Chasco Fiesta, Inc.

"A Legacy of Giving"

May 14, 2015

Pasco County – Office of Tourism
Tourist Development Council
8731 Citizens Drive, Suite 135
New Port Richey, Florida 34654

To Whom It May Concern,

Enclosed please find the post-event report for the 2015 Chasco Fiesta.

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.

Thank you for your partnership, we look forward to working with you again as we prepare to produce the 2016 Chasco Fiesta, being held April 1-9, 2016 in historic downtown New Port Richey and our surrounding community.

Sincerely,

Kelly M. Hackman

Kelly M. Hackman
Executive Director

PASCO County Florida
it's only natural

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: X 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

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.

II. EVENT INFORMATION

Event Title: 2015 Chasco Fiesta

Date(s): Friday, March 20, 2015 to Saturday, March 28, 2015

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
Days Inn and Suites	Gail Cushman	727-869-9999
Homewood Inn and Suites	Connie Bergkvist	727-819-1000 ext. 502
Magnuson Inn (former Ramada)	Marzouu Abu-Jamous	727-849-8551
Quality Inn & Suites	Honor Hungoven	727-847-9005

In 2014, 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 2014, 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 2015, and look to develop new partnerships with additional hotels in the future.

Projected number of local attendees/participants (not overnight): 60,000

Projected number of out-of-county attendees/participants (not overnight): 25,000

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 - 2014 Survey

The 2014 Chasco Fiesta™ Survey results demonstrate the demographics of attendees of the event in 2014, 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 $
2013-2014	$11,415	181	$75.00
2012-2013	$21,254	126	$75.00
2011-2012	$17,976	398	$80.00

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	$ 20,000

Total Grant Amount Requested: $20,000

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:

	Executive Director	June 25, 2014
Authorized Signature	**Title**	**Date**

Chasco Fiesta Inc.

5443 Main Street
New Port Richey, FL 34652

Invoice

Date	Invoice #
5/12/2015	11-0645

Bill To
Pasco County Board of County Comm 7530 Little Road New Port Richey, Fl. 34654-5598

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	Out of County Advertising Reimbursement - Chasco Fiesta 2015	14,950.00	14,950.00
		Total	$14,950.00

Pasco County
Tourist Development Council
Post Event Report
2015

PRESENTED BY

CHASCO FIESTA™

2015

A LEGACY OF GIVING

KEMP, RUGE & GREEN LAW GROUP

Report:

- Pasco County TDC Post Event Report (FY 2014-2015)
    - Request for Reimbursement Form
- Recycling Plan and Weigh Scale Ticket
- Pasco County Grant Program Post Event Report
- Post Event Report Questions and Responses
- Review of Marketing Plan for 2015

PASCO County Florida
it's only natural

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: Chasco Fiesta

REPORTING DATE: 05/14/2015

ORGANIZATION: Chasco Fiesta, Inc.

CONTACT PERSON: Kelly Hackman TITLE: Executive Director

ADDRESS: 5443 Main Street, New Port Richey, FL 34652

TELEPHONE: (727)842-7651

E-MAIL: Kelly@chascofiesta.com

ON AN ATTACHED SHEET, ANSWER THE FOLLOWING QUESTIONS:

1. What is the overall assessment of the event?

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

3. Did the event have the anticipated overnight results?
   - Number of participants and attendees from out of 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.

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

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

6. What were the results (i.e., how many people/media inquired about the event, where did they hear about it, etc.)?
   - Please attach any post event/visitor research or survey conducted with event.
   - *See the County's example for a Special Event Grant Visitor Survey.*

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

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.***

PASCO County Florida
it's only natural

Pasco County Grant Program
Post Event Report

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

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

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

Total Local Economic Impact $2,492,675.00

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact

$ $2,645,425.00

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 Chasco Fiesta, Inc., I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

Authorized Signature	Executive Director Title	May 14, 2015 Date

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT
FY 13/14 REQUEST FOR REIMBURSEMENT FORM

NOTE: *Please provide the original and one photocopy of the form and all supporting documentation. Incomplete requests will cause a delay in the reimbursement process.*

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
REPORT DATE: 05/12/2015
TDC FUNDS AVAILABLE FOR REIMBURSEMENT: $ 14,950.00

ITEM	VENDOR NAME	TOTAL INVOICE AMOUNT	% OUT OF COUNTY (if applicable)	$ AMOUNT OUT OF COUNTY EXPENSES	REQUESTED REIMBURSEMENT AMOUNT
Online Advertising	Tampa Bay Times	$10,695.00	93.5%	$10,00.00	$10,000.00
Print Ad	Tampa Bay Magazine	$1,900.00	74.5%	$1,415.00	$1,415.00
Print Ad (TSBA Bluebook)	Tri-State Bluegrass Association	$125.00	100%	$0.00	$0.00
Radio	CBS Radio WQYK	$6,500.00	54.39%	$3,535.00	$3,535.00
TOTAL REQUESTED REIMBURSEMENT AMOUNT (must match or be less than initial award)					$ 14,950.00

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

I certify that the above data is correct based on this organization's official accounting system and records, consistently applied and maintained, and that the costs shown have been made for the purpose of, and in accordance with, the terms of the TDC funding application.

Signature: _____ Title: Executive Director

Printed Name: Kelly M. Hackman Date: 05/14/2015

THIS IS NOT AN INVOICE. A SEPARATE INVOICE, ON YOUR ORGANIZATION'S LETTERHEAD, MUST ACCOMPANY THIS FORM.

1584

CHASCO FIESTA, INC
5443 MAIN ST
NEW PORT RICHEY, FL 34652
(727) 842-7651

SYNOVUS BANK
63-1416-631

4/15/2015

PAY TO THE ORDER OF Tampa Bay Times $ *10,695.00

Ten Thousand Six Hundred Ninety-Five and 00/100********** DOLLARS

Tampa Bay Times

VOID AFTER 90 DAYS

MEMO

AUTHORIZED SIGNATURE

Security features. Details on back.

⑈001584⑈ ⑆063114166⑆1004888119⑈

ENDORSE HERE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE *

The security features listed below, as well as those not listed, exceed industry guidelines. RS-03

Security Features:
- Multi-dimensional foil seal fused to check stock. Cannot be photocopied.
- Hold red image with fingers or breathe it. The image will fade and reappear.
- Hold check to a light source to view. Cannot be photocopied.
- Visible fibers embedded in the paper.
- Fibers in paper visible under ultraviolet.
- When check is photocopied, the word appears and VA disappears from [illegible]
- Stains or spots may appear if any [illegible] alteration attempts are made.
- Sensitive Paper and Wash Detection Area
- Sensitive Ink
- Watermark
- Fibers
- Fibers
- Photograph with Area (VA)
- Sensitive Paper and Wash Detection Area
- Warning
- Resolution Warning Band
- Positive Test Area
- Copy Technology
- Document Back Pattern

- Multi-dimensional foil seal fused to check stock. Cannot be photocopied.
- Hold red image with fingers or breathe it. The image will fade and reappear.
- Hold check to a light source to view. Cannot be photocopied.
- Visible fibers embedded in the paper.
- Fibers in paper visible under ultraviolet.
- When check is photocopied, the word appears and VA disappears from [illegible]
- Stains or spots may appear if any [illegible] alteration attempts are made.
- Sensitive Paper and Wash Detection Area
- Sensitive Ink
- Watermark
- Fibers
- Fibers
- Photograph with Area (VA)
- Sensitive Paper and Wash Detection Area
- Warning
- Resolution Warning Band
- Positive Test Area
- Copy Technology
- Document Back Pattern

0000 0893398 00800 0007
04-2[illegible]-2015 065503681 Whitney Bank
CRED TO PAYEE
ABS END GUAR

$10.695 X 93.5% =
Out of County

$10.000=

Times Publishing Company
490 1st Ave South
St. Petersburg FL 33701

Tampa Bay Times
tampabay.com

Account Rep: 727-869-6220
Credit Rep: 727-893-8282
Fed Tax ID: 59-0482470

ACCOUNT NUMBER	BILLING PERIOD	AMOUNT DUE:	CUSTOMER SUMMARY FOR
108730	03/01/15 - 03/31/15	$10,695.00	CHASCO FIESTA INC

Start	Stop	Ad Number	Zone	Class	Description PO Number	Insertions	Size	Net Amount
	03/15/15	86390			Retail ROP TIMES			($554.40)
03/15/15	03/15/15	86390	MarketLink NP	0	event 0.00	1	3 X 5.25	$151.20
03/15/15	03/15/15	86390	MarketLink HE/CI	0	event 0.00	1	3 X 5.25	$151.20
03/15/15	03/15/15	86390	MarketLink W PA	0	event 0.00	1	3 X 5.25	$151.20
03/15/15	03/15/15	86390	MarketLink E Pasco	0	event 0.00	1	3 X 5.25	$100.80
	03/18/15	86383			Retail ROP TIMES			($425.75)
03/18/15	03/18/15	86383	B North Suncoast	0	event 0.00	1	3 X 5.25	$425.75
03/19/15	03/19/15	93287	Chasco Fiesta	0	Chasco Fiesta 2015	1	Full Page	$695.00
03/19/15	03/19/15	86377	Weekend	0	event 0.00	1	3 X 5.5	$2,725.80
	03/19/15	86377			Retail ROP TIMES			($2,725.80)
03/19/15	03/19/15	79284	tbt	0	5000.00	1	10 X 11.5 Doubletruck	$1,666.67
03/19/15	03/19/15	79284	tbt	0	5000.00	1	5 X 11.5 Full Page	$1,666.67
03/19/15	03/19/15	79284	tbt	0	5000.00	1	5 X 11.5 Full Page	$1,666.66
	03/20/15	86370			Retail ROP TIMES			($742.99)
03/20/15	03/20/15	86370	CLW North Pinellas	0	event 0.00	1	3 X 5.25	$341.38
03/20/15	03/20/15	86370	Pasco	0	event 0.00	1	3 X 5.25	$281.13
03/20/15	03/20/15	86370	Hernando	0	event 0.00	1	3 X 5.25	$120.48
	03/22/15	86392			Retail ROP TIMES			($554.40)
03/22/15	03/22/15	86392	MarketLink HE/CI	0	event 0.00	1	3 X 5.25	$151.20
03/22/15	03/22/15	86392	MarketLink W PA	0	event 0.00	1	3 X 5.25	$151.20
03/22/15	03/22/15	86392	MarketLink NP	0	event 0.00	1	3 X 5.25	$151.20
03/22/15	03/22/15	86392	MarketLink E Pasco	0	event 0.00	1	3 X 5.25	$100.80

Continued on next page

Tampa Bay Times
tampabay.com

Amount due: $10,695.00

Due Date: 4/30/2015 Amount Paid: _____

Billing Date
3/31/2015

Billing Period	Advertiser Name	Account Number	Agency Name	Agency Number	Prepaid*
03/01/15 - 03/31/15	CHASCO FIESTA INC	108730	CHASCO FIESTA INC		

Total Amount Due	Current Period	30 Days	60 Days	90 Days	120 Days
$10,695.00	$10,695.00	$0.00	$0.00	$0.00	$0.00

CHASCO FIESTA INC
ATTN: ACCOUNTS PAYABLE
5443 MAIN STREET
NEW PORT RICHEY FL 34652

REMIT TO:
TAMPA BAY TIMES
DEPT 3396
P O BOX 123396
DALLAS, TX 75312-3396

2001087300000000000000003103001069500000000000000000000000000000000000000000000004

Times Publishing Company
490 1st Ave South
St. Petersburg FL 33701

Tampa Bay Times
tampabay.com

Account Rep: 727-869-6220
Credit Rep: 727-893-8282
Fed Tax ID: 59-0482470

ACCOUNT NUMBER	BILLING PERIOD	AMOUNT DUE:	CUSTOMER SUMMARY FOR
108730	03/01/15 - 03/31/15	$10,695.00	CHASCO FIESTA INC

Start	Stop	Ad Number	Zone	Class	Description PO Number	Insertions	Size	Net Amount
03/25/15	03/25/15	86384	B North Suncoast	0	event 0.00	1	3 X 5.25	$425.75
	03/25/15	86384			Retail ROP TIMES			($425.75)
	03/26/15	86380			Retail ROP TIMES			($2,725.80)
03/26/15	03/26/15	86380	Weekend	0	event 0.00	1	3 X 5.5	$2,725.80
	03/27/15	86371			Retail ROP TIMES			($742.99)
03/27/15	03/27/15	86371	CLW North Pinellas	0	event 0.00	1	3 X 5.25	$341.38
03/27/15	03/27/15	86371	Pasco	0	event 0.00	1	3 X 5.25	$281.13
03/27/15	03/27/15	86371	Hernando	0	event 0.00	1	3 X 5.25	$120.48
03/28/15	03/28/15	101078		0	Retail WEB	1		$5,000.00

Tampa Bay Times
tampabay.com

Amount due: $10,695.00

Due Date: 4/30/2015 Amount Paid: ____________

Billing Date
3/31/2015

Billing Period	Advertiser Name	Account Number	Agency Name	Agency Number	Prepaid*
03/01/15 - 03/31/15	CHASCO FIESTA INC	108730	CHASCO FIESTA INC		

Total Amount Due	Current Period	30 Days	60 Days	90 Days	120 Days
$10,695.00	$10,695.00	$0.00	$0.00	$0.00	$0.00

CHASCO FIESTA INC
ATTN: ACCOUNTS PAYABLE
5443 MAIN STREET
NEW PORT RICHEY FL 34652

REMIT TO:
TAMPA BAY TIMES
DEPT 3396
P O BOX 123396
DALLAS, TX 75312-3396

2001087300000000000000031030010695000000000000000000000000000000000000000000004

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 Chaso. 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

Date/Time generated	March 31, 2015 9:44:38 AM EDT
Date range	Mar 15, 2015 - Mar 22, 2015

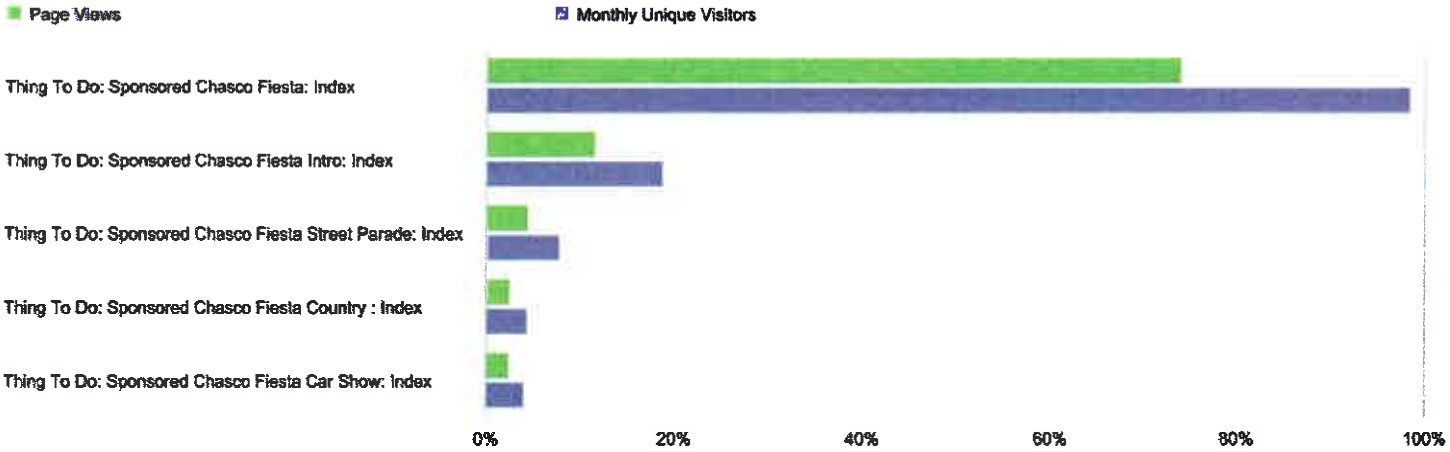
Advertiser	Order	Line item	Total impressions	Delivery indicator	Ad server impressions	Ad server clicks	Ad server CTR
CHASCO FIESTA INC	Chasco Fiesta 100%Trade 2015 (86488)	Leaderboard Pasco News	15,010	100.07%	15,010	24	0.16%
CHASCO FIESTA INC	Chasco Fiesta 100%Trade 2015 (86488)	Medium Rectangle Pasco News	20,012	100.06%	20,012	69	0.34%
CHASCO FIESTA INC	Chasco Fiesta 100%Trade 2015 (86488)	Mobile Leaderboard	15,018	100.12%	15,018	23	0.15%
Total							
1	1	3	50,040	-	50,040	116	0.23%

Pages Report

Report Suite: TB - Global
Date: Sat. 31 Jan. 2015 - Tue. 31 Mar. 2015
Segment: All Visits (No Segment)

Report Type: Ranked
Selected Metrics: Page Views & Monthly Unique Visitors
Correlation Filter: None
Data Filter: (advanced filter...)

Compare to Report Suite: None
Compare to Segment: None
Percent Shown as: Number
Include Current Data: Yes



Pages Report | All Visits (No Segment) | Sat. 31 Jan. 2015 - Tue. 31 Mar. 2015 | Graph generated by Adobe Analytics at 4:28 PM EDT, 31 Mar 2015

Page	Page Views		Monthly Visitors	
1. Thing To Do: Sponsored Chasco Fiesta: Index	813	73.9%	605	98.4%
2. Thing To Do: Sponsored Chasco Fiesta Intro: Index	127	11.5%	115	18.7%
3. Thing To Do: Sponsored Chasco Fiesta Street Parade: Index	49	4.5%	48	7.8%
4. Thing To Do: Sponsored Chasco Fiesta Country : Index	28	2.5%	27	4.4%
5. Thing To Do: Sponsored Chasco Fiesta Car Show: Index	27	2.5%	25	4.1%
6. Thing To Do: Sponsored Chasco Fiesta Blues: Index	23	2.1%	21	3.4%
7. Thing To Do: Sponsored Chasco Fiesta Oldies Night: Index	21	1.9%	20	3.3%
8. Thing To Do: Sponsored Chasco Fiesta Boat Parade: Index	12	1.1%	9	1.5%
Total	1,100	0.0%	615	0.0%

1552

CHASCO FIESTA, INC
5443 MAIN ST
NEW PORT RICHEY, FL 34652
(727) 842-7651

SYNOVUS BANK
63-1416-631

3/31/2015

PAY TO THE ORDER OF Tampa Bay Magazine $ 1*1,900.00

One Thousand Nine Hundred and 00/100**********DOLLARS

Tampa Bay Magazine
2531 Landmark Drive
Clearwater, FL 33761

VOID AFTER 90 DAYS

MEMO Chasco Fiesta 2015 - Out of County Advertising

AUTHORIZED SIGNATURE

Security features. Details on back.

⑈001552⑈ ⑆063141466⑆ 1004888119⑈

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

TAMPA BAY MAGAZINE
FOR DEPOSIT ONLY
TAMPA BAY PUBLICATIONS, INC
205505806

$1.900 X 74.5 %
Out of County =
$1.415

Tampa Bay MAGAZINE

2531 Landmark Drive • Clearwater, Florida 33761 • 727-791-4800

Chasco Fiesta Inc
5443 Main Street
New Port Richey 34652-2502

Invoice

Date	Invoice #
3/5/2015	MA-15-60242

Terms	Rep
Net 30	HSE

Quantity	Item Code	Description	Rate	Amount
1	1/1 4C	Full Page 4-Color Ad Mar/ Apr 15 Page 58 ********** $ 1900.00 CASH $ 1900.00 DONATION $ 3800.00 AD TOTAL DONATION MADE BY AARON R FODIMAN AND MARGARET WORD BURNSIDE	1,900.00	1,900.00

Total Balance Due Includes All Payments Made to Account And/Or Any Past Due Invoices

Total	$1,900.00
Payments/Credits	$0.00
Customer Total Balance	$1,900.00

Tampa Bay Magazine

March / April 2015

***Full page, full color ad**

1585

CHASCO FIESTA, INC
5443 MAIN ST
NEW PORT RICHEY, FL 34652
(727) 842-7651

SYNOVUS BANK
63-1416-631

4/15/2015

PAY TO THE ORDER OF WQYK $ **6,500.00

Six Thousand Five Hundred and 00/100********** DOLLARS

WQYK
9721 Executive Center Drive N
Suite 200
St. Petersburg, Florida 33702

VOID AFTER 90 DAYS

MEMO

AUTHORIZED SIGNATURE

Security features. Details on back.

⑈001585⑈ ⑆063114166⑆1004888119⑈

Check 2 : Deposited 1648112700 04/21/2015 1:51:13.825

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE *

Endorsed by FRM Acquisition Corp Tampa market
1648112700
Florida Community Bank
066016766

$6.500 X 54.39% =
Out of County
$3.535

INVOICE

Invoice #:	CC-115037371
Invoice Date:	03/31/2015
Contract #:	1633611513
Page:	1
Net Amount Due:	$6,500.00

Advertiser: WEST PASCO CHAMBER OF COMMERCE
5443 Main Street
New Port Richey, FL 34652

Station(s): WQYK-FM

Advertiser: WEST PASCO CHAMBER OF COMMERCE
Product: 2015 Chasco Fiesta
Estimate #:
Agency Client Code:
Buyer Name:

Salesperson(s): Paige Grady
Terms: DUE UPON RECEIPT

Day	Date	Time	Ln	Length	Product	ISCI	Rate
SAT	03/14/15	10:27p	7	60		COUNTRY-CONCERT	$20.00
SAT	03/14/15	11:44p	7	60		COUNTRY-CONCERT	$20.00
SUN	03/15/15	08:44p	7	60		COUNTRY-CONCERT	$20.00
SUN	03/15/15	09:18p	7	60		COUNTRY-CONCERT	$20.00
SUN	03/15/15	10:27p	7	60		COUNTRY-CONCERT	$20.00
MON	03/16/15	01:17a	6	60		COUNTRY-CONCERT	$0.00
MON	03/16/15	03:15a	6	60		COUNTRY-CONCERT	$0.00
MON	03/16/15	05:47a	4	60		COUNTRY-CONCERT	$35.00
MON	03/16/15	06:43a	1	60		COUNTRY-CONCERT	$150.00
MON	03/16/15	10:27a	2	60		COUNTRY-CONCERT	$150.00
MON	03/16/15	03:27p	3	60		COUNTRY-CONCERT	$150.00
MON	03/16/15	07:29p	5	60		COUNTRY-CONCERT	$35.00
MON	03/16/15	11:46p	8	60		COUNTRY-CONCERT	$0.00
TUE	03/17/15	12:42a	6	60		COUNTRY-CONCERT	$0.00
TUE	03/17/15	03:48a	6	60		COUNTRY-CONCERT	$0.00
TUE	03/17/15	05:47a	4	60		COUNTRY-CONCERT	$35.00
TUE	03/17/15	06:46a	1	60		COUNTRY-CONCERT	$150.00
TUE	03/17/15	12:43p	2	60		COUNTRY-CONCERT	$150.00
TUE	03/17/15	06:34p	3	60		COUNTRY-CONCERT	$150.00
TUE	03/17/15	07:18p	5	60		COUNTRY-CONCERT	$35.00
TUE	03/17/15	10:30p	8	60		COUNTRY-CONCERT	$0.00
WED	03/18/15	03:15a	6	60		COUNTRY-CONCERT	$0.00
WED	03/18/15	04:46a	6	60		COUNTRY-CONCERT	$0.00
WED	03/18/15	05:48a	4	60		COUNTRY-CONCERT	$35.00
WED	03/18/15	08:54a	1	60		COUNTRY-CONCERT	$150.00
WED	03/18/15	11:12a	2	60		COUNTRY-CONCERT	$150.00
WED	03/18/15	05:40p	3	60		COUNTRY-CONCERT	$150.00
WED	03/18/15	07:30p	5	60		COUNTRY-CONCERT	$35.00
WED	03/18/15	10:46p	8	60		COUNTRY-CONCERT	$0.00
THU	03/19/15	12:45a	6	60		COUNTRY-CONCERT	$0.00
THU	03/19/15	04:16a	6	60		COUNTRY-CONCERT	$0.00
THU	03/19/15	05:50a	4	60		COUNTRY-CONCERT	$35.00
THU	03/19/15	08:56a	1	60		COUNTRY-CONCERT	$150.00

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Invoice #:	CC-115037371
Invoice Date:	03/31/2015
Contract #:	1633611513
Page:	2
Net Amount Due:	$6,500.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
THU	03/19/15	01:28p	2	60		COUNTRY-CONCERT	$150.00
THU	03/19/15	05:40p	3	60		COUNTRY-CONCERT	$150.00
THU	03/19/15	07:18p	5	60		COUNTRY-CONCERT	$35.00
FRI	03/20/15	01:14a	6	60		COUNTRY-CONCERT	$0.00
FRI	03/20/15	02:47a	6	60		COUNTRY-CONCERT	$0.00
FRI	03/20/15	05:50a	4	60		COUNTRY-CONCERT	$35.00
FRI	03/20/15	08:35a	1	60		COUNTRY-CONCERT	$150.00
FRI	03/20/15	02:42p	2	60		COUNTRY-CONCERT	$150.00
FRI	03/20/15	03:15p	3	60		COUNTRY-CONCERT	$150.00
FRI	03/20/15	07:16p	5	60		COUNTRY-CONCERT	$35.00
SAT	03/21/15	09:31p	7	60		COUNTRY-CONCERT	$20.00
SAT	03/21/15	10:50p	7	60		COUNTRY-CONCERT	$20.00
SAT	03/21/15	11:36p	8	60		COUNTRY-CONCERT	$0.00
SAT	03/21/15	11:52p	8	60		COUNTRY-CONCERT	$0.00
SUN	03/22/15	07:45a	7	60		COUNTRY-CONCERT	$20.00
SUN	03/22/15	06:32p	7	60		COUNTRY-CONCERT	$20.00
SUN	03/22/15	07:47p	7	60		COUNTRY-CONCERT	$20.00
SUN	03/22/15	10:45p	8	60		COUNTRY-CONCERT	$0.00
MON	03/23/15	12:46a	6	60		COUNTRY-CONCERT	$0.00
MON	03/23/15	04:41a	6	60		COUNTRY-CONCERT	$0.00
MON	03/23/15	05:18a	4	60		COUNTRY-CONCERT	$35.00
MON	03/23/15	09:12a	1	60		COUNTRY-CONCERT	$150.00
MON	03/23/15	11:13a	2	60		COUNTRY-CONCERT	$150.00
MON	03/23/15	03:29p	3	60		COUNTRY-CONCERT	$150.00
MON	03/23/15	07:28p	5	60		COUNTRY-CONCERT	$35.00
MON	03/23/15	08:31p	8	60		COUNTRY-CONCERT	$0.00
MON	03/23/15	10:41p	8	60		COUNTRY-CONCERT	$0.00
MON	03/23/15	11:25p	8	60		COUNTRY-CONCERT	$0.00
MON	03/23/15	11:42p	8	60		COUNTRY-CONCERT	$0.00
TUE	03/24/15	01:47a	6	60		COUNTRY-CONCERT	$0.00
TUE	03/24/15	02:42a	6	60		COUNTRY-CONCERT	$0.00
TUE	03/24/15	05:19a	4	60		COUNTRY-CONCERT	$35.00
TUE	03/24/15	06:20a	1	60		COUNTRY-CONCERT	$150.00
TUE	03/24/15	10:29a	2	60		COUNTRY-CONCERT	$150.00
TUE	03/24/15	06:53p	3	60		COUNTRY-CONCERT	$150.00
TUE	03/24/15	07:28p	5	60		COUNTRY-CONCERT	$35.00
TUE	03/24/15	08:28p	8	60		COUNTRY-CONCERT	$0.00
TUE	03/24/15	10:47p	8	60		COUNTRY-CONCERT	$0.00
TUE	03/24/15	11:45p	8	60		COUNTRY-CONCERT	$0.00
WED	03/25/15	01:43a	6	60		COUNTRY-CONCERT	$0.00
WED	03/25/15	03:41a	6	60		COUNTRY-CONCERT	$0.00
WED	03/25/15	05:13a	4	60		COUNTRY-CONCERT	$35.00
WED	03/25/15	08:31a	1	60		COUNTRY-CONCERT	$150.00
WED	03/25/15	01:13p	2	60		COUNTRY-CONCERT	$150.00
WED	03/25/15	04:15p	3	60		COUNTRY-CONCERT	$150.00
WED	03/25/15	07:13p	5	60		COUNTRY-CONCERT	$35.00
WED	03/25/15	11:26p	8	60		COUNTRY-CONCERT	$0.00

INVOICE

Invoice #:	CC-115037371
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Page:	3
Net Amount Due:	$6,500.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
THU	03/26/15	12:15a	6	60		COUNTRY-CONCERT	$0.00
THU	03/26/15	03:44a	6	60		COUNTRY-CONCERT	$0.00
THU	03/26/15	05:45a	4	60		COUNTRY-CONCERT	$35.00
THU	03/26/15	06:18a	1	60		COUNTRY-CONCERT	$150.00
THU	03/26/15	02:28p	2	60		COUNTRY-CONCERT	$150.00
THU	03/26/15	06:42p	3	60		COUNTRY-CONCERT	$150.00
THU	03/26/15	07:14p	5	60		COUNTRY-CONCERT	$35.00
THU	03/26/15	11:29p	8	60		COUNTRY-CONCERT	$0.00
FRI	03/27/15	02:42a	6	60		COUNTRY-CONCERT	$0.00
FRI	03/27/15	04:16a	6	60		COUNTRY-CONCERT	$0.00
FRI	03/27/15	05:16a	4	60		COUNTRY-CONCERT	$35.00
FRI	03/27/15	07:17a	1	60		COUNTRY-CONCERT	$150.00
FRI	03/27/15	12:27p	2	60		COUNTRY-CONCERT	$150.00
FRI	03/27/15	06:35p	3	60		COUNTRY-CONCERT	$150.00
FRI	03/27/15	07:13p	5	60		COUNTRY-CONCERT	$35.00
FRI	03/27/15	11:29p	8	60		COUNTRY-CONCERT	$0.00

Date	Ln	Ordered Ln Dates	Quantity	Rate	Amount	Line Remark
03/25/15	2	03/15/15 - 03/25/15	80000 @	$10.00	$800.00	
Inventory Type: 300x250 ROS Banner Pricing Structure: CPM Order By: Impressions Bill By: Projected						
03/27/15	1	03/15/15 - 03/27/15	60 @	$5.00	$300.00	
Inventory Type: STREAM SPOT Pricing Structure: PER ITEM Order By: Spots Bill By: Projected						

Spot Totals

Total Spots:	96
Gross Amount:	$5,400.00
Agency Commission:	$0.00
Net Amount:	$5,400.00

Alt Revenue Totals

Gross Amount:	$1,100.00
Agency Commission:	$0.00
Net Amount:	$1,100.00

Remit To:
WQYK-FM
Beasley Media Group, Inc.
9721 Executive Center Drive N
Suire 200
St. Petersburg, FL 33702

Invoice Totals

Total Spots:	96
Gross Amount:	$6,500.00
Agency Commission:	$0.00
Net Amount Due:	$6,500.00

NON-DISCRIMINATION: IN THE PERFORMANCE OF ALL BEASLEY STATION'S ADVERTISING AGREEMENTS, BEASLEY REQUIRES THAT EACH PARTY NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY.

NON-DISCRIMINATION: IN THE PERFORMANCE OF ALL WQYK-FM ADVERTISING AGREEMENTS, WQYK-FM REQUIRES THAT EACH PARTY NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY.

Commercial Script: WQYK

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

Held in Sims Park in historic Downtown New Port Richey from March 20th to 28th, 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.

p10572135z

asco County Class 1 Scalehouse

1230 Hays Road
pring Hill, FL 34610

CHASCO
Fiesta

******* Reprinted Ticket - Edited ******

B/B

icket: 10572135
Date: 3/30/2015
Time: 13:54:09 - 13:59:45

Customer: 9749800110/WASTE SERVICES OF
Truck: WS400539
Truck Card: 8000000340
Truck Type: RO/ROLLOFF PROMPT FOR MATERI
License: N24 53K
Grid: MRF/Material Recovery Facili

Gross: 39800 lb In Manual Wt M
Tare: 32000 lb Out Scale 3
Net: 7800 lb

Tons: 3.90

aterials & Services

Origin: PASCO/Pasco County
Material: 100% of BB/BLUE BAGS
Quantity: 3.90 ton
Rate: $0.00/TN
Amount: $ 0.00

Total Taxes: $ 0.00
Total Amount: $ 0.00

aighmaster: TONY

Driver:

****

2015 Chasco Fiesta Recycling Plan

Chasco Fiesta, Inc. has adopted the following recycling plan, to be followed at the 2015 Chasco Fiesta event being held March 20-28, 2015 in downtown New Port Richey. This plan was originally enacted in 2014, and with great success for the first year, has been updated for the next event in 2015. 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 2014, the first year of Chasco Fiesta's comprehensive recycling plan, the event collected .51 tons of recycling.

Containers: Chasco Fiesta, in conjunction with recycling at Pasco County, promotes recycling to event attendees. Chasco Fiesta borrows the ClearStream containers from Pasco County and also those from the City of New Port Richey. 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 addition to having containers in Sims Park, near the highest concentration of attendees, we are looking to expand where we put recycling containers. We look to add containers to the Chasco Market (held the first Saturday and Sunday of the event). The location of the Chasco Market is adjacent to where the street parade takes place (Circle

Boulevard and Central Avenue). Containers will be placed around the Market for the duration of that event (including the parade). Additionally, we look to put additional containers around Orange Lake on Saturday (for the street parade) and keep them in the area on Sunday for the annual Car Show. Both events, along with the parade, are highly attended and it is our goal to provide recycling during these peak attendance times.

Additionally, if containers are available, we will place containers at the 6 DJ booth locations on the parade route during the Street Parade. Each DJ will be scripted with announcements about recycling before and during the parade to encourage spectators to come to their booths to recycle.

Vendors have been informed as to the importance of recycling at this event. Recycling cans have been placed near each of the vendors and they have been encouraged to remind event attendees that Chasco Fiesta recycles when they purchase a can of soda or bottle of water.

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.

Finally, announcements are made throughout the event reminding attendees to recycle.

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.

2015 Chasco Fiesta™ Post Event Report

1. What is the overall assessment of the event?

Response: The 2015 Chasco Fiesta™ was a success. The net for the event was approximately $18,000. During this year's event we had one evening of threatening severe rain, and another where it rained all day before the event. The full day of rain impacted attendance at the evening concert, which is typically very highly attended.

Other than those rain days, we had very good attendance and most of the vendors and events recorded increases in attendance and revenue.

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

Response: The 2015 Chasco Fiesta took place in and around the New Port Richey area on March 20-28, 2015. Below are estimated attendance figures for the annual event.

Date	Estimated Attendace*
Friday, March 20, 2015	5,000
Saturday, March 21, 2015(Street Parade):	60,000
Sunday, March 22, 2015:	7,500
Monday, March 23, 2015:	500
Tuesday March 24, 2015:	750
Wednesday, March 25, 2015:	1,500
Thursday, March 26, 2015:	750 (threat of rain in evening)
Friday, March 27, 2015:	2,500 (rained all day, until 4 pm)
Saturday, March 28, 201(Boat Parade/Country Concert):	10,000
Total:	88,500

***Please note:** These figures are only estimates.

Please see attached post event report for overall economic impact.

3. Did the event have the anticipated overnight results?

Response: After the successful increase of overnight results during the 2014 event, Chasco Fiesta continued to work to foster relationships with several of the area hotels. Chasco Fiesta also provided each hotel in the local area with brochures and posters to promote the event to their guests.

The 2015 Chasco Fiesta was held during the end of spring break for Pasco County, and while other spring breaks from other counties were taking place. We attribute this to the decline of hotel rooms and have since determined that the 2016 Chasco Fiesta dates will be several weeks after spring break.

The decline in certified overnight stays in 2015 shows us that we need to work more closely with our event partners to promote and collect date on rooms, not just rely on the hotels for figures. Chasco Fiesta will work harder to promote the various hotels again in 2016 and anticipates an increase in next year's overnight attendance.

- **Number of participants and attendees from out of Pasco County.**

  Response: 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).

- **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.**

  Response: The number of room stays generated by Chasco Fiesta™ was 110. No rooms were comp'd for Chasco Fiesta™ this year. This figure was generated via contact with the various hotels in the area as well as information gathered from the survey results.

  The breakdown of rooms we were notified of are as follows:

  Days Inn and Suites - 28
  Hampton Inn and Suites – 14
  Magnuson Hotel & Marina - 43
  Quality Inn - 20
  Suncoast RV Park - 5

23% of respondents to the survey that were staying overnight in the local area (not residents) stated they were staying in local hotels vacation rentals in the local area. Additionally, 1.6% of respondents stated they were staying at campgrounds in the local area.

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

Response: 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":

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, samples of all advertising that was done was collected, as well as copies of articles written and promotions run.

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.

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

Response: Chasco Fiesta™, Inc., had an out-of-county marketing budget of $18,400. Of the $18,400, $14,950 was provided through our grant from the Tourist Development Council. The additional money used for out-of-county advertising came from Chasco Fiesta's general marketing budget.

The overall marketing/advertising budget for Chasco Fiesta, including out of county and in county advertising (fliers, posters, and other distributional material) that includes the Pasco County (tourism) logo was $24,992.44.

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

- **Please attach any post event/visitor research or survey conducted with event.**
- ***See the County's example for a Special Event Grant Visitor Survey.***

Response: Please see attached survey results.

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

Response: Chasco Fiesta looks to continue to develop relationships with various media outlets, including more television. Chasco Fiesta™ had worked with local broadcast media, including television marketing to reach those who do not view print media and those who do not utilize social media and we anticipate looking into expanding our advertising outlets. This is something we have been unable to do over the past several years. The Chasco Fiesta Board of Directors is very strong in its resolve that adding this component to our marketing plan for future years. We feel by adding this component to marketing Chasco Fiesta™, we will be utilizing nearly all forms of media (print, radio, online, and broadcast) and will be able to reach the largest potential visitors to Pasco County and Chasco Fiesta™ as possible.

Additionally, we will continue to look for ways to increase the amount of exposure of Chasco Fiesta™, not just leading up to the event, but throughout the year by keeping in contact with media and working on a press release campaign that will be focused on what Chasco Fiesta™ does for the community as a whole.

Finally, we are going to look at ways to strengthen our relationships with the local hotels, and work on ways to promote them better through our web and direct mailing. We hope that this will lead to increased room tracking numbers that more accurately reflect the actual numbers during our annual nine-day event.

2015 Chasco Fiesta™
Marketing Plan

Promotional Advertising:

Save the Date Post Cards:

- Chasco Fiesta produced 10,000 Save the Date post cards that were distributed throughout Pasco County, and to local chambers in Hernando and Pinellas Counties. The first run of 5,000 brochures was printed in October, 2014. A second run of cards were printed in January 2015. Distribution included local and regional outlets, as well as 2,000 to WQYK to be handed out at their live remote locations in February and March. This was a way for Chasco Fiesta to get dates and information out to the public well in advance of their event.

Brochures/Posters:

- 1,000 posters
- 30,000 brochures
    - Distribution of brochures and posters included local businesses, sponsors, hotels, and chambers of commerce in Pasco, Hernando, and Pinellas Counties.
        - In 2015, Chasco Fiesta distributed brochures to eleven Publix Supermarkets in the immediate West Pasco area. This accounted for 11,000 brochures being distributed.
        - In 2015, Chasco Fiesta worked with several Pasco County Schools to distribute brochures to their students. These schools included: Cypress Elementary, Connerton Elementary, Gulf Middle School, and Seven Springs Middle School. Chasco will work more closely with the schools in 2016 for wider distribution.

Print and Online Advertising:

TBT:

- Wrap (50,000) on Thursday, March 19, 2015.
    - Distributed in Hillsborough, Pinellas and Pasco Counties.
    - Provided Chasco Fiesta with an opportunity to be a featured event in the Bay Area.

Tampabay.com:

- Things to Do Online Event Guide at Tampabay.com
- Click through marketing from the Times website

(1,100 page views, 615 monthly visitors)

Tampa Bay Times:

- 19 – 3x5 ads in Paper (general sections and TBT) in Hillsborough, Pinellas, and Pasco Counties. Ads were changed daily to accommodate current day schedule. Gold Medal Sponsors (including Pasco County) were in each ad.

Tampa Bay Times (Special Section)

- Tampa Bay Times produced a Special Section for Chasco Fiesta. The section consists of 60 pages and was distributed in 50,000 newspapers in Hillsborough, Pinellas, and Pasco Counties.
    - Distribution date was Thursday, March 19, 2015

Tampa Bay Magazine:

- One full color / full page ad in Tampa Bay Magazine in March 2015 to promote event.
    - Distribution rate is approximately 80,000 distribution (majority of distribution in the surrounding counties to Pasco, and beyond).

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.

Website Calendars:

- Chasco Fiesta (overall event) was promoted on the following online calendars.
    - WFLA – NBC (channel 8) www.wfla.com
    - Bay News 9 www.baynews9.com
    - WTSP – CBS (channel 10) www.wtsp.com
    - ABC Action News (channel 28) www.abcactionnews.com
    - My Fox Tampa Bay (channel 13) www.myfoxtampabay.com
    - West Pasco Chamber of Commerce www.westpasco.com
    - TBO www.tbo.com
    - University of South Florida news@wusf.org
    - Joy FM www.florida.thejoyfm.com
    - Hits 106.3
    - WQYK www.wqyk.com
    - The Bone 102.5 www.theboneonline.com
    - WDUV 105.5 www.wduv.com

Broadcast Advertising (Radio):

CBS Radio – Tampa Bay (WQYK 99.5):

- Live mentions when artist's songs are played
- 105 Live / Recorded promos
- 15 on-air ticket giveaways
- 80 sixty-second commercials
- Live call-in interview with Chasco Fiesta entertainment
- Live interview with Frankie Ballard and Craig Wayne Boyd to promote Chasco Fiesta
- Web: Two week web contest
- Web: Dedicated Web Posts
- Web: Event page listing
- Web: Webpage with event / concert information
- Web: Banner ad with click through to website and station event webpage
- Web: 60 sixty-second on line commercials
- Web: 80,000 Banner impression with direct link to ticket site
- Post event photo gallery
- Promotions on Facebook, Instagram, and Twitter
- 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 Promotional Value: $36,750

Hits 106:

- 100 commercials
- 7 in-studio interviews with partners of Chasco (event hosts) and Chasco entertainment.
- Website ads
- Live mentions
- Station covers Pasco, Hernando, Citrus, Northern Pinellas, and Northern Hillsborough

Additional Radio Broadcasting:

- The Bone (102.5)
    - Live mentions of event(approximately 50)
- WDUV
    - Live mentions of event (approximately 75) and call in interview with Chasco Entertainment.
- Joy FM
    - 250 event commercials promoting event entertainment

- 50 live on-air mentions
- 2 call-in interviews with artists for Joy FM Christian Concert

Broadcast Advertising (Television):

On-Air Interview (WTSP):

Chasco Fiesta was a guest of WTSP for an on-air interview about the annual event. This interview aired 5 times from March 18-21, 2015. In addition, this was the first time that WTSP participated with their on-air personalities in the annual Chasco Fiesta Street Parade on Saturday, March 21st. They did a live promo while at the event and aired it on the evening news.

Additional Press:

Chasco Fiesta provided all local television media outlets with an advance press kit to promote the event. This proved beneficial mostly with the TV and radio stations. The following stations included Chasco Fiesta in their nightly broadcast throughout the duration of the event.

- WFLA (8)
- WTSP (10)
- Fox (13)

They included the event in their calendars and when talking about weather and things to do. This was a first and many people told us they heard about our event on TV. We have found success with our press kids and will produce a marketing kit and send it to the various media outlets in advance again for the 2016 event.

Overall, we are very pleased with the 2015 Chasco Fiesta Marketing Plan and look to promote the event more, using local media partnerships and out-of-county funding to continue to draw more people to our great event.

Event Statistics:

- 2015 Chasco Fiesta Survey Results
- Website Statistics

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%)

Last Update: 14 May 2015 - 07:26

Reported period: Mar 2015 OK

Summary

Reported period	Month Mar 2015				
First visit	01 Mar 2015 - 00:02				
Last visit	31 Mar 2015 - 23:45				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	**24,612**	**46,227** (1.87 visits/visitor)	**467,884** (10.12 Pages/Visit)	**4,225,752** (91.41 Hits/Visit)	**172.99 GB** (3923.89 KB/Visit)
Not viewed traffic *			**178,345**	**263,354**	**2.67 GB**

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

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Monthly history

Jan 2015 Feb 2015 Mar 2015 Apr 2015 **May 2015** Jun 2015 Jul 2015 Aug 2015 Sep 2015 Oct 2015 Nov 2015 Dec 2015

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	3,602	5,508	42,133	304,310	8.00 GB
Feb 2015	5,316	8,526	77,965	545,180	18.37 GB
Mar 2015	24,612	46,227	467,884	4,225,752	172.99 GB
Apr 2015	2,781	4,324	26,418	108,305	2.86 GB
May 2015	701	1,116	12,177	31,620	760.25 MB
Jun 2015	0	0	0	0	0
Jul 2015	0	0	0	0	0
Aug 2015	0	0	0	0	0
Sep 2015	0	0	0	0	0
Oct 2015	0	0	0	0	0
Nov 2015	0	0	0	0	0
Dec 2015	0	0	0	0	0
Total	37,012	65,701	626,577	5,215,167	202.95 GB

Days of month

01 May	02 May	03 May	04 May	05 May	06 May	07 May	08 May	09 May	10 May	11 May	12 May	13 May	14 May	15 May	16 May	17 May	18 May	19 May	20 May	21 May	22 May	23 May	24 May	25 May	26 May	27 May	28 May	29 May	30 May	31 May	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

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

Googlebot	1,555+31	15.13 MB	14 May 2015 - 07:04
Unknown robot (identified by empty user agent string)	1,364+3	23.43 MB	13 May 2015 - 20:51
Unknown robot (identified by 'spider')	981+23	9.14 MB	14 May 2015 - 07:04
Bing Preview bot	976	67.11 MB	14 May 2015 - 01:47
Yahoo Slurp	880+19	10.26 MB	14 May 2015 - 06:58
A PHP script	316	172.12 MB	13 May 2015 - 22:53
Google Web Preview	82	995.73 KB	09 May 2015 - 21:52
Unknown robot (identified by hit on 'robots.txt')	0+70	16.20 KB	14 May 2015 - 05:35
Common *nix tool for automating web document retireval. Most likely a bot.	19	591.46 KB	14 May 2015 - 07:04
Alexa (IA Archiver)	16+2	346.61 KB	09 May 2015 - 01:20
Netcraft	2	20.89 KB	07 May 2015 - 03:33
Ruby script	1	5.66 KB	11 May 2015 - 18:12

* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.
Numbers after + are successful hits on "robots.txt" files.

Visits duration

Number of visits: 1,116 - Average: 203 s	Number of visits	Percent
0s-30s	937	83.9 %
30s-2mn	56	5 %
2mn-5mn	19	1.7 %
5mn-15mn	24	2.1 %
15mn-30mn	32	2.8 %
30mn-1h	21	1.8 %
1h+	25	2.2 %
Unknown	2	0.1 %

File type

File type		Hits	Percent	Bandwidth	Percent
Unknown		8,881	28 %	64.84 MB	8.5 %
png	Image	8,046	25.4 %	260.71 MB	34.2 %
js	JavaScript file	5,409	17.1 %	53.97 MB	7 %
jpg	Image	3,308	10.4 %	337.59 MB	44.4 %
css	Cascading Style Sheet file	2,319	7.3 %	6.16 MB	0.8 %
php	Dynamic PHP Script file	1,393	4.4 %	13.26 MB	1.7 %
html	HTML or XML static page	1,289	4 %	11.42 MB	1.5 %

woff		484	1.5 %	5.92 MB	0.7 %
gif	Image	357	1.1 %	3.75 MB	0.4 %
eot		72	0.2 %	887.69 KB	0.1 %
ttf	TrueType scalable font file	51	0.1 %	1.28 MB	0.1 %
htc		7	0 %	35.59 KB	0 %
pdf	Adobe Acrobat file	3	0 %	419.36 KB	0 %
svg	Image	1	0 %	36.26 KB	0 %

Downloads (Top 10) - Full list

Downloads: 3	Hits	206 Hits	Bandwidth	Average size
/images/pdf/2015_chascomarket.pdf	1	0	177.11 KB	177.11 KB
/images/pdf/2015_volunteer.pdf	1	0	33.50 KB	33.50 KB
/images/pdf/2015_naschedule.pdf	1	0	208.75 KB	208.75 KB

Pages-URL (Top 25) - Full list - Entry - Exit

1,023 different pages-url	Viewed	Average size	Entry	Exit
/	1,174	9.62 KB	611	474
/templates/adventure/XTC/css.php	410	19.33 KB	8	34
/templates/adventure/images/menus/-1	398		1	34
/templates/adventure/images/backgrounds/-1	388		2	16
/templates/adventure/images/icons/-1	376		4	59
/templates/adventure/fonts/BebasNeueRegular/	278	11.50	1	13

bebasneue-webfont.wo...		KB		
/calendar	211	8.81 KB	19	18
/templates/adventure/fonts/ChunkFiveRegular/chunk-webfont.woff	206	13.93 KB		10
/administrator/index.php	202	2.91 KB	22	22
/shows/categoryevents/5	167	23.62 KB	63	62
/component/mailto/	104	1.77 KB	6	8
/index.php	102	8.62 KB	25	31
/chasco/contact-us	66	22.12 KB	10	13
/fiestas	66	8.97 KB	14	16
/blog	57	10.51 KB	28	28
/chasco/history	55	38.86 KB	4	7
/chasco/steering-committee	49	29.02 KB	5	5
/music	43	7.06 KB	5	8
/templates/adventure/fonts/BebasNeueRegular/bebasneue-webfont.eo...	42	9.33 KB	1	2
/chasco/volunteers	41	80.27	2	2

		KB		
/shows/native-american-festival	40	11.77 KB	15	4
/chasco/accommodations	38	33.97 KB	2	1
/blog/120--chasco-fiesta-announces-2015-event-dates	38	20.50 KB	4	7
/chasco/map-and-directions	38	20.26 KB	3	2
/fiestas/boat-parade	35	11.53 KB	6	6
Others	7,553	7.06 KB	255	232

Operating Systems (Top 10) - Full list/Versions - Unknown

Operating Systems	Pages	Percent	Hits	Percent
Unknown	7,257	59.5 %	8,121	25.6 %
Windows	2,748	22.5 %	12,970	41 %
Linux	1,030	8.4 %	4,380	13.8 %
iOS	640	5.2 %	3,845	12.1 %
Macintosh	344	2.8 %	1,835	5.8 %
Java	101	0.8 %	124	0.3 %
Unknown Unix system	49	0.4 %	337	1 %
Java Mobile	8	0 %	8	0 %

Browsers (Top 10) - Full list/Versions - Unknown

Browsers	Grabber	Pages	Percent	Hits	Percent
Unknown	?	7,280	59.7 %	7,320	23.1 %

Google Chrome	No	2,186	17.9 %	11,210	35.4 %
Safari	No	896	7.3 %	5,192	16.4 %
MS Internet Explorer	No	763	6.2 %	4,165	13.1 %
Firefox	No	646	5.3 %	1,834	5.8 %
Mozilla	No	200	1.6 %	1,022	3.2 %
Opera	No	80	0.6 %	117	0.3 %
Android browser (PDA/Phone browser)	No	61	0.5 %	370	1.1 %
IPhone (PDA/Phone browser)	No	21	0.1 %	122	0.3 %
LG (PDA/Phone browser)	No	18	0.1 %	139	0.4 %
Others		26	0.2 %	129	0.4 %

Connect to site from

Origin		Pages	Percent	Hits	Percent
Direct address / Bookmark / Link in email...		8,701	92.6 %	9,864	89.3 %
Links from an Internet Search Engine - Full list		406	4.3 %	813	7.3 %
- Google	349 / 756				
- Yahoo!	19 / 19				
- Microsoft Bing	16 / 16				
- Baidu	9 / 9				
- Unknown search engines	6 / 6				
- Ask	4 / 4				
- AOL	2 / 2				
- Yandex	1 / 1				
Links from an external page (other web sites except search engines) - Full list		214	2.2 %	253	2.2 %
- http://best-seo-offer.com/try.php	12 12				
- http://buttons-for-your-website.com	7 7				
- http://vkadre.ws	6 6				
- http://aviva-limoux.com	6 6				
- http://niki-mlt.ru	6 6				
- http://www.artparquet.ru	6 6				
- http://pornhub-ru.com	5 5				
- http://porno.sexy	5 5				
- http://vipsiterip.com	5 5				
- http://karizha-house.ru	5 5				
- http://box-rf.ru	5 5				
- http://red-chair.net	4 4				

- http://www.s-w-b-a.com	4	4				
- http://www.steelmaster.lv	4	4				
- http://vip-siterip.org	4	4				
- http://euromasterclass.ru	4	4				
- http://m.facebook.com	4	4				
- http://doeco.ru	3	3				
- http://emerald-anapa.ru	3	3				
- http://waplocator.com	3	3				
- http://bmw.afora.ru	3	3				
- http://www.rthunder.com/links.html	3	3				
- http://autofore.ru	3	3				
- http://xoztovari.ru	3	3				
- http://xn----8sbhefaln6acifdaon5c6f4axh.xn--p1ai	3	3				
- Others	98	137				
Unknown Origin			69	0.7 %	111	1 %

Search Keyphrases (Top 10)

Full list

33 different keyphrases	Search	Percent
chascofiesta|newportrichey|pascocounty|events concerts parades	9	18.7 %
native american bowling tournaments las vegas	3	6.2 %
chasco fiesta 2015	2	4.1 %
chasco fiesta new port richey fl	2	4.1 %
carnivals fiesta boat	2	4.1 %
friendly kia	2	4.1 %
parade on the pithlachascotee river	2	4.1 %
american native indians fiesta mart	1	2 %
who was king ang wueen of chasco parade 2 015 mustang	1	2 %
coronation night welcome address and fiesta	1	2 %
Other phrases	23	47.9 %

Search Keywords (Top 25)

Full list

80 different keywords	Search	Percent
fiesta	11	5.7 %
concerts	9	4.6 %
parades	9	4.6 %
chascofiesta|newportrichey|pascocounty|events	9	4.6 %
2015	9	4.6 %
chasco	8	4.1 %
richey	7	3.6 %
native	7	3.6 %
american	7	3.6 %
the	5	2.6 %
parade	5	2.6 %
new	5	2.6 %
port	5	2.6 %
festival	4	2 %
fl	4	2 %
tournaments	3	1.5 %
bowling	3	1.5 %
park	3	1.5 %
las	3	1.5 %
vegas	3	1.5 %
wow	2	1 %
of	2	1 %
on	2	1 %
kia	2	1 %

river	2	1 %
Other words	63	32.8 %

Miscellaneous

Miscellaneous		
Successful hits on favicon.ico	293 / 701 Visitors	41.7 %
Javascript disabled	-	
Browsers with Java support	-	
Browsers with Macromedia Director Support	-	
Browsers with Flash Support	-	
Browsers with Real audio playing support	-	
Browsers with Quicktime audio playing support	-	
Browsers with Windows Media audio playing support	-	
Browsers with PDF support	-	

HTTP Status codes

	HTTP Status codes*	Hits	Percent	Bandwidth
404	Document Not Found (hits on favicon excluded)	1,323	81.9 %	1.09 MB
500	Internal server Error	193	11.9 %	148.67 KB
206	Partial Content	71	4.3 %	2.26 MB
403	Forbidden	20	1.2 %	15.54 KB
303	See other document	7	0.4 %	0
301	Moved permanently (redirect)	1	0 %	1.12 KB

* Codes shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

Advertising Documentation (reimbursable):

- **Tampa Bay Magazine** – approximately 80,000 distribution (majority of distribution in the surrounding counties to Pasco, and beyond).
- **Tampa Bay Times** (online advertising)
- **WQYK**

*Includes copies of advertising, invoices, and cancelled checks

Marketing Documentation:

- Chasco Fiesta brochure, poster, and save the date
- TBT Wrap (80,000) in Hillsborough, Pinellas, and Pasco Counties
- Tampa Bay Times Special Section (50,000) in Hillsborough, Pinellas, and Pasco Counties
- Tampa Bay Times ads (19) throughout event in Pasco, Hernando, and Pinellas Counties
- Additional Advertising

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CHASCO FIESTA 2015 A LEGACY OF GIVING

Kemp & Ruge Law Group

• 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 6pm-10:30pm
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
The Definitive Fleetwood Max, also appearing Fifty Grit, Eric Anderson And The Embry Brothers Band

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
17th Annual Car, Truck & Bike Show
Orange Lake

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

Wed., March 25
Carnival by Covanta 5-10pm
Featuring Odyssey Road, Journey Tribute Band. Presented by Get Hooked and Source 1 Marine

Thurs., March 26
Carnival by Covanta 5-11pm
Blues Masters 6-10pm Featuring Damon Fowler, also appearing Julie Black & Franc Robert

Fri., March 27
Carnival by Covanta 5-11pm
Sertoma BBQ 5pm-10pm
Friendly Kia Hits
106 Night 6:30-11pm
Featuring Hard Days Night - Beatles Tribute 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
$25 day of the show
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**

Scan QR Code with Mobile Device

CHASCO FIESTA

Presented by Kemp & Ruge Law Group

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

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www.chascofiesta.com
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DOWNTOWN NEW PORT RICHEY
Sims Park 6341 Bank Street
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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 727-379-9991 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 28th, 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

Zip / Postal Code

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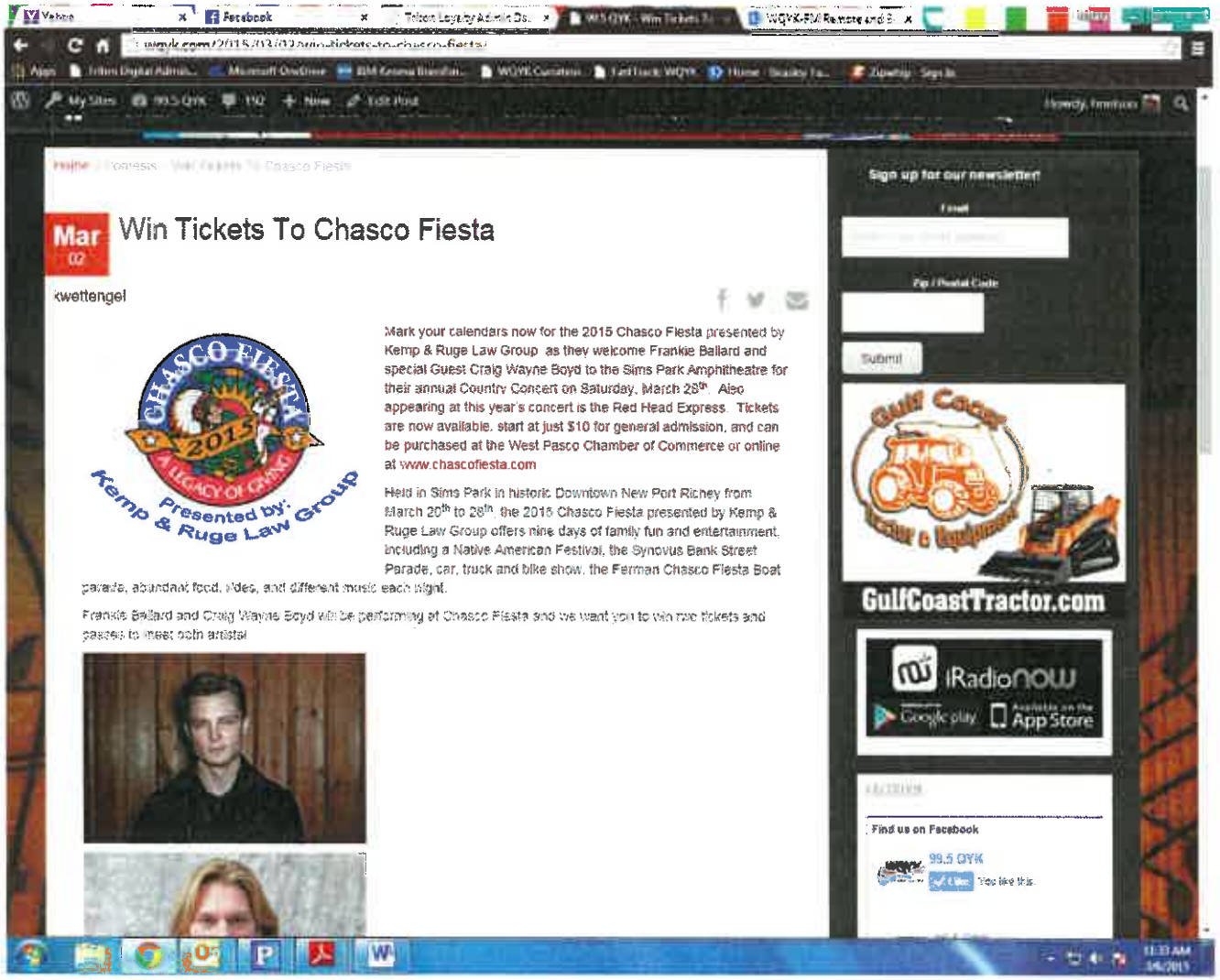
2015 Chasco Fiesta WQYK Web Promotion



Trinity Odessa Chamber of Commerce

To Connect Magazine

February 2015 (1st Quarter of year)

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Special Instructions _____

Chasco Fiesta

March 20th-28th, 2015

Sims Park
New Port Richey, Florida

PRESENTING SPONSOR:

Kemp, Ruge&Green
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2015

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Chasco Fiesta™

is proud to present

9 Evenings of

Entertainment!

CHASCO FIESTA™ 2015 A LEGACY OF GIVING

Presented by: Kemp & Ruge Law Group

Free Concert

Bluegrass Music in the Park

Tuesday, March 24, 2015

6:00 PM - 10:00 PM

Sims Park Amphitheater

6341 Bank Street

In Historic Downtown New Port Richey

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

www.ChascoFiesta.com

or call us at

(727) 842-7651

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Pasco County Florida
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West Pasco Chamber of Commerce

Press Samples:

- Sample of articles written by the Suncoast News, Tampa Bay Times, and Tampa Tribune before, during, and after event.

Chasco Fiesta announces schedule for 2015 event in New Port Richey

Kemp & Ruge Law Group to present nine-day festival

Suncoast News staff report

CHASCO FIESTA

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

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 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, WellCare 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.

The Suncoast News
WEDNESDAY, March 18, 2015
An edition of The Tampa Tribune & The Tampa Times
SUNCOASTNEWS.COM Serving New Port Richey, Holiday, Trinity and surrounding communities

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.

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

Presenting sponsor is Kemp and Ruge Law Group, along with gold medal sponsors 72HrPrint .com, B.E.T-ER Mix, the city of New Port Richey, Pasco County, Publix, WellCare and Staywell, the West Pasco Chamber of Commerce and others.

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 NEWSPHOTO 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 Montgomery 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.

Nevaeh 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. Nevaeh 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 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 snapshop of the interior of the yellow 2010 Chevy Camaro SS belonging to Cesare Cannizzaaro, 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-week-old Kaitlyn in a harness while looking back to make sure her son Daniel, 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.

FRED BELLET/COMMUNITY NEWSPHOTO SERVICE

LEFT: Nevaeh 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 keeps the stroller rolling as 7-week-old Kaitlyn Lewis hangs in a harness with mom.

Tampa Bay Times Friday, March 27, 2015 | PSC

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.

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Directions to Chasco Fiesta™ Located in 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

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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

FRIENDLY KIA HITS 106 NIGHT

Friday, March 27 • 5:30 pm – 11 pm

Featuring:

Hard Day's Night

Also Appearing:
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Hosted by: Hits 106

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