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PASCO COUNTY TOURIST DEVELOPMENT COUNCIL FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

AMOUNT OF FUNDING REQUESTED: \$25,000

1. **EVENT:** Chasco Fiesta **DATE(s) OF EVENT:** April 5 - 13, 2013

2. **VENUE/LOCATION OF EVENT/PROJECT:** (address and/or location(s) where event will take place):

Address 6341 Bank Street

City New Port Richey State FL Zip 34652

3. **NAME OF APPLICANT/HOST ORGANIZATION:**

Legal Name as per registered with Sunbiz.org West Pasco Chamber of Commerce, Inc.

Address 5443 Main Street

City New Port Richey Zip 34652 Website www.chascofiesta.com

4. **EVENT CONTACT:**

Name Kristen King Title Executive Director of CHasco Fiesta

Phone No. (727) 842-7651 Fax No. (727) 848-0202

E-mail Kristen.king@chascofiesta.com

5. **TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.):** 501(c)6 59-0609498

IF A NEW EVENT (1st time applicant), ATTACH ARTICLES OF INCORPORATION, BYLAWS. Fed ID No. _____

IF A NEW EVENT (1st time applicant) ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS AND A LIST OF PAID STAFF.

IF A NEW EVENT (1st time applicant) ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.

6. **OVERVIEW OF EVENT:** Including whether your event has received a TDC grant in the past? See Attachment A

If yes, indicate name and date of event/project and amount received within the last three years. (Attach separate sheet if needed)

Year	Grant Funding
2011	
2010	
2009	

7. **LIABILITY INSURANCE?** No Yes Carrier Catlin Specialty Insurance Company



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
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8. ATTACH EVENT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

PRODUCTION OF ROOM NIGHTS AND ECONOMIC IMPACT

9. HAS HOST HOTEL(S) OR ACCOMODATION PARTNERSHIPS BEEN SECURED? ___No x Yes
If yes, indicate place(s), contact(s), telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
<u>Ramada Inn</u>	<u>Jutta Shaikh</u>	<u>7278498551</u>

11. ANTICIPATED NUMBER OF ROOM NIGHTS/ OVERNIGHT ACCOMODATIONS FOR THIS YEAR:
(Please identify any room nights provided free, in-kind or paid by your event)

<u>Date(s)</u>	<u># of Rooms</u>	<u># of Nights</u>	<u>AVG ROOM \$</u>
<u>4/5 – 4/13</u>	<u>400</u>	<u>400</u>	<u>\$80</u>

12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:

Year	# of Rooms	# of Nights	Total Room Nights	Avg. Room \$
Example	50	2	100	\$75
2011	<u>419</u>	<u>1</u>	<u>419</u>	<u>\$80</u>
2010	<u>402</u>	<u>1</u>	<u>402</u>	<u>\$80</u>
2009 2012	<u>398</u>	<u>1</u>	<u>398</u>	<u>\$80</u>
Total				

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 80,000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 30,000

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS? Attached you will find an Economic Impact Study from 2012 (Attachment C). This study was based on an estimated attendance of 140,000, which had an economic impact of \$2,855,188. Our actual attendance was 106,000, which is a 24% reduction. The initial economic impact was reduced by 24%, for a revised amount of \$2,169,943. The revised amount is the estimated economic impact of the 2012 Chasco Fiesta™.

The Office of Tourism Development uses the out-of-state event formula provided by VISIT FLORIDA and the FLORIDA SPORTS FOUNDATION (available upon request). A thorough economic impact analysis should be conducted on your event since no two events are similar in size, audience, location and time of the season. Please attribute your formula, research study and/or information.

ADVERTISING & MARKETING OUT-OF-COUNTY

16. INTENDED MARKETING/ADVERTISING BUDGET FOR YOUR OUT-OF-COUNTY PLAN: Please provide details of the cost, activities, placements, collateral materials, names of publications targeted, number of brochures to be produced, and where brochures will be distributed, etc. (attach separate sheet if needed)

See Attachment D



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL FY 12/13 “LOCAL” SPECIAL EVENT GRANT APPLICATION

17. FOR REPEAT EVENTS: please provide copies of all event promotional materials, including radio or television scripts, printed fliers, ads or other materials you purchased with Pasco County grant funds. Only provide material on the most recent year a grant was received.

18. What research do you have regarding the demographics of your attendees? How do you measure the success of your event? How do you measure the effectiveness of your promotions? (Attach separate sheet if needed)

Attachment E is the compilation of the 2012 survey results that show the demographics of the attendees. We will be using the Pasco County Tourist Development Council Special Event Grant Visitor Survey for the 2013 survey. The success of the event will be measured by the amount of revenue in comparison to previous years, by the gross sales of the food vendors, and by the gross event income of the non-profits. Success will also be measured by participant satisfaction rates that we will get from the survey. The effectiveness of the promotion will be measured by number of participants, gross sales of the food vendors, and by using a question on the survey that asks how the participant heard about the event. In 2013, the goal is to have 1,000 surveys collected. We are also going to install Google Analytics on our website to better track where the traffic is coming from.

ADDITIONAL INFORMATION

19. Has the organization attended the annual Pasco Tourism Summit and or Grant Workshop? Yes No

20. Has the organization volunteered at other local events and/or travel expos with the Office of Tourism Development to promote Tourism? Yes No

21. Does the event have a recycling plan in place? Yes No
(see below for key areas when answering question)

RECYCLING AT AN EVENT

At the April 11, 2011, TDC Meeting the TDC initiated a recycling segment to the application process. The goal is to integrate a recycling message with the County’s Tourism brand: “It’s Only Natural.” The applications **will not** be scored on recycling, but based on the results and post event reports the TDC may advise the BCC to permanently add recycling to the scoring process. Please provide the information requested below to assist the Recycling Coordinator and this initiative.

From the Pasco County Recycling Coordinator: Waste management and recycling at special events – from sports games, to music festivals, to county fairs, etc. – can be a challenging behind-the-scenes job for any event coordinator. But, if an event effectively handles its trash, then recycling collection can be a simple extension of that function. The job becomes easier the earlier in the process it is planned. By utilizing some proven techniques and effective communication the job can run smoothly.

There are several key areas to enhance Recycling at special events:

- 1) Clear, simple communication about trash and recycling. How will you tell people you’re recycling?



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

Numerous recycling receptacles are placed throughout the event and labeled so that people are aware and able to use them.

2) Site examples of getting a buy-in from everyone... from sponsors to vendors to volunteers to attendees;

One of our sponsors, Covanta, plays a huge roll in recycling at Chasco Fiesta™. They assist with bringing out receptacles, and at the 2013 event we are going to have a green fiber dumpster to recycle paper. We had one at the 2012 event and collected 800 pounds of paper. Covanta will be involved in the planning committee, which has all the events that participate along with some of the food vendors. At these committee meetings we let everyone know about the recycling to get their buy in. There is also a separate meeting with all of the food vendors, and they are also told about the recycling. All volunteers are informed at the volunteer meetings, and they are also reminded when they come to volunteer. We let them know that when picking up trash the recyclables going into separate receptacles and later a separate dumpster.

3) What is the majority of your trash? Do you know what you can recycle?

The majority of the trash is from the day of the street parade, which tends to be a little bit of everything. In 2013 we are going to have a green fiber dumpster, which means we will be able to recycle all the card board from the vendors along with the other forms of paper. We know that the paper cannot be contaminated with any type of food. Last year we recycled mainly aluminum cans and plastic bottles, there was little to no glass – although that could be recycled.

4) How convenient is it for your participants and visitors to deposit both trash and recyclables?

It is very convenient for participants because we have a numerous amount of trash and recyclable receptacles, and they are always located together so that people do not have to walk to different areas.

5) How do you determine who and how will the collection and disposal of both trash and recyclables?

We work with Covanta and the Pasco County Recycling Coordinator to determine the best way for collection and disposal of trash and recyclables. Waste Services of Florida, Inc. is one of our sponsors and assists with the disposal of trash and recyclables.

VERIFICATION OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 “LOCAL” SPECIAL EVENT GRANT APPLICATION**

Official's Name and Title

CHIEF FINANCIAL OFFICER FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature

Official's Name and Title

CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature

Official's Name and Title

Attachment A Overview of Event

The first Chasco Fiesta™ was in 1922, and it started as a fundraiser for the local library. The boat parade is said to be the oldest running boat parades in the state of Florida. This festival offers nine days of family fun and entertainment, along the banks of the beautiful Pithlachascotee River in downtown New Port Richey, Florida. This time-honored tradition allows visitors to witness a traditional Native American festival, float decorated watercraft in the boat parade, or attend one of the area's largest street parades. Other Chasco activities include, the Coronation Ball, a world record beef barbecue, a concert featuring popular country music stars, a street carnival, Native American arts & crafts show, golf & softball tournaments, flea market, pet adoption fair, as well as the 5K & 10K races.

Previous TDC Grants

2012 - \$17,976
2011 - \$18,032
2010 - \$15,000
2009 - \$15,780
2008 - \$15,750
2007 - \$16,110
2006 - \$18,667
2005 - \$22,450
2004 - \$19,357

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06/21/12
Cash Basis

Chasco Fiesta
Profit & Loss Budget Overview
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
Income	
405 - Carnival	
405.05 Event Sponsor	5,000.00
405.10 Vendor Payments	11,000.00
405.15 Daily Receipts	50,000.00
Total 405 - Carnival	<u>66,000.00</u>
410 - Street Parade	
410.01 Title Sponsorship	7,500.00
410.03 Other Sponsors	9,000.00
410.10 King/Queen Float	800.00
410.15 Entry Fees	7,000.00
410.20 Misc	1,000.00
Total 410 - Street Parade	<u>25,300.00</u>
415 - Country Concert	
415.14 Raffle - 50/50	150.00
415.15 Raffle - Door Prize	1,000.00
415.20 Artist Sales %	250.00
Total 415 - Country Concert	<u>1,400.00</u>
420 - Boat Parade	
420.05 Event Sponsor	7,500.00
420.10 Registration Fees	500.00
Total 420 - Boat Parade	<u>8,000.00</u>
425 - Entertainment in the Park	
425.05 Event Sponsors	9,500.00
Total 425 - Entertainment in the Park	<u>9,500.00</u>
426 - Nightly Entertainment	
426.10 True Oldies	
426.10.05 Event Sponsor	5,000.00
Total 426.10 True Oldies	<u>5,000.00</u>
426.15 - Rhythm & Bluesmasters	
426.15.05 Event Sponsors	2,500.00
Total 426.15 - Rhythm & Bluesmasters	<u>2,500.00</u>
426.20 Christian Concert	
426.20.05 Event Sponsor	8,000.00
Total 426.20 Christian Concert	<u>8,000.00</u>
Total 426 - Nightly Entertainment	15,500.00
430 - Softball Tournament	
430.10 Registration Fees	3,000.00

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Cash Basis

Chasco Fiesta
Profit & Loss Budget Overview
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
Total 430 - Softball Tournament	3,000.00
440 - Beverage Sales	
441 Beer Sales	3,000.00
444 Alcohol Permit Reimbursemen	250.00
Total 440 - Beverage Sales	<u>3,250.00</u>
445 - Native American Pow-Wow	
445.10 Vendor Revenues	4,500.00
Total 445 - Native American Pow-Wow	<u>4,500.00</u>
485 - Not for Profit Vendors	
485.05 Sertoma Speech/Hearing	300.00
485.10 Lighthouse for the Blind	1,000.00
485.20 WPCC Golf Tournament	1,000.00
485.25 Flea Market	500.00
485.30 Cotee River Lions Club	450.00
485.45 West Pasco Sertoma	1,000.00
485.50 Bowling Tournament	800.00
485.55 Bicycle-10K Races	700.00
485.70 - Classic Car Show	350.00
485.95 Other Not for Profits	600.00
485.99 NFP - Food Vendors	11,700.00
Total 485 - Not for Profit Vendors	<u>18,400.00</u>
487 - For Profit Vendors	
487.05 Vendor Revenues - Food	5,000.00
487.10 Sale of Merchandise	150.00
487.20 - Vendors - Non Food	320.50
Total 487 - For Profit Vendors	<u>5,470.50</u>
490 - Misc. Income	
490.15 Reim Chairs/Tables/Tents	2,800.00
490.20 Ice Sales	2,900.00
490.35 T-Shirt Sales	2,500.00
Total 490 - Misc. Income	<u>8,200.00</u>
495 - Misc. Sponsors	
495.02 GM Sponsors	90,000.00
495.95 Other Sponsors	10,000.00
Total 495 - Misc. Sponsors	<u>100,000.00</u>
Total Income	268,520.50
Expense	
602 - Sponsorship Expense	
602.10 Event Entry Fees	3,000.00
602.15 Misc. Expenses	1,000.00

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Cash Basis

Chasco Fiesta
Profit & Loss Budget Overview
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
602.20 Gold Medal Expenses	4,000.00
Total 602 - Sponsorship Expense	8,000.00
610 - Street Parade	
610.05 Cost of Bands	5,800.00
610.20 Reimbursement	450.00
610.25 Band Hospitality	850.00
610.30 Rotary Hospitality	650.00
610.50 Parade Trophies	450.00
610.60 King/Queen Float	1,600.00
610.65 Chamber/Rotary Float	1,600.00
610.70 Sound	1,440.00
610.80 Miscellaneous	202.23
Total 610 - Street Parade	13,042.23
615 - Country Concert	
615.15 Entertainment	20,000.00
615.25 Refreshments	500.00
615.30 Generator	800.00
615.40 Lodging	350.00
615.45 Production/Equipment	5,000.00
615.70 Sound/Lighting	1,900.00
Total 615 - Country Concert	28,550.00
620 - Boat parade	
620.05 Advertising	600.00
620.10 Banners/Signs	1,500.00
620.20 Dignitary Expense	30.00
620.21 Sound/Lighting	360.00
620.25 Refreshments	50.00
620.30 Postage	115.00
620.35 Awards/Trophies	700.00
620.45 Decorations	400.00
620.50 Miscellaneous	100.00
Total 620 - Boat parade	3,855.00
625 - Entertainment in the Park	
625.15 Entertainment	12,000.00
625.20 Lighting/Sound	9,450.00
625.25 Refreshments	670.00
625.40 Lodging	850.00
625.90 Misc. Expenses	750.00
Total 625 - Entertainment in the Park	23,720.00
626 - Nightly Entertainment	
626.10 True Oldies	
626.10.15 Entertainment	5,000.00
626.10.20 Lighting/Sound	1,890.00

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Cash Basis

Chasco Fiesta
Profit & Loss Budget Overview
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
626.10.80 Revenue Sharing	1,000.00
Total 626.10 True Oldies	7,890.00
626.15 - Rhythm & Bluesmasters	
626.15.05 Advertising	350.00
626.15.15 Entertainment	3,500.00
626.15.20 Lighting/Sound	1,890.00
Total 626.15 - Rhythm & Bluesmasters	5,740.00
626.20 Christian Concert	
626.20.15 Entertainment	8,000.00
626.20.20 Lighting/Sound	1,890.00
Total 626.20 Christian Concert	9,890.00
Total 626 - Nightly Entertainment	23,520.00
630 - Softball Tournament	
630.10 Cash Awards	1,500.00
630.25 Shirts	300.00
630.35 Trophies	100.00
630.40 Umpire Fees	900.00
630.50 Miscellaneous	200.00
Total 630 - Softball Tournament	3,000.00
640 - Beverage Expenses	
640.30 Permits	250.00
Total 640 - Beverage Expenses	250.00
645 - Native American Pow-Wow	
645.10 Director Fees	2,000.00
645.15 Dance Prizes	9,300.00
645.20 Dancers	600.00
645.25 Drums	3,000.00
645.35 Lodging	1,350.00
645.40 Animal Education	1,800.00
645.45 Other Performers	800.00
645.50 Misc. Expense	1,000.00
Total 645 - Native American Pow-Wow	19,850.00
680 - Chasco Advertising	
680.20 Newspapers	2,500.00
680.30 Radio	6,500.00
680.55 Website Ads	10,000.00
680.60 Brochures/Posters	6,000.00
680.70 Misc. Expense	1,337.50
Total 680 - Chasco Advertising	26,337.50
690. - Logistics	

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Cash Basis

Chasco Fiesta
Profit & Loss Budget Overview
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
690.04 Other Sponsor Expenses	600.00
690.14 Gators/Golf Carts	2,000.00
690.15 Permits-NPR	4,800.00
690.18 Permits-Pasco County	60.00
690.22 Park Electricity	1,300.00
690.23 Park Supplies/Fuel	1,500.00
690.26 Port-o-lets	8,000.00
690.27 Imperial Restrooms	2,400.00
690.34 Park Security	2,700.00
690.36 Chairs/tables/tents	4,000.00
690.37 Park Lighting & Equipmt	1,250.00
690.40 Misc. Expense	1,500.00
690.45 Insurance	11,000.00
690.50 IFEA Fees	175.00
690.55 Music Licensing	1,000.00
690.60 Ice Expenses	3,000.00
690.65 Sales Tax	400.00
690.70 Steering Comm. Expenses	1,000.00
690.90 Storage Units	2,200.00
690.98 Signage	160.50
690.99 Website	275.86
Total 690. - Logistics	49,321.36
691 Office Expenses	
691.10 Rental Expenses	10,000.00
691.20 Postage	300.00
691.30 Office Supplies	500.00
691.40 Printing/Copies	400.00
691.60 Website	100.00
Total 691 Office Expenses	11,300.00
692 Payroll Expenses	32,566.56
695 - Memorabilia	
695.05 Memorabilia Costs	3,000.00
Total 695 - Memorabilia	3,000.00
699 - Administrative	
699.1 Credit Card Expenses	200.00
Total 699 - Administrative	200.00
Total Expense	246,512.65
Net Income	22,007.85

The Economic Impact of the 2012 Chasco Fiesta in Pasco County, Florida



Prepared for
West Pasco Chamber of Commerce
5443 Main Street
New Port Richey, Florida 34652

Prepared by
Impact DataSource
4709 Cap Rock Drive
Austin, Texas 78735
www.impactdatasource.com

ImpactDataSource



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EXECUTIVE SUMMARY

This report presents the results of an economic impact analysis of the 2012 Chasco Fiesta and related revenues for Pasco County, the City of New Port Richey and Pasco County Schools during the event.

The Festival

Chasco Fiesta is an annual event in New Port Richey, Florida sponsored by the West Pasco County Chamber of Commerce. The 2012 festival will be held March 22nd to April 1st 2012.

Attendance and Vendors at the Festival

An estimated 140,000 people will attend the event during 2012 of which an estimated 46,200 will traveled to the festival from outside of the community. Further, the festival will have 75 vendors.

Economic Impact

The 2012 Chasco Fiesta will have a significant impact on the Pasco area economy — providing a \$2,855,188 economic shot in the arm for the Pasco County area, as shown below.

Summary of Sales, Revenues and Spending	
	Revenue, Sales and Spending
Revenue for Chasco Fiesta Organizers	\$286,977
Vendor Sales	\$231,331
Spending at Local Establishments	\$2,310,000
Spending at Local Hotels	\$26,880
Total	\$2,855,188

Additional Revenues for Local Taxing Districts

A portion of the sales and spending during the festival will be taxed. It was estimated that the 2012 Chasco Fiesta will generate \$23,662 in sales and tourist development taxes for local taxing districts. A breakdown of these revenues is shown below.

Revenue from Sales Taxes and Tourist Development Taxes			
	Sales Taxes	Development	Total
Pasco County	\$11,170	\$538	\$11,707
City of New Port Richey	\$1,039	\$0	\$1,039
Pasco County Schools	\$10,915	\$0	\$10,915
Total	\$23,125	\$538	\$23,662

INTRODUCTION

This report presents the results of an economic impact analysis performed by Impact DataSource, an Austin, Texas economic consulting and research firm. The purpose of the analysis was to estimate the impact that the 2012 Chasco Fiesta will have on the economy of the Pasco County area and the additional revenues that the event generated for Pasco County, the City of New Port Richey and Pasco County Schools.

The report presents the following information:

- A description of the event,
- A discussion of visitors and vendors at the Festival,
- The economic impact of the festival,
- Additional revenues that the event will generate for local taxing districts, and
- An explanation of how the analysis was conducted and some information on Impact DataSource, the firm that conducted this analysis.

A description of the festival is next.

DESCRIPTION OF THE EVENT

Chasco Fiesta is an annual event in New Port Richey, Florida sponsored by the West Pasco County Chamber of Commerce. The 2012 festival will be held March 22nd to April 1st 2012.

Chasco Fiesta started in 1922 as a fundraiser for the local library. This legacy of giving continues today by providing a venue for over 30 not-for-profits to raise money for their organizations. The event offers eleven days of family fun and entertainment, along the banks of the beautiful Pithlachascotee River in downtown New Port Richey, Florida. This time-honored tradition allows visitors to witness a traditional Native American festival, float decorated watercraft in the boat parade, or attend one of the areas largest street parades. Other Chasco activities include, the Coronation Ball, a world record beef barbecue, a concert featuring popular country music stars, a street carnival, Native American arts & crafts show, golf & softball tournaments, a flea market, as well as the 5K & 10K races.

ATTENDANCE AND VENDORS AT THE EVENT

An estimated 140,000 people will attend the event during 2012 of which an estimated 46,200 will travel to the festival from outside of the community. Further, the festival will have 75 vendors.

The economic impact of the festival is presented next.

ECONOMIC IMPACT OF THE EVENT

The 2012 Chasco Fiesta is expected to have a substantial economic impact on the Pasco County area. The 140,000 people attending the 2012 Chasco Fiesta will generate revenues, including revenues for the Chamber and vendors at the festival, and revenues for area stores, restaurants and hotels. This revenue totals \$2,855,188. Discussions of the components of these revenues are below.

Revenue for Chasco Fiesta Organizers

Chasco Fiesta will generate \$286,977 for the West Pasco Chamber of Commerce, as shown below.

Revenue for West Pasco Chamber of Commerce (Chasco Fiesta Organizers)	
	Revenue
Entry Fees	\$25,632
Organizers Share of Concession Sales	\$10,876
Rental Space for Vendors	\$5,521
Carnival	\$71,077
Sponsors	\$141,532
% of Event Profits	\$7,328
Ice Sales to vendors	\$2,915
T-shirt Sales	\$2,944
Beer Sales	\$2,843
Reimbursements	\$5,991
Miscellaneous	\$10,318
Total Revenue for Chasco Fiesta Organizers	\$286,977

Chasco Fiesta's annual operating budget is \$308,967 and employs one full-time worker.

Revenue for Vendors

Chasco Fiesta will include 75 outside vendors. The event will include 15 food vendors present for all 11 days of the festival. Total food vendor sales are expected to be \$126,331. Ten Native American vendors will also be present for all 11 days. It is estimated that each Native American vendor will make \$500 in sales per day. Fifty flea market vendors will be present for just 2 days of the festival. It is estimated that the 50 flea market vendors will average \$500 in sales each day. The following table summarizes the vendor's sales made at the festival.

Sales by Chasco Fiesta Vendors	
Food Vendors	\$126,331
Native American Vendors	\$55,000
Flea Market Vendors	\$50,000
Total Vendor Sales	\$231,331



2012 Chasco Fiesta

Revenue for Local Retailers and Restaurants

Out-of-town visitors will shop at local stores and eat out at local restaurants as a result of Chasco Fiesta. It is estimated that 33% of the 140,000 attendees will come from outside of New Port Richey. Furthermore, it is estimated that these visitors will each spend \$50 at local retailers and restaurants in New Port Richey.

Sales by Local Retailers and Restaurants Attributed to Chasco Fiesta	
Number of Attendees	140,000
Percent of Attendees from Out-of-town	33%
Spending by Out-of-town Visitors Locally	\$50
Total Spending at Local Establishments	\$2,310,000

Revenue for Local Hotels

Some out-of-town visitors will stay overnight in a local hotel as a result of Chasco Fiesta. It is estimated that Chasco Fiesta will result in an additional 336 hotel nights in local hotels. The average nightly hotel rate is \$80.

Local Lodging Sales Attributed to Chasco Fiesta	
Number of Hotel Nights	336
Nightly rate for a Hotel in New Port Richey	\$80
Total Spending at Local Hotels	\$26,880

Summary of Revenues and Spending During the Festival

Additional sales, revenues and spending in the area during the 2012 festival are expected to be \$2,855,188 as shown in the following table.

Summary of Sales, Revenues and Spending	
	Revenue, Sales and Spending
Revenue for Chasco Fiesta Organizers	\$286,977
Vendor Sales	\$231,331
Spending at Local Establishments	\$2,310,000
Spending at Local Hotels	\$26,880
Total	\$2,855,188

ADDITIONAL REVENUES FOR LOCAL TAXING DISTRICTS

Sales Tax Revenue Generated by the Festival

Many of the sales, revenues and spending are transactions that will be subject to local sales and hotel taxes.

Taxable Sales

None of the revenue for Chasco Fiesta organizers will be subject to sales taxes. It is estimated that 50% of vendor sales and all of the spending at local establishments will be taxable sales. The following table summarizes taxable sales in New Port Richey.

Local Taxable Sales Resulting from Chasco Fiesta	
	Taxable Sales
Vendor Sales	\$115,666
Spending at Local Establishments	\$2,310,000
Total	\$2,425,666

Taxable Lodging Sales

All of the spending at local hotels will be subject to the area's tourist development tax. The table below shows the lodging sales.

Local Lodging Sales Resulting From Chasco Fiesta	
	Lodging Sales
Spending at Local Establishments	\$26,880
Total	\$26,880

Local Tax Rates

Pasco County has a 1% Local Government Infrastructure Surtax which is distributed to local governments in the county including the county, cities, the school district. In addition, the county and cities receive revenue from Florida's 6% state sales tax as well.

The Appendix of this report develops effective local sales tax rates for Pasco County, New Port Richey and Pasco County Schools, accounting for each local government's share of local sales tax revenue and revenue received through Florida's state revenue sharing programs. The effective sales tax rates for each local taxing district is shown in the following table.

Effective Local Sales Tax Rates	
	Effective Sales Tax Rate
Pasco County	0.46%
City of New Port Richey	0.04%
Pasco County Schools	0.45%

A 2% tourist development tax is levied on all overnight hotel or lodging sales in Pasco County.



2012 Chasco Fiesta

Sales Taxes Generated by Chasco Fiesta

The 2012 Chasco Fiesta will generate revenues for local taxing districts through sales and tourist development taxes. The table below summarizes the estimated sales and tourist development taxes to be collected by Pasco County, City of New Port Richey and Pasco County Schools.

Revenue from Sales Taxes and Tourist Development Taxes			
	Revenue from Sales Taxes	Tourist Development Taxes	Total
Pasco County	\$11,170	\$538	\$11,707
City of New Port Richey	\$1,039	\$0	\$1,039
Pasco County Schools	\$10,915	\$0	\$10,915
Total	\$23,125	\$538	\$23,662

CONDUCT OF THE ANALYSIS

Impact DataSource conducted this analysis using data, rates and information supplied by the West Pasco County Chamber of Commerce. In addition, Impact DataSource used certain estimates and assumptions.

Using this data, the economic impact of the Chasco Fiesta during 2012 and the additional sales for Pasco County, the City of New Port Richey and Pasco County Schools were estimated

Impact DataSource is a 16 year-old Austin economic consulting, research and analysis firm. The firm has conducted over 2,500 economic impact analyses of numerous projects across the country. In addition, the firm has developed economic impact analysis computer programs for several clients, including the Metro Orlando Economic Development Commission.

Paul Scheuren performed this economic impact analysis. He is an economist and has a Master of Arts degree in Economics from Clemson University and a Bachelor of Business Administration from Temple University.



APPENDIX

Combined effective county sales tax rate **0.46%**

<i>Effective local option sales tax rate for sales in the county</i>	0.45%
<i>Local option sales tax in the county</i>	1.00%
<i>Percent of local option sales tax retained by the county</i>	45.00%
<i>Equivalent county sales tax rate - Local Gov't Half-Cent Sales Tax & State Revenue Sharing</i>	
<i>State of Florida sales tax rate</i>	6.00%
<i>Percent of state sales tax revenue directed to counties</i>	10.65%
<i>(includes the Half-Cent Sales Tax and County Revenue Sharing)</i>	
<i>Percent of county-directed revenue distributed to the county</i>	1.64%

Combined effective city sales tax rate **0.04%**

Equivalent local option sales tax rate	0.04%
Local option sales tax in the county	1.00%
Percent of local option sales tax distributed to the city	4.24%
Equivalent city sales tax rate - Local Government Half-Cent Sales Tax	
State of Florida sales tax rate	6.00%
Percent of Half-Cent sales tax revenue directed to all cities	8.80%
Percent of Half-Cent sales tax revenue distributed to the city	0.06%
Equivalent city sales tax rate - State Revenue Sharing	
Percent of state sales tax revenue directed to cities	1.22%
Percent of total city-directed revenue distributed to the city	0.22%

Combined effective school district sales tax rate **0.45%**

Equivalent local option sales tax rate	0.45%
Local option sales tax in the county	1.00%
Percent of local option sales tax distributed to the school district	45.00%

Tourist Development Tax Rate **2.00%**

Attachment D Marketing Plan

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

- 180,000 impressions of medium rectangle/expandable leaderboard running from 3/12/12 to 3/31/12
- One pencil or sliver site wide for a 24 hour period
- 6 things to do calendar sponsors which are live for 7 days, for 24 hours
- Website has 1,553,333 monthly unique visitors: 6% Hernando, 38% Hillsborough, 14% Pasco, 42% Pinellas
- Total web campaign value: \$7,000
- Total web campaign cost: \$5,000
- TDC funds will be used

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
- Weekly cume is just over 400,000 listeners
- 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

True Oldies 106.3

- 100 commercials
- Website ads
- Live mentions
- Weekly cume approximately 150,000
- Station covers Pasco, Hernando, Citrus, Northern Pinellas, and Northern Hillsborough
- Total radio campaign value: \$9,000
- Total radio campaign cost: \$850
- Chasco Fiesta™ funds will be used

Citrus 95.3

- Station Covers Citrus County
- Total Cost \$3,500
- 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, and civic associations.
- Total brochure/poster value: \$7,000
- Total brochure/poster cost: \$7,000
- Chasco Fiesta™ funds will be used

Facebook

- Facebook page is www.facebook.com/chascofiesta
- Currently there are 4,098 fans
- We are going to use facebook ads to promote our page and the event.
- Cost \$5,000
- TDC funds will be used

Google

- We will be using google ads to promote the event
- Cost \$5,000
- TDC funds will be used

Website

- Website is www.chascofiesta.com
- New website that is more user friendly will be created by October 2011, and will include all sponsors and links to their pages. There will be no charges for the new site.
- Schedule of events during Chasco will be posted on the website
- Total website visitors from 3/1/2011 to 4/3/2011 were 35,921

Total TDC Funds: \$25,000

Total Chasco Fiesta Funds: \$10,350



Attachment E

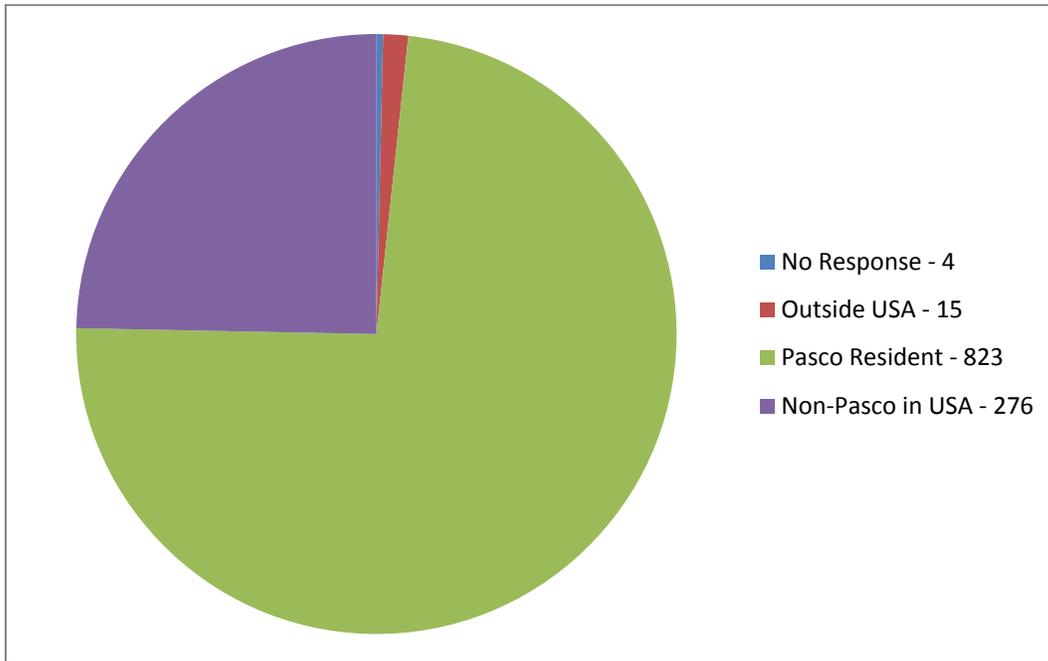
2012 Chasco Fiesta™ Survey Results

Chasco Fiesta™ utilized the survey provided by the Pasco County Tourism Office to gather information, adding a question on age. During the event there were numerous volunteers that walked around and had participants complete a paper survey. At the bottom of the survey there was a location for their name and email or phone number. A copy of the survey used is in Attachment C. Participants were told that if this information was included, they would be entered into a drawing for a \$50 gas card. The goal was to have 1,000 surveys collected, and the actual number was 1,118. These surveys were then entered into an electronic survey program to compile the results.

There are a couple of question results that will drive strategic planning for Chasco Fiesta™. The first question would be the zip codes, which currently shows that 73.6% of those surveyed were Pasco County residents. The event would like to increase participation from outside the county, so one of the goals will be to increase the percentage of non Pasco County Resident visitors. The second question is the age. Currently 46.5% of the participants are 55+. Another strategic goal will be to reduce the percentage of participants over 55. The marketing plan for the 2013 event will be created around these strategic goals.

1.

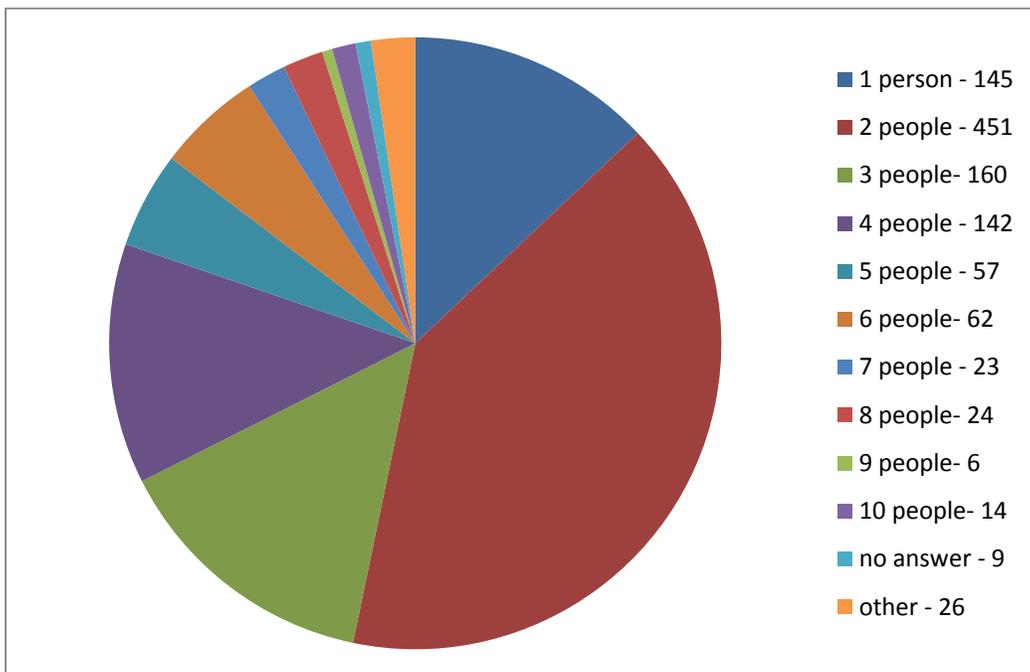
Zip Codes



See Attachment A for Zip Code listing.

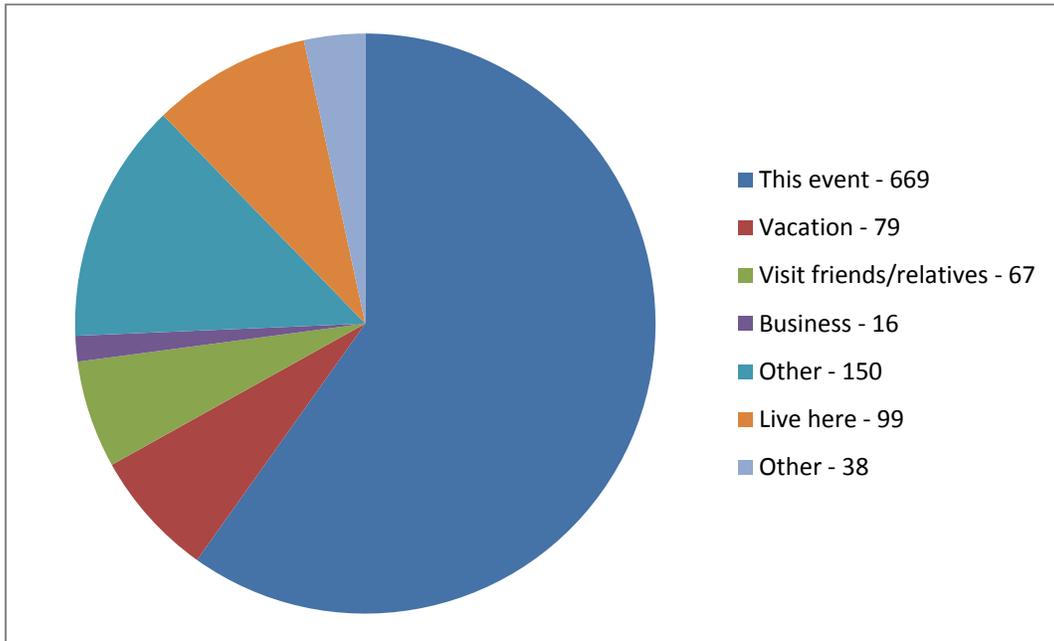
2.

Number in Visiting Party



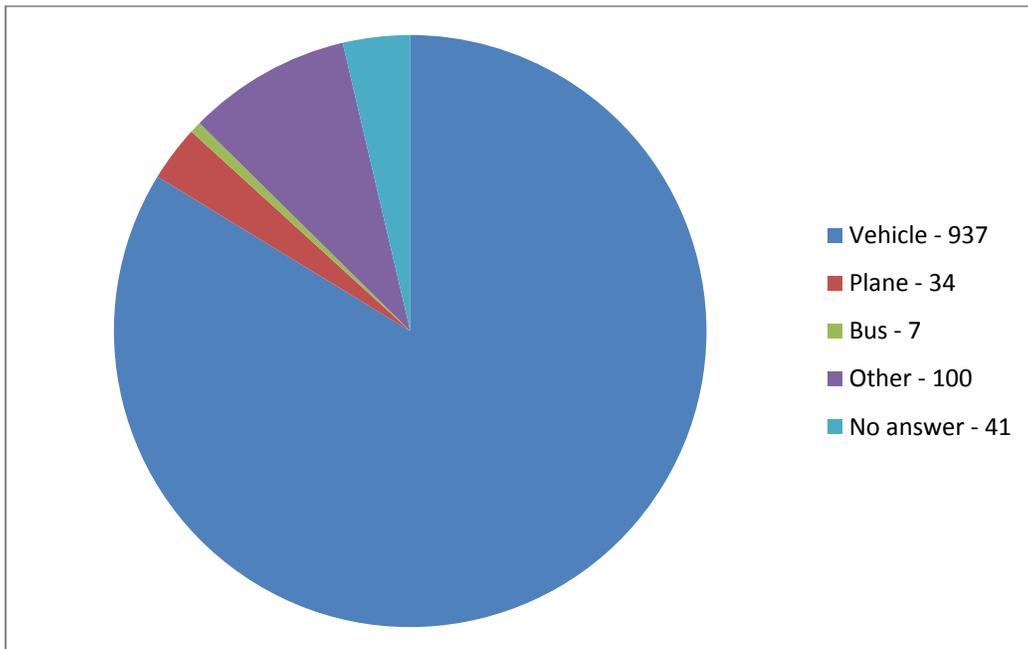
3.

Primary Reason for Visiting Pasco



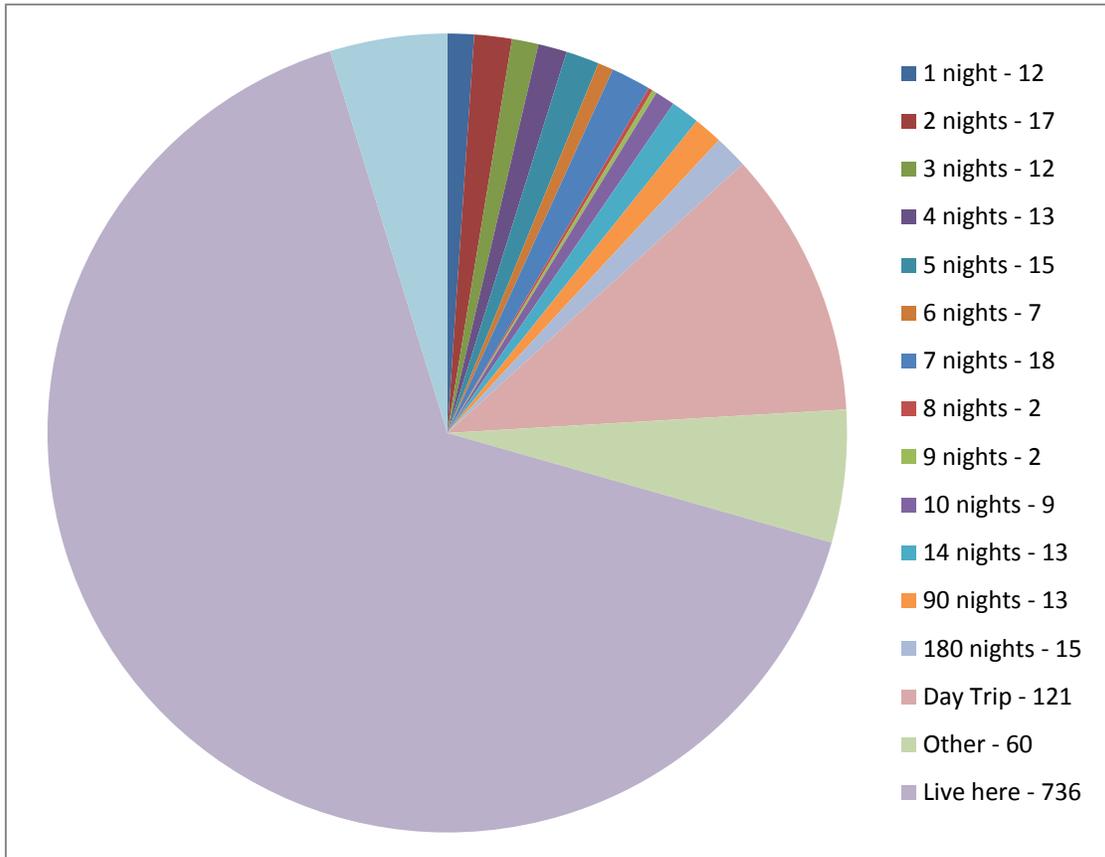
4.

Travel Means to Tampa Bay/Pasco County



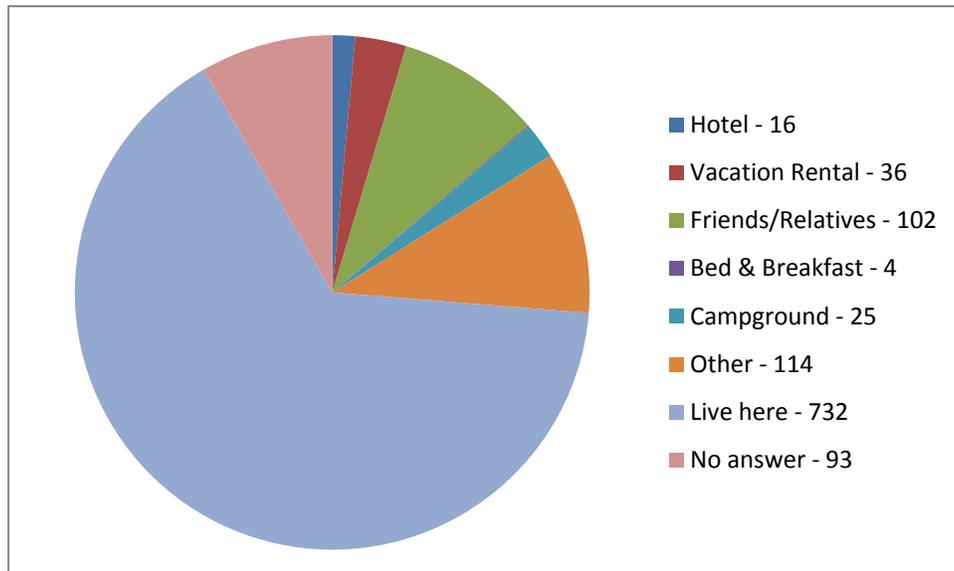
5.

Number of Nights in Pasco County



6.

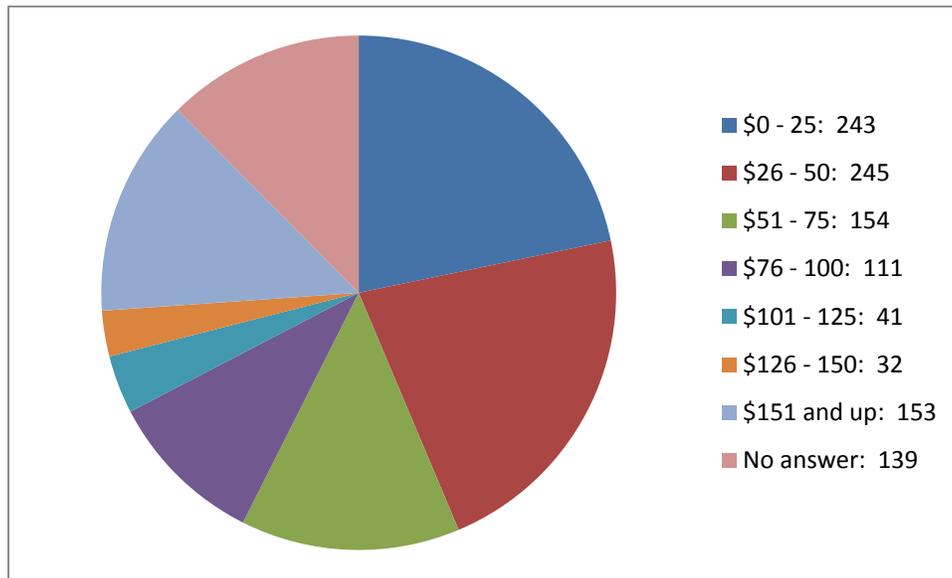
Location Nights are Spent in Pasco County



See Attachment B for listing of accommodation

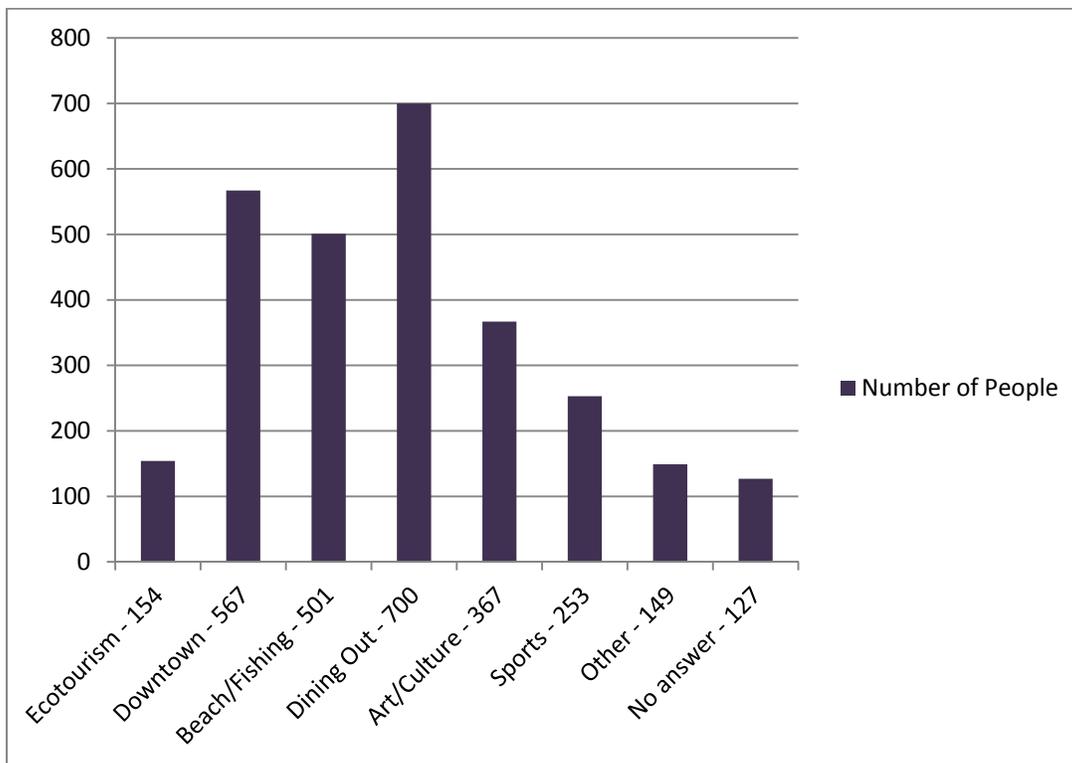
7.

Average Daily Amount Spent in Pasco County



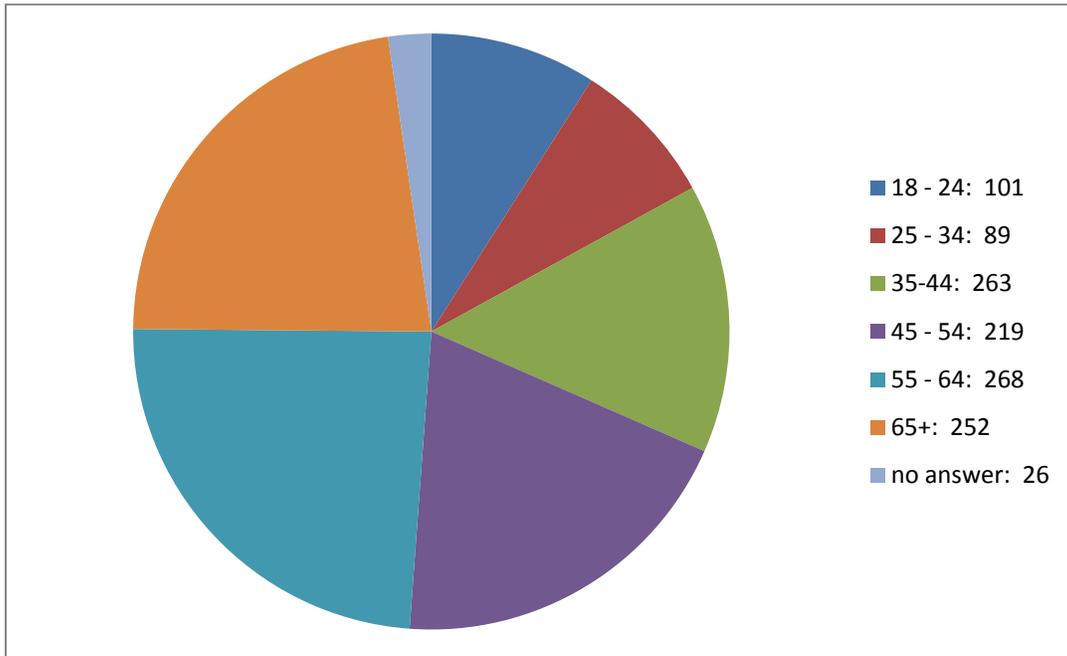
8.

Activities Participated in Pasco County



9.

Age



Attachment A – Zip Codes

Pasco County – 823

Dade City	33525	2
Zephyrhills	33542	2
Wesley Chapel	33543	2
Wesley Chapel	33544	2
Wesley Chapel	33545	1
Spring Hill	34610	9
Land o' Lakes	34638	1
Land o' Lakes	34639	3
New Port Richey	34652	166
New Port Richey	34653	153
New Port Richey	34654	75
New Port Richey	34655	59
Hudson	34657	1
Hudson	34667	74
Port Richey	34668	158
Hudson	34669	26
Port Richey	34673	3
Elfers	34680	2
Holiday	34690	31
Holiday	34691	53

Outside of Pasco County – 291

South Walpole	MA	02071	1
Boscawen	NH	03303	1
Alton	NH	03809	1
Barrington	NH	03825	1
Kittery	ME	03904	1
Biddeford	ME	04005	1
Springvale	ME	04083	1
Westbrook	ME	04092	1
Caribou	ME	04736	1
Lincoln	VT	05443	1
Haddam	CT	06424	1
South Plainfield	NJ	07080	1
Hillside	NJ	07205	1
Bronx	NY	10465	1
Ossining	NY	10562	1
Brooklyn	NY	11209	1
Richmond Hill	NY	11418	1
Bethpage	NY	11714	2
Medford	NY	11763	1
Burt	NY	11790	1
Amsterdam	NY	12010	1
Voorheesville	NY	12186	2
Wappingers Falls	NY	12590	1
Poughkeepsie	NY	12603	1
Gouverneur	NY	13642	1
Sidney	NY	13838	1
Buffalo	NY	14028	1
Buffalo	NY	14206	1
Buffalo	NY	14217	1
Buffalo	NY	14227	1
Canandaigua	NY	14424	1
Dresden	NY	14441	1
Rochester	NY	14624	1
Andover	NY	14806	1
Clymer	PA	15728	1
Erie	PA	16504	1
Erie	PA	16512	1
Mount Gretna	PA	17064	1
Catasauqua	PA	18032	1
Gouldsboro	PA	18424	1
Silver Spring	MD	20904	1
Spotsylvania	VA	22551	1
Poquoson	VA	23662	1

Roanoke	VA	24012	2
Atlanta	GA	28348	2
Grifton	NC	28530	1
Warrenville	SC	29851	1
Centerville	GA	31028	2
Baxley	GA	31513	1
Jacksonville	FL	32216	1
Old Town	FL	32668	2
Orlando	FL	32824	1
Cocoa	FL	32926	1
Malabar	FL	32950	1
Rockledge	FL	32955	1
Homestead	FL	33033	1
Pompano Beach	FL	33071	1
Gibsonton	FL	33534	1
Lithia	FL	33547	1
Lutz	FL	33548	1
Lutz	FL	33549	2
Odessa	FL	33556	4
Lutz	FL	33558	1
Plant City	FL	33565	1
Apollo Beach	FL	33572	1
Thonotosassa	FL	33592	1
Tampa	FL	33602	1
Tampa	FL	33606	1
Tampa	FL	33609	1
Tampa	FL	33613	2
Tampa	FL	33615	1
Tampa	FL	33616	1
Tampa	FL	33617	1
Tampa	FL	33618	1
Tampa	FL	33625	1
Tampa	FL	33624	2
Tampa	FL	33625	1
Tampa	FL	33634	1
St. Petersburg	FL	33704	1
St. Petersburg	FL	33706	1
St. Petersburg	FL	33702	1
St. Petersburg	FL	33709	1
St. Petersburg	FL	33713	3
Clearwater	FL	33755	1
Clearwater	FL	33756	1
Clearwater	FL	33759	1
Clearwater	FL	33760	1
Clearwater	FL	33761	1
Clearwater	FL	33763	1
Clearwater	FL	33765	1
Largo	FL	33770	2

Largo	FL	33771	4
Seminole	FL	33772	1
Largo	FL	33773	2
Largo	FL	33777	3
Pinellas Park	FL	33781	1
Auburndale	FL	33823	1
Dunnellon	FL	34432	1
Sarasota	FL	34233	1
Brooksville	FL	34601	5
Brooksville	FL	34604	2
Spring Hill	FL	34606	24
Spring Hill	FL	34607	5
Spring Hill	FL	34608	17
Spring Hill	FL	34609	10
Brooksville	FL	34613	8
Brooksville	FL	34614	2
Palm Harbor	FL	34683	6
Palm Harbor	FL	34684	3
Palm Harbor	FL	34685	2
Tarpon Springs	FL	34688	1
Tarpon Springs	FL	34689	12
Dunedin	FL	34698	4
Clermont	FL	34715	1
Santibáñez de la Peña	Spain	34879	1
Okeechobee	FL	34974	1
Clarksville	TN	37042	1
Monterey	TN	38574	2
Kosciusko	MS	39090	1
Centro Sct Guerrero	Mexico	39091	1
Louisville	KY	40229	1
Columbus	OH	43085	1
Fremont	OH	43420	1
Bryan	OH	43506	1
Liberty Center	OH	43532	1
St. Clairsville	OH	43950	1
North Ridgeville	OH	44039	1
Cleveland	OH	44130	1
Aurora	OH	44202	1
Hanoverton	OH	44423	1
Louisville	OH	44641	1
North Canton	OH	44720	1
Sullivan	OH	44880	1
Sidney	OH	45365	1
Dayton	OH	45439	1
Elkhart	IN	46514	1
Charlestown	IN	47111	1
Richmond	IN	47374	2
Westland	MI	48186	1

Canton	MI	48188	1
Ferndale	MI	48220	2
Saginaw	MI	48607	2
Clare	MI	48617	2
Webberville	MI	48892	1
Watervlie	MI	49098	1
Cedar Springs	MI	49319	1
Grand Rapids	MI	49507	1
Kalkaska	MI	49646	1
Rapid River	MI	49878	1
Burlington	WI	53105	1
Muskego	WI	53150	1
Milwaukee	WI	53220	1
Jefferson	WI	53549	1
Beaver Dam	WI	53916	1
Cambridge	MN	55008	1
Sandwich	IL	60548	1
Chicago	IL	60621	1
Chicago	IL	60622	1
Chicago	IL	60632	1
Belvidere	IL	61008	1
North Little Rock	AR	72118	1
Bella Vista	AR	72715	1
Kuusalu village	Estonia	74607	1
Houston	TX	77145	1
Katy	TX	77450	1
Keenesburg	CO	80643	1
Eitting	Germany	85462	1
	Denmark		1
Ontario	Canada	B0B1R0	1
Ontario	Canada	N0G1A0	1
Ontario	Canada	K7C4R5	1
Ontario	Canada	K8N4Z5	1
Ontario	Canada	L0R1W0	1
Ontario	Canada	L3V3P2	1
Ontario	Canada	L9Z0A2	1
Ontario	Canada	L9Z1N4	1
Ontario	Canada	P5E1K9	1
Ontario	Canada	N2N2C2	1

Attachment B – Accomodations Listed

Days Inn – 1

Holiday Inn – 1

Homewood Suites by Hilton – 3

Orchid Lake RV Resort – 3

Ramada Inn Bayside – 3

No Answer – 1,107

Attachment C

Chasco Fiesta™ Visitor Survey

1. What is your zip code? _____

2. How many are in your visiting party? _____

3. What was the PRIMARY reason for visiting PASCO COUNTY? _____
1- this event 2- Vacation 3- Visit Friends/Relatives 4- Business 5- Other

4. How did you travel to Tampa Bay/Pasco County?
1- Vehicle 2- Plane 3- Bus 4- Other

5. How many nights did you stay in Pasco County?
#Nights _____ Day Trip Only _____

6. Where are you staying in Pasco County?
1- Hotel 2- Vacation Rental 3- Friends/Relatives 4- Bed & Breakfast
5- Campground 6- Other

7- Name of Accommodation _____

7. How much did you spend on average per day in Pasco County? circle one
\$0-25 \$26-50 \$51-75 \$76-100 \$101-125 \$126-150 \$151-and up

8. What activities did you participate in while in Pasco County? circle all that apply
1- Ecotourism 2- Downtown 3- Beach/Fishing 4- Dining Out 5- Arts/Culture
6- Sports 7- Other _____

9. Age
__ 18 – 24 __ 25 – 34 __ 35 – 44 __ 45 – 54 __ 55 – 64 __ 65+

Optional Information

Name _____

Phone or Email _____

WQYK Script
CHASCO FIESTA COMMERCIAL SCRIPT

Its Chasco Fiesta time in New Port Richey. March 23- 31.

There's the Native American festival, car, truck and bike show, flea market village, pet adoption fair plus nine nights of music including bluegrass, oldies, and Christian in Sims Park. Come out and enjoy the Street Parade on Saturday, March 24th. Saturday, March 31 is that always big and colorful Ferman Boat Parade. And then at 6PM it's the Country concert featuring Little Texas and Lo Cash Cowboys. Tickets for the Country Concert start at only \$10 in advance by calling the West Pasco Chamber of Commerce at (727) 842-7651 or go to www.chascofiesta.com . Be a part of all the fun and help the more than 30 non-profits who benefit from this event. And be sure to join WQYK for the Country Concert on Saturday, March 31. Sponsored by Publix, the City of New Port Richey, Better Mix, Covanta Energy, Morton Plant North Bay Hospital, Tampa Bay Times, Pasco County and Attorney Scott M. McPherson. Visit Chasco Fiesta dot com. March 23th thru March 31st in New Port Richey.



66th Annual

CHASCO FIESTA



- **Nine days of family fun**
- **Benefiting more than 20 not-for-profit organizations**
- **Music, carnival and parades**

MARCH 23-31

DOWNTOWN NEW PORT RICHEY

STREET PARADE • MARCH 24 • 1 P.M.

Nine days of FUNdraising

For additional information,
visit www.chascofiesta.com



Lighthouse for the Visually Impaired and Blind, and many other organizations maintain a presence at Chasco. Last year alone, Chasco Fiesta raised more than \$205,000 to help support local community efforts.

Since beginning as a fundraiser for the local library in 1922, Chasco has been held almost continuously now for more than one-half century. Today, it is put together by a committee of the West Pasco Chamber of Commerce for the support of non-profit organizations. Most Chasco events take place alongside the Pithlachascotee River in Sims Park, 6341 Bank St., in downtown New Port Richey.

Of course, not one day of Chasco would be possible without the support of volunteers and area businesses. City of New Port Richey, Publix Super Markets, Covanta Energy, B.E.T.-ER Mix Concrete, Inc., Morton Plant North Bay Hospital, *Tampa Bay Times*, Pasco County, and Scott M. McPherson, P.A. are the major sponsors this year, but many more businesses and organizations host and sponsor events.

This year, your Chasco fundraising runs March 23 – 31. For additional information, visit www.chascofiesta.com.

Supporting the community is supposed to come with some sacrifice, isn't it? But attending Chasco Fiesta™, an annual fundraiser that began more than 60 years ago, feels more like fun.

Those who enjoy live music can have night after night of it here, most of it free and the rest, such as the Country Music Concert featuring Little Texas, at an amazing price. They can dance under the stars to contemporary Christian family music, rock 'n' roll, bluegrass and more. New this year, organizers have added a youth concert taking place March 26.

Those who travel for the food can enjoy everything from award-winning barbecue to gator tails. Those who love a parade can catch one on the street Saturday, March 24, and one on the water Saturday, March 31. And those who appreciate events that double as outdoor exercise have options that include the popular Main Street Mile, a bowling tourney and golf or softball tournaments.

Other cornerstone events at Chasco include a midway, a car/truck/bike show, a flea market, arts and crafts, and a coronation ball where a man and woman who have given much to the community will be named King Pithla and Queen Chasco.

It's almost enough to make you forget all the good that Chasco does. The theme is A Legacy of Giving, and this event lives up to that. Many local organizations serving in Pasco County see it as a major fundraiser. For others, it is a chance to introduce festival-goers to their work in the community. Sertoma Speech & Hearing Foundation, Cotee River Lions Club,





Welcome from the Chasco Fiesta chairman

Welcome to the 2012 edition of Chasco Fiesta™, a family event great for adults as well as children. Please join us as we celebrate our 90th anniversary with a Native American Pow Wow, 17 events and nine nights of entertainment! Each year we continue A Legacy of Giving by helping to raise money and awareness for the not-for-profit organizations in our community. The money that these groups raise goes directly back into our community for services such as hearing aids and tests, eyeglasses and exams, speech and hearing therapies, cancer care and food pantries.

Our Gold Medal sponsors this year are the City of New Port Richey, Publix Super Markets, Covanta Energy, B.E.T.-ER Mix Concrete, Inc., Morton Plant North Bay Hospital, *Tampa Bay Times*, Pasco County and Scott M. McPherson, P.A. Without these companies we simply could not have an event. Thank you on behalf of all those who benefit from your generosity. I would be remiss if I did not thank the residents, businesses and employees of the city of New Port Richey. There are over 1,000 volunteers that help make Chasco Fiesta a success, and we love you all and cherish your participation.

Please join us for a great line up of entertainment, including country artists Little Texas and the LoCash Cowboys, Christian artist Mark Schultz and Blues favorites Southern Hospitality (Damon Fowler, Victor Wainwright and J.P. Soars). The True Oldies night will feature Tommy Mara's Crests along with Special Guest Joey Dee; Rock n' Roll Tribute will feature 7 Bridges the Ultimate Eagles Experience, and we will also have Odyssey Road, a Journey Tribute Band. With a different genre of music nightly you are sure to find something to your liking, or perhaps you would enjoy a softball or golf game. Don't forget the Chasco Fiesta Street Parade or the Ferman Chasco Fiesta Boat Parade!

We will be waiting to welcome you to the 2012 Chasco Fiesta!

Cami Austin

2012 Chasco Fiesta Schedule of Events

At Sims Park unless otherwise noted

Friday, March 23

Chasco Fiesta Carnival
sponsored by West Wind Provisions

Open March 23-March 31

Monday-Thursday
5 p.m.-10 p.m.
\$15 wristbands

Friday, 5 p.m.-11 p.m.
\$20 wristbands

Saturday, 11 a.m.-11 p.m.
\$20 wristbands

Sunday, 1 p.m.-8 p.m.
\$20 wristbands

Located adjacent to Sims Park on Bank Street

Native American Pow Wow and Festival

March 23-March 25

27th annual Lighthouse Coronation Ball

6 p.m.

Located at Spartan Manor, 6121 Massachusetts Avenue

Contemporary Christian Family Music Night

sponsored by L.R.E. Ground Services and hosted by Joy FM

6 p.m. – 10:30 p.m.

Saturday, March 24

First United Methodist Church Flea Market and Arts & Crafts Village

March 24-March 25
Sat.: 8 a.m. – 6 p.m.
Sun.: 8 a.m. – 4 p.m.

Children's Village

hosted by the Junior Service League

9 a.m. – Noon

Main Street Mile

hosted by Big Dawg Runnin' Inc.
5520 Grand Boulevard
12:30 p.m.

2012 Chasco Fiesta Street Parade sponsored by All

Children's Hospital and Outpatient Care of Pasco County, Michels & Lundquist Funeral Home, Regions Bank, Schalles & Associates CPA, Smith Collision and Florida Concourse Council and hosted by the Holiday Rotary

1 p.m.
Parade route will begin at the intersection of Gulf Drive and Grand Boulevard

Rock 'n' Roll Tribute in the Park

sponsored by Hyundai of New Port Richey and hosted by True Oldies 106.3
1 p.m. – 11 p.m.

Sunday, March 25

Gulf Side Corvette Club's 14th annual Car, Truck & Bike Show sponsored by Ed Morse

Auto Plaza, A-Tex Transmissions and Lucas, Green and Magazine. Benefits Sand Soldiers of America
8 a.m. – 2 p.m.
Located in Orange Park

Classic Rock

sponsored by Hyundai of New Port Richey and hosted by The Eagle 107.3
1 p.m. – 9:30 p.m.

Monday, March 26

Youth Music Showcase

5 p.m. – 9 p.m.

Tuesday, March 27

3rd annual Chasco Fiesta Bowling Tournament

hosted by Young Professionals Group
Located at Lane Glo Bowl South in New Port Richey, 8631 Old County Road 54
5:30 p.m.

Bluegrass Music in the Park

sponsored by the Rotary Club of New Port Richey
6 p.m. – 10 p.m.

Wednesday, March 28

Sand Soldiers of America's A Grateful Nation concert

sponsored by Suncoast Eye Center and hosted by WDUV 105.5
6 p.m. – 10 p.m.

Thursday, March 29

Blues Masters sponsored by the Rotary Club of New Port Richey and Encore Music and hosted by The Eagle 107.3

5:30 p.m. – 10 p.m.
Admission: \$5

Friday, March 30

Chasco Fiesta Golf Tournament sponsored by

Republic Bank

Located at Fox Hollow in Trinity, 10050 Robert Trent Jones Parkway
11:30 a.m.

Frisbee Dog Show

sponsored by WellCare
March 30 - March 31

True Oldies Night

hosted by True Oldies 106.3
6 p.m. – 11 p.m.
Admission: \$5

Saturday, March 31

Suncoast Sprint hosted by Junior Achievement of West Central Florida
8 a.m.

Takes place along the Cotee River

15th annual Chasco Fiesta Softball Tournament

Located at Veteran's Memorial Park

Pet Adoption Fair

sponsored by Verizon FiOS
Located at Orange Lake

Chasco Fiesta Boat Parade

sponsored by Ferman and Hooters and hosted by the Rotary Club of New Port Richey

1 p.m.

Along the shore of the Pithlachascotee River

Sertoma Drawing

Proceeds benefit Sertoma Speech & Hearing and the Children's Help Fund
8 p.m.

Country Concert

Chasco Fiesta presents Little Texas, also appearing LoCash Cowboys and Desert Rain Band
5:45 p.m.
Advance and day of show tickets available.



A helping hand

Non-profits depend on Chasco Fiesta

In the midst of a struggling economy, the volunteer-powered Chasco Fiesta™ is needed more this year than ever.

A virtual Who's Who of area service organizations are working to stage a successful event that will raise an estimated \$200,000 for more than 20 non-profits.

Public service organizations, local schools and churches, to name a few, are at the heart of the fiesta. In fact, the Chasco Steering Committee's mission is to plan and implement quality events so non-profit groups can raise funds. Historically, Chasco Fiestas have raised as much as \$300,000 annually for non-profits.

Because of the success, the event has a waiting list of organizations that recognize how important this annual event is to the community and to the success of their organization.

FUNdraising

Fortunately, it's fun – and delicious – to support the 20-plus organizations by participating in the Chasco Fiesta™. The organizations that will benefit from this year's event include:

1. Bridge of Hope Tabernacle
2. Cotee River Lions Club
3. First United Methodist Church, New Port Richey
4. Florida Blood Services
5. Gulf Side Corvette Club
6. Gulf High Band Boosters
7. Gulf Shores Sertoma
8. Holiday Rotary
9. J.W. Mitchell High School Boosters
10. Junior Achievement of West Central Florida
11. Junior Service League
12. Lighthouse for the Visually Impaired and Blind
13. Ridgewood High Band Boosters
14. Royal Knights Athletic Boosters Club of RRHS
15. Rotary Club of New Port Richey
16. Sand Soldiers of America
17. Sertoma Speech & Hearing Foundation
18. Soncoast Pentecostal Church
19. Team Hot Trotters – American Cancer Society Relay for Life
20. Upper Room Apostolic Church
21. West Pasco Chamber of Commerce
22. West Pasco Prowlers
23. West Pasco Sertoma
24. WPCC Young Professionals Group



66th Annual

**CHASCO
FIESTA**

Launching the Chasco Fiesta with the Stars Among Stars



One thing's certain. The stars will be out during the kickoff of the 27th annual Chasco Fiesta™. Twenty-nine to be exact.

That's how many stars were nominated for this year's prestigious titles of King Pithla and Queen Chasco.

As always, all of this year's nominees (12 male and 17 female) will be recognized during the annual Chasco Fiesta™ Lighthouse for the Visually Impaired and Blind Coronation Ball, March 23, at Spartan Manor, 6121 Massachusetts Ave.

And two will be crowned 2012 King Pithla and Queen Chasco.

Tickets are \$100 and raise much-needed funds for the Lighthouse for the Visually Impaired and Blind. Reservations can be made by contacting event coordinator Tina Shelton

at tinashelton@tampabay.rr.com.

Each year, community groups and non-profit organizations nominate individuals for the royal titles.

"We encourage organizations to submit the names of deserving community volunteers, as this is a rare opportunity to acknowledge those people who have helped to make our community a better place to live," Shelton said.

As a sluggish economy persists, money raised during this event has become even more vital.

"The Lighthouse is serving more and more babies and children and their families to ensure the children have a chance to live independent and productive lives," said Lighthouse executive director Syliva Stinson-Perez.

Lighthouse only receives 15 percent of its funding from government sources, she added.

This year, it hopes to raise \$50,000 from the event.

The 2011 King Pithla Chuck Grey and Queen Chasco Judith Koutsos, along with the 15-member Coronation Ball Committee, will

be on hand to crown this year's royalty.

"I feel honored to work with the dedicated committee members and volunteers that make this truly amazing event possible. It always reminds me that we are so blessed to live in such a giving community like West Pasco," Shelton said.

King Pithla Nominees

- Rob Aguis
- Eric Anderson
- Richard Bekesh
- Kim Bogart
- Chris Dunning
- Shawn Foster
- Gary Gann
- Glenn Hanff
- Tom Kurtzer
- Bob Memoli
- Derek Pontlitz
- Tim Sherrell

Queen Chasco Nominees

- Victoria Barley
- Becky Bennett
- Angel Cook
- Joy Cook
- Gigi Evans
- Cindy Ewald
- Lori Felber
- Candace Glewen
- Krista Hakes
- Debbie Humphrey
- Debbie Jenkins
- Chris Maseo
- Jamie Mick
- Beverly Plummer
- Linda Reardon
- Tina Shelton
- Lisa Shippy-Gonzalez



Taking it to the streets with 46th annual parade

Bouquets of beads will fill the streets as the Chasco Fiesta™ 46th annual Holiday Rotary Club's Street Parade unfolds before an estimated 80,000 spectators.

The parade – sponsored by All Children's Hospital and All Children's Outpatient Care, Pasco, Michels & Lundquist Funeral Home, Regions Bank, Schalles & Associates CPA, Smith Collision and Florida Concourse Council – will be March 24. As always, it will begin at 1 p.m. at the intersection of Gulf Drive and Grand Boulevard.

This year's theme is A Salute to Education and will feature Pasco County Teacher of the Year Carla Nolan and area educators. The parade will honor the military as a secondary theme.

A Rotary committee of about 10 invests approximately 700 hours of work, including organizing the school bands and floats.

What's made chair Roger Michels keep coming back for 46 years?

"I have no idea. I'm nuts," Michels said with a smile.

"I just love to do it, and it's always a challenge, and you get a lot of pleasure out of it. The Rotary Club really works hard on it," he added. "We do everything."

This year, he expects to attract 125-130 floats, including the professional krewes, which can cost from \$1,500 to \$1,800.

"It's getting difficult, though, to get people to rent floats because of the economy," Michels observed.

The parade is a celebration, rather than a

fundraiser. As always, plaques go to winners in both "professional" and "non-professional" divisions. Winners from each division will be selected in the following categories:

- Most outstanding
- Best use of color
- Best special effects
- Most entertaining

In addition, there will be one "Best Out-of-Town" award given to either a professional or nonprofessional entry.

After all his years of doing this, Michels was asked what the one thing is that's changed the most.

"Me," he said with a laugh. "I'm tired."



GOLD MEDAL SPONSORS



GOLD MEDAL SPONSORS



SCOTT M. MCPHERSON, P.A.



HELPING THE COMMUNITY BY HELPING THE PETS



Forgotten birds, cats, dogs and other pets can thank Jake and Sparky for a new shot at life.

Jake, a pointer mix, and Sparky, a pit bull mix, belong to Chasco executive director Kristen King. A year ago, they were just two of thousands of pets dropped off at area shelters each year. Today, they are the impetus behind Chasco's March 31 Pet Adoption Fair.

"Chasco™ is all about helping the

community," King said. "It just made sense to extend that help to the animals."

The goal of the Pet Adoption Fair is to raise awareness of organizations that help abandoned pets, increase education on responsible pet care, and, most of all, find families for pets in need of homes. Among the dozen or more organizations participating are Rugaz Rescue, which works with pit bulls and other large dogs, a Dalmatian rescue, the Tampa Bay Cat Alliance and Florida Parrot Rescue. Adoption centers will be set up around Orange Lake.

Florida Parrott Rescue president Jennifer James said participating in events like Chasco™ helps raise awareness of her organization and bird ownership. When matches are made, that's even better. James will bring two to 10 birds for adoption to the fair, as well as representatives who can guide potential new owners on selecting a bird that fits their lifestyle.

Many of the organizations being represented are not well known.

"We hope to maybe get an adoption or two and get some exposure," said Alison Buckley, executive director of Tampa Bay Cat Alliance. "We are a new organization. We want to get our name out there a little bit."

King's always had a soft spot for homeless and threatened animals – just check with her cats and dogs. The fair was one way to help without adding more pets to the four already in her home.

"You can't save them all and you can't adopt them all, because then you would be a crazy hoarder," she said. "Hopefully this is the next best thing. There are some great animals out there."

Great animals like Jake and Sparky. Jake was adopted from the SPCA. Sparky came from Pasco County Animal Control.

"They are the most amazing dogs ever," King said. "I have a younger son, Anthony, who's eight. He calls them his 'brothers with fur.'"

Contemporary Christian Night

The Sims Park Amphitheater will be singing to the heavens Friday, March 23, when LRE Ground Services and The Joy 88.1, 91.5 bring a night of Contemporary Christian music, including Dove-award winner Mark Schultz, to Chasco.

Schultz growing popularity lies in the substance of his songs. People

relate to his music, because it brings the joys and challenges of life, both Schultz's and others, into his lyrics.

A native of Colby, Kansas, Schultz moved to Nashville to pursue his musical ambitions just

over ten years ago. As he pursued music, he found work as a youth pastor and it was through the support of the congregation that he booked a sold-out show at Nashville's Ryman Auditorium and landed a deal with Word Records.

Today, Schultz is a highly-acclaimed Christian singer and songwriter and has placed on adult contemporary charts as well with "He's My Son," "Letters from War" and "Walking Her Home." Schultz music has addressed Middle East conflicts, too. His "Letters from War"

was the centerpiece of the Army's Be Safe-Make It Home" campaign. His new Renaissance instrumental CD is #1 on the instrumental charts for the 4th week in a row, and he has also television's "48 Hours," "Extreme Makeover: Home Edition," and "CNN."

On his newest album release, "He Is," Schultz was inspired by the experience and death of two cancer patients, a young girl and a mother whose cancer was discovered two days after the birth of her fourth child. Another song on the same album about a couple that knew their child would be born with severe birth defects and would not live long, but they decided to carry the child to term. "What It Means to Be Loved," is "the only song I've ever played in concert that received a standing ovation before the end of the first chorus was over," he said. "As Christians, we are called to be love. ... If that means loving a baby that will be here seven minutes or 70 years, it doesn't make any difference."

"No matter what kind of rough road you are riding through, (it's good) to be able to say 'the same God who has given me so much is the same one that's in control today through this rough stuff,'" Schultz said. "I would hope ... they can identify with the struggles within the songs, but at the same time know that God is the same God through the struggles as he is during the triumphant moments."

Contemporary Christian Family Music Night starts at 6 p.m. Performances will continue until about 10:30 p.m.





Tribute bands will take you back

Ten hours that can take a person back 30 years? Yep, that pretty much sums up Chasco Fiesta's™ Rock 'n' Roll Tribute in the Park.

Starting at 1 p.m. on Saturday, March 24, one tribute band after another will take the Sims Park Amphitheater stage and perform the hits of rock 'n' roll greats. Those who come to the amphitheater might hear the music of Journey, Tom Petty, Bruce Springsteen and other '70s and '80s bands.

One of the better-known groups is 7 Bridges, an Eagles tribute band based in Nashville that performs at venues throughout the South. Expect *Witchy Woman*, *Lyin' Eyes*, and *Desperado* in the program.

Chasco organizers put the Rock 'n' Roll Tribute on Saturday because the music offers a welcome respite in a busy day of events that includes

the parade, the carnival, a flea market, arts and crafts, and the Pow Wow. While not many are going to invest 10 full hours listening to the bands, 90 minutes or so spent with some favorite songs from the past is a great way to recharge.

Organizers also say many of the groups sound remarkably close to the real performers, and those that don't sound like the originals do a really good job with the songs. Each band earned its spot at the amphitheater through its past performances.

Sure, people may come to Chasco for other events, but the tribute brings a great opportunity to take it easy and embrace a peaceful, easy feeling from the past.

A full day of classic rock

Put together a list of classic rock groups and the Doobie Brothers are sure to secure a top spot. Perhaps that's why the closing act for the Chasco Fiesta™ March 25 Classic Rock event belongs to China Grove, a Doobie Brothers tribute band.

The Doobie Brothers hailed from



California. China Grove is a Tampa Bay-area band, but that hasn't stopped its members from embracing the Doobies' decades of music and varying styles. *Blackwater*, *Long Train Runnin'*, *What a Fool Believes*, and *Dangerous*, are among dozens of Doobie Brothers songs China Grove has at its disposal when it pays tribute.

China Grove isn't vocalist and guitarist Todd Plant's only experience with Doobie Brothers music. He formerly fronted for a band with Doobie Brothers alumni Chet McCracken, the late Cornelius Bumpus

and the late Dave Shogren. Plant also worked with members of Chicago, Kansas and Blue Oyster Cult.

China Grove regularly plays at clubs, events and area festivals, including the Blue Crab Festival in Palatka and Bike Fest in New Port Richey.

Of course, they aren't the only group playing classic rock over the 9 1/2-hour event. The free show will host several local bands. Performances start at 1 p.m. and will continue until 9:30 p.m.



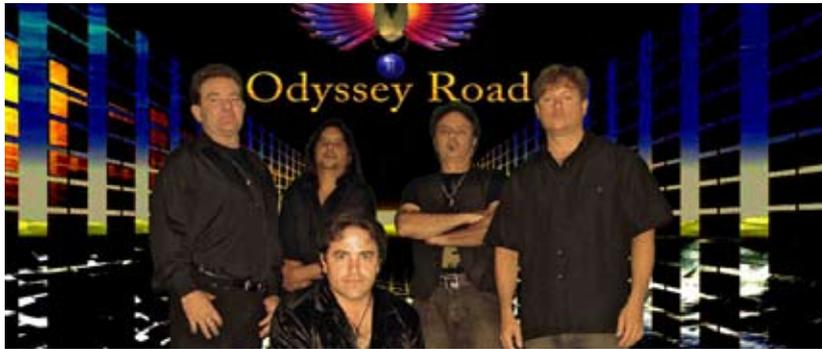
We're grateful they sound like Journey

Chasco™ unfurls a night of music and remembrance March 28 in an evening sponsored by Suncoast Eye Center and hosted by WDUV 105.5.

The Grateful Nation concert line up starts with



Julie Black. Her first album, *You Just Might Win* was followed by *Call Me Angel for Blues* in 2007. *Blues Review Magazine* called Black, who lives in Florida, "a major singing and song writing talent." Her music employs blues, jazz



and gospel delivered with a rich, soulful voice.

Black will open for Odyssey Road, a Journey Tribute Band that formed in 2009. Band followers say it's easy to forget you're watching a tribute band at an Odyssey Road show. Even though the band makes no attempt to look like Journey, they nail the vocals and sound of the band. You have to keep your eyes open just to convince yourself it's not the real thing.

"Odyssey Road was formed with only one intention: To perform the greatest hit songs ever recorded by the legendary rock group Journey, as a tribute to the amazing music they created," the band's website states. "Odyssey Road possesses the passion to perform Journey material with the feel and energy that would have even the most loyal purist begging for an encore."

At its Chasco™ show, Odyssey Road will likely perform many songs from its recent album *Tribute to Journey: Essence Recaptured*. It features 17 tracks of Journey hits, including *Faithfully*, *Who's Crying Now*, *Separate Ways*, *Lovin' Touchin' Squeezin'* and *Open Arms*.

The members of Odyssey Road are Mike Soper, keyboard and vocals; Paul Granato, guitar and vocals; Brian Lutz, drums and vocals; Bobby G., bass and vocals; and James "Bubba" Sanderford, vocals.

Sand Soldiers of America is proud to host A Grateful Nation concert in order to honor and recognize America's heroes. The group "gives veterans the respect they deserve" through local functions and events while raising the level of patriotism within the community.

The concert starts at 6 p.m.

Feeling good about local blues

While Blues Masters focuses on performers with a national following, Bluegrass in the Park at Chasco Fiesta™ spotlights local talent.

The headliner for the night is the Backwater Blues Band, a trio based in Tampa. Backwater employs traditional, contemporary and original blues in a diverse repertoire that ranges from ballads to more upbeat arrangements. In the past five years, the band has entertained in a variety of venues, from pubs to festivals. Local audiences may have caught their performances at The Beer Shed in Riverview or Rick's on the River in Tampa.

Blackwater counts Texas blues, Chicago blues and New Orleans blues as its influences. The result is a performance that blends a rocking sound, a

bit of soul and more than a little funk.

Band members are Rance Harbor "Doc" a Jacksonville native who works as a school psychologist; Bryan Sweaney, an avid blues and jazz lover (but not smooth jazz) and counts Samuel Adams, Sierra Nevada Pale Ale and Michelob Amberbock among the instruments he plays; and drummer Mike Nolting, who was inspired to play drums as a child after watching a clip of Buddy Rich.

Opening for Backwater is the West Coast Bluegrass Boys, another local bluegrass band. Performances begin at 6 p.m.



Act lives up to Blues Masters name

It's amazing that people can still enjoy a concert of national-level performers for just five bucks. Somehow, the Chasco entertainment committee has once again made that possible.

On March 29, Southern Hospitality will perform an evening concert in the Sims Park Amphitheater. The band forges the talents of seasoned blues artists, Florida blues favorites, and friends, Damon Fowler, J.P. Soars

and Victor Wainwright.

According to *Blues Review*, Southern Hospitality came about as a result of jam sessions at the Red, White & Blues Fest in Delray Beach. "We jammed together for the first time, on five or six tunes," Fowler told the online magazine. "And that night the South Florida Blues Society expressed interest in booking us for the Legendary Rhythm & Blues Pre-Cruise Party."

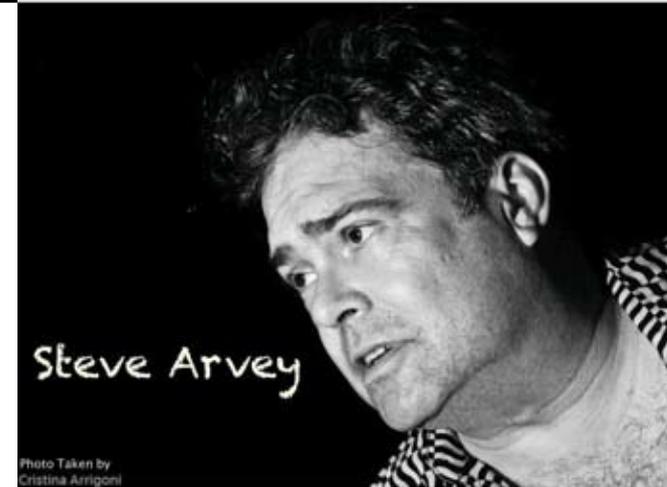
All three Southern Hospital-

ity members are known for dynamic performances, so more bookings followed. The group debuted at August's Heritage Music Blues Fest in West Virginia and received rave reviews. In short order, it had nine bookings, including one in January at Tampa's Skipper's Smokehouse. The band describes its music as a flowing combination of Delta blues, Memphis soul, boogie-woogie and funk.

Opening for Southern Hospitality is guitarist Steve Arvey and the Shawn Paige Blues Band, the latter of which calls itself "Tampa Bay's Party Blues Band." Founded in 2010, the Shawn Paige Blue Band has performed its

mix of soul, funk and Southern rock at numerous festivals in the area, including the Cotee River Bike Fest, Hudson SeaFest, Blues for Veterans Festival, and last year's Chasco Fiesta.

Performances start at 5:30 p.m.
Tickets are \$5.



Young talent showcased at Monday concert

Chasco Fiesta's™ executive director Kristen King believes it's time to throw out the bad and embrace the good – in images of our youth, that is.

Adults too often hear about local kids only when the kids are in trouble, King said. There are too few opportunities to meet the hard-working, dedicated and talented among Pasco's young people.

That needs to change, and a new Chasco event, the Youth Music Showcase, takes a giant step in that direction. The Monday, March 26, concert in Sims Park brings the talent of dozens of Pasco's schoolchildren to Chasco's center stage.

The Youth Music Showcase features four hours of young voices,

young musicians and other group and individual performers from local schools. Dayspring Academy, Moon Lake Elementary, Marlowe Elementary and Hudson Middle School are among the schools participating.

One day can't change all the misperceptions, but it's a start.

"It seems that we always hear about the bad things that children do, but we forget to highlight the ones in our community that are talented role models," King said. "Here are some kids with great talent doing positive things in our community."

The free performances begin at 5 p.m. on the Sims Park stage.

True Oldies takes a trip way down memory lane

Sometimes, it seems like the further you get into Chasco Fiesta™ concerts, the further you step into the past.

By the time True Oldies Night arrives March 30, Chasco™ audiences have been through several performances of "oldies" bands performing songs from the '70s and '80s. True Oldies moves everything back another decade or two, embracing a time where music was made for falling in love on starry nights.

The show is designed to appeal to adults who grew up on early '50s rock 'n' roll and is hosted by local radio station True Oldies 106.3. The music is uncomplicated, understandable, and unaffected by the years. People listen, they hold hands, they dance in what has become a special nostalgia night.

Time starts rolling back at 6 p.m. when Jonathan Cortez opens for

Tommy Mara and the Crests. *American Idol* fans may recall Cortez, who was a contestant on the show. He also has performed on Tampa Bay's Community Network. Cortez says his music is a mix of funk, rock, soul and R&B.

Tommy Mara and the Crests is a group of seasoned, versatile performers. Crest was a '50s baby who loved singing along while his grandmother played the piano. As a teenager, he joined a rock band. As a professional musician, he has embraced many genres and has worked in bands that played doo-wop, Southern rock, top-40 tunes and even country. Locals may have heard him singing with the Saints. In every band, his vocals impressed.

Tommy Mara and the Crests is a sought-after act on the oldies circuit and only 4,500 seats are available. Concert admission is \$5 per person.

Charging into good ol' country fun



For music lovers, the Country Concert is the premier event of Chasco Fiesta™.

Rascal Flatts, Phil Vassar, Collin Raye and BlackHawk have all taken the Sims Park stage over the years on Country night, and the Fiesta has a longstanding reputation for providing great music at an amazing price.

This year, the headlining act for the March 31 show is Little Texas.

Little Texas first formed more than two decades ago. The band secured early chart success with *Some*

Guys Have All the Love, First Time for Everything. What Might Have Been, God Blessed Texas and My Love. In fact, it holds the record for being the only country music band to have three different songs on three different charts with three different lead singers, all at the same time.

Little Texas also garnered its share of industry acclaim in the '90s, including Grammy nominations and a 1994 Academy of Country Music award for Vocal Group of the Year.

The band broke up in 1997, but in 2004, four of its original six members

reunited. Duane Propes, Porter Howell, Dwayne O'Brien and Del Gray created a new sound and released new albums. Their Chasco Fiesta™ performance will include the newer music as well as the band's early classics and the stage presence that brought Little Texas its first fame.

"The four of us appreciate each other and still have a ball on stage," Gray said. "There is a comfort level that happens to us when we play together that can only happen with 20 years of experience."

Heating up the crowd for Little Texas is LoCash Cowboys, a band known to Chasco audiences from last year's hometown, join-the-party performance.

LoCash was bringing its brand of fun to clubs until 2008, when Preston Brust and Chris Lucas met Nashville producer and songwriter Jeffrey Steele.

That led to a Budweiser endorsement and a contract with Stroudavarious Records, now R&J Records. Brust and Lucas also have had success at songwriting. They penned the chart-topping Keith Urban hit *You Gonna Fly*.

LoCash's New Port Richey stop is just one on a grueling touring schedule with more than 40 national and international stops. Recently, the band released an EP, *This is How We Do It* and the band promises the release of its crowd-pleaser *C-O-U-N-T-R-Y* won't be far away.

Desert Rain Band, a Christian band based in Palm Harbor, also will perform.

Gates open at 5:45 p.m. Advance tickets are \$10 for general admission, \$20 for Golden Square. Day-of-the-show tickers are \$15, general admission; \$25, Golden Square.





Expect Anything as Great Inventions Take to the waves

"We expect anything. From the wheel to the airplane to penicillin – who knows?"

That's what third-year chairman Michael Beam said about what he expects will motor down the Pithlachascotee River during this year's Great Inventions-themed Chasco Fiesta™ Rotary Club of New Port Richey's Boat Parade.

Founded in 1922, Florida's oldest boat

parade will set sail on March 31, 1 p.m. at Moonlight Bay. For more information, see www.chascofiesta.com.

This year's headline sponsor is Ferman, while Hooters will again allow the club to use its dock for the boats. Hooters will also host the VIP brunch for the boating dignitaries, as well as the captains' party luncheon, where participants learn about the contest rules.

As usual, no one has given any hints about what's in the works.

"What we find is a lot of the contestants try to keep their theme, their concept, under wraps, so they can maximize the effects on parade day," Beam said.

About 30 boats participated last year, which included the VIP boats. Beam hopes to attract at least as many entries this year.

He pointed to the value the event can have on local businesses.

"For a business, you can't beat the exposure you get. For a \$25 entry fee and the price of a tank of boat gas, you can get your business out there in front of thousands of people," he said.

And it's hard to beat the prizes.

One boat will win a \$2,500 grand prize for Best Overall Entry. There will also be first- (\$300), second- (\$125) and third-place (\$75) place winners in each of the three divisions: Individual/Family; Non-profit, including schools; and For-Profit.

"We just try to keep up the excitement, and make sure everyone has a safe and fun time," Beam added.

Can't Beat These Odds for **Club Level NFL Season Tickets**

Optimism springs eternal for the NFL's Tampa Bay Buccaneers.

The team has a new coach and a lot of talent. It seems poised for great things.

And Craig McCart, executive director of Sertoma Speech & Hearing Foundation of Florida Inc., is hoping that 150 people will want to experience the excitement from Club Level seats.

That's why, for the second year, the

Children's Hearing Help Fund Chance Drawing will raffle two NFL season Club Level tickets valued at \$4,100. More information is at www.chascofiesta.com/fiestas.

Only 150 tickets will be sold at \$75 each.

The drawing will be held on March 31, 8 p.m., in Sims Park.

McCart hopes to raise \$7,000, which will be used to help families cover expenses associated with their children's hearing loss.

Chance to win two NFL season Club Level tickets valued at \$4,100.

Drawing held March 31, 8 p.m., in Sims Park.

More information is at www.chascofiesta.com/fiestas.

"We help babies to teenagers with hearing aids and hearing-related services that parents wouldn't otherwise be able to afford," McCart said. "We help about 200 children a year."

The drawing has become even more important as the sluggish economy continues to impede other fundraising efforts.

"It's sort of a double-edged sword for us. It's harder for us to raise money, and then we have more folks who need more help," he said.

Going the distance for Junior Achievement and Gulf High

Runners can indulge their passion with two great races – and causes – this year at the Chasco Fiesta™.

On March 24 at 12:30 p.m., the 10th annual Main Street Mile, hosted by Big Dawg Runnin' Inc., will hit the pavement to generate funds for Gulf High School's athletic program – right before the Chasco Street Parade – and on the same route. More information is at www.bigdawgrunnin.com.

Then on March 31 at 8 a.m., the 5K Suncoast Sprint hosted by the Junior Achievement of West Central Florida, will take off at Sims Park, downtown New Port Richey, following the Cotee River on a USA Track and Field–certified course. More information is at http://jatampabay.org/events/suncoast_sprint.

A custom medal will go to all Main Street Mile finishers. Course record-breakers will receive \$100 in prize

money while Suncoast Sprint runners get a medal, goodie bag and awards in different age categories. In addition to Junior Achievement, Suncoast Sprint sponsors are AAA, Bank of America, Bright House Networks, Carrabba's Italian Grill and Pasco Sheriff's Charities Inc.

Last year, the Main Street Mile raised \$1,200 for Gulf High School's athletic program. Funds help cover things like participation fees

for students in need.

"Our main goal is just to try to get over 500 runners to participate in the event," said Dean Lofton, Main Street Mile race director, and Gulf High teacher. He and his wife, Valerie, work countless hours to stage the event annually.

This marks Suncoast Sprint's third year - its second time at Chasco. This year, it hopes to attract 300 participants, raising \$5,000.

The Pasco County Sheriff's Office provides invaluable volunteer support and "really helps drive the event," said Jon Epps, senior director of marketing for Junior Achievement of West Central Florida.

"It's a great location, a great course – it couldn't be any better," Epps added.





New this year: online registration at www.gulfsidecorvetteclub.com. Advance car/truck registration is \$18 (\$20 on event day). Motorcycle registration is always \$15. Advance registrars receive a dash plaque and T-shirt.

Other highlights include the WingHouse Girls and music by the Beach Bum."

"It's really a good cause," Martucci added. "We appreciate all the veterans have done – and still are doing."

Great Autos for an Even Greater Cause

Tow trucks. Race cars. And so many motorcycles.

That's just some of what might turn up at the 14th annual Chasco Fiesta™ Gulf Side Corvette Club's Car, Truck & Bike Show, March 25, 8 a.m.-2 p.m.

"It's an open show. It's a fun show," said events chairman Pat Martucci, adding that they expect 3,000-4,000 spectators and 300 vehicles. As always, admission is free for spectators.

Sponsored by Ed Morse Auto Plaza and A-Tex Transmissions, the show aims to raise \$2,000 for Sand Soldiers of America.

"There are quite a few of us who are veterans, and we feel that veterans do deserve to be respected when they come back and have access to different things," Martucci said.

This year, 125 trophies will be presented, including specialty motorcycle trophies sponsored by the Law Offices of Lucas, Green & Magazine.

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Supporting the Organization That Makes Chasco Possible

There's an easy – and fun – way to thank the group that makes the Chasco Fiesta™ possible.

Step onto the Fox Hollow Golf and Country Club greens and enjoy the West Pasco Chamber of Commerce Golf Tournament.

This marks the tournament's second year at Fox Hollow, returning to this location by popular demand.

Featuring Republic Bank as the presenting sponsor, the tournament will be held on March 30 with registration at 11:30 a.m., and a shotgun scramble at 1:30 p.m. More information is at www.westpasco.com.

Prizes will be awarded for the longest drive by a male and a female golfer, as well as the first hole in one. There will also be a putting contest.

Pit Boss Bar-B-Q is serving as dinner sponsor.

The tournament is the one Chasco event that directly benefits the chamber.

The fundraising goal is simply to sell out, attracting 144 players.

"Our goal is obviously to get a full field, and it's been tougher with some of the golf tournaments lately - with the economy the way it is. We're excited that we always get a lot of interest for this tournament," said Dan Sullivan, who's coordinating the tournament along with Cindy Ewald, event chair.

Put on Your Costumes and Bowl

Is it the dessert bars? Pizza? Crazy costumes? Or perhaps just the bowling.

Whatever it is, interest is up for the third annual Chasco Fiesta™ West Pasco Chamber of Commerce Young Professionals Group's Bowling Tournament.

"We've got people who are throwing multiple teams at us," said Paul Friedlander, who's co-chairing the event with Angel Cook. "Everybody knows about it, so it just keeps perpetuating itself."

So great is the signup rate that organizers set a goal of "well over \$5,000" for the Young Professionals Group and its causes (Center for Independence, SPCA, Lighthouse for the Blind and Visually Impaired and Relay for Life).

The event will be on March 27, 5:30 p.m. – again – at Lane Glo Bowl South. More information is at www.chascofiesta.com/sports.

In addition to the Young Professionals Group, sponsors are Apollo Window Tinting, Lane Glo Bowling South, Suncoast Printing and Westshore Pizza. Youngsters from Seven Springs Rotary and Trinity Rotary Interacts also help out.

Prizes include a traveling trophy, trophies for the top three teams, and awards for costumes and the top bowler. A couple of raffles will add to the excitement.

"It's just a fun event from the get-go," Friedlander added.

2012 Chasco Fiesta Steering Committee

Joe Alpine
West Pasco Chamber of Commerce Inc.

Cami Austin - Chairman
Synovus Bank

Sandy Brown - Hospitality Chair
GMB Investments

Michael Cox
Cox Wilkins Group
Wells Fargo Advisors

Gary Gann
Creative Institute of Dental Arts Inc.

Chuck Grey - Entertainment Chairman
F.I. Grey and Son, Commercial Realtor

Ken Huber - Treasurer

Roger Michels- Parade Chairman
Holiday Rotary Club / Michels & Lundquist
Funeral Home

Kelly Maki Hackman- Transportation

Rich Ojeda - Logistics
Marchman Technical School

Craig McCart - Vice Chairman
Sertoma Speech & Hearing Foundation
Children's Hearing Help Fund

Sean McCart – Honorary Member
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For full schedule & info call 727-842-7651 or visit www.chascofiesta.com



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 11/12 SPECIAL EVENT GRANT APPLICATION**

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: Ramada Inn Bayside, 5015 US Hwy 19

	TRACKED ROOM NIGHTS					
GROUP NAME	Chasco Fiesta					
EVENT/FESTIVAL NAME	Chasco Fiesta					
DATE	3/23/12	3/24/12	3/25	3/26	3/27	3/28
PAID ROOM NIGHTS	30	32	33	29	26	23
COMP ROOM NIGHTS	0	0	1	0	0	0

Please provide any comments:

Chasco Fiesta is the busiest week of the year for us.
Thank you for all of your hard work!

Hotel Representative Signature:

Lisa Tipton

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

Print Name: Lisa Tipton

Title: Sales manager

Telephone: (727) 849-8551

Email: lisa@ramadainnbayside.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.



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Hotel/Location: HomeWood Suites By Hilton Port Richey

	TRACKED ROOM NIGHTS				
GROUP NAME					
EVENT/FESTIVAL NAME	CHASCO PIESTA				
DATE	3/29	3/30	3/31		
PAID ROOM NIGHTS	32	78	83		
COMP ROOM NIGHTS					

Please provide any comments:

Hotel Representative Signature:

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

Print Name: KAREN KING Title: DIRECTOR OF SALES

Telephone 7275345628 Email: Karen.King33@yahoo.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.



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FY 11/12 SPECIAL EVENT GRANT APPLICATION**

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Hotel/Location: Quality Inn Suites & Conference Center

GROUP NAME	TRACKED ROOM NIGHTS				
	Anna Maria Island Privateers				
EVENT/FESTIVAL NAME	Chasco Fiesta				
DATE	3/23	3/24			
PAID ROOM NIGHTS	15	15			
COMP ROOM NIGHTS	1	1			

Please provide any comments:

Had a busy weekend during Chasco Fiesta but we did not get event rooms, we had social events in house that utilized our guest rooms.

Hotel Representative Signature:

Karen Candales

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

Print Name: Karen Candales Title: Director of Sales

Telephone 727-847-9005 Email: Karen.Candales@SouthwindHospitality.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.