



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

Dear Grant Applicant:

Thank you for your interest in promoting Pasco County as a tourist destination for visitors. The Pasco County Tourist Development Council (TDC) recognizes tourist-related events and activities as so important that it has set aside dedicated funds to help you promote your local special event by reimbursing your qualified advertising and marketing expenses through a grant program. The funds to support this grant program come from the **2% Tourist Development Tax**, which is a tax on all short-term rentals in Pasco County, including hotels, motels, bed & breakfasts and all other rentals for six months or less. As required, receipt of reimbursement funding under this grant program may only be used as prescribed in FLORIDA STATUTE 125.0104(5)(a)(2) - *"To promote and advertise tourism in the State of Florida and nationally and internationally."*

The funds allocated to support the grant program are in conjunction with the County's **Tourist Development Plan 2010-14** and are provided by the TDC on behalf of the Pasco County Board of County Commissioners. While the TDC makes recommendations regarding distribution of the funds, the **Board approves the final grant award amount.**

Please fill out the enclosed application completely. If you need to submit answers on a separate attachment, please do. Incomplete applications will not be considered. The deadline to have completed applications back to the Office of Tourism Development is **Friday, June 29, 2012.** If you have questions regarding the application process, please call (727) 847-8129. Again, thank you for your interest in promoting Pasco County as a travel destination.

Sincerely,

ERIC KEATON

Public Communications Manager

Liaison to Tourist Development Council



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

Local Special Event Grant Program Policies and Procedures

I. Introduction

The Pasco County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and the Pasco County ordinance and in conjunction with the ***Tourist Development Plan 2010-14***. The TDC administers funds collected from a local-option tourist development tax on occupied transient lodging; i.e., hotels, motels, and campgrounds, along with condominium and home rentals of six months or less. The funds are designated to promote Pasco County as a tourist destination.

The TDC sets aside a portion of its annual budget in a grant program for local groups and organizations coordinating local events with a **demonstrated history of producing room nights**, economic impact and/or the potential to draw visitors to the area with a regional marketing plan. These grant funds are administered by the TDC on behalf of the Pasco County Board of County Commissioners. **The Board approves the final grant award amount.**

Each application will be evaluated against established criteria and historic precedent. The number and amount of each grant award will be dependent upon the availability of designated funds and specific allocations. There is a **1/3 cap amount** on how much an event can request through the grant program. For example, if the funds available equal \$75,000 an event/organization may not request more than \$25,000. If an event or organization's request is above the cap amount the TDC will impose the cap.

The TDC asks that grant requests only include out-of-county, regional or national itemized advertising/marketing expenses.

II. Funding Considerations

To be considered for funding, the event must **first and foremost produce room nights** by attracting overnight visitors to Pasco County that stay in transient lodging; i.e., hotels, motels, campgrounds and rental condominiums located within the county. The TDC will score the applications based on:

A. **Production of Room Nights - 50 pts.**

1. Does the event/organization attract overnight visitors to Pasco County?
2. Does the event/organization provide a history of room nights/overnight visitors?
3. Does the room night history show signs of growth or consistency?
4. How significant are the recent calendar year numbers? What is the hotel fiscal impact?
5. If a new event, how strong/accurate are the estimates of overnight visitors?
6. Has a host hotel or accommodation partnership(s) been established?
7. How accurate are your room night statistics? Are they validated by the property's manager, booking engine, County document or survey?

B. **Advertising out-of- county- 20 pts.**

1. Does the event provide opportunities for state, regional, national and/or international exposure?
2. Has the event/organization promoted outside a 50-mile radius of Pasco County?
3. Has the event/organization promoted regionally up to 250-miles (Jacksonville, South Florida and the Panhandle)?
4. If a printed ad, how well has the event utilized the placement of the tourism brand logo?
5. If a video/audio ad, how well has the event credited/mentioned Pasco County Tourist Development Council and/or utilized the brand logo?
6. Has the event/organization utilized new media (Constant Contact, e-magazines or social networking)?
7. How much publicity, media exposure and who promoted the event/organization?
8. How do they measure their promotions and marketing campaigns for the event?

C. **Marketing Plan- 10 pts.**

1. Is there an itemized marketing/ad budget for the event?
2. How exactly will the grant request be used?
3. How does it compare to past years?
4. Did they utilize the previous grant awarded? (if applicable)
5. Does the event provide co-op advertising opportunities with other events or TDC?
6. How creative is the marketing plan? Is it evolving with the room night numbers?



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7. How does the previous year's marketing plan compare to actual reimbursed expenses? For example, did they promote as stated in the previous application?
8. When are the advertising/promotions for the event? Are they planned in advance to promote travel to the event and produce overnight visitors?

D. Economic Impact - 10 pts.

1. How strong is the overall benefit to tourism in Pasco County?
2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment, etc.
3. Is there growth in the event? For example, has the main event added attractions to enhance the show?
4. What area businesses will benefit from this event?
5. How do they calculate economic impact? Is it their study, survey or generic version supplied by Visit Florida and the County?

E. Timing of the Event- 10 pts. For multi-day events/ 5 pts. For one day events

1. How unique is this event?
2. Has it created a schedule to lure overnight visitors?
3. Is the event scheduled during the off-season, May- October, or tourism season November - April? May-October events are the desirable time.
4. Is the event more than one day?

F. Additional Organization Information- (Scored 0 or ±5 per question)

1. Has the organization attended the annual Pasco Tourism Summit and/or Grant Workshop?
2. How often does the organization volunteer at other events and/or travel expos to promote Pasco Tourism and their event?
3. Did they turn in a sample of the Special Event County Survey or own survey?
4. Does the event have a recycling plan in place? See additional page on recycling.

III. Statement of Policies

- Local Special Event Grant funds are intended to **supplement** the sponsoring organization's budget.
- Funding shall not be used to support debt reduction, private entertainment (i.e., food, beverages), **promotions/advertising within the County**, or projects with restricted access based on race, sex, national origin, age, or disability.
- Funding shall be provided as reimbursement for approved expenditures upon completion of the event.
- Funds are to be used for expenditures associated with marketing and promoting an event outside of Pasco County to potential overnight visitors.
- Events/Organizations are **strongly encouraged** to promote outside a 50 miles radius of Pasco County and regionally up to 250 miles or more.
- Grants will be subject to audit by Pasco County.
- All applications will be public record and will be reviewed by the TDC and the BCC.
- Proof of liability insurance **MUST** be provided by the host organization, naming the Pasco County Board of County Commissioners as additional insured, in the amount of \$1,000,000. This certificate of insurance must be received and approved by the County **PRIOR** to your event!
- Recognition of the TDC, via the Pasco County tourism logo(s), **MUST** be included on appropriate printed material and referred to in public relations activities. Recognition of the TDC via the logo or statement, "brought to you in part by Pasco County/Pasco County Tourist Development Council," must be used if utilizing grant funds to allocate for a video or audio ad. **Failure to use the County tourism logo(s) may affect future funding.** Complete usage requirements of the Tourism Logo will be described in the funding agreement.
- All grant recipients will be required to enter into a funding agreement.
- All grant recipients for Fiscal Year 2012-13 will be required to attend workshops on grant reimbursement procedures and promoting / marketing your event outside of Pasco. The workshops are typically held in late October and "Tourism Week" traditionally held the second week of May.



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IV. Procedures for Application

- All applications will be considered for funding during FY 2012-13 (Oct. 1, 2012 to Sept. 30, 2013).
- All applications **MUST BE TYPED** and answered on the application form.
- Submit **one original** and **one digital version** of the completed application.

Mail or deliver applications to: Pasco County Office of Tourism Development
Local Special Event Grant Application
West Pasco Govt. Center
7530 Little Road, Suite 340
New Port Richey, FL 34654

For questions, contact: Eric Keaton, Public Communications Manager
Pasco County Office of Tourism Development
Telephone (727) 847-8129
ekeaton@pascocountyfl.net

- Answer ALL questions. Do not write "NA." Explain why a question does not apply to your organization.
- Applications will be accepted and reviewed once a year. The schedule for submission and review is:

Application period begins:	Monday, May 7, 2012
Submission deadline:	Friday, June 29, 2012, 5 p.m.
Reviewed with funding decisions And presentations:	Wednesday, July 18, 2012 in New Port Richey 9 a.m. West Pasco Govt. Center Board Room
Grant Recipient Workshop:	<i>Tentative October 17 or 18, 2012</i>

- Applications received after the submission deadline will not be considered.
- Each application will be scored by the TDC **at the July 18 meeting**.
- **All Organizations are required to make an oral presentation (5-minute time limit including question and answer) to the TDC during the annual meeting.**
- The Office of Tourism Development will calculate the scores and submit the averaged totals to the TDC. After review of the final scores, the TDC will have an opportunity to adjust the totals if necessary.
- The TDC will announce the grant award amounts at the meeting and funding recommendations will be submitted to the BCC for final action.
- Applicants are asked not to contact members of the TDC. The event director, fiscal administrator, or other contact person may be called upon by any one of the TDC members or staff at any time during the review process. Any unsolicited contact by the applicant will be looked upon unfavorably.

V. Procedures for Reimbursement

- **TO BE ELIGIBLE FOR PAYMENT, A COMPLETED POST-EVENT REPORT MUST BE SUBMITTED.** A blank Post Event Report form is included in this packet.
- Proof of expenditure(s) must be provided on an invoice, printed on the organization's letterhead. The invoice should be made out to "**The Pasco County Board of County Commissioners.**" The invoice should include copies of the front and back of canceled checks, corresponding invoices and original tear sheets of the advertisements or marketing materials claimed.
- Failure to submit a complete reimbursement may result in disqualification for support in current and future years. All reimbursement paperwork must be submitted to the Pasco County Tourist Development Office **NO LATER THAN 90 DAYS** after completion of the event. If an event/organization fails to meet this deadline it will **not be eligible to apply for a new grant** unless the post event report has been submitted prior to the application process.

NOTE: Please retain these Policies and Procedures for information. Do not submit them with the application.



Date received _____
(Office use only)

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

AMOUNT OF FUNDING REQUESTED: \$ 15,000.00

1. **EVENT:** Cotee River Bike Festsm **DATE(s) OF EVENT:**
Oct. 11-14, 2012

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

Address Sims Park, Orange Lake

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

Address 5443 Main Street

City New Port Richey

Zip 34652

Website www.westpasco.com www.coteeriverbikefest.com

4. **EVENT CONTACT:**

Name Dan Sullivan

Title Event Coordinator

Phone No. (727) 842-7651

Fax No. (727) 848-0202

E-mail dan@westpasco.com

5. **TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.):**

IF A NEW EVENT (1st time applicant), ATTACH ARTICLES OF INCORPORATION, BYLAWS. Fed ID No. 501c-6 / 59-0609-498

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? 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 <u>Cotee River Bike Fest Oct.6-9</u>	<u>\$8,636.00</u>
2010 <u>Cotee River Bike Fest Oct. 8-10</u>	<u>\$6,167.00</u>
2009 <u>Cotee River Bike Fest Oct. 9-11</u>	<u>\$3,226.00</u>

7. **LIABILITY INSURANCE?**

____ No X Yes

Carrier Capitol Specialty Corporation



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8. ATTACH EVENT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES. Attachment A

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>
Host Hotel Quality Inn & Suites	Karen Candale	(727) 847-9005
-Belmont Inn & Suites		(727) 863-1502
Days Inn & Suites		(727) 869-9999
Econo Lodge Inn & Suites		(727) 842-6800
Fairfield Inn & Suites		(727) 722-9500
Hampton Inn & Suites		(727) 869-4900
Holiday Inn Express		(727) 868-1900
Homewood Suites of Port Richey		(727) 810-1000
Howard Johnson		(727) 863-3336
Inn on the Gulf		(727) 868-5623
Ramada Inn Bayside		(727) 849-8551
Residence Inn By Marriot		(813) 792-8400
River Side Inn		(727) 845-4990
Royal Palm Inn		(727) 849-8868
Suncoast RV Resort		(727) 842-9324
Tahitian Resort		(727) 934-6357

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>
Oct. 11-14, 2012	225	1	\$80.00

12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:

<u>Year</u>	<u># of Rooms</u>	<u># of Nights</u>	<u>Total Room Nights</u>	<u>Avg. Room \$</u>
Example	50	2	100	\$75
2011	173	1	173	\$80
2010	219 + 9 comp	1	228	\$80
2009	125	1	125	\$65
Total	526	1	526	\$75 Avg

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 30,000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 20,000

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS? \$384,739 Based on format provided by TDC. See Attachment C 2010 Economic Impact Study.



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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 B](#)

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)

[See Attachment C, C1, C2](#)

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 [We do travel to other motorcycle events as a vendor to promote Bike Fest](#)

21. Does the event have a recycling plan in place? Yes No [Not at this time.](#)
(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.



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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?
- 2) Site examples of getting a buy-in from everyone... from sponsors to vendors to volunteers to attendees;
- 3) What is the majority of your trash? Do you know what you can recycle?
- 4) How convenient is it for your participants and visitors to deposit both trash and recyclables?
- 5) How do you determine who and how will the collection and disposal of both trash and recyclables?



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
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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

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



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

**PASCO COUNTY TDC POST EVENT REPORT
FISCAL YEAR 2012-13**

EVENT NAME: _____

REPORTING DATE: _____

ORGANIZATION: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

TELEPHONE: _____

E-MAIL: _____

ON AN ATTACHED SHEET, ANSWER THE FOLLOWING QUESTIONS:

1. What is the overall assessment of the event?
2. What was the total number of participants/attendees and economic impact based on your visitor numbers?
3. Did the event have the anticipated overnight results?
 - Number of participants and attendees from out of Pasco County.
 - Number of room nights generated by the event (please identify any in-kind or free room nights provided for officials/vendors/participants). If needed please utilize the Room Night Certification form to accurately reflect overnight stays in Pasco County.
4. How were the advertising, marketing, or public relations efforts measured?
5. What was your total out-of-county marketing/advertising budget?
6. What were the results (i.e., how many people/media inquired about the event, where did they hear about it, etc.)?
 - Please attach any post event/visitor research or survey conducted with event.
 - See the County's example for a Special Event Grant Visitor Survey.
7. What tourism or marketing recommendations do you have for the event in the future?

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

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT
FY 12/13 REQUEST FOR REIMBURSEMENT FORM**

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

EVENT NAME: _____
 ORGANIZATION: _____
 ADDRESS: _____
 CONTACT PERSON: _____
 PHONE: _____
 REPORT DATE: _____
 TDC FUNDS AVAILABLE FOR REIMBURSEMENT: \$ _____

ITEM	VENDOR NAME	TOTAL INVOICE AMOUNT	% OUT OF COUNTY (if applicable)	\$ AMOUNT OUT OF COUNTY EXPENSES	REQUESTED REIMBURSEMENT AMOUNT
TOTAL REQUESTED REIMBURSEMENT AMOUNT (must match or be less than initial award)					

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

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

Signature: _____ Title: _____

Printed Name: _____ Date: _____

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



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
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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: _____

	TRACKED ROOM NIGHTS					
GROUP NAME						
EVENT/FESTIVAL NAME						
DATE						
PAID ROOM NIGHTS						
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

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

Print Name: _____ Title: _____

Telephone _____ Email: _____

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



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Local Special Event Grant 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. How did you find out about our event? Circle all that apply

1- Newspaper Ad 2- TV/Radio 3- Website 4- Social Media
5- Word-of-Mouth 6- Magazine 7- Returning Visitor 8- Other _____

Optional Information:

Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Number of Drivers with Motorcycle Endorsements by Year

County	2010	2009	2008	2007	2006	2005
Alachua	12,082	11,647	10,898	9,944	9,596	9,248
Baker	1,332	1,296	1,227	1,112	1,051	990
Bay	12,596	12,154	11,300	10,266	9,906	9,546
Bradford	1,463	1,422	1,317	1,194	1,101	1,008
Brevard	43,816	42,530	40,187	37,172	36,112	35,051
Broward	67,343	65,557	62,834	59,369	59,488	59,606
Calhoun	676	668	639	541	502	462
Charlotte	13,267	12,829	12,200	11,334	10,998	10,662
Citrus	13,512	13,121	12,537	11,359	10,756	10,154
Clay	14,082	13,630	12,535	11,404	10,759	10,114
Collier	18,128	17,559	16,846	15,636	14,822	14,007
Columbia	3,829	3,711	3,497	3,156	2,998	2,839
Desoto	1,357	1,344	1,303	1,224	1,174	1,125
Dixie	914	901	866	748	724	700
Duval	42,513	40,938	38,274	34,759	33,878	32,996
Escambia	15,999	15,633	14,447	13,162	12,602	12,043
Flagler	9,729	9,364	8,746	7,864	7,108	6,353
Franklin	590	581	567	509	482	456
Gadsden	1,586	1,543	1,481	1,308	1,266	1,223
Gilchrist	974	967	882	797	823	849
Glades	593	548	528	419	438	458
Gulf	921	878	849	739	702	665
Hamilton	541	532	494	402	372	342
Hardee	844	835	803	744	748	753
Hendry	1,405	1,407	1,338	1,177	1,138	1,098
Hernando	12,740	12,234	11,553	10,532	9,963	9,394
Highlands	6,032	5,921	5,720	5,216	5,002	4,787
Hillsborough	50,544	48,244	44,832	41,101	39,793	38,485
Holmes	1,113	1,067	1,026	897	858	820
Indian River	8,506	8,129	7,618	7,116	6,792	6,468
Jackson	2,158	2,068	1,890	1,675	1,560	1,444
Jefferson	664	641	595	555	520	486
Lafayette	275	264	254	218	189	160
Lake	22,714	21,997	20,649	18,698	17,648	16,597
Lee	38,253	36,424	34,453	31,913	30,380	28,847
Leon	10,053	9,752	9,276	8,489	8,194	7,899
Levy	3,043	2,933	2,819	2,508	2,371	2,234
Liberty	314	319	293	262	232	201
Madison	825	805	755	678	662	647
Manatee	16,861	16,282	15,478	14,577	14,354	14,131
Marion	23,480	22,774	21,538	19,651	18,594	17,537
Martin	9,966	9,798	9,418	8,894	8,794	8,695
Miami-Dade	58,455	55,662	51,988	47,598	45,304	43,011
Monroe	9,683	9,663	9,636	9,305	9,550	9,795
Nassau	5,509	5,241	4,797	4,264	3,990	3,717
Okaloosa	15,166	14,857	13,985	12,651	12,044	11,437
Okeechobee	2,239	2,245	2,204	2,111	2,062	2,013
OOS	31,004	30,768	29,617	35,687	35,177	34,667
Orange	52,124	49,928	46,782	43,086	41,898	40,710
Osceola	15,437	14,774	13,711	12,255	11,366	10,478
Palm Beach	50,775	49,266	47,040	44,812	44,554	44,295
Pasco	31,076	30,011	28,555	26,222	24,864	23,505
Pinellas	51,965	50,395	48,078	44,784	44,520	44,256
Polk	32,804	31,666	29,702	27,376	26,194	25,011
Putnam	4,599	4,492	4,221	3,866	3,844	3,822
Saint Johns	13,300	12,692	11,816	10,568	9,808	9,048
Saint Lucie	16,252	15,629	14,630	13,641	13,072	12,503
Santa Rosa	11,902	11,435	10,341	9,168	8,518	7,869
Sarasota	23,510	22,535	21,489	20,178	19,691	19,204
Seminole	25,129	24,422	23,232	21,766	21,352	20,939
Sumter	6,043	5,605	5,072	4,387	3,884	3,380
Suwannee	2,290	2,262	2,135	1,868	1,773	1,678
Taylor	959	936	891	781	749	717
Union	632	624	577	520	498	477
Unknown	1,402	2,030	3,110	4,717	9,351	13,985
Volusia	53,246	52,384	50,475	47,732	47,050	46,367
Wakulla	1,906	1,829	1,672	1,471	1,355	1,239
Walton	3,432	3,320	3,024	2,655	2,450	2,246
Washington	1,331	1,290	1,204	1,043	1,003	963
Total	1,009,803	977,208	924,746	863,831	841,371	818,912
% Change	3.34	5.67	7.05	2.67	2.74	

Data provided by DHSMV Wareprod database as of July 1 each year.
Includes endorsements for both "Motorcycle Only" and "Motorcycle Also."

Registered Vehicles by County as of
May 1, 2012

County	County Name	Autos & Pickups	Motorcycles	Mobile Homes	Heavy Trucks	Travel Trailers	Vessels	Trailers	Buses & Tools	Totals
11	ALACHUA	157,588	7,804	13,187	10,782	1,600	9,396	23,458	959	224,774
52	BAKER	16,779	696	4,411	2,210	550	1,553	4,242	155	30,596
23	BAY	124,077	8,132	13,016	11,342	2,226	15,662	24,279	500	199,234
45	BRADFORD	17,093	840	4,965	2,726	464	1,770	5,694	125	33,677
19	BREVARD	410,681	25,609	27,856	25,737	5,617	30,268	51,462	1,465	578,695
10	BROWARD	1,199,856	40,426	21,730	61,743	3,456	40,800	61,444	5,452	1,434,907
58	CALHOUN	8,535	304	1,891	1,369	210	1,383	3,285	66	17,043
53	CHARLOTTE	121,520	6,977	17,298	8,310	2,037	17,118	19,341	363	192,964
47	CITRUS	106,933	7,060	23,148	8,940	2,686	13,970	26,408	487	189,632
48	CLAY	139,404	8,029	14,371	10,725	2,381	10,153	20,562	544	206,169
64	COLLIER	246,222	10,061	10,841	16,162	2,001	18,678	24,238	1,060	329,263
29	COLUMBIA	43,077	2,059	12,458	5,446	991	3,540	10,167	304	78,042
34	DESOTO	16,980	719	5,575	2,838	1,735	1,666	6,091	177	35,781
54	DIXIE	9,654	479	3,671	1,440	321	1,878	3,419	66	20,928
2	DUVAL	589,765	25,768	24,624	42,452	4,811	25,716	63,280	2,532	778,948
9	ESCAMBIA	205,373	8,586	11,515	17,252	3,305	14,847	28,342	1,250	290,470
61	FLAGLER	73,975	6,042	4,508	3,922	699	4,522	7,670	382	101,720
59	FRANKLIN	7,559	318	1,183	883	162	2,521	2,549	45	15,220
21	GADSDEN	31,751	930	6,761	3,152	396	2,463	6,253	218	51,924
55	GILCHRIST	10,174	533	4,911	1,500	339	1,369	4,465	66	23,357
60	GLADES	5,691	349	2,071	1,299	414	1,338	2,650	29	13,841
66	GULF	10,313	472	1,577	1,358	263	2,363	3,242	103	19,691
56	HAMILTON	8,244	296	2,911	1,064	191	778	1,918	69	15,471
30	HARDEE	14,123	398	3,951	2,860	480	1,268	5,411	149	28,640
49	HENDRY	21,318	825	6,964	3,909	518	1,644	6,303	199	41,680
40	HERNANDO	119,961	7,013	22,390	8,550	2,289	8,224	19,821	405	188,653
27	HIGHLANDS	63,457	3,164	18,781	7,133	1,856	7,056	16,091	382	117,920
3	HILLSBOROUGH	854,906	29,227	50,762	61,181	7,635	37,265	98,099	4,132	1,143,207
51	HOLMES	12,975	459	3,287	1,697	329	1,679	3,199	145	23,770
32	INDIAN RIVER	104,218	4,906	9,718	7,469	1,280	8,666	16,112	369	152,738
25	JACKSON	32,628	1,082	7,141	4,060	823	3,862	8,393	276	58,265
46	JEFFERSON	9,998	348	2,417	1,403	221	1,050	2,994	64	18,495
62	LAFAYETTE	4,365	133	1,435	951	130	728	2,490	40	10,272
12	LAKE	216,936	12,136	43,211	18,097	5,706	17,548	40,768	1,033	355,435
18	LEE	440,841	20,920	47,423	30,499	5,106	39,722	49,662	1,953	636,126
13	LEON	180,277	5,688	15,014	18,774	1,850	12,178	30,355	1,529	265,665
39	LEVY	28,338	1,678	11,319	4,224	762	3,660	9,624	201	59,806
67	LIBERTY	4,598	142	1,437	1,077	128	882	1,757	62	10,083
35	MADISON	12,000	413	4,373	1,685	267	972	3,128	105	22,943
15	MANATEE	223,827	9,511	33,340	15,723	3,942	15,881	26,588	835	329,647
14	MARION	233,565	12,428	43,480	20,089	4,419	15,355	46,357	1,000	376,693
42	MARTIN	119,440	5,448	8,795	8,681	1,227	12,569	16,942	373	173,475
1	MIAMI-DADE	1,527,938	43,135	12,637	83,908	3,080	47,736	95,260	8,688	1,822,382
38	MONROE	62,228	9,208	6,856	6,479	1,298	21,956	15,387	328	123,740
41	NASSAU	57,815	3,488	11,634	5,927	1,273	5,114	11,209	328	96,788
	NO-COUNTY	257,826	6,892	79,815	19,755	8,820	21,734	28,073	1,996	424,911
43	OKALOOSA	147,948	8,254	8,039	11,804	1,943	13,896	20,864	633	213,381
57	OKEECHOBEE	22,341	1,209	8,229	4,454	1,159	3,600	8,150	149	49,291
7	ORANGE	858,340	30,151	22,043	52,794	3,709	25,732	73,100	7,813	1,073,682
26	OSCEOLA	185,404	8,271	13,931	10,541	1,822	6,534	17,673	840	245,016
6	PALM BEACH	924,872	30,301	19,279	53,667	4,095	35,803	65,262	2,964	1,136,243
28	PASCO	311,398	16,808	53,914	20,873	11,455	18,127	41,143	1,099	474,817
4	PINELLAS	638,956	31,979	55,721	36,762	6,091	41,001	59,567	2,736	872,813
5	POLK	382,376	16,966	82,609	39,461	7,384	24,431	87,774	2,109	643,110
22	PUTNAM	46,736	2,814	16,095	5,082	1,203	6,678	12,572	251	91,431
33	SANTA ROSA	113,353	6,300	9,941	9,907	2,327	12,223	21,279	240	175,570
16	SARASOTA	292,342	13,356	28,868	17,339	3,669	19,335	31,412	1,080	407,401
17	SEMINOLE	378,192	13,509	6,731	19,338	1,968	14,010	30,000	1,473	465,221
20	ST JOHNS	145,811	8,403	13,388	10,259	1,928	10,863	17,801	425	208,878
24	ST LUCIE	186,830	9,253	14,871	12,463	2,047	11,300	24,072	831	261,667
44	SUMTER	62,441	3,075	10,805	4,920	1,751	3,454	10,381	231	97,058
31	SUWANNEE	27,069	1,231	13,196	4,099	813	2,576	9,260	256	58,500
37	TAYLOR	13,892	485	4,973	2,012	368	3,119	5,313	138	30,300
63	UNION	7,155	340	2,404	1,344	168	635	3,073	58	15,177
8	VOLUSIA	352,819	32,675	34,920	24,458	4,436	24,118	51,560	1,171	526,157
65	WAKULLA	20,467	1,090	5,369	2,526	626	4,260	6,793	130	41,261
36	WALTON	43,467	2,114	6,501	4,782	778	5,082	8,929	274	71,927
50	WASHINGTON	16,180	688	4,051	2,287	438	2,365	4,950	124	31,083
	TOTALS	13,343,211	580,403	1,116,537	927,955	150,472	799,643	1,569,410	66,034	18,553,665

ATTACHMENT B

8th Annual Cotee River Bike Festsm 2012

The Bike Fest Committee is excited to report that the Sertoma Speech and Hearing Foundation of Florida, Inc. Inaugural Kickoff Party to Benefit the Children's Hearing Help Fund was a success and that they are moving to a larger venue. This event will be hosted October 11, 2012 @ West Pasco Board of Realtors. This will help us attract people to stay extra nights for the Bike Fest. With that in mind we had to come up with a marketing plan that would reach bikers from around the Southeast United States. Below we have our marketing plan listed. The Committee also knows that we would have to provide entertainment that would attract weekend visitors to our event so we have many new and exciting activities for our guest to participate in throughout the 4 days. Full Throttle Magazine will be hosting 2 Motorcycle Shows, Orlando Harley-Davidson Drill Team and Jesse Toler will be performing Friday, Saturday and Sunday, Children's Burn Camp Foundation Motorcycle Run hosted by Fire & Iron Station 43, Live Music Featuring LoCash Cowboys.

Full Throttle Magazine	\$3,500.00
Is distributed throughout Florida at motorcycle related businesses.	
August Issue Full Page ad	
September Issue w/ 2 Full Page ad	
October Issue 1 Full Page ad	
Banner ad on Full Throttle Website on Multiple pages.	
Listed in bold large print on Crusin' Calendar for 3 months	
September, October, ½ page ads promoting Bike Shows	
Email sent out to Full Throttle email list	
Sponsor of Full ThrottleVision Internet TV	
Full Throttle will distribute post cards at other events for us.	
Bright House Networks	\$3,000.00
TV Commercials outside of Pasco County	
Motorcycle Events Magazine and Website	\$2,000.00
Is distributed to at Motorcycle events in the following states	
FL, GA, SC, NC, VA, WV, KY, TN, AL.	
Scootergoods Magazine	\$300.00
Is Distributed from Sarasota to Leesburg, at motorcycle related businesses.	
Full page ad August, September and October.	
Event listed on cover in October.	
Post Cards	
Are distributed at motorcycle events and related businesses outside of Pasco County, Including NC, SC, GA.	
20,000 Brochures distributed to motorcycle friendly businesses and events throughout Florida	\$1,000.00
Cox Radio Spots	\$4,000.00
102.5 the Bone with two Bay area #1 shows, Morning & Afternoon drive.	
107.3 the Eagle	
97X	
GOFAR Magazine Full Page Ad September, October and Pasco Ride Map	\$1,200.00
Is distributed through out Florida at motorcycle related businesses	
Total	\$15,000.00
We also have the following In-kind sponsorships.	
Great Bay/Clearchannel Digital Billboards Hillsborough, Pinellas	\$ 2,400.00
102.5 the Bone	\$15,000.00
GoFar Magazine	\$ 500.00
Full Throttle Magazine	\$ 2,000.00
Scooter Goods Magazine	\$ 200.00
Over 30 Motorcycle online event calendars throughout the US.	Total In-Kind= \$20,100.00

ATTACHMENT C

8th Annual Cotee River Bike Festsm 2012

The Demographics of our attendees:

Data from: Motorcycle Industry Council & Florida Department of Highway Safety and Motor Vehicles
ATTACHMENT C1, C2

Median Age: 42

Median Income for a Motorcycle Owner: \$55,850

Median Income for a Harley-Davidson Owner: \$80,000

Female ownership of motorcycles, increasing from 9.6 percent in 2003 up to 12.3 percent in 2008

Number of Drivers in Florida with Motorcycle Endorsements in 2010: **1,009,803**

Number of Registered Motorcycles in Florida 2011: **567,289**

The Cotee River Bike Festsm Continues to be Successful:

Our event for 2011 was down a little, due to rain both on Saturday night and all day Sunday.

Despite the weather we had 173 room stays.

Our presenting sponsor Florin/Roebig has now committed to our event for 3 years.

We have sign two new sponsors that had visited our event last year.



2010 COTEE RIVER OCTOBER BIKE FEST

EXECUTIVE SUMMARY

This report presents the results of an economic impact analysis of the 2010 Cotee River October Bike Fest and related revenues for Pasco County, the City of New Port Richey and Pasco County Schools during the event.

The Festival

The Cotee River October Bike Fest is an annual event in New Port Richey, FL sponsored by the West Pasco County Chamber of Commerce. The 2010 festival was held October 7, 8, and 9th 2010.

Attendance and Vendors at the Festival

An estimated 40,000 people attended the event during 2010 of which an estimated 15,600 traveled to the festival from outside of the community. Further, the festival had 75 vendors.

Economic Impact

The 2010 Bike Fest had a significant impact on the Pasco area economy --providing a \$1,221,463 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 Bike Fest Organizers	\$108,943
Vendor Sales	\$315,000
Spending at Local Establishments	\$780,000
Spending at Local Hotels	\$17,520
Total	\$1,221,463

Additional Revenues for Local Taxing Districts

A portion of the sales and spending during the festival were taxed. It was estimated that the 2010 Bike Fest generated \$9,288 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	\$4,317	\$350	\$4,667
City of New Port Richey	\$402	\$0	\$402
Pasco County Schools	\$4,219	\$0	\$4,219
Total	\$8,938	\$350	\$9,288