



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?



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

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.



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

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: \$ 32,900

1. **EVENT:** COTEE RIVER SEAFOOD & BLUES FESTIVAL **DATE(s) OF EVENT:** APRIL 26,27,28, 2013

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 GREATER NEW PORT RICHEY MAIN STREET, INC.

Address 6231 GRAND BLVD

City NEW PORT RICHEY Zip 34652 Website www.nprmainstreet.com

4. **EVENT CONTACT:**

Name BETH LOUISE FREGGER Title EXECUTIVE DIRECTOR

Phone No. (727) 842-8066 Fax No. () N/A

E-mail beth@nprmainstreet.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. _____

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	n/a
2010	\$5000
2009	

7. **LIABILITY INSURANCE?** No X Yes Carrier CNA INSURANCE COMPANIES

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



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
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PRODUCTION OF ROOM NIGHTS AND ECONOMIC IMPACT

9. HAS HOST HOTEL(S) OR ACCOMODATION PARTNERSHIPS BEEN SECURED? ___No ___^XYes

If yes, indicate place(s), contact(s), telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
QUALITY INN	KAREN CANDALES	727-847-9005 ext 301

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>
4/27, 28	2	2	89.00

12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY: ~~THESE~~ ^{THESE} RECORDS ARE UNAVAILABLE AS NO RECORDS EXIST

A new director was appointed in February 2012. Records for room nights prior to this time were not recorded

Year	# of Rooms	# of Nights	Total Room Nights	Avg. Room \$
Example	50	2	100	\$75
2011				
2010				
2009				
Total				

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 8000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 1500

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS? \$60,000.00

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 ATTACHED

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.



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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 ATTACHED

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?
- 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



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

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

**PASCO COUNTY TDC POST EVENT REPORT
FISCAL YEAR 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
FY 12/13 "LOCAL" 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: _____

	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.



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

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 _____

COTEE RIVER SEAFOOD & BLUES FESTIVAL
APRIL 26, 27, 29, 2013 FRIDAY - SUNDAY
2013 MARKETING/MEDIA/ADVERTISING PLAN & BUDGET

EXHIBIT C1

June 26, 2012

MEDIA	TOTAL	JANUARY					FEBRUARY				MARCH				APRIL				
	NET COST	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29
WEEKS BEGIN ON MONDAY																			
PRESS RELEASES																			
EVENT RELEASES									■				■				■		
TALENT RELEASES												■							
FRESH CATCH TALENT SEARCH RELEASE												■					■		
FACEBOOK UPDATES																			
EVENT										■	■	■	■	■	■	■	■	■	■
TALENT										■									■
FRESH CATCH TALENT SEARCH RELEASE												■					■		
VENDOR MARKETING - listings & small space ads																			
FESTIVALS.NET	\$ 100	■																	
WHERE THE SHOWS ARE	\$ 250	■																	
ZEVENTS.COM	\$ 25	■																	
WHERE WILL WE GO TONITE	\$ 100	■																	
RADIO - :30 SECOND SPOTS																			
WJQB - 106.3	\$ 2,000	PASCO, N PINELLAS, W HILLSBOROUGH, HERNANDO & CITRUS COUNTIES																	
REMOTE BROADCAST Friday 4/26 5-7p																			
COX RADIO TAMPA BAY	\$ 10,000	PASCO, PINELLAS, HILLSBOROUGH, POLK, HERNANDO, CITRUS, COUNTIES																	
COMMUNITY CALENDAR LISTINGS ALL BRDCST GROUPS																			
CABLE - :30 SECOND SPOTS																			
BAY NEWS 9	\$ 5,000	■																	
BRIGHTHOUSE NETWORKS	\$ 5,000	TAMPA BAY AND ORLANDO MARKETS																	
COMMUNITY CALENDARS ALL TV STATIONS IN TAMPA, SARASOTA, ORLANDO																			
WEB - VARIOUS BANNERS																			
TBO.com	\$ 3,000	■																	
patch.com	\$ 2,000	TAMPA BAY MARKET																	
COMMUNITY CALENDARS ALL NEWS WEBSITES IN TAMPA, SARASOTA, ORLANDO																			
NEWSPAPER - 2 COL X 4"																			
Pasco Tribune SAT 4/13 SUN 4/14, 21	\$ 1,200																		
Hernando Today FRI 4/12, 19, 26 SAT 20 TUES 23	\$ 1,200																		
Suncoast News SAT 4/13, WED 4/17, SAT 4/20, 27	\$ 2,500																		
NEIGHBORHOOD NEWS FULL RUN	\$ 1,000	TRINITY, N. PINELLAS, W. HILLSBOROUGH COUNTIES																	
COMMUNITY EVENTS CALENDARS ALL PRINT MEDIA TAMPA, SARASOTA, ORLANDO																			
TOTAL PAID MEDIA:	32,900																		

INDICATES EVENT WEEKEND FRIDAY - SATURDAY 4/26, 27, 28, 2013

BLACK INDICATES FLIGHT DATES



COTEERIVER SEAFOOD & BLUES FESTIVAL

Presented by **bright house NETWORKS** & **Bay NEWS 9**

Friday, April 27, 4:00 pm
 Saturday, April 28, 10:00 am
 Sunday, April 29, 10:00 am

Sims Park in Downtown New Port Richey

Live Music • Fresh Seafood • Boat Show • Arts & Crafts
And Much More!

Special Thanks to All Our Fine Sponsors



732612-01

Bring Your Blankets & Lawn Chairs
 No Coolers Please

727-842-8066 • www.nprmainstreet.com

PASCO TIMES

Sun 4/22

Wed 4/25

Thur 4/26

Fri 4/27

PLEASE VISIT WWW.NPRMAINSTREET.COM

Brighthouse Networks / Bay News 9
Presents the

**COTEE RIVER SEAFOOD & BLUES
FESTIVAL IN SIMS PARK**

APRIL 27th - 29th 2012

FRIDAY	4PM - 11PM
SATURDAY	10AM - 11PM
SUNDAY	10AM - 5PM

Visit Our Website for a FULL LISTING of Weekend Entertainment and Activities!

Live Blues ALL WEEKEND
Boat & Watersports Show!
Fresh Seafood

Produced by Greater New Port Richey Main Street, Inc

Pasco Tribune 4/14, 4/15 & 4/22

Hernando Today 4/13, 4/20, 4/22 & 4/27

Suncoast News 4/14, 4/18, 4/21 & 4/28

Savor the seafood and blues this weekend in New Port Richey

By Michele Miller, Times Staff Writer

In Print: Friday, April 27, 2012

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Share [24](#)

Sean Chambers, above, John Leavell (formerly of Uriah Heep) and Josh Lamkin are among those performing on Saturday night. The fest also includes arts and crafts vendors, many of them new to the venue.



[Courtesy of Sean Chambers]

NEW PORT RICHEY

It's three days of seafood and blues, arts and crafts and more as the Cotee River Seafood and Blues Festival kicks off at 4 p.m. today with a welcoming happy hour and some home-spun fun in Sims Park.

This is the 13th year for the festival, and while the event has always been seafood centered, it has certainly evolved: think river rides, classic cars, boats, water sport demonstrations, mermaids and specifically, live blues music.

This year what you'll be seeing on the stage is mostly local fare.

"It's geared to families and adults of all ages," said Beth Fregger, New Port Richey Main Street's executive director who organized the event. "We have many different genres of blues, from southern blues to real Chicago blues."

There will be performances by grownups and some talented kids, too. It all starts tonight with bands that have played at nearby clubs: Thunderbolt Brown Blues Band, Time Bandits, and KathyJo & the Bluzification Band. Featured entertainment on Saturday afternoon includes The Blue Riders, F n' F Blues Project and Woody and the WoodTones, all winners of the Fresh Catch talent search sponsored by Cocktails in New Port Richey. Local

bluesmen, Sean Chambers, John Leavell (formerly a tour guitarist with Uriah Heep) and Josh Lamkin are among those performing on Saturday night. And if you don't get your fill there, go on over to see those same guys playing at the after party, held for the first time starting at 11 p.m. at Cocktails on Grand Boulevard.

"Everybody's going to come over to my place and hopefully have a good time," said Cocktails owner (and blues lover) Frank Golino, who assisted Fregger in selecting this weekend's lineup.

Taking the stage on Sunday will be about a half-dozen youth bands who have been learning the craft at Music Matters Rock School in New Port Richey.

"These kids are pretty good so I'm hoping people will come out and check them out," said Music Matters owner Frank Abendroth. "It gives them some more performance opportunity — that's what they do this for, to have a chance to play."

"We're a community organization and we need to involve the community," Fregger said, adding that she thought this was a great way to showcase the talent in this area, from professionals who perform in local establishments to the up-and-coming talented kids. "We're trying to bring it home, so to speak."

The fest also includes arts and crafts vendors, many of them new to the venue: potters, jewelers, fabric artists and "a gal who does hats," Fregger said.

There will also be the opportunity to take a river ride or take in a kayak demonstration, check out the winners of the Pasco Camera Exchange photo contest or have your picture taken with a Weeki Wachee mermaid. For the kids there will be face painting, bounce houses, hula hoops and other fun games.

Food includes the old standbys, from fried shrimp to fresh sushi, funnel cakes and kettle corn, and also some new vendors including Killer Samich, City Grill (pit barbecue) and roasted corn with all the fixings.

"It's going to be fun and it looks like the weather is going to cooperate," Fregger said. "The best thing about our event is that it's free. So bring your chairs and blankets and leave your coolers at home, because we have plenty for you to eat and drink."

This article has been updated to reflect the following clarification: John Leavell was a tour guitarist with Uriah Heep. The original version of this article was unclear about his role with the band.

>>If you go

Cotee River Seafood and Blues Festival

Where: Sims Park, downtown New Port Richey

When: 4 to 11 p.m. today; 10 a.m. to 11 p.m. Saturday (music starts at noon); and 10 a.m. to 5 p.m. Sunday (music starts at noon).

Cost: Free.

Upcoming west-central Florida festivals include Cotee River Seafood and Blues; Stringbreak Music Fest; and more

By Michele Miller, Times Staff Writer

In Print: Friday, March 30, 2012

Facebook³ Email Share⁴

In a couple of day's we'll be putting the Chasco Fiesta in the rear-view mirror. But the weather's still feeling just right and so festival season carries on. Among the upcoming events you may want to put on your calendar:

The 30th annual Florida Old Time Music Championship, 5 to 10 p.m. April 6 and 9 a.m. to 10 p.m. April 7 at the Pioneer Florida Museum, 15602 Pioneer Museum Road, Dade City. Guests of honor are "Moonshine Holler" featuring Paula Bradley and Bill Dillof. Competitions include harmonica, dobro, autoharp, fiddle, mandolin, washboard, guitar, banjo and more. Admission: \$5 on April 6; \$10 on April 7. Children under 12 are free. There will be camping in the rough (no hookups). Cost is \$10 per night in advance; \$12 at the gate. For information and contest rules visit www.fotmc.org or call (352) 567-0262.

Tampa Bay Blues Fest, April 13-15 in Vinoy Park, St. Petersburg. Entertainment includes Roomful of Blues, Los Lonely Boys, Tower of Power, Jimmie Vaughn, Charles Bradley and Delbert McClinton. Single day tickets, three-day-passes, VIP tickets and after-hours party tickets available. Go to www.tampabaybluesfest.com.

Cotee River Seafood and Blues Festival, April 27-29 in downtown New Port Richey. Entertainment includes Sean Chambers, Josh Lampkin, Thunderbolt Brown Blues Band, Kathy Jo and the Bluzification Band, RJ Howsen, Time Bandits, students of Music Matters Rock School and the winners of the Fresh Catch blues competition sponsored by Cocktails. Boat and water crafts show, river cruises, arts and crafts, kayak demonstrations, oyster-eating contest. Check out the winners of Pasco Camera Exchange's annual photo contest (amateur photographers can pick up a copy of the rules and submission form now at Pasco Camera's Main Street store).

Stringbreak Music Fest, April 27-29 at Sertoma Youth Ranch, 85 Myers Road, Brooksville. Entertainment includes Rani Arbo & Daisy Mayhem, Solas, Blue Highway, Chris Smither, Bill Blue Band, Malcolm Holcolombe, Have Gun Will Travel, Jennings & Keller, Packway Handle Band, Gatorbone, the Aaron O'Rourke Trio and the Wholtones. Advance single-day tickets are, for adults: \$25 for April 27 (at the gate, \$30); \$35 for April 28 (at the gate, \$40). Two-day tickets are \$75 (at the gate, \$84). For ages 13-17, a two-day ticket is \$20 (at the gate, \$25). Children under 12 free. Camping rates available. Visit www.lindentertainment.com.

Florida Blueberry Festival, May 4-6 in downtown Brooksville. Street parade, pie-baking contest, blueberry-stomping contest, art show, street entertainers, live music on various stages, arts and crafts, car show, bike fest, festival fare and gourmet foods and more. For information or contest and parade entry forms go to www.floridablueberryfestival.org.

Cotee River Seafood & Blues Festival arrives April 27-29

By Michele Miller, Times Staff Writer

In Print: Friday, April 20, 2012

Facebook¹⁹ Email Share²²

Blues lovers with a hankering for gulf shrimp, sushi and other culinary treats can get their fill at the Cotee River Seafood & Blues Festival, which rolls into downtown New Port Richey April 27-29.

The festival, sponsored by Bright House/Bay News 9, will be held at Sims Park. Whet your appetite with freshly prepared seafood and the latest craze of food trucks. There will be bounce houses for the kids, a boat and water sports show, a photo contest sponsored by the Pasco Camera Exchange and river cruises aboard *Miss Daisy*.

April 27 kicks off with a happy hour in the park featuring the Thunderbolt Brown Blues Band, Time Bandits, and KathyJo & the Bluzification Band.

It's back to the water on April 28 with kayak demonstrations, an oyster eating contest and the opportunity to have your photo taken with the famous Weeki Wachee Springs mermaids. There will also be a classic car show featuring the Corvette Club.

The live music resumes about noon April 28 featuring the winners of the "Fresh Catch Blues Talent Search," sponsored by Cocktails. After that come John Leavell, RJ Howson, Josh Lamkin and headliner Sean Chambers.

April 29 will wrap up with performances by students of the Music Matters Rock School and more food, arts and crafts, face painting and other family fun.

>>if you go

Cotee River Seafood & Blues Festival

Sponsored by Bright House/Bay News 9

When: 4 to 11 p.m. April 27; 10 a.m. to 11 p.m. April 28;

10 a.m. to 5 p.m. April 29

Where: Sims Park in downtown New Port Richey

Annual festival launches Friday

PASCO COUNTY TOURISM



Visitors to Sims Park can partake in food and fun at the Cotee River Seafood and Blues Festival this weekend.

By Suncoast News staff report

Published: April 25, 2012

[» Comments](#) | [Post a Comment](#)

NEW PORT RICHEY --

Sims Park will be the place to be this weekend when the Seafood & Blues Festival launches three days of fun and food.

Greater New Port Richey Main Street produces the annual bash along the banks of the Pithlachascotee River. The festival offers a number of family-friendly activities.

Bring the youngsters, bring the neighbors, bring chairs and blankets, but leave the dogs and coolers at home, organizers say.

To kick off festivities Friday evening, revelers can listen to the Thunderbolt Brown Blues Band and Time Bandits at 5 p.m. Kathy-Jo and the Bluzification Band will take the stage at 8:30 p.m.

Weekend activities include freshly prepared seafood, sushi and the latest craze in community entertainment events, food trucks. There will also be bounce houses for the kiddies, a boat and water sports show, photo contest, and river cruises aboard the Miss Daisy.

Saturday's activities include kayak demonstrations, an oyster-eating contest, and photos with the famous Weeki Wachee Spring's mermaids. A classic car show will feature the Corvette Club.

The blues music will start at about noon Saturday with the winners from the "Fresh Catch Blues Talent Search," sponsored by Cocktails. Next up will be performances by John Leavell, R.J. Howson, and Josh Lamkin. Sean Chambers will headline Saturday's performances, starting at 8:30 p.m.

Sunday will feature performances by the students of the Music Matters Rock School and more food, arts and crafts, face painters and other family activities.

Main Street officials remind spectators that no coolers will be permitted at the event.

The annual party celebrates the mission of the nonprofit Main Street organization, which is to encourage and assist private and public entities in the revitalization and beautification of the downtown area.

For information, call Greater New Port Richey Main Street at (727) 842-8066 or visit www.nprmainstreet.com.

COTEE RIVER SEAFOOD & BLUES FESTIVAL

APRIL 27TH - 29TH 2012

Presented by
Brighthouse Networks & BayNEWS 9

bring your blankets, lawn chairs
and no coolers please

FRESH SEAFOOD
CLASSIC CAR SHOW
OYSTER EATING CONTEST
ARTS & CRAFTS SHOW
BOAT & WATERSPORTS SHOW
PHOTO CONTEST
BOUNCE HOUSES

LIVE MUSIC

Friday 4pm - 11pm

Thunderbolt Brown Blues Band
Time Bandits
Kathy-Jo and Bluzification

Saturday 12pm - 11pm

JTM Band
RJ Howson
Josh Lamkin
Sean Chambers

Sunday 12pm - 5pm

Student Performances
by Music Matters

Festival Hours

Friday - 4pm

Saturday - 10am

Sunday - 10am

SIMS PARK | Downtown New Port Richey
On the banks of the Cotee River



Scan This!



Get ready to enjoy seafood and live music on the banks of the beautiful river that cuts through New Port Richey.

The three-day Bright House/Bay News 9 Cotee River Seafood and Blues Festival will begin April 27 in Sims Park on the shore of the Pithlachascotee River. The event runs April 27, from 4 to 10 p.m.; April 28 from 10 a.m. to 10 p.m.; and April 29 from 10 a.m. to 5 p.m.

Planning to go? Here's what you need to know:

Cost: There is no entrance fee, and the music is free. But you'll have to pay for food and drinks.

Upload Photos and Videos



Music highlights: Prepare for a full schedule of live music featuring musicians from the New Port Richey and Tampa Bay area. On April 27, there will be a Happy Hour in the Park program featuring Thunderbolt Brown Blues Band and Time Bandits. Kathy-Jo and the Bluzification Band will play at 8:30 p.m. At noon on April 28, performers from the "Fresh Catch Blues Talent Search," sponsored by Cocktails, will take the stage. Performances by John Leavell, R.J. Howson, Josh Lamkin will follow. Then Sean Chambers headlines a performance at 8:30 p.m.

On April 29, the festival features a performance from Music Matters School of Rock.

What's on the menu: Fresh seafood will be provided for purchase by Hammerhead Grill of St. Petersburg and South Beach Grill. There will also be food trucks.

What you can and can't bring: Bring lawn chairs and a blanket. Do not bring a cooler. They're prohibited.

What's there for kids and families?: A ton. There will be bounce houses, face painters, temporary tattoos, sand art and exhibitions of exotic pets. On Saturday, there will also be a boat show, kayak demonstrations, an oyster eating contest, and appearances by Weeki Wachee Spring's mermaids and a classic car show featuring the Corvette Club.

Who is behind it?: The event is organized by and raises money for Greater New Port Richey Main Street. Main Street is focused on revitalizing downtown New Port Richey and preserving its historic buildings.

"We're the only nonprofit that is dedicated to revitalizing and preserving the historic downtown," Greater New Port Richey Main Steet Executive Director Beth Fregger said.

To find out more about Greater New Port Richey Main Street, visit its website.

Related Topics: Cotee River, Cotee River Seafood Festival, New Port Richey fairs and festivals, Pithlachascotee River, and Things To Do



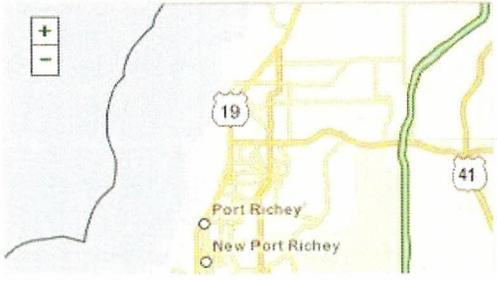
B1

Take Our Poll

What Should Our Redneck Family Do in England?

- Visit Big Ben
- Eat Fish & Chips
- Meet the Queen
- Go Fox Hunting
- Pub Crawl

Click for more



Friendly KIA Fest/Main Street Blast



Saturday, June 30, 2012, 2:00 pm
 Sims Park and Orange Lake, Bank St & Grand Blvd, New Port Richey, FL | [Get Directions »](#)
FREE

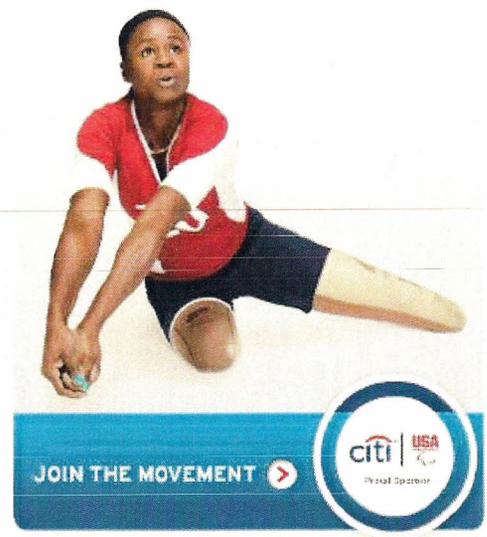
Invite a friend

- Export
- Email
- Share
- Tweet

Add an Event

FOLLOW KARI'S JOURNEY

Join Citi in cheering on Team USA every step of the way.



Greater New Port Richey Main Street announces the annual Independence Day Festival and Fireworks display. The event will be held Saturday June 30 from 2-11pm in Sims Park.

Main Street in conjunction with Friendly Kia, Tampa Bay Times and the City of New Port Richey offers this event to the citizens of West Pasco as a celebration of freedom and everything that is all American...including the annual fireworks display. It is a day filled with all American food, arts & crafts, the annual Miss Firecracker contest, live music and the highlight of the day the Fireworks.

This year's music line-up consists of three local bands with strong following as well as Draw the Line (www.drawtheline.net) an Aerosmith tribute band out of Boston. In addition to Draw the Line, local businessman Eric Anderson and his band Jam Sandwich will be the festival's opening act. Local favorites Circle Sky will also perform followed by That 70's Band. Draw the Line will go on stage at approximately 8:00p with a break around 8:45 for the fireworks display. The band will continue playing until approximately 10:30pm.

Activities and fun for the whole family will be underway beginning at 2pm including a Corn Hole Tournament, bounces houses, face painters and many other summertime festivities. Bring blankets or lawn chairs and leave your coolers at home. Food and beverages including beer and wine will be available throughout the day.

Greater New Port Richey Main Street is a 501-c-3 not-for-profit. The mission of Main Street is to encourage and assist private and public entities in the revitalization, historic preservation and beautification of the downtown.

For more information on sponsorships, vendor space and the event visit our website www.nprmainstreet.com or call the Main Street office 727-842-8066

Comment Recommend

Event Details

- Posted by:** Beth Fregger
- Where:** Sims Park and Orange Lake Bank St & Grand Blvd, New Port Richey, FL 34652
- Next on:** June 30, 2012
- Time:** 2:00 pm–11:00 pm
- Website:** <http://www.nprmainstreet.com>

Get daily news on your doorstep.

[Sign Up](#)

B1

Help

ce Login Suggested Sites Payment Gateway to Acce... Pasco County Property A...



Welcome Leah Robinson! not Leah Robinson? [LogOut](#) [My Account](#)

FESTIVAL NETWORK ONLINE [events](#) [resources](#) [promoters](#) [members](#) [festival biz](#) [buy - sell](#)

search returned 7 matches (includes [non-updated events](#)). Try a [New Search](#).

Searched for: Within 5 miles of 34652 and in Florida

search results? Get [Help!](#)

[All Events](#) from this search to MyList.

B1

Members Search Results

Street Blast

30 to 06/30 2012 Updated: 06-04-2012

5 Park, Orange Lake - [New Port Richey, FL 34652](#)

Promoter: [Greater New Port Richey Main Street](#) [More by this Promoter](#)

Dir.: Event Office Show Dir. Ph.: **Included with Level 1, 2 or 3.**

Email: **Included with Level 1, 2 or 3.** Web: **Get Full Details, Upgrade Now!**

Entertainment: 1 stg - N,R,L (music: RK) ?? Pay: Undisclosed

Other Activities: crafters, concert, fireworks

Attendance: 10,000 # Food Booths: 10

Exhibitors: 100 Juried: no Prize Money: na

Activities: Art & Craft: 06/15/2012 Music: // Food: 06/15/2012 (// = until full or no deadline provided)

Location: Less than 1 mile from zip code 34652 (Line of sight, not travel.) [Get directions new](#)

Show Rating:

add rating

Promoter Rating:

add rating

[Before You Attend](#)

[View Full Details!](#)

A3



In need of accommodations??

If you utilize any of the following accommodations please mention that you are participating in a New Port Richey Main Street event for a favored rate.

Located within two-three miles of Downtown New Port Richey:

Quality Inn & Suites (Ask for Karen)	727.847.9005 - 5316 US Hwy 19 N, New Port Richey, 34652
Homewood Suites/Hilton (Ask for Karen)	727.819.1000 - 11113 US Hwy 19, Port Richey, 34668
Days Inn & Suites (Ask for Gail)	727.869.9999 - 10826 US Hwy 19, Port Richey, 34668
Holiday Inn Express	727.868.1900 - 10619 US Hwy 19, Port Richey, 34668
Econo Lodge & Suites:	727.842.6800 - 6826 US Hwy 19 N, New Port Richey, 34652
River Side Inn:	727.845.4990 - 7631 US Hwy 19, New Port Richey, 34652
Ramada Inn Bayside:	727.849.8551 - 5015 US Hwy 19, New Port Richey, 34652
Suncoast RV Resort:	727.842.9324 - 9029 US Hwy 19, Port Richey, 34668

For those with recreational vehicles - there are several RV Parks in the general area as well as a Wal-Mart and Sam's Club within close proximity to the event site.

The park address for mapping is: 6431 Bank Street, New Port Richey, FL 34652

Cross Streets: Downtown New Port Richey, Bank St. turns into Grand Boulevard as it winds through the neighboring riverfront neighborhood to U.S. 19.

Parking: Available, Free Lot, Nearby, On Site, Paid Lot, Street, and Street Parking Difficult. Depends entirely on the event and the time of day.

A2

MAY
2009

17. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):

<u>Dates</u>	<u>City</u>	<u>Hotel and Contact</u>	<u>Room Nights (# of rooms X # of nights)</u>
May 9 & 10	New Port Richey	Quality Inns and Suites	12 rooms for 2 nights
May 9 & 10	Port Richey	Suncoast RV Resort	16 spaces for 2 nights
May 9 & 10	New Port Richey	Great Western Inn	26 rooms for 2 nights

↓ September
2009

22. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):

<u>Dates</u>	<u>City</u>	<u>Hotel and Contact</u>	<u>Room Nights (# of rooms X # of nights)</u>
9/26 to 9/27/09	NPR	Quality Inns & Suites	15 X 2 = 30
"	NPR	Best Western	27 X 2 = 54
"	NPR	Value Lodge	6 X 2 = 12
"	NPR	Ramada Inn	9 X 2 = 18

↓ 2009

f) Number of Room Nights generated by the Event: 389

A1

Tourism Statistics Report

Business Date: 4/26/2012 - 4/29/2012

Property Code: FL871

Shift: 2

User: kcanda.fl871

Number of Guests Staying Tonight by Usual Residence

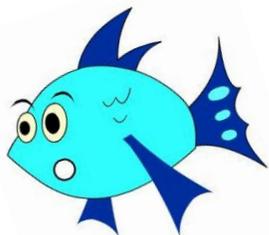
<u>Date</u>	<u>Total Stay Unit Nights Occupied</u>	<u>Home Country</u>	<u>Other Countries</u>	<u>Unknown</u>	<u>Guest Nights</u>	<u>Guest Arrivals</u>	<u>Number of Stay Units Available</u>
4/26/2012	55	0	0	78	78	35	126
4/27/2012	89	0	0	128	128	71	124
4/28/2012	89	0	0	143	143	64	125
4/29/2012	64	0	0	111	111	53	125
Total	297	0	0	460	460	223	500

**Pasco County Tourist Development
Council FY 12/13 "Local"
Special Event Grant Application**



FOR

**Cotee River Seafood
and Blues Festival**



Presented by Greater New Port Richey Main Street

I. Introduction

II. Funding Considerations

A. Production of Room Nights

1. Yes. As validated by Quality Inn & Suites, rooms rented went up considerably during the event in 2012. Two days before the event, only 55 rooms were rented. The first night of the event through the second night, the rooms rented soared up to 89. After the event was over, rooms rented dropped back down into the 60's. **See exhibit A1.**
2. Yes, we provide a history of room nights/overnight visitors in the past. **See exhibit A2.**
3. The room night history shows signs of growth.
4. The most recent numbers are from 2009.
5. This is not a first time event. It will be in its fourteenth year.
6. We have established a host hotel with Quality Inn & Suites/Hilton in New Port Richey. We have also established accommodation partnerships with Homewood Suites/Hilton, Days Inn & Suites, Holiday Inn Express, Econo Lodge & Suites, River Side Inn, Ramada Inn Bayside, and the Suncoast RV Resort. **See exhibit A3.**
7. Our room night statistics are very accurate. They are validated by the property manager for all hotels.

B. Advertising out-of-county

1. The event provides opportunities for regional, state, and national exposure.
2. The event/organization has promoted outside a 50-mile radius of Pasco County. In advertising with radio stations, Cox Radio and WJQB 106.3, we reach throughout the Tampa Bay area, which spans over 50 miles outside of Pasco County. This organization also advertises with Bay News 9, which reaches 1,000,000 viewers in the Tampa Bay area.
3. The event/organization has promoted outside a 250-mile radius into Jacksonville, South Florida and the Panhandle. With the advancement of social media, advertisements for this event/organization have been able to reach people all over the United States as well as internationally. Through the use of Facebook, the radio stations', cable television's and newspapers' websites, people can view the advertisement for the event while also streaming the sound clip advertisement. We advertise with the magazine *Where the Shows Are*, which reach thousands of readers. In addition the event is listed on several event websites such as Zevents.com and Festival Net.com. **See exhibit B1.**
4. The printed ad places the tourism brand logo with the logos for businesses that sponsor the event. The logos are all evenly sized and placed adjacent to one another. **See exhibit B2**
5. Paid TV and radio advertising have not been used prior to the 2012 Cotee River Seafood and Blues Festival. In the future, all paid electronic advertising will mention and place the PTDC logo and name with all of our event sponsors per the sponsorship level deemed appropriate.
6. The event/organization used social media. The event/organization used advertising through Facebook and advertising with articles on the web. **See exhibit B3.**
7. The event got publicity from Pasco Tribune, Hernando Today, Suncoast News, Tampa Tribune, Where the Shows Are, Cox Radio, WJQB 106.3, and Bay News 9 in Tampa

Bay. The event had at least 80 promotional commercials on Bay News 9, and other media exposure highlighted within **exhibit B4**.

8. The truest measure of our promotions and marketing efforts is the attendance and revenue that results from these efforts.

C. Marketing Plan

1. There is an itemized advertising budget for the event. **See Exhibit C1.**

2. For out of market advertising. **See Exhibit C1.**

3. The event was not granted money in 2011 or 2012.

4. Not applicable.

5. The event provides co-op advertising opportunities for the TDC.

6. The marketing plan consists of a comprehensive media/advertising strategy that includes media vehicles that reach the local market as well as out of market. **See Exhibit C1.**

7. N/A

8. The advertising and media begin approximately 60 days prior to the event with Press Releases relating to the progress of the event planning as well as social media posts. Advertising and PR efforts are ramped up 20 days prior to the event with a media blitz consisting of Radio, Cable Television, local and regional newspaper advertising and press releases as well as editorial from the local media. In addition Web advertising and social media are included in the final blitz. **See Exhibit C1.**

D. Economic Impact

1. The overall benefit to tourism in Pasco County is very strong. With visitors coming into the event, many restaurants and shops will have increased business. Restaurants in the local area have more visitors and sales during the events. Hotels have increased business for overnight visitors.

2. In surveying the attendees throughout the weekend it was clear many of them traveled from the Tampa Bay area for this event. In surveying the local merchants about their volume of business during the event, they expressed delight in the steady stream of customers throughout the weekend.

3. The event has grown substantially with over 10,000 in attendance in 2012 up 150% over last year.

4. The businesses in the area that benefit from these events are the local restaurants and shops. The locations of the various public parking areas in the downtown allows visitors coming to the event the opportunity to walk through the downtown on the way to the park. They pass by local shops, the historic Richey Suncoast Theatre, and the Progress Energy art gallery, venues with live music and many more. The bars and music venues also benefit from this event. Many of them offer festival goers incentives to visit after the event. In many cases entertainers who play the festival will then come downtown and play a late set at one of the live music venues.

5. Greater New Port Richey measures economic impact with grassroots surveying. In other words we contact our local merchants through our various merchant associations and discuss their results from the weekend.

E. Timing of the Event

1. It is unique in the fact that we are combining blues music with nautical art, a boat show, boat tours, and arts and crafts in the nautical and natural theme. There are no other events locally that include all of these things.
2. The scheduling of the event lures in overnight visitors. Because the event is a 3 day 2 night event, there is a definite reason to stay overnight. With music, crafts and great food, visitors will not just want to stay for a day; they will want to stay all weekend!
3. The event is schedule during the tourism season of November-April.
4. The event is scheduled for Friday, April 26 until Sunday, April 28, 2013. In order to make it easy for return visitors and vendors from year to year the event is permanently scheduled for the LAST FULL WEEKEND OF APRIL.

F. Additional Organization Information

1. Yes, our organization has attended the annual Pasco Tourism Summit and/or Grant Workshop.
2. When we are available we volunteer at other events and/or travel expos to promote Pasco Tourism and our events.
3. We did not turn in a sample of the Special Event County Survey.
4. We do not have a recycling plan at present due to our current contract with WSI.