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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

May 18, 2016, 9:00 a.m.

West Pasco Government Center

New Port Richey, FL



Tourist Development Council Members

The Honorable **Kathryn Starkey**
Chairman, BCC

The Honorable **Camille Hernandez**
Vice–Chair, Mayor, City of Dade City

The Honorable **Chopper Davis**
City of New Port Richey

John Heather
Saint Leo University

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

Pat Ciaccio
Saddlebrook Resort

AGENDA

1. CALL TO ORDER 9:00 a.m.
2. Invocation, Pledge of Allegiance
3. Roll Call
4. Adoption of Minutes
 - a. TDC Minutes April 20, 2016
5. Public Comment
6. New BUSINESS
 - a. National Volleyball League, LLC. TD16-040
 - b. Special Event Marketing Program TD16-041
 - Bug Jam
 - Chasco Fiesta
 - Cotee River Bike Fest
 - Kumquat Festival
 - Pasco County Fair
 - Rattlesnake Festival
 - Suncoast Arts Festival
7. Short Term Rental Information – Elizabeth Blair TD16-042
8. Tourism Manager’s Report TD16-043
9. Board Member Comments
10. Adjournment

Next Meetings:

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

APRIL 20, 2016

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED IN AGENDA ORDER
AS PUBLISHED AND NOT IN THE ORDER
IN WHICH THE ITEMS WERE HEARD**

9:30 A.M.

**HISTORIC COURTHOUSE
DADE CITY, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey
Chairman, Board of County Commissioners

The Honorable Camille Hernandez
Vice-Chairman, Mayor City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

John Heather
Saint Leo University

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

1. Call to Order – 9:30 a.m. Chairman

Chairman Starkey called the meeting to order at 9:34 a.m.

2. Invocation, Pledge of Allegiance

Ms. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Schmidt called the roll. All members were present.

4. Adoption of Minutes

a. TDC Minutes – March 16, 2016

Chairman Starkey requested a motion to approve the minutes.

Motion to approve the minutes; motion carried.

5. Public Comment

Mr. Gary Beck, PBA 50 Event Producer, spoke regarding their event and opportunities to extend the tournament by adding more qualification dates. He felt if the event went to a longer format the participants would have more time to enjoy Pasco County. In order to extend the tournament he would need to raise more sponsorship money. Currently Pasco County received “title” identification of the event. He asked about the possibility of making Pasco County the “presenting sponsor” and to make another party the “title sponsor”. He did not want to ask the Board to raise his funding amount, but he could also not afford to have the funding cut.

Discussion followed between Mr. Beck, the TDC Members and Staff regarding the event format; the event final; the participants would prefer the extended format; costs involved with the additional day; the event capacity and proposed renovations at Lane Glo; the additional day would allow the participants to have more leisure time in the area; the next event would be scheduled over Easter weekend; funding versus room nights; currently the event was entitled “The Pasco County Florida Open”; and that marketing was also a component of the funding, not just the room night grid.

It was the consensus of the TDC Members that they preferred “The Pasco County Open” and to find ways to help Mr. Beck continue to be successful.

Mr. Beck said he would make a commitment with the PBA to expand the event and would keep title at "The Pasco County Florida Open".

6. Tourism Manager's Report

Conference Attendance and Special Engagements

- **NASC – Ed Caum (April 4-8)**

Mr. Ed Caum, Tourism Manager, reported on the recent National Association of Sports Commissions (NASC) event and noted he met with 24 different event providers. He also met with the Olympic Figure Skating representatives who wished to hold some of their regional events at the new facility. He found more value in his trip to this symposium than with the other symposiums. He spoke regarding volleyball opportunities and the possibility of bringing the Tough Mudder event back to the County. He displayed photographs from the event.

- **Travel to Germany – Michele Baker and Kathryn Starkey (April 12-17)**

Chairman Starkey thanked the TDC for the opportunity to reciprocate the relationship building with the German representatives. She spoke extensively regarding the student exchange program, the apprenticeship training program, how well the delegation meshed with the GERMERSHEIM delegation, the businesses and tourism venues, that cycling was a big tourism draw for the area, the artifacts being found from the Roman Era, the community effort in the construction of an authentic Roman row boat, and the need to develop more of these relationships.

Extensive discussion followed between the TDC Members and Staff regarding the high school based educational exchange program; the area in Germany and the location of a university for translators; various opportunities with students and businesses; Rotary International; many Germans visited the area and invested money in the County; museums, zip lining, and tourist areas; the upcoming visit of the Counsel Generals in May; Growing Global Day; the Dulcet event; and the use of TDC hospitality funds for the reception.

Mr. Caum asked Ms. Blair if the event at Dulcet would need to be listed as an event on the County Calendar.

Ms. Elizabeth Blair, Senior Assistant County Attorney, stated the event should be listed on the County Calendar.

Motion to approve up to \$300.00 toward the event; motion carried.

Website, Social Media and Marketing Update

- **Pasco County Tourism on Facebook – Lauren St. Martin**
- **April E-Newsletter – Lauren St. Martin**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, reviewed the April Newsletter and upcoming events. She spoke regarding a marketing article that was written on the website for search engine optimization, increases in social media, videos viewed, that Facebook was doing well, and that the Gill Dawg Campaign was doing amazing.

Discussion followed between Staff and the TDC Members regarding promotional videos; that Staff had all of the raw footage; and the need to include things for people to do in the promotions.

- **Special Event Marketing Program Update – Lauren St. Martin**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, explained there were seven applications received by the deadline and noted they were the same seven applicants who had applied last year. The presentations were scheduled for the next TDC meeting. She reviewed the process that would be followed for the presentations. She stated they were not required to distribute all of the funds to these specific applicants and that the funds could be used throughout the year to work on co-ops with other tourism partners or projects.

Ms. St. Martin explained they were starting their own visitor's guide and explained the guide would not include any advertisements. She spoke regarding the use of advertising funds for co-ops.

Mr. Ed Caum, Tourism Manager, spoke regarding the visitor's guide, the content of the guide and the format that would be used.

Mr. Ciaccio spoke regarding Mr. Gordy Zimmerman and asked if he had approached Staff requesting funds. He asked Mr. Caum if he had reviewed the processes with Mr. Zimmerman.

Mr. Caum said Mr. Zimmerman had not yet approached him. He noted he forwarded any leads regarding hockey to Mr. Zimmerman. The money that could be used for Mr. Zimmerman would be in the Event Sponsorship Agreements. He explained he had met with Mr. Zimmerman regarding their programs and processes and spoke regarding the discussions he had with Mr. Zimmerman.

Old Business

- **Dick's Post Event Report – Ed Caum**

Mr. Ed Caum, Tourism Manager, explained he and Ms. Blair were still working on the language for the new contract with Dick's. Staff had received their post event report and had also completed the post event report for the Florida Sports Foundation. He noted the numbers were not as good as they could have been and explained that at this time they did not know the amount they would receive, but that it would not be the full \$21,000.00 that had been requested. He spoke regarding another event that was held at the same time and that the event numbers were down. He noted Staff would be applying for the Florida Sports Foundation grant again in May.

- **Cycling Update – Lauren St. Martin**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, explained she had spoken with representatives from the Greenways and Trails and the Coast-to-Coast Connector and they had requested that Pasco County lead the marketing efforts and implementation of the wayfinding on the trails. She spoke regarding the 2.5 million dollars that would need to be set aside and noted Pasco was the most involved TDC.

Extensive discussion followed between the TDC Members and Staff regarding the 2.5 million Ms. St. Martin discussed; that the Tampa Bay Regional Planning Council had the contract for the trail marketing; that Pasco had been the only Tourist Development Council at "the table"; clarification that the 2.5 million would not only be used for wayfinding and that part of those funds would be used for the shoulders in San Antonio; the need for a breakdown of the expenses; the funds were not just for the wayfinding, but would also include the bike depot and the amenities on the trails; an understanding that the only take out at this time was the money that was being put aside for the bike hub; discussions from the workshop held; other possible funding sources; the 2.5 million was not encumbered; the process followed for the sports complex RFP; the need for consistency along the trail; the South Sumter meeting that was held regarding the Coast to Coast, a decision that the trail would go to the north section and would not go down through Dade City; the possibility of a loop; trail maintenance; Pasco was getting leverage because they were attending the meetings; a suggestion to schedule a cycling summit or charrette in the San Antonio area to get organized with all of the cycling interests in the County; and that they should try to be in the lead as often as possible.

Chairman Starkey clarified she was not against anything they were discussing; she just did not recall saying they wanted the lump sum of that money to go towards that item.

Ms. St. Martin spoke regarding future meetings and stated she would provide additional information at the next meeting.

New Business

- **Airbnb Occupancy Tax Collection Program – Kathryn Starkey**

Chairman Starkey explained meetings had been held with Mr. Fasano's office regarding the collection of the bed tax.

Mr. Ed Caum, Tourism Manager, explained further that the Tax Collector was looking to determine whether it was cost effective. He spoke further regarding self-collection.

Discussion followed regarding short term rentals; the self-collection process; issues with Saddlebrook and Airbnb; on-line travel sites; Ordinance requirements and enforcement mechanisms; short term rental posting requirements; collection of the tax; and a request to place the item on the next agenda for discussion.

Ms. Elizabeth Blair, Senior Assistant County Attorney, spoke extensively regarding requirements for short term rentals.

Mr. Caum explained Airbnb had approached all of the states and was working with the states to make sure they were "above board".

Chairman Starkey requested Ms. Blair prepare an agenda item regarding short term rentals for the next meeting.

- **Treasurer's Report – Ed Caum**

Mr. Ed Caum, Tourism Manager, reviewed the Treasurer's Report and noted the collections were up twelve percent for the year.

Mr. Heather asked if they worked with an advertising agency.

Mr. Caum explained everything was done in-house. He spoke regarding the processes followed in similar size counties who used ad agencies and that he had been cautioned to wait until they grew to have an ad agency with a good marketing plan. He spoke regarding the invoicing procedures and noted the Clerk would not cut a check until they had the actual ad that had been run.

Chairman Starkey noted it took a long time to get a check from the Clerk and felt it was embarrassing.

Mr. Heather requested a breakdown of how the advertising money was spent.

Mr. Caum stated he would forward the information to Mr. Heather.

- **Footvolley Event – Ed Caum**

Mr. Ed Caum, Tourism Manager, spoke regarding conversations with Ms. Kelly Boree, Parks and Recreation and Environmental Lands Director, and representatives from Sun West regarding a Footvolley event. He spoke regarding the event and noted the group may come before the TDC in May. The group wished to schedule an event in October. He noted he was also working with 3 on 3 soccer for an event in late July or August.

Discussion followed regarding soccer golf and disk golf courses.

- **Office Restructure – Richard Gehring**

Mr. Richard Gehring, Strategic Policy Administrator, spoke extensively regarding the restructuring of the organization and the three functional areas that were proposed which included the Office of Economic Growth, an Office of Government Affairs, and the Tourism Office. They were trying to partner to get more talent. Mr. Caum would be making a lateral move to one of the program manager positions in Tourism Development, and then they would create a Tourism Director position. This would be a new leadership person who could take them from the two pennies to the future. The new position would be someone who was tourism educated and trained, and hopefully Florida specific. He spoke regarding employees entering the DROP program. Mr. Caum would remain in the management role until the position was filled. He spoke regarding elevating some of the other positions and the components of the structure of the organization. He explained they had launched a branding program and spoke regarding the use of interns. He explained the position would be advertised.

Discussion followed between the TDC Members and Staff regarding the need for a communications officer; compliments for Mr. Caum on his efforts and with how far he had brought the program; the timeframe involved; the area had changed; the new position would be paid out of TDC funds; Mr. Caum would be moved laterally to a project management position; the job description for the Tourism Manager had been rewritten to be a Tourism Director; and realigning the job descriptions in order to get people with those talents within the hospitality industry.

Mr. Caum felt they needed to bring somebody in at a higher level and better skill set than what he had. He noted he would be leaving within four to five years.

Mr. Gehring clarified they were not adding new positions, but were restructuring. He spoke regarding the countywide pay classification study.

Discussion continued regarding pay classification studies; job descriptions and salary ranges; keeping salaries competitive; the need for succession planning; they were understaffed and underfunded; the need to bring more investment to the area; economic growth; project manager responsibilities; the need to make it easy for

someone to do business with Pasco County; the need for policies that were not cumbersome; the sports complex; the RFP process; the current culture; and the search for the new County Administrator.

7. Board Member Comments

Ms. Caroline spoke regarding her recent trip to Cuba and noted she had distributed the County's brochure in Cuba and Jamaica.

Mayor Hernandez said they were moving forward with trails in Dade City. On June 25th they would have a Dade City Trail Jam with various activities planned.

Mr. Ed Caum, Tourism Manager, reminded the Board Members the Grants Cycle Meeting was scheduled for May 18, 2016 and would begin at 9:00 a.m. They would also review two event sponsorship applications. He explained in the past they had not scheduled a meeting for June and noted they would discuss the possible cancellation at the next meeting.

Mr. Heather asked if it was possible to remotely participate in the TDC meetings.

Mr. Caum said if there was an issue they may be able to use Skype.

Chairman Starkey spoke further regarding the Germany trip and the brief visit to France.

8. Adjournment

The meeting adjourned at 11:44 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
APRIL 20, 2016

Office of Paula S. O'Neil, Clerk & Comptroller

Prepared by: _____
Donalee Schmidt, Operations Lead
Board Records Division

TDC 04/20/2016
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**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-040

DATE: 4/29/16

SUBJECT: Event Sponsorship Agreement – NVL RIZE Series – National Volleyball League, LLC. - \$5,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Manager

RECOMMENDED BOARD ACTION:

The Office of Tourism Development recommends the Tourist Development Council (TDC) approve the Alternative No. 1.

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The purpose of this item is to bring before the TDC the Office of Tourism Development's (OTD) recommendation to enter into an Event Sponsorship Agreement (ESA) with the National Volleyball League, LLC. (NVL), for the NVL RIZE Series: Junior and Pro and Amateur Adult Tournament, to be held August 20 and 21, 2016, at Sunwest Park.

Established in 2010, NVL is a professional beach volleyball league built by players for all players, united in one mission: to create a sustainable future for pro beach volleyball in the U.S. Home to eight professional events in 2015, the grassroots NVL RIZE series, and the Club Med NVL Beach Volleyball Academies, the NVL is the only national platform for current professionals and players of all levels to showcase their talents and pursue their aspirations in the sport.

The NVL plans to host a two day event. On Saturday, the NVL plans to host an all-day NVL RIZE Junior tournament for players ages 12 to 18. The tournament is set to attract high level junior athletes from across the state.

On Sunday, the NVL will host a Pro and amateur adult tournament. The tournament will be open to all levels including B, AA, A and Open, which will allow anyone to come and partake.

The NVL has been known to attract over 340 junior athlete participants to attend their junior events and over 120 adults players to participate. Overall, the event will be a family affair and opportunity to bring the beach volleyball community within Pasco County together, as well as attract other beach volleyball enthusiasts from around the state to compete.

The applicant is projecting 400 participants and 200 room nights with this Event. NVL has requested a sponsorship of \$30,000.00 to cover site fees, rentals, trophies, advertising, and livestream. According to the following grid, the Event qualifies for a sponsorship in the amount of \$2,400.00; however the OTD recommends adding \$2,600.00 for a total of \$5,000.00, in order to get the marketing benefits described in the Silver Digital Package proposed by NVL in its 2016 Sponsorship Packages list.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

The available alternatives are as follows:

1. Recommend the BCC enter into an ESA for \$5,000.00 with NVL.
2. Recommend the BCC enter into a different ESA with NVL.
3. Do not recommend entering into an ESA with NVL.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Event Sponsorship Account, #B113-115300-88201, in the FY 2015/16 budget.

ATTACHMENT(S):

1. Event Sponsorship Application

RG/EC/CS

Sports Event Sponsorship Program Application

When completing the Sports Event Sponsorship Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization:			
Primary Contact:			
Address:	City:	State:	Zip Code:
Phone (Daytime):	Phone (Evening):		
Fax:	Email Address:		
Not-for-Profit Organization:	Yes	No	
EVENT INFORMATION			
Event Name:			
Event Date(s):			
Sport(s) Involved:			
Age Range of Event Participants:			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.

LOCATION:

What is your preferred location/facility for the event?

Where has this event previously been held?

PARTICIPANTS:

What is the anticipated number of athletes and teams?

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Sports Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

EVENT BUDGET:

The purpose of the Sports Event Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

EVENT SPONSORSHIP PROGRAM FUNDING REQUEST:

Total Amount Requested:

Intended use of funds (Please see list allowable expenses on website):

How will the requested funds impact the success of the event?

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

Was additional funding for this event requested? Yes _____ No _____

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes _____ No _____ Please Explain:

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event, i.e.: donated services, facilities, volunteer staff, advertising, etc.

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: _____

Title: _____

Phone: _____

Address: _____

Signature

Date

Pasco County NVL Rize/Pro Tournament

Date: 8/20/16-8/21/16

Location: Sunwest Park

Run of show:

- Friday August 19th, Event site set-up
- Saturday August 20th, Juniors 12U-18U
 - 8am-6pm
- Sunday August 21st, Pro/Amateur Adult
 - 8am-6pm

Total number projected teams:

- Juniors 12U-18U: 100 Teams
- Adult Pro/Amateur: 100 Teams

Marketing Strategy:

- Social Media
 - Facebook posts National recognition leading up to and during event
 - Instagram posts National recognition leading up to and during event
- Press Release
 - Local Newspapers press release announcing event with details of stop/venue
 - National press release on “thenvl.com” announcing event with details of stop/venue
- Website
 - Recognition Nationally on “thenvl.com” main website for fans/players
 - Recognition Nationally on “nvlrize.com” Juniors main website
- Livestream
 - Main court will be livestreamed on “nvlv.com” where all players, fans, sponsors and any fellow volleyball advocate can go to watch the games when they are not able to attend personally. (Most recent data of viewing statistics are attached with email in separate document)
- Signage
 - Local flyers on business to encourage people to come out to Pasco/Venue to see the event and to spend money in the community.

Volunteers:

- Local Clubs and High Schools to support event by providing volunteers during the event

Hotel:

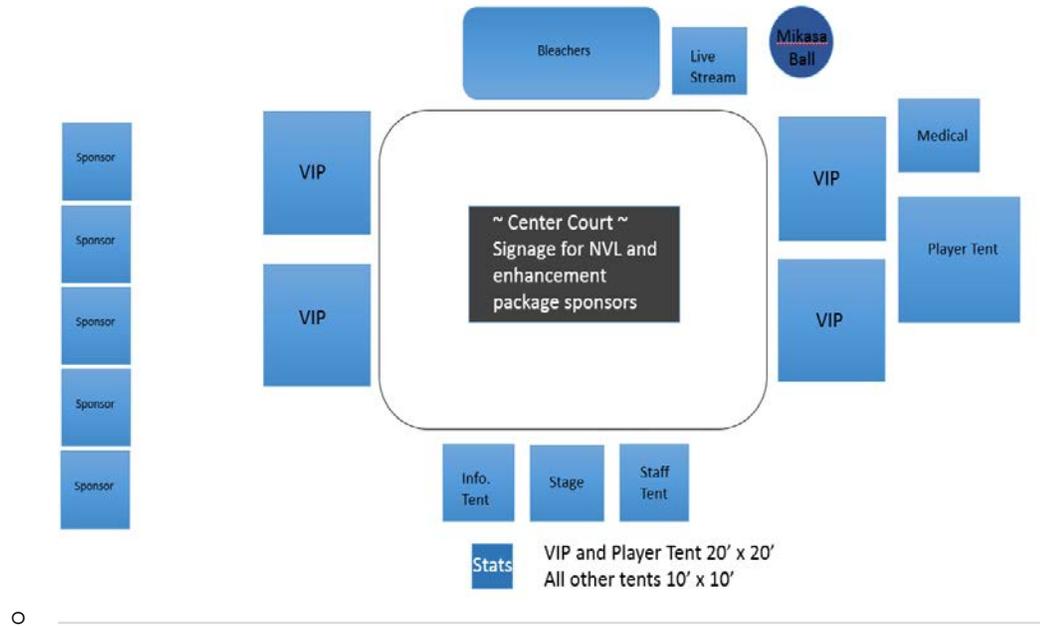
- Will list hotel venues on website and registration page, this way we can track as best a possible the number of hotel nights used during the event. \$10 rebate a night is preferred when negotiating with hotels.

Recycling plan:

- Provide trash cans on all courts for items to be placed in throughout the event
- At the end of each day staff member will deposit trash in appropriate waste containers

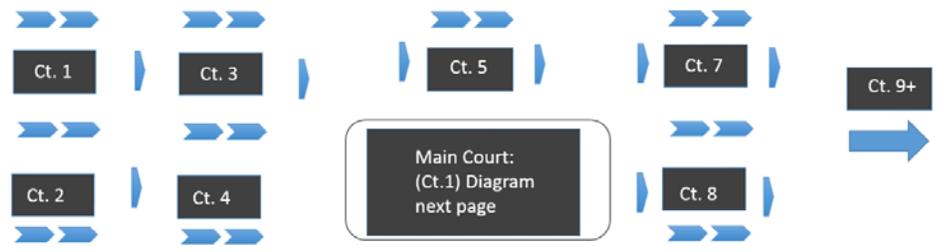
Site Layout Example:

- Main Court



- All Courts

General Site Layout



2016 NATIONAL VOLLEYBALL LEAGUE



Presenting Partner

- Presenting Sponsor of Tournament – Company recognition included in all printed marketing and public relations materials, including press releases, print ads, posters, etc.
- Logo presence on registration pages and email marketing. Integration into NVL digital and social media platforms.
- Twelve :30 commercials during each tournament event on NVL’s official live stream.
- Opportunity to sample on-site within 10 ft x 10 ft footprint. Opportunity to distribute company’s flyers and coupons to each professional and junior player gift bags.
- Product placement or signage at award and medal ceremony at conclusion of tournament.
- Minimum of four public announcements during each main draw tournament day.
- Eight VIP Tickets for main draw tournament days, including food and beverage.
- Placement of four company banners or ball stops placed around center court.

TOTAL PACKAGE PRICE \$10,000.00

Official Partner

- Company recognition as “Official Sponsor” for tournament included in all marketing and public relations materials, including press releases, print ads, posters, etc.
- Logo presence on registration pages and email marketing. Integration into NVL digital and social media platforms.
- Opportunity to sample on-site within 10 ft x 10 ft footprint. Opportunity to distribute company’s flyers and coupons to each professional and junior player gift bags.
- Minimum of four public announcements during main draw on live stream and on-site.
- Six VIP Tickets for main draw tournament days, including food and beverage.
- Placement of two company banners or ball stops placed around center court.

TOTAL PACKAGE PRICE \$7,500.00

Community Partner

- Company recognition as “Community Sponsor” included in public relations materials, e.g. press releases.
- Logo presence on registration pages and email marketing. Integration on NVL website with logo presence.
- Opportunity to sample on-site within 10 ft x 10 ft footprint. Opportunity to distribute company’s flyers and coupons to each professional and junior player gift bags.
- Minimum of two public announcements during main draw on live stream and on-site.
- Four VIP Tickets for main draw tournament days, including food and beverage.
- Placement of one company banner or ball stop placed around center court.

TOTAL PACKAGE PRICE \$5,000.00

Associate Sponsor 2016 National Volleyball League

- Company recognition on 2016 National Volleyball League webpage, as “Associate Partner”, with click-through link. Logo presence will be published live for duration of 2016 Tour.
- Opportunity to distribute company’s flyers and coupons to each Professional Player gifts and Junior Participant gift bags.

TOTAL PACKAGE PRICE \$1000.00

2016 NATIONAL VOLLEYBALL LEAGUE

EXHIBITOR PACKAGES

Oversized Exhibitor

- Opportunity to sample on-site within 20 ft x 10 ft footprint. Opportunity to distribute company's flyers and coupons to each professional and junior player goodie bag.
- Logo Presence on Official Pro Tournament Webpages on TheNVL.com and Logo Presence on NVLRIZE.com

TOTAL PACKAGE PRICE \$4,000 Two Days

Gold Exhibitor

- Opportunity to sample on-site within 10 ft x 10 ft footprint. Opportunity to distribute company's flyers and coupons to each professional and junior player goodie bag.
- Logo Presence on Official Pro Tournament Webpages on TheNVL.com and Logo Presence on NVLRIZE.com

TOTAL PACKAGE PRICE \$2,500.00 Two Days or \$1,500 for One Day

DIGITAL MARKETING PACKAGES

Gold Digital Package

- Logo on event webpage with click-through link and one digital ad to be included in all information email blasts.
- One exclusive email blast to NVL Audience.
- Six :30 Livestream Commercials.
- NVL staff written blog affiliated with partner's brand and published on partner's platform of choice, to be shared on NVL Social Media.
- Creation of co-branded Social Media Campaign or Contest.

TOTAL PACKAGE PRICE \$10,000.00

Silver Digital Package

- Logo on event webpage with click-through link and one digital ad to be included in all information email blasts.
- One exclusive email blast to NVL Audience.
- Four :30 Livestream Commercials.
- NVL staff written blog affiliated with partner's brand and published on partner's platform of choice, to be shared on NVL Social Media.

TOTAL PACKAGE PRICE \$5,000.00

Silver Digital Package

- Logo on event webpage with click-through link and one digital ad to be included in all information email blasts.
- Two :30 Livestream Commercials
- .
- NVL staff written blog affiliated with partner's brand and published on partner's platform of choice, to be shared on NVL Social Media.

TOTAL PACKAGE PRICE \$5,000.00



Sports Event Sponsorship Program Estimated Hotel Impact

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

Will the event require meeting or banquet space?

If yes, how many people will the space need to accommodate?

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected _____ x **\$83.00** (average cost) = \$ _____

Estimated number of guests per Hotel Room _____

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

Auditable NVL SUMMARY STATISTICS for Media/Sponsor Consumption

Last Update Wednesday, November 11, 2015 - Prepared by independent auditors at Sound Strategies, Inc.

Overview

This document describes the digital media presence for the National Volleyball League (NVL). It includes the goals for brand/sponsor exposure, and both summary and detailed statistics. All of the statistics are auditable and have been gathered from independent third-party tools including Google Analytics, Facebook Insights, Streamotor (live stream provider), and others.

Major Digital Media Assets

Website - <http://thenvl.com/>

Facebook - <https://www.facebook.com/thenvl/>

Live Webcast & Archives - <http://thenvl.tv/>

YouTube - <https://www.youtube.com/user/NVLfilms>

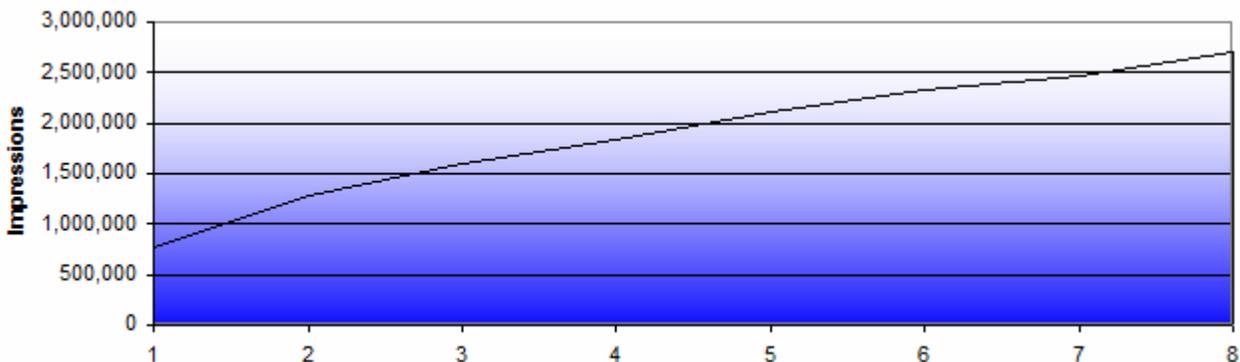
Twitter - <https://twitter.com/thenvl/>

Instagram - <https://instagram.com/nationalvolleyballleague/>

Prioritized Goals for Brand and Sponsor Exposure

1. **Live webcast and archives** - The marketing touches include rotating banners in the portal, in show mentions and activations by the announcers, 30 and 60 second commercial spots, and careful placement of courtside banners, end-caps, and branded elements.
2. **Facebook** - The main marketing touches include video, articles, news, match results, photo galleries, sponsored contests, and more. Facebook is also the primary tool for marketing all the other channels (webcast, website, etc.) and the primary tool for recruiting new fans.
3. **Website** - The marketing touches include rotating banners (see <http://thenvl.com>), branded event pages with brackets, branded event photos and videos pages (see <http://thenvl.com/photo-galleries/cincinnati-oh-2015/>), and articles/news (see <http://thenvl.com/category/between-the-lines/>). The branding on the event related pages is awaiting the appropriate sponsor.
4. **Twitter** - Used for posting short video clips, match results, and videos (see <https://twitter.com/thenvl/>). This is primarily used to funnel visitors to the other major channels (webcast, website, and Facebook). The entire presence targets the hardcore fan. The branding on twitter home page and the associated content is awaiting the appropriate sponsor.

2015 Growth Summary - 8 Events



Summary Digital Media Data

Facebook General - <https://www.facebook.com/thenvl/>

- Total Facebook fans are now over **150,000** and increasing at approximately 1,500 fans per week
- Gained over 31,000 fans through 8 events this season
- Gained over 97,000 fans since the start of the 2014 season

Facebook Posts (average per event)

- Posts are **viewed** over 1,887,000 times (impressions/reach - data below)
- Posts receive approximately 120,000 - 130,000 **clicks** (note: not all content is clickable)
- Impressions more than tripled since the first event
- Posts average 31,000 impressions, 600 likes, 30 comments, and 60 shares
- Top-play video posts can have over 130,000 impressions, 30,000 views, 2,300 likes, 200 comments, and 500 shares

Webcast (average per event - includes live and archive) - <http://thenvl.tv/>

- Over 73,000 match views that occur both during the live airing and in the archive (data below)
- Average length of view 47 minutes
- Live stream accounts for just under 38% of views and the archive views account for over 62%

Website (average for the approximately 2 week event period) - <http://thenvl.com/>

- Approximately 75,000 page views which includes articles and results (data below)
- Average time on site is 4:20

Audience Demographics

- Ages 18-24 - 27%, ages 25-54 - 52%, over age 54 - 21%
- Female - 46% and male 54%
- 93% of the audience is in the United States

Datum

Event		Webcast				Website	Total	Increase
		Facebook	Live	Archive	Total			
Panama City Beach, FL	March 18-20	765,000	12,389	17,278	29,667	87,000	881,667	
Madeira Beach, FL	April 24-26	1,280,000	17,461	60,721	78,182	91,000	1,449,182	64%
Ocean City, MD	May 29-31	1,600,000	12,230	38,118	50,348	62,000	1,712,348	18%
Milwaukee, WI	July 10-12	1,845,000	34,589	29,806	64,395	65,000	1,974,395	15%
Cincinnati, OH	July 16-18	2,118,000	39,300	32,612	71,912	72,700	2,262,612	15%
Hermosa Beach, CA	August 6-8	2,332,000	42,743	60,757	103,500	74,700	2,510,200	11%
Seattle, WA	August 28-30	2,467,000	45,974	31,313	77,287	73,000	2,617,287	4%
Port St Lucie, FL	September 24-26	2,695,000	49,410	60,505	109,915	77,400	2,882,315	10%
Averages		1,887,750	31,762	41,389	73,151	75,350	2,036,251	

Notes:

- Facebook impressions uses ONLY the media window date range
- Facebook impressions are taken from Facebook Insights > Export > Page Data > Daily Impressions
- Facebook content is also shared on group pages and the impressions for that sharing are not known
- Webcast live includes ONLY views that occurred during the event (average bandwidth/view is 39mb)
- Webcast archive includes ONLY views that occurred after the event and prior to the next event
- Webcast archive will continue to increase until the start date of the next event (this document will be updated weekly)
- Website pages uses ONLY the media window date range and the data is taken from Google Analytics

Individual Event Totals

Please note that the events promotion begins one week before and is typically completed one week after.

Panama City Beach, FL - March 18-20 (media window March 11-27)

- Over 765,000 Facebook impressions (views)
- Over 29,000 webcast views
- Over 87,000 website page views
- Over 881,000 total views

Madeira Beach, FL - April 24-26 (media window April 17-May 6)

- Over 1,280,000 Facebook impressions (views)
- Over 78,000 webcast views
- Over 91,000 website page views
- Over 1,459,000 total views (64% increase)

Ocean City, MD - May 29-31 (media window May 22-June 6)

- Over 1,600,000 Facebook impressions (views)
- Over 36,000 webcast views
- Over 50,000 website page views
- Over 1,712,000 total views (18% increase)

Milwaukee, WI - July 10-12 (media window July 3 -July 12)

- Over 1,845,000 Facebook impressions (views)
- Over 64,000 webcast views
- Over 65,000 website page views
- Over 1,974,000 total views (15% increase)

Cincinnati, OH - July 16-18 (media window July 13 - July 25)

- Over 2,118,000 Facebook impressions (views)
- Over 71,000 webcast views
- Over 72,000 website page views
- Over 2,363,000 total views (15% increase)

Hermosa Beach, CA - August 6-8 (media window July 30 - August 13)

- Over 2,332,000 Facebook impressions (views)
- Over 103,000 webcast views
- Over 74,000 website page views
- Over 2,482,000 total views (11% increase)

Seattle, WA - August 28-30 (media window August 21 - Sept 6)

- Over 2,467,000 Facebook impressions (views)
- Over 77,000 webcast views
- Over 73,000 website page views
- Over 2,482,000 total views (4% increase)

Port St Lucie, FL - September 24-26 (media window September 17 - October 8)

- Over 2,695,000 Facebook impressions (views)
- Over 109,000 webcast views
- Over 77,000 website page views
- Over 2,881,000 total views (10% increase)



**BOARD OF COUNTY COMMISSIONERS
AGENDA MEMORANDUM**

COUNCIL MEMBERS: ALL

FILE NO.: TD16-041

DATE: 4/26/16

SUBJECT: Applications and funding recommendations – Special Event Marketing Program Applications FY 17/18– up to \$80,000.00

THRU: Richard Gehring, Strategic Policy Administrator

FROM: Ed Caum, Tourism Manager

RECOMMENDED BOARD ACTION:

The Office of Tourism Development recommends the Tourist Development Council (TDC) approve alternative one (1).

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The intention of the Special Event Marketing Program is to facilitate and foster the growth of special events in Pasco County while increasing the marketing efforts to enhance visitor travel, hotel stays, retail store traffic and restaurant business which assists in generating out of county and out of state economic impact. The special event should promote Pasco County as a tourist destination for visitors. A Special Event is an event that promotes an artistic, cultural or unique experience that is not of a competitive nature.

The Program is administered through the Office of Tourism Development (OTD). The FY 2016/2017 application period was March 10, 2016 through April 13, 2016. Applicants were required to submit a completed application by the provided deadline and to then make a presentation regarding their proposed event before the Tourist Development Council (TDC) on May 18, 2016 in New Port Richey.

Special event applicants that may receive funding must demonstrate a history of producing room nights, economic impact and the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Pasco County accommodations. The attached applications specify the grant dollar amount requested and a detailed proposed use of the requested funds. The OTD received seven (7) applications prior to the deadline. A summary of those applications is listed below and full applications are attached.

The funding an Applicant may receive will be contingent upon all criteria. The application incorporates the scoring guidelines that include: production of room nights, out of County advertising and thorough marketing plan, tourism appeal, economic impact, application and additional organization information, other sponsorships, length of event and whether or not the event has an entry fee. The OTD used the scoring guidelines and points below for each Special Event Application.

Score	Total points per event.			
Funding Based on Score	Maximum Recommendation multiplied by the Score percentage.			
Room Nights	Up to 5 points per tier based on the current Room Night Grid, maximum score of 35.			
Marketing	Up to 30 points based on the marketing plan, timeline, audience reach and total budget.			
Tourism Appeal	Up to 10 points based on event uniqueness, cultural impact and tourist appeal.			
Economic Impact	Up to 10 points based on the Office of Economic Growth's review of the event's location, type, length, entry fee's and surrounding amenities.			
Application	Up to 5 points based on the overall process and completed application.			
Sponsors	Up to 5 points based on the event having multiple external funding sources (sponsorships)			
Event Length	Up to 5 points based on the event length.			
Bonus	Plus 5 points for events that do not charge an entry fee, 0 points for events that charge an entry fee			

Room night points were awarded based on the Room Night Grid below:

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

Bug Jam

Funding requested: \$20,000.00

OTD recommends funding in the amount of \$18,317.50

Year	Requested Amount	Approved	Room Nights
2013/2014	\$25,000.00	\$14,905.00	300
2014/2015	\$25,000.00	\$20,313.00	550
2015/2016	\$27,500.00	\$15,000.00	600

Chasco Fiesta

Funding requested: \$26,000.00

OTD recommends funding in the amount of \$13,771.45

Year	Requested Amount	Approved	Room Nights
2013/2014	\$25,000.00	\$11,415.00	181
2014/2015	\$20,000.00	\$14,950.00	110
2015/2016	\$26,600.00	18,000.00	**PER

**PER- Chasco Fiesta's 2016 event took place during our application period, they have not yet submitted certified room night sheets or their post event report.

Cotee River Bike Fest

Funding requested: \$10,000.00

OTD recommends funding in the amount of \$4,900.00

Year	Requested Amount	Approved	Room Nights
2013/2014	Event Cancelled	-	-
2014/2015	Grant Not Requested	-	-
2015/2016	-	\$2,200.00	58

Kumquat Festival

Funding requested: \$8,300.00

OTD recommends funding in the amount of \$8,300.00

Year	Requested Amount	Approved	Room Nights
2013/2014	\$7,750.00	\$5,529.00	372
2014/2015	\$6,900.00	\$6,046.00	387
2015/2016	\$7,300.00	\$7,300.00	363

Pasco County Fair

Funding requested: \$18,000.00

OTD recommends funding in the amount of \$5,260.00

Year	Requested Amount	Approved	Room Nights
2013/2014	\$25,000.00	\$10,679.00	549
2014/2015	\$25,000.00	\$16,188.00	550
2015/2016	\$25,000.00	\$12,500.00	43

Rattlesnake Festival

Funding requested: \$3,678.00

OTD recommends funding in the amount of \$3,678.00

Year	Requested Amount	Approved	Room Nights
2013/2014	Grant Not Requested	-	-
2014/2015	Grant Not Requested	-	-
2015/2016	\$2,200.00	\$2,200.00	8

Suncoast Arts Festival

Funding requested: \$3,599.00

OTD recommends funding in the amount of \$2,355.00

Year	Requested Amount	Approved	Room Nights
2013/2014	\$5,479.00	\$3,355.00	271
2014/2015	\$5,560.00	\$4,782.00	225
2015/2016	\$5,749.00	\$5,800.00	147

Total Funding Requested from All Events: \$89,577.00

Amount Available: \$80,000.00

The available alternatives are as follows:

1. Accept staff recommended scoring and funding in the amount of \$56,268.09 (fifty-six thousand, two-hundred and sixty-eight dollars and nine cents).
2. Accept TDC recommended scoring and funding (not to exceed \$80,000.00).
3. Direct staff to pursue another course of action.

FISCAL IMPACT/COST/REVENUE STATEMENT:

Funding for the action is available from the Aid to Private Organizations Account, #B113-115300-88200, in the amount not to exceed \$80,000.00, in the FY 2017/2018 budget.

Staff recommends funding the events as follows:

Bug Jam	\$18,317.50
Chasco Fiesta	\$13,771.45
Cotee River Bike Fest	\$4,900.00
Kumquat Festival	\$8,300.00
Pasco County Fair	\$5,260.14
Rattlesnake Festival	\$3,678.00
Suncoast Arts Festival	\$2,355.00

ATTACHMENT(S):

1. Attachment 1 – Special Event Marketing Program Applicant Score Chart
2. Attachment 2 –
 - Special Event Score and Summary
 - Bug Jam Application
3. Attachment 3 –
 - Special Event Score and Summary
 - Chasco Fiesta Application
4. Attachment 4 –
 - Special Event Score and Summary
 - Cotee River Bike Fest Fiesta Application
5. Attachment 5 –
 - Special Event Score and Summary
 - Kumquat Festival Application
6. Attachment 6 –
 - Special Event Score and Summary
 - Pasco County Fair Application
7. Attachment 7 –
 - Special Event Score and Summary
 - Rattlesnake Festival Application
8. Attachment 8 –
 - Special Event Score and Summary
 - Suncoast Arts Festival Application

RG/EC/LS

Special Event Marketing Program Applicant Score Chart

Special Event	Marketing Budget	Funding Request	Maximum Recommendation (50% of Marketing Budget)	Room Nights 35	Marketing 30	Tourism Appeal 10	Economic Impact 10	Application 5	Sponsors 5	Event Length 5	Bonus 5	Score	Funding Based on Score	OTD Funding Recommendation
Cotee River Bike Fest	\$20,000.00	\$10,000.00	\$10,000.00	3	15	8	8	2	5	3	5	49	\$4,900.00	\$4,900.00
Rattlesnake Festival	\$29,520.00	\$3,678.00	\$14,760.00	5	25	8	5	4	5	2	5	59	\$8,708.40	\$3,678.00
Bug Jam	\$43,100.00	\$20,000.00	\$21,550.00	35	25	10	6	4	5	2	0	87	\$18,748.50	\$18,317.50
Suncoast Art Fest	\$7,850.00	\$3,599.00	\$3,925.00	7	20	7	10	4	5	2	5	60	\$2,355.00	\$2,355.00
Kumquat Festival	\$30,900.00	\$8,300.00	\$15,450.00	20	25	8	7	4	5	2	5	76	\$11,742.00	\$8,300.00
Pasco County Fair	\$29,223.00	\$18,000.00	\$14,611.50	3	15	2	5	2	5	5	0	37	\$5,406.26	\$5,260.14
Chasco Fiesta	\$37,730.00	\$26,000.00	\$18,865.00	15	25	7	9	2	5	5	5	73	\$13,771.45	\$13,771.45
	\$198,323.00	\$89,577.00	\$99,161.50										\$65,631.61	\$56,582.09

Score	Total points per event.
Funding Based on Score	Maximum Recommendation multiplied by the Score percentage.
Room Nights	Up to 5 points per tier based on the current Room Night Grid, maximum score of 35.
Marketing	Up to 30 points based on the marketing plan, timeline, audience reach and total budget.
Tourism Appeal	Up to 10 points based on event uniqueness, cultural impact and tourist appeal.
Economic Impact	Up to 10 points based on the Office of Economic Growth's review of the event's location, type, length, entry fee's and surrounding amenities.
Application	Up to 5 points based on the overall process and completed application.
Sponsors	Up to 5 points based on the event having multiple external funding sources (sponsorships)
Event Length	Up to 5 points based on the event length.
Bonus	Plus 5 points for events that do not charge an entry fee, 0 points for events that charge an entry fee

*Rattlesnake Festival and Kumquat Festival both requested less than 50% of their marketing budget, so it is recommended, based on their scoring, to award them full ask.



Office of Tourism Development Grant Recommendation

Special Event: BUG JAM

- Requested Grant Amount: \$20,000
- Recommended Grant Amount: \$18,317.50

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	5	
Points Earned	35	25	10	6	4	5	2	0	87

Comments:

Positive

- 28th Annual Event
- Largest VW event in the Southeast
- Marketing efforts reach regionally and nationally

Negative

- Entry fee
- Only a 2-day event
- Title Sponsorship \$5,000/ Ask is \$20,000

Observations

Very strong Tourism-based event, the majority of attendees come from out of Pasco County (estimated at 92%). Marketing and advertising placed nationally. Although they collect an entry fee, they donate a portion of proceeds to charities (estimated \$11,000). Ask from TDC is 4 times their title sponsorship.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: KRY, Inc.			
Primary Contact: Teresa Yoho			
Address: 31826 PASCO RD	City: SAN ANTONIO	State: FL	Zip Code: 33576
Phone (Daytime): 813-781-9571 Phone (Evening): 3525884697			
Fax:		Email Address: tyoho3@icloud.com	
Not-for-Profit Organization: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
EVENT INFORMATION			
Event Name: Florida Bug Jam			
Event Date(s): November 12th & 13th, 2016			
When was this event established? 1988			
Target Audience (adults only, adults and children, hobby specific, etc): All VW Enthusiasts			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.

See attached

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.

See attached

LOCATION:

What is your preferred location/facility for the event?

Pasco County Fair Grounds 36722 State Road 52 Dade City

Where has this event previously been held?

Pasco County Fair Grounds

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

See attached

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

See attached

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 20,000.00

Intended use of funds (Please see list allowable expenses on website):

See attached

How will the requested funds impact the success of the event?

The funds will increase the advertising expenditures which
in turn will increase attendance & participation.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

See attached

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

Funding is received from various private entity sponsors.

See attached

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

See attached

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

See attached

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

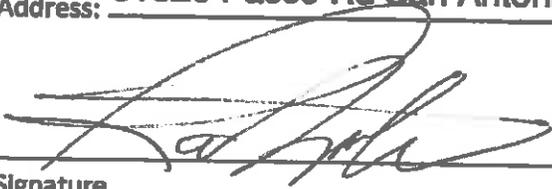
APPLICATION COMPLETED BY:

Name: Randy Yoho

Title: President

Phone: 352-588-4697

Address: 31826 Pasco Rd San Antonio, FL 33576


Signature

04/11/2016
Date

2016 FLORIDA BUG JAM EVENT DESCRIPTION

The annual Florida Bug Jam will celebrate its 28th year this November 12th & 13th at the Pasco County Fair Grounds. The Bug Jam is a celebration of all things Volkswagen. With more than 700 show entries showcased last year and over 10,000 spectators, the Bug Jam is the largest VW car show in the Southeast. Along with the car show, over 150 vendors are on hand selling new and used parts, collectibles and other Volkswagen inspired merchandise, as well as food vendors selling a variety of food items. An array of live music, some old, some new, is performed throughout the weekend for the attendees' enjoyment.

The Florida Bug Jam was founded by Jeannie Brumley and eventually taken over by The Pasco County Fair Association. In 2014, the Fair Association, along with Mrs. Brumley, offered Randy Yoho, Dade City businessman and long time owner of Dade City Motocross, the opportunity to assume the operations of the annual Bug Jam. For the last two years, Randy has embraced this opportunity and has made significant strides in making the Florida Bug Jam bigger and better than ever with the help of his staff as well as numerous volunteers from various organizations including The Pasco County Fair Assoc., the Zephyrhills ROTC, the Dade City ROTC, the Salvation Army and many others.

The Jam was increased in 2015 to a two-day event from the one-day event it has always been in the past. With the addition of the extra day, the room nights for 2015 were over 600, which was an increase of 10% from 2014. We feel confident that those numbers will easily increase by a minimum of 100 room nights now that the spectators and participants understand the new format. In addition, this event is unique in that only 8% of the spectators and participants are from Pasco County. With the majority of the expected 12,000 attendees coming from outside the county and many from outside the state, the increase in food, lodging and entertainment revenue to Pasco County is substantial.

Last year the Florida Bug Jam donated more than \$11,000 to charities. The largest recipient was All Children's Hospital, a tradition that was started by the Jam founder, Mrs. Brumley, many years ago. Other benefitting charities were Sunrise of Pasco County, Pasco County Fair Grounds, the Pioneer Museum, Zephyrhills ROTC and Dade City ROTC.

In order to keep the participant and spectator fees as low as possible, Florida Bug Jam offers sponsorship opportunities. There are several different levels of sponsorship with varying degrees of costs and benefits.

The Jam keeps in touch with participants, attendees and sponsors via email, Facebook (<https://www.facebook.com/floridabugjam/>), Twitter (<https://twitter.com/pascobugjam>) and Instagram (<https://www.instagram.com/floridabugjam/>), as well as via the old fashioned United States Postal Service. In addition, the Florida Bug Jam has an all new and improved informative website (<http://floridabugjam.com>) with updated information.

Media coverage for the Bug Jam includes Tampa Tribune, Tampa Times, Hot VW Magazine, Zephyrhills News, Dade City News, The Samba, Fox 13 Good Day Tampa Bay, ABC Local News and Hits 106. Photos from past events can be viewed at <https://randyyohophotos.smugmug.com/2015-Florida-Bug-Jam-Photos/i-hVZgRvR>, the digital program from 2015 can be viewed at <https://issuu.com/ndigitalarts/docs/floridabugjam2015>, and the 2015 event video is online at <https://www.youtube.com/watch?v=2wi0typRNBM>.

The Florida Bug Jam continues to be one of Pasco County's most popular events and the 2016 Jam promises to be one that will be enjoyed and remembered by all.

2016 FLORIDA BUG JAM DETAILED EVENT PLAN

SATURDAY

- 9am – Registration Opens
- 10am – Spectator Gates Open
- 10am – Poker Run Leaves the Fairgrounds
- 11am – Buggies on the Track Begins
- 2pm – Parade to PreJam Party Downtown Leaves the Fairgrounds
- 2pm-5pm – PreJam Party Downtown
- 4pm – Concert at the Fairgrounds Begins
 - Boogie Bros 4-6pm
 - The Greg Billings Band 6:30-8pm
 - The Black Honkeys 8:30-10pm

SUNDAY

- 6-9am – Registration Gates Open for Vendors
- 6:30-9am - Registration Gates Open for Show Cars
- 9am-5pm – Gates Open for Spectators
- 9am – Opening Ceremony (National Anthem & Skydiver with American Flag)
- 9am – Car Show Judging Begins
- 9am-5pm - Boogie Brothers Band Performing Throughout the Day
 - 9am-4pm – Silent Auction
 - 9am-5pm – Corn Hole Competitions
 - 9am-5pm – Valve Cover Racing
 - 2pm – Poker Run Awards
 - 4pm – Car Show Awards

2016 FLORIDA BUG JAM SPECIAL EVENT MARKETING PLAN

In 2015 at the Jam, several changes were made to the marketing plan. First, all newspaper advertising was eliminated. Those advertising dollars were spent instead on paying staff to attend car shows and Volkswagen events throughout the state of Florida to promote the Bug Jam. Seven thousand five hundred event postcards as well as flyers and posters were printed and distributed. Second, twenty five hundred full color calendars promoting all things Florida Bug Jam were printed and handed out at the 2015 event. Photo contests were promoted on Facebook and at the local VW dealerships for the opportunity to have your VW in the calendar. Third, Reeves VW and Volkswagen of New Port Richey both did \$20,000 of advertising for the Bug Jam on their radio, television and social media advertising campaigns. Due to the substantial increase in event attendance, these changes were a success.

For 2016, the changes above will be continued and several new media strategies will be implemented. The social media advertising dollars spent will be increased. A Bright House television commercial will be added as well as a digital billboard along I275 in Tampa.

2016 FLORIDA BUG JAM SPECIAL EVENT MARKETING PLAN

TheSamba.Com	National VW Forum Website	8/1/16-11/12/16
Show Banner on Home Page (160x90), in Shows Category Page (728x90) and a Site-wide Header (468x60)		
Hot VW Magazine	National Magazine	9/16 & 10/16 issues
Full Page Ad		
Creative Loafing	Print & Website	10/1/16-11/12/16
1/4 Page Ad with 5000 web impressions per week		
Hits 106	Radio Station	10/19/16-11/12/16
30 second radio ad & 60 second remote promo ad		
Q105	Radio Station	10/26/16-11/12/16
30 second radio ad		
Facebook	Social Media	8/1/16-11/12/16
Various ads changing weekly targeted to VW enthusiasts throughout the southeastern United States- size 800x600		
Bright House Media	Television	10/26/16-11/12/16
television ad targeting viewing area outside Pasco County		
Calendars	Print Advertising	Given out at 2016 Bug Jam
2500 2017 Twelve Month Calendars 9x12 promoting all things Florida Bug Jam Photo contests will be advertised on Facebook and at two local VW Dealerships for the calendar cars.		
Google Adwords	Social Media	8/1/16-11/12/16
Clear Channel Outdoor	Billboard	9/12/16-11/12/16
Billboard on Interstate 275 in Hillsborough County		
Tampa Type	Print Advertising	8/1/16-11/12/16
Postcards, Full Page Flyers, 9x12 Posters distributed via mail, handed out at events and personally delivered		

**2016 FLORIDA BUG JAM
OPERATIONAL & MARKETING BUDGET**

Advertising	\$43,100.00
Insurance	\$1,700.00
Portalets & Showers	\$1,900.00
Security	\$2,600.00
Show Expense	\$8,000.00
Sound, Stage, Bands	\$12,750.00
Supplies	\$3,500.00
Lease	\$4,000.00
T-Shirts	\$6,000.00
Charities	\$15,000.00
Payroll	<u>\$18,900.00</u>
	\$117,450.00

**2016 FLORIDA BUG JAM
INTENDED USE OF FUNDS**

TheSamba.Com	1,000.00	VW Forum Advertising
Hot VW Magazine	2,000.00	National Magazine Advertising
Creative Loafing	1,200.00	Print & Website Advertising
Hits 106	5,000.00	Radio Advertising
Q105	5,000.00	Radio Advertising
Facebook	7,500.00	Social Media Advertising
Bright House Media	5,000.00	Television Advertising
Calendars	3,500.00	Print Advertising
Google Adwords	1,000.00	Social Media Advertising
Clear Channel Outdoor	6,400.00	Billboard Advertising
Marketing Video Producti	1,000.00	Marketing Video
Marketing Photography	1,000.00	Marketing Photography
Tampa Type	<u>3,500.00</u>	Print Advertising
	43,100.00	

28th Annual Bug Florida Jam Sponsorship Opportunities



There are plenty of opportunities for sponsors to mingle with VW lovers at the Florida Bug Jam Nov. 12th & 13th 2016.

Please contact the Florida Bug Jam Office,
(352) 588-0323 or tyoho3@icloud.com
for more information

Florida Bug Jam Title Sponsor - \$5,000

- * Presenting Sponsor on all advertising
 - Radio ads as presenting sponsor
 - Magazines ads (local and national)
 - Flyers, Posters
 - Website
 - Event T-Shirts
 - Main Stage Banner
- * Premier Vendor Space one 90'x30' or three 30'x30'
- * Website ad and link
- * 2016 Florida Bug Jam calendar ad
- * 50 free spectator tickets

Florida Bug Jam Entertainment Main Stage Sponsor - \$2500

- * Presenting Sponsor for the entertainment on the main stage.
- * Premier Vendor Space 90'x30' or 3 30'x30'
- * Live entertainment Saturday and Sunday
- * Logo on flyer, posters
- * Logo on main stage banner
- * Website ad & link
- * 25 free spectator tickets

Downtown Pre-Jam Party/ Packet-pick up Sponsor - \$1500

- * Parade from the Pasco County Fairgrounds to Downtown Dade City to the Pre-Jam Party
- * Premier Vendor Space 60'x30' or 2 30'x30'
- * Drivers that are pre-entred for Sunday's car show can pick up their packets early
- * Street party / car show
- * 3'x12' Banner
- * Logo on Main Stage Banner
- * Website ad and link
- * 25 free spectator tickets

Poker Run - Presenting Sponsor - \$1000

- * Saturday November 12th 9am - 10am start time
- * 50 mile poker run starting and finishing at the Pasco County Fairgrounds
- * Your Company advertised as the Presenting Sponsor for the Poker Run
- * Awards and prizes for the best poker hands
- * Premier Vendor Space 30'x30'
- * 3'x12' banner at start of Poker Run
- * logo on main stage banner
- * 10 admission tickets

Poker Run - Location Stop Sponsor - \$250 5 total

- * There will be 5 location stops on the poker run



VW Offroad Course - Presenting Sponsor \$1000

- * Your Company advertised as the Presenting Sponsor
- * Saturday November 12th 11:30am Volkswagens on the motocross course
- * Motocross course redesigned for Volkswagens to time trial or just cruise the course
- * Presenting Sponsor Banner 3'x12' displayed at the entrance to the Track
- * logo on main stage banner
- * Premier Vendor Space 30'x30'
- * 10 admission tickets

Campground Sponsor - \$1000

- * Presenting Sponsor of the campground activities
- * Free cook out for the campers on saturday night
- * Music
- * Campground Presenting Sponsor Banner 3'x12' displayed at the entrance to the campgrounds
- * logo on main stage banner
- * Premier Vendor Space 30'x30'
- * 10 admission tickets

2016 Florida Bug Jam Calendar Ad - \$250

Exclusive Calendar \$2500

- * 1500 Calendars will be produced
- * Calendars will be given to all of the cars entered in the Florida Bug Jam
- * Ad Size 3"x3"
- * logo on main stage banner

Gold Sponsor - \$600

- * Premier Vendor Space 60'x30'
- * logo on main stage banner
- * logo placed on website sponsor page
- * 4 admission tickets

Silver Sponsor - \$400

- * Premier Vendor Space 30'x30'
- * Logo on Main Stage Banner
- * Logo placed on website sponsor page
- * 2 admission ticket

Bronze Sponsor - Website Ads - \$400

- * Banner ad on the Florida Bug Jam website Sponsor Page
- * Ad & link expires on January 1st, 2016
- * logo on main stage banner

Exclusive Beer Sponsor - \$3,000

- * Exclusive rights for your Brand
- * Logo on all advertising for Nov. 12th & 13th Florida Bug Jam
 - Magazines ads (local and national)
 - Flyers, Posters
 - Website
 - Main Stage Banner
- * Premier Vendor Space 2 locations
- * Website ad and link
- * 2016 Florida Bug Jam calendar ad
- * 25 free spectator tickets

KRY Inc. 31826 Pasco Rd. San Antonio, Fl 33576 352 588-4697

**2016 FLORIDA BUG JAM
ADDITIONAL FUNDING REQUESTS / EVENT SPONSORS**

**FLORIDA HOSPITAL ZEPHYRHILLS
REEVES VOLKSWAGEN
VOLKSWAGEN OF NEW PORT RICHEY
BIG STORM BREWERY
TRIANGLE AUTO PARTS
HILLTOP MOTORS
SUNDANCE BUGS & BUGGY
MCNAB FOREIGN CARS
OLSEN'S AIR COOLED VW'S
FOREIGN POLICY
MST
BUG FARM
GERMANPLATES.COM**

TOTAL SPONSORSHIP FUNDING: \$20,850.00

**2016 FLORIDA BUG JAM
IN-KIND SUPPORT**

VOLKSWAGEN OF NEW PORT RICHEY	ADVERTISING
REEVES VOLKSWAGEN	ADVERTISING
SALVATION ARMY	VOLUNTEERS
YOUNG MARINES	VOLUNTEERS
ZEPHYRHILLS ROTC	VOLUNTEERS
DADE CITY ROTC	VOLUNTEERS
PASCO COUNTY FAIR ASSOCIATION	VOLUNTEERS
SUNRISE OF PASCO COUNTY	VOLUNTEERS



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

12,000 spectators, 750 participants

Certified Room Night Verification, Event Survey

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 6,885

Day Visitors 5,865

Local share of day visitors 8% (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) 83.00

Persons Per Room 2



www.VisitPasco.net

Special Event Marketing Program Estimated Hotel Impact

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

Microtel Inn in Zephyrhills is the Host Hotel for the event.

There is also a page on the Bug Jam website listing all of the Pasco County Hotels by name, address, phone number and distance to the event.

Will the event require meeting or banquet space?

No

If yes, how many people will the space need to accommodate?

n/a

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 700 x \$83.00 (average cost) = \$ 58,100.00

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

Estimated Hotel Impact

2016 FLORIDA BUG JAM RECYCLING PLAN

For 2016, the Florida Bug Jam will be working with Pasco County Recycling for our recycling needs. Pasco County Recycling will deliver the Clear Stream containers to the event. These containers will then be placed throughout the entire event area next to the garbage cans.



VISITOR SURVEY

What is your zip code? _____

How many in your party? _____

Are you spending the night? yes no _____

If yes, where are you staying? _____

COMPLETE THIS SURVEY & RETURN TO THE ENTERTAINMENT STAGE FOR A CHANCE TO WIN 1 OF 4 \$50 GAS CARDS.



VISITOR SURVEY

What is your zip code? _____

How many in your party? _____

Are you spending the night? yes no _____

If yes, where are you staying? _____

COMPLETE THIS SURVEY & RETURN TO THE ENTERTAINMENT STAGE FOR A CHANCE TO WIN 1 OF 4 \$50 GAS CARDS.



Office of Tourism Development Grant Recommendation

Special Event: CHASCO FIESTA™

- Requested Grant Amount: \$26,000
- Recommended Grant Amount: \$ 13,771.45

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	5	
Points Earned	15	25	7	9	2	5	5	5	73

Comments:

Positive

- 26 non-profit organizations benefit
- 9 day event
- Over 75,000 attendees throughout the event

Negative

- Only \$1,500 in advertising being done regionally/out of state
- Gold Medal Sponsorship is \$15,000/ Ask is \$26,000

Observations

Strong Tourism-based event, the majority of attendees come from out of Pasco County (estimated at 70%). Majority of marketing and advertising placed locally. They do not collect an entry fee to attend the majority of the events, only the carnival rides and one concert are charged. They donate the majority of the proceeds to charities. Ask from TDC is \$11,000 more than their gold medal sponsorship.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: Chasco Fiesta, Inc.			
Primary Contact: Dan Sullivan			
Address: 2552 Merchant Ave	City: Odessa	State: FL	Zip Code: 33556
Phone (Daytime): 7,278,427,651	Phone (Evening): 7278100839		
Fax:	Email Address: director@chascofiesta.com		
Not-for-Profit Organization: Yes <input type="checkbox"/> No <input type="checkbox"/>			
EVENT INFORMATION			
Event Name: 2017 Chasco Fiesta			
Event Date(s): March 24 - April 1, 2017			
When was this event established? 1922			
Target Audience (adults only, adults and children, hobby specific, etc): Everyone			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.

Attachment A

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.

Attachment A

LOCATION:

What is your preferred location/facility for the event?

Sims Park, Downtown New Port Richey, Various Locations in We

Where has this event previously been held?

Sims Park, Downtown New Port Richey, Various Location in We

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

Attachment B

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

Attachment B

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 26,000.00

Intended use of funds (Please see list allowable expenses on website):

Print, TV, Radio, Mobile, Web, Facebook, Twitter, Google+, M

How will the requested funds impact the success of the event?

Increase our out of town visitors which will increase the economic impact for the event and local area.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

Attachment E

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

Attachment E

We seek sponsorship to support event.

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

We could not host this event for the 26 non profit groups if
didn't have the support of our sponsors

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event
i.e. donated services, facilities, volunteer staff, advertising, etc.

Attachment D

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development
Council and the Board of County Commissioners. All funding is discretionary based on completed
internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Dan Sullivan

Title: Executive Director

Phone: 727-842-6055

Address: 2552 Merchant Ave. Odessa FL, 33556

Signature

04/20/2016

Date

Attachment A

Overview of Event

Chasco Fiesta™ History

In 1922, New Port Richey citizens planned a celebration to attract people to the thriving young city and to raise money for the community library. Gerben DeVries, the city's first postmaster, was given the task of preparing something new to serve as a program. Inspired by his interest in Florida Native American tribes and the enchanting beauty of the river flowing through the city, he combined the two to create a fictional pageant. This pageant gave the celebration its theme, the beautiful Pithlachascootee River loaned its name to the central characters (King Pithla and Queen Chasco), and a tradition was born.

No longer a fund-raiser for a local library, the 2016 Chasco Fiesta™ benefited more than 26 not-for-profit organizations including the Lighthouse for the Visually Impaired and Blind, Sertoma Speech & Hearing Foundation, Cotee River Lions Club, WPCC Young Professionals Group, the West Pasco Chamber of Commerce, and several churches and schools.

The Chasco Fiesta™ will be held March 20-28, 2015 and offers nine full days of activities, and nine nights of music (most of them free!), including: a Christian Concert, Rock and Roll Tribute, Classic Rock, Bluegrass, Blues, Oldies, and a Country Concert (the only ticketed evening of entertainment).

Held on the banks of the Pithlachascootee ("Cotee") River in New Port Richey, the festival allows visitors to witness a traditional Native American Powwow. Native American people from as far away as Peru, Ecuador, New Mexico and Oklahoma participate in educational activities and dance performances to showcase their culture and history.

Other Chasco Fiesta™ activities include a premier street parade, the oldest running boat parade in the state, a children's village, coronation ball, car & truck show, two-day flea market, softball tournament, bowling tournament, golf tournament, 5k run, and of course, a carnival. If all that activity makes you hungry, you'll find food in plentiful quantities and unlimited varieties offered by both for-profit and non-profit vendors.

Make your plans now to come enjoy the entertainment and activities that make up one of Florida's longest running festivals!

Non-Profits Benefit from Chasco Fiesta™

The driving forces behind Chasco Fiesta™ are the volunteers who help to make the various events happen. Many local non-profit groups benefit either directly or indirectly from the visitors who come to the New Port Richey and the surrounding area during the festival. In 2014, the non-profits raised over \$210,000 to help support their organizations.

Some of the groups set up food booths as a fund-raiser and some participate directly with a specific event to raise funds and awareness. There are also those who perform their community service by organizing & running an event. However they participate, it is because of their energy and enthusiasm that Chasco Fiesta™ has grown from a hometown fair into a regional festival.

The mission of the Chasco Fiesta™ Steering Committee is to continue planning and implementing quality events, so that these groups have an opportunity to raise funds.

Groups that benefit from the Chasco Fiesta™ include:

Anclote High School Band Boosters
Bridge of Hope Tabernacle
Florida Blood Services
Gulf High Band Boosters
Gulf Shores Sertoma
Gulfside Corvette Club
Holiday Rotary
J.W. Mitchell High School Booster Club
Junior Service League
Lighthouse for the Visually Impaired and Blind
One Community Now
Ridgewood High School
Rotary Club of New Port Richey
Salvation Army of Pasco
Sertoma Speech & Hearing Foundation
Soncoast Pentecostal Church
Special Olympics
Special Operations Warrior Foundation
St. Nicholas Cathedral Dance Ministry
Upper Room Apostolic Church
WPCC Young Professionals Group
West Pasco Chamber of Commerce
West Pasco Historical Society
West Pasco Sertoma

Chasco Fiesta Participant Testimonials

Below are comments testimonials from several of the many not-for-profit organizations that Chasco Fiesta partners with.

The Bridge of Hope Tabernacle

The Bridge of Tabernacle has been participating in Chasco Fiesta since 2007. It is by far our largest and most successful fund raiser. It not only raises the greatest amount of funds for our church, but also gives us the best possible exposure to those that might not otherwise have heard of our church. And, spreading the gospel of Jesus Christ is, after all, our main goal in life.

As for the funds raised, it started out as way to procure a building of our church. Now that that dream has been fulfilled, the money raised at this event goes toward paying on mortgage to our Church.

We would like to also thank each and every one that is involved with Chasco Fiesta and to say thank you to all our customers that come back year after year. We love you all.

Gulf Shores Sertoma

As you know Gulf Shores Sertoma has been participating in the Chasco Fiesta for over 10 years. Chasco provides us as well as many other non-profits in the community an opportunity to make West Pasco a better place to live.

Over the years the funds we have raised have been able to provide assistance to several local schools: a reading program, "Take Me Home Backpacks", at Mittye P. Locke Elementary School, The Enrichment Wheel at Richey Elementary, Thanksgiving Dinners to those in need along with Holiday gifts for many children at Moon Lake Elementary, Richey Elementary, Gulf Middle as well as River Ridge.

We sponsor at least two children with speech/hearing needs each year to attend Sertoma's Camp Endeavor. Additionally, our donations to the Sertoma Speech and Hearing Foundation has allowed them to continue providing hearing aids along with the associated services in conjunction with All Children's Hospital.

We are proud to be part of this fun event and look forward to it each year. Without the Chasco Fiesta, which is our major fundraiser, these as well as many other services provided to our community would not be possible.

Ridgewood High School Band

CHASCO is very important to keeping the Band program alive at RHS. Throughout the past several years, fine arts programs, Band included, have undergone drastic budget cuts. The thousands of dollars that were previously funneled into the arts are no longer available. We are asked to provide the same instructional opportunities, but, to do it with less and less funding. Unfortunately, in a downed economy, the arts always seem to be the first ones on the chopping block. Additionally, other fundraising opportunities are drying up as the economy plummets and businesses can no longer afford to offer the support they did in the past; be it through donations, advertising, or providing low-cost fundraising products. Further, many families are living well below the poverty level and families can no longer afford the instruments and costs associated with their student learning to play an instrument. Chasco is the MAJOR source of funding for our Band program. Every very much needed penny raised goes directly toward providing equipment, repairs, travel expenses, music, registration fees and other expenses for the RHS Band. ALL of the labor is provided by volunteers dedicated to our students and to this program. It is a lot of work, but, fun and rewarding for those who are dedicated and involved. It also provides a unique opportunity for our students to learn how important volunteering is and how to give back to their community. It builds values such as; self-confidence, pride, commitment, work ethic, a sense of accomplishment and the self-gratification that often cannot be taught in the classroom. Our students learn what working together as a team can do and that is something they can easily apply to their Band, their family, their community, their career and their future.

J.W. Mitchell High School Band

At 170 members, the JW Mitchell High School Band is the largest band program in Pasco County. Our program consists of a Wind Ensemble, Symphonic Band, Jazz Band, Percussion Ensembles, and a Color Guard program. Students involved in high school music classes have been shown to have higher GPA's and a higher graduation rate than those with no music credits, yet funding is extremely low for fine arts. Our participation in Chasco Fiesta helps raise funds for everything we use including instruments, music, uniforms, and transportation. Effective fundraising is necessary to keep our high quality music program functioning. We enjoy being part of an event that many members of our band have grown up with, and sharing the festivities with other local band programs and non-profits. We are proud to be part of this long-standing tradition in our community.

Annual Chasco Fiesta Events

Chasco Fiesta™ Native American Festival

Held the first Friday-Sunday of Chasco Fiesta.

Sims Park

Friday: 5:00 pm – 9:00 pm

Saturday: 10:00 am – 10:00 pm

Sunday: 11:00 am – 5:00 pm

The Native American Festival features exhibition dancing, alligator wrestlers, instructional demonstrations, educational wildlife displays, and Native American artists, craftsmen and vendors.

Chasco Fiesta™ Carnival

Held for the duration of Chasco Fiesta.

Presented by Carol Stream Amusements, Inc.

Orange Lake, Sims Park

Monday – Thursday: 5:00 – 10:00 p.m.

Friday: 5:00 p.m. – 11:00 p.m.

Saturday: 11:00 a.m. – 11:00 p.m.

Sunday: 1:00 p.m. – 9:00 p.m.

The midway has a special area for children's rides, resulting in more rides for everyone and a safer area for smaller children.

Wristbands are:

Monday – Thursday \$15 Friday – Sunday \$20

Monday, March 23rd – Youth and Family Night at the Carnival. All rides are just \$1 each.

West Pasco Sertoma Beef BBQ

Held the first weekend of Chasco Fiesta (starting on Friday).

Sims Park

Friday: 12:00 pm – 10:00 pm

Saturday: 11:00 am – 10:00 pm

Sunday: 12:00 pm – 4:00 pm

Whether it's the secret Sertoma sauce or the long slow cooking, more than 15,000 pounds of beef will be served before the BBQ fire goes out.

Chasco Fiesta Memorabilia Show

West Pasco Historical Society

Held throughout Chasco Fiesta event

6341 Circle Boulevard, New Port Richey

Take a trip down history lane and learn about past Chasco Fiesta events, how it started and the impact it has had on the local community.

The West Pasco Historical Society invites those attending the Chasco Fiesta to stop by the Rao Musunuru M.D. Museum on Circle Boulevard between Sims Park and Orange Lake to see the following special exhibits: **A Glimpse of the Chasco Fiesta from 1922 to Today; Photographs of World War I; Recognizing Women's Contributions to**

Our Nation and Pasco County. Our usual open hours from 1 p.m. to 4 p.m. on Friday and Saturday will be extended. All are welcome, and there is no charge.

Chasco Coronation Ball

Held the first Friday of Chasco Fiesta.

Spartan Manor, New Port Richey

6:00 pm / Cost \$100 per person

Presented by The Musunuru Family

Hosted and Benefiting the Lighthouse for the Visually Impaired and Blind

The nominees for Queen Chasco and King Pithla are proposed by community organizations and are nominated for their exceptional contributions to the community.

Junior Service League Children's Village

Held the first Saturday of Chasco Fiesta, prior to street parade.

Sims Park

9:00 a.m. – 12:00 p.m.

Kids of all ages are welcome to come and participate in arts and crafts, face painting, and other fun activities.

Blood Drive - One Blood

Held the first Saturday of Chasco Fiesta, prior to street parade.

Sims Park

10 am – 3 pm

Chasco Fiesta™ Main Street Mile (Pre-Parade Race)

Held the first Saturday of Chasco Fiesta, prior to street parade.

Street Parade Route, 12:30 pm

Hosted by Big Dawg Runnin'

Meet at Schwettman Education center

Entry fee to participate.

Register at www.chascomsm.com

Chasco Fiesta™ Market

Held the first weekend of Chasco (Saturday and Sunday).

Central Avenue and Circle Boulevard (East of Orange Lake)

Saturday: 9:00 am – 6:00 pm

Sunday: 10:00 am – 4:00 pm

Event is free to spectators

Vendor Spaces Available (10x10 - \$75; 10x20 - \$150)

Hosted by Anclote High School Band Boosters

Chasco Fiesta™ Street Parade

Held the first Saturday of Chasco Fiesta.

Parade begins at Grand Blvd. and Gulf Drive at 1:00 p.m.

Theme: TBD

Ends at Main Street and U.S. Highway 19

Free to spectators

Entry Fee: \$200 for profit organizations and Krewes

\$25 not-for-profit organizations

Presented by Greg Henry Restoration (logo)

Hosted by Holiday Rotary

Co-Sponsored by All Children's Hospital, Florida Cancer Specialists, Smith Collision

Join us for a fabulous combination of floats, Krewes, local talent, clowns, and horses makes this parade one of the premier parade on Florida's Suncoast.

Gulf Side Corvette Club 19th Annual Chasco Fiesta™ Car, Truck and Bike Show

Held the first Sunday of Chasco Fiesta.

Orange Lake at Sims Park

Registration: 8:00 am – 12:00 pm or at www.gulfsidecorvetteclub.com

Car Show takes place from 9 a.m. – 3 p.m. (approximate)

Entry fee to participate. Free to spectators.

Hosted by Gulf Side Corvette Club

Sponsored by: A-Tex Transmissions, Ed Morse Auto Plaza, and Feola's Service Center

Cars, trucks and motorcycles, customs and classics compete for trophies.

A portion of proceeds will benefit "The Sand Soldiers of America"

Chasco Fiesta™ Bowling Tournament

Held Tuesday during Chasco Fiesta.

Lane Glo South

8631 Old County Road 54, New Port Richey, FL 34653

6:30 pm Registration 5:30 pm

Entry Fee: \$140 per team in advance

Hosted by the WPCC Young Professionals Group

Chasco Fiesta™ Golf Tournament

Held the second Friday of Chasco Fiesta.

Seven Springs Golf and Country Club

Shotgun Start 1:30 pm / Registration 11:30 am

Entry Fee: \$500 per team of 4

Hosted by the West Pasco Chamber of Commerce

Sponsored by Republic Bank

Package includes: Green Fees, Cart, Lunch, Goodie Bag, Dinner, Door Prizes, Hole Sponsor Sign, and Fun!!

West Pasco Sertoma Chicken BBQ

Held the second Friday and Saturday of Chasco Fiesta.

Sims Park

Friday: 5:00 pm – 10:00 pm

Saturday: 11:00 am – 10:00 pm

Special Olympics 5K and 1 Mile Walk

Held the second Saturday of Chasco Fiesta.

New Port Richey Recreation and Aquatics Center

5K Race at 8:00 am / 1 mile walk at 8:45 am

Race is \$20.00 in Advance / Day of Race is \$25.00

Walk is \$5.00 per person and \$10.00 per family

Pre-Registration: Friday, March 28 from 5:30 pm - 7:00 pm

Registration begins at 6:45 day of race.

Hosted by Special Olympic of Florida - Pasco County

Mark your calendar for the Inaugural Special Olympics 5K Fun Run/Walk to Benefit Special Olympics Florida-Pasco County.

Chasco Fiesta™ Softball Tournament

Held the second Saturday of Chasco Fiesta.

Veterans Memorial Park

Team Entry Fees: \$300 per team

Hosted by Pasco County Parks and Recreation Department

Sponsored by:

This softball tournament attracts some of the best softball teams in Florida and a few from out-of-state.

Chasco Fiesta™ Boat Parade

Held the second Saturday of Chasco Fiesta.

Begins at Millers Bayou, Pithlachascotee River at approximately 1:00 pm

Entry Fee \$25

Hosted by the New Port Richey Rotary

Presented by Ferman

Sponsored by Hooters

Decorated watercraft will travel down the picturesque Pithlachascotee River from Miller's Bayou to Sims Park in Florida's oldest boat parade. New this year the boats compete for the Express Employment People's Choice Award where you get to pick the winner by texting during the parade. Bring the entire family out for a fun day on the banks of the Pithlachascotee River at Sims Park.

Children's Hearing Help Fund Chance Drawing

Held the second Saturday of Chasco Fiesta.

Sims Park Amphitheater,

During the Country Concert

Hosted by Sertoma Speech & Hearing Foundation of FL, Inc.

Win 2 NFL Buccaneer Club-Level Season Tickets and Reserved Stadium Parking

Check out the other Stadium Club Exclusive Member Benefits on our Facebook Page

Ticket Price: \$75 per ticket, only 150 will be sold.

Attachment B

2017 Chasco Fiesta Proposed Marketing Budget

Print and Online Advertising:

TBT:

- 3 full color ads 5" x 6" running between
- Distribution Monday – Thursday is 196,000: 60% Hillsborough, 32% Pinellas, 8% Pasco
- Distribution on Friday is 234,500: 57% Hillsborough, 33% Pinellas, 9% Pasco, 1% Manatee
 - Total print campaign value: \$3,000
 - Total print campaign cost: \$2,500
 - Chasco Fiesta™ funds will be used

Tampabay.com:

- New for 2016 mobile marketing and geo fencing (Strawberry Festival, State Fair and Grand Prix) 50,000 impressions \$3,000.
- Things to Do Online Event Guide at Tampabay.com
- Click through marketing from the Times website
- Website has 1,553,333 monthly unique visitors: 6% Hernando, 38% Hillsborough, 14% Pasco, 42% Pinellas
- The click through rate on tampabay.com for Chasco Fiesta 2015 was 0.10%
- In total, the tab saw **2,114 page views** and **1,322 monthly unique visitors**. That is a **75% increase year over year**, and last year the tab was live for 6 weeks, when this year the tab was live for only 4 weeks.
 - Total web campaign value: \$14,000
 - Total web campaign cost: \$10,000
 - TDC funds will be used

Tampa Bay Magazine:

- One full color / full page ad in Tampa Bay Magazine in March 2017 to promote event.
 - Total print campaign cost: \$1,900
 - 80% of TDC funds will be used, 20% of Chasco Fiesta™ funds will be used

Tri-State Bluegrass Association:

- One b/w full page ad in TSBA Bluebook 2017
- Distribution includes 1,500 books sent throughout the United States
- Concentration on distribution in the Midwest, Southeast, and Eastern United States.
 - Total print campaign cost: \$125
 - TDC funds will be used

Brochures/Posters:

- 1,000 posters
- 60,000 schedule brochures
- Materials will be distributed at various locations in Pasco, Hillsborough, Hernando, Pinellas, and Citrus such as Chambers of Commerce, libraries, retail stores, Harley Davidson Stores and civic associations.
 - Total brochure/poster value: \$6,000
 - Total brochure/poster cost: \$6,000
 - Chasco Fiesta™ funds will be used

Chasco Fiesta.com

- 187,781 unique visitors 2015-16

Facebook:

- Facebook page is www.facebook.com/chascofiesta
- Currently there are 12,891 fans
- 2016 Facebook reach March 23-April 19 – 71,576.
Post engagement 45,754
- We are going to use Facebook ads to promote our page and the event.
 - Total Facebook campaign cost \$1,000
 - TDC funds will be used

Broadcast Advertising:

Bright House Networks:

- We will identify and target out of county area on popular channels within Bright House Networks.
- TV advertising will begin approximately 2-4 weeks prior to Chasco Fiesta™ and continue throughout the event.
 - Total TV broadcast advertising campaign costs: \$2,000
 - Chasco Fiesta™ funds will be used

CBS Radio – Tampa Bay (WQYK 99.5):

- Live mentions when artist's songs are played
- 75 recorded promos
- 20 on-air ticket giveaways

- 50 sixty-second commercials
- Listing on station web site and calendar of events
- Banner ad with click through to website
- 100 streaming on line commercials
- 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 radio campaign value: \$49,000
 - Total radio campaign cost: \$6,500
 - TDC funds will be used

Additional Radio Broadcasting:

- Partnerships have been developed with the following stations for additional event coverage: Joy FM, The Bone 102.5
 - Total cost: \$1,975

TDC Funds will be used

Bus Stop Bench Advetising:

- 5 Benches throughout Pasco with over 147,500 Daily Traffic
- \$850.00 Chasco Fiesta™ Funds will be used

\$2,500 - TBT

\$10,000 - Tampa Bay

\$1,900 – Tampa Bay Magazine

\$125 – Tri-State Bluegrass Association

\$1,000 – Facebook

\$2,000 – Brighthouse Networks

\$6,500 – 99.5 WQYK

\$1,975 – Joy FM – The Bone 102.5

\$26,000 – Total for Grant Advertising.

Proposed Event Advertising

Print - \$95,000 Value

- ❖ Tampa Bay Times – Includes ads and approximately 60,000 official Chasco Fiesta™ Programs (distributed in Pasco, North Pinellas, and South Hernando)
- ❖ TBT – Tampa Bay Times Special weekly section (special event cover with event information)
- ❖ Tampa Bay Magazine Ad
- ❖ Tri-State Bluegrass Association Book Ad (Bluegrass)

Radio - \$75,000 Value

- ❖ WQYK 99.5
- ❖ WDUV 105.5
- ❖ The Joy fm

On-line - \$20,000 Value

- ❖ Tampabay.com ads
- ❖ Tampabay.com Ads
- ❖ Chasco Fiesta™ facebook page –7,162 fans
www.facebook.com/chascofiesta
- ❖ Chasco Fiesta™ website – approx. 130,000 hits annually
www.chascofiesta.com
- ❖ Event Calendar Listings – approx. 10 Bay Area event calendars
- ❖ WQYK Special Ads and direct email promos

Total - \$190,000

Proposed Event Printing

Chasco Fiesta - \$25,000

- ❖ Entertainment/Event Brochures – 30,000 distributed throughout Pasco and surrounding counties – including Publix Supermarket distribution from 11 stores in West Pasco
- ❖ Entertainment Posters – 1,000 distributed throughout Pasco and surrounding counties
- ❖ T-shirts – 500
- ❖ Street Banners – 3 week display in New Port Richey
- ❖ Street Signs – 2 week display in and around New Port Richey
- ❖ Band Shell Banners – 2 week display in Sims Park
- ❖ Benches – 12 around the West Pasco area one month before event

Associated Events – \$5,000

- ❖ Posters - 500
- ❖ Event Applications – 5,000
- ❖ Flyers – 5,000

Total – \$30,000

Combined Advertising / Printing
Total Value - \$220,000

Chasco Fiesta Inc.

BUDGET VS. ACTUALS: FY_2015 - FY15 P&L

July 2014 - June 2015

TOTAL

	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
405 - Carnival	54,241.00	54,500.00	-259	99.52%
410 - Street Parade	40,680.00	23,950.00	16,730.00	169.85%
415 - Country Concert	21,271.00	11,020.00	10,251.00	193.02%
420 - Boat Parade	9,625.00	8,275.00	1,350.00	116.31%
425 - Entertainment in the Park	24,500.00	28,150.00	-3,650.00	87.03%
430 - Softball Tournament	2,195.00	2,200.00	-5	99.77%
435.00 - Making the Cut		0	0	
440 - Beverage Sales	4,562.98	3,250.00	1,312.98	140.40%
445 - Native American Pow-Wow	20,125.00	21,250.00	-1,125.00	94.71%
485 - Not for Profit Vendors	13,846.27	7,800.00	6,046.27	177.52%
487 - For Profit Vendors	6,311.00	5,950.00	361	106.07%
490 - Misc. Income	11,832.12	10,635.00	1,197.12	111.26%
492 - TDC Reimbursement	26,365.00	14,950.00	11,415.00	176.35%
493 Chasco Fundraisers	38		38	
495 - Sponsors	65,962.43	50,750.00	15,212.43	129.98%
498 - Rainy Day Fund	25.86	0	25.86	
Unapplied Cash Payment Income	0.8		0.8	
Total Income	\$301,581.46	\$242,680.00	\$58,901.46	124.27 %
Gross Profit	\$301,581.46	\$242,680.00	\$58,901.46	124.27 %
Expenses				
602 - Sponsorship Expense	10,722.15	10,100.00	622.15	106.16%
610 - Street Parade	10,499.44	10,135.00	364.44	103.60%
615 - Country Concert	49,713.38	35,515.00	14,198.38	139.98%
620 - Boat parade	4,152.04	4,010.00	142.04	103.54%
625 - Entertainment in the Park	33,855.79	38,585.00	-4,729.21	87.74%
626 - Nightly Entertainment	9,677.58	6,100.00	3,577.58	158.65%
630 - Softball Tournament	1,563.37	2,900.00	-1,336.63	53.91%
635.0 - Making the Cut		0	0	
640 - Beverage Expenses	34.58	50	-15.42	69.16%
645 - Native American Pow-Wow	37,618.25	20,000.00	17,618.25	188.09%
680 - Chasco Advertising	24,992.44	18,683.86	6,308.58	133.76%
690. - Logistics	102,535.32	84,715.58	17,819.74	121.03%
691 Business / Office Expenses	12,135.23	9,895.76	2,239.47	122.63%
692 Payroll Expenses	2,430.04	0	2,430.04	
694 - Chasco Fiesta Foundation		0	0	
699 - Administrative	610.52	100	510.52	610.52%
Unapplied Cash Bill Payment Expense	0		0	

Total Expenses	\$300,540.13	\$240,790.20	\$59,749.93	124.81 %
Net Operating Income	\$1,041.33	\$1,889.80	\$ -848.47	55.10 %
Net Income	\$1,041.33	\$1,889.80	\$ -848.47	55.10 %

*Thursday, Apr 21, 2016 04:38:53 PM PDT
GMT-4 - Cash Basis*

Gold Medal Sponsor

Sponsorship Level Includes:

- ❖ Exclusive sponsorship rights as only sponsor in field at Gold Medal level
- ❖ Identified as a Gold Medal sponsor on all paid printed Chasco Fiesta™ materials and all paid broadcast advertising (Over \$220,000 as shown on Proposed Advertising). Gold Medal sponsor logos will also be on all paid advertising and printed materials for events associated with Chasco Fiesta™
- ❖ The company logo will be on all printed materials for Chasco Fiesta™ and associated events (Over \$14,000 as shown on Proposed Printing)
- ❖ The company logo will be on the Gold Medal Sponsor page of the official Chasco Fiesta™ Program
- ❖ Identified in event areas as Gold Medal sponsor through signage placed in visible and strategic locations (Chasco Fiesta™ will also place any banners provided by company in event areas)
- ❖ Continuous live mentions of presenting sponsorship by emcee during concerts
- ❖ Ability to have a booth in the park for the entire nine day event
- ❖ 10 VIP passes allowing access to the Hospitality Tent throughout the event, 10 Meet and Greet passes for the Country Concert allowing access to talent, 10 reserved Gold Medal seats at the Country Concert, 10 official Chasco t-shirts
- ❖ A foursome to the Chasco Fiesta™ Golf Tournament
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website

Investment: \$15,000

Native American Festival Title Sponsor

Sponsorship Level Includes:

- ❖ Logo on Sponsor page of Chasco Fiesta™ Program, of which there are 60,000 programs
- ❖ Listed on Schedule of Events page in Chasco Fiesta™ Program as Native American Pow Wow Presented by (Company Name)
- ❖ Listed on Schedule of Events in Chasco Fiesta™ Brochure as Native American Pow Wow Presented by (Company Name), of which 30,000 are printed
- ❖ Logo listed on the Chasco Fiesta™ Brochure
- ❖ Event listed on website as Native American Pow Wow Presented by (Company Name)
- ❖ Chasco Fiesta™ will create an event banner showing company as the Presenting Sponsor, banner will be placed at the event April 1-3, 2016
- ❖ Chasco Fiesta™ will display up to three banners provided by company at the event from April 1-3, 2016
- ❖ Live mention of company as Presenting Sponsor throughout the Native American Pow Wow
- ❖ May have a booth/tent in Sims Park to distribute materials during the three day event for as much time as desired
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 8 VIP passes allowing access to the Hospitality Tent throughout the event, 8 VIP tickets for the Country Concert, and 8 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$10,000

Native American Festival Sponsor

Sponsorship Level Includes:

- ❖ Logo on Sponsor page of Chasco Fiesta™ Program, of which there are 60,000 programs
- ❖ Logo listed on the Chasco Fiesta™ Brochure
- ❖ Event listed on website as Native American Pow Wow Sponsor
- ❖ Company can provide up to three (3) banners to be placed in Pow Wow area through duration of event.
- ❖ Live mention of company as Sponsor throughout the Pow Wow
- ❖ May have a booth/tent in Sims Park to distribute materials on March 20-22, for as much time as desired
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP tickets to the Country Concert, and 2 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$3,500

Carnival Sponsor

Sponsorship Level Includes:

- ❖ Logo on Sponsor page of Chasco Fiesta™ Program, of which there are 60,000 programs
- ❖ Listed on Schedule of Events page in Chasco Fiesta™ Program as Chasco Carnival Sponsored by (Company Name)
- ❖ Listed on Schedule of Events in Chasco Fiesta™ Brochure as Chasco Carnival Sponsored by (Company Name), of which 30,000 are printed
- ❖ Logo listed on the Chasco Fiesta™ Brochure
- ❖ Event listed on website as Chasco Carnival Sponsored by (Company Name)
- ❖ Chasco Fiesta™ will create an event banner showing company as the Carnival Sponsor, banner will be placed at the Carnival for the entire nine days
- ❖ Chasco Fiesta™ will display up to three banners provided by company for the entire nine days
- ❖ May have a booth/tent in Sims Park to distribute materials during the nine day event for as much time as desired
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 6 VIP passes allowing access to the Hospitality Tent throughout the event, 6 VIP tickets to the Country Concert, and 6 official Chasco Fiesta t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$10,000

Blues Masters Presenting Sponsor

Sponsorship Level Includes:

Projected attendance for concert is 3,000

- ❖ Company will become part of the concert name, Blues Masters Presented by (Company Name)
- ❖ Listed in Chasco Fiesta™ Program Schedule of Events as Blues Masters Presented by (Company Name), approximately 60,000 programs
- ❖ Logo on sponsor page of Chasco Fiesta™ program
- ❖ Listed on Chasco Fiesta™ Brochure in Entertainment in the Park as Blues Masters Presented by (Company Name), approximately 30,000
- ❖ Logo listed on Chasco Fiesta™ Brochure
- ❖ Listed on Entertainment Poster as Blues Masters Presented by (Company Name), approximately 1,000
- ❖ Listed as Blues Masters Presented by (Company Name) on Suncoast Blues Society Twelve Bar Rag Magazine full page ad
- ❖ Live mentions throughout concert as Presenting Sponsor
- ❖ Company may toss promotional items to crowd during breaks at concert
- ❖ May talk to crowd for up to five minutes the night of the concert to promote company
- ❖ Listed on various event web sites and blogs as Blues Masters Presented by (Company Name)
- ❖ Chasco Fiesta™ will create an event banner stating Blues Masters Presented by (Company Name), banner will be placed in the park the day of concert
- ❖ Chasco Fiesta™ will also place any banners provided by company in the event area for that day
- ❖ May have a booth/tent in Sims Park to distribute materials the night of the concert
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Chasco Fiesta™ can run Facebook promotions such as first five people to stop in at company that mention this post will receive a free Chasco Fiesta™ t-shirt
- ❖ Listed as Blues Masters Presented by (Company Name) on the website
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 4 VIP passes allowing access to the Hospitality Tent throughout the event, 4 VIP passes for the Country Concert, and 4 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$5,000

Blues Masters Sponsor

Sponsorship Level Includes:

Projected attendance for concert is 3,000

- ❖ Listed in Chasco Fiesta™ Program Schedule of Events as Blues Masters sponsor, approximately 60,000 programs
- ❖ Logo on sponsor page of Chasco Fiesta™ program
- ❖ Listed on Chasco Fiesta™ Brochure in Entertainment in the Park as Blues Masters sponsor, approximately 30,000
- ❖ Logo listed on Chasco Fiesta™ Brochure
- ❖ Listed on Entertainment Poster as Blues Masters sponsor, approximately 1,000
- ❖ Logo on Suncoast Blues Society Twelve Bar Rag Magazine full page ad
- ❖ Live mentions throughout concert as Sponsor
- ❖ Chasco Fiesta™ will place up to two banners provided by company in the event area for that day
- ❖ May have a booth/tent in Sims Park to distribute materials the night of the concert
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP passes for the Country Concert, and 2 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$2,500

Rock n' Roll Tribute Sponsor

Sponsorship Level Includes:

- ❖ Projected attendance for concert is 8,000
- ❖ Listed in Chasco Fiesta™ Program Schedule of Events as Rock n' Roll Tribute sponsor, approximately 60,000 programs
- ❖ Logo on sponsor page of Chasco Fiesta™ program
- ❖ Listed on Chasco Fiesta™ Brochure in Entertainment in the Park as Rock n' Roll Tribute sponsor, approximately 30,000
- ❖ Logo listed on Chasco Fiesta™ Brochure
- ❖ Listed on Entertainment Poster as Rock n' Roll Tribute sponsor, approximately 1,000
- ❖ Live mentions throughout concert as Sponsor
- ❖ Chasco Fiesta™ will place up to two banners provided by company in the event area for that day
- ❖ May have a booth/tent in Sims Park to distribute materials the day of the concert
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP passes for the Country Concert, and 2 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$2,500

Oldies Night Sponsor

Sponsorship Level Includes:

Projected attendance for concert is 4,000

- ❖ Listed in Chasco Fiesta™ Program Schedule of Events as Oldies Night sponsor, approximately 60,000 programs
- ❖ Logo on sponsor page of Chasco Fiesta™ program
- ❖ Listed on Chasco Fiesta™ Brochure in Entertainment in the Park as Oldies Night sponsor, approximately 30,000
- ❖ Logo listed on Chasco Fiesta™ Brochure
- ❖ Listed on Entertainment Poster as Oldies Night sponsor, approximately 1,000
- ❖ Live mentions throughout concert as Sponsor
- ❖ May talk to crowd for up to five minutes the night of the concert to promote company
- ❖ Chasco Fiesta™ will place up to two banners (provided by company in the event area for that day)
- ❖ May have a booth/tent in Sims Park to distribute materials the day of the concert
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 4 VIP passes allowing access to the Hospitality Tent throughout the event, 4 VIP passes for the Country Concert, and 4 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$3,500

Entertainment Presenting Sponsor

Sponsorship Level Includes:

This would be for the Presenting Sponsor of one of the following nights: Classic Rock, Youth Music Showcase, and Bluegrass Music in the Park. For the purpose of this proposal we are using Classic Rock. Projected attendance 1,000 – 3,000

- ❖ Company will become part of the concert name, for example Classic Rock Presented by (Company Name)
- ❖ Listed in Chasco Fiesta™ Program Schedule of Events as Classic Rock Presented by (Company Name), approximately 60,000 programs
- ❖ Logo on sponsor page of Chasco Fiesta™ program
- ❖ Listed on Chasco Fiesta™ Brochure in Entertainment in the Park as Classic Rock Presented by (Company Name), approximately 30,000
- ❖ Logo listed on Chasco Fiesta™ Brochure
- ❖ Listed on Entertainment Poster as Classic Rock Presented by (Company Name), approximately 1,000
- ❖ Listed on various event web sites and blogs as Classic Rock Presented by (Company Name)
- ❖ Chasco Fiesta™ will create an event banner showing company as the Presenting Sponsor, banner will be placed in the park the day of entertainment
- ❖ Chasco Fiesta™ will also place any banners provided by company in the event area for that day
- ❖ May have a booth/tent in Sims Park to distribute materials during concert
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP tickets to the Country Concert, and 2 official Chasco t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$2,500

Entertainment Sponsor

Sponsorship Level Includes:

This would be to sponsor one of the following nights: Classic Rock, Youth Music Showcase, Bluegrass Music in the Park, and A Grateful Nation. For the purpose of this proposal we are using Classic Rock. Projected attendance 1,000 – 3,000

- ❖ Listed in Chasco Fiesta™ Program Schedule of Events as Classic Rock Sponsor, approximately 60,000 programs
- ❖ Logo on sponsor page of Chasco Fiesta™ Program
- ❖ Listed on Chasco Fiesta™ Brochure in Entertainment in the Park as Classic Rock Sponsor, approximately 30,000
- ❖ Logo on Chasco Fiesta™ Brochure
- ❖ Listed on Entertainment Poster as Classic Rock Sponsor, approximately 1,000
- ❖ Live mentions throughout concert as Sponsor
- ❖ Chasco Fiesta™ will place up to two banners provided by company in the event area for that day
- ❖ May have a booth/tent in Sims Park to distribute materials the day of the concert
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco Fiesta™ will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP passes for the Country Concert, and 2 official Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$1,250

Street Parade Title Sponsorship

Sponsorship Level Includes:

- ❖ The street parade will be named 2015 (Company Name) Chasco Fiesta™ Street Parade, and will be listed as such on all paid advertising
- ❖ Listed as the (Company Name) Chasco Fiesta™ Street Parade under Schedule of Events in the official Chasco Fiesta™ program, approximately 60,000 programs
- ❖ Logo of company on additional sponsors page of the official Chasco Fiesta™ program
- ❖ Listed as the (Company Name) Chasco Fiesta™ Street Parade under Schedule of Events in the brochure, approximately 30,000 brochures
- ❖ Logo listed on the back of the brochure
- ❖ Chasco Fiesta™ will create a banner stating 2015 (Company Name) Chasco Fiesta™ Street Parade that will be placed at the beginning of the parade
- ❖ Chasco Fiesta™ will have volunteers carry up to three banners provided by company in the Street Parade
- ❖ Continuously mentioned as Title Sponsor by emcees during the Street Parade, of which there will be a minimum of three set up along the parade route
- ❖ 8 VIP passes allowing access to the Hospitality Tent throughout the event, 8 VIP Country Concert tickets, and 8 official Chasco t-shirts
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ No entry fee for Chasco Fiesta Street™ Parade
- ❖ No entry for Chasco Fiesta™ Boat Parade

Investment: \$10,000

Street Parade Sponsor

Sponsorship Level Includes:

- ❖ Logo on sponsor page of Chasco Fiesta™ Program, approximately 60,000 Logo on Chasco Fiesta Brochure, approximately 30,000
- ❖ Listed as sponsor under Street Parade in the Schedule of Events of the Brochure
- ❖ Chasco Fiesta will create a company sponsorship banner that will be carried by volunteers in the parade
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP tickets to the Country Concert, and 2 official Chasco t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$1,500

Boat Parade Title Sponsorship

Sponsorship Level Includes:

- ❖ Inclusion in all of the following advertising:
 - Logo in TBT Cover April 2016 with Boat Parade Information (approx. 80,000 distribution)
 - Listed as (Company Name) Chasco Fiesta™ Boat Parade in the Chasco Fiesta™ Program Schedule of Events
 - Logo will be on the additional sponsors page of the Chasco Fiesta™ Program (approx. 60,000 distribution)
 - Listed as (Company Name) Chasco Fiesta™ Boat Parade in the Chasco Fiesta™ Brochure Schedule of Events (approx. 30,000 distribution)
 - Logo will be on the back of the Chasco Fiesta™ brochure
 - Name mention as sponsor of the (Company Name) Chasco Fiesta Boat Parade in Chasco Fiesta ad in Tampa Bay Magazine (approx. distribution 80,000)
 - (Company Name) Chasco Fiesta™ Boat Parade will be promoted on the Chasco Fiesta™ website including the your logo and link
 - (Company Name) Chasco Fiesta™ Boat Parade will be posted on Chasco Fiesta™ facebook page (8,000 plus followers)
 - Chasco Fiesta™ will post approved information from your company on Chasco Fiesta™ facebook page
- ❖ Name and logo on vehicle and boat used in the 2016 Chasco Fiesta Street Parade to promote the (Company Name) Chasco Fiesta Boat Parade
- ❖ Invitation to be guest of the Boat Parade committee at the annual Chasco Fiesta Boat Parade Captain's Party at Hooters in Port Richey.
- ❖ Invitation to be a guest at the Chasco Fiesta Boat Parade award presentation at New Port Richey Rotary lunch in April.
- ❖ Up to two banners at the event April 1-9 in high visible areas, Sponsor must provide banners
- ❖ Chasco Fiesta™ will create an event banner showing (Company Name) as the Chasco Fiesta Boat Parade sponsor, banner will be placed on a boat at the beginning of the boat parade
- ❖ 4 Preferred Seating and 10 General Admission tickets to the Country Concert, 4 VIP Hospitality Passes, and 4 Chasco Fiesta™ t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$10,000

Boat Parade Sponsor

Sponsorship Level Includes:

- ❖ Logo on sponsor page of Chasco Fiesta™ Program, approximately 60,000 Logo on Chasco Fiesta Brochure, approximately 30,000
- ❖ Listed as sponsor under Boat Parade in the Schedule of Events of the Brochure
- ❖ Access to Chasco Fiesta™ Facebook page, Chasco will post content provided by company
- ❖ Logo and link on Chasco Fiesta™ website
- ❖ 2 VIP passes allowing access to the Hospitality Tent throughout the event, 2 VIP tickets to the Country Concert, and 2 official Chasco t-shirts
- ❖ No entry fee for Chasco Fiesta™ Street Parade
- ❖ No entry fee for Chasco Fiesta™ Boat Parade

Investment: \$1,500

Attachment D

Chasco Fiesta In-Kind Support List- Over 150 volunteers

\$40,000 City of New Port Richey
\$5,000 Rotary Club of New Port Richey
\$5,000 Rotary Club of Holiday
\$300 Meares Plumbing
\$3,000 #Cinema
\$3,000 Tampa Bay MultiMedia
\$1,000 Spartan Manor
\$750 T-Mobile
\$3,000 West Pasco Chamber of Commerce
\$1,000 Trinity Odessa Chamber of Commerce
\$2,000 TO CONNECT Magazine
\$500 Progressive Waste Solutions
\$2,000 R.V. World of Hudson
\$1,000 Kazu's Sushi
\$500 Kane's Furniture
\$10,000 102.5 The Bone
\$6,000 TampaBay.com
\$10,000 The JoyFM 91.5
\$2,000 Hugues Enterprises Inc.
\$200 Starbucks Coffee
\$4,000 Everglades Farm Equipment
\$4,000 LongHorn SteakHouse
\$1,500 McWilliams & Son Heating, A/C, Electrical
\$1,000 Grille 54
\$1,000 Dulcet Lounge
\$2,000 Hooters
\$1,000 Lonzalo's Pizzeria
\$1,000 The Karl Reef
\$1,000 Publix

\$126,750.00 Total In-Kind products and services.



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

75,000 over the 9 days. Which includes Street Parade, Boat Parade and concerts.

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 300

Day Visitors 74,700

Local share of day visitors 70 (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) 85.00

Persons Per Room 2



**Special Event Marketing Program
Estimated Hotel Impact**

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

We have 4 hotels as our host hotels for this event.

Holiday Inn Express of Trinity, Fairfield Inn Holiday

Homewood Suites Port Richey, Magnuson Inn

We also asked all Hotels in the area to track room stays.

Will the event require meeting or banquet space?

Yes, the Coronation Ball uses the Spartan Manor.

If yes, how many people will the space need to accommodate?

300 Guests

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 300 x \$83.00 (average cost) = \$ 24,900.00

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

2017 Chasco Fiesta™ Recycling Plan

2017 Chasco Fiesta Recycling Plan

Chasco Fiesta, Inc. has adopted the following recycling plan, to be followed at the 2016 Chasco Fiesta event being held March 24-April, 2017 in downtown New Port Richey. This plan was originally enacted in 2014, and with great success during the first two years, has been updated for the next event in 2017. 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)

We do not have the numbers for 2016 at the time of this application

In 2015, Chasco Fiesta collected 3.9 tons of recycling (photo below shows dumpster on the last day of event).

In 2014, Chasco Fiesta collected .51 tons of recycling.



Containers: Chasco Fiesta collaborates with Pasco County Recycling to promote recycling to event attendees. Chasco Fiesta borrows the Clear Stream containers from Pasco County. 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 2015, Chasco Fiesta worked with Pasco County Recycling and Covanta to develop a "Beads for Recycling Campaign". This campaign took place during the annual street parade. Containers were placed at the six DJ stands along the parade route. DJs helped encourage spectators to recycle at their booths and when they did, they received a strand of beads. For a first year campaign it was a success. We anticipate continuing this program in 2017.

Containers were also placed in the carnival, car show, and market during the first weekend.

In 2017, we look to add more recycling containers to the main sections of the parade route. This will help with overall collection of recyclables from those not near a DJ location. Additionally, when clean-up of the parade route takes place (typically Sunday after the parade our clean-up partners from the Boy Scouts will be equipped with clear bags to allow for collection of recyclable materials that would have otherwise been thrown in the general garbage.

We also look to expand where we place these containers during various events, including those that take place off-site of the event (i.e. Special Olympics 5k, Hunger Walk). Additionally, we will add additional containers to the Native American Festival, and move containers around throughout the event as needed to ensure the highest traffic areas are covered.

Chasco Fiesta will also request additional containers to be able to have a bigger impact on recycling collection during high traffic events, including the street and boat parade, and to promote at off-site events.

Vendors All Chasco Fiesta vendors have been informed as to the importance of recycling at this event. In 2015, recycling cans were placed near each of the vendors. Vendors were provided stickers to wear that encouraged recycling, and also informed spectators that Chasco Fiesta is a recycling event when they purchase water or soda. In 2015, we saw a huge increase in the number of vendors that supported this initiative and expect that to continue to grow each year.

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.

In 2017, we will provide additional stickers for our event partners in addition to the food vendors. We will ask these partners and their volunteers to wear stickers while participating in the 2017 Chasco Fiesta event.

Overall Event Announcements are made throughout the event reminding attendees to recycle.

Signage In 2015, Chasco Fiesta created a 3x8 foot banner to promote Recycling at the event. This banner was hung in a prominent location for spectators to see and served as a reminder that the event is focused on recycling.

Additionally, Chasco Fiesta had 20 small recycling signs made to be placed next to the Clear Stream recycling containers in Sims Park. These signs also contained the logo for Keep Pasco Beautiful.

In 2016, Chasco Fiesta will increase awareness through signage by having 2 large banners walked down the street parade route as a part of the annual parade. These additional banners will then be placed at various spots around the event, including the annual Car Show and Market.



Chasco Fiesta will have additional smaller signs made to be placed with the Clear Stream containers around the venue (currently we utilize 40 containers and have 20 signs).

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.

Chasco Fiestas 2016 TM



COUNTRY CONCERT April, 9 2016

Featuring
PARMALEE



Also Appearing

Redhead
EXPRESS



CHRIS LANE

GATES OPEN AT 5:30PM SIMS PARK

9 NIGHTS OF ENTERTAINMENT! TICKETS AVAILABLE ONLINE AT WWW.CHASCOFIESTA.TICKETLEAP.COM

GOLD MEDAL SPONSORS



268719-3



LOCAL AND NATIONAL REACH.

Chasco Digital Performance

Feb 4 - Mar 28 2016

Summary	Impressions	Clicks	CTR
Extended Reach Summary	530,085	521	0.098%
TOTAL	530,085	521	0.098%
Extended Reach Detail			
Search + Keyword Retargeting	218,104	124	0.057%
Mobile Run-of-Network	238,744	319	0.134%
Mobile Geo-Fencing	73,237	78	0.107%
TOTAL	530,085	521	0.098%
Geo-Fencing Detail			
Strawberry Festival	54,612	51	0.093%
Florida State Fair	18,318	27	0.147%
St Pete Grand Prix	307	0	0.000%
TOTAL	73,237	78	0.107%

Notes: Typical click-thru rates range from 0.04-0.07%.

Additional measures of a campaign's success include seeing lifts in site engagement, i.e. time spent on the site, pages viewed, higher conversion rates, and lower bounce rates.



LOCAL AND NATIONAL REACH.

Chasco ZIP Code Engagement (Sample)

ZIP Code	Impressions	Clicks	CTR
33563	7032	13	0.18%
33563	13708	11	0.08%
33566	11411	8	0.07%
33614	2530	7	0.28%
33695	2699	7	0.26%
34608	1727	7	0.41%
33647	3198	6	0.19%
33710	1327	6	0.45%
33771	1484	6	0.40%
34668	2296	6	0.26%
33695	2720	5	0.18%
33801	4873	5	0.10%
34655	2006	5	0.25%
34205	884	4	0.45%
33579	798	4	0.50%
33770	1290	4	0.31%
33810	2105	4	0.19%
34684	988	4	0.40%
33647	1858	3	0.16%
34668	1462	3	0.21%
34689	702	3	0.43%
33770	606	3	0.50%
33884	857	3	0.35%
34202	703	3	0.43%

34207	949	3	0.32%		
34231	710	3	0.42%		
34608	836	3	0.36%		
34609	1165	3	0.26%		
33566	2477	3	0.12%		
33615	2260	3	0.13%		
33619	1059	3	0.28%		
33624	1847	3	0.16%		
33781	1850	3	0.16%		
33803	1301	3	0.23%		
34231	1320	3	0.23%		
34237	926	3	0.32%		
34606	1322	3	0.23%		
33610	974	3	0.31%		
33617	1501	2	0.13%		
33624	1326	2	0.15%		
33710	1338	2	0.15%		
33765	547	2	0.37%		
33813	1300	2	0.15%		
33860	1329	2	0.15%		
34202	667	2	0.30%		
34231	1551	2	0.13%		
34287	1396	2	0.14%		
34609	1395	2	0.14%		
34667	776	2	0.26%		



LOCAL AND NATIONAL REACH.

Chasco Domain Performance (Sample)

Not available	25064	33	0.001317
Not available	11508	24	0.002086
Not available	18324	13	0.000709
Not available	19598	12	0.000612
Not available	7740	10	0.001292
https://itunes.apple.com	1916	9	0.004697
418134724	719	7	0.009736
com.ximad.puzzles	276	6	0.021739
400949811	1094	6	0.005484
https://itunes.apple.com	637	6	0.009419
642831690	321	6	0.018692
418134724	326	5	0.015337
Not available	3770	5	0.001326
com.ximad.puzzles	250	5	0.02
http://www.youtube-mp3.org	1286	5	0.003888
http://bclocalnews.com	756	5	0.006614
http://www.patheos.com	1599	4	0.002502
http://www.simplemost.com	441	4	0.00907
goldenshorstechnologies.brightestflashlight.free	256	4	0.015625
606413051	453	4	0.00883
http://www.roasted.com	4363	4	0.000917
http://www.foxnews.com	1857	3	0.001616
http://webmail.earthlink.net	710	3	0.004225
500962489	743	3	0.004038
500964912	113	3	0.026549

500963785		517	3	0.005803
com.gosub60.sol5		60	3	0.05
http://www.pch.com	2040		3	0.001471
com.bandagames.bubblebirdsquest	73		3	0.041096
http://www.zillow.com	114		2	0.017544
http://www.ebay.com	5119		2	0.000391
com.tunein.tuneinradio	610		2	0.003279
1057107940	12		2	0.166667
467280605	214		2	0.009346
com.zynga.wwf2.free	1108		2	0.001805
400949811	503		2	0.003976
gbis.gbandroid	57		2	0.035088
http://www.ebay.com	3874		2	0.000516
http://ligastars.com	147		2	0.013605
http://www.youtube-mp3.org	293		2	0.006826
418134724	157		2	0.012739
goldenshoretechnologies.brightestflashlight.free	63		2	0.031746
tunein.player	688		2	0.002907
http://www.foxnews.com	561		2	0.003565
https://apps.facebook.com	3747		2	0.000534
com.kathleenoswald.solitairegoogleplay	1627		2	0.001229
com.zynga.wwf2.free	2050		2	0.000976
373942073	695		2	0.002878
972013240	48		2	0.041667
541689313	397		2	0.005038



BEASLEY BROADCAST GROUP, INC.

COPY (ALL CAPS ARIAL 14 FONT)

Client: Chasco Fiesta Start:

1 MARK YOUR CALENDARS NOW FOR THE 2015 CHASCO FIESTA
2 PRESENTED BY KEMP, RUGE AND GREEN LAW GROUP AS THEY
:10 WELCOME PARMALEE WITH SPECIAL GUEST, CHRIS LANE TO THE SIMS
:15 PARK AMPHITHEATRE ON SATURDAY, APRIL 9. TICKETS START AT \$10
5 FOR GENERAL ADMISSION AND CAN BE PURCHASED ONLINE AT
6 WWW.CHASCO FIESTA DOT COM. THE 2015 CHASCO FIESTA OFFERS
7 NINE DAYS OF FAMILY FUN AND ENTERTAINMENT, INCLUDING A NATIVE
:30 AMERICAN FESTIVAL, THE SYNOVUS BANK STREET PARADE,
9 CAR/TRUCK AND BIKE SHOW, THE FERMAN CHASCO FIESTA BOAST
10 PARADE, ABUNDANT FOOD, RIDES AND DIFFERENT MUSIC EACH NIGHT.
11 THE 2015 CHASCO FIESTA IS PRESENTED BY KEMP, RUGE AND GREEN
12 LAW GROUP AND IS SPONSORED BY PUBLIX, THE CITY OF NEW PORT
13 RICHEY, BETTER MIX, TAMPA BAY TIMES, PASCO COUNTY, 72 HOUR
14 PRINT DOT COM, STAYWELL AND WELL CARE AND THE WEST PASCO
15 CHAMBER OF COMMERCE. VISIT CHASCO FIESTA DOT COM FOR A
:60 COMPLETE LIST OF EVENTS AND JOIN US APRIL 9 FOR THE COUNTRY
CONCERT FEATURING PARMALEE AND SPECIAL GUEST CHRIS LANE.

CHASCO FIESTA



• 9 GREAT FAMILY FUN DAYS • NATIVE AMERICAN FESTIVAL • MUSIC, PARADES, CARNIVAL & MORE!
WWW.CHASCOFIESTA.COM



APRIL 1-9
DOWNTOWN NEW PORT RICHEY
Sims Park 6341 Bank Street

Mearns Plumbing Street Parade • April 2 / 1 P.M. — Boat Parade • April 9 / 1 P.M.

Presented by
Kerry Rugs & Green



PASCO
COUNTY WASHINGTON

BJET-ER MIX, INC.
10000 10th Street, New Port Richey, FL 34653

WEST PASCO
THE CITY OF WEST PASCO

Times
The Sunbelt News Service

Jump
The Sunbelt News Service
10000 10th Street, New Port Richey, FL 34653

CHASCO FIESTA™



• 9 GREAT FAMILY FUN DAYS • NATIVE AMERICAN FESTIVAL
• MUSIC NIGHTLY, PARADES, CARNIVAL & MORE!
WWW.CHASCOFIESTA.COM

COUNTRY CONCERT April, 9 2016

Featuring

PARMALEE



Also Appearing

Redhead EXPRESS

CHRIS LANE



Tickets available online at
www.chascofiesta.ticketleap.com

APRIL 1-9
DOWNTOWN NEW PORT RICHEY
Stims Park 6341 Bank Street

Boat Parade April 9 - 1 pm

Presented by
Kenya Hughes & Green



100% Recycled Paper
50% Recycled Content
Printed in the USA

Chasco Fiesta™
 is proud to present
 9 Evenings of
 Entertainment!



Bluegrass Music in the Park

Tuesday April 5, 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
 727-842-6055 Presented By:

ACCIDENT?
Know Your Rights!
 (727) 847-HURT (4878)
Kemp, Ruge & Green
 LAW GROUP
You Pay Us Only If We Win



Sponsored by
The Rotary Club of
NEW PORT RICHEY
 DISTRICT 6950



Chasco Fiesta Gold Medal Sponsors



21st ANNUAL COUNTRY CONCERT

Featuring **PARMALEE**

Also appearing: **Chills Lane**

Presenting and Gold Medal Sponsor: **Redhead Express**

Country Concert Ticket Information: <http://chascofiesta.tickettap.com>

OLDIES NIGHT

Friday, April 8 - 6:00 pm - 11:00 pm

Featuring: **Bertie Higgins**

Also appearing: **Mountain Corner Trio**

YOUTH MUSIC SHOWCASE

Monday, April 4 - 6 pm - 9:30 pm

Featuring: **Julie Vera**

Also appearing: **Rock Robert & The Ringer**

RHYTHM & BLUES MASTERS

Thursday, April 7

6:30 pm - 10:30 pm

Featuring: **Rick Derringer**

Also appearing: **Lyle Beck**

GRATEFUL NATION

A TRIBUTE TO OUR MILITARY AND FIRST RESPONDERS (PAST AND PRESENT)

Sunday, April 7 - 1 pm - 7 pm

Featuring: **7 Bridges**

Also appearing: **Emory Brothers Band, Eric Anderson, Dead School**

BLUESASS MUSIC IN THE PARK

Tuesday, April 5 - 6 pm - 10 pm

Featuring: **Larry Gillis**

Swampgrass Band and Phillip Stehmetz

ROCK N' ROLL TRIBUTE

Wednesday, April 6 - 6:30 pm - 10:00 pm

Featuring: **China Grove**

Also appearing: **Filly Ot**

JOY FM FAMILY NIGHT

Friday, April 1 - 6 pm - 10:30 pm

Featuring: **TIME OF MY LIFE TOUR**

Also appearing: **Chris August**

RAV AREA SHOWCASE

Sunday, April 3 - 1:00 pm - 9:30 pm

Featuring: **Julie Vera**

Also appearing: **Rock Robert & The Ringer**

Entertainment in the Park

THANK YOU TO OUR CHASCO FIESTA™ SPONSORS

Presenting Sponsor

Kemp, Ruge & Green
LAW GROUP

2016 Gold Medal Sponsors

Publix

B.E.T. - ER MIX, INC.

Times

PASCO

WEST PASCO

Locations to Chasco Fiesta
Locations in Downtown New Port Richey

From I-75 Exit 270 (SR 54) to SR 16. Go North on SR 16 to Main Street. Turn right and proceed into Downtown.

From US Hwy 90 to the East on Main Street into Downtown New Port Richey

FOR MORE INFORMATION CALL (727) 642-0935

TOP 200 EVENTS WINNER

PRESENTED BY

CHASCO FIESTA

2016

LEGACY OF GIVING

KEMP, RUGE & GREEN LAW GROUP

Join The Excitement
Entertainment
& Family Fun!

APRIL 1-9, 2016

www.ChascoFiesta.com



SCHEDULE OF EVENTS

Chasco Coronation Ball

Friday, April 1
Spanan Manor, New Port Richey
6:00 pm / Cost \$100 per person
Hosted and benefiting the Lighthouse
for the Visually Impaired and Blind
The nominees for Queen Chasco and King Pithla are
proposed by community organizations and are nominated
for their exceptional contributions to the community

Chasco Fiesta™ Native American Festival

Friday, April 1 – Sunday, April 3
Sims Park
Friday 5:00 pm – 4:00 pm
Saturday 10:00 am – 10:00 pm
Sunday 10:00 am – 5:00 pm
Hosted by GoNativeNow.com
The Native American Festival
features exhibition dancing,
instructional demonstrations,
educational wildlife displays, and
Native American artists, craftsmen
and vendors



Chasco Fiesta™ Memorabilia Show

West Pasco Historical Society
Friday, April 1 – Saturday, April 2
Friday, April 8 – Saturday, April 9
6341 Circle Boulevard, New Port Richey
Take a trip down history lane and learn about past
Chasco Fiesta™ events, how it started and the
impact it has had on the local community.
The West Pasco Historical Society invites those attending
the Chasco Fiesta™ to stop by the Rao Musunuru M D
Museum on Circle Boulevard between Sims Park and
Orange Lake to see the following special exhibits. A
Glimpse of the Chasco Fiesta™ from 1922 to Today
Open from 1 p.m. to 4 p.m. on Friday and Saturday will be
extended. All are welcome, and there is no charge

Covanta Chasco Fiesta™ Carnival

Friday, April 1 - Saturday, April 9
Presented by Carol Stream Amusements, Inc.
Orange Lake, Sims Park
Monday – Wednesday, 5:00 – 10:00 p.m.
Thursday & Fridays 5:00 p.m. – 11:00 p.m.
Saturday 11:00 a.m. – 11:00 p.m.
Sunday 1:00 p.m. – 9:00 p.m.
The midway has a special area for children's rides,
resulting in more rides for everyone and
a safer area for smaller children.
Wristbands are
Friday 4/1 - \$20 Saturday 4/2 - \$25
Sunday 4/3 - \$20
Monday 4/4 - Thursday 4/7 - \$15
Friday 4/8 - Saturday 4/9 - \$20

West Pasco Sertoma Beef BBQ

Friday, April 1 - Sunday, April 3
Sims Park
Friday 12:00 pm – 10:00 pm
Saturday 11:00 am – 10:00 pm
Sunday 12:00 pm – 4:00 pm
\$9 pre-purchase / \$10 day of
Pre-purchase tickets available at West Pasco
Chamber of Commerce and Master Mechanics
Whether it's the secret Sertoma sauce or the long slow
cooking, more than 15,000 pounds of beef will be served
before the BBQ fire goes out

Children's Village

presented by Junior Service League
Saturday, April 2
Sims Park
9:00 am – 12:00 pm
Kids of all ages are welcome to come and participate in
free arts and crafts, face painting, and other fun activities

Chasco Fiesta™ Main Street Mile

(Pre-Parade Pace)
Saturday, April 2
Street Parade Route 12:30 pm
Hosted by Big Dawg Runnin'
Meet at Schwittman Education center
Entry fee to participate
Register at www.chascofesta.com

Chasco Fiesta™ Market

Saturday, April 2 – Sunday, April 3
Central Avenue and Circle Boulevard (East of Orange Lake)
Saturday 9:00 am – 6:00 pm
Sunday 10:00 am – 4:00 pm
Events are free to spectators
Vendor Spaces Available (10x10 - \$75, 10x20 - \$150)
Hosted by Anclote High School JROTC

Chasco Fiesta™ Street Parade

Saturday, April 2
Parade begins at Grand Blvd. @ Gulf Drive at 1:00 p.m.
Theme "It's About the Music"
Ends at Main Street and U.S. Highway 19
Free to spectators
Honorary Parade Marshal: Roger Michels, celebrating
50 years as the Chasco Street Parade Director
Entry Fee: \$250 for profit organizations and Krewes
\$50 not-for-profit organizations
Hosted by Holiday Rotary
A fabulous combination of floats, krewes, local talent,
clowns, and horses makes this parade one of the premier
parades on Florida's Suncoast

Gulf Side Corvette Club 18th Annual Chasco Fiesta™ Car, Truck and Bike Show

Sunday, April 3
Orange Lake at Sims Park
Registration: 8:00 am – 12:00 pm or
at www.gulfsidecorvetteclub.com
Car Show takes place from 9 a.m. – 3 p.m. (approximate)
Entry fee to participate: Free to spectators
Hosted by Gulf Side Corvette Club
Sponsored by Fecta 5 Service Center, Ford of Port Richey
& Streetside Classics
Cars, trucks and motorcycles, customs and classics
compete for trophies
A portion of proceeds will benefit local charities

Chasco Fiesta™ Bowling Tournament

Tuesday, April 5
Lane Glo South
8631 Old County Road 54, New Port Richey, FL 34655
Registration 5:30 p.m. Begin 6:30 p.m.
Entry Fee: \$150 per team in advance
Hosted by the WPCC Young Professionals Group
Presented by Suncoast Credit Union

Chasco Fiesta™ Golf Tournament

Friday, April 8
Seven Springs Golf and Country Club
Shotgun Start 1:00 pm / Registration 11:30 am
Entry Fee: \$500 per team of 4
Hosted by the West Pasco Chamber of Commerce
Presented by Suncoast Credit Union
Package includes: Green Fees, Cart, Lunch, Goodie Bag,
Dinner, Door Prizes, Hole Sponsor Sign, and Fun!!

West Pasco Sertoma Chicken BBQ

Friday, April 8 – Saturday, April 9
Sims Park
Friday 5:00 pm – 10:00 pm
Saturday 11:00 am – 10:00 pm
\$9 pre-purchase / \$10 day of
Pre-purchase tickets available at West Pasco Chamber of
Commerce and Master Mechanics

Special Olympics 5K and 1 Mile Walk

Saturday, April 9
New Port Richey Recreation and Aquatics Center
5K Race at 8:00 am / 1 mile walk at 8:45 am
Race is \$25.00 in Advance (prior to 4/2)
\$30.00 (after 4/2)
Walk is \$5.00 per person and \$10.00 per family (max 5)
Participants may register on www.active.com
Pre-Registration: Friday, April 8 from 5:30 pm - 7:00 pm
Registration begins at 6:45 am day of race
Hosted by and benefiting
Special Olympics of Florida - Pasco County

Humans vs. Canines Soccer Games

Saturday, April 9
Sims Park, North end
11:00am, Noon, 3:00pm & 6:00pm
Presented by Soccer Dogs, LLC
Sponsored by Animal Care Center of Pasco

Chalk About It

Saturday, April 9
Railroad Square (Nebraska Avenue)
10:00 am – 4:00 pm
Hosted by Pasco Mental Health Foundation
Stroll along Nebraska Avenue to see one-of-a-kind
masterpieces by local artists and kids in the
Children's Chalk Walk area. Visit local vendor tables
sponsor a square or try your hand at street art

Blood Drive - One Blood

Saturday, April 9
Sims Park
10:00 am – 3:00 pm
Give blood and receive a general admission concert
ticket to the 22nd annual Chasco Fiesta™ Country
Concert featuring PARMALCE and Special Guests Chris
Lane and Redhead Express

Chasco Fiesta™ Softball Tournament

Saturday, April 9
Veterans Memorial Park
Team Entry Fees: \$300 per team
Hosted by Pasco County Parks and Recreation Department
This softball tournament attracts some of the best
softball teams in Florida and a few from out-of-state

Chasco Fiesta™ Boat Parade

Saturday, April 9
Theme "It's About The Music"
Begins at Millers Bayou, Pithlachascotee River
at approximately 1:00 pm
Entry Fee \$25
Hosted by the New Port Richey Rotary
Decorated watercraft will travel down the
picturesque Pithlachascotee River from Millers Bayou
to Sims Park in Florida's oldest boat parade. Bring the
entire family out for a fun day on the banks of the
Pithlachascotee River at Sims Park

Children's Hearing Help Fund Chance Drawing

Saturday, April 9
Sims Park Amphitheater During the Country Concert
Hosted by Sertoma Speech & Hearing Foundation of FL, Inc.
Win 2 NFL Buccaneer Club-Level Season Tickets
and Reserved Stadium Parking
Check out the other
Stadium Club Exclusive Member
Benefits on our Facebook Page
Ticket Price: \$75 per ticket,
only 150 will be sold



For Updates On Events & Entertainment Please Visit: www.chascofiesta.com



Chasco Fiesta™

2016

April 1 - April 9

Downtown New Port Richey
Sims Park | 6341 Bank Street

9 Great Family Fun Days
Native American
Festival Music, Parades
Carnival & More!





Chasco Fiesta™

Sims Park
Downtown New Port Richey
April 1 - 9, 2016



April 2nd
Chasco Street Parade

April 3rd
Car, Truck & Bike Show

April 9th
Boat Parade



Nine Nights of Live Concerts

Including...

April 1st
Joy FM Night

April 7th
Blues Masters

April 8th
WDUV Oldies Night

April 9th
The Chasco Fiesta Country Concert
Featuring Parmalee

with Special Guests Chris Lane & Redhead Express

RAIN OR SHINE - TICKETS STARTING AT \$15



For More Information Please Call
(727) 842-6055

or visit www.ChascoFiesta.com

2016 CHASCO FIESTA™
PRESENTING SPONSOR:



2016 GOLD MEDAL SPONSORS:



Design & Print by www.72HRPrint.com • Official Print Partner of the 2016 Chasco Fiesta™



Chasco Fiesta™

Schedule of Events

- | | | | |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| April 1 | Lighthouse Coronation Ball | April 6 | Rock N Roll Tribute
<i>Featuring China Grove</i>
<i>also Fifty Grit</i> |
| April 1-9 | Chasco Carnival
<i>Presented by Carol Stream Amusements</i> | April 7 | Rhythm & Bluesmasters
<i>Starring Rick Derringer</i>
<i>also appearing Julie Black</i> |
| April 1-3 | Native American Festival
<i>Hosted by Go Native Now</i> | April 8 | Chasco Fiesta Golf Tournament
<i>Presented by Suncoast Credit Union</i>
<i>Hosted by West Pasco Chamber of Commerce</i> |
| April 1-3 | West Pasco Sertoma Beef BBQ | April 8 | Oldies Night
<i>Featuring Bertie Higgins</i>
<i>also appearing Jonathan Cortez</i>
<i>and Time Bandits</i> |
| April 1 | The JOY FM Family Night - Time of My Life
<i>Sponsored by LRE Ground Services</i>
<i>Hosted by the JoyFM</i> | April 8-9 | West Pasco Sertoma Chicken BBQ |
| April 2-3 | Chasco Fiesta™ Market Village, Arts and Crafts
<i>Hosted by Anclote High School JROTC</i> | April 9 | One Blood Blood Drive |
| April 2 | Junior Service League Children's Village | April 9 | 17th Annual Chasco Fiesta Softball Tournament <i>(Rain date April 10)</i>
<i>Hosted By Pasco County Parks & Recreation</i> |
| April 2 | Chasco Main Street Mile
<i>Hosted by Big Dawg Runnin/ Gulf High Athletics</i> | April 9 | Special Olympics 5K and 1 Mile
<i>at Chasco Fiesta</i> |
| April 2 | Chasco Fiesta™ Street Parade
<i>Hosted by Holiday Rotary</i> | April 9 | Chalk About It - Chalk Art Festival |
| April 2 | Grateful Nation Music
<i>Featuring 7 Bridges</i>
<i>also Embry Brothers Band, Eric Anderson,</i>
<i>Dead Serious & Dalton-Paige Band</i> | April 9 | Chasco Fiesta™ Boat Parade
<i>Hosted by New Port Richey Rotary</i>
Grand Prize \$1000 |
| April 3 | Chasco Car, Truck & Bike Show
<i>Hosted by Gulfside Corvette Club</i> | April 9 | Country Concert
<i>Presented by Kemp, Ruge & Green</i>
<i>Sponsored by our Gold Medal Sponsors</i>
<i>Hosted by WQYK 99.5FM</i>
<i>Featuring Parmalee with Special Guests</i>
<i>Chris Lane and Redhead Express</i> |
| April 3 | Bay Area Showcase
<i>Featuring Jule Vera</i>
<i>also appearing Fast4Ward, Time Bandits &</i>
<i>Franc Robert & the Boxcar Tourist</i> | April 9 | Children's Hearing Help Fund
Chance Drawing
Sertoma Speech & Hearing
Foundation of Florida, Inc.
Grand Prize: Two NFL Buccaneers Club Level
Season Tickets |
| April 4 | Youth Music Showcase | | |
| April 5 | Bluegrass Music in the Park
<i>Featuring Larry Gillis Swampgrass Band</i>
<i>& Phillip Steinmetz</i> | | |
| April 5 | Chasco Bowling Tournament
<i>Hosted by West Pasco Chamber Young</i>
<i>Professional Group</i> | | |



Chasco Fiesta™

Sims Park
Downtown New Port Richey
April 1 - 9, 2016



**April 2nd
Chasco Street Parade**

**April 3rd
Car, Truck & Bike Show**

**April 9th
Boat Parade**



Nine Nights of Live Concerts

Including...

**April 1st
Joy FM Night**

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Blues Masters**

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WDUV Oldies Night**

April 9th

**The Chasco Fiesta Country Concert
Featuring Parmalee**

with Special Guests Chris Lane & Redhead Express



RAIN OR SHINE • TICKETS STARTING AT \$15

**For More Information Please Call
(727) 842-6055
or visit www.ChascoFiesta.com**

**2016 CHASCO FIESTA™
PRESENTING SPONSOR:**



2016 GOLD MEDAL SPONSORS:



**TWO GREAT PASCO LOCATIONS
US 19 in New Port Richey & SR 64 in Lutz**



www.TrinityOdessa.com 9



Office of Tourism Development
Grant Recommendation

Special Event: COTEE RIVER BIKE FESTSM

- Requested Grant Amount: \$10,000
- Recommended Grant Amount: \$4,900

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	5	
Points Earned	3	15	8	8	2	5	3	5	49

Comments:

Positive

- Incorporates all restaurants and bars downtown w/event
- Large motorcycle event (typically motorcycle enthusiasts/riders have more of a discretionary income)

Negative

- Marketing plan does not reach far
- Low overnight stays (hotel rooms, TDT)

Observations

Tourism-based event, attendees coming from out of Pasco County (estimated at 30%). Majority of marketing and advertising placed locally. They do not collect an entry fee to attend. They are a non-profit and donate additional proceeds to charities. Ask from TDC is \$10,000 which is the cost of the presenting sponsorship.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: West Pasco Chamber of Commerce			
Primary Contact: Liz Misemer			
Address: 5443 Main Street	City: New Port Richey	State: FL	Zip Code: 34652
Phone (Daytime): 7,278,427,651	Phone (Evening): 7275973262		
Fax: 7,278,480,202	Email Address: Liz@westpasco.com		
Not-for-Profit Organization:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
EVENT INFORMATION			
Event Name: Cotee River Bike Fest			
Event Date(s): October 7, 8 and 9, 2016			
When was this event established? 2005			
Target Audience (adults only, adults and children, hobby specific, etc): Adults, Bikers, Music			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.

Please see attached

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.

Please see attached

LOCATION:

What is your preferred location/facility for the event?

Downtown New Port Richey & Sims Park

Where has this event previously been held?

Downtown New Port Richey & Sims Park

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

Please see attached

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

Please see attached

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 10,000.00

Intended use of funds (Please see list allowable expenses on website):

Promotions, Marketing, Paid Avertisements and Media Buys

How will the requested funds impact the success of the event?

The additinal funds will allow more advertising to a larger

audience therefore increasing the events attendance.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

Please see attached

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

Pasco County Tourism (TDS). We received \$2200.00 in 2015

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

Please see sponsorship packet

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

A portion of city fees, HITS 106, Tampa Bay Times, BrightHouse

Great Bay Distributing, 72hr Print, and Heron Publishing

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Liz Misemer

Title: Event Coordinator

Phone: 727-842-7651

Address: 5443 Main Street


Signature

04/12/2016
Date

Event Description

Event Description: This year's event, like in past years, will have road closures from Sim's Park throughout the entire downtown district. The Cotee River Bike Fest Committee will again be working closely with local bars and restaurants in Downtown New Port Richey. Our entertainment will be everywhere you look, whether it be at Sims Park or on the way to one of our Official Bike Fest Bars or Restaurants. Cotee River Bike Fest will also hold special events such as a bike show & awards, wrestling, bikini contests and more.

Vendors and Food Vendors will be set up throughout the downtown street and Sims Park.

Event Schedule:

(2015 Itinerary)

Friday – Main Stage:

7:00 – 7:30 p.m. - Dukes and Dudes Contest

7:30-8:00 p.m. - Full Throttle & Fran Haasch Bike Unveil

Saturday Main Stage:

4:30 p.m. Full Throttle Bike Show Awards

7:00-8:00 – Bikini Contest

Downtown Stage

6:00 pm – Official Bar and Restaurant Sponsors, Pub crawl winner announced

Sunday Main Stage:

2:30 pm – Full Throttle Bike Show Awards

Entertainment Schedule:

(2015 Itinerary)

Friday-

Main Stage

5:00 – 7:00 pm Undercover Betty

8:00 – 10:00 pm Greg Billings Band

Friday -

Downtown Stage-

5:30-7:30 pm - Time Bandits

8:00 to 10:00 – Sons of Nuns

Saturday –

Main Stage

12:00- 2:00 pm – Dead Serious

2:30-4:30 pm – Lynyrd Skynyrd Tribute Band (Nuthin' Fancy)

5:00 -7:00 pm – Bearded Brothers

8:30- 10:45 pm – Highway to Hell

Saturday -

Downtown Stage

1:00 – 3:00 pm - Eric Anderson Band

4:00- 6:00 pm – Jaded

7:00- 10:00 – Cowboy Mafia

Sunday

Main Stage

1:00- 2:30 pm US Stones

3:00 – 5:00 pm Black Honkeys

Sunday

Downtown Stage

1:00 pm – 4:00 pm Jeff Vitolo and the Quarter Mile Rebel

Volunteer Base: Fire & Iron, AFIRE, Sertoma Speech and Hearing Foundation of FL, Inc, New port Richey Rotary, Holiday Rotary, Trinity Rotary, Boy Scouts of America and various West Pasco Chamber of Commerce members.

Photo Library: (Already sent) You can view additional photos on our website home page at www.coteeriverbikefest.org

Media Coverage:

We will be using the following in 2016 with a projected budget of \$20,000

	2015	2016	
Full Throttle --	\$3,000.00	\$5,000.00	
Born to Ride -	\$1,200.00	\$3000.00	
GO Daddy-	\$900.00	\$1000.00	All Media Ads
Bright House Networks-	\$2,500.00	\$3000.00	will run every
Tampa Bay Multi Media -	\$200.00	\$500.00	Wednesday & Friday
Tampa Bay Times -	\$3,166.00	\$5000.00	starting in September
WXOF FM -	\$1,000.00	\$1000.00	until Bike Fest
HITS 106 -	\$1,000.00	\$1500.00	
GO Daddy -	\$18.17	\$18.17	
Total -	\$12,984.17	\$20,018.17	

- Website and Facebook sites are already up

Room Nights:

(Also see attached)

5 - out of state (2015)

31- in state (2015)

Time of Year-

Cotee River Bike Fest runs in the second or third week of October. The dates for 2016 are October 7th, 8th and 9th.

Event Site -

Downtown New Port Richey & Sims Park

Sponsorship Opportunities:

(Please see attached sponsorship form)

Social Media –

Cotee River Bike Fest has a Website, a Facebook page and has a designated hashtag for Twitter.

#coteeriverbikefest16

Event Schedule:

Free concerts on Friday night, Saturday & Saturday night. Motorcycle Awards presented on Sunday. Bikini contests, Wrestling, Daisy Duke contest, and Motorcycle show throughout the weekend.

2016 Cotee River Bike Fest Proposed Budget

	<u>2015</u>	Actual	2016
Ordinary Income/Expense			
Income			
510100 · Cont. & Grants - Monetary	75.00	0	0
510400 · Fundraising - Sponsorship	54,000.00	61,200	65,000
510401 Advertising	0.00	4,345	5,000
510550 · Fundraising - Vendor Booths	18,800.00	20,438	22,000
510900 · Fundraising - Other	44,000.00	36,532	40,000
Total Income	<u>116,875.00</u>	122,515	132,000
Gross Profit	116,875.00	122,515	132,000
Expense			
810300 · Professional Services	6,300.00	8,619	6,000
810400 · Website Development/Maintenance	150.00	136	150
810500 · Insurance	2,900.00	3,929	4,000
811000 · Marketing/Promotions/PR	17,000.00	15,328	20,000
811100 · Printing	1,900.00	2,186	2,200
811200 · Gifts/Awards	2,000.00	2,641	2,500
811500 Subscriptions	0.00	18	20
811400 · Supplies	800.00	851	800
811600 · Food & Beverage	14,500.00	14,288	14,500
811900 · Dues & Fees	1,800.00	610	10,000
812900 · Entertainment	14,000.00	14,250	20,000
813000 · Equipment Rental	10,500.00	12,091	12,000
Total Expense	<u>71,850.00</u>	74,947	83,170
Net Ordinary Income	45,025.00	47,568	48,830
Net Income	<u>45,025.00</u>	47,568	57,830

2015 List of Sponsors

Company

Sullivan's Blvd Lounge (HMA)
Village Pub (HMA)
Little Corona's Cigar Lounge
(HMA)
Sky PowerPports
Roman Plumbing
Heron (Guide)
SunCoast Credit Union
Gill Dawg Marina
Great Bay Distributers
Team Farrell
Freeman Automotive Group
Fran Haasch Law Office
Harley Davidson
Staywell
Karl Reef (HMA)
Dulcet (HMA)
St. Pete Powersports
Metro PCS
Fitzgerald's
George's Wholesale Tires
Ierna's
Pasco County TDC
Morton Plant North Bay
Home Rescue
Corner Stone pro's
72 Hour Print
Hits 106
Full Throttle
Fire and Iron
Venom
Shaundra Milligan cleaning
Tampa Bay Times
Republic Services

Total - \$61,700

SPONSORSHIP



PACKAGES

PRESENTING \$10,000

As a PRESENTING sponsor you receive:

Large logo inclusion in all print material
Large "PRESENTING SPONSOR" Logo on Stage Banner
Large logo inclusion in all print and web ads
Logo on website in rotating banner ad & sponsor page
Inclusion in all radio ads
Recognition in Official Event Guide
Multiple Recognitions by stage announcer
3 Sponsor-stage interviews (1 per day prior to headliner)
VIP credentials & access for 20
20 x 10 ft Vendor Booth
Exclusivity for the Event
6 CRBF Embroidered Polo's

PLATINUM \$7,500

As a PLATINUM sponsor you receive:

Exclusive Category Platinum Sponsorship
• VIP, Stage, Print, Newspaper, etc.
Logo Inclusion in all print material
"PLATINUM SPONSOR" Logo on Stage Banner
Logo inclusion in all print and web ads
Logo on website in rotating banner ad & sponsor page
Inclusion in all radio ads
Recognition in Official Event Guide
Multiple Recognitions by stage announcer
On stage interviews
VIP credentials & access for 15
10 x 10 ft Vendor Booth
Exclusivity for the Event
4 CRBF Embroidered Polo's

GOLD \$5,000

As a GOLD sponsor you receive:

Logo inclusion in all print material
"GOLD SPONSOR" Logo on Stage Banner
Logo inclusion in all print and web ads
Logo on website in rotating banner ad & sponsor page
Inclusion in all radio ads
Recognition in Official Event Guide
Multiple Recognitions by stage announcer
On stage interviews
VIP credentials & access for 12
10 x 10 ft Vendor Booth
3 CRBF Embroidered Polo's

SILVER \$2,500

As a SILVER sponsor you receive:

Contest Sponsorship
Logo inclusion in all print material
"SILVER SPONSOR" Logo on Stage Banner
Logo inclusion in all print and web ads
Logo on website in rotating banner ad & sponsor page
Recognition in Official Event Guide
Multiple Recognitions by stage announcer
On stage interviews
VIP credentials & access for 8
10 x 10 ft Vendor Booth
2 CRBF Embroidered Polo's

Available Sponsorships:

Bikini Contest
Wing Eating Contest
Stunt Show
Daisy Dukes

CHROME \$1,500

As a CHROME sponsor you receive:

Name inclusion in all print material
"CHROME SPONSOR" Logo on Stage Banner
Multiple Recognitions by stage announcer
Name inclusion in all print and web ads
Logo on website in rotating banner ad & sponsor page
Recognition in Official Event Guide
VIP credentials & access for 6
10 x 10 ft Vendor Booth
1 CRBF Embroidered Polo

CRUISER \$500

As a CRUISER sponsor you receive:

VIP credentials & access for 2
2 Official CRBF shirts
Multiple Recognitions by stage announcer
Logo on Banner in Event Area
Logo on website sponsor page
Recognition in Official Event Guide

SIDE CAR \$250

As a Side Car sponsor you receive:

Multiple Recognitions by stage announcer
Logo on Banner in Event Area
Logo on website sponsor page
Recognition in Official Event Guide

WEST
PASCO
Chamber of Commerce

5443 MAIN STREET • NEW PORT RICHEY • FL • 34652 • 727-842-7651
COTEE RIVER BIKE FEST@WESTPASCO.COM



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

Daily average of 14,000 - 20,000.

Tracking by welcome center registration, Raffles, Surveys

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 1,000

Day Visitors 2,500

Local share of day visitors 70 (percentage of day visitors that were locals)

Room block (optional) 80

Room Rate (\$) 83.00

Persons Per Room 2



Special Event Marketing Program Estimated Hotel Impact

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

The West Pasco Chamber has worked with our member hotels to

 set room blocks, special package deals and pricing for the

 2016 Cotee River Bike Fest guests. These links are already

 available on our website.

Will the event require meeting or banquet space?

No

If yes, how many people will the space need to accommodate?

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 58 x \$83.00 (average cost) = \$ 4,814.00

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199



AGREEMENT FOR THE USE OF PASCO COUNTY CLEARSTREAM EQUIPMENT / MATERIALS

Pasco County freely shares materials, equipment and items with the community for use at community events. All such items are the property of Pasco County and must be returned in good condition. Items that are consumable are not required to be returned, but if there are items left over they shall be returned to Pasco County. The use of these items requires that **the individual who signs this agreement be responsible for providing Pasco County with event information and verifiable recycling numbers.** If any item, such as a ClearStream container, is lost or damaged, the borrower is responsible for replacement or repair. The Recycling Dept will determine on a case by case basis if a deposit is necessary for the use of this equipment.

NAME OF BORROWER: Cotee River Bike Fest 2016
Organization represented: West Pasco Chamber of Commerce
Address: 5443 Main Street
New Port Richey, FL 34652
Phone: 727-842-7651
Cell Phone: _____ **E-mail:** liz@westpasco.com
Alternate contact: Chip Wichmanowski (required)
Phone: 727-842-7651
Cell Phone: 727-514-8183 **E-mail:** chip@westpasco.com

Signature borrower: _____ **Date:** _____
Signature KPB: _____ (date of agreement)

Description of Item(s) borrowed:	Quantity <u>30</u>
CLEARSTREAM CONTAINERS	<u>(plus 50 bags)</u>

NOTE: If the equipment borrowed is **ClearStream Containers**, Pasco will supply the plastic bags for no charge. Please contact the Recycling office at (727) 856-4539
DO NOT WRITE BELOW THIS LINE. FOR OFFICE USE ONLY.

RATE: <u>\$1,950</u>	DOLLAR VALUE of equipment:	Clear Stream container value <u>\$65.00 EACH</u>
	Date of equipment pickup:	_____
	Received by:	_____
	Date of equipment return:	_____

MY EVENT RECYCLING PLAN

EVENT NAME: Cotee River Bike Fest
DATE(S) OF EVENT: October 7, 8th, 9, 2010

Pasco County
Recycling for events
funded by the Tourism
Development Council



MATERIALS

What will you recycle? Cans & plastic bottles

The easiest materials to recycle in Pasco are aluminum cans & plastic bottles. Secondly, paper and cardboard because there are several private companies that will take the material. You can also recycle cooking oil. You can recycle other materials, but it becomes harder to find a place to take them.

CONTAINERS

Number of recycling containers: 30

Describe recycling container: _____

Clearstream containers

If you are borrowing, did you reserve? YES

The optimum is a recycling container for every trash container. First, focus on food courts, next the exits. Next, entrances & rest areas. Then if there are enough recycling containers, distribute to the rest of the event. Pasco has a container loan program.

COLLECTION

Where is your recycling collection area? _____

Throughout the event & park

Where will your recycling go after the event? _____

Volunteer will bring up Hayes Rd.

How will you count your recyclables? Volunteers

Keep trash and recycling dumpsters (areas) completely separate! Put lots of signage at recycling drop so that it cannot be mistaken for trash.

It's all about numbers. Count your full recycling bags or, if you're using a dumpster or roll off, get a scale house or truck weigh ticket from your event hauler.

SIGNAGE

What signage will you use for your recycling? _____

sign board will be made

Snipe signs along paths or next to food vendors. Bill boards for recycling containers? (ask Recycling) Perhaps, banners for drop off area?

MONITORING THE CONTAINERS

Who will monitor and empty containers during event? Volunteers

Do you have CLEAR bags for recycling (ask Recycling)? YES

Volunteers will need to be trained to do recycling. They need to understand the difference between clear bags for recycling and black bags for trash.

PROMOTE RECYCLING!

Print "WE RECYCLE!" in your brochures. Put it on your website. Have your Master of Ceremonies announce it during the event. Be proud that your event is leading by example. *Thank you!*

Keep this plan handy to help you organize your recycling. Pasco County Recycling will help you in any way we can. Please return this planning form to Tourism as part of your funding application. Please e-mail a copy to jseney@pascocountyfl.net. (727-856-4539) *Jennifer L. Seney, Recycling Coordinator*



LOCAL AND NATIONAL REACH

Cotee River Bike Fest Performance Summary Sept 10-Oct 5

Platform	Impressions	Clicks	CTR
Tampabay.com	79,335	50	0.063%
Extended Reach	198,674	241	0.121%
TOTAL	278,009	291	0.105%
Extended Reach Detail			
Search & Keyword Retargeting	98,844	91	0.092%
Category Targeting	35,014	27	0.077%
Mobile Run of Network	28,159	53	0.188%
Mobile Geo-Fencing	22,223	39	0.175%
Site Retargeting	14,434	31	0.215%
	198,674	241	0.121%

Note: Average click-thru rate (CTR) is 0.04-0.07%



July 13, 2015

Chip Wichmanowski, President
West Pasco Chamber of Commerce
5443 Main Street
New Port Richey, FL 34652

Dear Chip:

The Times Publishing Company d/b/a *Tampa Bay Times* is pleased to submit the following proposal to become "Platinum" level sponsor, plus the exclusive newspaper sponsor of the Cotee River Bike Fest to be held October 9-11, 2015.

We will strive to make our working relationship informal and cooperative. Because we each have many expectations, it is the intent that we capture the understanding between the *Times* and the West Pasco Chamber of Commerce as completely and clearly as possible. If the following seems overly formal, we hope you understand that our goal is to eliminate misunderstanding and ensure the success of our partnership. Please review this agreement and contact me if you have any questions. This proposal is valid through July 22, at which time it may become void.

The Tampa Bay Times (Times) will provide the following:

- 427-column inches of in kind ads valued at \$17,067.60 open rate (or \$9,782 at our non-profit rates) to promote Bike Fest. The *Times* ads are 3-column x 7" and the Weekend & Tbt*ad is 3-column x 5.5"

Our proposed schedule of in-kind ads as follows:

Sunday, September 27	<i>Hernando/Citrus MarketLink</i> Advertorial (full color) <i>West Pasco MarketLink</i> Advertorial (full color) <i>East Pasco MarketLink</i> Advertorial (full color) <i>N. Pinellas MarketLink</i> Advertorial (full color)
Wed., September 30	<i>Times Sports</i> (full run <i>Tampa Bay Times</i> , color)
Friday, October 2	<i>Tbt* Weekend</i> edition (full color)
Friday, October 2	<i>Hernando Times</i> (color) <i>Pasco Times</i> (color) <i>North Pinellas / Clearwater Times</i> (color)
Sunday, October 4	<i>Hernando/Citrus MarketLink</i> (full color) <i>West Pasco MarketLink</i> (full color) <i>East Pasco MarketLink</i> (full color) <i>N. Pinellas Market Link</i> (full color)

Thursday October 8	<i>Times Weekend</i> (full run <i>Tampa Bay Times</i> , color)
Friday October 9	<i>Hernando Times</i> (color)
	<i>Pasco Times</i> (color)
	<i>North Pinellas / Clearwater Times</i> (color)
TBD (date)	<i>Pasco Times</i> ¼ page b&w ad

- Times will run a final “Thank-you” ad in future Pasco section date TBD.
- Ads that are part of the newspaper’s sponsorship commitment occasionally are “bumped” from one section to another without prior notice. In such cases the lineage is still counted against the allotted ad space. In cases where an ad is “bumped” out of that day’s newspaper, every effort will be made to have the ad run at a later date.
- Ads developed by the *Times* will be faxed or sent via the Internet to the producer of the event. If changes are necessary, they must be made at this stage. The final ad will then be sent to you as a courtesy.
- In most cases, we will print the logos of those sponsors at the level of the *Times* support and list the names of sponsors with lower levels of support. We reserve the right to limit the number of logos appearing in ads we run in the newspaper. The *Times* logo must appear in all ads
- As sponsor, the *Times* has final approval of copy and layout for all ads that run at our expense for an event. The *Times* reserves the right to decline to run an ad if the ad has not been pre-approved by Luby Sidoff, if the *Times* logo is not deemed to be proportionate to the size of the ad, or if language or graphics are felt to be offensive to newspaper readers.

The West Pasco Chamber of Commerce agrees to the following:

Paid Advertising:

- The W.P. Chamber of Commerce agrees to purchase \$3,000 in products or services at our non-profit rates to promote the Bike Fest. This purchase will be coordinated through your advertising sales representative Jean Mleczo.

Options for full Tampa Bay area & out of area coverage:

- Extended Reach Digital package;** to include Re-Targeting, Key-Words, Geo-targeting & Mobile Geo-Fencing (see separate breakout)\$1000, \$1,500 or \$2,000
- Tampabay.com/Things to Do channel & local news channels incl. mobile ads; +**
- Calendar listings (various pricing based on volume) \$5 cpm (reg. \$9 cpm)**
- Things to Do Sponsored Tab: design and development included:**
- online for 2 months on Tampabay.com.....\$4,000
- Things to Do: “Featured event” online calendar\$200**

Weekend & Tbt Combo: 3x5.5" ads in BOTH Friday Tbt* & Thursday Times
Weekend sections (reaching all Tampa Bay (incl full color).....**1,485**
Tbt * only ads; All include full color;
 2 Day Deal; (any Mon- Thurs).....**\$629**
 4 Day Deal; (Mon – Thurs).....**\$1,011**
 5 Day Deal; (Mon – Fri).....**\$1,416**
 Friday “Weekend Planner”**\$928**

Exposure/Promotional Materials

- The *Tampa Bay Times* will receive recognition as a Platinum sponsor of this event. This will include our company logo on advertising produced by the chamber. This includes our logo in Full Throttle Magazine and the Chamber Newsletter.
- The *Tampa Bay Times* logo will be included in all media advertising, both paid and promotional (in-kind) that the Chamber uses to promote the Event. This means that the *Tampa Bay Times* logo shall, for example, be included in all television spots, all other print publications, direct mail outs, brochures, posters, flyers, etc. Luby Sidoff will need to receive either the ad copy or an actual copy of the tape for approval five business days before it prints/airs.
- The *Tampa Bay Times* will be mentioned as a sponsor in all radio spots for the Event. The *Tampa Bay Times* should be referred to as the *Tampa Bay Times*, not the *Times* or the *St. Pete Times*.
- The *Times* logo will appear in all television spots for the event. Luby Sidoff or Jean Mleczko should receive proof that the logo in the spots at least five business days before it airs.
- Upon request by the *Tampa Bay Times*, the Chamber will supply the *Times* with an affidavit of performance for all print, radio, Internet and television advertising. The affidavit will be provided within 20 days of being requested and shall contain the dates, times and stations where the advertisements ran and verify that the *Tampa Bay Times* logo was included in the ad.
- To the extent that sponsors are recognized in any manner, for example in programs, on display boards, the *Times* shall be included in the listing in type size equal to the largest type size used to recognize any other major sponsor.

Print & Internet Media Exclusivity

- The *Tampa Bay Times* will be the exclusive newspaper sponsor of this event. This means that no other newspaper, whether published daily, weekly or on some other schedule, will be involved in the event. For example, this means that no other newspaper will be allowed to distribute their newspaper or items with their logo/name, at the event, that there will be no mention of other newspapers in any announcements at the event, that there will be no signs or banners for other newspapers at the Bike Fest. That no other newspapers are not permitted to sponsor activities at the event, that other newspapers are not permitted to advertise in any programs, posters, flyers or brochures that might be

prepared for the event, no other newspapers are permitted to advertise on the event web site until the event is over. Exclusivity is very important. If you have any questions as to what is expected, please contact me.

This Exclusivity provision does not prevent your organization from advertising the event in other newspapers and print media. However, the Chamber agrees that the *Tampa Bay Times*' logo will appear in all such advertisements. The Chamber specifically agrees that it will not advertise in any media, including print, radio, Television, or Internet, in which the carrier to the advertisement refuses to identify the *Tampa Bay Times* as a sponsor of the event. This means that the advertiser cannot delete the name of the *Tampa Bay Times*, refuse to mention the *Tampa Bay Times* or otherwise deprive the *Tampa Bay Times* of the opportunity to be recognized as a sponsor of the Event. (For example, in the past the *Tampa Tribune* has refused to run any paid ad with the *Times*' logo on it. If this continues to be their practice, no ads pertaining to Bike Fest should be placed in that publication.) Another paper may cover the event as a news item.

Other:

- The *Times* will receive a 10' x 10' vendor space (value of \$225) at no charge. From our booth we may sell or sample newspapers.
- The *Times* shall have the right, at the option of the *Times*, to be represented on site with our inflatable balloon. Location of the balloon at mutually agreeable site. We will need electricity provided.
- The *Times* will receive VIP privileges for 15.
- It is important that only one person from your organization work directly with the *Times*' Promotions/Marketing Department or Luby Sidoff, Pasco Adv. Mgr. The *Times* will be allowed to hang at least four banners in prominent locations at the event. The *Times* to supply the banners, Chamber to select location.
- The *Times* assumes and bears no liability for any event we sponsor. Our role is to attract attendance and participation through our donated advertising.
- The *Times* logo cannot appear smaller than three quarters of an inch long in any printed materials you produce. The logo must appear only as black, reverse to white or in PMS 342 (dark green). Camera-ready logos will be provided and cannot be altered in any way.
- Any and all use of the *Times* name or logo must be approved, in advance, by Luby Sidoff
- The newspaper will allow broadcast media logos only if those media outlets reciprocate our recognition.
- The committee agrees that the event will complement the newspaper's diversity policies and not discriminate with regard to race, creed, sex, age, sexual orientation, or social position. The *Times* reserves the right to withdraw our sponsorship if a sponsor is signed with whom we have significant conflicts of philosophy or ethics.

Right to bid /First Right of Refusal:

- The Chamber agrees that in exchange for the benefits received from the *Times* through this agreement, the *Times* has a first right of negotiation to participate as an exclusive print media sponsor at the "Platinum" sponsor level for the 2016 Bike Fest.

Non-compliance:

- Failure to comply with provision in this contract may, at the option of the *Times*, result in the loss of benefits that the *Times* is providing. Specifically, if the Chamber fails to comply with the provisions in this contract regarding First Right of Refusal, Prior Approval and or Chamber Advertising of the event, the *Times* may require the Chamber to pay for advertising that was provided by the *Times* for the event.

Confidentially:

- The specific terms and conditions of this proposal are confidential and should not be made available to any third party without the prior written consent of a duly authorized Officer of Times Publishing Company.

Hold Harmless / Indemnification Agreement:

At the time of signature of this Agreement by the West Pasco Chamber, the Chamber shall also sign *Tampa Bay Times*' standard Hold Harmless / Indemnification Agreement, incorporated in the terms of this Agreement as Exhibit "A".

Editorial Independence:

The *Times* news department may provide coverage of Bike Fest, if it deems the event newsworthy. As it pertains to news and editorial copy, this letter of agreement does not affect the relationship between the *Times* and the Chamber. The Chamber should work directly with the news department or request or arrange coverage.

Effect of the Agreement:

This Agreement, to include Exhibit "A", constitutes the entire agreement between the parties, and supercedes any previous oral or written agreements that may have been established between the two parties. Any revisions against this agreement must be in the form of a written addendum, executed by duly authorized representatives of each of the parties. In the event of any inconsistency between the provisions in this Agreement and the provisions of a subsequent Addendum, the provisions of the most recently dated Addendum shall prevail.

The parties acknowledge and agree that this sponsorship agreement in no way constitutes a joint venture / partnership between the parties, nor is it to be interpreted to be a joint venture at any time in the future.

Signature of this Sponsorship Agreement by the parties indicates an understanding and agreement of the terms incorporated herein. This Agreement is effective upon signature by both parties.

Contact Information:

St. Petersburg Times Contact: Luby Sidoff

Full Mailing Address: 11321 US Highway 19, Port Richey, FL 34668

Ph: 727-869-6219/ Cell: 727-463-0560

Email Address: lsidoff@tampabay.com

Bike Fest Contact Person: Chip Wichmanowski

Full Mailing Address: 5443 Main Street, New Port Richey, FL 34652

Ph: 727-842-7651 / Fax: 727-869-6273

Email Address: cwichman@westpasco.com

For the *Times*:

For the Chamber:

Luby Sidoff, Pasco Adv. Mgr.,
Times Publishing Company

Chip Wichmanowski, President West
Pasco Chamber of Commerce



Office of Tourism Development Grant Recommendation

Special Event: KUMQUAT FESTIVAL®

- Requested Grant Amount: \$8,300
- Recommended Grant Amount: \$8,300

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	5	
Points Earned	20	25	8	7	4	5	2	5	76

Comments:

Positive

- Very unique event
- 20th Annual Event

Negative

- Marketing plan does not reach far

Observations

Strong Tourism-based event, attendees coming from out of Pasco County (estimated at 50%). Majority of marketing and advertising placed locally. They do not collect an entry fee to attend. They are a non-profit.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: Greater Dade City Chamber of Commerce			
Primary Contact: John Moors			
Address: 14112 8th St.	City: Dade City	State: FL	Zip Code: 33525
Phone (Daytime): 7,275,673,769		Phone (Evening):	
Fax:		Email Address: jmoors@dadecitychamber.org	
Not-for-Profit Organization: Yes <input type="checkbox"/> No <input type="checkbox"/>			
EVENT INFORMATION			
Event Name: Annual Kumquat Festival			
Event Date(s): January 26 - 28 2017 (Event Day 1/28/2017)			
When was this event established? 1997			
Target Audience (adults only, adults and children, hobby specific, etc): Adults, Tourists,Visitors			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.
Attached is the "Event Description" and event plan

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.
Attached

LOCATION:

What is your preferred location/facility for the event?
Downtown Dade City & Kumquat Groves/Packing House

Where has this event previously been held?
Same as above

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

Attached is the 2017 Marketing Plan

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

Attached are the draft operating and marketing budgets

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 8,300.00

Intended use of funds (Please see list allowable expenses on website):

Marketing Paid Advertising Media Buys

How will the requested funds impact the success of the event?

Funds will be used solely for out of county marketing.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

Attached as "event sponsorship levels"

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

Requested \$2,500 Visit Florida Matching Advertising Grant

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

In-kind & paid sponsors offset marketing & operations costs

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

Attached as "in-kind"

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: John Moors

Title: Executive Director

Phone: 352 567 3769

Address: 14112 8th St. Dade City, FL 33525

Signature

03/16/2016

Date

Pasco County, Dade City and the Annual Kumquat Festival

Event Description

The local community continues to pull together to host a fabulous event – the Annual Kumquat Festival, and agricultural and cultural tourism event.

Tens of thousands of people came from all over the Tampa Bay region – tourists, winter visitors and residents join in the excitement and authenticity of this event.

Over 400 vendors, coming from across the Eastern U.S. and sponsors sold and promoted their wares and services.

Our entertainment stage at the Historic Courthouse featured free live performances from wonderful local talent all day. The shops and restaurants in Dade City and the surrounding area enjoyed their busiest day of the year – some reporting a full week of “in season” sales in one day.

The Festival anticipates support from a \$100,000 marketing campaign and, in conjunction with the support of the City of Dade City, Pasco County Tourism and Visit Florida, promote Dade City and our area as a unique place to visit!

The leadership and assistance of over 200 dedicated volunteers produce an event that has generated \$1 million in economic activity, in past years. (State of Florida Economic Impact Multipliers)

City of Dade City Police Chief Ray Velboom chaired the Safety and Security team, which included multi agency support from across Pasco County, and ensured the wellbeing of all involved.

The 20th Annual Kumquat Festival will be held on Saturday, January 28th, 2017.



Event Plan

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

Over 200 community volunteers, 60 local business partners, 400 vendors and approximately 30,000+ attendees enjoy the family fun, entertainment, shopping, food and Pasco County hospitality.

The Kumquat Growers Inc. feature kumquat products, educational seminars, and kumquats during the festival, and grove and packing house tours leading up to the festival.

Planning for 2017 started in February of 2016, focused on elements of safety, service and sustainability to ensure future festivals are successful. Partnerships, volunteers and media begins early.

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.

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 has moved into a statewide, southeast region tourism demand generator.

Past Festivals have been awarded a "Southeast Tourism Society Top 20 Event".

Through 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.

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 to include counties surrounding The Villages.

Other areas will be served through the Tampa Bay Times, Lutz/Laker News, Bay News 9, and TV 32 WMOR.

The Dade City Chamber is targeting to obtain \$100,000+ in advertising services to market the event, Pasco County and the City of Dade City.

Total number of participants/attendees and economic impact based on your visitor numbers.

Estimated attendance will be 30,000+ through the day.

Current State Multipliers (supplied by TDC for 2016)

Adult Out-of-State overnight	100 X \$150	= \$ 15,000
Adult In- State overnight	263 X \$ 75	= \$ 19,725
Adult In – State	10,000 X \$ 35	= \$350,000
Youth In-State	1,000X \$ 25	= \$ 25,000
Adult In-County	15,000 X\$ 25	= \$ 375,000
Youth In-County	1,000X\$15	= \$ 15,000

Total Impact \$799,725

Demonstrated History of Verified Room Night generation

2012/13 -- 370
 2013/14 -- 372
 2014/15 -- 387
 2015/16 -- 363

Averaging 373 room nights per event.

Additional overnight stays anticipated based on Pasco County Visitor Survey from campgrounds & B&Bs.
 Total target room nights for 2017 is 400

Advertising, marketing, PR.

Full color Insert into the Tampa Bay Times that was included in the Times throughout Sarasota, Sun City Center, Polk and Hernando counties 75,000 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)

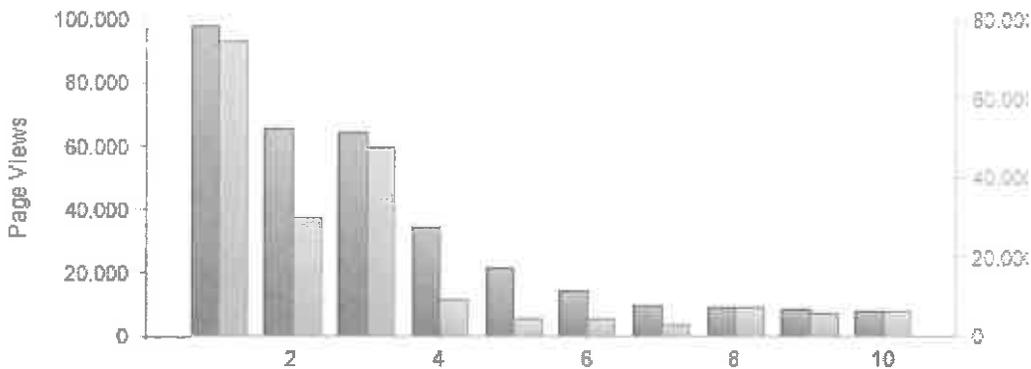
The Tampa Bay Times (\$30,000 in kind media provided)

Bright House/Bay News 9 TV -- into counties to the south, east and north of Pasco.

Radio into surrounding counties

Social Media -- Facebook page being developed.

Website Analytics January 2015 to January 2016



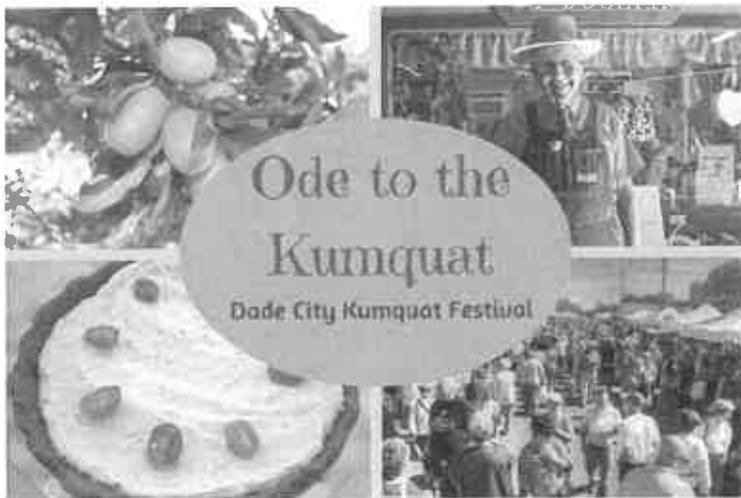
#	Page	Page Views	Visits	Bandwidth (MB)
1		98,249	74,898	1,001
2	dade+city+monthly+calendar.cfm	65,502	29,569	3,391
3	annual+kumquat+festival.cfm	64,372	47,487	941
4	dade+city+chamber+member+search.cfm	34,365	8,849	1,085
5	calendar+print.cfm	21,591	4,259	343
6	dade+city+member+locator.cfm	14,034	4,060	187

Previous Year -- Jan. 2014 to Jan.2015

annual+kumquat+festival.cfm	28,515	21,320
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Attendees – 30,000 throughout the day
Vendors – 400 arts, crafts, food and children’s area participants
Sponsors – 55 business partners
Volunteers – over 200 local volunteers
Hotel Room Nights – 363 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 Visit Florida
2014 South East Tourism Society “Top 20 event” & Pasco County “Event of the Year”

A small town located about an hour's drive northeast of Tampa, Dade City is home to the 16-acre Pioneer Florida Museum that examines and illustrates the state's history. Also here, the annual Pioneer Days Festival brings the Civil War-era back to life. Be sure to spend a few hours strolling downtown Dade City's oh-so-walkable streets. It's one of those rare downtowns where motorists actually slow down for pedestrians. Browse the antique stores, gift shops, boutiques and other haunts, and stop for a bite at one of the town's several fine restaurants.



Florida's Dade City celebrates its "Ode to the Kumquat" during the January *Annual Kumquat Festival* honoring its distinction as the world's leading supplier of the tasty petite fruit. Amidst green hills and pastures an hour north of Tampa, you'll find groves of Florida's "golden gem," known as the kumquat. Saturday, January 27th marks the festival date where over 40,000 visitors join in the fun.



Dade City Florida Kumquat Festival, courtesy Greater Dade City Chamber

So what exactly is a kumquat? Orange in color, this small bite-sized fruit can be eaten – skin and all, providing a flavorful, pungent sweet and sour taste. It is a member of the citrus family and often baked into desserts and used as a glaze or flavoring for main dishes.



Freshly picked Florida Kumquats

The kumquat is believed to be a native of China, and has long been a symbol of prosperity during the Chinese New Year celebrations. It was brought to the U.S. where two species are grown, the Nagami and the Meiwa. The more common Nagami (oval shaped) kumquat is tart and ideal for marmalades and jellies, while the Meiwa (round shaped), is sweeter and ideal for snacking, lacking the tartness of a Nagami.

Slice kumquats in threes, then remove the seeds

While consumed skin and all, the peel is the sweetest part of the fruit and the sourness comes from the kumquat pulp of seeds and juice. Many insist the best way to savor this dainty fruit is by removing the stem, cutting it into small slices, and eliminating the seeds. While others prefer it whole.

2017 Kumquat Festival



Florida Kumquat Pie, courtesy Greater Dade City Chamber

Held in downtown Dade City, the Kumquat Festival is a homegrown family event provides fruit tastings of every imaginable combination including kumquat pies, cookies, smoothies, ice cream, marmalade, marinades, vinaigrettes and salsa. And there is plenty of fruit to purchase for creating your own signature dishes at home.

Take home fresh kumquats from the Festival

Local entertainment kicks up the celebration giving the event a special homespun feel with acts such as the Strawberry Express Cloggers, the Southern Gospel Centurion Trio, and the Cypress Creek Dixieland Band. And don't miss Mr. and Ms. Kumquat, the arts and crafts exhibition, car show and the downtown storefronts dressed in what else, but "kumquat themes."

ANNUAL KUMQUAT FESTIVAL

Entertainment Schedule

Historic Courthouse Square

- 9:30 am – 10:00 am - Saint Leo University - SASS (Girls A Cappella)
- 10:00am – 10:30 am – First Baptist Church of Dade City – Christian Blended Music
- 10:30 am – 11:00 am - Strawberry Express Cloggers
- 11:00 am – 12 Noon – Cypress Creek Dixieland Band – 7-Piece New Orleans Style Jazz Group
- 12 Noon – 1:00 pm – Eli Mosley - Country
- 1:00 pm – 2:00 pm – Dean Johnson's Music & Friends – Various Styles
- 2:00 pm – 2:30 pm – Centurion Trio – Southern Gospel Group
- 2:30 pm – 3:00 pm – Calvary Assembly of God – Christian Contemporary

3:00 pm – 3:30 pm – Derrick Tucker – Soul
3:30 pm – 4:30 pm – This Train – 50's & 60's – Pop & Gospel

Annual Kumquat Festival 2017 Marketing Plan & Budget

RED is the Requested TDC Allocation Assistance out of County
 BLACK is Chamber paid for "in county" or in-kind for services rendered

Electronic Media

Website – www.KumquatFestival.org and Facebook "Annual Kumquat Festival" have been developed, are online, direct links to www.visitpasco.net and sponsoring hotel partners and other tourism based members.
 \$ 1,500

Constant Contact to be utilized for e blasts.

Links include Visit Florida, Kumquatgrowers.com,

Social Media- Social Media interface with the Kumquat Festival being developed with a focus on VP \$ 1,500

Print Media

Newspapers - An extensive package utilizing Pre-Festival Activities, Festival Day and Visit Pasco website with links to the Chamber of Commerce and KumquatFestival.org.

Anticipated Partners –

Tampa Bay Times – Full Color Feature Page 6,400 (run in Citrus, Polk, Highlands, Hardee, Sarasota

Custom Inserts -75,000 (Sun City Center, Pinellas & Hillsborough)

Series of ¼ page ads - 26,600 " " "

Total Value \$45,000

The Villages Daily Sun - 3 days, ¼ page, 52,000 Circulation in Marion, Sumter and Lake Counties.
 100% out of county

\$ 1,100

Festival Tourism and Area Brochures

Brochures 10,000 –Visual Spectrum Quote \$2,000 75% for out of county distribution – 60% TDC allocation \$ 1,200

Brochure to focus on the Festival as well as East Pasco accommodations and tourism attractions with a "Come back and visit again!" message.

Direct Promotion

Partner with area hotels to distribute brochures prior to the festival in order to build occupancy with return visits

Developed a Greater Dade City tourism map/brochure for year round use 100% out of county targeting Orlando, Winter Park, Sun City Center, The Villages and Gainesville areas.

\$ 1,100

Radio

Potential for out of county radio ads and PSA – to be developed

\$ 1,500

Television

Bay News Nine –80 X 30 sec TV prior to event, PSAs, Community Calendar –

\$40,000

Bright House Networks –40 X 30 sec TV on CNN, Discovery, Family and Food – Polk C 100% out of County

\$ 1,500

40 X 30 sec TV in Marion, Sumter, Lake, Citrus & Hernando County

\$ 1,500

WMOR -Live Broadcast day of festival & 2 weeks prior – 7 Counties

\$15,500

Total Campaign (paid, TDC supported, in-kind, trade out)

= \$111,400

Total TDC Allocation Request = \$8,300

Allocation Request = 7.5% (of total paid, in kind and trade out value)



**ANNUAL KUMQUAT FESTIVAL
2017 OPERATING BUDGET
DRAFT**

Kumquat Festival Revenue

Grants	8,300
Car & Truck Show	1,500
Pageant	1,500
Craft Booths	23,000
Food Booths	12,000
Kids Corral Booths	650
Sponsorship	22,000
Products Sold	3,600
Gross Kumquat Revenue	72,550

Kumquat Festival Expenses

Mixer Expenses	(500)
Volunteer Expenses	(3,000)
Pageant	(450)
Sponsor Exp.	(3,600)
Other Cost	(2,800)
Equip. Rental	(4,000)
Comfort Stations	(5,000)
Transportation	(8,000)
Marketing Expense*	(30,900)
Contract Mgt.	(5,000)
Kumquat/Operating Reserve	(5,500)
Kumquat Expenses	(68,750)

NET FESTIVAL OVER/SHORT	3,800
--------------------------------	--------------

- * represents estimated amount of the \$111,400 marketing plan that would be direct paid without trade out advertising for Festival and Chamber supported services.

2016 Sponsors

Headlining Sponsor – Florida Hospital Zephyrhills

Bay News 9

O'Reilly Auto Parts

Peterson/Auto Owners Insurance

Suncoast Credit Union

Tampa Bay Times

Bright House

CSX

City of Dade City

Dade City Business Center

Ierna's Heating & Cooling

Jarrett Ford

Jim Browne Automotive

Fresh From Florida

Kumquat Growers

TECO

Tobacco Free Florida

Wells Fargo

Wesley Chapel Toyota & Honda

GEICO

Auto Club Group (AAA)

Busch Gardens

Hampton Inn Dade City/Zephyrhills

Morningside RV Estates

PHSC

Saint Leo University

Total Sponsorship Value: \$22,000

Annual Kumquat Festival – In Kind Support

City of Dade City

City Support Services – set up, barricades, garbage, public works, clean up

Police Services – Chief assumes role of Safety & Security Coordinator

Utilizes Pasco Sherriff's Dept., other municipalities, PHSC Police Cadets

ROTC -- Recycling coordinator & volunteers, handicapped parking attendants

Marketing

Tampa Bay Times – Media Sponsor – includes media awareness and booth

Bay News 9 – TV sponsor includes media awareness and booth

WMOR TV – TV sponsor includes booth

Radio – promoting stations includes booth

Pasco Tourism – social media and web assistance and promotion

Transportation of attendees

Calvary Assembly - Church Van and 30 – 40 volunteers to assist with parking – booth space

1st Baptist -- Church Van & drivers – booth space

Larry Castro, Greenfelders, Premier Health Care -- Use of property for parking



2017 Sponsorship Application

Bumper Crop Sponsor ~ \$2,500

- ✓ Your logo with link on the **Kumquat Festival and Chamber Web site**
- ✓ Your name on **Tampa Bay Times** advertising program (**80 color ads**)
- ✓ Your logo on the **Official Kumquat Festival Special Insert** of the Tampa Bay Times (**75,000 distributed**)
 - ✓ Your logo on our **Kumquat Posters** displayed in area businesses (**200 distributed**)
 - ✓ Your logo on the **Official Kumquat Brochure (10,000 distributed)**
 - ✓ Your logo on the Festival "T" shirt
- ✓ Complimentary booth exhibit space (in front of **45,000 attendees!** – Your potential customers!)
 - ✓ Display your banner on event day at your booth
 - ✓ 4 Festival "T" shirts for your Booth Staff

Kumquat Pie Sponsor ~ \$1,000

- ✓ Your logo with link on the **Kumquat Festival and Chamber Web site**
- ✓ Your name on **Tampa Bay Times** advertising special inserts (**70,000 copies**)
- ✓ Your name in medium bold print on the **Official Kumquat Brochure (10,000 distributed)**
- ✓ Your name on our **Kumquat Posters** displayed in area businesses (**200 distributed**)
- ✓ Complimentary booth exhibit space (in front of **45,000 attendees!** – Your potential clients!)
 - ✓ Your name on our Vendor Map
 - ✓ Two Official Festival "T" shirts for your Booth Staff!

Little Gem Sponsor ~ \$500

- Your name on our **Kumquat Festival and Chamber Web sites**
- Complimentary booth exhibit space (in front of **45,000 attendees!** – Your potential customers!)
 - Your name on the Festival Vendor Map
 - Two Official Festival "T" shirts for your Booth Staff

FESTIVAL DAY – SATURDAY, JANUARY 28, 2017



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

not a gated event, media estimates and parking estimates

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 800

Day Visitors 30,000

Local share of day visitors 50 (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) 83.00

Persons Per Room 2



**Special Event Marketing Program
Estimated Hotel Impact**

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

Hotel links on website, hotels promoted through Chamber

Will the event require meeting or banquet space?

no

If yes, how many people will the space need to accommodate?

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 400 x \$83.00 (average cost) = \$ 33,200.00

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

Kumquat Festival Recycling Plan

One Day Event, Saturday, January 28, 2017 9am – 5 pm

The Greater Dade City Chamber of Commerce, The City of Dade City and the Recycling Coordinator, Pasco County will work together to develop the following plan -

- 1) The Festival will recycle cans, plastic bottles and cardboard
- 2) Containers supplied by Pasco County Recycling
- 3) Trash and recycling will be picked up by the City during the Festival & taken to the collection area.
- 4) Separate containers (side by side) and signage – volunteers where possible – throughout the Festival and especially at Food Courts
- 5) Recycling and trash is under contract with a hauler and the City, Festival service is part of the agreement.
- 6) Keeping track of the amount of recycled material – City & the Hauler
- 7) County supplied signs at recycle stations, clear bags and containers.

Timeline –

June 2016 –

Develop actions with the Chamber, Festival Committee, Recycling Coordinator and City to formulate the details and additional potential partners. (Review Hauler contract with the City)

August–

Develop the Festival Marketing Plan – will include “this event recycles” message

October –

Map out recycling area collection point for the Festival Maps in an area easily accessible for City to separate

December –

Request sufficient numbers of containers to be delivered to the City for placement at an agreed time (County Recycling to provide)

Request ample signage for the event area (County Recycling to provide)

Notice to Food Vendors “cooking oil must be taken back with the vendor when they leave the Festival” in confirmation packet.

Notice to Food Vendors describing how cardboard will be collected from the Food Vendor areas, by the City.

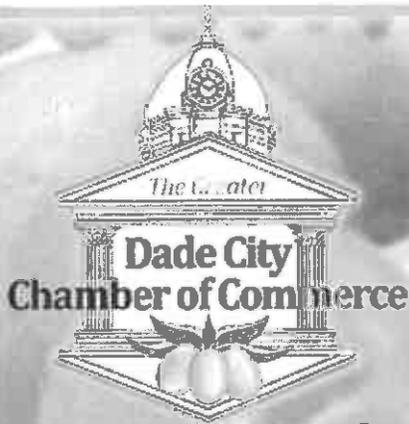
January 2017

Trash Hauler – coordinate with City in early January.

Ensure clear bags for recycling, black bags for trash.

Festival Day – PA announcements regarding recycling, City to pick up as the day progresses

Food Court areas & seating areas – provide ample containers



FLORIDA HOSPITAL
ZEPHYRHILLS
The skill to heal. The spirit to care.

Headlining Sponsor

presents the
20th Annual

Kumquat Festival®

Free Admission

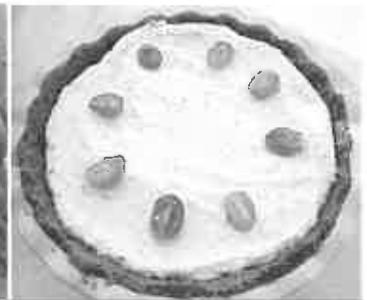
Saturday, January 28, 2017

9 a.m. - 5 p.m.

Historic Downtown Dade City

*Come enjoy music, food, family fun and those
"little gems of the citrus industry" - THE KUMQUAT!*

- Arts & Crafts
- Car Show
- Children's Activities
- Farmer's Market
- Health and Wellness Section
- GREAT Food
- Kumquat Pie & Products
- Live Entertainment



It's great fun for the ENTIRE family. Enjoy the Festival. Come back and visit again!

Partnership opportunities available.

Please contact the Chamber JMoors@DadeCityChamber.org or call **352-567-3769**



PASCO
County Florida
inspired by nature

www.VisitPasco.net

www.KumquatFestival.org

FUNDED IN PART BY
VISIT FLORIDA



Office of Tourism Development Grant Recommendation

Special Event: PASCO COUNTY FAIR

- Requested Grant Amount: \$18,000
- Recommended Grant Amount: \$5,260.14

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	5	
Points Earned	3	15	2	5	2	5	5	0	37

Comments:

Positive

- 70th annual event
- Variety of activities

Negative

- Marketing plan does not reach far
- Low overnight stays (hotel rooms, TDT)

Observations

Low Tourism-based event, the majority of attendees come from inside of Pasco County (estimated at 97%), great event for local community. Majority of marketing and advertising placed locally. They collect an entry fee.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: Pasco County Fair Association			
Primary Contact: LeAnne John			
Address: 36722 S.R. 52	City: Dade City	State: FL	Zip Code: 33525
Phone (Daytime): 3,525,676,678		Phone (Evening):	
Fax:		Email Address: office@pscocoountyfair.com	
Not-for-Profit Organization: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
EVENT INFORMATION			
Event Name: Pasco County Fair			
Event Date(s): February 20th-26th 2017			
When was this event established? 1947			
Target Audience (adults only, adults and children, hobby specific, etc): Adults, Children,Visitors			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.

Attached is the Event Description

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.

Attached is the Event Plan

LOCATION:

What is your preferred location/facility for the event?

36722 S.R.52 Dade City, FL 33525

Where has this event previously been held?

36722 S.R. 52 Dade City, FL 33525

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

Attached is the Marketing Plan for 2017

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

Attached are the Event Operational and Marketing Budget

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 18,000.00

Intended use of funds (Please see list allowable expenses on website):

Marketing, Media Buys, Paid Advertising

How will the requested funds impact the success of the event?

Funds will be used for out of County Advertising.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

Attached as "Event Sponsorship"

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

Please see attached "Event Sponsorship" list.

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

We will continue to secure both In-Kind and paid sponsors to
help offset cost of Marketing and Operations.

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

Attached " IN-Kind List".

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: LeAnne John

Title: President

Phone: 352-567-6678

Address: 36722 S.R.52 Dade City, FL 33525

Signature

Date

Event Description:

The Pasco County Fair is celebrating its 70th anniversary in the year 2017. We, as the board of directors are honored to be able to share the rich Agriculture History that is deeply rooted in our county. Our founding fathers, created an event that allowed locals to have a moment to “boast” about their hard work, prized livestock, pies, quilts and artwork. We are honored to be able to continue to share this family event 70 years later with the residents of Pasco County as well as our surrounding counties. As you can expect it takes an army of people to put on this event, we currently have over 200 volunteers that help with gates, buildings, milk off, livestock show (Cattle, Swine, Rabbits, Poultry, Cavy, Dairy and Sheep) committees, Pageant committees, School House and Youth Art Committees, Back Porch (arts/crafts) Committees, Parade (held down town), Pasco County Talent Show and the Pasco County Fair Championship Rodeo. The Pasco County Fair Championship Rodeo is one of the many stops on the rodeo trail that brings contestants from 26 states as well as Canada and Brazil. While in our small town for the rodeo, they are fueling up at the Flying J before heading back out, stocking up on feed at the local feed store and having dinner in town. Our Rodeo has been giving back to the Pasco County residents for the last 13 years and a tradition that we plan to continue for as long as we can. The great and unique thing about the Pasco County Fair is we continue to make an impact on the county’s economy, the months leading up to the fair and well after the fair is gone. We have ladies purchasing quilting supplies at local quilt stores, all of our livestock exhibitors are purchasing feed from “local” feed stores around the county. In addition, the carnival midway employees, and food concessionaires, the vast majority of which are from out of area, purchase fuel, groceries, and other supplies locally. The proceeds from our county fair in February are also helping to put on Sparklebration, which also brings residents to our county and provides family entertainment for the 4th of July.

MONDAY, FEBRUARY 15

Unlimited Midway Ride Special (\$20 with Purchase of Wisstrand)
1000 pm: Fair Parade - Downtown Dade City
300 pm: Gates & Exhibits Open
300 pm: Wade Shows Midway Opens
400 pm: Celebrity Milk-Off - Albert A. Barthle Livestock Pavilion
620, 620, 800 & 9:30 pm: Robinson's Racing Pigs & Paddling Posters
& Clayton Way
4:30, 6:30, 8:30: Firefighter Show - Ag Stage Area
5:30 & 7:55 pm: Ron Diamond, Magic & Illusion Show - Colura Family Theatre
5:30, 7:30, 9:30 PM: Disc Connected 19's Show - Ag Stage
600 pm: Miss Heart of Pasco County Fair Pageant - Dan Cannon Auditorium
600 pm: Youth Heifer & Bull Show - Albert A. Barthle Livestock Pavilion
6:30, 8:30: Kachunga & The Alligator Show - Kiddie Land
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Colura Family Theatre
1000 pm: Exhibits Close
1000 pm: Midway Closes

TUESDAY, FEBRUARY 16

BRING A FRIEND FREE With Presale Walgreen's Gate Ticket.
Unlimited Midway Ride Special (\$20 with Purchase of Wisstrand)
300 pm: Gates & Exhibits Open
400 pm: Wade Shows Midway Opens
620, 620, 800 & 9:30 pm: Robinson's Racing Pigs & Paddling Posters - Clayton Way
4:30, 6:30, 8:30: Firefighter Show - Ag Stage Area
5:30, 7:30, 9:30 PM: Disc Connected 19's Show - Ag Stage
5:30 & 7:55 pm: Ron Diamond, Magic & Illusion Show - Colura Family Theatre
6:00, 8:30: Matt's Family Jam - Colura Family Theatre
600 pm: Youth Steer Stomach Contest - Albert A. Barthle Livestock Pavilion
6:50 pm: Growlms Award Presentation - Plant Pot
6:00 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land
700 pm: Pasco Showcase of Talent - Dan Cannon Auditorium
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Colura Family Theatre
1000 pm: Exhibits Close
1000 pm: Midway Closes

WEDNESDAY, FEBRUARY 17

Unlimited Midway Ride Special (\$20 with Purchase of Wisstrand)
300 pm: Gates & Exhibits Open
400 pm: Wade Shows Midway Opens
620, 620, 800 & 9:30 pm: Robinson's Racing Pigs & Paddling Posters - Clayton Way
4:30, 6:30, 8:30: Firefighter Show - Ag Stage Area
5:30 & 7:55 pm: Ron Diamond, Magic & Illusion Show - Colura Family Theatre

WEDNESDAY, FEBRUARY 17 (Cont'd)

5:30, 7:30 & 9:30 pm: Disc Connected 19's - Ag Stage
6:00, 8:30: Matt's Family Jam - Colura Family Theatre
600 pm: Youth Steer Show - Albert A. Barthle Livestock Pavilion
600 pm: Roy & Lizzy Blue Grass - Dan Cannon Auditorium
6:30 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Colura Family Theatre
1000 pm: Exhibits Close
1000 pm: Midway Closes

THURSDAY, FEBRUARY 18

Unlimited Midway Ride Special (\$20 with Purchase of Wisstrand)
300 pm: Gates & Exhibits Open
400 pm: Wade Shows Midway Opens
620, 620, 800 & 9:30 pm: Robinson's Racing Pigs & Paddling Posters - Clayton Way
4:30, 6:30, 8:30: Firefighter Show - Ag Stage Area
5:30 & 7:55 pm: Ron Diamond, Magic & Illusion Show - Colura Family Theatre
5:30, 7:30, 9:30 PM: Disc Connected 19's Show - Ag Stage
6:00, 8:30: Matt's Family Jam - Colura Family Theatre
6:30 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land
7:00 pm: The Hopper's Gospel Music - Dan Cannon Auditorium
7:00 pm: Youth Steer Sale - Albert A. Barthle Livestock Pavilion
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Colura Family Theatre
1000 pm: Exhibits Close
1000 pm: Midway Closes

FRIDAY, FEBRUARY 19

Unlimited Midway Ride Special (\$25 with Purchase of Wisstrand)
300 pm: Gates & Exhibits Open
300 pm: Youth Dairy Show - Albert A. Barthle Livestock Pavilion
400 pm: Wade Shows Midway Opens
620, 620, 800 & 9:30 pm: Robinson's Racing Pigs & Paddling Posters - Clayton Way
4:30, 6:30, 8:30: Firefighter Show - Ag Stage Area
5:30 & 7:55 pm: Ron Diamond, Magic & Illusion Show - Colura Family Theatre
6:00, 8:30: Matt's Family Jam - Colura Family Theatre
6:00 & 8:30 pm: Kachunga and The Alligator Show - Kiddie Land
7:00 pm: Pasco Showcase of Talent - Dan Cannon Auditorium
7:00 pm: Pasco County Fair Championship Rodeo - "Tough Enough to Wear Pink Night"
for Breast Cancer Awareness, PETA sanctioned - Rodeo Arena (Free with Gate Admission)
9:20 pm: Ron Diamond, Hypnosis & Comedy Show - Colura Family Theatre
1000 pm: Exhibits Close
Midnight: Midway Closes

DAILY ENTERTAINMENT - STROLLING ACTS

Matt's Family Jam, Oscar The Robot, Marc Dobson's One Man Band,
Sally Ann Fiddle Player Denny The Clown

SATURDAY, FEBRUARY 20

Unlimited Ride Special (\$25 with Purchase of Wisstrand)
800 am: Youth Hog Show - Albert A. Barthle Livestock Pavilion
1000 pm: Gates & Exhibits Open
1000 pm: Wade Shows Midway Opens
12:00, 3:00, 6:30 & 9:00 pm: Robinson's Racing Pigs & Paddling Posters
- Clayton Way
12:30 pm: Baby Pageant - Dan Cannon Auditorium
1:30, 5:00, 8:30 PM: Disc Connected 19's Show - Ag Stage
2:00, 5:00, 7:00 PM: Matt's Family Jam - Colura Family Theatre
2:00, 4:00, 7:00 PM: Firefighter Show - Ag Stage Area
2:30 pm: Pasco County Fair Championship Rodeo, PETA sanctioned
Military Tribute - Rodeo Arena (Free with Gate Admission)
3:00, 5:00 & 7:00 pm: Kachunga and The Alligator Show - Kiddie Land
4:00 pm: Lego Competition - Dan Cannon Auditorium
5:45 pm: Ron Diamond, Magic & Illusion Show - Colura Family Theatre
6:00 pm: Youth Hog Sale - Albert A. Barthle Livestock Pavilion
9:20 pm: Ron Diamond, Hypnosis & Comedy Show
- Colura Family Theatre
10 pm: Exhibits Close
Midnight: Midway Closes

SUNDAY, FEBRUARY 21

One Child Admitted Free with One Paid Adult
Unlimited Ride Special (\$25 with Purchase of Wisstrand)
Note: Main Gates, Exhibits & Wade Shows Midway Opens
12:30 pm: Youth Steer Show - Albert A. Barthle Livestock Pavilion
1:00, 3:00, 5:00 PM: Disc Connected 19's Show - Ag Stage
1:30, 2:45, 4:15, 6:00 pm: Robinson's Racing Pigs
& Paddling Posters - Clayton Way
2:00 pm: Youth Plant Sale - JoehemmmGreenhouse
1:30, 3:30, 5:00 pm: Matt's Family Jam - Colura Family Theatre
2:00, 4:00, 6:00 pm: Firefighter Show - Ag Stage Area
2:00 pm: Sanctioned Bowling Club Matches - Dan Cannon Auditorium
2:55 & 4:55 pm: Ron Diamond, Magic & Illusion Show
- Colura Family Theatre
4:00 & 6:00 pm: Kachunga and The Alligator Show - Kiddie Land
5:45 pm: Ron Diamond, Hypnosis & Comedy Show
- Colura Family Theatre
8:00 pm: Fair and Midway Closes

Most entertainment FREE with Gate Admission
(Entertainment subject to change due to
circumstances beyond our control)
Wisstrand Purchase Does Not Include Gate Admission

MARKETING PLAN:

The requested funds will impact the success of the event by allowing Pasco County Fair to further our reach and advertise at least 2 months prior to fair for out of county residents and businesses as well as locally by Using newspaper ads, TV ads, Digital media Ads, Social Media Ads as well as Printed media to Promote our fair.

These funds will also help with Livestock Feed, Rodeo Contestants, and Trailer Park which will in turn help the economic impact on the county.

Event Budget –

Operational Budget:

Entertainment –\$ 68,956.00	Parking Lot- \$6,000.00	Judges - \$3,000.00
Midway- \$ 20,000.00	Dinners- \$7,000.00	Rodeo- \$40,000.00
Salaries- \$20,800.00		

Equipment Rentals- \$8000.00 (Bleachers, lighting and portolets)

Miscellaneous- \$50,000.00 (Including electric, building, painting, barn repairs, mowing and grounds beautification, lighting, upgrades, asphalt repair work, fence upgrades, and general operational expense.

TOTAL - \$ 223,756.00

Marketing Budget :

News Paper ads- \$12,623.00	TV ads \$ 8450.00	Digital Media \$ 1500.00
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Social Media- (face book and twitter) \$ 3000.00

Printed Media- (posters, flyers and premium books) \$ 3650.00

TOTAL- \$ 29,223.00

How will the requested funds impact the success of the event?

These funds help us to be able to advertise out of county to bring in fresh faces to our event to keep it thriving. They also help with improving our marketing strategy to reach new consumers and promote Pasco County.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes, we will continue to secure sponsors to help us as well as promoting business in Pasco County.



FEBRUARY 15th - 21st

The Pasco County Fair Association
 36722 SR 52 • Dade City, FL 33525
 352-567-6678 • PascoCountyFair.com
 February 15 - 21, 2016



HERE ARE THE SPONSORSHIP OPPORTUNITIES FOR THE 68TH ANNUAL PASCO COUNTY FAIR.

Seeding Sponsorship \$200

- Company banner (One), 2'x6' displayed at event (not provided)
- Sponsor recognition
- 2 free same day gate tickets, 1 VIP parking pass
- Link to your website via Fair website sponsors page

Pullet Sponsorship \$500

- Company banner (One), 2'x6' displayed at event (not provided)
- Sponsor recognition during event via video screens throughout the Fairgrounds
- 4 free same day gate tickets, 1 VIP parking pass
- Link to your website via Fair website sponsors page

Shoat Sponsorship \$1000

- Company banner (One), 2'x8' displayed at event (not provided)
- Sponsor recognition during event via video screens throughout the Fairgrounds
- 8 free gate tickets, 2 VIP parking passes
- Complimentary dinner for (2) at the Rodeo, Beef Sale, Swine Sale & Plant Sale
- Recognition in newspaper and printed materials
- Link to your website via Fair website sponsors page

Calf Sponsorship \$1500

- Company banners (Two), 2'x6' displayed at event (not provided)
- Sponsor recognition during event via video screens throughout the Fairgrounds
- 10 free gate tickets, 4 VIP parking passes, 2 ride wristband vouchers
- \$20 in food vouchers
- 15% off on any building rental (includes Higgins Hall during Fair week)
- Complimentary dinner for (2) at the Rodeo, Beef Sale, Swine Sale & Plant Sale
- Recognition in newspaper and printed materials
- Link to your website via Fair website sponsors page

Foal Sponsorship \$3000

- Company banners (Three), (1) - 4'x8' and (2) - 2'x6' displayed at event (not provided)
- Sponsor recognition during event via video screens throughout the Fairgrounds
- 15 free gate tickets, 6 VIP parking passes, 4 wristband vouchers
- \$50 in food vouchers
- 15% off on any building rental (includes Higgins Hall during Fair week) or (1) Clayton Hall rental*
- 2 VIP Rodeo tickets
- Complimentary dinner for (2) at the Rodeo, Beef Sale, Swine Sale & Plant Sale
- Recognition in promotional brochures
- Recognition in newspaper and printed materials
- Link to your website via Fair website sponsors page

The Ranch Manager \$5000

- Company banners (Three), (1) 4'x8' and (2), 2'x6' displayed at event (not provided)
- Sponsor recognition during event via video screens throughout the Fairgrounds
- 20 free gate tickets, 8 VIP parking passes, 6 ride wristband vouchers
- \$100 in food vouchers
- 15% off on any building rental (includes Higgins Hall during Fair week and (1)FREE Clayton Hall rental*
- 4 VIP Rodeo tickets
- Complimentary dinner for (2) at the Rodeo, Beef Sale, Swine Sale & Plant Sale
- Recognition in promotional brochures
- Recognition in newspaper and printed materials
- Link to your website via Fair website sponsors page

Fair Theme Sponsor \$7500

- Company banners (Three), (1) 4'x8' and (2), 2'x6' displayed at event (not provided)
- Sponsor recognition during event via video screens throughout the Fairgrounds
- 25 free gate tickets, 10 VIP parking passes, 8 ride wristband vouchers
- \$150 in food vouchers
- Personalized, matted and framed Commemorative Fair poster with Sponsor logo incorporated in poster design
- Choice of free Promotional booth space in Higgins Hall during the week of the Fair or (1) Dan Cannon rental*
- 8 VIP Rodeo tickets
- Complimentary dinner for (2) at the Rodeo, Beef Sale, Swine Sale & Plant Sale
- Recognition in promotional brochures
- Recognition in newspaper and printed materials
- Link to your website via Fair website sponsors page

The Pasco County Fair Association
Thank You for your support...
See you at the Fair!

The Pasco County Fair Association Inc. does not discriminate against any person on the basis of age, race, color, sex, disability, religion or national origin.

*Subject to availability based on prior booking or scheduled Fair events.



The Pasco County Fair Association
 36722 SR 52 • Dade City, FL 33525
 352-567-6678
 PascoCountyFair.com
 February 16 - 22, 2015



Sponsor's Choice

Please tell us at what level and how you would like for us to invest your tax-deductible sponsorship dollars.

Thank you for your support of the 2016 Pasco County Fair.

Sponsorship level:

- \$200
 \$500
 \$1000
 \$1500
 \$3000
 \$5000
 \$7500

To benefit:

- Hog
 Steer
 Rodeo
 Plant
 Fair*
 Dairy
 Rabbit
 Poultry
 Pageant
 Other

Company/Individual Name: _____

Company Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment Options:

- Invoice requested
 Check made payable to Pasco County Fair Association



Name on Card: _____
Card #: _____
Expiration: _____
CSV #(on back): _____

Please provide a J-peg of logo/contact information for media recognition as well as your Company banner by January 11, 2016

*Will be used at the discretion of the Pasco County Fair Association where needed most for Fair operations.
 The Pasco County Fair Association, Inc. does not discriminate against any person on the basis of age, race, color, sex, disability, religion or national origin.

2016 PCF Sponsors	Sponsor Level	Amount	Desinated Area
AL-Bar Ranch Corp		\$200.00	Beef
Backlinie Bail Bonds		\$500.00	Rodeo
Bahrs Propane & Gas		\$500.00	Swine
Black Eyed Pea Restaurant		\$500.00	General
Barthle Brothers Ranch		\$125.00	Beef
Bayfront Health Dade City		\$1,500.00	Baby Pageant
Beck's Property Maintenance		\$100.00	Plant
Beef O'Bradys/The Brass Tap		\$500.00	General
Bellamy Brothers		\$500.00	Beef
Black Eyed Pea Restaurant		\$500.00	
Bliss Feed & Supplies		\$250.00	Beef
Boltin Pest Control		\$750.00	Rodeo
Boots & Roots Foundation		\$4,800.00	Swine - Educational Sponsor
Brad's Bail Bonds		\$500.00	Beef
Brightman & Nan Logan		\$750.00	Plant
Bruce & Donna Delong		\$120.00	Swine
Cattlemen's Livestock Market		\$750.00	Rodeo Chute
Centennial Bank (Beef)		\$2,500.00	Beef
Central Florida Tractor		\$150.00	Swine
Coastal Design Consultants Inc.	In Kind		Engineering Services
Coastal Springs FNGLA		\$250.00	Plant
Cobb Auto Glass, Inc.		\$1,000.00	Beef
COWS (parking lot) Store-ett Storage		\$900.00	Swine, General
Covanta		\$7,500.00	General
Dade City Animal Clinic		\$450.00	Swine
Dade City Women's Club		\$500.00	Dairy
Earl Singletary		\$250.00	Beef
Everglades Farm Equipment		\$250.00	Plant
Farm Bureau		\$150.00	Swine
Farm Credit of Central Florida		\$1,200.00	Rodeo
Farmers Feed		\$325.00	Swine
First National Bank of Pasco		\$1,200.00	Rodeo Chute
Florida Gas Contractors		\$1,200.00	Rodeo
Florida Heritage Realty		\$500.00	Beef
Florida Track & Power		\$250.00	Beef
Growers Fertilizer		\$4,350.00	Plant
High Fashion Men's Wear		\$250.00	Beef
Int'l Ship Management & Agency Svcs.		\$200.00	Beef
Jarrett Ford		\$5,000.00	Rodeo
JCR Alligators, Inc.		\$1,100.00	Swine
Jessamine Foliage Farm		\$350.00	Plant
Jim Brown (Chrysler)		\$5,000.00	Rodeo
Jim Fox	In-Kind		General Fair
Kyle Peterson Insurance		\$200.00	General Fair

2016 PCF Sponsors	Sponsor Level	Amount	Desinated Area
M and D Gator Products		\$1,200.00	Swine
Mark LaMonte	In-Kind		Plant
Murrell Pest Control		\$150.00	Rodeo
Nettles Sausage		\$200.00	Swine
Oakley Ranch, LLC.		\$1,375.00	Rodeo Chute
Oakley Realty		\$500.00	Plant
Pancho's Villa Mexican Restaurant		\$250.00	Plant
Pasco County Cattlemens		\$250.00	Beef
Pasco County Cattlewomens		\$250.00	Beef
Pasco Gun Sports/TBSporting Clays		\$1,000.00	Swine
Pasco Gun Sports		\$325.00	Beef
R.J. Nathe & Sons, Inc		\$600.00	Beef
Richard Back Contracting		\$125.00	Beef
McKendree Family		\$200.00	Beef
Rowland Cattle		\$250.00	Rodeo
Russel's Western Wear		\$1,000.00	Rodeo 500 cash/500 gift cards
San Ann Self Storage		\$500.00	Beef
SCR Fence, Fabrication,& Site Works, LLC		\$700.00	Beef
Simpson Farms		\$120.00	Swine
Sonny's Discount Appliance		\$120.00	Swine
Sunshine Energy Services		\$150.00	Swine
Sunshine Hertiage Realty		\$350.00	Swine
Swans Feed Mill		\$200.00	Beef
Teco		\$4,000.00	Rodeo
Texas Roadhouse		\$500.00	Beef
Waller & Scharber		\$500.00	Rodeo Chute
Wirgrass Foundation		\$1,000.00	Swine
Withlacoochee River Electric		\$3,000.00	General
		\$66,685.00	

IN-KIND SUPPORT:

We have hundreds of volunteers that help make the Pasco County Fair a major event for our County's youth and Adults alike. Whether they are volunteering their time or expertise in the School Building that showcases the talents of students in Pasco County with over 1000 entries or helping to beautify our grounds with their passion of gardening.

Our In-Kind support is far reaching from all of our " friends of the fair" Our friends of the fair go above and beyond to make sure our buildings and grounds are ready for "all" events that occur at or during Fair week. Some of our recent In- Kind support include Electricians to help with wiring our hog barn, concrete forming and pouring to improve the show barn seating areas, engineering services to help with buildings and improvement of drainage as well as painters to help paint the barns and buildings. We also had equipment and equipment operators who donated to help clean out the show ring of old shavings and replace with new sand. There is nothing more rewarding than seeing local businesses and community members coming together to put on this worthwhile event. Thousands of volunteer hours go into this event and it shows. It is estimated that over 4,000 volunteer hours are contributed by approximately 350-400 volunteers.



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

Monday about 6000 , Tuesday - Thursday about 4000

Friday-Sun about 10,000 - Tracked by ticket sales & gate

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 225

Day Visitors 38,000

Local share of day visitors 84 (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) 83.00

Persons Per Room 2



**Special Event Marketing Program
Estimated Hotel Impact**

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

We use our local Hotel for our out of town guest to stay.

We will be looking to increase our room nights by having room blocks in nearby hotels. Our guest are in town for our event for 8 days compared to a 2 day event.

Will the event require meeting or banquet space?

YES- Interview rooms are required for pageant contestants

If yes, how many people will the space need to accommodate?

Approximately 10-15 x2

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 50 x \$83.00 (average cost) = \$ 4,150.00

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199



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: Pasco county Fair Hampton Inn

GROUP NAME	TRACKED ROOM NIGHTS					
	Pasco county Fair					
EVENT/FESTIVAL NAME	Pasco County Fair					
DATE	2/16/16	2/17/16	2/18/16	2/19/16	2/20/16	
PAID ROOM NIGHTS	2	4	8	17	12	
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature: Michelle Williams
 I certify the organization/event listed above utilized the reported room nights.

Print Name: Michelle Williams Title: Front office Manager
 Telephone: 352-567-5277 Email: tina.williams3@hilton.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



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: Microtel Inn & Suites

	TRACKED ROOM NIGHTS					
GROUP NAME	Pasco County Fair					
EVENT/FESTIVAL NAME	Pasco County Fair					
DATE	2/15/16	2/16/16	2/17/16	2/18/16		
PAID ROOM NIGHTS	2	2	2	2		
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative

Signature: per phone call
I certify the organization/event listed above utilized the reported room nights.

Print Name: Georgia Downey Title: General Manager

Telephone: 813-783-2211 Email: gm.zephyrhills@mhotelmanagers.com

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.

MY EVENT RECYCLING PLAN

EVENT NAME: Pasco County Fair
DATE(S) OF EVENT: Feb 15-21

Pasco County
Recycling for events
funded by the Tourism
Development Council



MATERIALS

What will you recycle? Cans, water bottles

The easiest materials to recycle in Pasco are aluminum cans & plastic bottles. Secondly, paper and cardboard because there are several private companies that will take the material. You can also recycle cooking oil. You can recycle other materials, but it becomes harder to find a place to take them.

CONTAINERS

Number of recycling containers: 30

Describe recycling container: Clear

The optimum is a recycling container for every trash container. First, focus on food courts, next the exits. Next, entrances & rest areas. Then if there are enough recycling containers, distribute to the rest of the event. Pasco has a container loan program.

If you are borrowing, did you reserve? yes

COLLECTION

Where is your recycling collection area? Near 911 Trash Cans

Keep trash and recycling dumpsters (areas) completely separate! Put lots of signage at recycling drop so that it cannot be mistaken for trash.

Where will your recycling go after the event? _____

It's all about numbers. Count your full recycling bags or, if you're using a dumpster or roll off, get a scale house or truck weigh ticket from your event hauler.

How will you count your recyclables? Scale

SIGNAGE

What signage will you use for your recycling? Banners

Snipe signs along paths or next to food vendors. Bill boards for recycling containers? (ask Recycling) Perhaps, banners for drop off area?

MONITORING THE CONTAINERS

Who will monitor and empty containers during event? Bm

Volunteers will need to be trained to do recycling. They need to understand the difference between clear bags for recycling and black bags for trash.

Do you have CLEAR bags for recycling (ask Recycling)? yes

PROMOTE RECYCLING!

Print "WE RECYCLE!" in your brochures. Put it on your website. Have your Master of Ceremonies announce it during the event. Be proud that your event is leading by example. *Thank you!*

Keep this plan handy to help you organize your recycling. Pasco County Recycling will help you in any way we can. Please return this planning form to Tourism as part of your funding application. Please e-mail a copy to jseney@pascocountyfl.net. (727-856-4539) *Jennifer L. Seney, Recycling Coordinator*



Office of Tourism Development Grant Recommendation

Special Event: RATTLESNAKE FESTIVAL

- Requested Grant Amount: \$3,678
- Recommended Grant Amount: \$3,678

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	5	
Points Earned	5	25	8	5	4	5	2	5	59

Comments:

Positive

- Unique Event
- Educational Event

Negative

- Marketing plan does not reach far
- Low overnight stays (hotel rooms, TDT)

Observations

Good Tourism-based event, attendees coming from out of Pasco County (estimated at 60%). Majority of marketing and advertising placed locally. They do not collect an entry fee to attend. They are a non-profit and donate additional proceeds to charities. Very good application and information.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: Rotary Club of San Antonio, Florida, Fund, Inc.			
Primary Contact: Betty Burke, Festival Chair			
Address: P.O. Box 34	City: San Antonio	State: FL	Zip Code: 33576
Phone (Daytime): 3,525,884,444		Phone (Evening):	
Fax:		Email Address: rotarysanantoniofl@gmail.com	
Not-for-Profit Organization: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
EVENT INFORMATION			
Event Name: San Antonio Rattlesnake Festival & Run			
Event Date(s): October 15-16, 2016			
When was this event established? 1967			
Target Audience (adults only, adults and children, hobby specific, etc): General Public/Families			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.
 See Attached "Event Description"

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.
 See Attached "RF Event Plan"

LOCATION:

What is your preferred location/facility for the event?
 City Park, 12202 Main Street, San Antonio, FL 33576

Where has this event previously been held?
 City Park, 12202 Main Street, San Antonio, FL 33576

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

See Attached "RF Marketing Plan"

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

See Attached "RF Event Budget"

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 3,678.00

Intended use of funds (Please see list allowable expenses on website):

Advertising; brochure printing and placement outside Pasco

How will the requested funds impact the success of the event?

These additional funds will enable us to extend advertising efforts outside of Pasco County and attract more attendees

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

See Attached "RF Sponsorship Packet"

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

An application has been submitted for funding in the amount of \$2,500 from VISIT Florida.

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

See Attached "RF Sponsors - Donations"

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

See Attached "RF Sponsors - Donations"

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Anne M. Kibbe

Title: Event PR/Marketing Consultant

Phone: 3524574464

Address: P.O Box 1051, San Antonio, FL 33576

Signature

04/13/2016

Date



Rattlesnake Festival & Run - Event Description

- Event Name:** San Antonio Rattlesnake Festival & Run
- Event Location:** City Park, San Antonio, FL
- Event Date:** Always the 3rd Weekend in October (October 15 & 16, 2016)

General Event History & Description:

The Annual San Antonio Rattlesnake Festival began in 1967 as a small Jaycee project in San Antonio, Florida. In 1973, arts and crafts were added as an important part of the event. The Rattlesnake and Gopher Enthusiasts (R.A.G.E., Inc.) managed and grew the event successfully until 2012. In 2013, the festival was presented by six Eastside Pasco County Rotary Clubs as a fundraiser for local charities.

Since 2014, the Rattlesnake Festival and Run has been presented solely by The Rotary Club of San Antonio. The event serves as the Club's primary fundraiser for charitable programs throughout the year.

Food, arts & crafts, live music, wildlife, children's games, and local history are highlighted at the Festival. Family fun and entertainment are a main focus of the event. Festival admission and parking is always free.

Uniqueness of Event:

The Rattlesnake Festival is a family-focused event that provides educational exhibits and demonstrations in a rural, outdoor venue. Educational components include teaching lectures and demonstrations about the rattlesnake, gopher tortoise, alpaca, and native wildlife. This festival is unique because it is the only purely educational program about rattlesnakes offered in the southeast part of the country. Our exhibits emphasize the environment and that we must be good stewards.

Folk arts demonstrations include blacksmithing, woodcarving, and cane weaving. The Pioneer Village provides a look back in history to showcase the Florida Pioneer life. Festival visitors may touch and feel shearings. Roping demonstrations are followed by hands-on roping tricks and rope winding lessons. Demonstrators wear period costumes.

We strive to keep the event affordable for families and to offer a number of free activities for all ages. These include games for children, such as a mock gopher tortoise races, mechanical bull riding (new this year), and a rock climbing wall. Adults may enjoy live music, strolling entertainers, arts and crafts and of course, a variety of food.

Attendance/Overnight Stays:

Average annual attendance ranges from 6,000 to 8,000 people of all ages. Increased overall attendance in 2016 is anticipated because this is the event’s 50th anniversary.

Based on previous years’ data, we anticipate a similar mix of 40% day visitors from Pasco County and 60% from outside Pasco County.

Overnight stays have not been tracked well in the past, with only 2 of 122 survey completers indicating an overnight stay in 2015. Anecdotally, we know out-of-town runners, vendors, entertainers and visitors do stay overnight at area hotels, motels, and campgrounds on Friday night, since the Race begins at 8 a.m. on Saturday.

With this year being a two-day event, the expectation is many visitors will also stay over on Saturday night. We are implementing a more aggressive plan to document these stays by partnering with area lodging providers. We have also included the Visit Pasco and Visit Florida logos with links on our event website to encourage longer stays:

LOCAL ACCOMMODATIONS

Don't just spend the day in beautiful Pasco County for the Rattlesnake Festival & Run – make it an entire weekend! Below is a list of accommodations including everything from an RV park, campground to hotels and a bed & breakfast.

The following motels offer a discount to visitors to the Rattlesnake Festival & Run:

Microtel Inn & Suites by Wyndham

7839 Gall Blvd., Zephyrhills 33541
813-783-2211; 800-771-7171
gm.zephyrhills@mhhotelmanagers.com

The Microtel Inn is pet-friendly & welcomes dogs.

Sleep Inn

5703 Oakley Blvd., Wesley Chapel 33543
813-973-1866

guestservices@sleepinnwesleychapel.com

Does not allow pets.

St. Charles Bed & Breakfast

12503 Curley Street
San Antonio, FL 33576
(352) 588-4130

www.StCharlesInnBB.com

Ridge Manor Campground

33456 Cortez Blvd
Dade City, Florida
(352) 583-2737

Quail Run Campground

6946 Old Pasco Road
Wesley Chapel, Florida
(813) 973-0888



www.VisitPasco.net

Looking for more fun things to see and do in Pasco County? [Click here!](#)



Looking for more fun things to see and do in Florida? [Click here!](#)

Media Coverage:

The festival has traditionally attracted a variety of unpaid media attention due to its uniqueness and longevity. A few examples of regional and national media coverage include:

- Americantowns.com – event article with photos and links - http://www.ourtownfla.com/index.php?news&action=view_news&news_id=1802
- Entertainmentguide.com – short feature about festival with links - <http://entertainmentguide.local.com/rattle-snake-festival-san-antonio-florida-6260.html>
- Florida-Backroads-travel.com – article with photo and Google map to event location. <http://www.florida-backroads-travel.com/rattlesnake-festival.html>
- Florida Retirement Communities – Where to Retire – mentions Rattlesnake Festival - <http://www.floridacommunities.com/content.asp?tag=dadecityyetagain>
- USA Today Travel Tips – short feature about festival with links - <http://traveltips.usatoday.com/rattle-snake-festival-san-antonio-florida-108177.html>

Because the Rotary Club of San Antonio is a non-profit organization, the Public Service Announcements (PSAs) we send to local and regional radio and television stations are aired during the weeks prior to the event. Many area newspapers contact us for interviews and published feature stories each year.

Social Media Engagement:

The use of social media was initiated in 2010 with the launch of the Rattlesnake Festival Facebook page. A Rattlesnake Run Facebook page was launched in 2012.

- The Rattlesnake Festival Facebook page has 1,359 followers (local, state and other)
- The Rattlesnake Run Facebook page has 274 followers (local, state and other)
- A variety of professional and amateur videos about the festival have been posted on YouTube. Our biggest promoter is Stephen W. Geddes with 20 videos - <https://www.youtube.com/user/geddessyt/search?query=rattlesnake>

Photo Library:

A professional photographer has been hired for the past three years to capture all facets of the event, including pre-race registration, the race participants, awards presentation, festival opening ceremonies, entertainers, musicians, exhibits, gopher races, rock wall, food concessions, animals, exhibits, children and adults, and local landmarks, such as the San Antonio water tower. We have a photo library in excess of 500 images.

In addition, efforts are underway to solicit archival photographs from founding members of R.A.G.E. and the local community to be used in a 50th anniversary onsite display, and in a commemorative, professional printed book.

Sponsorship Opportunities:

The festival is a very attractive promotional venue for local and regional businesses, and many sponsorship levels are available to suit any budget:

Diamond Sponsor	\$5,000+
Platinum Sponsor	\$2,500+
Gold Sponsor	\$1,500+
Silver Sponsor	\$1,000+
Bronze Sponsor	\$500+
Festival Supporter	\$250+
Friend of the Festival	Up to \$249

In 2015, the Festival Committee and select volunteers successfully solicited cash donations of \$14,125, and in-kind donations of \$16,558 from businesses and organizations in the local area, Pasco County, and surrounding counties.

This grant, if awarded, will enable us to promote the festival to a much wider audience in the Greater Tampa Bay Region and beyond. As such, we will identify and solicit corporate sponsorships from businesses and organizations outside of Pasco County.

Volunteer Base:

The festival enjoys extensive volunteer support, with approximately 400 individuals donating their time and assistance each year. Organizations that support the festival by providing groups of volunteers from their membership include:

- City of San Antonio
- Community United Methodist Church
- East Pasco Rotary Clubs
- Farmworkers Self Help, Inc.
- Girl Scouts of America
- Pasco-Hernando State College
- Pasco High School
- Rotaract at Saint Leo University
- Sacred Heart Church
- Saint Anthony of Padua Church
- Saint Leo University
- St. Joseph Church
- Town of St. Leo

We solicit volunteers throughout the year and have the application posted on our websites, as shown on the next pages:



The Rotary Club of San Antonio, Florida, Fund, Inc.
presents

**The 50th Annual San Antonio
Rattlesnake Festival & Run**

Saturday, October 15, 2016 & Sunday, October 16, 2016

Volunteer Information & Application 2016

About the Festival

The Annual San Antonio Rattlesnake Festival began in 1967 as a small Jaycee project in San Antonio, Florida. In 1973, arts and crafts were added as an important part of the event. The Rattlesnake and Gopher Enthusiasts (R.A.G.E., Inc.) managed and grew the event successfully until 2012. In 2013, the festival was presented by six Eastside Pasco County Rotary Clubs as a fundraiser for local charities.

Since 2014, the Rattlesnake Festival and Run has been presented solely by The Rotary Club of San Antonio. The event serves as the Club's primary fundraiser for charitable programs throughout the year.

Food, arts & crafts, live music, wildlife, children's games, and local history are highlighted at the Festival. Family fun and entertainment are a main focus of the event. Festival admission and parking is FREE.

Volunteer Information

Event Location: City Park of San Antonio, Florida

Event Dates: Saturday, October 15 and Sunday, October 16, 2016

Times: Race starts at 8am; Festival is 9am - 5pm Saturday, and 11am - 4pm Sunday.

Race Registration: Friday, Oct. 15, 5 - 7 p.m., and Saturday, Oct. 16, 7-7:45 a.m.

Set-up: There will be Festival and Run set-up jobs in the City Park all week long, beginning on Monday, Oct. 10. Much of the work can be done in the late afternoon and evening, but volunteers will be needed all day and evening on Friday, as well as early Saturday morning.

Take Down: After 5 p.m. Sunday and Monday morning Oct. 17

Volunteer Terms

The primary purpose of the Rattlesnake Festival is to showcase the City of San Antonio while providing an enriching day of family-friendly activities. As the managing organization, the Rotary Club of San Antonio, Florida, Fund, Inc., a 501(c)3 non-profit organization, receives a portion of the proceeds from vendor fees, food sales, and entertainment tickets. Every dollar of profit goes to local and international projects as well as to improve the lives of those less fortunate.

The Rotary Club of San Antonio will provide festival meal tickets to volunteers working shifts of 2 hours or more prior to, during or after the festival.

Volunteers are understood to be donating their time/services without monetary remuneration.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.' Our state Registration # is: CH38001



**The Rotary Club of San Antonio, Florida,
Fund, Inc.**

presents

**The 50th Annual San Antonio Rattlesnake Festival & Run
Saturday, October 15, 2016 & Sunday, October 16, 2016**

Volunteer Application

Primary Contact Name: _____ Organization: _____

Mailing Address: _____

Primary Telephone: _____ Cell Telephone: _____

Email: _____ Website: _____

_____ I am volunteering as an individual community member.

_____ I am coordinating a group of volunteers from the following organization: _____

Total number of volunteers from organization: _____

NOTE: Volunteers under the age of 18 must be supervised by a designated adult volunteer.

Please indicate your general volunteering preference:

_____ Pre-festival/run assistance (e.g., soliciting sponsorships, collecting items for goodie bags, distributing publicity, etc.)

_____ Week prior to festival/run (e.g., setting up vendor spaces, placing event signs in community, general site preparation, etc.)

_____ Run Registration (Friday night and/or Saturday morning)

_____ During festival (e.g., vendor check-in, entertainment assistance, ticket sales, t-shirt sales, etc.)

_____ Post-event cleanup and site take down (Sunday afternoon/evening and/or Monday morning)

Disclaimer: I hereby release and forever discharge the City of San Antonio, Rotary International, the Rotary Club of San Antonio, Florida, Fund, Inc, the Rotary Club of San Antonio, and/or any of its members from any responsibility, personal liability, loss or damage in connection with this event.

Organization coordinator signature _____ Date _____

OR Individual volunteer signature _____ Date _____

If volunteer is under 18: I give permission for my son/daughter to volunteer at the Festival & Run.

Parent's signature _____ Date _____

Application Deadline (to receive meal ticket) is September 31, 2016.

Mail application to: Rotary Club of San Antonio, P.O. Box 34, San Antonio, FL 33576
For additional information, call 352-588-4444 and leave a message. We will return your call promptly.



Rattlesnake Festival & Run - Event Plan

2016 Festival Schedule

Friday, October 15th

4 p.m. – Vendor Registration

5 – 7 p.m. – Race Registration

Saturday, October 15th - 8 a.m. - 5 p.m.

7:30 a.m. – Hot Air Balloon Flyover (weather permitting)

8 a.m. – Rattlesnake Run Start

9 a.m. - Opening Ceremony

Presenting of the Colors

Singing of National Anthem

9:15 a.m. – Presentation of Race Trophies

Live Musical Entertainment All Day (45-minute sets)

Children's Crafts & Games – All Day

Pioneer Village – All Day

Pumpkin Patch – All Day

Farm Animal Exhibit – All Day

Barrel & Pony Rides – All Day

Jousting & Rock Wall – All Day

Mechanical Bull Rides – All Day

Snake Show Times - 10:30 am, 11:30, 12:30pm, 1:30, 3:00, 4:00

Gopher Race Times - 9:30 am, 10:30, 11:30, 12:30pm, 2:00, 3:00, 4:00

Cowboy Tom, Noah the Juggler – various times throughout the day

Sunday, October 16th - 11 a.m. - 4 p.m.

11 a.m. – Opening Welcome/Announcements

Live Musical Entertainment All Day (45-minute sets)

Children's Crafts & Games – All Day

Pioneer Village – All Day

Pumpkin Patch – All Day

Farm Animal Exhibit – All Day

Barrel & Pony Rides – All Day

Jousting & Rock Wall – All Day

Mechanical Bull Rides – All Day

Snake Show Times - 11:30, 12:30pm, 1:30, 2:30

Gopher Race Times - 11:30, 12:30pm, 1:30, 2:30

3 p.m. Closing Ceremony - Presentation of Special Festival Awards

Festival Coordinator

To ensure things run as smoothly as possible, we created a special position called Festival Coordinator. This person is compensated for his/her time and is the onsite "Point of Contact" throughout the event.

Scheduled Hours: 8 am – 4 pm Friday, Oct 14
 7 am – 5 pm Saturday, Oct 15
 9 am – 4 pm Sunday Oct 16

The Coordinator is responsible for knowing the following information and for providing assistance and answering questions, as needed:

Vendor Information

- Vendors may arrive all day Friday and Saturday morning until 9 am
- Vendor Check-in is at the corner of Massachusetts & Main Street.
- Arts & Crafts vendors are responsible for providing their own tents, tables, chairs, signage, electrical cords, etc.
- All vendor vehicles must be moved to designated parking prior to 9 am Saturday.
- 24-hour security surveillance in park provided by Sheriff Deputy.

Vendor-Related Duties:

- Greet vendors upon arrival at check-in station.
- Provide festival program/map.
- Provide copy of City license (if there is no license, they are not registered and cannot set up; refer to Festival Chair).
- Direct to designated booth location. Sites are numbered.
- Assist (or delegate someone to assist) with booth locating, connecting to electric, water, etc.
- Ensure all vendor vehicles are moved to designated parking prior to 9 am Saturday.

Business Sponsor Information

- Refer to Sponsor Benefits chart to confirm options for each sponsor, but basically all sponsors should report to the Sponsor Tent/Booth to set up their material.
- Grower's Fertilizer is providing the tent for this booth.
- Rotary is providing banners for the following sponsors at designated locations:
 - Music Stage sponsored by (TBA for 2016)
 - Gopher Races sponsored by (TBA for 2016)
 - Rattlesnake Show sponsored by (TBA for 2016)
 - Beer Garden sponsored by (TBA for 2016)

Festival Volunteer Information

- Volunteers will be working throughout the week prior to the festival, all day Friday, all day Saturday, and all day Sunday.
- Volunteers must check in and out at the Volunteer Tent (center of park).
- Assignments will be made at the time of check in.
- Bottled water and Volunteer t-shirts will be provided.
- Run-only volunteers should check in then go to the handball court at northeast corner of Joe Herrmann & Pennsylvania Ave.

Tent Set-up Information

- The Festival Logistics team will set up tents and tables only for the following:
 - Rotary/Vendor Check-in
 - Storyteller
 - Historian
 - Tickets (2)
 - Volunteer Check-in
 - Gopher Races
- Sunshine Tent Rental will provide and set up tents, tables, chairs for:
 - Music Stage
 - Food Court
 - Beer Garden
 - T-shirts/Information
 - Run Registration
- Tables should be stacked under Food Court tent. Chairs should be divided among: Food Court, Beer Garden, Music Stage, and Snake Show. *(numbers to be supplied)*
- Saint Leo University will provide and erect tent for Snake Show.
- Growers Fertilizer will provide and erect tent for Sponsors booth.

Rattlesnake Run and Gopher Race Competition Details

Rattlesnake Run – 5-mile and 1-mile

Pre-registration online is available on the Rattlesnake Run website (www.rattlesnakerun.com) and in-person the evening before and morning of the race.

The actual race is overseen by a professional race management company for validity.

There are four entry categories, as shown on the following registration form:

ENTRY FEES: make check payable to:
 Rotary Club of San Antonio, Florida, Fund, Inc
 P.O. Box 1136 • San Antonio, FL 33576



5-Mile: \$25 early bird (postmarked Tuesday one week prior to race), \$30 late/race day
 1-Mile: \$25 early bird, \$30 late/race day
 1 Mile Team: \$25 (adult and child, age 10 or under, who run and finish together)
 1 Mile Dog: \$25 early bird, \$30 late/race day (dog must remain leashed to runner and complete race w/o physical assistance)

circle shirt size (s)
 XS S M L XL XXL

NAME _____ AGE _____ GENDER _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ EMAIL _____

CHILD'S NAME (Teams Only) _____ AGE _____ GENDER _____

In consideration of your acceptance of this entry, I for myself, my heirs, devisees, executors, administrators and assigns hereby waive, release and discharge any and all claims against Rotary, the City of San Antonio, and all other organizations sponsoring or conducting these events, or their employees, representatives, or successors, for any and all damage or injuries I may suffer.

SIGNATURE (Or Parent Signature- If Under 18) _____

copies and facsimiles accepted

Gopher Races

The cost to enter the gopher races is \$1 per person, per heat, plus \$1 per person to make a customized gopher saddle.

First, second and third place trophies are awarded per heat. Trophies are top quality, professionally customized as shown below:



1st Place



2nd Place



3rd Place

Live Musical Entertainment Lineup

The 2016 music lineup has not yet been finalized, but it will be similar to 2015, with the addition of a second day of performances. Efforts are made to secure a variety of musical genres, including country, bluegrass, folk, traditional, and contemporary popular. Many groups have performed at the festival many times due to popular demand. All music performances are free.

Music Entertainment Schedule Tent Stage



10:15 Graham Music Studio's Showstoppers



1:00 Sassafras Bluegrass



11:00 Crabgrass Cowboys



2:00 PM Benjamin Road



12:00 Beaumont Family Band



3:00 PM Georgy and the Brooksville Boys



4:00 PM Perry and Mary

Sunday's venue will include the addition of a gospel group, new age sounds, and a jazz or reggae band. We are excited about the possibility of the son of one of the Bellamy Brothers (who were a festival highlight for many years) and his band performing at the 2016 event. These performances are all free of charge.

Live Entertainment Lineup

The 2016 live entertainment lineup will be similar to previous years and will include:



Cowboy Tom (free)

Thomas Glasgow better known as 'Cowboy Tom' is a former rodeo cowboy (saddle broncs and bulls) and is a competition team roper. Cowboy Tom has lived in the Tampa Bay area for many years and has a proven record of building goodwill throughout the community.



Smokey the Bear (free)

Interacts with festival goers and provides information on fire safety and prevention of forest fires.



Nerdy Noah Show (free)

Nerdy Noah is sure to shock and awe any audience with his unique interpretation of the long standing art of juggling. Whether he is on his death defying mini bicycle, juggling tazers atop a triple stacked balance board, or mystifying with his tennis rackets. The show is high energy and has lots of hilarious audience participation. His nerdy sense of humor and zany stunts are perfect for ALL ages!



Snake & Reptile Lectures (free under 5; 6-12 3 tickets; 13 & up 5 tickets)

With the retirement of Jim Mendenhall, of Squama Reptiles, who has had a venomous reptile show at the festival for years, Gordon Cates (right) will take over the 2016 snake and reptile educational program.

(Richard Riley/Photo)



Pioneer Village (free)

Participants for 2016 have not all been confirmed, but will be similar to the 2015 lineup:

- Lewis Riggleman, Blacksmith
- Diane Riggleman, rope winding, storytelling
- Marilyn Hines, basket weaver
- Kathleen Barnes, cane weaver
- Gary Metz, woodworker
- Norville & Debbie Pettis, alpaca farmers
- San Antonio History Booth

Children's Games and Activities Lineup

As in past years, a variety of free and low-cost activities will be available for children, including the following. Tickets cost \$1 each and are redeemed at each activity for tracking purposes.



Animal Farm (1 ticket)



Arts & Crafts Area (e.g., Sand Creations, stamping, etc.) (free)



Pumpkin Patch Photo Op (Free)



Bounce Houses (1 or 2 tickets - varies by attraction)



Barrel Train Rides (2 tickets per ride)



Pony Rides (4 tickets per ride)



Access to Playground Equipment in Park (free)



Face Painting (provided by independent vendors; prices vary)



Jousting (2 tickets per turn)



Rock Climbing Wall (5 tickets per climb)

Food Trucks, Vendors & Snacks Lineup

The final food lineup for the 2016 festival is not complete as of this date. However, the following vendors have committed. All are returning vendors who were pleased with last year's sales.



On Q Smokehouse Grill--pulled pork & chicken sandwiches, etc.



Al's Pizza Shop--pizza, hot dogs



TLC Concessions--hamburgers, cheeseburgers, fries, etc.



Bilagaana's Frybread--Navajo frybread, Navajo tacos



Ryan's Concessions--soft serve ice cream cones, sundaes, floats



Philou's Cajun on the Geaux

beignets, red beans & rice, jambalaya, gumbo, crawfish etouffee



Churro Express



Firehouse Kettlecorn--kettlecorn, snowcones

The deadline for food vendors to apply is June 1, 2016. New additions to the lineup are immediately posted to the festival website and announced on Facebook.

Food Vendor Participation Requirements:

- All food vendors are required to carry liability insurance (\$1 million per occurrence), listing the City of San Antonio, Rotary International, The Rotary Club of San Antonio, FL, Fund, Inc., and The Rotary Club of San Antonio as additional insured.
- Food Vendors are required to place a trash receptacle inside their area. Access to a dumpster on site to dispose of trash during and after the Festival will be provided.
- State of Florida Health Department regulations must be adhered to. Health inspector will be on grounds and will shut down any operation not in compliance.
- Photographs of truck/cart/equipment and of a representative sample of food to be sold must be submitted with application to determine appropriateness.

Arts & Crafts Vendors Lineup

The final arts & crafts vendor lineup for the 2016 festival is not complete as of this date. The deadline to apply is June 1, 2016. Vendors who have participated in previous years typically return, and may include:

- He Who Metals (metal yard art, chimes)
- Artisan's Attic (furniture, wood-turned bowls)
- Friar Tucks Crafts (bird houses, banks)
- T&D Chamberlane (pottery)
- David Wilson (paintings on wood)
- Green Mind Growers (desert roses)

Items typically sold include crocheted caps & scarves, jewelry, stepping stones, purses, honey products, hot sauces, soaps, pet treats, and more.

Arts & Craft Vendor Policies:

Items for Sale:

- All arts and crafts items exhibited and/or for sale must be handmade. No kit products, commercially made or mass-produced items are allowed, including jewelry, furniture, leather goods, or toys.
- Only quality antiques and collectibles may be sold by antique vendors.
- No items using the official Rattlesnake logo may be sold (e.g., silk-screened or transfer T-shirts, hats or caps, etc.).
- Photographs of your display/booth and a representative sample of items to be exhibited/sold must be submitted with application to determine appropriateness.

Exhibit/Display Area:

- Items must be displayed in an attractive manner (subject to committee review).
 - Vendors are to supply their own tent, table(s), chair(s), and signage.
 - Tables must be covered, and boxes, extra inventory, etc. must be stored out of sight.
- The Rattlesnake Festival Committee will conduct an inspection of your booth to ensure compliance.
 - Inappropriate items will be required to be removed.
 - If your entire exhibit is in violation of these policies, you will be dismissed from the show and may not be considered for future events.
- Vendors must staff their display/booth at all times during festival hours.
 - Please be prepared for all types of weather.
- State of Florida Health Department regulations must be adhered to, if relevant. The Health Inspector will be on the grounds and will shut down any operation not in compliance.

Not-for-Profit Vendors Lineup

The final not-for-profit vendor lineup for the 2016 festival is not complete as of this date. The deadline to apply is June 1, 2016. Vendors who participated in previous years typically return, and may include:

- Area Agency on Aging of Pasco-Pinellas
- Boxer Rescue Angels
- City of San Antonio
- Dade City Garden Club
- Dade City Friends of Hugh Embry Library
- East Pasco Amateur Radio Society
- GST's Sun State Greyhounds
- Marine Corp Leauge
- Oneblood (mobile bus unit)
- Pasco-Hernando State College
- Pasco Master Gardeners
- Town of St. Leo
- Toys for Tots
- United for Care
- And more

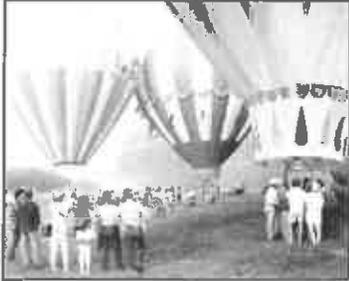
Not-for-Profit Vendor Policies:

Exhibit/Display:

- The San Antonio Rattlesnake Festival is a community and family-oriented event. Exhibitors are expected to honor this and only exhibit items/information generally accepted at family events. The Festival Committee reserves the right to deny any exhibitor agreement and/or take appropriate measures to ensure wholesome family fun.
- Due to space limitations, non-profit organizations and individuals associated with any socio-political agenda, including incumbent or campaigning politicians, are not eligible to exhibit.
- All activities must be conducted in an attractive and safe manner.
- State of Florida Health Department regulations must be adhered to, if relevant. The Health inspector will be on the grounds and will shut down any operation not in compliance. Vendor is responsible for knowing and complying with these regulations.
- Vendor must provide Certificate of Insurance with application, if applicable.
- The Rattlesnake Festival Committee will conduct an inspection of your booth on the day of the show to ensure compliance. Inappropriate items will be required to be removed.
 - If your entire exhibit is in violation of these policies, you will be dismissed from the festival and may not be considered for future events.
- Space set up and management:
 - Vendors must supply all tables, chairs, tents, etc.
 - Covers on tables and boxes out of sight are required.
 - Booth must be staffed at all times during festival hours.

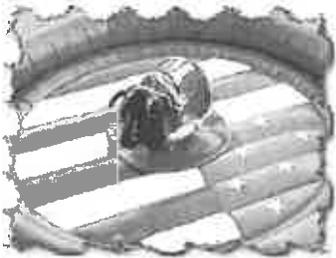
New This Year!

Each year, the Festival Committee strives to maintain a balance between traditional favorites and new, exciting attractions to keep the event fresh and appealing. This year's new additions will include:



Hot Air Balloon Fly Over

In tribute to festival balloon launches in the 1970s, there will be a hot air balloon flyover during the Opening Ceremony on Saturday, October 15 (weather permitting).



Mechanical Bull Riding

The speed of 'FireCracker' can be adjusted to meet the skill of the rider. And he always is accompanied by our qualified staff, who will make the best ride for every rider, from beginner, to seasoned rodeo buckaroo!



Family Bike Ride

Sponsored by San Antonio business VO2 Max Cycles
\$5 – Children under 12
\$10 - Adults
Open to all ages



New Car Showcase

An opportunity for area auto dealers to show off their brand new 2017 models.



Special 50th Anniversary Festival Awards Presentation



Rattlesnake Festival & Run - Marketing Plan

Rattlesnake Run Advertising & Publicity

Note: ✓ Check marked items have been completed. Tasks appear in roughly the order in which they are to be completed during the 12-month festival cycle. Estimated time required to complete tasks is shown.

Marketing Implementation Schedule

- I. ✓ **Review Previous Year Efforts/Results** (January)
 1. ✓ Meet with Chair to identify and discuss any anticipated issues (2 hrs)
 2. ✓ Race Chair to provide digital files for all print advertising, printed publications, and press releases from 2015.
 3. ✓ Treasurer to provide summary of advertising and print costs from 2015.

- II. **Deadlines** (February)
 1. ✓ Meet with Race Chair to identify key deadlines for each component of marketing plan (2 hrs)
 2. ✓ Develop and submit detailed implementation plan with deadlines for all phases of marketing plan (3 hrs)

- III. ✓ **Logo** – Design special 50th anniversary logo required.

- IV. **Sponsorships** (March)
 1. ✓ Sponsorship Application
 - a. ✓ Revise Sponsorship Application, as needed (1 hr)
 - b. ✓ Provide electronic and printed copies of application to Race Chair.
 - c. ✓ Provide PDF to Webmaster to upload to website.
 2. Sponsorship Logos
 - a. Obtain high-resolution logo from each Race sponsor (Chair to provide email address for each confirmed sponsor).
 - b. Convert color logos to black and white for specific uses, as needed.
 - c. Provide web-friendly logo files to Webmaster to upload to website.
 3. ✓ Sponsor Thank You Letter
 - a. ✓ Draft content for 2016 Sponsor Thank You Letter for approval by Chair (1 hr)
 - b. ✓ Provide electronic file of revised letter to Chair.

- IV. **Race Entry Form** (April)
 1. Revise entry form, as needed.
 2. Provide electronic and printed copies of entry form to Race Chair.
 3. Provide PDF to Webmaster to upload to website.

- V. Run Website – www.rattlesnakerun.com (March - 8 hrs)**
1. ✓ Review entire website for errors, duplication, omissions, and user interface issues (e.g., broken links).
 2. ✓ Submit list of changes to be made to Chair for approval.
 3. ✓ Provide Webmaster with a detailed list of all approved changes and updates for 2016.
 4. ✓ Review site changes and updates for accuracy (1 hr)
 5. ✓ Notify Chair when changes are complete.
- VI. Run Facebook Page (March - 8 hrs)**
1. ✓ Review page for errors, omissions and other issues.
 2. Secure 2015 photographs from photographer and publish selected images to Facebook page.
 3. Post up to 10 Race-related announcements, such as request for sponsors, save the date, time to register, last call, race map, etc. Information to be approved by Chair prior to posting.
 4. Reply to fan questions and posts, referring any difficult questions and information to Race Chair.
- VII. Club Website – ✓ Review content related to Race and update as needed (1 hr)**
- VIII. Postcards – (April)**
1. ✓ Meet with Chair to determine goals, content, quantities, budget and deadlines (2 hrs)
 2. Secure printing estimates for Chair to present to Club for approval (3 hrs)
 3. Design postcards and submit to Chair for approval.
 - a. Save the Date/Call for Sponsors (1 hr)
 - b. Still time to Register (1 hr)
 4. Place print orders with a professional print shop.
 5. Notify Treasurer of amount due on receipt and get check.
 6. Deliver payment to printer and pick up printed materials (2 hrs)
 7. Deliver postcards to Rotary Club for distribution (1 hr)
- VIII. Flyer(s) – (April)**
1. ✓ Meet with Chair to determine need for printed flyers, required content, quantities, and delivery deadlines (2 hrs)
 2. ✓ Design up to 3 flyer(s) and submit to Chair for approval (6 hrs)
 3. ✓ Secure printing cost estimates for Chair to present to Club for approval (3 hrs)
 4. Place print orders (probably a quick copy/duplication service at Staples or similar).
 5. Notify Treasurer of amount due on receipt and get check.
 6. Deliver payment to printer and pick up flyers (2 hrs)
 7. Deliver flyers to Rotary Club for distribution (1 hr)
- IX. Advertising – (Ongoing)**
1. ✓ Discuss advertising goals, expectations and budget with Chair (2 hrs)
 - a. ✓ Review previous ads/publications:
 - ✓ Race Place Magazine Ad

- ✓ Florida Running Magazine Ad
- ✓ Tampa Bay Times
- b. ✓ Develop plan for advertising outside of Pasco County
 - ✓ Identify new advertising opportunities (2 hrs)
 - ✓ Secure advertising specs and deadlines (2 hrs)
- 2. ✓ Develop advertising campaign within Race advertising budget
 - a. ✓ Contact publishers and secure advertising rates (2 hrs)
 - b. ✓ Prepare advertising cost and coverage proposal for Chair to present to Club (2 hrs)
- 3. Design up to 5 advertisements to meet publication specifications and submit to Chair for approval (10 hrs)
- 4. Place advertisements in approved publications per deadlines (2 hrs)
- 5. Notify Treasurer of amount due and provide all necessary payment information, including invoice from publisher.
- 6. Secure publication samples for Club files.

X. Press Releases (May through October)

1. ✓ Discuss publicity goals, expectations and timeline with Chair (2 hrs)
2. ✓ Chair to provide electronic files of press releases and feature articles from 2015.
3. Draft press releases for the following, and submit to Chair for approval per timeline (4 hrs)
 - a. Call for Sponsors
 - b. Save the Date
 - c. Still Time to Register
 - d. What's New This Year
5. Submit press releases to all relevant local, county, metro area, and state newspapers, newsletters, magazines, radio, and television channels (3 hrs)
6. Submit race information to online calendar sites (3 hrs)
7. Manage all media relations, referring requests for interviews, quotes, etc. to Race Chair (3 hrs)

XI. Race Map (May)

1. Race Chair to provide 2016 route for race.
2. Update (redesign if necessary) PDF version of race map. (2 hrs)
3. Submit changes to Chair for approval.
4. Submit new map to Webmaster to upload to website.
5. Have copies printed to handout (if needed) and delivered (1 hr)

XII. T-shirts – (July)

1. Meet with Chair to discuss any issues from previous year, estimated quantities, color and design preferences, and deadlines (2 hrs)
2. Secure production estimate(s) from screen printers and submit to Chair to present to Club (3 hrs)
3. Create 2016 t-shirt design and layout, including recommended colors (6 hrs)
4. Submit design to Chair to present to Club.
5. Make any necessary edits.
6. Work with printer regarding artwork format and colors (3 hrs)

7. Provide pre-production proof of design to Chair for approval.
8. Notify Treasurer of amount due and provide all necessary payment information, including invoice from printer.

Rattlesnake Festival Advertising & Publicity

Summary of Plan

- I. ✓ **Review of Previous Year Efforts/Results** (January)
 1. ✓ Meet with Chair to discuss previous year and potential issues (2 hrs)
 2. ✓ Festival Chair to provide digital files for all print advertising, printed publications, and press releases from 2015.
 3. ✓ Treasurer to provide summary of advertising and print costs from 2015.

- II. ✓ **Deadlines** (January)
 1. ✓ Meet with Race Chair to identify key deadlines for event (2 hrs)
 2. ✓ Develop and submit detailed project plan with deadlines for all phases of marketing plan (3 hrs)

- III. ✓ **Logo** – Special 50th anniversary logo design required. (January)

- IV. **Sponsorships** (February)
 1. ✓ Sponsorship Application (1 hr)
 - a. ✓ Revise Sponsorship Application, as needed.
 - b. ✓ Provide electronic and printed copies of application to Festival Chair.
 2. Sponsor Logos (2 hrs)
 - a. Obtain high-resolution logo from each Festival sponsor (Chair to provide email address for each confirmed sponsor).
 - b. Convert color logos to black and white for specific uses, as needed.
 3. ✓ Sponsor Thank You Letter (1 hr)
 - a. ✓ Draft 2016 Sponsor Thank You Letter for approval by Chair.
 - b. ✓ Provide electronic file of revised letter to Chair.
 4. Sponsor Plaques (2 hrs)
 - a. Obtain all sponsor information from Festival Chair.
 - b. Secure production estimate(s) from vendor and submit to Chair for Board approval.
 - c. Prepare artwork per vendor's specifications and submit by approved deadline. (3 hrs)
 - d. Track production and delivery.

- V. **Vendor Application Forms (Arts & Crafts, Food, Non-Profit)** (February)
 1. ✓ Revise vendor forms, as needed.
 2. ✓ Provide electronic and printed copies of form to Festival Chair.
 3. ✓ Provide PDF to Webmaster to upload to website.
 4. ✓ Update Vendor Acceptance Letter and provide electronic file to Chair.
 5. ✓ Update Vendor Refund Letter and provide electronic file to Chair.

VI. Entertainment Application Form (February)

1. ✓ Revise entertainment form, as needed.
2. ✓ Provide electronic and printed copies of form to Festival Chair.
3. ✓ Provide PDF to Webmaster to upload to website.
4. ✓ Update Acceptance Letter and provide electronic file to Chair.
5. Update Entertainer Parking Pass, as needed, and provide electronic file to Entertainment Sub-Chair.

VII. Volunteer Application Form (February)

1. ✓ Revise volunteer form, as needed.
2. ✓ Provide electronic and printed copies of form to Festival Chair.
3. ✓ Provide PDF to Webmaster to upload to website.
4. ✓ Update Volunteer Thank You Letter and provide electronic file to Chair.

VIII. Festival Website (February)

1. ✓ Review entire website for errors, duplication, omissions, and user interface issues (e.g., broken links).
2. ✓ Submit list of changes to be made to Chair for approval.
3. ✓ Provide Webmaster with a detailed list of all approved changes and updates for 2016.
4. Review site changes and updates for accuracy.
5. Notify Chair when changes are complete.
6. Submit Webmaster's invoice to Treasurer for payment.

IX. Festival Facebook Page (February)

1. ✓ Review page for errors, omissions and other issues.
2. Secure 2015 photographs from photographer and publish selected images to Facebook page.
3. Post Festival links on sponsors' and entertainers' pages.
4. Post up to 10 Festival-related announcements, such as request for sponsors, request for vendors, save the date, last call, map, etc. Information to be approved by Chair prior to posting.
5. Reply to fan questions and posts, referring any difficult questions and information to Festival Chair.

X. Club Website – (February)

- ✓ Review content related to Festival and update as needed (1 hr)

XI. Postcards – (April)

1. ✓ Meet with Chair to determine goals, content, quantities, budget and deadlines (2 hrs)
2. Secure printing estimates for Chair to present to Club for approval (1 hr)
3. Design postcards and submit to Chair for approval.
4. Place print orders with a professional print shop (1 hr)
5. Notify Treasurer of amount due on receipt and get check.
6. Deliver payment to printer and pick up printed materials (2 hrs)
7. Deliver postcards to Rotary Club for distribution (1 hr)

XII. Flyer(s) – (April)

1. ✓ Meet with Chair to determine need for printed flyers, required content, quantities, and delivery deadlines (2 hrs)
2. ✓ Design flyer(s) and submit to Chair for approval (4 hrs)
3. ✓ Secure printing cost estimates for Chair to present to Club for approval (1 hr)
4. Place print orders (1 hr)
5. Notify Treasurer of amount due on receipt and get check.
6. Deliver payment to printer and pick up flyers (2 hrs)
7. Deliver flyers to Rotary Club for distribution (1 hr)

XII. Placemats (if desired) - undecided

1. ✓ Discuss this promotional item with Chair (1 hr)
2. If product is desired, solicit printing estimates (1 hr)
3. Secure sponsor logos.
4. Design layout and submit to Chair for Club approval (6 hrs)
5. Place print order (1 hr)
6. Notify Treasurer of amount due on receipt and get check.
7. Deliver payment to printer and pick up placemats (2 hrs)
8. Deliver placemats to Rotary Club for distribution (1 hr)

XIII. Advertising – (Ongoing)

1. ✓ Discuss advertising goals, expectations and budget with Chair (2 hrs)
 - a. ✓ Review previous ads/publications:
 - Tampa Bay Times
 - Others?
 - b. ✓ Develop plan for advertising outside of Pasco County (3 hrs)
 - Identify new advertising opportunities
 - Secure advertising specs and deadlines
2. ✓ Develop advertising campaign within Festival advertising budget
 - a. ✓ Contact publishers and secure advertising rates (2 hrs)
 - b. ✓ Prepare advertising cost and coverage proposal for Chair to present to Club (2 hrs)
3. Design advertisements to meet publication specifications and submit to Chair for approval (6 hrs)
4. Place advertisements in approved publications per deadlines (1 hr)
5. Notify Treasurer of amount due and provide all necessary payment information, including invoice from publisher.
6. Secure publication samples for Club files.

XI. Press Releases (Ongoing)

1. ✓ Discuss publicity goals, expectations and timeline with Chair (2 hrs)
2. ✓ Chair to provide electronic files of all press releases and feature articles from 2015.
3. ✓ Draft press releases for the following, and submit to Chair for approval per timeline (6 hrs)
 - a. ✓ Call for Sponsors
 - b. ✓ Call for Vendors
 - c. ✓ Call for Entertainment

- d. ✓ Save the Date
 - e. What's New This Year
 - 4. Submit press releases to local, county, metro area, and state newspapers, newsletters, magazines, radio, and television channels (4 hrs)
 - 5. ✓ Submit Festival information to online calendar sites (4 hrs)
 - 6. ✓ Manage all media relations, referring requests for interviews, quotes, etc. to Festival Chair (3 hrs)
- XIII. Event Program/Map – (August)**
- 1. ✓ Discuss this promotional item with Chair (1 hr)
 - 2. If program is desired, solicit printing estimates (1 hr)
 - 3. Secure sponsor logos.
 - 4. Design layout and submit to Chair for Club approval (6 hrs)
 - 5. Place print order (1 hr)
 - 6. Notify Treasurer of amount due on receipt and get check.
 - 7. Deliver payment to printer and pick up programs (2 hrs)
 - 8. Deliver programs to Rotary Club for distribution (1 hr)
- XIV. Tourism Information Sheet – (June)**
- 1. Update form as needed (1 hr)
 - 2. Have printed and delivered to Club per deadline (2 hrs)
- XV. T-shirts and Other Merchandise – (July)**
- 1. Meet with Chair to discuss any issues from previous year, estimated quantities, color and design preferences, and deadlines (2 hrs)
 - 2. Secure production estimate(s) from screen printers and submit to Chair to present to Club (3 hrs)
 - 3. Create 2016 t-shirt design and layout, including recommended colors (10 hrs)
 - 4. Secure pricing and submission deadlines for other merchandise.
 - 5. Create design layouts for other merchandise.
 - 6. Submit proposed prices and designs to Chair to present to Club.
 - 7. Make any necessary edits (2 hrs)
 - 8. Work with selected printers regarding artwork format and colors (3 hrs)
 - 9. Provide pre-production proofs of designs to Chair for approval.
 - 10. Notify Treasurer of amount due and provide all necessary payment information, including invoices from printers.
- XVI. Photography – (July and October)**
- 1. Complete request for proposals from photographers.
 - 2. Meet with photographer to discuss needs and expectations.
 - 3. Onsite coordination of photographer at events.
 - 4. Publish photographs to website, Facebook, etc.
 - 5. Label and archive photographs.

Advertising & Promotion Budget & Placement

Advertising:

Florida Race Place Magazine (print & online) full-page, 2 insertions.....	\$550
Hits 106 Radio Promotion & Live Broadcast (media sponsor match)	\$1,700
Lakeland Radio Promotion (Polk County).....	\$1,500
Laker/Lutz Newspaper Ads (media sponsor match).....	\$2,000
Tampa Tribune Ads	\$500
Tampa Bay Times Ads.....	\$1,800
The Villages Newspaper Ads (Citrus County)	\$1,500
Event Signage (Today’s Graphics – event sponsor discount)	\$800
Facebook Ad Promotion	\$500
Placement of Promotional Material at Visitor Centers.....	\$800
Marketing & PR Consultant Fees	\$4,000

Merchandise Printing/Production:

Race & Festival T-shirts (Critter Creations – event sponsor discount)	\$5,000
Rattlesnake Pins (Joni Industries – sponsor discount)	\$400
Wooden Nickels (Old Time Wooden Nickel Co)	\$350
Postage and Shipping.....	\$25

Printing (RPM Graphics – event sponsor match):

Save-the-Date Postcards (6,000 out of county; 4,000 in county)	\$1,000
Tri-fold, full color Brochures (12,000 out of county; 3,000 in county)	\$4,500
Event Programs (5,000 in county)	\$1,200
Sponsor Plaques of Appreciation (Rainbow Engraving).....	\$1,000
Visit Florida Membership Fee	\$395

Total Budget..... \$29,520

Reimbursable Advertising Costs:

Advertising (outside of Pasco County only):

Florida Race Place Magazine (print & online) full-page, 2 insertions.....	\$550
Hits 106 Radio Promotion & Live Broadcast (media sponsor match)	\$1,700
Lakeland Radio Promotion (Polk County).....	\$1,500
The Villages Newspaper Ads (Citrus County)	\$1,500
Facebook Ad Promotion	\$500
Placement of Promotional Material at Visitor Centers.....	\$800
Printing (RPM Graphics – event sponsor match):	
Save-the-Date Postcards (6,000 out of county)	\$600
Tri-fold, full color Brochures (12,000 out of county).....	\$3,600
Visit Florida Membership Fee	\$395

Total Reimbursable Expenses \$11,145

Total Requested (33% of total reimbursable)..... \$3,678



Rattlesnake Festival & Run - Event Budget

Annual expenses have remained fairly consistent over the past three years. The 2015 Profit/Loss Statement is being used as the foundation for the 2016 event. Because this will be a two-day event this year, certain budget items will increase in 2016. We are currently waiting on bids from specific vendors that will enable us to accurately calculate these increases.

2015 Event Income

Arts & Crafts Vendor Fees	\$2,230
Food Vendor Fees	\$2,200
Not-for-Profit Vendor Fess	\$550
Children’s Rides & Activities.....	\$18,407
Sponsorship Cash Contributions	\$17,640
Rattlesnake Run Registration Fees.....	\$12,680
Sale of T-shirts and Merchandise.....	\$252
Other Event Income	<u>\$629</u>
Total Event Income	\$54,588

2015 Event Expenses

Advertising – Media	\$6,273
Cost of Goods (t-shirts, merchandise).....	\$4,939
Advertising – Signs	\$911
Advertising – Printing.....	\$1,641
Entertainment	\$4,108
Facilities and Equipment	\$394
Equipment Rental & Maintenance.....	\$4,704
Event Security.....	\$2,040
Trophies & Awards	\$1,035
Race Management	\$1,400
Rides & Activities.....	\$5,781
Food & Beverages	\$1,107
General & Admin (registration fees)	\$25
Postage, Mailing Service.....	\$19
Photocopying	\$450
Misc. Expenses (startup cash, petty cash exp)	<u>\$4,726</u>
Total Event Expenses	\$39,553

2015 Net Revenue **\$15,035**



San Antonio Rattlesnake Festival & Run - Sponsors & In-kind Donations

In 2015, the Festival Committee successfully solicited cash donations of \$14,125, and in-kind donations of \$16,558 from businesses and organizations in the local area, Pasco County, and surrounding counties.

This grant, if awarded, will enable us to promote the festival to a much wider audience in the Greater Tampa Bay Region and beyond. As such, we will identify and solicit corporate sponsorships from businesses and organizations outside of Pasco County.

The following were sponsors of the 2015 festival and will be contacted again:



The LAKER / Lutz News

VISITFLORIDA.COM

Lower Level Sponsors:

Action Research Service, LLC
Al's Pizza Shop
Branch Ranch
Bayfront Health Dade City
Carriage Trade Cleaners
City of San Antonio
General& Implant Dentistry San Antonio
Grow Financial Credit Union
Growers Fertilizer
Gulf Coast Ice
Florida Hospital Wesley Chapel
Hits 106 Radio
Hodges Family Funeral Home
The Jiffy Store & Deli
Magnolia Pharmacy San Antonio

Mosaic
Pancho's Restaurant of San Ann
Pasco Tourism
Patricia Carroll Attorney at Law
Pepin
S&R Tire
Saint Leo University
San Ann Self Storage
San Antonio Citizens Fed Credit Union
TECO
Tampa Bay Times
VO2 Max Cycles formerly Jovita Cycles
Laker/Lutz
Sevelius Group of Wells Fargo Advisors

In-Kind Contributions:

Raffle Items:

- Abbey Roadside Tavern
- Bay Area Merchandising LLC
- Boston Bill Sunglasses
- Garden of Eden
- Extreme Adventures Wesley Chapel
- EZ Clean Car Wash/Dade City
- FitNiche Wiregrass
- Klein Tools
- Jay Feely
- Mekenita Mexican Grille
- Melaleuca the Wellness Co.
- Massage Envy
- Old McMicky's Farm
- On Q Smokehouse Grill
- Park Place Antiques
- Pearl in the Grove/Local Public House
- Sugardarlings
- Tampa Bay Lightning

Goodie Bag Donors (given to race contestants):

- Centennial Bank
- Dickey's BBQ
- Denny's
- Pasco-Hernando State College

- Fast-Fix at Wiregrass Mall
- Focus on Fitness
- Island Breeze Cuban Cafe
- Jersey Mikes/Wesley Chapel
- Florida Hospital Wesley Chapel
- Magnolia Pharmacy
- San Antonio Credit Union
- Winn Dixie/ Dade City
- Walgreens/Dade City

Other In-Kind Support:

- Earl Singletary
- Carts Unlimited
- The Jiffy Store and Deli
- Lake Jovita Market
- Culligan Water/Plant City
- Walmart/Dade City
- RPM Printing
- Jessamine Foliage Farm
- Gulf Coast Ice
- City of San Antonio
- Choice Environmental
- Saint Leo University



Rattlesnake Festival & Run - Sponsorship Application 2016

About the Festival

This popular annual event began in 1967 and put San Antonio, Florida, on the map! It is the primary fundraiser for charitable projects organized by the Rotary Club of San Antonio, which has managed the festival since 2014.

The event kicks off with the Annual Rattlesnake Run, and features free admission and parking, traditional live snake shows and wooden gopher tortoise races, a variety of live music, quality handmade arts and crafts, children's games, pony rides, pioneer village, multiple food vendors, beer garden, and more!

2016 marks the 50th anniversary of this well-attended and much-loved festival. To celebrate, it will be a two-day event on Saturday, October 15 and Sunday, October 16. As always, it will be held in City Park, San Antonio, Florida.

Sponsorship Opportunities

There are several levels of sponsorship from which to choose. We appreciate our individual and corporate sponsors. By committing to support this annual family-oriented event, you make an important – and visible – statement to our community. Your name or corporate logo on our promotional materials says you put *Service Above Self*, too.

Diamond Sponsor	\$5,000+
Platinum Sponsor	\$2,500+
Gold Sponsor	\$1,500+
Silver Sponsor	\$1,000+
Bronze Sponsor	\$500+
Festival Supporter	\$250+
Friend of the Festival	Up to \$249

APPLICATION DEADLINE TO GUARANTEE SPONSORSHIP STATUS IS JUNE 1, 2016.

The Rotary Club of San Antonio, Florida, Fund, Inc., is organized exclusively for charitable, scientific, religious, literary, and educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code of 2006.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Our state Registration # is: CH38691

Sponsorship Level	Benefits of Sponsorship
<p>\$5,000+ Diamond Sponsorship</p>	<ul style="list-style-type: none"> • Large company logo in event publicity and advertising, including on Rattlesnake Run T-shirts • Recognition of sponsorship via public address system during all major event announcements • May provide two large company banners for display at event (location to be negotiated with Festival Chair) • Corporate brochures, business cards or promo items included in Run "Goodie Bags" • 15 complementary tickets to Rattlesnake Festival Snake Show, or Rattlesnake Run Team entry for 15 • 15 complementary T-shirts (choice of Festival or Run shirts) • 10' x 10' vendor space at event (additional banner allowed at booth) • Wall Plaque of Appreciation
<p>\$2,500+ Platinum Sponsorship</p>	<ul style="list-style-type: none"> • Medium company logo in event publicity, including on Rattlesnake Run T-shirts • Recognition of sponsorship via public address system during at least 10 event announcements • May provide one large company banner for display at event (location to be negotiated with Festival Chair) • Corporate brochures, business cards or promo items included in Run "Goodie Bags" • 10 complementary tickets to Rattlesnake Festival Snake Show or Rattlesnake Run Team entry for 10 • 10 complementary T-shirts (choice of Festival or Run shirts) • 10' x 10' vendor space at event (additional banner allowed at booth) • Wall Plaque of Appreciation
<p>\$1,500+ Gold Sponsorship</p>	<ul style="list-style-type: none"> • Small company logo or family/ individual's name listed in event publicity, including on Rattlesnake Run T-shirts • Recognition of sponsorship via public address system during at least 5 event announcements • May provide one medium banner for display at event (location to be negotiated with Festival Chair) • Corporate brochures, business cards or promo items included in Run "Goodie Bags" • 8 complementary tickets to Rattlesnake Festival Snake Show, or Rattlesnake Run Team entry for 8 • 8 complementary T-shirts (choice of Festival or Run shirts) • Wall Plaque of Appreciation
<p>\$1,000+ Silver Sponsorship</p>	<ul style="list-style-type: none"> • Company, family or individual's name listed in event publicity, including on Rattlesnake Run T-shirts • 6 complementary tickets to Rattlesnake Festival Snake Show or Rattlesnake Run Team entry for 6 • 6 complementary T-shirts (choice of Festival or Run shirts) • Business cards, brochures or promo items included in Run "Goodie Bags" • Framed Certificate of Appreciation
<p>\$500+ Bronze Sponsorship</p>	<ul style="list-style-type: none"> • Name listed in select event publicity • 4 complementary tickets to Rattlesnake Festival Snake Show or Rattlesnake Run Team entry for 4 • 4 complementary T-shirts (choice of Festival or Run shirts) • Business cards, brochures or promo items included in Run "Goodie Bags" • Framed Certificate of Appreciation
<p>\$250+ Festival Supporter</p>	<ul style="list-style-type: none"> • Name listed in select event publicity • 2 complementary T-shirts (choice of Festival or Run shirts) • Business cards, brochures or promo items included in Run "Goodie Bags" • Framed Certificate of Appreciation
<p>Up to \$249 Friend of Festival</p>	<ul style="list-style-type: none"> • Name listed in select event publicity • Business cards, brochures or promo items included in Run "Goodie Bags" • Framed Certificate of Appreciation



50th Annual San Antonio Rattlesnake Festival & Run

October 15 & 16, 2016 Sponsorship Application

Please complete this form and return it along with your sponsorship check, payable to:

The Rotary Club of San Antonio, FL, Fund, Inc.
P.O. Box 34, San Antonio, Florida 33576

Company, Family, or Individual Name (as it will appear in print): _____

Contact: _____ Phone: _____

Address _____ City: _____ State: _____ Zip: _____

Mailing Address _____ Email: _____

Company Website: _____ Club member requesting donation _____

Yes! I would like to sponsor the 50th Annual San Antonio Rattlesnake Festival & Run. My check is enclosed.

Check Here	Sponsorship Level	For Rotary Use Only Date Payment Rec'd
<input type="checkbox"/>	\$5,000+ Diamond Sponsorship	
<input type="checkbox"/>	\$2,500+ Platinum Sponsorship	
<input type="checkbox"/>	\$1,500+ Gold Sponsorship	
<input type="checkbox"/>	\$1,000+ Silver Sponsorship	
<input type="checkbox"/>	\$ 500+ Bronze Sponsorship	
<input type="checkbox"/>	\$ 250+ Festival Supporter	
<input type="checkbox"/>	\$ 249 (up to) - Friend of the Festival	

In-Kind Donations

Check the appropriate Sponsorship Level in the box above, then describe in detail the in-kind contribution you will provide below. Include quantity, date of service, or other relevant information. *For example: Donate 500 bottles of water, including delivery on October 16.*

Item or Service	Quantity	Estimated Cash Value

Provision of Corporate Logo - If you are contributing at the Silver level or above, please provide a high-resolution digital file of your preferred company logo. Accepted formats include JPG, GIF, PNG, or TIFF. Please email to rotarysanantoniolf@gmail.com

Important Deadline Information

To be included in all early Rattlesnake Festival & Run publicity and advertising, we must receive your payment by June 1, 2016. We will always do our best to include your information in print publicity and advertisements, but cannot guarantee inclusion if a publication deadline is within 4 weeks of receipt of your Sponsorship Application.

*****PLEASE SUBMIT THIS FORM WITH PAYMENT BY JUNE 1, 2016, TO ENJOY FULL SPONSORSHIP BENEFITS*****

The Rotary Club of San Antonio, Florida, Fund, Inc.

P.O. Box 34
San Antonio, Florida 33576-1138



RotarySanAntonioFlorida.org
RotarySanAntoniofl@gmail.com



*Thank you for supporting
The Rotary Club of San
Antonio, Florida!*

Thank you for your sponsorship of the 50th San Antonio Rattlesnake Festival & Run.

As a non-profit organization, our Club is dependent on – and grateful for – all forms of support and contributions. Thanks to event sponsors like you, we can continue donating dictionaries to San Antonio Elementary School, providing scholarships to local university graduates to study abroad, serve as mentors for girls with Farmworkers Self Help, Inc. in Dade City, and much more.

Your sponsorship also makes it possible for our Club to provide food bags for local families, skivvies for tots at Christmastime, and to support international water and hunger programs. Governed by Rotary International, we are committed to providing humanitarian service, encouraging high ethical standards in all vocations, and helping to build goodwill and peace in the world.

Sincerely,

Fund Secretary

Amount Received: \$ _____

Date Received: _____

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The Rotary Club of San Antonio, Fund's Federal Tax ID No. is 46-0650365. Canceled checks are no longer valid substantiation for charitable gifts over \$250. U.S. donors, please retain this receipt for your tax records. No goods or services were received in exchange for this contribution unless specifically noted.

Rotary is an organization of business, professional and community leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world and local communities.



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

Anticipated headcount: Saturday, October 15 - 4,000; Sunday October 16 - 4,000
Every attendee will receive a program. We will deduct number given out from original count.

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 200

Day Visitors 4000

Local share of day visitors 40% (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) 85

Persons Per Room 2



www.VisitPasco.net

Special Event Marketing Program Estimated Hotel Impact

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

There are 16 hotels/motels/campgrounds within 25 miles of the festival site. We will contact each of them to request they offer a discounted room rate for festival goers. Those who agree will be highlighted on the festival website with links to their websites/registration.

Will the event require meeting or banquet space?

No

If yes, how many people will the space need to accommodate?

N/A

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 100 x \$83.00 (average cost) = \$ 8,500

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199

IMY EVENT RECYCLING PLAN

EVENT NAME

San Antonio Rattlesnake Festival and Rattlesnake Run

DATE(S) OF EVENT: 15 - 16 October 2016

MATERIALS

What will you recycle?

Cans, bottles, paper (discarded and undistributed brochures, flyers, maps, etc)

CONTAINERS

Number of recycling containers: 30

Describe recycling container:

Containers for cans and bottles supplied by Keep Pasco Beautiful (metal stands w/ clear recyclable bags)

If you are borrowing, did you reserve? Yes

COLLECTION

Where is your recycling collection area?

Behind San Antonio City Hall

Where will your recycling go after the event?

Cans & bottles: Pasco County Recycling Center;

papers: Recycling containers behind City Hall

How will you count your recyclables?

Count number of filled recyclable bags

SIGNAGE

What signage will you use for your recycling?

Plastic board on wire stands

Snipe signs along paths or next to food vendors. Yes

Bill boards for recycling containers? Yes

Perhaps, banners for drop off area

MONITORING THE CONTAINERS

Who will monitor and empty containers during event?

Monitored by volunteers selected by Festival Committee;

containers emptied by youth volunteer organization

Do you have CLEAR bags for recycling

Supplied by Recycling

PROMOTE RECYCLING!

Print "WE RECYCLE!" in your brochures. Put it on your website. Have your Master of Ceremonies announce it during the event. Be proud that your event is leading by example. *Thank you!*

Keep this plan handy to help you organize your recycling. Pasco County Recycling will help you in any way we can. Please return this planning form to Tourism as part of your funding application. Please e-mail a copy to jseney@pascocountyfl.net. (727-856-4539) Jennifer L. Seney, Recycling Coordinator

Pasco County

Recycling for events
funded by the Tourism
Development Council



The easiest materials to recycle in Pasco are aluminum cans & plastic bottles. Secondarily, paper and cardboard because there are several private companies that will take the material. You can also recycle cooking oil. You can recycle other materials, but it becomes harder to find a place to take them.

The optimum is a recycling container for every trash container. First, focus on entrances & exits. Next, the food court or near food vendors and rest areas. Then if there are enough recycling containers, distribute to the rest of the event. Pasco has a loaner program.

Keep trash and recycling dumpsters (areas) completely separate! Put lots of signage at recycling drop so that it cannot be mistaken for trash.

It's all about numbers. Count your full recycling bags or, if you're using a dumpster or roll off, get a scale house weigh ticket from your event hauler.

Snipe signs along paths or next to food vendors. Bill boards for recycling containers? (ask Recycling) Perhaps, banners for drop off area?

Volunteers will need to be trained to do recycling. They need to understand the difference between clear bags for recycling and black bags for trash.



Office of Tourism Development
Grant Recommendation

Special Event: SUNCOAST ARTS FESTIVAL

- Requested Grant Amount: \$3,599
- Recommended Grant Amount: \$2,355

Special Event Score:

Category	Room Nights	Marketing	Tourism Appeal	Economic Impact	Application	Sponsors	Event Length	Bonus	Total
Points Possible	35	30	10	10	5	5	5	+/- 5	
Points Earned	7	20	7	10	4	5	2	5	60

Comments:

Positive

- Educational Event
- Good marketing reach

Negative

- Low marketing budget
- Low overnight stays (hotel rooms, TDT)

Observations

Good Tourism-based event, attendees coming from out of Pasco County (estimated at 60%). They do not collect an entry fee to attend. They are a non-profit and donate additional proceeds to charities (scholarship for Pasco art student). Marketing budget low in comparison.



Special Event Marketing Program Application

When completing the Special Event Marketing Program Application, please provide detailed responses including examples, news clippings, screen shots, pie charts, etc. Please attach all additional documents and label them accordingly. Responses must be thorough and accurate.

APPLICANT INFORMATION			
Organization: Fine Arts of the Suncoast, Inc.			
Primary Contact: Jennifer Douglas, Festival Manager			
Address: P.O. Box 609	City: New Port Richey	State: FL	Zip Code: 34656
Phone (Daytime): 863	Phone (Evening): 863-337-4256		
Fax: 863	Email Address: Jennifer@JenniferleeEvents.com		
Not-for-Profit Organization:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
EVENT INFORMATION			
Event Name: Suncoast Arts Fest			
Event Date(s): January 21-22, 2017			
When was this event established? 2005			
Target Audience (adults only, adults and children, hobby specific, etc): adults and children			

EVENT DESCRIPTION:

Please attach a detailed event description, including the following: Volunteer Base, Photo Library, Media Coverage, Room Nights, Time of Year, Event Site, Sponsorship Opportunities, Social Media, etc.
Please see attachments.

Please attach a detailed event plan: schedules, competition details, special events, entertainment line-up, etc.
Please see attachments.

LOCATION:

What is your preferred location/facility for the event?
Along Paseo Drive at The Shops at Wiregrass in Wesley Chapel

Where has this event previously been held?
Longleaf Town Center and corner of SR 54 and Starkey Blvd.

MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.

Please attach a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.

Please see attachments.

EVENT BUDGET:

The purpose of the Special Event Marketing Program is to supplement a portion of the marketing efforts in order to promote Pasco County to tourists.

Please attach a detailed breakdown of the total event operational and marketing budget.

Please see attachments.

SPECIAL EVENT MARKETING FUNDING REQUEST:

Total Amount Requested:

\$ 3,599.00

Intended use of funds (Please see list allowable expenses on website):

Web marketing through Zapplication and radio/print ads.

How will the requested funds impact the success of the event?

Marketing with Zapp attracts out-of-state artists, and regional ads continue to attract out-of-county visitors.

EVENT SPONSORSHIP:

Please attach your current Event Sponsorship Packet (sponsorship levels, benefits of each level, etc).

Please see attachments.

Was additional funding for this event requested? Yes No

If "yes," was funding received from a Sports Commission, County, State, or private entity? Please provide name(s) of source(s) and value of funding:

SAF has not approached any other government entity for funds

We do, however, approach local businesses for sponsorships.

If "no," please explain.

Do you intend on approaching sponsors for this event in addition to this funding request?

Yes No Please Explain:

Please see attachments for details.

IN-KIND SUPPORT:

Please provide details on any in-kind support from the community that has been committed to the event i.e. donated services, facilities, volunteer staff, advertising, etc.

Please see attachments for details.

Please note: Eligibility is determined by the Office of Tourism Development, the Tourist Development Council and the Board of County Commissioners. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

APPLICATION COMPLETED BY:

Name: Jennifer Douglas

Title: Festival Manager

Phone: 863-337-4256

Address: 4506 Selkirk Lane West, Lakeland, FL 33813

Signature

04/13/2016

Date



2016-2017 SPECIAL EVENT MARKETING PROGRAM APPLICATION

ATTACHMENTS

I. EVENT DESCRIPTION

Our mission and history

Suncoast Arts Fest (SAF) is produced by Fine Arts of the Suncoast, Inc., a 501(c)(3) charitable organization dedicated to its mission **to develop a community culture that embraces the arts**. The organization exists exclusively for charitable and promotional purposes with three key goals:

- Provide a quality fine arts show in Pasco County;
- Promote all arts for all children in Pasco County;
- Increase awareness of the arts in Pasco County.

2017 will mark the twelfth year for the festival, which has grown to become the largest outdoor fine arts and crafts festival in Pasco County. Over 120 artisans travel from around the country to sell their work and to compete in the festival's juried competition. In addition, Suncoast Arts Fest is known for its exceptional live entertainment, chalk art exhibition and free children's art activities.

Venue

The next festival will take place at The Shops at Wiregrass in Wesley Chapel on January 21-22, 2017, during the peak of Florida's tourist season. As in past years, artists will be positioned along Paseo Drive, which provides the perfect tree-lined strolling venue for art lovers to browse each booth at their leisure. This upscale shopping venue is conveniently located just north of Tampa off I-75, which makes it a popular destination for visitors from neighboring counties. With good weather conditions, attendance has reached close to 100,000 visitors for the weekend.

Festival Highlights

Juried Art Show

Approximately 150 fine artists and craftsmen from around the country submit their portfolios for consideration each year through Zapplication.org. A team of jurors evaluates their applications based on metrics provided by the festival organizers, and the top 120 are admitted into the show. At the festival a second team of judges evaluates each artist's work, and prizes are awarded to the top entries in the following categories: 2D, 3D, Jewelry and Emerging Artists. Last year, \$14,000 in prizes was awarded to the top 3 candidates in each category, as well as a Best in Show and a Best Booth prize.

Fine Arts of the Suncoast, Inc.
 Special Event Marketing Program Application for Suncoast Arts Fest

Entertainment

Suncoast Arts Fest offers live entertainment on The Shops at Wiregrass mainstage, located at center court across from Macy’s. In addition, the festival features “buskers” or street entertainers at locations throughout the festival. The schedule for 2017 has yet to be determined; however, the line-up will be similar to past years, featuring a variety of musical genres and artistic disciplines. In keeping with our venue contract, the entertainment will also be family friendly.

The line-up for 2016 is a good example of the entertainment featured at SAF.

ON THE MAINSTAGE AT CENTER COURT		
Saturday, January 16, 2016		
Noon to 12:45 PM	Sassafras Bluegrass Band	Acoustic blend of bluegrass, folk and hillbilly rock.
1:00 to 1:45 PM	John Emil	Master slide guitarist – acoustic blues, folk and bluegrass sounds.
2:00 to 3:00 PM	Frankie Raye Trio	Singer/songwriter. Alternative rock.
<i>Saturday Headliner</i>		
4:00 to 6:00 PM	The De Le’ed Parrots	Tropical favorites and classic rock covers.
Sunday, January 17, 2016		
12:15 to 1:15 PM	Nikola Baltic	World jazz guitarist
<i>Sunday Headliner</i>		
1:30 to 3:00 PM	The Black Honkeys	R&B, soul and funk.
3:15 to 4:00 PM	Disciple	Classic, modern and progressive rock.
4:15 to 6:00 PM	Sarasota Slim	Blues, funk, boogie and slide guitar.
BUSKERS		
Varied times, Sat. & Sun.	Bay Area Renaissance Festival	Roaming 16 th century entertainers
Sunday, 1:15 and 3:00 PM	Brandon Ballet	Classical ballet performances

Educational Outreach

- **Kids’ Art Garden** – There is something for everyone at SAF. The Kids’ Art Garden offers a number of free crafts and art projects for pre-school and elementary-aged children. Past projects have included a festival scavenger hunt, mini-splatter paintings, a collaborative mural, 2D mini-sketchbooks, and 3D egg carton creatures and basket weaving.
- **Emerging Artist Exhibit** – Entry to the Emerging Artist Exhibit is open to any middle or high school student in Pasco County. Selected artwork is on public display for the duration of the festival. Three

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winners are selected by a panel of judges and announced alongside the winners of the festival's professional juried show.

- **Art Makerspace** – The Suncoast Arts Fest “Art Makerspace” is a DIY “inventor’s” booth. Free art and technology supplies are available for kids of any age to come and create, invent and learn. This past year, extra Makerspace supplies were combined into a kit and donated to a local elementary school.
- **Teen Internships** – In 2016, Suncoast Arts Fest added a teen internship program to its list of educational outreach programs. Any junior or senior in Pasco County can apply for a position. Students will be mentored by an adult professional on the festival’s management team and will gain a minimum of 45 hours of community service.
- **“Art for Kids” Grant Program** – All proceeds from Suncoast Arts Fest are donated back to the community through the festival’s mini-grant program. Any public, private or charter school is eligible to apply for special project support in any artistic discipline. Over \$90,000 in grants have been awarded to date, benefitting close to 20,000 area children and teens.

TBBCA Chalk Walk

For the past several years, Suncoast Arts Fest has partnered with Tampa Bay Businesses for Culture & the Arts to present the TBBCA Chalk Walk at Suncoast Arts Fest. Each year, a group of 8 to 10 professional and amateur artists come together to create elaborate chalk murals on the sidewalk in front of Dillard’s department store. The “Chalk Walk” has become a crowd favorite and a strong draw for the show.

Public Support

Marketing

Over the past twelve years, Suncoast Arts Fest has developed a diversified marketing plan, which includes strategies for web-based, print and radio outlets that target both in-county and out-of-county participation. Thanks to the festival’s media sponsors, we have been able to maximize our reach through in-kind and discounted advertisements. Social media is also a key component with active accounts on Facebook, Twitter, Instagram and Youtube. We have also begun to brand #suncoastartsfest to help encourage trending topics and image sharing for festival visitors, and widgets for twitter and instagram have been added to the footer at suncoastartsfest.com. A full outline of the plan is provided later in this application.

Media Coverage

As the premier art festival in Pasco County, SAF attracts press coverage from print and digital media outlets throughout the Suncoast region. As part of their media sponsorship, HITS 106 ran recorded interviews with festival president, Pam Marron, and event manager, Jennifer Douglas, the week of the show. In addition, the station traveled to the festival for a live remote. Radio personality “Marvelous

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Marv” was onsite all day on Sunday, conducting interviews with artists, entertainers and visitors to promote the show.

Additional coverage included a full color spadea wrap on the front page of the Tampa Tribune the Thursday prior to the show. In addition to the spadea advertisement, the paper included a full color map, pictures of the artwork and a full entertainment schedule for the weekend. The Tampa Bay Times also covered the event with a beautiful article by Michele Miller that was featured on the cover of the Pasco Times.

Please visit the following links to see examples of the media coverage received by SAF over the past year.

Video showcasing the festival’s spadea wrap on the Tampa Tribune: <https://youtu.be/EcsrFg-o2t8>

Suncoast News: <http://www.suncoastnews.com/su/list/news-pasco/suncoast-arts-fest-seeks-artists-and-craftsmen-20150902/>

Tampa Bay Times: <http://www.tampabay.com/things-to-do/visualarts/suncoast-arts-fest-to-feature-work-of-130-fine-artists-and-craftspeople/2261305>

Tampa Tribune: <http://www.tbo.com/northeast-tampa/suncoast-arts-fest-returns-with-quality-and-quantity-20151230/>

Tampa Tribune: <http://www.tbo.com/Local/CommunityNews/more-entrants-for-suncoast-arts-fest-20160103/>

Sponsorship Opportunities

Cash sponsorships account for almost 1/3 of the festival’s annual revenue. Please refer to the sponsorship package included in the attachments for details on levels and their associated benefits.

Volunteer Base

Although an event planner is contracted to manage a large portion of festival operations, Suncoast Arts Fest remains primarily a volunteer-driven event. A volunteer steering committee continues to handle much of the planning with members that are responsible for securing all event permits and security officers; volunteer recruitment, scheduling and training; and coordinating the Kids’ Art Garden, teen internships, emerging artist exhibits and mini Art Makerspace. In addition, the volunteer board manages all event financials, steering committee recruitment and the festival’s “Art for Kids” grant program.

Recruiting a large team of volunteers the weekend of the festival is critical to the show’s success. At a minimum, the show requires 700+ volunteer hours from set-up to strike. This is largely accomplished by

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local high school students seeking community service hours for college admissions. Without their assistance, energy and enthusiasm, the festival would not be where it is today.

Attendance

Festival attendance for 2016 was approximately 84,000 visitors, a sizeable turnout for a festival of this size and scope. This was determined by The Shops at Wiregrass, which uses car counters to estimate daily attendance at the mall.

Holding SAF at a popular shopping venue like Wiregrass has proven to be a winning formula for both parties. The mall's weekend shoppers and diners guarantee a solid turn-out for the show, and the show draws substantial visitors to the mall. Both the retailers and the restaurants report increased revenues during SAF, proving itself as an appealing draw for day visitors to the County and as a solid economic driver for the community.

Past attendance has been known to reach even higher numbers with almost 100,000 visitors attending in 2015. Unfortunately this year's festival experienced some poor weather with high winds and rain all day Friday, during the night on Saturday and all morning on Sunday. Although the sun remained shining during festival hours, the dangerous forecast definitely resulted in a drop in attendance this year, specifically 12.8% on Saturday and 18.25% on Sunday. Unfortunately, this is an unavoidable risk for any outdoor event and a key reason that the festival is not held during Florida's rainy hurricane season. Florida typically experiences beautiful weather in January, and in eleven seasons, SAF has never encountered any serious damage or cancellations due to weather. We hope to continue that positive streak and hope for gorgeous weather again in 2017.

Tourism

A survey of participating artists revealed 144 room nights spent in 2016. Although down from previous years, it is important to note that several artists chose to pack up and leave the festival on Saturday in anticipation of the storm. The unintended consequence of this was the reduction in room nights by out-of-county artists. Fortunately, we know this decrease was a direct result of poor weather conditions and was not indicative of a negative trend. We have predicted a return to the previous 225 room nights for 2017 and are confident that with good weather, we will achieve or exceed this number.

5 year comparison of room nights reported

Year	Room Nights Reported
2016	144
2015	225
2014	287
2013	245
2012	153

It is worth noting that the above figures only represent SAF artist hotel room nights. With 80,000+ visitors during the height of Florida's tourist season, it is certainly not beyond the pale to assume that a

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percentage of these individuals are staying in area hotels or RV parks. Unfortunately, however, we have yet to find a manageable tool to capture this information. Furthermore, past attempts to validate room nights with area hotel managers have been unsuccessful. Responses were inconsistent and did not provide reliable data. We would like to begin tracking this information to prove this added economic impact and would welcome any suggestions offered by the TDC for improvement.

II. MARKETING PLAN

2017 will mark the festival’s twelfth year. Over time, we have tested a number of new marketing strategies and will continue to do so as funding allows. The majority of our resources, however, are earmarked for the tools that have proven both successful and cost-effective.

It is important to note that the festival needs to target two diverse audiences with its marketing – the visitors and the participating artists. Both groups are critical to the success of the festival, and both groups draw tourists to Pasco County.

For artists, the goal is to recruit unique and talented professionals from around the country. To remain competitive, Suncoast Arts Fest will continue to employ Zapplication to disseminate information about the festival and its juried selection process to the organization’s widespread membership. In addition, SAF will utilize its website and social media outlets for recruitment, as well as print and digital advertisements in industry publications like *Sunshine Artist* and *Where the Shows Are*.

For visitors, the objective is to promote the festival regionally along Florida’s Suncoast - which we define as Citrus, Hardee, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties. Targeted ad placements, a robust web and social media presence and well-placed signage will be used to market the festival and provide information about the featured artwork and entertainment.

Marketing Strategies

Strategy	Targeted Audience	Reach	Timeline
Digital Media Tools			
The Suncoast Arts Fest website, www.suncoastartsfest.com , will continue to be optimized and upgraded. This has been a challenge in the past, but we continue to improve and refine the site every year. Our website is the cornerstone of our marketing plan and the most critical tool for promoting the festival and for disseminating information.	Artists Visitors Volunteers Sponsors Media	Global	Year-round

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Strategy	Targeted Audience	Reach	Timeline
<p>Social Media marketing through Facebook, Twitter, Instagram and YouTube continues to be the most effective and inexpensive marketing tool available. With an unlimited reach, it has the power to impact thousands and even millions of people with a single post. To help encourage trending topics related to the festival, SAF has begun promoting #suncoastartsfest and has also recruited a social media manager to serve on its steering committee.</p>	<p>Artists Visitors Volunteers Sponsors Media</p>	<p>Global</p>	<ul style="list-style-type: none"> • Year-round • Amplified in weeks and days preceding festival.
<p>Zapplication.org is a website run by a national non-profit that enables individual artists to apply online to multiple art shows. "ZAPP" remains the preferred marketing tool and most popular method for artist recruitment by similar festivals across the country.</p>	<p>Artists</p>	<p>National</p>	<p>July – January</p>
<p>QR Codes will be featured on SAF posters and print advertisements. Users will be directed to the SAF website for more information. In addition, the festival will help artists market their work by providing individual codes to display at their booth.</p>	<p>Visitors</p>	<p>Regional</p>	<p>Dec – January</p>
<p>Video promotions are an engaging and fun way to show the public the "who, what, when, where and why" of Suncoast Arts Fest. Our videos elevate the festival's name recognition by driving traffic to the website and encouraging trending on social media.</p> <p>Click the following links for some examples of our promotional videos: https://youtu.be/p_p0E9Rb_6I https://youtu.be/l1gB2-S1bes https://youtu.be/XgHQQu8Lhb7E</p>	<p>Artists Visitors Volunteers Sponsors Media</p>	<p>Global</p>	<ul style="list-style-type: none"> • Jan: filming • Jan – Mar: editing • Year-round: promotions
<p>If funding allows, SAF will test the effectiveness of Geo-fencing, which provides digital ads throughout a network of mobile apps and websites. Ads only appear when the user enters a pre-determined geographic area.</p>	<p>Visitors</p>	<p>Regional</p>	<p>4 weeks prior to show</p>
Advertising			
<p>Radio advertisements will be featured on WGHR-Hits 106. WGHR is a media sponsor of the festival and generously works with the festival to secure headliners with a notable following and widespread appeal that will attract large crowds to the festival.</p> <p><i>A copy of the 2016 radio ad is attached to this grant as an example of this strategy.</i></p>	<p>Visitors</p>	<p>Regional</p>	<p>Dec-Jan</p>

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Strategy	Targeted Audience	Reach	Timeline
<p>Traditional print ads will be placed in the <i>Tampa Tribune</i>, the <i>Tampa Bay Times</i>, <i>Sunshine Artist</i> magazine, and Pasco County's <i>Suncoast News</i>. Digital ads with these publications will also be requested.</p>	<p>Artists with <i>Sunshine Artist</i></p> <p>Visitors</p>	<p>Regional with the exception of <i>Sunshine Artist</i>, which has a national reach.</p>	<p>Oct – Sunshine Artist ad</p> <p>January – remaining ads</p>
<p>If funding allows, SAF will take advantage of the ECO-POSTERS offered by Clear Channel Outdoor. ECO-POSTERS are 12' x 25' billboards that are strategically located in commercial areas on primary and secondary arteries. They can target specific audiences demographically and geographically.</p>	<p>Visitors</p>	<p>Regional with placement outside Pasco County</p>	<p>8 weeks prior to show</p>
<p>Posters and signage will be displayed throughout the Shops at Wiregrass.</p>	<p>Visitors</p>	<p>Local</p>	<p>3 weeks prior to the show</p>
Other Methods			
<p>Entertainment for the show has untapped potential for attracting visitors throughout the weekend. Hits 106 has committed to working with SAF to secure headliners to the festival that will attract large audiences from throughout the Suncoast.</p>	<p>Visitors</p>	<p>Regional</p>	<p>Start booking in April</p>
<p>Community partnerships continue to be a successful part of SAF. Last year, collaborations with the Brandon Ballet, DMG Glass and the TBBCA's Chalk Walk brought popular attractions from outside the county to Pasco County. We hope to renew these partnerships and gain new ones in 2017.</p>	<p>Visitors Artists</p>	<p>Regional</p>	<p>June – Jan</p>
<p>Visit Florida will be better used to market the festival at the state and national levels.</p>	<p>Visitors Artists</p>	<p>National</p>	<p>Year-round</p>

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- \$1,200 for Tampa Bay Times & tbt ads (regional reach)
- \$1,399 for radio ads with HITS 106 (regional reach)

How the requested funds will impact the success of the event.

These requested funds will be used exclusively for out-of-county marketing, all with outlets that have proven track records of success for the event. Zapplication remains the most popular method for marketing festivals to artists throughout the nation and has consistently increased our application pool each year. The remaining requests are for modest radio and print advertisements, targeting tourists from surrounding counties. Collectively, they represent close to half the festival's marketing budget. Without these resources, out-of-county marketing for the festival would be limited to web and social media outlets.

IV. EVENT SPONSORSHIP

Please refer to the file labeled "2017 Sponsorship Package" for a full list of the festival's levels and associated benefits.

Do you intend on approaching sponsors?

Absolutely. Cash sponsorships account for almost 1/3 of the festival's annual revenues, so they are critical to the sustainment of the festival. Media partner, HITS 106, has already committed to their participation for 2017, and owner, Steve Schurdell, has offered his assistance securing additional support. To launch the campaign, he has already secured leads with a handful of local car dealerships and a new home renovation company in the area. It is our goal to secure a Title sponsor for the show by July 2016. In addition, SAF will approach Brighthouse, Verizon, Ierna's Heating and Cooling, Team Farrell and Lifestyle Remodeling for continued support, as well as contacts in the travel industry that have been consistently supportive over the years. At a minimum, the festival must raise \$15,000 in event sponsorships to continue its charitable endeavors at the current level.

In-kind support

In addition to cash support, SAF seeks in-kind sponsorships for the benefit of the festival.

Currently, The Shops at Wiregrass provides its venue free of charge to SAF. That includes waste management and maintenance services, free marketing, 24-hour mall security, clean public restroom facilities for public use, free parking, a storage room, access to the mall's covered stage and full logistical support from mall staff. This package is invaluable to the festival. Without their support, the festival's operating expenses would likely double if not triple, making the event infeasible with current resources.

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Furthermore, both the Tampa Tribune and HITS 106 have provided thousands of dollars in in-kind marketing and promotions for the festival. Tampa Tribune staff has even assisted with graphic design at no charge. Last year alone, the Tribune donated over \$25,000 in free advertising to the event.

The event management company, Jenniferlee Events, also provides in-kind services to the festival. As the contracted festival manager, owner Jennifer Douglas has discounted her rates by 50%, a value of over \$10,000 in professional services.

Volunteer support, which is outlined earlier in this application, is also critical to the success of the event. By following a volunteer-run model and eliminating the need for a bricks and mortar office, SAF keeps its overhead to a minimum, allowing 100% of the event proceeds to return to the community through its arts education grants.

V. RECYCLING PLAN



Suncoast Arts Fest makes every effort to reduce, reuse and recycle.

We reduce by eliminating unnecessary paper. SAF has enlisted a web-based service to manage all artist applications, portfolio submissions and payments, eliminating the need for excess paper and costly printing expenses. Likewise, we have started handling all volunteer registrations and grant submissions digitally through our website, www.suncoastartsfest.com. Artist and sponsor welcome packets are also available online and communicated through email. This has resulted in minimal paper waste both during the festival and throughout the planning process.

We reuse by repurposing old signage and banners year-to-year. As a nonprofit, SAF must conserve every penny, so if a sign can be repurposed with a simple sticker to update the date or add a sponsor logo, we do it. This policy saves the festival hundreds each year in printing costs and keeps our cardboard waste to a minimum.

We recycle whenever possible. SAF does not sell any consumable products, food or drink, so little waste is produced throughout the course of the weekend. Water bottles are distributed to our volunteers and participating artists and then collected for recycling at intervals by our teen volunteers. In addition, we have two recycling receptacles positioned at the festival information booth and by the entertainment stage for the convenience of our visitors and our performers.

Fine Arts of the Suncoast, Inc.

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All cardboard waste is collected and taken to the venue's recycling dumpster. Cardboard recycling is a condition of our rental agreement with The Shops at Wiregrass, which stipulates strict rules and guidelines for waste disposal, as well as the placement of every component of the event.

Finally, **we are happy to advocate for a greener community** by posting any literature or signage provided by Pasco County Utilities in a prominent position at the SAF information booth at Center Court.

Celebrating 12 years of excellence!

January 21-22, 2017

The Shops at Wiregrass, Wesley Chapel

SUNCOAST ARTS FEST

At this time, we are seeking sponsors for 2017 and invite you to promote your business at Pasco County's premier art festival.

With annual attendance at close to 100,000 visitors, and media exposure that spans the Suncoast region, Suncoast Arts Fest provides a terrific outlet for marketing your brand while supporting a valuable community cause.

The event, which is held at the peak of Florida's tourist season, is conveniently located just north of Tampa off I-75 at The Shops at Wiregrass in Wesley Chapel. This upscale shopping venue is a popular destination for visitors from neighboring counties, and the beautiful tree-lined streets provide the perfect strolling venue for art lovers to browse each booth at their leisure.

Featuring over 120 fine artists and craftsmen, Suncoast Arts Fest is highly respected on the festival circuit and continues to attract some of the most talented artisans in the country. Acceptance into the show's juried exhibition has become highly competitive, ensuring the integrity of the show from year-to-year.

In addition to the artists, Suncoast Arts Fest is known for its exceptional live entertainment - drawing popular acts like *The Black Honkeys* and the *De Lei'd Parrots* - and for its free children's activities in the festival's "Art Garden" and mini-makerspace. These offerings, paired with the exceptional shopping and dining at The Shops at Wiregrass, guarantee a widespread appeal.

Suncoast Arts Fest is produced by Fine Arts of the Suncoast, a nonprofit organization. Your contributions are tax deductible, and proceeds from the event are donated back to Pasco County through the "Arts for Kids" grant program, which provides financial support for arts education in the schools. Over the past decade, the festival has awarded over 100 mini-grants or \$90,000+ for the benefit of over 15,000 area students.

Consider a partnership with Pasco County's premier arts festival. Your sponsorship dollars will ensure the success of this tremendous event while providing much needed resources for area schools. At the same time, it can increase your brand awareness through valuable exposure with the festival's high profile media partners.

For more information, please visit our website at www.suncoastartsfest.com or contact Jennifer Douglas at (863) 337-4256 or by email at Jennifer@JenniferleeEvents.com.

*Suncoast Arts Fest is
all about helping
educators ...*

*- Rebecca Musselman
Former Fine Arts Program Coordinator,
School Board of Pasco County*

Questions? Please contact festival management at (863) 337-4256.

	TITLE SPONSOR \$5,000	STAGE SPONSOR \$2,500	KIDS ART SPONSOR \$2,500	GOLD \$1,250	SILVER \$750	BRONZE \$300
SPONSORSHIP BENEFITS						
Industry Exclusivity	✓					
Company logo listed as festival Presenter at the top above the SAF logo in all promotional materials, advertisements, and festival apparel.	✓					
On-air interview with WGHR-HITS 106.	✓					
Company boilerplate included in all press releases.	✓					
Prime location at Center Court with up to 10' x 40' booth space to display company branding.	✓					
Invitation to present a "Sponsor's Choice" award to your favorite participating artist.	✓					
Company listing or logo placement on the festival's designation pages at visitflorida.com and visitpasco.net.	✓					
Shared "presented by" status and a dedicated banner at the festival mainstage.		✓				
Shared "presented by" status and a dedicated banner at the Kids' Art Garden.			✓			
Company listing in 100+ festival promos on WGHR-HITS 106.	✓	✓	✓			
Prime festival location with up to 10' x 30' booth space to display company branding.		✓	✓			
Logo placement on all festival print and web advertisements.	✓	✓	✓	✓		
Logo placement on all print and digital posters, rack cards and other marketing materials.	✓	✓	✓	✓		
Upgraded 10' x 20' booth space to display company branding.				✓		
Company listing in all festival press releases.	✓	✓	✓	✓		
Access to SAF social media to send out branded messages highlighting your company sponsorship.	✓	✓	✓	✓		
10' x 10' booth space at the festival to display company branding.					✓	
Logo placement on all festival sponsor signage.	✓	✓	✓	✓	✓	
Company listing on festival sponsor signage.						✓
Opportunity to provide flyers or other branded materials in festival swag bags and at the SAF information booth.	✓	✓	✓	✓	✓	✓
Logo placement on suncoastartsfest.com and a link to your website for one year.	✓	✓	✓	✓	✓	✓



Sponsorship Contract Form

Yes! I would like to support the arts in Pasco County through at sponsorship at the 12th annual Suncoast Arts Fest!

Company Name _____ Website _____

Contact Person _____ Title _____

Telephone _____ Email _____

Mailing Address _____ City _____ ST _____ Zip _____

Please indicate your chosen sponsorship level:

- Title - \$5,000 Stage Sponsor - \$2,500 Kid's Art Garden Sponsor - \$2,500 Gold - \$1,250
 Silver - \$750 Bronze - \$300

Sponsorships beginning at the Silver (\$750) level qualify for a booth space at the festival to display your branding and to market your business. Suncoast Arts Fest is happy to provide you with tables, chairs and access to electricity if the request is made in advance. Sponsors must provide their own tent(s), weights to hold your tent(s) in place and extension cords.

Do you need electric? _____

Do you need tables and chairs? If so, please indicate how many of each. _____

If you cannot use your booth space(s) and would like to donate the benefit to a nonprofit partner, please check here.

Suncoast Arts Fest is run by Fine Arts of the Suncoast, Inc., a 501 (c)(3) nonprofit organization that provides funding for Arts Education projects in Pasco County schools.

The 12th annual Suncoast Arts Fest is scheduled for Saturday, January 21, 2017 from 10:00 a.m. to 6:00 p.m. and Sunday, January 22, 2017 from 11:00 a.m. to 6:00 p.m. at The Shops at Wiregrass, which are located at 28211 Paseo Drive in Wesley Chapel, FL 33543. **To reserve your space, please respond by Friday, December 16, 2016.** Checks should be made payable to Fine Arts of the Suncoast, Inc. and sent to Marj Golub, Board Treasurer, at Suncoast Arts Fest, P.O. Box 609, New Port Richey, FL 34656.

Tent set-up begins at 8:00 a.m. on Saturday, January 21, 2017. Please check-in at the Suncoast Arts Fest Information tent located next to the fountains in front of Macy's at The Shops at Wiregrass. A map of the event, along with your booth location and other important event information will be provided in detail a week prior to the festival. Should you need additional time for set-up, or if you have any questions about your sponsorship, please contact Jennifer Douglas at Jenniferlee Events at (863) 337-4256 or Jennifer@JenniferleeEvents.com.



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

Estimated attendance is 55K for Saturday and 44K for Sunday.

Number are derived from car counts provided by Wiregrass.

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors 225

Day Visitors 95,000

Local share of day visitors 71 (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) 100.00

Persons Per Room 2



**Special Event Marketing Program
Estimated Hotel Impact**

ACCOMMODATIONS:

How will you be securing Pasco County hotel accommodations: through a host hotel, room blocks, general RFP? Please explain.

SAF is a free event, open to the general public. We do not secure accommodations for our visitors; however, we do post a list of area hotels on our website for the convenience of our artists and our visitors.

Will the event require meeting or banquet space?

No. Suncoast Arts Fest is an outdoor festival. Storage space for supplies is provided by The Shops at Wiregrass.

If yes, how many people will the space need to accommodate?

n/a

ESTIMATED HOTEL IMPACT:

Total number of hotel rooms projected 225 x \$83.00 (average cost) = \$ 18,675.00

Estimated number of guests per Hotel Room 2

The funding an Applicant may receive will be contingent upon all criteria, including marketing plans, survey, number of room nights, etc. The TDC and Office of Tourism Development will use the following grid only as a guideline when recommending a funding amount to the BCC.

ROOM NIGHT GRID GUIDELINE

Estimated Total Room Nights	Room Night Funding Range
600+	Additional Funding Negotiable
500 to 599	\$6,000 - \$7,199
400 to 499	\$4,800 - \$5,999
300 to 399	\$3,600 - \$4,799
200 to 299	\$2,400 - \$3,599
100 to 199	\$1,200 - \$2,399
0 - 99	\$0 - \$1,199



Painting by Alan Metzger

11th annual

SUNCOAST ARTS FEST

"BENEFITTING ARTS FOR EDUCATION"

THE SHOPS AT WIREGRASS

Saturday, January 16th 10 to 6

Sunday, January 17th 11 to 6

FREE and open to the public

suncoastartsfest.com

#suncoastartsfest

Join us as we showcase the works of 120 fine artists and craftsmen, great entertainment, kid's activities and more!

Ceramics · Digital · Drawing · Fiber · Glass · Jewelry · Leather · Metal
Mixed Media · Painting · Photography · Printmaking · Sculpture · Wood

Don't miss special performances by our headliners
The De Lei'd Parrots, Sat. 4 to 6
The Black Honkeys, Sun. 1:30 to 3
Presented by Team Farrell
Visit our website for a full schedule of events.



Your Complete Guide To The

SUNCOAST ARTS FEST

Saturday, Jan. 16
10 am to 6 pm

Sunday, Jan. 17
11 am to 6 pm
FREE and open to the public

Join us as we showcase the works of 120 fine artists and craftsmen, great entertainment and yummy food!

Event highlights:

- Live performances by regional entertainers and local youth
- Chalk Walk - sidewalk chalk artists
- Kid's Art Garden, an interactive youth arts area
- Emerging Artists Area
- Art Makerspace with hands on activities
- Roaming entertainers and wandmaking for the kids courtesy of Boy Area Renaissance Festival

Duncan McClellan Mobile Glass Etching Unit Returns On Sunday, Jan. 17

For a \$10 donation you can support DMG Glass School Project where you can create your own design and have it etched onto glass

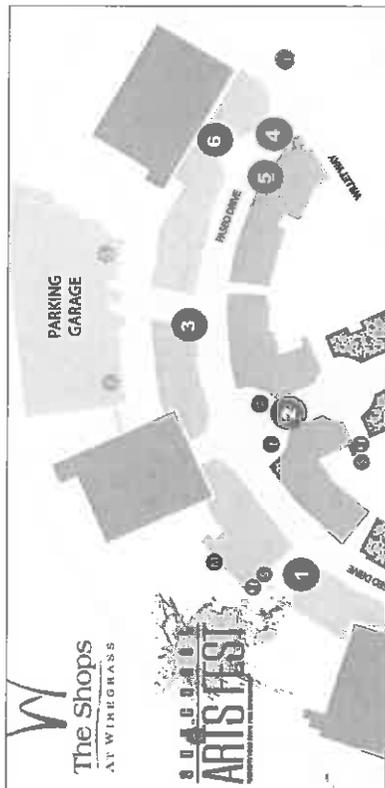
Shops at Wiregrass at I-75 and SR 56 | Wesley Chapel, FL

suncoastartsfest.com

Like us on Facebook @ Suncoast Arts Fest
#suncoastartsfest



1. Art Garden
2. Entertainment Stage
3. Sunday, Jan. 17 Glass etching
4. Art Maker space
5. Emerging artist area
6. Chalk Walk



Sampling of items that will be on exhibit Jan. 16 and 17



Suncoast Art Fest returns with top quality art



Celebrating its 11th year, The Suncoast Arts Fest had the highest number of artist applications received in its history for the event, to be held Jan. 16 and 17 at The Shops at Wiregrass in Wesley Chapel.

Nary Golub of New Port Richey, the co-founder and co-director of the event, with Pam Heiron, said they had 170 applicants for the juried art show and event that typically draws 100,000 people.

"We accepted about 120 and we have a wait list," Golub said. "We have them submit four photographs - three of their work and one of their booth - to verify it's the quality we are looking for."

She said the artists will set up their tents on the cobblestone streets on Saturday from 10 a.m. to 6 p.m. and Sunday from 11 a.m. to 6 p.m. Art patrons may buy art pieces or simply view the works, while the artists participating compete for monetary prizes.

Entertainment for the event takes place on the main stage of The Shops at Wiregrass. Saturday's line-up includes Sarasaras Bluegrass Band, John Emitt, Hope Darling Band, and The De Leif Parrots. Sunday's lineup includes classical guitarist Nikola Baltic, followed by The Black Honkeys. Sarasota Slim returns for his annual appearance at the event.

Golub said The Suncoast Arts Fest is a non-profit event with all proceeds benefiting arts in the schools. In

the past decade, the Suncoast Arts Fest has funded more than \$85,000 worth of mini-grants to teachers.

"Our basic goal is to raise money for arts in the schools in Pasco County," she said. "As everyone knows arts tend to be underfunded. Teachers have wonderful projects they can't afford to do. That is the core of why we do the show."

Golub said many professional artists from across the county make the Arts Fest a part of their yearly art circuit.

"Particularly in an area like Pasco County, we need to have a solid quality art

show that is separate from the subdivision craft shows. It is a commitment to make our area grow and mature," she said.

Other highlights this year include the return of Duncan McClellan, an award-winning glass artist from St. Petersburg. He will bring his mobile, hands-on glass etching unit on Sunday from 11 a.m. to 5 p.m. People may create original designs on etched glass.

Money raised by McClellan goes to assist the Arts Fest Project, an art program for inner-city schools.

Jennifer Douglas, the event coordinator for the Arts Fest, said artists compete for more than \$10,000 in awards.

Artists share a variety of pieces from photography, jewelry, glass, ceramics and watercolor to drawings, graphics, fiber acrylics, oils and mixed media.

Douglas said the event also attracts children interested in hands-on art projects.

"The Suncoast Arts Fest features a mini Art MakerSpace, which is modeled after the larger MakerSpaces popping up in libraries and other venues throughout the country," Douglas said.

"A MakerSpace is simply a

community DIY studio with shared tools.

Traditionally, the space is used to engage and teach science and technology skills, but SAF infuses art to stress the symbiosis between art and invention. This form of interactive learning is engaging and fun for children and a terrific way to teach creative thinking skills."

Also, during the weekend, Pasco County middle and high school students participate in an "Emerging Artists Exhibit."

The Shops at Wiregrass is located in Wesley Chapel on State Road 56, east of Interstate 75.

2016 Entertainment Schedule



Saturday, January 16th

Sarasaras Bluegrass Band
Sarasaras are three seasoned musicians working hard at their craft, creating a unique acoustic blend of bluegrass, folk, and hillbilly rock.

John Emitt Montagnino, an accomplished singer/songwriter, guitarist, and a master of slide guitar.
2 to 3 p.m.

Hope Darling Band
Hope Darling is an alternative/modern rock band based in the Tampa Bay area.
With musical tastes and backgrounds ranging from classical to blues to rock to reggae and hip-hop.

Sunday Headliner
4 to 6 p.m.

The De Leif Parrots
Imagine for a moment, being at a tropical vacation paradise with the sun shining, palm trees swaying in the breeze, and the sound of tropical music filling the air. De Leif Parrots would like to help you escape to this state of tropical bliss.

With decades of combined professional music experience and beginning playing professionally at age 12, the Black Honkeys have toured

both regionally and nationally and traveled and performed as varied times

the St. Petersburg/Clearwater Area Convention & Visitors Bureau, performing a round the US and in Iceland. Check out the latest dates and merchandise at blackhonkeys.com

3:15 to 4:00 p.m.

Discipline

Be sure to check out the festival's website at suncoastartsfest.com for the latest updates to the entertainment schedule.

"56-piece band Discipline artistically blends the most important periods. Discipline is in the genre of Classical, Modern, Progressive and Alternative Rock. Discipline weaves the power of three lead vocalists, mellotrons, and flutes, with hard-edge rock, syncopated time signatures, and more.

4:15 to 4 p.m.

Sarasota Slim, also "Get Up Get Down," is a commingled blues, funk, boogie, slide guitar and heaps of warm Southern charm. Gene Herdage, who grew up in Sarasota, is as authentic and talented as they come, having worked/toured with Lucky Peterson in the late eighties and earning his "Sarasota Slim" title from Rock Bottom (with whom he played in the Jungle Bushmaster's and The Cuktaway).

Blakers
Varied times

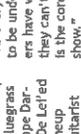
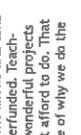
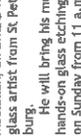
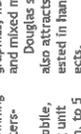
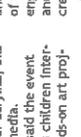
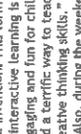
Classical Oasis
The Classical Oasis project seeks to foster growth and development of young classical musicians by providing

opportunities to perform. Check out the latest dates and merchandise at blackhonkeys.com

3:15 to 4:00 p.m.

Discipline

Special thanks to our event Sponsors!



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Advertiser: Suncoast Arts Festival

Agency: N/A

Section-Page-Zone(s): W-4-All

Description: Weekend



SUNDAY ARTS FEST
 Saturday, Jan. 16 10 am to 6 pm / Sunday, Jan. 17 11 am to 4 pm
FREE and open to the public
 Shops at Wiregrass
 I-75 and SR 56 Wesley Chapel, FL

Join us as we showcase the works of 120 fine artists and craftsmen

Event highlights:

- Live performances by regional entertainers and local youth
- Chalk Walk - sidewalk chalk artists sponsored by Tampa Bay Businesses for Culture & the Arts
- Kid's Art Garden, an interactive youth arts area
- Art Makerspace with hands on activities
- Emerging Artists Area
- Roaming entertainers and wandmaking for the kids courtesy of Bay Area Renaissance Festival

Specialty Artists:
 Duncan McMillan Acrylics Glass Etching Lino
 Returns On Sunday, Jan. 17

For a full schedule of entertainment visit
suncoastartsfest.com
 Like us on Facebook @ Suncoast Arts Fest #suncoastartsfest

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Things to do

List your event: To appear in this section, send your information to calendar@tampabay.com 10 days before publication. Find more events at tampabay.com/things-to-do.

Animals/Pets

Bark in the Park
 Pinellas County Animal Services will have dogs in all breeds available for meet and greets. Free. Walsingham Park, 12615 102nd Ave. N, Largo. (727) 582-2600. 10 a.m.-1 p.m. Saturday.

TICA Championship Cat Show
 The International Cat Association brings judges from across the country for this all breed show. 96, 53 children, 5 and younger free. Minnreg Building, 6340 126th Ave. N, Largo. (727) 289-1989. 9 a.m.-4 p.m. Saturday-Sunday.

Petersburg. (727) 463-6800. 10-11:30 a.m. Saturday.

Kidding Around Yoga
 This yoga series for families and children ages 3 and older combines yoga poses and asanas with stories, music, games and other activities. \$5. Museum of Fine Arts, 255 Beach Drive NE, St. Petersburg. (727) 896-2667. 10 a.m. Saturday.

Make and Take Saturday: Food + Art
 Children and adults sculpt with edible playdough. Supplies are provided. Included with museum admission: \$17, \$15 seniors and military, \$10 students with college ID, 6 and younger free. Museum of Fine Arts, 255 Beach Drive NE, St. Petersburg. (727) 896-2667. 11 a.m.-2 p.m. Saturday.

Nature's Elements
 Kids ages 4 to 8 take a walk in the preserve to explore nature through crafts and activities. \$10. Boyd Hill Nature Preserve, 1101 Country Club Way S, St. Petersburg. (727) 893-7326. 9:30 a.m.-12:30 p.m. Saturday.

Benefits

Aviation Maintenance Competition
 Drew Garbo of 1025 The Bone serves as special guest for the ribbon cutting, followed by an aviation maintenance competition and cornhole tournament. Benefits a student trip to the Aerospace Maintenance Competition in Dallas. \$10, \$20 team. National Aviation Academy, 6224 Ulmertown Road, Clearwater. Toll-free 1-800-659-2080. 9 a.m.-3 p.m. Saturday.

New Port Richey Relay For Life Team Party

The American Cancer Society of New Port Richey seeks teams for the annual Relay for Life of New Port Richey on April 16 in Sims Park. New Port Richey Recreation and Aquatic Center, 6630 Van Buren St. (727) 226-0374. 6:30 p.m. Tuesday.

Family

Emperor's New Clothes
 A musical adaptation of the Hans Christian Andersen classic. Best for children in grades pre-K through 3. \$8.50, \$7.50 children. Largo Cultural Center, 105 Central Park Drive, Largo. (727) 587-6793. 11 a.m. Saturday.

Bridal Expo

Check out food, cakes and entertainment by area wedding specialists. \$5 advance, \$10 day of. Hilton Hotel Downtown Tampa, 211 N Tampa St., Tampa. (941) 922-5437. Noon-4 p.m. Sunday.

Dillydally with Dalí

Educational games, puzzles and arts and crafts activities which encourage family interaction. Free. Dalí Museum, 1 Dalí Blvd. (Bayshore Drive SE and Fifth Avenue SE), St. Petersburg. (727) 823-3767. 11-45 a.m. Saturday.

Going Coastal: Manatees

Learn how to help protect manatees and where to observe them. Free (registration required). Weedon Island Preserve, 1800 Weedon Drive NE, St.

Festivals

Suncoast Arts Fest
 More than 125 juried artists present their creations at this annual festival with live music, sidewalk chalk art, an interactive youth art area and a maker space. Free. The Shops at Wiregrass, 28211 Paseo Drive, Wesley Chapel. (883) 337-4256. 10 a.m.-6 p.m. Saturday, 11 a.m.-6 p.m. Sunday.

Film Series

Best Picture Classics Series
 Honoring the motion picture awards season, this series features seven Best Picture winners spanning 10 decades. This portion features the 1975 hit *One Flew Over the Cuckoo's Nest*. \$10, \$8 members; \$12, \$10 members (silent film accompaniment). Tampa Theatre, 711 Franklin St., Tampa. (813) 274-8982. 3 p.m. Sunday.

Cinema Saturday

This portion features the Japanese animated fantasy film *My Neighbor Totoro*. Popcorn included. \$3, \$1.50 children. Boyd Hill Nature Preserve, 1101 Country Club Way S, St. Petersburg. (727) 893-7326. 4-6 p.m. Saturday.

» See THINGS TO DO, 6W

