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:** Pasco Bug Jam **DATE(s) OF EVENT:** Nov. 11, 2012

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

Address Pasco County Fairgrounds, 36722 S. R. 52

City Dade City State FL Zip 33525

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

Legal Name as per registered with Sunbiz.org Pasco County Fair Association, Inc.

Address 36722 S. R. 52

City Dade City Zip 33525 Website www.pascobugjam.com
www.pascocountyfair.com

4. **EVENT CONTACT:**

Name Carol Hedman Virginia McKendree Title Event Coordinator Office Manager

Phone No. (352) 567-6678 Fax No. (352) 523-1807

E-mail bugjam@pascocountyfair.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. 59-0815484

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 | $10,988.00 |
| 2010 | 10,900.00 |
| 2009 | 8,111.00 |

7. **LIABILITY INSURANCE?** ____ No xx Yes Carrier K & K Insurance

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

| Hotel | Contact | Telephone Number |
|---|---|---|
| Microtel Inn & Suites | Georgia Downey | 813-783-2211 |
| Hampton Inn, Dade City | Piyush Mulji | 352-567-5277 |

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)

| Date(s) | # of Rooms | # of Nights | AVG ROOM $ |
|---|---|---|---|
| Nov. 10-11, 2012 | 500 | Avg. 2 | $80 |

12. **QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:**

| Year | # of Rooms | # of Nights | Total Room Nights | Avg. Room $ |
|---|---|---|---|---|
| Example | [illegible] | 2 | [illegible] | $75 |
| 2011 | 227 | 2 | 454 | $80 |
| 2010 | 114 | 2 | 228 | $80 |
| 2009 | 258 | 2 | 516 | $80 |
| Total | 712 | | | |

13. **ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS** (not overnight): 700

14. **ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS** (not overnight): 6485

15. **WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS?** $750,000

[illegible] Tourism Development uses the out of state event formula provided by VISIT FLORIDA and the FLORIDA SPORTS [illegible] available upon request. A thorough economic impact analysis should be conducted on your event [illegible] audience, location and time of the season. Please attribute your formula research study and [illegible]

## 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 sheet)

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

15. **WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS?** We used the **Visit Florida** economic impact for the 2011 Pasco Bug Jam and have estimated the 2012 Bug Jam using those figures. See attached impact formula.

1.Participation Summary

Total Participants (competitors, coaches, trainers, officials, etc.

| | | |
|---|---|---|
| ADULT Out-of-State: | 70x143x2= | $20,020 |
| YOUTH Out-of-State: | -0- | |
| ADULT In-State | 635x72x2= | 91,440 |
| YOUTH In-State | -0- | |
| ADULT In-County | 120x24= | 2,880 |
| YOUTH In-County | -0- | |
| TOTAL | | $114,340 |

Total Spectators (fans, family, friedns, etc.,

| | | |
|---|---|---|
| ADULT Out-of-State | 1,175x143x2= | $336,050 |
| YOUTH Out-of-State | 185x72x2= | 26,640 |
| ADULT In-State | 3,500x72= | 252,000 |
| ADULT In-State Out-of-County | 400x36= | 14,400 |
| ADULT In-County | 490x24= | 11,760 |
| YOUTH In-County | 85x12= | 1,020 |
| TOTAL | | $641,870 |
| | | $756,210 |

16. **INTENDED MARKETING/ADVERTISING BUDGET FOR YOUR OUT-OF-COUNTY PLAN:** We will again this year advertise with our popular Volkswagen publications such as Cruisin' Style, Hot VW's, The Samba and Motoring Tampa Bay who along with our website provided the best results in the past. We will probably include television advertising on venues that are out of county. We plan to use the TDC survey again this year by including it in the mailing that we do and handing it to spectators as they come into the fairgrounds. We will have some 15,000 flyers printed, of which 13,000 will be sent out to our mailing list of former entrants, Volkswagen shows, sponsors, VW related businesses and Volkswagen clubs throughout the United States. We also will be incorporating a Facebook page and q-code for the Pasco Bug Jam.

17. **FOR REPEAT EVENTS:** The television and radio scripts were sent to the TDC with our 2011 post *event report.*

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 PROMOTINGS?** We know from the registrations of bug Jam vendors and show participants where our guests come from. We had more that 7,000 spectators that came to see the 535 Volkswagens entered into the show. Also, there were over 150 swap and other vendors during the one-day event.

We measure the success of the event by the number of spectators and participants who attend the event and the number of website hits throughout the year; email inquiries and phone calls to the office.

We measure the effectiveness of our promotings again by the number of hits on our website, email inquiries, phone calls and the number of attendees at the event.

## IV. ECONOMIC IMPACT

1. *Participation Summary:*

Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State: number of athletes/participants x $143.00 In-State: x $72.00

YOUTH Out-of-State: $72.00 In-State: x$36.00

ADULT In-County: $24.00 Youth In-County: $12.00

Total Spectators (fans, family, friends, etc., same $ amounts as above)

ADULT Out-of-State: In-State:

YOUTH Out-of-State: In-State:

ADULT In-County Youth In-County:

Total Media Out-of-State: No Data In-State: if applicable

2. Economic Impact Summary *(should reflect numbers provided in Section IV – 1 – Participation Summary)

***Direct Out-of-State Economic Impact of the Event Example***

| | |
|---|---|
| # of out-of-state Adult Participants 90 x avg. length of stay 4 x $143 (avg. daily expenses) = | $51,480 |
| # of out-of-state Adult Spectators 969 x avg. length of stay 4 x $143 = | $554,268 |
| # of out-of-state Youth Participants 646 x avg. length of stay 4 x $72 = | $186,048 |
| # of out-of-state Youth Spectators 323 x avg. length of stay 4 x $72 = | $93,024 |
| # of out-of-state Media/Professional No Data x avg. length of stay x $143 | |

TOTAL DIRECT OUT-OF-STATE ECONOMIC IMPACT=

Total Hotel Impact (In-State and Out-of-State): # of Rooms 558 x Avg. # of nights 4 x Avg. Room Rate $111 = $247,752

Total Hotel Impact $247,752 x lodging/bed tax rate .02 = $ 4,955

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 sheet)

## ADDITIONAL INFORMATION

19. Has the organization attended the annual Pasco Tourism Summit and or Grant Workshop? Yes XX 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 XX

21 Does the event have a recycling plan in place? Yes XX No __ We do recycle the grease from the food vendors and invited Covanta to attend the Bug Jam with recycling information and recycling barrels.
(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 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
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

**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

Jim A. Ward, Director; General Manag
Official's Name and Title

**CHIEF FINANCIAL OFFICER FOR THE ORGANIZATION**

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Official's Signature

Jim A. Ward, Director; General Manager
Official's Name and Title

**CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION**

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Virginia McKendree
Official's Signature

Virginia McKendree, Office Manager
Official's Name and Title

## IV. ECONOMIC IMPACT

1. *Participation Summary:*

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ADULT Out-of-State: number of athletes/participants x $143.00 In-State: x $72.00

YOUTH Out-of-State: $72.00 In-State: x$36.00

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ADULT Out-of-State: In-State:

YOUTH Out-of-State: In-State:

ADULT In-County Youth In-County:

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Total Hotel Impact $247,752 x lodging/bed tax rate .02 = $ 4,955

## VI. EXPENSES

| EXPENSES (example) | |
|---|---|
| REIMBURSEABLE EXPENSES | CASH/CHECK |
| Rights Fees | |
| Promotion, Marketing, Programming & Advertising | |
| Site Fees/ Costs | |
| TOTAL EXPENSE(S) | |

# 2012 Proposed Bug Jam Budget

1. Event Expenses: $5,635
   - Disc jockey & sound equipment – $1,000
   - Stage rental - $400
   - Best of awards - $500 cash
   - Portalets - $200 (for swap area)
   - Radio rental – $380
   - Game prizes – Children's games: $150
   - Prizes for entertainment stage: $200
   - Logo design – $300
   - Dumpster rental – $450
   - Ice for vendors - $350
   - Over-the-road banner changes – $30
   - Marking paint – $225
   - Sanitation service (cleaning restrooms during event) - $450
2. T-shirts: $5,500 (Go to car registrants, sponsors & directors)
3. Advertising: $10,000 (based on TDC money that should cover this expense)
4. Motel for housing Bug Jam judges: $3,000
5. Judges' thank-yous & best of award gifts: $350
6. Breakfast, lunch & drinks & snacks for judges' reception: $500
7. Snacks for directors' room & volunteer breakfast on event day: $200
8. Sheriff's Department for traffic: $750
9. Overnight security & event security: $650
10. Promotional items (for goody bags): $1,500
11. Trophies: $3,500
12. Dash plaques: $500
13. Printing: (Flyers, hangtags, letterhead, envelopes, etcetera) $2,500
13. Insurance: $1,000
14. Postage: $1,200
15. Website: $600 setup & maintenance
17. Online entry expenses: $1,000 (ShowWorks expenses, PayPal monthly charge, per entry fee)
18. Grounds clean-up: $2,000
19. Payroll & payroll taxes: Carol & grounds persons for ½ month August, September, October & November - approximately $8,000

•PROPOSED 2012 BUDGET: $47,415

(Note: $10,000-plus of this would be reimbursed from Pasco County Tourist Development Council funding for approved advertising, if we are awarded same amount this year. Also, flat rate of $3,200 of income would be given to non-profit group for parking and $4,000 to All Children's Hospital.)

• 2011 Budget: $46,842
2011 Gross Income: $68,975.25 (includes $10,000 and change reimbursement from TDC for 2010 out-of-county advertising)
2011 Expenses: $35,790.06 (includes payroll & payroll taxes; $4,000 to All Children's Hospital & $2,466.63 to Pasco Middle School for parking)
2011 Net Income: $33,185.19

• 2010 Budget: $40,292.91
2010 Gross Income: $60,843
2010 Net Income: $21,550.09 (real figure is probably more like $17,300.30 because this is before $4,000 to All Children's Hospital)

• 2009 Budget: $39,135 (included $1,850 for band)
2009 Gross Income: $64,347.96
2009 Expenses: $33,588.03 (includes payroll & payroll taxews)
2009 Net Income: $30,759.93

• 2008 Budget: $33,765
2008 Gross Income: $64,418.05
2008 Expenses: $38,017.15 (includes payroll & payroll taxes)
2008 Net Income: $26,544.48

• 2007 Budget: $32,482
2007 Gross Income: $59,390.26
2007 Net Income: $21,022.61