PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 14/15 "LOCAL" SPECIAL EVENT GRANT APPLICATION

THE FOLLOWING FORMS ARE FOR COMPLETION ONLY AFTER CONFIRMATION THAT TDC FUNDING HAS BEEN AWARDED AND THE EVENT HAS OCCURRED

PASCO COUNTY TDC POST EVENT REPORT
FISCAL YEAR 2014/15

EVENT NAME: Annual Kumquat Festival

REPORTING DATE: February 20 2015

ORGANIZATION: Greater Dade City Chamber of Commerce

CONTACT PERSON: John Moors TITLE: Executive Director

ADDRESS: 14112 8th St. Dade City FL 33525

TELEPHONE: 352 567 3769

E-MAIL: jmoors@dadecitychamber.org

ON AN ATTACHED SHEET, ANSWER THE FOLLOWING QUESTIONS:

1. What is the overall assessment of the event?

The 18th Annual Kumquat Festival was a great success based on feedback from hotels, local businesses, participating vendors and partners, the attendees and the City of Dade City.

Over 100 community volunteers, 60 local business partners, 430 vendors and approximately 40,000 to 45,000 attendees enjoyed the family fun, entertainment, shopping, food and Pasco County hospitality..

The Annual Kumquat Festival has become a Pasco County "Signature Event". With the combined support of the following organizations, this event has become a major economic driver for Pasco County.

Strategic Partners include --

a) Pasco County, through TDC marketing assistance,
b) Visit Florida, through distribution and marketing support
c) The City of Dade City, through infrastructure assistance
d) The Greater Dade City Chamber of Commerce, volunteer coordination, event management
e) Dade City/Pasco County business community, including hotels, restaurants and area attractions, through support and participation.

The 2015 event, held on January 31st, attracted an estimated 40,000 to 45,000 attendees, over 400 exhibitors, 60 business partners. Excellent sales were reported from restaurants and local tourism venues.

The event has evolved from a local community affair to a Festival with regional impact, and is poised to move into a statewide, southeast region tourism demand generator.
The Festival was awarded a "Southeast Tourism Society Top 20 Event" for 2014.
Through the assistance of the TDC, a regional marketing approach, including counties well outside of the Pasco trading area were able to be tapped.
A targeted marketing approach into The Villages, serving Marion, Sumter and Lake Counties was successful in attracting northern county visitors to Pasco.
Finally, in conjunction with Bright House, media coverage into Lake, Citrus, Hernando and Polk counties enabled the

Festival to achieve what we felt were excellent room night production. Bright House Networks coverage was increased in 2015 to include counties surrounding The Villages.
Hillsborough County was served through a sponsorship with the St. Pete Times, South Hillsborough Observer, Lutz/Laker News, Bay News 9, and TV 32 WMOR – all with no cost expectations from Tourist Development funds.

The Dade City Chamber obtained $100,000 in advertising services to market the event, and respectfully requests the awarded amount of $6,046.00 to assist in out of County marketing.

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

Estimate Attendance was 40,000 to 45,000 attendees and 2,000 with the vendor/partners

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.

Current State Multipliers (supplied by TDC, 2012)

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	387 room nights	@ $ 99	= $ 38,313
In State Adult Attendees	- 18,000	@ $ 34	= $ 612,000
In State Youth Attendees	- 5,000	@ $ 24	= $ 120,000
In County Adult Attendees	- 13,000	@ $ 24	= $ 312,000
In County Youth Attendees	- 5,000	@ $ 12	= $ 60,000
		Total	$1,142,313

3. Did the event have the anticipated overnight results?

The **Room Night Verification form (enclosed) indicate 368 rooms** materialized. (no response from 2 hotels)

Another 19 room nights were tracked on the **Pasco County Visitor Survey** from campgrounds, B&Bs etc.

Thus total nights verified were 387. Total target room nights was 360 room nights.

- Number of participants and attendees from out of Pasco County

The estimated number of visitors from outside Pasco County is estimated to be at least 50% of total attendance. This is based on the fact that the majority of media buys, through the assistance of the TDC, was focused outside of Pasco. Thus an estimate of 20,000 visitors from outside Pasco County entered and spent money in support of the Festival and Pasco County.

- Number of room nights generated by the event (please identify any in-kind or free room nights provided for officials/vendors/participants). If needed please utilize the Room Night Certification form to accurately reflect overnight stays in Pasco County.

368 – form enclosed – no response from 2 hotels

4. How were the advertising, marketing, or public relations efforts measured?

- Full color Insert into the Tampa Bay Times that was included in the Times throughout Sarasota, Sun City Center, Polk and Hernando counties – at no charge to the TDC – 95,000 distributed
- Kumquat Festival Brochures – 10,000 produced and distributed
- The Villages Daily Sun – newspaper ads – 5 day package circulation of over 50,000 per day
- The Sun City Observer -- newspaper ads – package (out of county)
- The Tampa Bay Times ($45,000 in kind media provided)
- Bright House/Bay News 9 – into counties to the south, east and north of Pasco. (affidavits of performance enclosed)

5 What was your total out-of-county marketing/advertising budget?

Enclosed is the 2014/15 Annual Kumquat Festival marketing plan, with cost estimates based on media buys and in-kind services. Total Budget = $ 99,915 Out of County Portion = $80,000 (estimate & in kind)

6 What were the results (i.e., how many people/media inquired about the event, where did they hear about it, etc.)?

Attendees – 40,000 to 45,000 throughout the day
Vendors – 430 arts, crafts, food and children's area participants
Sponsors – 55 business partners
Volunteers – over 100 local volunteers
Hotel Room Nights – 387 recorded
Car Show – 200 collector cars
Entertainment – 9 to 5 continuously
Government – in-kind support from the City of Dade City along with marketing support from Pasco County and the State
2014 South East Tourism Society "Top 20 event"

- Please attach any post event/visitor research or survey conducted with event.

Room nights included – balance on file.

7. What tourism or marketing recommendations do you have for the event in the future?

County support of events needs to continue. Events drive awareness, interest, activity and tax payer based support to the county in many ways, outside of just the "event day".

NOTE: *This Post Event Report, including all relevant tear sheets and copies of the front and back of canceled checks with corresponding invoices, must accompany any request for reimbursement*

Exhibit A

PASCO
County Florida
it's only natural.
www.VisitPasco.net

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 this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: HAMPTON INN DADE CITY / ZEPHYRHILLS
DADE CITY, FL

	TRACKED ROOM NIGHTS					
GROUP NAME						
EVENT/FESTIVAL NAME	KUMQUAT FESTIVAL 2015					
DATE	1/26	1/27	1/28	1/29	1/30	1/31
PAID ROOM NIGHTS	58	56	62	64	64	64
COMP ROOM NIGHTS	0	0	2	1	1	1

Please provide any comments:
A great event!

368 – Hotel
19 – Surveys
387

Hotel Representative Signature: [signature]
I certify the organization/event listed above utilized the reported room nights.

Print Name: PIYUSH MULJI Title: GM / OWNER

Telephone 352.567.5277 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.