding to the BCC.

Room Nights	Sponsorship Amount
2,000 and up	\$15,000 and up
1,000 – 1,999	\$10,000 to \$14,999
400- 999	\$5,750 to \$9,999
200-399	\$2,500 to \$5,749
50-199	\$500 to \$2,499

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

Each application will be evaluated by the TDC using the following criteria.

A. Production of Room Nights - 50 pts.

1. Does the Local Event attract overnight visitors to Pasco County?

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

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

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

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

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

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

Please see Number 5 below.

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

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

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

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

7. How accurate are the room night statistics? If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey?

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

Score ___/ 50

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

B. Out of County Advertising - 20 pts.

To be considered for funding, the proposed Local Event must be advertised outside of Pasco, regionally, or nationally.

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

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

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

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

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

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

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

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

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

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

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

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

5. If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads?

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

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

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

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

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

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

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

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

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

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

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

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

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

Score ___/ 20

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

C. Marketing Plan - 10 pts.

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

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

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

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

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

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

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

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

N/A

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

No

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

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

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

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

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

13. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application?

N/A--no previous application

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

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

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

Score ___/ 10

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

D. Economic Impact - 10 pts.

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

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

2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.

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

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

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

The following are confirmed new attractions:

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

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

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

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

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

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

Score ___/ 10

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

E. Timing of the Event. For multi-day events - 10 pts. / For one day events - 5 pts.

1. How unique is the proposed Local Event?

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

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

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

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

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

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

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

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

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

Score ___ / ___

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

F. Additional Organization Information - (Scored 0 or ±5 per question)

1. Has the applicant organization attended the annual Pasco Tourism Summit and/or the Local Events Marketing Program Workshop?

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

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

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

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

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

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

Score ___/20

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

I. Statement of Policies

- Local Special Event Grant funds are intended to **supplement** the applicant organization's budget.
- All Local Event Marketing Program grant recipients for Fiscal Year 2015-2016 are required to attend workshops on grant reimbursement procedures and promoting/marketing your event outside of Pasco. The workshops are typically held in late October or during "Tourism Week," traditionally held the second week of May.
- Applications received after the submission deadline will **NOT** be considered.
- All applicant organizations are **required to make an oral presentation** (5-minute time limit including question and answer) to the TDC during the meeting.
- The Office of Tourism Development will calculate the scores and submit the averaged totals to the TDC. After review of the final scores, the TDC will have an opportunity to adjust the total scores if necessary.

Prior to the BCC meeting at which the Local Special Event will be considered, an agreement prepared by the County will be forwarded to the applicant for execution (the Grant Agreement). The terms of the Grant Agreement will provide for, including but not limited to, the amount of funding that is made available for the Local Event and the reimbursable expenses that the funding may be used for, placement of the Pasco County Tourism logo on promotional materials and advertisements, and the obligation of the recipient to obtain liability insurance naming the County as a certificate holder and as additionally insured. The Local Special Event Grant Agreement is required to be executed by the President or Vice President of the legal entity proposing the event and witnessed by one other person prior to consideration by the BCC.

Upon the conclusion of the Local Event, the Post Event Report, see Exhibit A, attached hereto, must be completed and submitted to the Office of Tourism Development in order to obtain reimbursement up to the grant award amount.

Once completed, submit the following application to the Office of Tourism Development, West Pasco Government Center, 8731 Citizens Drive, Suite 340, New Port Richey, Florida, 34654.

For reference, retain the prior pages of this packet.

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

I. APPLICANT INFORMATION

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

Entity FED #:46-0650365

Is the Entity a Florida corporation or registered to do business in the State of Florida?

See <http://www.sunbiz.org/> Yes: X No:

Application completed by: Terrie Grissom

Title/relationship to Entity named above: Grants POC

Telephone No.: 352-588-4444

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

Email Address: rotarysanantoniofl@gmail.com

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

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

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

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

II. EVENT INFORMATION

Event Title: San Antonio Rattlesnake Festival and Rattlesnake Run

Date(s): October 17, 2015

Event Location(s): San Antonio, FL

Projected number of overnight visitors staying in Pasco County accommodations:

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

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

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

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

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

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

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

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

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

For a Recurring Event

Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

Year	Grant Funding	# of room nights	Average Room \$
2013	N/A	N/A	N/A
2012	N/A	N/A	N/A
2011	N/A	N/A	N/A

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

III. EXPENSES

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

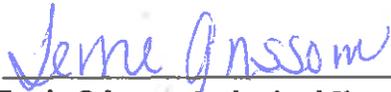
Reimbursable Advertising	Costs
Print and online advertising with Florida RacePlace Magazine	\$495
Printed 5,000 full color/double sided postcards advertising the race and festival. Distributed throughout Florida. RPM Graphics	\$200
Tri-fold-color brochure to place in Visitor Centers, Chambers of Commerce,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

Total Grant Amount Requested: \$2200.00

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

IV.SIGNATURE/DISCLAIMER

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



Terrie Grissom, Authorized Signature



Date

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

No applicable data

ROOM NIGHT CERTIFICATION FORM

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for a specific Local Event. Your cooperation in documentation these room nights is very important to the Pasco County Office of Tourism and our Event Marketing efforts. Thank you in advance for your assistance. Please provide the following information.

Hotel/Location:

	TRACKED ROOM NIGHTS					
GROUP NAME						
LOCAL EVENT						
DATE						
PAID ROOM NIGHTS						
COMP ROOM NIGHTS						

Please provide any comments:

N/A

Hotel Representative Signature:

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

Application completed by:

Title/relationship to Entity named above:

Telephone No.:

Mailing Address:

Email Address:

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



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

1. What is your permanent Zip Code? _____ What is your Florida Zip Code? _____

2. How many are in your visiting party? _____

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

- Rattlesnake Festival Rattlesnake Run Vacation Visit Friends/Relatives
 Business Other _____

4. How did you travel to Tampa Bay/Pasco County?

- Vehicle Plane Bus Other

5. How many nights did you stay in Pasco County?

_____ #Nights _____ Day Trip Only

6. Where are you staying in Pasco County?

- Hotel* Vacation Rental* Friends/Relatives Bed & Breakfast* Campground*
 Home *Name of Accommodation _____

7. How much did you spend on average per day in Pasco County? Check one

- \$0-25 \$26-50 \$51-75 \$76-100
 \$101-125 \$126-150 \$151-and up

8. What activities did you participate in while in Pasco County? Circle all that apply

- Ecotourism Downtown Beach/Fishing Dining Out Shopping
 Arts/Culture Sports Parks/Recreation Other _____

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

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

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

Name: _____

Address: _____

City/State/Zip: _____

Email: _____

IMY EVENT RECYCLING PLAN

EVENT NAME

San Antonio Rattlesnake Festival and Rattlesnake Run

DATE(S) OF EVENT: 17 October 2015

MATERIALS

What will you recycle?

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

CONTAINERS

Number of recycling containers: 30

Describe recycling container:

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

If you are borrowing, did you reserve? Yes

COLLECTION

Where is your recycling collection area?

Behind San Antonio City Hall

Where will your recycling go after the event?

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

How will you count your recyclables?

Count number of filled recyclable bags

SIGNAGE

What signage will you use for your recycling?

Plastic board on wire stands

Snipe signs along paths or next to food vendors. Yes

Bill boards for recycling containers? Yes

Perhaps, banners for drop off area

MONITORING THE CONTAINERS

Who will monitor and empty containers during event?

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

Do you have CLEAR bags for recycling

Supplied by Recycling

PROMOTE RECYCLING!

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

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

Pasco County

Recycling for events
funded by the Tourism
Development Council



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

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

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

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

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

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

Office of Tourism Development
Grant Recommendation

Special Event: SUNCOAST ARTS FESTIVAL

- Requested Grant Amount: \$5,749
- Recommended Grant Amount: \$5,800

Staff Score Averages:

Room Nights 50	Advertising 20	Marketing 10	Economic Impact 10	Time of Event 10	Bonus +/- 5	Total
44	17	8	9	7	5	90

Comments:

Positive

- Largest outdoor fine art and craft show in Pasco County
- Great marketing timeline and plan
- 2 day event

Negative

- Room nights are artists/vendors, attendees seem to be more day trip visitors

Observations

All applicants had an extended deadline and were given the opportunity to improve their initial applications based on a sample provided by the OTD. Suncoast arts festival did not resubmit their application, however they had a meeting with the OTD prior to the original deadline to discuss what needed to be included and what was expected.

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



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

(863) 337-4256

jennifer@JenniferleeEvents.com

www.SuncoastArtsFest.com

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

TDC EVALUATION

A. Production of Room Nights

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

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

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

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

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

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

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

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

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

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

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

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

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

7. How accurate are the room night statistics? If not a new Event, are room nights validated by the property's manager, booking engine, County document, or survey?

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

B. Out of County Advertising

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

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

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

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

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

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

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

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

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

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

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

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

5. If not a new Local Event, how well has the applicant credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo in prior video/audio ads?

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

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

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

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

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

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

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

C. Marketing Plan

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

Suncoast Arts Fest – 2016 Marketing Budget

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

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

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

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

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

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

Areas of expansion for 2016 include:

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

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

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

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

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

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

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

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

7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did the applicant promote the Local Event as stated in the previous application?

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

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

Marketing Timeline

6-8 months before

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

3-5 months before

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

2 months before

- Begin running radio promos

2 weeks before

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

D. Economic Impact

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

Economic Impact Report*

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

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

2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.

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

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

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

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

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

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

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

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

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

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

E. Timing of the Event.

1. How unique is the proposed event?

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

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

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

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

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

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

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

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

F. Additional Organization Information

1. Has the applicant organization attended the annual Pasco Tourism Summit and/or the Local Events Marketing Program Workshop? Yes

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

Representatives from SAF have volunteered for Pasco EcoFest.

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

SAF uses its own survey.

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

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

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

I. APPLICANT INFORMATION

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

Entity FEID #: 20-5276630

Is the Entity a Florida corporation or registered to do business in the State of Florida?

See <http://www.sunbiz.org> Yes: No:

Application completed by: Jennifer Douglas

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

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

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

Email Address: jennifer@JenniferleeEvents.com

Has the organization attended the Pasco County Tourism Summit and/or Grant Workshop? Yes

Has the organization volunteered at other Local Events and/or travel expos with the Office of Tourism Development to promote Tourism? Yes, Pasco EcoFest.

II. EVENT INFORMATION

Event Title: Suncoast Arts Fest

Date(s): January 16-17, 2016

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

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

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

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

Projected number of out-of-county attendees/participants (not overnight): 20,000

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

Marketing Plan

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For a Reoccurring Event

Has the proposed Local Special Events received a grant in the past? If yes, provide examples or a matrix of promotional materials, including radio, television videos, printed fliers, ads, or other advertising purchased with Local Event Marketing Program funds from the most recent year a grant was received, and complete the following:

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

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

III. EXPENSES

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

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

Total Grant Amount Requested: \$5,749.00

IV. SIGNATURE/DISCLAIMER

On behalf of Fine Arts of the Suncoast, Inc., I certify that I have completed this Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate.



Authorized Signature

President _____
Title

May 21, 2015 _____
Date

WRAP SPADEA in Tampa Tribune for 2015 Suncoast Arts Fest

back page for major sponsors

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 Sunday, Jan. 18



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front panel



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Benefiting THE ARTS FOR EDUCATION

Saturday, Jan. 17
 10 am to 6 pm

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

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

Event highlights:

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

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

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 Celebrating 10 Years
SUNCOAST ARTS FEST

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on the avenue
 MARKETING

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

and article **Suncoast Art Fest slated celebrates 10 years**

BY LAURA CONE
Staff Writer

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

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

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

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

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



An unidentified attendee shown at one of the original artworks.



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

craftsmen, jewelry artists who lives in St. Petersburg and has an international following," Smith said. "The DMG Project, a not-for-profit organization, supplies a mobile glass etching unit where folks can create an original design of their own and have it etched on glass. The money that is raised from this will assist DMG School Project and its efforts of going to inner city schools and engaging children in a creative way."

The event will include regional entertainment and has a full line up for the entire weekend.

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

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

ART MAKER SPACE

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

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

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

Smith said this year will be an especially captivating weekend as organizers mark the 10th anniversary. "This year, to mark our 10th anniversary, we are including the DMG School Project formed by Duncan McCallahan, an award-winning glass artist who lives in St. Petersburg and has an international following," Smith said. "The DMG Project, a not-for-profit organization, supplies a mobile glass etching unit where folks can create an original design of their own and have it etched on glass. The money that is raised from this will assist DMG School Project and its efforts of going to inner city schools and engaging children in a creative way."

ECHO BRIDGE PICTURES

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

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

The Shops at Winesap | Tampa Bay Businesses for the Arts and Culture (TBBCA.org) | Pasco Arts Council | "Midland of the Arts" partner Zephyr/The 5th Annual Pig in a 7' TBBCA BBQ and House Party (Jan. 17) | Aborigine Productions (CO Digital | Golf Car's of Tampa Bay | Green Fiber Community Recycling Program | NatureCenter.com | Best Signs

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

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



- | | | | | | | | | | |
|--|---|--|---|---|--|--|--|---|--|
| A Section
Mita Lovell
Dave Briner
Alicia Venghaus
Recky Wells
Julia Dresler
Paul Montecarlo
Jill Harris
Jesse Asst
Bruce Haenack
Susan Hosenmann
Cheryl Kabala
Hancy Brans
Clara Brans
Lyndis Rie
Kevin Webb
Cory Teard
Peter Frazier
Ivy Solomon | B Section
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Brown Gullott
Robin Rebeck
Kovik Stornfeld
David Stouffer
Curtis Hilar
Olivia Timmerman
Karen Brandon
Sierra Davis
Phil Byers
Phil Schmidt
Lela Schatz
Darlene Brink
Kevin Villerman
David Calvin
Regina To | C Section
Robby Ray Best
Phil Felberg
Steve Wilson
Mary Ellen Langhan
John Chaver
Richard (Rick) Lowner
Sylvia Young | D Section
Tony Moore
Darnes Miller
Gilbert Lage | E Section
Jean Pintley
Colin Weygert
John Margens
John Pysner
Wald Low
Therley Bash
Patty Dodge
Thomas Gierzynski
Gabriel Isaac
Anwena Khan
Imberly Jordan
Inna Schaefer | F Section
Eric Shupe
David S. Art Ref | G Section
Archa Stewart
Susan Gantry
Robbie Perreault
Rosanne Margaret Miller
Mark Van de Bogert
Jan Lee
Shaunt Ward
Tony Bradford
Hanan Ingal | H Section
Miguel Gas & Michela Chang
David Haack
Marie Sundbost
Jan Lee
Kath Martin Johns
Jennifer Manning
Tom Strickland
Jan Raya
Nick Alachade
Michael Gustaf | I Section
Mike Farley
Lynn Paul
Jason Kurwitz
Kathleen Hart
Jan Carlos Caban
Robin Sports
Scott Johnson
Melinda Chappick | J Section
Steven Henkus
Dee Miller
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Patrick Whelan
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Marlene Wilson
Gina Fina
Barbara Ray
Suzette Barham
Joan-Daniel Bernasche/Schmal
Caleb Barnaby |
|--|---|--|---|---|--|--|--|---|--|

2015 Entertainment Schedule

Saturday, January 17
 10:00-12:00 School Santa's High School Jazz Band (Jazz)
 11:00-11:00 Unleash the Octopus
 The Octopus is a three piece indie rock band from Fort Hickey, Florida. They have an upbeat pop rock sound with a indie feel.
 12:00-12:00 Echo Brother (original indie singer and guitarist)
 The creator of singer/guitarist David Howard, Echo Brother (indie rock) percussion and acoustic guitar strings with analog electronics and indie American influences.
 1:00-2:00 Julie Black (original indie - rock, blues and rock) featuring Julie Black
 Love This music by Julie Black is the music critically acclaimed singer Julie Black captures soulfulness with a world beat that is groovy and emotionally authentic. Her sultry, powerful voice weaves between indie and reggae-soulful. It's a fusion of blues, jazz, and rock.
 2:00-2:00 Franc Rob-art indie singer, plays Blues, Soul, Blues and Acoustic Blues. Includes the John Hammond, Red Hot Chili Peppers, Mike Doughty, Frank McClellan, Charles Ives.
 3:00-4:00 Amanda Lynn (original indie-rock band)
 Down by Avenue Lane (acoustic) is a singer/songwriter based out of the Tampa Bay area. She performs at local venues and at festivals around the country. Her music is an acoustic blend of folk, folk, and blues. Between her abundance of original songs and wide variety of cover songs, she is bound to captivate any audience with her sweet voice, honest and emotional songwriting, and charming stage presence.
 4:00-4:00 Hope Darling (acoustic rock)
 Hope Darling "Little" Lynn Vines (indie rock) is an alternative rock band based in the Tampa Bay area.
 Sunday, January 18
 Sunday Morning Cafe
 11:00-11:00 of Robby Sundcoast Theatre (Jazz)
 Theatre lovers will enjoy the contributions of the Robby Sundcoast Theatre celebrating performing art talents. Don't miss it!
 12:00-12:00 Mike McElroy The Jazz Standards
 This trio is comprised of veteran artists who explore music with their own unique interpretations and "musical colors".
 1:00-2:00 Black Lips, Reggae, Soul, rock, and rock and roll
 The "redneck punk" band from Tampa Bay that have won a large following throughout the area. Their high energy folk, funk, soul, and rock and roll have helped to bring them great recognition. Thanks to God Sponsor Robert 100, who they brought the Black Heavies to the 2015 Suncoast Arts Fest!
 3:15-4:00 Sarasota Slims with original blues
 It would not be the Suncoast Arts Fest without a performance by Gene Harango, aka Sarasota Slim. Slim has performed for the last event for approximately seven or more years. He is an authentic and talented as any musician can come having worked with Lucky Peterson back in the 80s. Back then, with whom he played, in The Judge Band - then and the attorney, internationally acclaimed, Harango has released four albums on Italian label Appaloosa throughout the 90s and 2000s. Harango has brought fantastic original blues and heaps of southern charm. A great way to end show after a long day.
 Sunday Baker at Art show entrance:
 Dave Schenberger: smooth, from three layers of loquing sound - from ethereal soundscapes with interesting rhythms sometimes reaching Pink Floyd and Jeffery Hill.

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Tourism Development
Council

DATE: 6/23/2015 FILE: TD15-047

THRU: Randall J. TeBeest
Assistant County Administrator
(Public Safety and Administration)

SUBJECT: Discussion between Staff and Tourist
Development Council for
reconsideration of recommendation to
fund All Sports Arena, LLC – 2015
Sunshine Shoot-Out

FROM: Ed Caum
Tourism Manager

REFERENCES: TD15-032

It is recommended that the data herein presented be given formal reconsideration by the Tourism Development Council (TDC) based on the failed requests by the Office of Tourism Development staff, County Attorney's Office and Tourist Development Council for All Sports Arena, LLC to show efforts with a basic marketing campaign to attract additional spectators to the Sunshine Shoot-Out Event and promote Pasco County as a sports destination for Indoor Ball Hockey.

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism's (OTD) recommendation to reconsider the initial recommendation from April 15th TDC meeting to enter into an Event Sponsorship Agreement (ESA) with All Sports Arena, LLC, (ASA) for the 2015 Sunshine Shoot-Out, that was held on June 19 - 21, 2015. The initial TDC recommendation was performance based on room night generation however, there was a strong request made on April 15th to also show other marketing campaigns from previous Events sponsored by the TDC as well as Post Event Reports with any marketing materials available and to appropriately market the June 2015 Event. The Office of Tourism Development has met with Mr. Garry on numerous occasions throughout the year to support his ongoing annual Event schedule requests for funding, however, there has been no acknowledged effort in taking more serious steps as requested to attract visitors and spectators to Pasco County through a more regional, out of market advertising campaign. Please see attachment No. 1, which is the sole marketing piece used by ASA for the June Event.

Staff would like to encourage open dialogue at the TDC meeting and for the TDC to reconsider the request for funding based on staff's inability to receive a marketing strategy with a clear promotional plan that targets ball hockey enthusiasts and attracts visitors to Pasco County.

Please give clear direction to staff, including the County Attorney's Office on how to proceed.

TD15-047

ALTERNATIVES AND ANALYSIS:

1. Direct staff to another course of action.
2. Recommend not moving this item forward to the BCC, therefore not funding this event.

RECOMMENDATION AND FUNDING:

The OTD recommends to the TDC Alternative #2 not moving this item forward to the BCC, therefore not funding this event. The drafted Agreement for this Event remains in the County Attorney's office and is on hold at this time. An additional application for October 2015 has been submitted and Mr. Garry is also requesting funding for this Event.

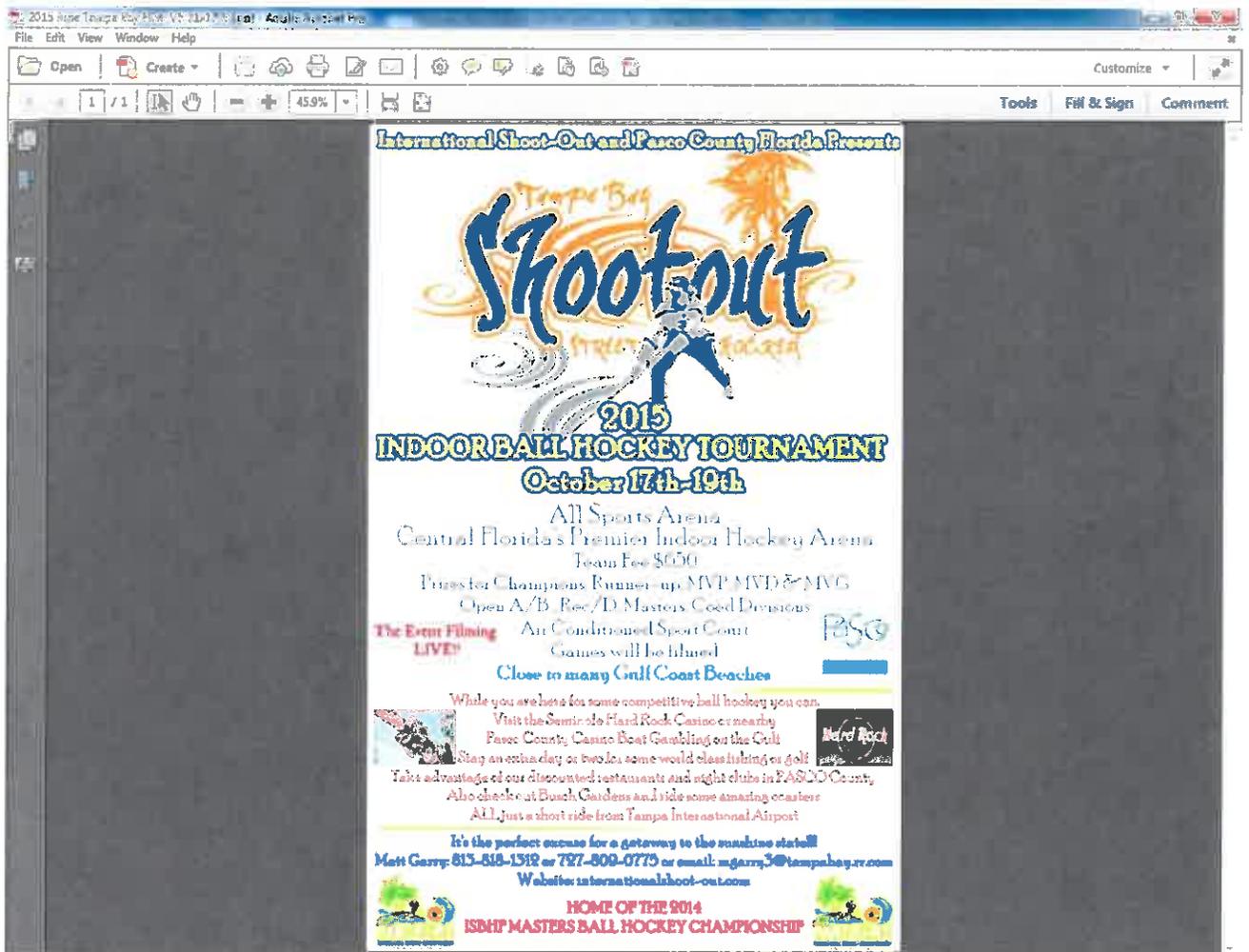
ATTACHMENT:

1. Flyer
2. Advertising in facebook
3. Event Sponsorship Application
4. TD15-032 Agenda Memo to TDC

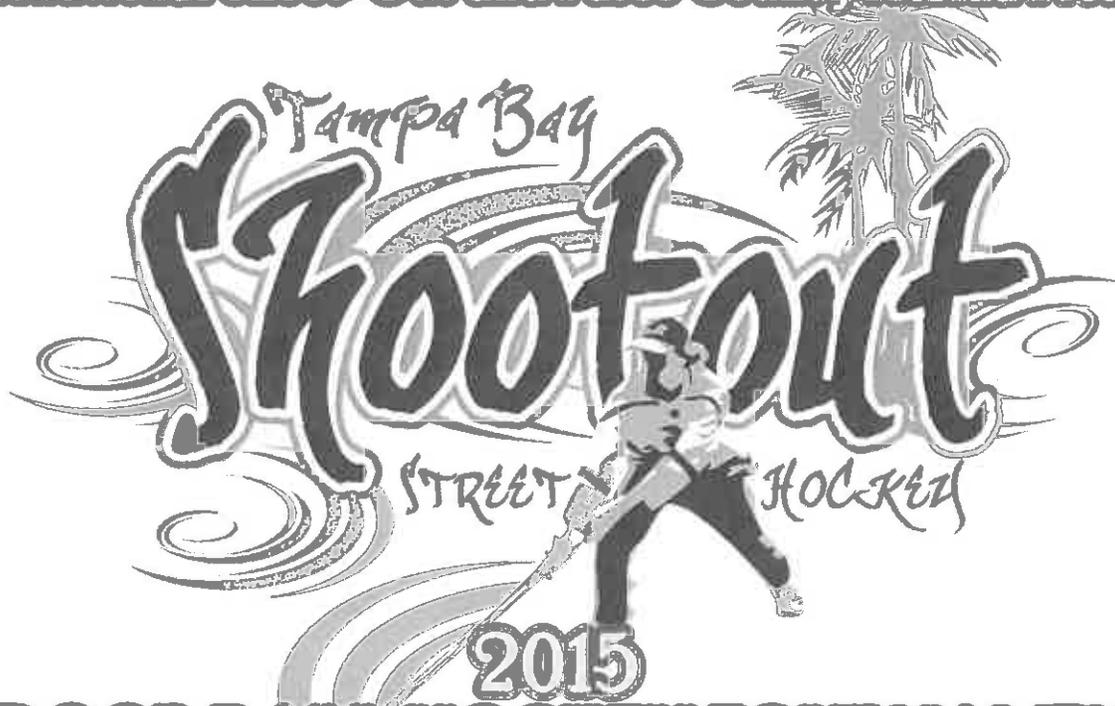
RJT/EC/rl

ATTACHMENT 1

Flyer used on going after multiple requests to market regionally to attract people to Pasco County, with wrong VisitPasco Logo.



International Shoot-Out and Pasco County Florida Presents



INDOOR BALL HOCKEY TOURNAMENT
October 17th-19th

All Sports Arena
Central Florida's Premier Indoor Hockey Arena
Team Fee \$650

Prizes for Champions, Runner-up, MVP, MVD & MVG
Open A/B, Rec/D, Masters, Coed Divisions

The Event Filming
LIVE!!

Air Conditioned Sport Court
Games will be filmed

Close to many Gulf Coast Beaches



While you are here for some competitive ball hockey you can:



Visit the Seminole Hard Rock Casino or nearby
Pasco County Casino Boat Gambling on the Gulf.



Stay an extra day or two for some world class fishing or golf.

Take advantage of our discounted restaurants and night clubs in PASCO County.

Also check out Busch Gardens and ride some amazing coasters.

ALL just a short ride from Tampa International Airport.

It's the perfect excuse for a getaway to the sunshine state!!!!

Matt Garry: 813-818-1312 or 727-809-0775 or email: mgarry3@tampabay.rr.com

Website: internationalshoot-out.com

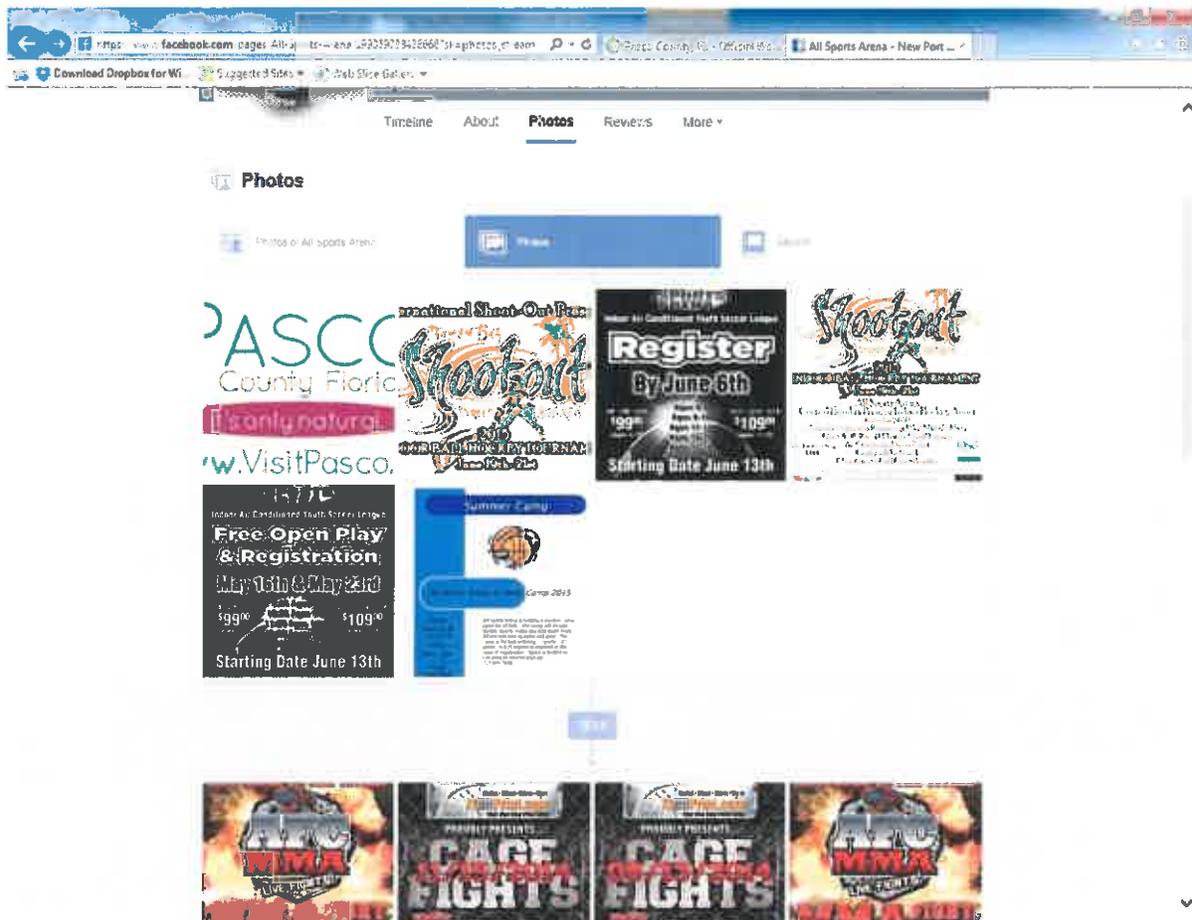


HOME OF THE 2014
ISBHF MASTERS BALL HOCKEY CHAMPIONSHIP



ATTACHMENT 2

Random efforts to throw logo onto website with little meaning and inconsistent use of logos after repeated requests to use only the Official Visit Pasco logo and sending it to Mr. Garry multiple times before and after Feb TDC.



International Shoot-Out Presents

Sunshine Street Hockey

Shootout

2015 INDOOR BALL HOCKEY TOURNAMENT

June 19th-21st

All Sports Arena
Central Florida's Premier Indoor Hockey Arena
Team Fee \$650

Prizes for Champions, Runner-up, MVP, MVD & MVG
Open A/B, Rec/D, Masters, Coed Divisions

The Event Filming LIVE! Air Conditioned Sport Court Games will be filmed
Close to many Gulf Coast Beaches

While you are here for some competitive ball hockey you can
Visit the Seminole Hard Rock Casino or nearby
Punta Cana Casino Floor Gambling on the Gulf
Stay an extra day or two for some world class fishing or golf
Take advantage of our discounted restaurants and night clubs in PASCAGOULA
Also check out Beach Gardens and ride some amazing coasters
ALL just a short ride from Tampa International Airport

It's the perfect excuse for a getaway to the sunshine state!!
Matt Garry: 813-818-1312 or 727-809-0773 or email: mgarry3@tampabay.rs.com
Website: internationalshoot-out.com

HOME OF THE 2014
ISBHP MASTERS BALL HOCKEY CHAMPIONSHIP

Current and on website through the 2015 tournament and after.



Pasco County Event Sponsorship Program Application for Sponsorship Agreement

Once completed, submit the following application to the Office of Tourism Development West Pasco Government Center 8731 Citizens Dr., Suite 340, New Port Richey, Florida, 34654. Retain the prior pages of this packet for your reference.

I. APPLICANT INFORMATION

Entity Legal Name: All Sports Arena

Entity FED #: 45-264277

Is the Entity a Florida corporation or registered to do business in the State of Florida?
See <http://www.sunbiz.org/> Yes: X No:

Application completed by: Matthew Garry

Title/relationship to Entity named above: President

Telephone No.: 727-809-0775

Mailing Address: 7716 Rutillio Ct. New Port Richey, Fl. 34653

Email Address: mgarry3@tampabay.rr.com

II. EVENT INFORMATION

Event Title: Sunshine Shoot-Out

Date(s): June 19-21, 2015

Event Location(s): All Sports Arena

Projected number of overnight visitors staying in Pasco County accommodations: 350

Projected or known number of registered participants: 550

Explanation of how the Event qualifies as a destination event:

This event bring Hockey Players and Families from all over the world to an established Hockey tournament.

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

III. EXPENSES

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

Reimbursable expense/items	Costs
Facility Rental	\$2500
Referees	\$2500
Total Expenses	\$5000

Total Sponsorship Amount Requested: \$5000

Room Nights Projected: 400

Preferred TDC meeting date at which you would like to present information regarding your Event for sponsorship consideration: February 18th 2015

IV. SIGNATURE/DISCLAIMER

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

Matthew Lang President 1/26/15

Authorized Signature

Title

Date

PASCO COUNTY, FLORIDA
INTEROFFICE MEMORANDUM

TO: Honorable Chairman and Members of the Tourism Development Council DATE: 4/15/2015 FILE: TD15-032

THRU: Randall J. TeBeest SUBJECT: Request for Event Sponsorship Agreement – All Sports Arena, LLC – 2015 Sunshine Shoot-Out - \$5,000.00
Assistant County Administrator
(Public Safety and Administration)

FROM: Ed Caum REFERENCES: All Members
Tourism Manager

It is recommended that the data herein presented be given formal consideration by the Tourism Development Council (TDC).

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the TDC the Office of Tourism's (OTD) recommendation to enter into an Event Sponsorship Agreements (ESA) with All Sports Arena, LLC, (ASA) for the 2015 Sunshine Shoot-Out, that is to be held on June 19 - 21, 2015, in order to promote Pasco County as a travel and sports destination.

All Sports Arena, in New Port Richey, will host the event estimated to bring approximately 550 registered participants, additional guests and upwards of approximately 350 overnight visitors. Last year's event certified a total of 304 room nights and had an economic impact of \$41,487.00. For last year's event, All Sports Arena was awarded a total of \$3,800.00. All Sports Arena, LLC, is requesting an ESA in the amount of \$5,000.00, for the County to sponsor the 2015 Sunshine Shoot-Out.

<u>Room Nights</u>	<u>Event Sponsorship</u>
2,000 and up	\$15,000 and up
1,000 – 1,999	\$10,000 to \$14,999
400 – 999	\$5,750 to \$9,999
200 – 399	\$2,500 to \$5,749
50 – 199	\$500 to \$2,499

According to the Event Sponsorship Room Night Award Grid approved by the TDC and the Board of County Commissioners (BCC), an approximate sponsorship is up to a maximum of \$5,750.00, if All Sports Arena, LLC, reaches the 350 room nights in Pasco County it is projecting. Based on the application and past events Staff recommends entering into a performance-based contract on \$10 per certified room night up to a maximum of \$5,000 for the event.

ALTERNATIVES AND ANALYSIS:

1. Recommend the BCC enter into a performance based ESA for \$10.00/certified room night, not to exceed \$5,000.00.
2. Recommend the BCC enter into an ESA for a different amount.
3. Do not recommend the BCC enter into an ESA.

RECOMMENDATION AND FUNDING:

The OTD recommends the TDC hear the presentation and consider recommending entering into an ESA funding agreement to the BCC for Alternative #1, based on previous performance of this Event. Funding is available in Account No. B113-115300-88201, Tourist Development Tax Fund, Event Sponsorships.

ATTACHMENT:

Event Sponsorship Application

RJT/EC/ec

