Date received _____
(Office use only)

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

AMOUNT OF FUNDING REQUESTED: $ 9,000.00

1. **EVENT:** Pasco County Fair **DATE(s) OF EVENT:** Feb. 18-24, 2013

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

Address 36722 S. R. 52

City Dade City State FL Zip 33525

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

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

Address 36722 S. R. 52

City Dade City Zip 33525 Website www.pascocountyfair.com

4. **EVENT CONTACT:**

Name Virginia McKendree Title Office Manager

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

E-mail office@pascocountyfair.com

5. **TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.):** 501(c)(3)

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
February 2012 21-27	$ 4,873
February 2011	5,061
February 2010	$ 2,651

7. **LIABILITY INSURANCE?** ____No ____Yes xx Carrier K & K Insurance

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

9:57 AM
06/06/12
Cash Basis

Pasco County Fair Association, Inc.
Profit & Loss
July 1, 2011 through June 6, 2012

		Jul 1, '11 - Jun 6, 12
Income		
600 · Gate Income		167,947.35
602 · Midway Income		59,075.00
604 · Premium Book Income		9,870.00
605 · Plant Sale Income		15,130.00
606 · Rental Income		
607 · Rental Income-Buildings	9,835.00	
610 · Rental Income-Grounds	1,780.00	
611 · Rental Income-Other	105.00	
Total 606 · Rental Income		11,720.00
612 · Entry Fee Income		7,723.00
613 · Sponsorship Income		38,050.00
614 · Membership Dues		40.00
615 · Contribution Income		20.00
616 · Armband Sales		29,650.66
618 · Miscellaneous Income		14,387.12
619 · Independent Midway Income		17,740.50
621 · Sales - Other		4,869.10
Total Income		376,222.73
Gross Profit		376,222.73
Expense		
Premiums		700.00
700 · Contracted Services		
701 · Contracted Maintenance	160.00	
702 · Contracted Entertainment	50,500.00	
703 · Contracted Cleaning	4,506.59	
704 · Contracted Services-Fair	43,306.00	
700 · Contracted Services - Other	23,673.67	
Total 700 · Contracted Services		122,146.26
705 · Judges Expense		3,225.75
706 · Ribbon Expense		4,247.61
707 · Trophy Expense		2,491.15
708 · Pageant Expense		4,534.52
709 · Premium Expense		2,218.00
710 · Agricultural Purch. & Add Ons		3,449.22
711 · Scholarship Expense		500.00
712 · Event Expense		16,112.95
714 · Prize Money		9,525.00
854 · Advertising		23,490.63
865 · Contributions		250.00
885 · Equipment Rental		5,098.00
886 · Fuel Expense		106.40
904 · Insurance		
908 · Liability Insurance	198.55	
Total 904 · Insurance		198.55
918 · Office Expense		501.36
919 · Printing Expense		9,219.11
920 · Payroll Expense		12,611.62
925 · Postage		718.62
935 · Supplies		5,696.22
940 · Licenses & Fees		1,520.00
945 · Utilities		-2,233.00
Total Expense		226,327.97
Net Income		149,894.76

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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 $
Feb. 18-24, 2013	45	7-2-1	$72.

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

Year	# of Rooms	# of Nights	Total Room Nights	Avg. Room $
Example	50	2	100	$75
2011 12	45	7-2-1	45	$70
2010 11	39	7-2-1	39	$70
2009 10	35	7-2-1	35	$70
Total				

13. **ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS** (not overnight): 6,000 (per day x " "
14. **ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS** (not overnight): 500
15. **WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS?** $334,300

[illegible] 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 [illegible] are similar in size, audience, location and time of the season. Please attribute your formula research study and/or information.

(See attached)

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.

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

V. EXPENSES

PASCO COUNTY FAIR ECONOMIC IMPACT

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 14,000

In County:

3,000 x 72 =	$ 216,000
3,000 x 12 =	36,000
	$ 252,000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 575

Out of County:

125 x 2 x 143 =	$ 35,750
125 x 2 x 143 =	35,750
75 x 2 x 72 =	10,800
	$ 82,300

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS? $334,300

$ 252,000

82,300

$ 334,300

We used the Visit Florida out-of-state formula to arrive at these estimates. (See attached)

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.

We will again this year advertise with Brighthouse Networks to do television ads targeting their market areas including all of the Tampa Bay area. We will also advertise with Channel 13 television station and their market areas which includes the surrounding areas and down to Sarasota County. We also plan to advertise with WRBQ.FM Q105 and Oldies 103.7 W , who both broadcast throughout the entire Tampa Bay Area. We will place ads in the Singing News out of Nashville, TN, advertising our Thursday night Gospel Sing as many of our fair goers see who is appearing here in that magazine. We will also advertise with the Tampa Tribune and Tampa Bay Times outside of Pasco County. We also get a lot of hits on our website, www.pascocountyfair.com and will have our information updated on that site this summer. We spent some $23,000 + on advertising last year and will continue with at least that much this year. We continue to send press releases out of our office.

We had some 15,000 premium books printed last year and 12,000 trifolds with the fair schedule & sponsors listed on both. Premium books were distributed at the annual Rattlesnake Festival in San Antonio and the Kumquat Festival in Dade City. They were also distributed to all advertisers in the book. Trifolds were also included in some letters that were sent out to various places and were handed out at the information booth at the fair. Printing cost of the premium books was $6,550 to Tampa Type/Print in Dade City. The trifolds were printed as a sponsorship.

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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 Manager

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

Jim A. Ward, Director/General Manager

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.

Virginia McKendree

Official's Signature

Virginia McKendree, Office Manager

Official's Name and Title