



Fine Arts of the Suncoast, Inc.

PO Box 609

New Port Richey, FL 34656

727-247-6182

www.suncoastartsfest.com

info@suncoastartsfest.com

INVOICE

TO: Pasco County Tourist Development Council
Pasco County
7530 Little Road, Suite 340
New Port Richey, FL 34654

April 17, 2015

Attached is the required documentation for reimbursement of the Fine Arts of the Suncoast, Inc. dba Suncoast Arts Fest 2015 grant in the amount of **\$4782.00**

Thank you for your financial support and your concern and involvement with this event.

Sincerely,

Marjorie M. Golub

Co-Director



SUNCOAST
ARTS FEST

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

POST EVENT REPORT

FISCAL YEAR 2014/15

EVENT NAME: Suncoast Arts Fest

REPORTING DATE: April 17, 2015

ORGANIZATION: Fine Arts of the Suncoast, Inc.

CONTACT PERSON: Marjorie Golub

TITLE: Co-Director

ADDRESS: PO Box 609

New Port Richey FL 34656

TELEPHONE: 727-849-8060 or 727-534-3445

E-MAIL: marj.golub@gmail.com



**Pasco County Grant Program
Post Event Report**

Event Name: Suncoast Arts Fest
See attached sheets

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: _____

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 \$ _____

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 _____
- YOUTH Out-of-State overnight x \$75.00 _____
- ADULT In-State overnight x \$75.00 _____
- YOUTH In-State overnight x \$35.00 _____
- ADULT In-State x \$35.00 _____
- YOUTH In-State x \$25.00 _____
- ADULT In-County x 25.00 _____
- YOUTH In-County x \$15.00 _____

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

ADULT Out-of-State overnight x \$150.00 _____

YOUTH Out-of-State overnight x \$75.00 _____

ADULT In-State overnight x \$75.00 _____

YOUTH In-State overnight x \$35.00 _____

ADULT In-State x \$35.00 _____

YOUTH In-State x \$25.00 _____

ADULT In-County x 25.00 _____

YOUTH In-County x \$15.00 _____

Total Local Economic Impact \$ _____

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact

\$ _____

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 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 Suncoast Arts 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:

[Signature]
Authorized Signature

Co-Director
Title

4/24/2015
Date

Pasco County Grant Program - Post Event Report

EVENT NAME: Suncoast Arts Fest

ECONOMIC IMPACT

1 Accommodations Impact

Total # of room night	225
Accommodation Impact	\$450

2 Local Economic Impact

Total Participants		Impact	Number	
Out of state ADULTS	Overnight	\$150.00	91	\$13,650.00
Out of State Youth	Overnight	\$75.00	0	\$0.00
In State ADULTS	Overnight	\$75.00	105	\$7,875.00
In State Youth	Overnight	\$35.00	0	\$0.00
In State ADULT		\$35.00	64	\$2,240.00
In State Youth		\$25.00	100	\$2,500.00

Total Spectators

Out of state ADULTS	Overnight	\$150.00	0	\$0.00
Out of State Youth	Overnight	\$75.00	0	\$0.00
In State ADULTS	Overnight	\$75.00	0	\$0.00
In State Youth	Overnight	\$35.00	0	\$0.00
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

PROMOTIONAL IMPACT

The Suncoast Arts Fest marketing plan targets two very different groups of people – Artists (July-November) and Visitors (heaviest November – January but all year around online). We make very different media choices for these two groups and both groups have a considerable economic impact on Pasco County.

VISITORS –

IMPACT - 2015 ATTENDANCE – 96,000+, an increase of 16% over last year

Visitors have many choices what they will do on a weekend and we focus our marketing to them made them aware of when and where this event is occurring.

Factors in making our marketing decisions -

- a. Visitors need a compelling reason to come to the event.
- b. Visitors need to be encouraged to purchase artwork.

ARTISTS –

IMPACT - Visual artists - over 200 applied, 123 accepted. Chalk Artists – 8. Music artists – approx. 100

Marketing to visual artists is a very competitive process. There are many arts shows or them to choose from.

Factors in making our marketing decisions -

- c. Artists must be made aware of the show through what is called a “call for artists.”
- d. Artists need to be convinced the show is a good match for them. Their most important consideration is if they think their art will sell.
- e. It must be easy for the artists to apply to the show
- f. If invited to participate, it must be simple for artists to make a commitment to the show.

MARKETING PLAN (NON-REIMBURSABLE)

Social Media - Our videos are particularly vital for sites such as our website, Visit Florida, Facebook and YouTube. This cost effective media is vital to reach a huge number of people in all age demographics and to cover a large geographic area outside of Pasco County and Florida. There are constantly new social media sites coming online and we attempt to keep ahead of them. Our visitor and artist surveys show that FaceBook is the major social media site accessed so we will continue to strengthen our FB presence.

Entertainment - SAF has tremendous potential for attracting visitors through its entertainment line-up. This year, over 100 musicians, dancers and theater performers took to the SAF stage to wow the crowd. The right entertainment mix draws visitors who then stay for the visual art. This year we had 3 professional musicians volunteer as the entertainment committee and the results were amazing. Our visitor survey indicated a small but a growing number of visitors said they came primarily for the entertainment. Performers are paid though usually not as much as they would routinely charge because of the fact that youth art is being supported. This is a non-TDC reimbursed cost.

Partnering with other Pasco County organizations – These partnerships have long been an integral part of the Suncoast Arts Fest marketing strategy. We could not have such a successful event without community

partnerships organizations such as the Pasco TDC, Wesley Chapel Chamber of Commerce, the Pasco School District, Rasmussen College, Pasco's many arts organizations and our ever important business sponsors. The event benefits the whole community. TDC provided particularly effective assistance by coordinating FaceBook activity with a national company [Facebook analytics are attached].

Print media - Our media sponsor is Tampa Tribune and this year we featured a Spadia which appeared on the front page. This was in addition to several other print ads in Tribune products and several ads in the Tampa Bay Times and the Laker, a local paper.

Radio and TV – Station 106.7 provided great support this year. It and other area radio stations aired notices about the event for several weeks before the event. However, 106.7 also helped recruit sponsors and other support which was a huge help.

The Suncoast Arts Fest additional features – For our 10th anniversary, we added a number of features to our event which encouraged people to visit the show. These were all highlighted by our other media. All of these pieces of the show pull in visitors who are not there strictly for the art but will check out the art while they're enjoying another feature of the event. Visitors might come for...

- the sidewalk art done by the Chalk Artists (10 Chalk Artists)
- the artwork of budding high school artists at the Emerging Artist display (110 Emerging Artists)
- their child to participate in the Kid's Art Garden ()
- to take part in our Phonography Contest sponsored by Rasmussen College
- the Wesley Chapel Chamber of Commerce event
- "Arts for Kids" in Pasco County grant awards ceremony (17 recipients)
- an "Arts Maker Space"
- Regionally renown glass artist Duncan McClullen's DNG where for a donation of \$10, you can make your own etched glass piece of art
- our sponsors

... and they'll stay for the Suncoast Arts Fest's great fine art!

MOST IMPORTANT! - Why the Event is held - The reason the Suncoast Arts Fest is held is to raise money to support and encourage arts education in all of the schools in Pasco County (public, private and charter). Funds raised through the art show are awarded as grants to art teachers to supplement their budgeted funding. At the SAF this year, 17 grant checks totaling more than \$8,000 were presented to area teachers. In addition, several other countywide arts projects were funded.

REIMBURSABLE MARKETING

While planning the 2015 show, media options were carefully reviewed. The committee assessed the effectiveness of previous marketing options individually and as a marketing portfolio. We took into account input from visitor and of artist surveys to determine the optimal media mix for the 2015 show. A summary of these expenses is at the end of this report.

MARKETING FOR ARTISTS

ZAPApplications – \$1000

Zapp is rapidly becoming the optimal tool nationwide for attracting and managing artists who exhibit at art shows. This is the second year SAF has used the Zapp process as our main method of accepting artist applications (apps), jurying the artists and communicating with the artists.

We had a total of 163 Zapp artist apps, with 108 who ultimately participated. We also had about 25 artists who applied through the traditional SAF website application process. Of these, 18 were accepted. (An observation on artists and technology – many artists stubbornly refuse to participate in technological advances yet they are exceptional artists who we want in our show so we must be flexible). We will continue to fine-tune our Zapp presentation to increase the appeal of SAF to an ever wider range of artists and to increasingly better quality artists. We aim to structure our presentation to be competitive with the top-rated Florida art shows such as Gasperilla and MainSail.

MARKETING FOR VISITORS AND ARTISTS

Albright Videography –Two invoices of \$500, \$2500

Videos are becoming more and more vital to our over-all marketing plan on-line, on our website and in live presentations. We are using video technology to more effectively present the event to the public and to artists though the following strategies –

- varying the video's length,
- using creative editing and innovative video techniques,
- experimenting with video placement
- extending video exposure to attract the attention of different demographic groups.

We informally surveyed different demographics to learn how to tailor our productions to attract these specific groups and are following up with their suggestions. Our professional videographer, George Albright, continues to be a tremendous asset to us in knowing what to present to which groups and keeping us up-to-date with new techniques and technologies in the field. He provides professional editing which is vital to the finished production. Hiring a videographer to shoot all weekend of the show and then to edit could be extremely expensive but George gives us a substantial discount. This year, the total of his invoices was \$3000. The Master video can be edited into small videos depending on our needs . The master video has been downloaded on a flashdrive for the purpose of this report. Given that I'm not very good at technology, the sound and video are slightly out of sync; the actual video however is not.

Diane Bedard Website Management – Total of 3 invoices - \$782

Having a polished and up-to-the-minute website is absolutely imperative and this marketing/technology tool goes hand-in-hand with our video commitment. We have found that having a web professional who is available and capable of doing updating and re-structuring of our website www.suncoastartsfest.com is absolutely necessary. After an extensive search process, we found that Diane Bedard of NatureCoaster filled our needs perfectly and we have used her a number of times to keep our website relevant.

REIMBURSEMENT EXPENDITURES

SUNCOAST ARTS FEST - 2015 TDC REIMBURSABLE MEDIA EXPENSES

DATE	COMPANY	TASK	INVOICE
7/21/2014	Zapplication	Artist App System	\$ 1,000
9/24/2014	Albright	Video	\$ 500
2/10/2015	Albright	Video	\$ 2,500
11/14/2015	Diane Bedard	Website	\$ 175
11/21/2015	Diane Bedard	Website	\$ 450
1/22/2015	Diane Bedard	Website	\$ 157
		TOTAL	\$ 4,782

Marj Home f

Page Activity 7 Insights Settings

Overview Likes Reach Visits Posts People

Daily data is recorded in the Pacific time zone.

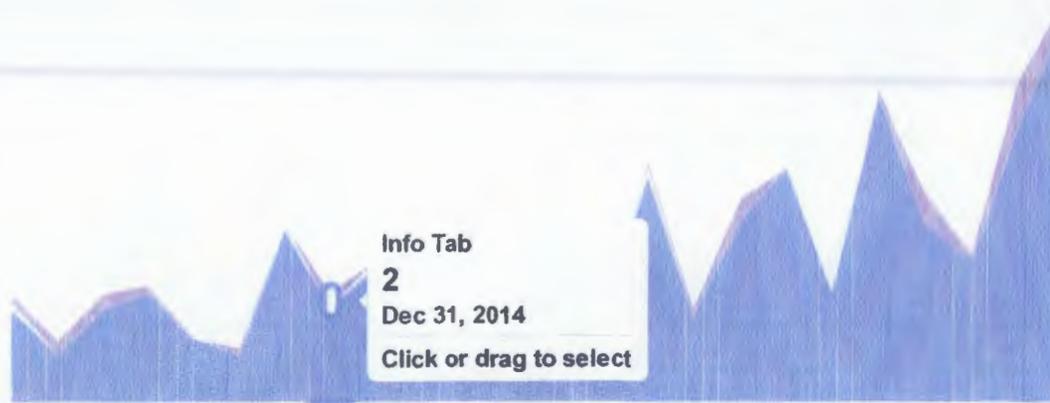
1W 1M



Page and Tab Visits

The number of times each of your Page tabs was viewed.

Timeline Likes Tab Info Tab



-  **Corey Rubin** likes Leaning Tower of Pizza's photo.
-  **Olive Picholine** commented on Mark Chilton's post.
-  **Scott E. Smith** commented on his own photo.
-  **Esther Bennett Gatlin** likes Corgi Addict's photo.
-  **Christine LeViseur Mendonça** commented on Robert Lorber's post.
-  **Michele Gould Palenik** likes Kimberly Arden's post.
-  **Teresa Healy McMasters** likes Sarah Monegro's post.
-  **Terri DePeter Geoghegan** likes Kelli Geoghegan's photo.
-  **Becky Spencer Showalter** likes Church of the Nativity's link.
-  **Lia Gallegos** likes The Peace Frog's post.
-  **Michelle Ule** commented on her own post.
-  **Steve Geoghegan** was tagged in Kelli Geoghegan's photo.

MORE FRIENDS (3)

Search

Marj Home Find Friends

Page Activity 7 Insights Settings

Export

Overview Likes Reach Visits Posts People

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



All Posts Published

October 24, 2014 to January 21, 2015

Reach: Organic / Paid

Post Clicks

Likes, Comments & Shares

Published ▾ Post

Type Targeting Reach

Engagement

Promote

01/20/2015
11:16 am

Thank You!

43

0
2

Boost Post

01/20/2015
6:56 am

"Hope Darling" . provided new sound at the Suncoast Arts Fest on Sat. Jan 17th vote for

113

3
0

Boost Post

Corey Rubin likes Learning Tower of Pizza's photo.

Olive Picholine commented on Mark Chilton's post.

Scott E. Smith commented on his own photo.

Esther Bennett Gatlin likes Corgi Addict's photo.

Christine LeViseur Mendonça commented on Robert Lorber's post.

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Terri DePeter Geoghegan likes Kelli Geoghegan's photo.

Becky Spencer Showalter likes Church of the Nativity's link.

Lia Gallegos likes The Peace Frog's post.

Michelle Ule commented on her own post.

Steve Geoghegan was tagged in Kelli Geoghegan's photo.

Catrina Hopkins Dog's version of heaven on earth = heating pad.

Amy Cleckler likes Jacob Tobia's photo.

David J McMasters likes Sarah Monegro's post.

MORE FRIENDS (3)

Alan Gordon With

Search

Your Fans People Reached People Engaged

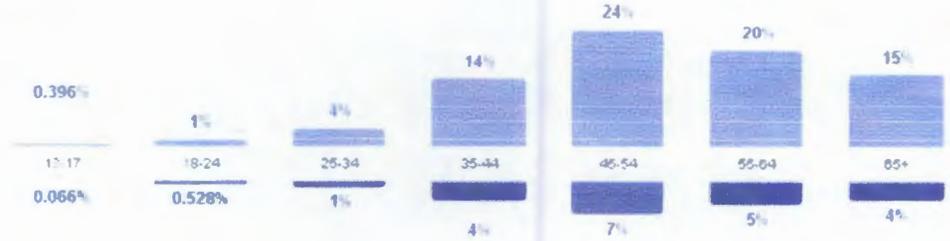
The people who like your Page

Women

78% Your Fans
46% All Facebook

Men

21% Your Fans
54% All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,499	Kissimmee, FL	346	English (US)	1,432
Puerto Rico	3	Wesley Chapel, FL	145	Spanish	46
Italy	3	Land O' Lakes, FL	139	English (UK)	24
Canada	2	Tampa, FL	111	Spanish (Spain)	6
India	2	The Villages, FL	96	Italian	2
France	1	Lutz, FL	87	English (Pirate)	1
Iran	1	New Port Richey, FL	85	Russian	1
Ecuador	1	Lady Lake, FL	48	French (France)	1
Hungary	1	Summerfield, FL	47	Indonesian	1
French Guyana	1	Wildwood, FL	19	Hungarian	1

See More

Your Fans People Reached People Engaged

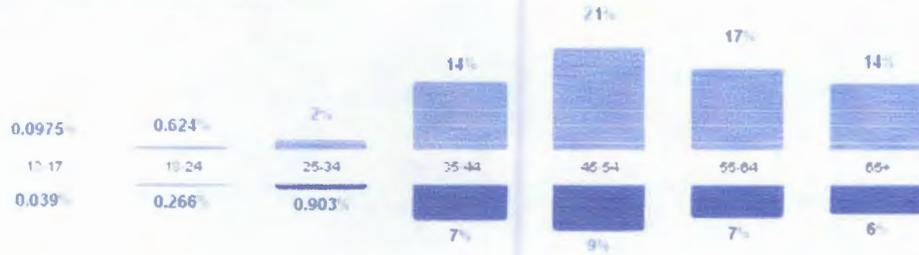
The number of people your post was served to in the past 28 days.

Women

69% People Reached 78% Your Fans

Men

31% People Reached 21% Your Fans



Country	People Reached	City	People Reached	Language	People Reached
United States of America	15,151	Kissimmee, FL	5,181	English (US)	14,189
Puerto Rico	57	The Villages, FL	1,415	Spanish	814
Canada	22	Wesley Chapel, FL	1,083	English (UK)	201
United Kingdom	17	Land O' Lakes, FL	1,011	Spanish (Spain)	84
Australia	16	Lutz, FL	664	Portuguese (Brazil)	18
Italy	16	Summerfield, FL	628	Italian	15
Mexico	13	Lady Lake, FL	545	French (France)	13
Germany	8	Wildwood, FL	379	German	8
Colombia	7	Tampa, FL	302	Dutch	5
France	5	Fruitland Park, FL	263	Turkish	3

See More

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



 **Corey Rubin** likes Leaning Tower of Pizza's photo.

 **Olive Picholine** commented on Mark Chilton's post.

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 **Steve Geoghegan** was tagged in Kelli Geoghegan's photo.

[MORE FRIENDS \(2\)](#)



RECEIPT DATE 07/18/2014

ZAPP® LLC
1743 Wazee Street, Suite 300
Denver, CO 80202
P: 303.629.1166
F: 303.629.9717

PAID BY:

Marjorie M. Golub
Fine Arts of the Suncoast
7605 Mokena Ct.
New Port Richey, FL
34654

QUANTITY	DESCRIPTION	AMOUNT
1	ZAPP Application Module	\$500.00
1	Image Management Module	\$500.00
	<i>paid with card #0731</i>	

Thank you for your payment!
Please call with any questions.

TOTAL PAID: \$1,000.00

Business Economy Checking - 9411: Account Activity Transaction Details

Post date: 07/21/2014**Amount:** -1,000.00**Type:** Debit card**Purchaser:** FINE ARTS OF THE SUNCOAST**Description:** CHECKCARD 0718 ZAPPLICATION.ORG
303-629-1166 CO 24492154199849790673397
CKCD 8398 4635760011980731**Merchant category:** Organizations, Charitable and Social Service**Merchant category
code:** 8398**Expense category:** Professional Services & Membership Organizations



Marjorie M. Golub <marj.golub@gmail.com>

ZAPP(R) Show Information

1 message

ZAPP(R) Management <contactzapp@zapplication.org>
 Reply-To: "ZAPP(R) Management" <noreply@zapplication.org>
 To: Marjorie Golub <marj.golub@gmail.com>

Wed, Aug 13, 2014 at 1:23 PM



Don't want to receive this message anymore? Scroll down to unsubscribe.

Connect with us today on [Facebook](#) and [Twitter](#) to find out more on the sixth annual Arts Festival Conference-- it's just two weeks away!

Dear ZAPP® Artist,

Many new shows have joined ZAPP®, and many show application deadlines are approaching. See what new shows you can apply to below.

Upcoming Deadlines - APPLY TODAY!

Excelsior Apple Day 2014 - Excelsior, Minnesota

DEADLINE: 8/15/2014

Jury Fee: \$10.00

Event Dates: 9/20/2014 - 9/20/2014

The Excelsior-Lake Minnetonka Chamber announces the 79th Annual Excelsior Apple Day, Saturday September 20, 2014. Apple day is a lakeside festival celebrating community, featuring locally produced food, art, antiques, handicrafts and a good old-fashioned street dance.

- 125 exhibitors in a variety of media
- Happy Apple Kids' Corner
- Local music onstage
- Local food vendors

The historic lakeside village of Excelsior draws visitors from across the Minneapolis/St. Paul area with its unique shops, galleries and restaurants. Excelsior Apple Day is set up in the middle of the Water Street, between the streets of Lake and Third.

Time of Event: 9 AM - 6 PM (with options to sell during the streetdance, until 10 PM)

More information about the Excelsior - Lake Minnetonka Chamber of Commerce and the surrounding area can be found at www.excelsior-lakeminnetonkachamber.com.

Rancho Murieta Fine Art & Wine Festival 2014 - Rancho Murieta, California, California

DEADLINE: 8/15/2014

Jury Fee: \$25.00

Event Dates: 9/27/2014 - 9/28/2014

Requirements: Media Images: 2(a booth shot is required)

The Rancho Murieta Fine Art & Wine Festival will be held on the grounds of the Rancho Murieta Country Club golf course range. Rancho Murieta is located only 15 miles east of Sacramento, CA. During this event, the golf course will be closed. Artists will have extra large booth spaces- 15 x 15 or 15 x 25. This will be a premier event in this upscale resort community of 2300 homes with the public invited to attend. This is a heavily advertised event drawing art enthusiasts from San Francisco and the Monterey Peninsula.

The festival showcases fine artists from around the country as well as 40 local wineries from around the region including the Napa Valley region. Fine food and music will compliment the event.

This is an event you don't want to miss...

Phoenix Festival of the Arts 2014 - Phoenix, Arizona

DEADLINE: 8/15/2014

Jury Fee: \$25.00

Event Dates: 12/12/2014 - 12/14/2014

Phoenix Center for the Arts is proud to present the third annual Phoenix Festival of the Arts, which will continue to unite Valley artists, musicians, writers, students, and scholars for a weekend-long cultural celebration sure to excite the whole family. The Festival, which is quickly becoming a Valley favorite, will again take place in heart of Downtown Phoenix at Hance Park, December 12-14, 2014. In addition to the many arts and culture organizations participating as vendors and exhibitors, art lovers will be able to enjoy local food truck cuisine and top-notch live performances. Last year's event drew crowds of more than 8,000. This year's event expects to draw 10,000.

The 2014 Phoenix Festival of the Arts will feature 100 arts vendors, two entertainment stages, beer and wine garden, family zone, interactive arts booths, the multi-artist Phoenix Community Mural, flash performances, and the Mayor's Arts Awards. We hope you'll join us!

For more information, visit www.phoenixfestivalofthearts.org

The Shops At LaCantera Art Festival October 2014 - San Antonio, Texas

DEADLINE: 8/15/2014

Jury Fee: \$35.00

Event Dates: 10/18/2014 - 10/19/2014

This juried art festival, in its 5th year, features 80 fine artists in all media categories. The show attracts art buyers, tourists and shoppers offering patrons 2.5 days of art in an upscale open-air shopping environment. The festival loads in on Friday with evening sales 5pm - 9pm, Saturday 10a-9p and Sunday Noon to 6p (electric included).

The Shops At La Cantera is located in San Antonio in the affluent area of La Cantera. Nearby attractions include several golf resorts, The Westin La Cantera Hill Country Resort and Six Flags Fiesta Texas. The Shops At La Cantera attracts shoppers from the entire region as well as the many tourists that visit San Antonio. Presented By Lynette Wallace Productions LLC

The Shops At La Cantera Art Festival is the 2nd fall event in the Blue Lotus Art Show Tour following Art & Wine In The Square - Georgetown Texas, September 27 - 28 and before Art @The Domain - Austin October 25 & 26.

SARASOTA CRAFT SHOW | DEC 5-6-7 2014 - Sarasota, Florida

DEADLINE: 8/15/2014

Jury Fee: \$35.00

Event Dates: 12/5/2014 - 12/7/2014

stores, cafes, apartments, townhouses, and private residences. The show sets up on the beautiful tree-lined Concourse through the middle of Birkdale Village. These are ingredients to create a powerful venue for the 2014 events.

All of our Lake Norman events have been well received by the public with the community routinely showing strong attendance. Sunday often delivers the big buyers. Overall, patrons are delighted with the event. The show will remain a small boutique-style show of 78-80 artists.

New Events

ARTRIDER Spring/Fall 2015 Events - Morristown/Tarrytown/Rhinebeck, NY/NJ

OPEN DATE: 8/8/2014

DEADLINE: 1/5/2015

Jury Fee: \$45.00

Event Dates: 3/13/2015 - 10/4/2015

ARTRIDER PRODUCTIONS INC. has been nationally acclaimed for producing innovative events in the Northeast since 1982 and produces shows that maintain the highest standards and reflect an unwavering commitment to excellence. Artrider is now accepting applications for its Spring/Fall 2015 events: --- Spring Craft/Morristown - Morristown, New Jersey - March 13, 14, 15 --- Spring Crafts at Lyndhurst - Tarrytown, New York - May 1, 2, 3 --- Fall Crafts at Lyndhurst - Tarrytown, New York - September 18, 19, 20 --- Rhinebeck Arts Festival - Rhinebeck, New York - October 2, 3, 4 ---
Application deadline January 5th, 2015.

Fiesta Arts Fair 2015 (San Antonio, TX) - San Antonio, Texas

OPEN DATE: 8/8/2014

DEADLINE: 11/1/2014

Jury Fee: \$25.00

Event Dates: 4/18/2015 - 4/19/2015

Ranked in the top 25 Fine Craft & Art Festivals by *Art Fair SourceBook* Fiesta Arts Fair, now in its 42nd year, is an intimate two-day event that offers art lovers an opportunity to purchase high quality contemporary and traditional art and craft from approximately 125 exhibitors. The Fair also includes live regional music, Fiesta foods and a children's art area — all in a beautiful setting, the picturesque and historic grounds of the Southwest School of Art located along San Antonio's famed River Walk. Juror selected cash awards and artists' amenities.

This is a fun show and well attended by a knowledgeable crowd."

"The location is beautiful and support staff wonderful!"

"I love the intimate size of the show; the patrons were kind, thoughtful, enthusiastic and supportive."

Atlanta Dogwood Festival 2014 - Atlanta, Georgia

OPEN DATE: 8/11/2014

DEADLINE: 10/25/2014

Jury Fee: \$35.00

Event Dates: 4/10/2015 - 4/13/2015

Celebrating its 78th year, the Atlanta Dogwood Festival is an Atlanta tradition with an emphasis on art, music and family entertainment. Artists from across the country participate in Atlanta's premiere spring festival that attracts an average of 200,000 visitors each year. Continually rated amongst the top art shows in the country, professional management coupled with strong community and volunteer support make this a first class event.

Art in the Square 2015 | Southlake - Southlake, Texas

OPEN DATE: 8/11/2014

DEADLINE: 11/5/2014

Jury Fee: \$30.00

Event Dates: 4/24/2015 - 4/26/2015

In 16 years, Art in the Square has grown in reputation to become one of the top small fine art shows in the country. Featuring 150 artists in a beautiful upscale setting, the 2 ½ day show draws attendance from both Dallas and Fort Worth. With its relaxed, friendly atmosphere and serious potential shoppers, this show has become a favorite of professional artists.

Suncoast Arts Fest January 2015 TAMPA BAY AREA - FLORIDA - Wesley Chapel, Florida

OPEN DATE: 8/11/2014

DEADLINE: 11/1/2014

Jury Fee: \$35.00

Event Dates: 1/17/2015 - 1/18/2015

HELP US CELEBRATE OUR TENTH ANNIVERSARY!!!

The Suncoast Arts Fest was visited by over 100,000 visitors in 2014. Guests strolled the unique, upscale streets of the Shops at Wiregrass, Wesley Chapel Florida and enjoyed the high quality fine arts and fine crafts of 120+ artists at this juried event.

This year is the 10th anniversary of the Suncoast Arts Fest. To celebrate, the total awards for artists will be increased to \$14,000. The awards structure has also been streamlined to give more prizes in specific categories.

The show is held at the peak of the tourist season in Tampa Bay and traveling artists are encouraged to combine this show with other Florida shows or a vacation in warm, sunny Florida.

The venue is strategically located off I-75 and is convenient to all of Tampa Bay as well as to communities to the south and the north of the area.

Dates:

Sat. Jan. 17th, 2015 10am-8pm

Sun. Jan. 18th, 2015 11am-8pm

Shops at Wiregrass

28211 Paseo Drive

Wesley Chapel, FL 33543

The Suncoast Arts Fest benefits "Arts for Education" in Pasco County and supports the arts education for all K-12 students. Grants are awarded school art teachers

- to enable them to provide a richer, relevant arts education to our youth
- to support the concept that studying the arts is vital to success in all academic disciplines

Artists are invited to participate in the SAF Fun Run 1 Mile "Suncoast Fun Run for the Arts" on Sun., Jan. 18th!

This event received financial assistance from Visit Florida and is supported by the Pasco County Tourist Development Council.

Atlanta Dogwood Festival 2015 - Atlanta, Georgia

OPEN DATE: 8/11/2014



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Event Information



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Suncoast Arts Fest January 2015 TAMPA BAY AREA - FLORIDA

Location:

Shops at Wiregrass just off I-75
Wesley Chapel, Florida (South)

Phone: 727-247-6182

Show Dates: 1/17/15 - 1/18/15

Application Deadline: 11/8/14 Midnight EST

The application deadline has passed.

REQUIREMENTS:

Images: 4 (a booth shot is required)

Fee (Application Fee): \$35.00

JURY DETAILS

Event Summary

HELP US CELEBRATE OUR TENTH ANNIVERSARY!!!

The Suncoast Arts Fest was visited by over 100,000 visitors in 2014. Guests strolled the unique, upscale streets of the Shops at Wiregrass, Wesley Chapel Florida and enjoyed the high quality fine arts and fine crafts of 120+ artists at this juried event.

This year is the 10th anniversary of the Suncoast Arts Fest. To celebrate, the total awards for artists will be increased to \$14,000. The awards structure has also been streamlined to give more prizes in specific categories.

The show is held at the peak of the tourist season in Tampa Bay and visiting artists are encouraged to combine this show with other Florida shows or a vacation in warm, sunny Florida.

The venue is strategically located off I-75 and is convenient to all of Tampa Bay as well as to communities to the south and the north of the area.

Dates:

Sat. Jan. 17th, 2015 10am-6pm

Sun. Jan. 18th, 2015 11am-6pm

Shops at Wiregrass

28211 Paseo Drive
Wesley Chapel, Fl. 33543

The Suncoast Arts Fest benefits "Arts for Education" in Pasco County and supports the arts education for all K-12 students. Grants are awarded school art teachers

to enable them to provide a richer, more relevant arts education to our youth
to support the concept that studying the arts is vital to success in all academic fields

This event received financial assistance from Visit Florida and is supported by the Pasco County Tourist Development Council.

General Information

For the past nine years, the Suncoast Arts Fest (SAF) has brought together quality fine artists and craftspeople with area art lovers who are motivated to buy. The event takes place in the heart of the Tampa Bay area, convenient to major interstates. And the tenth annual Suncoast Arts Fest will happen again this year - January 17 & 18, 2015.

Make sure to read the show General Information carefully. There have been important changes from previous years, particularly about awards.

SAF is a family-oriented cultural event and artwork exhibited must be appropriate for viewers of all ages. Our generous host, the Shops at Wiregrass, requests no frontal nudity. The SAF committee has the sole exclusive and final authority to determine if any work is not acceptable for display.

Important Application Dates

Applications open: August 11, 2014

Application deadline: November 8, 2014

Jurying starts: November 9, 2014

Invitations sent out: November 23, 2014

Accept Invitation and purchase booth space ("Confirm") deadline: December 6, 2014

Show dates: January 17 & 18, 2015**Check in and Set-Up Hours (Security on Friday and Saturday evenings!)**

* Friday, 1/16/15 10:30pm (tentative) - midnight

* Saturday, 1/17/15: starts at 4am

All artists must be set up by 9:30am Sat. 1/17/15

Application process

All applications will be processed through Zapp. Accepted artists will be notified by e-mail and artists must pay their booth fee through Zapp. Please be aware this is a two-step process in Zapp. You must first "Accept" then purchase in "Confirm." Artists will be considered participating and eligible for booth assignment ONLY after booth fee payment.

Booths will be assigned based on the date of the "Confirmed" status - first come, first served.

Required Images - 4 digital jpeg images. Please make sure to use current images taken within the last year.

* #1-#3 of artwork representative of the work that to be exhibited in the show

* #4 of the booth display (This is very important for jurying and sometimes makes the difference between acceptance or decline. Make sure your booth display photo represents your work optimally)

Follow the Zapp guidelines for submission of images.

Check to make sure your e-mail is correct as all acceptances and other communication will be via e-mail.

****Artist Rules/Show Policies****

To maintain the integrity of the show as a fine art and fine craft show, all works must be original, executed by the applying artist, created by hand and not mass produced. "Buy/Sell" or embellishments on commercial items is absolutely prohibited. This will be strictly enforced in 2015.

All bin work must be matted. All displayed work must be matted and framed or otherwise appropriately finished. We are trying to create an outdoor museum/gallery environment.

Each artist is required to provide a standard white 10'x10' artist's tent. Spaces of approximately 12'x12' will be provided for each tent. All spaces are on streets and tents must be secured by weights only as wind can be an issue - no tent stakes nor tying off to lampposts or trees allowed. Presented artwork must be within or hanging from the tent.

Be aware that your back stock and other possessions such as seats or stools must be off the sidewalks and within a 2 foot section of the road behind your tent. It must be neat and organized, preferably covered.

It will be necessary to present a photo I.D. to receive an artist packet and booth assignment. There is street lighting during set up and overnight security both nights.

Electric is available at no charge. Please indicate on application if needed. Artists must bring their own cords and lights and must request electric. Electric cords must be taped down for safety and clear of walkways.

Artists must exhibit and be present during the entire show, (10a.m.-6 p.m. on Saturday and 11a.m.-6 p.m. on Sunday) except for brief breaks. Art work exhibited must be consistent with the quality and type of art images submitted with the application. Sales agents, representatives and proxies are not permitted.

There will be still and video photographers taking pictures of the event for promotional purposes. Artists who apply to the show agree to allow themselves and/or their work to be included in these pictures. There will also be a "Phonography" contest which may involve photographs and/or short videos of event participants.

Florida sales tax must be collected on all sales made during the show.

Out of respect to fellow exhibitors, each artist must secure his/her booth to withstand all weather conditions and large crowds. Please have tent weights for the wind. There must be no tying off to trees or lampposts and no tent stakes.

No artist may infringe on another's space. Artists may not block the designated entrances to Wiregrass shops.

Every effort will be made to allow the artists to drive up to their space to load/unload. However, be prepared to dolly your display to your space. Dollies must not be visible during the event - they should be stored in your vehicle or otherwise out-of-sight. Artist parking will be located in lots designated by our host, The Shops at Wiregrass. After unloading, all vehicles must park in these lots. Cars must display the SAF parking permit with cell phone number.

Show closes at 6 pm on Sunday, Jan 18th, 2015. The Shops at Wiregrass strictly prohibits vehicles from entering show area until 6pm when the shops close.

There will be a designated area for travel trailers to park in the outer parking lot and to stay overnight free of charge. No RV services will be available in this area.

Please understand planning an event of this size takes time and your accepted application is a commitment to participate in the Suncoast Arts Fest. Once accepted, we expect you to honor your contract. Our success depends on you, just as your success depends on festivals. We are committed to your success and we appreciate the same regard from you.

Refunds/Cancellation Policy - Suncoast Arts Fest has a strict no refund policy for our application fees or our booth fees. Fees will not be refunded for acts of God, inclement weather or extenuating circumstances. There will be no refunds of booth fee after payment is received.

Please be sensitive to providing a wide range of price points to the show patrons.

Reproduction Policy

Definition of a reproduction = a copy or multiple images of an original artwork which you created. While we understand that "Repros" are the bread and butter of your sales, This rule will be strictly enforced.

ALL REPRODUCTIONS MUST BE LABELED ON THE FRONT OF THE IMAGE AS A "REPRODUCTION". YOU MAY NOT DECEPTIVELY PASS OFF A REPRODUCTION AS AN ORIGINAL WORK.

Awards - Total awards of \$14,100

Best of Show \$3000

First Place: 2-D, 3-D, Jewelry - \$2000 each

Second Place: 2-D, 3-D, Jewelry - \$1000 each

Third Place: 2-D, 3-D, Jewelry - \$500 each

Emerging Artist - total of \$100 for top three places

Artist Booth Display Award (1) \$500

Booth Fees:

Single \$225 (double booth requests require direct email to show managers)

Booths will be assigned based on date of "Confirmation" and booth purchase.

This event receives financial assistance from Visit Florida and from the Pasco County Tourist Development Council.

Artists Amenities

Snack bag - Saturday

Pancake breakfast - Sunday

Complimentary water

Booth sitters

Overnight security patrols

A deep appreciation for our artists!

Medium Categories

Ceramics/Clay

Digital

Drawing

Fiber

Glass

Graphics

Jewelry

Leather

Metal

Mixed Media

Painting - oil

Painting - acrylic

Painting - watercolor

Photography

Printmaking

Sculpture

Wood

Z-other

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Business Economy Checking - 9411: Account Activity Transaction Details

Check number: 00000001348

Post date: 10/01/2014

Amount: -1,500.00

Type: Check

Description: Check

FINE ARTS OF THE SUNCOAST, INC.
PO BOX 808
NEW PORT RICHEY, FL 34855

BANK OF AMERICA
ACH RT 0010027

1348

DATE 9/24/2014

FAY TO THE ORDER OF Albright Productions Inc \$ 1,500.00

one thousand five hundred 00/100 DOLLARS

MEMO Inv 2014-41 Video Production

⑆001348⑆ ⑆053100277⑆ 004432409411⑆

PAY TO THE ORDER OF
BANK OF AMERICA
CLEARING CENTER, FL 32709
FOR DEPOSIT ONLY
ALBRIGHT PRODUCTIONS INC.
004432409411

ALBRIGHT PRODUCTIONS, INC.

3139 TOWN AVENUE
TRINITY, FL 34655



INVOICE	2015-02
DATE	2/9/15
TERMS	30 DAYS

SLUG
2015 SUNCOAST ARTS FEST

LOCATION	DATE OF SHOOT
WESLEY CHAPEL, FL	JAN. 17 & 18, 2015

ASSIGNMENT	SHOWCODE	VENDOR

BILL TO
MARJ GOLUB FINE ARTS OF THE SUNCOAST, INC. P.O. BOX 609 NEW PORT RICHEY, FL 34656 727-247-6182 MARJ.GOLUB@GMAIL.COM

DESCRIPTION	QUANTITY	RATE	TOTAL
VIDEOGRAPHER LABOR	2.0 HALF DAY	\$ 250.00	\$ 500.00
VIDEOGRAPHER GEAR (P2HD CAMERA PACKAGE)	2.0 HALF DAY	\$ 250.00	\$ 500.00
EDITING	15.0 HOURS	\$ 100.00	\$ 1,500.00
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
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			\$ -
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			\$ -
			\$ -
			\$ -
			\$ -
TOTAL			\$ 2,500.00

**PLEASE MAKE CHECK PAYABLE TO:
ALBRIGHT PRODUCTIONS, INC.**

EIN #20-5649217

ANY QUESTIONS, PLEASE CONTACT GEORGE ALBRIGHT AT
727-709-1774 OR GALBRIGHT@ME.COM

SENT PAID

DATE _____



Business Economy Checking - 9411: Account Activity Transaction Details

Check number: 00000001407

Post date: 02/17/2015

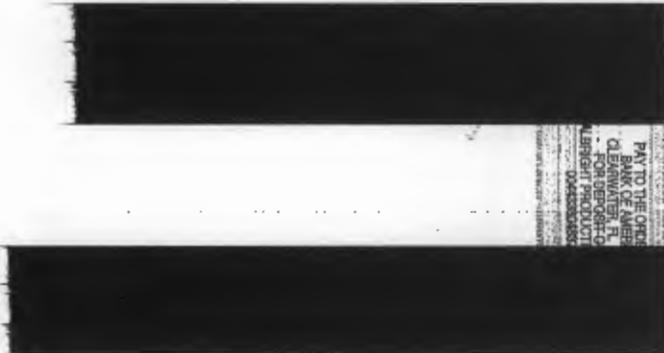
Amount: -2,500.00

Type: Check

Description: Check

FINE ARTS OF THE SUNCOAST, INC. PO BOX 699 NEW PORT RICHEY, FL 34886		BANK OF AMERICA ACH NY 0010027	1407
DATE		2/10/2015	
PAY TO THE ORDER OF	Albright Productions, Inc.		\$ 2,500.00
Two Thousand Five Hundred Only		DOLLARS	
Albright Productions, Inc. 3139 TOWN AVENUE TRINITY, FL 34666		<i>Mary M. Golub</i>	
MEMO	2015-02		

⑆001407⑆ ⑆063100277⑆ 004432409411⑆





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[VOLUNTEER NEEDS!](#) [NEWS](#) [TRAVEL](#) [CONTACT US](#)

*Ed Morse Cadillac
Presents the 10th Annual Suncoast Arts Fest!*

*Artists: click here! Set up times:
10:30pm Fri. eve. and 4am Sat.*

January 17, 2015 | 10am-6pm and January 18, 2015 |
11am-6pm

At The Shops at Wiregrass

28211 Paseo Drive • Wesley Chapel, Florida 33543

727-534-3445

125+ Fine Artists and Craftsmen displaying their artwork along
Paseo Drive

Chalk Artists will chalk works of art; sponsored by Tampa Bay
Businesses for Culture and the Arts (TBBCA.org)

"Random Acts for Art" Entertainment Stage all weekend

High School "Emerging Artist" Exhibit featuring the work of
talented high school artists

Art Maker Space with Echo Bridge Pictures, where art,
technology and education collide! Art Contest through Jan. 19th
with SPC Innovation Lab

Duncan McClellan Glass Etching Experience Sunday, Jan. 18
from 11am - 3pm

Hands-on Kid's Art Garden will provide interactive arts for
youth on both days

Phoneography Competition sponsored by Rasmussen College; a
competition for anyone who can take a picture on their phone



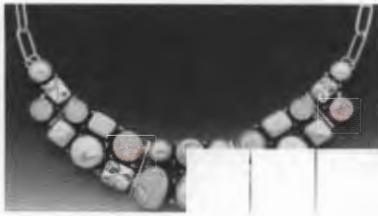
About the Suncoast
Arts Fest

The 10th annual
Suncoast Arts Fest 2015
will be held January 17
and 18, 2015 in the
centrally located, quaint
"small town" environment
of The Shops at
Wiregrass in Wesley
Chapel, Florida.

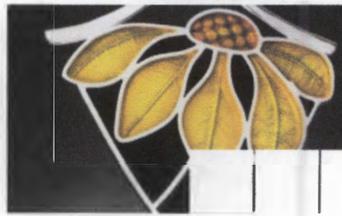
This is an upscale venue
just off of I-75 in the
northern part of the
Tampa Bay area. A
winding, cobblestone
main street edged with

2015 Fine Artists & TBBCA.org Chalk Artists

[View All](#)



Michael Soutar



Ivy Solomon

Our 2015 Sponsors



trees provides the perfect venue for art lovers to browse through tents filled with fine art and select their purchases.

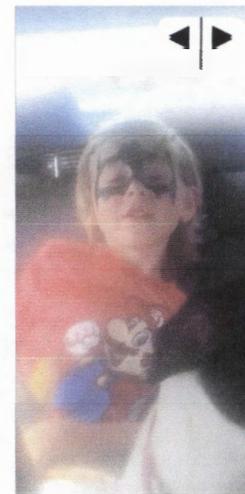
Last year over 100,000 people patronized The Shops at Wiregrass during the weekend of the Suncoast Arts Fest

All proceeds from the Suncoast Arts Fest benefit "Arts for Education". Grants funded through our parent 501(c)(3) not-for-profit organization, Fine Arts of the Suncoast, Inc., go to supplement arts education programs in area public, private and charter schools in Pasco County.

Over the past decade, the Suncoast Arts Fest has fulfilled more than 85 mini-grants to teachers to impact the education of more than 15,000 students. In 2014 alone, the awarded grants assisted 24 schools in the Pasco County school district.

[Donate Now](#)

Instagram Slider



by suncoast_arts_fest

Introducing **Art Maker Space** where art, technology and education collide!

Pepin students are partic around campus. This is pi art and current trends. W lately?



For more about Echo Bridge Pictures and SPC Innovation Lab Art Contest Information, [click here!](#)

Search for:

Search

Recent Posts



Spe Vid Of for Art anc Ch Art FOF AR' & CH/ AR' Sur Art: Fes is pro to offe a spe opp for..



SUNDAY ONLY!

Duncan McClellan Glass Etching Experience

11am - 5 pm



2015 Phoneography Competition sponsored by Rasmussen College

Teacher Classroom Grants



Your Marketing Partner for Florida's Nature Coast

Invoice

Date: 1-16-15
Invoice# 124

TO

Pam Marron/Marj Golub
Suncoast Arts Festival
PO Box 609
New Port Richey, FL 34656
pmarron@tampabay.rr.com
727-534-3445
Customer ID S101

Salesperson	Job	Payment Terms
DB	Reformat and place sponsors in homepage slider. Add Visit Florida to the Partner footer. Create page for Entertainment Committee and activate Artist Layout page on Friday night	Due on receipt

Qty	Description	Unit Price	Amount
4	Reformat and place sponsors in homepage slider. Add Visit Florida to the Partner footer. Create page for Entertainment Committee and activate Artist Layout page on Friday night	\$50/hour	\$200.00

Subtotal	\$200.00
Sales Tax	0
Total	\$200.00

*Please make checks payable to Diane Bedard
Thank you for the opportunity to earn your business!*



Business Economy Checking - 9411: Account Activity Transaction Details

Check number: 00000001411

Post date: 01/26/2015

Amount: -200.00

Type: Check

Description: Check

THIS CHECK IS VOID WITHOUT A COLORED BACKGROUND AND AN UNUSUAL WATERMARK ON THE BACK. HOLD AT ANGLE TO VIEW.

FINE ARTS OF THE SUNCOAST, INC. PO BOX 628 NEWPORT RICHEY, FL 34656		BANK OF AMERICA ACH NT 03102277 61-27 411	1411 DATE 1/22/2015
PAY TO THE ORDER OF	Diane Bedard	\$	200.00
Two Hundred Only		DOLLARS	
Diane Bedard NatureCoaster 23001 Aylesboro Ct Brooksville, FL 34602			
MEMO	INV 124 <i>M. M. Golb</i>		

⑆001411⑆ ⑆0631002??⑆ 004432409411⑆





Your Marketing Partner for Florida's Nature Coast

Invoice

Date: 11/14/14
Invoice# 109

TO

Pam Marron/Marj Golub
Suncoast Arts Festival
pmarron@tempabay.fl.com
727-534-3445
Customer ID S101

Salesperson Job
DB Edit Word Press site: www.suncoastartsfest.com
Edit Volunteer Registration form response to include Esther Jones

Payment Terms

Due on receipt

Qty	Description	Unit Price	Job Estimate
.5 hours	Edit Volunteer Registration form response	\$50/hour	\$25.00
3 hours	Complete 2 column format - insert information in 2 nd column to populate Put Artists application online - route it directly to Marj.golub@gmail.com Add link to app on saf homepage Add security to saf website and set it up		150.00

Subtotal	\$175.00
Sales Tax	0
Total	\$175.00

*Please make checks payable to Diane Bedard
Thank you for the opportunity to earn your business!*

NatureCoaster • 23061 Aylesboro Ct Brooksville, FL 34602 • Phone 352-428-2143
naturecoaster@gmail.com www.naturecoaster.com



Business Economy Checking - 9411: Account Activity Transaction Details

Check number: 00000001361

Post date: 11/18/2014

Amount: -175.00

Type: Check

Description: Check

THIS CHECK IS VOID WITHOUT A COLORED BACKGROUND AND AN ARTIFICIAL WATER MARK ON THE BACKS HOLD AT ANGLE TO VIEW

FINE ARTS OF THE SUNCOAST, INC. PO BOX 800 NEW PORT RICHEY, FL 34888		BANK OF AMERICA ACH NT 00100077 43-2802	1361 DATE 11/14/2014
PAY TO THE ORDER OF <u>Diane Bedard</u>		\$ <u>175.00</u>	
<u>One Hundred Seventy-Five Only</u>		DOLLARS	
Diane Bedard NatureCoaster 23081 Aylesboro Ct Brooksville FL 34602		<i>Mary M. Gold</i>	
MEMO	Inv#109		

⑆001361⑆ ⑆063100277⑆ 004432409411⑆





Your Marketing Partner for Florida's Nature Coast

Invoice

Date: 11/20/14
Invoice# 111

TO

Pam Marron/Marj Golub
Suncoast Arts Festival
pmarron@tampabay.fl.com
727-534-3445
Customer ID S101

Salesperson Job
DB Edit Word Press site: www.suncoastartsfest.com as directed

Payment Terms
Due on receipt

Qty	Description	Unit Price	Amount
9 hours	<p>Create Sponsorship Package pages and code a sidebar to link to them from the Sponsorship Page Edit Sponsorship Contact Form to include Sponsorship levels.</p> <p>Create Sponsor slideshow for homepage and move it to more prominence. Edit copyright date to 2014 Tutorial with Pam to turn forms on/off and insert email contacts. Prepare slideshow and portfolio for 2015 artists.</p> <p>Formatting for homepage to display blog posts, create phoneography post and move video to phoneography post. Add twitter and redesign social media widget - add to all pages. Rearrange SAF homepage.</p> <p>Reformat pages to display right aldeber on all pages (except gallery and portfolio pages)</p>	\$50/hour	\$450.00

Subtotal	\$450.00
Sales Tax	0
Total	\$450.00

Please make checks payable to Diane Bedard
Thank you for the opportunity to eam your business!

NatureCoaster • 23061 Aylesboro Ct Brooksville, FL 34609 • Phone 352-428-2143
naturecoaster@gmail.com www.naturecoaster.com



Business Economy Checking - 9411: Account Activity Transaction Details

Check number: 00000001339

Post date: 11/24/2014

Amount: -450.00

Type: Check

Description: Check

THE CHECK IS VOID WITHOUT A COLORED BACKGROUND AND AN ARTIFICIAL WATERMARK ON THE BACK-HOLD AT ANGLE TO VIEW

FINE ARTS OF THE SUNCOAST, INC. BANK OF AMERICA 1339
PO BOX 809 #0111PT 0000277
NEWPORT RICHEY, FL 34886 45-27621 DATE 11/21/14

PAY TO THE ORDER OF Diane Beard \$ 450.00

four hundred fifty 00/100 DOLLARS

MEMO Inv 111 [Signature]

⑆001339⑆ ⑆063100277⑆ 004432409411⑆

