

Friends of the



New Port Richey Library

Friends of the New Port Richey Library

P.O. Box 1731, New Port Richey, Florida 34656

March 2, 2015

Pasco County – Office of Tourism
Attention: Ed Caum
8731 Citizens Drive, Suite 340
New Port Richey, Florida 34654

Dear Mr. Caum,

Enclosed please find the post-event report for the 2014 Pasco Eco Fest sponsored by the Friends of the New Port Richey Library.

The following report will provide you with a comprehensive re-cap of this year's event, as well as provide samples and documentation as to the advertising, marketing, and press the event received for the year.

If, once reviewing the packet, you have any additional questions regarding the post-event report, please feel free to contact me.

Also, just a reminder that our mailing address has changed from the time we signed our original agreement. Our mailing address is: Friends of the New Port Richey Library, P.O. Box 1731, New Port Richey, Florida 34656

Thank you for your partnership.

Cordially,

A handwritten signature in blue ink that reads "Liz Harth". The signature is fluid and cursive, written over a white rectangular background.

Liz Harth

President, Friends of The New Port Richey Library

The Friends of the New Port Richey Library is a volunteer 501(c)3 not-for-profit organization. Through our fundraising and public relations efforts, we help to support and improve the programs and services offered by the library and increase community participation and awareness.



tampabay.com

P.O. Box 112
 St. Petersburg, FL 33731-0112
 Fed Tax ID 59-0482470

Account Rep: Jean Mleczo
 Credit Rep: 727-869-6220
 Circulation: 800-888-7012

Amount Due:

Amount Paid:

Billing Period		Credit Limit		Advertiser/ Client Name	
11/1/14-11/30/14				Pasco Eco Fest	
Billing Date				Account Number	
12/08/14				000116883	
Total Amount Due		Disputed Amount		Terms of Payment	Page
\$2,000.00				DUE UPON RECEIPT	
Current Period	30 Days	60 Days	90 Days	120 Days	
\$2,000.00					

Start	Stop	Invoice Number	Zone/Class	Description	Size	Gross Amt	Net Amount
11/07/14	9-Nov	33734	TTD	Things to do listing	1		\$600.00
11/01/14	11/08/14	24865	Pasco	tampabay.com	1		\$550.00
11/05/14	11/05/14	28974	Pasco	Kraft insert	1		\$850.00
*This is a preliminary bill for the advertising listed. Any additional charges or differences will be included on your final monthly statement.							\$2,000.00



tampabay.com

Remit to:
 Dept 3396
 P.O. Box 123396
 Dallas, TX 75312-3396

Billing Period		Credit Limit		Advertiser/ Client Name	
11/1/14-11/30/14				Pasco Eco Fest	
Billing Date				Account Number	
12/08/14				000116883	
Total Amount Due		Disputed Amount		Terms of Payment	Page
\$2,000.00				DUE UPON RECEIPT	
Current Period	30 Days	60 Days	90 Days	120 Days	
\$2,000.00					

CONTRACT ADVERTISING
 STATEMENT AND INVOICE
 Thank you for your business

Account Rep: Jean Mleczo Ph 727-869-6220

Amount Due: \$2,000.00

Due Date: DUE UPON RECEIPT

Amount Paid: \$2,000.00

ACCOUNT NAME Pasco Eco Fest
 ATTN: LiaGallegos
 ACCOUNT 5820 Delaware Ave
 New Port Richey, FL 34652



SUNTRUST

Close Window

Print Screen

View Transaction Printable View

Account: Primary Business Checking - *****9597
Transaction: Debit 0
Customer Reference Number: 0
Date/Time Cleared: 02/18/2015 00:00
Amount: \$(2,047.03)
Date/Time Initiated: 02/18/2015 00:00
FI Reference Number: 2015021800000000204703000000000001
Description: ELECTRONIC/ACH DEBIT TAMPA BAY ADVER ONLINE
PMT CKF788826647POS



Pasco County Grant Program Post Event Report

Event Name: Pasco Eco Fest

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: 54

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 \$ 81.00

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	<u>\$150.00</u>
YOUTH Out-of-State overnight x \$75.00	<u>\$0</u>
ADULT In-State overnight x \$75.00	<u>\$225.00</u>
YOUTH In-State overnight x \$35.00	<u>\$0</u>
ADULT In-State x \$35.00	<u>\$2,380.00</u>
YOUTH In-State x \$25.00	<u>\$0.00</u>
ADULT In-County x 25.00	<u>\$1,050.00</u>
YOUTH In-County x \$15.00	<u>\$0</u>

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

ADULT Out-of-State overnight x \$150.00	<u>\$450.00</u>
YOUTH Out-of-State overnight x \$75.00	<u>\$75.00</u>
ADULT In-State overnight x \$75.00	<u>\$7,500.00</u>
YOUTH In-State overnight x \$35.00	<u>\$1,540.00</u>
ADULT In-State x \$35.00	<u>\$8,085.00</u>
YOUTH In-State x \$25.00	<u>\$3,125.00</u>
ADULT In-County x 25.00	<u>\$18,675.00</u>
YOUTH In-County x \$15.00	<u>\$3,735000.00</u>
Total Local Economic Impact	<u>\$46,990.00</u>

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact

\$ \$47,071.00

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 Eco Fest, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

Kelly M. Hecman Vice Chair
Authorized Signature Title

03/02/15
Date



Pasco County Local 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: Jay B Starkey Wilderness Park

	TRACKED ROOM NIGHTS					
GROUP NAME	Friends of NPR Library					
LOCAL EVENT	Pasco EcoFest					
DATE	11/7/14	11/8/14	11/9/14			
PAID ROOM NIGHTS	18	18	18			
COMP ROOM NIGHTS	X	X	X			

Please provide any comments: Guests reserved cabins and campsites at Starkey Park. Each cabin can accommodate 8 guests and 2 tents are permitted at each campsite.

Hotel Representative Signature: Kenneth L. Stay

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

Print Name: Kenneth L Stay Title: Park Site I

Telephone: 1-727-834-3202 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 EcoFest

Arts • Culture • Ecology



NOVEMBER 7, 8 & 9

FRIDAY, NOV. 7
KICK-OFF PARTY
at GREEN KEY 6pm

SATURDAY, NOV. 8
SIMS PARK - EVENTS
beginning at 11am-10pm

STARKEY PARK - EVENTS
begin at 8am-5pm
Kayak tours available
all weekend

SUNDAY, NOV. 9
SIMS PARK - EVENTS
beginning at 10am-3pm

STARKEY PARK - EVENTS
begin at 9am-5pm

**WERNER BOYCE SALT
SPRINGS PARK - KAYAK**
10am & 12 noon

For a listing of all events with
times and locations:
[www.PascoEcoFest.com/
event-schedule](http://www.PascoEcoFest.com/event-schedule)



Tampa Bay Times

24897-1

Date/Time generated	March 3, 2015 4:29:09 PM EST						
Publisher network name	Times Publishing						
Date range	Nov 1, 2014 - Nov 8, 2014						
Line item	Date	Delivery indicator	Ad server impressions	Ad server clicks	Ad server average eCPM (\$)	Ad server CTR	Ad server CPM and CPC revenue (\$)
Leaderboard TTD ROC	11/1/2014	97.51%	2,942	4	0.01	0.14%	0.03
Leaderboard TTD ROC	11/2/2014	97.51%	2,823	11	0.01	0.39%	0.03
Leaderboard TTD ROC	11/3/2014	97.51%	2,746	4	0.01	0.15%	0.03
Leaderboard TTD ROC	11/4/2014	97.51%	2,748	1	0.01	0.04%	0.03
Leaderboard TTD ROC	11/5/2014	97.51%	3,365	6	0.01	0.18%	0.03
Leaderboard TTD ROC	11/6/2014	97.51%	2,964	4	0.01	0.13%	0.03
Leaderboard TTD ROC	11/7/2014	97.51%	2,637	5	0.01	0.19%	0.03
Leaderboard TTD ROC	11/8/2014	97.51%	2,121	6	0.01	0.28%	0.02
Medium Rectangle TTD ROC	11/1/2014	100.03%	2,841	5	0.01	0.18%	0.03
Medium Rectangle TTD ROC	11/2/2014	100.03%	2,708	8	0.01	0.30%	0.03
Medium Rectangle TTD ROC	11/3/2014	100.03%	2,780	10	0.01	0.36%	0.03
Medium Rectangle TTD ROC	11/4/2014	100.03%	2,950	10	0.01	0.34%	0.03
Medium Rectangle TTD ROC	11/5/2014	100.03%	3,253	12	0.01	0.37%	0.03
Medium Rectangle TTD ROC	11/6/2014	100.03%	2,761	17	0.01	0.62%	0.03
Medium Rectangle TTD ROC	11/7/2014	100.03%	2,867	13	0.01	0.45%	0.03
Medium Rectangle TTD ROC	11/8/2014	100.03%	2,762	21	0.01	0.76%	0.03
Mobile Leaderboard ROS	11/1/2014	100.01%	3,014	7	0.01	0.23%	0.03
Mobile Leaderboard ROS	11/2/2014	100.01%	3,135	3	0.01	0.10%	0.03
Mobile Leaderboard ROS	11/3/2014	100.01%	2,788	2	0.01	0.07%	0.03
Mobile Leaderboard ROS	11/4/2014	100.01%	3,012	5	0.01	0.17%	0.03
Mobile Leaderboard ROS	11/5/2014	100.01%	2,770	5	0.01	0.18%	0.03
Mobile Leaderboard ROS	11/6/2014	100.01%	2,815	4	0.01	0.14%	0.03
Mobile Leaderboard ROS	11/7/2014	100.01%	2,990	4	0.01	0.13%	0.03
Mobile Leaderboard ROS	11/8/2014	100.01%	2,395	4	0.01	0.17%	0.02
Total							
	3	-	68,187	171	0.01	0.25%	0.68