Pasco County Event Sponsorship Program
Post Event Report

Event Name: 2014 PASCO BUG JAM

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: 550

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 $ 825.00

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 x **$150.00**	$21,900
YOUTH Out-of-State overnight x **$75.00**	
ADULT In-State overnight x **$75.00**	$46,500
YOUTH In-State overnight x **$35.00**	
ADULT In-State x **$35.00**	$18,340
YOUTH In-State x **$25.00**	
ADULT In-County x **25.00**	$ 3,150
YOUTH In-County x **$15.00**	

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

ADULT Out-of-State overnight x **$150.00**	**$135,000**
YOUTH Out-of-State overnight x **$75.00**	
ADULT In-State overnight x **$75.00**	**$297,000**
YOUTH In-State overnight x **$35.00**	
ADULT In-State x **$35.00**	**$116,550**
YOUTH In-State **x $25.00**	
ADULT In-County x **25.00**	**$ 20,250**
YOUTH In-County x **$15.00**	
Total Local Economic Impact	$ 658,690

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact

$ 659,515

PROMOTIONAL IMPACT

On a separate sheet of paper, provide a detailed description of the marketing plan that was used for the Event. Provide information regarding the success of that Plan in terms of relevant measurements. For example, how many tournament guides were printed, social media reach, impressions or visits to the event website per your analytics.

REIMBURSABLE EXPENDITURES

Provide proof of expenditure for each reimbursable expenditure authorized pursuant to the Event Sponsorship Agreement. Proof shall include proof of payment and shall be contain enough information so as to identify the specific reimbursable expenditure that was purchased. A copy of all advertising and promotional material, whether audio, video, electronic, or hard copy form for which reimbursement is sought must be submitted as a part of this Post Event Report.

SIGNATURE/DISCLAIMER

On behalf of PASCO COUNTY FAIR ASSOCIATION____, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

Richard P Brown	V.P. Pasco Co Fair	2/6/15
Authorized Signature	**Title**	**Date**

Promotional Impact

The marketing plan used for the 2014 Pasco Bug Jam was a combination of Social Media, paid ads on Volkswagen forum websites, Newspaper ads, Gorilla Marketing, Radio ads and a new and improved Bug Jam website.

Facebook, Twitter and Instagram were the social media platforms used to spread the word about the event with the main focus being Facebook. The average total Facebook reach per day from 8/13/14 to 11/8/14 was 2,495 for a total of 217,065 people reached. We felt our social media campaigns were very successful.

According to the surveys collected at the event, many people learned of the Bug Jam through both social media and the website. This was very different from past year's surveys where the majority were returning visitors.

Five thousand event post cards and ten thousand posters were printed and distributed via mail and in person.

- What is the overall assessment of the event?

This year's 26th annual Pasco Bug Jam was a huge success. Featuring the theme "Bug Brothers", the Volkswagen car show attracted VW fans from around the world. In attendance were over 9,000 spectators and 1,400 participants.

- What was the total number of participants/attendees and economic impact based on your visitor numbers?

For the first time in the history of the Pasco Bug Jam, we experienced rain the night prior to the event and ending about 6am the day of the event. Unfortunately, this lowered the numbers a little. However, between spectators, participants and vendors we had approximately 10,400 attendees.

- Did the event have the anticipated overnight results?

Number of Participants & Attendees from out of Pasco County

Based on the computer records for participants entering the Bug Jam, there were 63 entries or 9% of the 708 that were from Pasco County. If those percentages hold true for spectators, then approximately 810 spectators were from Pasco County.

Number of Room Nights Generated by the Event

Attached are the TDC room certification forms from the hotels that cooperated with our requests. There were a few more collected than last year, but still many hotel staff said they were unable to provide information as to whom came for what event. However, several stated that they knew they were full that weekend due to the abundant number of Bug Jam attendees staying at their establishment.

After several trips to numerous hotels in Pasco County we were able to collect a total of 6 Room Night Certification Forms. According to those six hotels, a total of 186 room nights were recorded for the 2014 Pasco Bug Jam. In addition, we offered on site camping this year at the Fairgrounds with at total of 89 camp nights being used. This totals to 275 nights. I think it would be safe to assume that this represented half of the room nights actually used with the other half being at numerous hotels that were unable to record the nights used. Therefore, we concluded that 550 hotel nights were used for the 2014 Pasco Bug Jam.

You will also find attached Visitor Surveys. These surveys were included in every participant's packet. They were also handed out to every spectator as they came through the gate. Every spectator and participant was encouraged to turn the survey in at the main stage and by doing so they were entered into a drawing

for three $50 gas cards. Many of those surveys listed non-reporting hotels as their overnight accommodations.

In addition, early packet pickup was advertised and offered at the Pre Jam Party on Friday night. Over 500 packets were picked up Friday night at the downtown party. The participants were thrilled with this new convenience. Many stated they decided to spend the weekend so they could pick up their packet at the Friday night party. Even with the rain, the Pre Jam Party was a huge success.

PASCO
County Florida
Naturally natural
www.VisitPasco.com

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

ROOM NIGHT CERTIFICATION

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: Hampton Inn Dade City FL.

	TRACKED ROOM NIGHTS					
GROUP NAME Pasco Big Jam						
LOCAL EVENT						
DATE 11/8/14						
PAID ROOM NIGHTS	35					
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

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

Print Name: Evan Valencia Title: General Manager

Telephone 352-567-5277 ext 504 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.

(5)

PASCO County Florida

Pasco County Local Special Event Marketing Program
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Hotel/Location: Hampton Inn & Suites

	TRACKED ROOM NIGHTS					
GROUP NAME	Bug Jam					
LOCAL EVENT						
DATE						
PAID ROOM NIGHTS	5					
COMP ROOM NIGHTS						

Please provide any comments:

Consider direct Booking link on your site for our hotel
See/Talk to Todd Patrick for more details

Hotel Representative Signature: Travis Mole

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

Print Name: Travis Mole **Title:** GSM

Telephone 813 973 2288 **Email:** travis.mole@neuvtampahotels.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.

(36)

PASCO County Florida

Pasco County Local Special Event Marketing Program
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Hotel/Location: _____

	TRACKED ROOM NIGHTS					
GROUP NAME	Bus Jam					
LOCAL EVENT						
DATE	11/7	11/8				
PAID ROOM NIGHTS	6	30				
COMP ROOM NIGHTS	–	–	–	–	–	–

Please provide any comments:

_____

_____

_____

Hotel Representative Signature: Ellen Stevens

Magnuson Hotel Zephyrhills
5734 Gall Blvd. (Rt. 301)
Zephyrhills, FL 33542

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

Print Name: Eileen Stevens Title: Asst. Mgr.

Telephone 813 782 5527 Email: magnusonzhills@aol.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.

(18)

PASCO County Florida

Pasco County Local Special Event Marketing Program
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Hotel/Location: Sleep Inn Wesley Chapel

	TRACKED ROOM NIGHTS					
GROUP NAME	Bug Jam 2014					
LOCAL EVENT	Dade City					
DATE	11-8	11-9				
PAID ROOM NIGHTS	18	0				
COMP ROOM NIGHTS	0	0				

Please provide any comments:

Hotel Representative Signature:

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

Print Name: Henri Wang Title: Guest Ser. Mang.

Telephone 813-973-1665 Email: henri@sleepinnwesleychapel.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.

(50)

PASCO County Florida

Pasco County Local Special Event Marketing Program
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Hotel/Location: Rodeway Inn Wesley Chapel

	TRACKED ROOM NIGHTS					
GROUP NAME	806 JAM					
LOCAL EVENT						
DATE	11/07	11/08				
PAID ROOM NIGHTS	25	25				
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

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

Print Name: ASITA KANANI Title:

Telephone 407 780 9022 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.

(42)

PASCO County Florida
Sunshine Coast
www.VisitPasco.net

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

ROOM NIGHT CERTIFICATION

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Hotel/Location: Microtel Inn & Suites Zephyrhills, FL

	TRACKED ROOM NIGHTS					
GROUP NAME	Bug Jam					
LOCAL EVENT	Pasco Co Fair					
DATE	11/8 + 11/9					
PAID ROOM NIGHTS	42					
COMP ROOM NIGHTS	0					

Please provide any comments:

Hotel Representative Signature:

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

Print Name: Georgia Downey Title: General Managers

Telephone (813) 783-2211 Email: gm.zephyrhills@gm.

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.

MICROTEL INN & SUITES BY WYNDHAM

SKY Hospitality
SKY TEAM LEADER

Georgia Downey
General Manager

Microtel Inn & Suites by Wyndham
7839 Gall Boulevard
Zephyrhills, FL 33541
Ph: 813 783 2211
Fax: 813 783 2266
Email: gm.zephyrhills@mhotelmanagers.com
www.microtel.com